

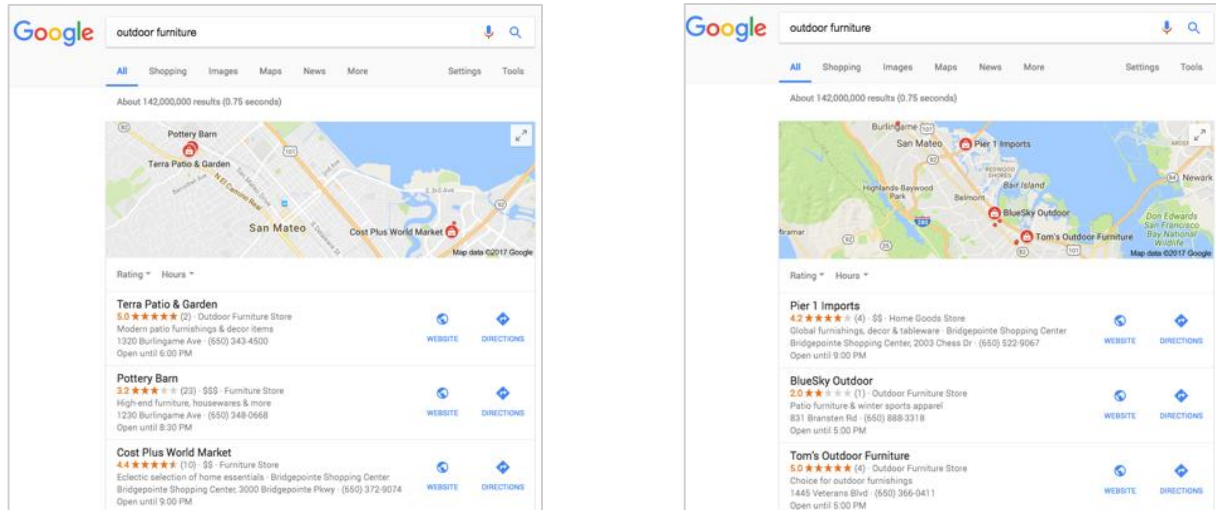
HyperLocal Targeting

Understand demand and content performance for searches in every corner of the globe

BRIGHTEDGE

The Global Leader
in SEO and Content
Performance

Search engines have taken the next step in providing the most relevant results to consumers – contextualizing SERPs to small geographical locations. Now, the same search query performed in nearby cities – even those separated by a couple of miles – results in different search experiences across different devices.



Identical queries issued in cities just a few miles apart result in different 3-pack rankings

When you confine your analysis of organic demand (search volume) and content performance (organic ranking) to data coming from major cities, you can get a skewed view of how your customers experience search locally. You may fail to see the variances in search volume between a metropolitan area and a small nearby town. And using a single-location view of organic performance can hide the fluctuations in ranking across multiple geographies.

To prioritize SEO and content marketing investments effectively, it's critical to secure the clearest picture of how customers experience your brand in organic search results – where and when they are searching.

The highest resolution view of demand and content performance

BrightEdge's HyperLocal enhancements enable search marketers to better gauge how topics and content perform for searches conducted in every corner of the globe.

Providing insight for over 68K local search engines – US and non-US cities across desktop and mobile, as well as customer requested custom locations– the BrightEdge platform is the only search and content solution that allows marketers to understand how topics and content perform for the specific locations that are most critical to their business success.

Understand digital experiences across multiple scenarios

Target customers in a very specific geographic location

When you know precisely where your best or highest-converting customers are coming from, use HyperLocal capabilities to understand how your content is performing in these areas.

Understand organic performance for each brick and mortar location

Understand how organic performance in local search is influencing visits and conversions on-premise. Optimize for the specific search engines closest to your brick and mortar locations to show up better in local search.

Investigate differences in demand across locations

Demand for your products can greatly fluctuate across locations.. Track and compare search volume across different geographies to better allocate resources where demand is highest.

Understand differences in demand for international expansion

View and compare search volume across different locations across the globe to target geographies where there is the highest demand for your products and services.

BRIGHTEGE StoryBuilder

How well am I competing in the Upper East Side of Manhattan?

Domain	Google 10021		Google 10028		Google 10044	
	Blended Position 1-5	Blended Position 1-5 % Change	Blended Position 1-5	Blended Position 1-5 % Change	Blended Position 1-5	Blended Position 1-5 % Change
homedepot.com	6	33.33% ▼	5	28.57% ▼	0	N/A
walmart.com	0	N/A	0	N/A	0	N/A
lowes.com	4	No Change	4	No Change	2	No Change
sears.com	11	No Change	12	9.09% ▲	0	N/A
target.com	2	No Change	2	33.33% ▼	1	N/A
bestbuy.com	17	19.05% ▼	9	25.00% ▼	2	33.33% ▼

BRIGHTEGE Keyword Reporting

How are my primary keywords performing near my Pacific Northwest retail locations?

Keyword	Store 3412 - Corvallis, Oregon, USA		Store 3781 - Tacoma, Washington, USA		Store 3991 - Bellevue, Washington, USA	
	Monthly Search Volume	Blended Rank	Monthly Search Volume	Blended Rank	Monthly Search Volume	Blended Rank
moving company	3,600	5	590	7	1,300	14
relocation	880	3	140	2	320	23
moving truck	390	2	90	6	170	11
moving checklist	320	19	110	9	210	22
moving quotes	320	2	90	18	110	17
moving tips	170	12	30	22	90	19

BRIGHTEGE Keyword Reporting

What is the demand for primary keywords across my major markets?

Keyword	Google United States (US)	Google San Francisco, CA	Google New York, NY	Google Chicago, IL
	Monthly Search Volume	Monthly Search Volume	Monthly Search Volume	Monthly Search Volume
moving company	110,000	590	3,600	1,300
relocation	18,100	140	880	320
moving truck	12,100	90	390	170
moving checklist	9,900	110	320	210
moving quotes	5,400	90	320	110

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Keyword Group Performance for Okinawa Expansion

Keyword Group	Google Okinawa, Okinawa, JP		Google Nago, Okinawa, JP		Google Kumejima, Okinawa, JP	
	Monthly Search Volume	Blended Ranked on Page 1 & 2	Monthly Search Volume	Blended Ranked on Page 1 & 2	Monthly Search Volume	Blended Ranked on Page 1 & 2
All Keywords	662,100	461	450,120	222	692,350	460
Category - Electronics	87,610	41	32,250	87	43,960	72
Local Store Terms	7,070	3	10,740	3	7,060	3
Top 50 Keywords	6,190	32	138,150	29	291,310	29



CONTACT US to learn more about BrightEdge HyperLocal capabilities - to understand content experiences from locations across the globe.