

Understanding Consumers' Behavior: How Consumer Psychology Works in Local Search [Infographic]

Understanding consumers' local search behavior is of utmost importance when businesses goes with pay per click advertisement in search engines including Google, Yahoo, Baidu, AOL, Ask.com, Excite, DuckDuckGo, etc. It has been noticed that consumers are more intended to search for local info online, with respect to any other information that is available on the internet.

They prefer to do local searches so that, they get the exact data before even visiting the store. This is the reason why Google introduced the new feature of 'Crowd Control' to check how much crowded is any store in real time. It is an additional feature that has been linked to Google Maps for the convenience of the consumers. Through this feature, a consumer can easily track how busy a place is right now and can plan the visit accordingly.

How Consumer Psychology Works in Local Search? – Understanding Consumers' Local Search Behavior

Google is continuously trying to evaluate and understand consumers' local search behavior and has taken a positive step as per that. Here, at Techmagnate we've tried to make you understand consumers' psychology and behavior when it comes to local searches and have analysed that as per a set of questions.

1. How Consumers Conduct Local Searches Online?

It has been observed that 4 in 5 consumers use search engines to find local information and 59% of consumers who use Google every month, want to find a local business. So, it is clear that consumers are more prone to do local searches by using the internet.

Consumers who do local searches in search engines tend to use smartphones more than computer/tablet, when they are doing outdoor activities. But when they are at home they prefer to use the computer more.

2. What Information Consumers Seek in Local Searches?

Now that we know consumers prefer to do local searches, it is evident to know what information they look for. 94% of consumers surveyed have gone online mainly for local shopping purposes.

Consumers search in search engines for a variety of local information like business hours, directions to local store, local store address and many more.

3. What Help Consumers to Form an Opinion about a Local Store?

Consumers generally go through the reviews to form an opinion about a local business. 88% of consumers consult online reviews before they purchase local services and positive reviews actually make

them trust a local business more. They generally read less than 10 reviews before forming an opinion about a business.

4. What Local Searchers Prefer and Expect from Location-based Ads?

This is an essential question for an advertiser. An advertiser should be aware of the fact that 72% of smartphone users want ads customized to their city/zip code and prefer to visit the store within 5 miles.

60% of consumers prefer a location-based ad if it clearly mentions information like contact details, store addresses, timings and directions to the store.

5. How Local Searchers React after Searches?

Any business or company will be interested in a high Rate On Investment (ROI). 'What *outcome are they going to get after local searches*' is the main concern from the business perspective. Here are some of the useful information for them. 50% of consumers who do local searches on smartphones and 34% of consumers on computer, visit a store within a day. Among those local smartphone searches 18% of them led to a purchase within a day.

Key Takeaways for an Advertiser while Understanding Consumers' Behavior in Local Searches:

While understanding consumers' local search behavior, advertisers can know about consumers search patterns. Consumers are searching for local information from different devices at different point of time and they may also be eager to purchase the products and services. But, as an advertiser, it is the prime duty to make the product and services available to them.

- Make sure that locations of the local business are enlisted in Google Places.
- Certain information should be accessible for the consumers like product availability, address, and direction to the store.
- Advertisers should use location extensions.
- They should modify the bids for specific locations by using city or zip codes.
- They can use radius bidding also to attract the local consumers to the store.

Now, that we have tried to understand consumers' local search behavior, it is evident that we should do local search engine optimization properly to drive traffic and revenues. Local SEO helps to improve the rankings and prominence of the business listings across search engines and these facts will help to do so, more effectively.

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