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

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Agenda

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

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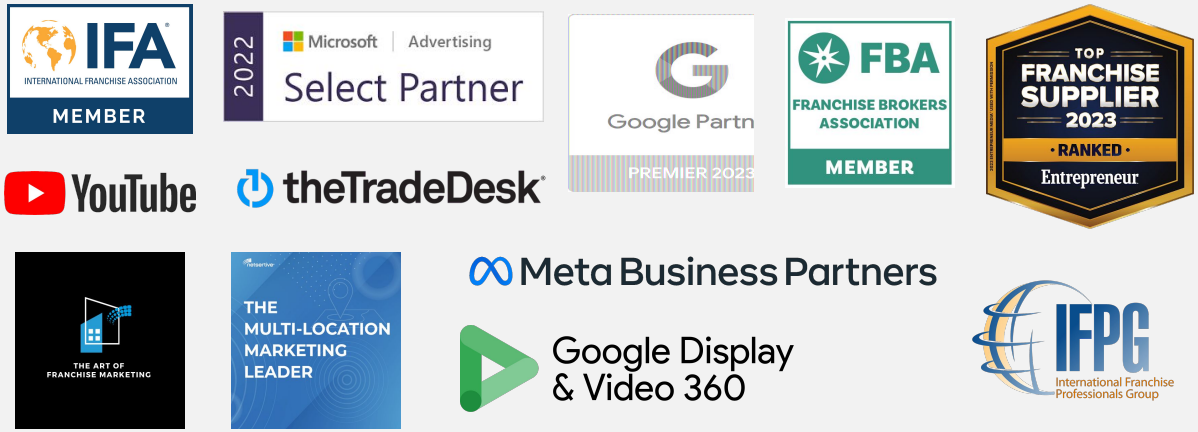

Netsertive: Take Control of Your Brand at the Local Level

- 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

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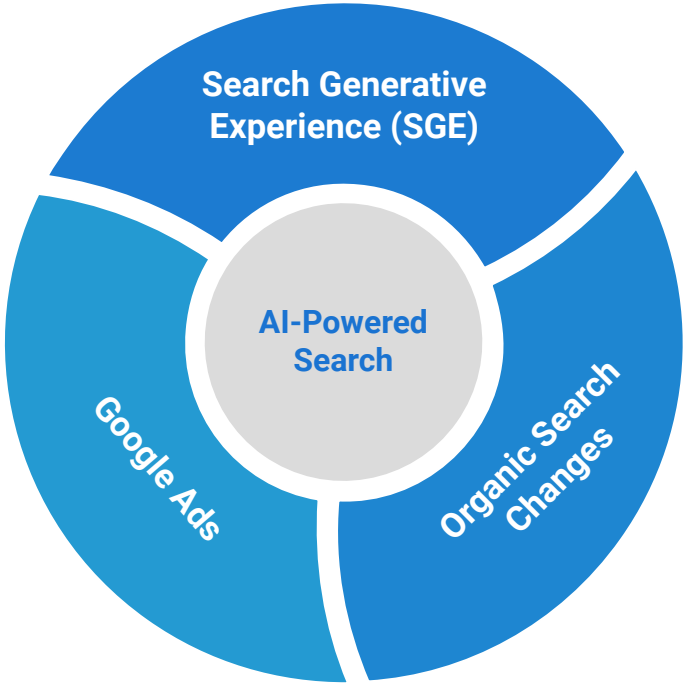
Google’s 2024 Updates

Search is Changing in 2024

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



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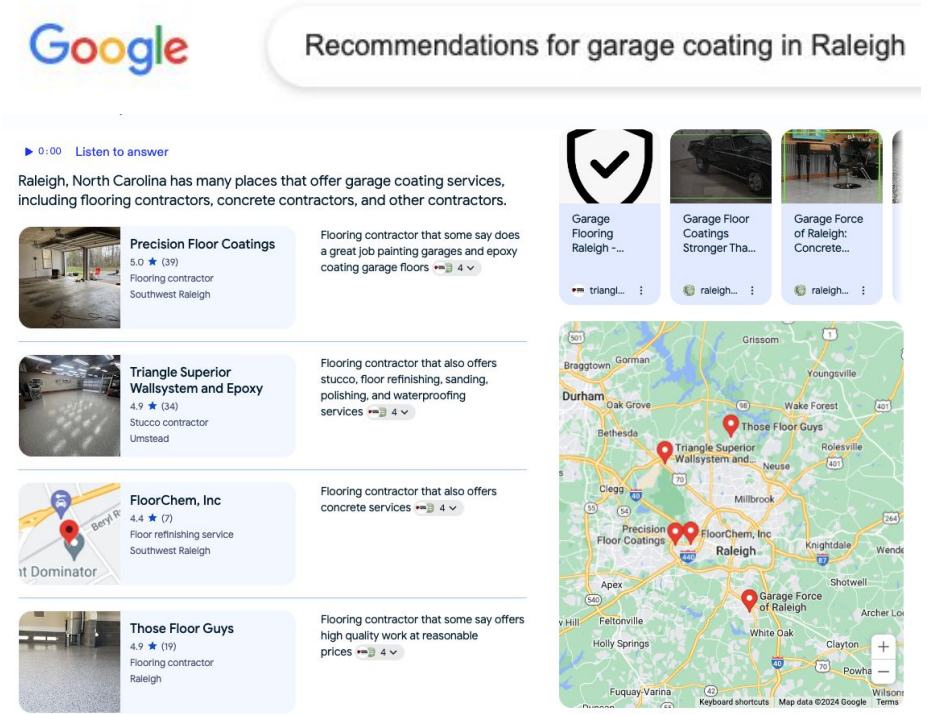
Google’s Search Generative Experience

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

User search intent is king!



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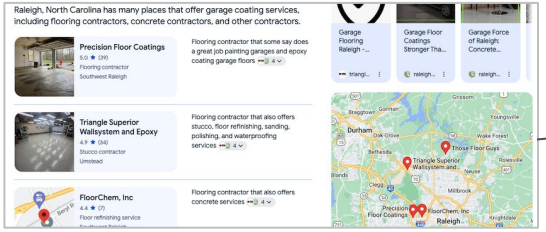
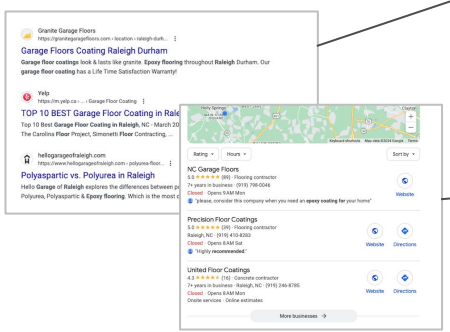
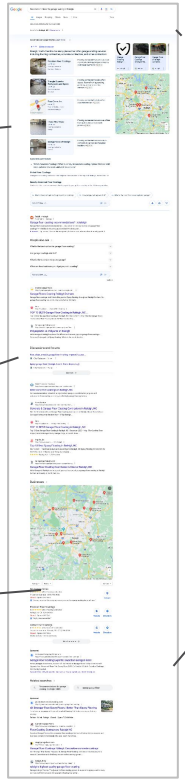
The Search Results Page Is Changing



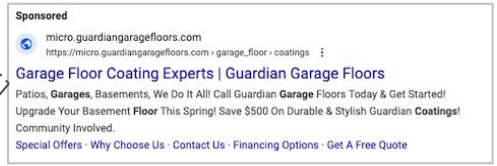
Search Generative Experience

Organic





Paid



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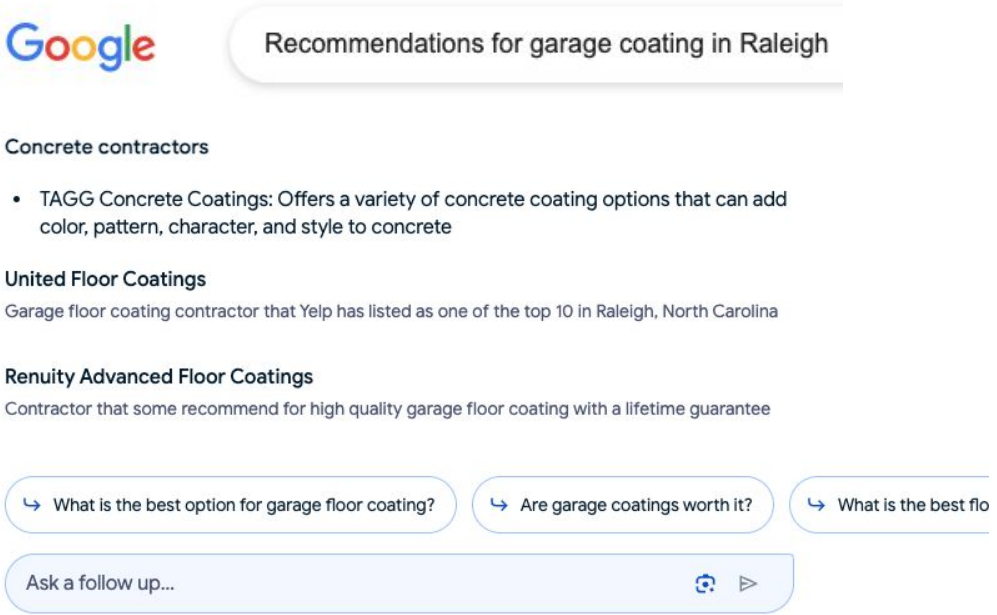
Google’s Search Generative Experience

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



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.

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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 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.

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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 marketer, 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 majorly 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
	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

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Multi-Location Marketing: Digital Hierarchy of Needs

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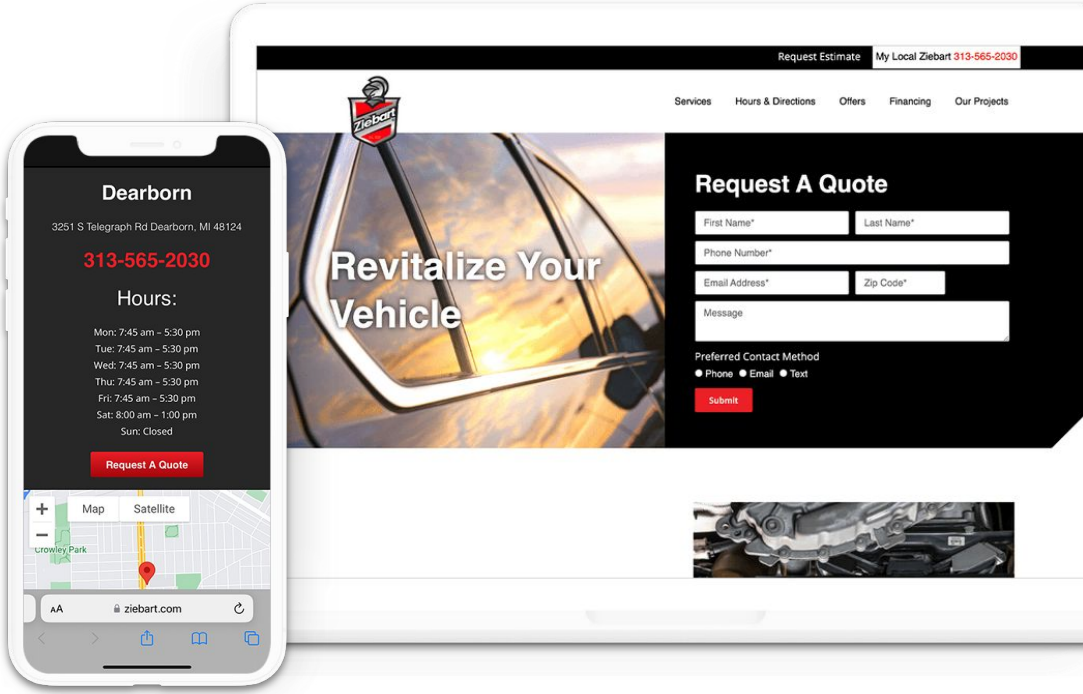
Website & Localized Web Content: Location Pages

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

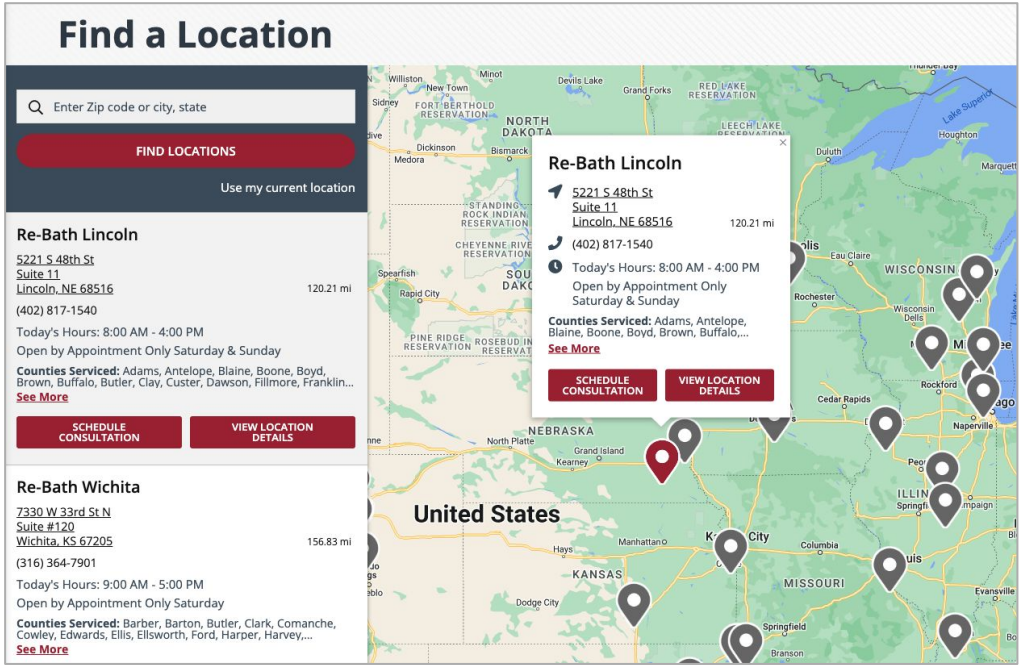
KPIs: Organic Traffic, % Engaged Traffic, Conversion Rate



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



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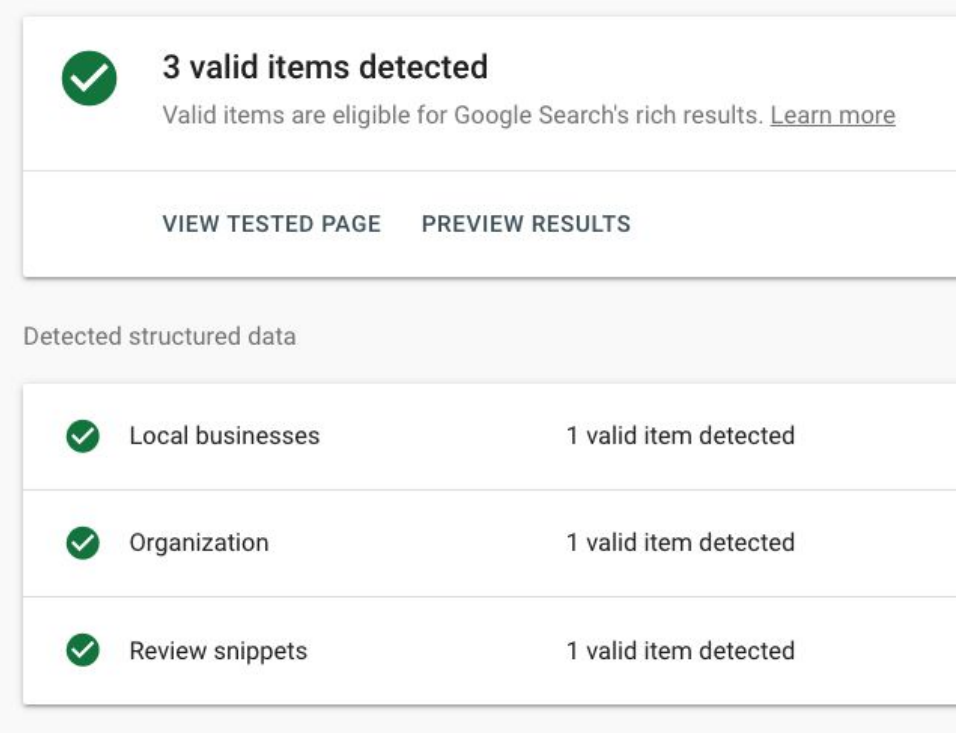
Strategic SEO Initiatives: Schema Markup

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



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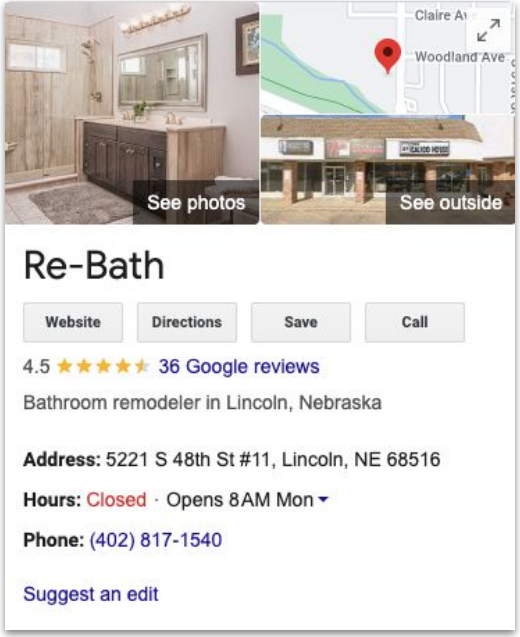
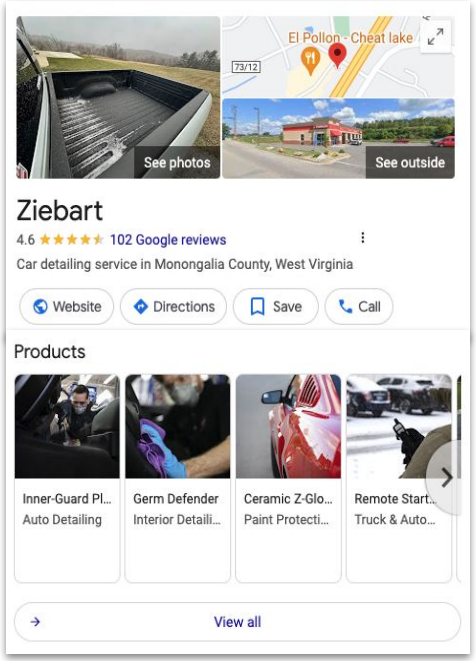
Robust Digital Presence: Google Business Profiles

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

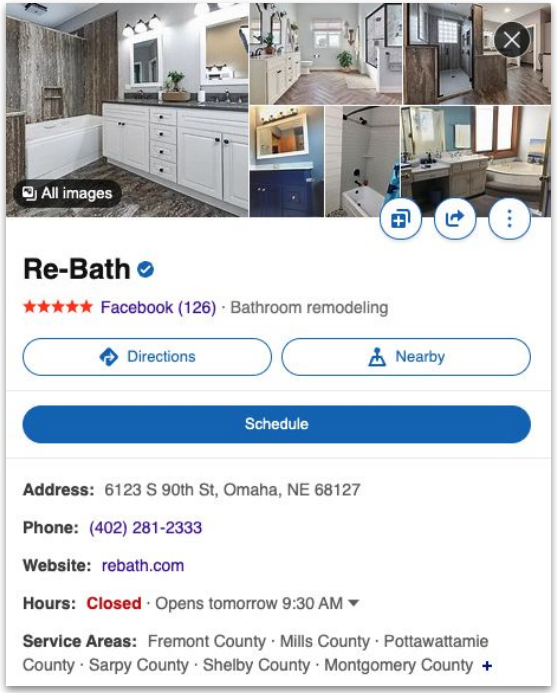




Robust Digital Presence: Local Listings

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



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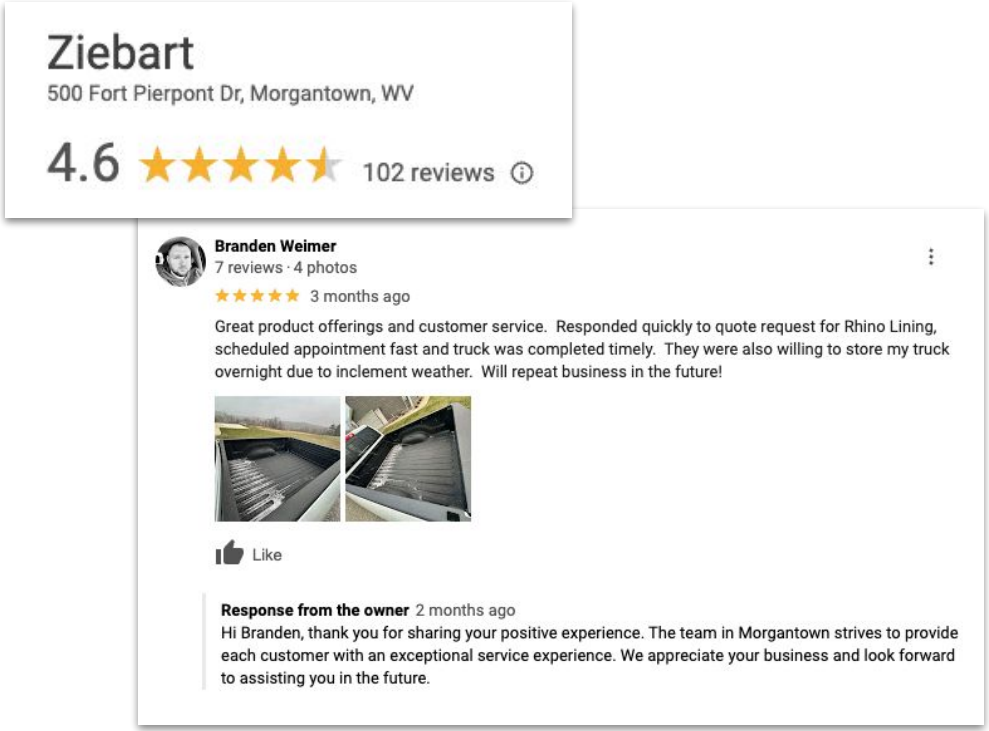
Robust Digital Presence: Effective Reviews

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



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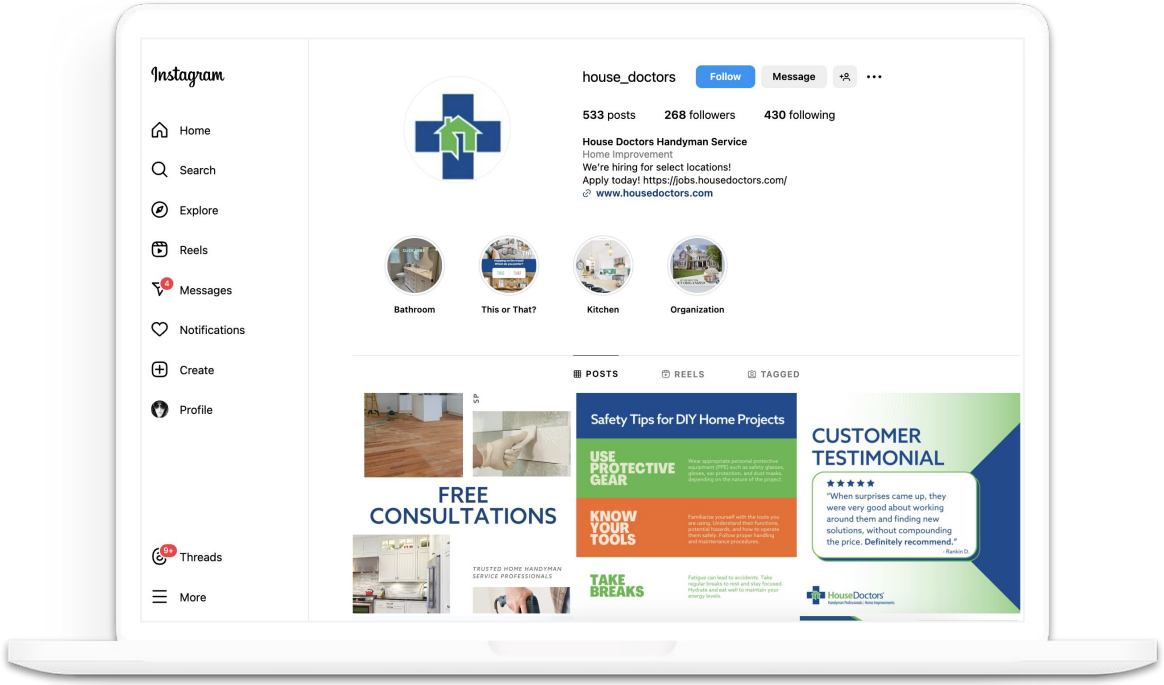
Robust Digital Presence: Organic Social

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

KPIs: Posting Frequency, Engagement Rate, Followers



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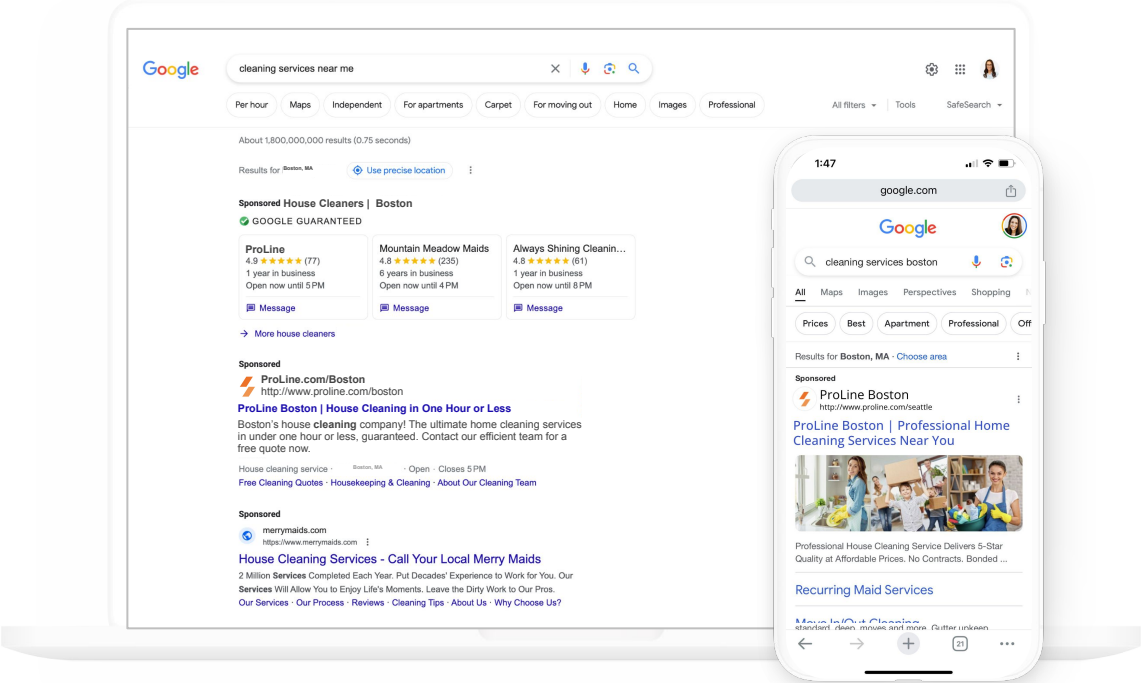
Targeted Campaigns

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

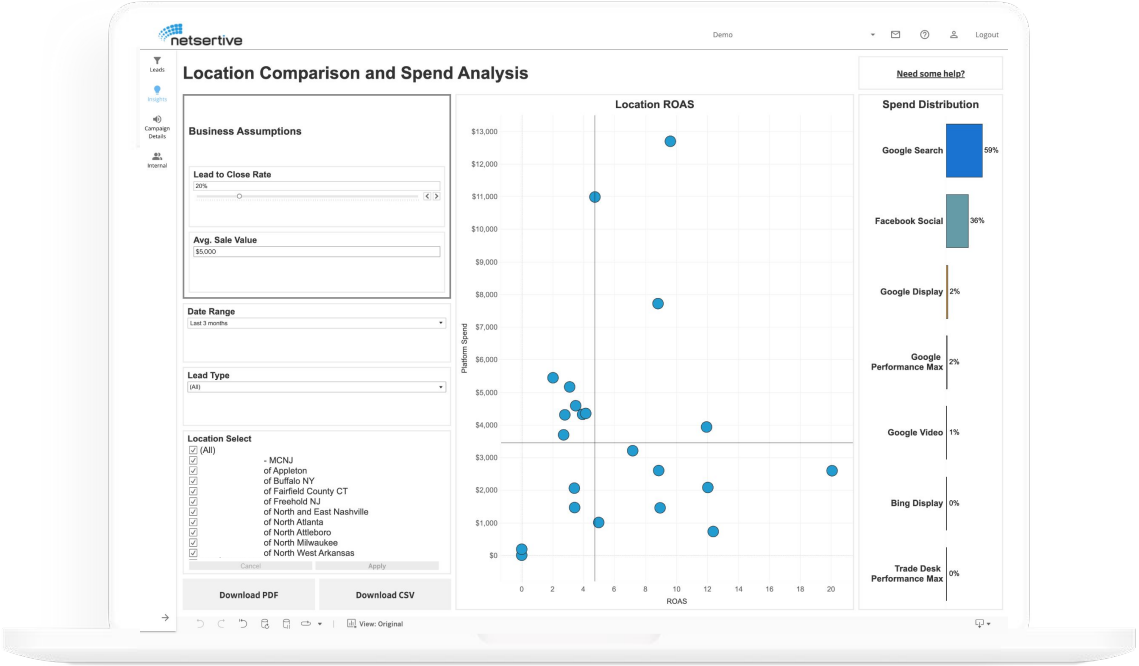
KPIs: Cost-Per-Lead, Optimization Score, ROI



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



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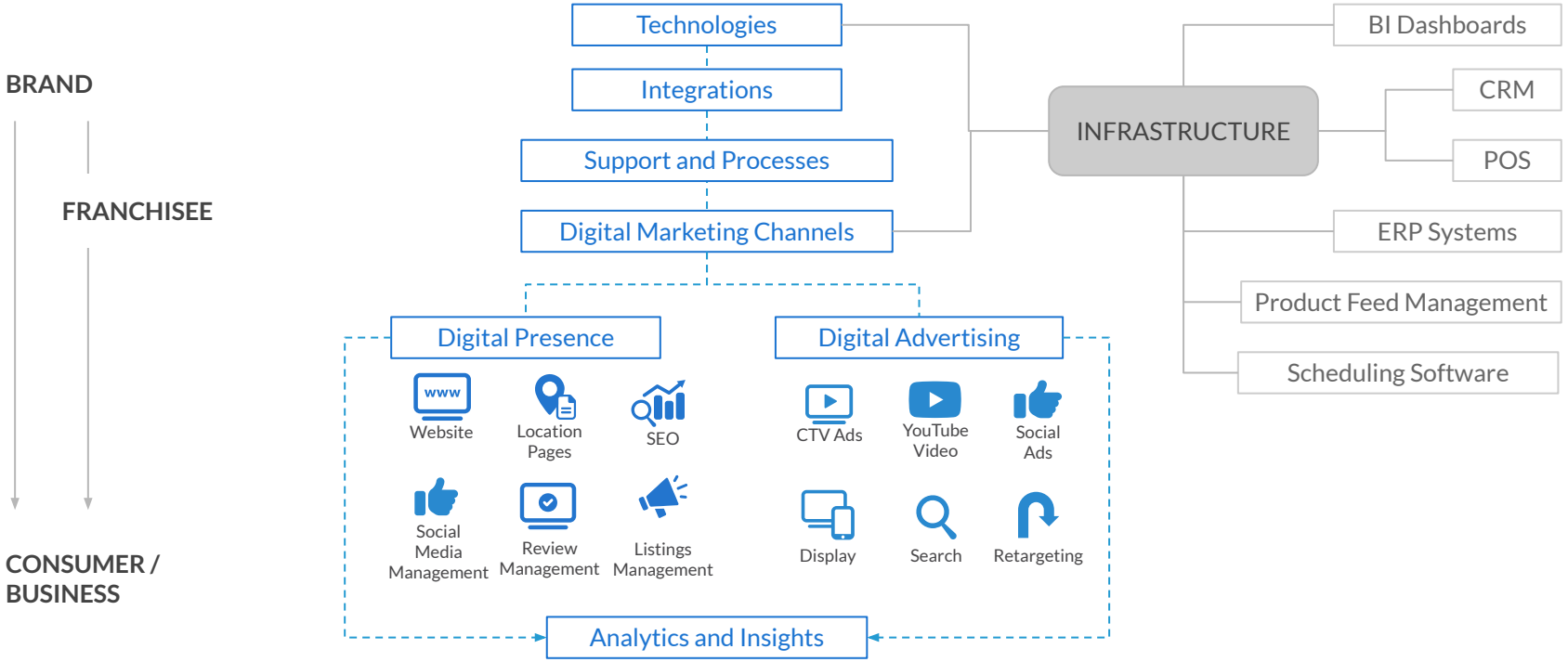
Key Pillars for Localized Digital Marketing Success



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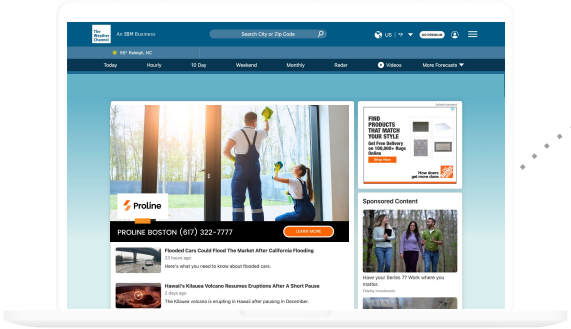
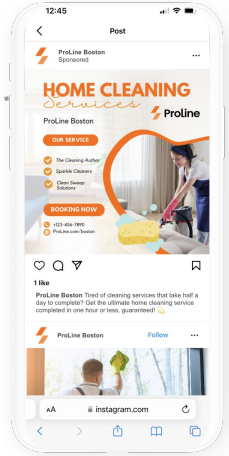
Powerful Brand-Compliant, Localized Messaging and Seamless UX



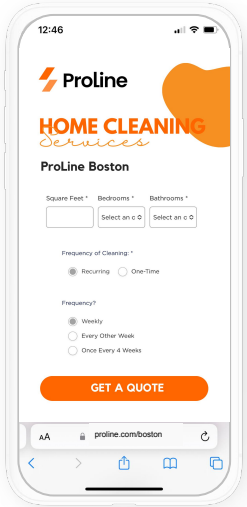
Localized Display and Video Ads

Reach and engage local customers on their favorite websites.

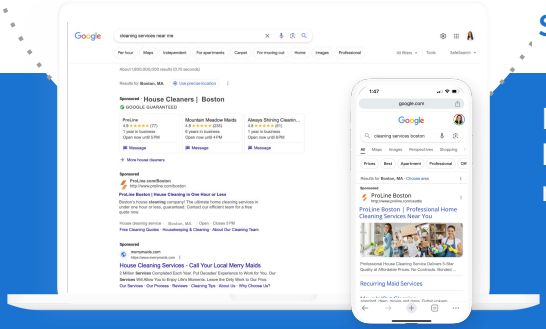


Localized Social Posts and Social Ads

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



Local Conversion



Localized Search Ads and Search Engine Optimization

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

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

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Q and A

Thank you!

Questions? Contact Erin:
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