

Friends of Search 2025

Local SEO & SEA: how Google Business Profiles drive sales – lessons from Quiosk



Michel van Luijtelaar

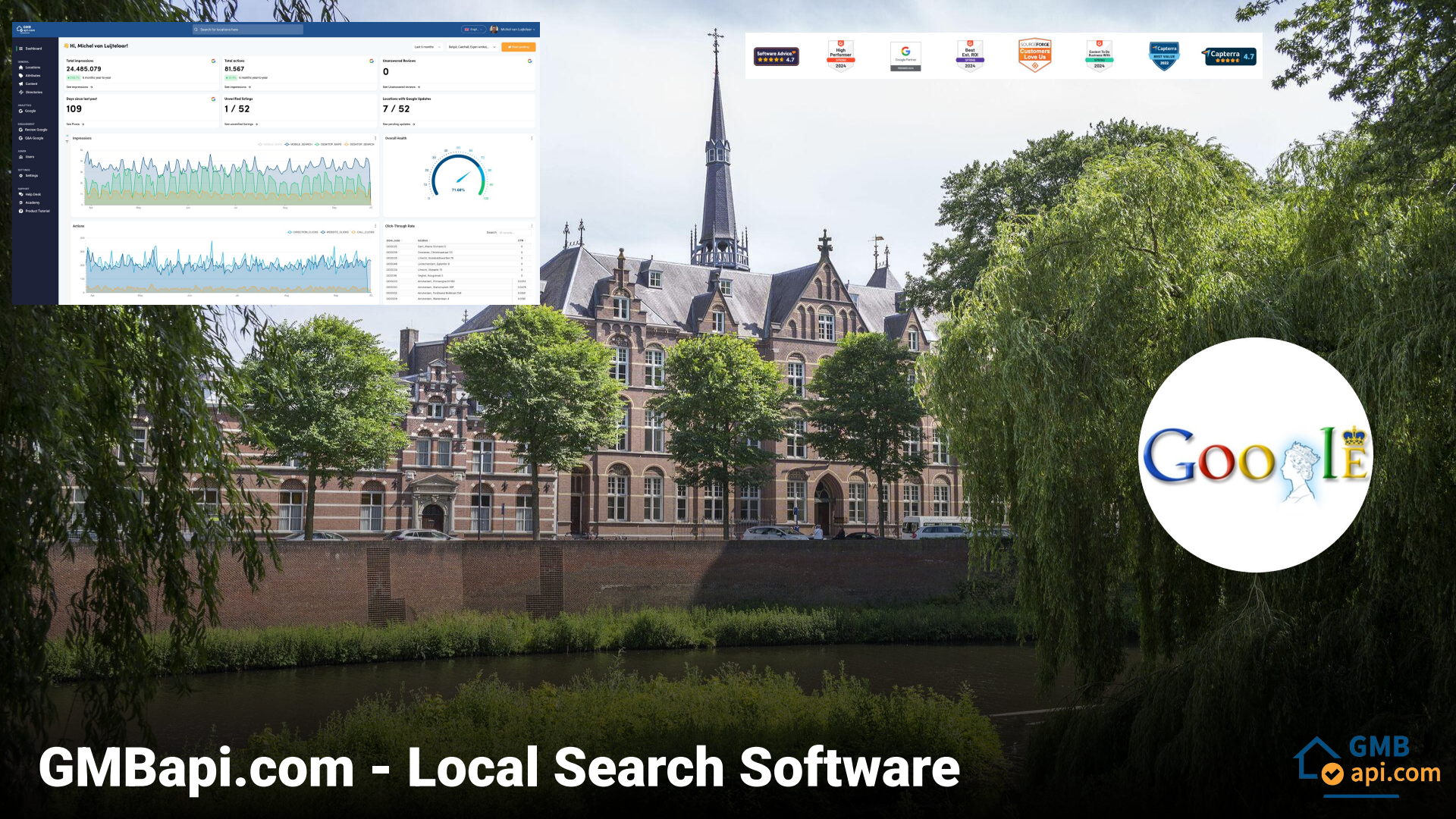
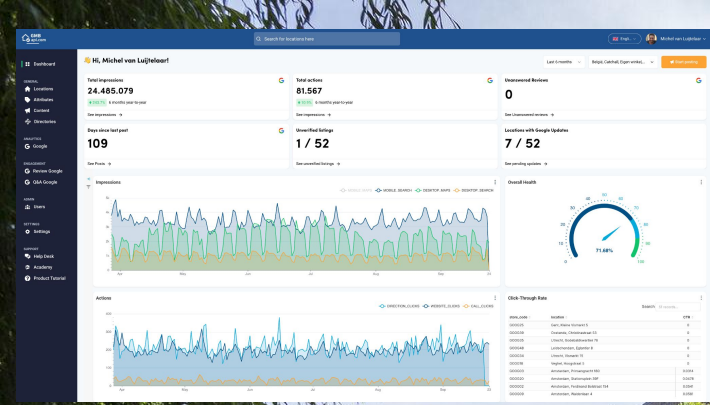
GMBapi.com



Nick de Leeuw

Quiosk.nl





GMBapi.com - Local Search Software



Three topics



**What is
new**



**What Quiosk
learned**



**What to do
next**



What's new in Local SEO



Did you know?

**“46% of Global Search
queries have a local intent”**

* Google

Places



Pizzabar DEEG 4.1 (478) €20-30 · Pizza

Stefanos Pizzeria 4.2 (970) €20-30 · Pizza

Pizza Picotta 4.8 (159) €10-20 · Pizza Takeout

More places

Places sites



See more

Places

Gusto 4.6 (744) €20-30 · Italian

Pizzeria Ristorante Il Brigantino 4.6 (428) €€ · Italian

Dell'Angeio 4.5 (509) Italian

What is not changing?

“Google changes Local Search constantly but GBP continues to be critical for local visibility”

Places



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Places sites



Articles

This 5 BEST Pizza Places in Den Bosch (Updated 2024)

The 10 best pizza restaurants in Noord-Brabant

Best pizza in Amsterdam

What is the top selling pizza pizza?

Which companies pizza is best?

Does Amsterdam have good pizza?

What is considered the world's best pizza?

Articles

The 10 Best Pizza in Rotterdam - TripAdvisor

Best Pizza Restaurants in Rotterdam - September 2024

The 10 Best Pizza in Rotterdam - TripAdvisor

Best Pizza in Amsterdam: Check Out These 10 Pizzerias

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Dell'Angeio 4.5 (509) Italian

Amsterdam is home to one of the best pizza restaurants in ...

Best pizza (Rotterdam)

Did you know?

“Your data could change due to Maps users suggesting updates”

* Continue to monitor so-called Google Updates containing suggested edits (Local Guides)



Local Search Forum

<https://localsearchforum.com> › c... · [Vertaal deze pagina](#) ⋮

Competitor moved our location pin, now we're unverified

25 jun 2024 — The tool is only for suspended profiles, if your profile is unverified you simply need to follow the verification prompts Google gives you in the dashboard to ...

Does Google know what you sell?

“Google Merchant Center now easily integratable with GBP”

* No longer need Local Inventory Feed

Reviews

Reviews aren't verified ⓘ

 Trip.com 

3,4/5 29 reviews

 Google 

3,5/5 675 reviews

 Tripac

3,0/5

Did you know?

“Reviews are pulled in from relevant review aggregator websites (3rd party)”

Reviews

Reviews aren't verified ⓘ

 Google 

3,9/5 2,9K reviews

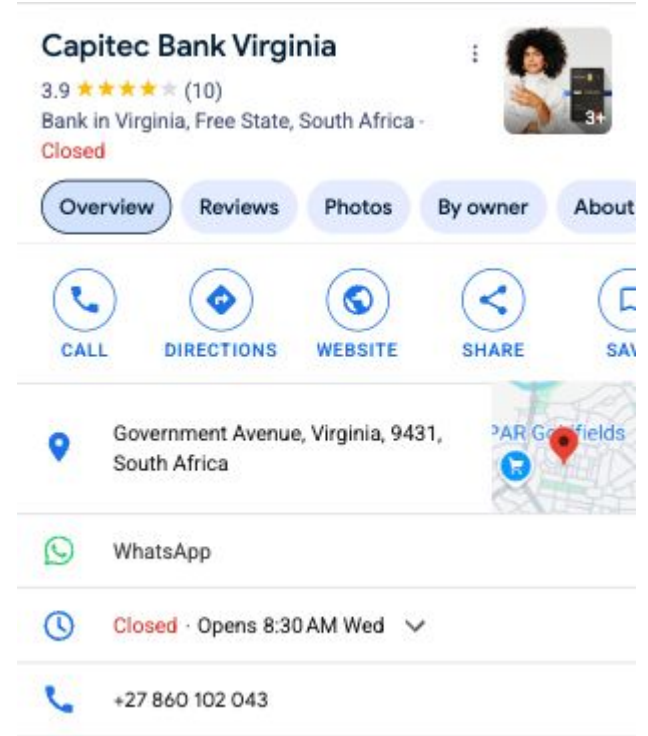
 Uber Eats 

3,9/5 580 reviews

Did you know?

“You can link your social media platforms on Google Business Profiles”

* Social Media Launched October 23
WhatsApp phased rollout happening NOW.



Profiles



TikTok



Facebook



X (Twitter)



YouTube



Instagram



Did you know?

“AI Overviews are coming soon”

* Martijn Bertisen VP Benelux Google
Think with Google
6 maart 2025

How Quiosk went about driving Sales



Our Challenge?

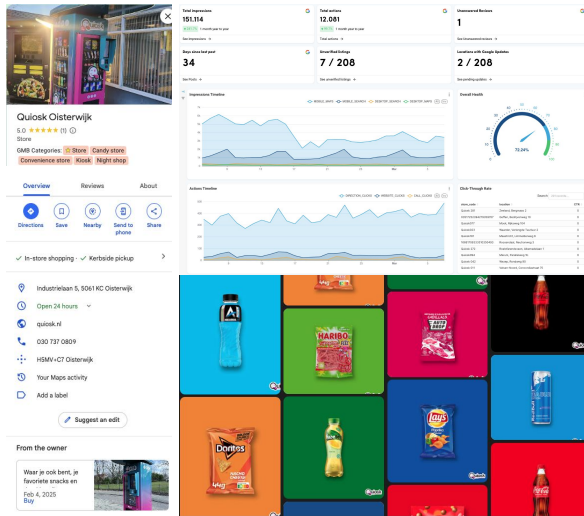
“Get new locations to profitability fast, drive traffic to partner locations, and make sure we grow turnover at minimal cost”

Our Approach?

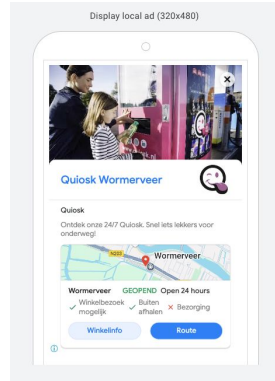
“Start with a foundational setup that includes content elements, location information, and data analytics.”

Our Approach?

Foundation



Ads



Causal Impact

Google's algorithm estimates the impact of a change by comparing actual results with what would have happened without it.

Our Approach?



Quiosk Oosterwijk
 5.0 ★★★★★ (1) 📍
 Store
 GMB Categories: 🏪 Store 🍬 Candy store
 Convenience store 🏪 Kiosk 🌙 Night shop

Overview Reviews About

📍 Directions 📌 Save 📍 Nearby 📄 Send to phone ➦ Share

✓ In-store shopping · ✓ Kerbside pickup

📍 Industrielaan 5, 5061 KC Oosterwijk

🕒 Open 24 hours

🌐 quiosk.nl

📞 030 737 0809

🗺️ H5MV+ C7 Oosterwijk

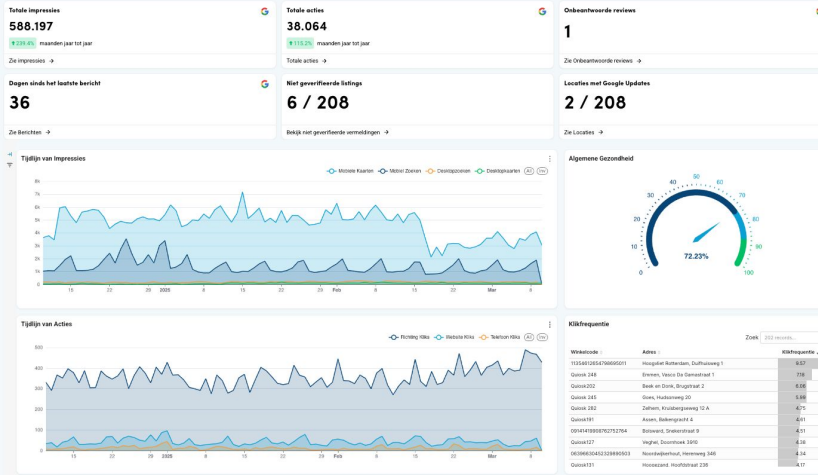
🕒 Your Maps activity

🏷️ Add a label

[Suggest an edit](#)

From the owner

Waar je ook bent, je favoriete snacks en drankjes zijn nu nog dichterbij. Begin je jaar goed...
 Feb 4, 2025
 Buy

Totale impressies
588.197
1.238.051 maanden per tot jaar

Totale acties
38.064
8.115.025 maanden per tot jaar

Onbeantwoorde reviews
1

Dagen sinds het laatste bericht
36

Niet geïmporteerde listings
6 / 208

Locaties met Google Updates
2 / 208

Tijdlijn van Impressies

Tijdlijn van Acties

Algemene Gezondheid
72.23%

Klantenfrequente

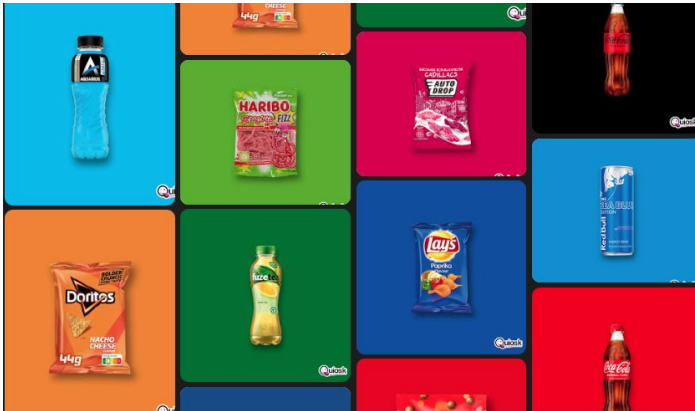
Winkelcode	Adres	Winkelgegevens
11554810845766850511	Hoogveld Boterhammen, Duffelweg 1	537
Quiosk 245	Binnen, Van der Smissenstraat 1	715
Quiosk 202	Beek en Donk, Ringweg 2	616
Quiosk 245	Geuk, Hulsborweg 20	538
Quiosk 282	Zelfhem, Kruiswegweg 12 A	475
Quiosk 281	Alpen, Bodegraven 2	481
0214148810970279264	Botterdam, Snelheidslaan 9	431
Quiosk 227	Veghel, Dorpsweg 100	438
083061046310880503	Nieuw-Gravenpolder, meening 348	434
Quiosk 21	Westerland, Houthofweg 228	417



Emieleger
 Review van Google

5/5 · 9 maanden geleden

Lekkere m&m's jonguh



Quiosk Oosterwijk
 op Google

Waar je ook bent, je favoriete snacks en drankjes zijn nu nog dichterbij. Begin je jaar goed...
 4 feb 2025
 Bestellen

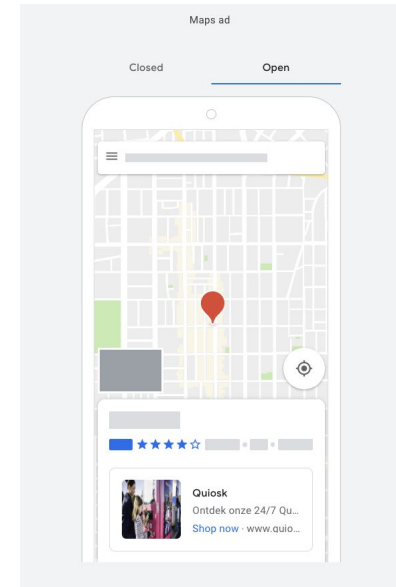
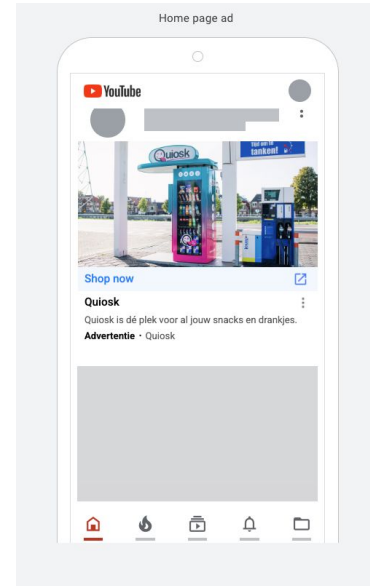
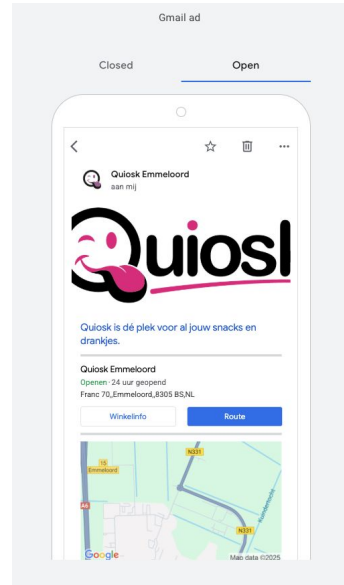
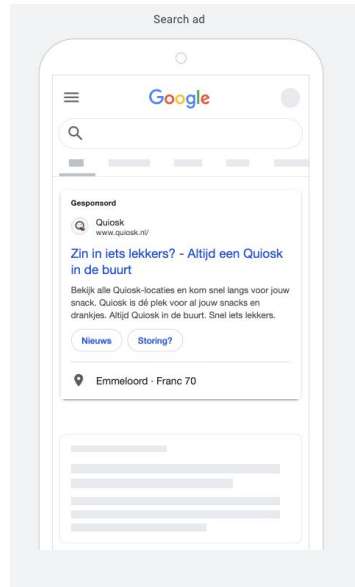
Daar is 'ie dan! Onze 250. Quiosk locatie, te vinden in Hulshorst! Met trots delen we dat Quiosk zijn 250e locat...
 14 jan 2025

Our Approach?

“We had three Google Ads campaigns, each targeting approximately 25 Google Business Profiles”

Our Approach?

Google Ads - using AI to target navigation request and store visits



Our Approach?

Causal Impact

An algorithm built by Google to create a time series model based on multiple control groups to figure out how much a change in something has affected your business. It works by comparing what actually happened with what would have happened if you didn't make that change.

The results?

**“Google Ads generates 10–20x
its investment in incremental
offline revenue.”**

Key learnings?

“We noticed significant difference between ROI on the three different types of locations”

The results?

**“Generating the most
incremental return on new
locations”**

Key learnings?

“Our one-month campaigns (under €1000) delivered test results with 92% significance.”

Key learnings?

“We initially focused budget primarily on new locations...

... but eventually included all locations and let the algorithm decide”

What to do next



How to improve local results?

“Local Search & AI Overviews & Ads”

1. Keep doing the basic stuff

“Work on hygiene, refresh content, add products and services, manage Google Updates”

2. Have a review strategy to boost ranking & AI

“Reviews are *the* major ranking and conversion factor.

The number of reviews, the average rating and the reply percentage are main components.”

What is feeding Google's LLM on Local?

"GBP & Google Reviews"

AI Overview: "Breakfast, lunch and weekend brunch are served at this unpretentious eatery."

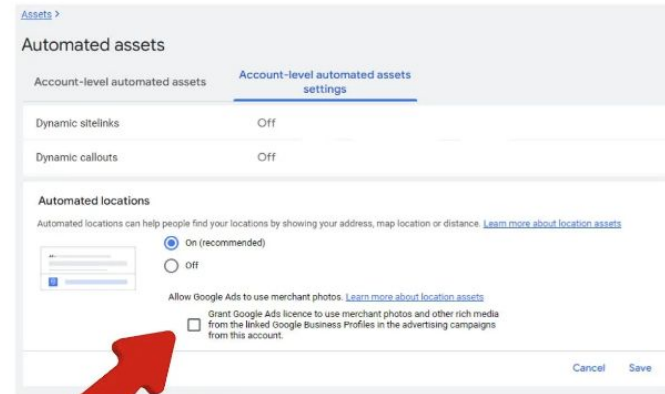
AI description: "Relaxed, family-friendly diner turning out breakfast, lunch, and weekend brunch. The menu features home-cooked comfort food, including vegetarian options. People like the pancakes, corned beef hash, and cinnamon rolls. This venue has a cozy, comfortable atmosphere and a kids' menu. The service is fast, and the staff is informative and knowledgeable. Customers typically spend \$10–20."

Review:

- "Marrah was a great informative server! She always made sure I never needed anything! Loved the atmosphere the most."

3. Understand how GBP is linked to your Google Ads success

“GBP images and hygiene impact measurement and creative”



Thank you



Appendix



**Do you need access to Posting,
Reputation Management, Local
Keywords, a Hygiene Overview and
Performance Data?**

For Free?

**Do you need it in 5-10 minutes and
without any further obligation?**

Try GMBapi.com now!

Fully automated instant audit (10mins)



[START YOUR FREE TRIAL](#)

Share your GMB access with us

Sneak peak of our platform

Take a look at the video below to see what we've been working on. We strive to provide the best user experience and functionality to our clients at the best possible price.



Take us for a test drive before making a commitment

Discover the power of our Local Search Google Business software with a two-week free trial that comes with no contracts, no payments, and no obligations.

During this trial period, you can utilise your actual Google Business Profile data to truly gauge GMBapi's effectiveness. By authorising us to connect with your Google Business Profile Location Group, you enable GMBapi to access the Google


My Business API. This allows you to efficiently manage your multi-location business from a single dashboard. Rest assured, as the primary owner, you retain the ability to revoke GMBapi's access at any time and all functionality aligns with the Google My Business guidelines.

SHARE GMB ACCESS

SHARE GMB ACCESS

Get started

Sign in with your Google account to get access to our platform where you can see your dashboards, analytical data and reviews.

 Sign in with Google

Share access

Give us access to your Google Business Profile account to ensure your information on Google is always up-to-date

 Share access with us

or

Is someone else taking care of your Google Business Profile?
Click [here](#) and send a link to your Google Business Profile Admin.

Select location group

Select only one Google Location Group that you would like to manage through our platform

	Michel van Luitelaar personal	unverified	Connect
	Up Analytics location_group	unverified	Disconnect

How to get started?

Try **GMBapi.com** Now!

- 1 Sign in >
- 2 Share access >
- 3 Select location group >
- 4 **Import listings** >

**Your listings are being
imported**

It might take somewhere between 5-10 minutes.



Excel in Local Marketing

GMBapi.com

