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

1. **BE THERE**
   - In the locations where your relevant users are searching

2. **BE RELEVANT**
   - Ensure your products appear for the right search terms

3. **BE USEFUL**
   - Secure the most successful copy and CTAs for your area

4. **BE QUICK**
   - Appear in the right areas at the right time, to beat competitors

5. **BE TOP**
   - 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.

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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.

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.

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