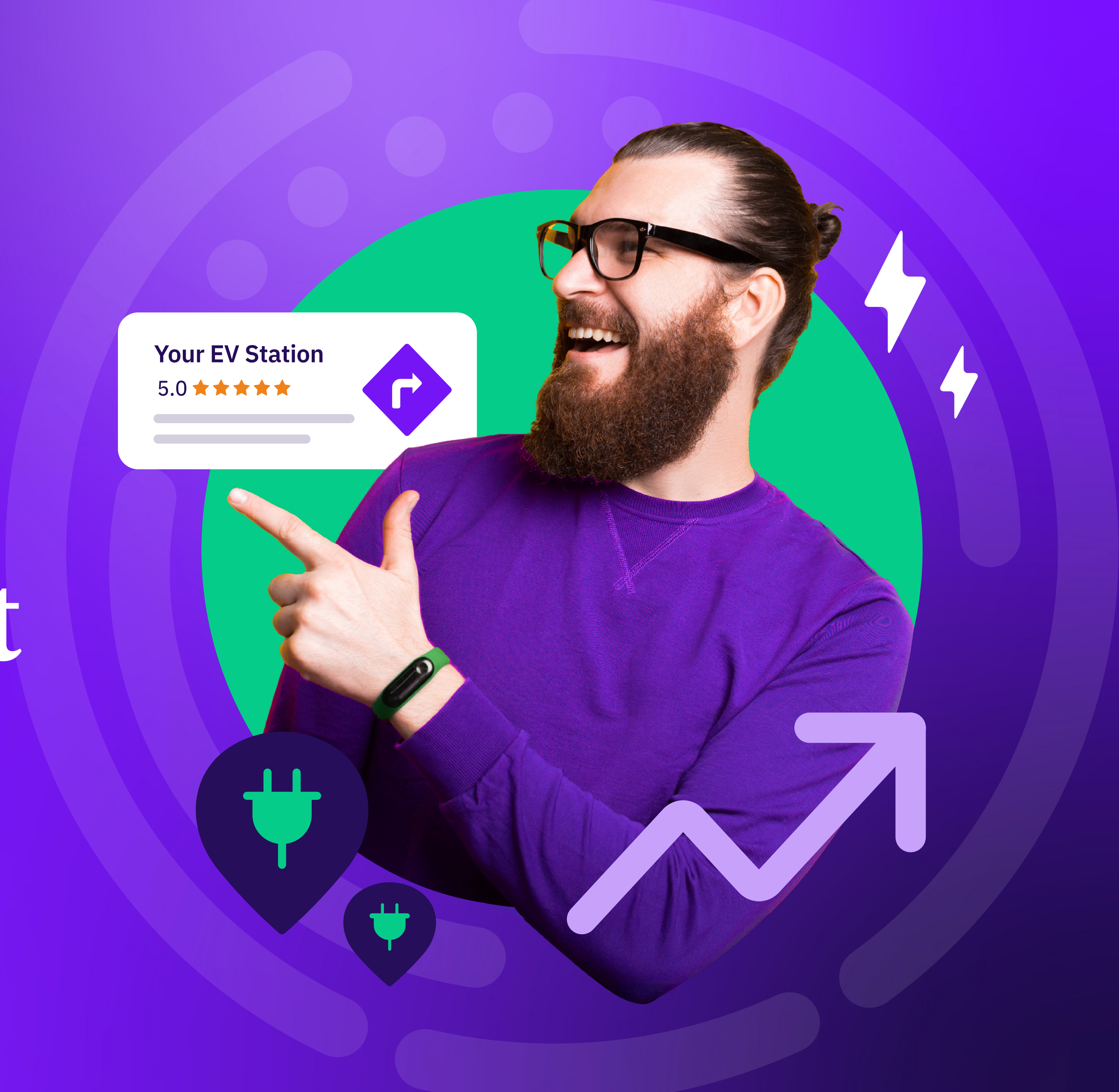
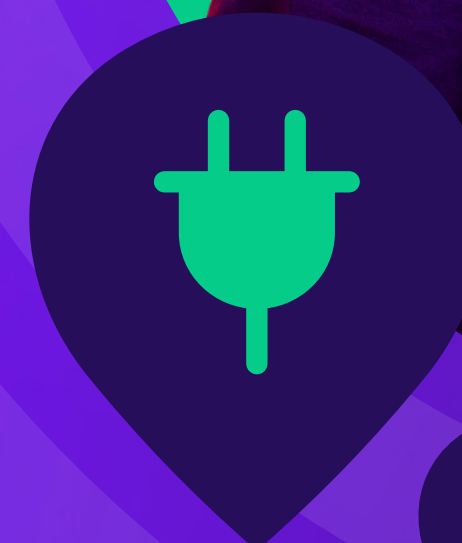
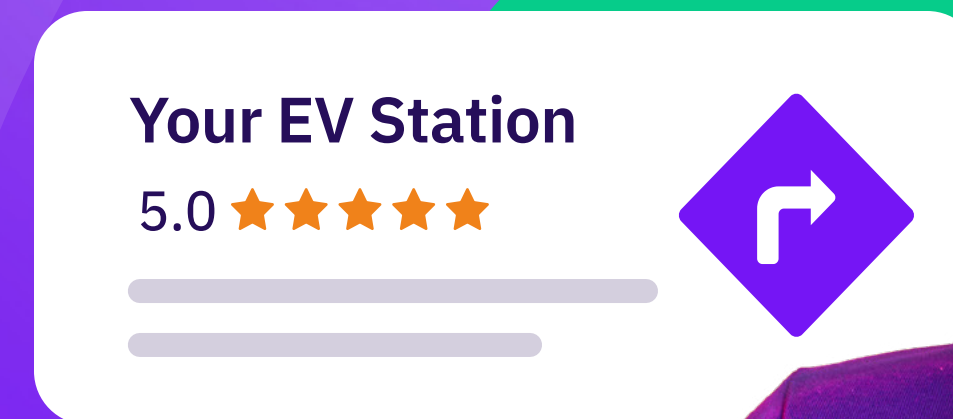


 **GUIDE**

Powering Up

How CPOs Win Drivers' Trust & Boost Revenue



Introduction

If you're a senior marketer or a C-suite executive at an EV Charge Point Operator (CPO), this guide is for you. These days, your job isn't just about putting chargers out there — it's about making sure drivers can find them, trust them, and keep coming back for more juice. And let's not forget you've got to boost that all-important bottom line while you're at it.



Charging station near me

Worldwide

Past 5 years

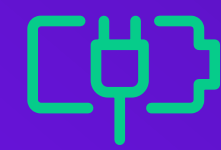
All categories

Web search

Interest over time

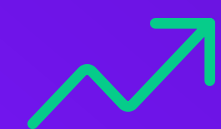


Source: Google Trends (Accessed November 2024)



EV Charging Is A Hot Topic Online

Searches related to EV charging are skyrocketing as more drivers embrace electric vehicles and demand for public charging surges. Data from ‘Think With Google’ shows an 80% YoY increase in Google searches containing “electric vehicle charging station” while Google Trends illustrates this upward trend for “charging station near me”:



A \$141 Billion Opportunity for CPOs

The EV charging market is supercharged for growth, with forecasts predicting it will hit a massive \$141 billion by 2030. Even more hair-raising? Public EV charging demand is set to increase 50x from 2023 to 2050 and with electric vehicle adoption expected to soar between 2030 and 2040,* it’s clear that CPOs are looking at a golden opportunity in the coming decades.



A Shocking Truth: Charge Anxiety Is The New Range Anxiety

While there’s a lot of buzz around the industry, EV drivers’ “charge anxiety” persists. This is the fear of having trouble accessing or using an electric vehicle (EV) charging point and replaces the “range anxiety” which used to bother EV drivers. It’s a major blocker to the growth of the EV industry and EV adoption and CPOs have a huge role to play in addressing this.



Wire Up Your Charging Station Brand For Success

So, how do you take advantage of the opportunities ahead and squeeze more revenue out of your charging stations? You simply have to get drivers to trust you so they visit your charge points and maximize their usage.

The keys to that lie in Location Performance Optimization (LPO) which brings a structured approach to maximizing revenue at all of your charge point locations. By focusing on 4 drivers of location performance - **online visibility, reputation, conversions, and engagement** - LPO translates your digital presence directly into revenue. As the next big thing in location marketing, LPO is here to help your CPO brand power up a winning, revenue-first strategy that supercharges every location for financial success.

Read through this guide for practical tips and insights that are sure to elevate your CPO brand's location marketing strategy, keep drivers coming to your charge points, and the money rolling in. As always, we're here to help you so get in touch with us for advice and guidance about getting started with Location Performance Optimization.



“Utilization of charging locations is becoming increasingly relevant. Charge Point Operators in the past were more worried about getting more and more locations ready. Now, they think how do I get more profit and revenue out of my current locations?”

Roderick van den Berg
CEO

[Watch the Full Interview](#)



Achieve Unmatched Online Visibility

You simply can't maximize charge point usage and revenue without drivers being able to find you online. Optimizing the visibility of your charging station locations is about making sure they pop up online when drivers are searching for EV charging facilities. That's where Local SEO, as a set of practices to enhance your online visibility, comes in.

With over 200,000 monthly searches for "electric vehicle charging station" in key markets like the US and the UK, so becoming top dog on platforms like Google Maps and Apple Maps ought to be top of your priority list.

Optimizing Visibility on Google & Apple Maps & Navigation Platforms

You've got to actively manage and consistently enhance your listings — not just on Apple and Google, but across a variety of EV navigation platforms, such as Tesla, Tom Tom, and Here. Do this by ensuring that each listing for every charge point location offers comprehensive and consistent information. Accurate details such as location, operating hours, charger types, and amenities make your stations more likely to rank high in search results and thus easier to locate and more attractive to EV drivers. Let's break down the basics:



“Complete business listings help you boost your online visibility and offline traffic — but you need to have the same information across all directories. It’s important to be present everywhere with both location information like name and address as well as EV-specific data like charger availability and types.”

Sebastian Hauch,
Solutions Manager, Uberall



Google Loves Dynamic Data!

The search engine giant prioritizes listings that have “dynamic data” which is the “live status” of chargers displayed as a fraction. For example, 5/8 means that the charging station has 8 chargers in total but only 5 are operational or available.

If you’re not sending your charging stations’ dynamic data to Google, you’re potentially risking being invisible online in 2025.

Osprey Charging Station

5.0 ★★★★★ (2) ⓘ

Electric vehicle charging station · Swanney Lodge Rd

Open 24 hours · 0330 010 1757

On-site services

⚡ CCS · 300 kW

⚡ CHAdeMO · 50 kW

Website

Directions

5/8

5/8

Live Data

1 It’s time to NAP

We’re not talking about an afternoon snooze here - we’re talking about the fundamentals of name, address, and phone number (NAP)! Make sure every listing you own has these key details.

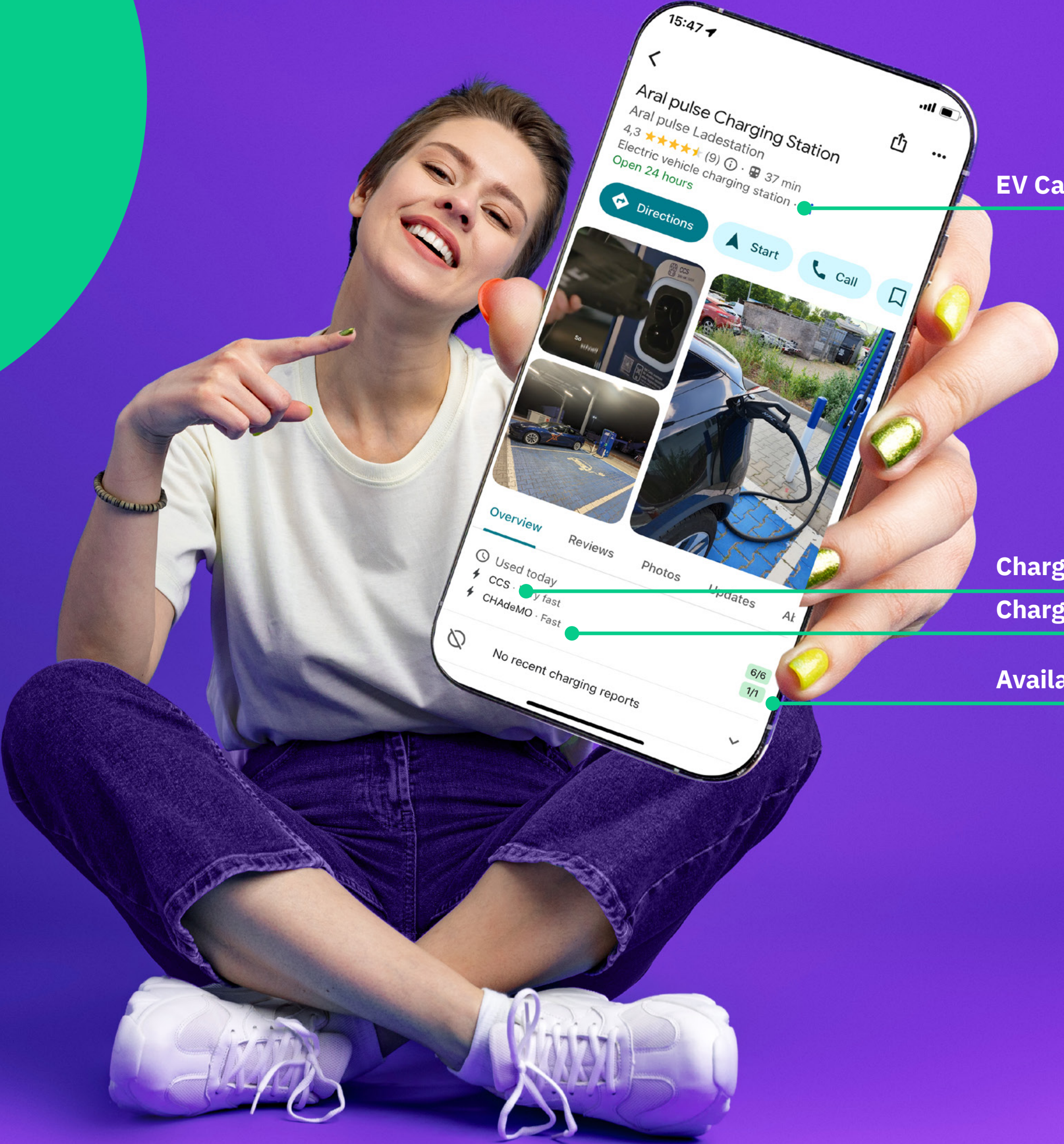
2 Don’t Forget the Details

Drivers want to know what’s in store for them at your charging points so include information about anything and everything, especially nearby amenities like cafés or shops. It’s not just about offering a place to charge—it’s about positioning your sites as destinations that deliver convenience and a range of experiences.

3 Make It Picture Perfect

Include quality images of your station’s charging points, parking area, and signage. The images will help showcase what’s available on your sites. Drivers aren’t the only ones who’ll appreciate your pics - search engines look favourably on listings that have a rich array of images.

An optimized Google Business Profile includes details about charging types, charging power, and availability.



EV Category

Charging Type
Charging Power

Availability



“We use Uberall so that our customers can find the charging stations on popular platforms such as Google Maps, Apple Maps, or their electric cars’ own mapping systems. Our goal is to ensure the best charging experience with attractive location partners.”

Nicol Ambrosius
Online Marketing Manager

[Read the Full Story](#)



Google vs Apple Maps

In an ideal world, you'll have all your charging stations listed on both Apple Maps and Google Maps — in fact, we strongly recommend you do. But, if your resources are a little tight, and you've got to pick just one, take a moment to consider whether you would benefit from the vast reach of Google or from Apple's targeting of engaged, privacy-minded users.

Apple Maps Is Your Best Bet If...

You cater to loyal Apple users who love seamless integration across iPhones, iPads, and Macs.

Privacy is a priority — Apple Maps emphasizes strong data protection.

You appreciate high engagement with niche audiences (40% CTR), even if traffic is lower (~30M views/month).

Google Maps Works Best If...

You want to reach the widest audience, covering both Android and iPhone users and people on various Google platforms, including **Android Automotive**, which powers the entire software for some newer cars like Polestar, Volvo, and Renault.

Your business needs Google's robust local SEO to boost visibility.

You need detailed features like Street View and offline maps for enhanced user experience (866M+ views/month, 36M+ clicks).

Suggested Metrics For Measuring Visibility:

Understand how easily your locations are found online by monitoring the volume of searches, the views and local rankings of each location. Track these metrics:



Search ranking



Impressions



Average clicks for each charging station

RECOMMENDED RESOURCES:

- 1 [How to Optimize EV Charging Stations on Google Maps](#)
- 2 [Apple Maps EV Routing: How to Optimize Your Place Card](#)
- 3 [Apple Maps vs Google Maps: What's Better for Your Business](#)



Be A Real-Time Hero: Empower EV Drivers with Live & Accurate Data

Drivers don't like surprises (unless it's a free snack at the charger). Keep your station data fresh and dynamic by updating real-time availability and status. This way, drivers won't just find your charging station—they'll know exactly what to expect when they get there. With live info at their fingertips, they'll feel confident about finding working chargers, not duds, and they'll be more likely to choose your stations over the competition, keeping traffic flowing and your chargers buzzing.



Real-Time Data: The Cure for Charge Anxiety

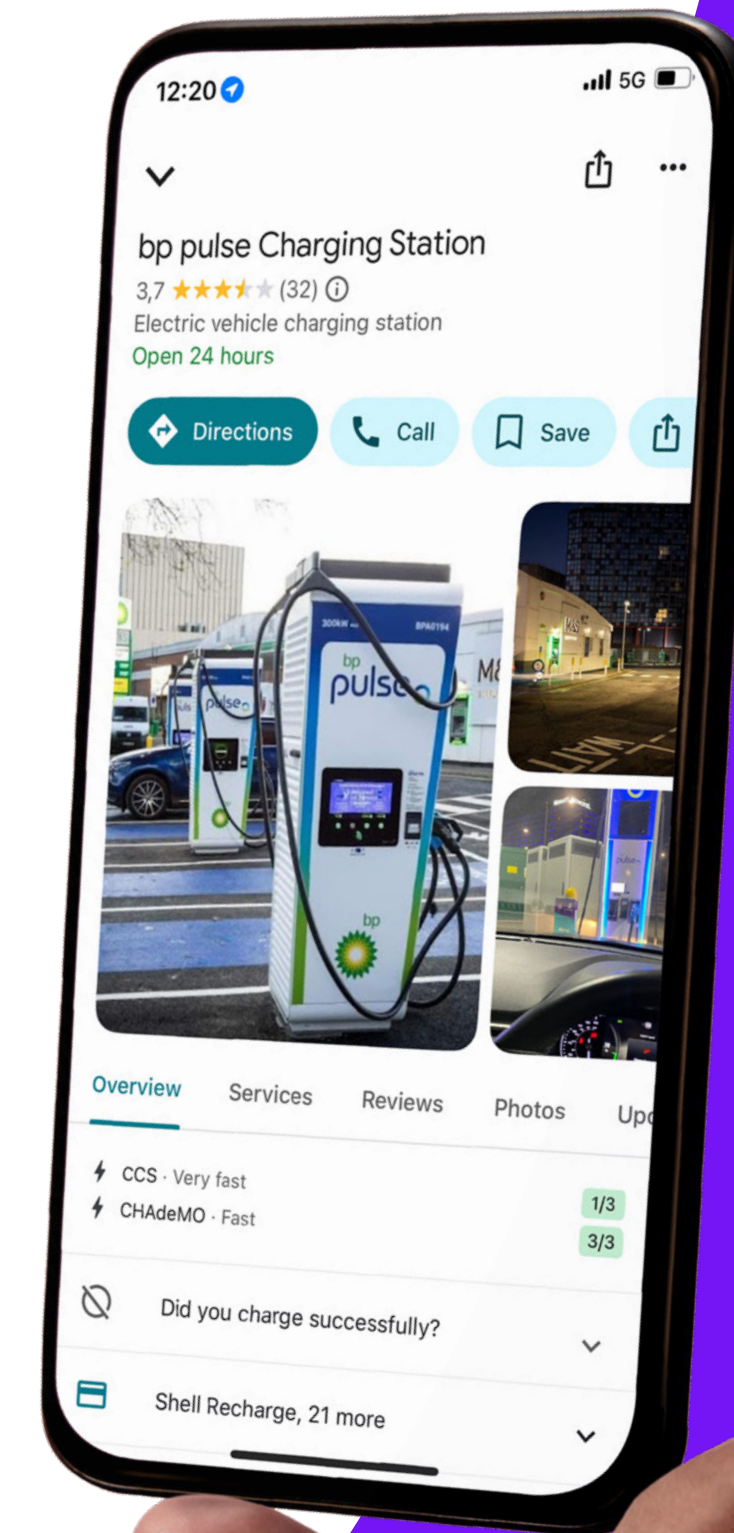
Live data on charger availability, types, and power can completely transform the EV driver's journey. By making this information visible across platforms where drivers search—Google Maps, in-car navigation systems, or EV apps—CPOs can ensure their stations stand out. But it's not just about being found; it's about being chosen.

Imagine this: A driver searches for a charger nearby and sees real-time details—what's available, what fits their vehicle, and how quickly it can charge. With this transparency, the driver is confident and relieved, knowing they won't waste time or energy reaching a station that doesn't meet their needs. That's the difference live data makes.

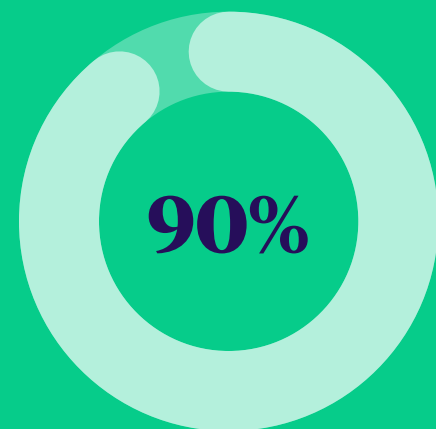
More Than Just Visibility

Real-time data doesn't just reduce charge anxiety; it boosts operational success. Accurate, dynamic information enhances your visibility on critical search platforms, reinforces customer trust, and encourages repeat visits to your network. Drivers who know they can rely on your stations will choose them time and again.

By delivering real-time data and enhancing visibility across key platforms, you build trust, ensure accessibility, and provide drivers with the confidence to choose your stations. The result? Greater engagement, higher customer satisfaction, and a competitive edge.



Win Drivers' Trust With A Stellar Reputation

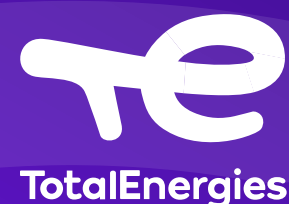


of consumers read online reviews before visiting a business.

When was the last time you tried a new business, product or service without first scrolling through the reviews? With consumer trust riding so heavily on electronic word-of-mouth (eWOM), it's clear that if drivers can't find your charging stations or aren't impressed with what they see online, they'll go elsewhere. And "elsewhere" probably means your competitors.

Online reviews prove to consumers that your charging stations deliver what drivers expect. So, to build a top-notch online reputation for your charging stations, you need to ensure that each one has plenty of recent customer reviews and that these reviews, whether good or bad, receive timely and professional responses from your brand. Here's how to make sure your review game is wired for success:





“Today’s customers want more locally relevant information when they are searching for the products and services they need right here and right now. At first, we worked with Uberall to ensure our listings were perfect across the digital ecosystem — but we didn’t stop there. We soon realized how crucial customer reviews and reputation management are in reaching today’s consumers. Now, we are managing these two critical components of the hybrid customer journey from one platform and are seeing tremendous results in our KPIs”.

Udo Wink
Head of Business Applications
& Digital Projects for Gas Stations

[Read the Case Study](#)



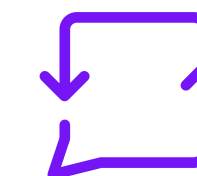
Ask and You Shall Receive

70% of consumers will leave a review for a business when asked so encourage drivers to leave a review with simple QR codes at your stations.



Own Up and Act

Handle negative reviews with empathy and solutions—it builds trust and loyalty.



Talk Back

Respond to every review, whether it’s high-fives or constructive feedback. Show you care!







Understand, Analyze, Act

Reviews are a rich source of customer feedback so equip yourself to understand the sentiment and act upon it.

Suggested Metrics For Measuring Reputation

Manage your customer reviews and watch their impact on your visibility and conversions. Keep an eye on these metrics:

-  Average Rating
-  Overall Sentiment
-  Reply Rate
-  Average Response Time

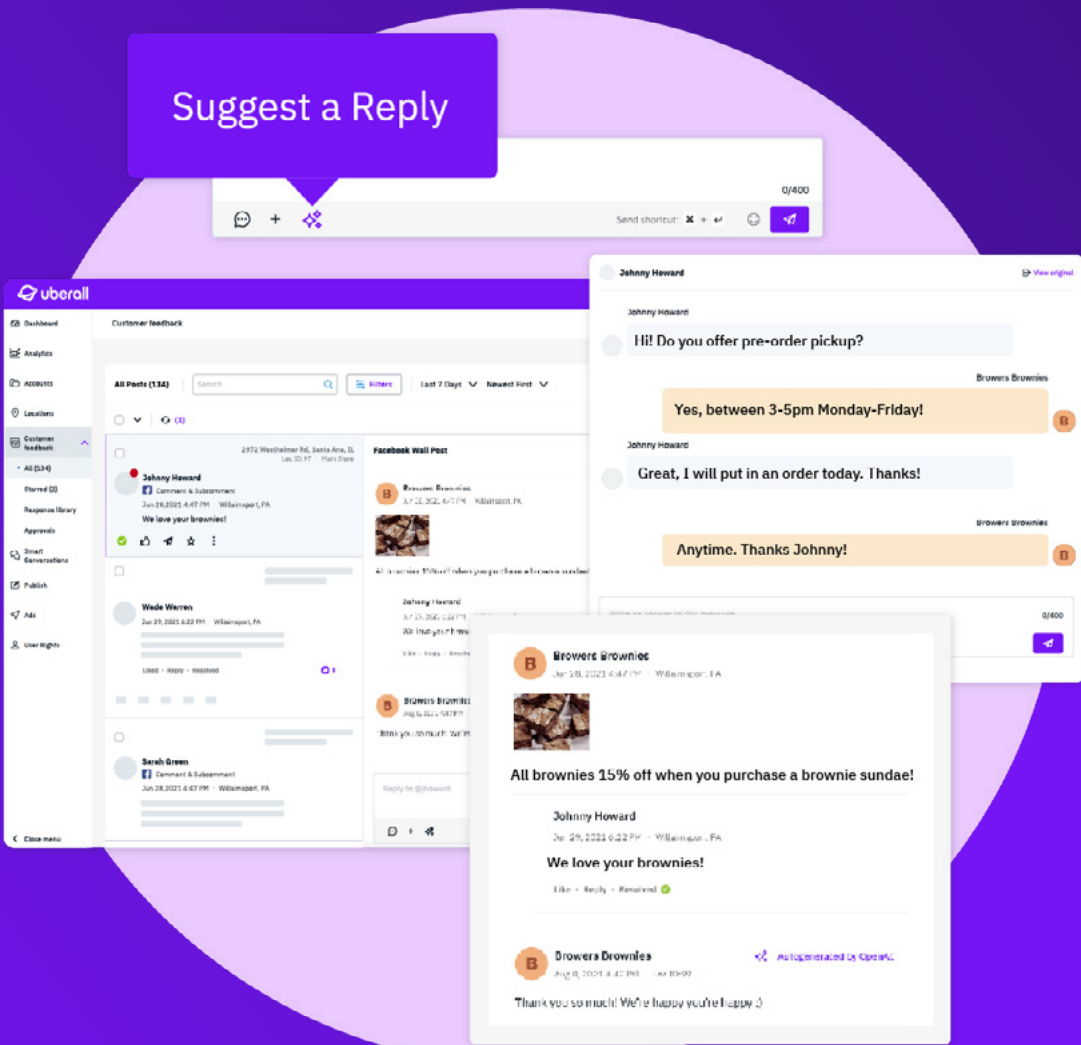
RECOMMENDED RESOURCES:

[The Power of Electric Vehicle Charging Station Reviews](#)

Master Review Management

Uberall’s Reviews takes the hassle out of review management and gives you full control over your online reputation. It gives you all the tools you need to read, respond to, and analyze local reviews across the web through a single, integrated, AI-powered platform.

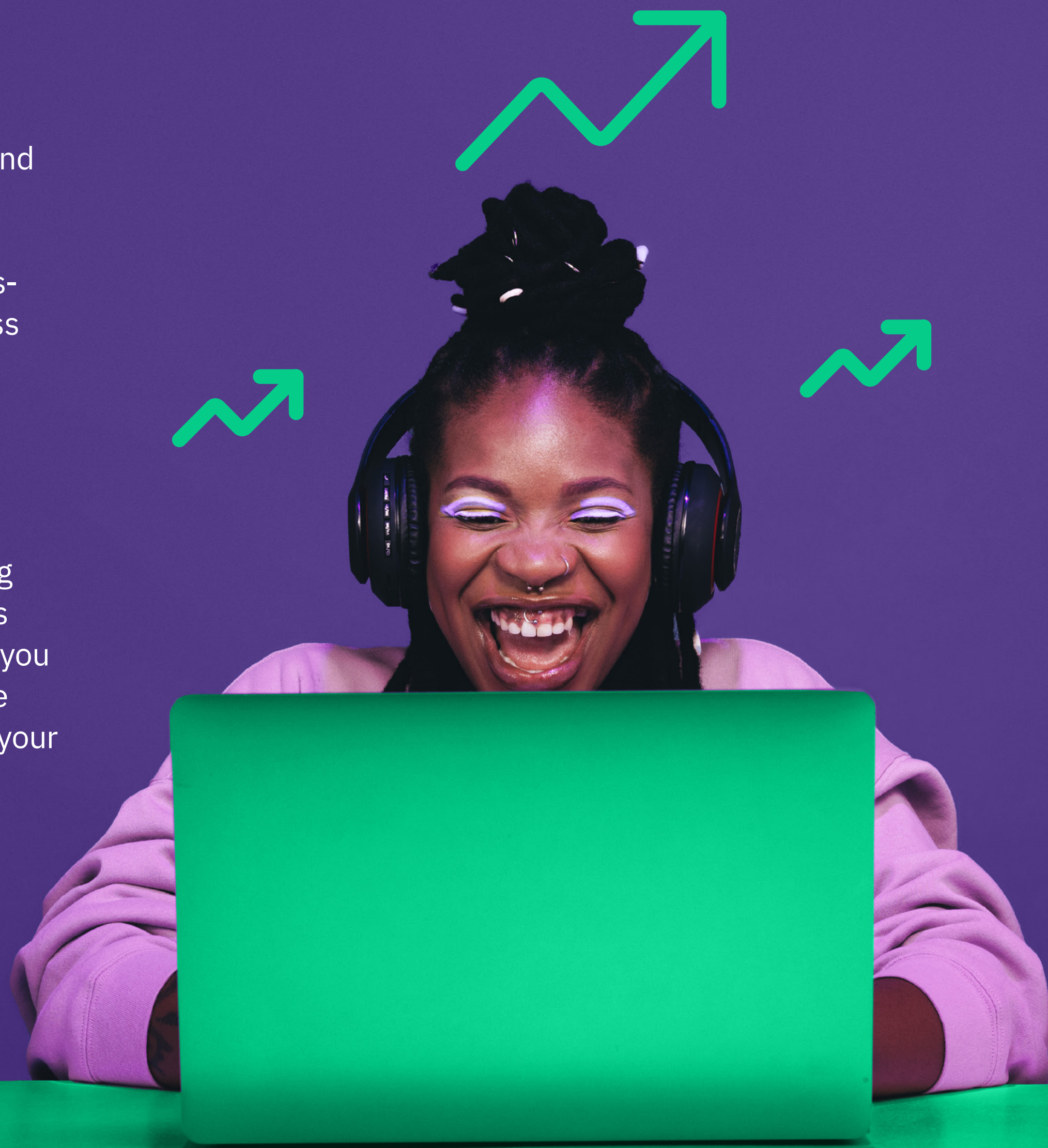
[Learn More](#)



Boost Conversions For Each Of Your Charge Point's Listings

You've made a great start by optimizing your locations' visibility and collecting and responding to customer reviews! These actions will pay off when it comes to getting conversions in the form of 'clicks-to-directions' on your locations' business profiles.

But don't rest on your laurels just yet though! Yes, those views and glowing ratings are a crucial step towards getting drivers to trust and choose your stations over your competitors but there's more you can do to optimize for conversions. Here are a few actions you can take to make your listings irresistible:





“The future of the automotive industry is electric, so it is of the utmost importance for us to also offer electric vehicle users the right solutions when searching for the closest charging station.”

Christin Schmiedke
Marketing Specialist

Read the Case Study



Photos Matter

High-quality images of a location’s charging facilities make that listing pop and help to build trust. You can showcase your charging stations with clear, inviting photos which lead to a stronger online impact and more real-world visits. It’s said that “a picture says a thousand words”, and for drivers, it could mean a thousand stops at your stations!



Engage Through Excellence

Keep your listings up-to-date, provide clear descriptions of amenities, and ensure your chargers are easily identifiable. When drivers know what to expect, they’re more likely to choose your station.



Maximize Clicks:

Your visibility and reviews are the foundation; now, add seamless, user-friendly info to encourage clicks. Be clear, and concise, and make sure essential details are just a glance away.

Suggested Metrics For Measuring Conversions

Analyze click-through rate across directories and drive real-world visits and purchases. Keep your eye on:



Conversion Rate



Total Clicks



Clicks Per Listing



Elevate Engagement for Your Charge Point Listings

You've laid the foundation by optimizing visibility and taking a proactive approach to review management. These efforts spark improved local search performance, win trust, and help to drive conversions but there's more to do to keep drivers connected and engaged with your brand. Engagement is key to maintaining visibility and turning one-time visitors into loyal customers. Here are a few strategies to elevate engagement:





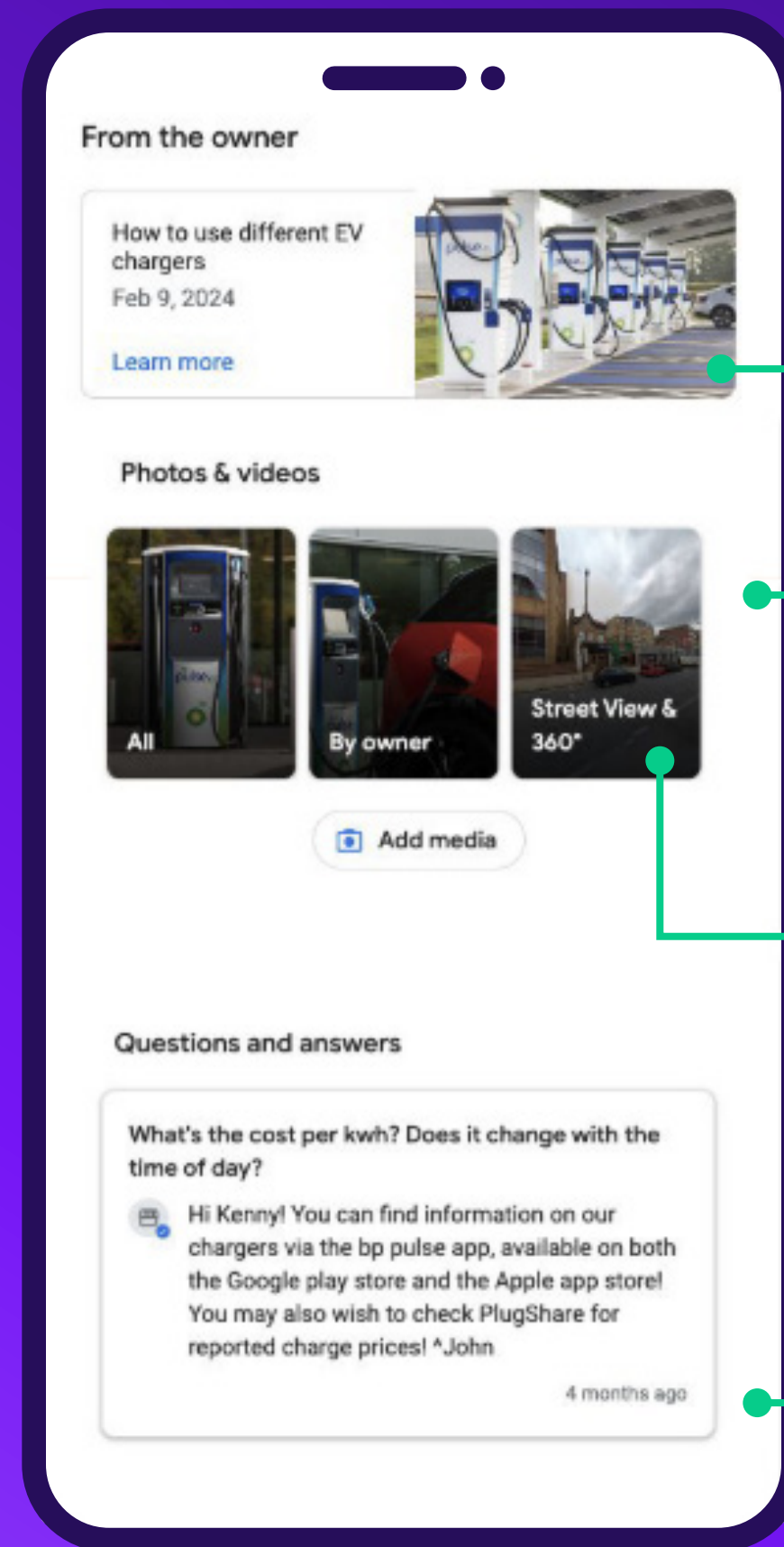
Answer Q&As

Engage directly by answering common questions on your business listings. This proactive approach helps build trust and shows drivers that you're attentive to their needs.



Local Social Posting

Keep your community interested with regular, relevant updates. Share news, promotions, and local events to drive interaction and build a sense of connection.



Local Social posting

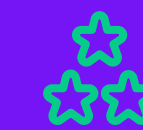
Review monitoring & management

Photo & UGC management

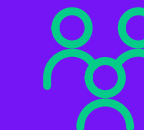
Q&A monitoring & replies

Suggested Metrics For Measuring Engagement

Measure customer interactions across platforms, see best-performing posts, and drive engagement with your audience and boost sales. Monitor these metrics:



Post Engagement Rate



Audience Growth



Top Performing Posts

RECOMMENDED RESOURCE

The Power of Hyperlocal Social Media Marketing

Read Now

Industry Benchmarks: Is Your Charge Point Brand Pulling Ahead or Falling Behind?

Your competitors are making moves to optimize their locations' performance by enhancing their digital presence. We've grabbed some data which shows how dozens of the world's leading CPOs are partnering with Uberall to make strides when it comes to the most critical of the key drivers of location performance.

Revenue Assessment for CPOs

Is your charging station brand positioned to achieve maximum profitability?

[Find Out Now](#)

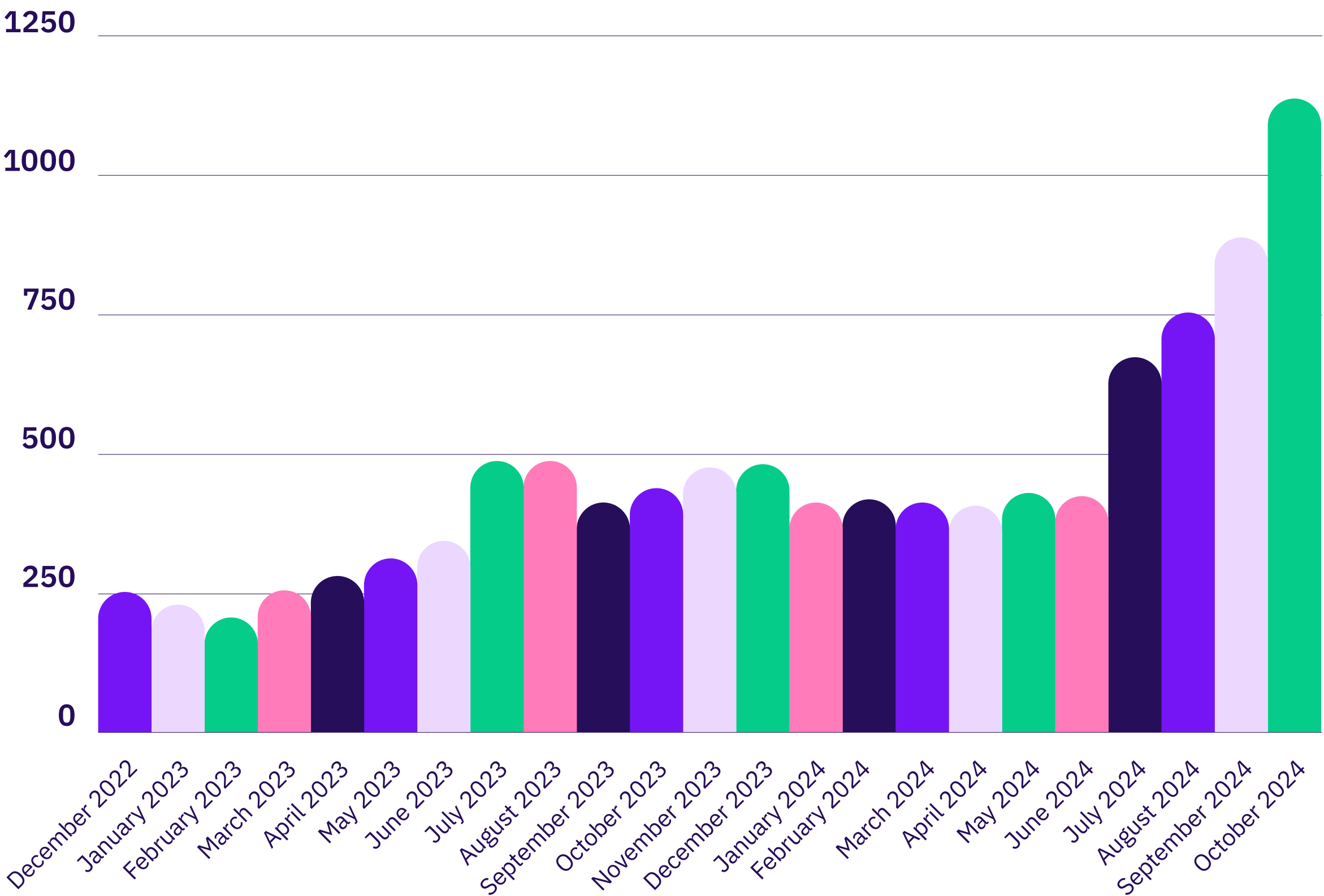


Visibility

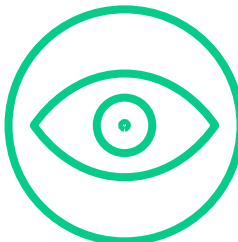
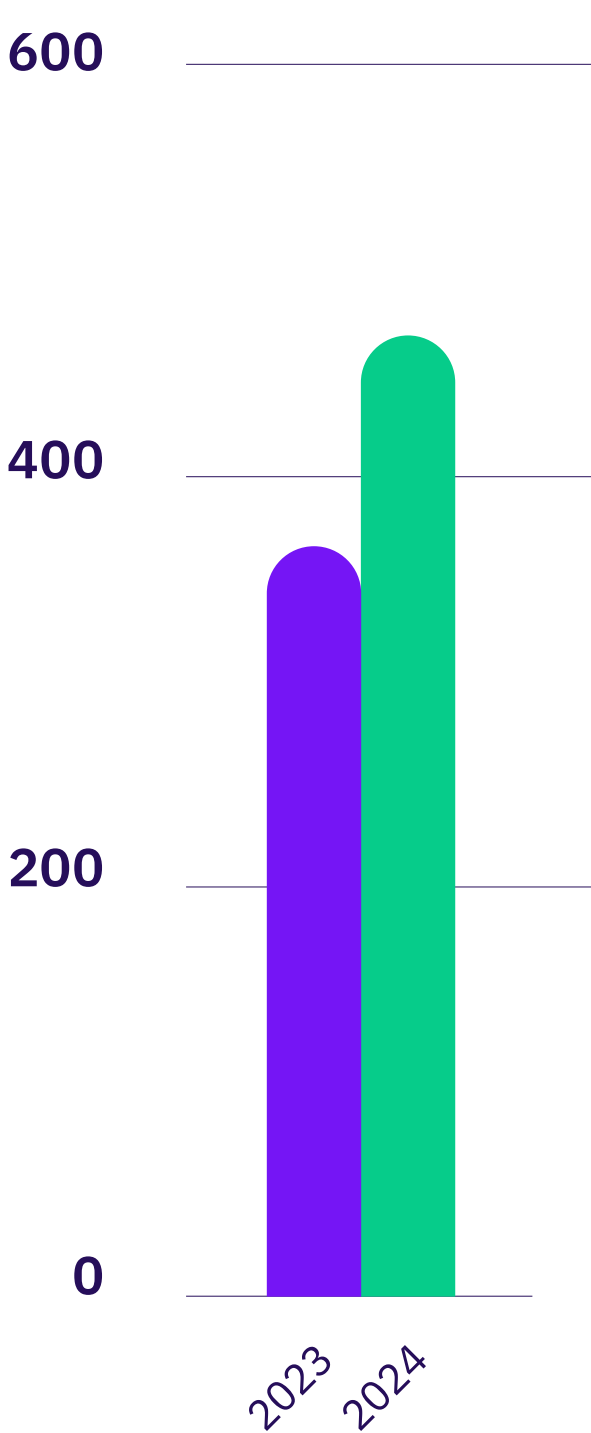
CPO brands are turning up the dial on their digital game, making sure their charging stations are easy to find for EV drivers on the go. Data shows that top CPOs partnering with Uberall **49% growth in monthly views per listing in 2024** compared to 2023! Clearly, they know that getting found online is half the battle.



Total Views Per Listing
Month By Month



Average –Total Views
Per Listing



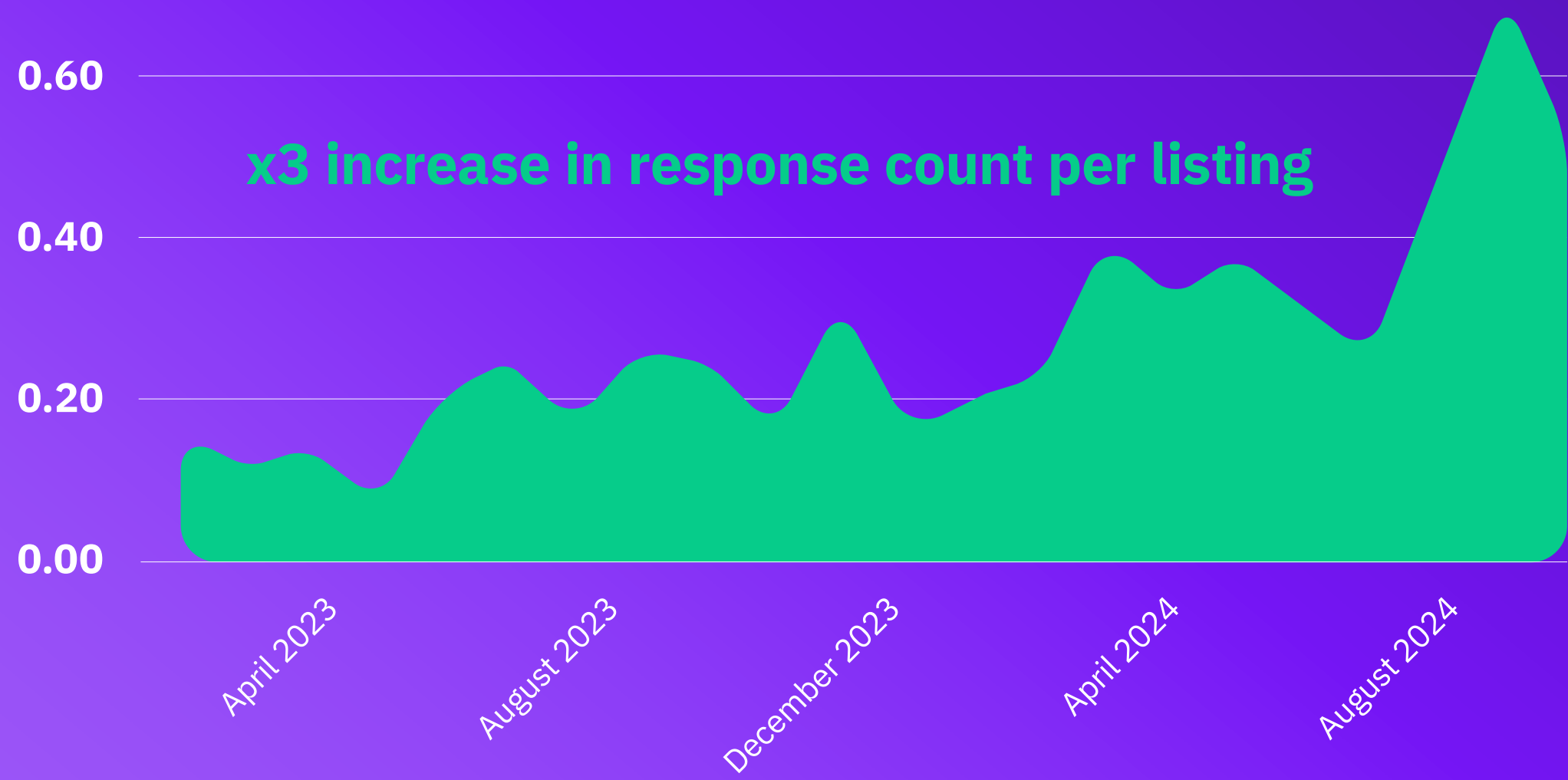
**+49% increase
in listing views**



Reputation

Leading CPOs are stepping up by tackling their reviews head-on through Uberall. Prioritizing review responses has become their secret weapon, boosting trust and showing drivers that feedback is valued. See how they're prioritizing review responses in the graph below showing 'response count per listing' trending upwards. These CPOs have achieved an impressive **x3 increase in response count per listing from 2023-2024**. Are you responding to your charging stations' reviews consistently?

Review Response Count Per Listing

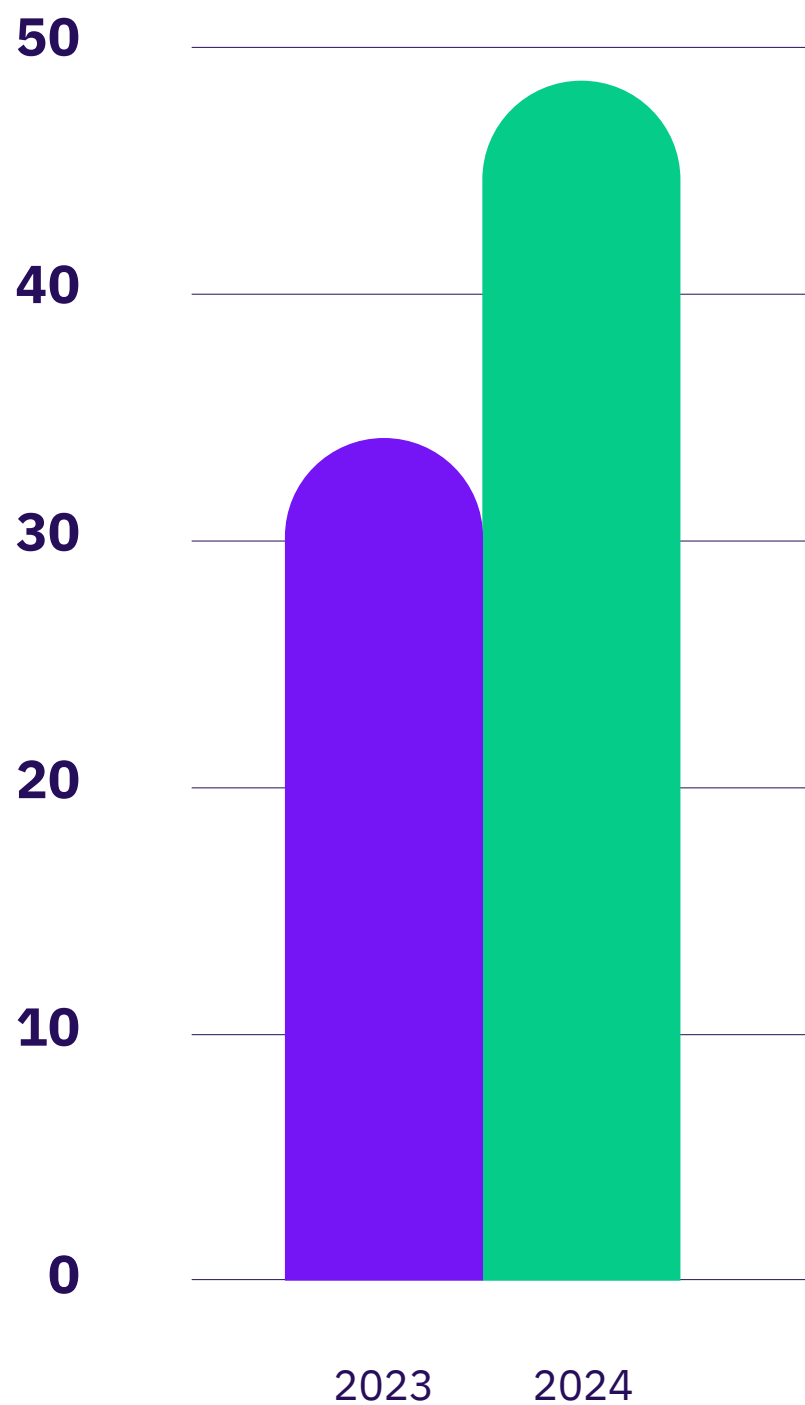


Conversions

Your competitors are not just getting ahead in the visibility and reputation stakes — they’re also making headway where conversions are concerned, with their visibility and customer reviews helping in this area. **The average year-on-year ‘clicks per listing’ increased by 43% in 2024 compared to 2023.**

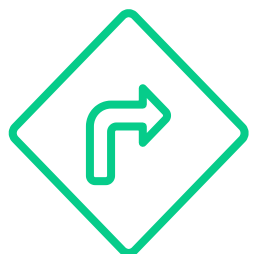
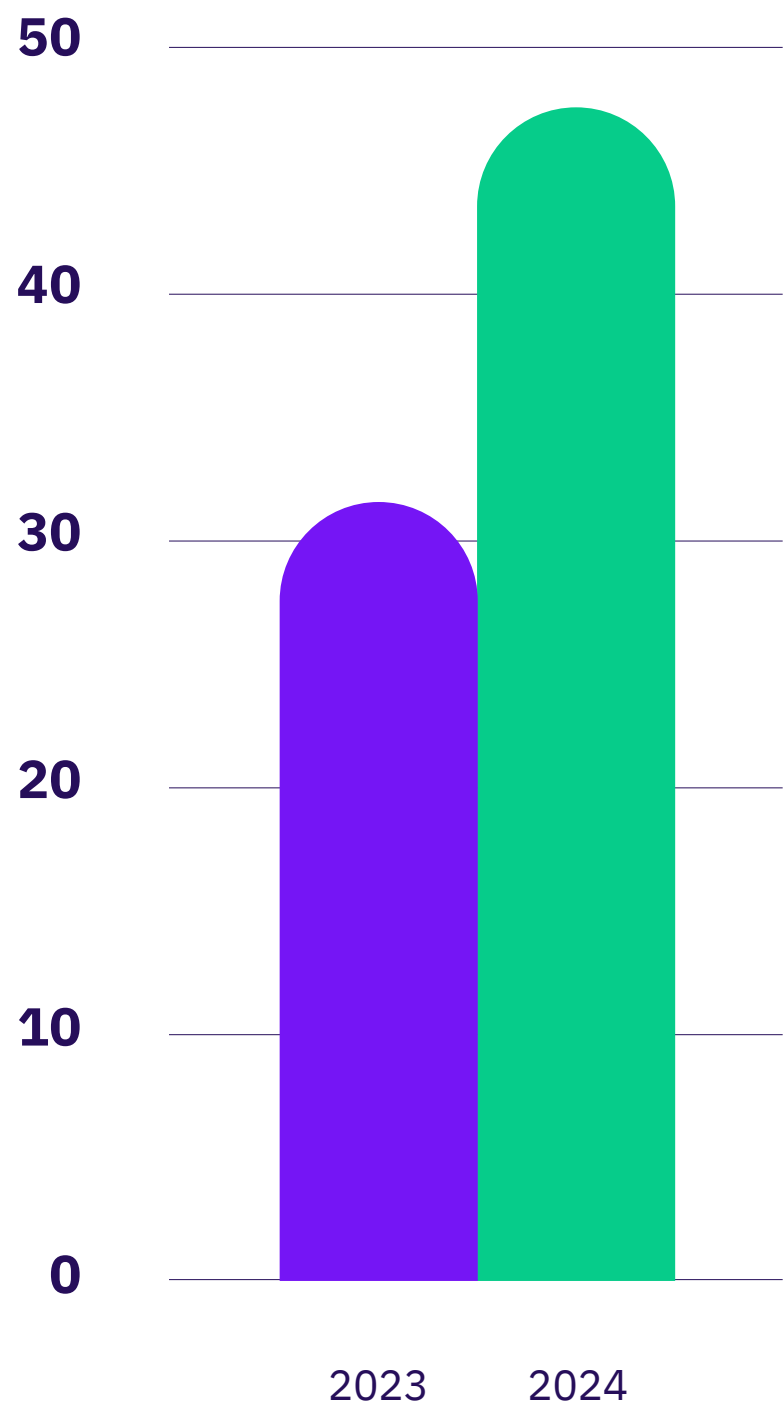
A closer look at the listing conversions of top CPOs working with Uberall shows a **53% rise in the average ‘Clicks to Directions’ per listing.** In plain terms, this means EV drivers aren’t just looking—they’re ready to roll to those charging stations to juice up their vehicles and enjoy the on-site perks!

Average – Total Clicks Per Listing



43% increase in clicks per listing

Average Clicks to Directions per listing YoY



52% increase in ‘Clicks to Directions per listing’

CONCLUSION

Power Up Your Strategy – Visibility, Trust, and Engagement Drive Success

The industry around EVs is buzzing with potential and competition but your EV charge point brand has work to do beyond setting up new charging stations. To maximize the revenue potential of each charging station in your network, you've got to optimize for online visibility and win drivers' trust through a stellar reputation and reliable live charging data. By taking these steps, you will keep EV drivers clicking for directions to your charging points and maximize charge

point usage. Then, you must engage drivers through social media channels to differentiate your brand and create lasting relationships.

Utilize Location Performance Optimization (LPO) practices to attract drivers, increase visits, foster loyalty, and boost revenue for your business.

Become an LPO Pioneer



About Uberall

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, 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 1.5 million locations globally and is trusted by leading brands across various industries, including retail, hospitality, food & beverage, and automotive.

For further information

www.uberall.com | [LinkedIn](#) | [YouTube](#) | [Facebook](#) | [X](#) | [Instagram](#)

