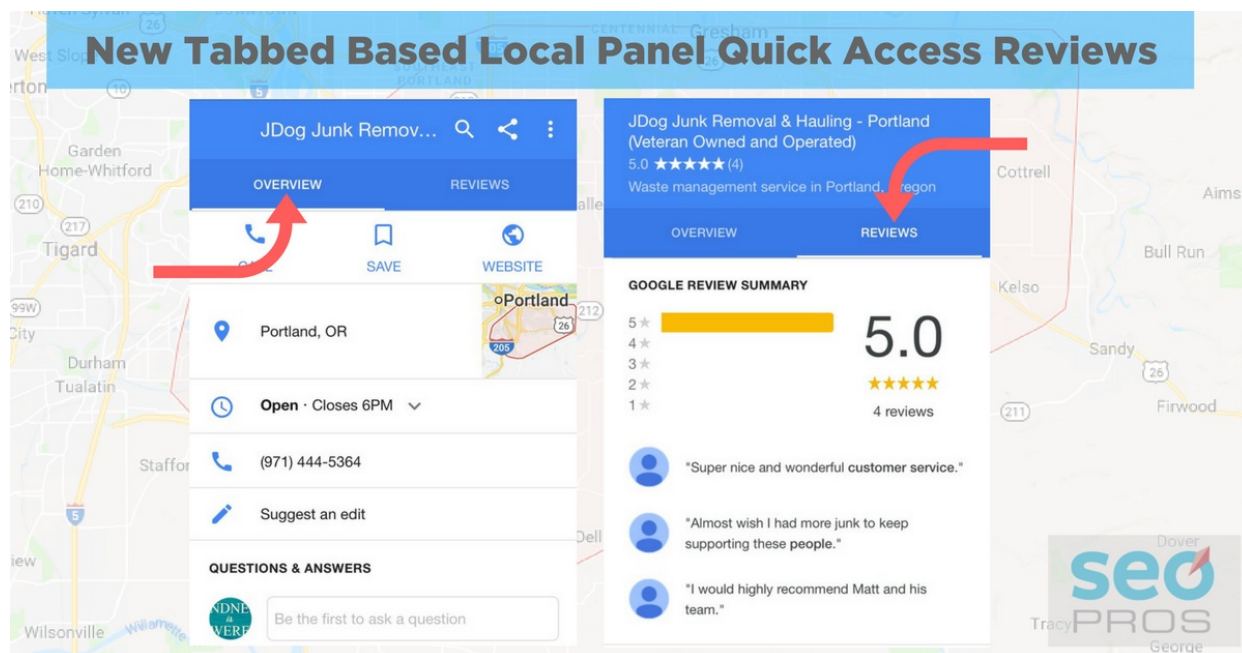


New Tabbed Based Local Panel Quick Access Reviews

utahseopros.com/new-tabbed-based-local-panel-quick-access-reviews/



The #1 reason mobile consumers use local search is to quickly find information like an address and business hours of a specific local establishment. With **78% of local mobile searches resulting in an offline purchase**, small business owners need to create, control and oversee the ideal alchemy of your listing content as it appears in local search results.

Google has rolled out new tabbed based local panel quick access reviews to streamline the local shopper's mobile experience. This incredible new feature gives the user the ease of side-by-side tabs to quickly access your businesses overview, reviews and in some results, your most recent blog posts and social media engagement on their mobile devices.

SMBs need take full advantage of this Google offering by updating your business listings regularly on Maps and across all applicable review sites with correct and uniform NAP (name, address, phone) business information since search engines place great value in consistency and accuracy. Your listing information along with product and service information and other enhanced content carries great weight in local SERPs. Enhanced content includes:

- **Unique business description**
- **Product and Service Lists**
- **Hours of operation to include holidays**
- **Staff bios**
- **Menu**
- **Special offers**
- **Eye-catching photos**
- **Videos**
- **Other fields to showcase special features**

Local listings with **enhanced content receive a staggering 416% more views**, and more views means more business.

Synchronize

Synchronizing your business listings to maximize your online impact is a crucial factor to boost your company's local visibility in top search results. Further, **optimizing your Google Maps listing with enhanced content and regular maintenance will ensure top placement in local SERPs**. Your overall online presence hinges on your ability to maintain consistent NAP information, unique content and business description, star ratings, the quantity and quality of customer reviews and your review responses along with social media interactions.

First Impressions

First impressions will make or break your local business online. Don't leave it to chance, discover the power and security of **LocationSync®** to engage more customers and give them outstanding interaction with your products and services before a purchase and a continued online relationship afterwards for vital customer retention. **LocationSync®** puts you in control of your online presence and helps your listing get found with the following features:

- **Control and manage your visibility** on 70+ sites including Google, Yahoo, Bing, Facebook and Apple.
- **Correct incorrect listing information** and **suppressing duplicate listings**.
- **Enhanced content** to earn more business.
- **Review monitoring and filtering** in real time.
- **Visitor reporting** to track the number of clicks on your featured messages.

Utilize the Power of your Listings

By utilizing the incredible power of your online presence, locally, you have the unique opportunity to **turn your company's listing into measurable marketing opportunities**. **Utah SEO Pros** will provide you with piece of mind knowing your online reputation is secure and being promoted across over 70 different review sites. Experience **LocationSync®** for yourself, call us at [\(801\) 413-7734](tel:8014137734) for your **free online reputation analysis and consultation** or to learn more about how to secure and protect your local online reputation.