



10 Facts:

Why Small Business Owners Need to Pay Attention to Mobile and Local Search

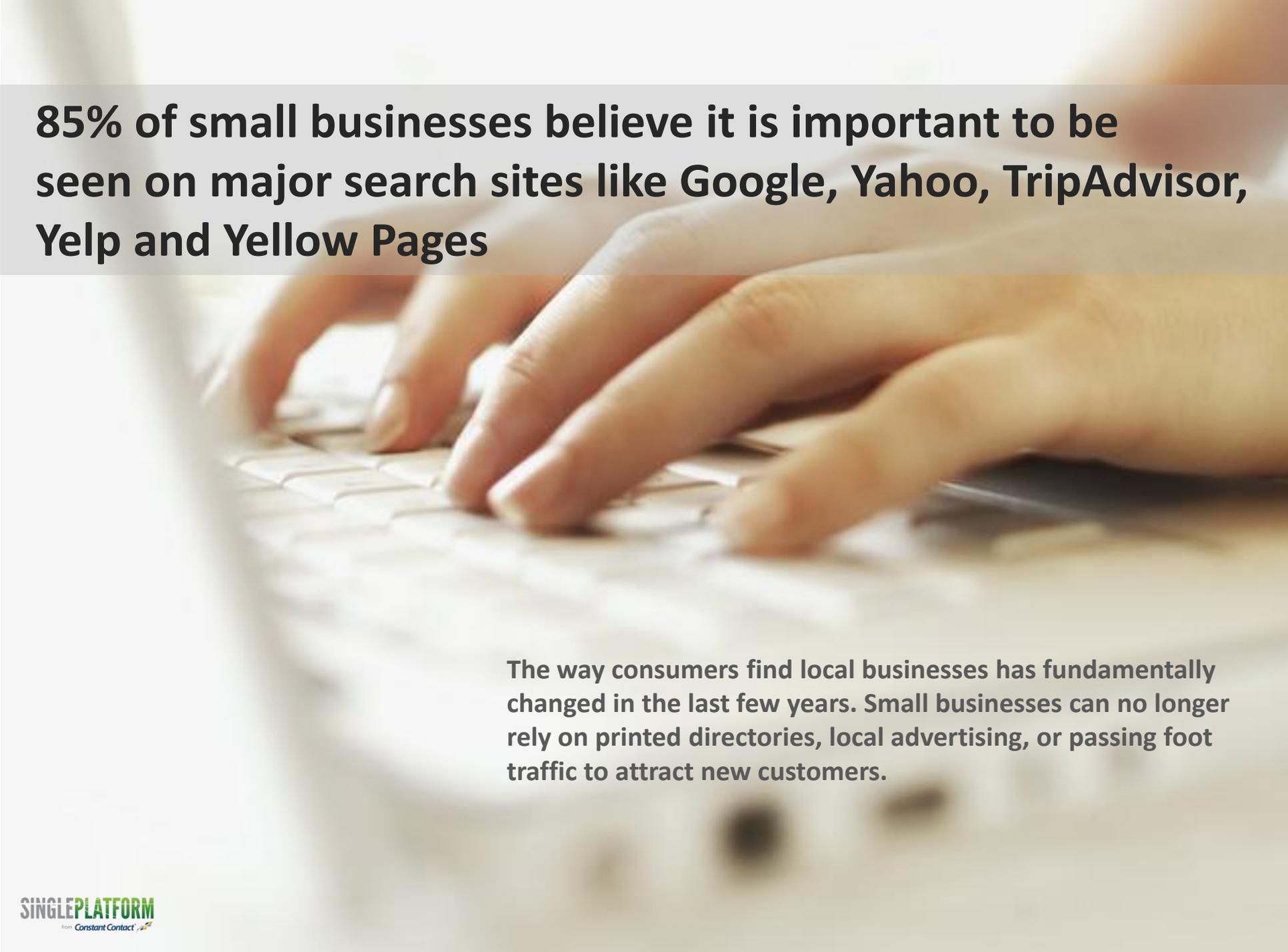
Based on Research from the Constant Contact Small Biz Council



In the past few years, the way that consumers find local businesses has fundamentally changed.

While traditional methods of attracting new customers to your location still may work, those businesses who do not take advantage of online and mobile search directories, ratings and review sites, and social networks to find new customers will be left behind. Recent industry data shows that 2/3 of consumers use local search weekly and even more importantly, 70% of mobile searches lead to action within 1 hour.

This research was conducted to understand how local businesses are adapting to this evolution and where they believe the most critical areas are going forward.



85% of small businesses believe it is important to be seen on major search sites like Google, Yahoo, TripAdvisor, Yelp and Yellow Pages

The way consumers find local businesses has fundamentally changed in the last few years. Small businesses can no longer rely on printed directories, local advertising, or passing foot traffic to attract new customers.

A person wearing a light green patterned button-down shirt is holding a blue sign with the word "OPEN" written in large, bold, black letters. The sign is tilted slightly. The background is blurred, showing what appears to be a retail or business setting.

78% of small businesses believe new customers find them through search engines

You no longer control how people find you. Therefore, it's essential to have your information everywhere that consumers search.

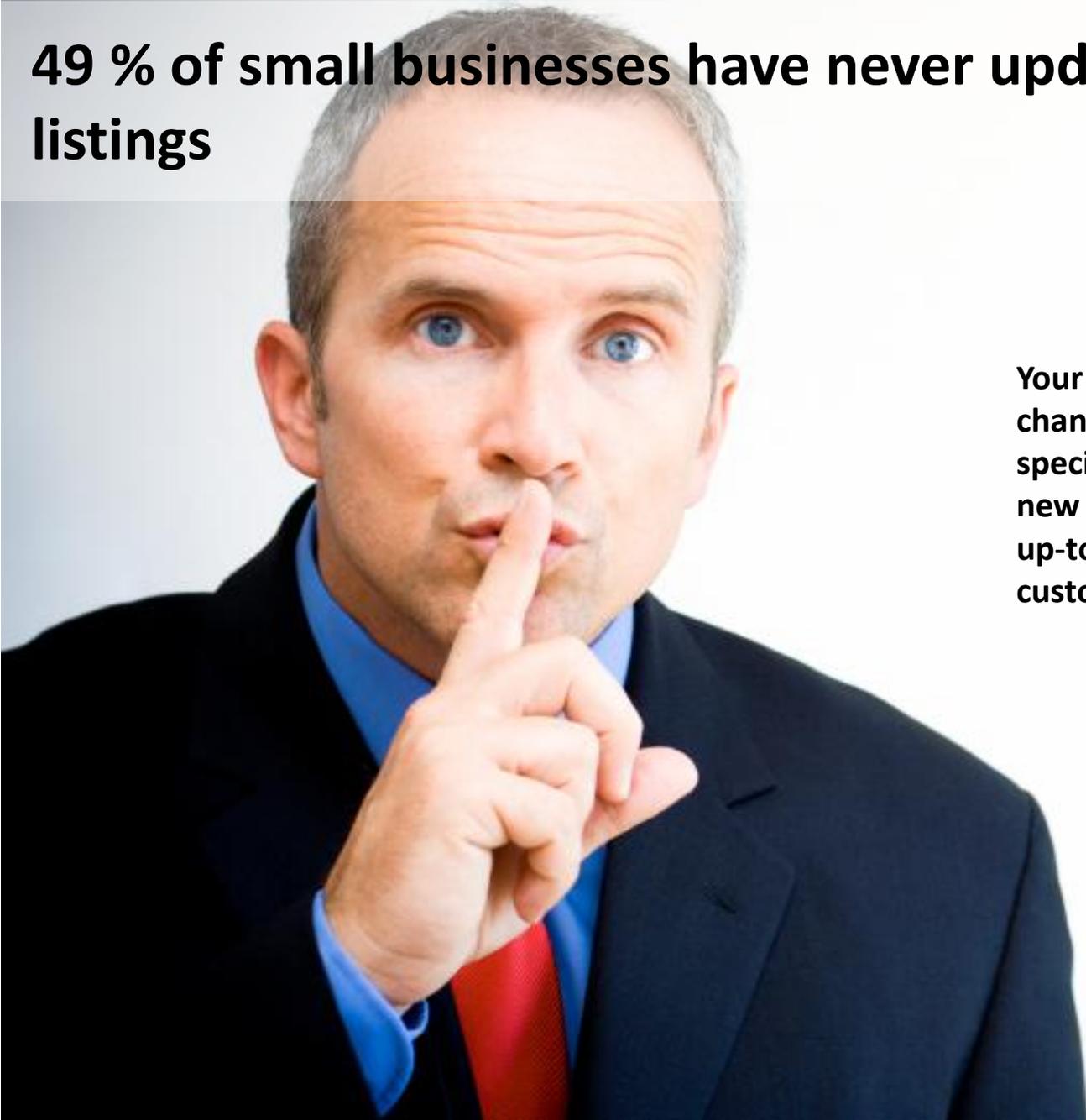


Only 23% of small businesses have a good sense of how listings drive traffic to their business

Understanding how people find your business is essential to your success in 2013 and beyond.

Start by asking new customers how they found you while they are in your store.

49 % of small businesses have never updated their online listings



Your business is always changing. You have new items, special hours, and maybe even new locations. Keep your listing up-to-date to ensure new customers can find you.

A man in a blue shirt is shown in profile, looking at a laptop screen with a frustrated expression, his mouth open as if shouting. The background is a solid pink color.

50% of small businesses have seen listings for their business that are not accurate

Despite their best efforts, sometimes search engines and listing sites get it wrong. Make sure to check the accuracy of listings on the sites that you know are driving traffic to your business.

70% of small businesses say they don't have the time to manage listings on all of the sites that consumers use



Trying to manage your listings everywhere is a lot to ask of a small business owner.

Today you can use software to help you manage all of your listings from one place.



84% of small businesses believe that having a website that can easily be viewed on a mobile device is important to their business

If your website is not optimized for mobile viewing, shoppers will find another location because they can not easily evaluate what you have to offer.

Only 25% of small businesses know how to create a mobile optimized web site

Millions of people search for local businesses on mobile devices every month. Avoid people leaving your website because they can't read it by automatically sending them to a mobile optimized site.



A close-up photograph of a hand holding a silver smartphone. The hand is wearing a white, multi-strapped wrist device. The background is a blurred retail store with shelves of handbags and a person in the distance.

62% of small businesses think it is important to be seen on major mobile apps

People who search on mobile apps aren't just browsing the web, they are actively looking for a place to eat or shop. If you're not listed, they won't find you.

A photograph of three children, two girls and one boy, looking at their mobile phones. The girl on the left is wearing a red shirt and has braces. The boy in the middle is wearing a blue and white striped shirt. The girl on the right is wearing a white shirt and is holding a red phone. The background is white.

85% of small businesses believe that more people will find their business on mobile sites in the future

As smart phone adoption continues to rise and new generations enter the marketplace, being a mobile friendly business will become a requirement, not an option.

SINGLEPLATFORM

from **Constant Contact**® 

With SinglePlatform it is easy for local businesses to be found by consumers who are searching online and via their mobile devices for a place to eat, shop, or relax.

Update your listing once, publish it to all of the sites that matter. We publish your rich digital listing on sites like YellowPages, Foursquare, TripAdvisor, UrbanSpoon, NY Times, Washington Post, Google and more.

Get mobile. We list your business on the mobile apps that matter and create a simple mobile optimized website so potential customers can easily find you on the go.

Learn more at www.singleplatform.com

SINGLEPLATFORM

from **Constant Contact** 

- **About this research**

- Participants in this research include 379 Constant Contact SmallBiz panel members with physical “storefronts” for their small business
- This research was conducted during December 2012 using an online survey consisting of closed and open-ended questions

- **Media Contact**

Erika Tower

(781) 482-7039

pr@singleplatform.com