

centro
WEBINAR

SEARCH MARKETING IN A CRISIS

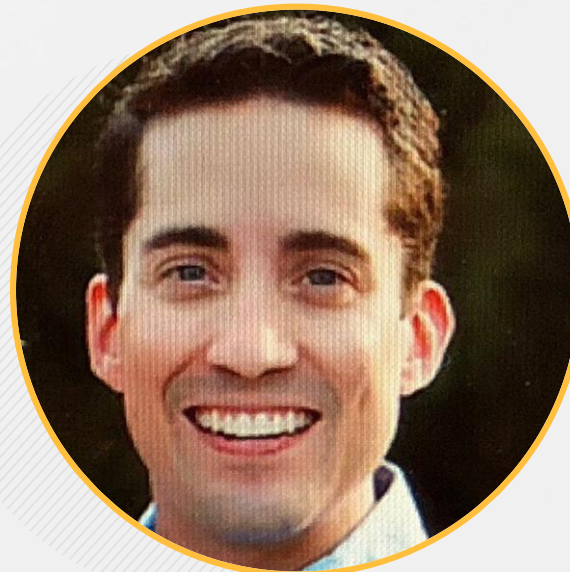
OUR EXPERTS



Dan Golden
President & Chief Search Artist

 @thegoldendan

[linkedin.com/in/dangolden/](https://www.linkedin.com/in/dangolden/)



Robert Kurtz
Senior Director, Paid Search

 @TheRobertKurtz

[linkedin.com/in/robertjkurtz/](https://www.linkedin.com/in/robertjkurtz/)



centro[®]

**WE HAVE DELIVERED
GREAT RESULTS FOR**

2,000+ Agencies

6,000+ Brands

200,000+ Campaigns

Over \$2BN+ digital media spend via Basis

700+ Centrons in **41** offices

Innovators in ad technology

Commitment to education

centro®

**In 2019, WE DELIVERED
SEARCH RESULTS FOR**

450+ Brands



EARNING PREMIER PARTNER STATUS WITH GOOGLE:

2% of Google agency partners receive the “premier” designation

INNOVATORS in BETA product testing and best practices implementation

DEDICATED TEAM of Centrons specialized in Search Buying and Strategy

ACCESS to training opportunities and Google hosted events such as Google Marketing Live and Google Brand Summits






We Think

We Care

We Deliver

We've come a long way from our beginnings as a search agency in 2009. Now that we've made our roots and established BFO as a leading digital agency in the following areas:

-  Paid Media (Search, Display & Social)
-  Organic Media (SEO & Content Marketing)
-  Analytics Solutions (GA/GTM Setup, GA Optimization, Custom Performance Dashboards)

Earning us numerous awards such as:



WHAT YOU'LL HEAR TODAY

- + Crisis Happens
- + Using Search Data
- + Local Search / GMB
- + Onsite Recommendations
- + Paid Search
- + Q&A



CRISIS HAPPENS

PANDEMICS



Can strike at any time with only a few hours to months' notice






Can interrupt life as we know it locally, regionally, nationally, or globally



Puts local, national, and global economies at risk

WEATHER

-  Can strike with little-to no-warning
-  Often impacts a small(ish) geographic region, but can impact business globally
-  Recovery can last from days to years





LEGISLATION/ POLITICS



Often predictable based on the political climate






Can impact business nationally (impeachment), regionally (Brexit), or Globally (World Wars)



Recovery can last from days to years

AD POLICY CHANGES

-  Immediate impacts
-  Unpredictable outcomes
-  Inconsistent enforcement

Google's ban on payday & high-interest loan ads going into effect now

After a week's delay, the ban on predatory lending ads for AdWords advertisers is beginning to roll out.

Ginny Marvin on July 20, 2016 at 4:33 pm



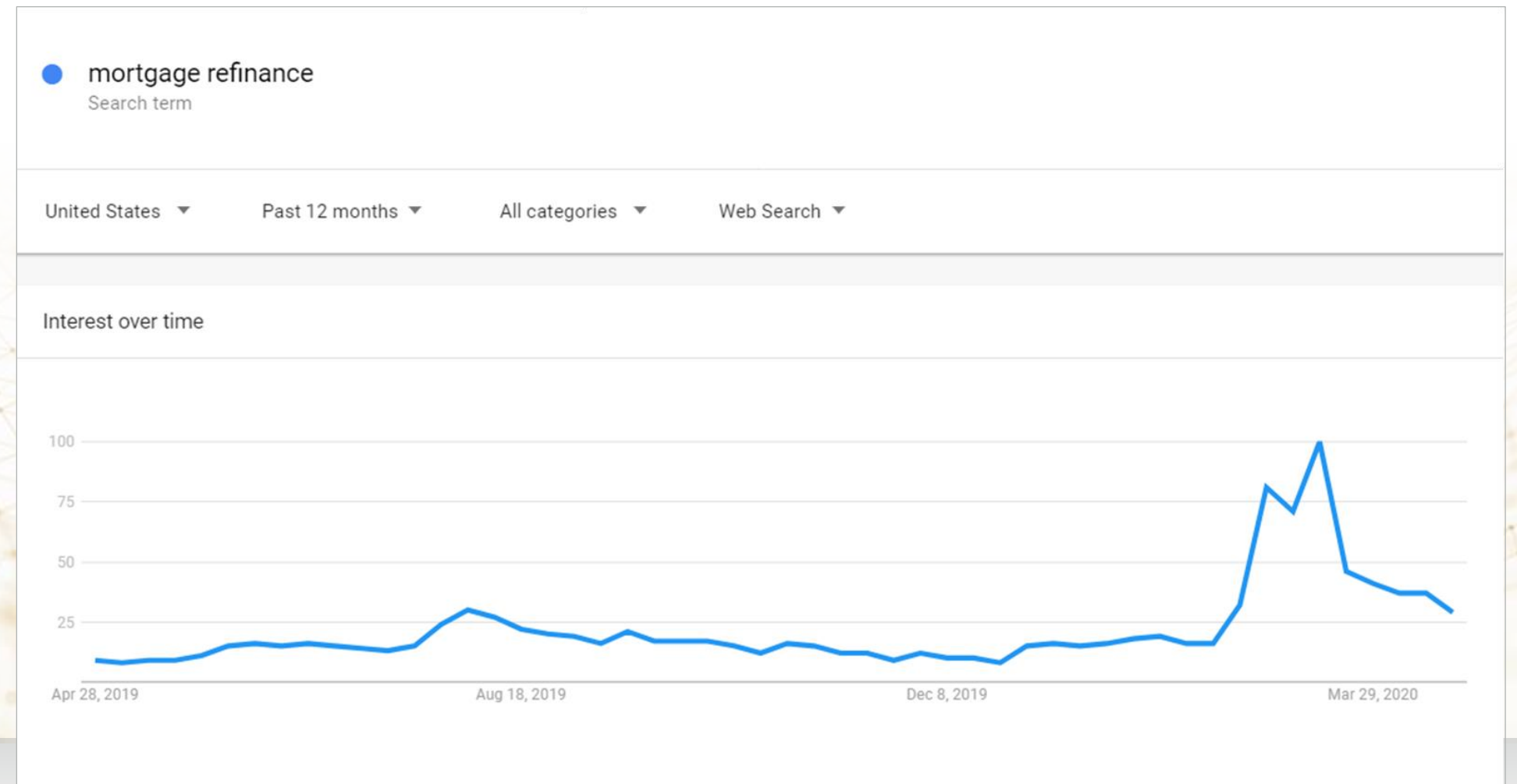
A blue sky with a white cloud trail that starts from the bottom left and extends towards the top right. The text "USING SEARCH DATA" is overlaid on the cloud trail.

USING SEARCH DATA

EVALUATE CURRENT ENVIRONMENT TIPS

Historical performance review

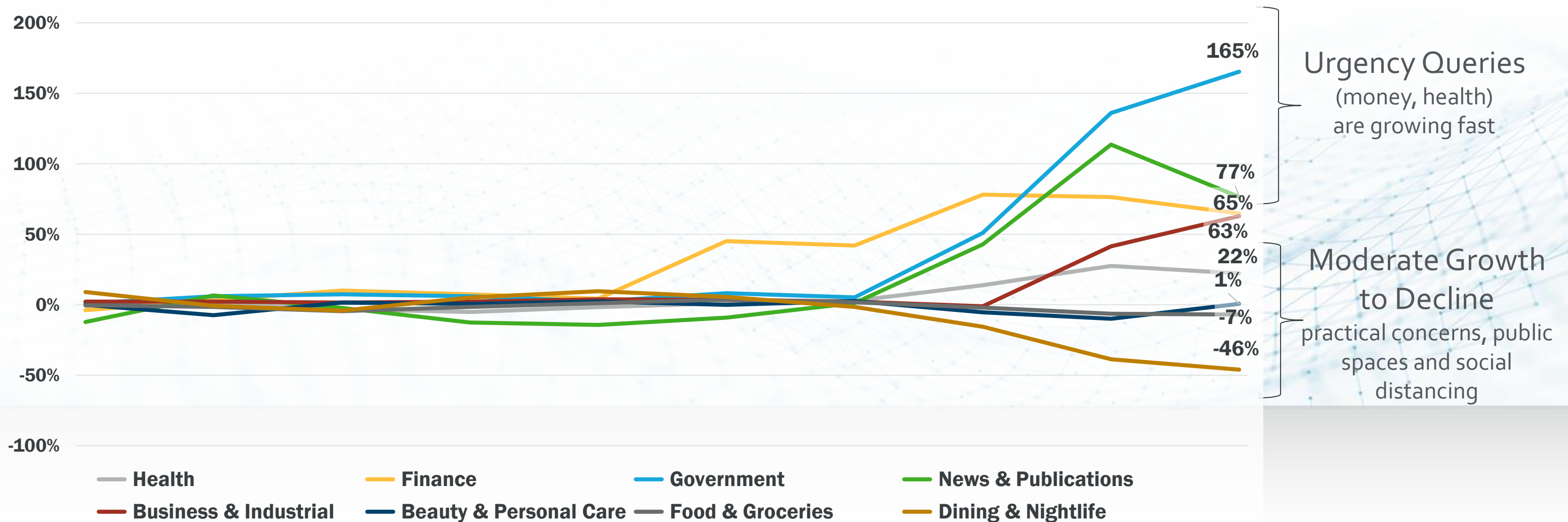
- How is the crisis impacting your ability to service customers
- Are you seeing an uptick or downturn of interest and KPIs
- Google Trends review
- Search query reports



EVALUATE CURRENT ENVIRONMENT

👁️ WHAT IS CENTRO SEEING?

Search Interest Since COVID-19 Entered Public Interest



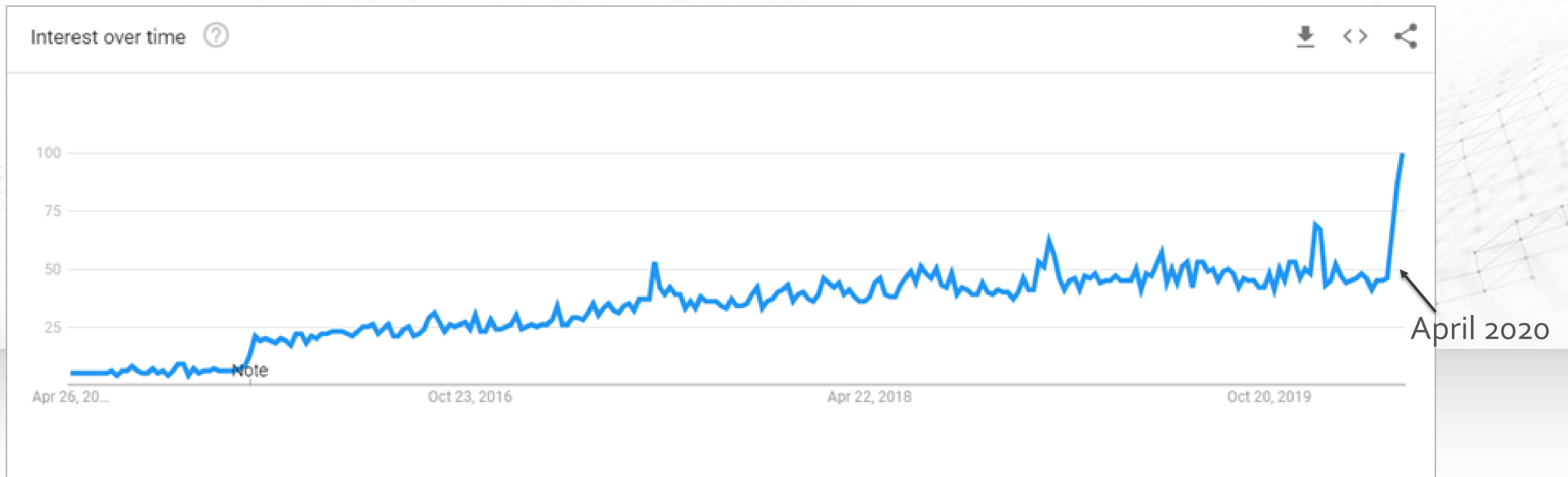
EVALUATE CURRENT ENVIRONMENT

👁️ **WHAT IS CENTRO SEEING?**

Even high-level vertical trends can be misleading for your brand

We recommend additional research and trend evaluation

- Example: Dining Category interest is stagnant, but we have a QSR client who is seeing exponential interest growth



↑ GROWTH CATEGORIES

1 Disposable Gloves +670%

2 Bread Machines +652%



Bread is one of the many items people have been stockpiling for their time at home, resulting in a shortage at grocery stores and a rise of bread machine sales.

3 Cough & Cold +535%

4 Soups +397%

5 Dried Grains & Rice +386%

6 Packaged Foods +377%

7 Fruit Cups +326%

8 Weight Training +307%



Gyms and fitness studios are temporarily closed, forcing a shift in people working out from home and an increase in weight training equipment sales.

9 Milk & Cream +279%

10 Dishwashing Supplies +275%

11 Paper Towels +264%

12 Hand Soap & Sanitizer +262%

Top 100 Fastest Growing Categories

1 Disposable Gloves +670%	26 Chips & Pretzels +186%	51 Incontinence & Tummy +129%	76 Jams, Jellies & Spreads +102%
2 Bread Machines +652%	27 Crackers +184%	52 Multivitamins +126%	77 Coffee +101%
3 Cough & Cold +535%	28 Health Monitors +182%	53 Cat Litter +125%	78 Spices & Seasonings +100%
4 Soups +397%	29 Popcorn +179%	54 Training Pads and Trays +125%	79 Skin Care +99%
5 Dried Grains & Rice +386%	30 Computer Monitors +172%	55 Juices +125%	80 Pain Relievers +99%
6 Packaged Foods +377%	31 Fitness Equipment +170%	56 Smoking Cessation +122%	81 Cooking Vinegars +98%
7 Fruit Cups +326%	32 Single Vitamins +166%	57 Dried Fruit & Raisins +120%	82 Air Purifiers +97%
8 Weight Training +307%	33 Nut & Seed Butters +163%	58 Salt & Pepper Seasoning +118%	83 Granola & Nutrition Bars +97%
9 Milk & Cream +279%	34 Cat Food +162%	59 Craft Kits & Projects +117%	84 Pudding & Gelatin +97%
10 Dishwashing Supplies +275%	35 Fruit Snacks +162%	60 Batteries +116%	85 Toy Clay & Dough +95%
11 Paper Towels +264%	36 Baby Care Products +162%	61 Trash Bags +116%	86 Single Spices +95%
12 Hand Soap & Sanitizer +262%	37 Refrigerators +160%	62 Nuts & Seeds +116%	87 Bird Food & Treats +91%
13 Pasta +249%	38 Baking Mixes +160%	63 Hair Coloring +115%	88 Lab & Science Products +90%
14 Vegetables +238%	39 Toilet Accessories +160%	64 Sauce & Gravy +115%	89 Eczema & Psoriasis Care +90%
15 Flour +238%	40 Dog Food +159%	65 Deli Foods +114%	90 Ping Pong +89%
16 Facial Tissues +235%	41 Diapers +154%	66 Syrups +114%	91 Chocolate +86%
17 Allergy Medicine +232%	42 Yoga Equipment +154%	67 Breads & Bakery +114%	92 Baking Ingredients +84%
18 Women's Health +215%	43 Bottled Beverages +153%	68 Minerals +113%	93 Energy Supplements +84%
19 Cereals +214%	44 Baby Meals +153%	69 Condiments +111%	94 Respiratory +82%
20 Power Generators +210%	45 Cookies +147%	70 First Aid +108%	95 Office Desks +89%
21 Laundry Supplies +200%	46 Digestion & Nausea +144%	71 Nail Care +108%	96 Potty Training Supplies +82%
22 Household Cleaners +195%	47 Snack Foods +141%	72 Humidifiers +105%	97 Herbs, Spices & Seasoning +82%
23 Soap & Body Wash +194%	48 Herbal Supplements +136%	73 Art Paint +104%	98 Keyboard & Mice +80%
24 Toilet Paper +190%	49 Cooking Oils +135%	74 Office Chairs +104%	99 Body Lotion +79%
25 Jerky & Dried Meats +187%	50 Water +130%	75 Deodorant +103%	100 Safes +69%

New and shifting markets provide growth categories

Actions

- Split out Campaigns to de-couple budgets
- Closely Monitor Inventory!

DECLINING CATEGORIES

1 Luggage & Suitcases -77%

2 Briefcase -77%

3 Cameras -64%



Camera sales are declining rapidly since many travel plans, weddings, sports activities and other events have been postponed.

4 Men's Swimwear -64%

5 Bridal Clothing -63%

6 Men's Formal Wear -62%

7 Women's Swimwear -59%

8 Rash Guards -59%

9 Boy's Athletic Shoes -59%

10 Gym Bags -57%

11 Backpacks -56%

12 Snorkeling Equipment -56%

13 Girl's Swimwear -55%

14 Baseball Equipment -55%

Top 100 Fastest Declining Categories

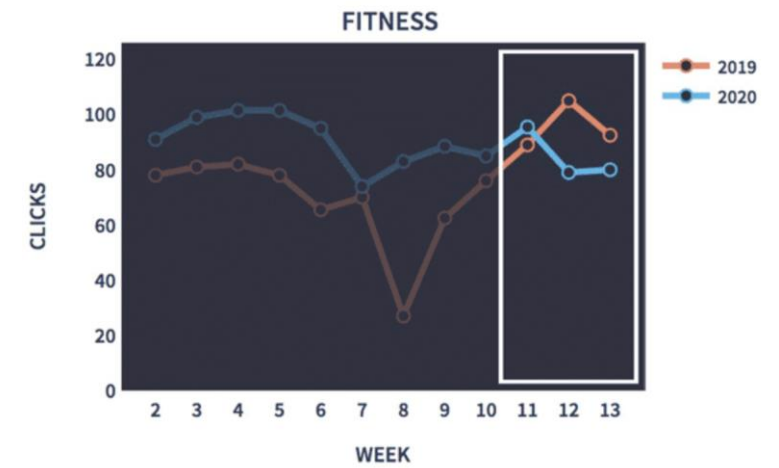
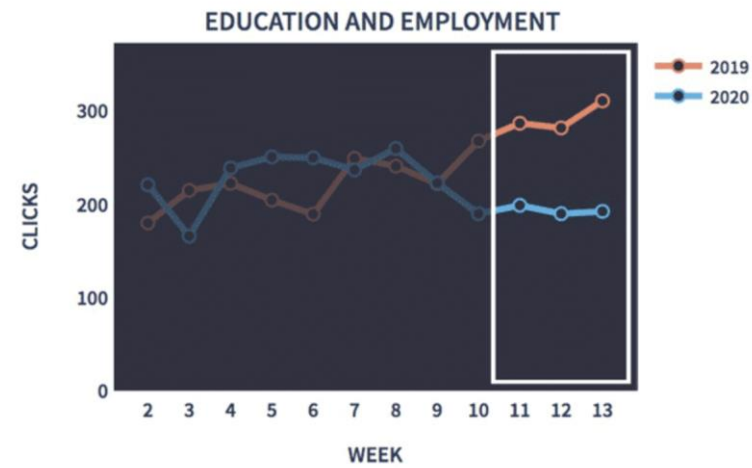
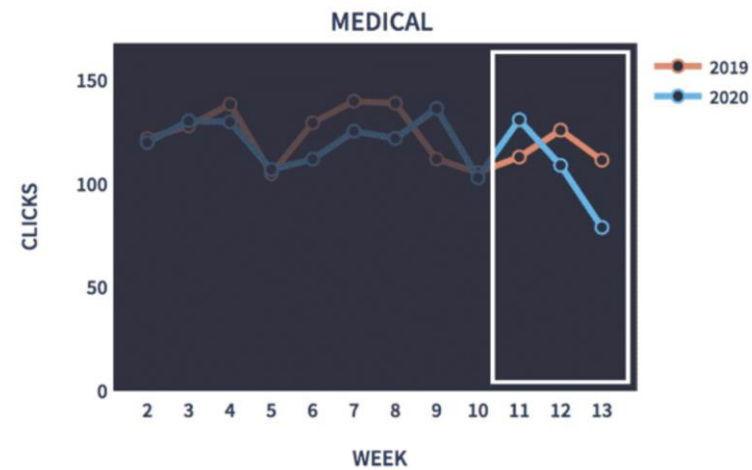
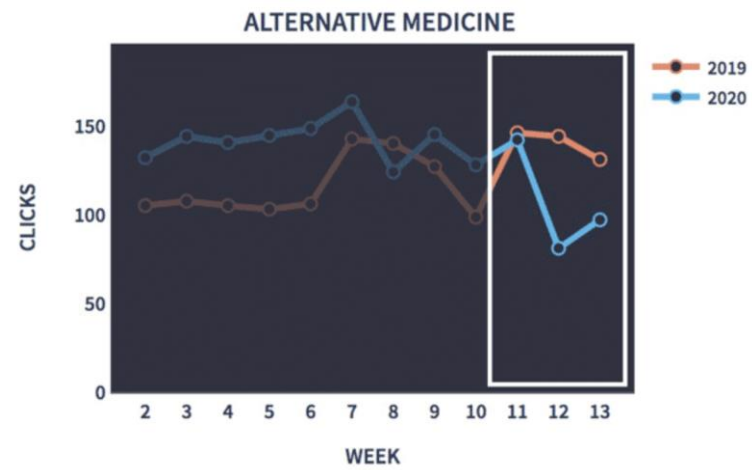
1 Luggage & Suitcases -77%	26 Automotive Mats -50%	51 Wine Racks -40%	76 Girl's Active Clothing -34%
2 Briefcase -77%	27 Men's Outerwear -49%	52 Men's Shoes -40%	77 Women's Tops -34%
3 Cameras -64%	28 Watches & Accessories -49%	53 Clocks -39%	78 Braces, Splints & Supports -34%
4 Men's Swimwear -64%	29 Cargo Bed Covers -48%	54 Baby Girl's Shoes -39%	79 Car Anti-theft -34%
5 Bridal Clothing -63%	30 Track & Field Equipment -48%	55 Bracelets -39%	80 Rings -34%
6 Men's Formal Wear -62%	31 Ceiling Lighting -47%	56 Men's Boots -39%	81 Blankets & Quilts -33%
7 Women's Swimwear -59%	32 Camera Lenses -47%	57 Tapestries -39%	82 Women's Athletic Shoes -33%
8 Rash Guards -59%	33 Girl's Coats and Jackets -47%	58 Camping Equipment -39%	83 Kitchen Sinks -33%
9 Boy's Athletic Shoes -59%	34 Women's Hats & Caps -47%	59 Men's Bottoms -38%	84 Golf Clubs -33%
10 Gym Bags -57%	35 Women's Outerwear -47%	60 Cell Phones -38%	85 Equestrian Equipment -33%
11 Backpacks -56%	36 Video Cameras -46%	61 Tool Storage & Organizers -38%	86 GPS & Navigation -32%
12 Snorkeling Equipment -56%	37 Wheels & Tires -46%	62 Necklaces -38%	87 Recording Supplies -32%
13 Girl's Swimwear -55%	38 Motorcycle Parts -45%	63 Swimming Equipment -37%	88 Home Audio -32%
14 Baseball Equipment -55%	39 Women's Wallets -45%	64 Men's Hats & Caps -37%	89 Boys Accessories -32%
15 Event & Party Supplies -55%	40 Shocks & Struts -44%	65 Girl's Shoes -37%	90 Earrings -32%
16 Motorcycle Protective Gear -55%	41 Transmission & Parts -44%	66 Industrial Tools -36%	91 Dining Sets -31%
17 Camera Bags & Cases -54%	42 Girl's Athletic Shoes -44%	67 Juicers -36%	92 Calculators -31%
18 Women's Suits & Dresses -53%	43 Women's Shoes -44%	68 Desktops -35%	93 Boys Shoes -31%
19 Women's Boots -51%	44 Telescopes -44%	69 Classroom Furniture -35%	94 Volleyball Equipment -31%
20 Cargo Racks -51%	45 Sunglasses & Eyeglasses -43%	70 Bar & Wine Tools -35%	95 Strollers -31%
21 Women's Sandals -50%	46 Men's Tops -41%	71 Glassware & Drinkware -35%	96 Coolers -30%
22 Drones -50%	47 Video Projectors -40%	72 Musical Instruments -34%	97 Sanders & Grinders -30%
23 Boy's Active Clothing -50%	48 Men's Athletic Shoes -40%	73 Power Winches -34%	98 Men's Active-wear -29%
24 Lunch Boxes -50%	49 Marine Electronics -40%	74 Home Bar Furniture -34%	99 Living Room Furniture -29%
25 Store Fixtures & Displays -50%	50 Hand Tools -40%	75 Office Storage Supplies -34%	100 Climbing & Hiking Bags -28%

Find the bleeding, save your budget and focus elsewhere.

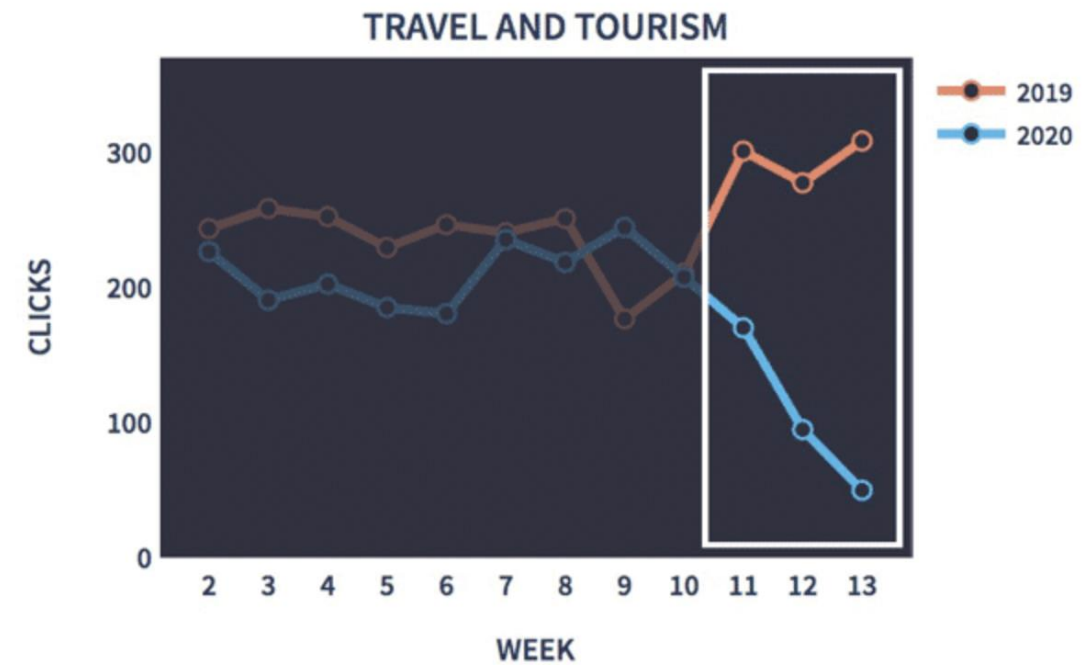
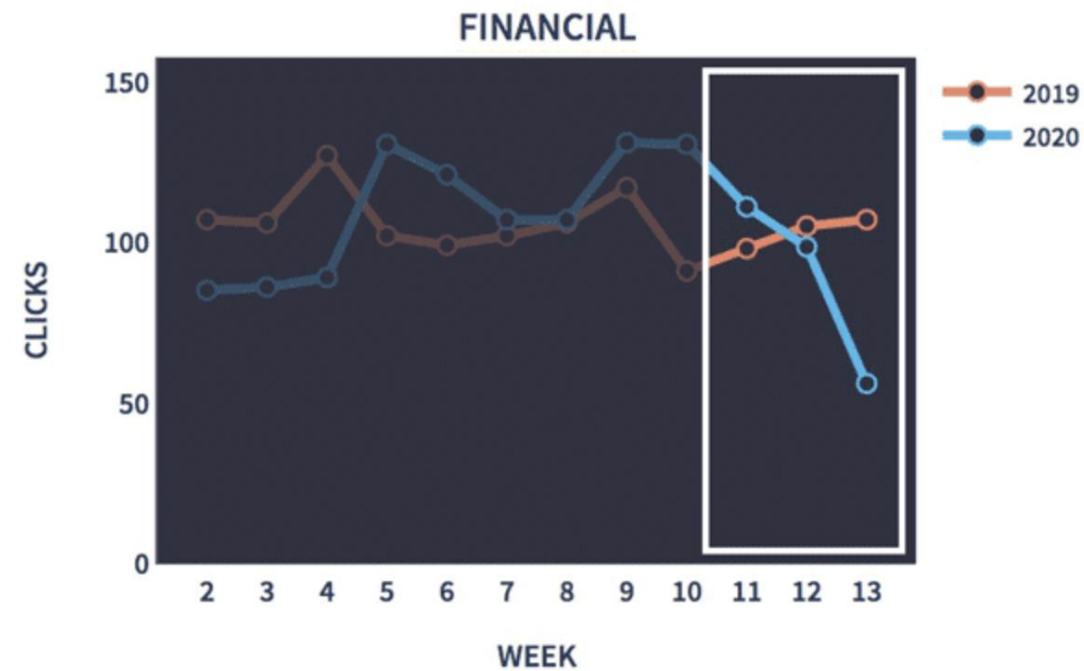
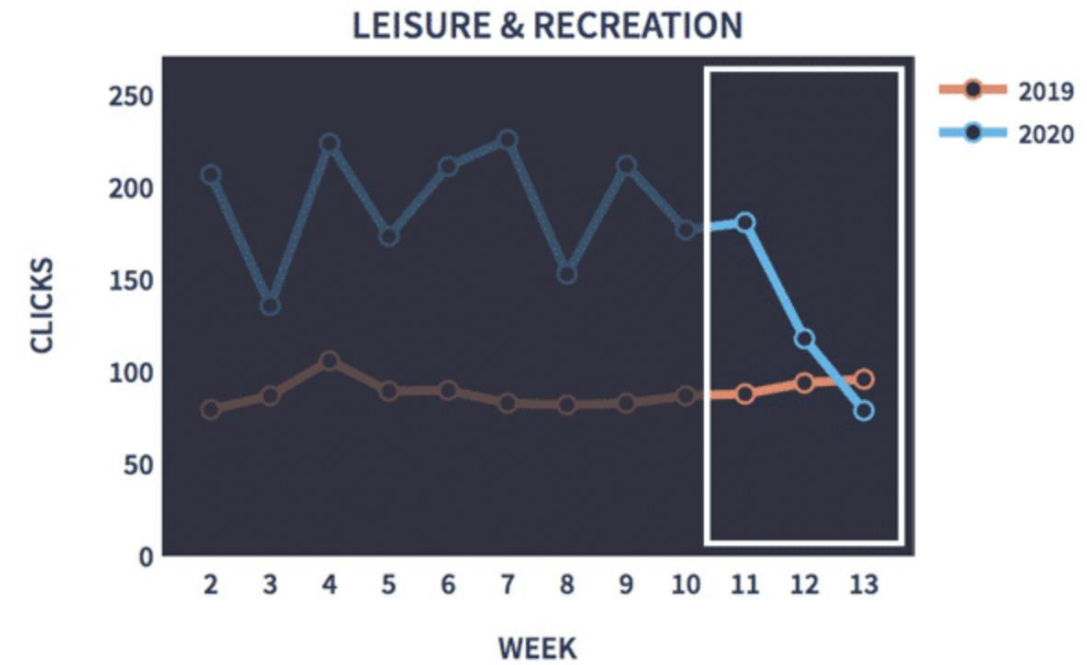
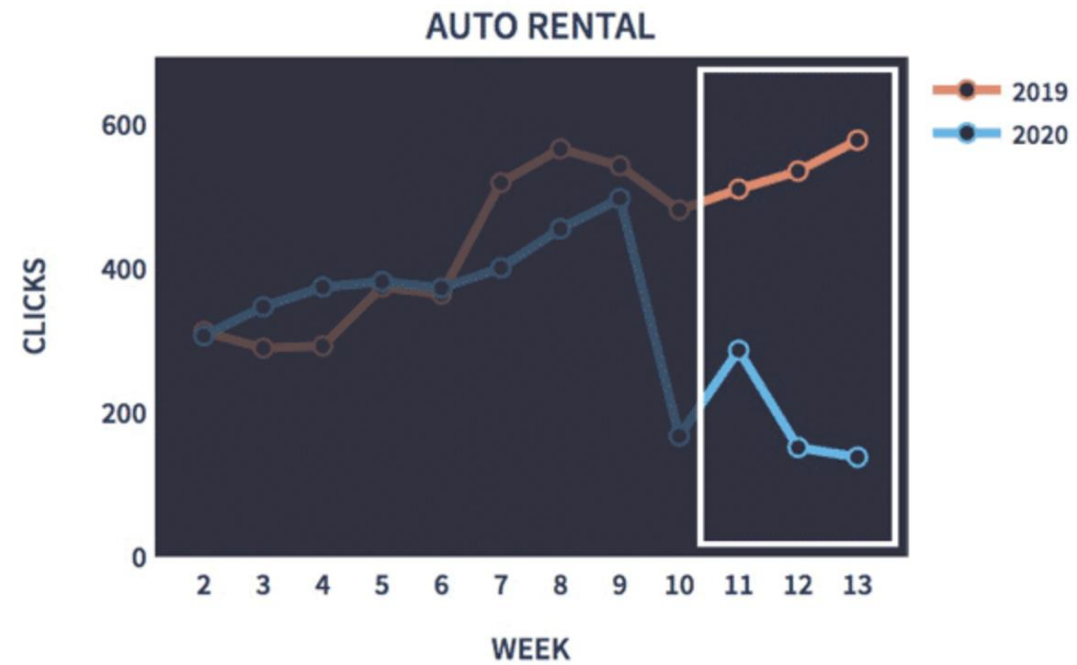
Actions

- Cut Spending
- Implement reporting to identify category rebound

MINIMALLY IMPACTED



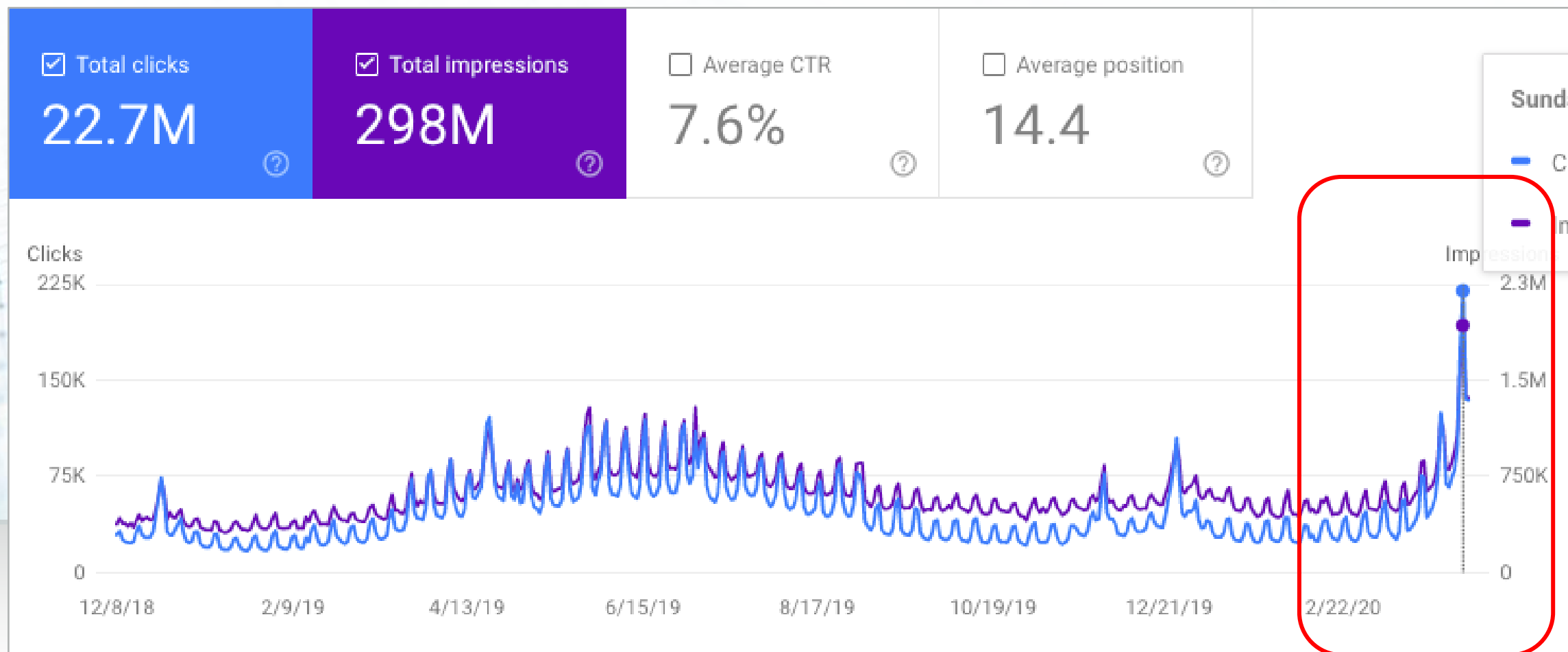
SEVERELY IMPACTED



SEARCH CONSOLE REPORTING

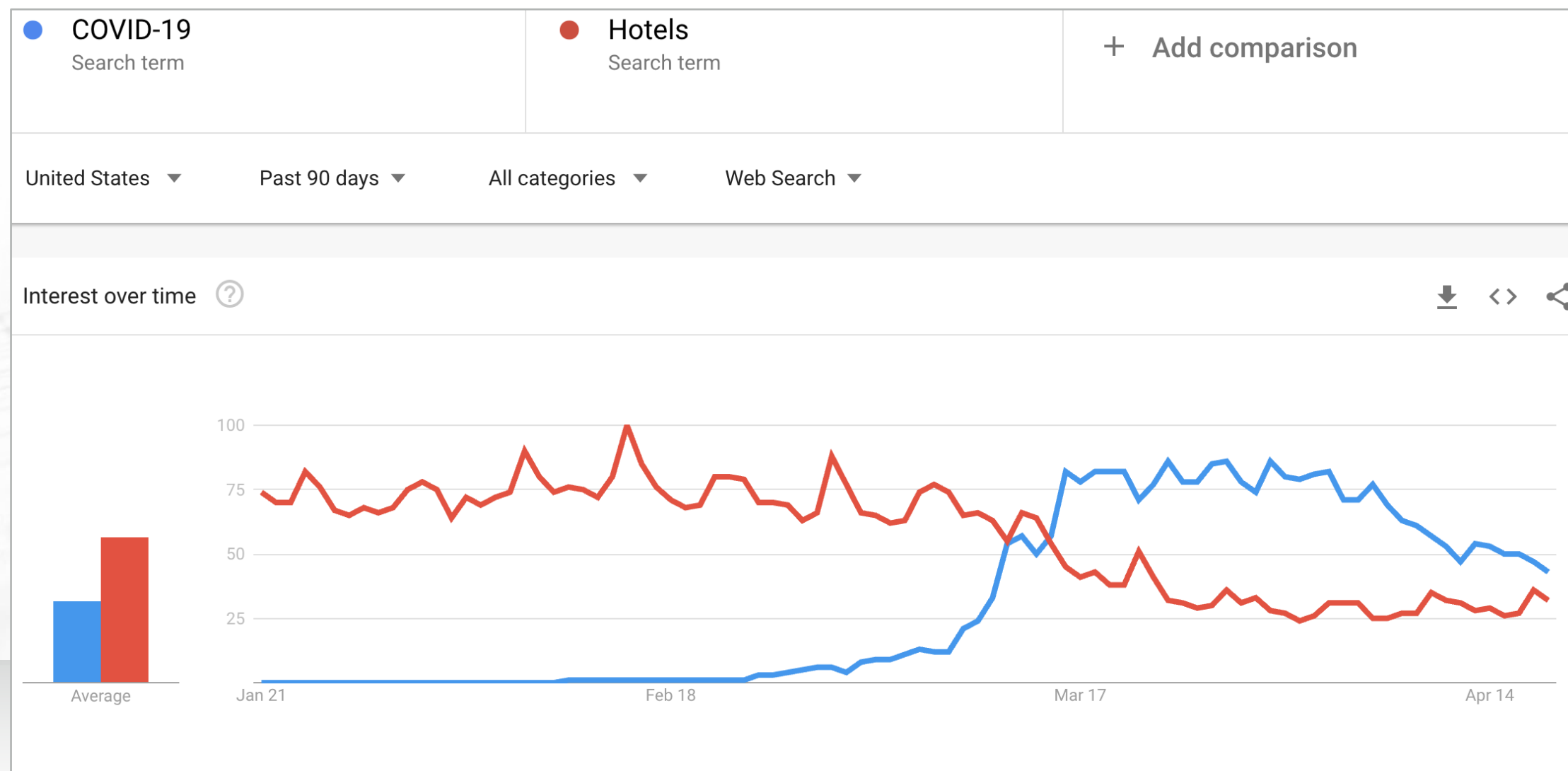
Monitor your Search Console data daily; understand the impact on your business

Pay attention to significant spikes and/or dips to help and develop a plan of action



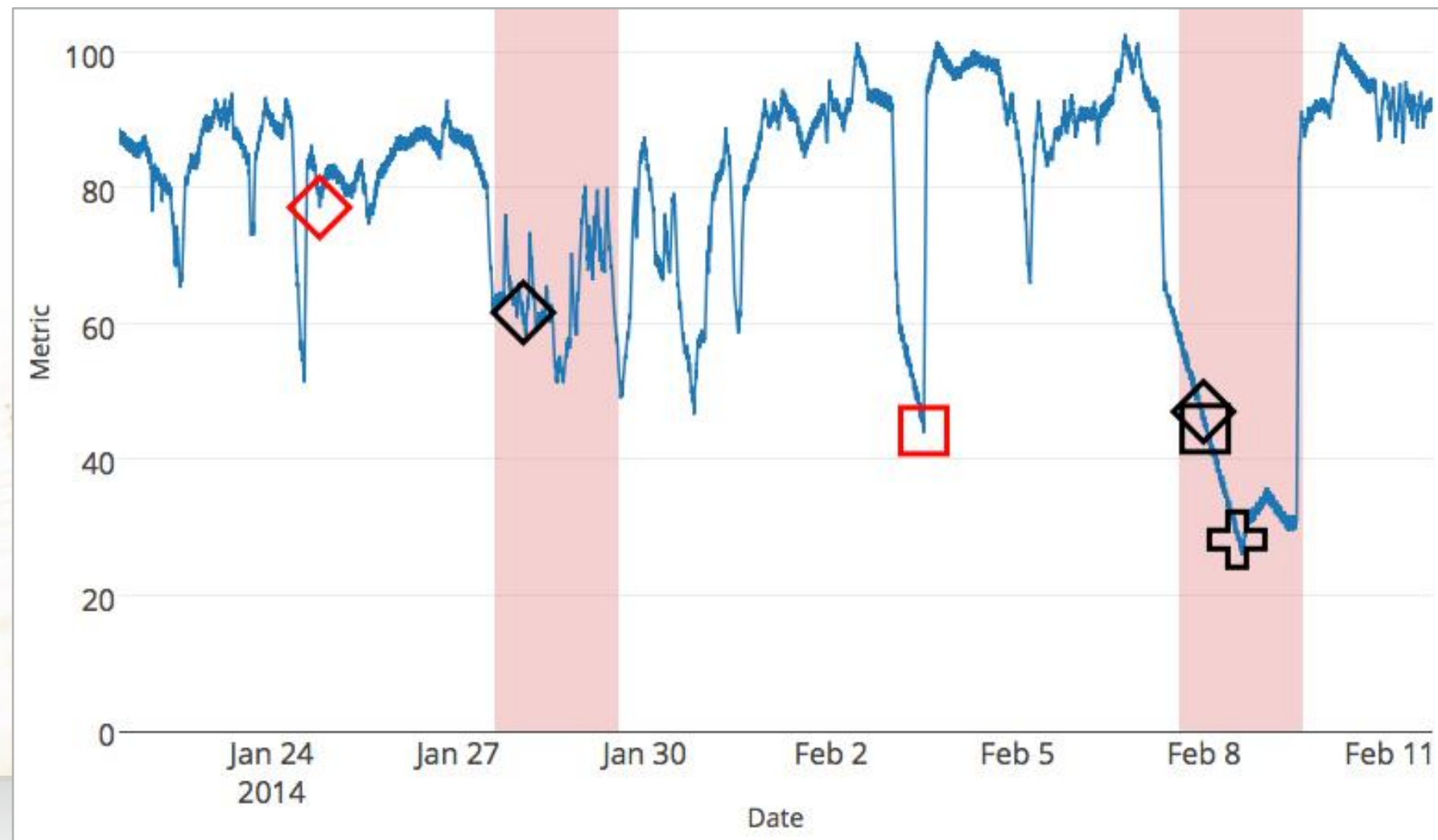
GOOGLE TRENDS

Use Google Trends to understand changes in search behavior during a crisis



ANOMALY DETECTION

Use anomaly detection software to identify major (and minor) shifts in key metrics



You can be alerted to major business shifts in real-time

KEY SITE INDICATORS

1 Direct and organic search traffic can be strong indicators of business shifts

2 Market level indicators for local intent

3 Site Search trends or anomalies

Deault Channel Grouping						
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	170.49% ↑ 1,664,458 vs 615,357	171.55% ↑ 1,540,393 vs 567,258	171.05% ↑ 2,246,822 vs 828,928	5.87% ↑ 55.00% vs 51.95%	2.41% ↓ 3.25 vs 3.33	2.22% ↓ 00:04:09 vs 00:04:15
1. Organic Search						
Mar 21, 2020 - Apr 19, 2020	1,062,681 (60.65%)	946,301 (61.43%)	1,391,274 (61.92%)	57.25%	3.07	00:04:23
Feb 20, 2020 - Mar 20, 2020	415,217 (63.92%)	365,339 (64.40%)	537,680 (64.86%)	54.19%	3.19	00:04:25
% Change	155.93%	159.02%	158.76%	5.65%	-3.56%	-0.56%
2. (Other)						
Mar 21, 2020 - Apr 19, 2020	359,416 (20.51%)	302,341 (19.63%)	434,437 (19.34%)	50.94%	3.33	00:03:10
Feb 20, 2020 - Mar 20, 2020	99,339 (15.29%)	80,541 (14.20%)	117,396 (14.16%)	44.38%	3.39	00:03:20
% Change	261.81%	275.39%	270.06%	14.78%	-1.75%	-4.79%
3. Direct						
Mar 21, 2020 - Apr 19, 2020	211,260 (12.06%)	203,339 (13.20%)	267,590 (11.91%)	46.62%	4.30	00:04:52
Feb 20, 2020 - Mar 20, 2020	102,636 (15.80%)	98,075 (17.29%)	130,731 (15.77%)	48.46%	3.98	00:04:23
% Change	105.83%	107.33%	104.69%	-3.79%	8.20%	11.21%

KEY SITE INDICATORS

1 Direct and organic search traffic can be strong indicators of business shifts

2 Market level indicators for local intent

3 Site Search trends or anomalies

1. California	
Apr 15, 2020 - Apr 21, 2020	1,499 (12.57%)
Apr 8, 2020 - Apr 14, 2020	1,490 (13.50%)
% Change	0.60%
2. Texas	
Apr 15, 2020 - Apr 21, 2020	1,159 (9.72%)
Apr 8, 2020 - Apr 14, 2020	965 (8.74%)
% Change	20.10%
3. Florida	
Apr 15, 2020 - Apr 21, 2020	689 (5.78%)
Apr 8, 2020 - Apr 14, 2020	622 (5.64%)
% Change	10.77%
4. Georgia	
Apr 15, 2020 - Apr 21, 2020	666 (5.59%)
Apr 8, 2020 - Apr 14, 2020	670 (6.07%)
% Change	-0.60%

KEY SITE INDICATORS

1 Direct and organic search traffic can be strong indicators of business shifts

2 Market level indicators for local intent

3 Site Search trends or anomalies

The screenshot displays the Google Analytics Site Search report. The left sidebar shows the navigation menu with 'Search Terms' highlighted in a red box. The main content area shows a table of search terms with columns for 'Search Term', 'Total Unique Searches', 'Results Pageviews / Search', and '% Search Exits'. The table is filtered for the period from Jan 15 to Feb 15. The primary dimension is 'Search Term' and the secondary dimension is 'Site Search Category'. The sort type is set to 'Default'. The table shows a total of 372 unique searches, with an average of 1.06 pageviews per search and a 1.61% search exit rate. The top search terms are listed with their respective unique search counts and percentages.

Search Term	Total Unique Searches	Results Pageviews / Search	% Search Exits
	372 % of Total: 100.00% (372)	1.06 Avg for View: 1.06 (0.00%)	1.61% Avg for View: 1.61% (0.00%)
1. [blurred]	6 (1.61%)	1.33	0.00%
2. [blurred]	5 (1.34%)	1.20	0.00%
3. [blurred]	5 (1.34%)	1.00	0.00%
4. [blurred]	4 (1.08%)	1.00	0.00%
5. [blurred]	4 (1.08%)	1.00	0.00%
6. [blurred]	3 (0.81%)	1.00	0.00%
7. [blurred]	3 (0.81%)	1.00	0.00%
8. [blurred]	3 (0.81%)	1.00	0.00%
9. [blurred]	3 (0.81%)	1.33	0.00%
10. [blurred]	3 (0.81%)	1.00	0.00%



**LOCAL
SEARCH / GMB**

CUSTOM HOURS



Make sure that any changes to your business hours and/or temporary closures are updates across the local search indices



If you have not already done it, make sure you have access to update hours quickly and efficiently (such as claimed listings, or management platform)

The screenshot displays a Google Maps interface. On the left, a list of Planet Fitness locations is shown, each with a 'Temporarily closed' status and a phone number. On the right, a detailed view of a Planet Fitness location in Coral Springs, FL, is shown. The detailed view includes a red banner at the top stating 'Temporarily closed', the business name 'Planet Fitness', buttons for 'Website', 'Directions', and 'Save', a 4.6-star rating with 398 Google reviews, and contact information: 'Address: 2101 N University Dr, Coral Springs, FL 33071' and 'Phone: (954) 361-6007'. There are also links for 'Suggest an edit' and 'Manage this listing'. A photo gallery at the bottom shows various images of the gym interior and exterior.

Planet Fitness	WEBSITE	DIRECTIONS
Coral Springs, FL · In Coral Palm Pl... Temporarily closed · (954) 361-6007		
Planet Fitness Tamarac, FL Temporarily closed · (954) 526-1900		
Planet Fitness Plantation, FL · In Jacaranda Plaza Temporarily closed · (954) 424-9190		
Planet Fitness Margate, FL · In Peppertree Plaza Temporarily closed · (954) 289-3999		
Planet Fitness Coconut Creek, FL · In Coconut Cre... Temporarily closed · (954) 526-2100		
Planet Fitness		

Temporarily closed ✕

Planet Fitness

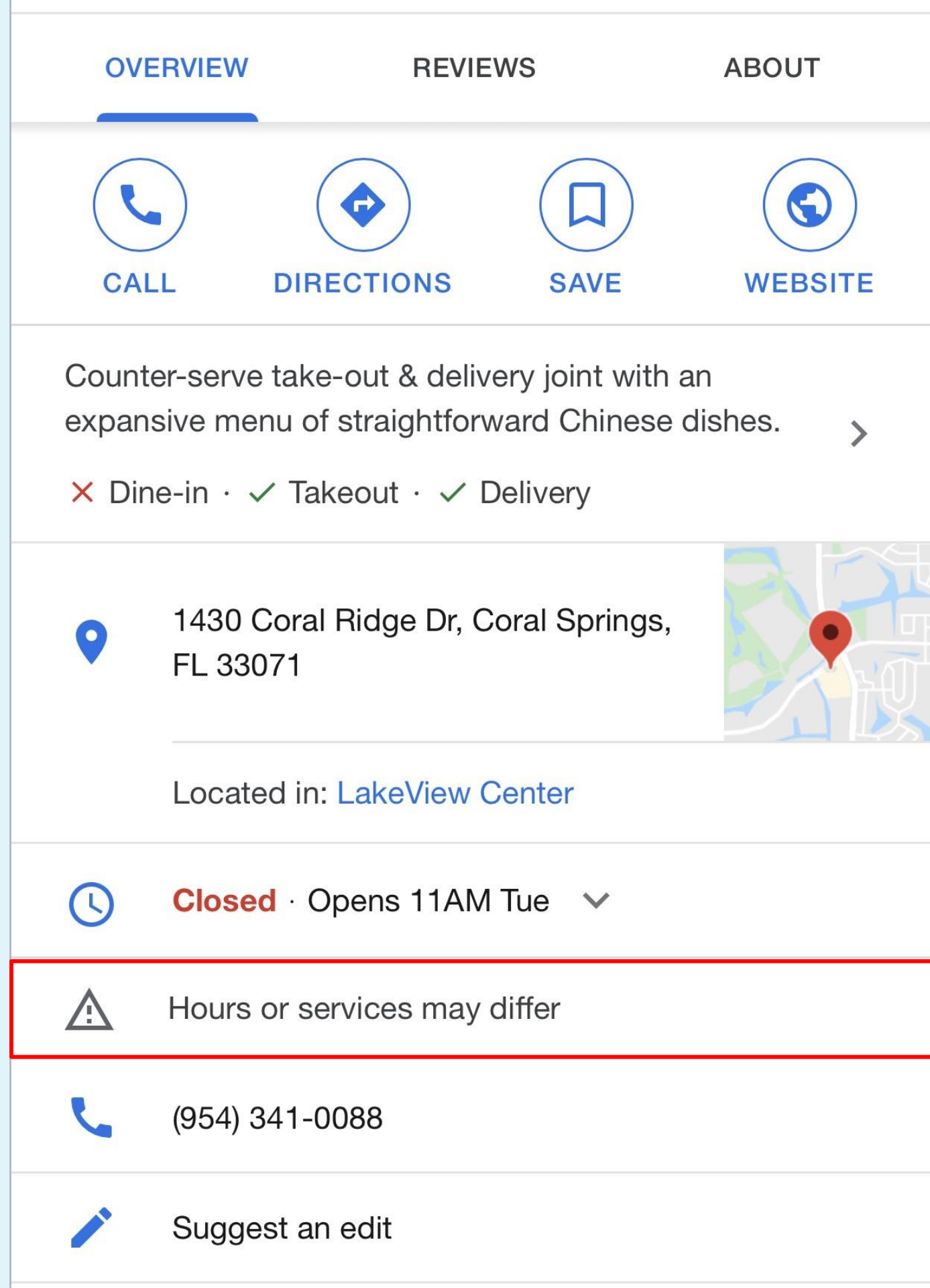
Website Directions Save

4.6 ★★★★★ 398 Google reviews
Gym in Coral Springs, Florida

Located in: [Coral Palm Plaza](#)

Address: 2101 N University Dr, Coral Springs, FL 33071
Phone: (954) 361-6007

[Suggest an edit](#) · [Manage this listing](#) ?



LOCAL POSTS / UPDATES



Take advantage of special messaging features in local search indices

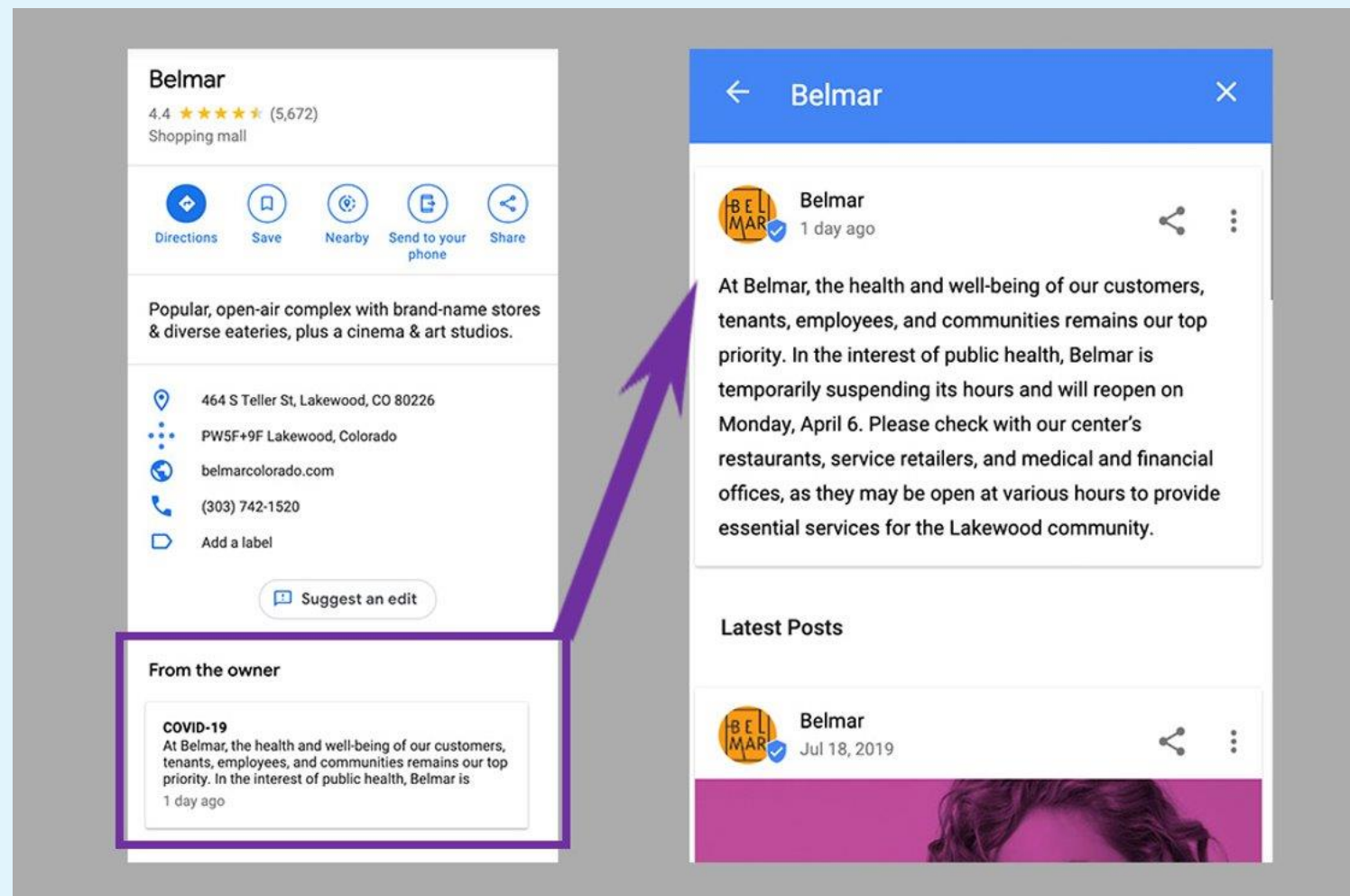


Clearly and effectively with your customers



Build trust and continued loyalty

LOCAL POSTS / UPDATES



Take advantage of special messaging features in local search indices



Clearly and effectively with your customers



Build trust and continued loyalty

MONITOR YOUR REVIEWS

Customer reviews can be a fast and reliable way to understand how changes to your business operations may be impacting customer

- Be prepared to respond to your customers in a timely matter.
- Respond with empathy & support.

The screenshot displays a list of reviews in a management interface. Each review entry includes a profile icon, a star rating, a date, the review text, and a 'Live' status indicator. A large red overlay with a white warning triangle and exclamation mark is centered over the list. The text on the overlay reads: 'IMPORTANT: Google Disabling All Reviews & Responses Until Further Notice'. Below the overlay, the text of a 1-star review is visible: '1 star based on customer service experience on key people! Not everyone...just some key people in upper management! In the middle of the COVID-19...'

Profile Icon	Rating	Date	Review Text	Status
	★★★★★	4/6/20	Yelp Review Ashley T. Very friendly staff Always very helpful when I go in	✓ Live
	★★★★★	4/3/20		✓ Live
	★★★★★	3/27/20		✓ Live
	★★★★★	3/20/20	1 star based on customer service experience on key people! Not everyone...just some key people in upper management! In the middle of the COVID-19...	✓ Live

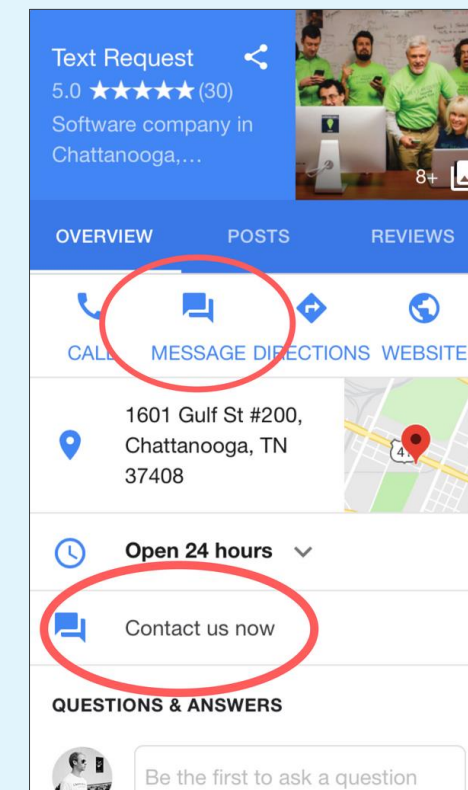
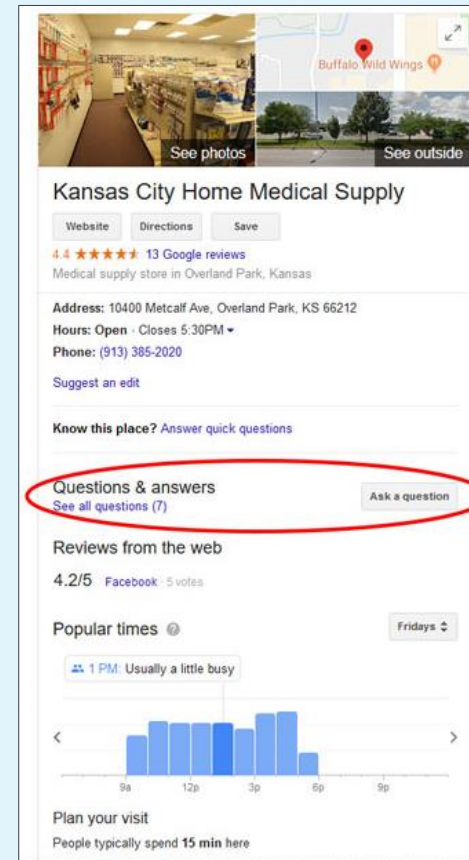
EMBRACE MESSAGING PLATFORMS



Without reviews and with longer hold times on customers will be looking to communicate directly with brands



Create virtual 1:1 connections with your customers.

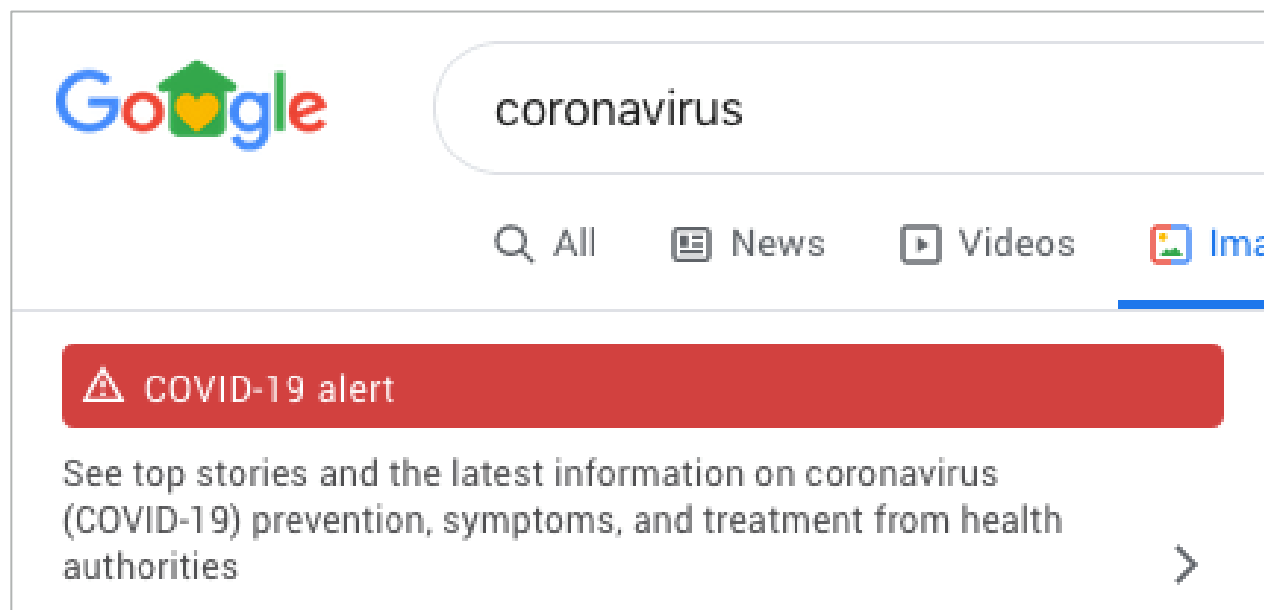


A photograph of two women in an office setting. The woman in the foreground is pointing at a document on a wall covered with yellow sticky notes. She is smiling and wearing glasses. The woman in the background is also wearing glasses and looking at the document. The image has a light blue and white color scheme with a diagonal line pattern in the top-left and bottom-right corners.

ONSITE RECOMMENDATIONS

SCHEMA UPDATES

If your business has been impacted by a crisis, use Special Announcement Schema to communicate with your audience directly in the search results



Implementation instructions:
bfo.io/covidschema

Submit a COVID-19 announcement for your site

i This is a beta version. We're currently developing support for COVID-19 announcements in Google Search, and you may not see results in Google Search right away.

Authority websites, such as government agencies, official health authority, and schools, can use this tool to submit an important COVID-19 announcement on their site, particularly if they are unable to [use structured data](#). This includes the closure of facilities, rescheduling of events, and new availability of medical facilities (for example, testing centers). Google Search uses this information to better understand the content on your web page and show the important announcement to relevant people. Note: This tool doesn't support news articles.

Select an announcement type

- COVID-19 Testing Facility
- School closure
- Shelter-in-place
- Disease spread statistics
- Travel bans
- Other / general

© 2020 Google LLC · Webmaster Central · Terms of Service · Privacy Policy · Search Console Help

SHIFT YOUR FOCUS

- ↙ Shift focus to accomplishing those items on your to-list that you have been postponing
- ↙ Reorganize your content, re-write those metatags, or re-envision your website



CREATE A CONTENT WRITING ARMY



- ✓ Your business may find itself with an increase in resource availability
- ✓ Put your team to work writing new, timely content as well as creating a library of content for the future

PAID SEARCH



PAID SEARCH IN A CRISIS

GET BACK TO BASICS:

Right Message + Right Place + Right Time

BENEFITING FROM A CRISIS?

- ✓ Adjust to the higher demand and CPCs.
- ✓ Maintain KPIs, similar experience to Q4.

EXPERIENCING A DIP?

- ✓ The likelihood of a conversion or click would be lower.
- ✓ Ecommerce or Curbside availability?
- ✓ Ensure ad text is updated to promote new, safe opportunity.

EITHER SITUATION

- ✓ Be considerate and update to a softer and empathetic ad message.
- ✓ Custom landing pages are recommended to further provide customers with background and resources.

TACTICS TO CONSIDER

SEARCH IN A CRISIS

CRM Utilization

- Audience suppression - maximize funds on new audience
- Conversely speaking to your core audience with a unique & timely message

RLSA

- Similar to CRM, craft unique, timely messages to customers vs prospects

Negative keywords

- Safeguard against appearing for crisis related terms
- Free Negative Keyword List at bfo.io/covidkeywords

Paid + SEO

- Review impression-to-click ratio for your organic traffic
- Help to better strategize what campaigns are crucial vs. what is well covered

ACCOUNT OVERVIEW

Capitalize on areas of interest while potentially scaling back coverage where organic can win

ADDITIONAL CONSIDERATIONS

Paid Search + YouTube

DRIVE AWARENESS

Adding YouTube video advertising to existing paid search buys is an efficient means to drive awareness

- YouTube is the 2nd largest search engine
- Even during a crisis CPMs and CPV (cost per view) can be one of the most efficient costs to reach a targeted audience

Paired with paid search, YouTube can help

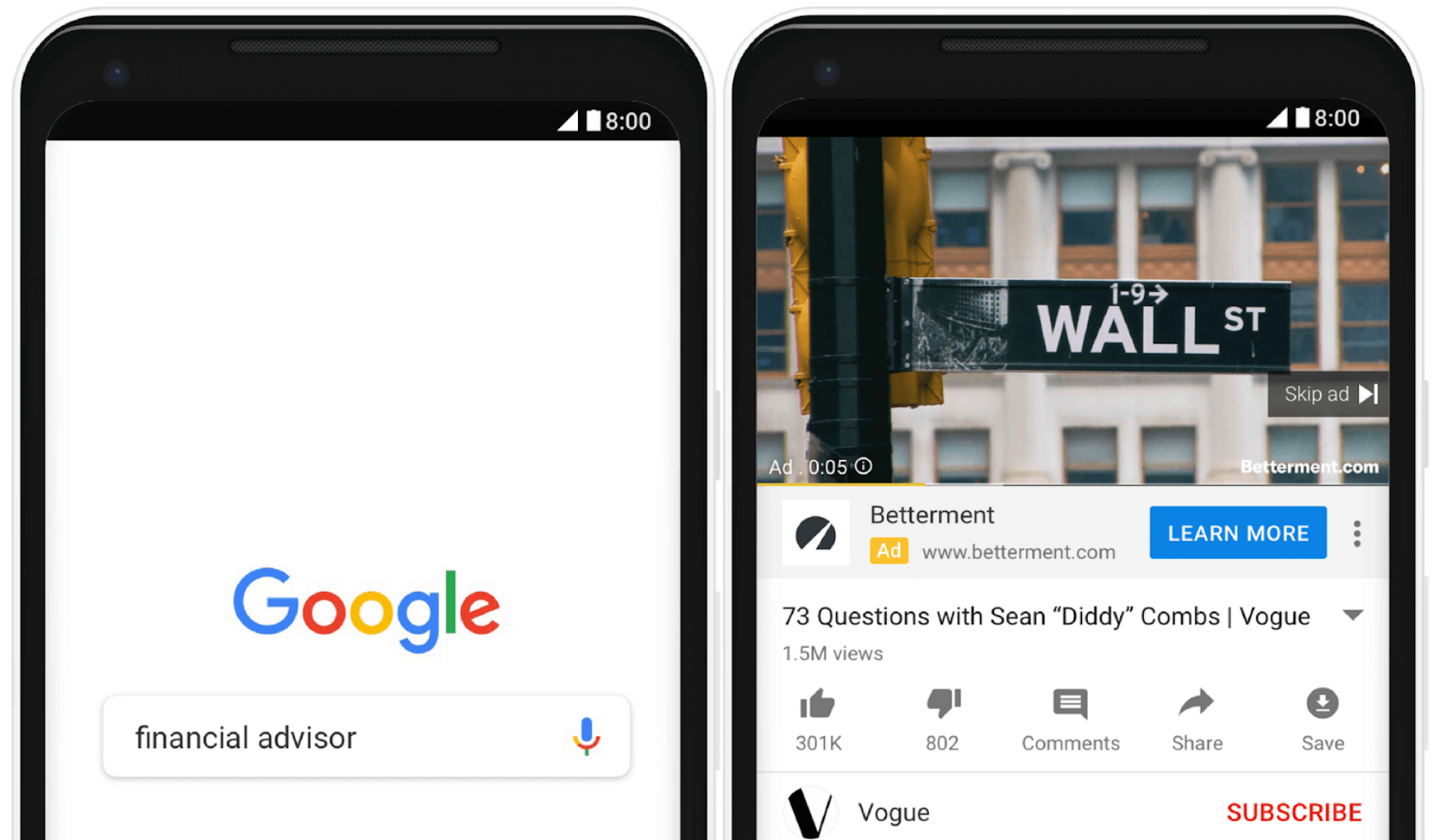
- Drive reach and frequency
- Build consideration
- Drive online and offline actions
 - Brick and mortar advertisers can continue to measure in-store traffic including curbside pickup and drive thru traffic during a crisis

You**Tube** TACTICS

CUSTOM INTENT TARGETING

LEVERAGE YOUTUBE'S CUSTOM INTENT TARGETING TO SYNC SEARCH INTEREST

- 🕒 85% of people who use Google Search are also on YouTube
- 🕒 Define the keywords that matter to your brand
- 🕒 Reach people on YouTube soon after they show intent by searching for your keywords on Google

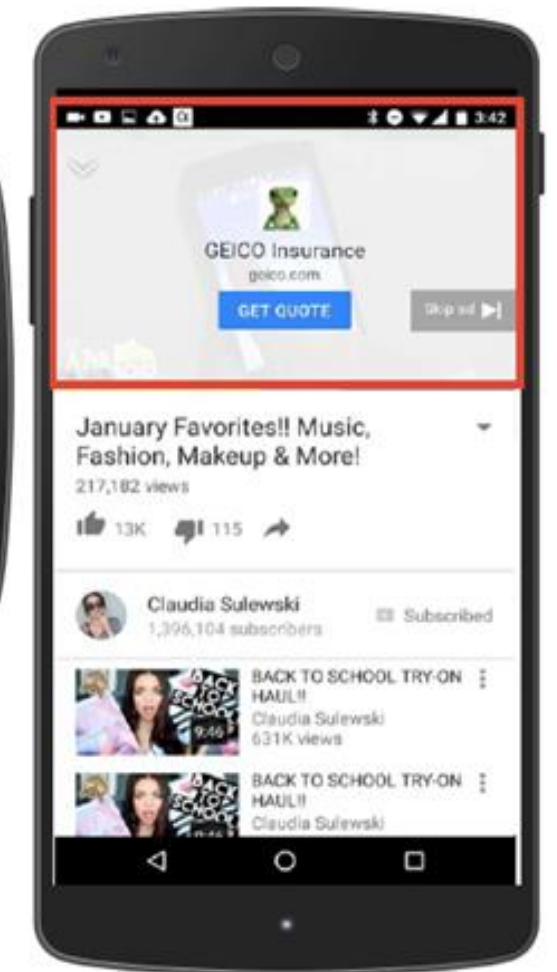
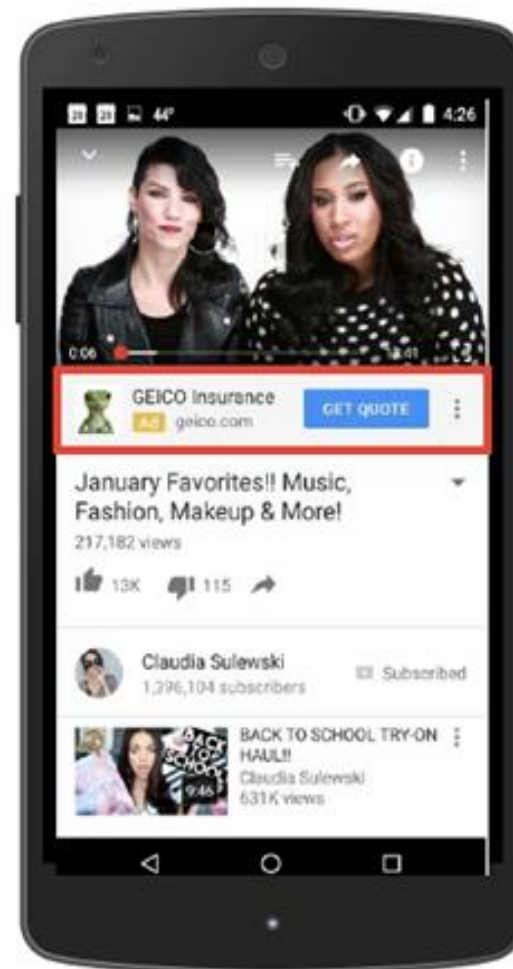


You**Tube** TACTICS

OPPORTUNITY IN A CRISIS

TO DRIVE CONVERSIONS, ADD TRUEVIEW FOR ACTION

- + Drive leads and conversions by adding prominent CTAs (calls-to-action) and headline text overlays to your video ads
- + No incremental cost to layer on TrueView for Action
- + Enjoy the branding benefits of video with the performance driven results



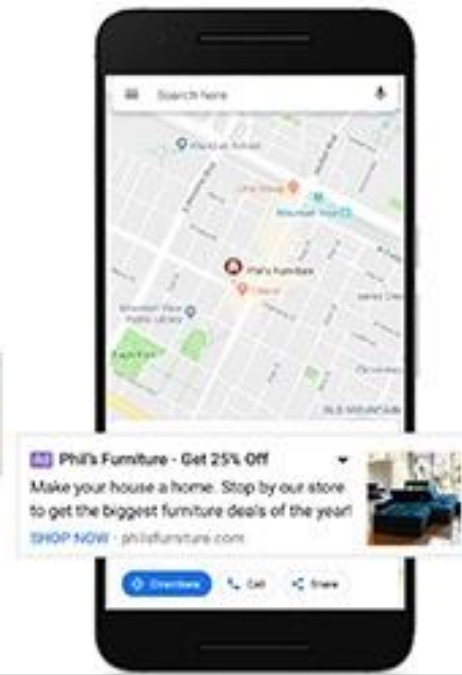
LOCAL CAMPAIGNS

IN-STORE TRAFFIC

Search



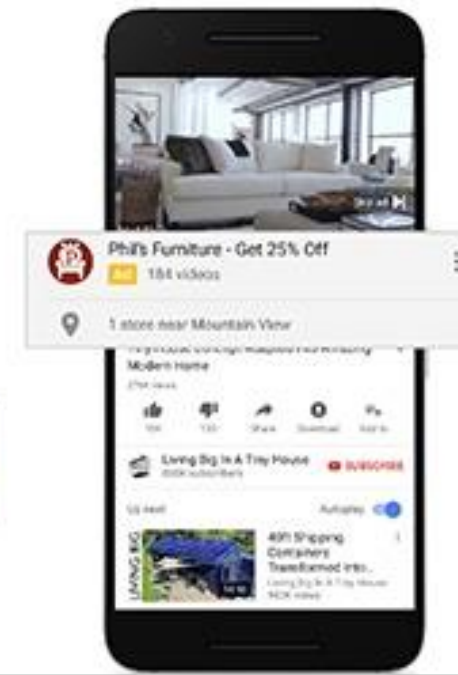
Maps



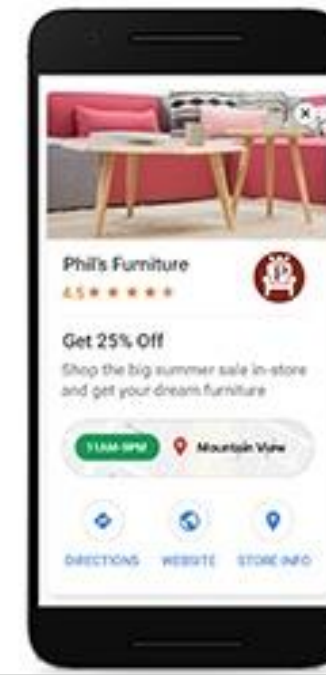
Business Profile



YouTube



Display



As retailers reopen from a crisis, Local Campaigns are designed specifically to drive foot traffic into stores

[Sync Google Ads with Google My Business listings](#)

One of the biggest benefits of Local Campaigns is that they are the only way that you can buy ad space within Google Maps

SHOPPING CAMPAIGNS ECOMMERCE

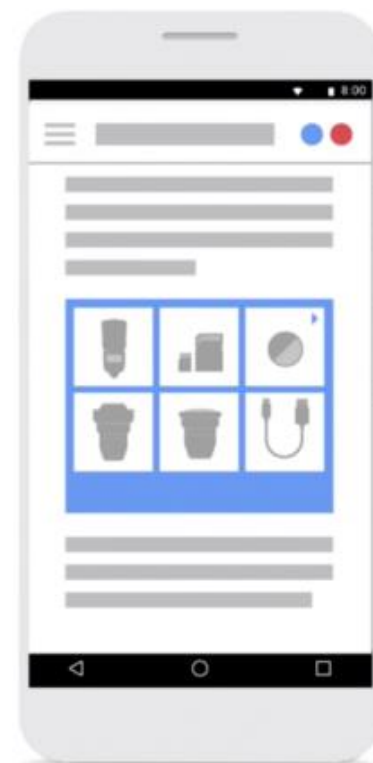
Drive ecommerce sales through Google results if retailers are closed.

Smart shopping campaigns help maximize conversion value.

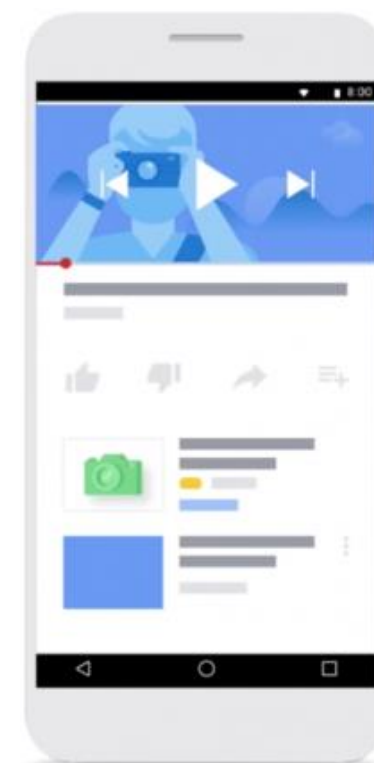
Search



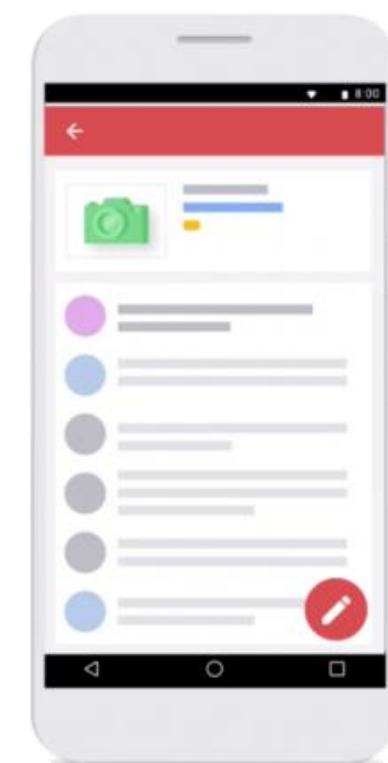
Display



YouTube



Gmail



KEY TAKEAWAYS

- + Use search data as a business intelligence resource
- + Update your brand messages on every platform
- + React (but don't over-react) and follow the data
- + When in doubt, rely on experts

QUESTIONS?
THANK YOU!

ASK US ANYTHING!

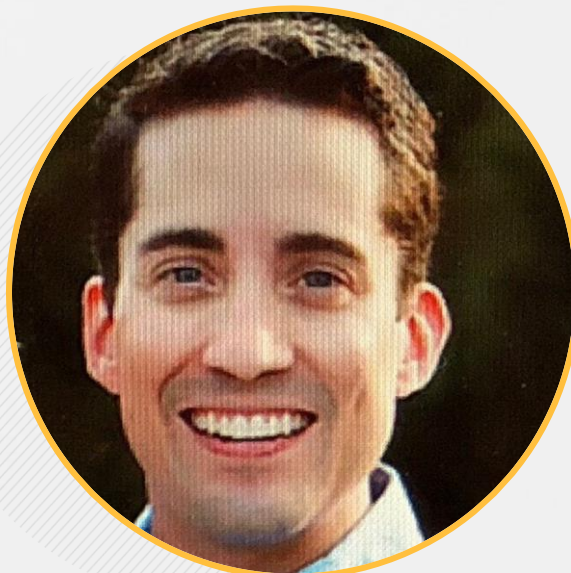


Dan Golden

President & Chief Search Artist

 @thegoldendan

[linkedin.com/in/dangolden/](https://www.linkedin.com/in/dangolden/)



Robert Kurtz

Senior Director, Paid Search

 @TheRobertKurtz

[linkedin.com/in/robertjkurtz/](https://www.linkedin.com/in/robertjkurtz/)