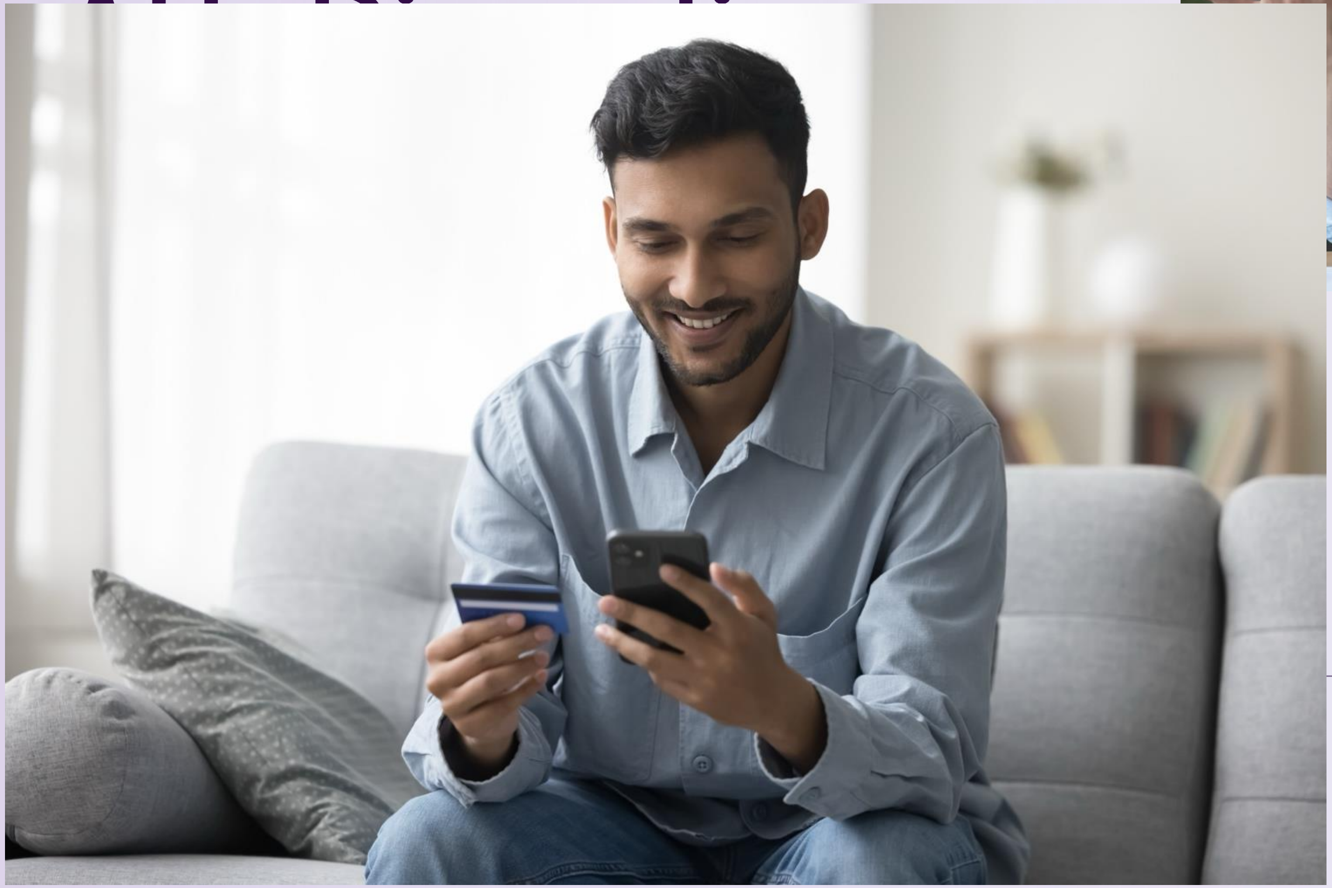
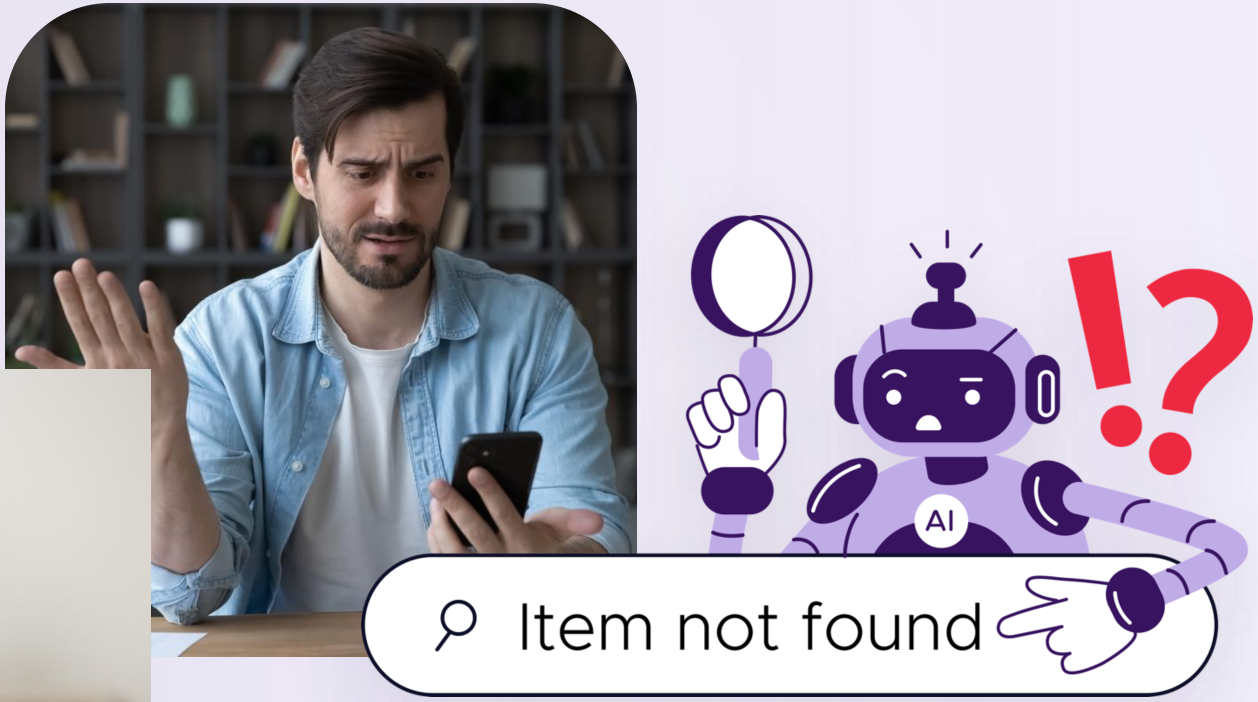
Local Search & Shopping: How





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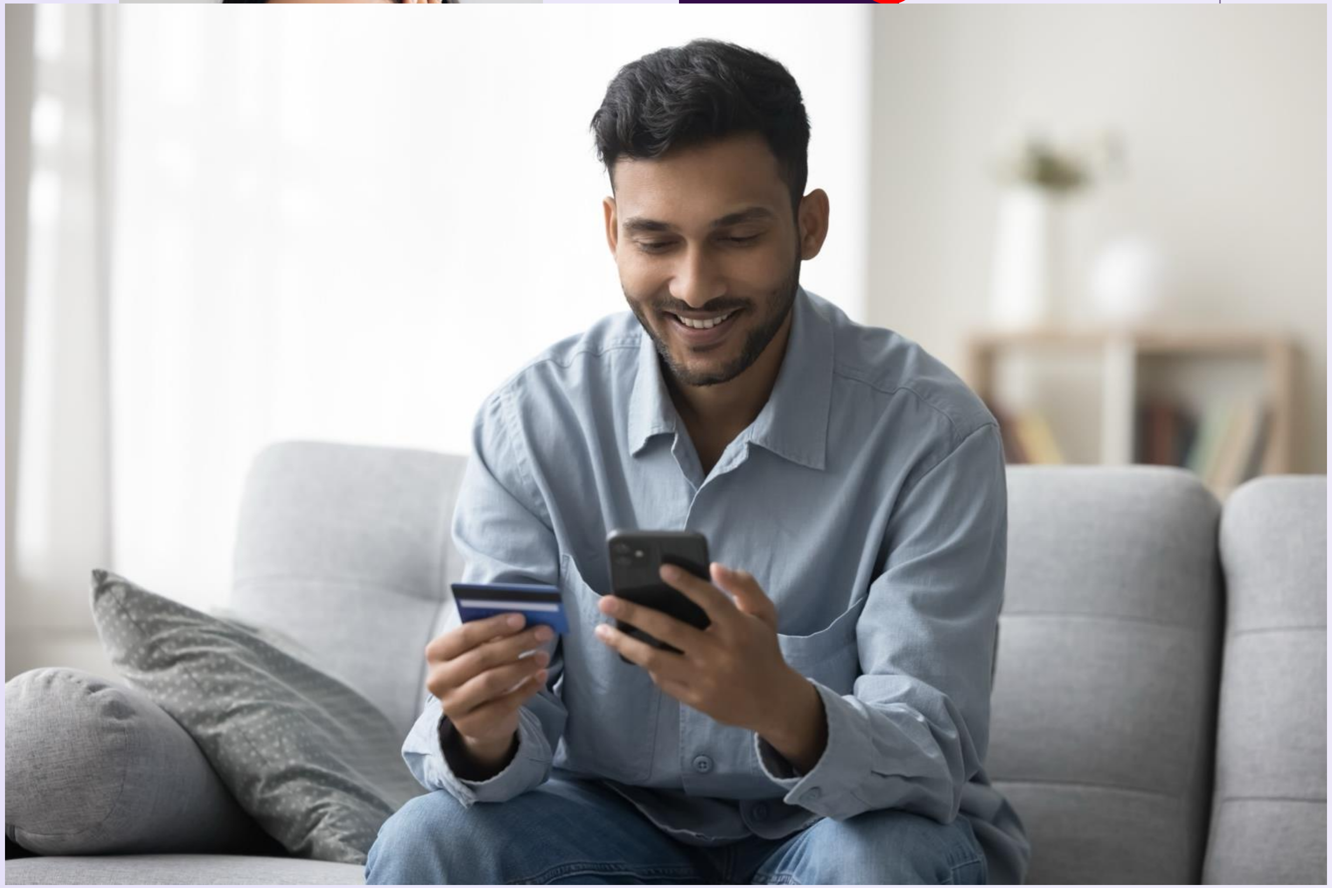
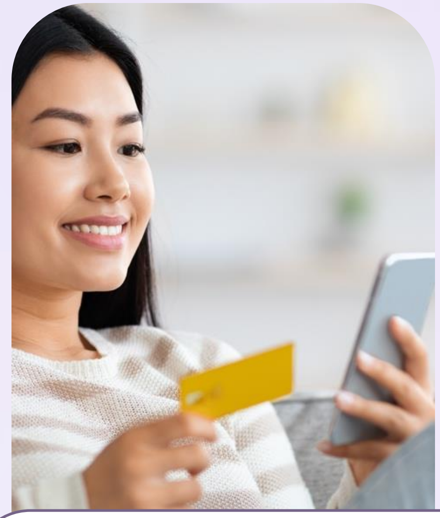
Why Brand's Need to Fill AI's Local Gap

Current State



Future State



AI

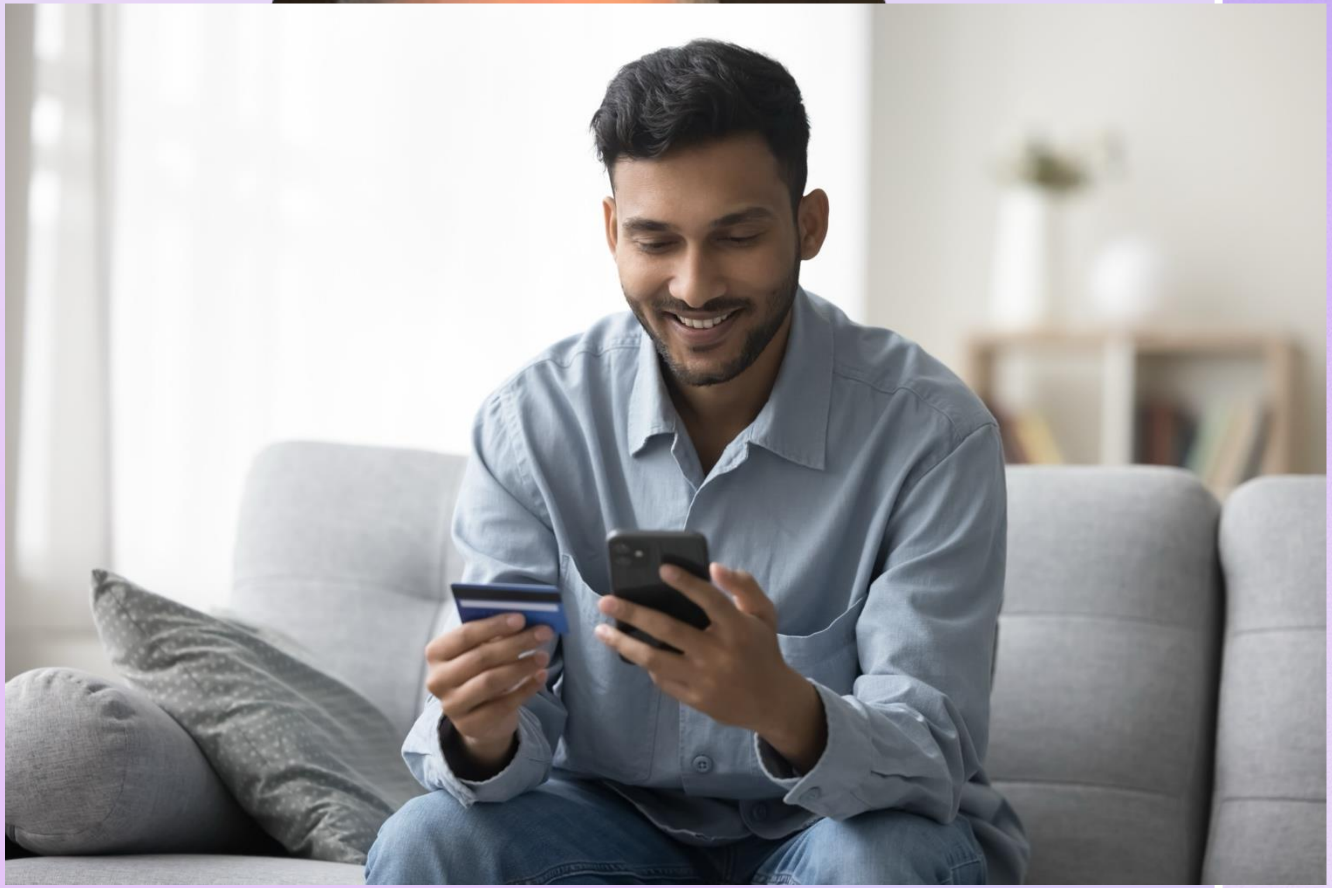
Google

4k oled tv near me

Seamless Journey =

- Happy Customers
- Brand Value
- Increased Sales
- Repeat Customers
- First Mover Advantage

Who Are We?



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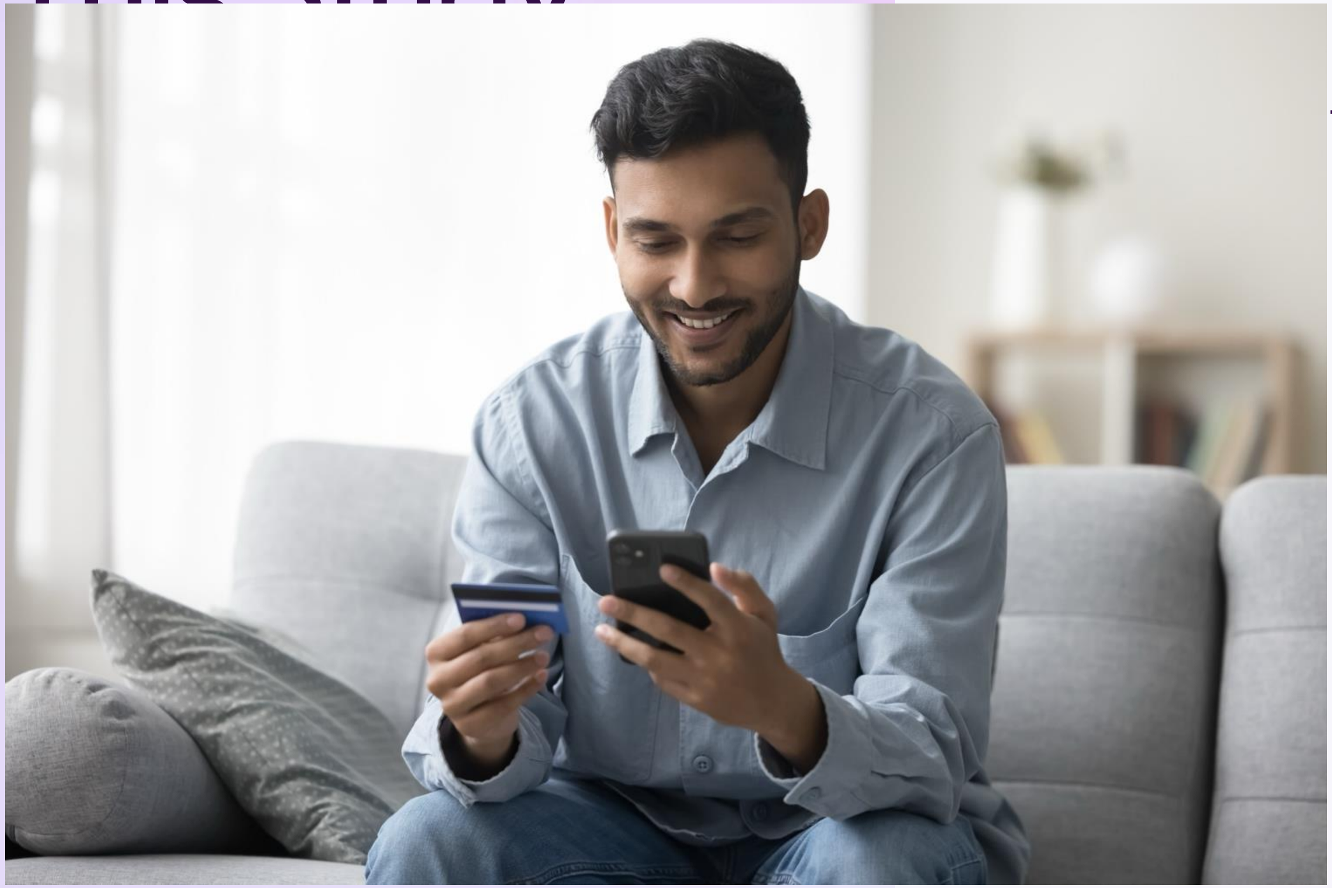
What Sparked This Study

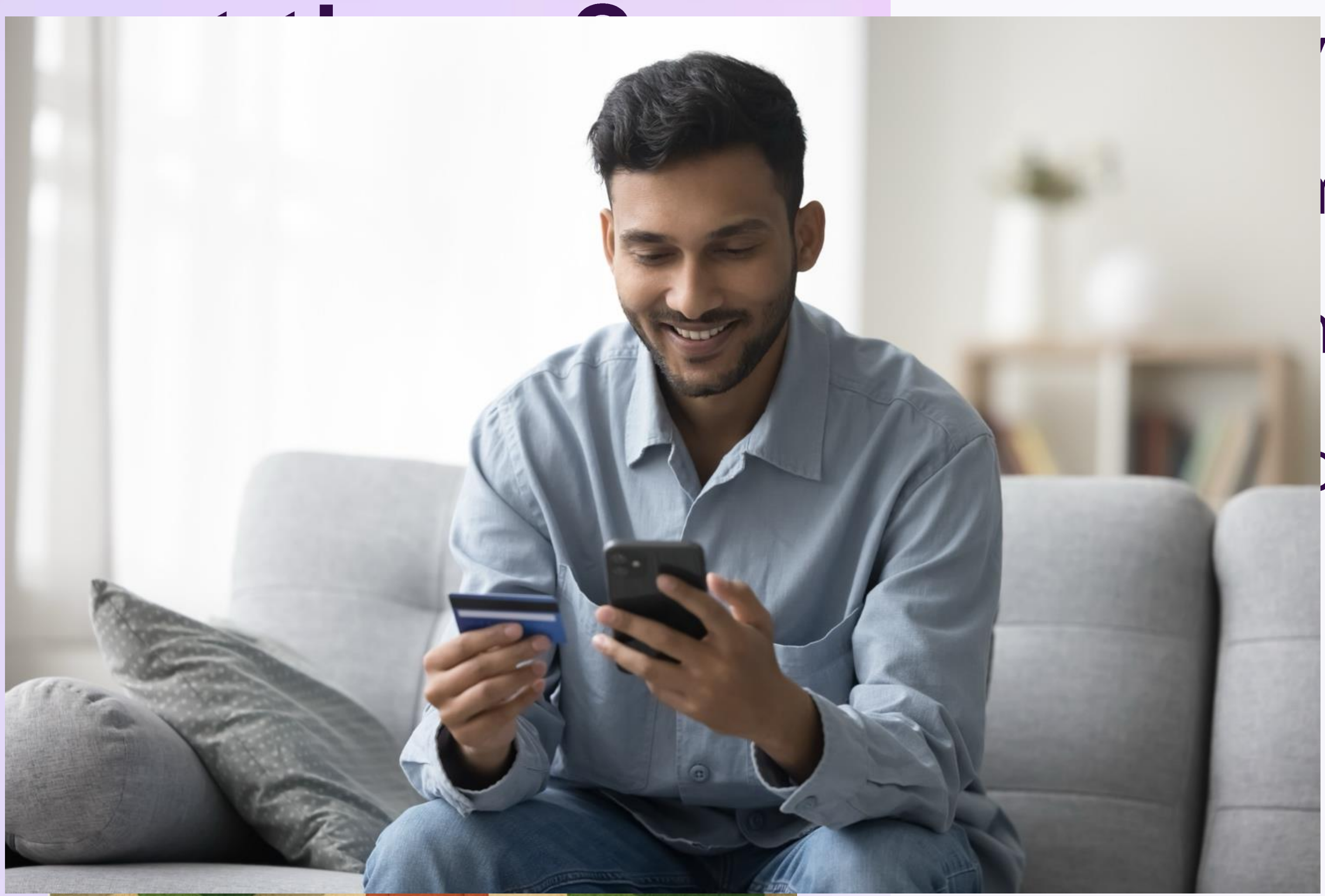


How
shoppers are adopting AI in their journeys

Where
local content (inventory, pricing, service details) fits into those journeys

What
customers expect from AI, search, and brands in the future

What's happening



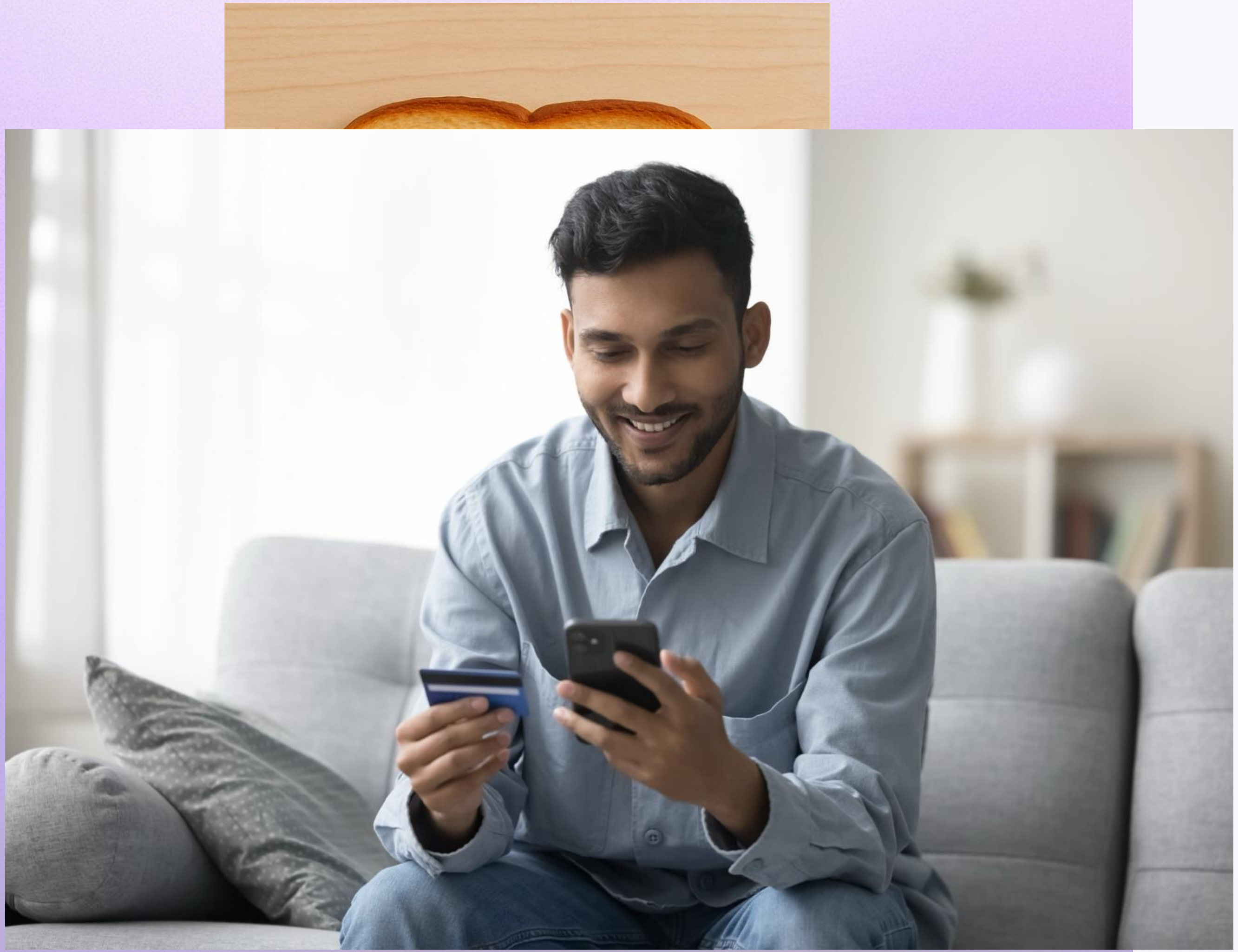
ver journeys are changing

nplex, also compressing

nographic fragmentation

ogle remains the last click

The Two Narratives



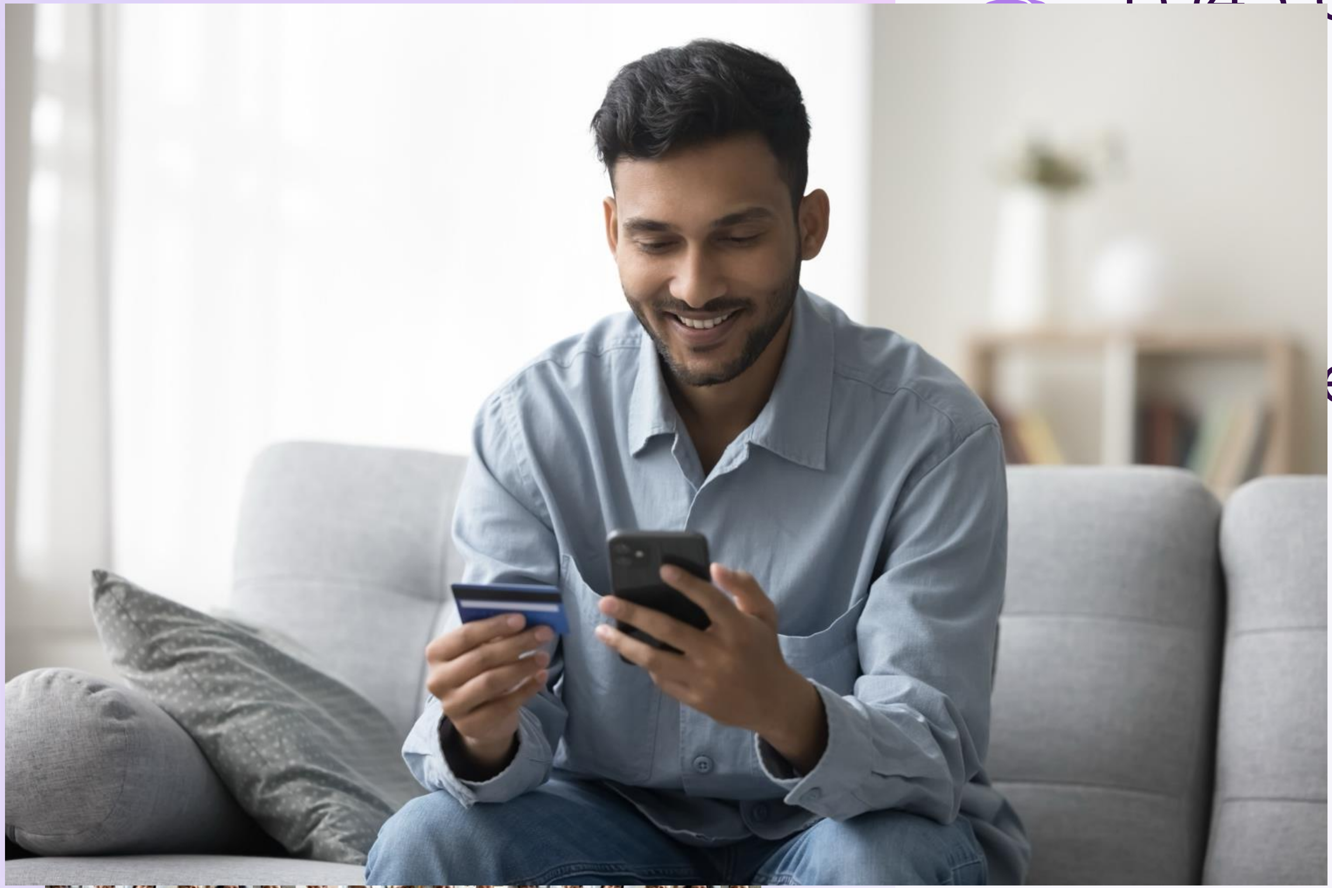
ChatGPT Is Not Replacing Google —It's Expanding Search

	Before Using ChatGPT	After Using ChatGPT
Google Search sessions/week	10.5	12.6
ChatGPT sessions/week	0	5

"Nothing's changed, Google's usage is unchanged"

Survey Details

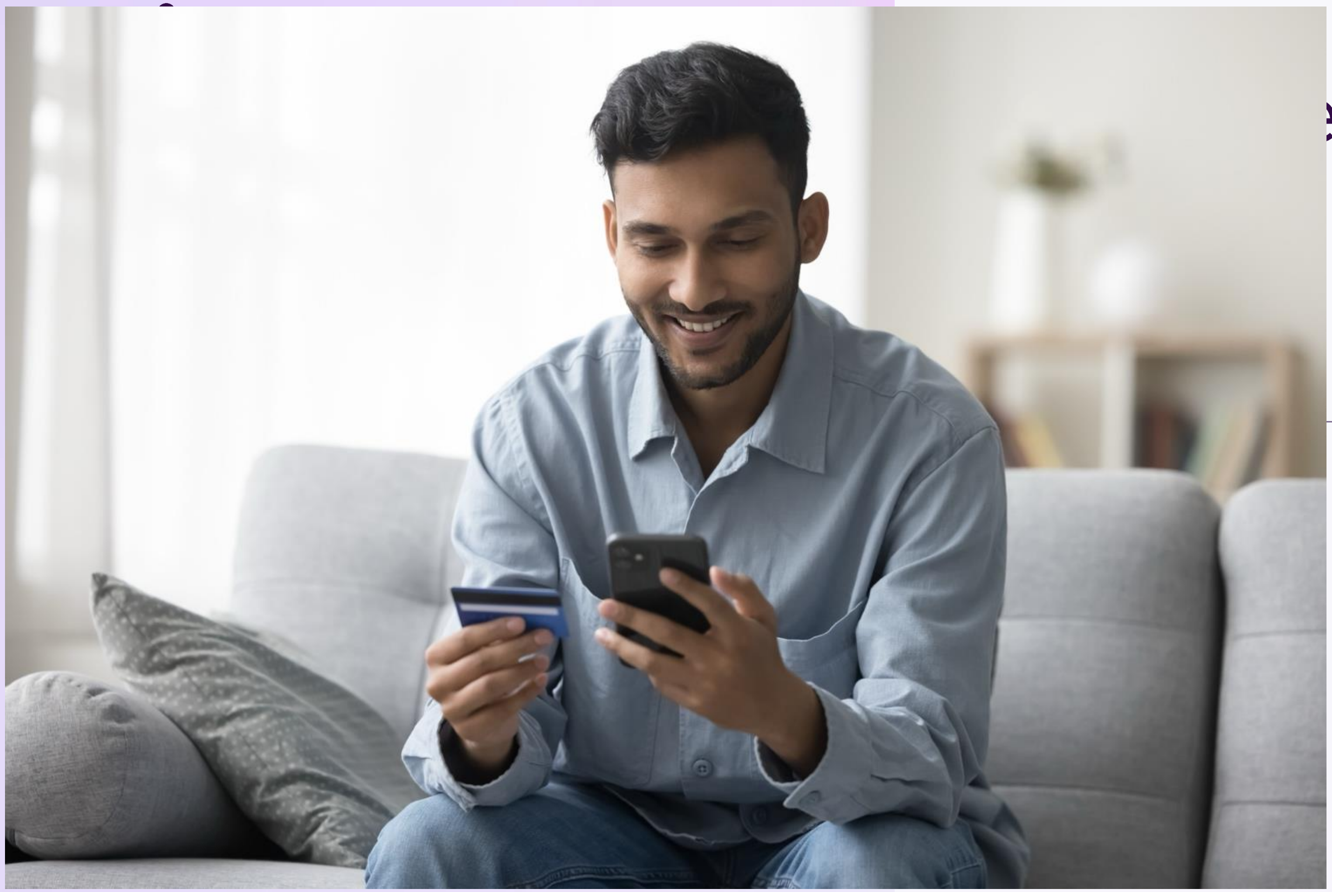
1,045 US adults (July 2025)



months: used both search, AI

e mirrors US adult population

Why we shouldn't

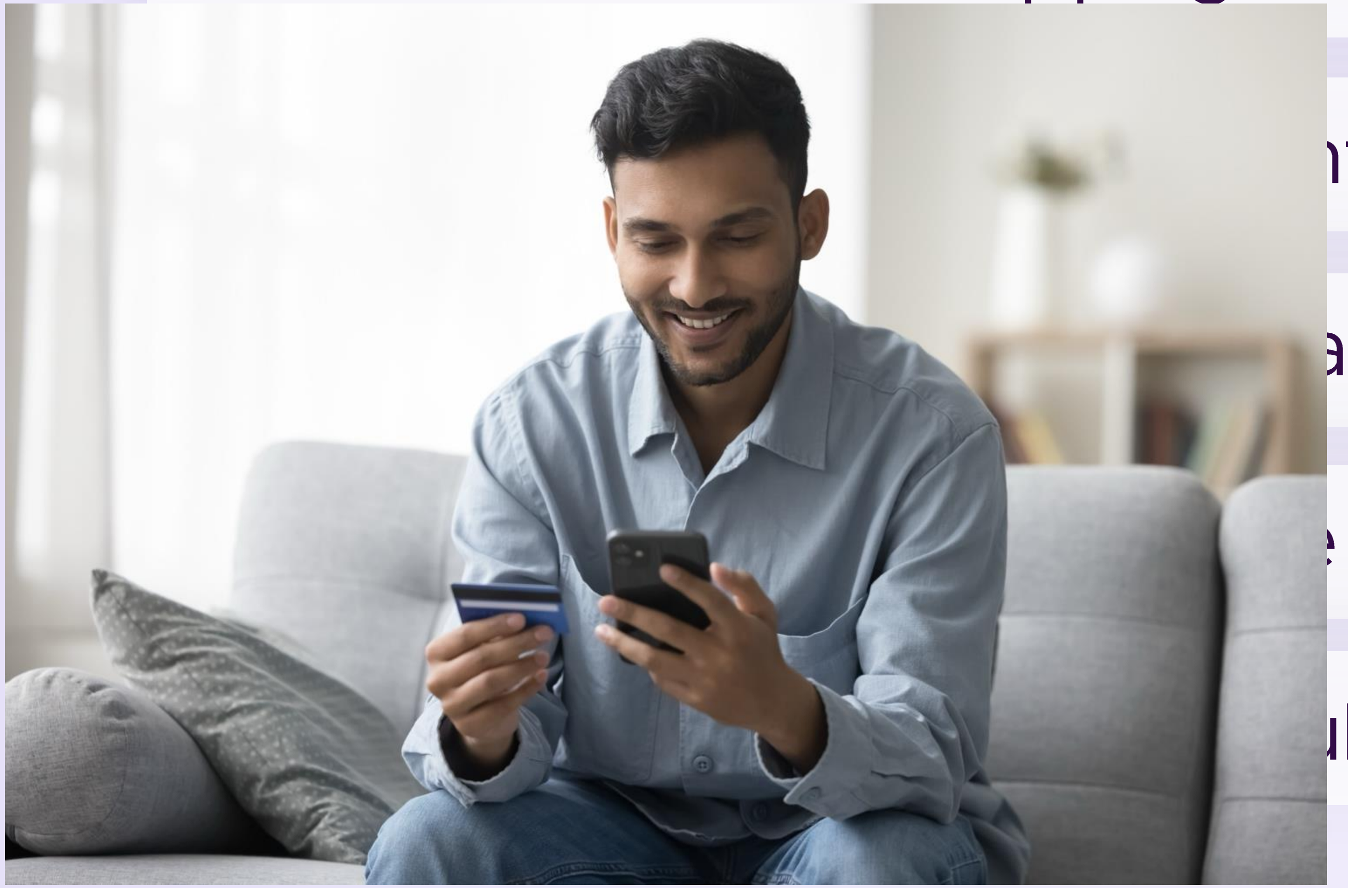


- Visibility into *intent* and motivation
- Context for *behavior* (the "why")
- e intentions & *preferences*
- ls *pain points*/unmet needs

Surveys + behavioral data *complete the picture*

TL;DR

AI now a core shopping tool; **17%** start with AI



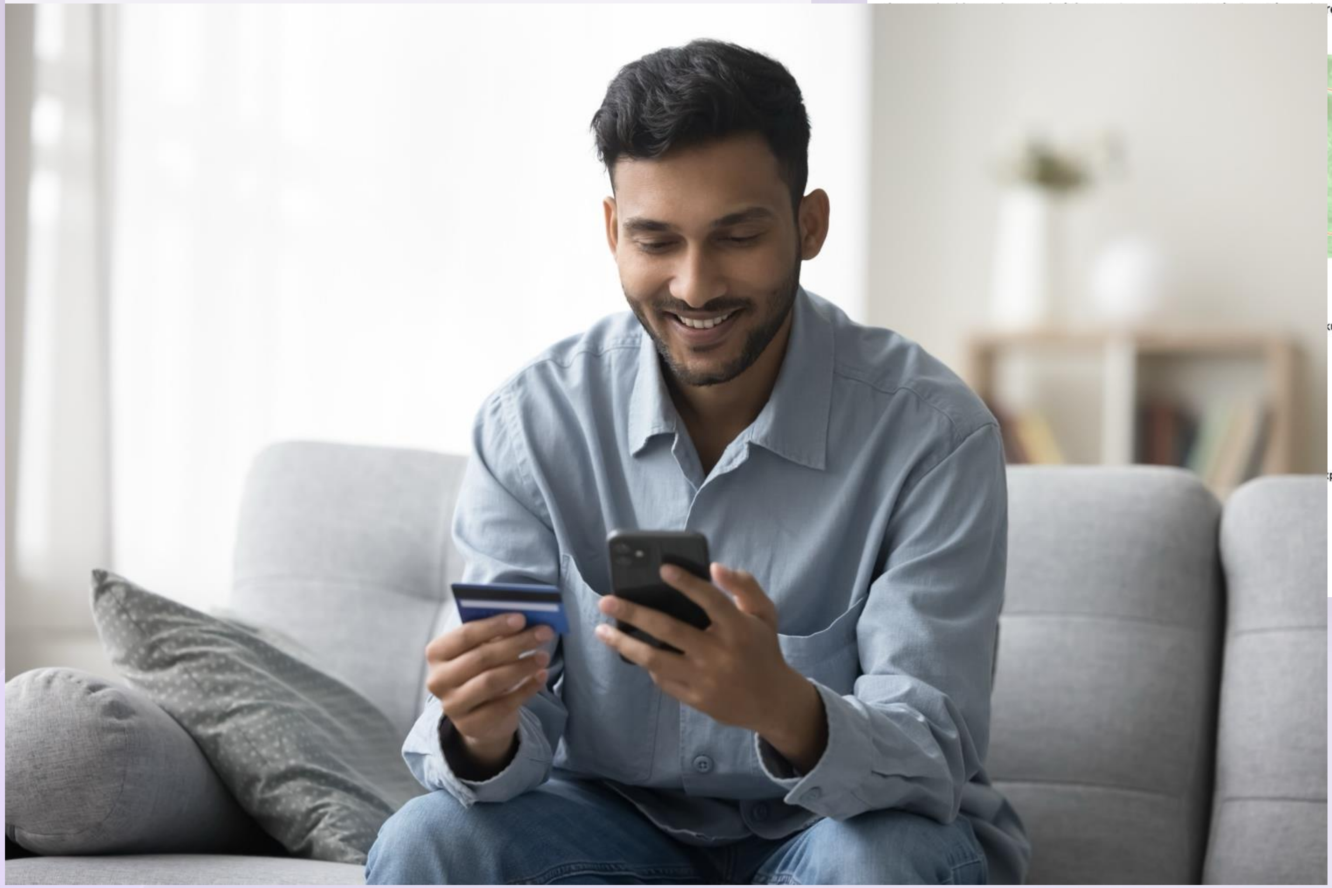
nformation in AI

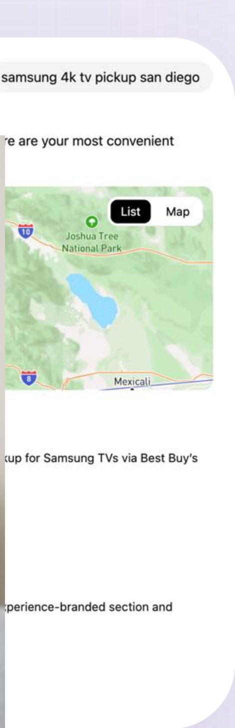
ccuracy are pain points

when AI doesn't deliver

ld impact Google

Consumers regularly use AI to shop

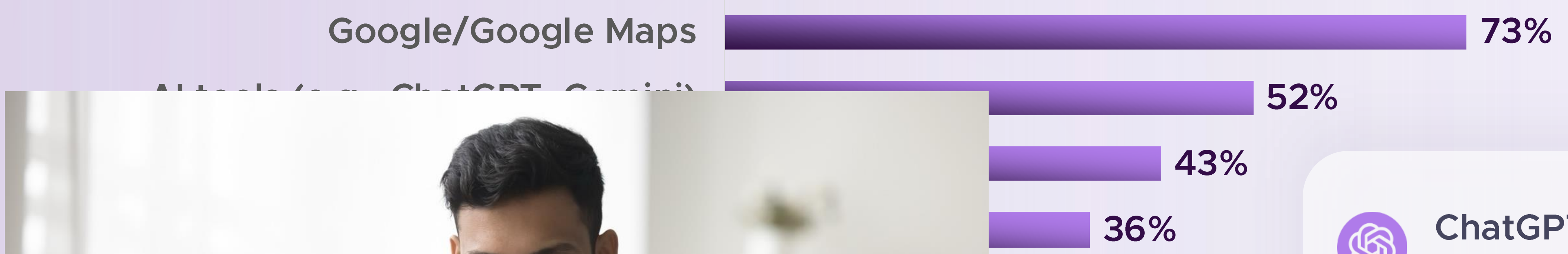


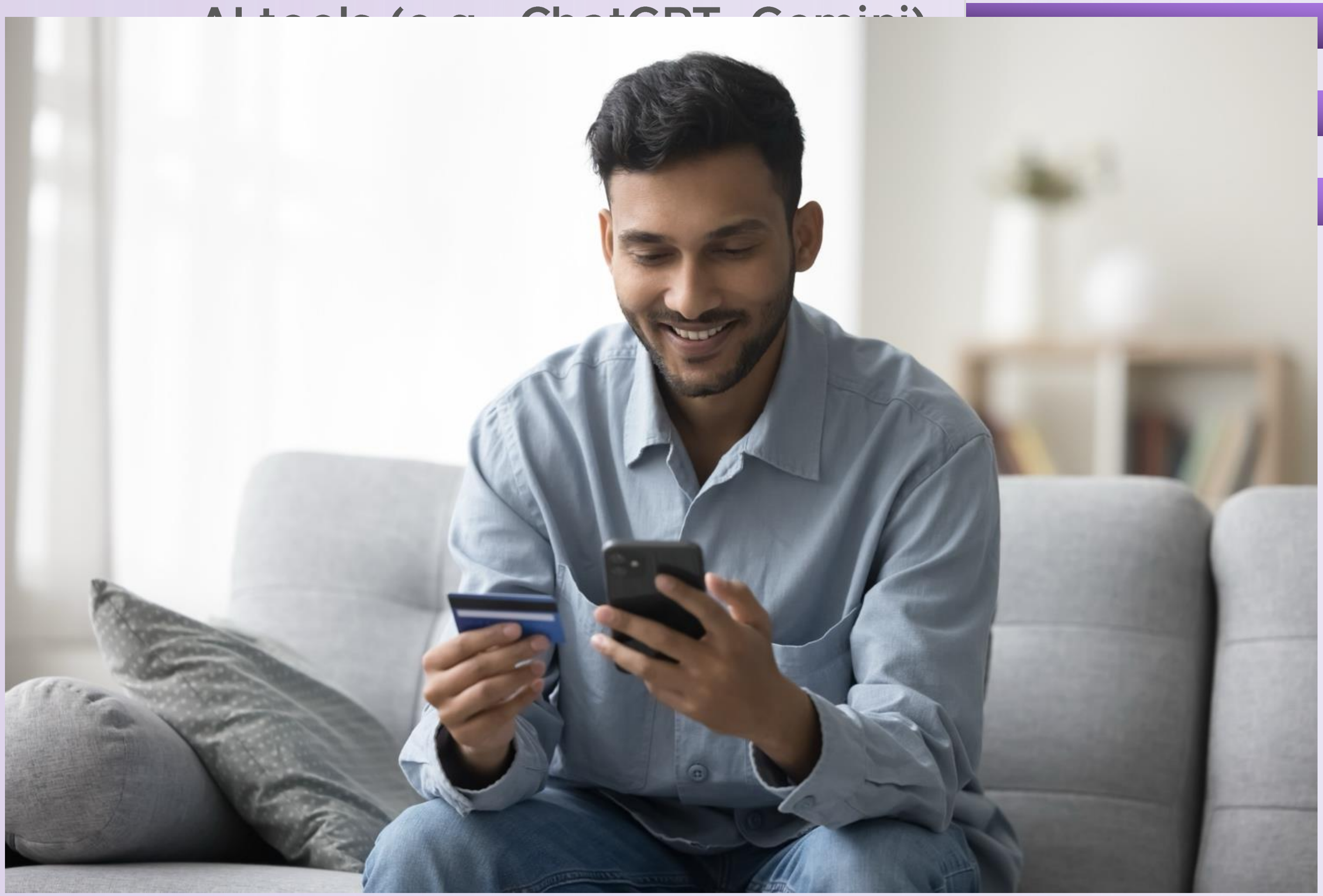


79%

trust AI product recommendations

Used to Research Local Products, Services



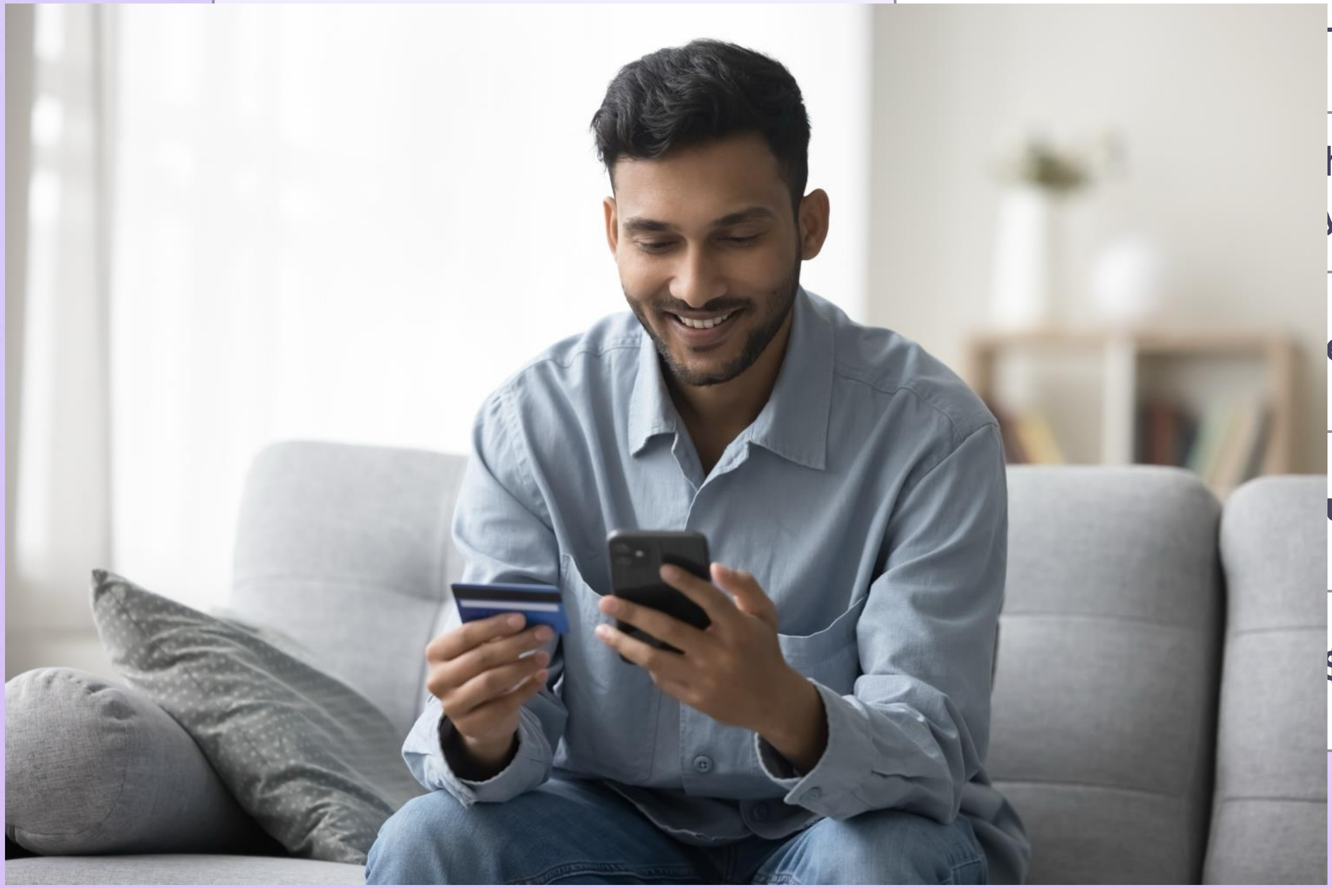


ChatGPT or other AI application:

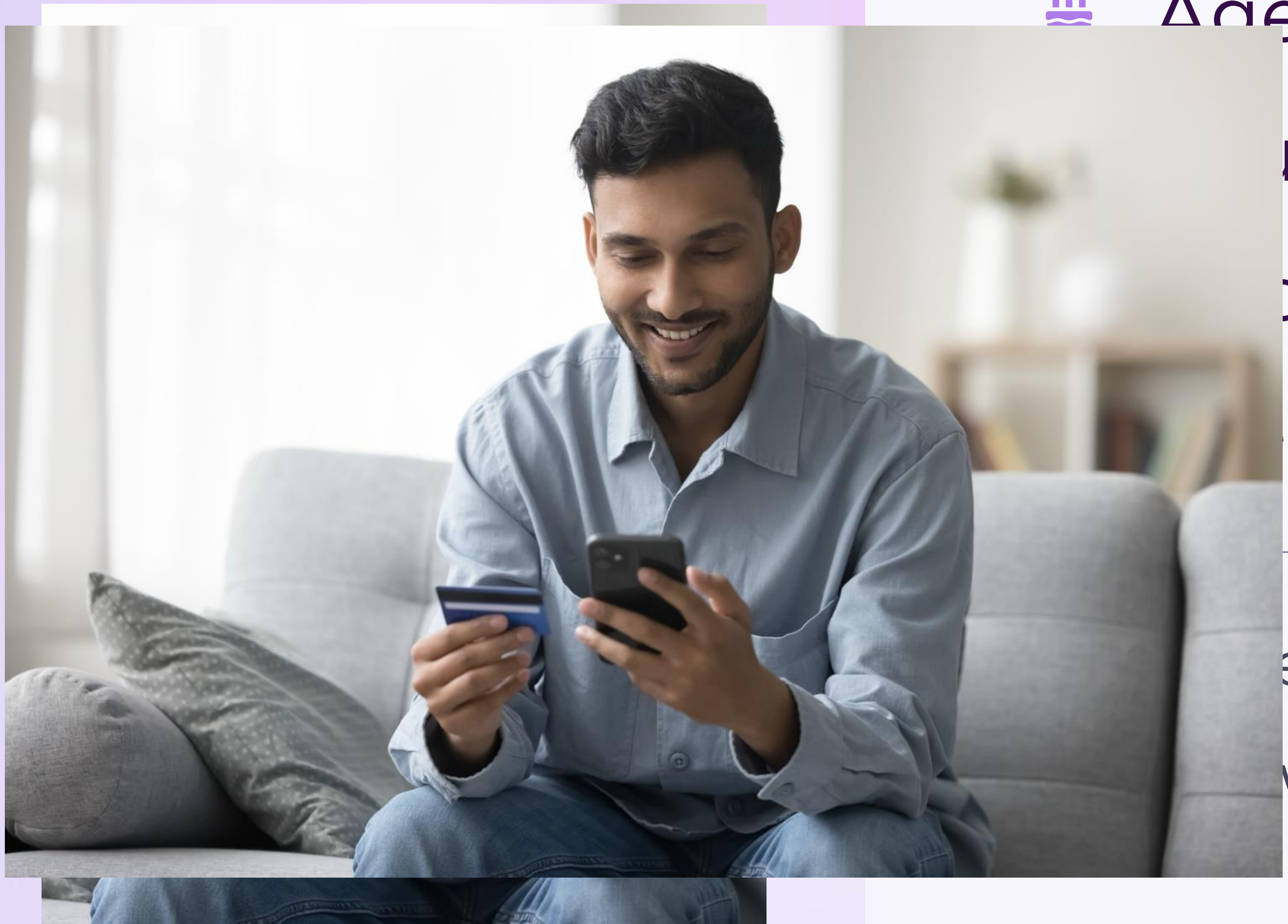
17%

- ChatGPT
- Google Gemini
- Meta AI Assistant
- Bing Chat/Copilot
- Perplexity/Grok (tie)
- Claude

Traditional Online Shopper	AI-First Shopper	Social Media-First Shopper
Start with Amazon/Google	Start with AI	Start with social sites
	–44	Younger: 18–34
	hough not y)	More likely female
	ent	Urban or suburban
	uate	Some college or college graduate
	$150K+	Income under $100K



AI-first shoppers



More likely to be:

- Gender – Male (58%)
- Age – 25–44
- ucation – College graduate
- ome – $100K+
- a type – Urban

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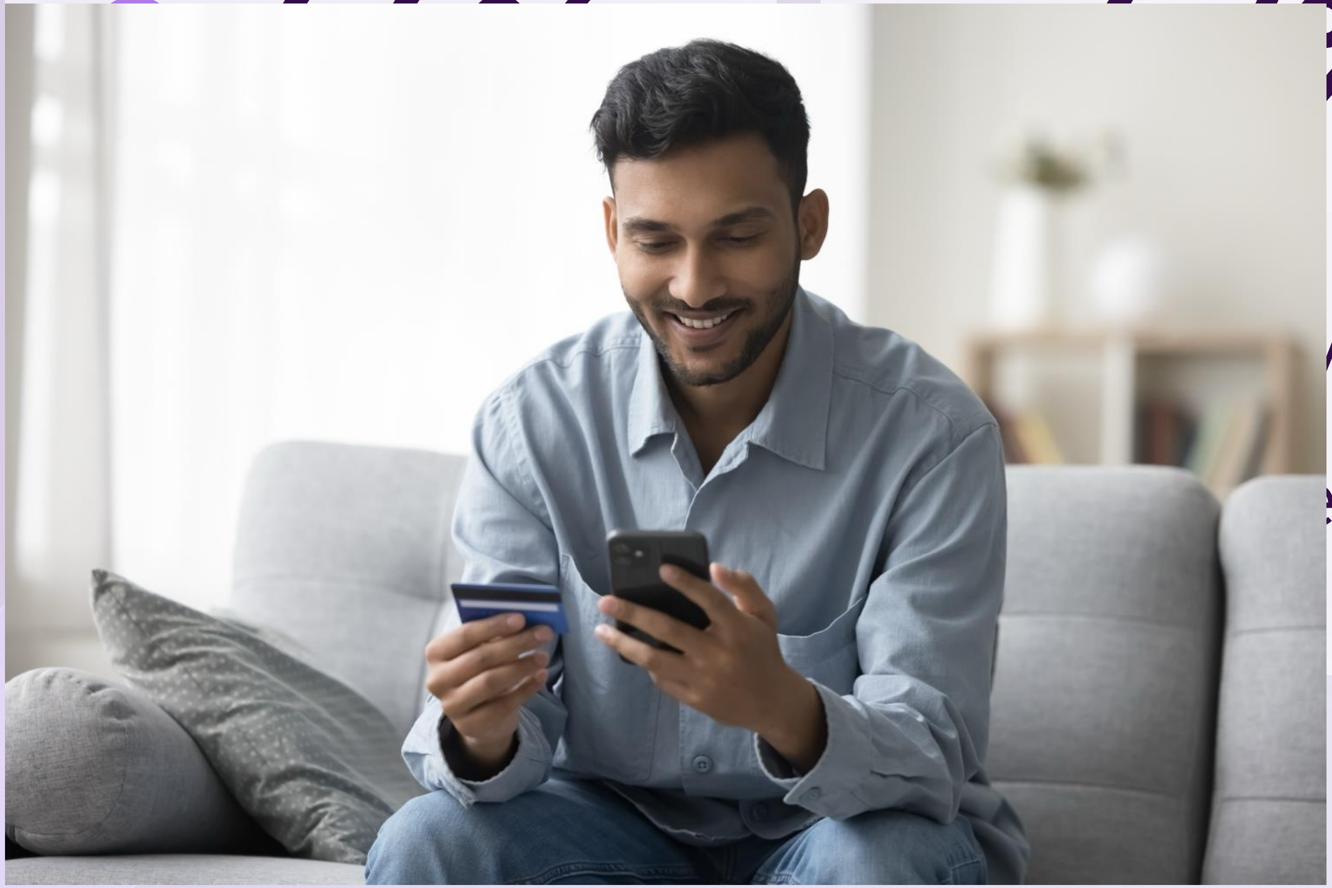
ely: older, rural, lower-income
without a college degree

Local Search for Products & Services



%

ing

veral

eek'

57%

have used

AI for local

'multiple times'

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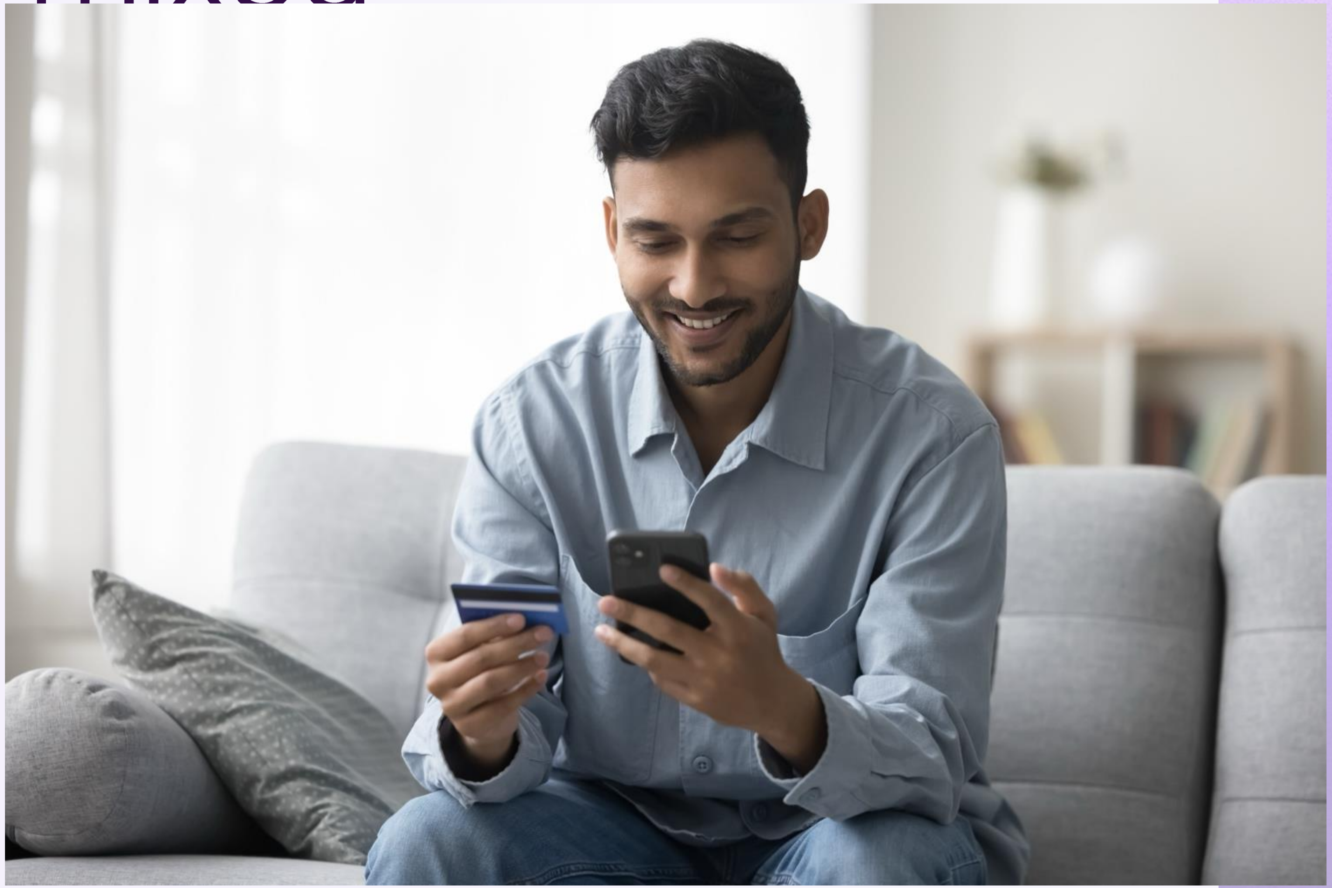
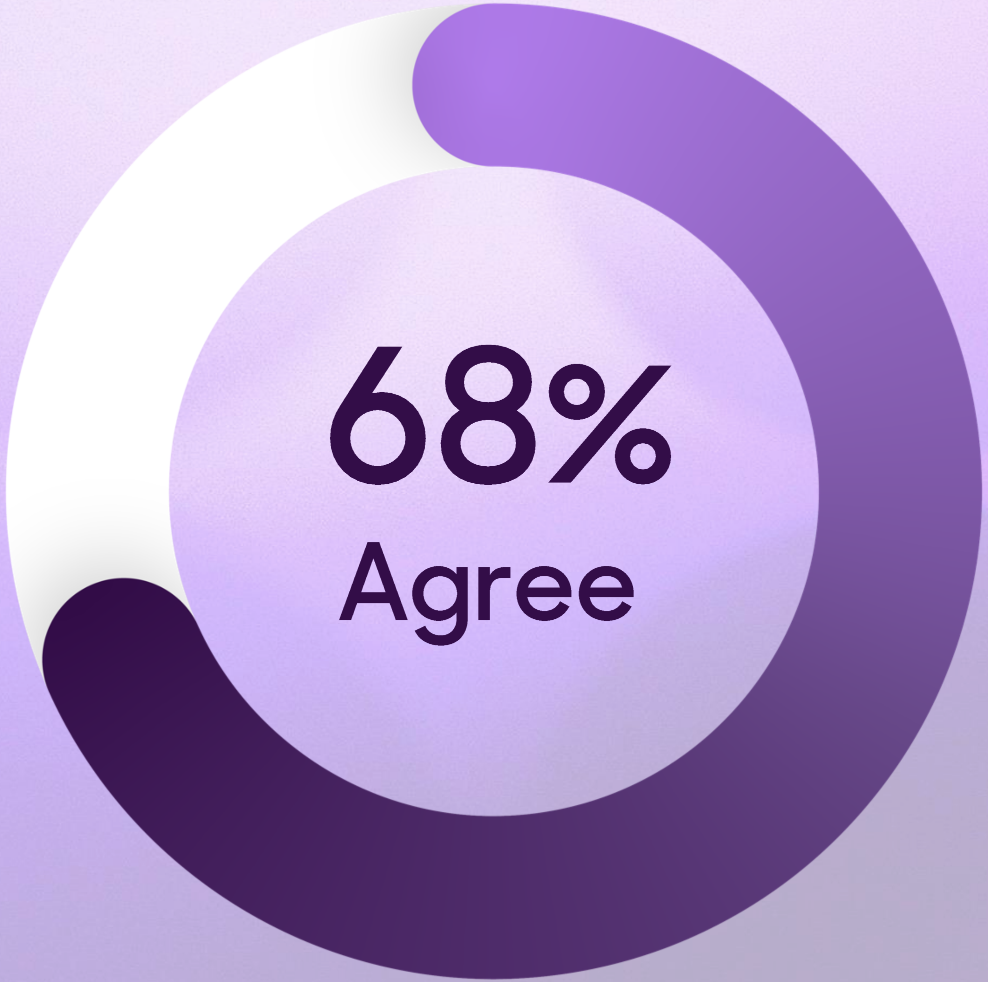
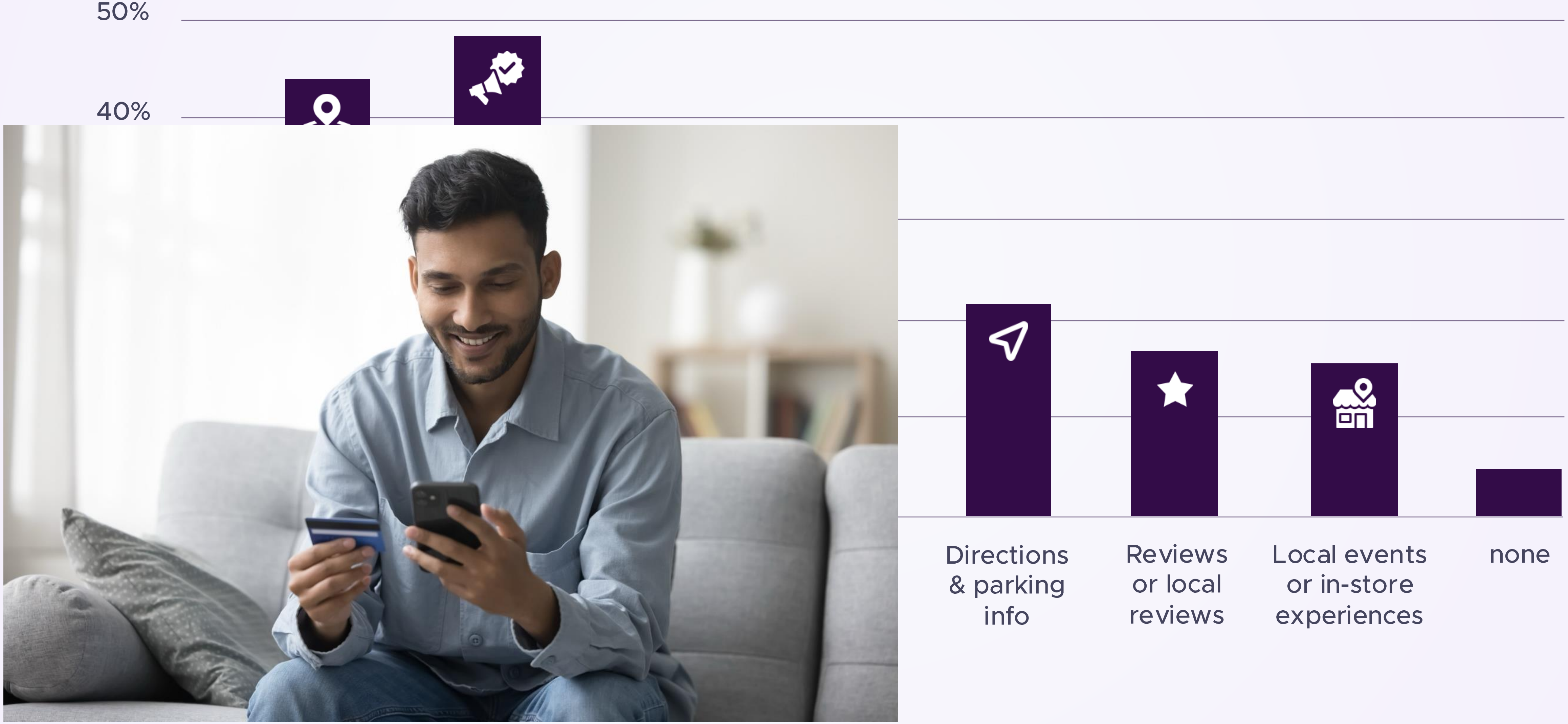
Local AI satisfaction mixed

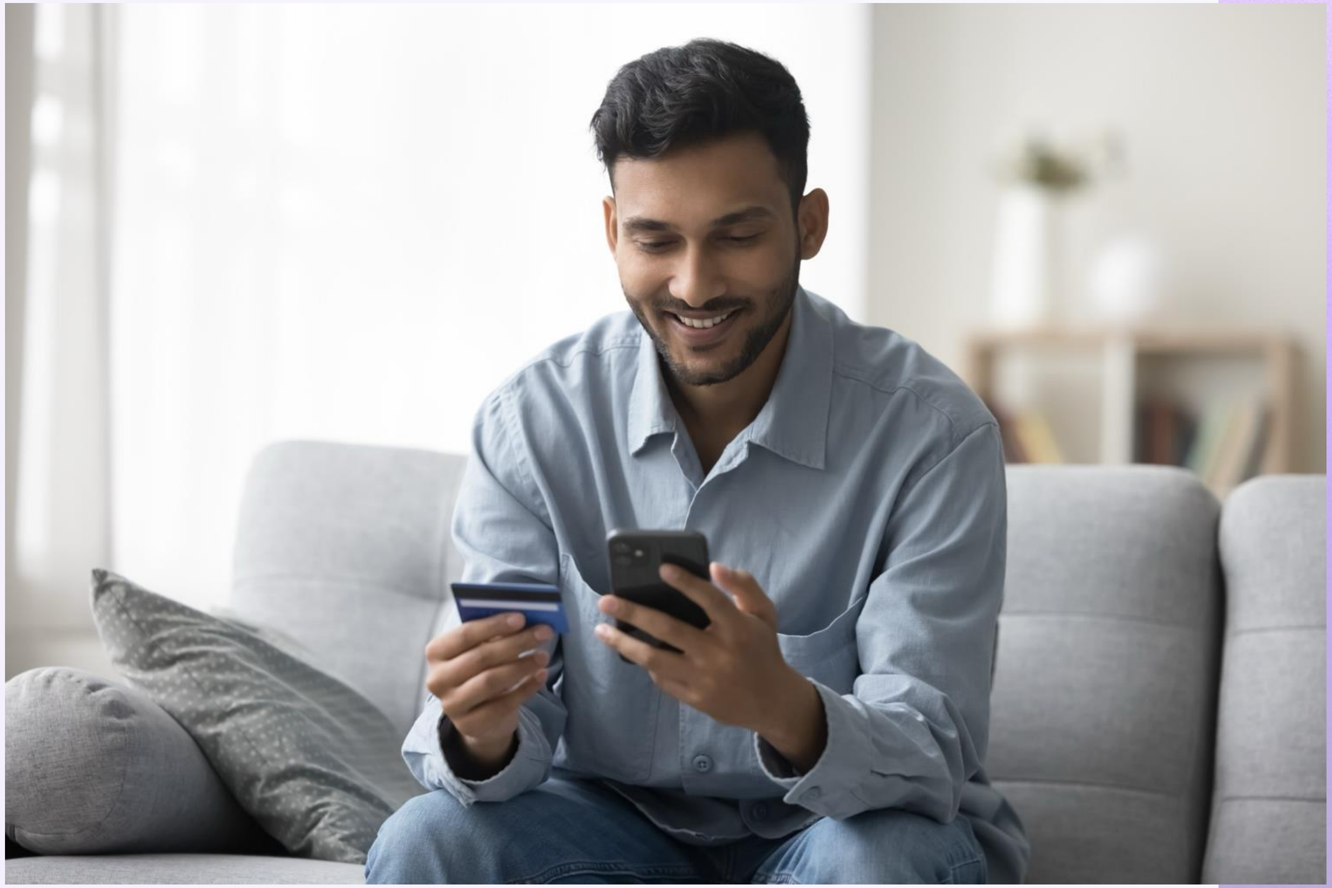


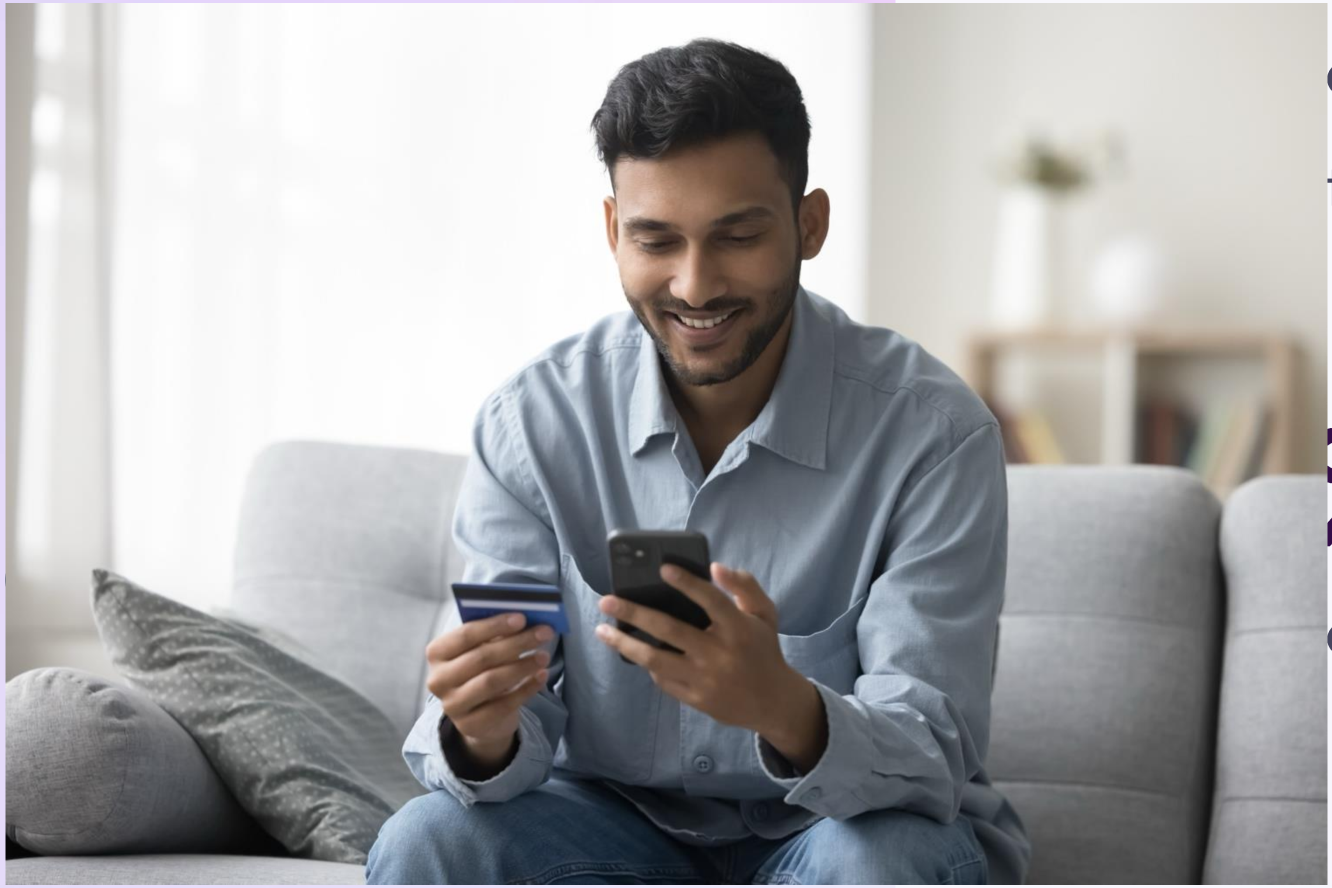


What’s missing?



"When AI





50%

oogle and

t equally

24%

Primarily using

search

%

oogle

4%

No impact

Lastmile RETAIL

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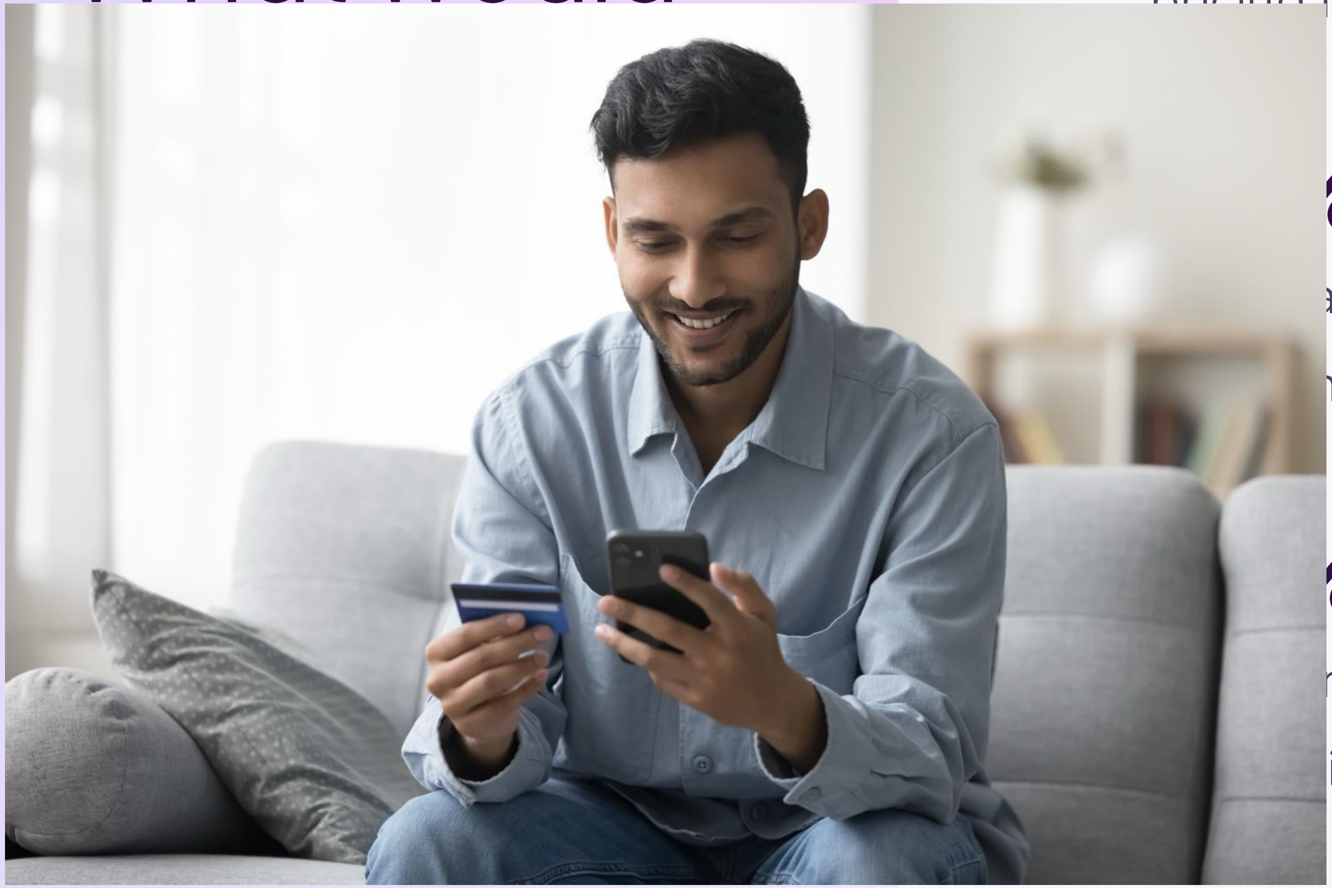
?

“What would



52%

Clear and accurate pricing information

50%

More accurate / real-time inventory info

%

alized

endations

39%

Reserve or buy online/pick up locally

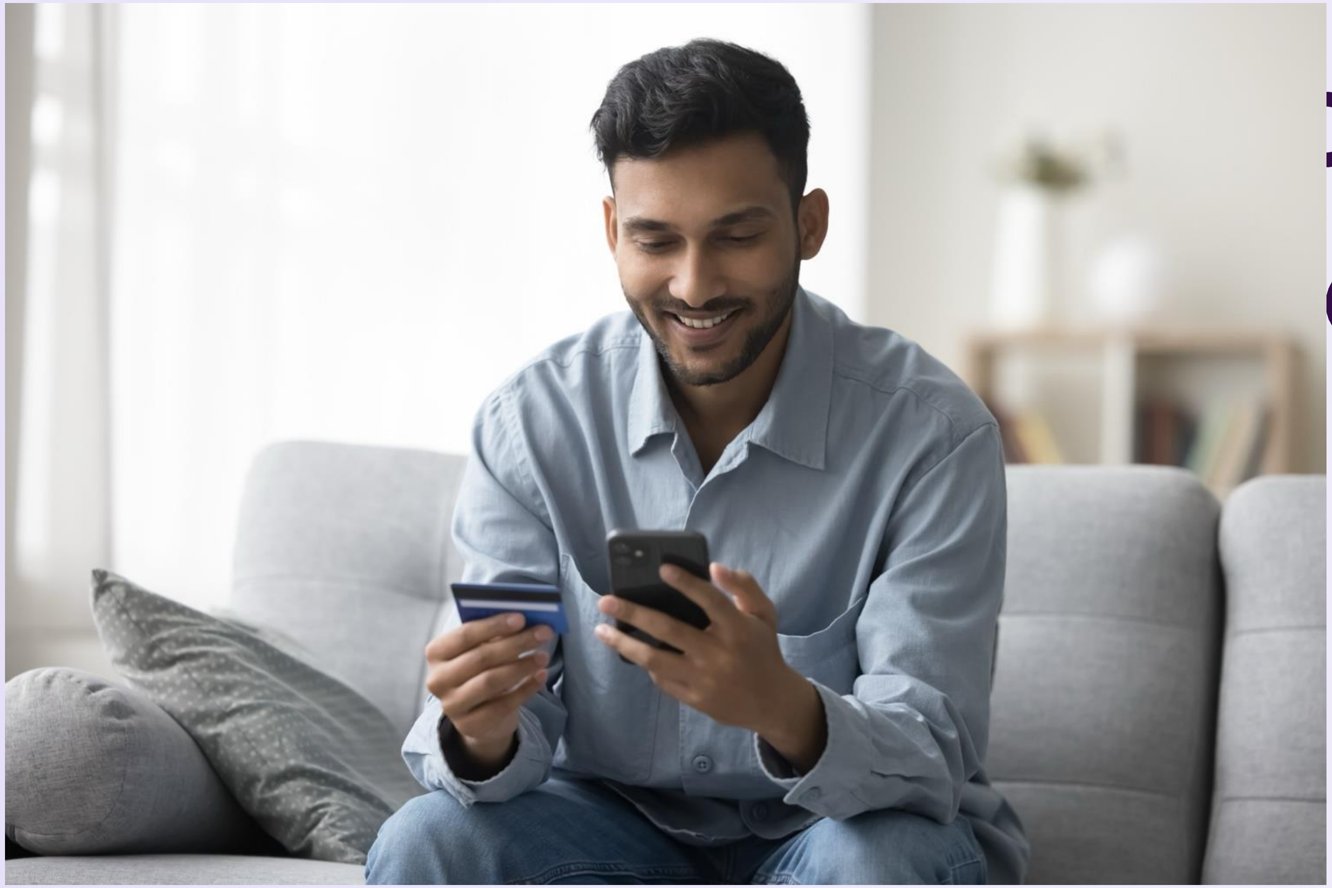
%

ntegration with

irections

32%

Source links to local businesses



cal
dations

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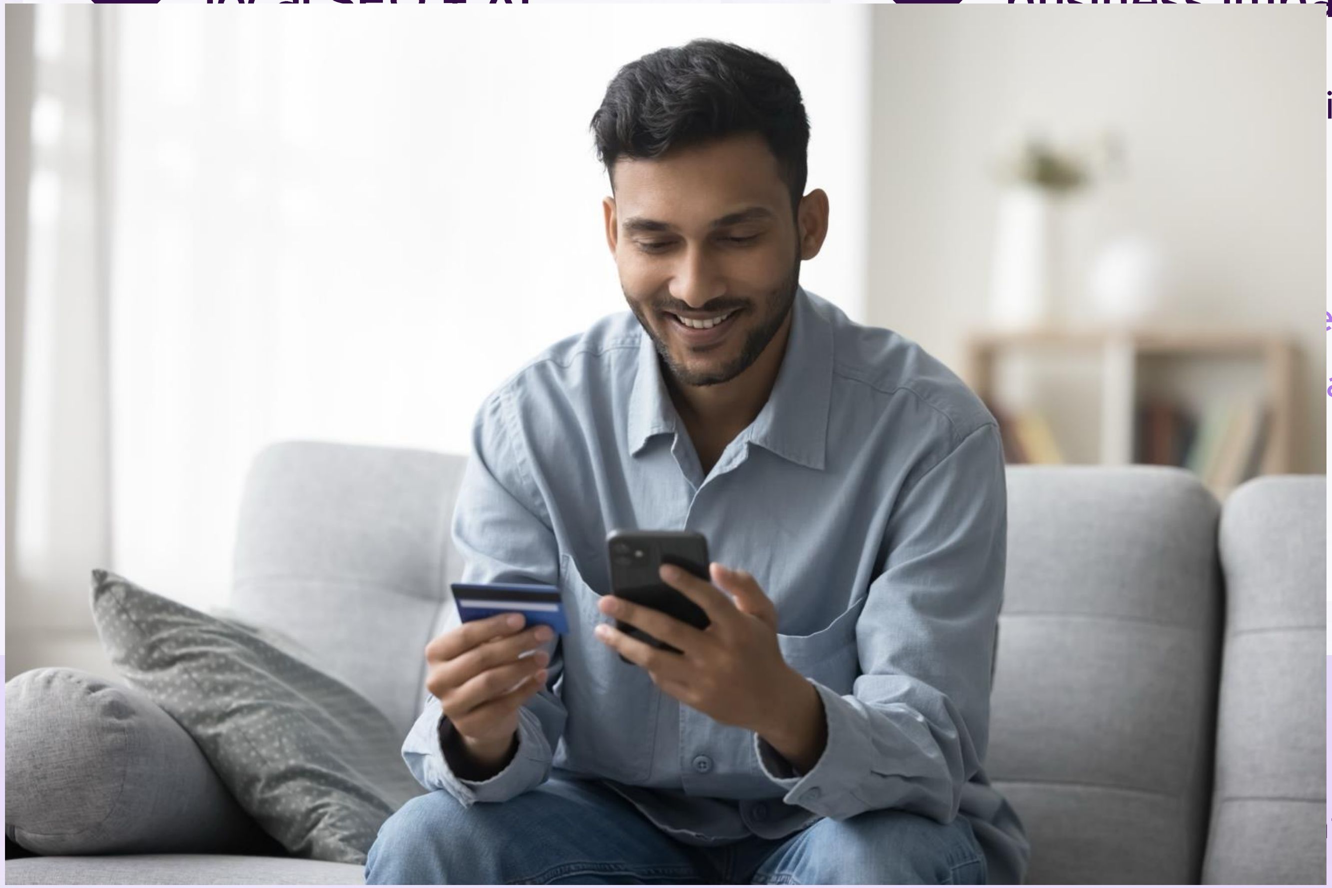
Why This Shift Can't Be Ignored

1 A new reality for local SEO + AI

2 Measurable business impact



intent

missed.

e

al sales

3 Scale is the real challenge

It's not one query or one store—it's answering the full range of local questions everywhere.

We optimize to ensure consistent results across all locations.

ffic | **450%** local engagement | **30%** ROAS

Lastmile RETAIL

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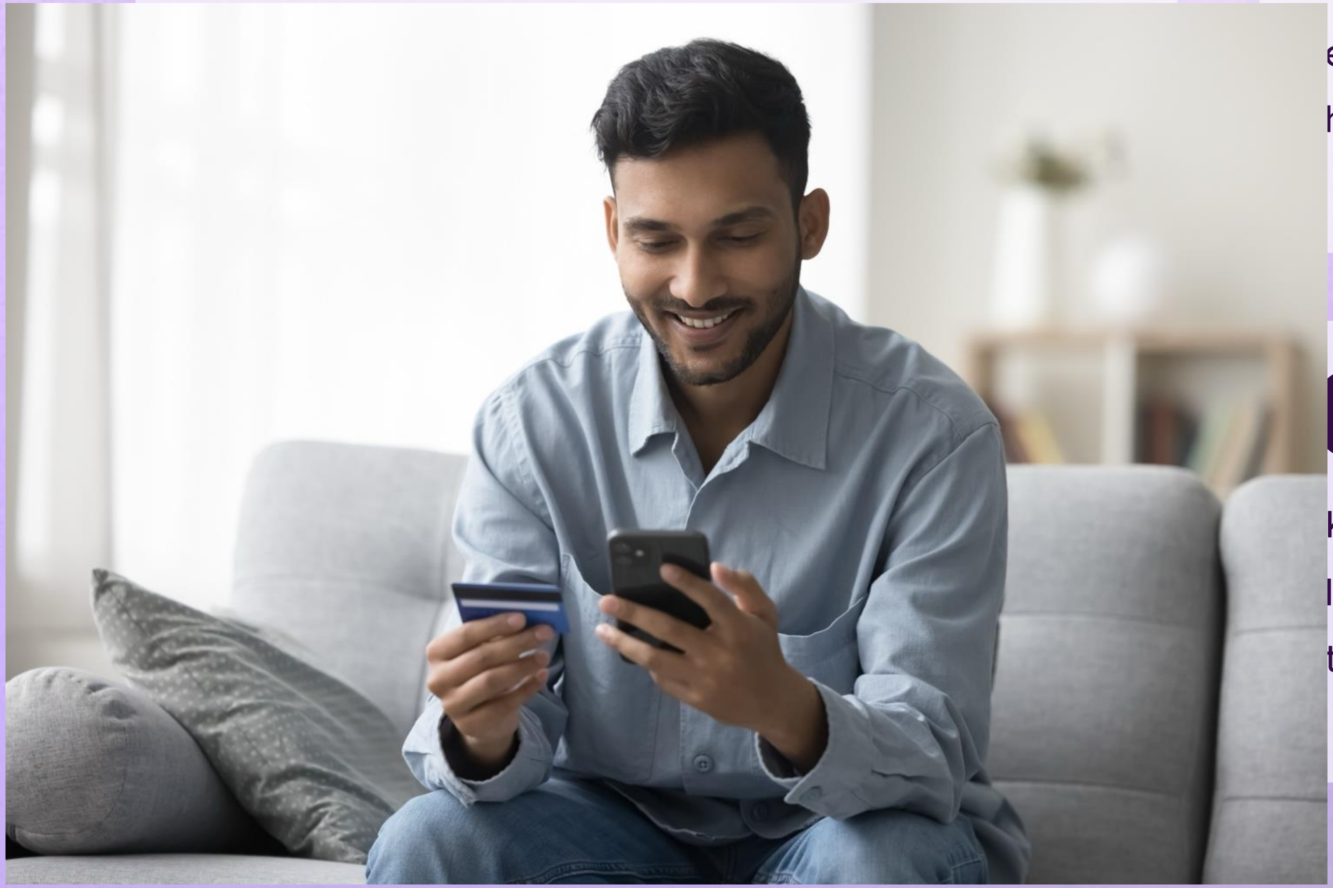
Key Takeaways

1 Breadth

Expand localized content so AI can answer



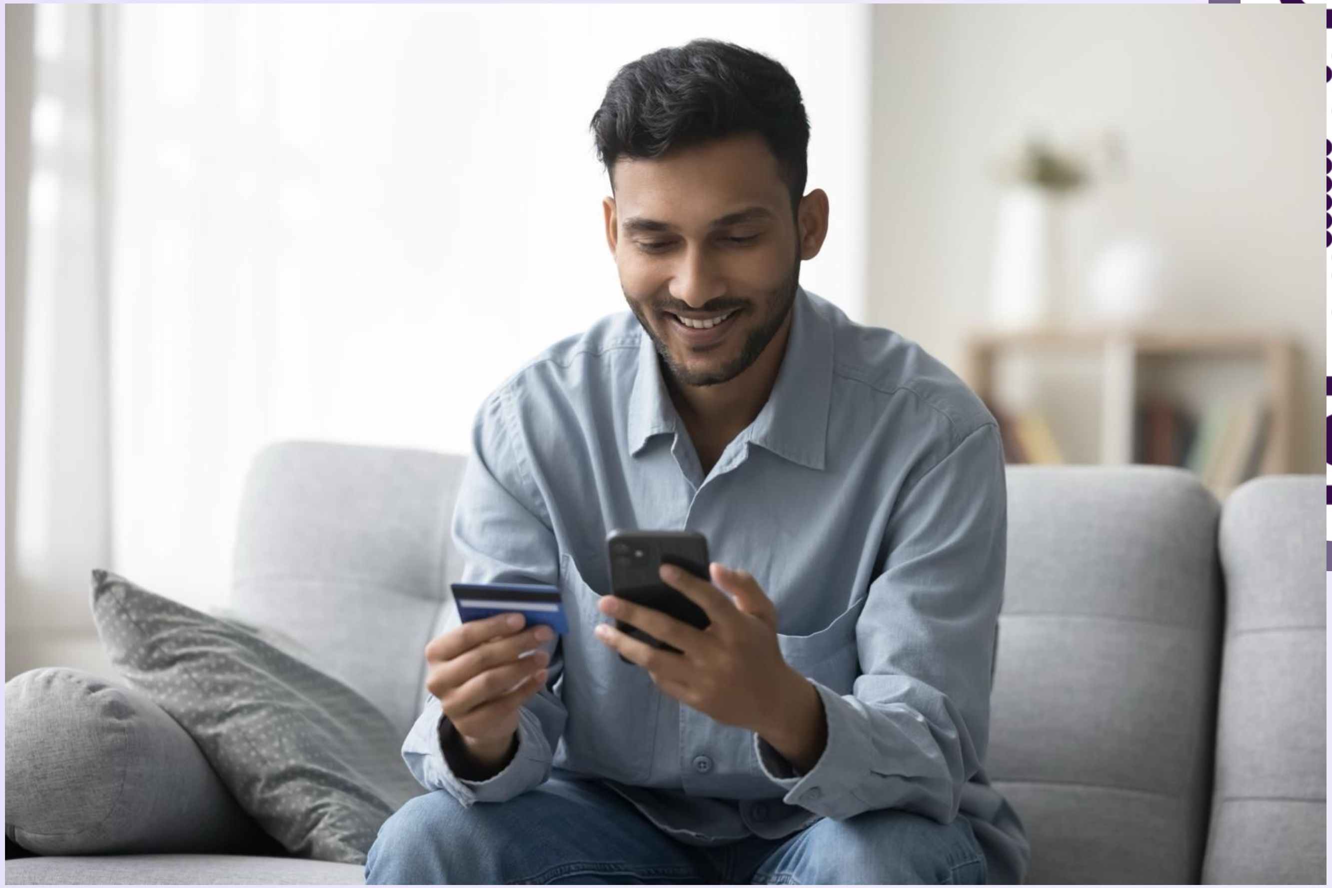
3 Crawlability

Ensure local content is easy for AI and search engines to crawl; optimize site structure, avoid heavy JS, and fix legacy technical SEO issues.

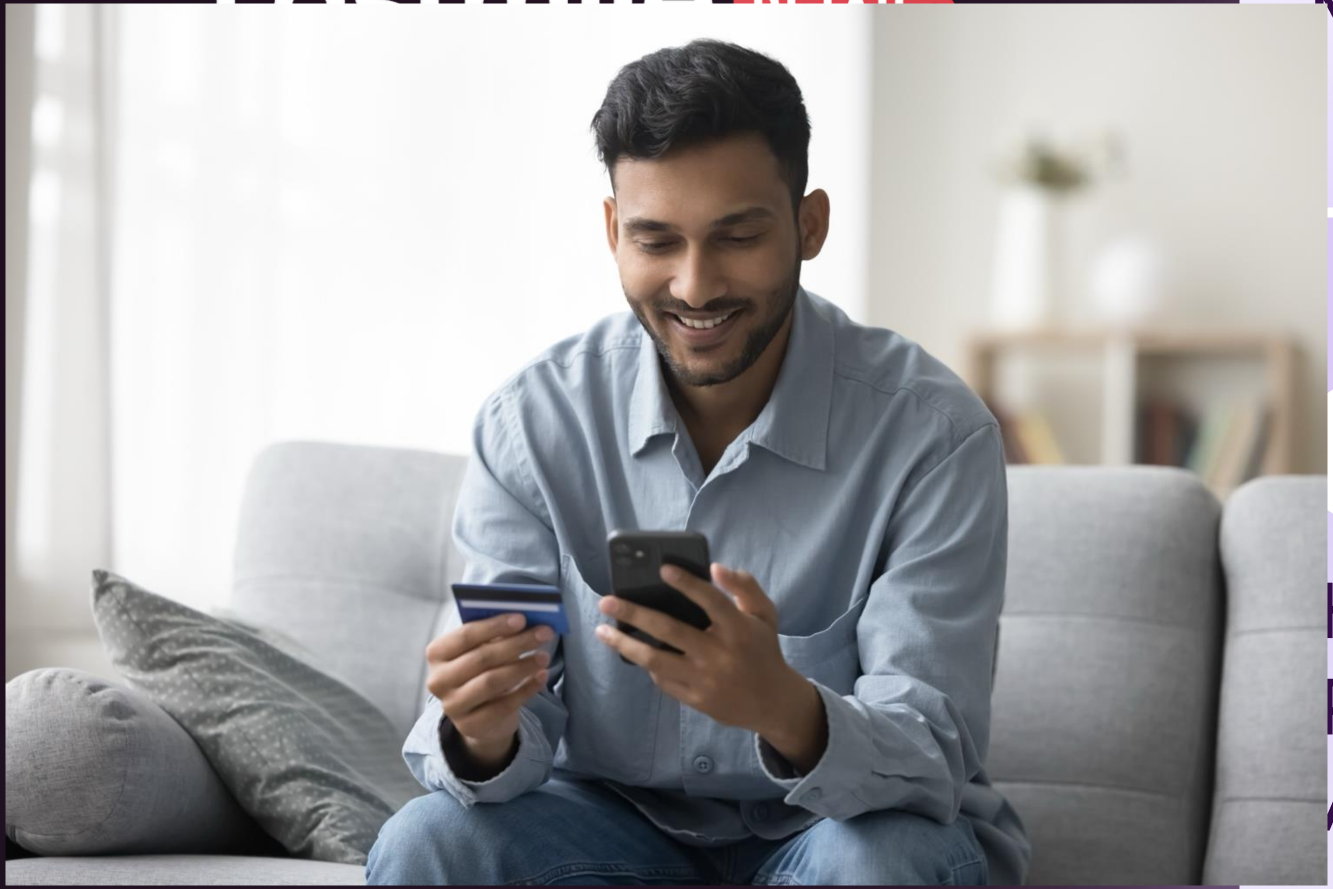
4 Accuracy & Differentiation

Keep promotions and pricing current, highlight local competitive advantages, and tailor content to the unique audience of each store.

Read the



Thank you!



Listings & Reviews Management

Local Microsites & Locator

End-to-end Service & Support

Hyperlocal Posting & Ads

Location-Level Analytics

Thank You