



How to Optimize Your Local Digital Presence for Google's 2024 Updates

April 17, 2024



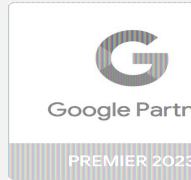
Erin Martin
VP of Marketing



Aazir Munir
Product Manager

Agenda

1. Google's 2024 Updates:
 - Search Generative Experience (SGE)
 - Local SEO
 - Google Ads
2. Workshop Your Action Plan
3. Q and A



Netsertive: Take Control of Your Brand at the Local Level

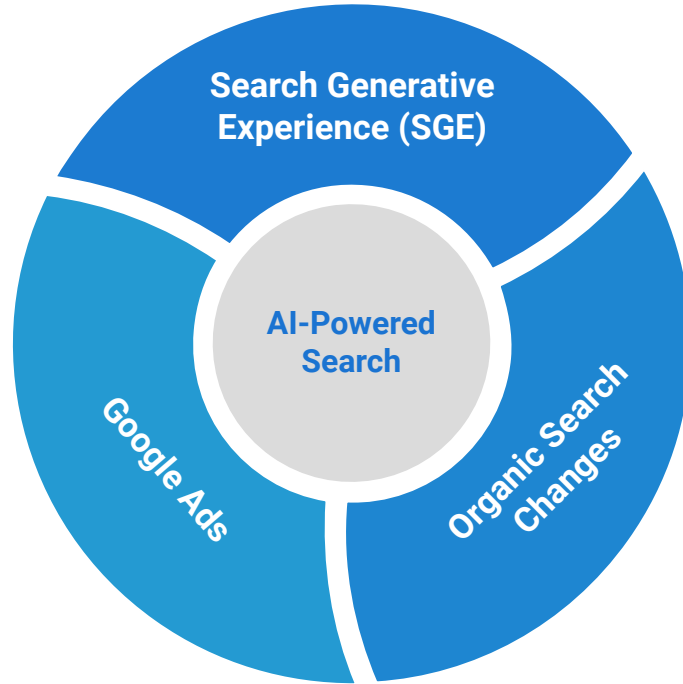
- Deep expertise in localized digital marketing, including paid media, organic/SEO, and web solutions
- Facilitated \$2 billion in media spend through our platform
- Award-winning brand and location support with named account managers
- Experience driving success for over 100 multi-location brands



Google's 2024 Updates

Search is Changing in 2024

How can you lead your brand to the AI-powered future of search?



Google's Search Generative Experience

Generative AI answers summarize the most relevant, locally indexed content, listings, and reviews.

User search intent is king!



Recommendations for garage coating in Raleigh

▶ 0:00 Listen to answer

Raleigh, North Carolina has many places that offer garage coating services, including flooring contractors, concrete contractors, and other contractors.



Precision Floor Coatings

5.0 ★ (39)
Flooring contractor
Southwest Raleigh

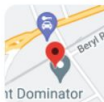
Flooring contractor that some say does a great job painting garages and epoxy coating garage floors → 4 ▼



Triangle Superior Wallsystem and Epoxy

4.9 ★ (34)
Stucco contractor
Umstead

Flooring contractor that also offers stucco, floor refinishing, sanding, polishing, and waterproofing services → 4 ▼



FloorChem, Inc

4.4 ★ (7)
Floor refinishing service
Southwest Raleigh

Flooring contractor that also offers concrete services → 4 ▼



Those Floor Guys

4.9 ★ (19)
Flooring contractor
Raleigh

Flooring contractor that some say offers high quality work at reasonable prices → 4 ▼



Garage Flooring Raleigh ~...

triangl... ⋮



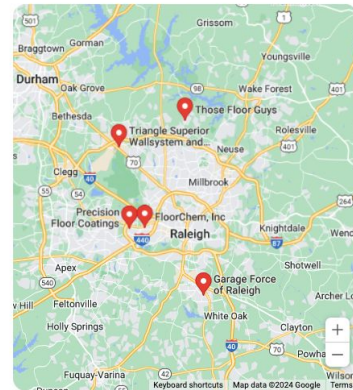
Garage Floor Coatings Stronger Tha...

raleigh... ⋮



Garage Force of Raleigh: Concrete...

raleigh... ⋮



The Search Results Page Is Changing

Search Generative Experience

Organic

Raleigh, North Carolina has many places that offer garage coating services, including flooring contractors, concrete contractors, and other contractors.

Precision Floor Coatings
5.0 ★ (39)
Flooring contractor
Southwest Raleigh


Triangle Superior Wallysystem and Epoxy
4.8 ★ (24)
Stucco contractor
Unrated

FloorChem, Inc.
4.4 ★ (7)
Floor refinishing service

Garage Flooring Raleigh

Garage Floor Coatings Stronger Than...

Garage Force of Raleigh Concrete...



Guardian Garage Floors
https://micro.guardiangaragefloors.com/location-raleigh-durham...
Garage Floors Coating Raleigh Durham
Garage floor coatings look & last like granite. Epoxy flooring throughout Raleigh Durham. Our garage floor coating has a Life Time Satisfaction Warranty!

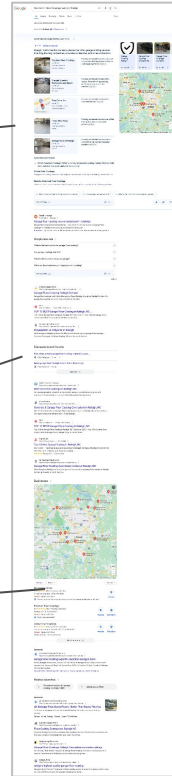
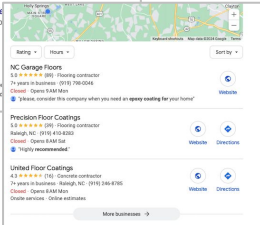
TOP 10 BEST Garage Floor Coating in Raleigh, NC
Top 10 Best Garage Floor Coating in Raleigh, NC. Month 08
The Carolina Floor Project, Diminutive Floor Contracting...

Polyspartic vs. Polyurea in Raleigh
Both Garage in Raleigh explore the differences between Polyurea, Polyspartic & Epoxy flooring. Which is the most...

NC Garage Floors
5.0 ★ ★ ★ ★ (26) | Flooring contractor
21 years in business - (919) 796-0064
Closed - Opens 8AM Mon
👉 [View](#) - [Consider this company when you need an epoxy flooring for your home!](#)

Precision Floor Coatings
5.0 ★ ★ ★ ★ (29) | Flooring contractor
Raleigh, NC - (919) 416-5222
Closed - Opens 8AM Sat
👉 [Highly recommended!](#)

United Floor Coatings
4.9 ★ ★ ★ (12) | Garage contractor
7+ years in business - Raleigh, NC - (919) 344-8195
Closed - Opens 8AM Mon
On-site services - Online estimates



Paid

Sponsored

micro.guardiangaragefloors.com
https://micro.guardiangaragefloors.com/garage_floor/coatings

Garage Floor Coating Experts | Guardian Garage Floors
Patio, **Garages**, Basements, We Do It All! Call Guardian **Garage Floors** Today & Get Started!
Upgrade Your Basement Floor This Spring! Save \$500 On Durable & Stylish Guardian **Coatings!**
Community Involved.
Special Offers - Why Choose Us - Contact Us - Financing Options - Get A Free Quote

Google's Search Generative Experience

Generative AI answers also have recommended businesses and suggested follow-up questions.



Recommendations for garage coating in Raleigh

Concrete contractors

- TAGG Concrete Coatings: Offers a variety of concrete coating options that can add color, pattern, character, and style to concrete

United Floor Coatings

Garage floor coating contractor that Yelp has listed as one of the top 10 in Raleigh, North Carolina

Renuity Advanced Floor Coatings

Contractor that some recommend for high quality garage floor coating with a lifetime guarantee

↳ What is the best option for garage floor coating?

↳ Are garage coatings worth it?

↳ What is the best flo

Ask a follow up...



Local SEO After Google's March 2024 Update



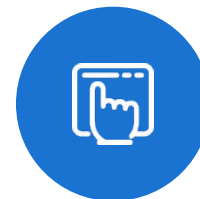
Helpful Content Is King

Google is prioritizing high-quality, informative content that addresses user search intent.



Reduced Spam Tolerance

The update targeted manipulative SEO tactics like keyword stuffing and generic content across locations.



Rewarding User Experience

Google now prioritizes user experience in search results more than ever. Think optimize Google Business profiles and fast-loading, high-converting landing pages.

The Impact of AI on Google Ads in 2024



Data-Driven Audiences

AI can analyze vast amounts of user data to identify ideal audiences and optimize targeting strategies.



More Dynamic Bidding

Google Ads AI algorithms can analyze real-time data and adjust bids for each ad auction, maximizing return on ad spend.



Contextual Targeting

Advertisers should create meaningfully specific ads and landing pages to allow Google's AI to match you to the right user intent.



Workshop Your Action Plan

Local Presence AI-Readiness Audit

See link in chat.

→ Make a copy of a
Google Sheet!

Localized Digital Marketing Audit: Optimizing for Google's AI-Powered Search in 2024

Brand:	
Prepared by:	
Date:	

Category	Item	Why it Matters	Audit Question	Select Your Answer
Vendor and Program Management Ensure brand consistency and compliance across locations to feed quality information to AI search algorithms.	Marketing Committee	Regular feedback from your local stakeholders is the fastest path to learning what is needed, launching new programs with momentum, and increasing satisfaction with your marketing programs.	Do you have a marketing committee with a documented path to continuously improve local marketing programs?	Select ▾
	Brand Management	Managing your brand's reputation, visual identity, and consistency is critical to building trust, expanding your business, and preventing local stakeholders from going rogue with damaging digital strategies, which can happen even with the best of intentions.	Do you have controls in place to manage and monitor your brand?	Select ▾
	Certified Partners	Providing agency and tech partners for your local stakeholders is key to managing your brand and keeping them happy with fast, turnkey marketing.	Do you provide certified agency and tech partners for local stakeholders?	Select ▾
	Partner Customer Service	Local stakeholders want someone they can call when they have questions or need support. They usually did not get into business to be a market, and providing vendors with customer service they can feel will take the burden off the home office team.	Do your partners provide 1:1 customer support for enrolled local stakeholders?	Select ▾
	Spend Compliance	Regular feedback from your local stakeholders is the fastest path to learning what is needed, launching new programs with momentum, and increasing stakeholder satisfaction with your marketing programs.	Are you able to monitor local stakeholder marketing spend compliance?	Select ▾
Digital Footprint Optimize your online presence with localized, helpful content, accurate data, and improved UX to leverage Google's AI-powered search experience and comply with the latest SEO best practices.	Local Web Experience	Location pages and microsites deliver brand-compliant, local discoverability and shorten the path to becoming a customer. This aligns with Google's focus on helpful content that addresses user search intent.	Do you have a conversion-optimized location page experience for each local stakeholder with localized content?	Select ▾
	Location Finder	A user-friendly location finder with a 2-click max conversion improves the user experience, which Google is prioritizing more than ever.	Do you have a user-friendly location finder with a 2-click max conversion available?	Select ▾
	Reviews and Reputation Management	Gathering and managing reviews increases conversion and majority impacts your search engine ranking. Reviews are also surfaced in Google's new Search Generative Experience AI answers.	Do your local stakeholders have a reviews and reputation management program in place?	Select ▾
	Google Business Profiles	Complete, accurate and regularly updated Google Business Profiles help with ranking and are featured in the Search Generative Experience. Weekly updates with posts and photos boost visibility.	Are your local stakeholders actively managing and optimizing their Google Business Profiles?	Select ▾
	Online Listings	Accurate and consistent listings across major directories increase referral traffic and help with ranking, as Google's March 2024 update reduced tolerance for spam and inconsistent information.	Do your local stakeholders have accurate listings on Google Maps, Yelp, Apple Maps, Bing Places and other key platforms?	Select ▾
Advertising Leverage AI-powered advertising to reach local audiences with targeted, personalized ads that drive conversions.	Smart Bidding	Google Ads AI algorithms can analyze real-time data and dynamically adjust bids for each ad auction, maximizing return on ad spend.	Are you using smart bidding in search campaigns to maximize your goals?	Select ▾
	Localized Ads	Creating highly localized ads with budgets and creative at the location level allows Google's AI to better match your ads to user intent, engaging customers and driving conversions.	Does each location have unique ad copy and creative that are localized to the market?	Select ▾
	Location Budgets	Grouping locations into a single campaign does not account for local market demand or allow for moving budget around to channels that are working best for a location.	Does each location have its own monthly budget that paces individually?	Select ▾
	Network-Wide Optimization	Your advertising partner should be able to automatically share learnings and optimize performance across the network. This also allows new locations to ramp up almost immediately.	Are you able to compare performance and optimize campaigns at scale across locations?	Select ▾

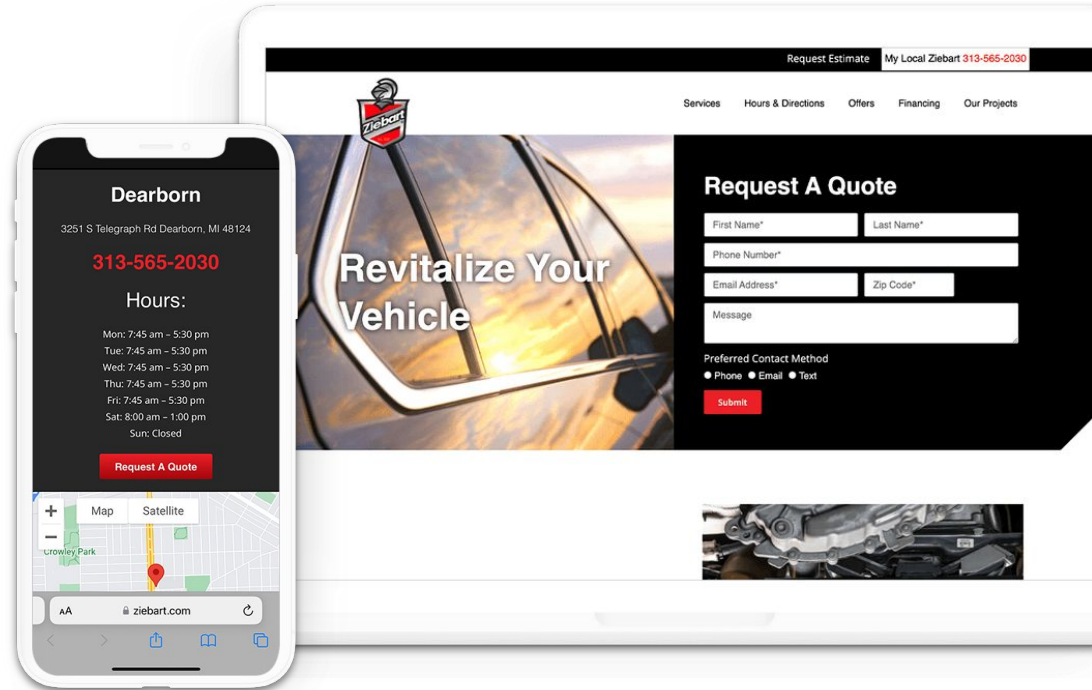
Multi-Location Marketing: Digital Hierarchy of Needs



Website & Localized Web Content: Location Pages

Do you have truly localized location and landing pages for each of your locations with localized content?

KPIs: Organic Traffic,
% Engaged Traffic,
Conversion Rate



Website & Localized Web Content: Location Finder

Do you have a user-friendly location finder with a 2-click max conversion available?

KPIs: Usage Rate, Clicks to Conversion, Conversion Rate

Find a Location

Enter Zip code or city, state

FIND LOCATIONS

Use my current location

Re-Bath Lincoln
5221 S 48th St
Suite 11
Lincoln, NE 68516 120.21 mi
(402) 817-1540
Today's Hours: 8:00 AM - 4:00 PM
Open by Appointment Only Saturday & Sunday
Counties Serviced: Adams, Antelope, Blaine, Boone, Boyd, Brown, Buffalo, ...
[See More](#)

SCHEDULE CONSULTATION **VIEW LOCATION DETAILS**

Re-Bath Wichita
7330 W 33rd St N
Suite #120
Wichita, KS 67205 156.83 mi
(316) 364-7901
Today's Hours: 9:00 AM - 5:00 PM
Open by Appointment Only Saturday
Counties Serviced: Barber, Barton, Butler, Clark, Comanche, Cowley, Edwards, Ellis, Ellsworth, Ford, Harper, Harvey, ...
[See More](#)

United States

Strategic SEO Initiatives: Schema Markup

Do your location pages and key content pieces have appropriate structured data markup (e.g., LocalBusiness, FAQ Page, Reviews)?

KPIs: % of Pages with Markup, Snippet Search Performance

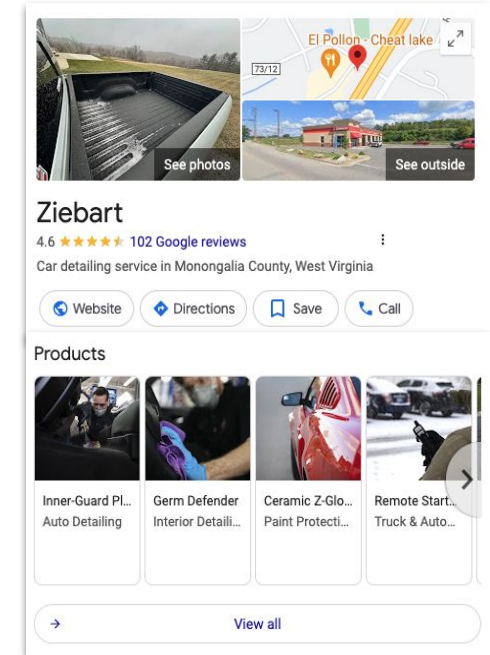
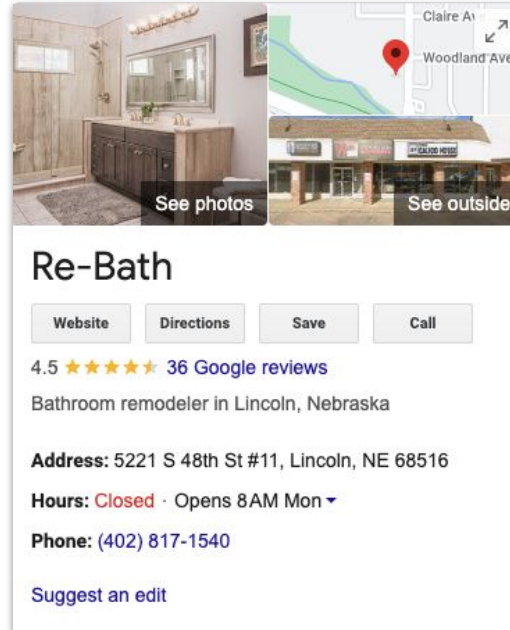
The screenshot displays a success message from Google Search Console. At the top, a green checkmark icon is followed by the text '3 valid items detected'. Below this, a note states 'Valid items are eligible for Google Search's rich results.' with a link to 'Learn more'. Two buttons are visible: 'VIEW TESTED PAGE' and 'PREVIEW RESULTS'. A section titled 'Detected structured data' lists three categories, each with a green checkmark icon and a count of '1 valid item detected': 'Local businesses', 'Organization', and 'Review snippets'.

Detected structured data	
Local businesses	1 valid item detected
Organization	1 valid item detected
Review snippets	1 valid item detected

Robust Digital Presence: Google Business Profiles

Are your Google Business Profiles for each location complete, accurate, and regularly updated with fresh content (e.g., posts, photos)?

**KPIs: Profile
Completeness, Visitor
Interactions, Inbounds**



Robust Digital Presence: Local Listings

Are your locations listed accurately and consistently across major online directories and platforms (e.g., Google Maps, Yelp, Apple Maps, Bing Places)?

KPIs: % Accurate Listings, Referral Traffic, Conversions



Re-Bath ✓

★★★★★ Facebook (126) · Bathroom remodeling

[Directions](#) [Nearby](#)

[Schedule](#)

Address: 6123 S 90th St, Omaha, NE 68127

Phone: (402) 281-2333

Website: rebath.com

Hours: Closed · Opens tomorrow 9:30 AM ▼


Service Areas: Fremont County · Mills County · Pottawattamie County · Sarpy County · Shelby County · Montgomery County +


Robust Digital Presence: Effective Reviews


Do you have an effective reviews program for each location and respond to all reviews (positive and negative)?

KPIs: Reviews Per Location, Ratings, Sentiment Score


Ziebart
500 Fort Pierpont Dr, Morgantown, WV


4.6  102 reviews ⓘ

 **Branden Weimer**
7 reviews · 4 photos

 3 months ago

Great product offerings and customer service. Responded quickly to quote request for Rhino Lining, scheduled appointment fast and truck was completed timely. They were also willing to store my truck overnight due to inclement weather. Will repeat business in the future!



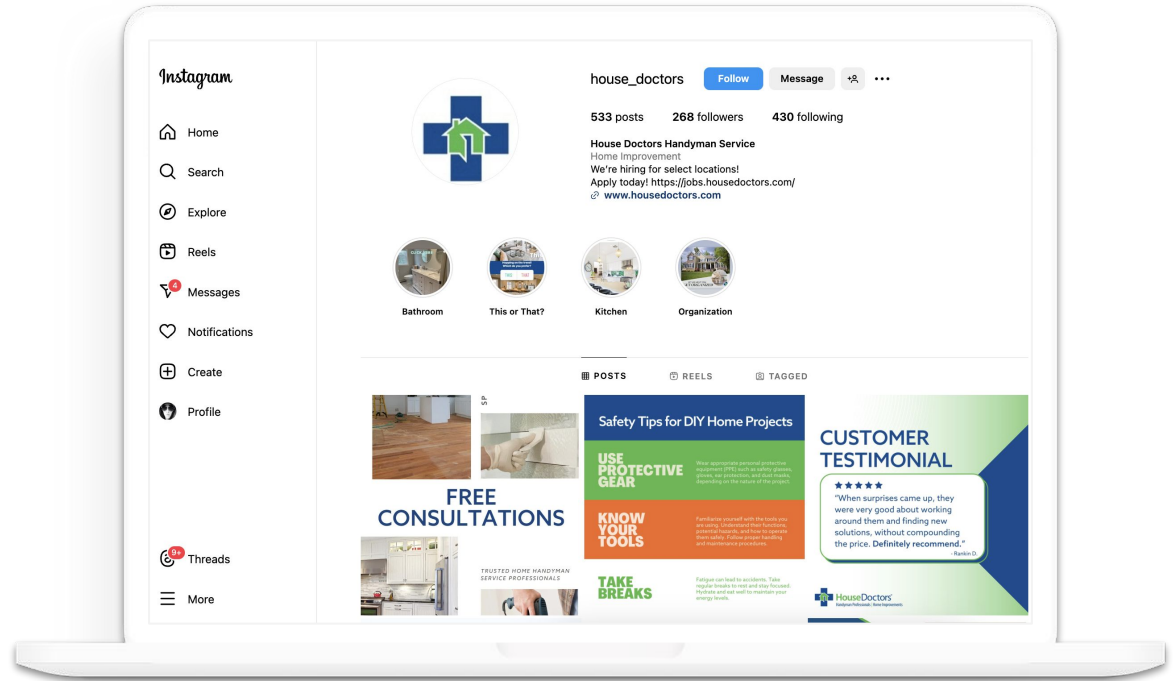
 Like

Response from the owner 2 months ago
Hi Branden, thank you for sharing your positive experience. The team in Morgantown strives to provide each customer with an exceptional service experience. We appreciate your business and look forward to assisting you in the future.

Robust Digital Presence: Organic Social

Do you have a consistent organic social media strategy across locations?

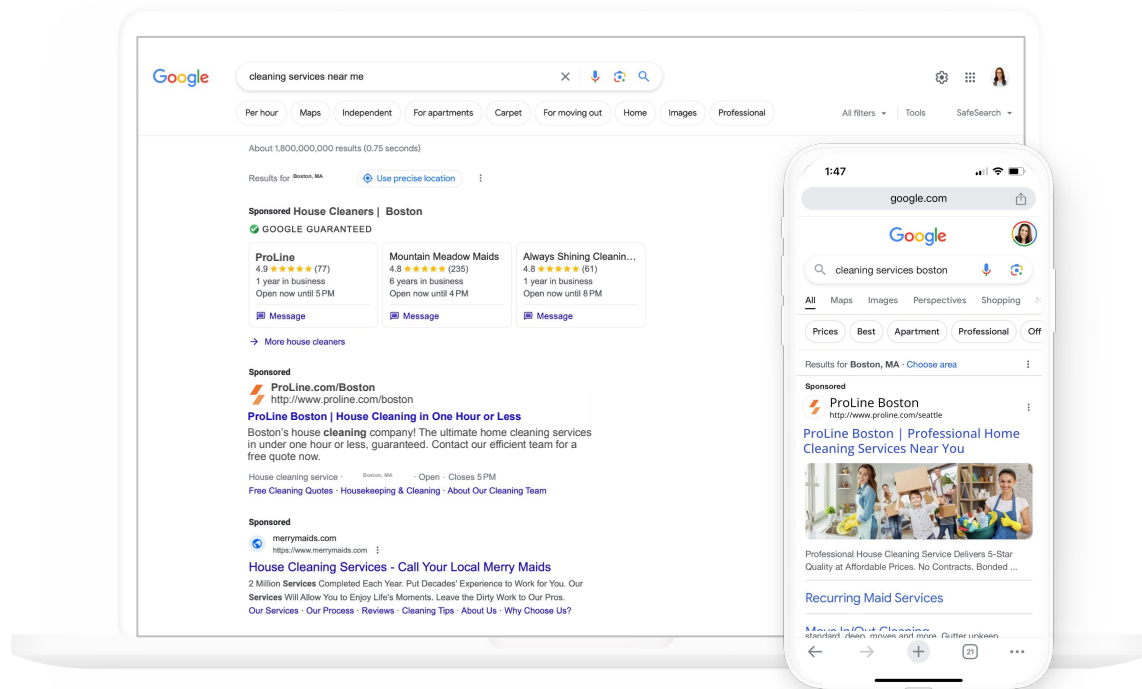
KPIs: Posting Frequency,
Engagement Rate,
Followers



Targeted Campaigns

Do you have highly localized digital advertising running with budgets and creative at the location level?

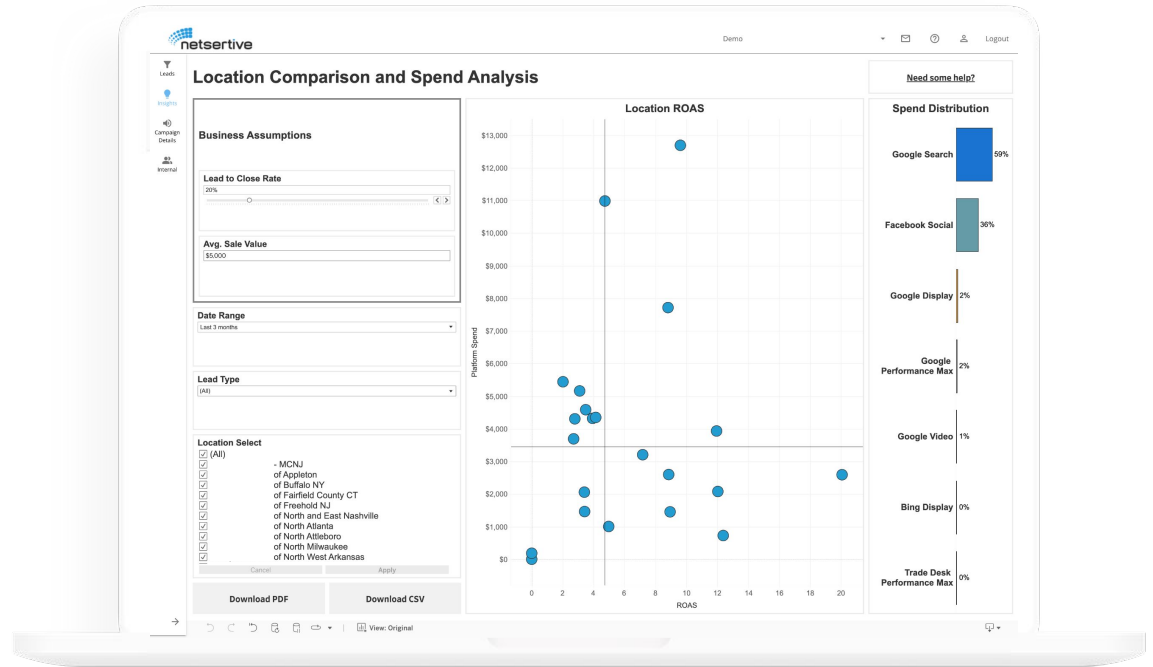
KPIs: Cost-Per-Lead,
Optimization Score,
ROI



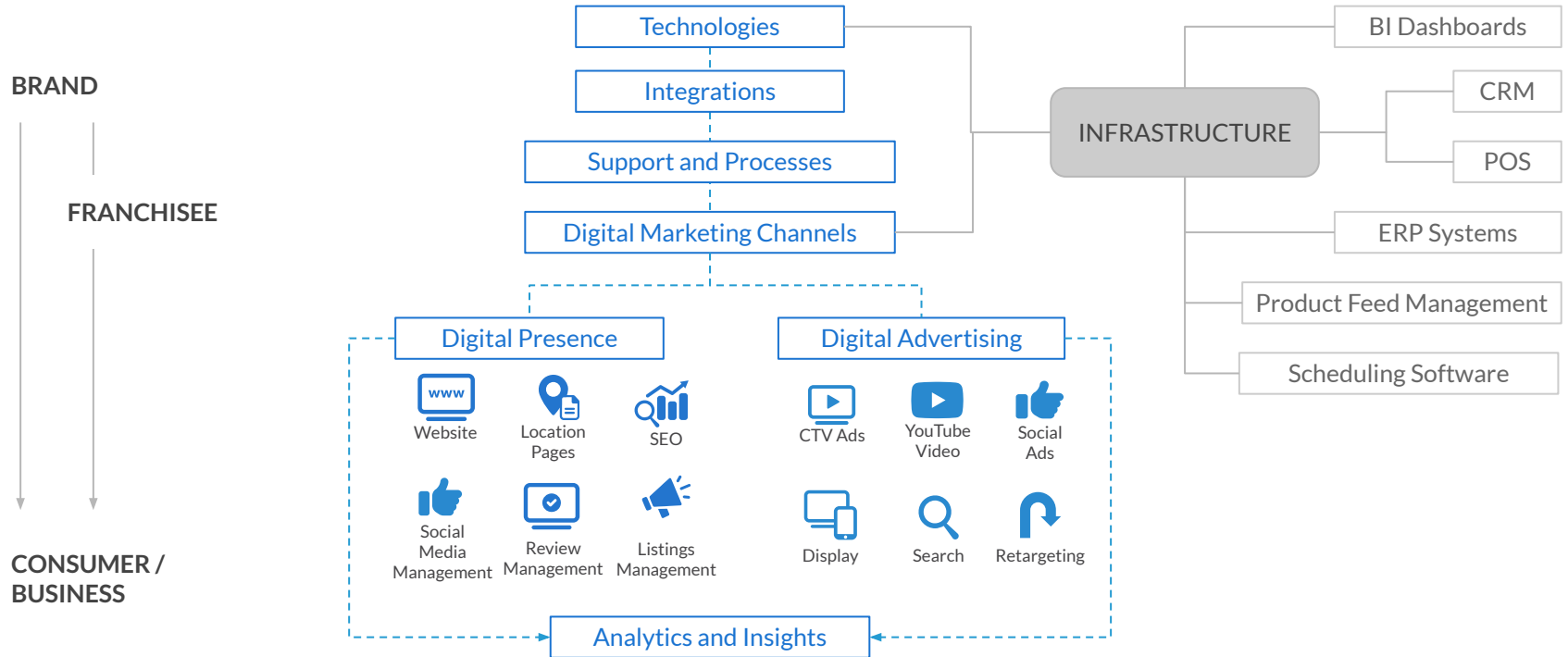
Integration of MarTech and Data

Are you able to compare campaigns and lead performance across locations and optimize at scale?

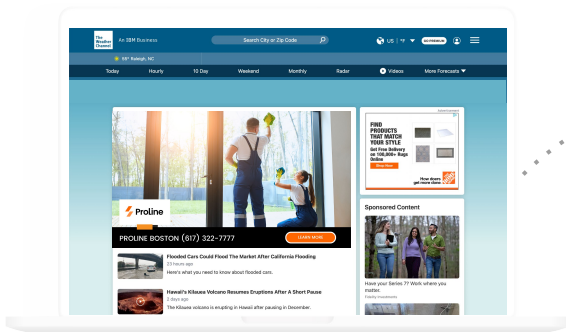
KPIs: Cost-Per-Lead,
Optimization Score,
ROI



Key Pillars for Localized Digital Marketing Success

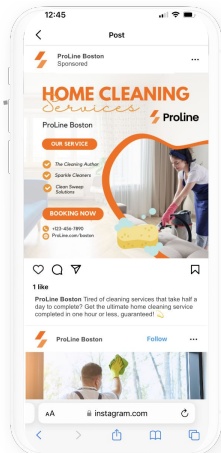


Powerful Brand-Compliant, Localized Messaging and Seamless UX



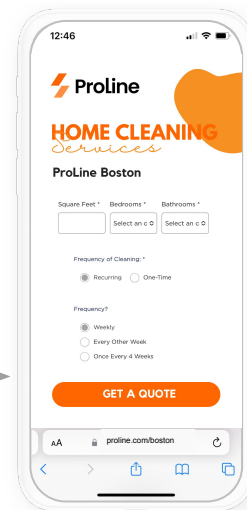
Localized Display and Video Ads

Reach and engage local customers on their favorite websites.



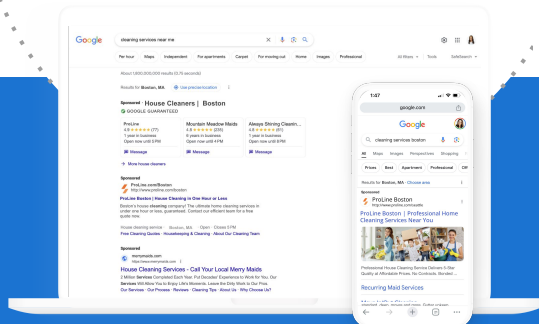
Localized Social Posts and Social Ads

Reach and engage local customers where they spend a ton of time, on Facebook and Instagram.



Local Conversion

Get and see local leads from website form fills and phone calls.



Localized Search Ads and Search Engine Optimization

Reach local customers with a local message when they're researching for your services.



Q and A



Thank you!

Questions? Contact Erin:
emartin@netsertive.com



Erin Martin
VP of Marketing



Aazir Munir
Product Manager