

WEBINAR: MONO X SOCI

HOW REVIEWS, SOCIAL MEDIA AND WEBSITE CONTENT IMPACT SEO

Jillian Als from Mono & Monica Ho from SOCI



MONO x SOCi

TODAY'S PRESENTERS



Jillian Als

Head of Marketing &
Communication



Monica Ho

Chief Marketing
Officer

Mono Solutions - The ultimate DIWM digital marketing platform for SMBs



AWARD-WINNING COMPANY

- Founded in 2007
- Privately owned
- 50 employees with offices in Copenhagen (HQ), Denver and Lisbon

GLOBAL FOOTPRINT

- 70+ reselling partners across telcos, directories, hosting and local media
- 30+ markets and 20+ different languages
- Over 1m websites produced on Mono

SOCi - The leading social & reputation management platform for multi-location brands



AWARD-WINNING COMPANY

- Founded in 2012
- Privately owned
- 150+ employees with offices San Diego CA and Austin TX

ALL-IN-ONE SOLUTION

- PRESENCE - Content discovery, publishing and scoring
- CARE - Comprehensive reputation & review management
- GROWTH Social Ads

AGENDA

- **THE DIGITAL LANDSCAPE FOR SMBs**
- **IMPACT OF LOCAL REVIEWS**
- **IMPACT OF SOCIAL MEDIA**
- **IMPACT OF WEBSITE CONTENT**
- **BUILDING A MORE ENGAGING DIGITAL PRESENCE**
- **Q&A**

Advertising & Promotion

Mobile Marketing

Display & Programmatic Advertising

Search & Social Advertising

Video Advertising

Print

Content & Experience

Mobile Apps

Interactive Content

Content Marketing

Optimization, Personalization & Testing

DAM & MRM

Social & Relationships

Call Analytics & Management

Events, Meetings & Webinars

Feedback & Chat

Community & Reviews

Experience, Service & Success

Commerce & Sales

Retail & Proximity Marketing

Channel, Partner & Local Marketing

Automation, Enablement & Intelligence

Affiliate Marketing & Management

Ecommerce Marketing

Data

Audience/Market Data & Data Enhancement

Marketing Analytics, Performance & Attribution

Mobile & Web Analytics

Dashboards & Data Visualization

Business/Customer Intelligence & Data Science

Management

Talent Management

Product Mgmt

Budgeting & Finance

Collaboration

Projects & Workflow

The digital marketing stack. SMBs have never had more opportunities

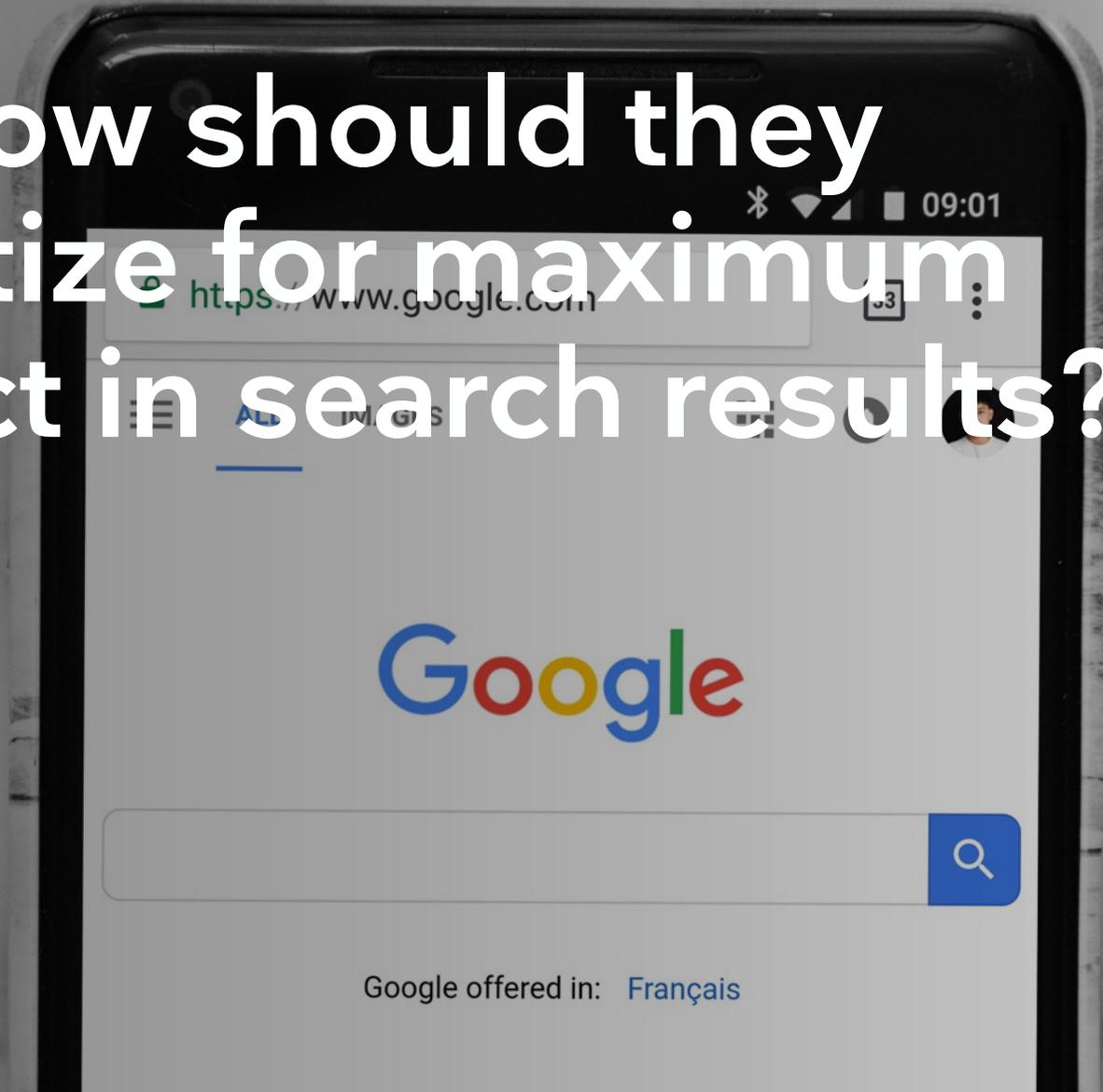
A stack of books is shown in a warm, dimly lit setting. On top of the books sits a small, black, cylindrical device with a perforated top surface and several small circular buttons. The text is overlaid in a clean, white, sans-serif font. The background is softly blurred, showing more books and a desk.

Consumers are using new,
digitally-driven marketing
channels to find SMBs

It's an ever evolving
landscape for small business
owners to keep up with...



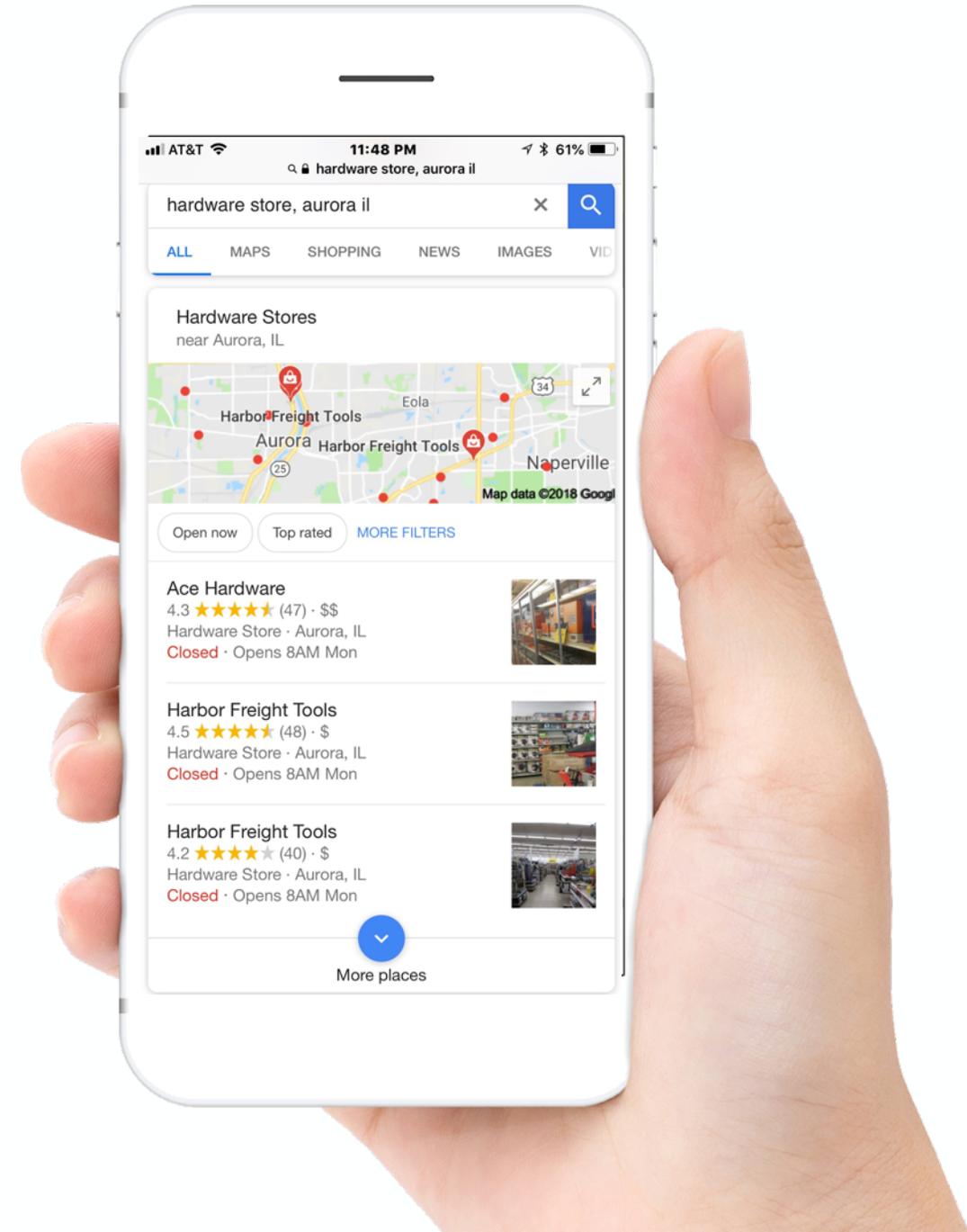
So , how should they
prioritize for maximum
impact in search results?



THE IMPACT OF LOCAL REVIEWS

THE MAJORITY OF CONSUMERS START THEIR PURCHASE PROCESS ON SEARCH ENGINES

- In fact, search engines are used throughout the purchase process
- Company websites tend to be used more once the search has been narrowed through other sources first



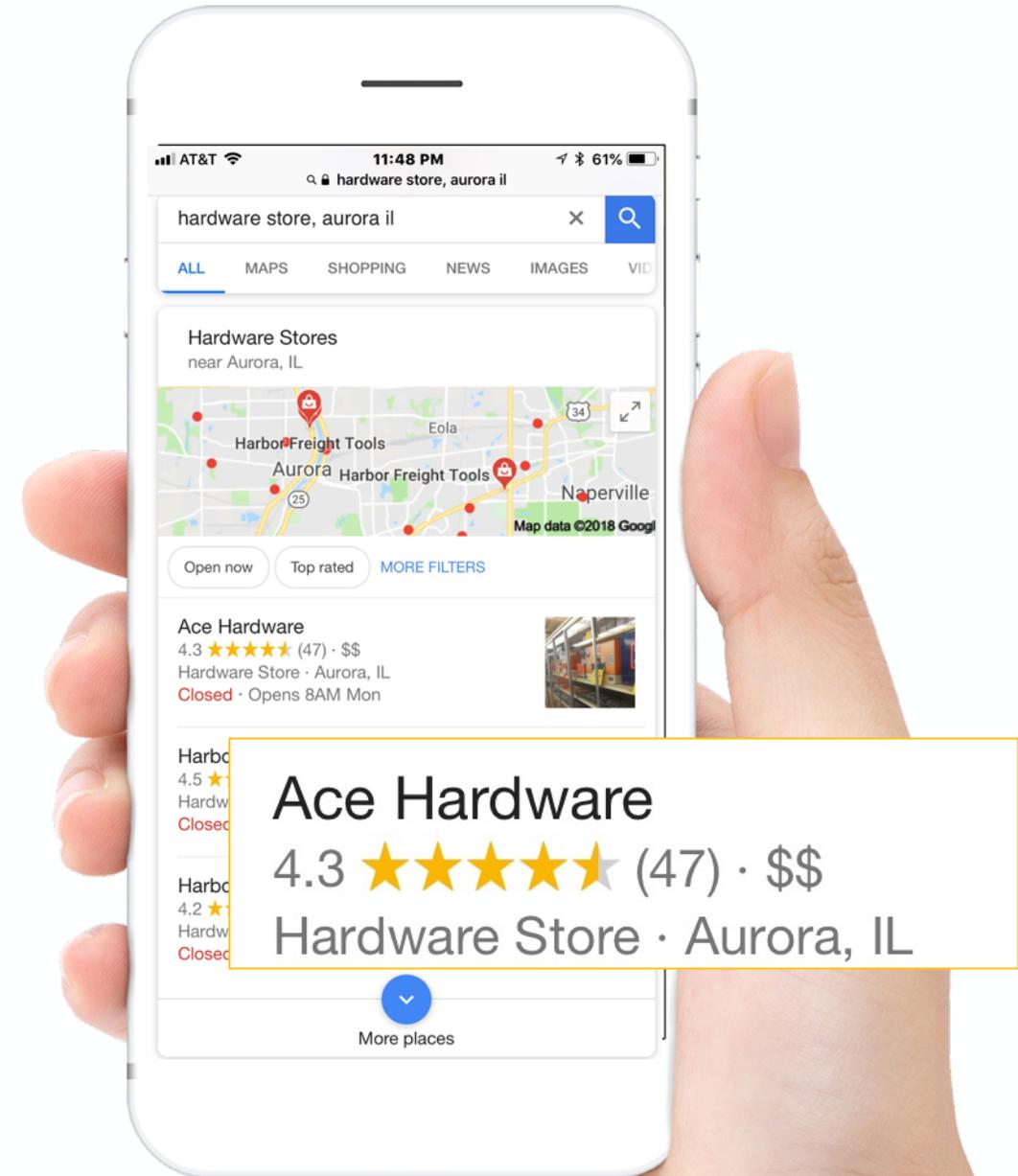
REVIEWS REIGN SUPREME

Top 3

Ranking factor

#1 Factor

Consumers use when deciding which place to visit



CONSIDER THESE FACTS

91%

of consumers read
reviews



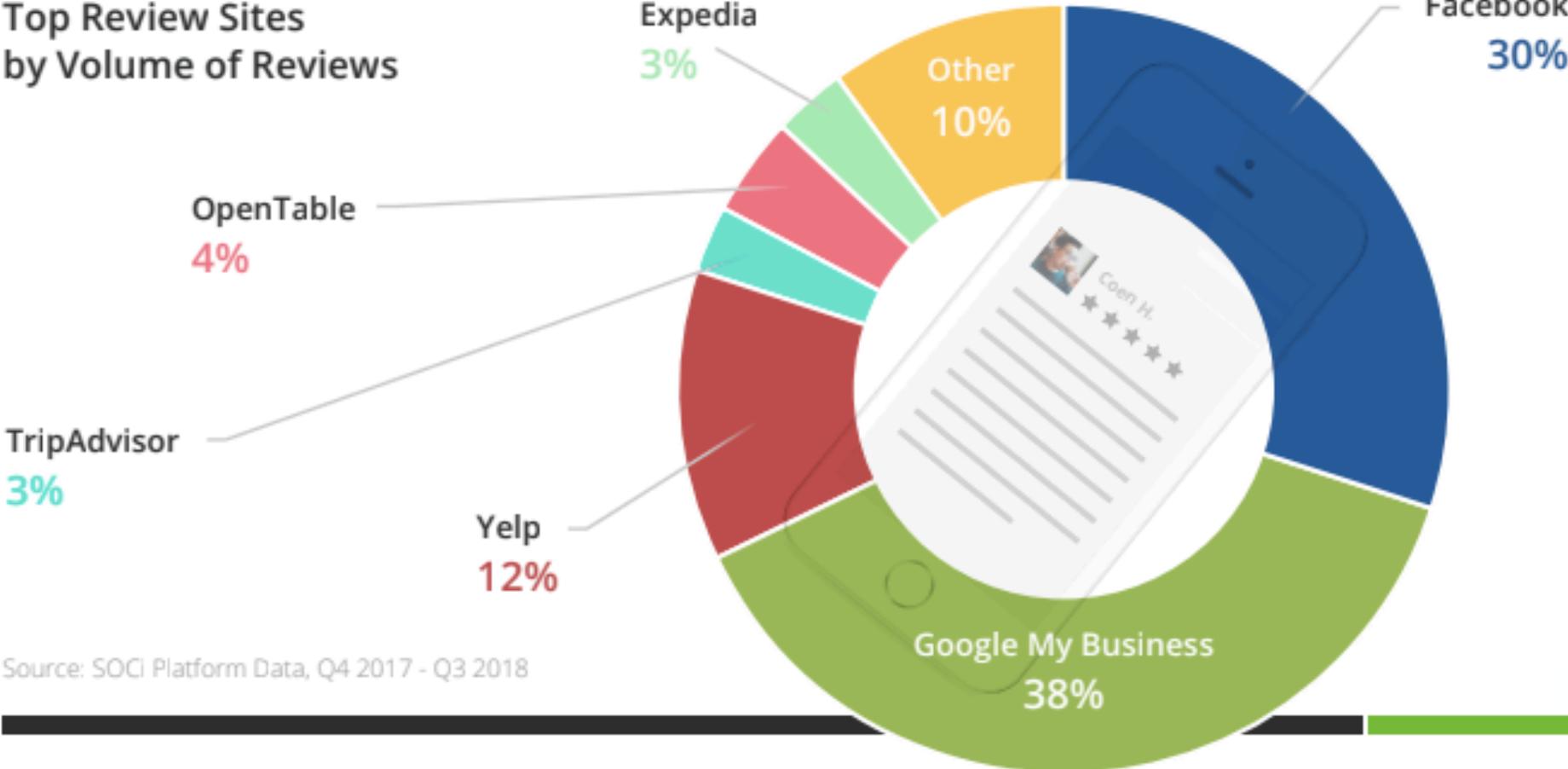
88%

of consumers trust
reviews as much as
personal
recommendations

THE TOP REVIEW SITES



Top Review Sites
by Volume of Reviews



Source: SOCI Platform Data, Q4 2017 - Q3 2018

TOP 3 WAYS TO OPTIMIZE YOUR REVIEWS FOR OPTIMAL SEO

1 CONTENT MATTERS

The latest research shows that your business is more likely to show up in the search local pack if it has reviews which mention:

- Keywords you're trying to rank for
- The city/neighborhood that your business is located in

Jeffrey's

1204 W Lynn St, Austin, TX

4.7 ★★★★★ 289 reviews ?

Sort by: Most relevant



Uchi Deshi

Local Guide · 366 reviews · 26,034 photos

★★★★★ a month ago - [flag]

Very elegant, high-end restaurant. The service is great and the food is wonderful. We came early and without a reservation but we were able to get a table in the bar. There is a limited menu before 5:30 so the choices aren't as extensive but everything was delicious. Pricey but recommend.



1



Ellie Joy P.

Local Guide · 214 reviews · 1,583 photos

★★★★★ a month ago

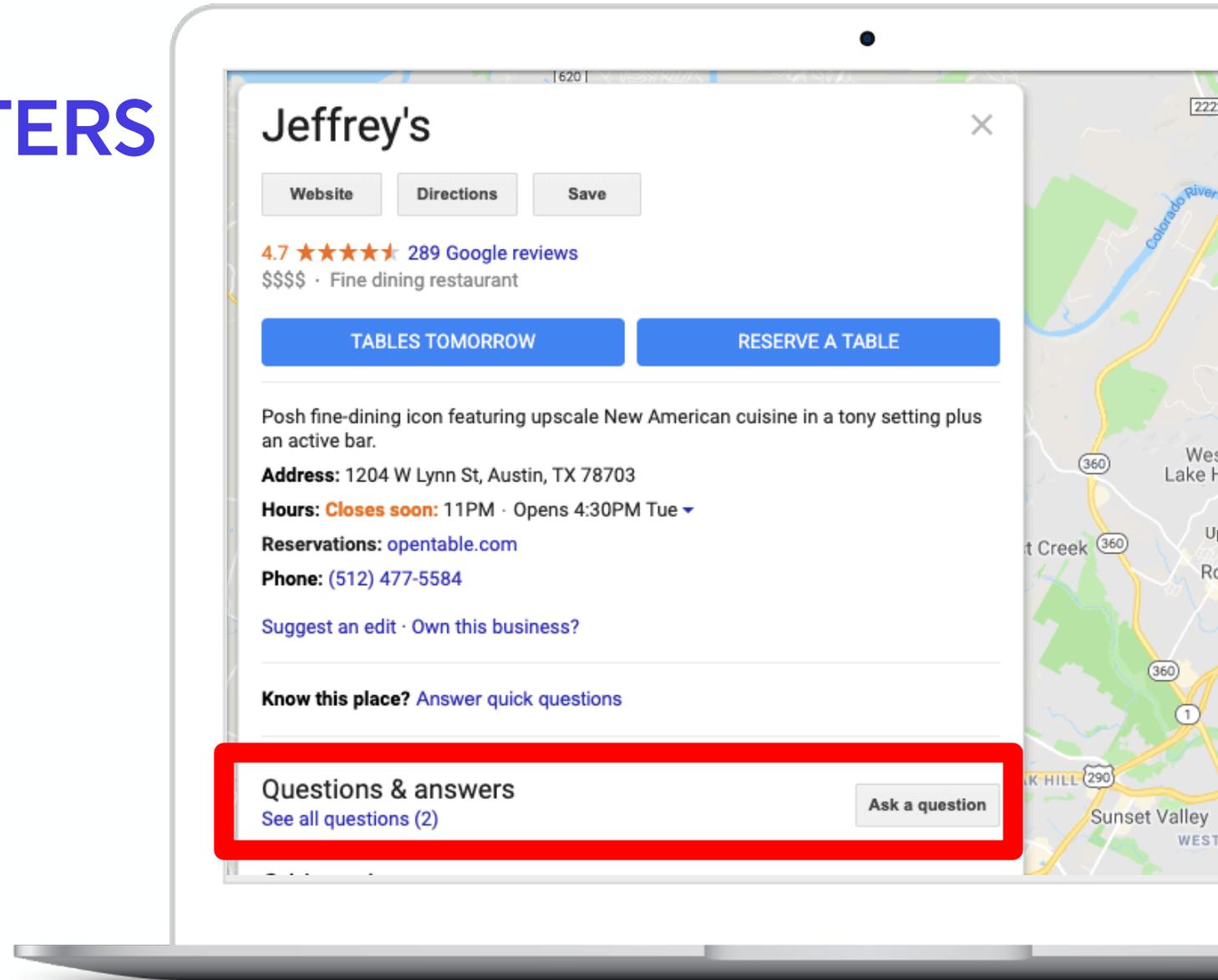
10* if I could give it: this restaurant is a well oiled machine! Definitely on top of all the fine dining restaurants I've experienced so far all around the world. I mean the service was impressive: a bunch of different waiters gravitated ... [More](#)



1 CONTENT MATTERS

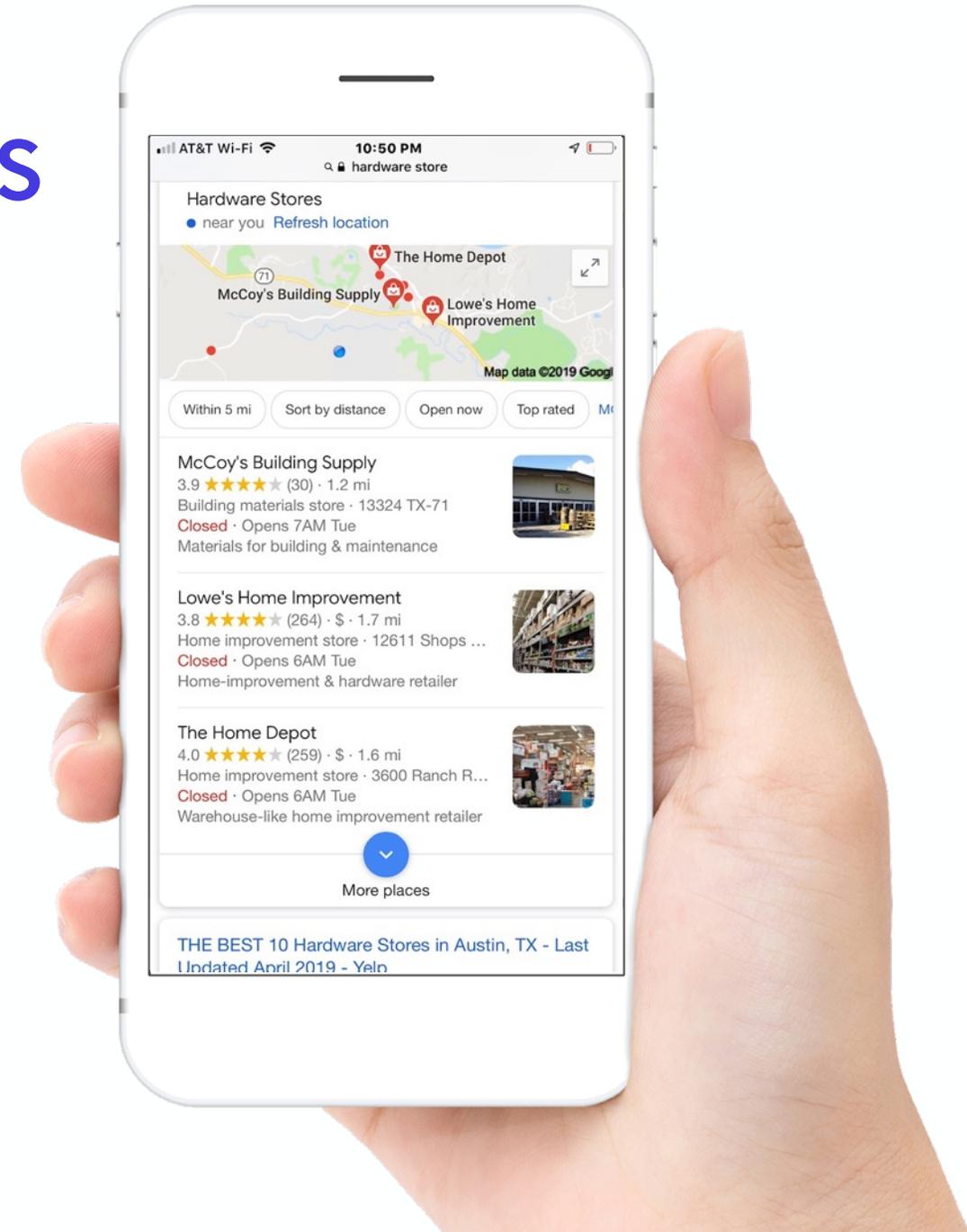
And it is not just consumer reviews that matter here.

Google Q&A is a fantastic feature that allows a business owner to add keyword rich content to their local search pages / presence.



#2 IT'S ALL IN THE NUMBERS

- Although most businesses are most concerned about average star ratings - of equal and sometimes even more importance is also the volume of reviews you have as well.



#2 IT'S ALL IN THE NUMBERS

- Consider these facts:

> 3.5

Consumers expect between a 3.5-4 Star rating to even be considered for your business

> 10

Consumers expect at least 10 reviews for this information to be credible.

#3 ENGAGEMENT IS A MUST

80%

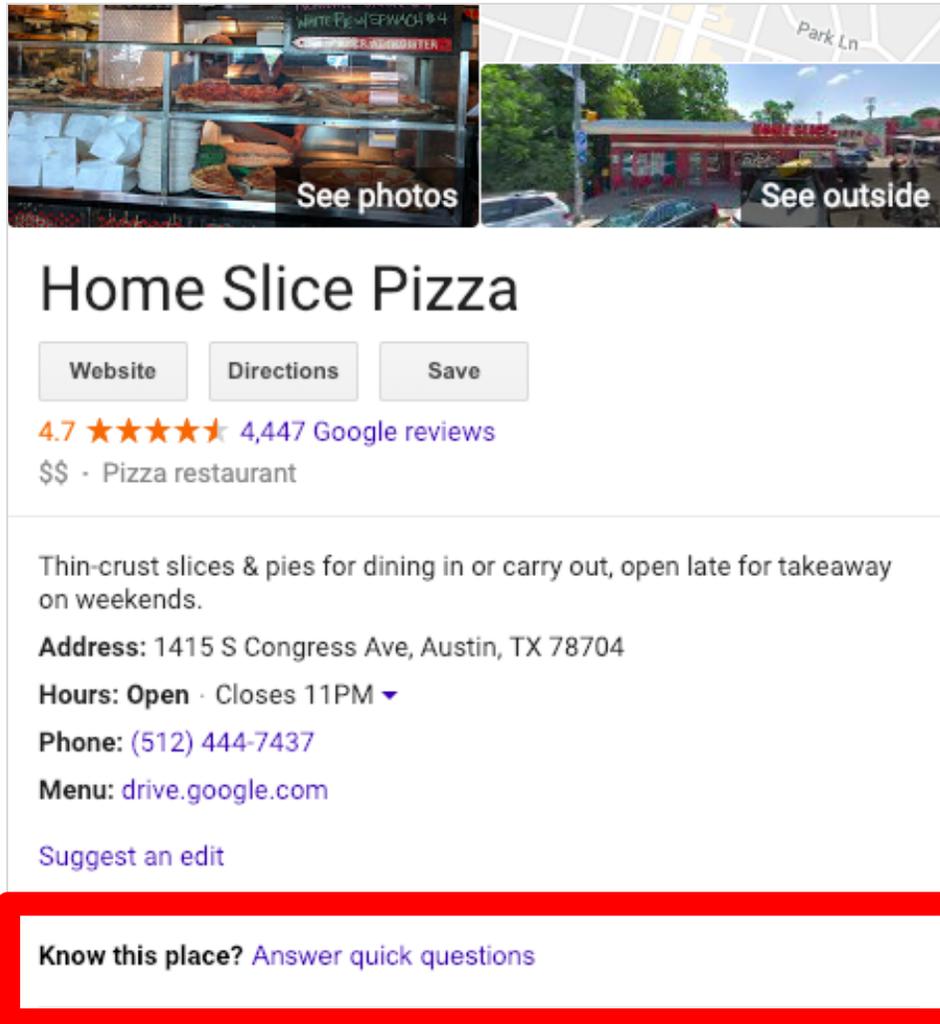
Of consumers expect a response to a critical review

89%

Are willing to change their response depending on how the business responds



#3 ENGAGEMENT IS A MUST



See photos

See outside

Home Slice Pizza

Website Directions Save

4.7 ★★★★★ 4,447 Google reviews

\$\$ · Pizza restaurant

Thin-crust slices & pies for dining in or carry out, open late for takeaway on weekends.

Address: 1415 S Congress Ave, Austin, TX 78704

Hours: Open · Closes 11PM ▾

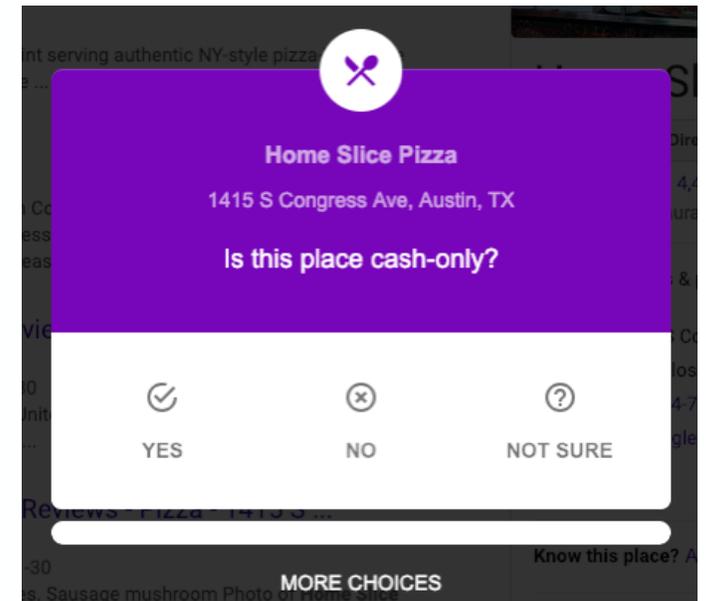
Phone: (512) 444-7437

Menu: drive.google.com

[Suggest an edit](#)

Know this place? [Answer quick questions](#)

No response? No problem.
Someone will provide an
answer.



Home Slice Pizza

1415 S Congress Ave, Austin, TX

Is this place cash-only?

YES NO NOT SURE

MORE CHOICES

#3 ENGAGEMENT IS A MUST

Home Slice Pizza
@homeslicepizza

Home
Reviews
Photos
Posts
Videos
Events
About
Community
Info and Ads
Partner Promotions
Create a Page

Like Follow Share ... Send Message

Create Post
Write a post...
Photo/Video Tag Friends Check in ...

Recommendations and Reviews
Recommended by 7,525 people · People talk about "pepperoni pizza", "pear gorgonzola salad" and "insalata caprese"

Great pizza and the staff was top notch!! Loved it!!
January 5

I've eaten great pizza but this was just ok. It had a nice garlic buttery salty spread on it that wa... See More
Yesterday

Home Slice Pizza
28K people like this
Italian Restaurant

Typically replies within a few hours
28K people like this

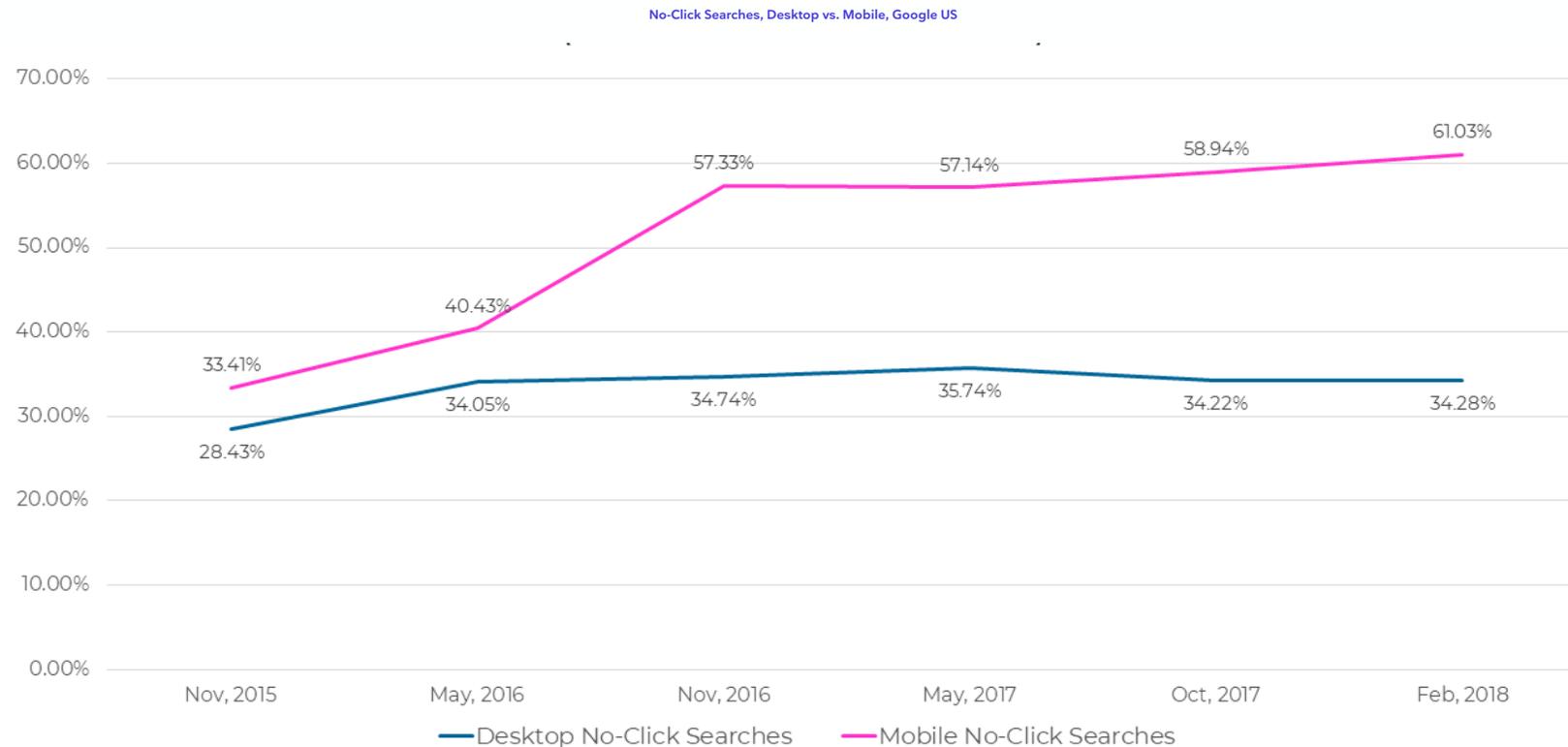
Type a message...

In fact, the top search & social networks are taking notice and highlighting those businesses that do

THE IMPACT OF WEBSITE CONTENT

NO-CLICK SEARCHES ARE ON THE RISE

61% of mobile and 34% of desktop search do not result in clicks



(Nov. 2015 - Feb. 2018) Data via Jumpshot; Compiled by Rand Fishkin SparkToro

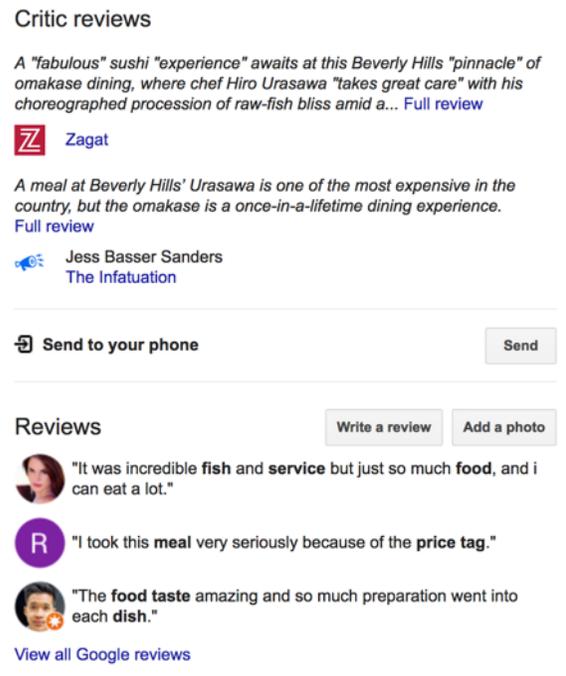
WE'RE GETTING USE TO SEEING INFO LIKE THIS...

From booking to more business details, it's all in the search results panel.

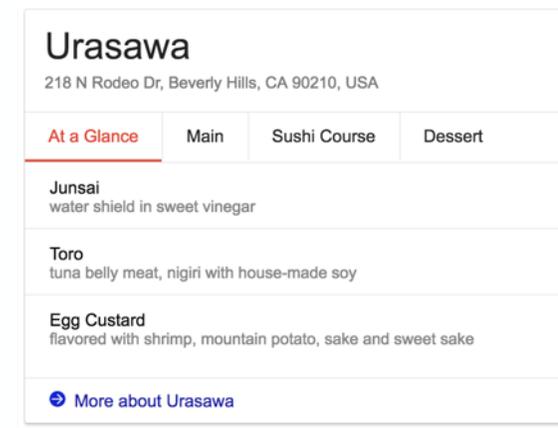
BOOKING



REVIEWS



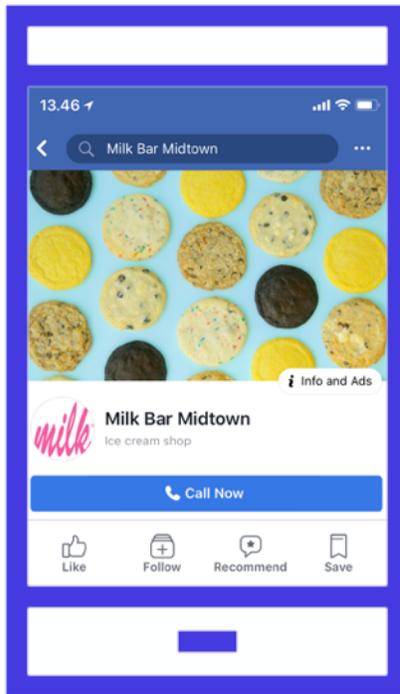
MENUS



WE'RE GETTING USED TO SEEING INFO LIKE THIS...

Digital platforms, like Facebook, are trying to replace the SMB website

FACEBOOK



"It's really hard for small businesses to have a website. We have 45 million small businesses using Pages on a monthly basis, and for a lot of those businesses, we become their mobile presence."

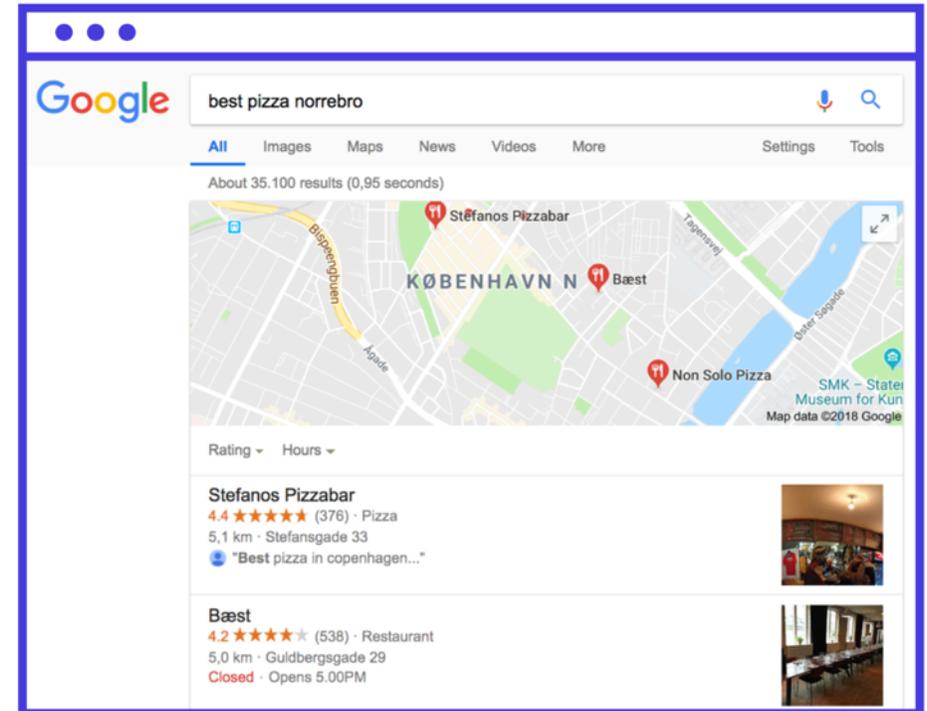
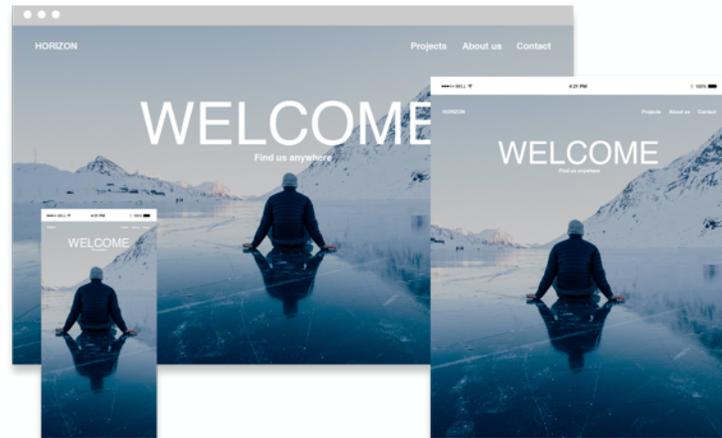
- Sheryl Sandberg, COO at Facebook

THE BIG QUESTION

DO WEBSITES MATTER?



Hey Alexa, I'd like to order pizza.



CONSUMERS ARE SEEKING INFORMATION

Websites are an authoritative source of content

63%

of consumers used a company website in the past week as part of their digital media usage for local search¹



30%

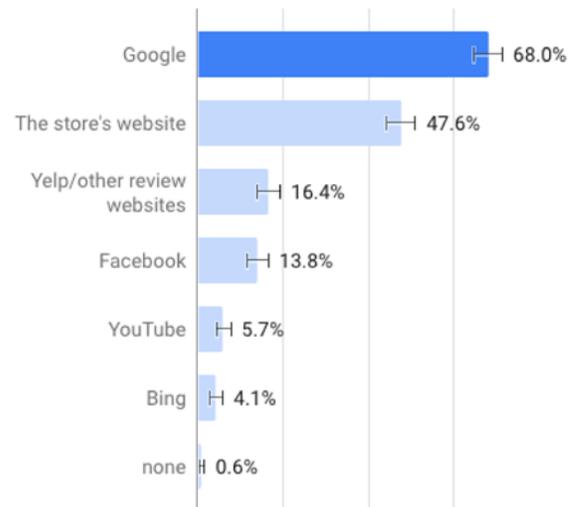
of consumers won't consider a business without a company website

¹LSA The Digital Consumer Survey 2017

²"Why websites still matter" - Search Engine Land 2017

IMPORTANT RESEARCH CHANNEL

When researching a local business online, which channels do you use most?¹



What is your typical next step after you read a positive review?

50%

visit the company website²

...up 13 percentage points
from the same study in 2017

¹ Netsertive 2018 Local Consumer Survey

² Brightlocal 2018 Local Consumer Review Study

WEBSITES ARE MORE IMPORTANT THAN EVER

#1 Brand control

#2 Authoritative source of data

#3 Visitors with a high-intent to engage

MODERN WEBSITES

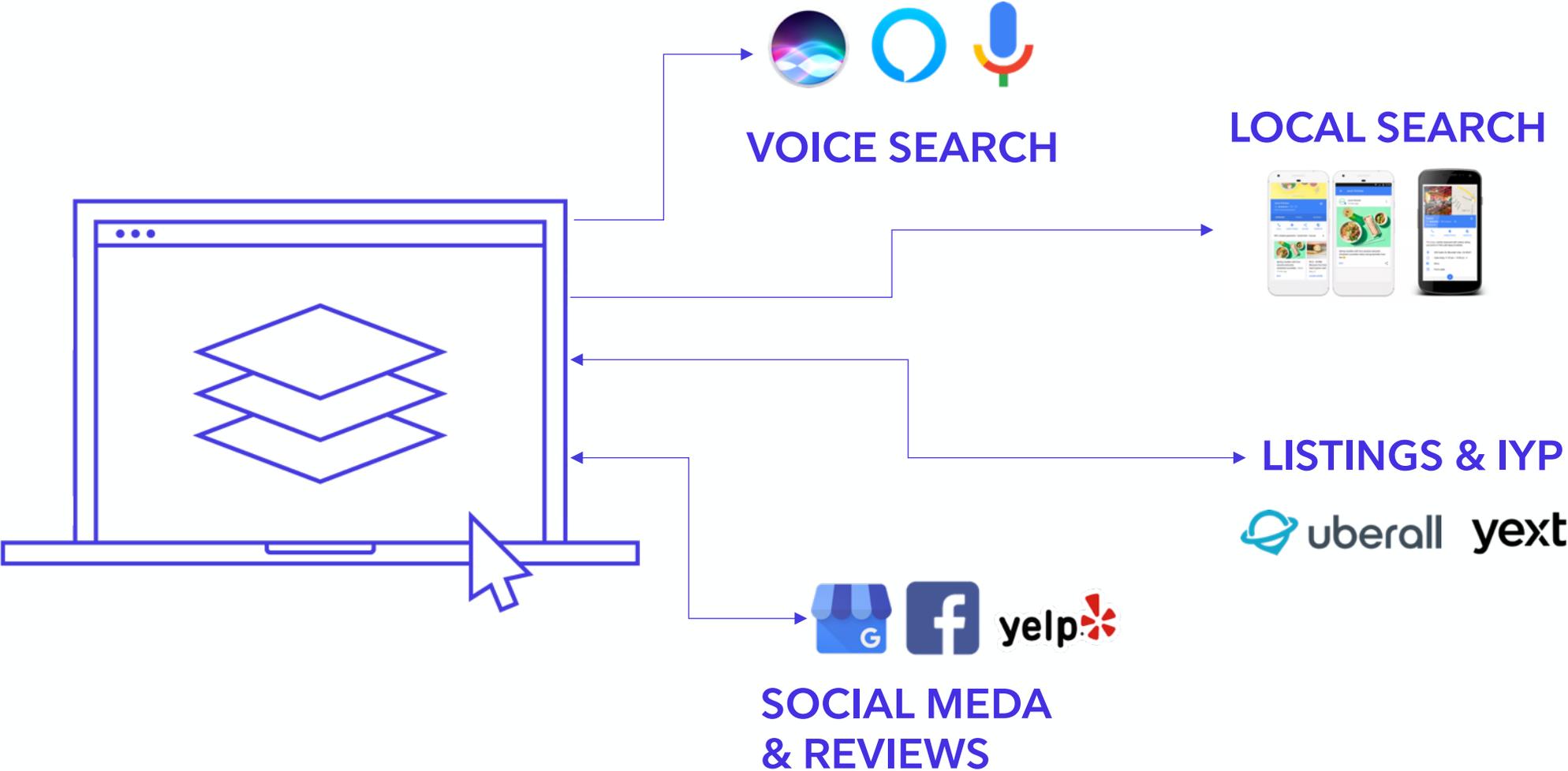
Two very important things to think about

#1 Structured data

#2 Engagement features



WEBSITES AS A LOCAL DATA HUB

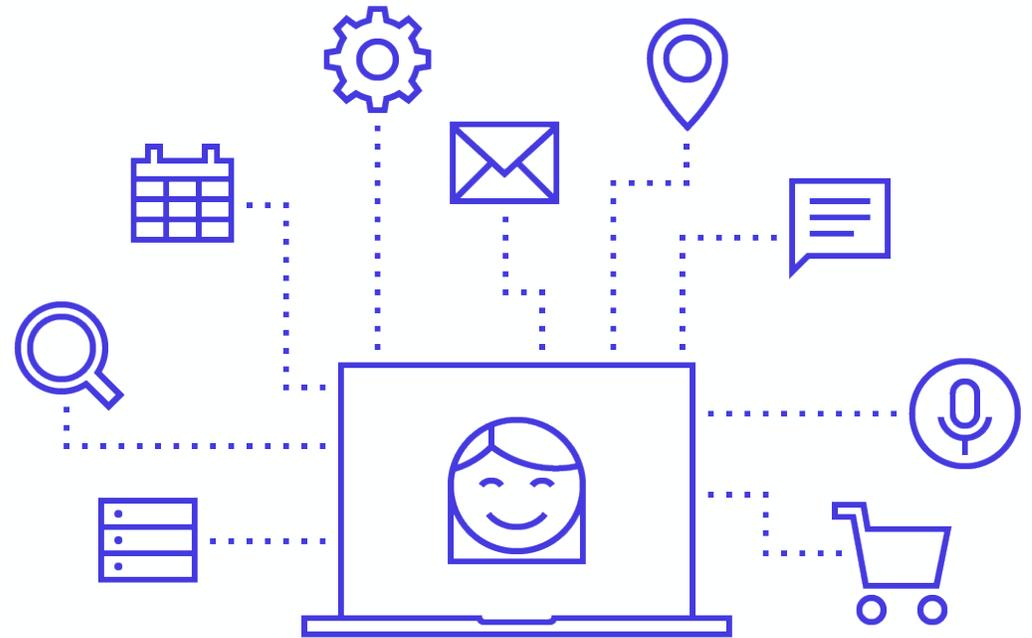


A MORE ENGAGING DIGITAL PRESENCE FOR SMBs

A HOLISTIC APPROACH

SMBs need their digital service provider to help them understand ‘the big picture’

- A modern digital presence needs to engage consumers on ALL fronts
- Ensure a clear and consistent brand voice across your digital presence
- Consistent business information to help build up credibility



THE OPPORTUNITY

Digital service providers are well positioned to help local businesses succeed

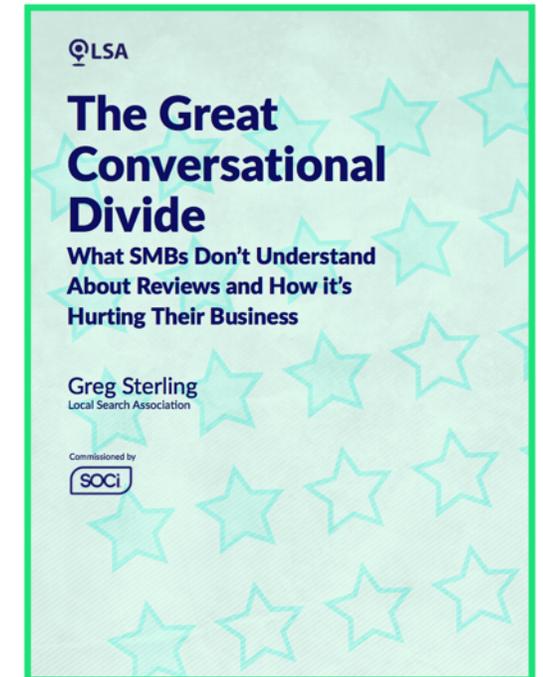
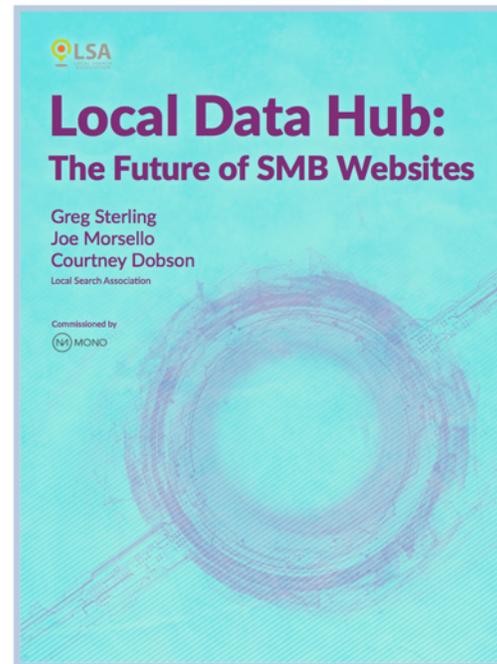
- Navigating the complexity of the evolving landscape is not getting easier
- Time is still a concern for all small businesses, young or old
- Tools and solutions are making it easier for service providers to manage at scale



FOR MORE INFORMATION...

Two great reports both Mono and SOCi have made in cooperation with the Local Search Association (LSA)

- Download links for both reports will be made available in the follow-up email after the webinar
 - Report with Mono Solutions - Local Data Hub
 - Report with SOCi - The Great Conversational Divide



Q&A

THANKS FOR JOINING



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