



# What's Working for Local SEO in 2025

## How to Increase Your Organic Traffic and Conversions

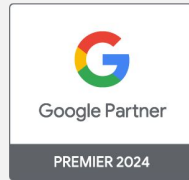
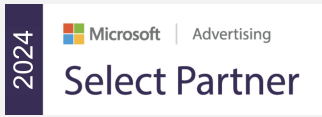
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Director of Brand Partnerships



**Garrett Stelly**  
Digital Marketing Specialist



# Netserive: Take Control of Your Brand at the Local Level


- Deep expertise in localized digital marketing, including paid media, organic/SEO, and web solutions
- Facilitated \$2 billion in media spend through our platform
- Award-winning brand and location support with named account managers
- Experience driving success for over 100 multi-location brands

# What's Working for Local SEO in 2025

# The Search Experience Is Changing

Raleigh, North Carolina has many places that offer garage coating services, including flooring contractors, concrete contractors, and other contractors.

- Precision Floor Coatings**  
5.0 ★ (39) Flooring contractor  
Southwest Raleigh
- Triangle Superior Wallysystem and Epoxy**  
4.8 ★ (24) Stucco contractor  
Unrated
- FloorChem, Inc.**  
4.4 ★ (7) Floor refinishing service



## AI Overviews

## Organic

**Guardian Garage Floors**  
https://micro.guardiangaragefloors.com/location-raleigh-durham... |  
**Garage Floors Coating Raleigh Durham**  
Garage floor coatings look & last like granite. Epoxy flooring throughout Raleigh Durham. Our garage floor coating has a Life Time Satisfaction Warranty!

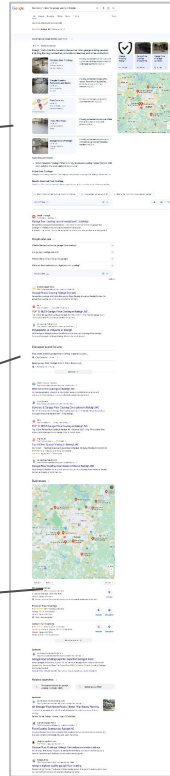
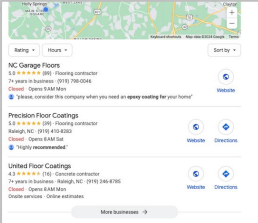
**TOP 10 BEST Garage Floor Coating in Raleigh, NC**  
Top 10 Best Garage Floor Coating in Raleigh, NC: North 2018 The Carolina Floor Project, Dimension Floor Contracting...

**Polyspartic vs. Polyurea in Raleigh**  
Both Garage in Raleigh explores the differences between Polyspartic, Polyspartic & Epoxy flooring. Which is the most...

**NC Garage Floors**  
5.0 ★ ★ ★ ★ (28) Flooring contractor  
7+ years in business - (919) 796-0064  
Closed - Opens 8AM Mon  
👉 "I have considered this company when you need an epoxy coating for your home!"

**Precision Floor Coatings**  
5.0 ★ ★ ★ ★ (29) Flooring contractor  
Raleigh, NC - (919) 410-5222  
Closed - Opens 8AM Sat  
👉 "Highly recommended!"

**United Floor Coatings**  
4.9 ★ ★ ★ ★ (12) Garage contractor  
7+ years in business - Raleigh, NC - (919) 344-8195  
Closed - Opens 8AM Mon  
On-site services - Online estimates



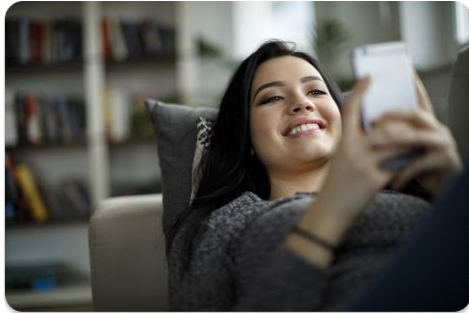
## Paid

**Sponsored**

**micro.guardiangaragefloors.com**  
https://micro.guardiangaragefloors.com/garage\_floor/coatings |

**Garage Floor Coating Experts | Guardian Garage Floors**  
Patios, **Garages**, Basements, We Do It All! Call Guardian **Garage Floors** Today & Get Started! Upgrade Your **Basement Floor** This Spring! Save \$500 On Durable & Stylish Guardian **Coatings!** Community Involved.  
Special Offers - Why Choose Us - Contact Us - Financing Options - Get A Free Quote

# What is your foundation for reaching local audiences?



ORGANIC LEADS

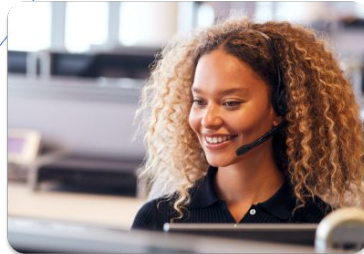
3,824 +6% ↗

Organic Traffic Source

Google

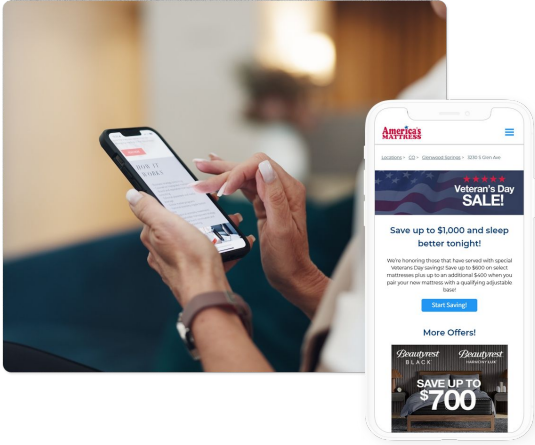
Bing

Yahoo



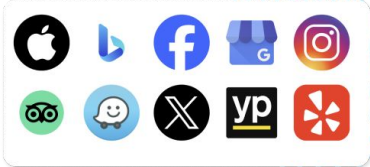
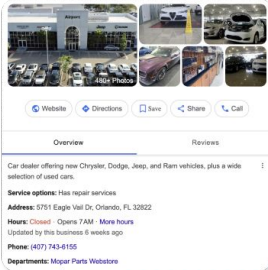
- Creating Local Content
- Getting the Most Out of Your Google Business Profile
- Tracking Key SEO metrics

# Creating Local Content (On-Page)



- ✓ Determine your target market and audience demographics
- ✓ Identify local keywords - Keyword research is audience research
- ✓ Create location-specific landing pages
- ✓ Participate in neighborhood and community-focused content;  
Attend & Cover Local news and events
- ✓ Showcase customer success stories with local context

# Google Business Profile Optimizations



## Brand | Local Search Results

Platform	Metric	Brand	Retail
G	Locations in 3-Pack	5.2%	55.3%
	Locations Claimed	84.5%	97.1%
	Profiles Complete	89.4%	95.7%
✳️	Locations on Page 1	12.8%	49.7%
	Locations Claimed	84.6%	84.4%
	Profiles Complete	90.0%	87.1%
f	Locations Claimed	100.0%	99.4%
	Profiles Complete	77.4%	88.8%
📺	Locations on Page 1	8.6%	20.5%
	Has Local Page Structure	2.2%	94.3%
	Has Local Business Schema	4.4%	65.4%

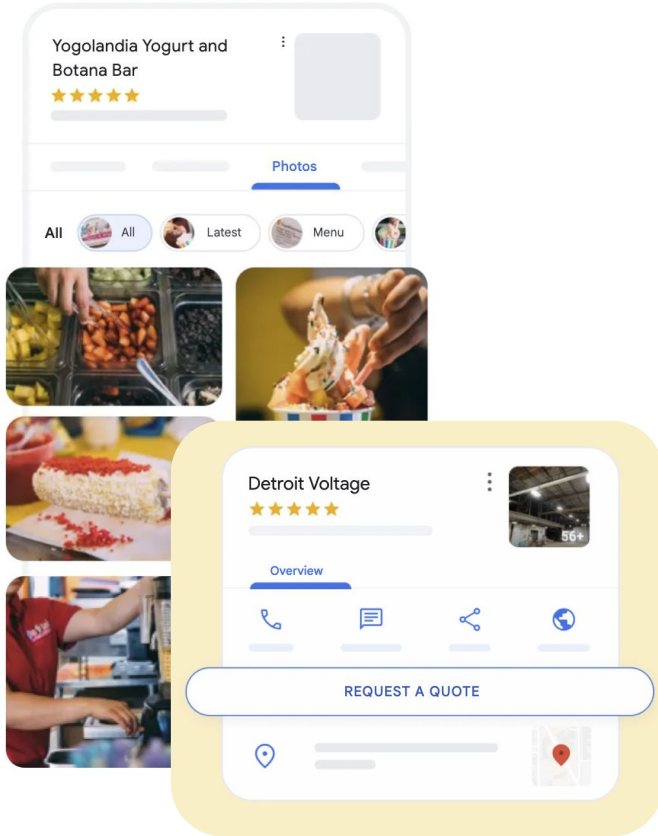
Is your business information consistent across all platforms?

# Google Business Profile Optimizations

LOCATION 1		Categories & Attributes	
Business Information			
Profile	Hours	Categories	Parking
Internal Name	Monday	Primary Category	Free parking garage <input type="checkbox"/>
Opening Date	Tuesday	Additional Categories	Free parking lot <input type="checkbox"/>
Address	Wednesday	Appointment Link	Free street parking <input type="checkbox"/>
State	Thursday		On-site parking <input type="checkbox"/>
City	Friday	<b>Highlights</b>	Paid parking garage <input type="checkbox"/>
Postal Code	Saturday	Active Military Discounts <input type="checkbox"/>	Paid parking lot <input type="checkbox"/>
Long Description	Sunday		Paid street parking <input type="checkbox"/>
Short Description (Must be 100 characters or less)			
Keywords		<b>Planning</b>	<b>From the business</b>
Phone		Appointment Required <input type="checkbox"/>	Identifies as Asian-owned <input type="checkbox"/>
Payment Forms		Membership Required <input type="checkbox"/>	Identifies as Black-owned <input type="checkbox"/>
Fax			Identifies as disabled-owned <input type="checkbox"/>
Email		<b>Accessibility</b>	Identifies as Indigenous-owned <input type="checkbox"/>
Price Range		Assistive Hearing Loop <input type="checkbox"/>	Identifies as Latino-owned <input type="checkbox"/>
Website URL		Auracast Broadcast Audio <input type="checkbox"/>	Identifies as LGBTQ+ owned <input type="checkbox"/>
Languages		Wheelchair accessible entrance <input type="checkbox"/>	Identifies as veteran-owned <input type="checkbox"/>
Brands		Wheelchair accessible parking lot <input type="checkbox"/>	Identifies as women-owned <input type="checkbox"/>
<b>Social Network URLs</b>		Wheelchair accessible restroom <input type="checkbox"/>	
Facebook		Wheelchair accessible seating <input type="checkbox"/>	<b>Crowd</b>
X			LGBTQ+ friendly <input type="checkbox"/>
LinkedIn		<b>Amenities</b>	Transgender safespace <input type="checkbox"/>
YouTube		Basketball court <input type="checkbox"/>	
Yelp		Child care <input type="checkbox"/>	<b>Service options</b>
Instagram		Gender-neutral restroom <input type="checkbox"/>	Online classes <input type="checkbox"/>
Pinterest		Has a tennis court <input type="checkbox"/>	Onsite services <input type="checkbox"/>
Tiktok		Restroom <input type="checkbox"/>	Outdoor services <input type="checkbox"/>
WhatsApp		Sauna <input type="checkbox"/>	<b>Wi-Fi</b>
		Swimming pool (Indoor) <input type="checkbox"/>	Free <input type="checkbox"/>
		Swimming pool (Outdoor) <input type="checkbox"/>	Paid <input type="checkbox"/>
		Volleyball court <input type="checkbox"/>	
		<b>Children</b>	
		Good for kids <input type="checkbox"/>	



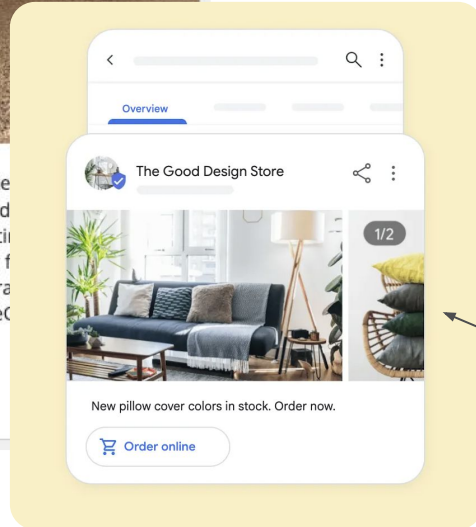
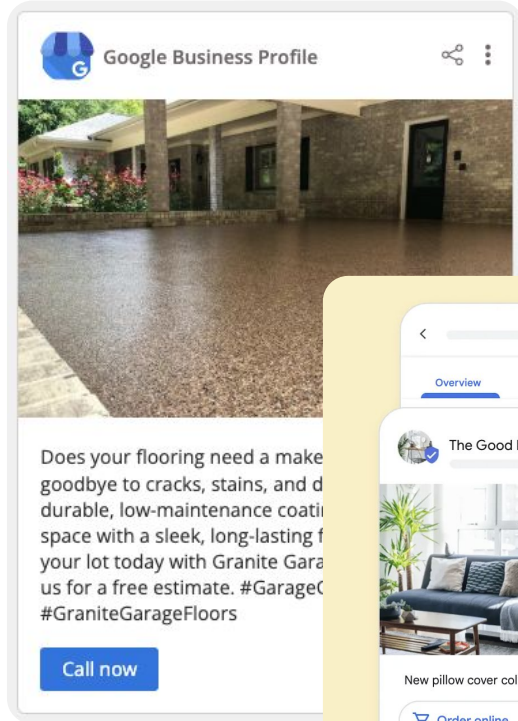
# Google Business Profile Optimizations



If you sell physical products, you can use GBP as a virtual showroom, with pricing, images, and links of your products.

If you offer services, GBP can act as a virtual catalog, listing each offering you provide

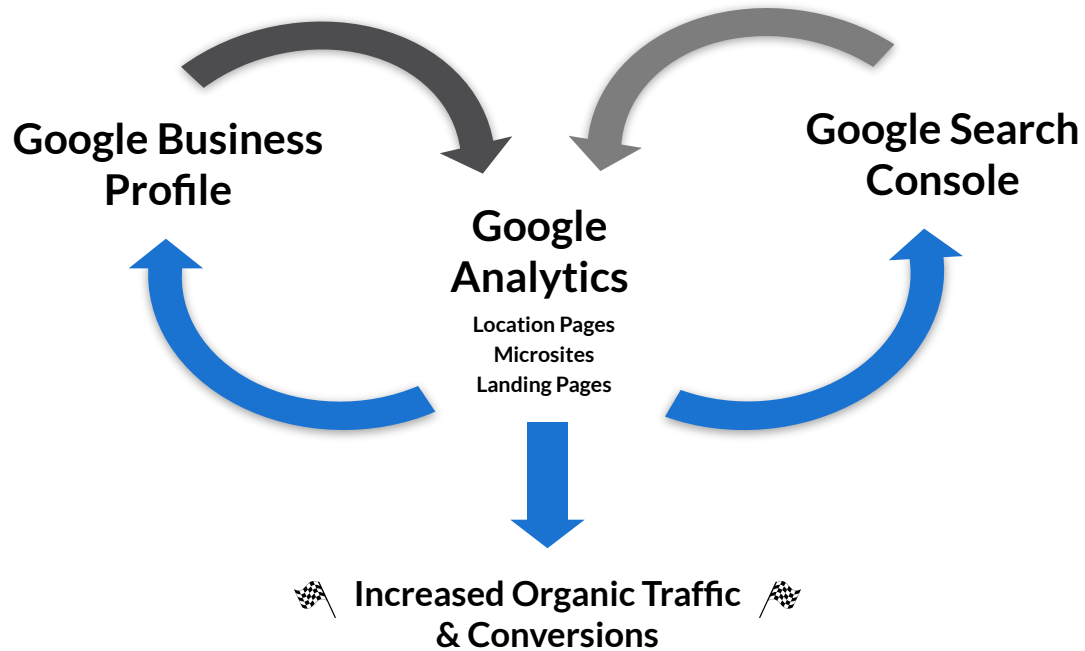
# Advanced GBP Optimizations



Your google listing acts as a mini social media profile for your business.

Use this section to post about updates, events, or offers for your customers. This shows google that you are an active business owner.

# Tracking Key SEO Metrics



# Thank you!

Questions? Contact Nick:  
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