3 Reasons Why You Need a Store Locator

...And Two Best Practices

uberall

The Fastest Way From Web to Store

How do customers go from an online search to walking through your shop doors? In today's hybrid world, the path can twist and turn in many ways. But one thing's for sure: for ROPO shoppers (Research Online, Purchase Offline), a smooth and seamless experience is key—and that's where a store locator comes in.

Think of the store locator as your secret weapon for location marketing on your website. It's the ultimate guide for customers, showing them exactly where to find your local stores, along with all the details they need to drop by and make a purchase.

In this practical guide, we'll share the top three reasons why a store locator is a must-have. Plus, we'll spotlight two companies (with different sales models) that have nailed the art of using store locators and local landing pages to drive success.

3 Reasons
Why You Need
a Store Locator

uberall

Positive Brand Experience

Most consumers start their search for products or services online—and that's no surprise, especially at the beginning of their customer journey. But did you know that 9 out of 10 customers haven't yet decided on a brand?

> **A store locator can work wonders by putting your locations front and center in online searches. It guides ready-to-buy customers straight to your shops while also persuading undecided shoppers that a visit to your store is well worth their time.**

On local landing pages, you can showcase your locations with key details like NAP data (name, address, phone number) and opening hours. Adding photos and reviews can make your store even more appealing, increasing the chances that potential customers will choose to visit you in person.

93%

of consumers check the address of a location before visiting it for the first time ⬈
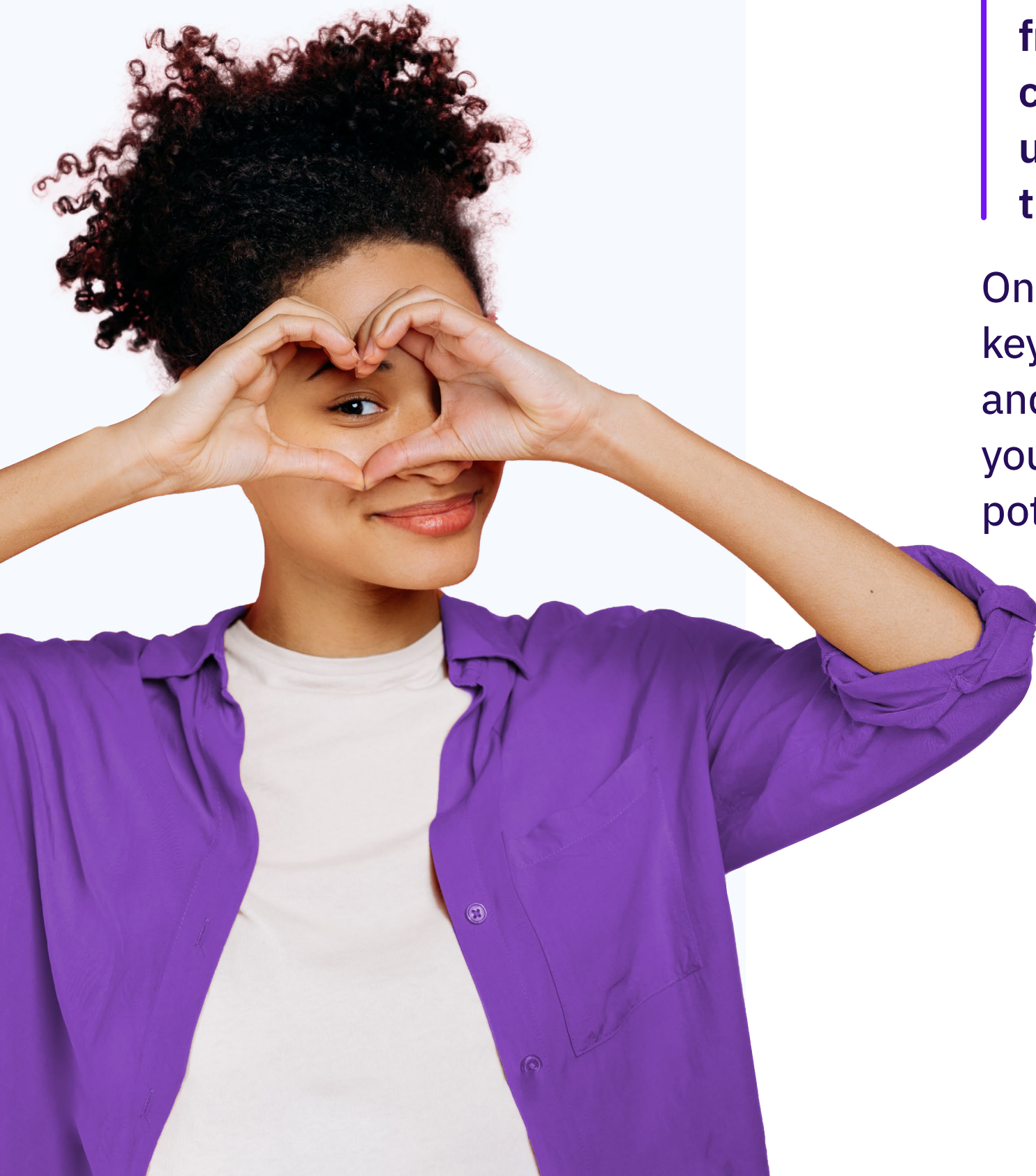
Seamless Customer Experience

Once customers land on your website, you've already taken the first and most important step. But for a successful online-to-offline conversion, they need a smooth, intuitive path from your website to your local store.

> A well-designed store locator ensures your customers reach their destination effortlessly—without extra clicks or detours to other channels. Through a simple search bar or map, they can easily find the store that best meets their needs.

Remember, customer experience often plays a decisive role in purchase decisions. In fact, 51% of consumers are willing to pay more for an exceptional experience. By creating a seamless customer journey, you not only boost satisfaction but also improve your return on investment.

*Yearly average, derived from our customer data, reflecting clicks on CTAs, requests for driving directions, and phone calls.

10%
click-through-rate on locator and local pages*

Local Search Engine Optimization

96% of consumers conduct online research before making a purchase. To effectively capture their attention, it's essential to secure top visibility in search results.

> **A well-optimized store locator not only guides customers to your shops but also helps elevate your shops to the top of search results. This is vital since most consumers only check the first few results.**

By creating local landing pages for each location, you can further enhance your online visibility, providing search engines with verifiable location data. Just like with a Google Business Profile for each store, it's worth investing in individual location pages.

*Uberall/Momentfeed Study

21%
influence of local page signals on local SEO rank*
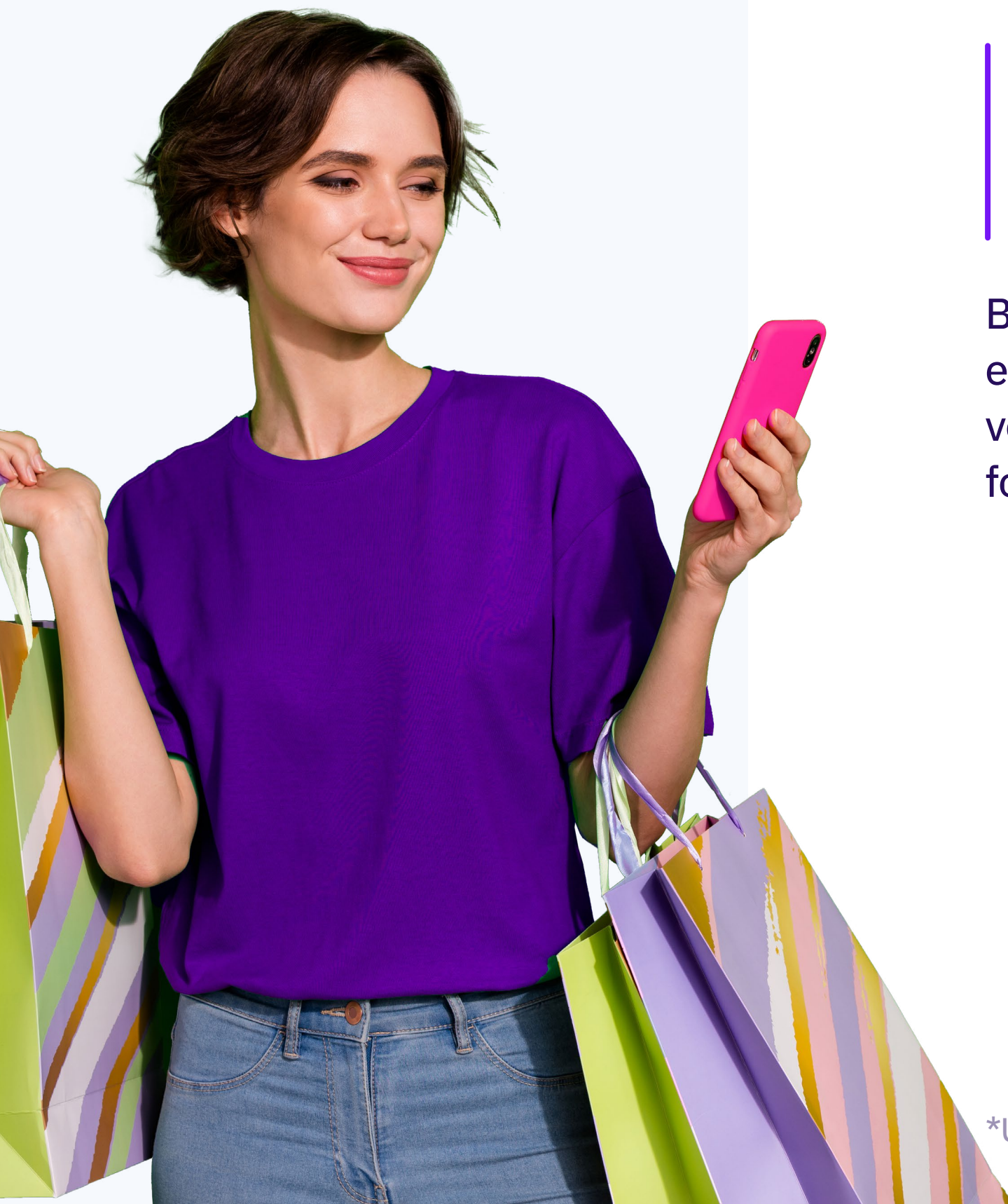
2 Best Practices
For a Store Locator
& Local Landing Pages

uberall

Ulla Popken Increases Online Visibility and Conversions

Ulla Popken is the flagship brand of the Popken Fashion Group, an international plus-size fashion leader with 230 stores across over 30 countries.

The Popken Fashion Group has long embraced a strategic omnichannel approach, beginning its transformation at the turn of this century. The early adoption positioned them well for the hybrid customer journey. However, they lacked an effective store locator solution to draw customers back into their local stores.

In 2021, the Popken Fashion Group implemented Uberall Locator & Local Pages to create their store locator and local landing pages. Since its launch, the store locator has been accessed nearly 500,000 times and achieved a record growth of 91 percent.

Discover how the Popken Fashion Group accomplished this success on the following three pages.
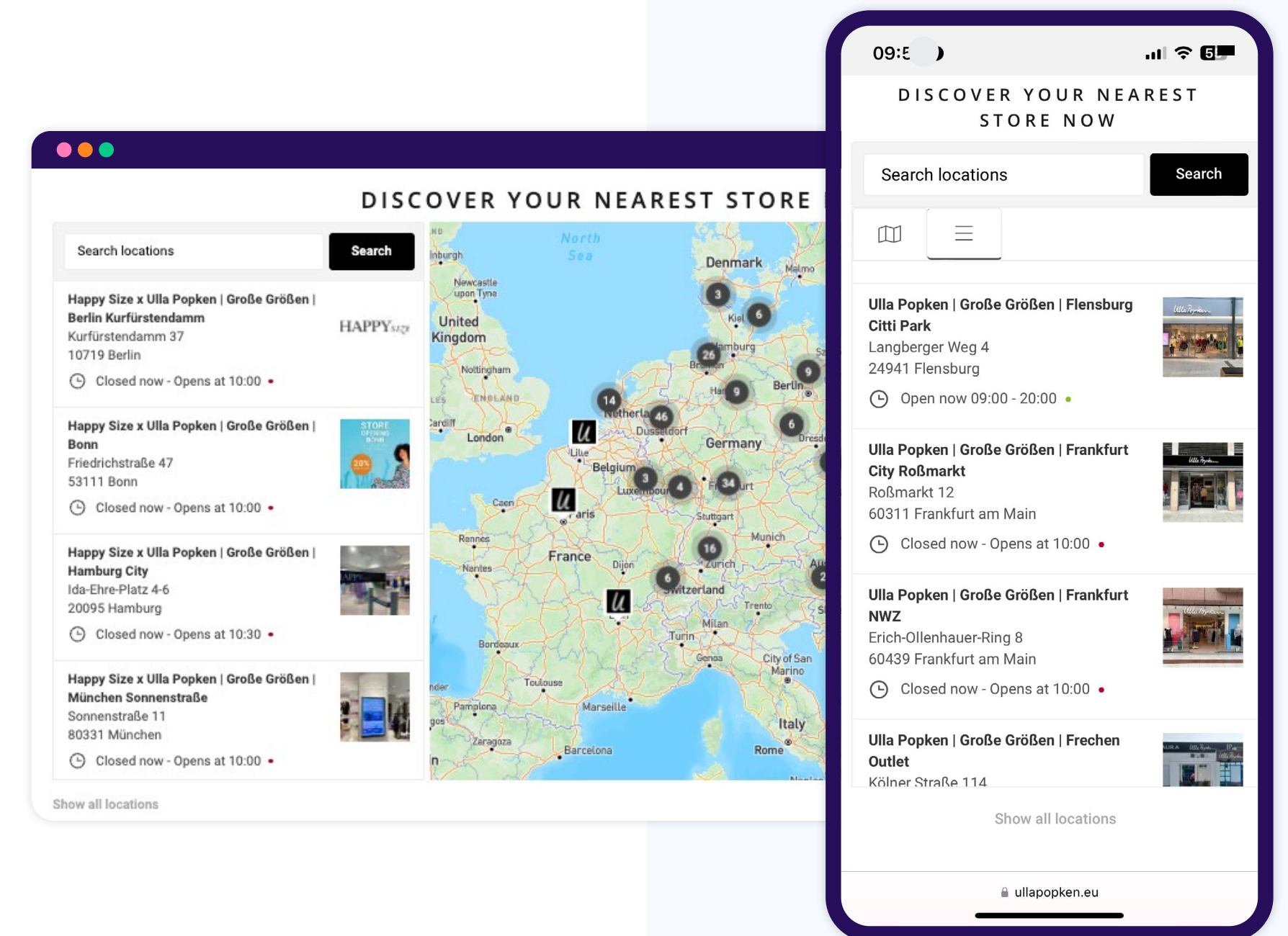
The Store Locator at Ulla Popken

With Locator & Local Pages, the Popken Fashion Group has integrated an advanced store locator on their website, making it easy for customers to find their nearest location.

On the homepage, visitors can access the store locator directly through the header menu. This allows them to search for locations in their neighborhood or specific regions right at the get-go.

> Using a search bar and an interactive map, customers can find detailed information for each store, including address, phone number, opening hours, and even preview images.

The structured list and map pins offer a clear overview, with the map dynamically grouping nearby stores. Clicking on a specific location provides initial details and directions, along with a link to the store's dedicated landing page. Additionally, customers can use the filter function to search for stores that are currently open.

Local Landing Pages at Ulla Popken

The Popken Fashion Group leverages the full capabilities of Locator & Local Pages—using the Uberall tool to both create its store locator and craft its local landing pages.

> **When customers are directed to these dedicated landing pages, they find comprehensive details about each location, including product offerings, promotions, coupons, social media profiles, loyalty programs, job listings, payment options, and more.**

With 230 stores, the Popken Fashion Group required 230 individual landing pages; but thanks to Uberall, they can manage all these pages centrally and efficiently, providing customers with a personalized shopping experience without additional effort.
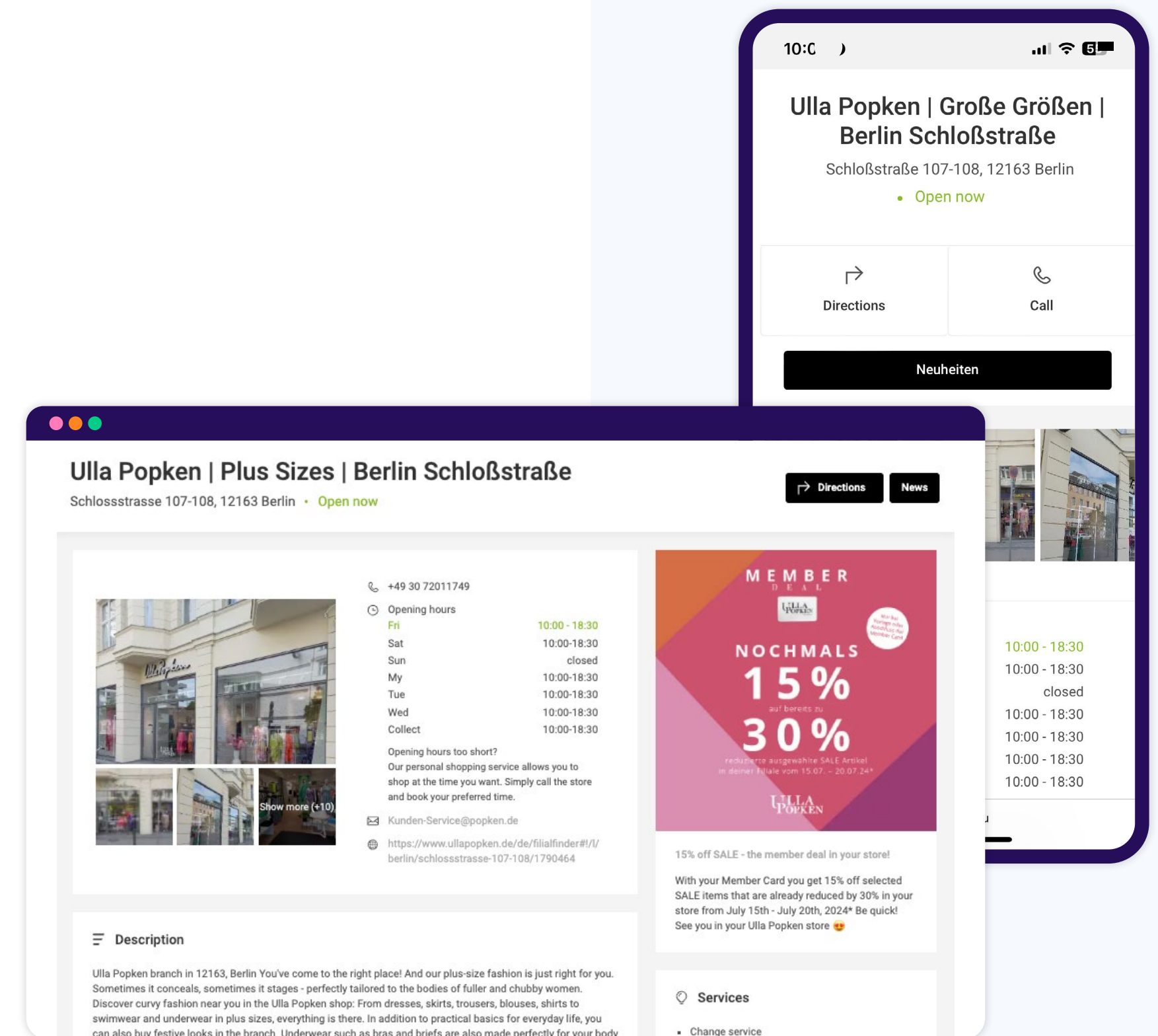
A Plus for Popken Fashion Group

Online and offline, Popken Fashion Group stores are now highly visible, increasingly drawing more customers to their local shops.

> Since 2019, the group has experienced a 32% rise in search queries, a 55% increase in views, and a 65% boost in clicks on Google. This surge demonstrates that the company is top-of-mind, more prominent online, and successfully attracting more customers.

With its global online presence well-managed, the Popken Fashion Group can effectively target local customers using Uberall Locator & Local Pages. The next steps involve further expanding the store locator capabilities and reimagining employer branding on local landing pages to enhance engagement and visibility even more.

Read Success Story

"Everyone can use Uberall: from trainees to team leads, even without IT knowledge. The tool is self-explanatory and we can't "break" anything. Thanks to unlimited licenses, it's also possible to quickly adjust opening hours via mobile on a Saturday."

Tina Kruse
Project Manager
Popken Fashion Group

Schwarzkopf Professional Keeps Locations Looking Their Best

Schwarzkopf is one of the most renowned names in the hair care industry—and Schwarzkopf Professional is among the top three professional hair care brands globally.

With around 7,600 patents, the company captivates a worldwide hairdressing community. Central to Schwarzkopf Professional's success are its partner salons, which have long been a key element of its business growth.

> **In 2018, Schwarzkopf Professional undertook a major relaunch to enhance their partner salons' online visibility. Collaborating with Uberall, the company now features over 2,100 salons across nine countries, with a locator and local landing pages available in five languages.**

Discover how Schwarzkopf Professional accomplished this success on the following three pages.
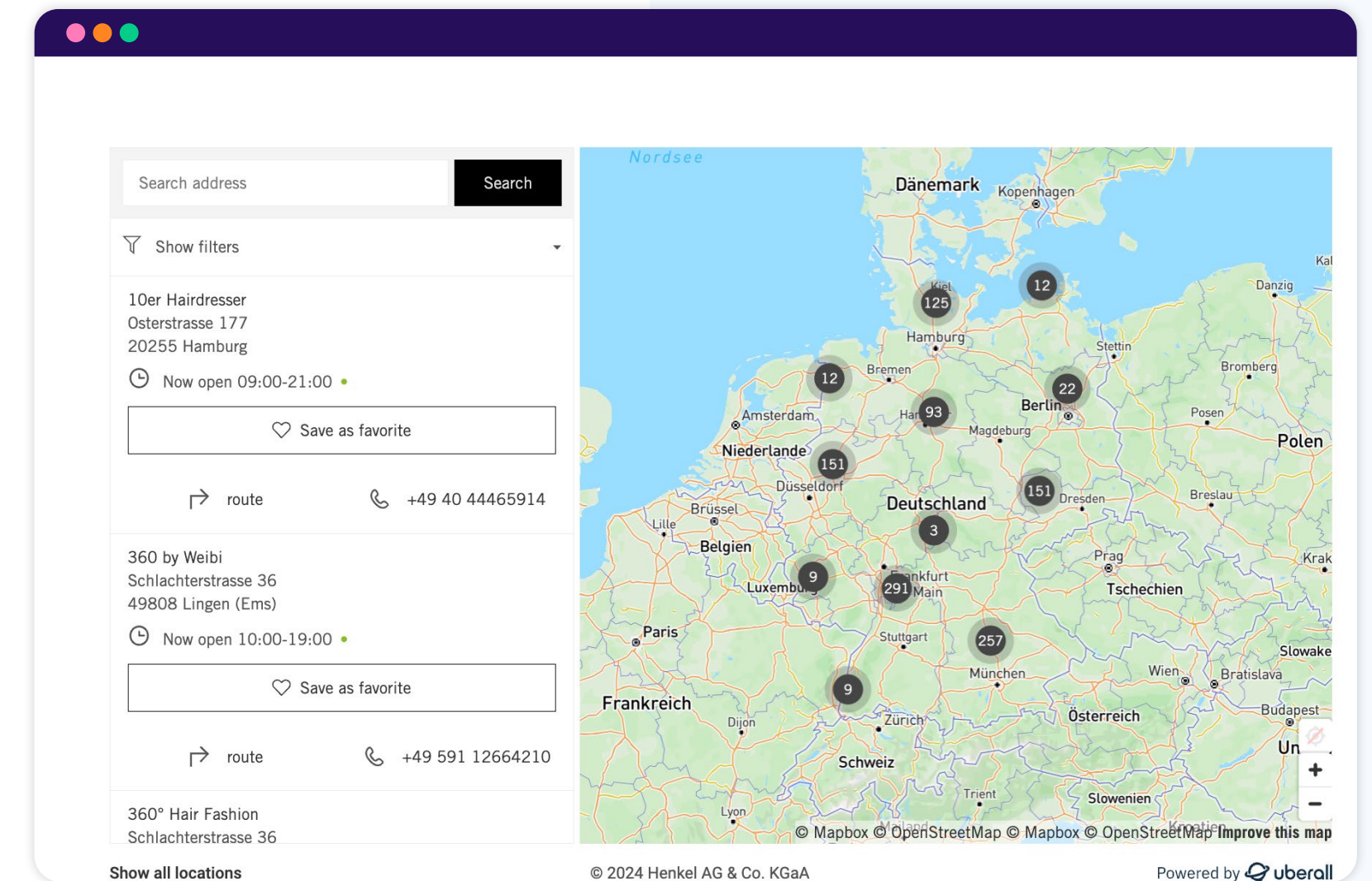
The Store Locator at Schwarzkopf Professional

Schwarzkopf leverages Locator & Local Pages to build its salon finder on the website, enhancing both its brand presence and the online visibility of its partner salons.

On the homepage, customers can easily access the salon finder via the header menu. This feature allows users to search for Schwarzkopf Pro stylists by location.

In both a list and map overview, users can see all Schwarzkopf partner salons. Moreover, they can use the search bar to find salons in specific cities, and zoom in or out on the map to view essential information with just one click.

The salon finder is designed as a plug-and-play graphic, making it easy to integrate into the existing websites of different countries. It also aligns with Schwarzkopf Professional's corporate design to ensure strong brand recognition and a seamless customer experience.
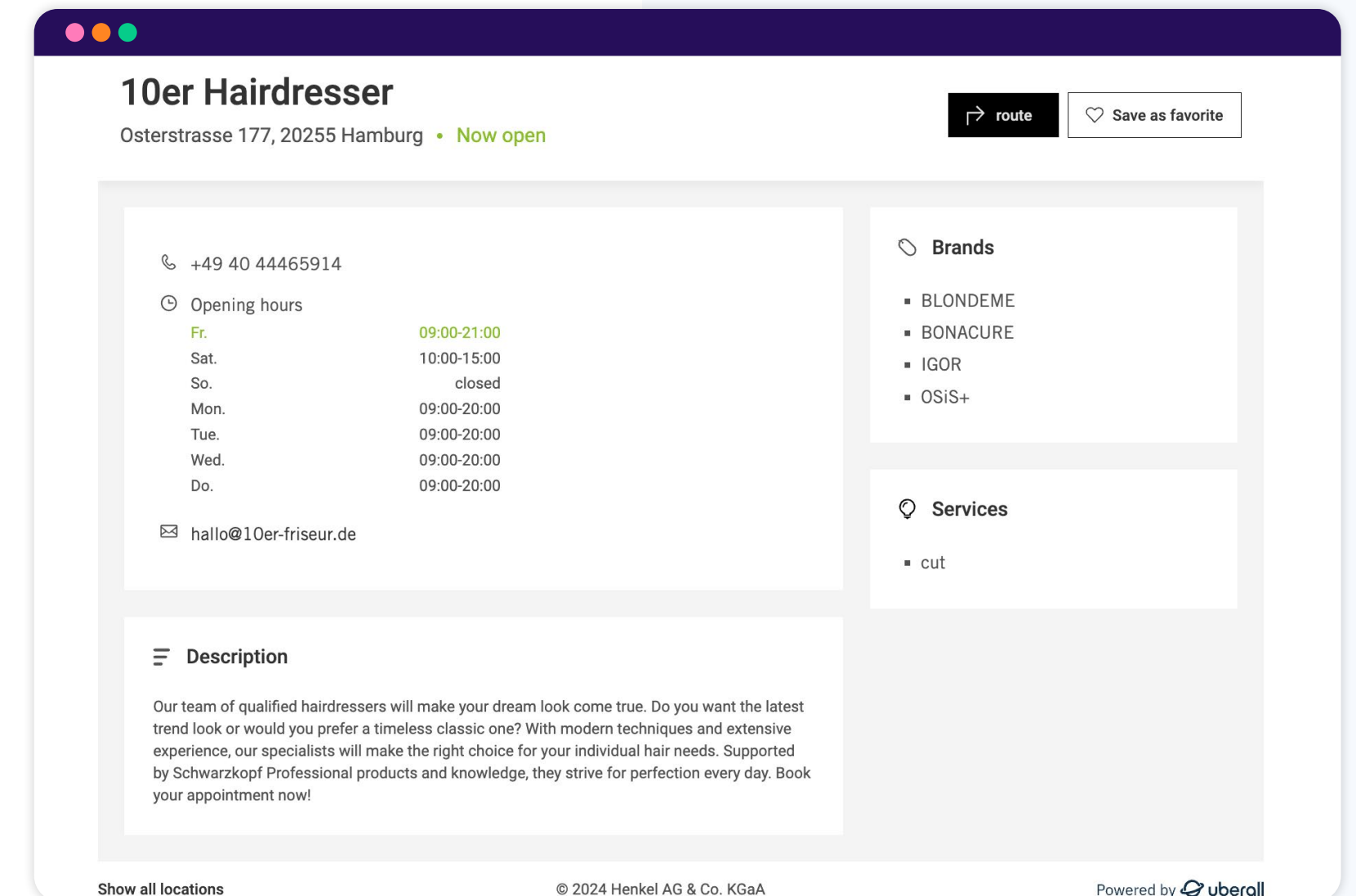
Local Landing Pages at Schwarzkopf Professional

Schwarzkopf Professional directs its customers to salons that carry its products, with detailed information available on local landing pages.

> The local landing pages provide essential details for consumers, including address, phone number, opening hours, and product offerings. The more information a salon provides, the more comprehensive the local page becomes.

To gather this information, Uberall developed a multilingual data collection tool that allowed partner salons to quickly and independently input their business details. The collected data was then integrated into Uberall, where it was thoroughly optimized and cleansed for search engine visibility.

10er Hairdresser
Osterstrasse 177, 20255 Hamburg • Now open

route   Save as favorite

☎ +49 40 44465914

🕐 Opening hours
Fr.   09:00-21:00
Sat.   10:00-15:00
So.   closed
Mon.   09:00-20:00
Tue.   09:00-20:00
Wed.   09:00-20:00
Do.   09:00-20:00

✉ hallo@10er-friseur.de

Brands
- BLONDEME
- BONACURE
- IGOR
- OSiS+

Services
- cut

Description
Our team of qualified hairdressers will make your dream look come true. Do you want the latest trend look or would you prefer a timeless classic one? With modern techniques and extensive experience, our specialists will make the right choice for your individual hair needs. Supported by Schwarzkopf Professional products and knowledge, they strive for perfection every day. Book your appointment now!

Show all locations   © 2024 Henkel AG & Co. KGaA   Powered by uberall

Salon Location Management with a Single Click

With the salon finder, Schwarzkopf Professional helps consumers quickly locate their trusted salons.

> Utilizing Uberall, Schwarzkopf Professional enhances the online visibility of thousands of partner salons across four continents; and the salon finder and local landing pages not only boost the company's online marketing efforts but also improve the overall customer experience.

By integrating Uberall Locator & Local Pages, Schwarzkopf Professional ensures a seamless journey from the website to the local salon, driving higher conversions and increased customer satisfaction. When consumers seek a professional styling consultation, they know exactly where to turn.

Read Success Story

> **Since partnering with Uberall, we have improved visibility for the Schwarzkopf Professional and other brands and for the Salons. The platform enables us to easily manage all the data in a given database, either globally or locally.**

Luisa Boeninger
Global Digital Marketing Manager
Schwarzkopf Professional

An Optimized Store Locator Will Work Wonders

An optimized store locator enhances your website's effectiveness by guiding ready-to-buy customers directly to your stores, turning it into a powerful conversion tool.

However, our 2022 benchmark report on 'Local Digital Marketing Maturity' reveals that only 59% of multi-location businesses have a store locator, and just 44% feature optimized local landing pages for each store. Additionally, only 61% of businesses provide basic information like address, phone number, and opening hours. This represents a significant opportunity for you.

In our blog article, we'll show you how to create the perfect store locator. Discover the quickest path from online search to in-store visit, and boost both your online visibility and offline conversions.

Locator Checklist

1 Place the store locator prominently on your website.

2 Optimize the user experience with responsive designs.

3 Offer short loading times and clear call-to-actions.

4 Create and index local landing landing pages for each location.

5 Include the store locator in performance analyses.

6 Manage all local landing pages on the same platform.

Hardly Any Visibility or Conversions Without a Store Locator and Local Landing Pages

Whether you're managing 10, 100, or 1,000 locations, your business can significantly benefit from a store locator and local landing pages. They help guide customers seamlessly from online searches to your stores.

While address and opening hours are crucial for local visits, a store locator offers much more: it enhances your local digital marketing, boosts your search rankings, and ensures a smooth customer journey.

The concept is straightforward: turn online traffic into offline sales. Yet, few companies fully leverage this potential. That's why we've shared two best practices from companies working with Uberall to help you make the most of this opportunity.

With Uberall Locator & Local Pages, you can build an effective store locator and local landing pages to boost online visibility and drive offline conversions:

- **Integrate the plug-and-play graphic into your website, with filters like "open now" and CTAs such as "get directions".**

- **Link local landing pages for each store with relevant information and connect them to booking or ordering systems.**

- **Either take control yourself or have our team handle everything from creation to ongoing maintenance.**

Curious? Let's talk!

Request a Demo

About Uberall

uberall

Convert Search Into Local Sales, Effortlessly

Uberall is a multi-location marketing platform that enhances brand visibility and engagement when customers search the world around them.

The platform provides a comprehensive suite of tools to manage location data and listings, reviews, store locators, messaging, local social media, and social ads – making it easy for businesses to get found, be chosen and drive more sales.

Established in 2013 in Berlin, Germany, Uberall powers over 1.3 million locations globally and is trusted by leading brands across various industries, including retail, hospitality, food & beverage, and automotive.

Reach out