10 Local SEO Facts

- After performing a search for a local business, 50% of users visited the store within the same day, while 34% of users performed searches on their computer or tablet.
- 60% of Americans aged 18 and over use their mobile devices to look for information on local products and services.
- When searches are made for local businesses on mobile devices, 50% of them are searching for specific business information, such as their address or phone number.
- Nearly three-quarters of people, 77%, state that they look up the business information to confirm before visiting any store for the first time.
- Businesses with strong keywords in their business name will rank higher on average on Google, typically about 15 spots.
- Local searches are only growing. 46% of all searches made on Google are local searches.
- 51% of users on mobile devices learn about nearby businesses while performing searches.

Sources:
https://wwwografía.com/marketing/93-diseño-visual/10-local-seo-facts/