



THE EVOLUTION OF GOOGLE SEARCH RESULTS PAGES & THEIR EFFECTS ON USER BEHAVIOUR



An eye-tracking study by



Mediative

THE DIGITAL RESULTS PEOPLE™



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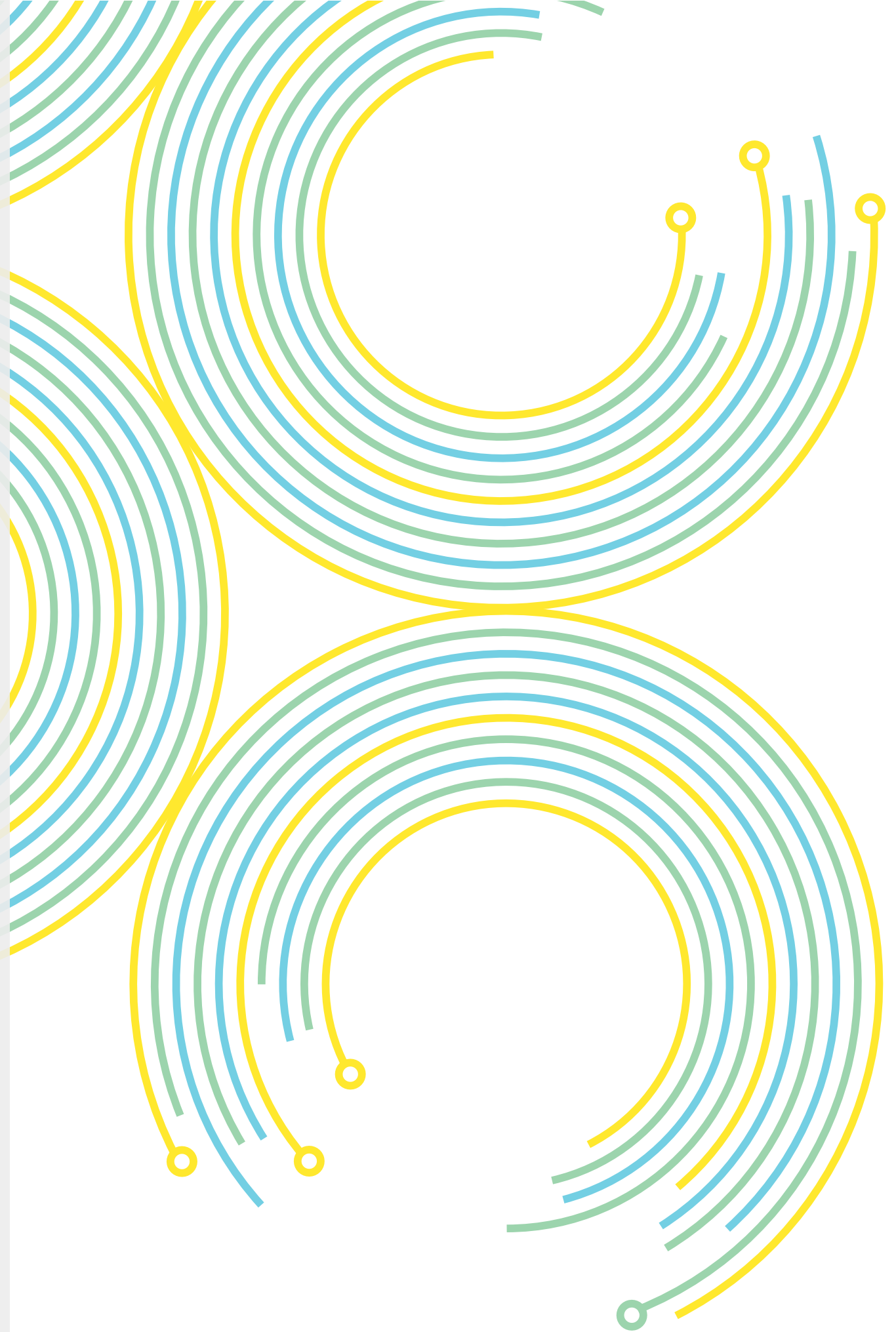
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INTRODUCTION

Google SERPs have greatly evolved over the last decade, and as a result, so have the ways in which searchers have been conditioned to behave.

Organic listings have been a longstanding KPI for online marketers. In 2014, however, new Google SERP elements are shifting priorities and driving changes in strategy. In a nutshell: it's not always about getting the #1 Google ranking anymore.

User intent, relevant content, brand power, paid vs. organic results, an ever-changing algorithm...all are pieces of an increasingly complex puzzle. The goal of this research? To help you improve your odds of being seen—and clicked on—by the right audience.



The acronym “SERP” is used throughout this study, and refers to “Search Engine Results Page”.

HOW THIS STUDY WAS CONDUCTED



53

participants

Mixed age
and gender



43

search tasks

Conducted
on a desktop

Used Google
search engine



AOI

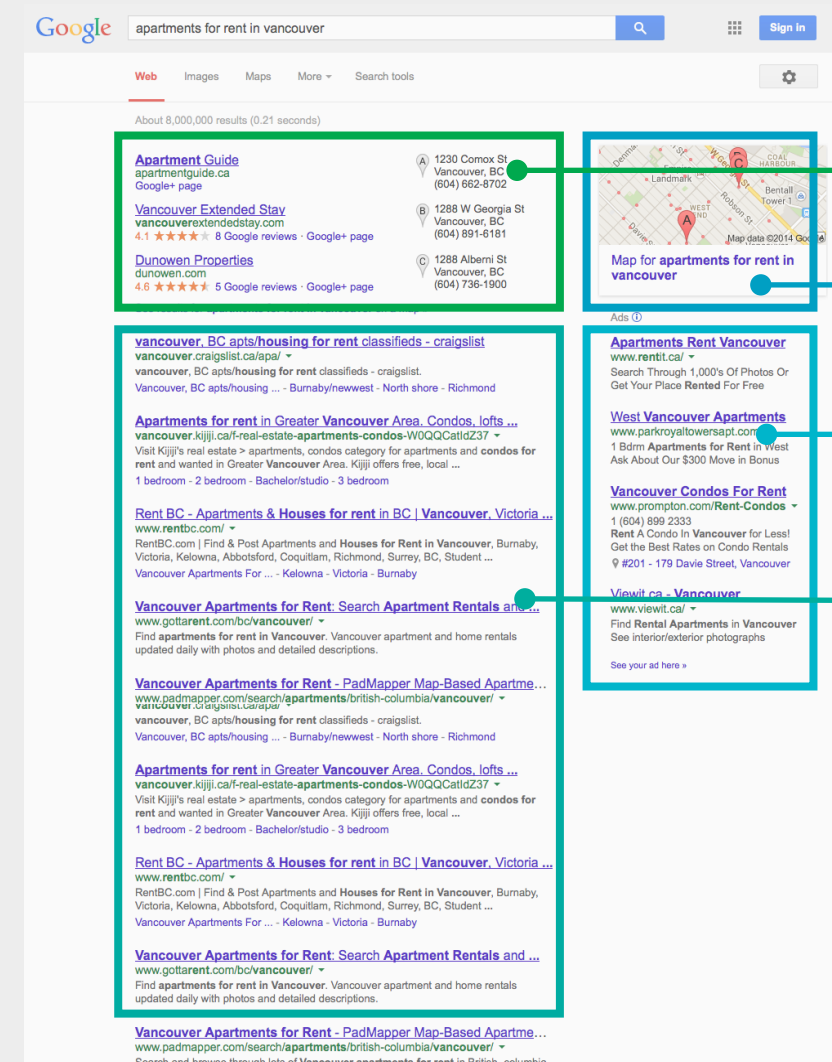
Areas of Interest

Metrics measured:

- Time to first look
- Time spent looking
- % of participants looking
- Number of clicks*

Example search task:

“Imagine you are moving from Toronto to Vancouver and are looking for an apartment. Use Google to find apartments for rent.”



3-PACK
LOCAL LISTINGS

SIDE-MAP

SIDE-
SPONSORED
LISTINGS

ORGANIC
LISTINGS

*Although we had a very small sample size when it comes to click-through rates, we felt that it would be instructive to look at clicks and how they're distributed across the different elements of the SERP.

WHAT WE WANTED TO KNOW



Where on the SERP do searchers look and click the most?



How important is the location of a listing to win views and clicks from searchers?



How does the complex SERP affect your strategy to be found and seen by your potential customers?



How has click activity per listing position changed with the introduction of Google's new SERP elements?

COMPARATIVE VIEW



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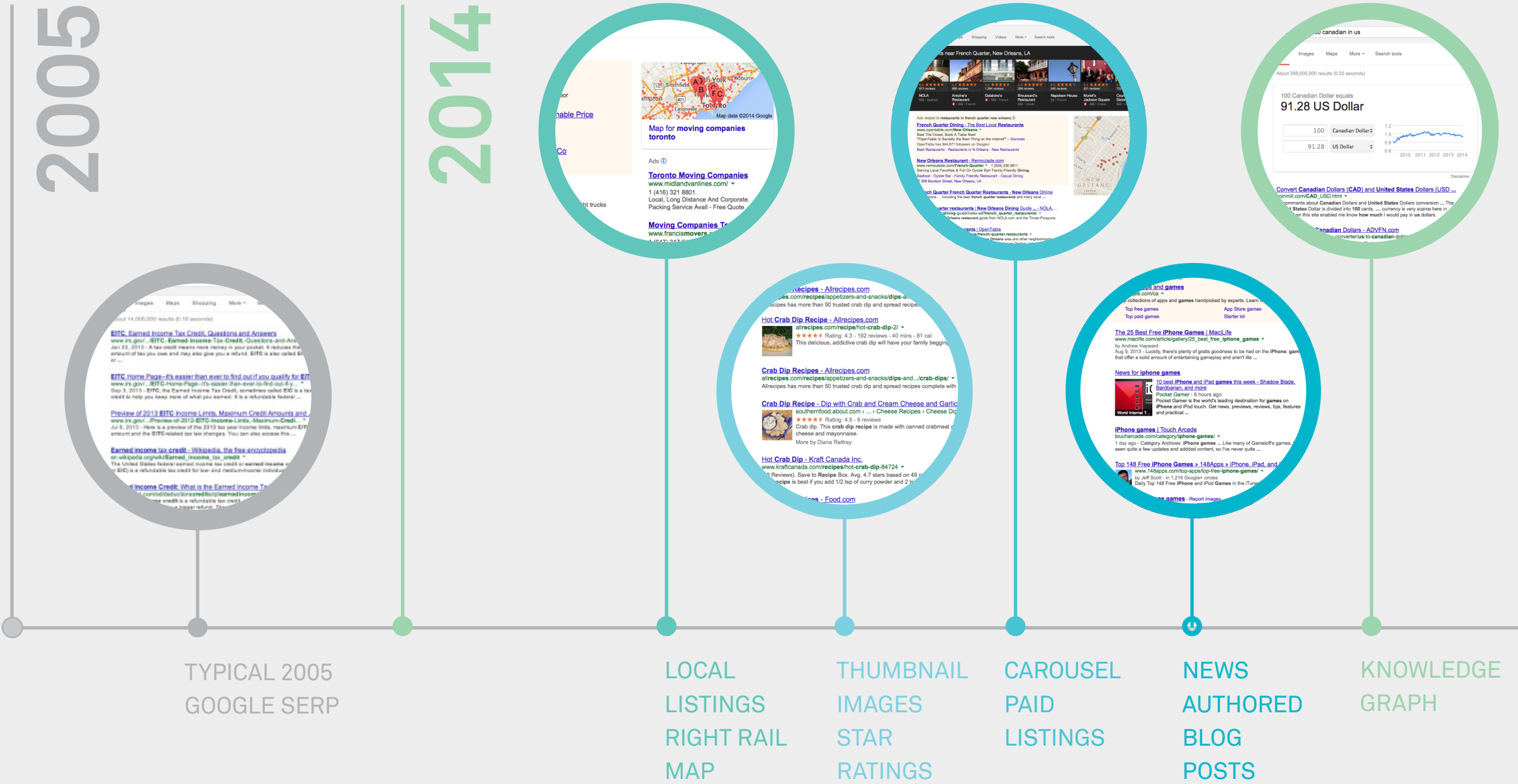
THE EVOLUTION OF GOOGLE SERPs

2005
VS.
2014

Google's algorithm
and search results pages
have changed significantly
since 2005.

**This means people have
changed the way they
look at, and click on,
the results.**

GOOGLE SERPS: 2005 VS. 2014

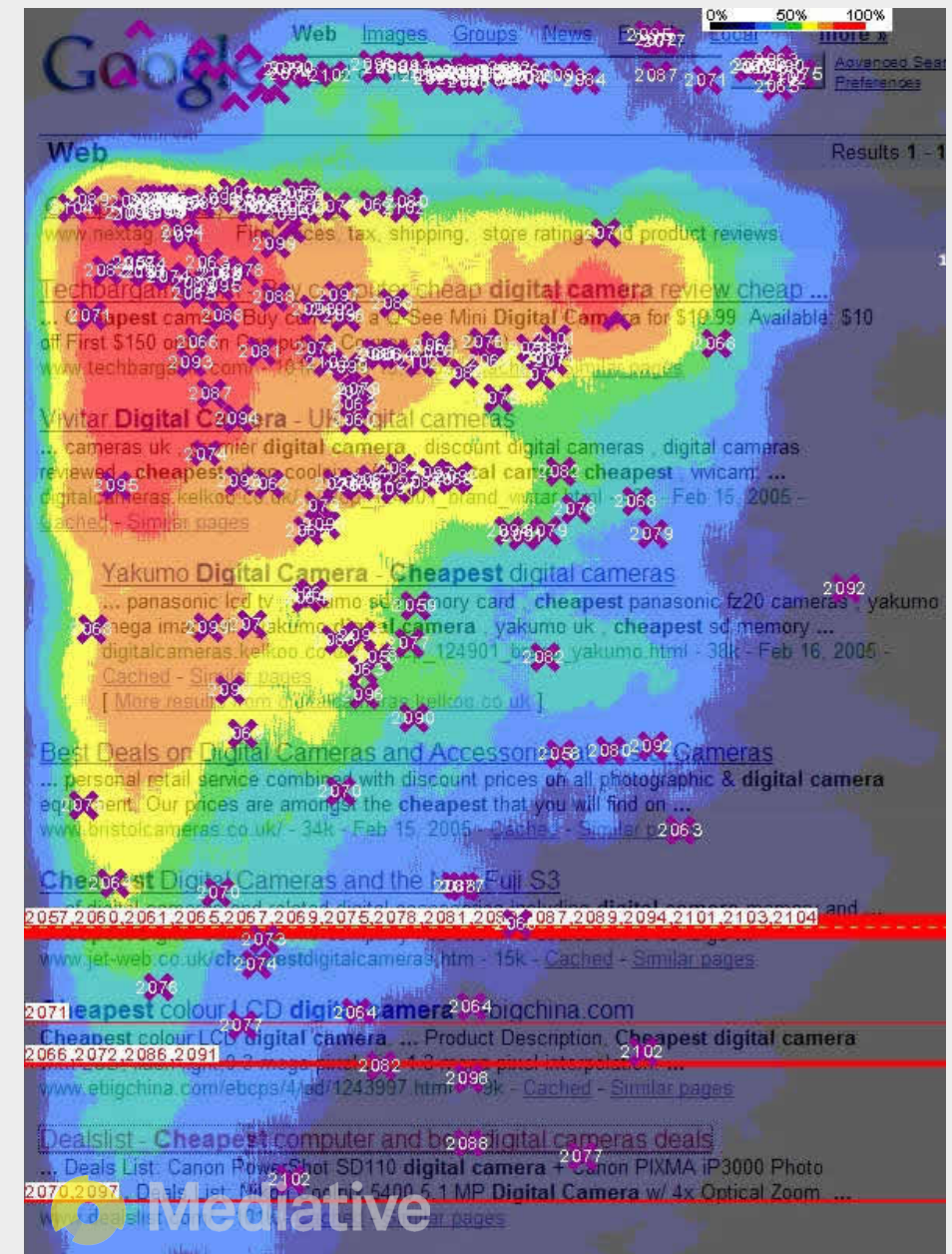


2005: THE GOLDEN TRIANGLE

The Golden Triangle is an area of concentrated gaze activity at the top-left corner of a search results page.

The 2005 study* revealed that, generally speaking, if your listing was not in the Golden Triangle, your odds of being seen by a searcher were dramatically reduced.

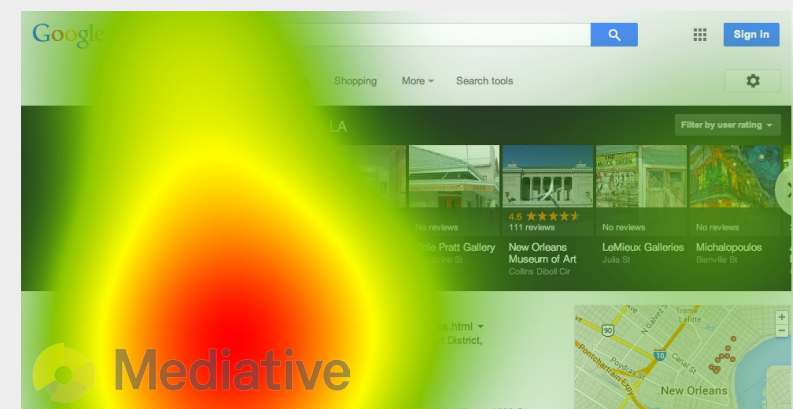
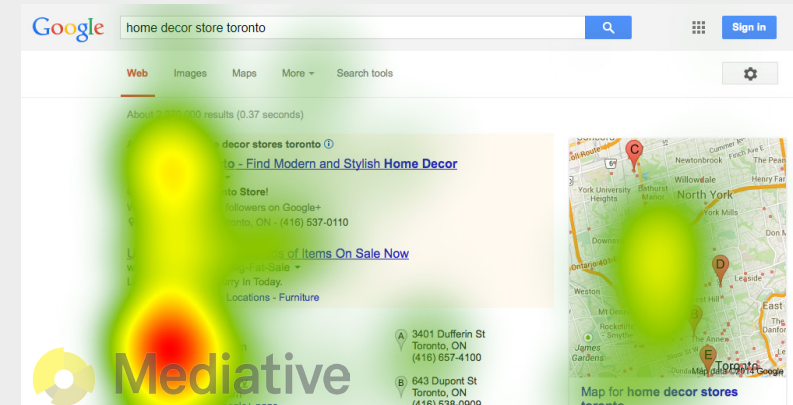
* The Golden Triangle was first discovered by Enquiro in a ground-breaking 2005 study, "Google Eye Tracking Report: How Searchers See and Click on Google Search Results" which can be downloaded here: mdv.to/YwdG9v. Enquiro became part of Mediative in October 2010.



As with all the relative heat maps presented in this study, the red areas are those where participants spent the most amount of time looking as a percentage of the total time they looked at the page, followed by yellow, then green.

2014: NEW SERP HEAT MAPS

Google keeps adding various elements to its search results page. These new SERP elements, depending on how relevant they are to the intent of the searcher, can cause a different search pattern. As a result, the highly coveted Google Triangle no longer always exists in 2014.



↗ The #1 organic result is no longer always in the top left corner, so we see initial gaze drift down to other SERP elements.

EXECUTIVE SUMMARY



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WHAT WE LEARNED

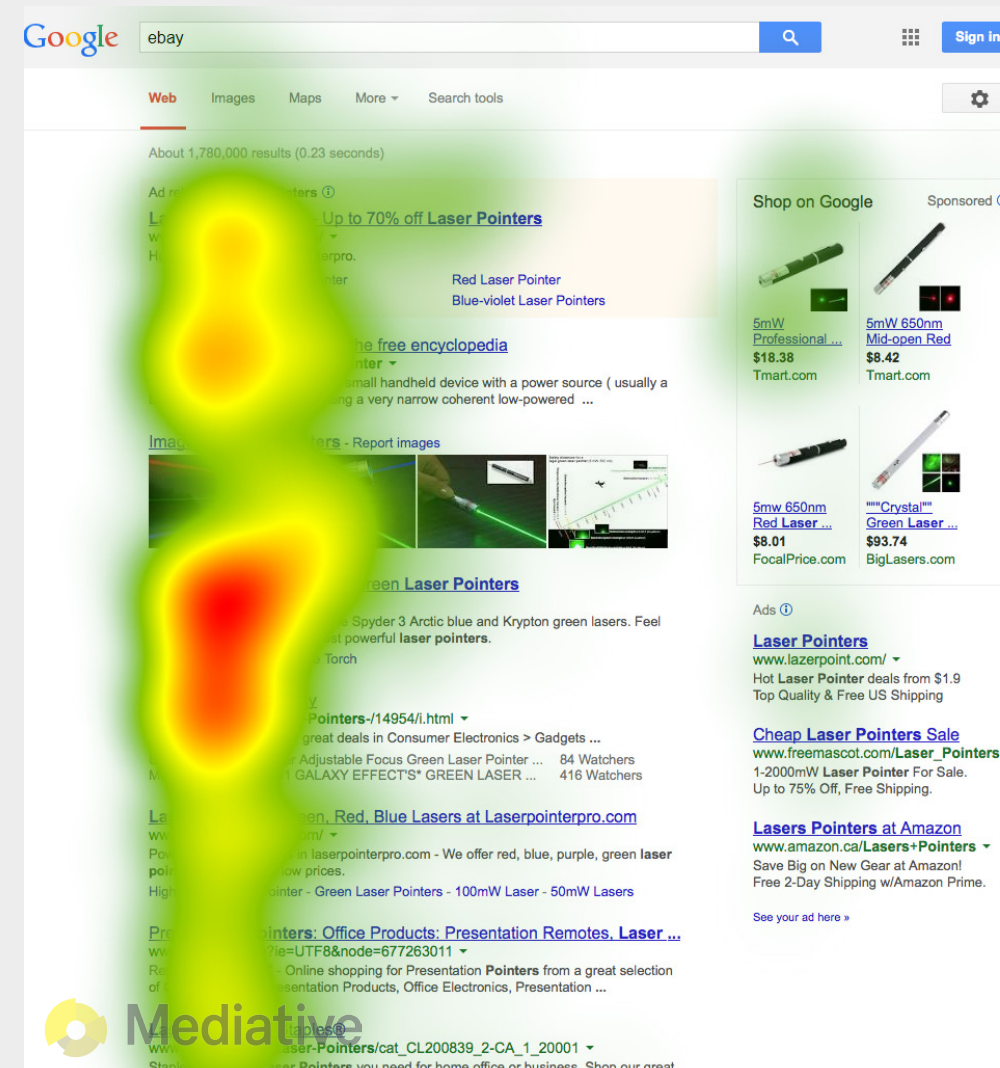
In 2014, searchers look outside the Golden Triangle because...

1

Top organic results are no longer always in the top-left corner so users look elsewhere to find them.

2

Mobile devices have habitually conditioned searchers to scan vertically more than horizontally. Searchers are looking for the fastest path to the desired content.



↗ The distinct triangle shape is not visible because searchers are scanning vertically more than they are reading horizontally.

WHAT THIS MEANS TO YOU

1

SEO strategy is no longer a one-size-fits-all approach.

2

Paid search can give your brand views and attention just like a display ad, even if not necessarily garnering clicks.



A combination of SEO and paid search can maximize your visibility in SERP areas that have the biggest impact on both branding and traffic.



WHAT WE LEARNED

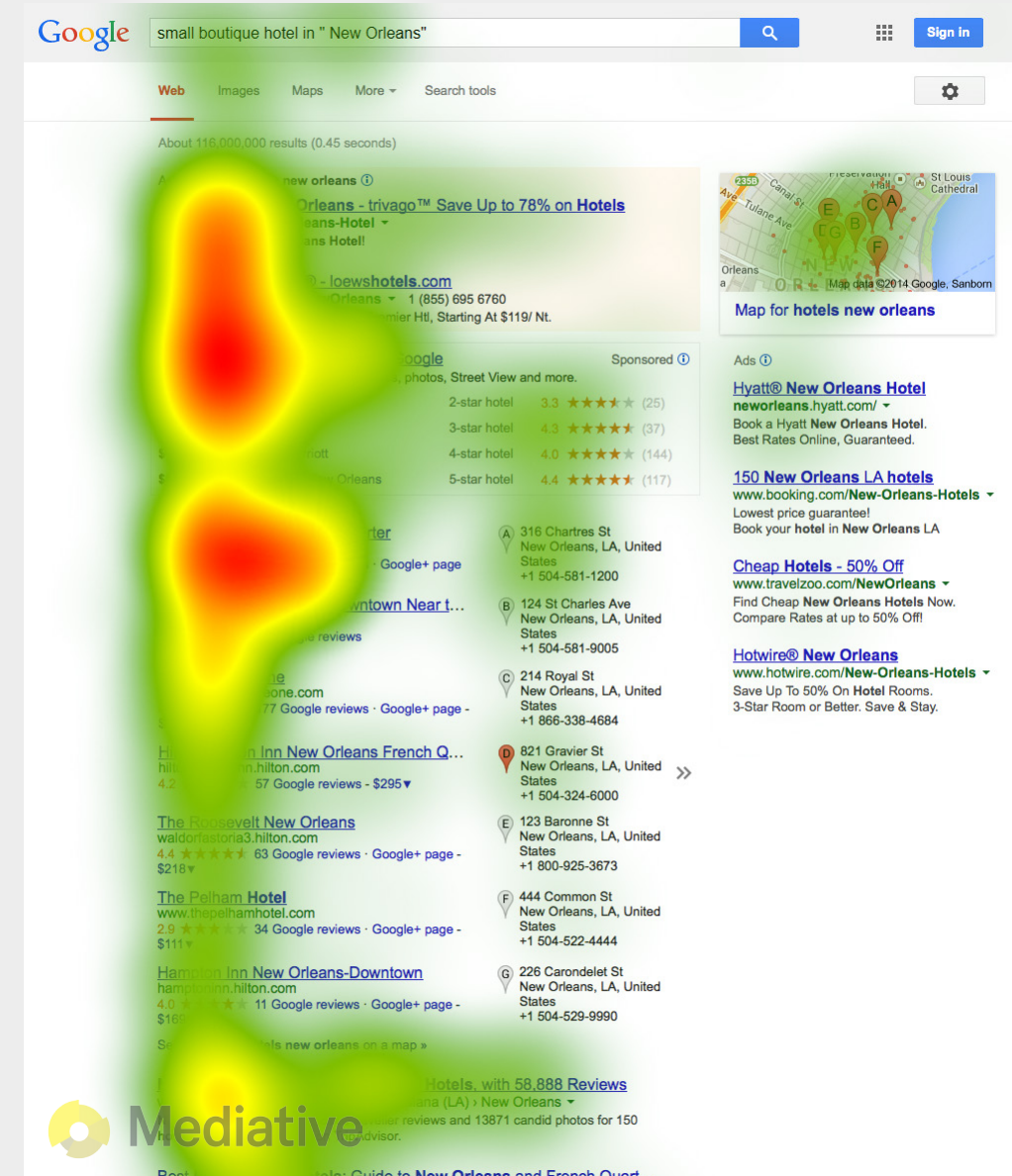
In 2014, searchers spend their time differently on SERPs.

1

People are viewing more search results listings during a single session and spending less time viewing each one.

2

Now, searchers spend just over 1.17 seconds viewing each listing. In 2005, it was just under 2 seconds.



↗ The average user scanned more listings in 2014 vs. 2005 before making a click, but spent less time looking at each listing.

WHAT THIS MEANS TO YOU

1

Keywords, meta descriptions, content, ratings and reviews are all tactics that must be used to align with scan behaviour.

2

Proper code mark-up (i.e. schema) should be used wherever possible—it is one of the most under-used, yet highly effective SEO tools that helps the engines crawl, index and rank a site's content.



The key for organic and sponsored positioning success is to front-load relevant content and text—while always keeping the user's intent top of mind.

“

Google search is used at some point in almost every purchase decision process. As a business, you have just over 1 second to capture your customers' attention, so your content better be relevant.

”

Rebecca Maynes,
Marketing Strategist, Mediative

WHAT WE LEARNED

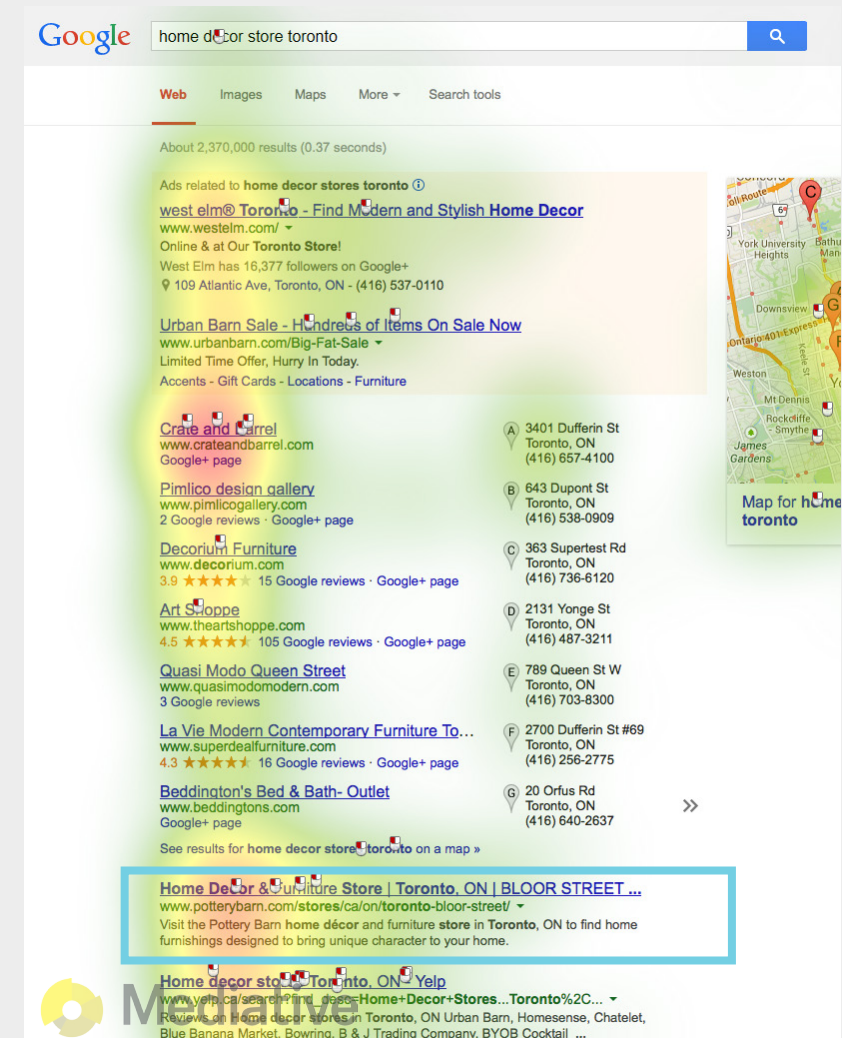
Prime real estate on SERPs has migrated.

1

Businesses that are positioned lower on the SERP (especially positions 2-4) see more click activity than they did several years ago, making this real estate much more valuable.

2

The #1 Organic Listing still captures the most click activity (32.8%), regardless of what new elements are presented.



➤ The #1 Organic Listing is shifting further down the page, opening up the top of the page with more potential areas for businesses to achieve visibility.

WHAT THIS MEANS TO YOU

1

The importance of your business being the first listing vs. on the first page is highly dependent on the searcher's intent, plus the strength of your brand.

2

The top organic spot can be difficult to obtain, especially for businesses that are competing with big brands where, even if a high ranking is achieved, capturing audience traffic is a challenge.



Make sure to incorporate search engine marketing into your strategy, paying close attention to relevancy and searcher intent. Paid search can allow your brand to be seen, especially if you're competing with bigger brands for top Organic Listings.

“ People are searching smarter, and faster —search engines are adapting to that and businesses need to also. Google is building a smarter search engine and working on anticipating what it is that searchers are actually looking for.

” Ian Everdell,
UX and Research Manager, Mediative



DEEP DIVE: THE NEW SERP ELEMENTS

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THE EFFECTS OF NEW SERP ELEMENTS

Google's newest additions to its search results pages (Knowledge Graph, Local Listings, Carousel...) are geared towards consumer-related queries; but depending on how relevant they are to the intent of the searcher, they can disrupt regular search patterns.

By virtue of the fact that searchers are finding it increasingly difficult to predict the location of the most relevant result, they have a tendency to scan through elements more quickly and linearly than before.



↗ The top organic result is no longer always in the top left corner, so we see initial gaze going to a number of different elements.

KNOWLEDGE GRAPH

Google's Knowledge Graph provides structured and detailed information when people search for facts. This means that users may find what they were searching for without having to click through to other sites.



See page 73 for Knowledge Graph click-through rate benchmarking information.

Google

how much is 100 canadian in us

Web Images Maps More Search tools

About 356,000,000 results (0.32 seconds)

100 Canadian Dollar equals
91.28 US Dollar

100 Canadian Dollar
91.28 US Dollar

Canadian Dollar
US Dollar

Disclaimer

Convert Canadian Dollars (CAD) and United States Dollars (USD ...
[coinmill.com/CAD_USD.html](#) ▼
25 comments about **Canadian Dollars** and **United States Dollars** conversion ... The **United States Dollar** is divided into **100 cents**. currency is very scarce here in nigeria, then this site enabled me know **how much** I would pay in **us dollars**.

Convert US to Canadian Dollars - ADVFN.com
[www.advfn.com/currency-converter/us-to-canadian-dollar.html](#) ▼
Convert **US** to **Canadian Dollars** Foreign Exchange Currency Converter and Calculator. Convert more than ... world currencies. Live real time FOREX spot **prices**.

Convert United States Dollar to Canadian Dollar | USD to CAD ...
[themoneyconverter.com/USD/CAD.aspx](#) ▼
Convert USD to **CAD** Currency: **United States Dollar (USD)**, Country: **United States of America**, Region: North America, Currency: **Canadian Dollar (CAD)**, Country: **Canada**. ... Several countries use the **U.S. dollar** as their official currency , and **many** others allow it to be used in a de facto ... Sub-Unit: 1 Dollar = **100 cents**.

How Much Are You Paying For US Dollars? - Canadian Couch Potato
[canadiancouchpotato.com/.../how-much-are-you-paying-for-us-dollars/](#) ▼
Dec 17, 2012 - $0.01193378 \times 100 = 1.19\%$. Assume you're an investor who wants to convert \$10,000 **CAD** to **US dollars**. **How much** would it **cost**? You can ...

How much is 100 Canadian dollars worth in the US right now
[wiki.answers.com](#) › Wiki Answers › Categories › Shopping ▼
How much is 100 sandaang piso worth in Canadian dollars? maybe a dollre and half.
How much is a Canadian 100 dollar gold coin worth? As of January, 2013, ...

Yahoo Canada Answers - How much is 100 \$ Canadian worth in ...
[ca.answers.yahoo.com](#) › ... › Other - Business & Finance ▼
Apr 16, 2009 - It changes daily. You can use this yahoo calculator. \$1 **US** buys \$1.20 **CDN** right now.

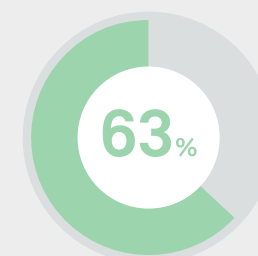


KNOWLEDGE GRAPH: IRRELEVANT TO QUERY

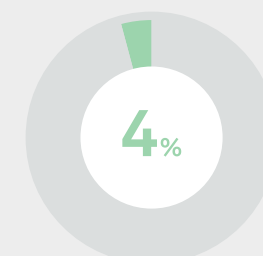
An **irrelevant** Knowledge Graph will potentially drive the user's attention towards the Organic Listings.

Search task:

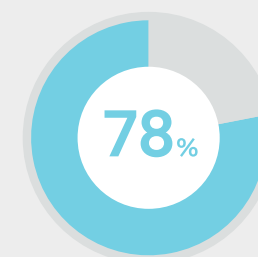
Imagine that you're hosting a party for the Oscars and want to print off a list of the nominees for your guests to try to pick winners. Use Google to find a list of the 2014 Oscars nominees.



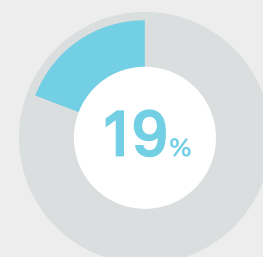
of participants
fixated



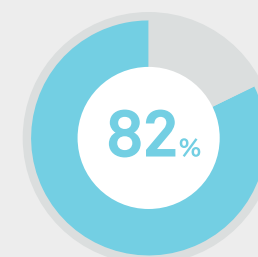
of time spent
looking at the page*



of participants
fixated



of time spent
looking at the page



of page clicks

* Time spent looking at this area of interest as a percentage of the entire time spent looking at the page before a click was made.



KNOWLEDGE GRAPH: IRRELEVANT TO QUERY

An **irrelevant** Knowledge Graph will potentially drive the user's attention towards the Organic Listings.



Content strategy for SEO

Knowledge Graph results appear mostly in response to a factual or numerical search, or when the search relates to a famous person, place or thing. Focus content development on providing the answers to the potential search query as this will help ensure your website is listed as high up as possible in the organic results below the Knowledge Graph.

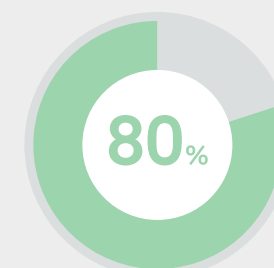
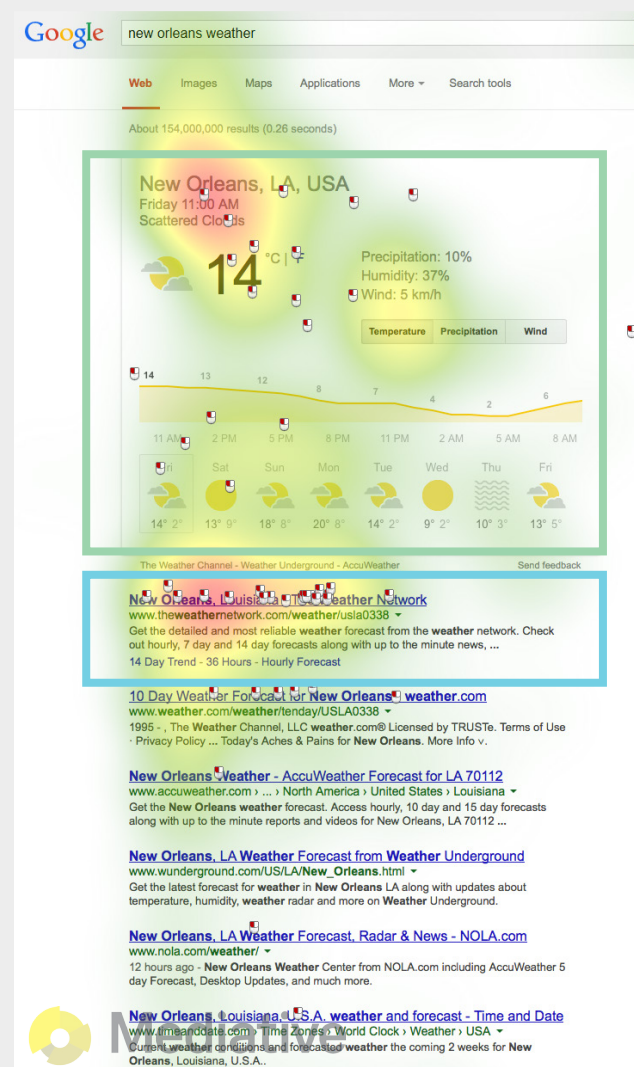


KNOWLEDGE GRAPH: RELEVANT TO QUERY

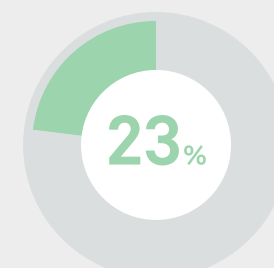
A **relevant** Knowledge Graph result has the potential to capture a significant amount of attention away from the Organic Listings.

Search task:

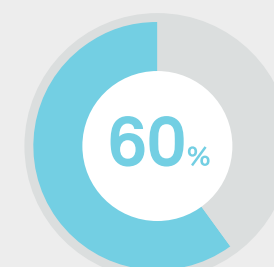
Imagine you're traveling to New Orleans and are wondering what the weather will be like. Use Google to find out what the weather in New Orleans is.



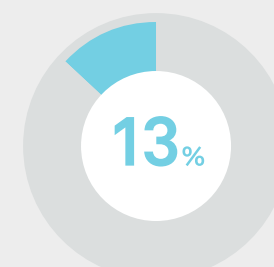
of participants
fixated



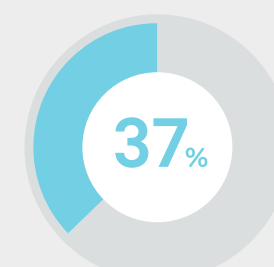
of time spent
looking at the page



of participants
fixated



of time spent
looking at the page



of page clicks



KNOWLEDGE GRAPH: RELEVANT TO QUERY

A **relevant** Knowledge Graph result has the potential to capture a significant amount of attention away from the Organic Listings.



Front-load content

With a relevant Knowledge Graph result, searchers won't even have to click through to a site, so some businesses will see a decline in traffic to their site. A first or second place Organic Listing is desirable to minimize traffic loss. Front-load content in meta data and title tags, and use schema mark-up where possible to make your business listing stand out, distracting the searcher's attention away from the Knowledge Graph as much as possible.



KNOWLEDGE GRAPH VS. ORGANIC LISTING

Though the top Organic Listing may see a decrease in clicks when a Knowledge Graph is relevant vs. irrelevant, it is still looked at by the majority of participants. Brand awareness may therefore still result from the organic impression received.

IRRELEVANT KNOWLEDGE GRAPH RESULT

Google 2014 oscar nominees

Web Images Maps News More Search tools

About 592,000,000 results (0.21 seconds)

Sunday, March 2
The Academy Awards ceremony (The Oscars) 2014

2014 Oscar Nominees - oscar.go.com/nominees
See the list of Oscar nominees for the 2014 Oscars. View trailers, photos and detailed information about the Academy Awards 2014 nominations.

The Oscars 2014 | 86th Academy Awards
oscar.go.com/
Get the latest news about the 2014 Oscars, including nominations, predictions, winners, and red carpet fashion at 86th Academy Awards Oscar.com.

News for oscars 2014
2014 Oscars turning into tightest race yet
New York Post - 5 hours ago
One of the tightest races in Oscar history is brewing, with three different movies capturing key precursor awards over the weekend. A dramatic ...

Oscars 2014: A Complete Update On The 86th Annual Academy Awards
Business of Cinema - 5 hours ago

Oscars 2014: Best Actor contenders
TimeOutDubai.com - 1 day ago

2014 Oscars: The nominees' list - CNN.com
www.cnn.com/2014/01/16/showbiz/2014-oscar-nominations-list/
4 days ago - "Thor" star Chris Hemsworth helps announce the nominees for the 2014 Academy Awards.

Oscars 2014: full list of nominations | Film | theguardian.com
www.theguardian.com › Culture › Film › Oscars 2014
4 days ago - All the nominations for this year's Academy awards.

Oscars 2014: Academy embraces polarizing 'Wolf of Wall Street ...
www.latimes.com/.../la-et-mn-oscar-noms-wolf-of-wall-street-20...
by Mark Olsen
3 days ago - Oscars 2014: Love it or hate it, 'The Wolf of Wall Street' has scored five Oscar nominations, including for best picture and star Leonardo ...

Oscars 2014: Sony and Warner tie for most nominations - latimes.com
www.latimes.com/.../oscars/la-et-mn-oscars-2014-sony-warner-lea...
by Ryan Faughnder - in 143 Google+ circles
4 days ago - With the stranded-in-space adventure "Gravity" and the 1970s-set con artist romp "American Hustle," Warner Bros. and Sony Pictures ...

2014 Oscar Predictions | Filmmakers, Film Industry, Film Festivals ...
www.indiewire.com/article/2014-oscar-predictions
by Peter Kribit - in 311 Google+ circles
3 days ago - Check out our predictions for the nominations of the 86th Academy Awards below, which will be announced on January 16th, 2014 (and clearly ...

RELEVANT KNOWLEDGE GRAPH RESULT

Google new orleans weather

Web Images Maps Applications More Search tools

About 154,000,000 results (0.26 seconds)

New Orleans, LA, USA
Friday 11:00 AM
Scattered Clouds
14°C
Precipitation: 10%
Humidity: 37%
Wind: 5 km/h

Temperature Precipitation Wind

14 13 12 8 7 4 2 6
11 AM 2 PM 5 PM 8 PM 11 PM 2 AM 5 AM 8 AM

New Orleans, Louisiana - AccuWeather
www.theweathernetwork.com/weather/usa0338
Get the detailed and most reliable weather forecast from the weather network. Check out hourly, 7 day and 14 day forecasts along with up to the minute news, ...
14 Day Trend - 36 Hours - Hourly Forecast

10 Day Weather Forecast for New Orleans - weather.com
www.weather.com/weather/today/USLA0338
1995 - The Weather Channel, LLC weather.com® Licensed by TRUSTe. Terms of Use
Privacy Policy ... Today's Aches & Pains for New Orleans. More Info v.

New Orleans, LA Weather - AccuWeather Forecast for LA 70112
www.accuweather.com › ... › North America › United States › Louisiana
Get the New Orleans weather forecast. Access hourly, 10 day and 15 day forecasts along with up to the minute reports and videos for New Orleans, LA 70112 ...

New Orleans, LA Weather Forecast from Weather Underground
www.wunderground.com/US/LA/New_Orleans.html
Get the latest forecast for weather in New Orleans LA along with updates about temperature, humidity, weather radar and more on Weather Underground.

New Orleans, LA Weather Forecast, Radar & News - NOLA.com
www.nola.com/weather/
12 hours ago - New Orleans Weather Center from NOLA.com including AccuWeather 5 day Forecast, Desktop Updates, and much more.

“ Google is not thinking about how the Knowledge Graph will affect your website traffic—Google is concerned with providing the searcher with the most relevant information, and if it can do this without the searcher even having to leave their SERP, all the better!

” Jody Nimetz,
SEO Group Manager, Mediative

CAROUSEL

Carousel listings are part of Google's attempt to deliver more semantically relevant search results in the form of a strip of up to 10 images with accompanying information such as ratings.










See page 74 for Carousel click-through rate benchmarking information.

Google

Web Images Maps Shopping Videos More Search tools

Restaurants near French Quarter, New Orleans, LA Price, Rating...

 4.5 ★★★★★ 917 reviews NOLA \$\$\$ • Seafood	 4.5 ★★★★★ 996 reviews Antoine's Restaurant \$\$\$ • French	 4.6 ★★★★★ 1,394 reviews Galatoire's \$\$\$ • French	 4.3 ★★★★★ 289 reviews Broussard's Restaurant \$\$\$ • Creole	 4.0 ★★★★★ 540 reviews Napoleon House \$\$ • French	 4.4 ★★★★★ 521 reviews Muriel's Jackson Square \$\$\$ • Creole	 4.2 ★★★★★ 722 reviews Court of Two Sisters \$\$\$ • Creole
--	---	--	---	---	--	---

Ads related to **restaurants in french quarter new orleans**

French Quarter Dining - The Best Local Restaurants
www.opentable.com/New-Orleans
Beat The Crowd, Book A Table Now!
"OpenTable Is Secretly the Best Thing on the Internet" – Gizmodo
OpenTable has 944,671 followers on Google+
Best Restaurants - Restaurants in N.Orleans - New Restaurants

New Orleans Restaurant - Remoulade.com
www.remoulade.com/French-Quarter 1 (504) 230 0811
Serving Local Favorites & Full On Oyster Bar! Family-Friendly Dining.
Seafood - Oyster Bar - Family Friendly Restaurant - Casual Dining
309 Bourbon Street, New Orleans, LA

French Quarter French Quarter Restaurants - New Orleans Online
reservations ... including the best french quarter restaurants and many local ...

French Quarter restaurants | New Orleans Dining Guide ... - NOLA...
www.nola.com/dining-guide/index.ssf/french_quarter_restaurants/
The definitive New Orleans restaurant guide from NOLA.com and the Times-Picayune.

French Quarter Restaurants | OpenTable
www.opentable.com/new-orleans/french-quarter-restaurants
Find French Quarter restaurants in the New Orleans area and other neighborhoods such as New Orleans Central Business District, Warehouse District, Uptown ...


French Quarter - New Orleans - Reviews of French ... - TripAdvisor
www.tripadvisor.com > ... > New Orleans > Things to Do in New Orleans
★★★★★ Rating: 4.5 - 4,086 reviews
Activities: Shopping, Dining, City walk sightseeing, Walking. Owner description: The heart and cultural center of New Orleans is the French Quarter, a must-see ...

New Orleans, LA Restaurants: See 1,555 restaurants with 93,668 ...
www.tripadvisor.com > United States > Louisiana (LA) > New Orleans
Dining in New Orleans, Louisiana: See 93668 TripAdvisor traveler reviews of 1555 New Orleans ... New Orleans Restaurants. BETA ... French Quarter (138).

Olivier's Creole Restaurant, New Orleans - French Quarter Creole ...
www.olivierscreole.com/
Olivier's Creole Restaurant, located in the New Orleans French Quarter on Decatur Street, serves authentic Louisiana cooking based on five generations of ...

10 Must-Try Restaurants Around the French Quarter in New Orleans...
blog.zagat.com/2012/09/10-must-try-restaurants-around-french.html
Sep 4, 2012 - High-end art, Panama hats and exquisite antiques share real estate with voodoo trinkets, wild lingerie and hand-rolled cigars in the Quarter, ...

Dickie Brennan and Co





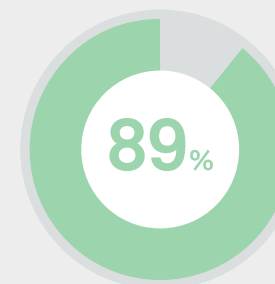
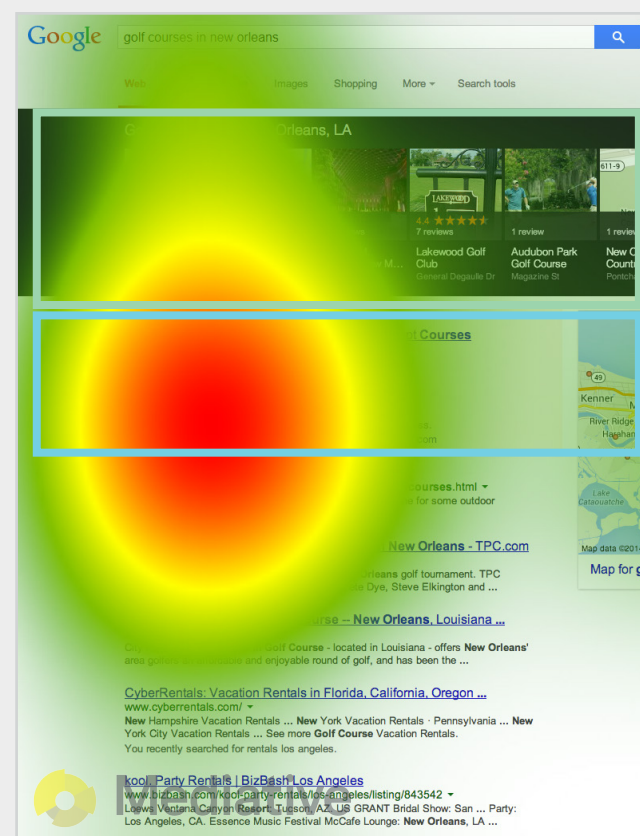
CAROUSEL

Though the Carousel is designed to provide searchers with results that more accurately correspond to their intent, it does not significantly hold their attention.

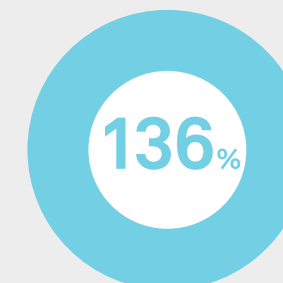
Note: Unlike in the US, the Carousel is still a new feature in Canada, visible for only a limited number of searches.

Search task:

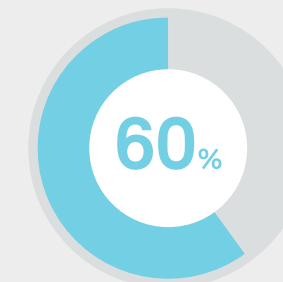
Imagine you are traveling to New Orleans and are looking for somewhere to play golf. Use Google to find a local golf course.



of participants fixated



increase in time spent looking at the top sponsored listing when on a page with a Carousel



increase in clicks to top sponsored listing when on a page with a Carousel



CAROUSEL

Though the Carousel is designed to provide searchers with results that more accurately correspond to their intent, it does not significantly hold their attention.



Consider your ad campaigns

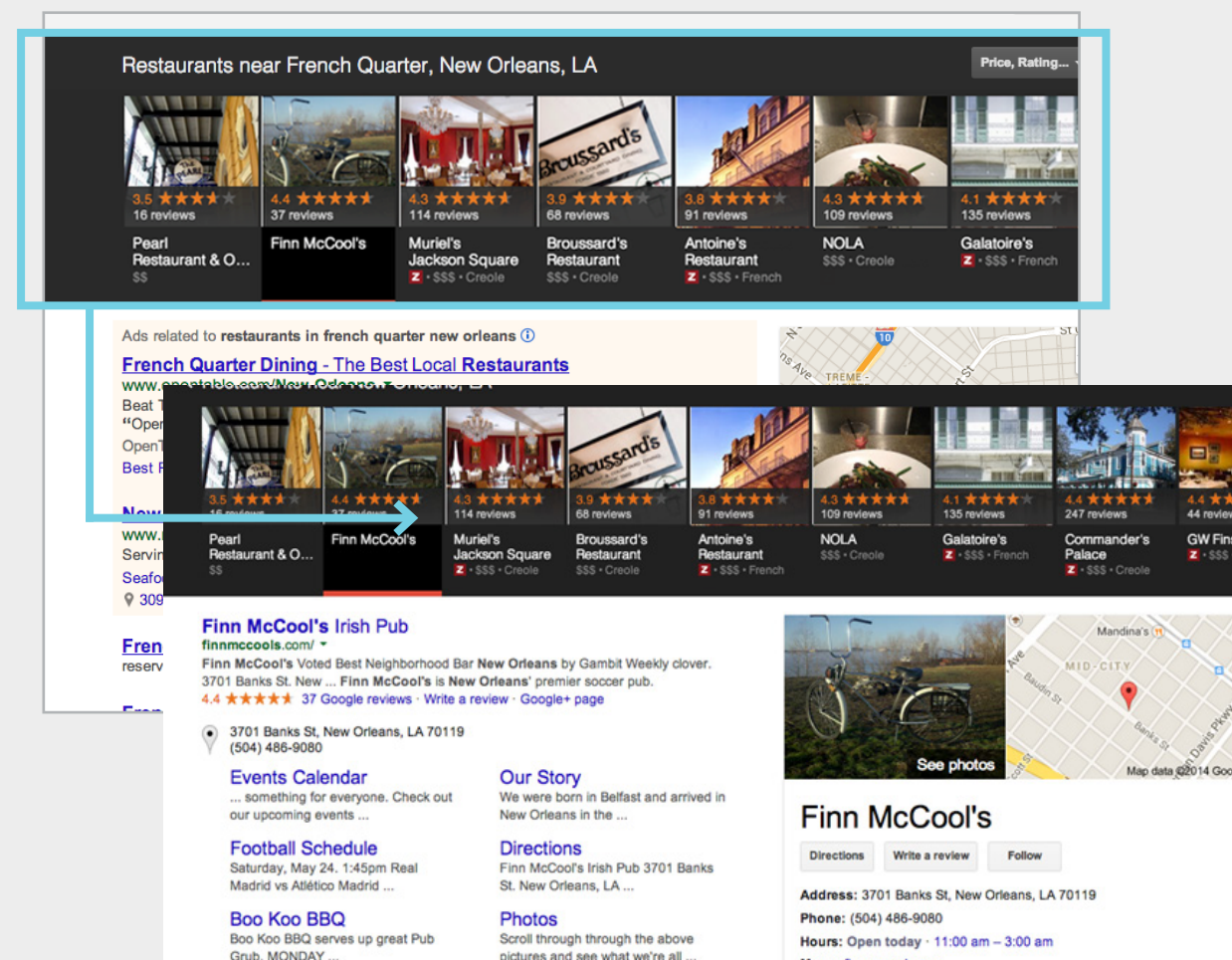
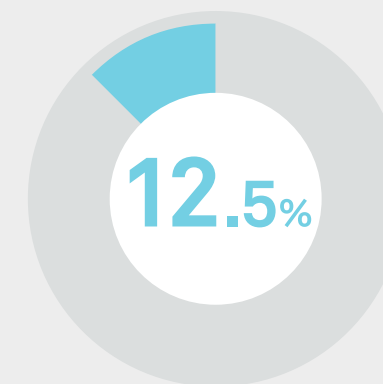
The introduction of the Carousel led to more intense activity on the sponsored listings directly below the Carousel. Sponsored listings on a page with a Carousel received significantly more attention and clicks than on the SERPs that did not have a Carousel.

Consider this behaviour when making adjustments to your paid ad campaign.



CAROUSEL

The Carousel has the potential to capture a significant amount of clicks, given its prime location. Google's intent is to help searchers find what they don't know they are looking for.



Clicking on a Carousel result will take the searcher to a SERP dedicated to that result.



CAROUSEL

The Carousel has the potential to capture a significant amount of clicks, given its prime location. Google's intent is to help searchers find what they don't know they are looking for.



On-site and off-site SEO

You cannot control whether or not your business listing appears in Carousel results. However, your organic visibility will have a significant impact because of the post-click page result, therefore a strong overall SEO strategy (on-site and off-site) should be your focus. This should include Google+ Local optimization (images, location, star rating, etc.). Be sure to have citations and/or some sort of presence in Wikipedia, and also look into getting into Freebase. Google is trying to increase the time spent on the SERP, and you need to encourage the searcher to click to your site.

LOCAL LISTINGS ABOVE OR BELOW ORGANIC

On a Google SERP, local search results are grouped together, sometimes appearing above, sometimes below the organic results.



See page 75 for Local Listings click-through rate benchmarking information.

Google moving companies toronto

Web Images Maps More Search tools

About 27,000,000 results (0.30 seconds)

Ads related to moving companies toronto

Toronto Movers - \$55 /hr - mmovers.ca
www.mmovers.ca/ 1 (416) 855 3068
Professional, Door To Door Movers From \$55 /hr Minimum 2 hr of labor

Toronto Moving Company - Honest & Reliable.Reasonable Price
www.carefreemoving.ca/ 1 (416) 848 4561
No Hidden Fees.Get Your Free Quote!

Peterborough Movers - Peterborough County Moving Co
www.peterboroughmovers.ca/ 1 (705) 243 4639
Your local mover of choice.

The Best Movers in Toronto - blogTO
www.blogto.com/toronto/the_best_movers_in_toronto/
Nov 13, 2013 - Since 2000, this North York-based moving company with eight trucks has offered friendly, efficient moving and packing services across the GTA ...

Toronto Movers | Toronto Moving Company: You Move Me
www.youmoveme.com/ca/toronto
★★★★★ Rating: 10/10 - Review by George Felluga, Toronto - Jul 29, 2013
You Move Me is a full service moving company in Toronto. Our friendly movers provide both packing and moving services in Toronto. Book and get \$50 off!
More by Ashton Lubman

TWO MEN AND A TRUCK®. Movers. Professional moving company...
www.twomenandatruck.ca/
Company Logo ... Take a look inside North America's largest local moving franchise company. We write about all things ... by Nick from Toronto on 11/25/ 2013.
Locations/Contact - Free Moving Quotes - Local Home Moves - Movers In Ottawa

Tender Touch Moving Company - Toronto...
www.tendertouchmoving.com
1 Google review

Energy Crew Moving & Transportation
www.energycrew.ca
3.4 ★★★★★ 12 Google reviews · Google+ page

Miracle Movers
www.mmovers.ca
3.5 ★★★★★ 26 Google reviews

Toronto Moving (Movers)
www.toronto-moving.ca
4.6 ★★★★★ 12 Google reviews

Easy Toronto Moving Movers Inc
www.easytorontomovingmovers.info
4.9 ★★★★★ 8 Google reviews · Google+ page

Toronto Moving Company
www.torontomoving.net
3.9 ★★★★★ 5 Google reviews · Google+ page

Trans Moving Toronto(movers)
easy-moving.ca
3.7 ★★★★★ 11 Google reviews

See results for moving companies toronto on a map »

Toronto Moving Company. Moving Services | Rent-a-Son, Toronto
rentason.ca/
A Toronto moving company offering award winning residential, commercial and long distance moving services.

Moving & Storage in Toronto reviews on HomeStars
homestars.com/on/toronto/moving-storage
Reviews of Moving & Storage companies in Toronto. Homeowners share experiences on home contractors and retailers. Relevant results for Moving Company, ...

Toronto Moving Companies - Downtown Core - Toronto, ON | Yelp
www.yelp.ca › Home Services › Movers
Toronto Moving Companies Toronto reviews by real people. Yelp is a fun and easy way

Map for moving companies toronto

Map data ©2014 Google

Ads

Toronto Moving Companies
www.midlandvanlines.com/
1 (416) 321 8801
Local, Long Distance And Corporate.
Packing Service Avail - Free Quote

Moving Companies Toronto
www.francismovers.com/
1 (647) 317 5420
Apartment Moving Services For Over 25 Years. Call Our Movers Now.

GTA Toronto Moving Co
www.gtamoving.com/
1 (416) 523 6683
Nobody Beats Our Prices!
Professional, \$59/hr 416-523-MOVE

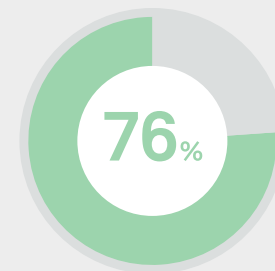
The GTA & Toronto Movers
www.wemovegta.com/
1 (416) 781 3243
Moving Services From \$49 Call Us or Get Your Instant Quote Online

LOCAL LISTINGS ABOVE ORGANIC

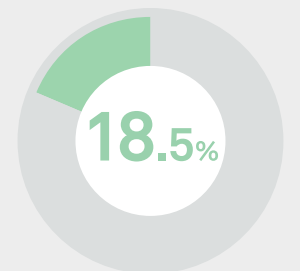
The ability of Local Listings to attract attention and win clicks is dependent on the placement of the Local Listings box on the SERP, and on the nature of the search query.

Search task:

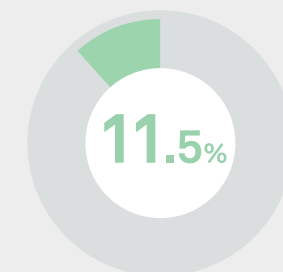
Imagine you're renovating your rec room and need to purchase some home décor items. Use Google to find home décor stores in Toronto.



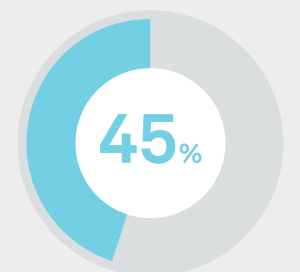
of participants
looked



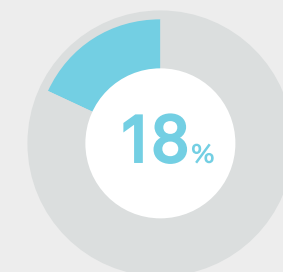
of time spent
looking at the page



of page clicks



of page clicks



of time spent
looking at the page



LOCAL LISTINGS ABOVE ORGANIC

The ability of Local Listings to attract attention and win clicks is dependant on the placement of the Local Listings box on the SERP, and on the nature of the search query.



Optimize your Google+ Local Profile

Google+ Local pages are directly tied to the appearance and position in a local search query. Correct business name, address, phone number (consistent across all web properties), star ratings, and reviews will help to ensure your business is listed, and seen by searchers.

Note: Position within the Local Listings box had the largest influence over views and clicks, followed by star ratings. 45% of all clicks within the Local Listing box were to the top 2 listings, and 51% of time spent looking within the Local Listing box was at the top 2 listings.

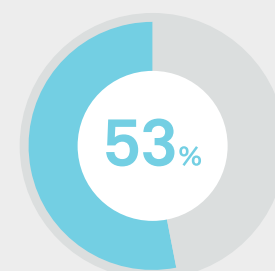
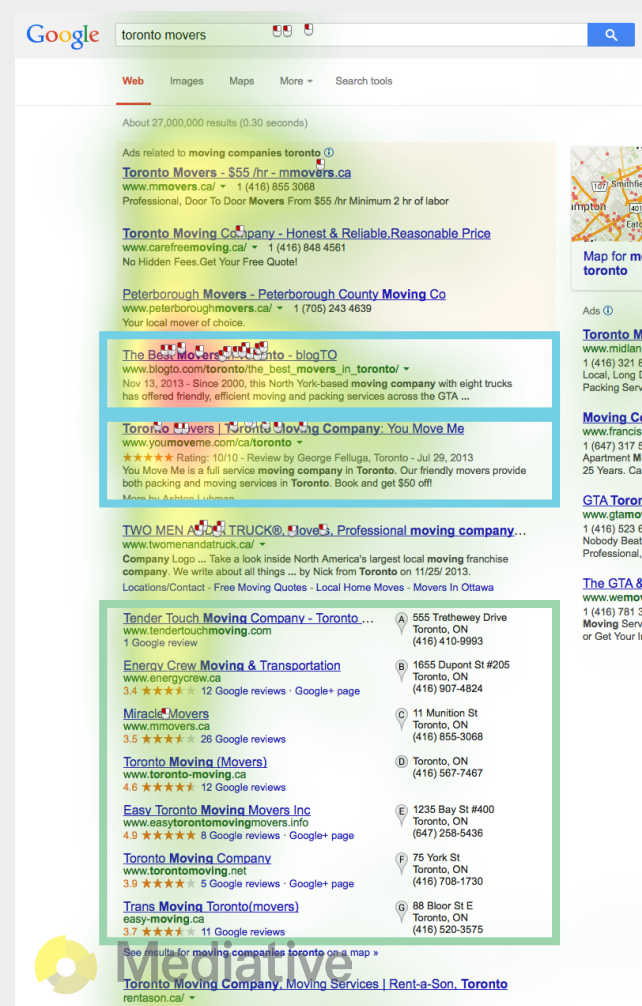


LOCAL LISTINGS BELOW ORGANIC

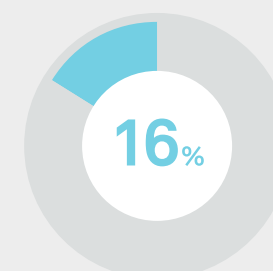
Local Listings captured most attention when physical location was more important to searchers than choice, comparison and reviews (e.g. in the search for a home store).

Search task:

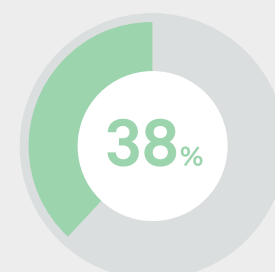
Imagine you're moving from Toronto to Vancouver. Use Google to find a moving company in Toronto.



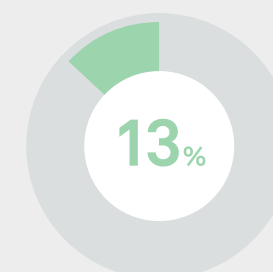
of page clicks



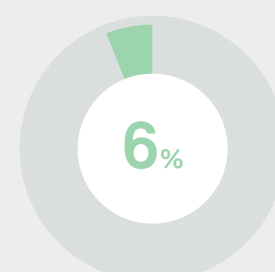
of time spent looking at the page



of participants looked



of time spent looking at the page



of page clicks



LOCAL LISTINGS BELOW ORGANIC

Local Listings captured most attention when physical location was more important to searchers than choice, comparison and reviews (e.g. in the search for a home store).



Concentrate on on-site SEO

In the event that the Local Listings box is positioned further down the SERP, a strong on-site SEO strategy will help move your own website listing further up the page. Start by looking at page content and ensure you're using relevant keywords. Front-load heading tags and title tags with intent-based keywords, and make sure pages are interlinked.

ORGANIC LISTINGS

These are the traditional Google SERP listings.

The image is a screenshot of a Google search results page for the query "restaurants near eaton centre". The search bar at the top shows the query and a magnifying glass icon. Below the search bar, there are tabs for "Web", "Images", "Maps", "More", and "Search tools". The "Web" tab is selected. The results show "About 251,000 results (0.29 seconds)". The first result is from Yelp, titled "Best restaurants near the eaton centre Toronto, ON - Yelp". The second result is from Urbanspoon, titled "Restaurants near Eaton Centre, Toronto - Urbanspoon". The third result is from Toronto.com, titled "Toronto.com – Best Restaurants Near the Eaton Centre". The fourth result is from Gogobot, titled "Restaurants near Eaton Centre, Toronto - Gogobot". The fifth result is from batonrougerestaurants.com, titled "Bâton Rouge Eaton Centre | Find the restaurant Bâton Rouge Eaton ...". The sixth result is from joeyrestaurants.com, titled "JOEY Eaton Centre - JOEY Restaurants". The seventh result is from tripadvisor.ca, titled "Good food near the Eaton Centre - Bannock, Toronto Traveller ...". The eighth result is from blogto.com, titled "Toronto Restaurants in Yonge & Dundas - blogTO". The ninth result is from restoronto-reviews.com, titled "Eaton Centre Restaurants - ResToronto Reviews". The tenth result is from dine.to, titled "Baton Rouge Restaurant (Eaton Centre) - Toronto, ON | Dine.TO". Below the results, there is a section titled "Searches related to restaurants near eaton centre" with links to "joey eaton centre", "restaurants near eaton chelsea", "best restaurants marriott eaton centre", "bars near eaton centre", "coffee shops near eaton centre", "restaurants near marriott eaton centre", "indian restaurants near eaton centre", and "halal restaurants near eaton centre". At the bottom, there is a "Go" button with the word "Go" in a large, stylized font, and a "Next" link.

Google

restaurants near eaton centre

Web Images Maps More Search tools

About 251,000 results (0.29 seconds)

Best restaurants near the eaton centre Toronto, ON - Yelp
www.yelp.ca/search?find_desc=restaurants+near...eaton+centre...
Reviews on Best restaurants near the eaton centre in Toronto, ON Urban Eatery at the Eaton Centre, JOEY Eaton Centre, Trattoria Mercatto, Bannock, George, ...

Restaurants near Eaton Centre, Toronto - Urbanspoon
www.urbanspoon.com > Toronto > Landmarks
Find the best restaurants near Eaton Centre, Toronto.

Toronto.com – Best Restaurants Near the Eaton Centre
www.toronto.com/articles/best-restaurants-near-the-eaton-centre/
Mar 4, 2013 - Just because you're spending the day at the Eaton Centre doesn't mean you have to settle for dinner at the food court. Filled with countless ...

Restaurants near Eaton Centre, Toronto - Gogobot
www.gogobot.com > Canada > Ontario > Toronto > Things to do
★★★★★ Rating: 4.5 - 21 votes
January 15, 2014: Find 1142 restaurants near Eaton Centre in Toronto, Canada, visited by over 48319 people.

Bâton Rouge Eaton Centre | Find the restaurant Bâton Rouge Eaton ...
www.batonrougerestaurants.com/...restaurant.../baton-rouge-eaton-centre...
Bâton Rouge Eaton Centre restaurant, opening hours and driving directions for ... opening hours and driving directions for a Bâton Rouge restaurant near you.

JOEY Eaton Centre - JOEY Restaurants
www.joeyrestaurants.com/eaton-centre
JOEY Eaton Center restaurant in downtown Toronto. Open air dining, Enomatic wine system, and trendy architecture make JOEY Eaton Center the best premium ...

Good food near the Eaton Centre - Bannock, Toronto Traveller ...
www.tripadvisor.ca > ... > Toronto > Toronto Restaurants > Bannock
★★★★★ Rating: 4 - Review by a TripAdvisor user - Aug 23, 2012
Bannock: Good food near the Eaton Centre - See 128 traveler reviews, 19 candid photos, and great deals for ... Ranked #111 of 6,396 restaurants in Toronto.

Toronto Restaurants in Yonge & Dundas - blogTO
www.blogto.com/restaurants/n/86/yonge-dundas-toronto
12 O' Lunch is a recently re-branded family-owned Korean restaurant near Dundas and University that used to be called Lunch Market. Inside, there are hanging ...

Eaton Centre Restaurants - ResToronto Reviews
www.restoronto-reviews.com/malls/Eaton-Centre/
Find restaurants in and close to Toronto Eaton Centre, including restaurant reviews and a full dining guide.

Baton Rouge Restaurant (Eaton Centre) - Toronto, ON | Dine.TO
www.dine.to > Yonge Downtown
★★★★★ Rating: 88% - 112 votes
Jul 14, 2012 - Bâton Rouge is Toronto's casually elegant eating establishment for business lunches, shoppers and theatre goers. We feature only the best ...

Searches related to restaurants near eaton centre

[joey eaton centre](#) [coffee shops near eaton centre](#)
[restaurants near eaton chelsea](#) [restaurants near marriott eaton centre](#)
[best restaurants marriott eaton centre](#) [indian restaurants near eaton centre](#)
[bars near eaton centre](#) [halal restaurants near eaton centre](#)

Go >

1 2 3 4 5 6 7 8 9 10 Next

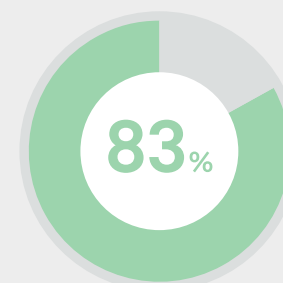
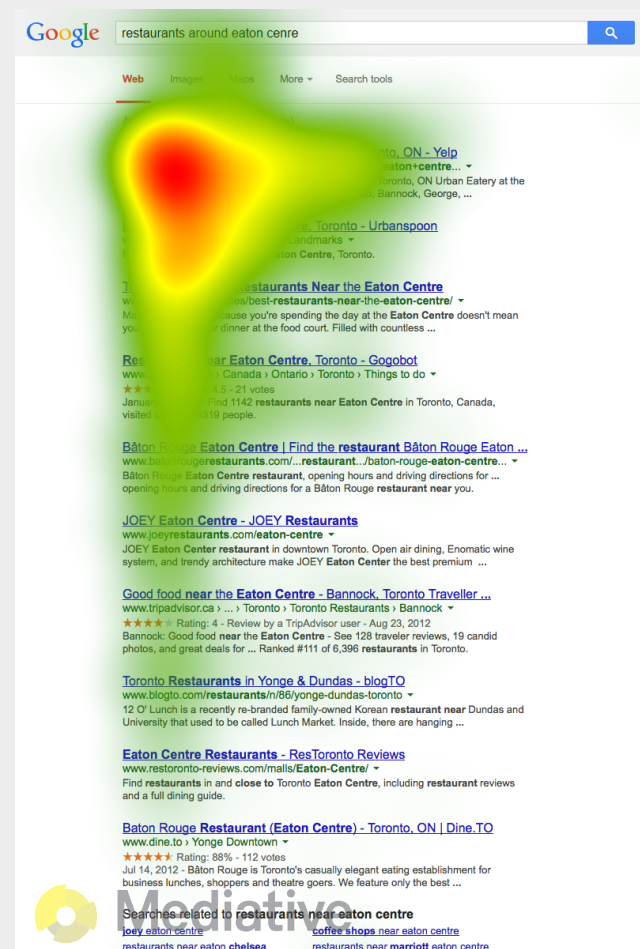
Help Send feedback Privacy & Terms



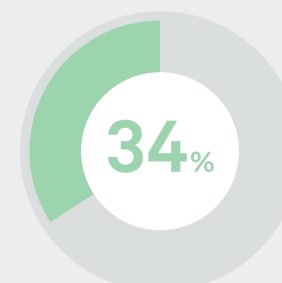
ORGANIC LISTINGS

When only Organic Listings are present on the SERP, the search pattern is **still similar to the traditional Golden Triangle** behaviour. However, **page scanning is quicker**, and less horizontal.

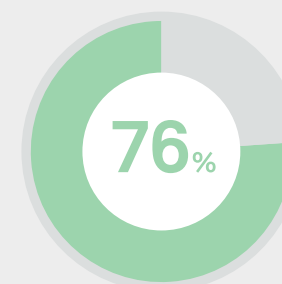
SERP featuring only Organic Listings:



of people looked at the top Organic Listing



of page clicks were to the top Organic Listing



of page clicks were to the top 4 Organic Listings



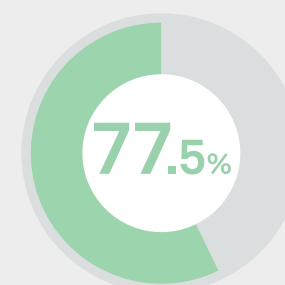
until the first Organic Listing was looked at



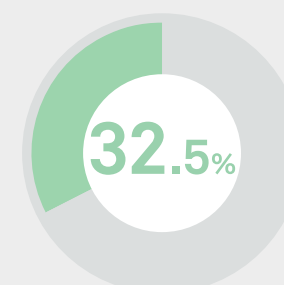
ORGANIC LISTINGS

When new elements are introduced to the SERP, it takes longer for people to see the top Organic Listing. It is not viewed for as long, or by as many participants. Searchers are still looking for the top Organic Listing. They are distracted on their path to this listing, but not enough to affect clicks.

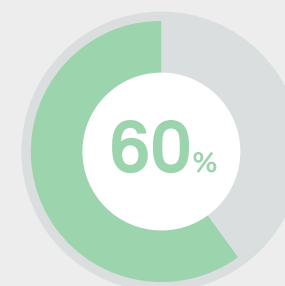
SERP featuring multiple elements in addition to Organic Listings:



of people looked at the top Organic Listing



of page clicks were to the top Organic Listing



of page clicks were to the top 4 Organic Listings



until the first Organic Listing was looked at



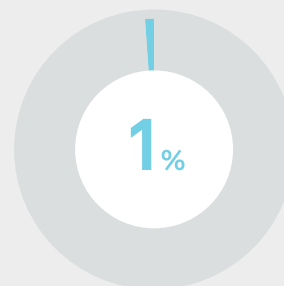
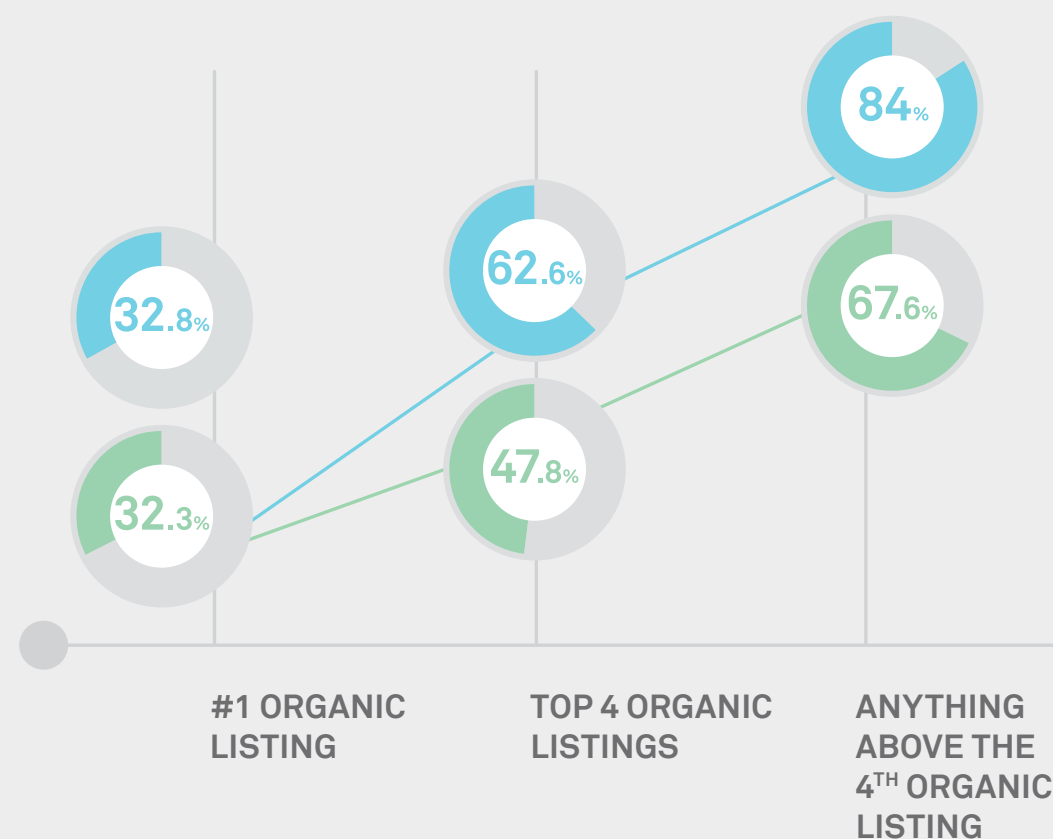
ORGANIC LISTINGS

Getting as close to the top of the rankings is still the name of the game...

* Most people use a search engine to gather alternatives/ research options (“informational” searches) or to go directly to a site that best matches the particular need at the time (“navigational” searches).

The evolution of clicks across the entire study:

2014
2005



of all clicks were to “next page”. If your business is not listed on the first page, it might as well not exist online.



more clicks from informational searches* were below the 4th Organic Listing vs. navigational searches.



ORGANIC LISTINGS

...but it's not only about being #1.

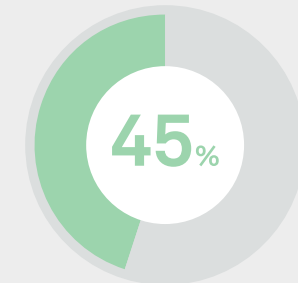


Earning a first place organic ranking can be extremely difficult without an endless budget. Over half of the page clicks were won by areas of the SERP above the 4th Organic Listing. It is worth considering other areas to appear in if you're looking to improve website traffic, rather than focusing all efforts on ranking #1. Knowing the searcher's intent can help determine your investment in trying to appear higher in the SERP. E.g. If searchers come to your site via an informational search, you can afford to be lower on the page as it takes longer for people to make a selection for these searches, and they tend to scroll much further down the page than with navigational searches.

ORGANIC LISTINGS: AUTHORED POSTS*

The effect of authorship mark-up* on search can enhance engagement, even when results are listed further down the page.

The 2 authored posts* on the page captured:



of all clicks
to that page

The top clicked authored posts were those that had titles such as:

- Best...
- Reviews of...
- Top 5...
- How-to...

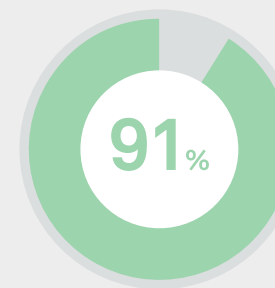
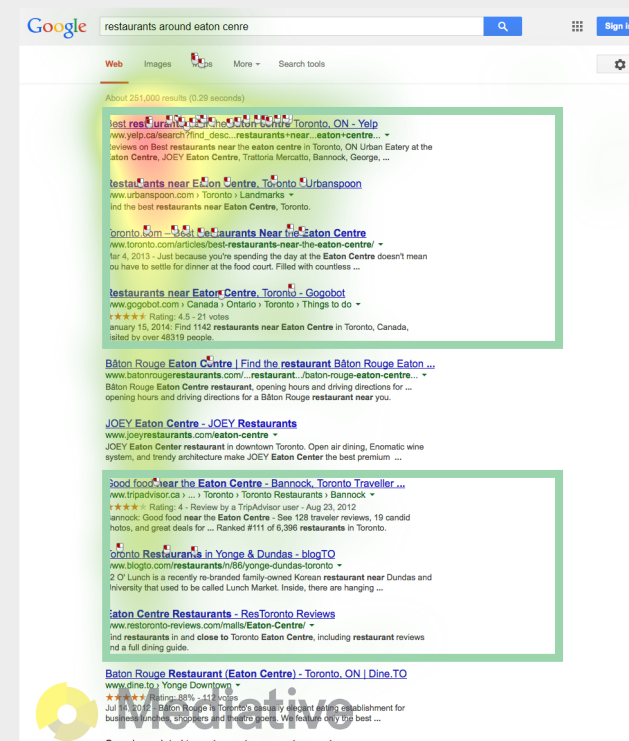
* On August 28, 2014, Google announced that it had removed authored posts from search. However, Google's John Mueller states "Search users will still see Google+ posts from friends and pages when they're relevant to the query." The Google+ results appear similar to an authored post.

ORGANIC LISTINGS: REVIEW SITES

In searching for a new experience, peer reviews are most important. People will focus more attention on a review listing regardless of position on the page.

Search task:

Imagine that you're getting ready for Valentine's Day and you want to find a restaurant for dinner before your movie. Use Google to find a restaurant near the Eaton Centre.



of clicks in a search for restaurants were to popular review/rating sites

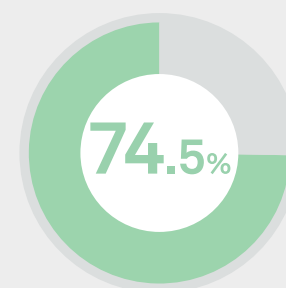


ORGANIC LISTINGS: STAR RATINGS

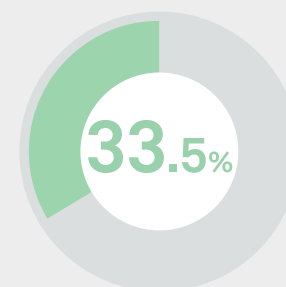
Star ratings, combined with thumbnail images, have the potential to garner clicks.

Search task:

Imagine that you're hosting a party for the Oscars. Use Google to find a recipe for crab dip.



of page clicks



of time
spent looking
at the page



ORGANIC LISTINGS

Star ratings, combined with thumbnail images, have the potential to garner clicks.



Utilize schema mark-up

Only 0.3%* of websites use schema mark-up, yet over 33% of Google's results contain rich snippets (additional text, images and links below the individual search results). Rich-snippets can increase CTRs of listings by 15-50%** and websites using schema mark-up tend to rank higher in search results. Use schema mark-up to include star ratings, number of reviews, and more which will increase your chances of being noticed, and clicked on, by searchers.

* Searchmetrics.com

** BruceClay.com

“

The importance of being the first listing vs. listed somewhere above the top 4 organic results is very dependent on the type of business you are in, the searcher's intent, plus the strength of your brand. Businesses in retail, food/beverage, consumer goods, electronics, personal services, entertainment & recreation, and automotive industries, to name a few, will potentially still benefit from attention and traffic to their listing, even if it's not the #1 organic result.

”

Rebecca Maynes,
Marketing Strategist, Mediative

SPONSORED TEXT LISTINGS

Sponsored text ads, designed to meet searcher intent, increase brand visibility and capture traffic.

Google big screen tv reviews

Web Images Maps News More Search tools

About 391,000,000 results (0.40 seconds)

Ads related to **big screen tv reviews**

Get TVs at Future Shop - futureshop.ca
www.futureshop.ca/TVs
The Lowest Prices on **TVs** at Future Shop With our Price Beat Promise.
Reserve and Pick Up Fast, Free Shipping
Find a Store Our Price Beat Promise

Samsung TV Canada - Samsung TV reviews and ratings
www.samsung.com/ca/tv-reviews
Visit & see what owners are saying.
Samsung Canada has 2,732 followers on Google+
[LED TVs](#) - [Plasma TVs](#) - [TV Accessories](#) - [Smart TVs](#)

Big Screen TV Reviews - Over 100 Million Visitors - Ask.com
www.ask.com/Big+Screen+TV+Reviews
Discover and Explore on Ask.com!
Top 10 US Web Brand of 2013 – Nielsen Newswire
Ask.com has 8,467 followers on Google+

TV Reviews: LCD TVs, flat-screen TVs, plasma TVs, 3D TVs - CNET
reviews.cnet.com/televisions/
Television reviews and ratings, video reviews, user opinions, most popular tvs, ... a few inches from a wall and project a 720P HD image as large as 100 inches.
Best TVs - Best TVs: Picture quality - Panasonic TC-P60ZT60 - Reviews

Best TVs (64 inches and above) - CNET Reviews
reviews.cnet.com/best-64-inches-and-above-tvs/
by David Katzmaier - in 1,363 Google+ circles
Dec 19, 2013 - CNET editors review the best TVs 64 inches and above with videos, ... The Sharp LE650 series sets the big-screen LCD TV value bar high with ...
Panasonic TC-P60ST60 - Panasonic TC-P65ST60 - Vizio E701i-A3

Best TV 2014: what TV should you buy? | News | TechRadar
www.techradar.com/.../television/hdtv/best-tv-2013-what-tv-should-you-...
Dec 14, 2013 - Constantly updated with links to the latest TV reviews and buying advice ... have moved on to 50-inch and bigger screens, leaving this category ...
10 best 40 and 42-inch TVs in - 10 best 50 and 55-inch TVs in ...

Top TV Reviews | Best TV – Consumer Reports
www.consumerreports.org › Home › Electronics & computers
Consumer Reports has honest Ratings and Reviews on tvs from the unbiased ... The size of the television's screen, measured diagonally in inches. at competitive prices, so it was no surprise that part of its CES story was new, bigger sets.

Big Screen LED TV Review - TV Reviews - TopTenREVIEWS
tv.toptenreviews.com › TV › Flat Panel
Which is the best big screen tv for your money? Find out here. Take a few seconds and easily compare several top rated large screen tvs. See how each stacks ...

LCD TV 2014 | Best LCD TV | Flat Screen LCD TV's ... - TV Reviews
tv.toptenreviews.com › TV › Flat Panel
A large screen, flat panel LCD TV is a major purchase that merits careful consideration. Find a television that fits your budget, room and lifestyle. Are you looking ...

The Best TVs of 2014 - Trusted Reviews
www.trustedreviews.com › Round-ups › TVs
by Michael Sawh - in 48 Google+ circles
Oct 15, 2013 - Screen size and super slim bezels aside, there's some other key factors you need to take into consideration when buying a new TV. Do you ...

How to Buy an HDTV | PCMag.com
www.pcmag.com › ... › HDTVs & Home Theater › HDTVs
Dec 4, 2013 - Here's what you need to know when you shop for your next HDTV. ... a large array of LEDs directly behind the panel, making the screen a little ...

HDTV reviews - Home Theater Review
hometheaterreview.com/flat-hdtv-reviews/
by Adrienne Maxwell - in 35 Google+ circles
By riding side-by-side in the front HDTVs, in the form of a "thin person"

Shop on Google Sponsored

Sharp Aquos 60" Full HD ...
www.walmart.ca
\$1,198.00

Samsung 55" 1080p 120Hz
www.walmart.ca
\$898.00

Sharp AQUOS 80" ...
www.sears.ca
\$4,699.99

Sharp AQUOS 70" ...
www.sears.ca
\$2,299.99

Ads

Rated Best Big Screen TV
www.nextag.com/
Deals - Rated Best Big Screen TV.
Get NexTag Sellers' Lowest Price!

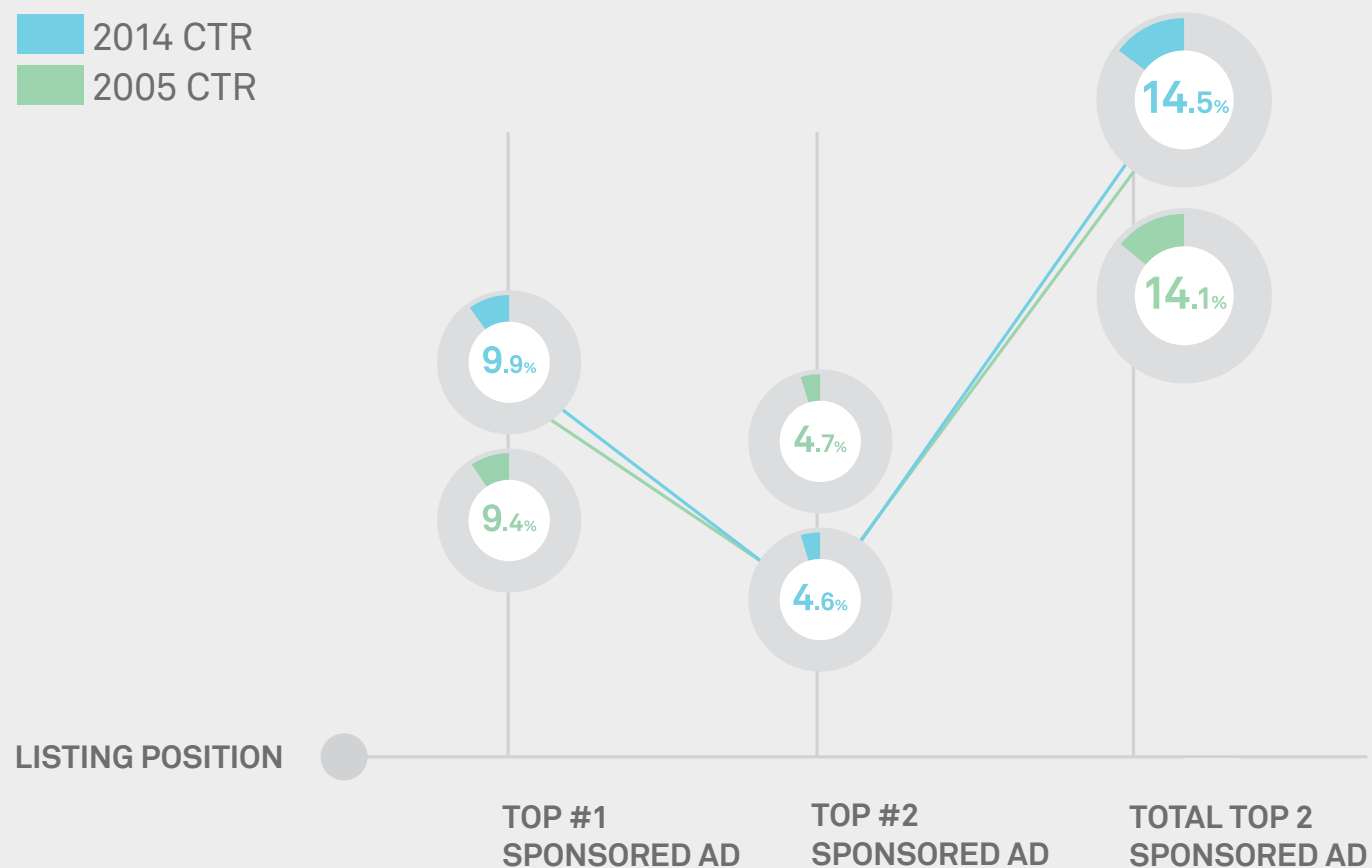
Rating Big Screen Tv Info
www.info.com/RatingBigScreenTv
Get Info On Rating Big Screen Tv.
Access 10 Search Engines At Once.

SONY® HDTV- Official Site
store.sony.ca/TVs
Shop Now for Exclusive Deals -
Save up to \$1000 on Sony TVs!



SPONSORED TEXT LISTINGS

Top sponsored paid ads have stood the test of time, with very little change in click-through rates in 9 years, proving the ability of paid search to capture not only attention, but also traffic.



The best performing paid ads were:

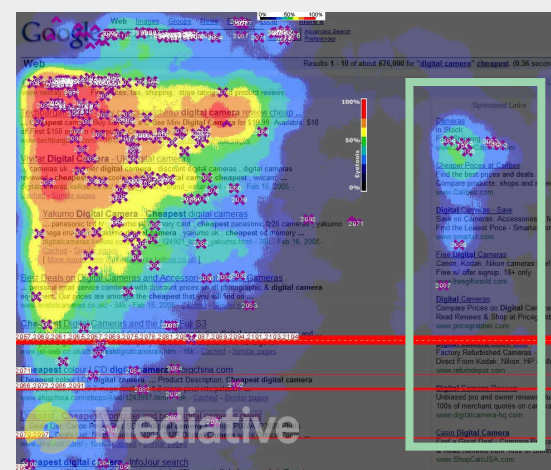
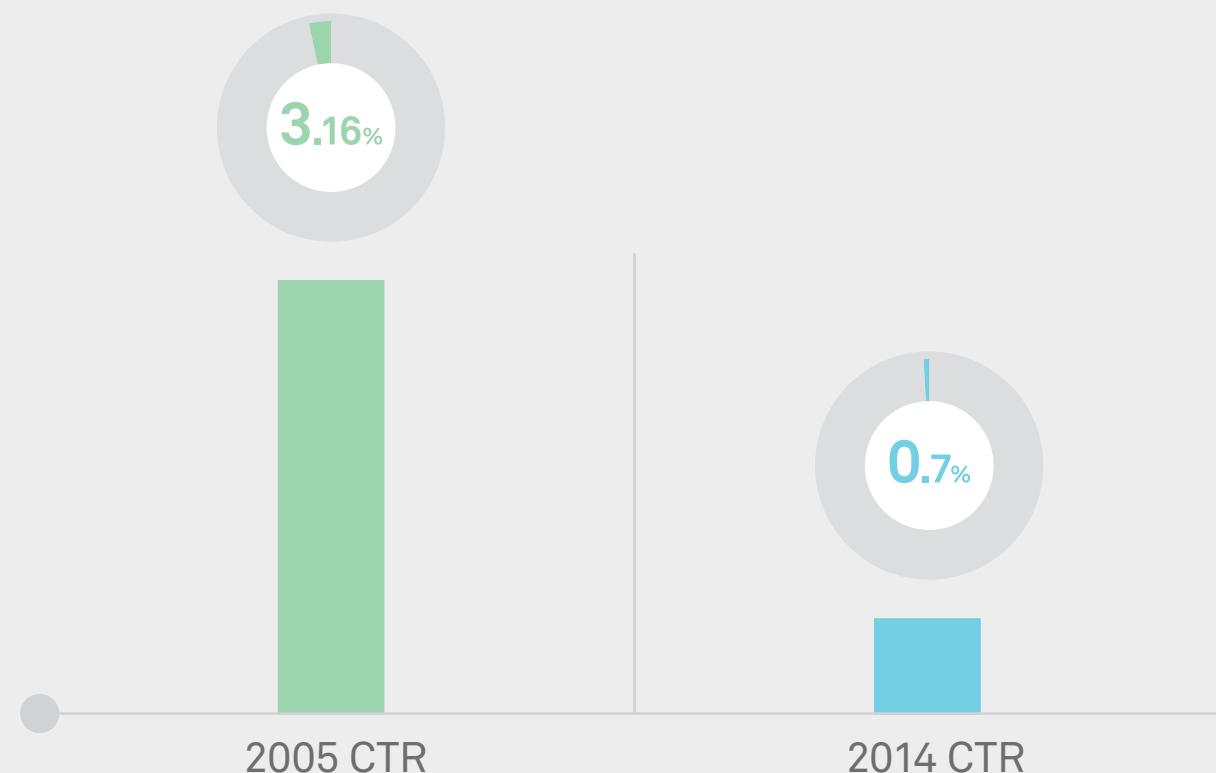
- Paid ads for branded searches
- Paid ads for a non-branded search that exactly met the searcher's intent
- Paid ads combined with an organic ad for a non-branded search



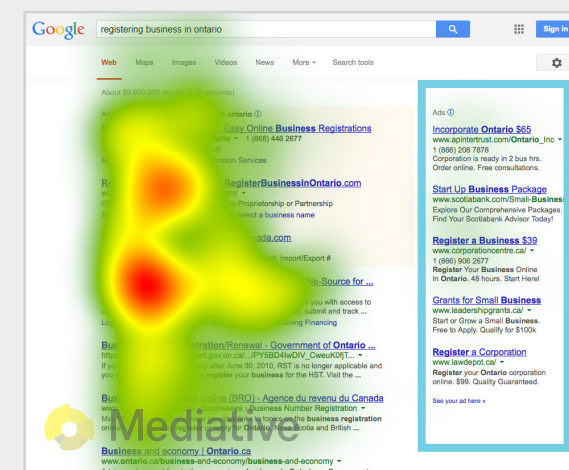
SPONSORED TEXT LISTINGS

What has changed significantly since 2005 is the attention and clicks captured by the right rail sponsored listings. This is likely a result of searchers' tendencies, influenced by mobile, to search more vertically than horizontally.

RIGHT RAIL SPONSORED ADS CTR



2005



2014



SPONSORED TEXT LISTINGS

Paid ads for branded searches

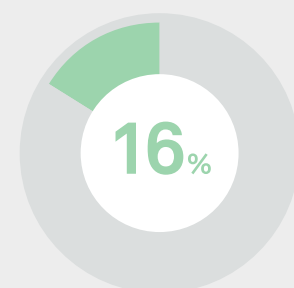
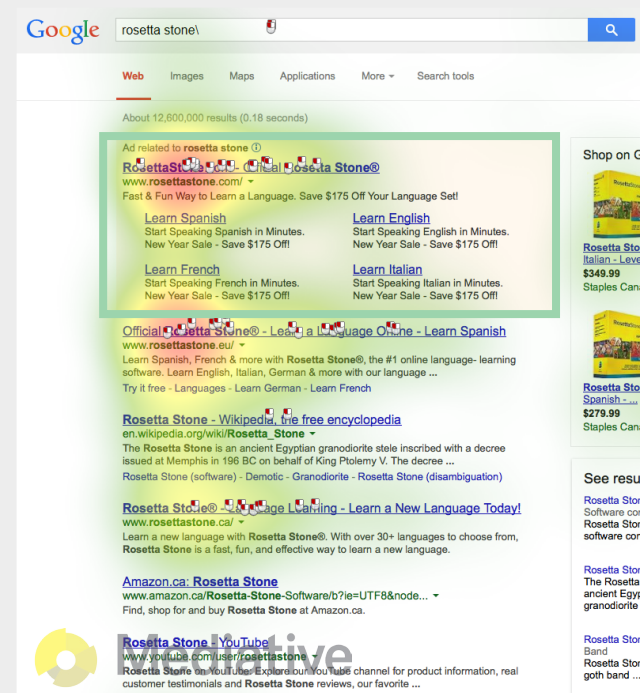
Paid ads are an effective way of promoting brand lift, and earning more traffic to your website.

Note: This study was conducted just prior to Google's March 2014 changes to its sponsored ad format, however, we believe the results are still representative of the new format of listing.

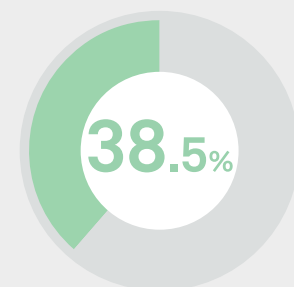
Search task:

Imagine that you want to learn to speak German. You've heard about "Rosetta Stone" software. Use Google to find the Rosetta Stone website.

The sponsored ad captured:



of time
spent on page



of page
clicks

➤ Rosetta Stone has bid on branded keywords to appear visible in both the sponsored listings and the organic listings.



SPONSORED TEXT LISTINGS

Paid ads for
branded searches

Paid ads are an effective
way of promoting brand
lift, and earning more
traffic to your website.



Have Sponsored and Organic Listings for brand lift

You might wonder if the top Organic Listing would still get the same number of clicks if the Sponsored Listing was not there (cannibalization of clicks). However, in a previous study featuring Honda*, Mediative discovered that when a brand is in the top Sponsored Listing and in the top Organic Listings, it achieved a significant lift in brand association, aided brand recall, and purchase consideration.

* “The Brand Lift of Search – Online Survey and Eye Tracking Study” in 2007:
mdv.to/1pl2fFJ

SPONSORED TEXT LISTINGS

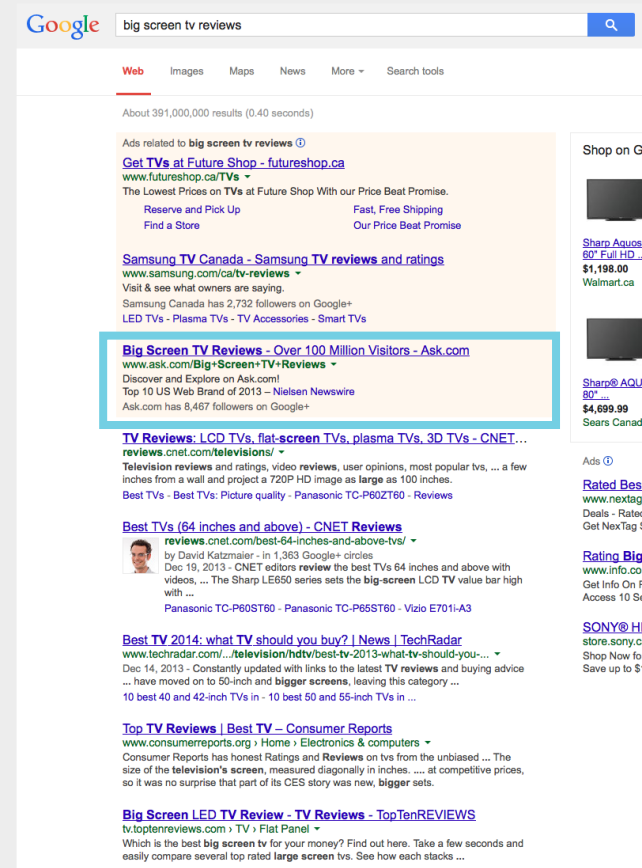
Paid ads for non-branded
search that exactly meets
searcher intent

Paid ads are an effective
tool for positioning your
business in front of people
who may not yet be aware
of your brand, or who
are likely to be heavily
influenced by a brand.

Search task:

You're renovating your rec room and want to get a new big screen TV.
You're not sure what kind to get and want to read some reviews.
Use Google to find reviews of big screen TVs.

The 3rd paid listing, ask.com, captured:



2x

the amount of time
spent on the page
vs. futureshop.ca
and samsung.com

8x

the number of clicks
vs. futureshop.ca
and samsung.com



SPONSORED TEXT LISTINGS

Paid ads for non-branded search that exactly meets searcher intent

Paid ads are an effective tool for positioning your business in front of people who may not yet be aware of your brand, or who are likely to be heavily influenced by a brand.



Know searcher intent

Sponsored text ads perform best when they are very closely related to the intent of the search query. In navigational searches, people will often quickly scan past listings to find a brand they trust. In informational searches, they are more interested in reviews and/or comparison websites. Consider the searchers' specific intent and adjust your paid search strategy accordingly. For example, front-load titles based on the keyword you are bidding on, indicating searcher intent.

Note: A previous study by Mediative (<http://mdv.to/display-ad-walmart>) shows there is also an increase in brand recognition and purchase intent, even when ads do not match the intent of the searcher. In these cases, big brands could bid highly for the paid ads as there's a strong chance that there will be no click, yet the company name is seen.



SPONSORED TEXT LISTINGS

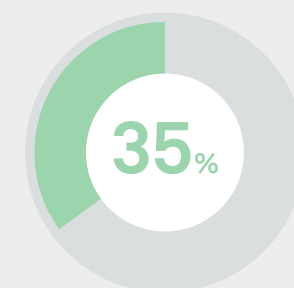
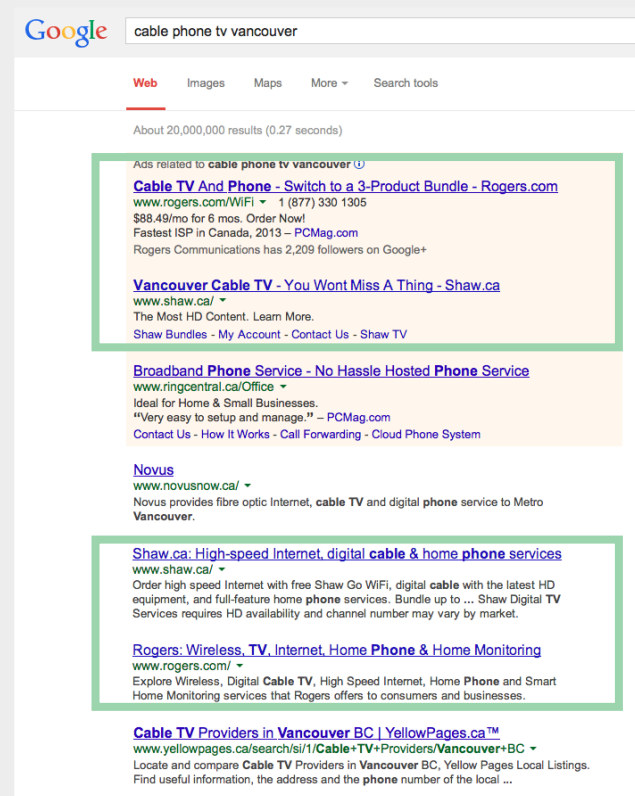
Paid ads combined
with organic listings for a
non-branded search

Paid ads can increase
brand strength, as well
as drive traffic to your
website.

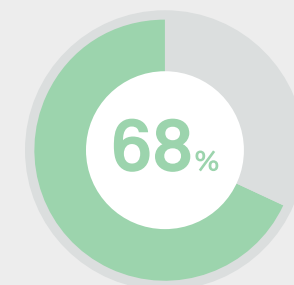
Search task:

You're moving from Toronto to Vancouver and need to set up cable, phone, and Internet. Use Google to find a company you could do that with.

Shaw and Rogers had both a Sponsored Listing and an Organic Listing. Combined, these 4 listings captured:



of time
spent looking
at the page



of page
clicks



SPONSORED TEXT LISTINGS

Paid ads combined
with organic listings for a
non-branded search

Paid ads can increase
brand strength, as well
as drive traffic to your
website.



Know searcher intent

A significant lift in attention and clicks in non-branded searches can be achieved by advertising in the sponsored listings and having a listing in the top 4 organic results. The average duration of a look at one of the top sponsored ads was only 0.36 seconds—this is how long advertisers have to capture the attention of searchers. Therefore, the more SERP real estate you can take up with your relevant listings the better your advantage.

METRICS



An eye-tracking study by



Mediative
THE DIGITAL RESULTS PEOPLE™

METRICS

What's changed



Impressions vs. clicks

3 out of the 5 new elements covered in this study—Carousel, Knowledge Graph and Local Listings—don't necessarily require the user to click on the listing/placement to get the information they are looking for. *Impression data* should therefore be measured as a success metric. Given how much information can potentially be garnered about your business without a user having to leave the SERP, the listings have a similar effect in terms of brand awareness as a display ad—even if a click is not captured.



Quality of each click

Conversion rates must be measured to understand the quality of potential customers coming from search. Even if you are struggling to get a large impression and click share, you might be getting highly *valuable* clicks. Understanding the value of each organic visitor is important.

What's still valuable

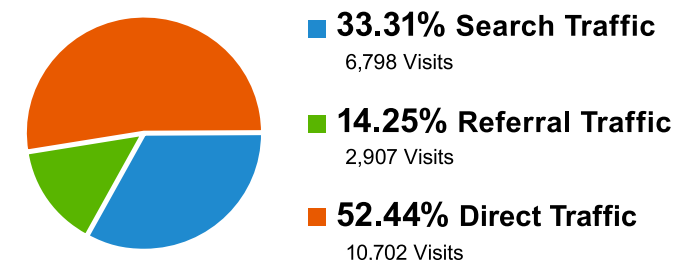


Traffic

Website visits or traffic generated from click activity has always been important and you should continue to measure this.

The best part? Google Analytics can track all this for you for free.

20,407 people visited this site



IMPACTS ON BUSINESSES



61 - NATIONAL ADVERTISERS



65 - LOCATION-BASED BUSINESSES



69 - ONLINE PUBLISHERS



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NATIONAL ADVERTISERS



NATIONAL ADVERTISERS

Big brands vs. small

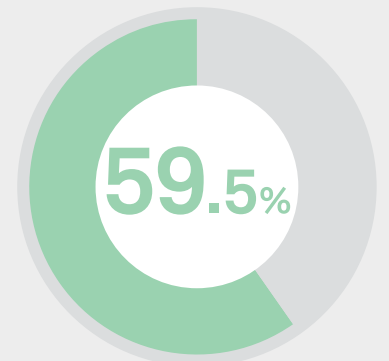
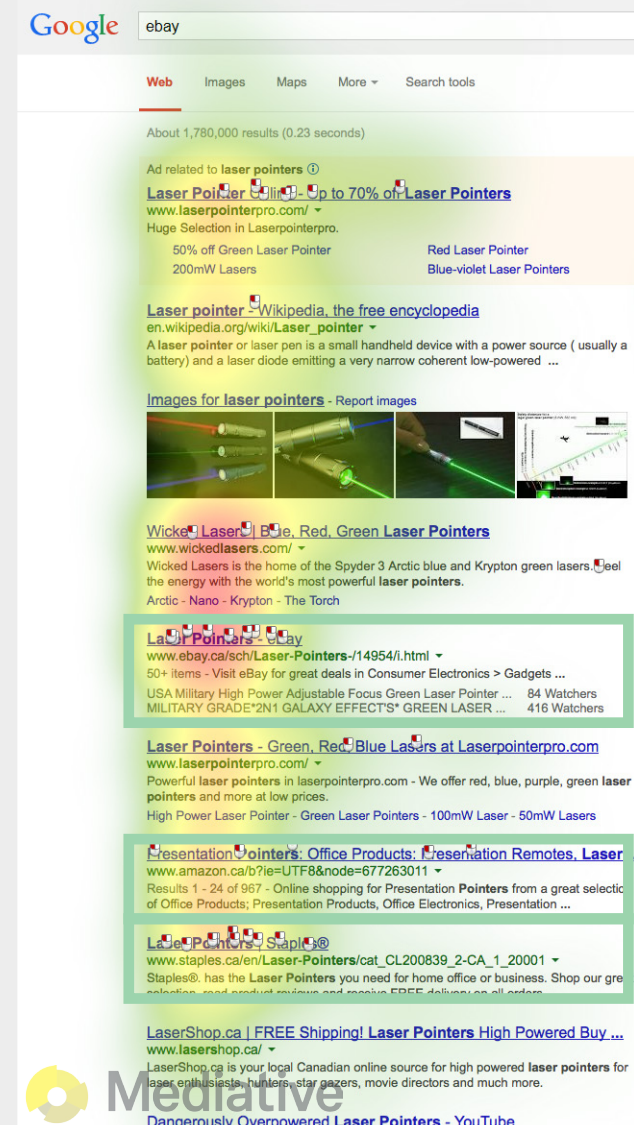
1

If you're a smaller brand trying to compete, consider other online and offline channels to build your brand name, or advertise niche products where competition for keywords won't be as fierce.

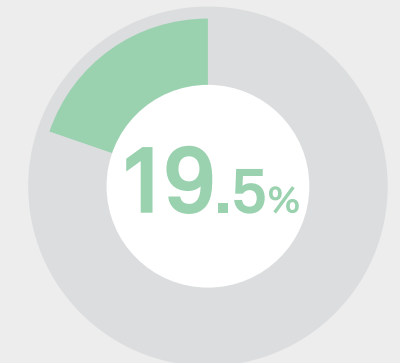
If you're a big name brand, it's not critical to be the #1 listing.

The effect of big brand names on search:

In the example below, eBay, Amazon, and Staples were listed 3rd, 5th and 6th in the Organic Listings. Together, they captured:



of all clicks on the page



of total time spent looking at the page



NATIONAL ADVERTISERS

The value of paid search

2

Paid search campaigns are essential to generate brand reach and direct traffic when there's high competition for a top organic ranking.

Structure your campaign around a competitive advantage that resonates with searchers (e.g. price, trust, convenience) and front-load this content in your ad messaging.

NATIONAL ADVERTISERS

SEO and schema

3

Ensure every product has a dedicated product page with titles, meta data, images, etc. fully optimized for search. Use schema mark-up to include rich-snippets below the listing.

Remember: the traffic you generate will be useless if there is a poor purchase conversion path set up. Make sure your landing page or website is optimized accordingly.

Examples:

- Car Manufacturers (mdv.to/1Aw4DmH)
- Financial Service Providers (mdv.to/1oaXEH6)

Converse Chuck Taylor® All Star® Core Ox - Zappos.com ...

www.zappos.com/converse-chuck-taylor-all-star-core-ox ▼

★★★★★ Rating: 5 - 3,175 reviews - US\$50.00

Chuck Taylor® All Star® Core Ox by Converse at Zappos.com - FREE Shipping. ...

Please select 1/2 size down from your normal size (if you wear Men's size 9, ...

↗ Schema mark-up provides more product details in the listing on the SERP.

LOCATION- BASED BUSINESSES



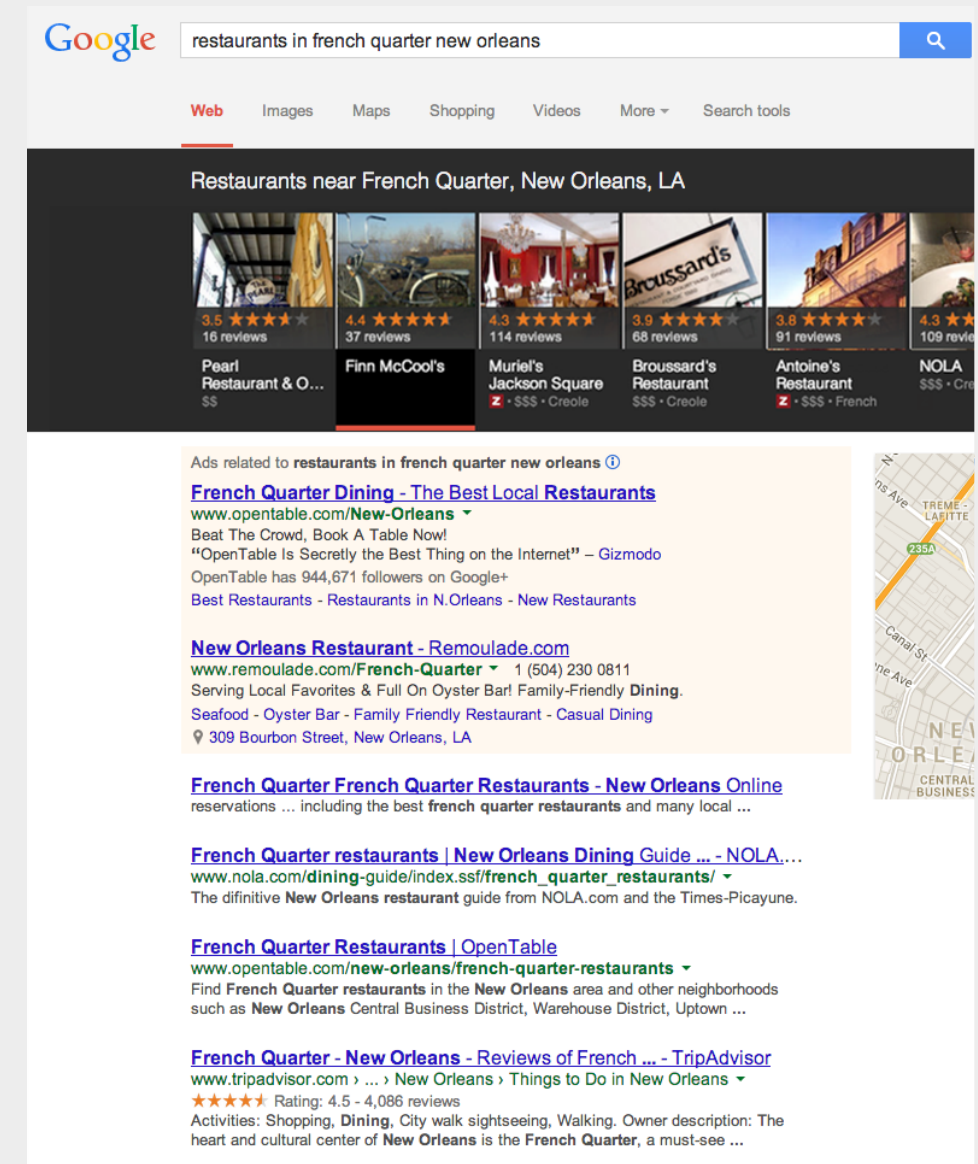
LOCATION-BASED BUSINESSES

Optimize local listings

1

Local businesses have the opportunity to appear in several areas of the SERP—right rail map, Local Listings box, the Carousel, and Organic Listings. When the Carousel is shown, it replaces the Local Listing box. You cannot be 100% sure which feature will be shown, so you should optimize your Google+ Local pages with proper category choices and descriptions.

Claim all store locations and ensure the listings are displaying the correct information.



↗ When the Carousel is shown on a SERP, it replaces the Local Listing box.



LOCATION-BASED BUSINESSES

Local SEO content strategy

2

An essential element to a local SEO strategy is building content on your website that the searcher will find useful, and that will match a local searcher's keywords and intent. Local searches often include regional/city modifiers.

Build unique product/service pages by location for your website, and have a presence on local directories and review sites. Establishing a consistent name, address, and phone number is vital to ranking in local search results.



LOCATION-BASED BUSINESSES

SEM strategy

3

Locally relevant content in the ad copy and on landing pages will increase phone calls and visits to your location, and decrease the cost-per-acquisition.

Create specific paid ad campaigns for each market served and leverage local-targeting options and ad messaging to fuel your search marketing strategy.

Examples:

- Local Car Dealerships
(mdv.to/1mj45bz)
- Local Insurance/Financial Service Providers (mdv.to/1tm7wlY)

ONLINE PUBLISHERS





ONLINE PUBLISHERS

The value of SEO

1

Publishers rely heavily on unique visitors to pages on their site. Many publishers are likely to be negatively impacted by the Knowledge Graph, as searchers can get their answer directly on the SERP.

Our study showed that there is still potential for clicks on the top Organic Listing, and it was looked at by the majority of participants, **therefore publishers must take SEO seriously if they want to achieve a high organic ranking, and minimize the decline in organic traffic.**



ONLINE PUBLISHERS

SEM and SEO combined

2

Paid search campaigns, and a strong SEO strategy can generate traffic from broader search queries (such as “currency converter” as opposed to “convert \$100 CAD to USD”).

Not all searchers will be so specific with their intent in the initial search, therefore, a high ranked Organic Listing can capture significant traffic.

Consider ways to make your listing stand out more on the SERP such as schema mark-up as this could lead to more website traffic.



INDUSTRY BENCHMARKS*

Average click-through rate per SERP element

73 - KNOWLEDGE GRAPH

74 - CAROUSEL

75 - LOCAL LISTINGS

76 - ORGANIC & SPONSORED LISTINGS COMPARISON

* Although we had a very small sample size when it comes to click through rates, we felt that it would be useful to provide a breakdown of the click data and how it's distributed across the different elements of the SERP.



An eye-tracking study by



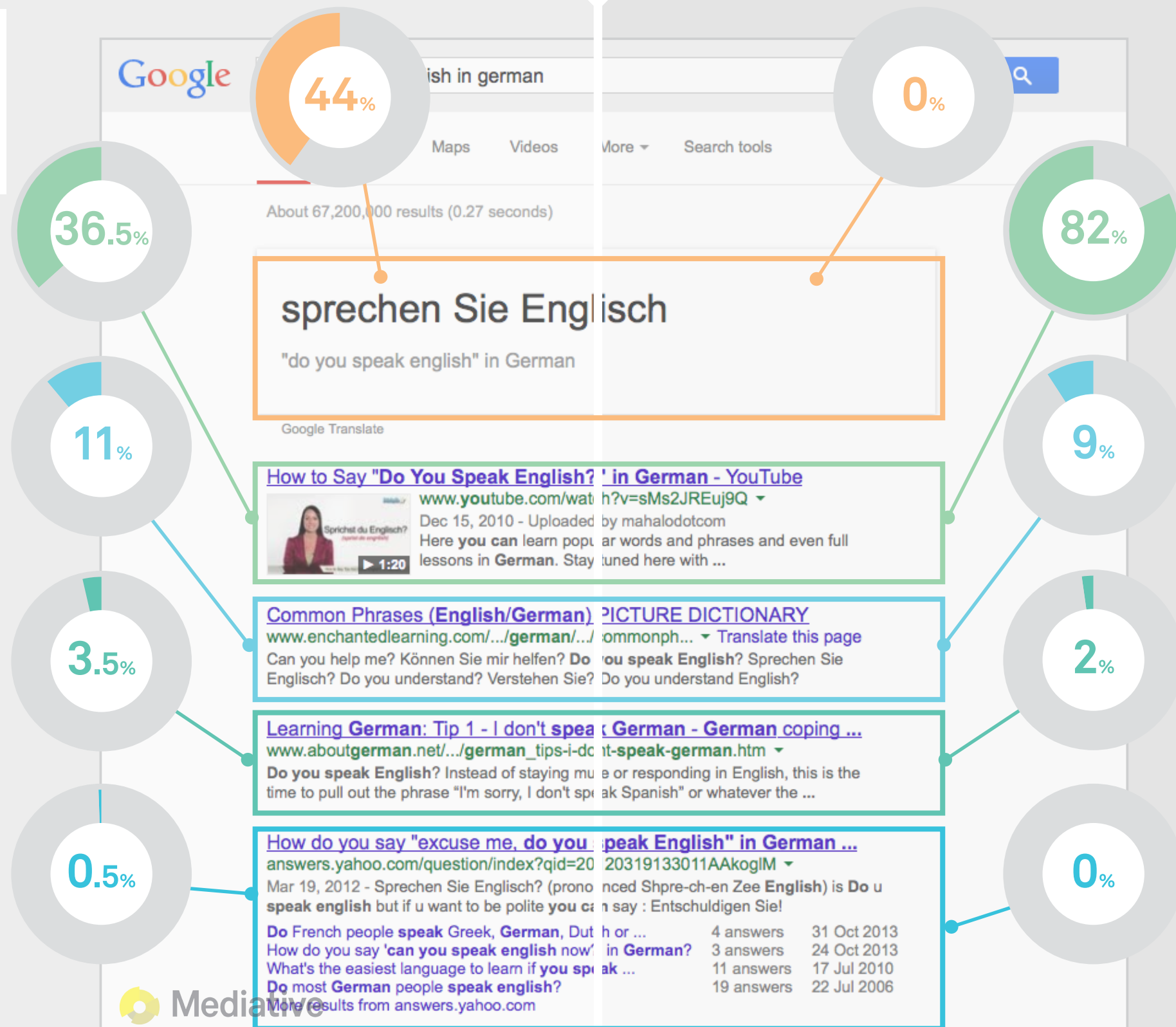
Mediative

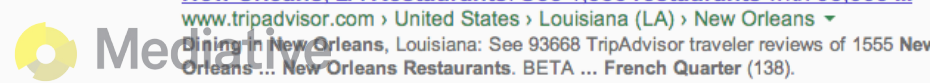
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AVERAGE CTRs: SERP WITH KNOWLEDGE GRAPH

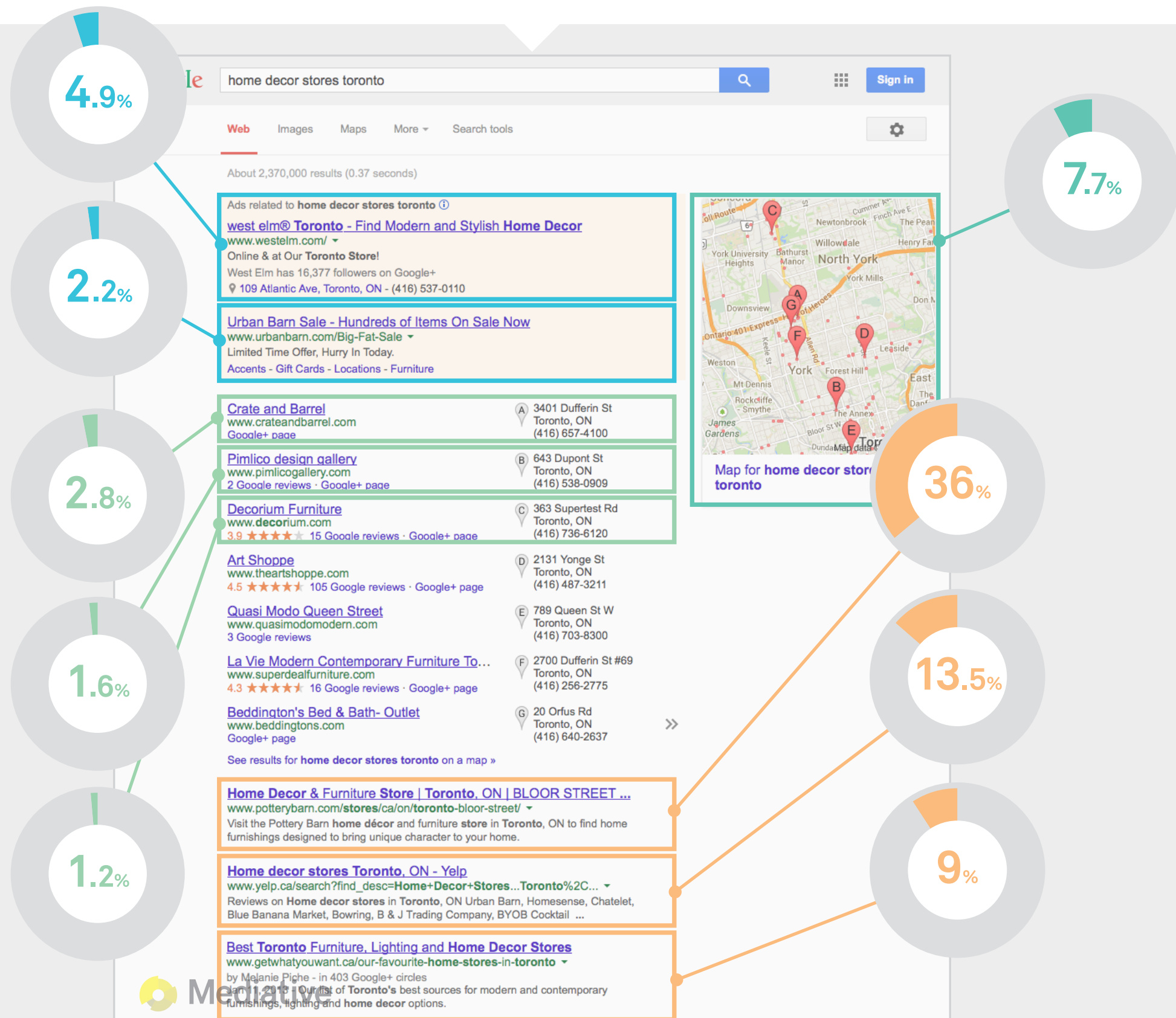
Knowledge Graph relevant to search query

Knowledge Graph irrelevant to search query

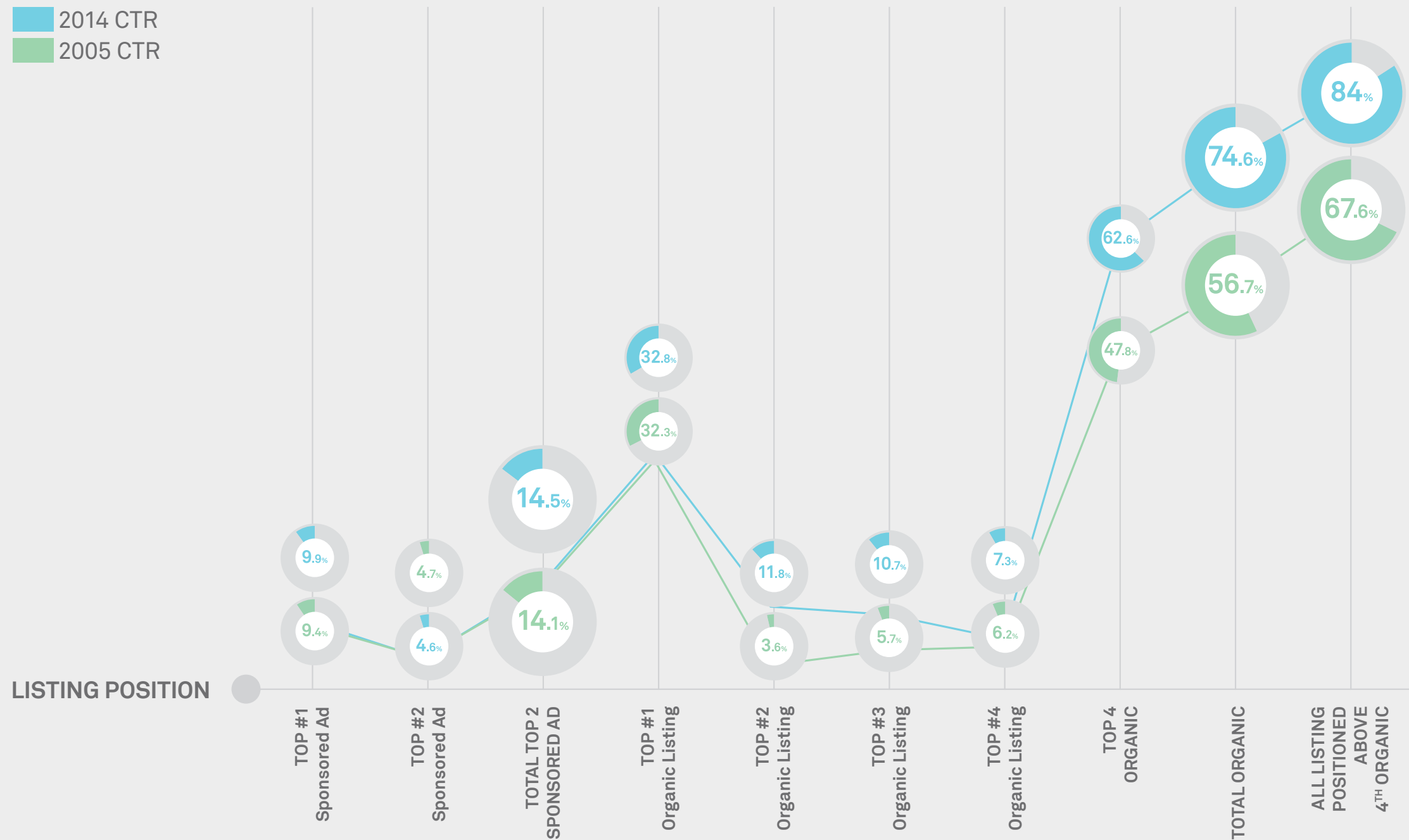




AVERAGE CTRs: SERP WITH LOCAL LISTINGS



ORGANIC AND SPONSORED LISTINGS COMPARISON: 2014 VS. 2005



APPENDIX



An eye-tracking study by



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OUR THOUGHT LEADERS

Knowledge is at the core of what Mediative does in the digital world. It is fuelled by data, research and experience, and shaped by the curiosity of our people - to delve deeper and think ahead.

Meet some of our people:



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President

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Chris Pinkerton

Sales Director, US and Western Canada

Specialty: Digital Strategy, Online Search Behaviour



Frédérick Ranger

VP, Marketing

Specialty: Creative and Integrated Marketing



Jody Nimetz

Group Manager, Organic Search/SEO

Specialty: Search Engine Optimization



John Fanous

VP, Central Region Sales and Shopper Marketing

Specialty: Retail Monetization



Melanie Roth

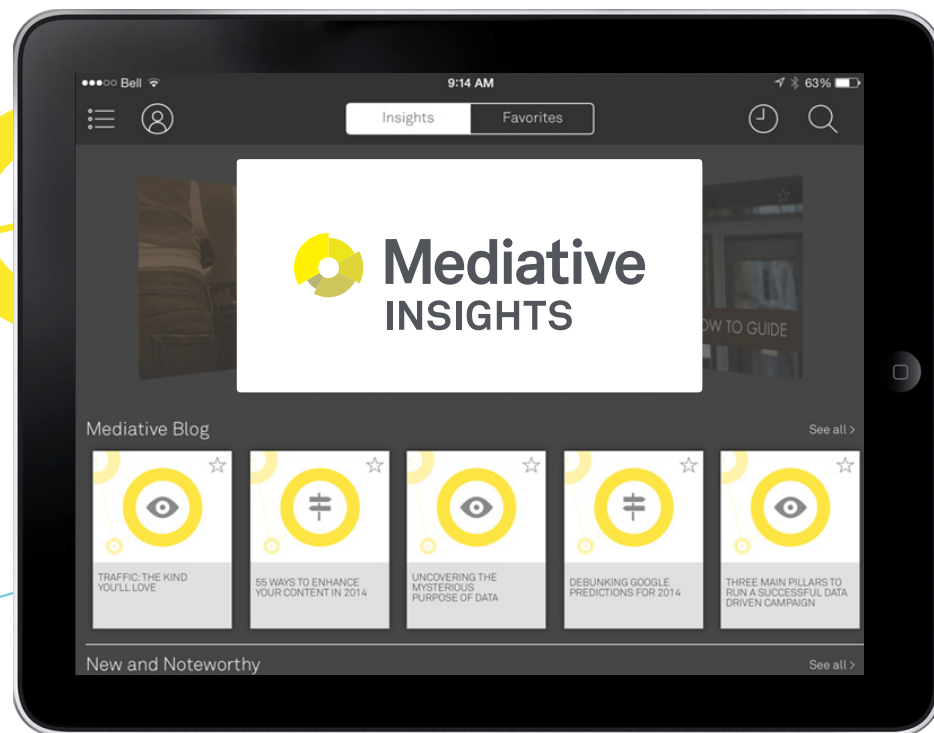
Director, National Sales

Specialty: Digital Strategy, Local SEO, Performance Display

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Location and research-based data fuels our knowledge, which we leverage across our range of services, online properties, and location-based marketing platforms.

With precise and unmatched insights into how shoppers buy and how users behave, we take a holistic, consultative approach to drive the results you need now and in the future.

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Contact Mediative at
mediative.com/contact