

# 2015 Local Business Search Webinar

*comScore & Neustar*

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 **comSCORE.** **neustar** // Localize

[comscore.com](http://comscore.com)

# neustar.//Localeze.

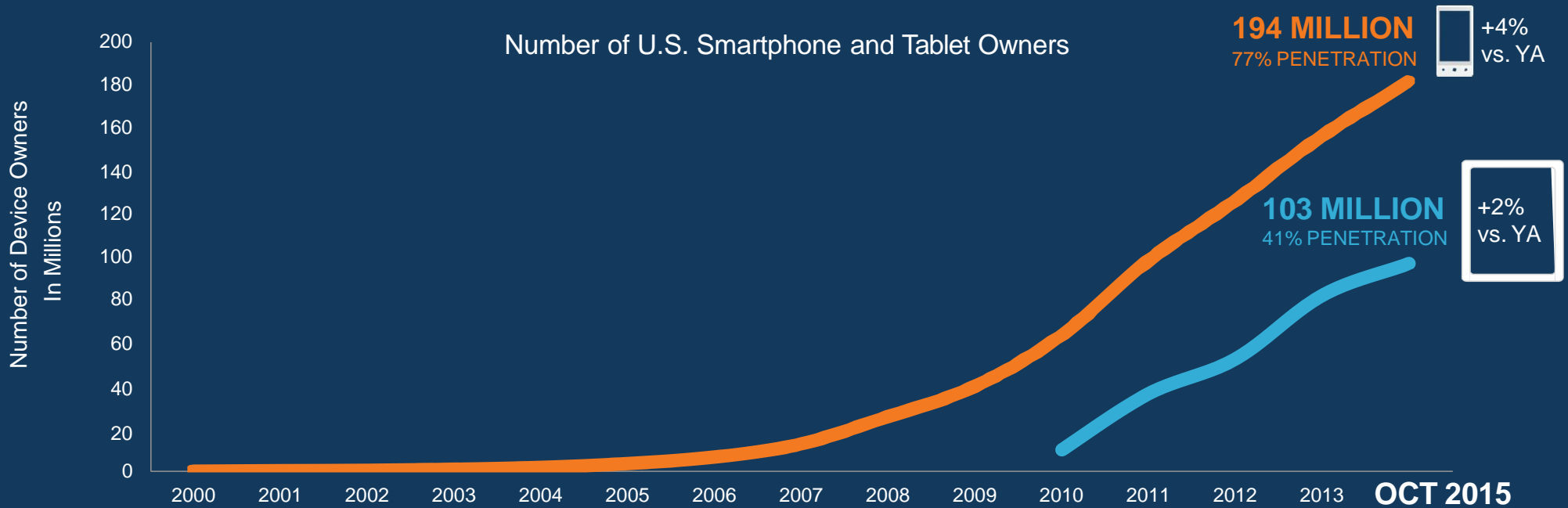
## Local Online Business Identities

- ▶ Neustar | Real-Time Information Services and Analytics
- ▶ Accurate, robust business identities for **search & mobile platforms**
- ▶ Distribution of business data to 100+ search platforms, directories, GPS services, mobile apps and more providing the **largest reach**.
- ▶ **Industry expertise** and guidance on data submission for optimization on local search platforms.



# Tablet & Smartphone Ownership Growth

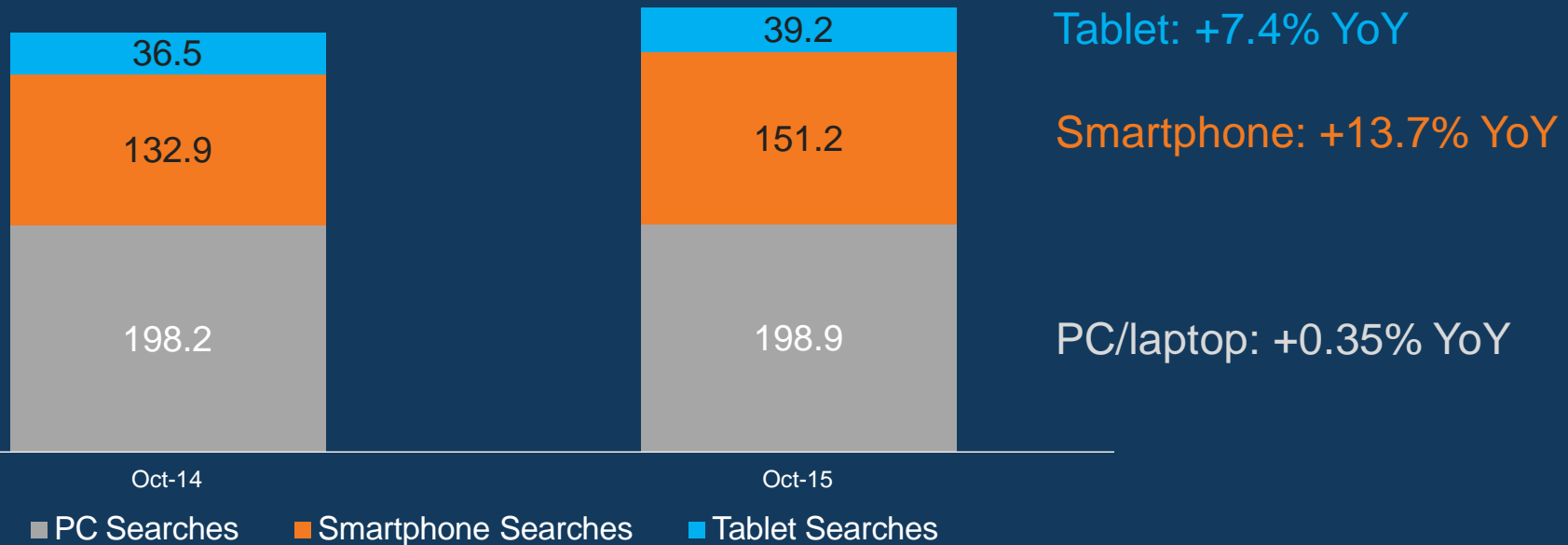
- While three in four Internet users now own a smartphone, tablet ownership has also risen to over 100 million devices in the U.S.



# The Growth of Mobile Search in the U.S.

- Though overall visitation to search sites has grown on all three platforms, the number of visitors from mobile devices has grown at more than double the rate of PC in the past year.

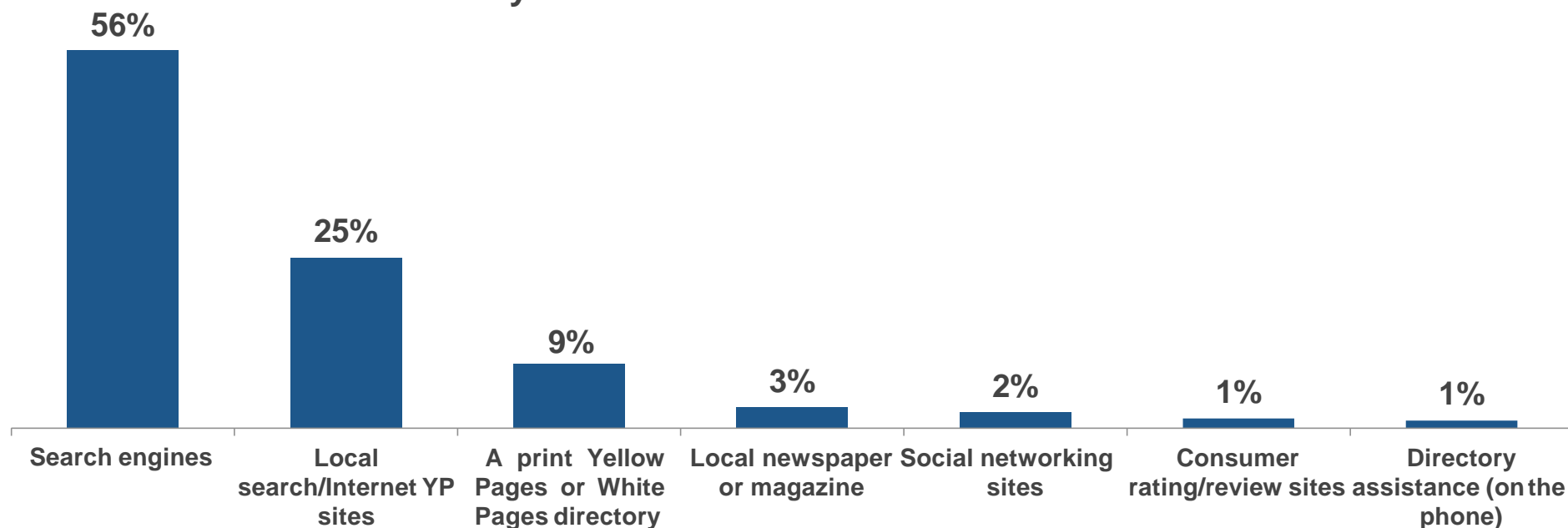
Total PC/Laptop Visitors to Search/Navigation Sites (Millions)



## Consumers' Primary Source for Local Business Information

Search engines are the most popular primary source of local business information, a finding echoed by previous research, with local search sites the second most used resource.

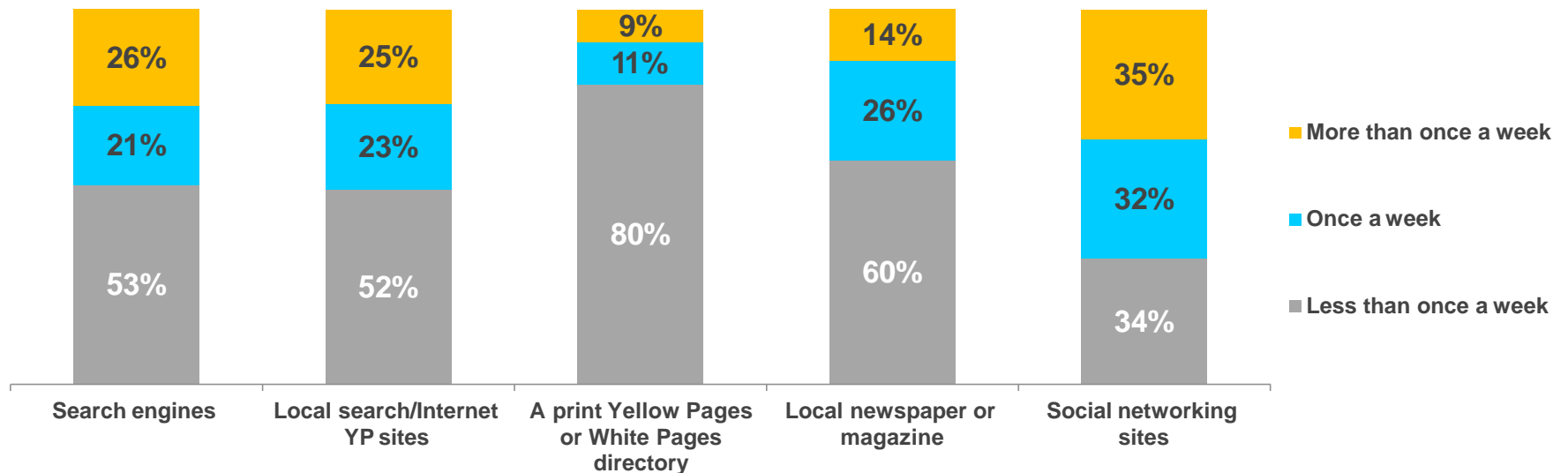
Primary Source for Local Business Information



# Frequency of Accessing Primary Source of Local Business Information

Social Media, Local Search & IYP lead in frequency of Local Business Information Searches (67%-48%, respectively)

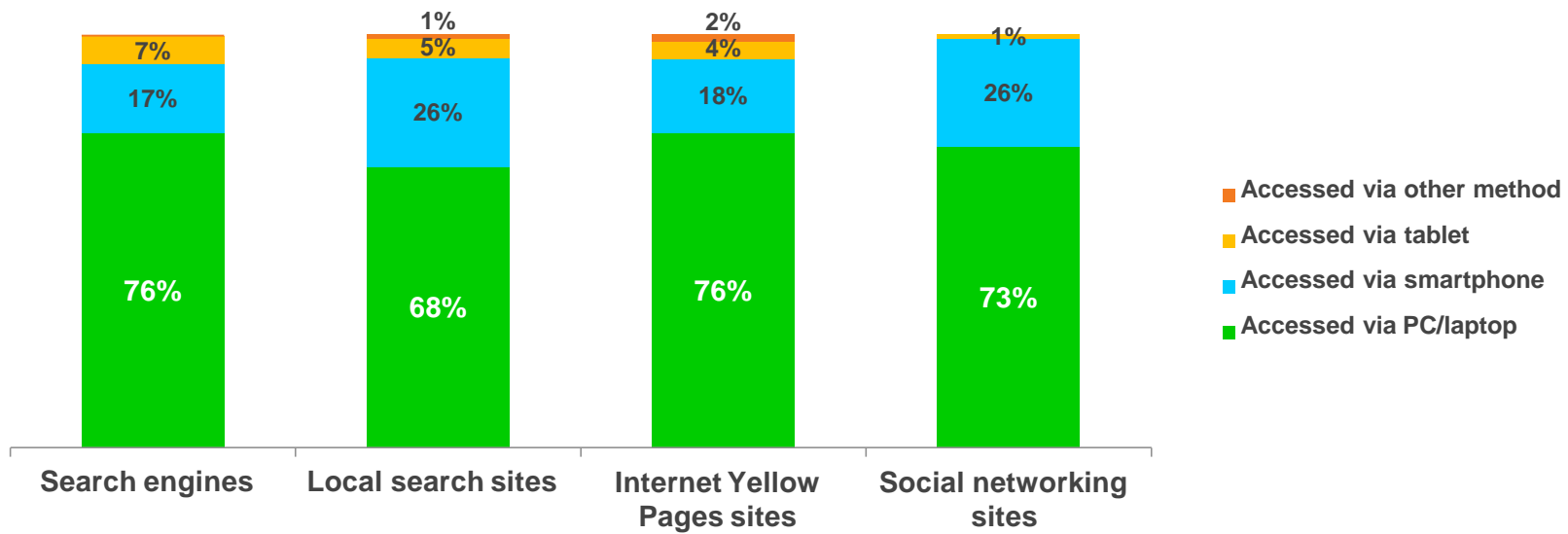
## Frequency of Accessing Local Business Information



# How Consumers Access Their Primary Source For Local Information

Smartphones were more heavily used for local search sites and social networking sites than for search engines and YP online, as far as a primary method of access.

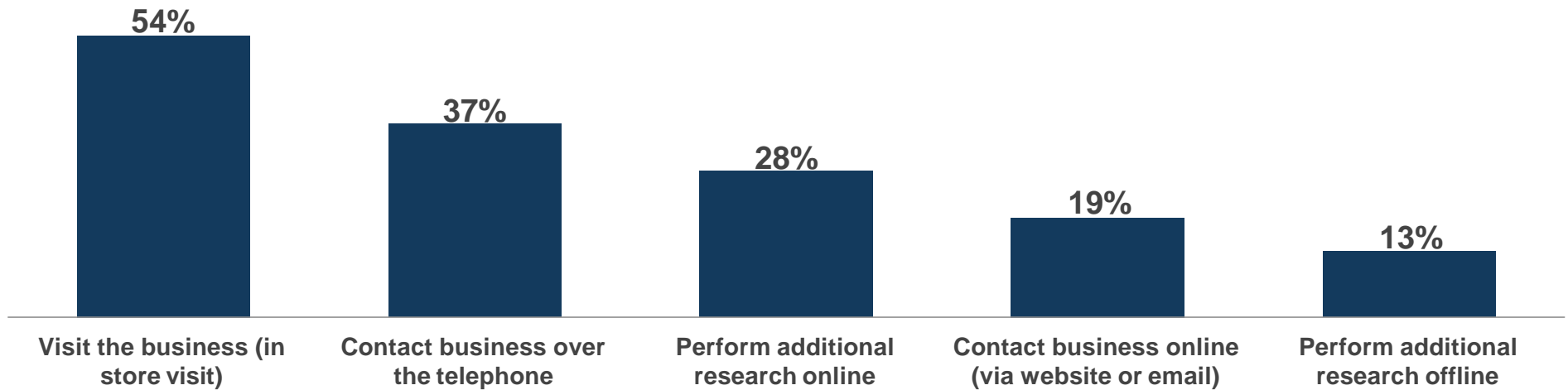
## Primary Method of Accessing Local Business Information



# Activities Resulting from Online Local Business Search

Over half of online local searchers visited a business at their store after conducting an online search

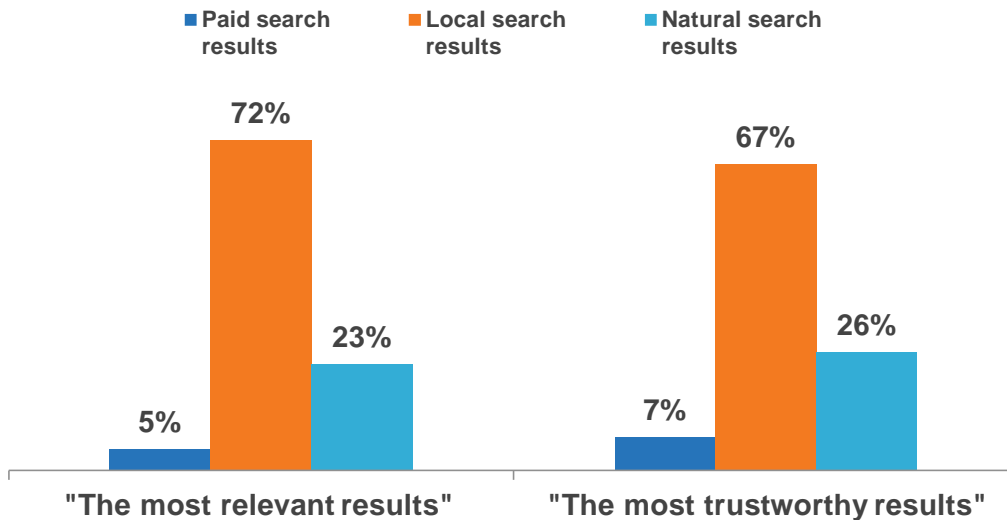
## Activities Resulting from Online Local Business Search





# Opinions on Relevance and Trustworthiness of Search Results

## Perception of Relevance and Trustworthiness of Search Results



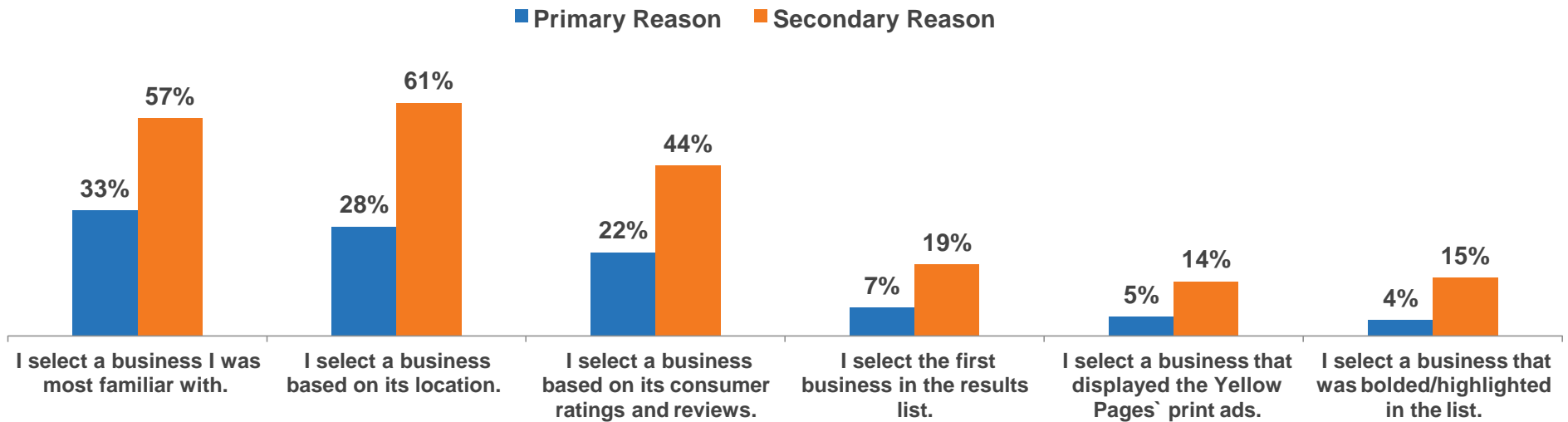
The screenshot shows a search engine results page for 'Pizza near miami'. It is divided into three main sections:

- Local Search Results:** A yellow-bordered box containing local business listings such as 'Andiamo! Brick Oven Pizza', 'Primo Pizzeria', and 'Nino's Pizza'. It includes ratings, prices, and brief descriptions.
- Natural Search Results:** A blue-bordered box containing organic search results like 'Miami's Ten Best Pizzas | Miami New Times' and 'Miami's Ten Best Pizzas - Miami New Times Blogs'. It features snippets of text and dates.
- Paid Search Results:** A pink-bordered box containing sponsored advertisements for 'Domino's® 50% Off Pizza' and 'Little Caesars® \$5 Pizza'. It includes promotional text and website links.

# Reasons For Selection When Searching for Local Business

The most common primary reason for selecting a business was familiarity with that business.  
The most common secondary reason for selecting a business was its location.

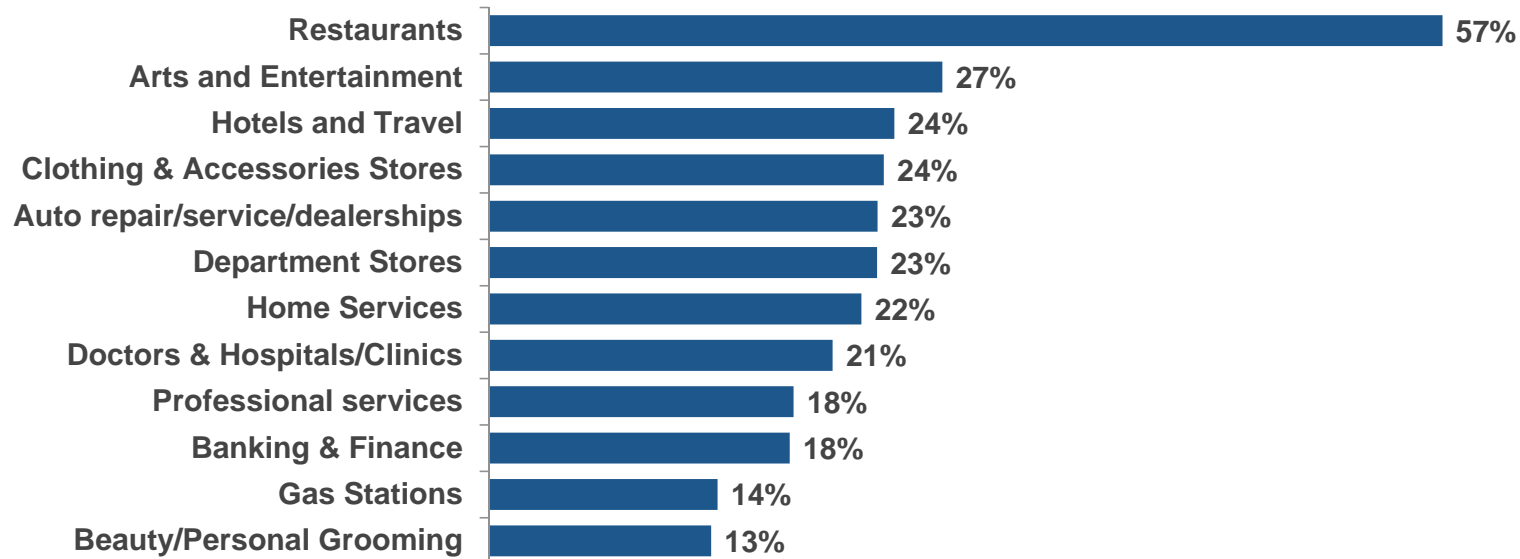
## Reasons For Selecting A Business When Searching for Local Businesses



## Types of Local Businesses Searched

Restaurants are the most common local search category, with more than half of respondents stating they commonly conduct local business searches for restaurants.

### Type of Businesses Commonly Searched For



## Primary & Secondary Goals When Conducting Local Search

Local online searchers' goals are most often to obtain an address, find hours of operation, or get a phone number.

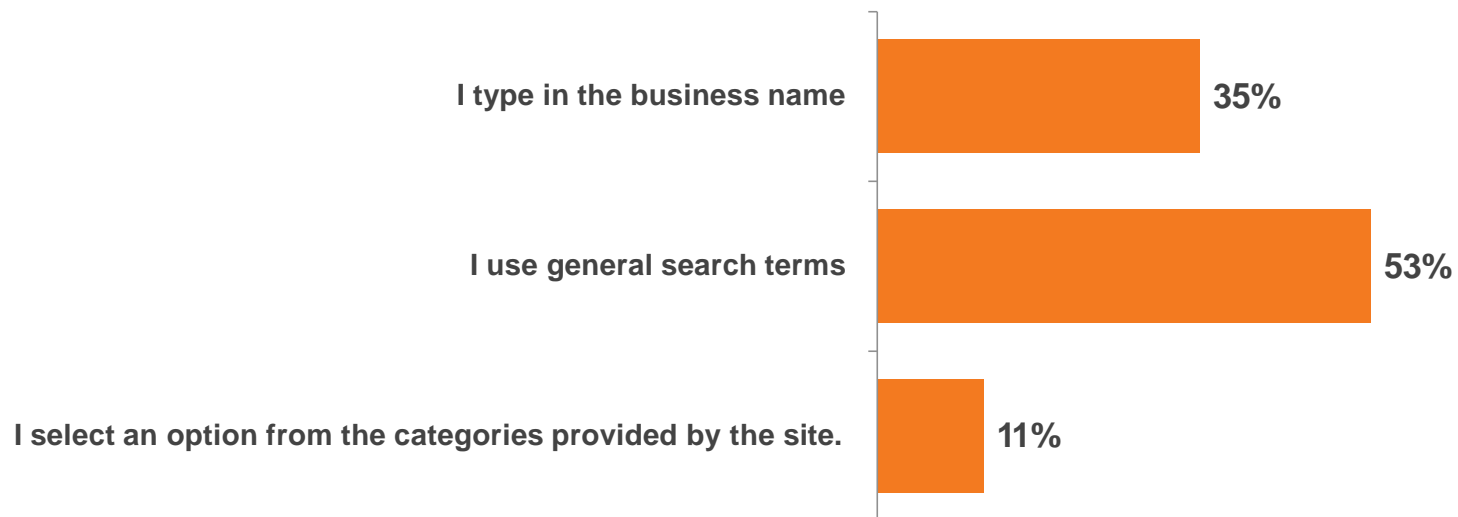
### Primary Goals During Local Search



## Search Methods

Just over half of local searchers typically use general search terms in their search.  
When their search doesn't provide them the results they need, more than half try different keywords

### How Search for Local Business Information



# Executive Summary



- **Mobile Usage is Increasing**
  - Online U.S. consumers are not only searching more frequently, but performing more searches on a wider variety of websites.
- **Local Search Sites & Engines Are Important Consumer Tools**
  - For local business search, these two online info sources beat out all other categories, and what content they contain about a business highly influences a consumers' selection
  - Searchers expect different info based on their motivation, goals, and category searching for
- **'Local' Search Results Are Preferred**
  - When offered a choice, local results are the most trusted and relevant.

# Key Study Highlights



- Over two thirds of online local searchers consider **local search results** more relevant and trustworthy than paid or natural results.
  - Less than one in five of those who use **local search sites** for local business searches utilize the map alone.
  - **Half of local searchers** had a specific business in mind when they searched.
  - Among those who most commonly search for restaurants, four out of five say **'hours of operation'** is **one of the top three most important pieces** of information on a map.
- Though **mobile phone usage** for local business searches is growing, satisfaction with them is lower than for other devices.
- Local searchers with a mobile device are more likely to be **at work** when searching for local businesses than “on the go”.
- Nearly half (49%) of Pinterest users **look for promos/special offers** when using social networking sites for local business searches.