

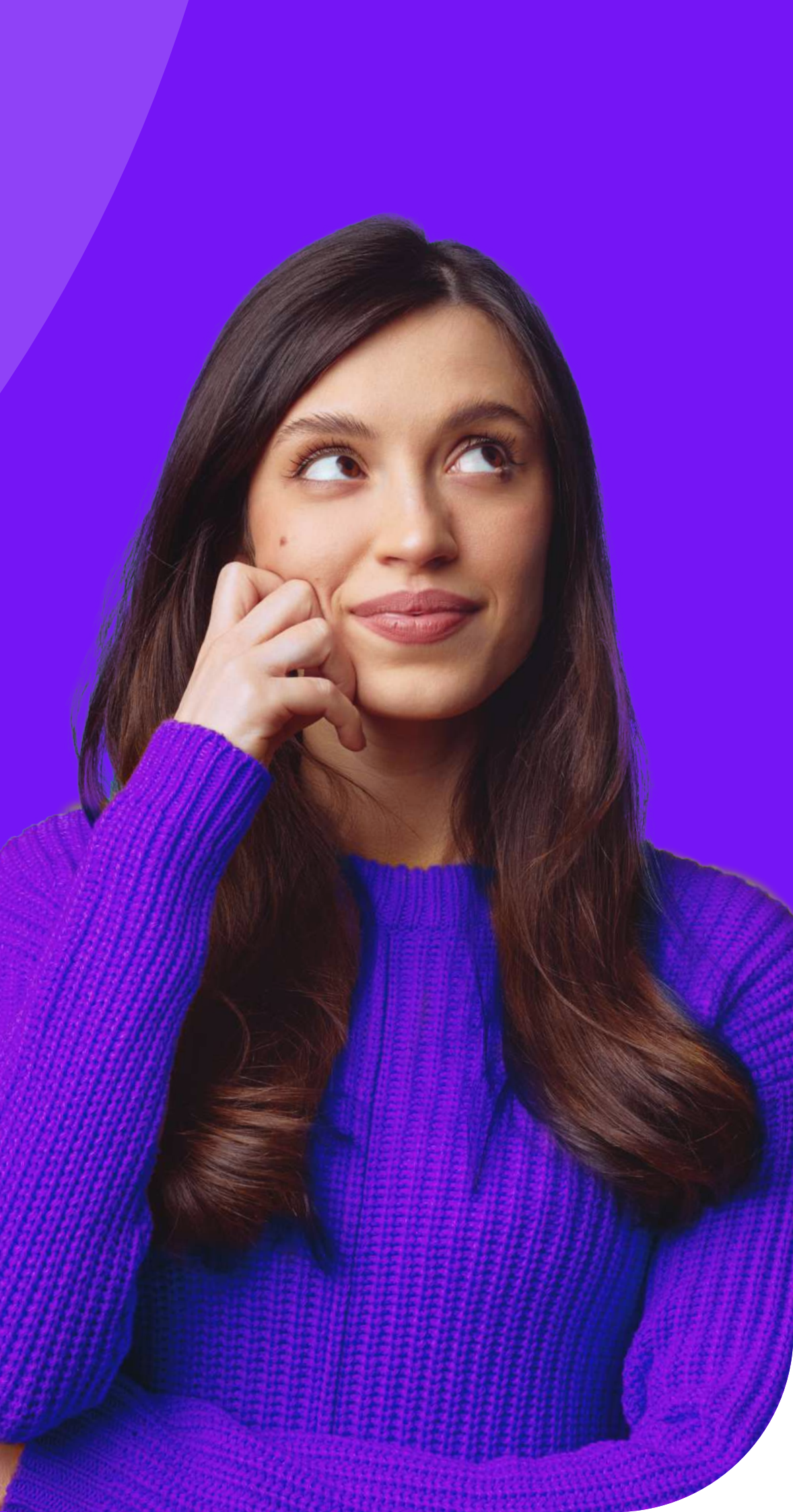
 GUIDE

# Mastering Multi-Location Retail

Your Ultimate Guide to Driving  
More Customers to Your Stores







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# Introduction

If you're a senior marketer or a C-suite executive at a retailer operating multiple brick-and-mortar stores, this guide has been crafted with you in mind.

Think of this guide as your cheat sheet to help you scale your location marketing and crush your business goals, including driving foot traffic, boosting sales, and standing out ahead of your competition. Whatever the core offering of your retail brand, this guide will show you how to make your locations stand out online, win consumer trust, and keep your retail store locations thriving as a result.





# Let's quickly browse through some of the challenges and opportunities facing retailers like you in 2025...

## 1. Brick-and-Mortar Meltdown

A whopping **23,500** brick-and-mortar retail locations in the US could close down by 2026. That's a scary thought!

While physical stores are undeniably under pressure, it's not the end of the road for brick-and-mortar retailers. There's plenty of data out there to suggest that physical retail stores are far from dead and that there's instead room for growth. **Forrester** predicts **72% of total US retail sales will take place in brick-and-mortar locations** through 2028.

## 2. Gen Z Loves In-Store Shopping

Despite their digital-first lifestyles, **64% of Gen Z prefer to shop in physical stores**, according to **Forbes**. With **\$360 billion** in disposable income, they're a generation of tastemakers redefining retail trends and you need to get them opening their wallets at your stores.

## 3. Tech-Savvy Retailers Are Set To Win Big

Retailers using AI are rewriting the playbook. Studies show they see **sales grow by 2.3x and profits by 2.5x** compared to competitors who haven't embraced the technology. The message is clear: innovation isn't optional—it's essential.

Leading marketers are using AI to achieve **60% greater revenue growth** than their peers and transform their marketing.

Source: "**The Blueprint for AI-Powered Marketing**" by BCG in collaboration with Google.





## 4. Set Up Your Stores for Success

So, how do you take advantage of the opportunities ahead and squeeze more revenue out of your high-street stores to keep their doors open? Here are the non-negotiables for retail success in 2025 and beyond:

- Prioritize your **online presence** to ensure shoppers can find, trust, and choose your stores. Focus on the four key pillars of location marketing—**visibility, reputation, conversions, and engagement**. Doing this at scale for multiple locations is a huge challenge for many retail brands but this guide will show you how.
- **Measure the right metrics for revenue impact.** It's not just about tracking clicks and impressions. You need to focus on **metrics that directly influence in-store sales** such as **clicks for directions, customer engagement rates, and review response times**. Understanding these data points allows you to refine your strategy, optimize store performance, and ensure that digital efforts are driving real-world revenue.
- **Unleash your superpower with AI** as your co-pilot, not your replacement. Retailers making the most of AI tools are those that will win big. Use it to streamline the boring but necessary activities, like crunching numbers and sifting through data, so you can focus on strategy and creativity.

Read through this guide for practical tips and insights to level up your retail brand's location marketing strategy, keep shoppers flocking to your stores, and the cash registers ringing! 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.



PART 1

# Achieve Unmatched Online Visibility

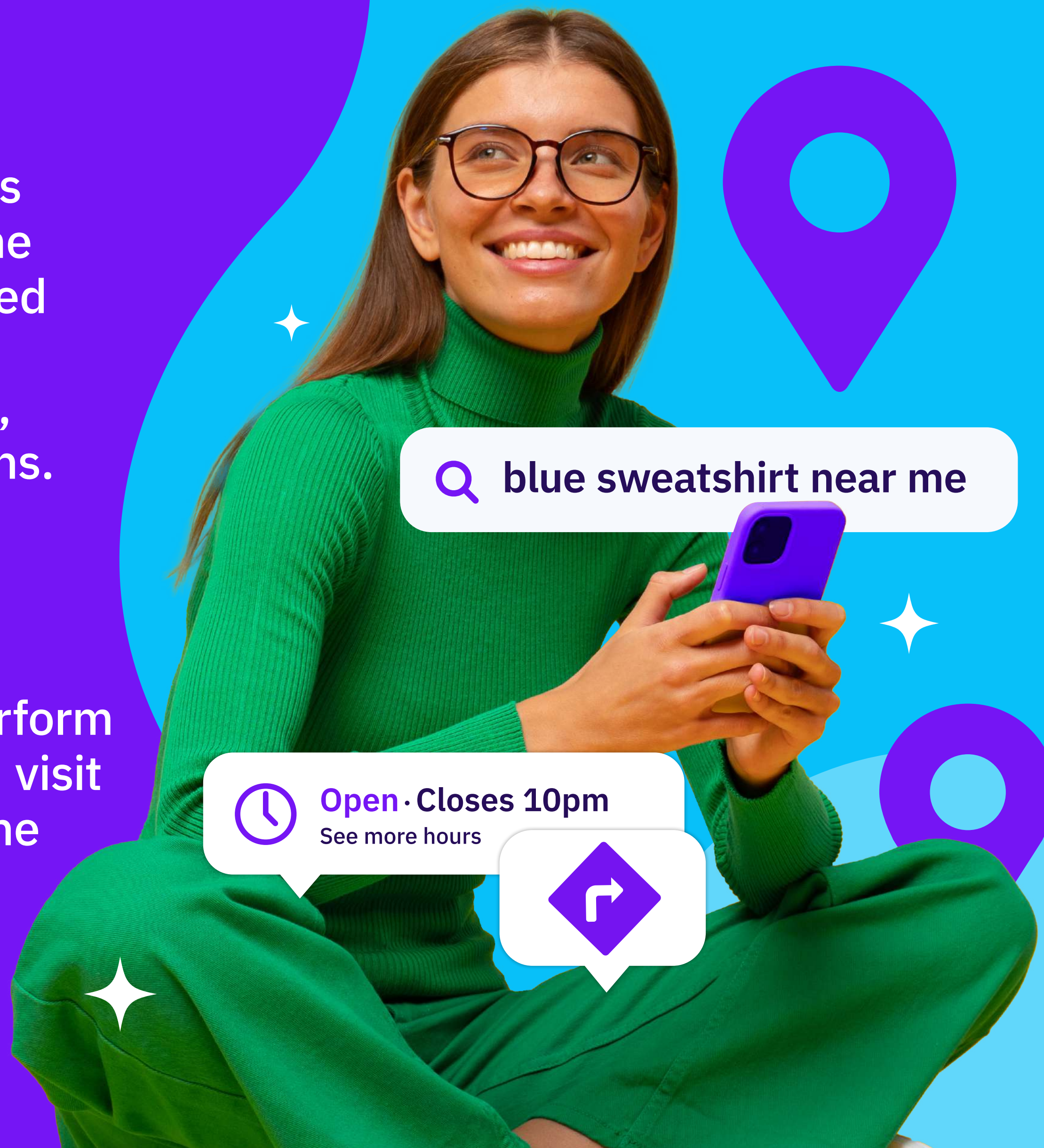


**74%**  
of in-store shoppers  
who searched online  
before visiting looked  
for information like  
product availability,  
hours, and directions.

Source [↗](#)

**7/10**  
consumers who perform  
a “near me” search visit  
a business within the  
following days.

Source [↗](#)



If customers can't find your stores online, how are you going to get them to show up at your doors? Making all of your locations easy to find digitally is the crucial first step to driving foot traffic and boosting sales. This is because purchase confidence is 3.2 times higher among consumers who feel they found relevant information, according to [Think With Google](#). Whether they're searching for "stores near me" or a specific product, your online presence needs to grab attention in local search results and win trust to get customers moving in your direction.

**Let's break  
it down...**



# Make Your Stores Easy to Find Online

You don't want your stores to be a hidden gem. Make sure they're shining brightly on every platform that matters, especially in search engine results, by taking care of [Local Search Engine Optimization \(Local SEO\)](#) fundamentals, including:

- **Optimize Listings:** Start with the heavy hitters—Google Maps, Apple Maps, and other directories where customers search for businesses. The more visible you are, the more clicks (and footsteps) you'll see.
- **Get Your NAP Right (No, Not a Snooze!):** Name, Address, and Phone Number—these three details must be consistent and accurate across all your listings. Even a small typo can throw customers (and search engines) off track.
- **Set Up Locator Pages:** Help shoppers find their closest location in seconds with store locator pages on your website. Guide them straight to your doors through an attractive store finder page or local landing page on your website.

schuh

**+71%** increase in local  
search impressions

**“Before, managing listings across different platforms was a real challenge. With Uberall, we can update everything instantly, ensuring accuracy and consistency.”**

Jonny Gilpin | SEO Manager, schuh

Read the Case Study



# Suggested Metrics For Measuring Visibility

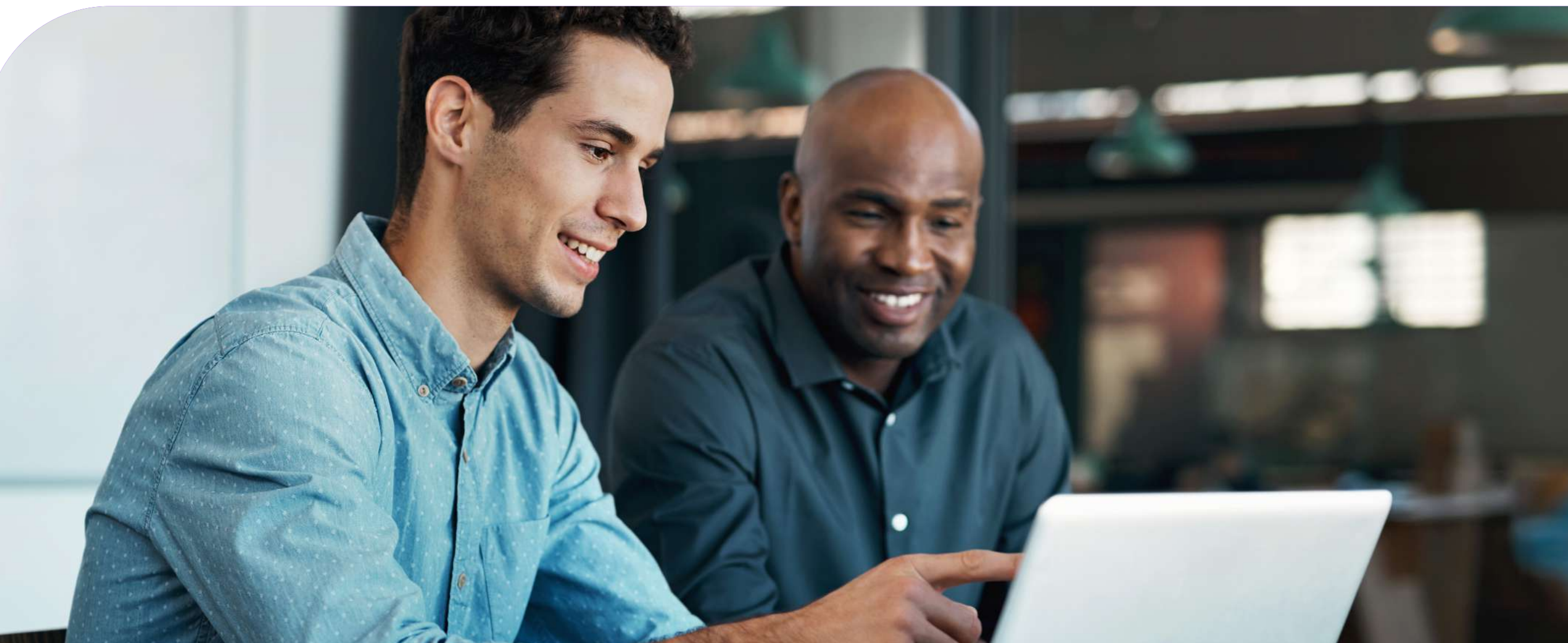
Track how easily your locations are found online by monitoring the volume of searches and the views and ranking of each location.



Search ranking



Impressions



**ORCHESTRA<sup>®</sup>**

**+42%** increase in  
GBP views

**“An optimized Google Business Profile is an extremely effective way of increasing foot traffic, and ultimately, sales. Especially when you consider that the purchase rate within 24 hours of a local search is around 18% according to Google.”**

Abdel Halim | Digital Acquisition Manager, Orchestra

[Read the Case Study](#)



# ❖ How AI Can Help

AI-powered tools can **analyze search trends, optimize keywords, and refine your store listings** to ensure your locations appear at the **right time, for the right customers.**

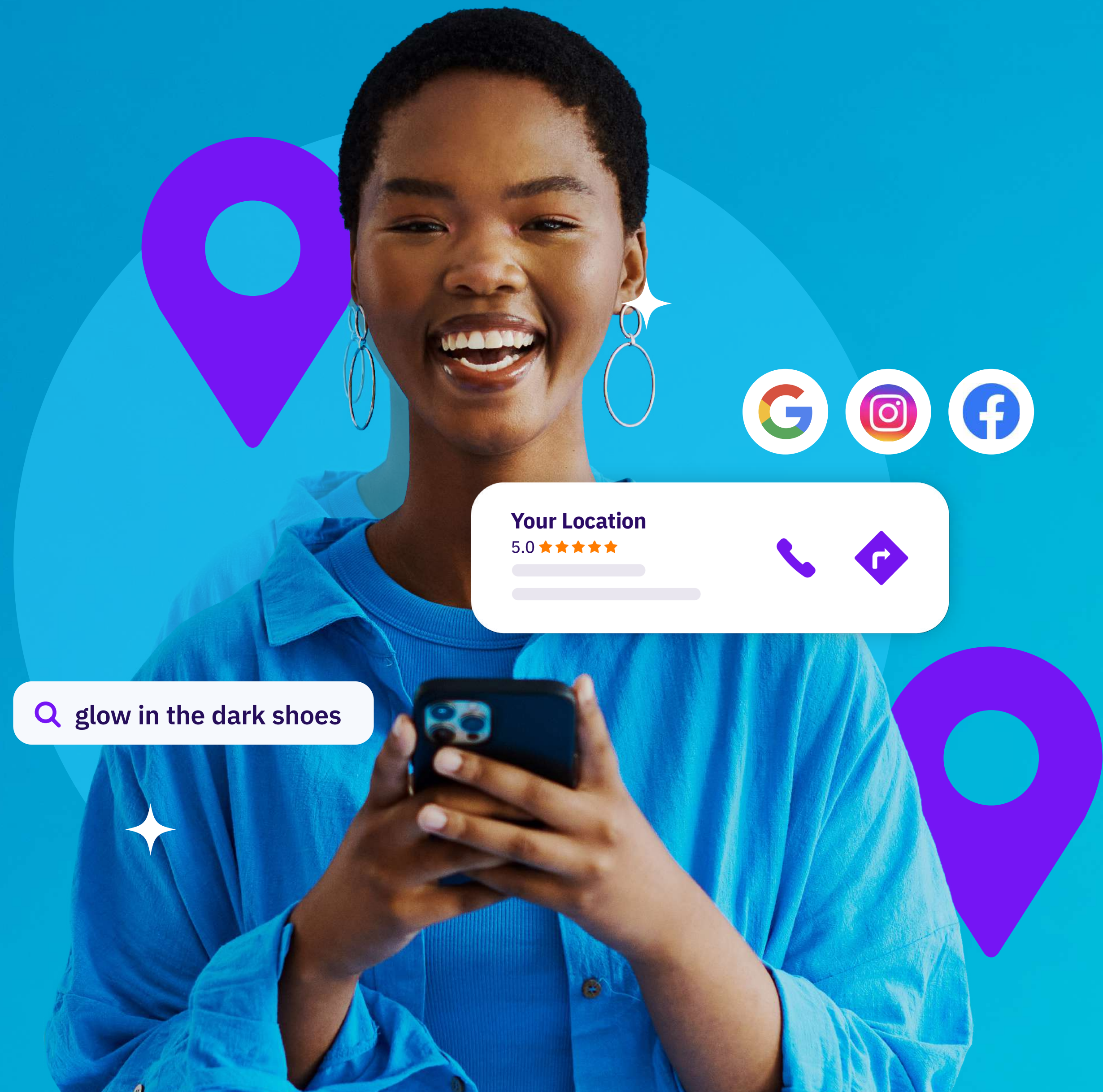
AI can also help to keep your business details **accurate and up-to-date across multiple platforms**, reducing inconsistencies that could hurt your rankings. Plus, with **AI-driven search insights**, you can uncover **emerging local trends** and adjust your strategy to stay ahead of the competition.

By leveraging AI to **enhance visibility, optimize search performance, and maintain data accuracy**, your stores can **rank higher, attract more clicks, and drive more foot traffic.**

## Rise to the Top of Local Search Results

Easily create, manage, and optimize more than 125+ online directories that lead to your physical locations, wherever people look for products and services online.

[Learn More](#) ↗





PART 2

# Win Shoppers' Trust With A Stellar Reputation



90%  
of consumers read  
online reviews before  
visiting a business.

Source 

 Review ★★★★★

Urban Threadz is my new  
go-to spot for trendy outfits!  
The quality is amazing...

 Review ★★★★★

Cool selection, but the prices  
are way too high for what  
you get. I was expecting...

When was the last time you visited a new store to purchase something a little special without checking the reviews first? Exactly.

Today's shoppers rely heavily on electronic word-of-mouth (eWOM) to decide where to shop, and if they can't find your store—or worse, if they don't like what they see—they'll head straight to your competitor. This is especially true for specialist and luxury retailers.



# Build Trust In Your Stores With Online Reviews

Online reviews are a huge part of your **digital presence**, proving to potential customers that your retail locations deliver the experience they expect. A strong reputation doesn't just happen—it's built through a steady stream of recent reviews and **timely, professional responses** from your brand.

Here's how to make sure your review strategy keeps shoppers coming through your doors:

- **Ask and You Shall Receive:** [70%](#) of consumers will leave a review for a business when asked so encourage your customers to leave a review. Simple QR codes at your checkouts can be an effective way of encouraging reviews.
- **Talk Back:** Respond to every review, whether it's high-fives or constructive feedback. Show you care!
- **Own Up and Act:** Handle negative reviews with empathy and solutions—it builds trust and loyalty.
- **Understand, Analyze, Act:** Reviews are a rich source of customer feedback so [sentiment analysis](#) is essential.

Managing your brand reputation across all your locations can feel overwhelming, but with the right tools and strategy, you can streamline the process, maintain consistency, and turn customer feedback into a powerful competitive advantage.

## Recommended Resource:

How to Ask Customers for Reviews: A Complete Guide

Read Now



**schuh**

**“Positive reviews play a huge role in maintaining our reputation as a trusted footwear retailer. The faster and better we respond, the more we strengthen customer relationships and build loyalty.”**

Jonny Gilpin, SEO Manager, schuh



# 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



**NICOLAS**

Recommended Resource:

Specialist wine retailer respond to 100% of its reviews

[Read the case study](#)





# ❖❖ How AI Can Help

Managing your retail brand's reputation takes time, but **AI can lighten the load**—especially when it comes to responding to reviews. AI-powered tools can **analyze customer feedback at scale**, spotting sentiment trends and identifying common themes in reviews. This helps you understand what's working, what needs improvement, and how to refine your customer experience.

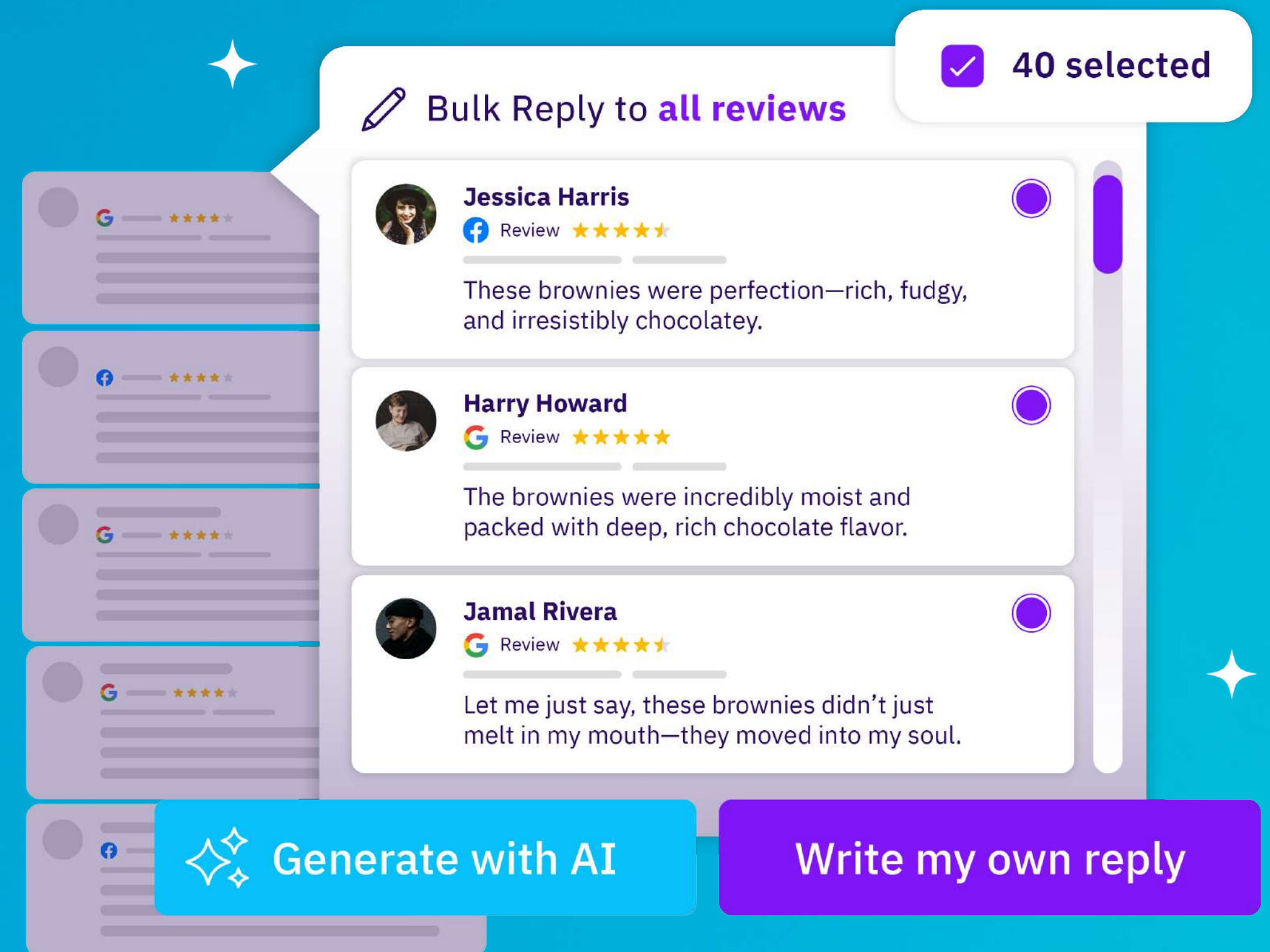
Even better? **AI-generated review responses** can help you stay engaged with customers **quickly and consistently**. These tools can provide handy templates and draft **personalized, on-brand responses** to both positive and negative reviews, ensuring no feedback goes unanswered—without overwhelming your team.

By using AI to **monitor sentiment, streamline responses, and improve customer engagement**, you can build a stronger, more trustworthy reputation—driving more shoppers through your doors.

## Master Review Management - Slash response times in half!

Uberall Reviews simplifies review management, providing control over online reputation and saving you time. It offers tools to read, respond to, and analyze reviews across the web via a single, AI-powered platform.

[Learn More](#) 





**PART 3**

# **Boost Conversions Online to Get Shoppers Into Your Stores**





You've taken the right steps—optimized your store listings, collected reviews, and built trust with potential customers. But visibility alone won't fill your aisles or showrooms. To turn online searches into in-store visits, you need to optimize for conversions, making it as easy as possible for shoppers to choose your store over the competition.



# Make Your Listings Impossible to Ignore

Here's how to make your listings irresistible and drive more clicks and foot traffic:

- **Show, Don't Just Tell:** High-quality images of your storefront and interior make a huge difference—helping shoppers feel confident about visiting. Clear, inviting photos can increase click-to-directions and make your store more appealing at first glance.
- **Highlight What Makes You Stand Out:** Whether it's free parking, in-store events, or limited-time promotions, showcase amenities and offers in your listings to make your location more attractive.
- **Keep It Seamless:** Nothing turns shoppers away faster than outdated or missing information. Ensure your listings are always accurate, up to date, and easy to navigate, reducing any friction in the path to purchase.
- **Leverage Reviews for Credibility:** A steady stream of positive reviews can be the deciding factor between a customer choosing your store or your competitor's. Encourage satisfied customers to leave feedback and respond to reviews—both good and bad—to show that you value customer experience and build trust that drives foot traffic.

Scaling up your listings to drive more foot traffic might sound like a lot, but with the right tools and strategy, it's totally doable. Keeping details accurate, fresh, and engaging across all locations helps turn online searches into real-world visits without the headache.

schuh

**+24%** increase in Clicks for  
Directions to stores





# Suggested Metrics For Measuring Conversions

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

-  Conversion Rate
-  Clicks Per Listing
-  Total Clicks - clicks to call, clicks to directions, clicks to website





# ❖❖ How AI Can Help

AI-powered analytics can **spot patterns in search behavior and conversion data**, helping you refine your targeting and optimize store listings more effectively. By using AI-driven insights, you can fine-tune your online presence to ensure your locations show up at the right time, for the right customers, with the right information.

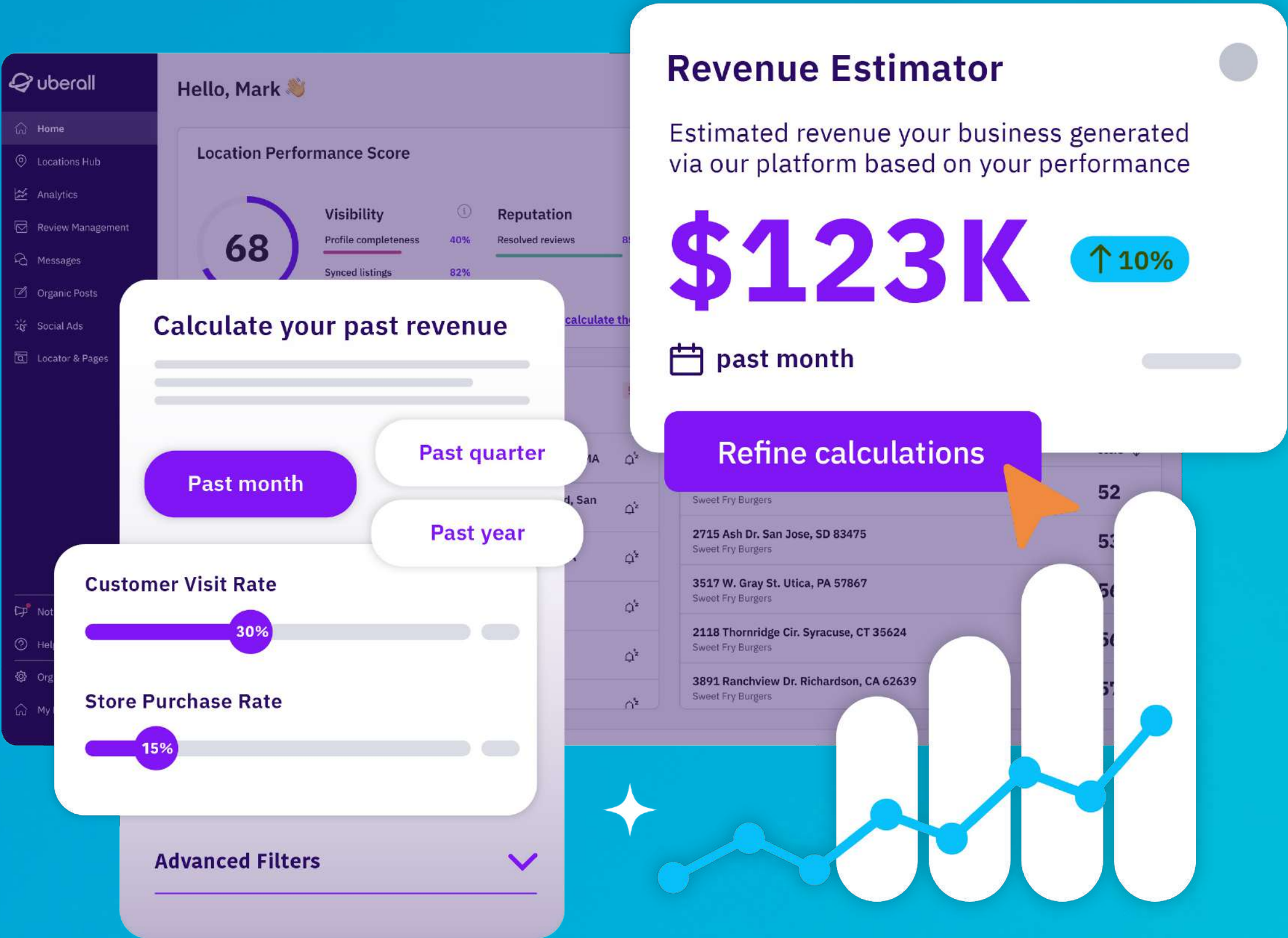
The goal? More clicks, more visits, more sales.

Japanese retail powerhouse, managing a network of 2,000 stores, achieved:

**+41%** increase in Google  
Directions Clicks

**+15%** increase in Google  
Website Clicks

[Read the Case Study](#)





## PART 4

# Elevate Engagement to Build Long-Term Relationships





You're getting more conversions thanks to your optimized store visibility and review management strategy. But there's still work to be done to truly optimize location performance!

Now it's time to **turn casual shoppers into loyal customers**. Engagement isn't just about getting noticed; it's about keeping customers **connected to your brand** before they visit your store and long after they leave.

You need to engage your local customers everywhere they search, scroll, and shop, whether it's on Google, social media, or their favorite mapping apps. And doing this at scale isn't just a nice-to-have—it's a must for lasting success.



# Keep Shoppers Coming Back

- **Use Hyperlocal Social Media:** Share promotions, in-store events, and product updates tailored to your local audience. Engaging, location-specific content helps build community and drive repeat visits.
- **Answer Customer Questions:** Keep your business listings and social media channels interactive by responding to customer questions and comments. Whether it's about store hours, product availability, or special services, timely responses build trust and encourage visits.
- **Leverage Visuals & User-Generated Content (UGC):** High-quality images and UGC, like customer reviews, photos, and social media mentions, help create an authentic and engaging brand presence.






# Boost Your Store's Visibility with Local Posts & Social Links!

AI loves contextual, personalized, and engaging content—so give it what it wants! Keep your Google Business Profile fresh with local promos, seasonal updates, and engaging posts like Sprouts Farmers Market. Plus, link your social media profiles so customers can connect with you everywhere they search.




Coffee and cake near me




**Dream Bean – Shoreditch**  
4.4 ★★★★★


[Get directions](#) [More places](#)

## Nearby offers and events





**Brew One, Get One Free!**  
Bring a friend, and their...






**Monday Mocha Madness**  
Start the week strong! £1...





**Puppuccinos on the House!**  
Bring your furry friend, and...





# Sustain Engagement With Loyalty Strategies

- **Foster Loyalty With Exclusive Offers:** Reward repeat customers with special promotions, discounts, or loyalty programs to keep them coming back.
- **Stay Connected Online:** Keep customers engaged after they leave the store by using email, social media, and personalized follow-ups to encourage future visits.



Crate&Barrel

**“Google Posts are number one for visibility and getting good responses. We’re seeing foot traffic come into stores based on these promotions and a good number are converting.”**

Heather Cordonnier | Sr. Analyst for Product Discovery, Crate & Barrel



# 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





# ❖ How AI Can Help

AI-powered tools can **personalize hyperlocal social media campaigns**, tailoring content to **specific audiences and local trends**. By analyzing shopper behavior and engagement patterns, AI ensures your store delivers the **right message, to the right customers, at the right time—driving stronger relationships and more return visits**.

By staying engaged with your community, you'll not only **boost foot traffic** but also build **lasting connections that turn shoppers into brand advocates**.

## Effortless Social Engagement with AI-Social Writer

Uberall's AI-Social Writer makes managing your local social presence a breeze, giving you all you need to create and publish engaging content across all your locations. This AI-powered tool helps you craft hyperlocal, on-brand social posts in seconds—so you can stay connected with your community without the time-consuming effort.

[Learn More](#) 





PART 5

# Unlocking New Retail Opportunities with AI-Powered Search



## Did You Know?

Google's AI Overviews show up in 30% of searches, especially for problem-solving queries.

They're more likely to appear in **mid-volume searches** rather than high-traffic ones.

Searches framed as **questions or problem-solving queries** trigger AI Overviews the most.

Websites with **high authority and credibility** have a greater chance of being featured in AI Overviews.

Source [↗](#)



AI-driven search platforms like **SearchGPT and Google AI Overviews** are influencing how people search and shop. These advanced tools provide personalized, intent-driven results that go beyond conventional search listings, giving retailers a unique opportunity to capture high-intent shoppers at the perfect moment. Even better? Many of these searches have a **local intent**, meaning shoppers are looking for solutions *near them*.



# Google AI Overviews: Combining Search & Shopping

In certain regions, Google’s AI Overviews provides users with summarized search results, showcasing trusted sources and delivering quick, concise answers at the top of the page. So, if someone searches for “*create an easy 3-day meal plan for a group*”, AI Overviews generates a full menu, complete with suggested ingredients.

This presents a huge opportunity for retailers.  
With the right integrations, your business could:



Increase foot traffic  
by displaying real-time  
inventory availability




Enable direct add-to-cart  
functionality for online or  
in-store purchases



Appear in  
AI-generated  
shopping lists


Create a 3 day meal plan for a group that’s easy to prepare

Day 1




Scrambled Eggs  
on Toast

5.0  
★★★★★



Best Tossed  
Green Salad

5.0  
★★★★★



Easy Basic  
Chicken Stir Fry

4.5  
★★★★☆

Day 2

GUIDE

uberall

P. 30



# SearchGPT: A Smarter Way to Discover Local Stores

ChatGPT’s referral traffic data reveals that retail-related domains received 1.9 billion unique sessions in 2024.

Source [↗](#)

Instead of simply listing stores, **SearchGPT curates interactive, AI-powered maps showcasing top-rated retailers with images, reviews, and quick-action buttons.** For example, for a sneaker retailer in Los Angeles, this potentially means:



More engagement from high-intent shoppers



Higher conversion rates from AI-generated recommendations



Enhanced brand visibility through trusted local search results

AI-powered search in action! SearchGPT delivers a curated list of the best sneaker stores in Los Angeles, complete with an interactive map, store details, and quick links—making it easier than ever for sneakerheads to find their next pickup. How does your retail brand show up in similar searches?

SearchGPT●

What’s the best sneaker store in LA?

Los Angeles boasts a vibrant sneaker culture, with numerous stores catering to enthusiasts seeking the latest releases, rare finds, and exclusive collaborations. Here are some of the top sneaker stores in the city:

**KITH**  
Closed until 10:00 AM · Shoes · 4.5 (21 reviews)  
A flagship store offering a minimalist aesthetic, showcasing current clothing and sneakers, and featuring a Kith Treats cereal bar.

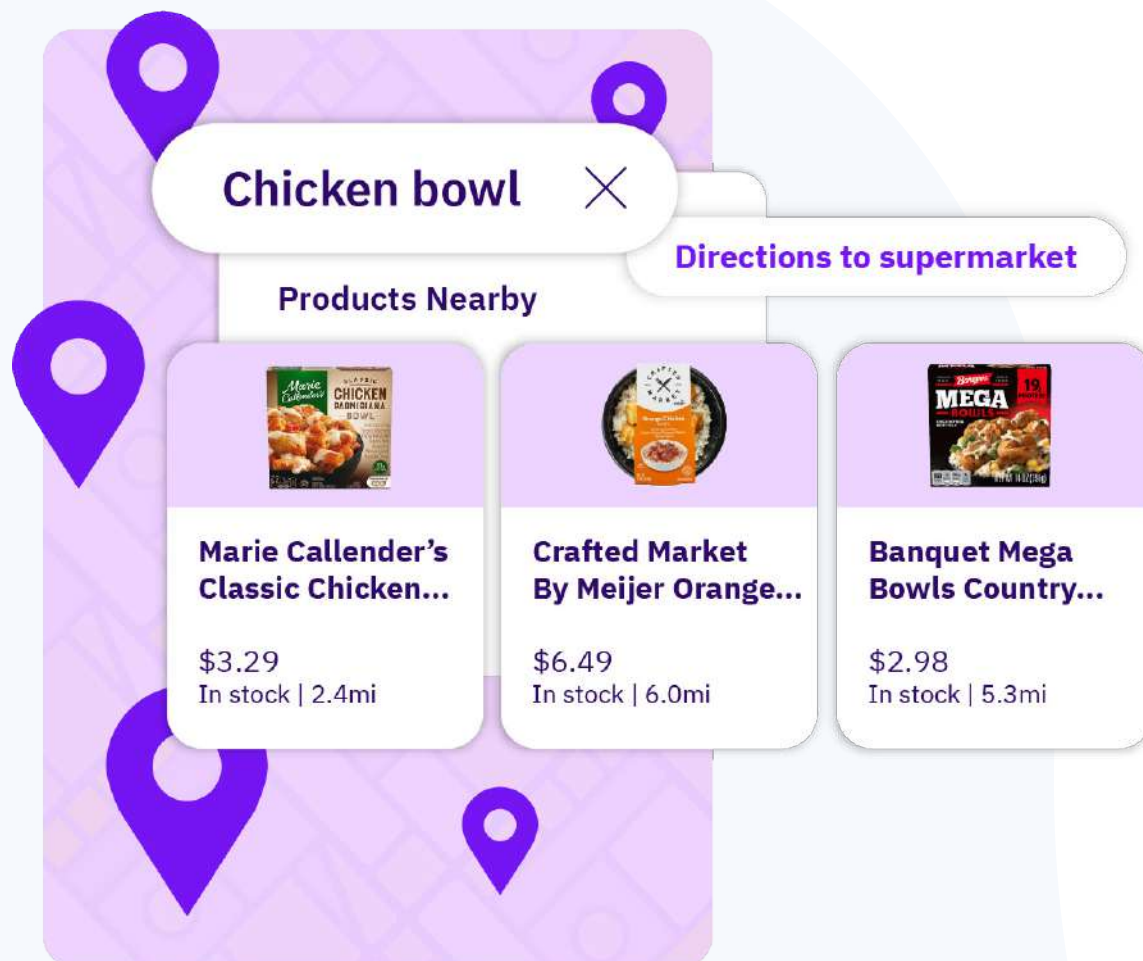
DirectionsWebsiteCall

Ask anything



# Turning Online Queries into In-Store Visits

AI-powered search **bridges online search with in-store shopping**, making it easier for local retailers to turn search intent into real-world visits and purchases. The key? **Ensuring your product and store data are AI-friendly**—structured, complete, and optimized for both conventional **local search** and **AI-powered search**. That way, when a shopper asks AI where to buy, your store is the one they're sent to.



## Search Intent: What Are Shoppers Really Looking For?

AI-powered search is changing the game by getting better at understanding what users actually want. This is a huge opportunity for retailers. A simple search for “chicken bowl” on Google Maps used to only show restaurants. Now? AI detects dual intent and also serves up nearby grocery stores selling ready-to-eat or frozen chicken bowls.

For retailers, this shift in search intent detection means your products can show up where shoppers least expect them—and that’s a good thing! Here’s how to take advantage:

- **List Key Products Online:** Make sure high-demand items are featured in your Google Business Profile and synced with platforms that Google pulls product data from. If AI sees your inventory, it can match your products to local search intent.
- **Leverage Customer Reviews & Descriptions:** AI picks up on keywords in menus, reviews, and product listings. Encourage customers to mention specific items in their reviews, and ensure your descriptions align with how people search.
- **Optimize for Local & Product-Based Searches:** It’s not just about “grocery store near me” anymore. Searches are becoming more contextual and product-driven—so if you’re a retailer, make sure AI knows what’s on your shelves!

**AI isn’t just showing locations anymore—it’s predicting shopper intent.** Whether someone’s hungry for a **meal** or a **product**, businesses that optimize for intent-based search will win the visibility game.

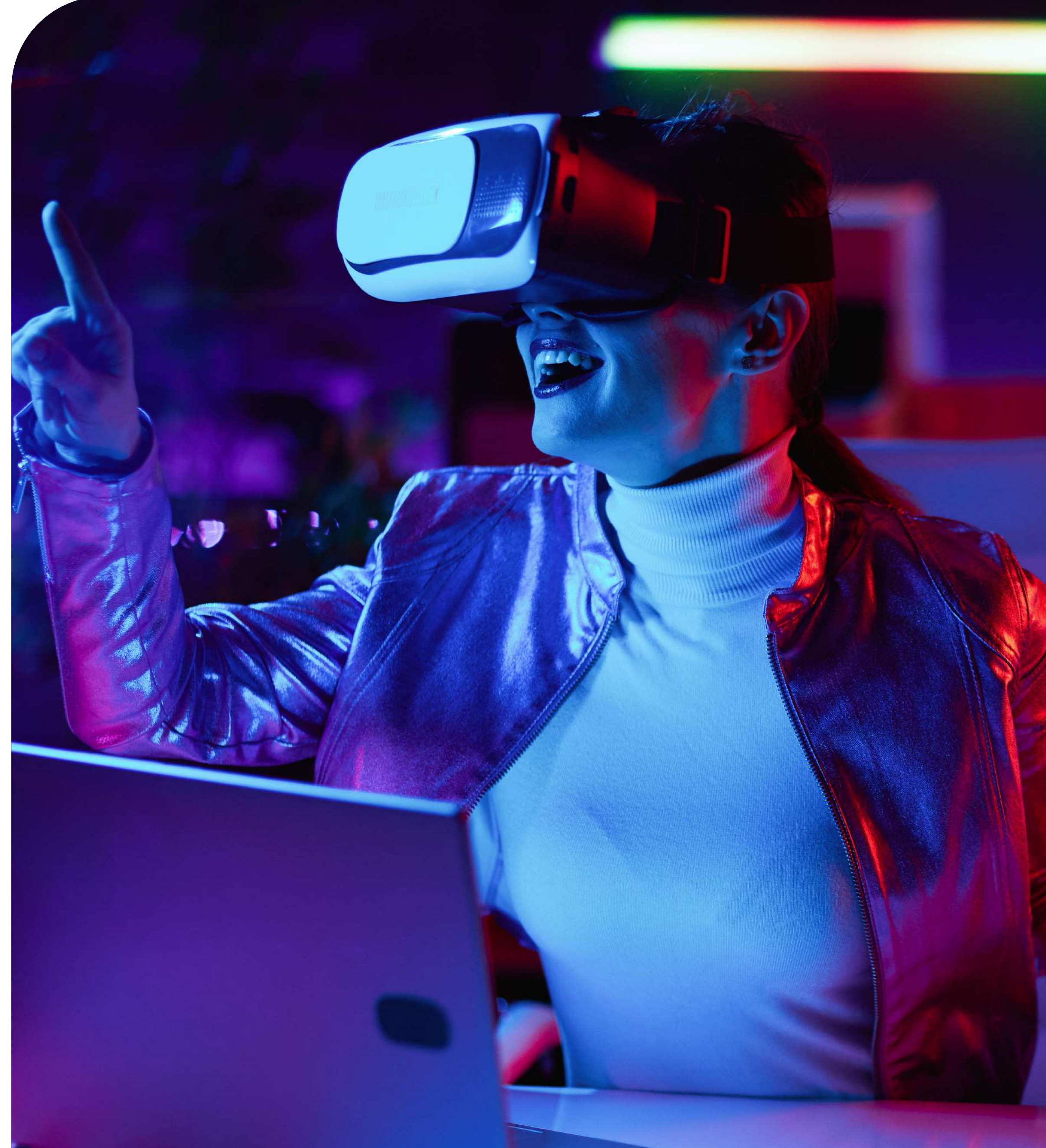
Source [↗](#)



# How to Show Up in AI-Powered Search Results

Getting your retail locations to appear prominently in AI-generated search results might sound like a whole new challenge, but the good news is that many tried-and-true local SEO tactics still apply to [Generative Engine Optimization](#)—the process of optimizing for certain types of AI-driven search engines.

While AI-driven search engines are evolving, the fundamentals of strong online visibility remain the same—you just need to do the things we’ve already mentioned and tweak your strategy slightly to fit this new search landscape.





# Mastering Local SEO and GEO for Maximum Visibility

**Conventional local SEO and Generative Engine Optimization (GEO)** both aim to make your business easy to find—but they work differently. **Local SEO** relies on ranking algorithms to display a list of links, while **AI-powered search** delivers direct, conversational answers based on aggregated data. To succeed in both, you need a **hybrid strategy** that keeps your business visible across all search formats.





# Optimize for AI and Conventional Search

- **Use Smart, Conversational Keywords:** AI prioritizes intent over exact matches, so optimize for natural language queries like “best running shoes for city streets near me” instead of just “shoe store near me.”
- **Boost Trust with E-E-A-T:** Google still values Expertise, Experience, Authoritativeness, and Trustworthiness. Maintain accurate listings, fresh reviews, and high-quality content to reinforce credibility in both conventional and AI-driven search.
- **Leverage Structured Data:** Schema markup helps AI and conventional search engines quickly understand your business details. Use it to highlight products, services, locations, and events so search engines—and customers—get instant, accurate information.
- **Optimize for AI Indexing & Speed:** AI search engines scan content differently, so ensure your site is mobile-friendly, fast-loading, and easy to navigate. If your pages are slow or cluttered, expect lower rankings in both conventional and AI-powered results.
- **Keep Content, Listings & Reviews Fresh:** AI pulls real-time data, so keep your Google Business Profile and other directories updated. Ensure content recency both on your search profile and website and encourage customer reviews, as AI search models use them to gauge credibility and relevance.
- **Format your Content:** Ensure it’s readable for AI by including contextual snippets, not just keywords.

By blending Local SEO fundamentals with AI-powered optimization, you’ll ensure your business is discoverable, credible, and highly ranked—no matter how customers are searching.

## Key Takeaway

By fine-tuning your approach to work across both Local SEO and GEO, you’ll maximize your retail locations’ visibility—no matter how customers are searching. The key? Keep your business data fresh, your content conversational and contextual, and your website optimized for both human users and AI-powered discovery.

## Recommended Resource:

Lead the Way with Generative Engine Optimization

[Read Now](#)



## PART 6

# Industry Benchmarks: Is Your Retail 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 retailers are partnering with Uberall to make strides when it comes to one of the most critical of the key drivers of location performance - online reputation.



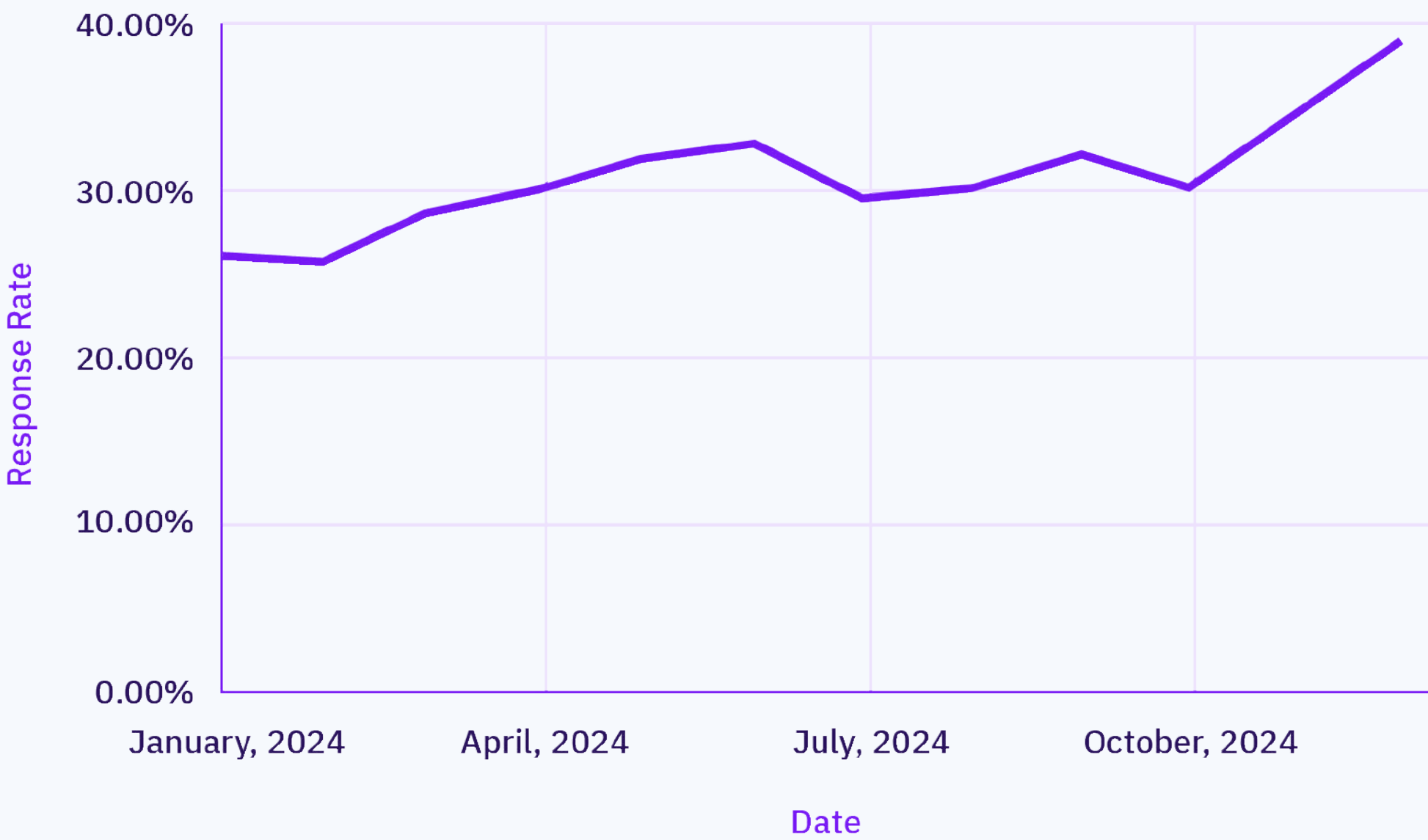
# Reviews

Multi-location retailers are stepping up their digital game, ensuring their stores are easy to find and engage with online. Our data shows that **top retail brands partnering with Uberall saw a 12.77% improvement in their review response rates in 2024 alone!** Clearly, they understand that actively managing their online reputation gives them a competitive edge.

This is a golden opportunity for retailers ready to step up their game! While top brands partnering with Uberall are making strides in responding to reviews, many retailers are still lagging behind—especially those without the right tools to manage replies at scale. That’s great news if you’re looking to get ahead because there’s still plenty of room to stand out just by staying on top of customer feedback.

A high response rate tells both shoppers and search engines that your business is active, engaged, and listening. And with response rates still on the low side across the industry, retailers who prioritize fast, thoughtful replies can easily outshine the competition.

Retailer Review Response Rate 2024



## Key Takeaway

Don’t let your rivals be the only ones stepping up—boost your review game, connect with customers, and turn engagement into more in-store visits!



# Star Ratings

Star ratings matter but maybe not in the way you think. Most retailers partnering with Uberall sit comfortably between **3.4 and 4.7 stars, with an average of 4.19**, meaning customer satisfaction is generally strong. But here's the twist: while businesses ranked higher in search results tend to get more clicks, there's almost no direct link between star ratings and clicks. In other words, having a perfect 5-star rating won't magically send more shoppers your way—but engagement, visibility, and local rankings will.

## Key Takeaway

Aim for consistently strong ratings, but don't obsess over perfection—focus on visibility, responding to reviews, and engaging consumers online. That'll go a long way toward driving more foot traffic.



Average Star  
Rating = 4.19







## Clicks, Clicks, Clicks— What's Driving Shopper Interest?

Not all clicks are created equal! Grocery stores, for example, dominate the click-through rates among retailers partnering with Uberall—no surprise there. People need their bread, milk, and coffee fixes daily, so naturally, these stores attract more digital interactions. On the other hand, the more niche retailers working with Uberall—like arts and crafts shops, for example—see fewer clicks simply because shoppers aren't searching for watercolor sets quite as often.





## Clicks & Strategies: How to Win in Your Retail Category

So, what's the move? Play to your strengths! If you're in a high-frequency category (like grocery or convenience stores), lean into quick-access features—store locators, click-to-call buttons, and loyalty perks to keep those habitual shoppers coming back.

If you're in a low-frequency category, make every click count by focusing on seasonal campaigns, special events, or limited-time offers that create buzz and drive urgency.

And if your business falls somewhere in between? Find your niche moments! Back-to-school season for office supply stores, holiday gifting for specialty shops—timing is everything. By aligning your digital strategy with customer behavior patterns, you'll turn clicks into visits and visits into loyal shoppers.



Category	Strategy to Maximize Clicks & Engagement
Higher-Frequency Retail (e.g., Grocery Stores, Convenience Stores)	<p><b>Make It Easy:</b> Highlight store locators, click-to-call buttons, and mobile-friendly ordering. Data rich business profiles make all the difference here.</p> <p><b>Loyalty Perks:</b> Promote rewards programs to keep shoppers coming back.</p> <p><b>Quick Wins:</b> Feature time-sensitive deals to drive repeat visits.</p>
Lower-Frequency Retail (e.g., Arts & Crafts, Specialty Shops)	<p><b>Create Memorable Moments:</b> Run workshops, in-store demos, or seasonal campaigns to stand out. Use social channels to promote these events before and after!</p> <p><b>Limited-Time Offers:</b> Use exclusive product drops or flash sales to spark urgency.</p> <p><b>Event-Driven Marketing:</b> Tie promotions to trends (e.g., holiday DIY crafting or back-to-school supplies).</p>

Key Takeaway

Don't let your rivals be the only ones stepping up—boost your review game, connect with customers, and turn engagement into more in-store visits!



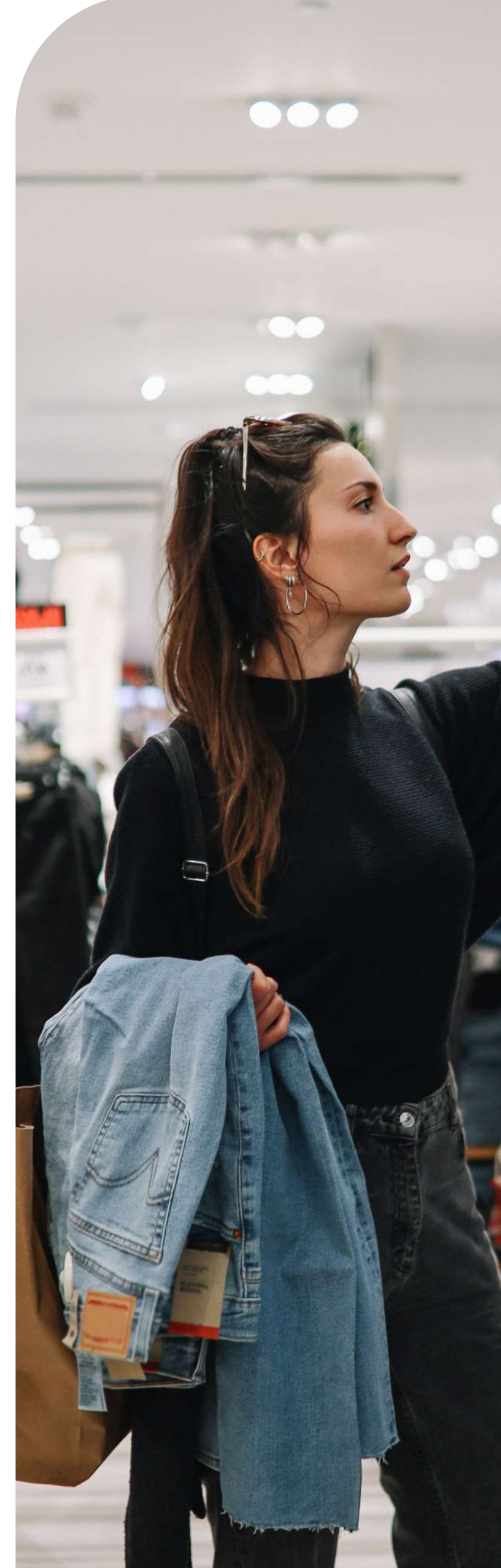


# More Clicks, More Customers— Are Your Stores Ready?

Data shows that retail brands with **higher Profile Completeness Scores**—Uberall’s key indicator of **how well you’ve enriched your location data**—tend to get even more clicks. That means if your store profiles are **half-baked**, you’re probably leaving foot traffic (and sales) on the table.

**A few simple optimizations can help you attract more clicks and turn online searches into real-world visits:**

- **Prioritize Profile Completeness:** Make sure your store address, phone number, hours, and descriptions are always accurate and engaging. The more details, the more clicks!
- **Capitalize on Retail’s Built-In Visibility:** Compared to other industries, retail dominates digital engagement, receiving many more clicks on business profiles. Take it further by adding promotions, highlighting trending products, and creating engaging content across your channels to convert clicks into real-world visits.



## Key Takeaway

Data shows that retail businesses with higher Profile Completeness Scores and active engagement strategies attract more foot traffic. If your listings are missing key details, you’re likely losing foot traffic and sales!


Keep your online presence accurate and compelling. Optimize your profiles with up-to-date information, promotions, and engaging content to make your stores stand out and turn online searches into real-world visits.



**PART 7**

# **Turn Your Digital Presence into Foot Traffic and Sales**





# Turn Your Digital Presence into Foot Traffic and Sales

The retail landscape is evolving, and success in 2025 and beyond hinges on visibility, trust, and engagement. Multi-location retailers need a solid set of easy-to-scale practices to maximize revenue by keeping customers coming through their doors and their tills ringing.

[Location Performance Optimization \(LPO\)](#) is that set of practices. It's what you need to bring a structured, scalable approach to maximizing revenue at all of your stores. By focusing on 4 drivers of location performance - **online visibility, reputation, conversions, and engagement** - and giving you the technology to optimize at scale, LPO translates your digital presence directly into in-store sales. As the next big thing in location marketing for retailers, LPO is here to help your retail brand power up a winning, revenue-first strategy that supercharges every location for financial success.

Your next step? Utilize LPO to attract shoppers, increase in-store visits, foster loyalty, and boost revenue for your retail brand across its locations amid the new AI-driven search era.

Become an LPO Pioneer