5 Steps to outranking your competitors in search

Local search is critical to engaging customers and driving new business – and if you're not showing up in search, your competitors are. The good news? There are easy, concrete steps you can take to increase discoverability for your brand: a robust listings presence

Follow our checklist of 5 steps to help you stand out in today's crowded digital landscape.



## Establish a robust listings presence

typically making high-intent searches — meaning they're looking to take action immediately. And with 50% of brand traffic going to third-party listings versus first-party websites,\* listings are often the first place a motivated searcher interacts with a brand. Establishing a significant listings presence is the first step to making sure you show up in local search at these important moments.

Managing a Google Business Profile is table stakes. All

→ It's not all about Google, either. While Google Business Profiles are a great place to start, having a robust listings presence across the highest possible number of publishers actually

boosts your discoverability in Google Search, too. We'll tell you why below.)

**Create a Google Business** brands that service a local area need to have a presence **Profile** on Google: at least 83% of customers are looking for information there. Google - and other generative AI systems - look at how **Create and manage listings** your information is shown on other sites, which means that on as many sites as possible having consistent and optimized listings in more places other than Google can help your brand perform better on Google. You should sync your information across the highest number of publishers possible. Duplicate listings can be detrimental to your digital Suppress and manage presence, creating confusion for both customers and duplicate listings across search engines. (You can learn more about that here.) all publishers At this point, your brand is so much more than just a name, address, and phone number: many attributes let both Complete your

## listings profile across all publishers Fill out as many business attributes as possible on

Add photos to your profile(s)

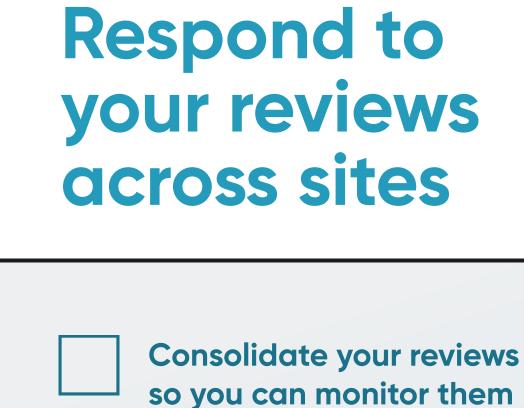
your listings

Search engines rely on the attributes you fill out to help determine where to rank your business in search results: for example, a potential guest looking for a hotel may search on Google for a "hotel near me with a pool." The only way to show up for this type of query is to have the "Pool" attribute filled out. Brands with complete business profiles receive, on average, 7x more clicks.

Brands with photos receive more 'Website' and 'Get

customers and search engines know what you offer.

Directions' clicks - 35% and 42% more, respectively. Social posts are great opportunities to highlight offers, Create social posts on events, or special updates. It's likely that posts created third-party websites on Google are indexed more when it comes to ranking for unbranded searches.



from one place

your discoverability. This will make sure you never miss a review - and set you

up to respond more easily when necessary

Reviews are a lesser known opportunity to improve search

discoverability. According to Google, review responses are

not indexed for search rankings (yet), but the content that

people use to write their reviews does indeed factor into

Set up notifications so Notifications keep the right people in the know – especially for businesses in a franchise model with the right people can multiple responders. That way, anyone who needs to see take action a review can act on it quickly. Responding to reviews quickly - particularly negative Respond to as many ones - shows customers that you care. Yext customers reviews as you can that respond to reviews are ranked 9% higher in the local (to start, at least those pack than those that don't respond at all.\* rated 3 stars and below)

analysis See the exact queries that

keyword

## people use to find your brand on Google

Conduct search

and the types of questions your online content should be able to address. Google allows brands to see this data; users can track it there – or Yext customers can access it in the Yext platform.

Learning the exact queries people use to find your brand

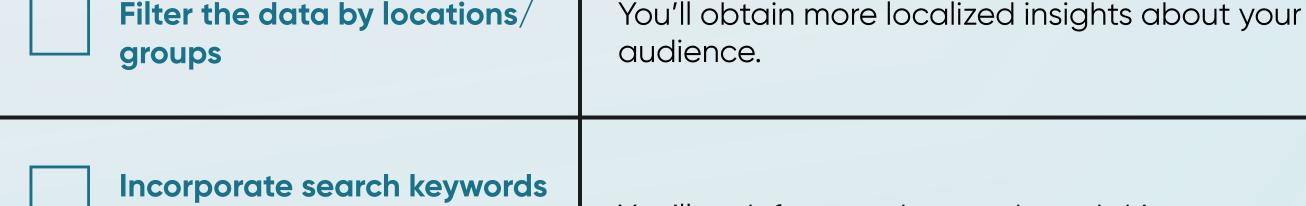
incorporate it into your marketing strategy by developing

understand what a customer is interested in and then

content that will resonate with their search.

You'll better understand your customers' needs -

on Google is a marketer gold mine. These insights help you



into your local marketing

You'll rank for more keywords and drive more traffic.



Conduct

strategy

You can't tell how you are performing for important

keywords and queries - against specific competitors

competitors' performance is critical to leveling up your

It's impossible to know if you're winning or losing when you

can't see the scoreboard. Keeping track of your

digital presence and winning in local search.

Review how your average rating compares to competitors on major review sites like Google,

You'll be able to determine which review sites to prioritize in your review response strategy.

Create more organic content

Facebook, and Tripadvisor

underperforming, you can position your brand to win in local search.

By targeting the locations and keywords that are

In today's competitive digital landscape, you know you need to be doing everything you can

- if you don't track.

thorough competitor analysis, each step plays a role in boosting your brand's discoverability.

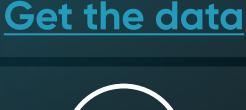
competitors to win more business. \*Yext internal data, 2023

By embracing these tactics, you'll elevate your position in search rankings and stay ahead of

From establishing a robust listings presence to responding to reviews and conducting

Why is a larger publisher network worth it for brand discoverability?

to make sure your brand shows up in high-intent local searches.



Check out the research to learn more.