

World Cup Ready: Optimizing For Google

SEATTLE, WA 9.25.25

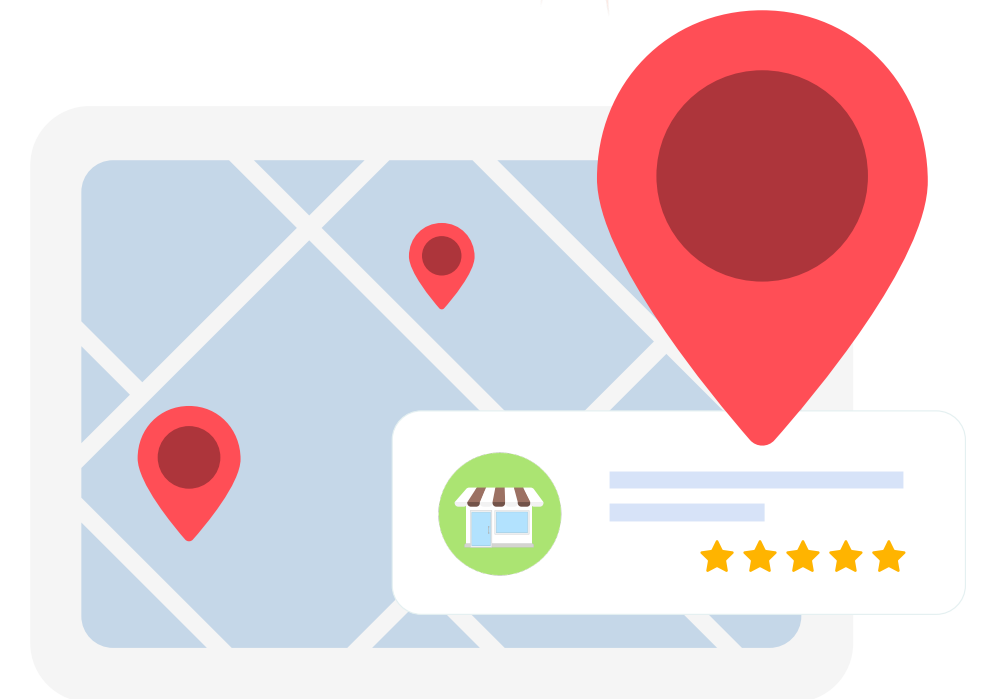


SURF RIDER MEDIA

What Is Local Search Engine Optimization?

Improves your businesses visibility in Google search results & in Google Maps for searches that contain location based terms such as:

- **“Near Lumen Field”**
- **“World Cup bar Seattle”**
- **“International District restaurant open late”**



Why Invest In Local SEO?

Relevance



46%

of all searches
have to do with
location

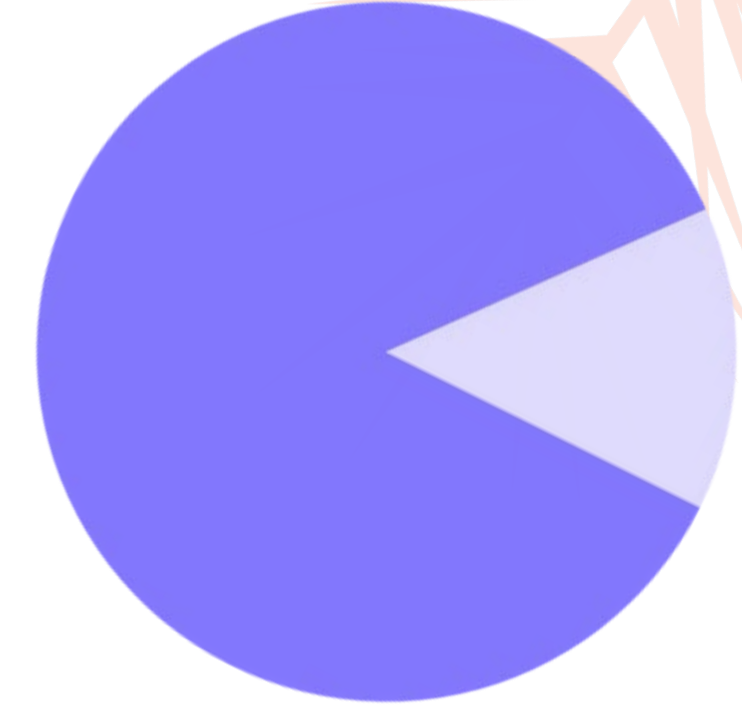
Distance



72%

of consumers searching
for local businesses visit
stores within five miles

Prominence



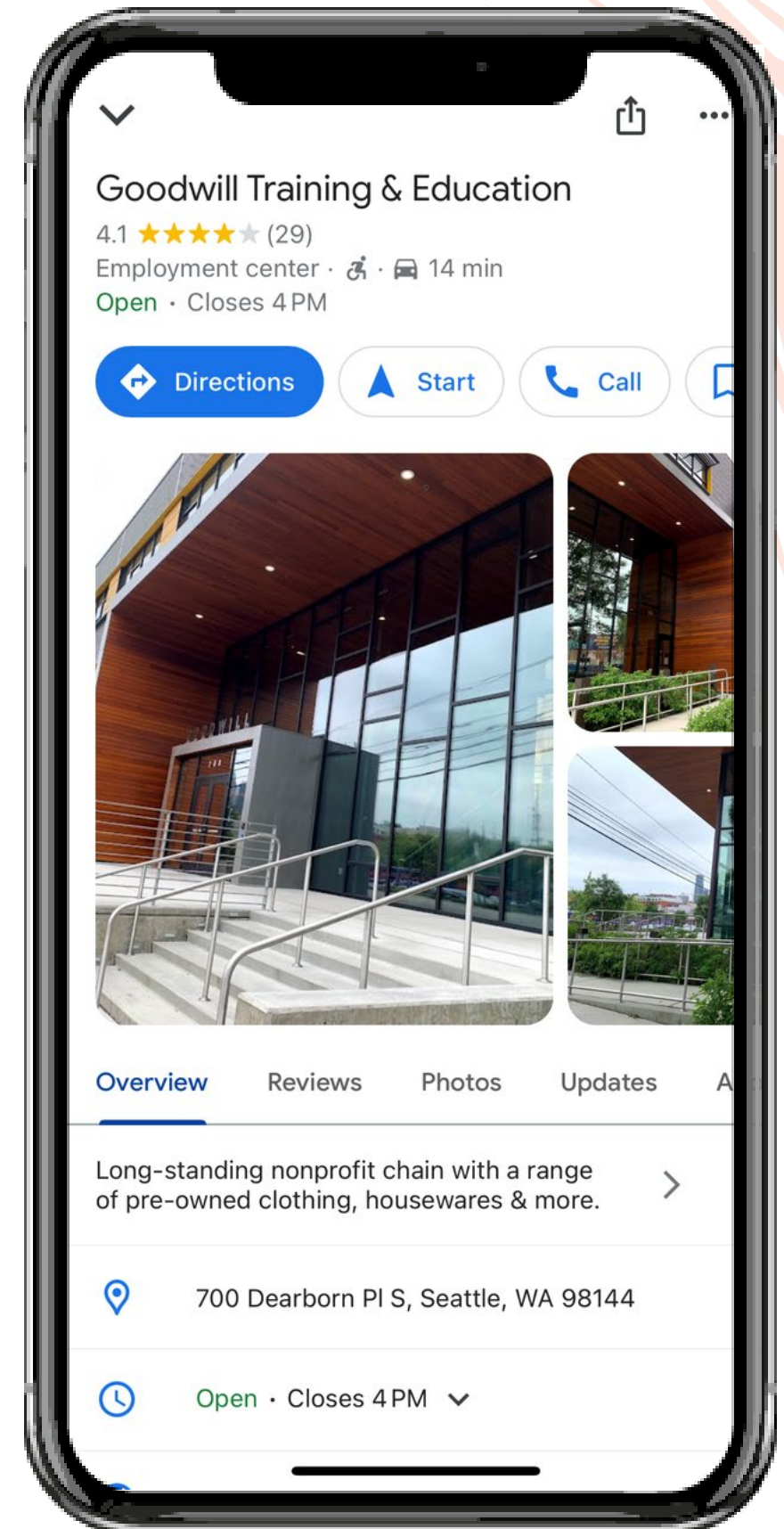
86%

of consumers use
Google Maps to find
local businesses

The Key to Local SEO

Google Business Profile

- Displays essential information about a business & its services
 - Name
 - Address
 - Phone
 - Website
 - Hours (make sure they are up to-date!)
- Highlight reviews, Menu & other selling points
- Required for local search results & Google Maps
- Capitalize on Zero-click searches
- Verify your business with Google



Local “Map” 3 -Pack

Top 3 listings at the top of search results after a search query with local intent. i.e. coffee shop **seattle**.



Google coffee shops seattle

Maps Images Near me Downtown Best Unique Cozy New Coffee Roasters All filters Tools

About 19,400,000 results (0.59 seconds)

Places : Rating Price Hours Sort by

Café Hagen (Café and Roastery)
4.6 ★★★★★ (254) · Coffee shop
0.9 mi · 800 5th Ave N
Dine-in · Takeout · No delivery

Caffe Ladro Upper Queen Anne
4.5 ★★★★★ (190) · \$ · Coffee shop
0.6 mi · 2205 Queen Anne Ave N
Modern coffee shop with baked goods

Queen Anne Coffee Co.
4.7 ★★★★★ (189) · \$ · Coffee shop
0.7 mi · 1811 Queen Anne Ave N
Easygoing cafe with outdoor seats

More places →

QUEEN ANNE WEST LAKE SOUTH LAKE UNION CAPITOL HILL UPTOWN BELLTOWN PIKE PLACE MARKET PIKE/PINE

Search this area

Keyboard shortcuts | Map data ©2023 Google | Terms of Use

Eater
<https://seattle.eater.com/maps/essential-coffee-shop...>
Seattle's Essential Coffee Shops
Nov 10, 2022 — One of the oldest shops and roasters in the **Seattle** area, **Cafe Allegro** has been serving up espresso in the University District since 1975.

Travel Lemming
<https://travellingemling.com/seattle-coffee-shops>
23 Best Seattle Coffee Shops in 2023 (By a Local)
Feb 22, 2023 — If you're a serious coffee drinker or a self-proclaimed coffee snob, Olvmoia Coffee is the place to go. Their main West **Seattle** cafe is small ...

Of those who search locally, 44% clicked on a local pack result.

Local Finder

- Google Local Finder returns results within a small geographic area.
- Expands into map with more local business listings.



Google

coffee shops seattle

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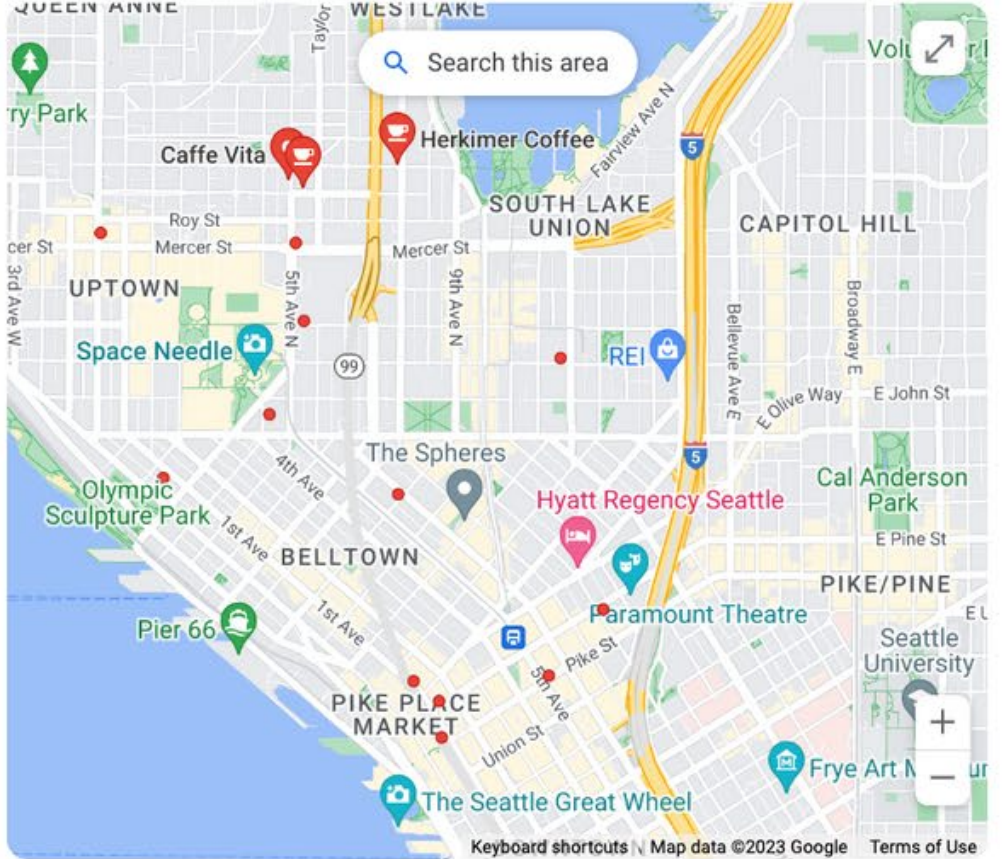


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QUEEN ANNE WEST LAKE SOUTH LAKE UNION CAPITOL HILL UPTOWN BELLTOWN PIKE PLACE MARKET PIKE/PINE

Space Needle Olympic Sculpture Park Pier 66 The Spheres Hyatt Regency Seattle Paramount Theatre Seattle University Frye Art Museum The Seattle Great Wheel

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Seattle's Essential Coffee Shops
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23 Best Seattle Coffee Shops in 2023 (By a Local)
Feb 22, 2023 — If you're a serious coffee drinker or a self-proclaimed coffee snob, Olympia Coffee is the place to go. Their main West **Seattle** cafe is small ...



Google Maps Results

Broader viewport than Local Pack

☰

Saved

Recents

coffee shops seattle

🔍

✕

Results ⓘ

Seattle Coffee Works

4.5 ★★★★★ (1,216) · \$\$

Coffee shop · 108 Pine St

Hot drinks & tastings of global brews

Closes soon · 5 PM · Opens 7 AM Tue

Dine-in · Takeout · No delivery

ORDER ONLINE

Elm Coffee Roasters

4.6 ★★★★★ (698) · \$

Coffee shop · 240 2nd Ave S #103

Coffee haven for single-origin roasts

Closed · Opens 8 AM Tue

12 Essential Seattle Coffee Shops

Push x Pull on Union

4.7 ★★★★★ (259) · \$

Cafe · 2407 E Union St Suite B

Bright spot for coffee, snacks & wine

☐ Update results when map moves

Price ▼

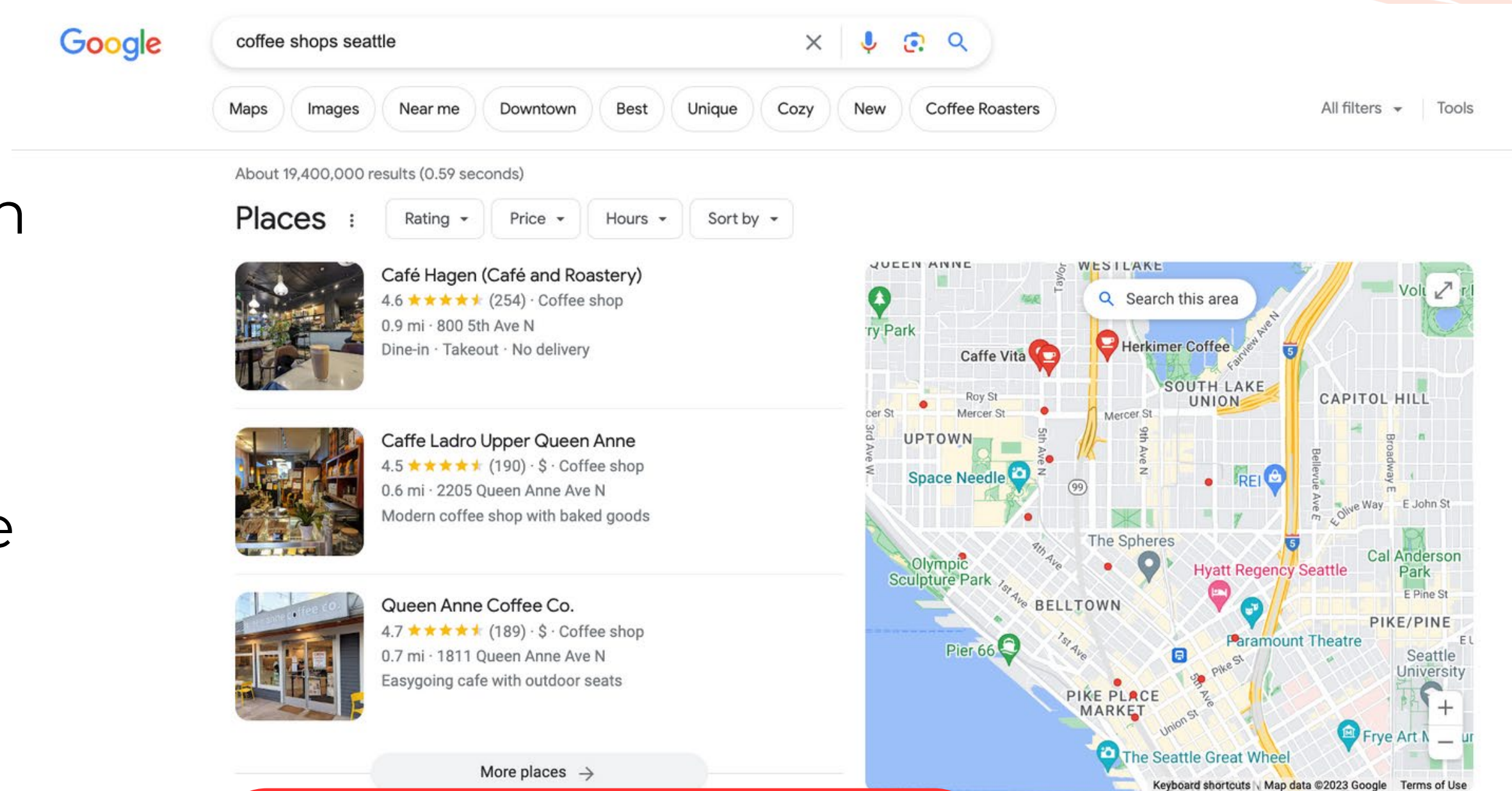
★ Rating ▼

🕒 Hours ▼

⚙️ All filters

Local Organic Results

- Local SEO is based on the same principles of Organic SEO.
- Website carries more weight than Google Business Profile for Organic Results



- Eater**
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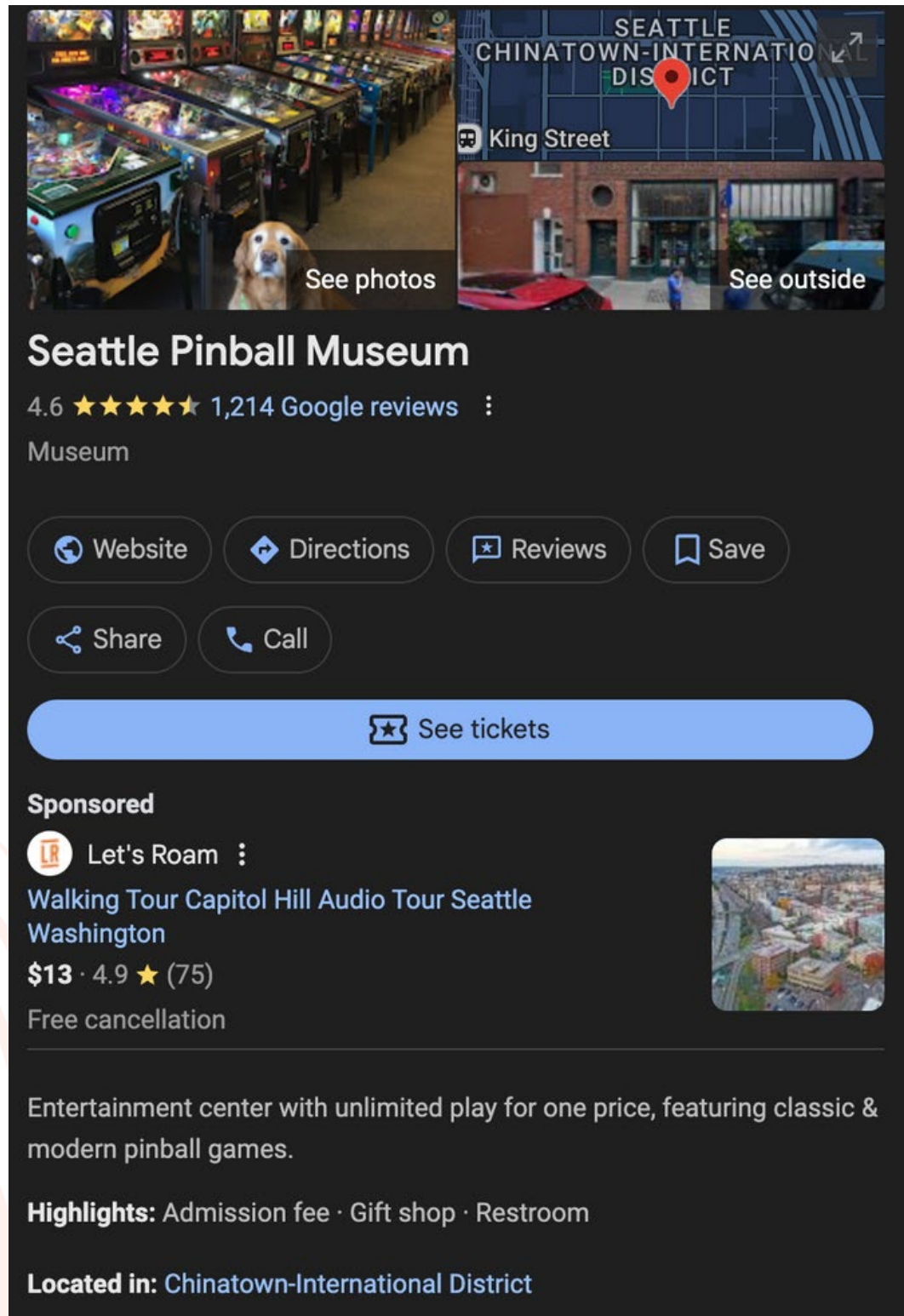
OPTIMIZING FOR WORLD CUP TRAFFIC



Google Maps

Good vs Bad

What do you notice?



Seattle Pinball Museum
4.6 ★★★★★ 1,214 Google reviews
Museum

[Website](#) [Directions](#) [Reviews](#) [Save](#)
[Share](#) [Call](#)

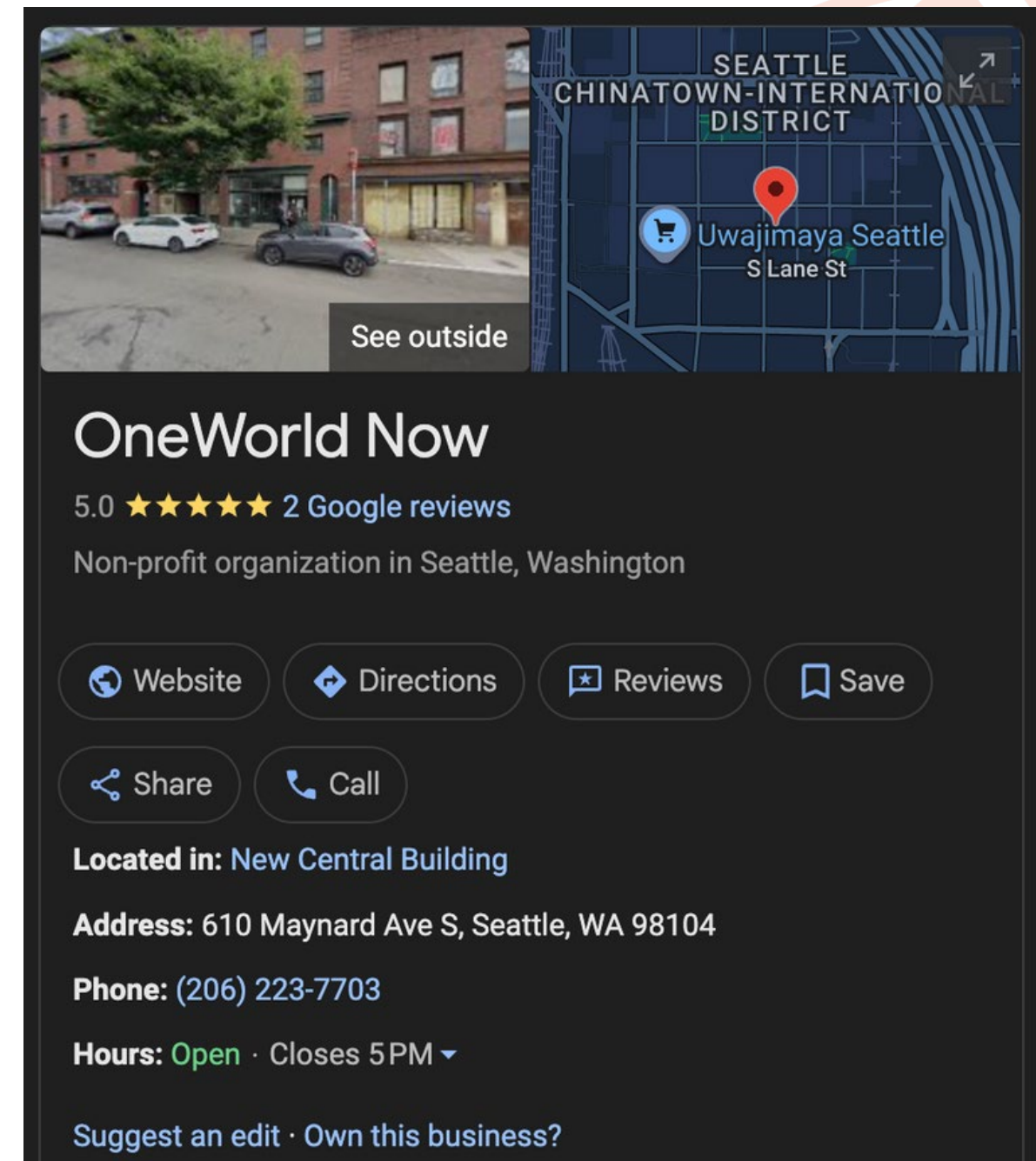
[See tickets](#)

Sponsored
 **Let's Roam**
Walking Tour Capitol Hill Audio Tour Seattle Washington
\$13 · 4.9 ★ (75)
Free cancellation

Entertainment center with unlimited play for one price, featuring classic & modern pinball games.

Highlights: Admission fee · Gift shop · Restroom

Located in: Chinatown-International District



OneWorld Now
5.0 ★★★★★ 2 Google reviews
Non-profit organization in Seattle, Washington

[Website](#) [Directions](#) [Reviews](#) [Save](#)
[Share](#) [Call](#)

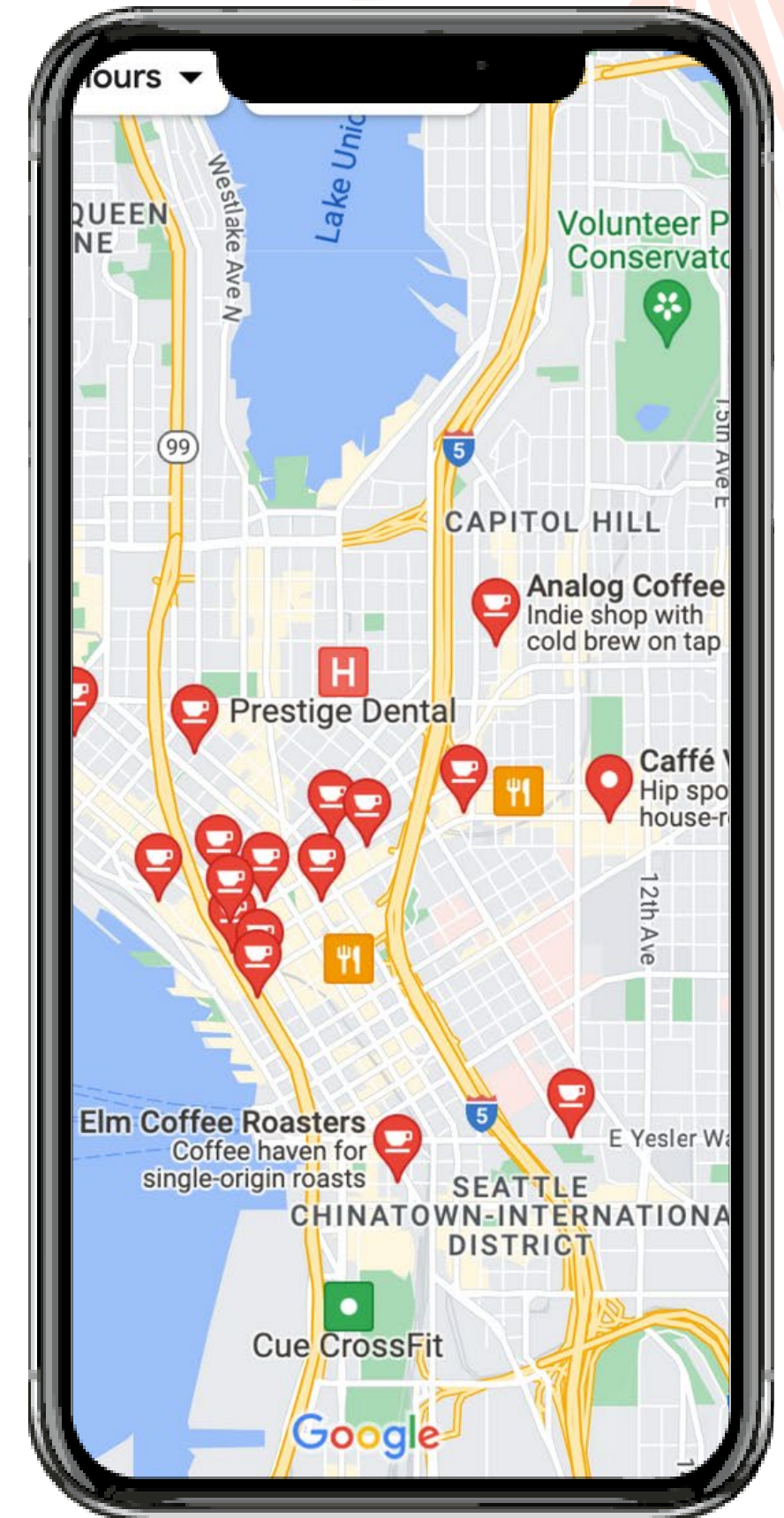
Located in: New Central Building
Address: 610 Maynard Ave S, Seattle, WA 98104
Phone: (206) 223-7703
Hours: Open · Closes 5PM ▾

[Suggest an edit](#) · [Own this business?](#)

How To Rank for “Near Me” Searches

Important Steps

1. Optimized Google Business Profile Is Essential
2. Use Local Landmarks & Phrases
3. Include Directions & Local Context
4. Create Event-Themed Pages or Posts
5. Add Location Schema



Optimize Your Profile

Consistency is key when optimzing Your GBP

- Consistent info across platforms (name, address, phone)
- Choose the correct category
- Add & update content regularly.
 - High resolution photos, videos, etc.
 - include world cup themed updates and photos
- Keep up to date:
 - Business hours (including extended game hours)
 - Holiday hours
 - Contact Information
- Use all 750 characters in about section
- Include images and descriptions of products
- Include relevant Keywords

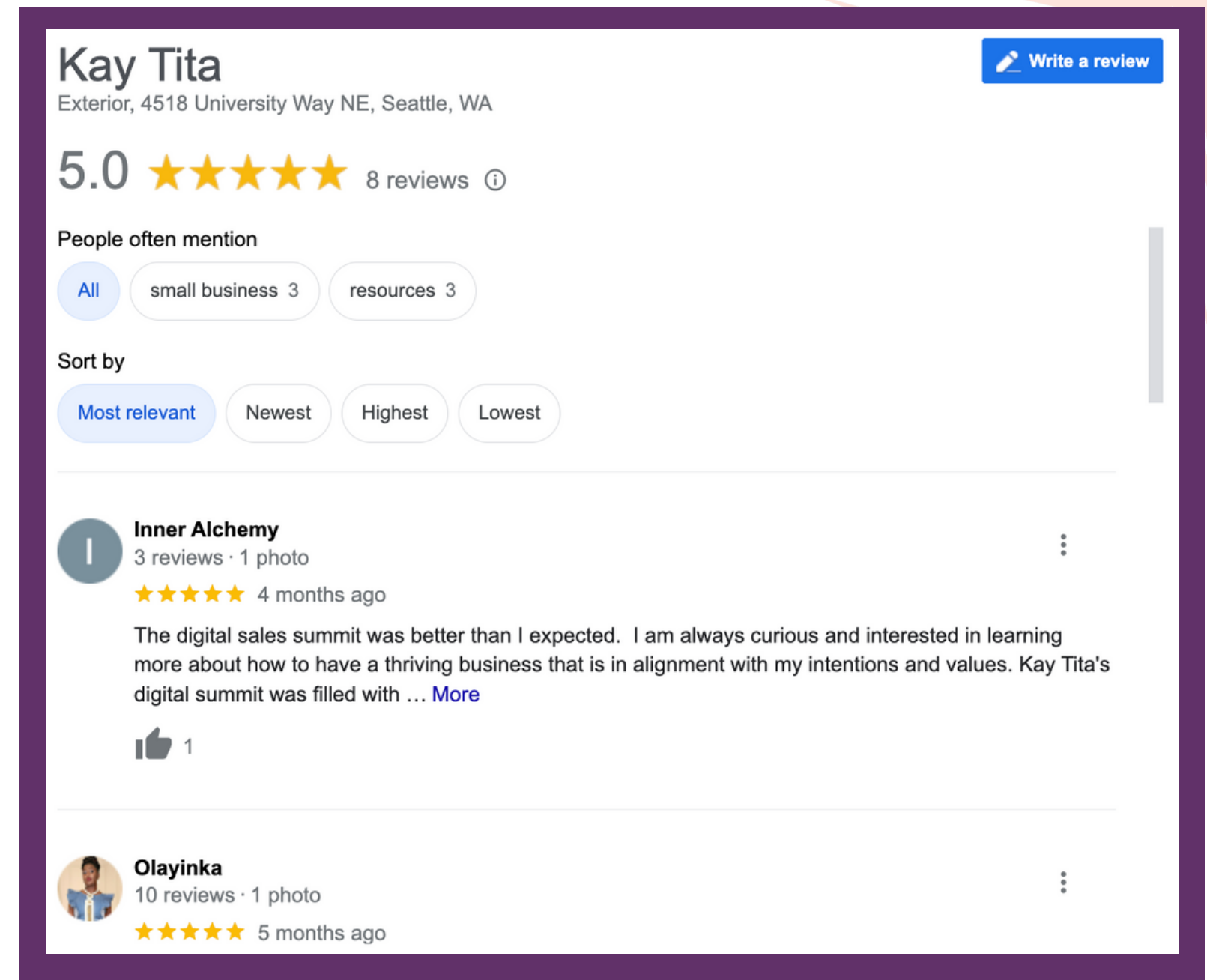


The Importance of Reviews

Nearly 9 out of 10 people trust online reviews from strangers as much from friends & family.

Google prioritizes profiles with reviews

- Ask for specific feedback
- Make it easy
- Respond to **EVERY** review
 - Not just the positive ones
- Highlight positive reviews on your website or social
- Consistent reviews are more valuable than a one time burst
- Aim for 10 then 100

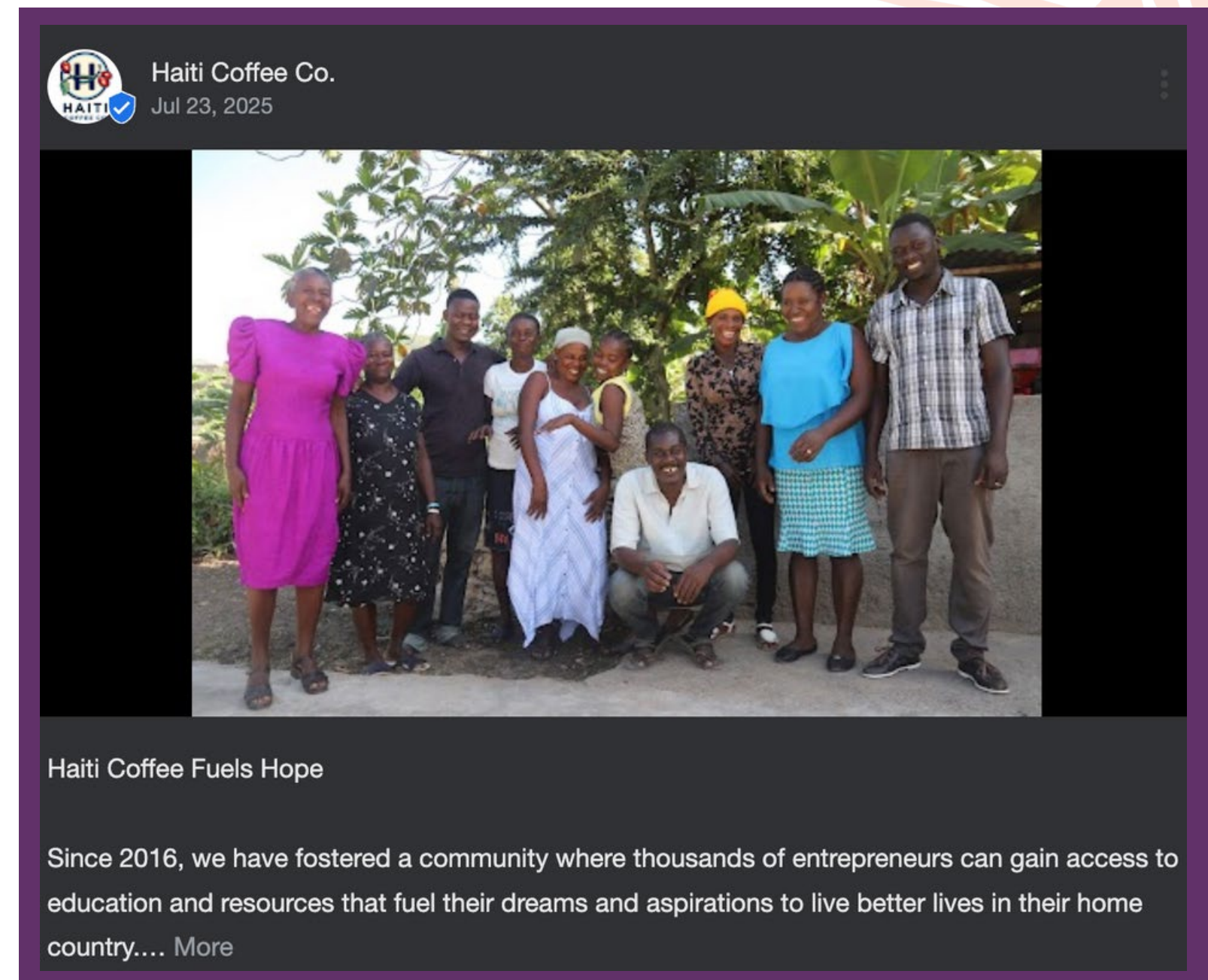


Take Advantage of Updates

Share with Google whats happening with your business

Updates provide a positive signal

- Keeps profile updated
- Allows keyword utilization and event specific focus
- More data for the algorithm
- Shows google you are active
- These show up in search!



Questions & Answers

Include keywords while answering your customers most asked questions

Share high value information

- Answer customer questions using high value keywords
- Utilize as a FAQ page about your services, parking, etc.

Questions and answers

Where does Haiti Coffee ship?



We ship throughout the United States, including Washington State, California, New York, and beyond. International shipping is available upon request. All orders are roasted fresh and delivered to your door. Please note that our cold brew i ...

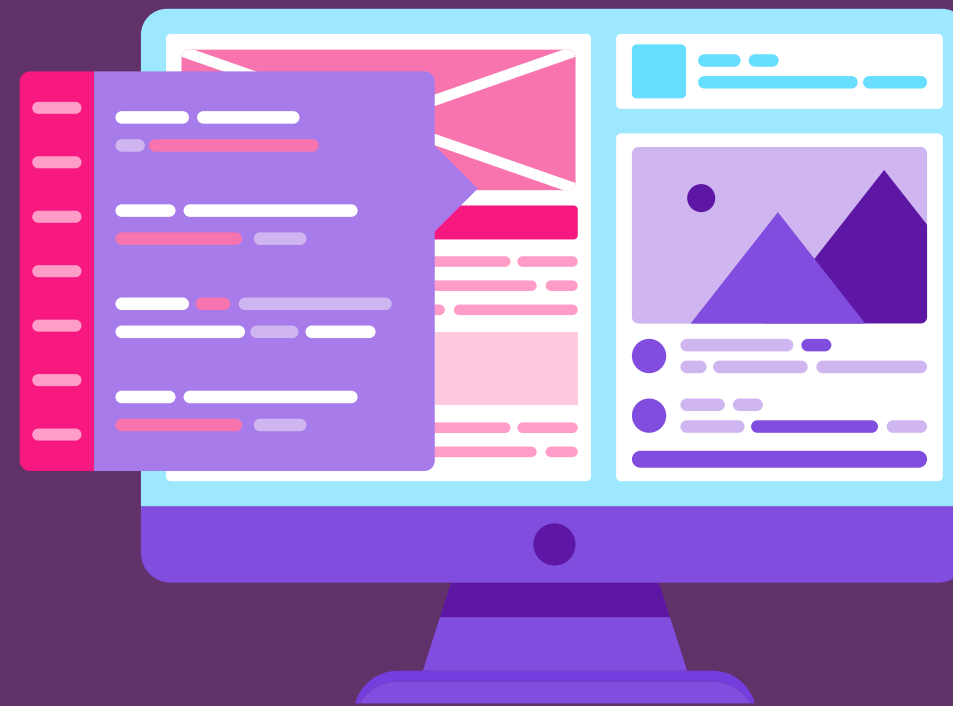
3 weeks ago

Local Citations

Consistent online mentions of a business's name, address, and phone number on various local directories, websites, and social platforms.



ESSENTIAL SEO TOOLS:



GBP Tools

Collect Reviews



Track Reviews



Manage Reviews

embed<>ocial

NEXT WEEK: OPTIMIZATION DEEP DIVE



SURF RIDER MEDIA

Come Prepared With:

- Verified Google Business Profile
- Photos, Logo & Videos of Storefront & products
- Access to website
- Event Ideas
- Products to promote

Reach out to stew@surfridermedia.com for help

Work With SRM

10 free consulting hours through the City of Seattle

The **Accounting & Business Consulting Program** helps Seattle-based businesses and non-profits by offering up to 10 hours of personalized, one-on-one counseling at no cost to the participant. These services include, but are not limited to:

- 10 Hours Free Consulting Paid for by the City Of Seattle
 - Google Business Profile Audit & Optimization
 - Keyword Research & SEO Roadmap
 - Website Optimizations
 - Marketing plan for the world cup

Cost

FREE