

# Google-Ranking

Mit schneller Reaktion auf Feedbacks ganz nach oben

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SOR Digital

3

# Soziale Einflüsse beeinflussen die Reputation



## Online-Reputation ist der entscheidende Faktor während der gesamten Customer Journey

97 %

der Konsumenten sagen, **Bewertungen beeinflussen ihre Kaufentscheidungen**

88 %

der Konsumenten **vertrauen Online-Bewertungen** genauso wie persönlichen Empfehlungen



LIKE YOU

## Verwandeln Sie Sichtbarkeit in Interaktion

# 65 %

der Konsumenten finden, dass Unternehmen auf **Bewertungen antworten** sollen



 priceSS PearL  
13 reviews

★★★★★ 2 months ago  
Was perfect! Most friendly stuff ever. Great food n drinks! So Worth it, we went there twice in one day!

 Like  Share

**Response from the owner** 2 months ago  
Thank you so much for your kind words. We love to hear that you enjoyed your 2 stays with us! :D

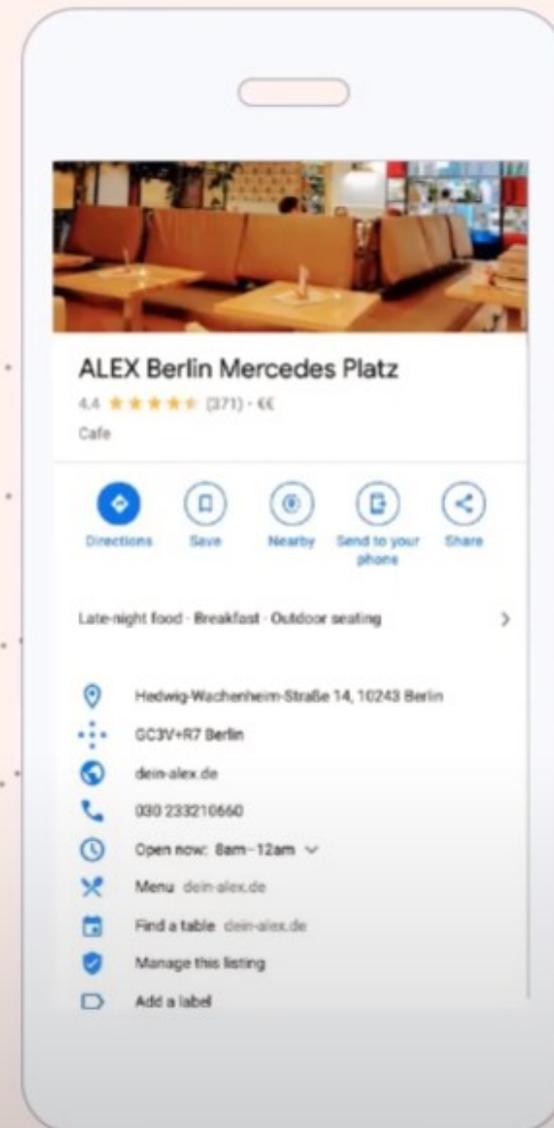
 Menu dein-alex.de

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**Review summary**

|   |                      |
|---|----------------------|
| 5 | ████████████████████ |
| 4 | ██████████████████   |
| 3 | ██████████████       |
| 2 | ██████████           |
| 1 | ██████               |

**4.4**  
★★★★★  
371 reviews



**ALEX Berlin Mercedes Platz**  
4.4 ★★★★★ (371) · €€  
Cafe

 Directions  Save  Nearby  Send to your phone  Share

Late-night food · Breakfast · Outdoor seating >

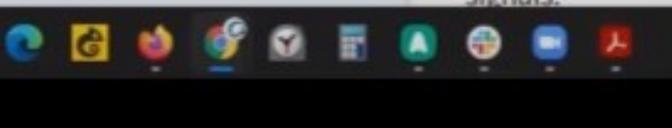
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## Local Search Ranking Factor Groups

Individual factors are organized into the following groups:



Survey participants are asked to estimate how much weight Google attributes to each ranking factor group within the local search algorithm for both local pack/finder and local organic results. The data is aggregated in the chart below to give you direction on the general importance of each group of signals.



## Changes Over Time

The chart below shows how the local search experts' opinions on the weighting of the groupings have shifted over the past 5 editions of the Local Search Ranking Factors.



A few things stand out in this chart:

1. There has been a steady increase in the perceived importance of reviews. This makes sense.
2. There has been a steady decrease in the perceived importance of citations. *I personally feel this might be a bit overstated* and other research supports that *Local Listing Management Matters*.
3. And most notably, there has been a significant increase in the perceived importance of GMB signals.

