A success checklist for your Local Search strategy

Adthena

A success checklist for your Local Search strategy

Follow this six-step checklist to ensure you have all the bases covered for your local search strategy to succeed:

Unlock local search revenue.
In times when budgets are limited, you need to utilize AI to run your local search strategy effectively, de-risk your decision making, and quickly navigate a very high-risk landscape.

Overall Strategy

- Benchmark location performance and market share vs. overall
- Get individual location alerts (+save time)
- Assess unique competitors, challenges, events and seasonality by location

Key to success: Nail C-level reporting

Search terms

- Understand brand penetration by location
- Understand local search term trends
- Tap into 'near me' searches (identify new locations for stores)

Key to success: Pivot ad groups and categories

Ads

- Assess local ad copy language efficacy
- Understand competitor ad account structure in locations
- Tailor your CTAs by location

Key to success: Leave no ad unturned

Partners & affiliates

- Monitor brand infringements (different legal entities in locations)
- Identify best locations for partners & affiliates to advertise
- Non-e-commerce sites can direct to best partners in locations

Key to success: Partner communication

Omnichannel

- Identifying paid vs. organic gaps
- Use search to support offline/paid media
- Validate your DMAs

Key to success: Wider biz comms

Competitors

- Combat local brand infringements
- Assess competitor size & threat by location
- Look at the complete view of location performance

Key to success: Positioning your market leadership

Adthena's Local View technology

The future of location-based search intelligence

Local View technology shows you what audiences are searching for by location, which ad copy performs best, who your competition is and what strategies they're employing - so you can set your strategy for success.

Adthena's local competitive intelligence empowers you to:

- Understand search intent across cities, countries or custom locations.

- Discover distinct search term patterns and competitor strategies.

- Analyze competitor ad copy, search terms, CPCs and CTRs.

- Capitalize on existing opportunities and identify new ones, driving greater ROI.

Spanning 24 countries and 15 languages, **Local View** is your on-the-ground guide to daily opportunities within your local search ecosystem. **Request a demo**

8hours origin

The time Origin Energy saved per month using Adthena's targeted location data, in addition to a 10-15% increase in share of clicks, share of spend and share of impressions year-over-year.

EUROPEAN 2022 SEARCH AWARDS FINALIST

UK SEARCH AWARDS 2021 WINNER

US SEARCH AWARDS 2021 WINNER

Global Business TECH AWARDS 2022 FINALIST
globalbusinesstechawards.com

The Drum Awards Search
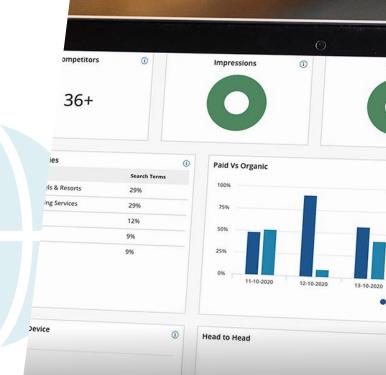Finalist 2022

> *With Adthena's Local View, marketers can monitor and analyze every aspect of their audience's searches at a granular level and at scale to reach the right consumers in the right locations.*

Ashley Fletcher, VP Marketing, Adthena

Your ultimate Local Search Toolkit

The pandemic has fundamentally changed consumer behavior and put local search well and truly on the map. More consumers are realizing the ease and opportunity of online search and purchase. Individuals want a tailored search view with results that are relevant to them where they are at that very moment.

In fact, 72% of desktop or tablet users and 67% of smartphone users **want ads that are customized** to their location. On top of that, 82% of smartphone users are searching for businesses near them, with 90% clicking on the f rst set of results they see.

To win those conversions, your location-specific ads must be there at the top of the search engine results page; it's a competitive imperative.

In this toolkit, you'll find everything you need to know to harness the power of local search and succeed, including useful checklists and tips by industry.

$1.4 Trillion

By 2021, mobile devices alone will influence more than **$1.4 trillion** in local sales.

Get the full Toolkit