Create a location-based **search ad in 5 steps**

Adthena

Create a winning **location-based search ad in 5 steps**

82% Of smartphone users are searching for businesses near them (Google)

90% Of users will click on the first set of results they see

	PHASE	**1. BE THERE**	**2. BE RELEVANT**	**3. BE USEFUL**	**4. BE QUICK**	**5. BE TOP**
GOAL		In the locations where your relevant users are searching	Ensure your products appear for the right search terms	Secure the most successful copy and CTAs for your area	Appear in the right areas at the right time, to beat competitors	A winning formula for being no.1 in your areas for paid search

Follow these five steps to create click-winning location-based ads:

1. **Be there.**
   Know where your products and services are most needed, and where your users are searching - whether that's by city, region or custom designation.

2. **Be relevant.**
   Is your ad creative relevant and specific? Are you appearing at the right time? And are you there each and every time?

3. **Be useful.**
   Don't be generic; in your copy and CTAs, each word must perfectly express your services and answer user questions.

4. **Be quick.**
   Any delay in response to market and competitor shifts will set you back, no matter how big you are.

5. **Be top.**
   The closer you are to number one, the greater the likelihood of a click. Be sure you target the most relevant search terms in a location, have the most compelling copy in your ads, and react at speed and scale to search fluctuations.

Your ultimate Local Search Toolkit for 2021

The pandemic has fundamentally changed consumer behavior and put local search well and truly on the map. Due to restrictions on movement, more and more consumers are realizing the ease and opportunity of online search and purchase. Individuals want a tailored search view with results that are relevant to them where they are at that very moment.

In fact, 72% of desktop or tablet users and 67% of smartphone users **want ads that are customized** to their location. On top of that, 82% of smartphone users are searching for businesses near them, with 90% clicking on the first set of results they see.

To win those conversions, your location-specific ads must be there at the top of the search engine results page; it's a competitive imperative.

In this toolkit, you'll find everything you need to know to harness the power of local search and succeed in 2021, including useful checklists and tips by industry.

$1.4 Trillion

By 2021, mobile devices alone will influence more than $1.4 trillion in local sales.

Get the full Toolkit