

Light Up Local Search: 6 Ways to Stand Out This Season

The holiday season is here, and shoppers are searching online for businesses like yours! Keeping your local listings accurate and up-to-date builds trust, drives traffic, and boosts sales, while outdated listings risk losing customers to competitors.

Don't Let AI Skip Your Listings

Platforms like Google reward complete, active listings, boosting your chances of appearing in AI-powered searches, overviews, and local map results. With AI-generated overviews appearing in roughly **40% of local-business searches**, keeping your listings accurate is more important than ever.



Update Holiday Hours

Double-check your hours for special holidays and weekends. Posting accurate hours helps customers plan their visits and avoids frustration, especially during peak shopping days



Highlight Promotions & Specials

Showcase seasonal deals, bundle offers, or limited-time products. A clear promotion in your listing can be the nudge a shopper needs to choose your business over a competitor.



Refresh Photos & Videos

Add festive images, holiday decorations, or product highlights. Visual content makes your listing pop and creates excitement as shoppers love seeing what's in store before they arrive.



Feature Convenient Services

Draw attention to customer-friendly options like gift wrapping, curbside pickup, or "buy now, pay later" (BNPL) programs. These extras can set your business apart and make shopping with you easier and more enjoyable.



Check Contact Info & Links

Ensure your phone number, website, booking links, and social profiles are correct. Broken links or outdated info can cost you customers and reduce trust in your business.



Encourage Reviews & Engage

Ask happy customers for reviews and respond to questions promptly. Positive reviews increase credibility, and engagement signals that your business is active and customer-focused.