



Listings and Landing Pages:

A Powerful Pairing

Measuring the Impact of Local Landing Pages on Listings Search Impressions



Introduction

Consumer search behavior has shifted in recent years, and as AI-driven discovery services like voice assistants become more commonplace and increasingly sophisticated, their expectations continue to rise. People are performing more unbranded searches (e.g., *cheeseburger* or *cardiologist*), rather than searching for specific brands or institutions. And they are searching much more often with local and immediate intent (e.g., *[product/service] near me*).

When search engines serve up a local map pack for these products and services, their algorithms return listings for the businesses they are confident can fulfill that consumer's need. For Google, "confidence" boils down to trust and quality of local information.

But how do the search engines know if the restaurant down the street has cheeseburgers? Or if the closest hospital in town even has a cardiology department? How can a business signal trust and quality to search engines and other AI-driven discovery services? Third-party location listings can only contain so much information about a location — and that's where local landing pages can help.

By creating local landing pages with structured data and linking third-party listings to those pages, you allow search engines to associate all of that content on the page with the corresponding listing. So you can think of your local landing page as an extension of the local listing — one that's not limited in the attributes it can store.

In our day-to-day analysis of client performance data, we often saw that when a client launched optimized local landing pages, their listings visibility (measured by number of search impressions) increased as well. While this made sense to us anecdotally, we found no public research out there in the SEO universe that corroborated what we were seeing. We set out to determine if these were one-off instances of positive impact or if landing pages with hyperlocal content truly do have a significant impact on helping their respective listings appear more frequently in search results.

Some examples of this kind of structured content:



**Menu items at
restaurants**



**Healthcare specialty
departments in a hospital**



**Types of insurance an
agent sells**



**Events hosted at a
department store**

Methodology

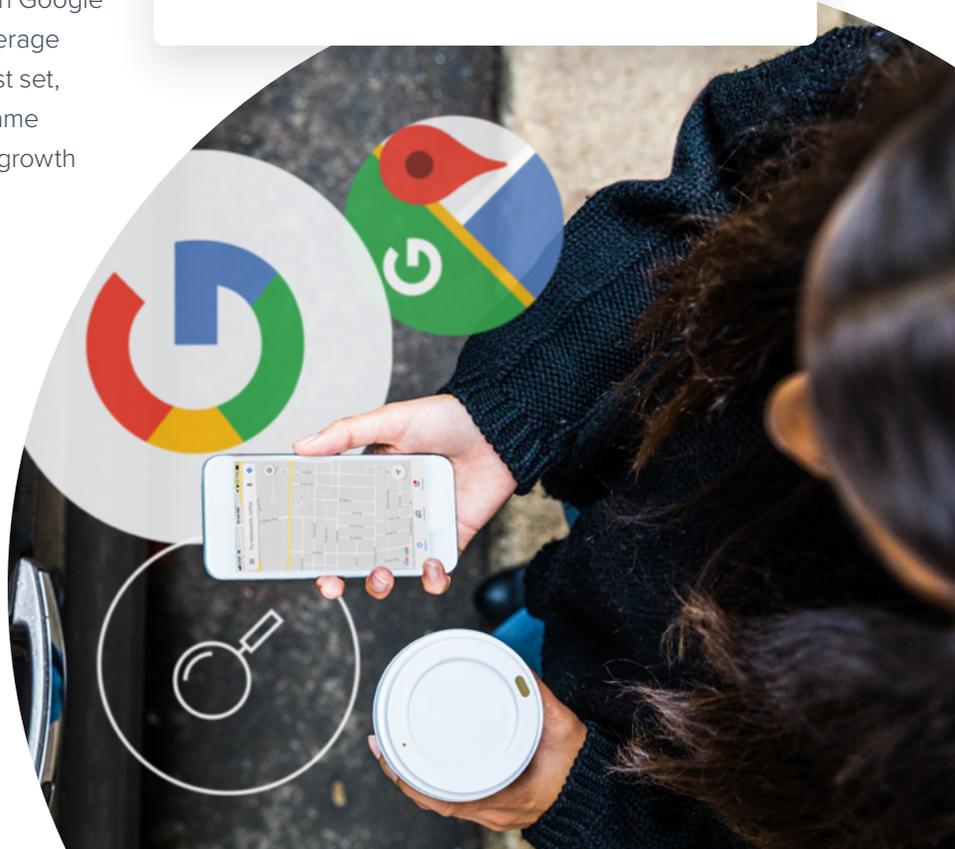
To measure the impact of local landing pages on listings performance, we identified a cohort of clients who actively leverage the Yext platform for local pages as well as local listings. Additionally, to isolate the impact of launching local pages and to avoid conflation of impact, we limited our study to businesses who went live with their local pages at least 90 days after going live with listings in the Yext platform. Our final test group consisted of 48 Enterprise businesses across the following verticals:

- Retail (Big Box, Specialty, Auto)
- Healthcare
- Financial Services
- Food
- Telecommunications

We analyzed 8 to 4,520 locations for each of these businesses. To control for changes in location count as well as reporting stability, the metric we chose as our primary KPI for this analysis was average Google Search Views (listings impressions on Google Search) per location. Once we calculated average Google Search Views per location for our test set, we compared these values to those in the same month the year prior to get a year-over-year growth percentage (“YOY growth”).

We initially also looked at Google Customer Actions on listings (i.e. Get Directions clicks, Clicks to Call, and Website Clicks), but found that these could be significantly impacted by UI changes to search engine results pages (SERPs). For example, Google could easily remove the Click to Call button as a prominently featured call-to-action on mobile phone displays, Clicks to Call would likely decrease, and as a result it would no longer be a stable metric to assess performance over time.

Additionally, we looked at Google Maps Views (listings impressions on Google Maps), but there was a significant change in the way Google reported on this metric beginning in August 2017, and once again we determined it was not a stable metric for long-term comparisons.



As a baseline, we calculated average YOY growth in the three to six months prior to launch of local landing pages, and compared that to the average YOY growth for the same number of months after the launch. The difference between those two values is the measured “incremental impact” of local pages on listings. To bring this to life, you can see in the chart below that the incremental impact would be $(Y - X)\%$.

$(Y - X)\%$ = the incremental impact of local pages on listings

Average Monthly Google Search Views per Location



Results

Across the 48 Enterprise businesses we analyzed, we saw an **average incremental impact of +28%**. Additionally, we saw a **median incremental impact of +20%**. Full results of the study are summarized in the table below:

Count (Sample Size)	48
Average	+28%
Median	+20%
Range	(-54%, +295%)
First Quartile	+7%
Third Quartile	+35%

Conclusion

It became apparent from our analysis of 48 Enterprise businesses that optimized local landing pages can make a significant positive performance impact to their corresponding listings, across a wide array of verticals and a variety of products and services offered. Take advantage of this fact by creating landing pages for each of your brand's locations. It will serve to help your business listings appear more often in search — widening the top of your digital customer conversion funnel, in turn driving value for your business.

These landing pages will also help your brand remain visible in the search experiences of the future. With

the rise of voice search and visual search, and with search results pages providing more direct answers within local packs or knowledge cards, the consumer search experience is evolving. The traditional list of links related to a keyword or phrase has transformed into clear answers in response to increasingly specific questions. To serve these answers, the algorithms that underlie search engines and AI-powered discovery services will leverage the structured data that optimized landing pages provide, better fulfilling their mission of serving their end-users the most relevant and authoritative information possible.



The customer journey starts with a question. And consumers expect answers. Yext puts businesses in control of their facts online with brand-verified answers in search. By serving accurate, consistent, brand-verified answers to consumer questions, Yext delivers authoritative information straight from the source – the business itself – no matter where or how customers are searching. Taco Bell, Marriott, Jaguar Land Rover, and businesses around the globe use the Yext platform to capture consumer intent and drive digital discovery, engagement, and revenue – all from a single source of truth.

Yext's mission is to provide perfect answers everywhere.

Yext has been named a Best Place to Work by Fortune and Great Place to Work[®], as well as a Best Workplace for Women. Yext is headquartered in New York City with offices in Amsterdam, Berlin, Chicago, Dallas, Geneva, London, Miami, Milan, Paris, San Francisco, Shanghai, Tokyo and the Washington, D.C. area.

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