

# Local SEO Theory & Praxis

**Mike Blumenthal**

Near Media

[mblumenthal@nearmedia.co](mailto:mblumenthal@nearmedia.co)

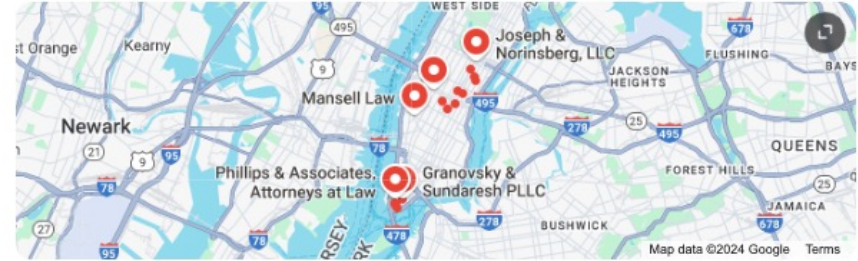
@mblumenthal



# Ranking

- Proximity
- Relevance
- Prominence

## Businesses :



### Phillips & Associates, Attorneys at Law

4.9 ★★★★★ (558) · Employment Lawyer

10+ years in business · 45 Broadway #430 · +1 866-229-9441

Open 24 hours

🗣️ "They fought hard and helped reach a favorable outcome."



Website



Directions

### Mansell Law

5.0 ★★★★★ (85) · Employment Lawyer

5+ years in business · 85 8th Ave #6M · +1 646-921-8900

Open · Closes 7 pm

🗣️ "Attorney Carrie Dyer helped me to navigate my case with care and empathy."



Website



Directions

### Joseph & Norinsberg, LLC

4.9 ★★★★★ (153) · Employment Lawyer

10+ years in business · 110 E 59th St Suite 2300 · +1 929-207-5794

Open 24 hours

🗣️ "Very knowledgeable of employment law, with fast results."



Website



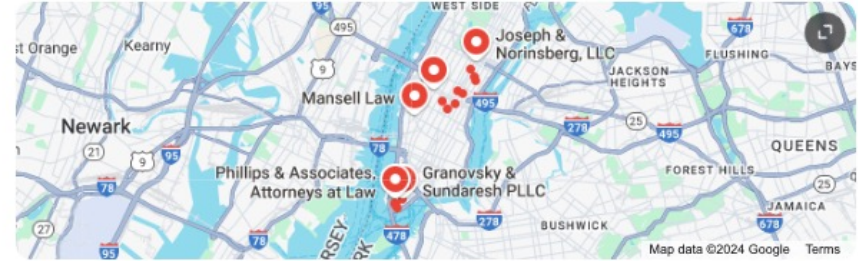
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More businesses →

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- Engagement(?)

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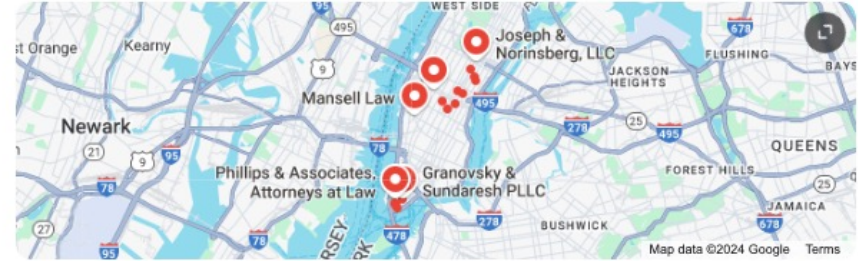
Directions

More businesses →

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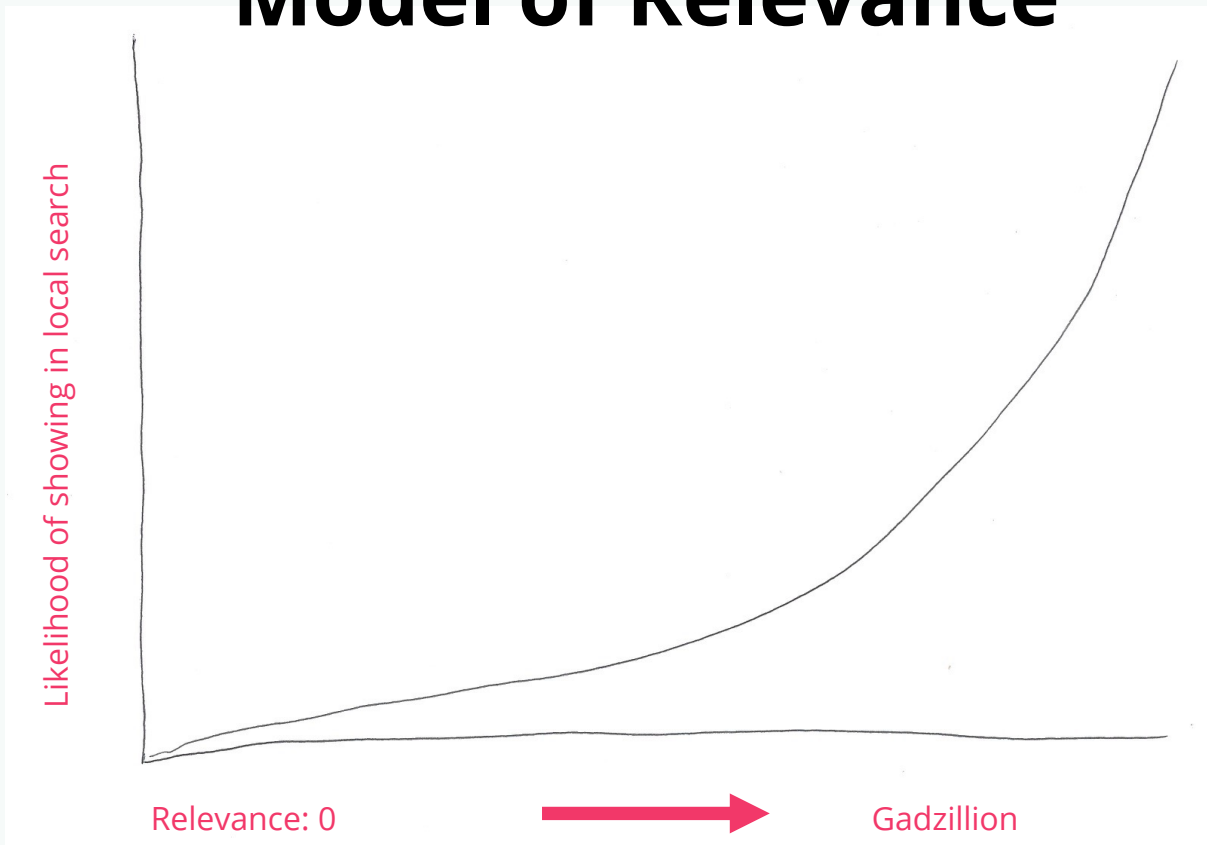
Website



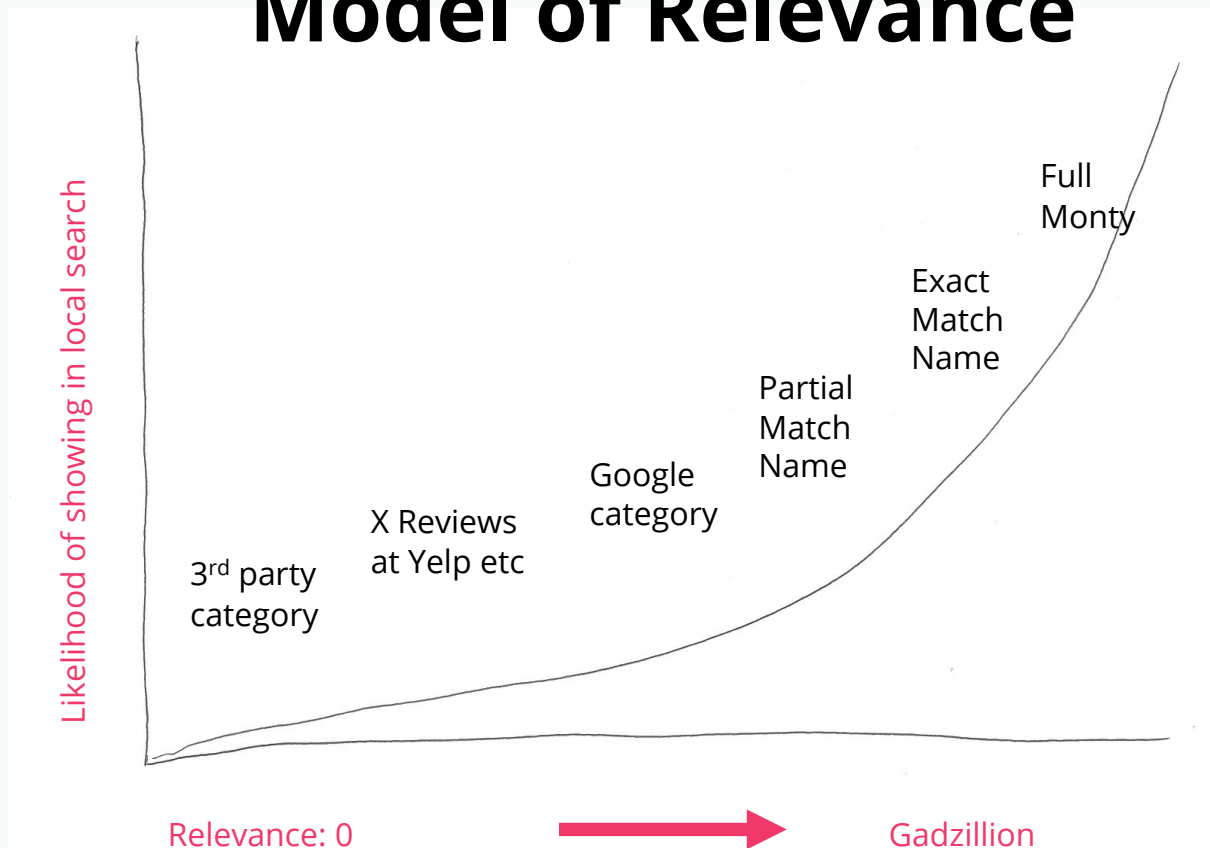
Directions

More businesses →

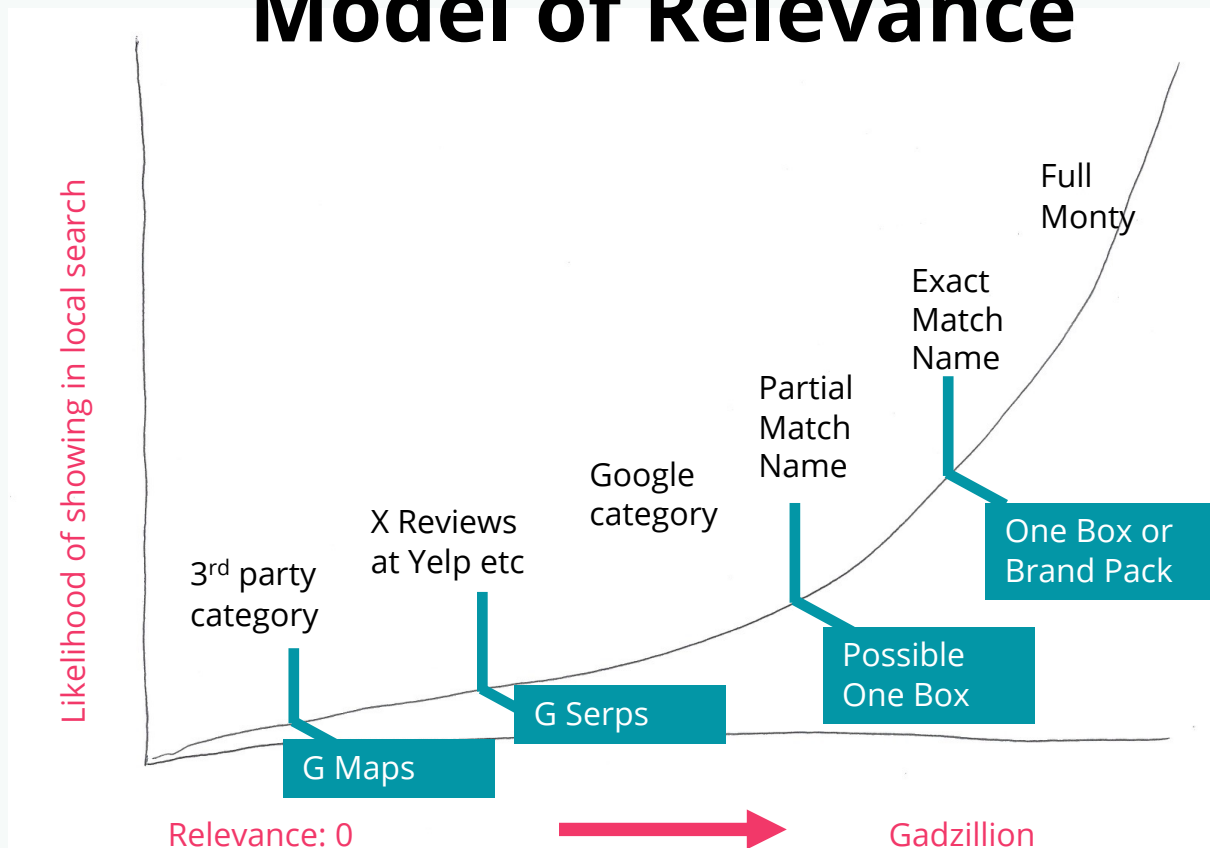
# Model of Relevance



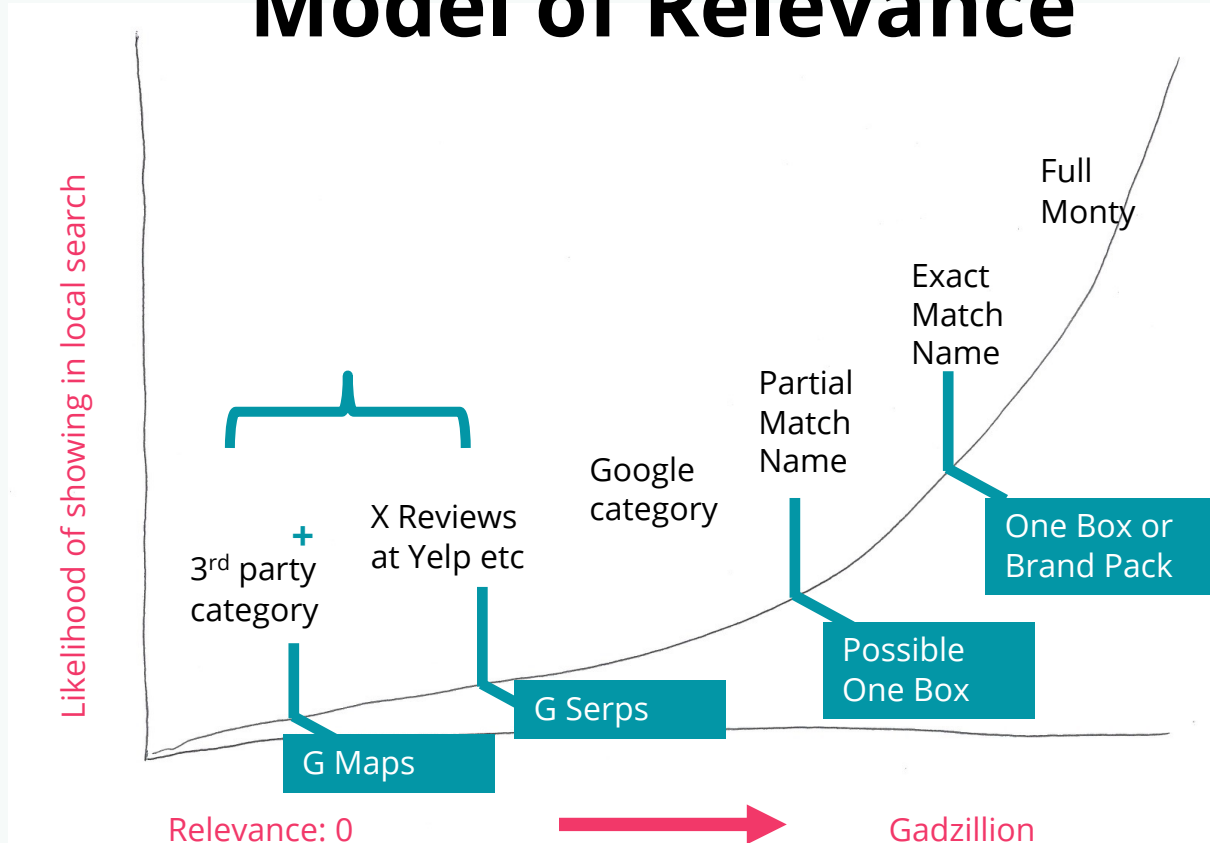
# Model of Relevance



# Model of Relevance

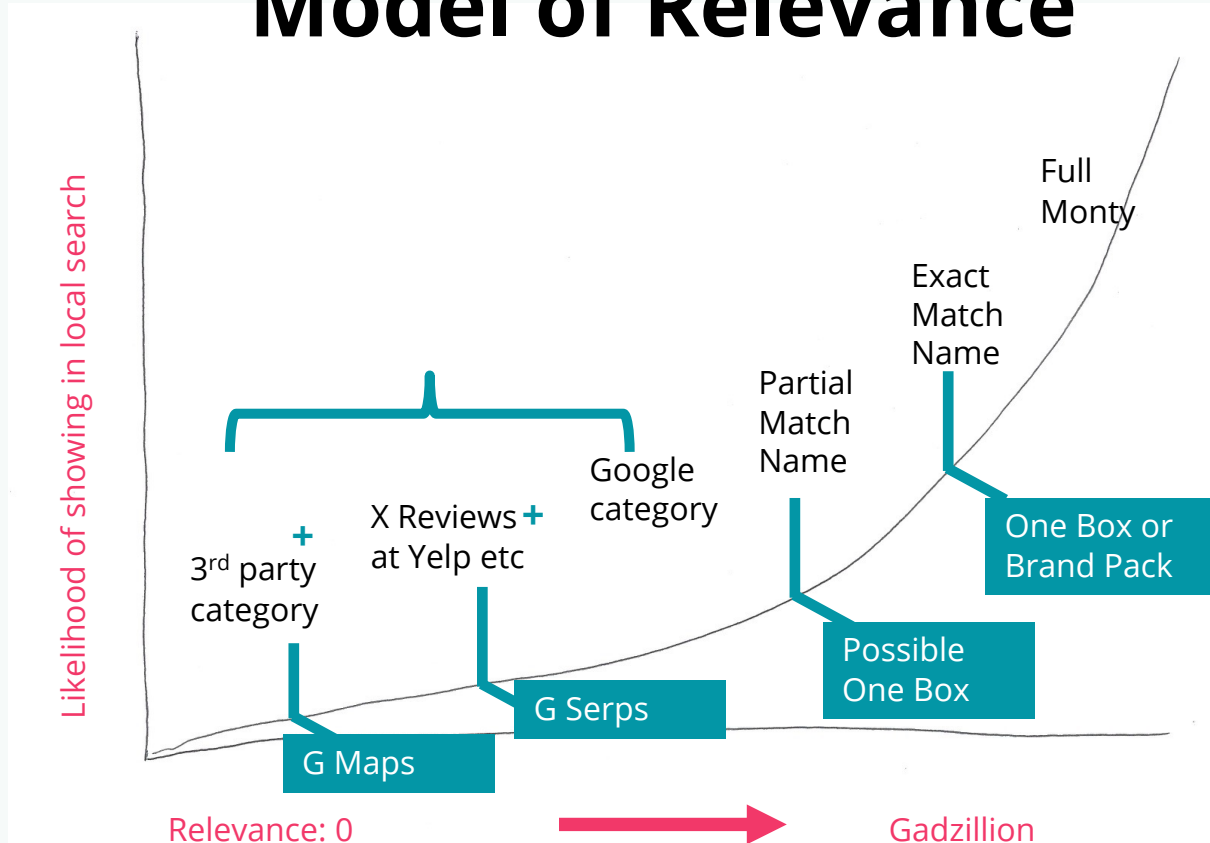


# Model of Relevance

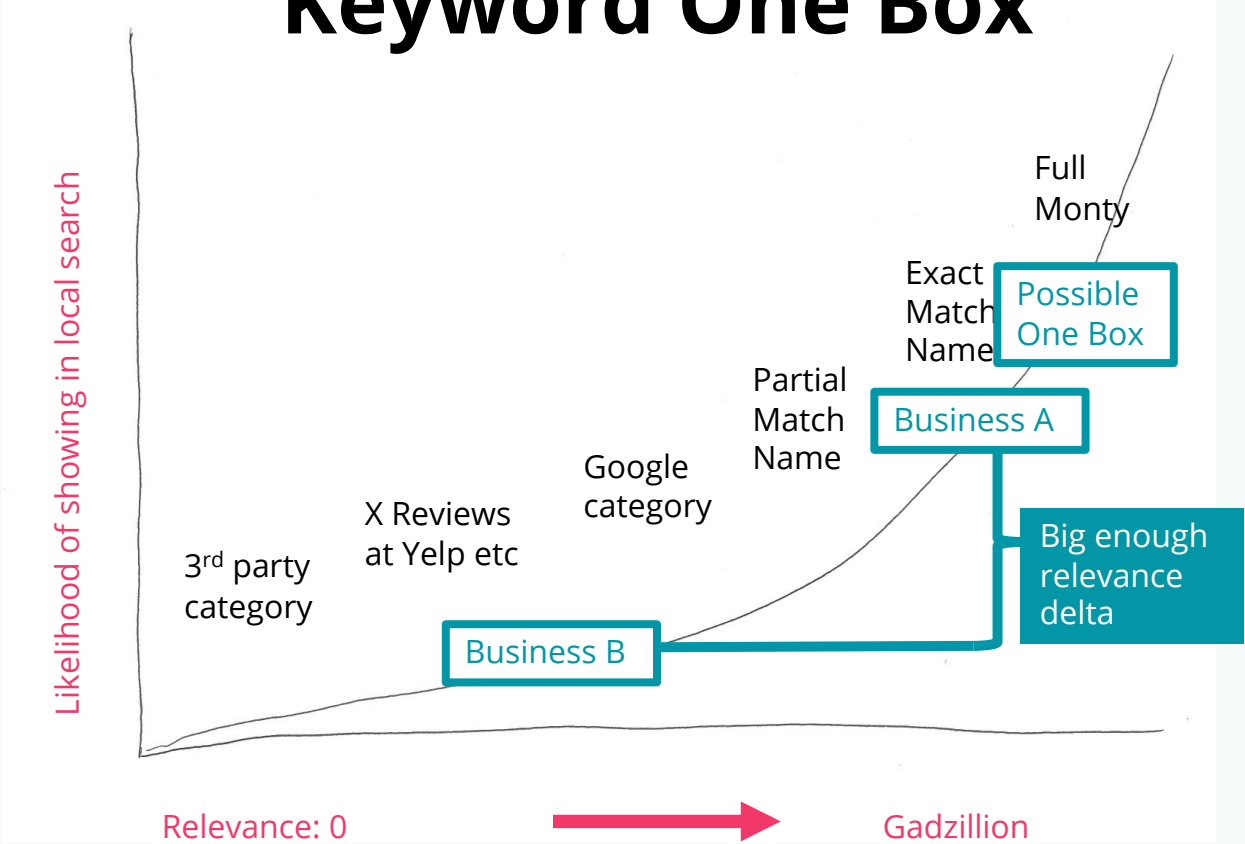




# Model of Relevance



# Keyword One Box



# Model of Relevance



sexual harassment lawyer nyc



All News Images Videos Forums Maps Shopping : More Tools

## Sponsored



Joseph & Norinsberg LLC  
<https://www.employeejustice.com>

### Sexual Harassment Law Firm - No Fees Unless We Recover.

Top **Sexual Harassment** Firm With Major Resources. No Fee Unless We Win. Free Consultation. We Fight for the Rights of Workers In **NYC**, Brooklyn, Bronx, Queens...

Employment attorney · New York · Open 24 hours



### Same-Sex Harassment

Top Rated Sexual Harassment Lawyers Here To Help You Win Your Case.

### Free Consultation

Serving Manhattan, Brooklyn, Bronx, Queens, Nassau & Suffolk County.

### Sexual Harassment

No Fee Unless We Recover. Speak To A Lawyer For Free.

### Testimonials

\$100,000,000 Recovered For Clients. Speak To A Lawyer For Free Today.

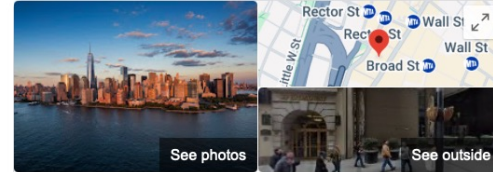
## Sponsored



elizabethgraysonattorney.com  
<https://www.elizabethgraysonattorney.com>

### Sexual Harassment Lawyer | #metoo defense lawyer

Falsely accused? #me too? Harvard-educated **lawyer** - vigorous **sexual harassment** defense. Corporate and individual. California, **New York**, and federal courts. Free initial consultation. California and **New York**. Locations: Manhattan, San Francisco.



### Sekendiz Law Group P.C Sexual harassment, Employment Discrimination and unpaid overtime lawyers

Website Directions Save

4.9 ★★★★★ 71 Google reviews

Employment attorney in New York

Law firm specializing in employment discrimination, sexual harassment, and other workplace legal matters.

Generative AI is experimental. Learn more

**Address:** 45 Broadway Suite 1420, New York, NY 10006

**Hours:** Open · Closes 8 PM

**Phone:** (212) 380-8087

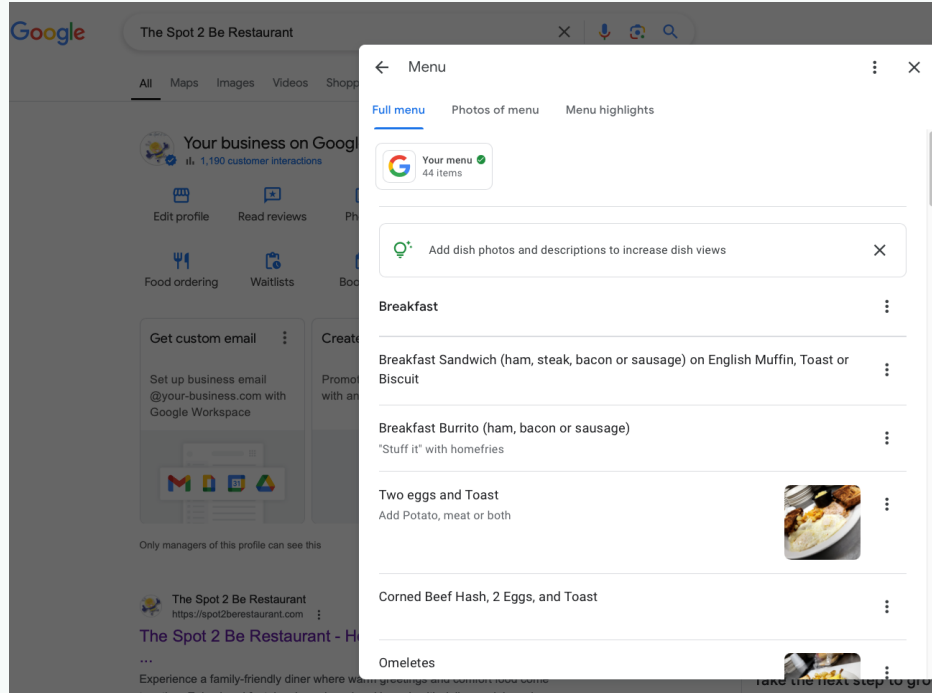
[Suggest an edit](#) · [Own this business?](#)

# Relevance Difference Makers



# Add Menus

Low impact  
Low effort



**Increase Visibility:**  
On long-tail restaurant searches.

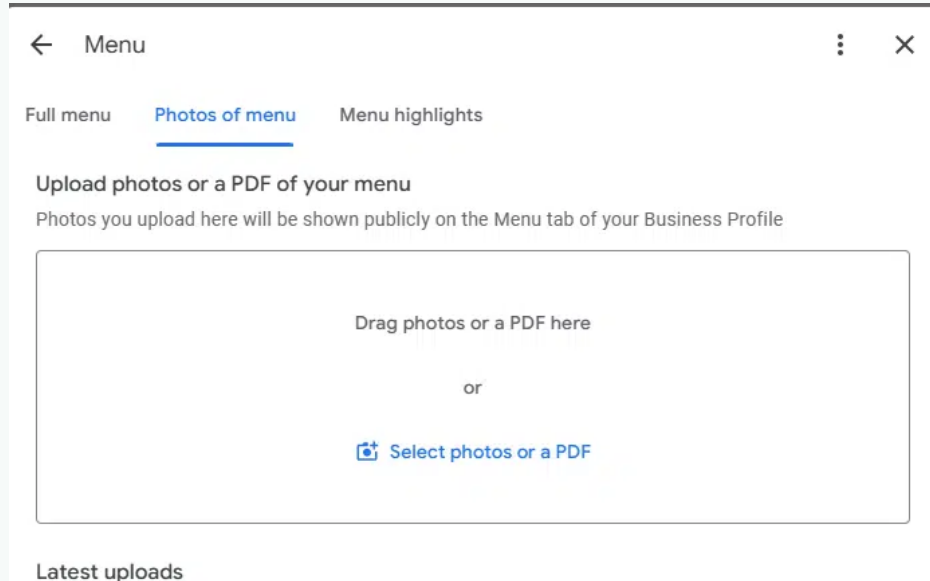
- [Menu Items Can Boost Your Local SEO Ranking](#)





## Add Menus

Low impact  
Low effort



### Google Menu PDF

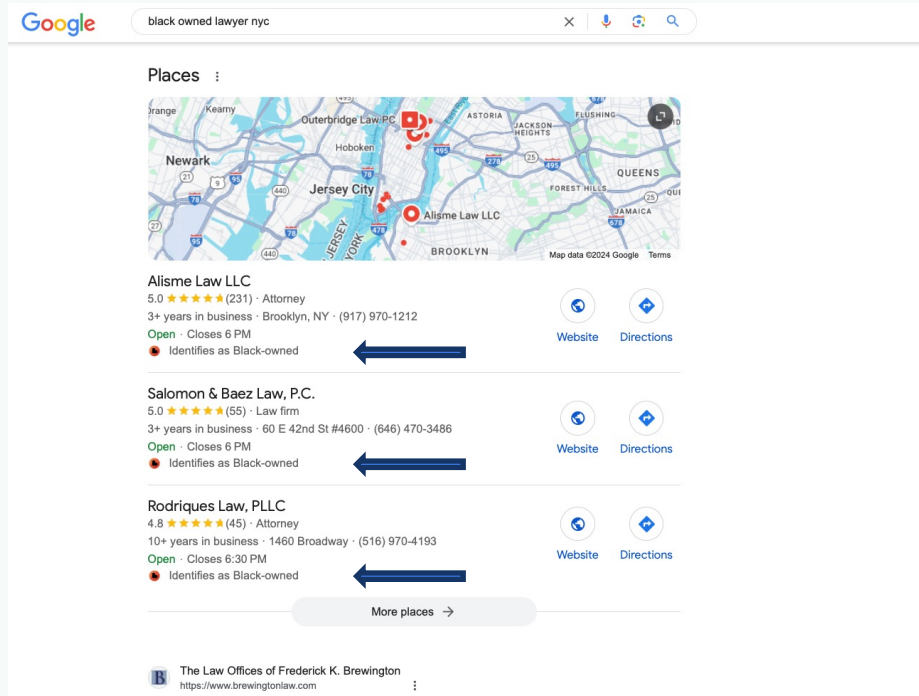
#### Upload:

Automates menu creation  
via text recognition.

- [GBP AI-Transcribed Menu Upload Just Got Better](#)

# Add Attributes

Low impact  
Low effort



## Increase Visibility:

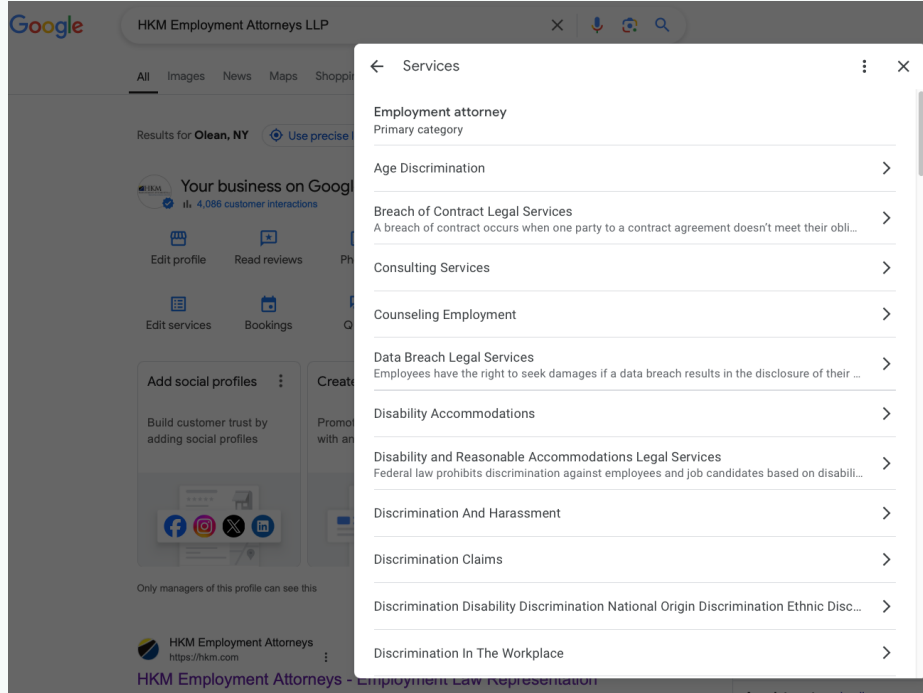
On identity searches:

- Asian-owned
- Black-owned
- disabled-owned
- Indigenous-owned
- Latino-owned
- LGBTQ+ owned
- veteran-owned
- women-owned

- [Do Google My Business Identity Attributes Impact Ranking?](#)

# Add Services

Moderate impact  
Low effort



**Increase Visibility:**  
On Google identified specialty services for practitioners.

Custom services have no impact

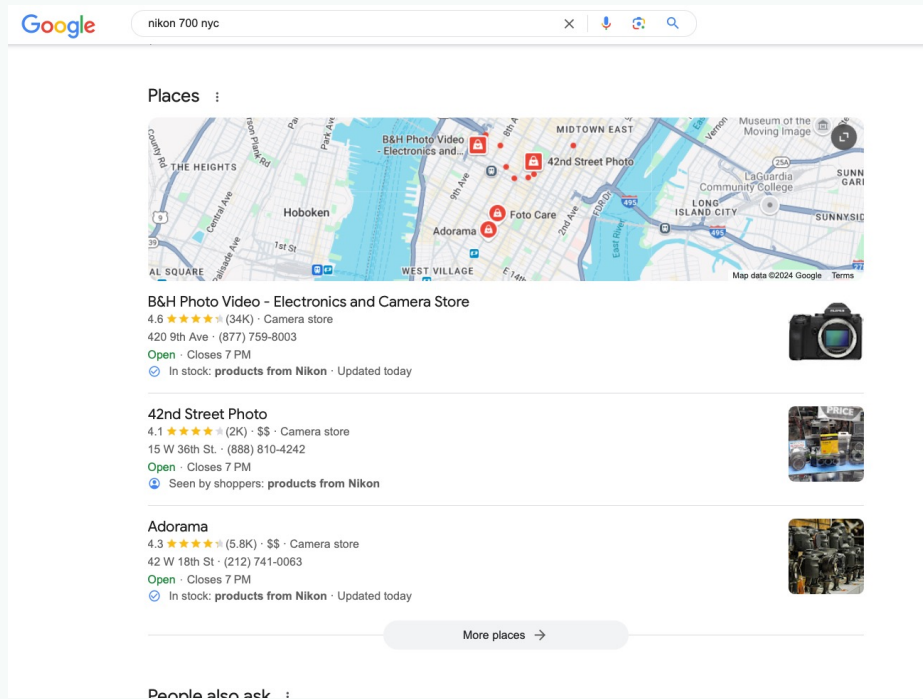
- [Services in Google Business Profiles Impact Ranking](#)





# Add Product Feeds

Moderate impact  
Moderate effort



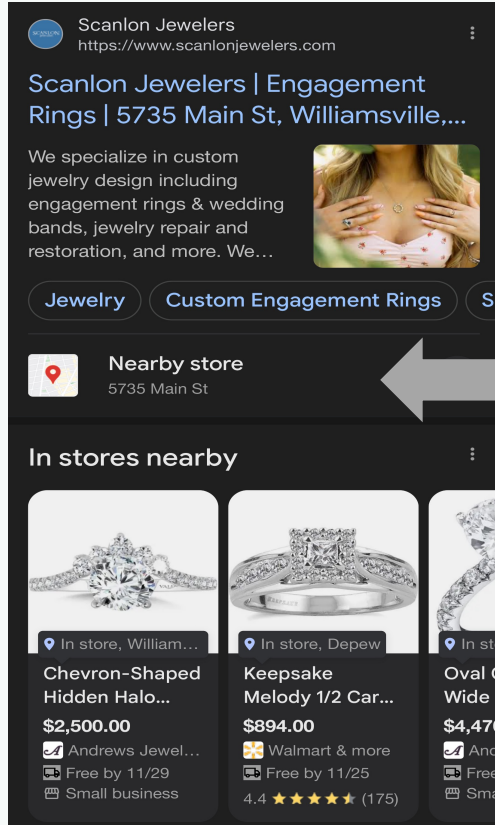
**Increase Visibility:**  
On specific product searches.

- [Adding In-store Products Can Improve Local Rankings](#)



# Add Product Feeds

Moderate impact  
Moderate effort



**Increase Visibility:**  
Shown in Product Carousels  
Get extra Nearby Store



# Add specialty to business name of practitioners

High impact  
Low effort

primary care physician portland

Places :

Frank Warda - Primary Care...  
Melissa Robey, MD - Primary Care...  
Jeana Crover, MD - Primary Ca...

Medicare/Medicaid Rating Hours

**Jeana Crover, M.D. - Primary Care Physician**  
 5.0 ★★★★★ (5) · Family practice physician  
 10803 SE Cherry Blossom Dr · (503) 261-7200  
 Open now  
 Medicare/Medicaid accepted  
 Has online care

[Website](#) [Directions](#)

**Melissa Robey, M.D. - Primary Care Physician**  
 No reviews · Family practice physician  
 5330 NE Glisan St #100

[Directions](#)

**Increases Visibility:**  
 On keyword searches  
 (remove superfluous  
 professional acronyms)

# Add keyword rich tag line

High impact  
Low (?) effort

The screenshot shows a Google search for "sexual harassment lawyer nyc". The search bar includes a clear button (X), a microphone icon, a Google Assistant icon, and a search icon. Below the search bar are navigation tabs for "All", "News", "Images", "Videos", "Forums", "Maps", "Shopping", and "More", along with a "Tools" link. The search results are categorized as "Sponsored".

**Sponsored**  
 newyorkcitydiscriminationlawyer.com  
<https://www.newyorkcitydiscriminationlawyer.com> › sexual › harassment  
**Sexual Harassment Law Firm**  
 Phillips & Associates — **New York Sexual Harassment Lawyers** - Call Phillips & Associates for Legal Help. Recognized As...  
 Employment attorney · New York · Open 24 hours  
[Harassment](#) · [Contact Us](#) · [Why Choose Us?](#) · [Testimonials](#) · [Our Team](#)

**Sponsored**  
 Joseph & Norinsberg LLC  
<https://www.employeejustice.com>  
**Sexual Harassment Attorneys - No Fees Unless We Recover.**  
 Top **Sexual Harassment** Firm With Major Resources. No Fee Unless We Win. Free Consultation. We Fight for the Rights of Workers In NYC, Brooklyn...  
 Employment attorney · New York · Open 24 hours  
[Sexual Harassment](#) · [Free Consultation](#) · [Same-Sex Harassment](#) · [Testimonials](#)

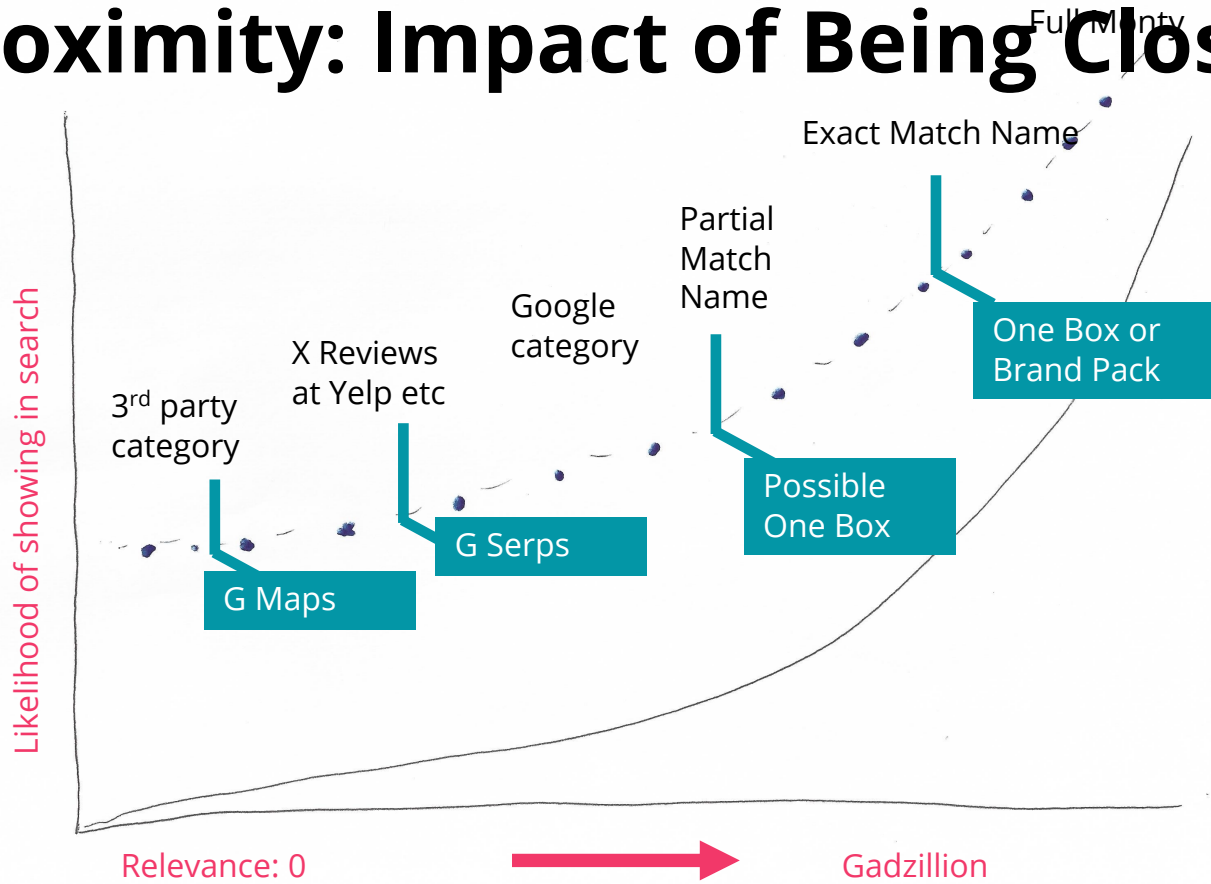
**Sponsored**  
 Sekendiz Law Group P.C Sexual harassment, Employment Discrimination and unpaid overtime lawyers  
 4.9 ★★★★★ 71 Google reviews  
 Employment attorney in New York  
[Website](#) [Directions](#) [Save](#) [Share](#)  
[Call](#)

## Increase Visibility:

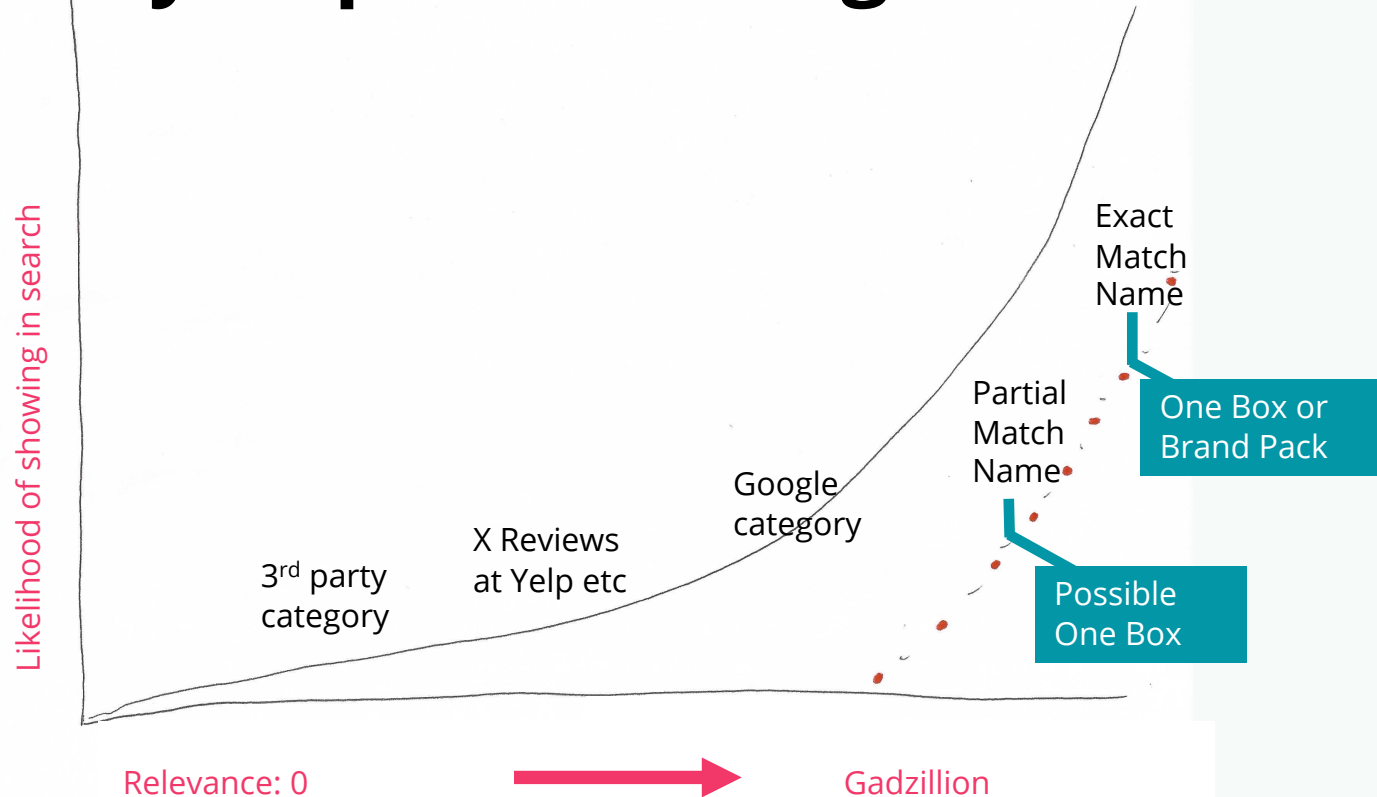
- Google allows some # of modifiers
- Also add to website
- CAUTION in distressed categories

- [Name Abuse Escalated on Forums Denied by Google](#)

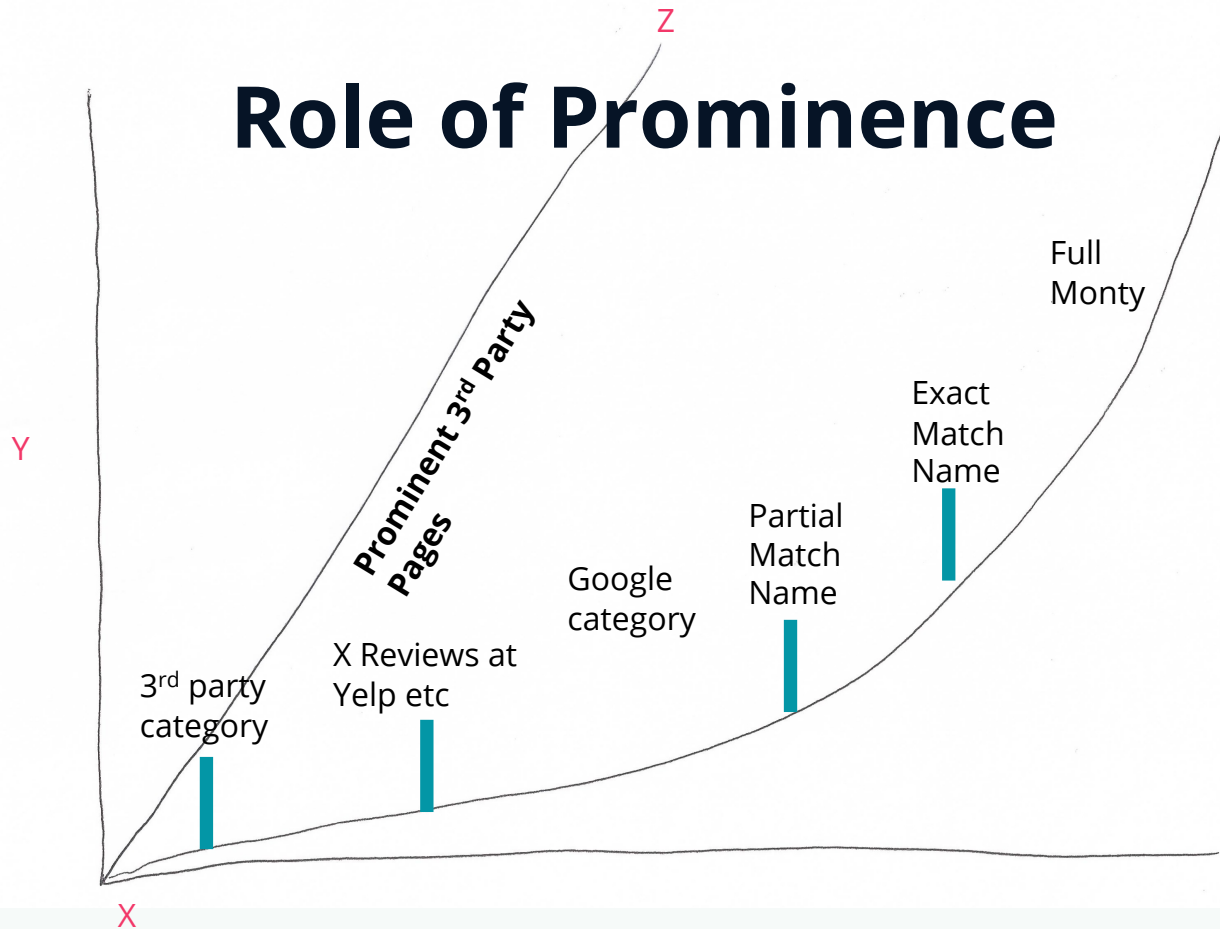
# Proximity: Impact of Being Closer



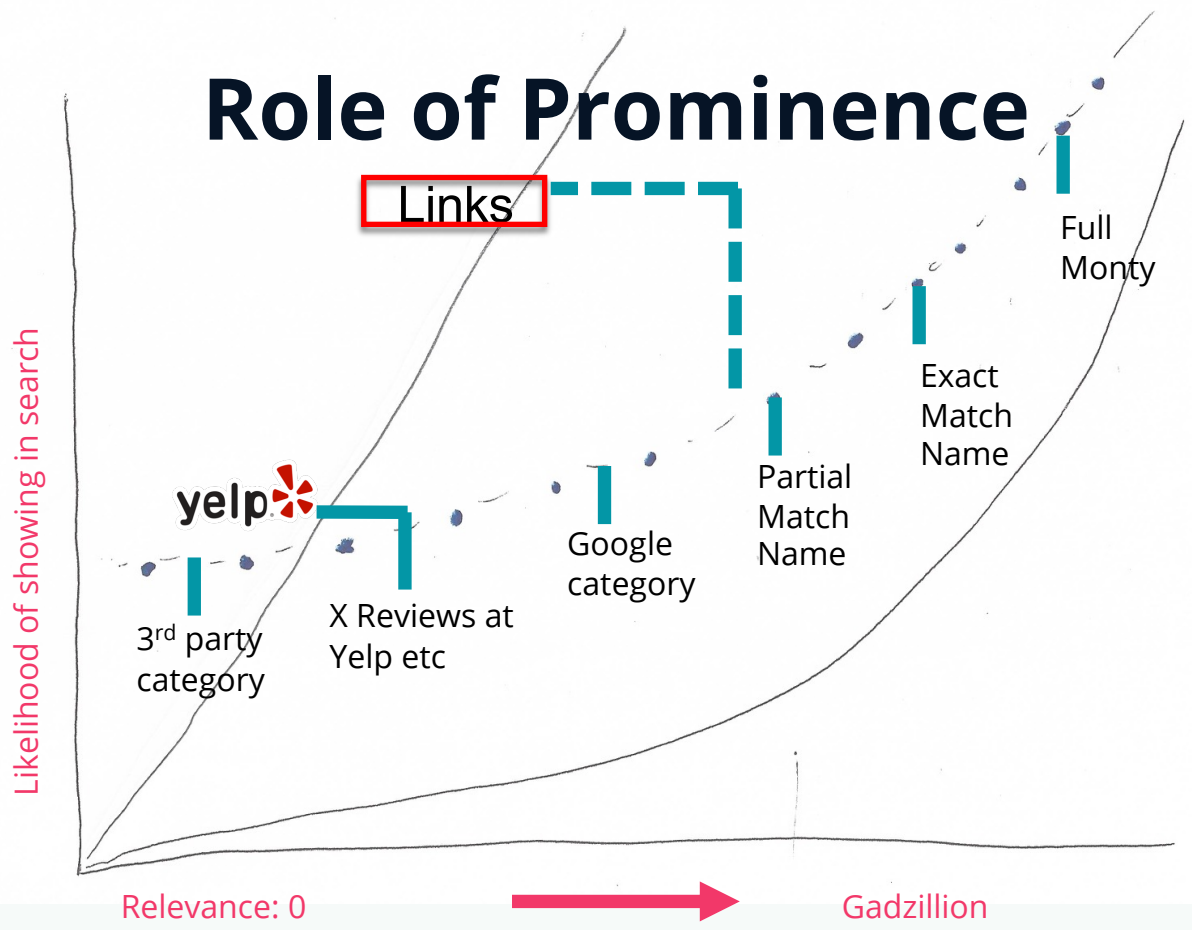
# Proximity: Impact of Being Further Away



# Role of Prominence

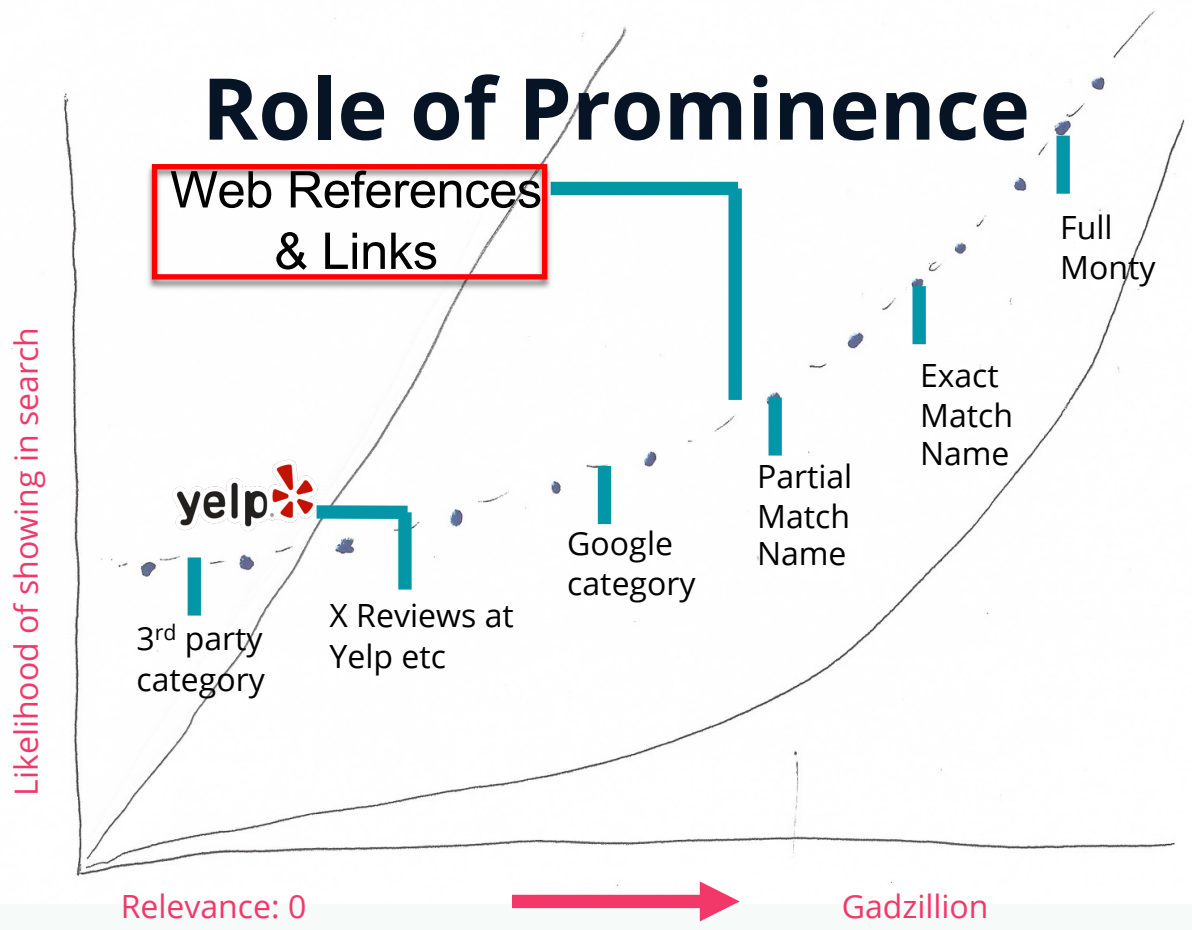


# Role of Prominence





# Role of Prominence



# Web References in the Google Leak

High impact  
High effort

The screenshot shows a GitHub repository for 'yoshi-code-bot / elixir-google-api'. The file 'repository\_webref\_mention.ex' is selected, showing its content. The file is a JSON schema for 'RepositoryWebrefMention'.

```

sense, Version 2.0 (the "License");
sept in compliance with the License.
License at

enses/LICENSE-2.0

} law or agreed to in writing, software
} is distributed on an "AS IS" BASIS,
ONS OF ANY KIND, either express or implied.
ific language governing permissions and
}.

ated by the elixir code generator program.
ly.

house.V1.Model.RepositoryWebrefMention do

rtified on a document or query. Each entity can be mentioned several times in different positions or

type: *boolean(), *default: *nil} - Whether this mention was created by CloseAnswers on Postref
: {type: *list(GoogleApi.ContentWarehouse.V1.Model.RepositoryWebrefMentionAdditionalExplainedRef
(): *default: *nil} - The [begin, end] byte offset, compatible with the Goldmine DocState repr
: *integer(), *default: *nil} - The [begin end] token offsets in the Goldmine DocState. They fo
: *list(GoogleApi.ContentWarehouse.V1.Model.RepositoryWebrefMentionCompoundMention.t), *default:
28 * "compoundMention" (type: *list(GoogleApi.ContentWarehouse.V1.Model.RepositoryWebrefMentionCompoundMention.t), *default:
29 * "confidenceScore" (type: *number(), *default: *nil) - A probabilistic score describing how certain the annotator is
  
```

## Web References:

Any mention of an entity

Common in [algo leak search](#)

# Prominence Difference Makers





## Get Brand Mentions (Web References) in Local & National Media

High impact  
High effort

[Markets](#)
[Tech](#)
[Media](#)
[Calculators](#)
[Videos](#)
Watch
Listen

Markets →		Fear & Greed Index →		Latest Market News →	
DOW	43,186.54	0.19%	Neutral sentiment is driving the US market	Comcast's cable networks spinoff raises	
S&P 500	5,884.45	0.55%		Ford to cut 4,000 jobs in Europe	
NASDAQ	18,845.33	0.75%		Target sounds the alarm bell on holiday sl	

### Noncompete agreements aren't going anywhere. What to know if you sign one

By [Jeanne Sahadi](#), CNN  
 5 minute read · Published 6:00 AM EDT, Mon September 2, 2024

5 comments

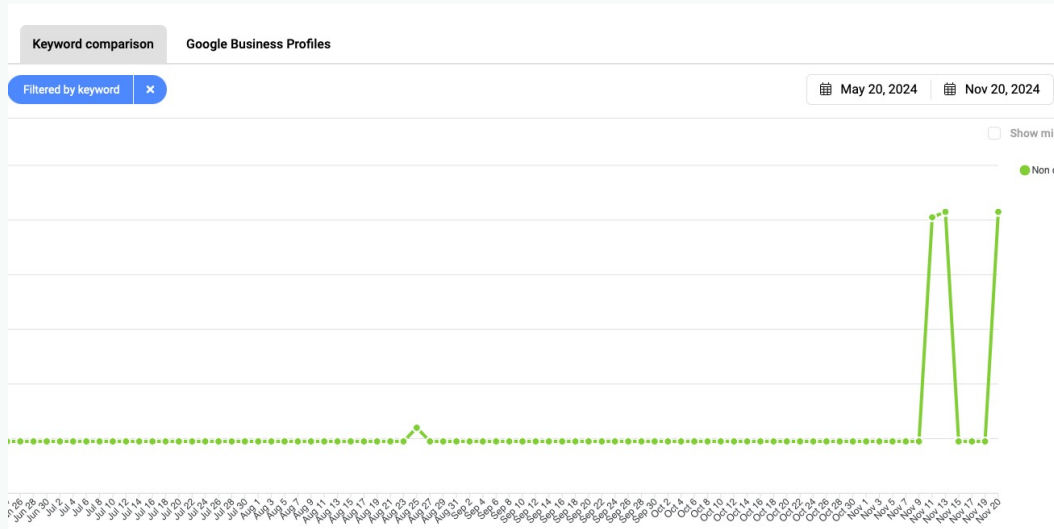
### Brand mention:

A single brand mention led to ranking increase



# Get Brand Mentions (Web References) in Local & National Media

High impact  
High effort

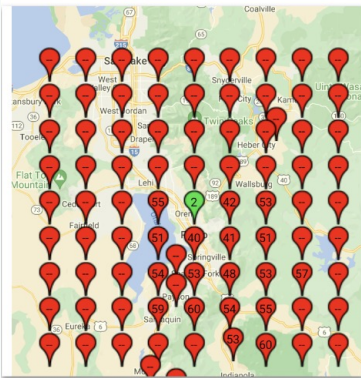


**Brand mention:**  
A single brand mention led to ranking increase

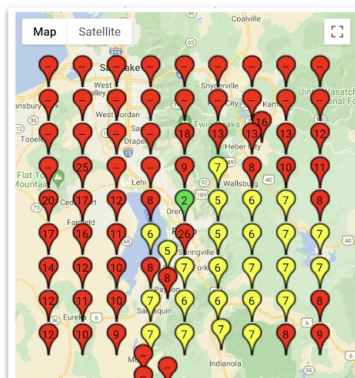
## Get 10 Reviews

High impact  
High effort

**February 28**  
3 reviews, 3.7 rating



**March 28**  
16 reviews, 4.8 rating



**April 28**  
31 reviews, 4.9 rating



### Review Boost:

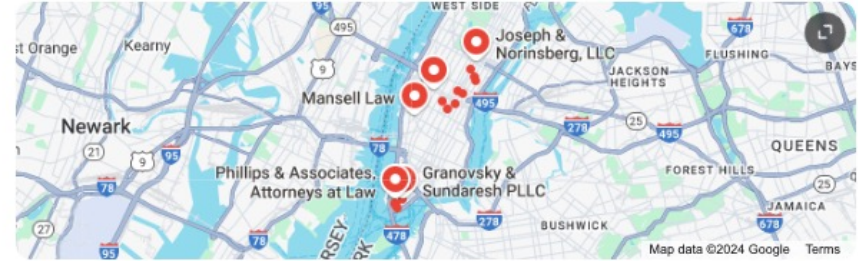
Boost came after 10  
Diminishing returns

Are The Number of Google Reviews Hurting Your Businesses Local Ranking?

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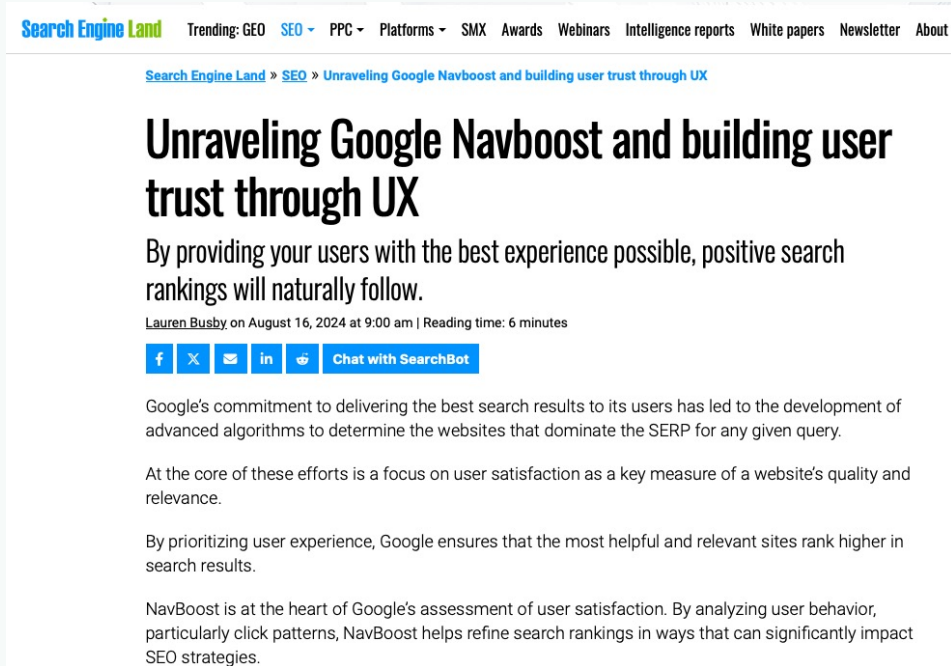
Website



Directions

More businesses →

# NavBoost: A ranking boost for engagement



The screenshot shows the top of a webpage from Search Engine Land. The navigation bar includes the site logo and links for Trending: GEO, SEO, PPC, Platforms, SMX, Awards, Webinars, Intelligence reports, White papers, Newsletter, and About. The breadcrumb trail reads: Search Engine Land » SEO » Unraveling Google Navboost and building user trust through UX. The main heading is 'Unraveling Google Navboost and building user trust through UX'. Below the heading is a sub-headline: 'By providing your users with the best experience possible, positive search rankings will naturally follow.' The author is Lauren Busby, dated August 16, 2024 at 9:00 am, with a reading time of 6 minutes. There are social media sharing icons for Facebook, X, Email, LinkedIn, and Reddit, along with a 'Chat with SearchBot' button. The main text begins with 'Google's commitment to delivering the best search results to its users has led to the development of advanced algorithms to determine the websites that dominate the SERP for any given query.' It continues with 'At the core of these efforts is a focus on user satisfaction as a key measure of a website's quality and relevance.' and 'By prioritizing user experience, Google ensures that the most helpful and relevant sites rank higher in search results.' The final paragraph states 'NavBoost is at the heart of Google's assessment of user satisfaction. By analyzing user behavior, particularly click patterns, NavBoost helps refine search rankings in ways that can significantly impact SEO strategies.'

**NavBoost:**  
Chrome measures on-site  
Entity equivalent?





# Engagement Difference Makers

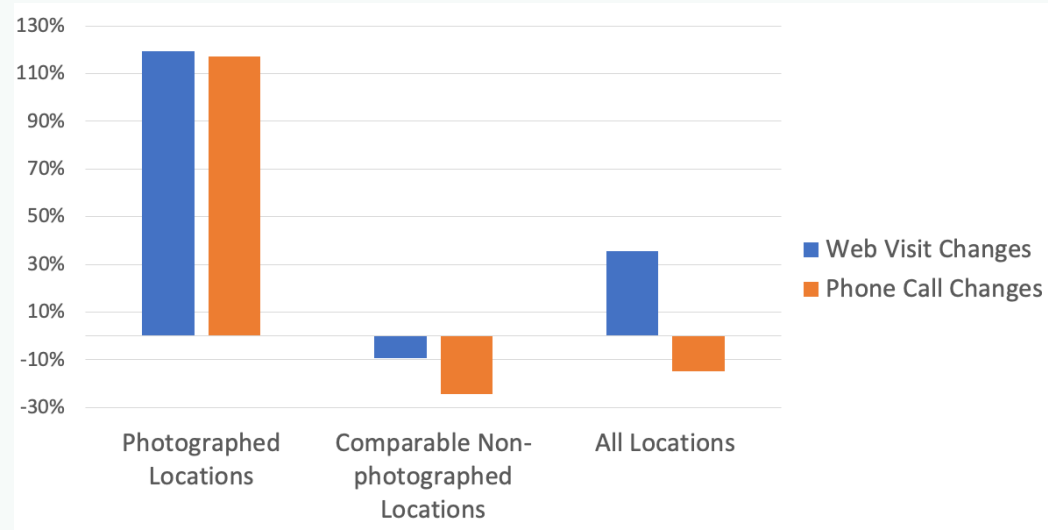




## Great Photography

Moderate impact  
High effort

### Y/Y % Change in Google Business Profile Actions



### Engagement:

Hired photographer across 23 locations

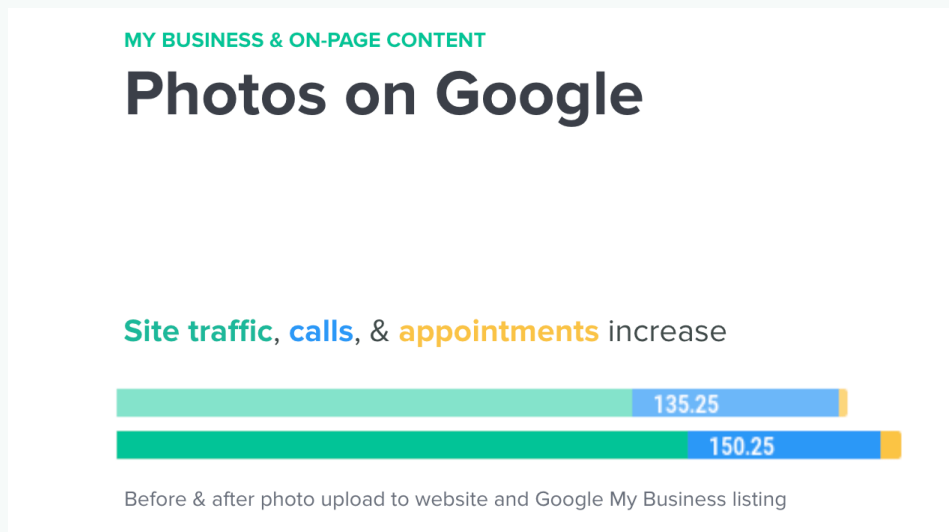
[The Visual Future of Local Search](#)



## Great Photography – Across GBP & Website

Moderate impact  
High effort

### % Change Before & After in calls & appointments



**Engagement:**  
Replaced Stock  
photography

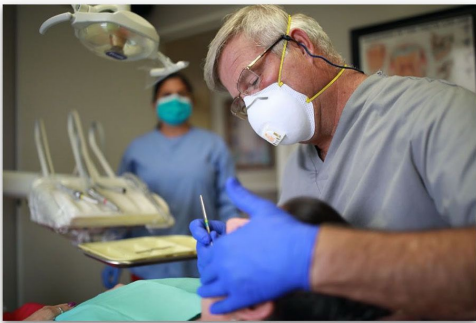
[Case Study – Medical \(13:41\)](#)

## Great Photography - Match Image to intent

Moderate impact  
Moderate effort

Try the API

Faces    Objects    Labels    Properties    Safe Search




29b0e4e5-afb1-4419-9986-a427c55befed\_1920.jpeg

Glasses	97%
Medical Equipment	92%
Health Care Provider	90%
Safety Glove	90%
Vision Care	88%
Health Care	87%
Surgeon	87%
Dentist	86%

Try the API

Faces    Objects    Labels    Properties    Safe Search



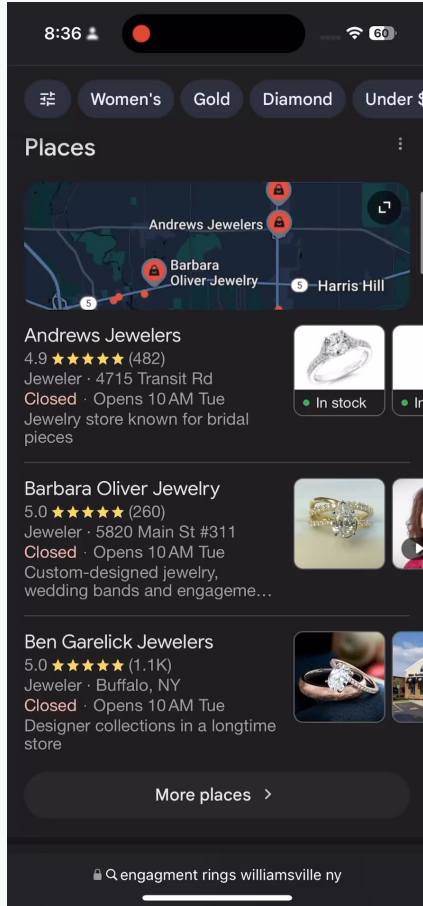
b8032cfb-33c1-4387-bc8a-44b1480009a1\_1920.jpeg

Dentist	97%
Dental Assistant	94%
Mouth	91%
Health Care Provider	89%
Medical Procedure	88%
Vision Care	87%
Health Care	87%
Ear	87%

[Cloud Vision Try It](#)



## Great Photography - Match Image to intent



Moderate impact  
Low effort

### Engagement:

Google returns image results based on query

NOTE: Increasing use of video

## Median GBP Click Attributes

4.8

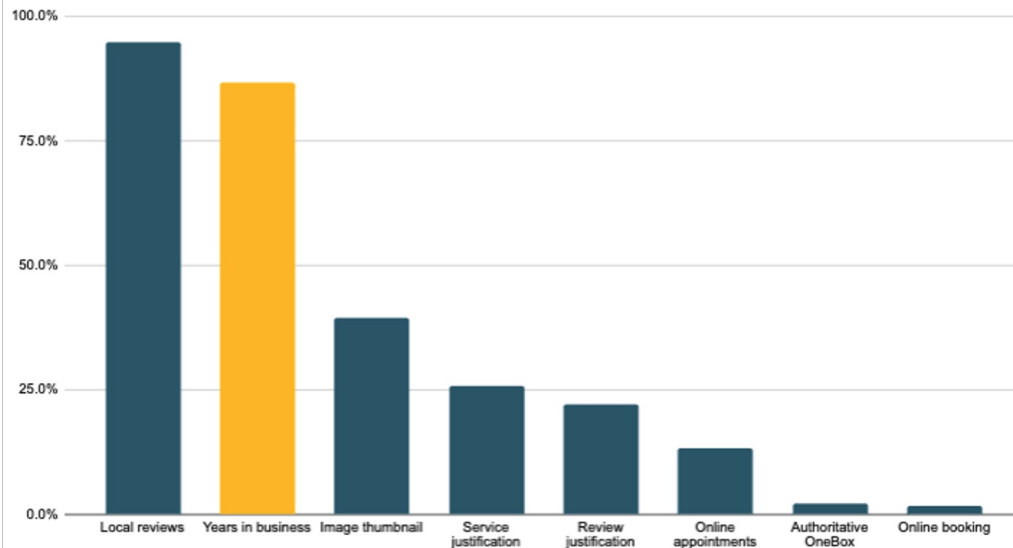


44 reviews

See earlier recommendation to boost review profiles in markets with fewer than 40 reviews.

Even if locations with fewer than 40 reviews *rank*, it's less likely they'll earn clicks.

## Median GBP Click Attributes



### Opening date

January 1, 2009

Years in business was mentioned frequently in verbal narratives as a factor in searchers' decisions. Good job filling out Opening dates in GBP.

Use this insight when constructing your organic meta descriptions.



34.3% GBP clicks overall (when present)



# Reputation Eye Candy- Review Star

Moderate impact  
Low effort

Sponsored · Labor Lawyers | San Diego

✓ GOOGLE SCREENED

**Lawyers For Justice**  
 3.0 ★★☆☆☆ (45) · Labor Lawyer  
 14+ years in business · Serves San Diego  
 Open 24/7 · Local business

Get phone number

---

**California Work Injury Law Center**  
 4.7 ★★★★★ (55) · Labor Lawyer  
 8+ years in business · Serves San Diego  
 Open 24/7 · Free consultation

Message

Get phone number

## Reviews:

Everybody says they are important  
 Only 20% actually read  
 Users would scroll up for LSA  
 Users would scroll down to click web

Google

employment lawyer sf

---

**Dolan Law Firm**  
<https://dolanlawfirm.com> · employment

**San Francisco Employment Lawyer**

Our **employment law** attorneys have a wealth of experience in handling various **employment law** cases, including discrimination, harassment, wage and hour disputes, ...

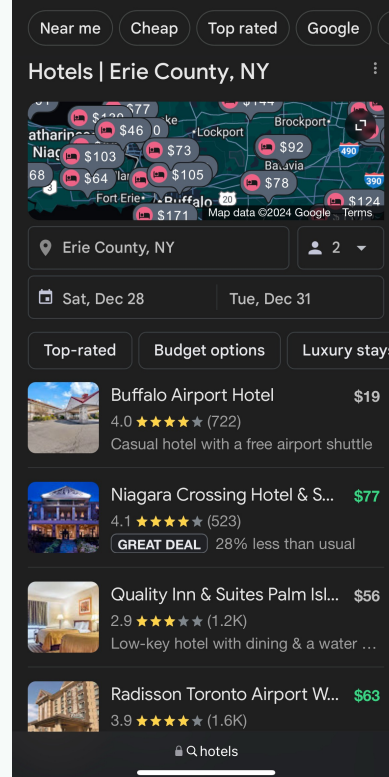
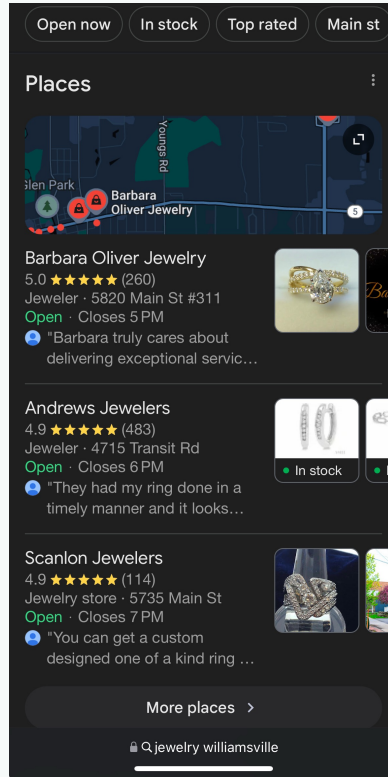
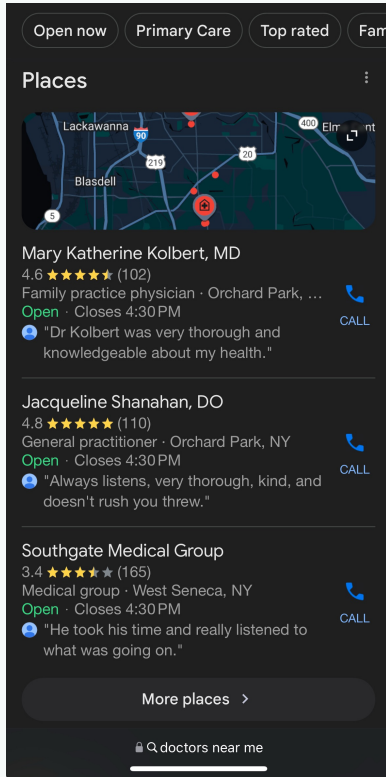
4.6 ★★★★★ (221)

# What is Google Local?



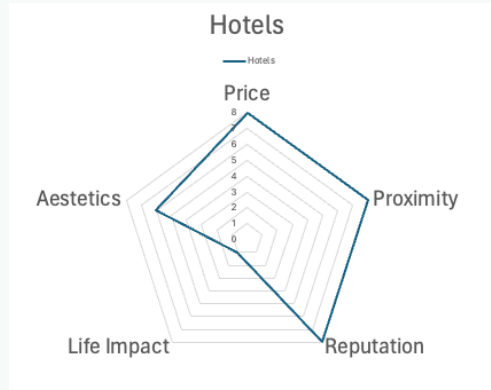
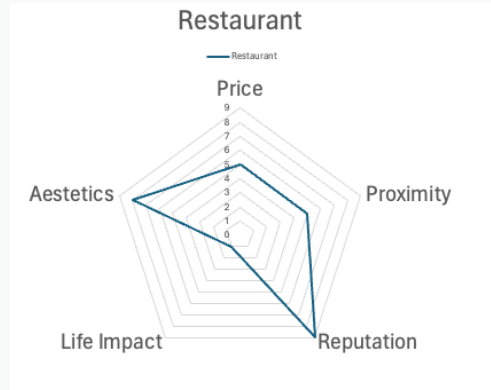
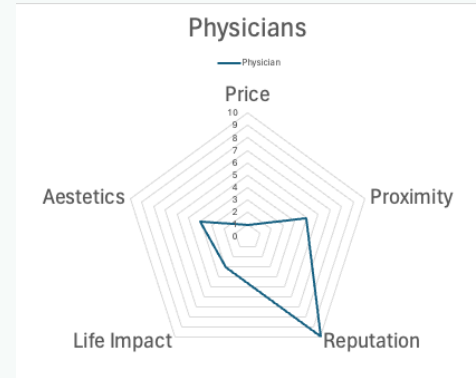
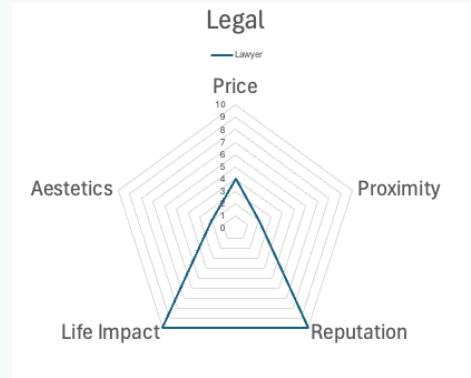
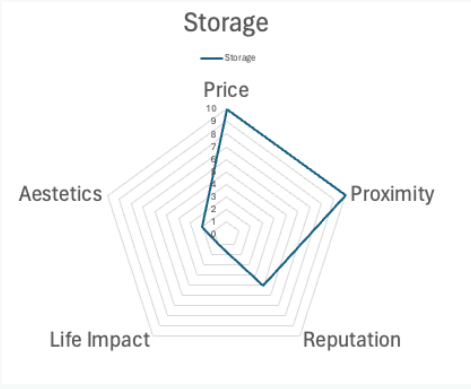


# Made up of many verticals – Know yours



Google understands:  
Different elements  
highlighted

## Made up of many verticals – Know yours





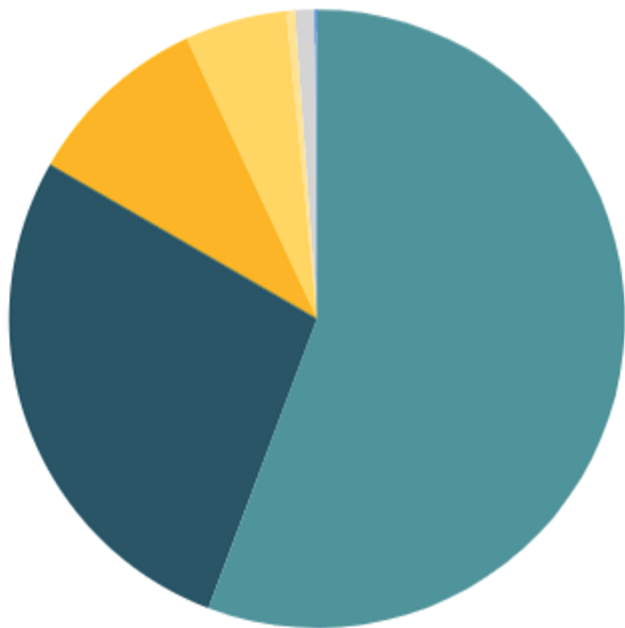
## Made up of many verticals – Know yours



**Consumers act different:**  
Totally different behavior

	Storage	Physicians
Top 3	81%	60%
> 4 Pos	19%	40%

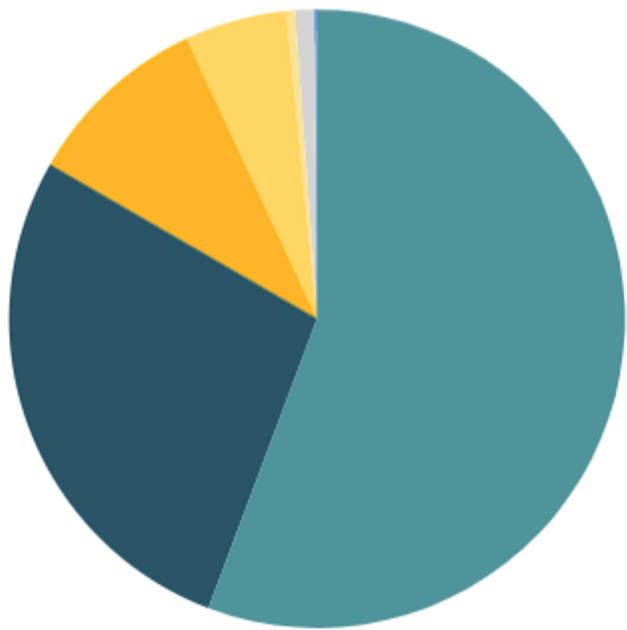
## Made up of many verticals – Legal



### Click share by result type

- 55.8%** Organic click
- 27.6%** GBP click  
(**34.3%** when Pack present)
- 9.7%** Traditional ad click  
(**14.1%** when traditional ad present)
- 5.4%** LSA click  
(**24.6%** when LSA's present)
- 0.4%** Pack ad click  
(**5.1%** when Pack ads present)
- 1.2%** PAA/Featured Snippet click

## Made up of many verticals – Legal



### Click share by result type

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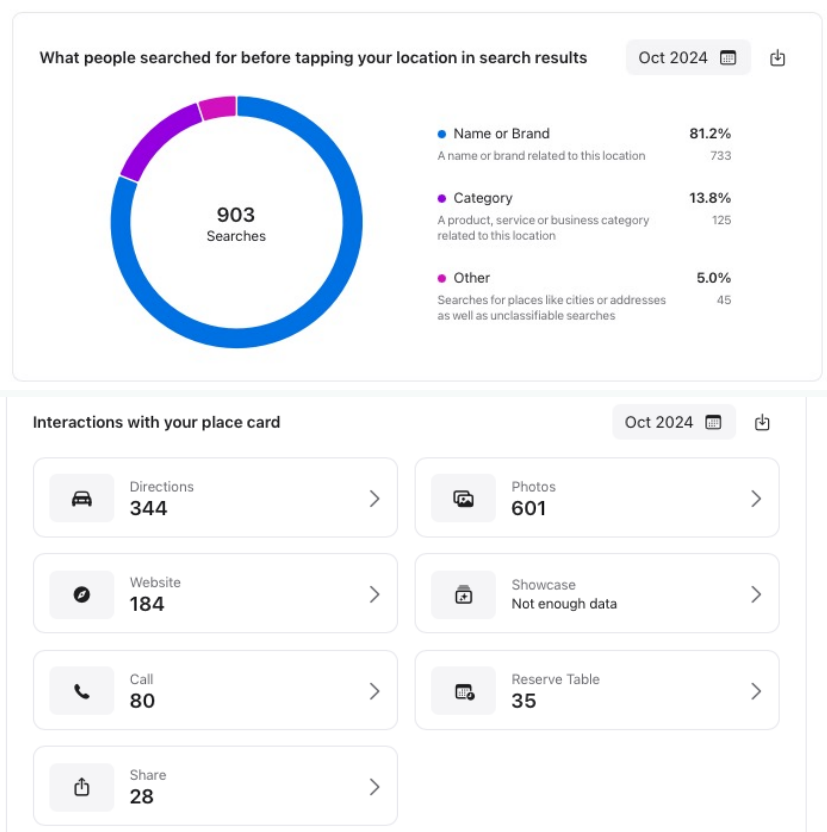
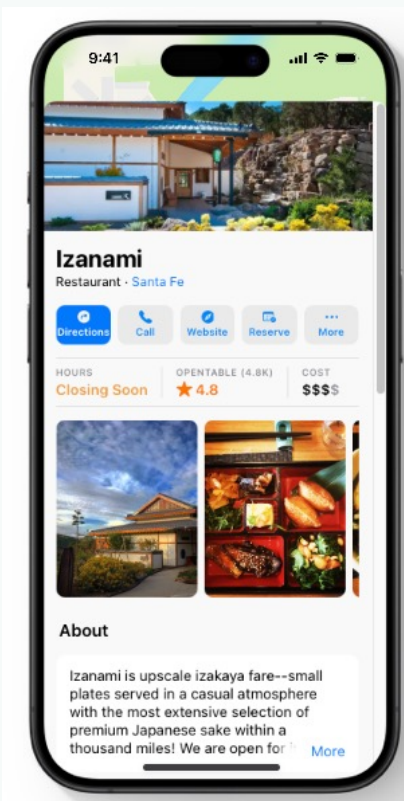
1.2% PAA/Featured Snippet click

# Some thoughts on the future





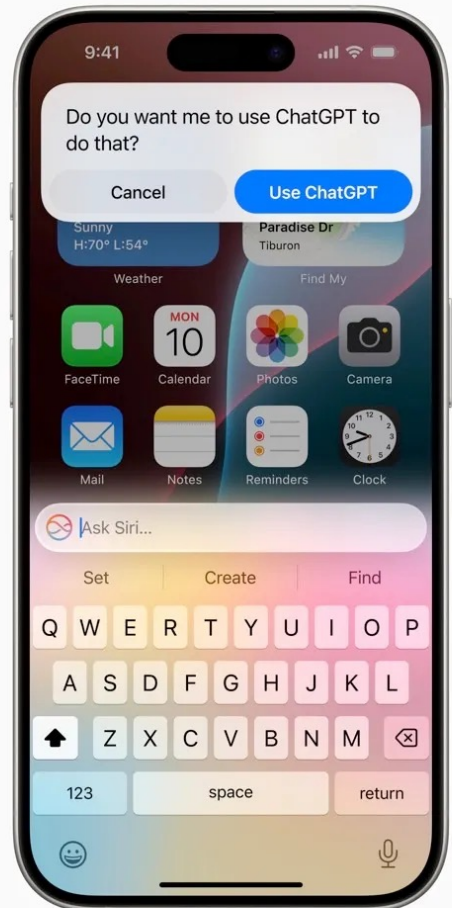
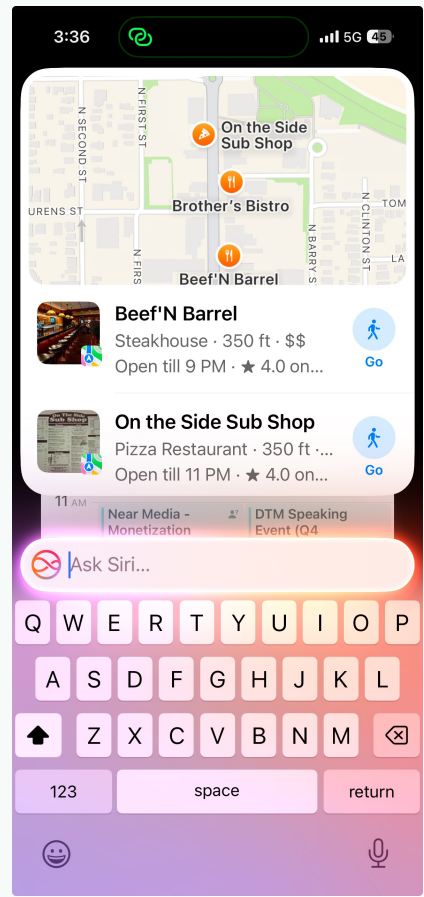
# Apple Important in Certain Verticals



**Apple Maps Thriving**  
Released on desktop  
Much improved  
Sending > traffic



## Apple Upgrades Siri + Integrates ChatGPT



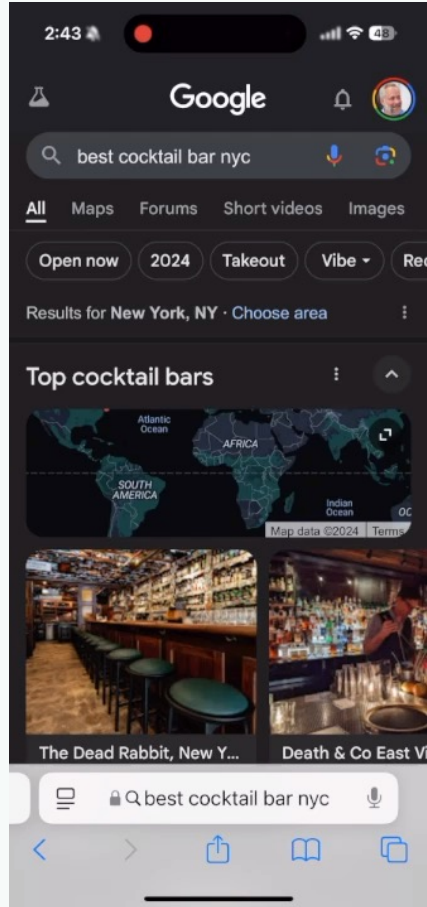
### Google is vulnerable

Apple has distribution  
ChatGPT has momentum  
Apple has Knowledge Graphs  
Google hard to dislodge  
2 years to assess  
4 years to fruition





## Google AI Organized Results



### **Google is THE Local Monopoly**

They have a +90% Local share

They will defend it

They will update & change

NOTE: This was a test



## Now on Bluesky

JOIN THE CONVERSATION

Local SEO Google Business Profile  
Product Experts

on Bluesky

This banner features a blue background with a pattern of faint location pins and profile pictures. It includes six circular icons: five portraits of experts and one location pin icon.

[Bluesky GBP Expert Starter Pack](#)

JOIN THE CONVERSATION

Local SEO Starter Pack

on Bluesky

This banner features a blue background with a pattern of faint location pins and profile pictures. It includes six circular icons: five portraits of experts and one location pin icon.

[Bluesky Local SEO Starter Pack](#)

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# Any Questions?

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