

Local Shopping

A content strategy approach for Casa and beyond

@nijaib

April, 2025

GOAL:

To establish foundational content principles that ensure consistency and cohesion across surfaces.

CONTENT'S ROLE IN ELEVATING LOCAL

Create clear and consistent copy

Establishing a cohesive, consistent and, trustworthy local experience.

Help shoppers immerse into “local mode”

Offering relevant and timely in-store information to provide a seamless transition from online to offline.

Build trust and familiarity


Making local options discoverable and understandable through recognizable and reliable content.


Make local options discoverable and desirable


Showcasing hidden gems, local deals, community connections, and the immediacy and convenience of shopping nearby.


USER INSIGHTS


Key areas where content can improve the local shopping experience.


 **Know before you go:** Users want product info before visiting to avoid wasted trips.

 **Find local easily:** Local options get lost in general results, making it hard to narrow down.

 **In- store essentials:** Availability & price are top priorities while shopping.

 **Expressing local intent:** Most users want local options but struggle to express that need in searches.

 **Prioritize local:** For users with explicit intent, search results are not prioritized by proximity or convenience.(27 miles is not quite nearby.)

 **Clear, consistent language:** Local experiences are often described as overwhelming and hard to understand

CONTENT SOLUTIONS FOR KEY PAIN POINTS

1

Problem: 😞 Users find local experiences overwhelming and unclear.

Solution: ✅ Use clear, consistent language across all local touchpoints for easy understanding.

2

Problem: 📍 Users can't find enough local options and don't know how to filter for them.

Solution: 🗺️ Clearly define and visually distinguish local options with prominent filters and labels.

3

Problem: 🛒 Shoppers want to make sure products are in store before heading there.

Solution: ✅ Clearly label in-store product availability to build confidence before visits.

4

Problem: 🏠 Most shoppers want nearby options even though they don't always express it.

Solution: ✨ Proactively show local options for **all** queries, providing an easy path to "Local mode."

SPEAKING THE SAME LANGUAGE: KEY LOCAL TERMS

To maintain a cohesive user experience, we must adhere to clear guidelines for these three essential terms.

In store

Use to help set context for the user and to distinguish products and brands within a physical store from online offers.

When to use: On a page level, in product set headers, and annotations.(Examples: “See what’s in store”, “Top brands in store, “In stores nearby”

Do not use: As entry points or in fly outs if already in context of a selected store. (Avoid repetition).

Nearby

“Nearby” should be used as the entry point into “local mode”. Nearby is a short, conversational, and nice indicator of proximity and convenience. It pairs nicely with the common query “xxx near me”.

When to Use: Entry points, filters, navigation menu. Module headers: “Nearby stores”

Do not use: “Near you” “near me” “also nearby” or “Local” to avoid changes in person and grammatical inconsistencies.




In stock

Shoppers have indicated that knowing product availability within a selected store is important. Use “In stock” on a product level to help ensure product availability. In stock can mean in stock online or in store.

When to use: On a product level (PV), flyouts, annotations.

Do not use: Category level, page level

CONTENT PRINCIPLES FOR LOCAL

Language 	Community 	Value 
1 Clarity and Consistency Use clear and concise language to guide users. Avoid redundancy.	3 Prioritize local inventory Boost local visibility in all search results. Provide intuitive entry points.	5 Highlight the benefits Emphasize proximity, convenience, and immediacy.
2 Provide accurate in-store stock info Use annotations to display accurate stock availability.	4 Connect shoppers to the community Highlight unique aspects of local stores.	6 Clearly differentiate local vs. online Use visual and language cues to distinguish local content.

Visuals

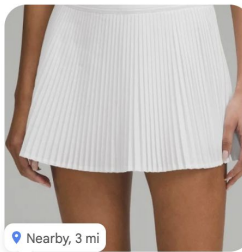
Local experiences are described as overwhelming and hard to understand

Content flyouts are inconsistent, crowded and not clearly defined. There's a lot of redundancy we can avoid.

In stores nearby



All in Motion Women's Everyday Soft Mid-Rise Skort
\$25.00
Target
Free delivery on \$35+
4.5 ★★★★★ (8)

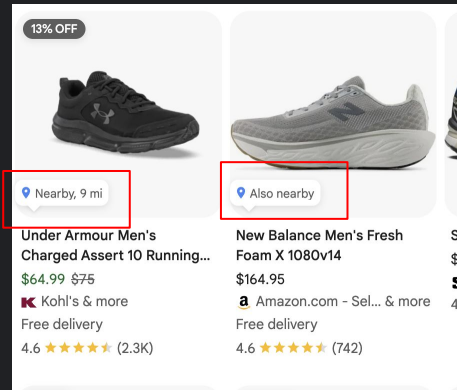


Lululemon Women's Varsity High-Rise Pleated Tennis Skirt
\$88.00
lululemon & more
3.8 ★★★★★ (6)

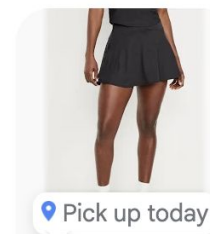


Aerie Your Serve Pleated Skort
\$29.97 \$60
Aerie
3.6 ★★★★★ (12)

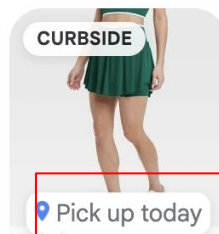
CONTENT SOLUTION: WIP
Establish consistent flyouts, remove repetition.



Sponsored

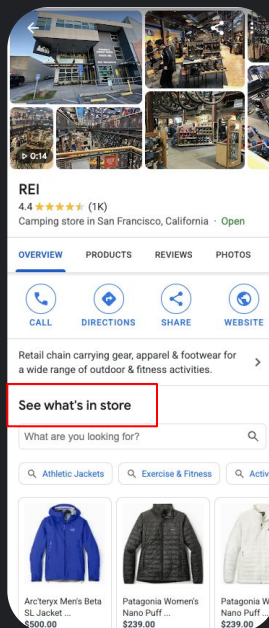
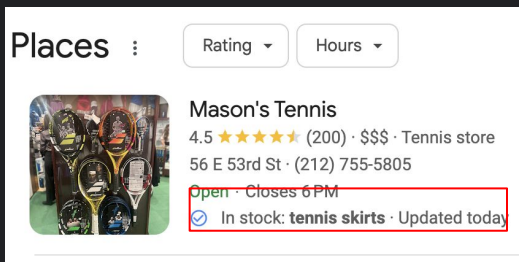


Old Navy
Women's High-...
\$18.49

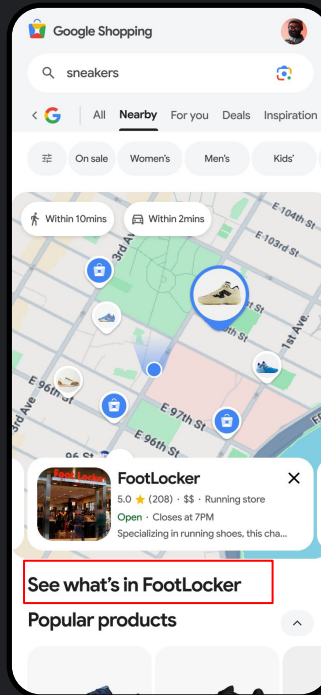


Women's High-...
Rise Seamless...
\$25.00

Users don't want to waste their time, let's assure them products are in store before getting there.

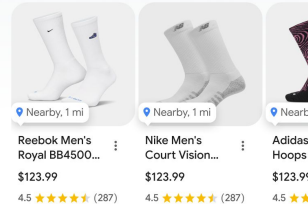


CONTENT SOLUTIONS

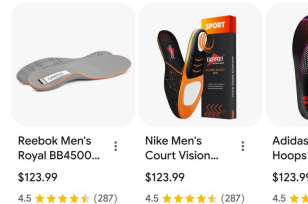


Also in Foot Locker

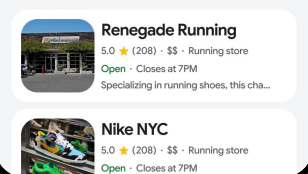
Athletic socks



Performance soles



More stores nearby

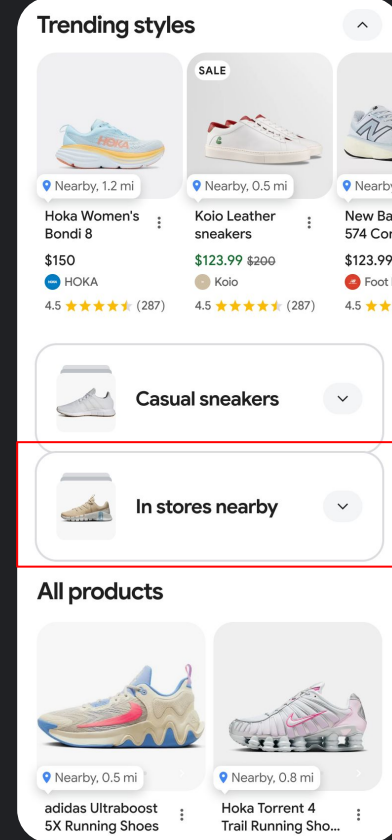
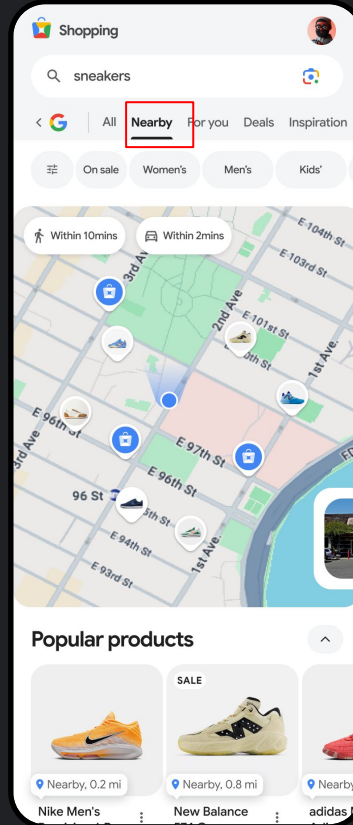


Provide clear labels that indicate stock availability and a more transparent look into what's sold in store.

Users can't find enough local options and don't know how to filter for them.

We are missing the opportunity to provide clear entry points into our local mode.

CONTENT SOLUTIONS



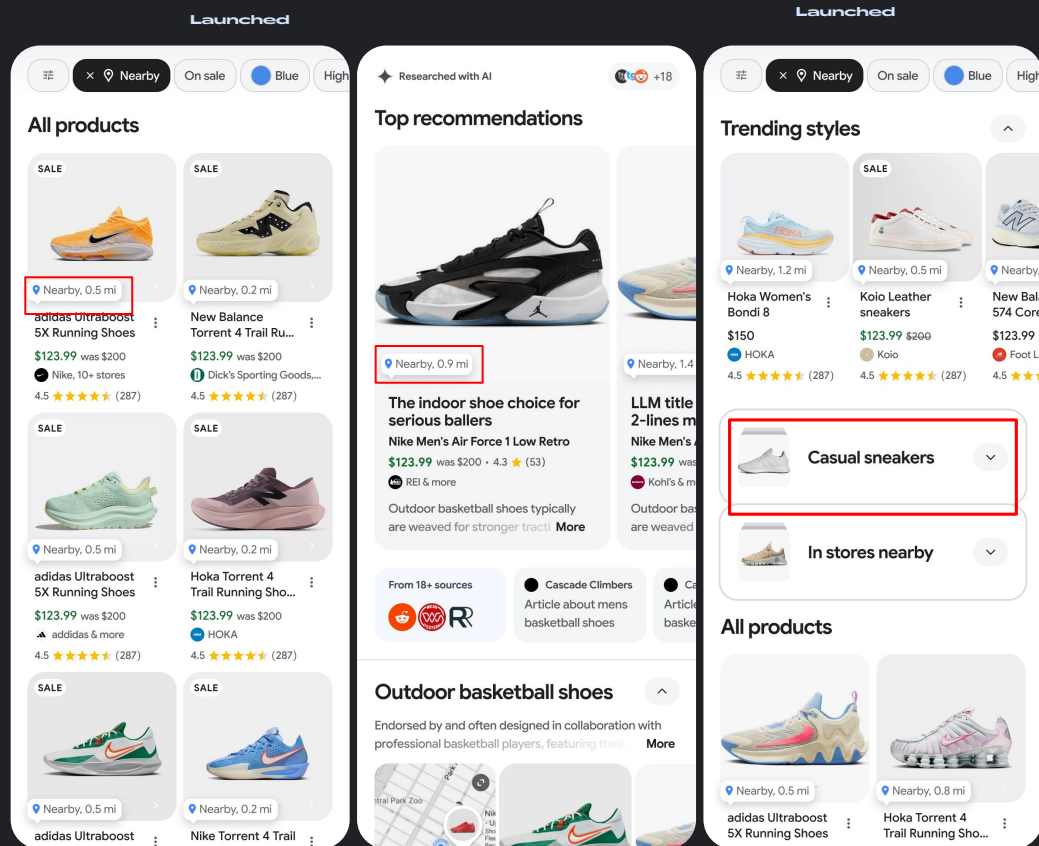
Refine results

- ☒ Nearby
- ☐ Get it today
- ☐ On sale
- ☐ Used
- ☐ Small business

Most people want nearby options even if they don't know how to express it

Make local results more discoverable by showcasing local options for both implicit and explicit queries.

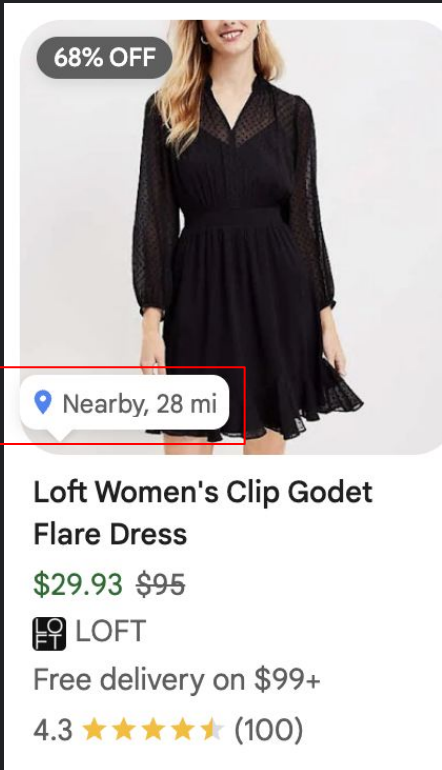
CONTENT SOLUTIONS



Search results are not prioritized by proximity or convenience.

Ensure content is actually nearby when prescribing it as “nearby”.

CONTENT SOLUTION: WIP
Work with Eng to establish clear nearby parameters.




68% OFF

Nearby, 28 mi

Loft Women's Clip Godet Flare Dress

\$29.93 ~~\$95~~

 LOFT

Free delivery on \$99+

4.3 ★★★★★ (100)

The image shows a product listing for a black dress. A red box highlights a location tag that says 'Nearby, 28 mi'. The listing includes a discount badge for 68% off, the product name, the current price of \$29.93 (crossed out from \$95), the Loft brand logo, a note about free delivery on orders over \$99, and a 4.3-star rating based on 100 reviews.

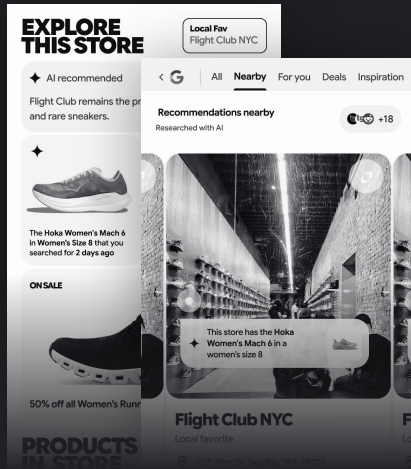
NEXT STEPS

1. Workshops for wilder thinking
2. Delight
3. Local all year round

Thank you.

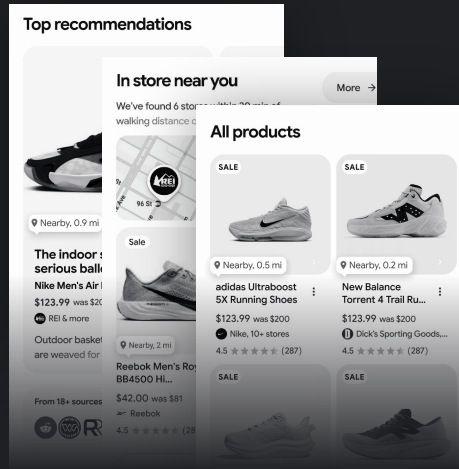
Archive

The opportunity



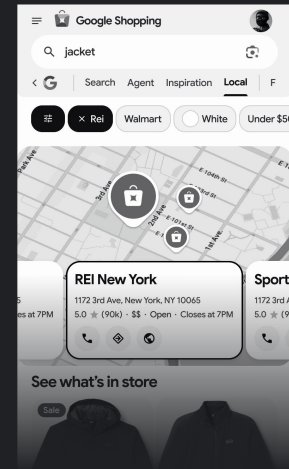
Explicit

Grow coverage and AI impacted queries



Ambient

Grow coverage + personalized cVisits



LSF

Grow % features on Well-lit Paths and cVisits