LOCAL BUSINESS LISTINGS

Customers are searching for you!

Top reasons to make sure your business information is **verified, managed and monitored.**

WHO SEARCHES **LOCALLY**

- **96%** PC OWNERS
- **79%** MOBILE PHONE OWNERS
- **81%** TABLET OWNERS

4 in 5 consumers use search engines to find local information

Google, bing, YAHOO!

56% of smartphone searches done on the go have local intent

LOCAL# 73% of mobile users say they preferred a local number versus a toll-free number for the local business they're trying to get in touch with

% of consumers who visit a store within a day of their local search:

- **50%** smartphone
- **34%** computer/ tablet

Consumers choose businesses that are close to their location

- **50%** of Computer / tablet consumers
- **72%** of smartphone consumers

visit a store within 5 miles

4 out of 5 smartphone users search specifically for contact info (phone numbers, maps and driving directions)

While businesses need to ensure their name, address and phone numbers are correct, providing enhanced information improves and extends the customer's search experience.

MOST IMPORTANT ADDITIONAL INFORMATION to be Shown with Maps:

- **56%** HOURS OF OPERATION
- **37%** SPECIAL OFFERS & COUPONS
- **33%** RATINGS & REVIEWS
- **26%** MAJOR PRODUCT OR SERVICE BRANDS
- **24%** WEBSITE URL
- **15%** NEAREST AVAILABLE PARKING
- **11%** SOCIAL NETWORKING SITES
- **11%** FREE WI-FI AVAILABILITY

convergent mobile

SOURCES:
Google/Ipsos MediaCT/Purchased, Understanding Consumers' Local Search Behavior, 2014 | comScore, Search Engine Rankings, 2014
xAd/Telmetrics, Mobile Path to Purchase Study, 2014 | Neustar/15Miles/comScore, Local Search Study, 2013