

# HOW CUSTOMERS SEARCH FOR BUSINESSES ONLINE

## SEARCH INSIGHTS

LOCAL SEARCHES ARE MORE THAN **2X** AS LIKELY TO LEAD TO A PURCHASE

Optimizing your Website and Web directory listings and knowing what your consumers are searching for gives you a fantastic opportunity to gain new customers and increase sales.

**50%** OF CONSUMERS VISIT A STORE WITHIN A DAY OF A LOCAL SEARCH ON A SMARTPHONE

**66%** OF CONSUMERS WHO SEARCHED ON A COMPUTER OR TABLET GO TO A STORE WITHIN 5 MILES

**75%** OF CONSUMERS WHO SEARCHED ON A SMARTPHONE GO TO A STORE WITHIN 5 MILES

## WHAT ARE YOUR CUSTOMERS SEARCHING FOR?

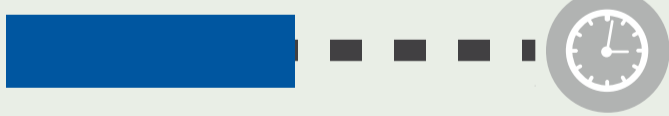


SMARTPHONE SEARCH

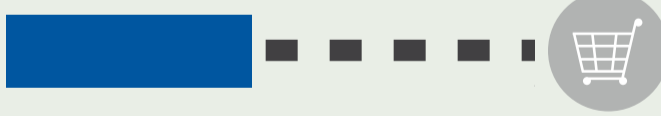


DESKTOP SEARCH

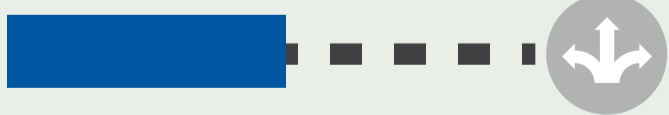
**54%** SEARCH FOR BUSINESS HOURS



**45%** SEARCH FOR PRODUCT AVAILABILITY



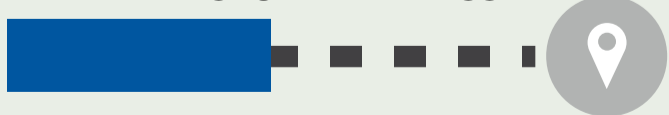
**53%** SEARCH FOR DIRECTIONS



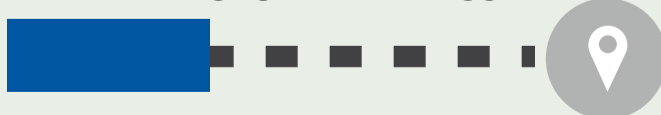
**42%** SEARCH FOR BUSINESS HOURS



**50%** SEARCH FOR LOCAL STORE ADDRESS



**38%** SEARCH FOR LOCAL STORE ADDRESS



RIGHT NOW PEOPLE ARE SEARCHING FOR YOUR SERVICES. ARE YOU READY TO BE FOUND?

Your Safeguard Consultant can help. Call 800.616.9492 for details or visit [GoSafeguard.ca](http://GoSafeguard.ca).

