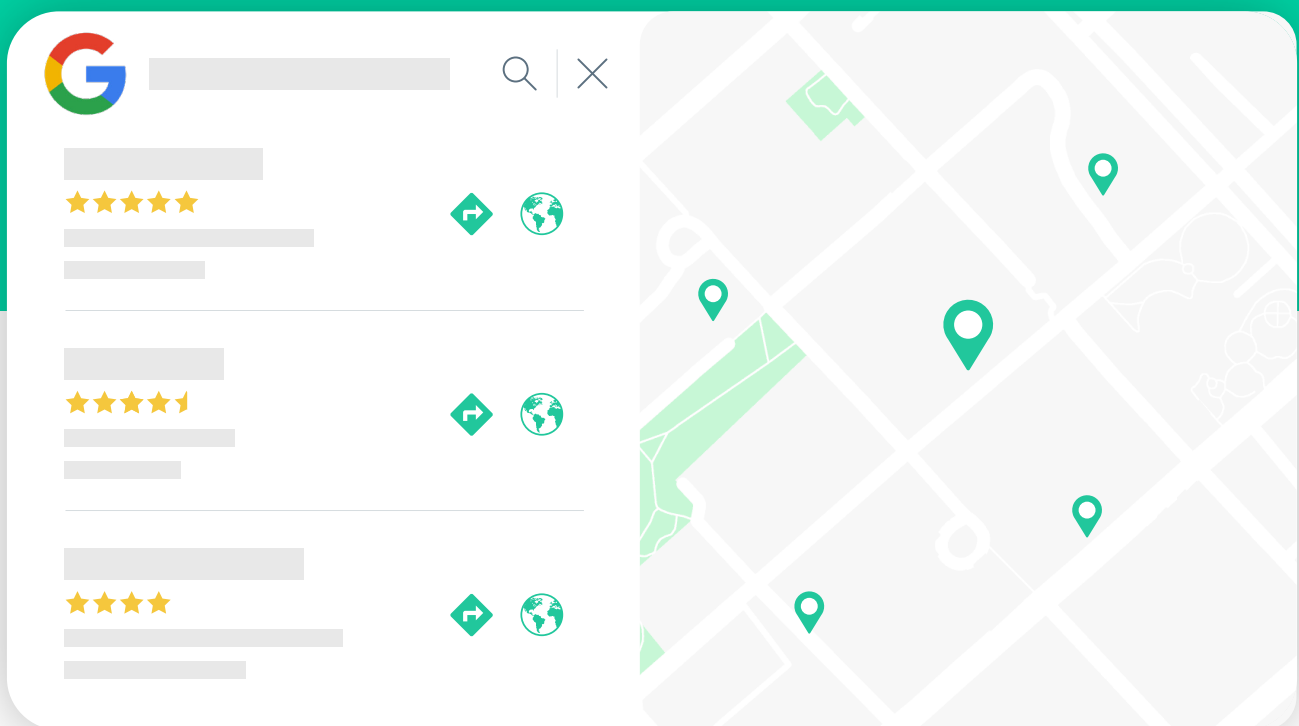




The Google 3-Pack

Where Second Is First

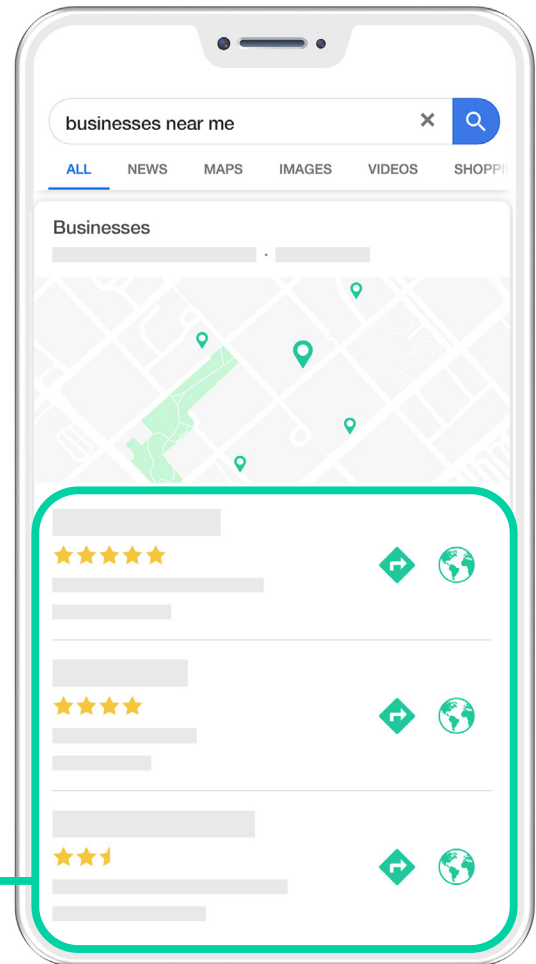
Study on the Impact of the Google 3-Pack
on Business's Views, Clicks, and Engagement



Impact of Google 3-Pack

Online search has changed dramatically in the past few years, with consumers increasingly using mobile devices to search for nearby businesses. In response, Google presents them with the three 'best' nearby options (3-Pack), regularly doing so whether or not a qualifier such as "near me" is used. Often the first results shown, the 3-Pack is a gold mine for businesses looking to reach consumers without paying exorbitant ad fees. But just how valuable is a top-three spot for visibility and engagement?

To understand the overall impact of a brand's visibility in the Google 3-Pack, MomentFeed analyzed the performance of more than 350 brands and 25,000 business locations. We also conducted a rigorous consumer survey geared towards consumer choice.



Google 3-Pack

KEY FINDINGS

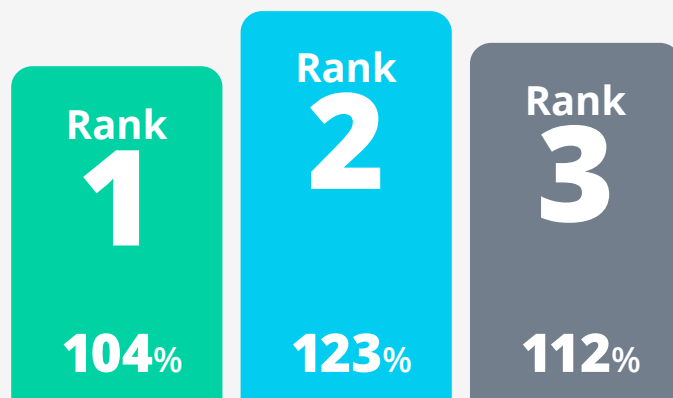
Ranking in the 3-Pack Drives...

5x
as many views

&

2x
as many actions

In the 3-Pack, **SECOND IS FIRST**

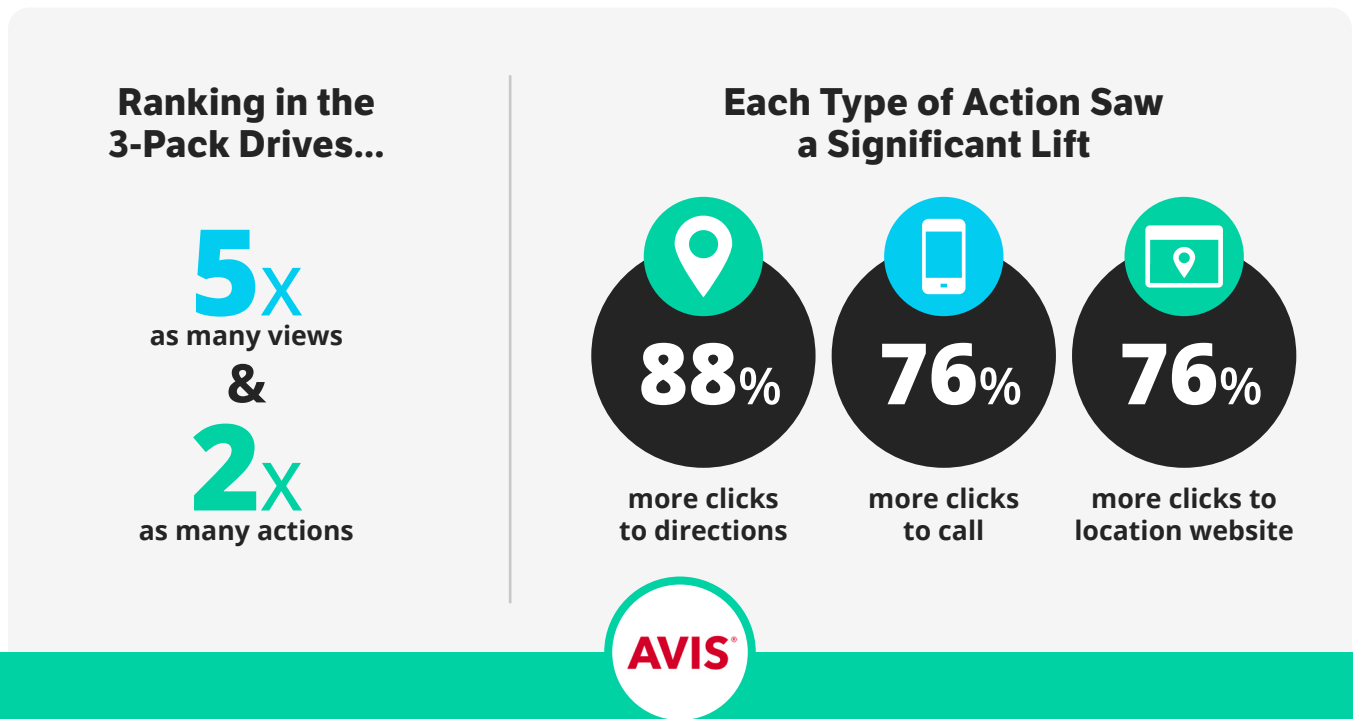


median increase in clicks from 3-Pack

Visibility in Google 3-Pack Drives 5x as Many Views

The average Google My Business listing saw a 404% increase in total views and a 113% increase in clicks or actions when ranking in the Google 3-Pack, resulting in 5.0x as many views and 2.1x as many clicks respectively.

Ranking in the Google 3-Pack increased the number of clicks-to-directions more than any other action. This suggests that the 3-Pack is particularly valuable for attracting high-intent consumers looking to visit a business and make a purchase. Additionally, the slightly stronger improvement in clicks-to-directions indicates that consumers are getting enough information from the business listings to make a decision – they don't necessarily have to call the business or visit their website.



“When we move up in the local pack, we see an increase in clicks to our website and an increase in phone calls, and both of those actions ultimately lead to revenue.”

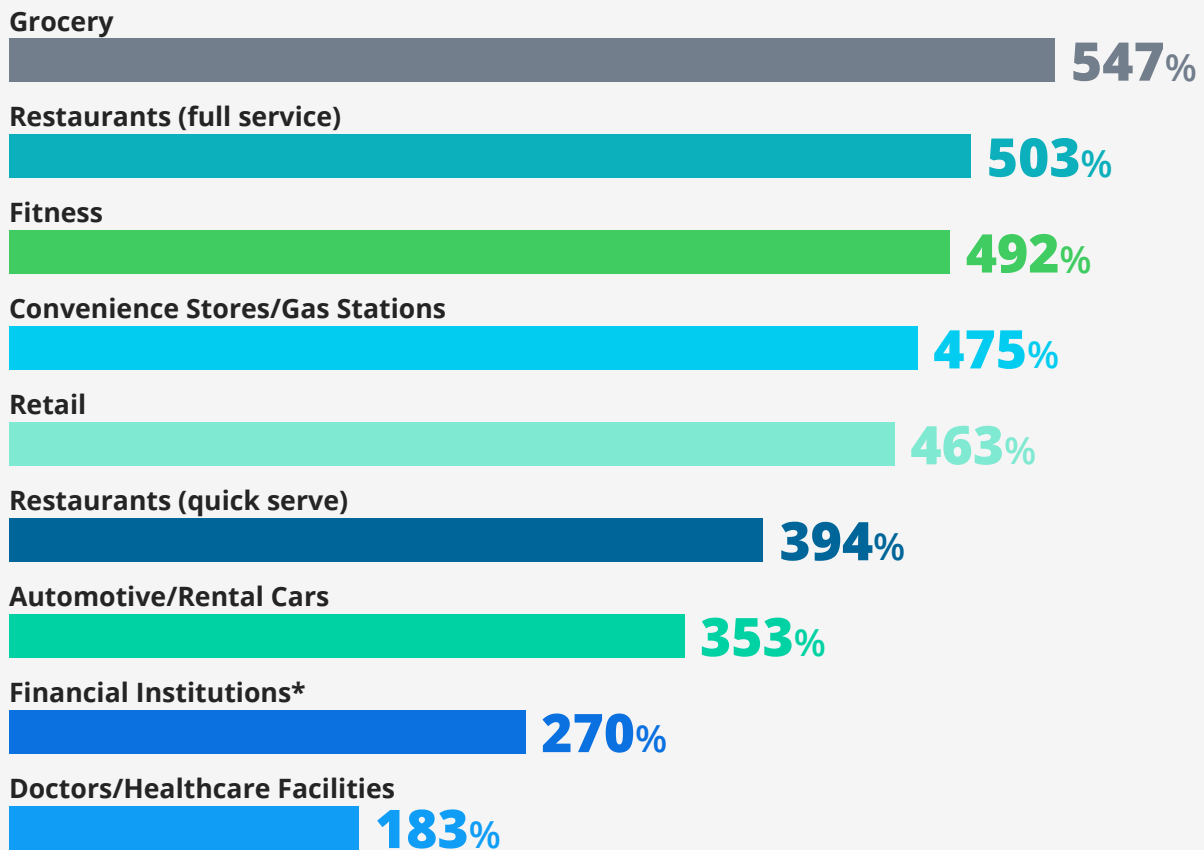
Keith Swiderski, Director of eCommerce and Digital Marketing, Avis

ALL Industries See Significant Visibility and Engagement Gains

The biggest increases in listing views as a result of appearing in the Google 3-Pack can be found in the grocery (547%), and restaurant (503%) industries. While financial institutions (270%), and doctors/healthcare facilities (183%) saw smaller but still impressive gains.

This suggests that higher consideration purchases — finding a new doctor or a lender to purchase a home loan from — drive users to do more research before selecting a company to do business with. While visibility in the 3-Pack is still important for higher consideration purchases, there is a higher chance that the user will scroll beyond the 3-Pack when evaluating their options.

Median Increase in Views from 3-Pack (By Industry)



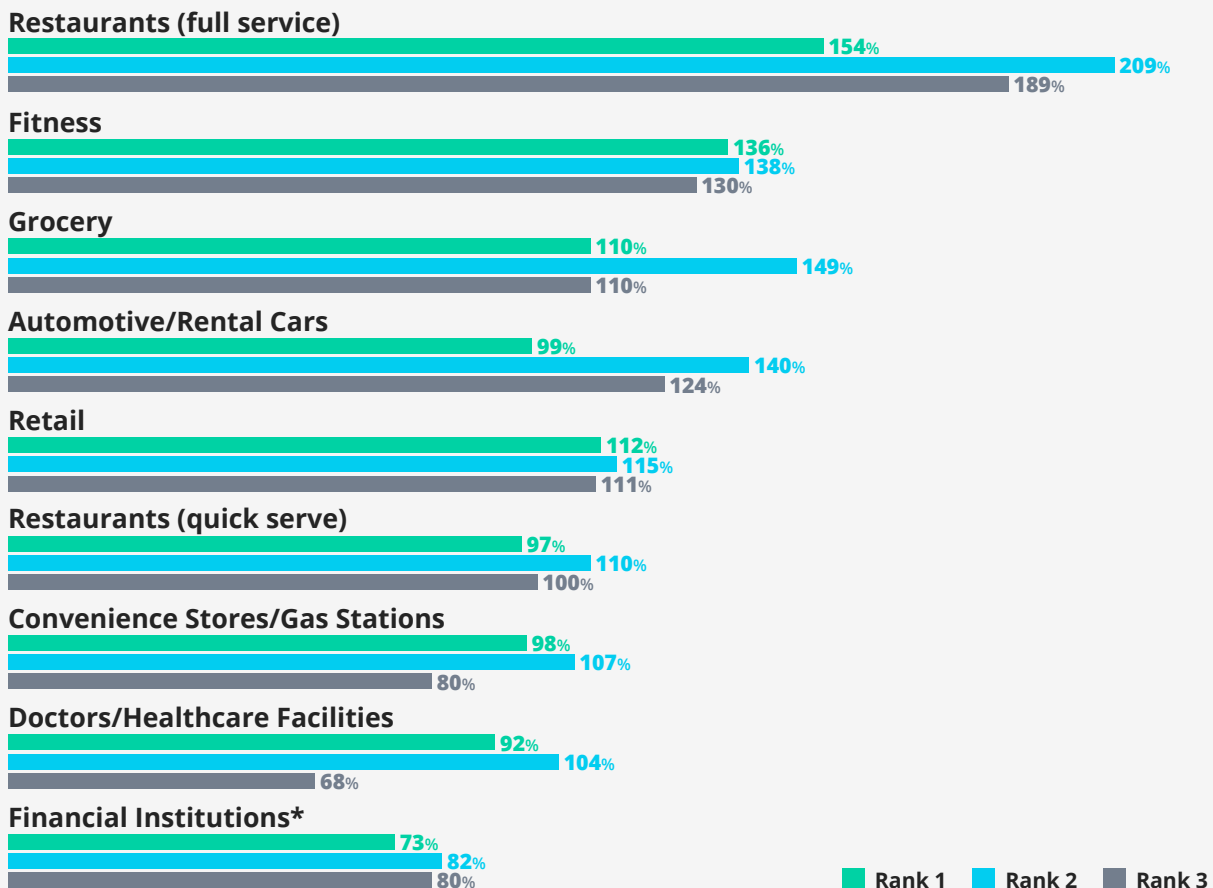
When Second is First

Interestingly, these local results did not follow the pattern typically seen with traditional organic search results, where the number one position drives the lion's share of the engagement and each subsequent link receives fewer and fewer clicks. Instead, all three positions saw large gains, with the second position consistently receiving the largest gains. This finding suggests that **once presented with a 3-Pack, consumers primarily use factors other than rank to make their selections.**

Median Increase in Clicks from 3-Pack



Median Increase in Clicks from 3-Pack (By Rank)

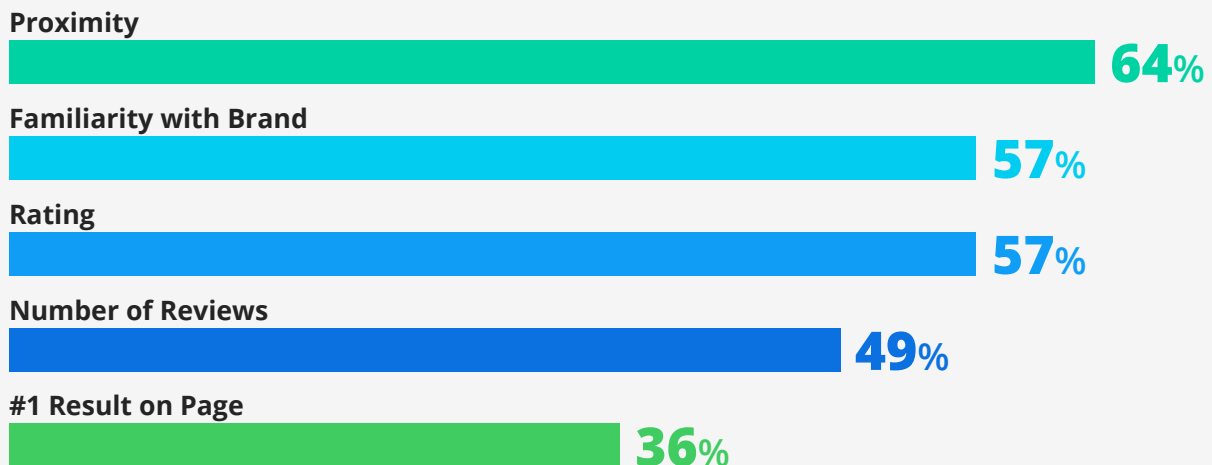


Top Factors Impacting Consumer Choice

While rank certainly impacts visibility, once a consumer is presented with a 3-Pack, factors other than rank come into play. When asked what factors were most important when presented with a Google 3-Pack, consumers cited “being the first result on the page” the least often.

The most important factors were proximity (64%), familiarity with the brand (57%), rating (57%), and number of reviews (49%).¹

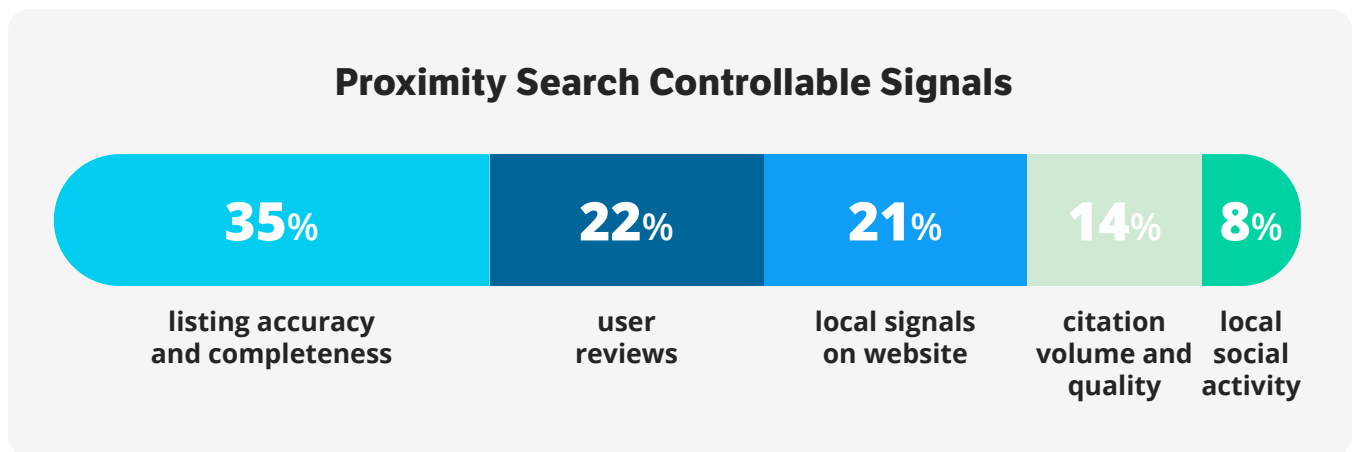
When Choosing Between Nearby Businesses in the Google 3-Pack, How Does Each of the Following Factor Into Your Decision of Which Business to Visit or Buy?¹



Conclusion

With Google representing [96% of the mobile search market](#) in the U.S., ranking in the Google 3-Pack has never been more important. Our findings validate that brands appearing in the 3-Pack see significant increases in both views and engagement with their listing.

Optimizing listings to dominate these local search results is known as [Proximity Search Optimization](#). This new and unique specialty focuses on influencing the five controllable signals that determine proximity search rank. These proximity search signals include:



The survey also clearly indicates that savvy brands look at factors that drive consumer choice. They enhance their listings by focusing on their average ratings and review volume, they ensure their [digital storefront](#) is inviting with pictures and videos, they post regular updates to Google posts and Google Q&A, and of course, they include accurate and complete listing information. These small details can further increase traffic from local listings.

Are You Ready?

With multiple factors impacting how your brand shows up in local search – it can be a challenge to optimize the digital presence of one location, let alone thousands. MomentFeed is the only solution tailored specifically to optimize the five proximity search signals that get you discovered on Google and other important sites.

Ready to learn more about how MomentFeed can drive greater visibility in the Google 3-Pack for your brand? [Get a demo today.](#)

About the Report: Methodology

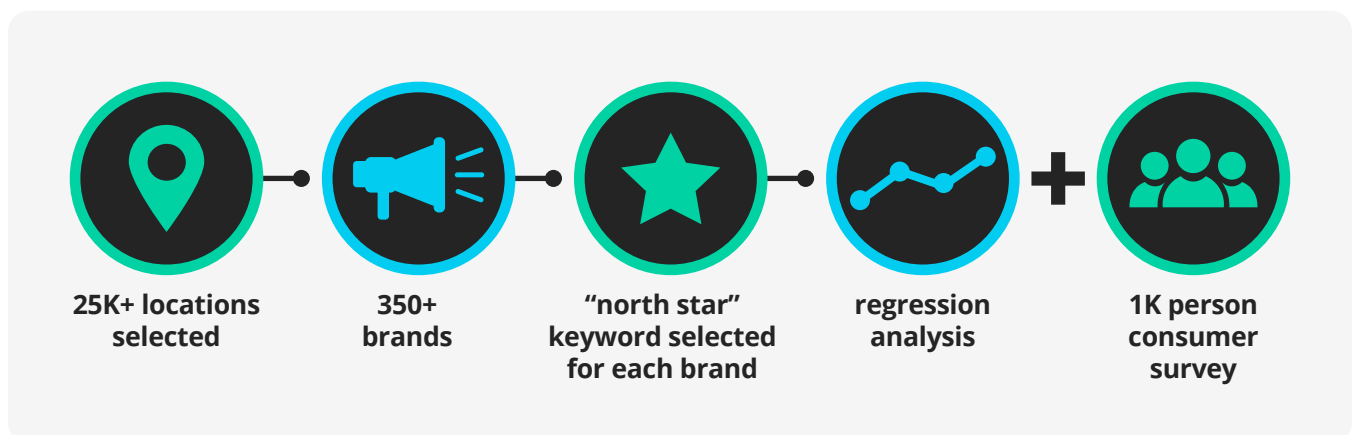
Regression Testing to Calculate Impact of 3-Pack on Outcomes

All findings are based on statistical analyses of more than 25K store locations from over 350 brands. Although locations regularly receive traffic from hundreds or even thousands of keywords, many long-tail keywords send relatively few users to listings. Thus, we focused on a **single 'North Star' keyword for each brand**, based on which unbranded term consistently drove traffic to the brand's Google My Business (GMB) listings.

We then **ran multiple regressions on each location** using local search rank as the independent variable, and GMB clicks and views from January 2018 through February 2020 as the dependent. Average improvements were calculated by taking the median results from all locations in each grouping. **All data presented is statistically significant at the 99% confidence level.**

Consumer Survey to Identify Drivers of Consumer Choice

To understand what factors consumers use to choose between businesses when presented a 3-Pack, we commissioned a survey in partnership with Zogby Analytics. The survey was conducted in September 2020 among more than 1,000 U.S. adults ages 18 and older. Survey respondents were equitably located throughout the country and represented a diverse sample of ages, genders, ethnicities, education levels, income levels, and number of children.



Want to drive greater visibility in the Google 3-Pack?

Speak with an expert and learn how MomentFeed can help your brand increase profile views, clicks, and engagement by optimizing for the Google 3-Pack.

[SPEAK WITH A CONSULTANT](#)

Like this study? Share it.



MomentFeed is the leading Proximity Search Optimization platform trusted by many of the largest multi-location brands in the restaurant, retail, automotive, hospitality, and financial services industries. Proximity Search Optimization is gaining significant interest from CMOs of multi-location, national brands and franchises as a way to show up locally, at the precise moment a customer has a need. MomentFeed makes it possible for national brands to execute hyperlocal marketing campaigns at scale – driving local awareness, in-store traffic, and more calls for appointments and orders. Founded in 2010, MomentFeed has a decade of local-marketing search expertise, and is the only platform that allows users to address all controllable proximity search factors in one place.

* Includes banking, mortgage & lending, insurance, and financial services

1 Percent of respondents who considered each option "Extremely Important" or "Very Important" when choosing between businesses in the Google 3-Pack

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