



Key LSEO Stats

every dealer should know

2024

Local Search Behavior

46%

of all
Google
searches
are local

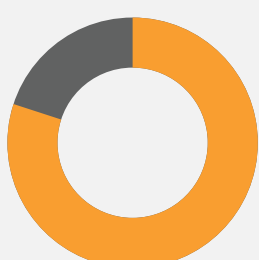
97%

of people
learn more about
local companies
online

90%

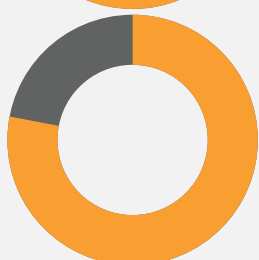
of brands
found that
online reviews
impact local
rankings

Mobile Searches



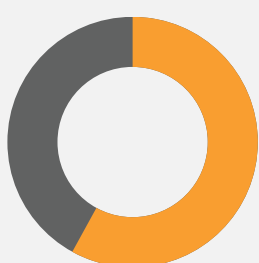
80%

of local mobile
searches convert!



78%

of local mobile
searches results in
an *offline*
purchase



58%

of people search
for a local
business on their
smartphone daily

Find > Tap > Convert

Business Perspective

35%

of
companies
believe that
local SEO
is important

50%

of business owners
have seen
incorrect
information on
their local listings

Consumer Consideration

62%

of consumers will only
consider a business if they
can find them online

61%

of companies say that
generating traffic and
leads is their top
challenge