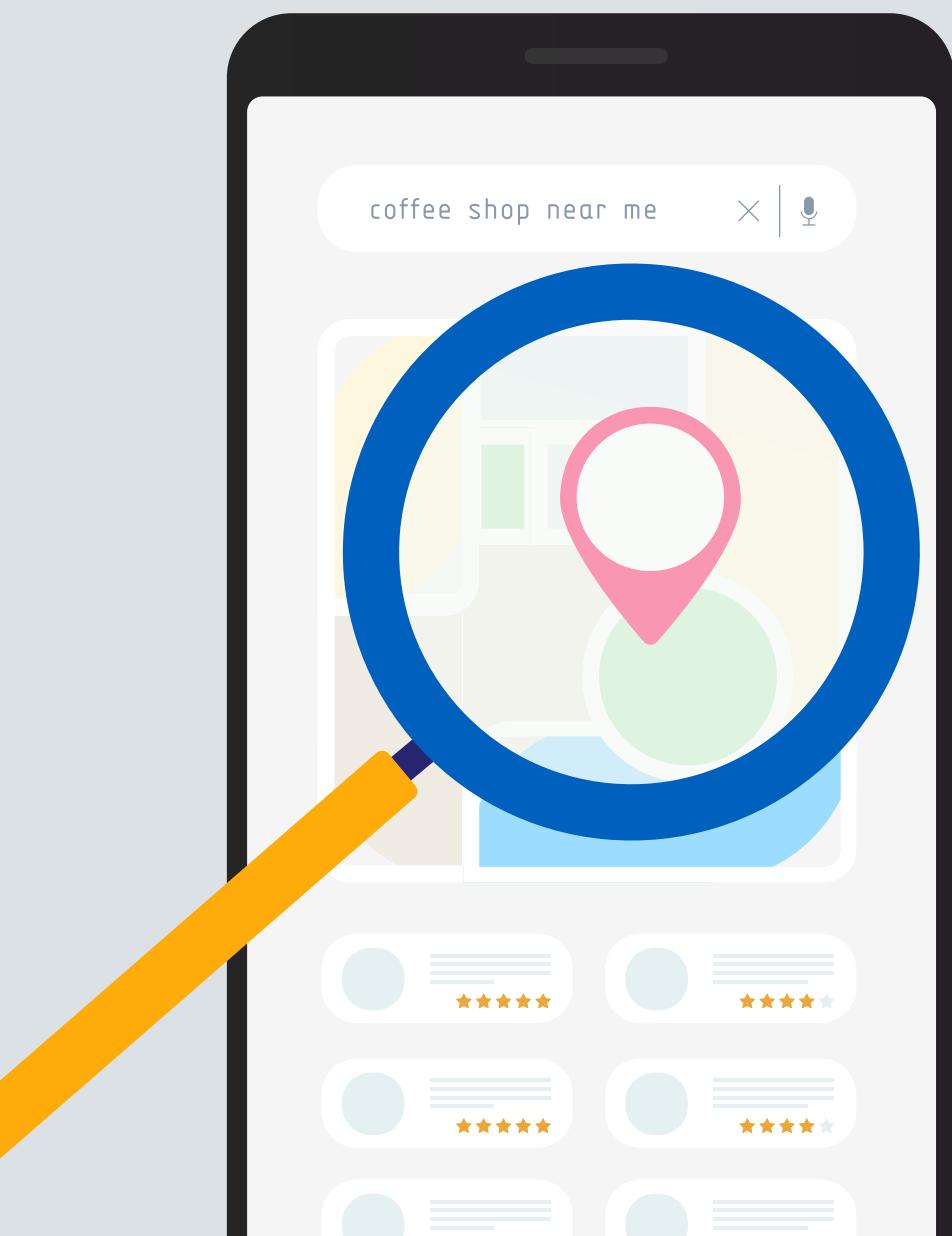


2023 Local SEO Benchmark Report

Analysis of the Local SEO performance in
the Dutch and Belgian retail sectors in 2023.



In collaboration with:
 **Flipstream**



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Why this Benchmark?

In 2020, we published "The 2020 Local SEO Benchmark Report", where we presented our analysis of how the Dutch retail sector was performing in terms of Local SEO based on our own research.

In the 2020 Benchmark, we concluded, among other things, that 75% of all business listings are incorrect or incomplete. Not great...

Now, three years later, we are once again mapping the state of Local SEO of the retail sector. This time we've expanded our focus. For this edition, we are analysing not 6 but 36 cities, spread over the Netherlands and Belgium. And instead of 6 industries, we've expanded our analysis to include 14 industries. **In total, we've analysed data from almost 100,000 business locations.**

The main conclusions of the 2023 Benchmark are:

- » More than half of all the business locations we analysed have not been optimised at all or are only slightly optimised.
- » Only 26% of the business locations analysed have ever posted a Google Post.
- » 89% of analysed business locations do not respond to reviews..

How is the retail sector doing in 2023 in terms of Local SEO? Better than in 2020? Are some industries doing significantly better than others? And what else stands out in the Local SEO landscape in the Netherlands and Belgium? Find out more in the 2023 Local SEO Benchmark Report.

Curious about how your business is performing in terms of Local SEO?

Gain insights into:

- » How to increase your local visibility on Google and Google Maps and attract more customers to your website and business locations
- » How to seize Local SEO opportunities
- » How to get the most out of your Google Business Profile listings and increase conversion

Request an Opportunity Scan and we will map your current status and opportunities.

[Request a free Local SEO Opportunity scan →](#)



AI developments and local SEO

ChatGPT, Google Bard, BingChat, Google Search Generative Experience... **The SEO landscape is changing rapidly due to developments within Artificial Intelligence (AI)**. And while we don't know exactly what impact AI will have on SEO – and Local SEO in particular – right now, it's highly likely that change is coming.

It is expected that search engines such as Google and Bing will be increasingly able to personalise search results with the help of AI by combining larger amounts of data from different sources.

We anticipate that Local SEO will only increase in importance in that context. **It will be even more important to feed search engines as much accurate, relevant, and up-to-date information as possible.** You don't just do this with the content on your website and (back)links, but also with your Google Business Profile (GBP) and reputation management. For example, answering questions that are asked on your GBP, choosing relevant attributes, creating Google posts, responding to reviews, and adding up-to-date photography. In short, **the importance of working on Local SEO is only likely to increase in the world of search engines that use more AI.**

best pizza in amsterdam

Converse Maps Images Reddit Jordaan Amsterdam central Cheap Takeaway Oost

All filters Tools SafeSearch

Results for Amsterdam, Netherlands · Choose area

⚠️ Generative AI is experimental. Info quality may vary.

Amsterdam, Netherlands has many good pizza places, including places known for their wood-fired pizzas, places known for their gourmet pizzas, and other top pizza places.

Pizza restaurants

La Perla Pizzeria
4.3 ★ (3.2k)
Pizza
Amsterdam

Casual restaurant with wood-fired pizzas, pasta, and salads

De Pizzabakkers Haarlemmerdijk
4.5 ★ (632)
Pizza
Amsterdam

Modern chain serving wood-fired pizzas, salads, and prosecco cocktails

De Pizzakamer
4.6 ★ (683)
Pizza
Amsterdam

Busy restaurant with wood-fired pizzas and vegetarian options

Mangia Pizza di Antonio
4.3 ★ (946)
Pizza
Amsterdam

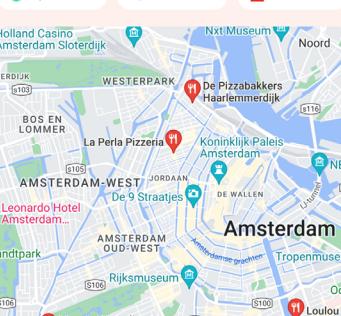
Casual Italian restaurant with a wood-fired oven and gourmet pizzas

Other top pizza places

THE 10 BEST Pizza Places in Amsterdam...
Tripadvisor

Where to Find The Best Pizza in Amsterdam...
samseesworf...

Best pizza in Amsterdam | I amsterdam...
I amsterdam...



Example Search Generative Experience search result

Local SEO, *local search results*, and local keywords

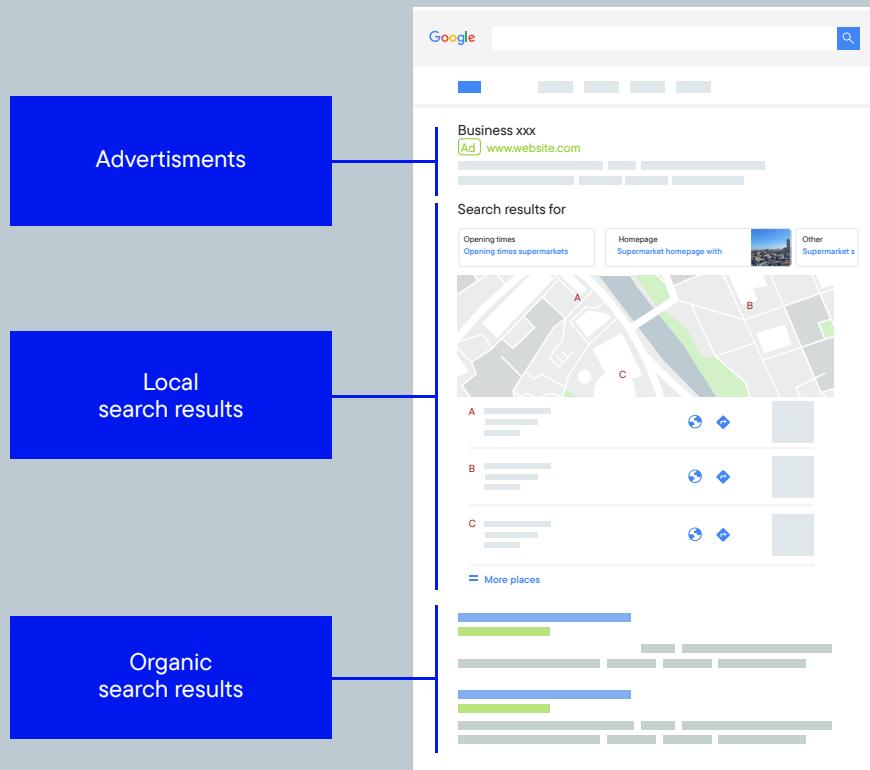
Before we dive into the results of the benchmark, here's a quick refresher for those who don't spend every day doing Local SEO. What do we mean when we use terms like Local SEO, local search results, and local keywords?

Local SEO

Local SEO — or Local Search Engine Optimisation — is a strategy to increase a business's online visibility in specific geographic areas. **With Local SEO, you work on improving your findability in the local search results of a search engine like Google***

Local search results

You can identify local search results in Google with a **Google Maps map and a ranking of Google Business Profile listings** (formerly Google My Business). Local search results are also known as the Local Pack or 3-Pack. You'll see Google's local search results in Google Search and Google Maps.



Different types of search results in Google

* Because Google is currently by far the market leader in the Netherlands and Belgium, we focus on this search engine in the benchmark instead of Bing, DuckDuckGo, or other search engines.

Local keywords

Local keywords are keywords that Google shows local search results for. These keywords have a **local search intent**. In other words, with those keywords, there is a good chance that the searcher is looking for a business nearby to help with their search query.

Local keywords can include a industry, such as 'optician', as well as products or services.

Examples of local keywords:

- » Supermarket
- » Nearby hardware store
- » Furniture store in Amsterdam
- » Eye test
- » Buy a jacket

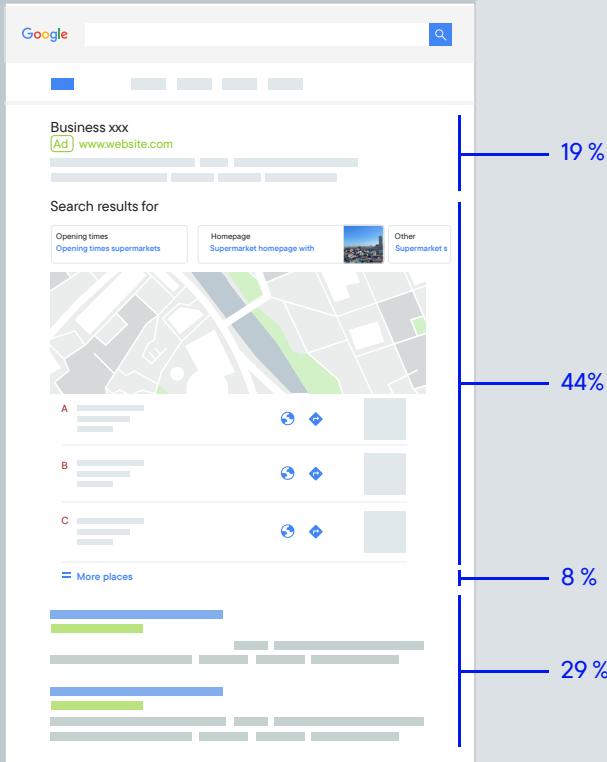
retailer?

With Local SEO, you improve the visibility of your business in the search results of search engines like Google, among others. And the more visible you are there, the more visitors you can expect to your website and store.

In many cases, Google's local search results are shown above the organic search results in Google.

Local SEO offers enormous opportunities for retailers. Especially when you consider that more than 50% of clicks happen above-the-fold*.

What's in it for you as a



Why is ranking so important?

More than 50% of clicks happen above-the-fold

About the authors



Robin van der Sar



Robin is Local SEO lead at iO. His passion for Local SEO started 10 years ago when he led Local SEO projects for small and medium-sized businesses. Over the years, he has lent his expertise to everything from SMEs to retail chains with hundreds of business locations in The Netherlands and abroad. What remained unchanged throughout is his love for Local SEO and his drive to achieve the best Local SEO results for his clients.

[LinkedIn](#)



Clarissa Filius



Clarissa Filius, an experienced Senior SEO specialist, with a strong reputation for expertise in Local SEO. She is Team Lead SEO, CRO and Marketing Automation at iO. With an impressive career spanning 10+ years, Clarissa delivers results for global brands, making her a respected authority in the field.

[LinkedIn](#)



Michel Kant



Michel has been in the SEO business for 14 years and works with agencies and enterprises such as iO, Staples, Rabobank, Ahold and the Pierce Group. In recent years, he has focused on SEO data and automation. To that end, he founded Flipstream so that SEO teams can fully automate custom analysis and reporting and integrate with tools such as BigQuery, Power Bi & Looker Studio.

[LinkedIn](#)

The Benchmark

Based on data from almost 100,000 business locations across the Netherlands and Belgium, this Benchmark provides insights into how the retail sector is performing when it comes to Local SEO.

But of course, Local SEO is relevant for more than just retail chains. Other industries with physical locations and small business owners can also reap the benefits of Local SEO. For the report, as in 2020, we mainly looked at key retail industries because of the extensive opportunities we see here.

Because it is not a competition, we only report the results by industry in the Benchmark. Do you want to know the exact results and advice for your business?

[Request a free Local SEO Opportunity scan →](#)

Approach

For this Benchmark, we analysed 97,474 business locations.

Methodology

We selected 14 industries for the Benchmark. The selection was made based on our insights and experience, just like our scoring model.

For each industry, we conducted keyword research to identify relevant local keywords. We selected 10 to 15 keywords that return local search results in Google for each industry.

Examples of the selected keywords:

Industry	Search term	Monthly average search volume*
Sports shop	Sports shop	27.100
Sports shop	Running shoes	22.200
Supermarket	Supermarket	550.000
Supermarket	Supermarket nearby	40.500
Kitchen store	Kitchens	60.500
Kitchen store	Buying a kitchen	8.100
DIY Store	DIY store	90.500
DIY Store	DIY store nearby	9.900
DIY Store	Buy wallpaper	1.900
Optician + Hearing Care Professional	Optician	22.200
Optician + Hearing Care Professional	Hearing aid	12.100
Optician + Hearing Care Professional	Buying glasses	4.400
Optician + Hearing Care Professional	Eye test	2.900

We made our analysis of the business locations in the benchmark based on publicly available data. The business locations did not cooperate with this research.

* Source: Google Keyword Planner

Data & analytics

We used Flipstream's Google Data Scraper to collect the data.

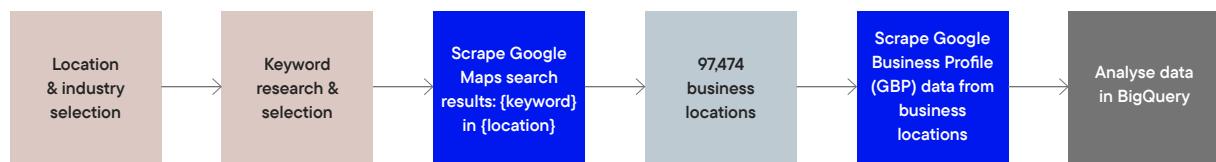
The selected keywords are combined with the 36 chosen locations. Flipstream is set up with the keyword list and uses Google Maps (desktop) to collect the desired data*.

The collected Google Maps search results were analysed using SQL and merged with the self-nominated categorisation by Industry.

This makes it easy to categorise the approximately 100,000 companies.

Then, with the help of Flipstream, we collected the (public) data such as **Google reviews, Q&A, and business profiles**. This has provided us with a complete dataset organised in an orderly manner in tables in BigQuery.

We then used SQL to answer our research questions.



Simplified presentation of the applied methodology

Scoring model

The scoring model we used to determine how the analysed companies are doing, in terms of Local SEO, was developed with the capacity to model **optimisation of the Google Business Profile and reputation management** at scale.

A total of 14 assessment points were defined upon which each business in the dataset was assessed**.

Google Business Profile optimisation

- » Has the location been claimed?
- » Have the opening hours been added?
- » Has a website link been added?
- » Has a logo been added?
- » Has a phone number been added?
- » Has a description of more than 500 characters been added?
- » Have additional categories been chosen in addition to the main category?
- » Have 10 or more photos been added?
- » Has UTM tracking been added to the website link?***

* We used Google Maps on desktop because it returns more data when scraped than the mobile version. 62% had between 75-100 results. 22% had between 50-75 results. 14% had between 25-50 results. 2% had <25 results.

** The selection of assessment points can be expanded further in a follow-up study. E.g., with Services & Products data.

*** Adding UTM tracking has no direct or indirect effect on the visibility of a business location. However, it is an indication of whether a business is active with Local SEO, which is why this factor is included in the Scoring Model.

Reputation management

- » Does the business have more than 10 Google reviews?
- » Does the business respond to Google reviews?
- » Has the business used at least 1 Google Post?
- » Was the business asked 1 question in the GBP (Q&A)?
- » Is there a response to a question asked? (Q&A)?

In total, a business location can achieve a total optimisation score of up to 100%.

Disclaimer

We conducted the Benchmark for industries where we see a lot of potential for Local SEO based on our own insights and experience.

We used this sample to get an impression of the current situation of the Dutch and Belgian retail sector. We are aware that this is a limited selection that does not include all industries, cities, and chains. The Benchmark should therefore be seen as a sample that may diverge from the actual situation.

Analysis on 2 pillars:

Google Business Profile Optimisation and Reputation Management

For the Benchmark, we analysed companies on factors that fall under two pillars of Local SEO: Google Business Profile optimisation and reputation management.

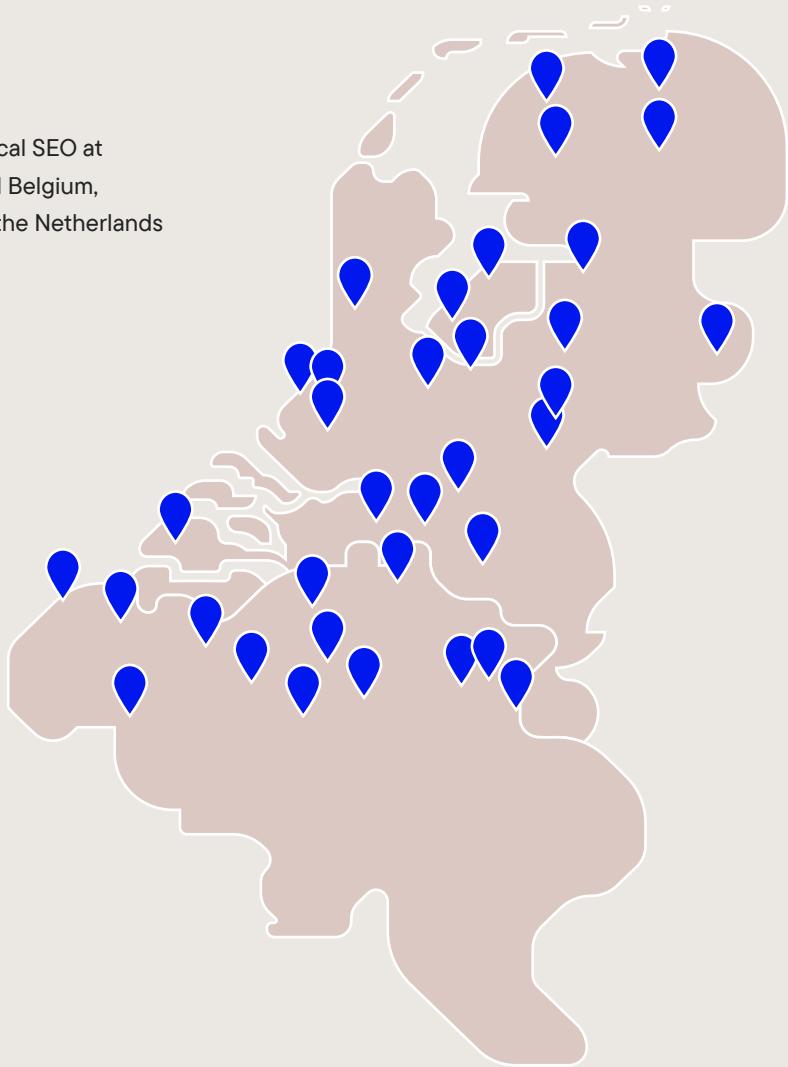
We are aware that there are other ranking factors that are also important within Local SEO. For a complete Local SEO strategy, other strategies should also be deployed, such as content optimisation, external business listings (citation building), and link building. The Benchmark does not take these factors into account. Nevertheless, it gives a picture of where the retail companies in the Netherlands and Belgium stand in terms of Local SEO, and where improvement is possible. Research among Local SEO experts shows that the pillars studied — Google Business Profile optimisation and reputation management — determine about 50% of the ranking of local search results when taken together*.

Have we missed something? Have we overlooked a industry, or do you have questions or comments about our findings? Please contact us [here](#).

* Bron: [Whitespark, 2023](#)

Regions represented

To get an idea of the current status of Local SEO at retail chains in both the Netherlands and Belgium, we analysed companies in 24 regions in the Netherlands and 12 in Belgium.



The regions analysed in

The Netherlands

- » Almere
- » Amersfoort
- » Amsterdam
- » Apeldoorn
- » Arnhem
- » Assen
- » Breda
- » Den Haag
- » Eindhoven
- » Enschede
- » Groningen
- » Haarlem
- » Heerenveen
- » 's-Hertogenbosch
- » Leeuwarden
- » Lelystad
- » Maastricht
- » Middelburg
- » Nijmegen
- » Rotterdam
- » Tilburg
- » Utrecht
- » Zoetermeer
- » Zwolle

Belgium

- » Aalst
- » Antwerp
- » Bruges
- » Brussels
- » Genk
- » Ghent
- » Hasselt
- » Kortrijk
- » Leuven
- » Mechelen
- » Ostende
- » Turnhout

Industries represented

The total number of business locations analysed in this benchmark is 97,474, divided into 14 industries.

Industry	Number of business locations analysed
Supermarket	15.572
Clothing	12.710
Furniture & bathroom	12.098
Stationery store	10.197
Electronics	10.186
Drugstore	9.113
Car garage & car wash	8.505
Telecom	8.145
Sports shop	7.002
DIY store	6.069
Bank	5.701
Optician & hearing care professional	5.385
Kitchen	5.137
Storage	4.194

INDUSTRIES REPRESENTED

A selection of the retail chains included in the dataset:



///ACTION



auping



Beter Horen

DBOX* OPSLAG
GRATIS VERHUIZERS | LAAGSTE PRIJS

brunca

Carrefour The logo for Carrefour, featuring the brand name in a bold, black, sans-serif font next to a red and white logo.

colruyt
laagste prijzen

CONRAD



coop

DECATHLON

Etos

Foot Locker

gamma

GOOSSENS

H&M

HANS ANDERS

HEMA

flabu

hunkemöller

ICI PARIS XL

IKKEA

ING The logo for ING, featuring the brand name in a bold, black, sans-serif font next to a red and white logo.

INTERSPORT

JUMBO

**KAR
WEI**

KBC

kpn

Kruidvat

KWANTUM
Daar woon je beter van!

LIDL

DE MANDEMAKERS GROEP
keukens, meubelen & sanitair

MediaMarkt

Pearle The logo for Pearle, featuring the brand name in a black, sans-serif font next to a small circular logo.

prominent

Primerा

RITUALS...

sanidirect

VAKGARAGE

vanHaren

vodafone The logo for vodafone, featuring the brand name in a black, sans-serif font next to a red and white logo.

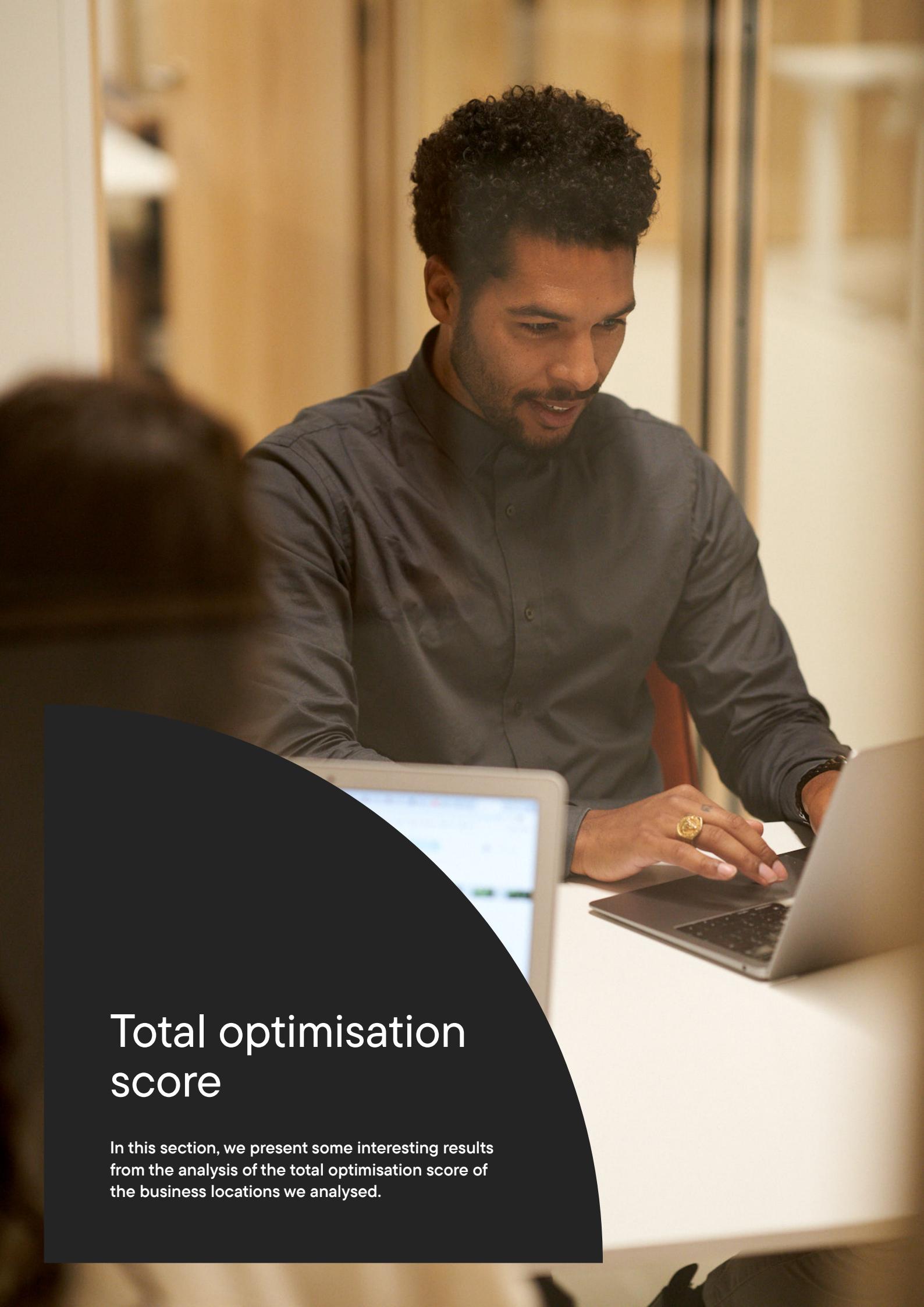
scapino

SHURGARD

WE

ZEEMAN

If your industry isn't included in this benchmark, or if you're curious about how well your organisation performs when it comes to local SEO, [request a free Local SEO Opportunity Scan](#).



Total optimisation score

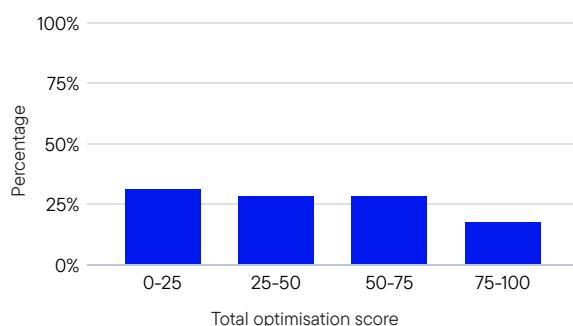
In this section, we present some interesting results from the analysis of the total optimisation score of the business locations we analysed.

TOTAL OPTIMISATION SCORE

The total optimisation score is a score from 0 to 100%. The higher the score, the better a business location's Local SEO performance.

All business locations

Chart: Total optimisation score distribution



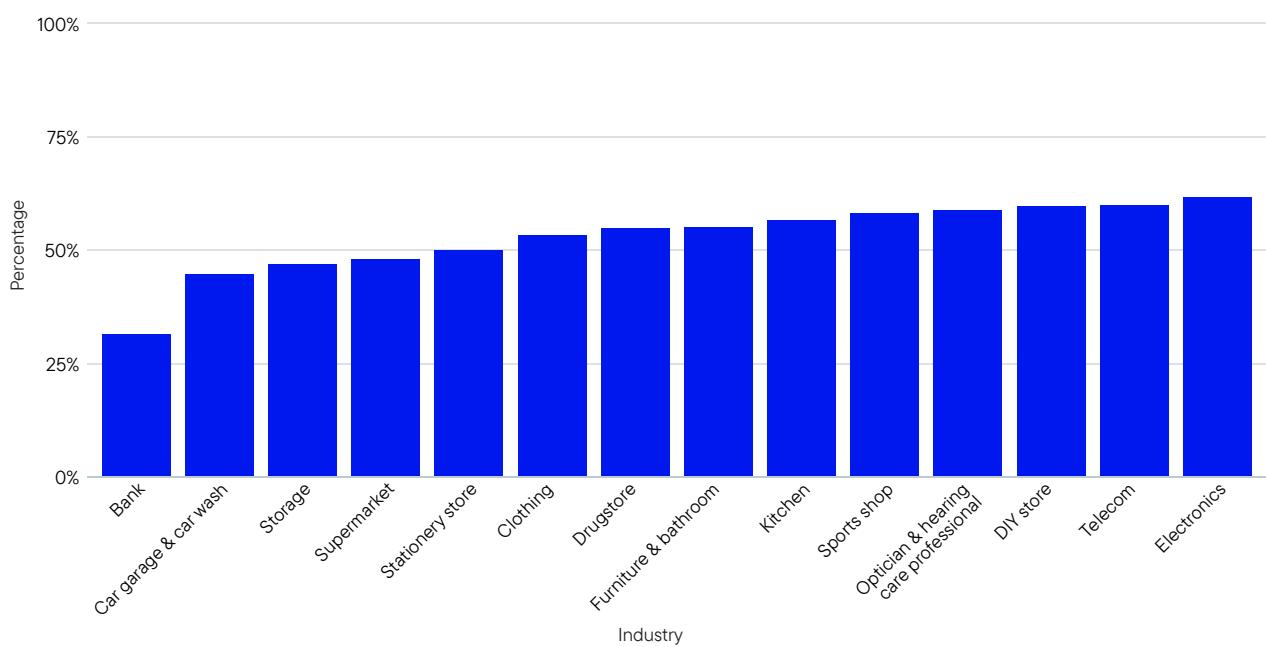
Noteworthy

- » Of the business locations analysed, more than half have an overall optimisation score of less than 50%.
- » Of all of the business locations analysed, 30% have an overall optimisation score of less than 25%.
- » Only 19% of business locations analysed have an overall optimisation score of 75% or higher.

Later in the report, we will go into more depth and reveal where the biggest differences are between Dutch and Belgian business locations, between the 14 industries analysed, and between the 2023 Benchmark and that of 2020.

Analysis by industry

Graph: Average total optimisation score by industry (Netherlands & Belgium)



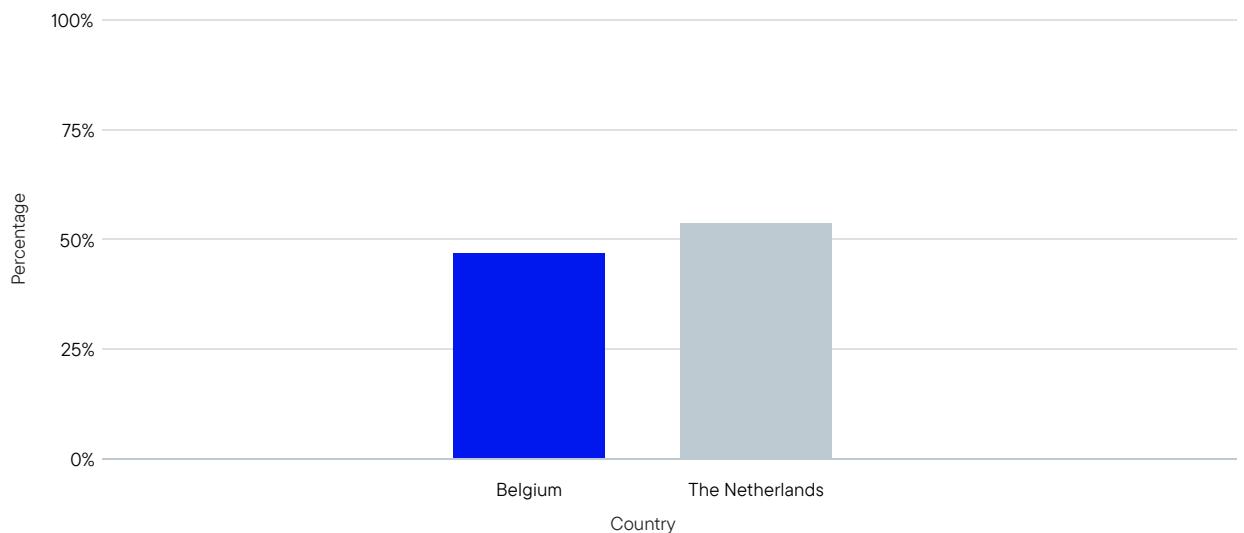
Noteworthy

- » On average, 5 out of 14 industries score lower than 50%, namely 'bank', 'car garage & car wash', 'storage', 'supermarket' and 'stationery store'.
- » Banks as an industry with an average total optimisation score of 30% are by far the worst optimisers.
- » The 'telecom' and 'electronics' sectors (57% and 59% respectively) score best on average.

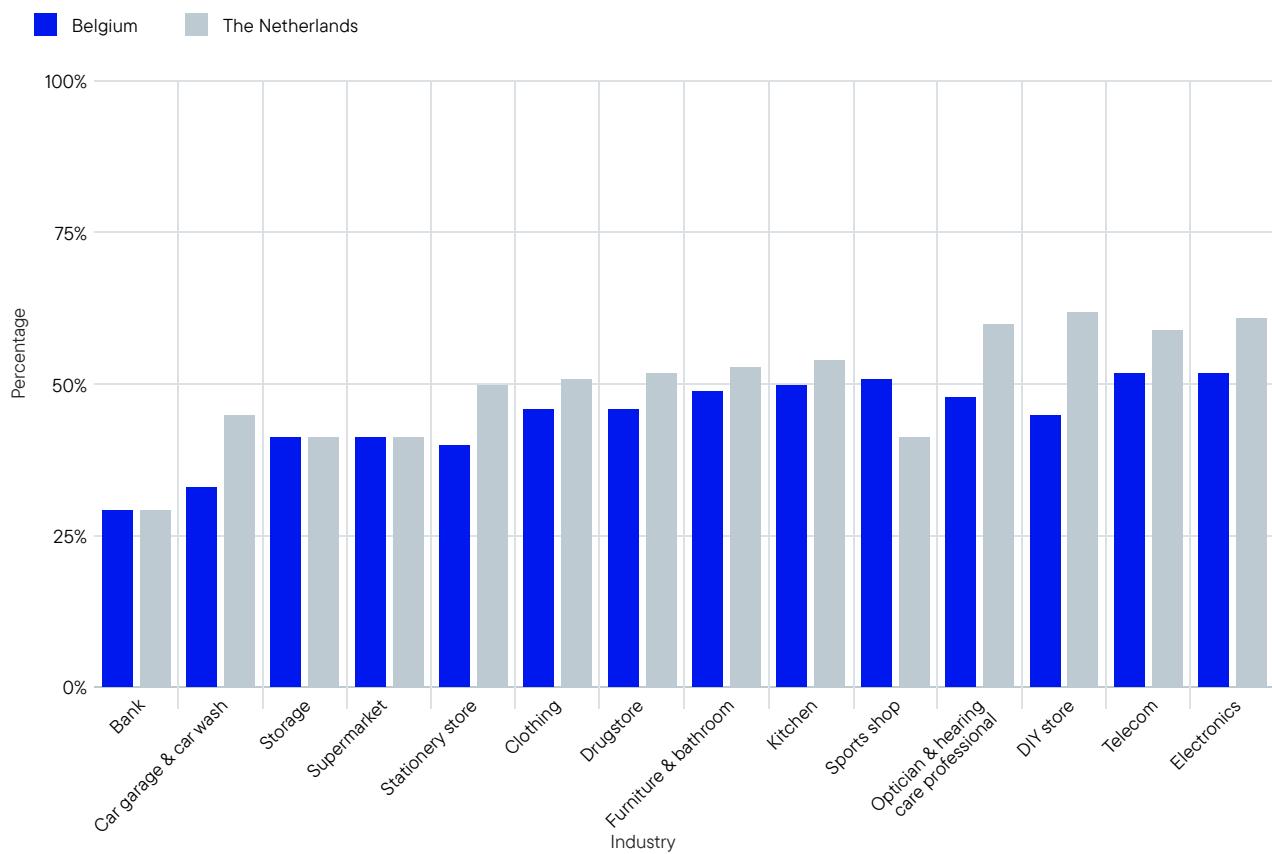
TOTAL OPTIMISATION SCORE

The Netherlands vs. Belgium

Graph: Comparison of average total optimisation score of Dutch and Belgian business locations



Graph: comparison of average total optimisation scores between Dutch and Belgian industries



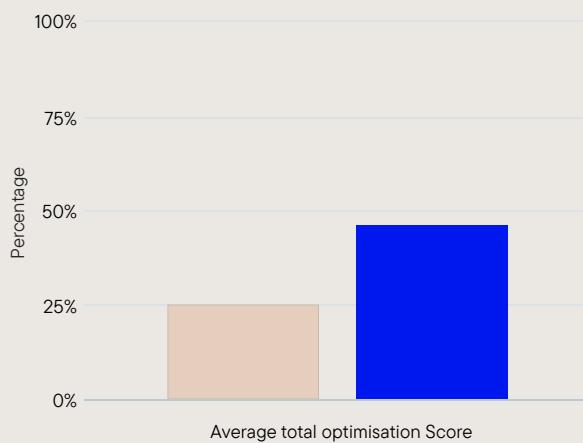
Noteworthy

- » In general, Dutch companies (average total optimisation score of 53%) are doing slightly better than Belgian companies (45%).
- » Particularly in the sectors 'car garage & car wash', 'DIY store' and 'optician & hearing care professional', Dutch companies are doing significantly better than their Belgian counterparts.

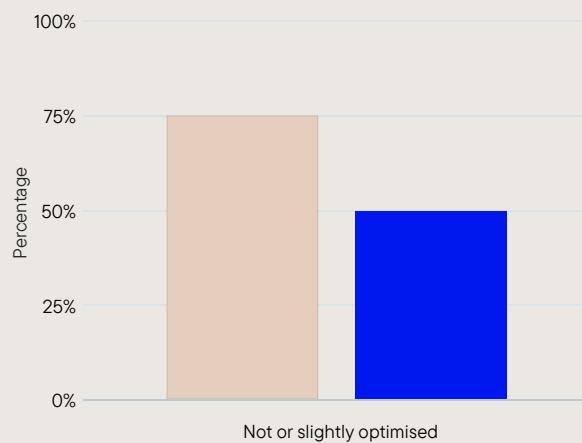
2023 vs 2020 Benchmark

2020 2023

Average total optimisation score comparison 2020 and 2023 Benchmark



Graph: percentage not or slightly optimised 2020 and 2023



Noteworthy

- » The average total optimisation score in 2023 is 45%, a lot higher than in 2020, when it was 25%*.
- » In the 2023 Benchmark, the percentage of little or no optimisation is much lower at 52% than in the 2020 Benchmark (75%).

Local search results or not?

The type of keywords that Google uses to show local search results may change. Google is constantly testing and tweaking the search results page.

For the 2023 Benchmark, we use a different list of local keywords than for the 2020 edition. Of the keywords we used for the benchmark in 2020, approximately 25% are currently (August 2023) no longer returning local search results.

The fact that the composition of the search results page can change over time makes it all the more important to actively monitor the search results. In addition, conduct regular keyword research to identify opportunities for a successful Local SEO strategy.

* It is important to mention that the Scoring Model in 2023 differs from the scoring model applied in 2020 and that a much larger set of business locations has been analysed for the 2023 Benchmark.

Google Business Profile optimisation

This section contains some striking results from the analysis of the Google Business Profile listings from the business locations we analysed.

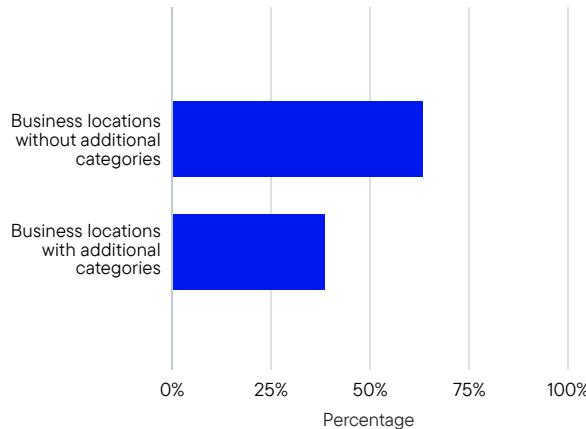


GOOGLE BUSINESS PROFILE OPTIMISATION

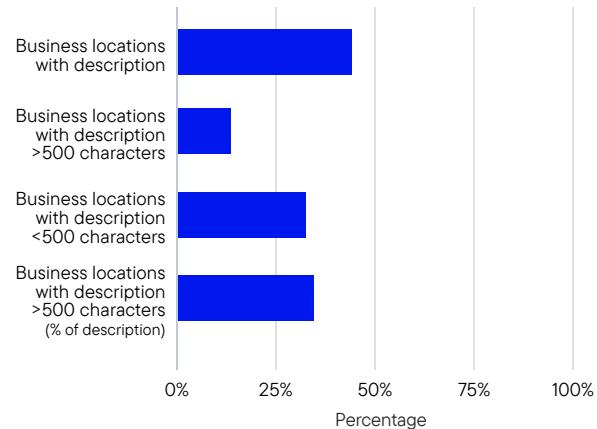
Google Business Profile (GBP) offers many options to optimise your listings. In this section, we'll demonstrate to what extent those opportunities are being exploited.

All business locations

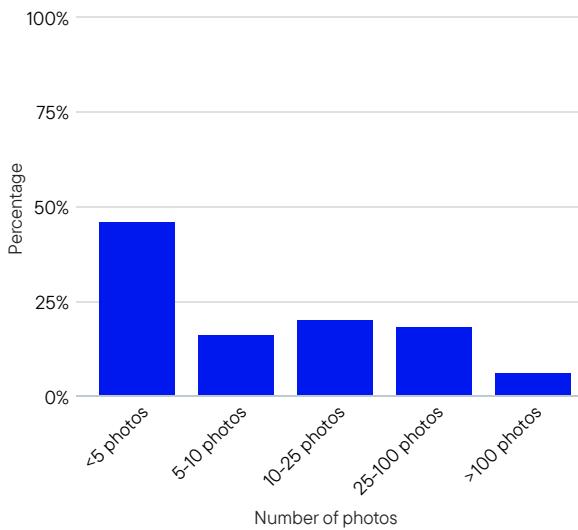
Graph: percentage of additional categories chosen



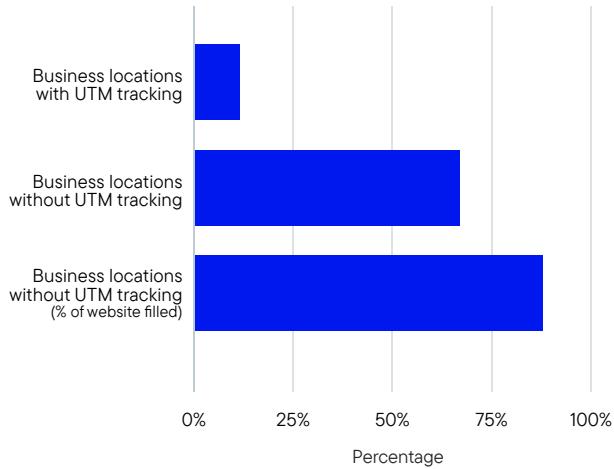
Graph: percentage description completed



Graph: distribution of amount of photos added



Graph: Percentage of UTM tracking added

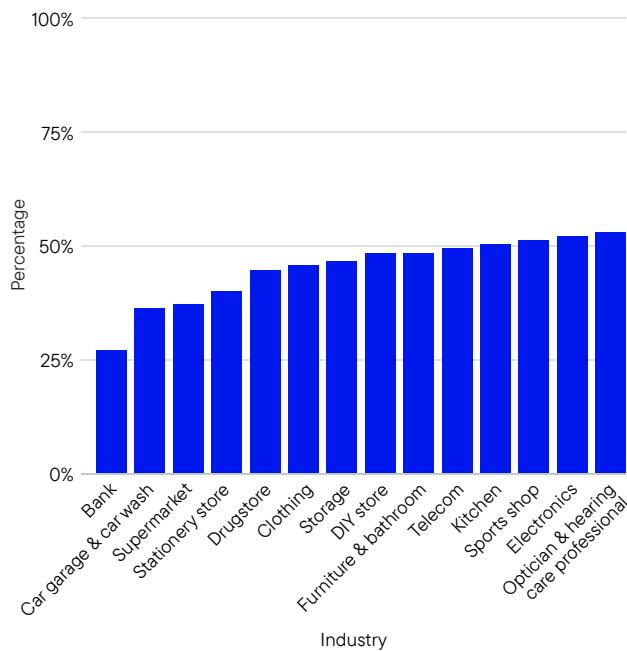


Noteworthy

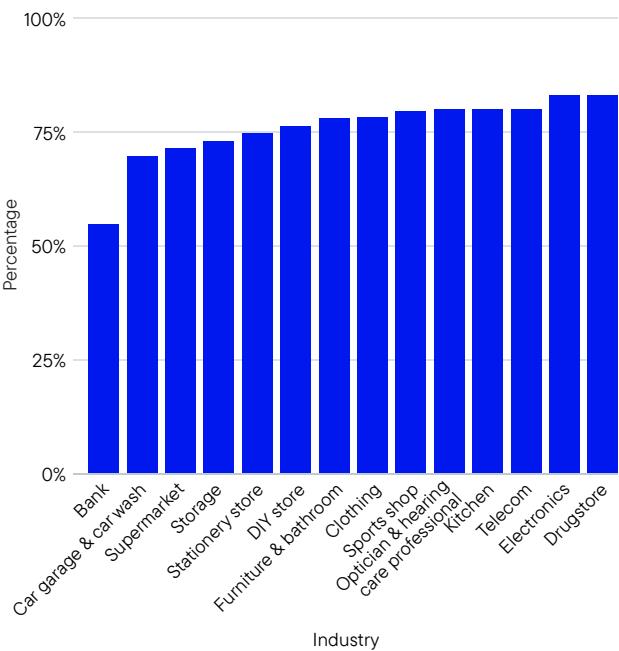
- » Only 37% of the business locations analysed chose additional categories in addition to a main category.
- » 44% have included a description and 31% of the business locations with a description use more than 500 of the maximum 750 characters.
- » 60% added less than 10 photos.
- » Only 13% of business locations with a website link use UTM tracking to measure data in tools like Google Analytics and Google Search Console.
- » 27% of the business locations analysed are unclaimed.
- » 20% has not added opening hours.

Broken down by industry

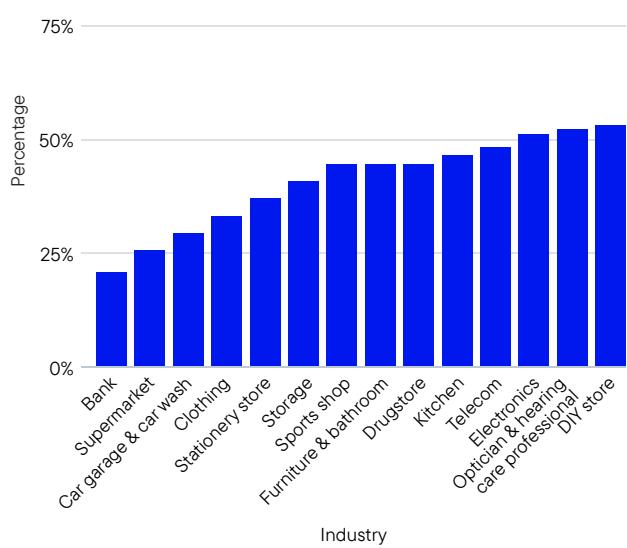
Graph: percentage description added



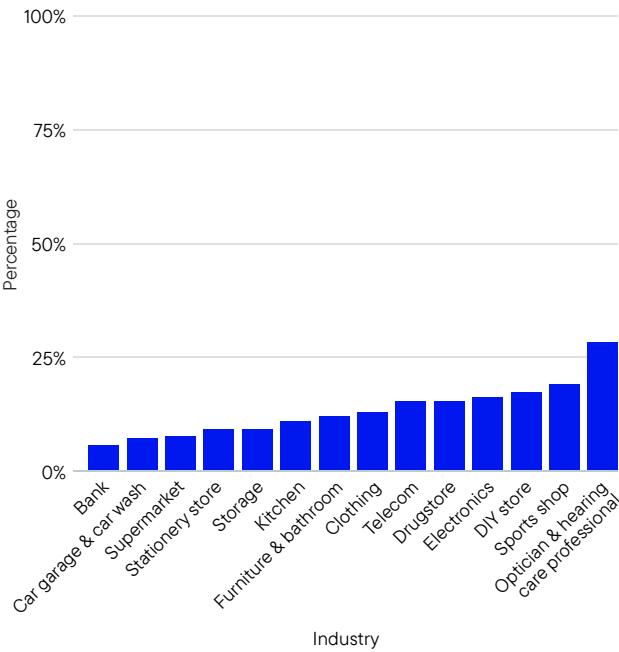
Graph: Google Business Profile listing claimed



Graph: percentage of additional categories chosen



Graph: UTM Tracking Set



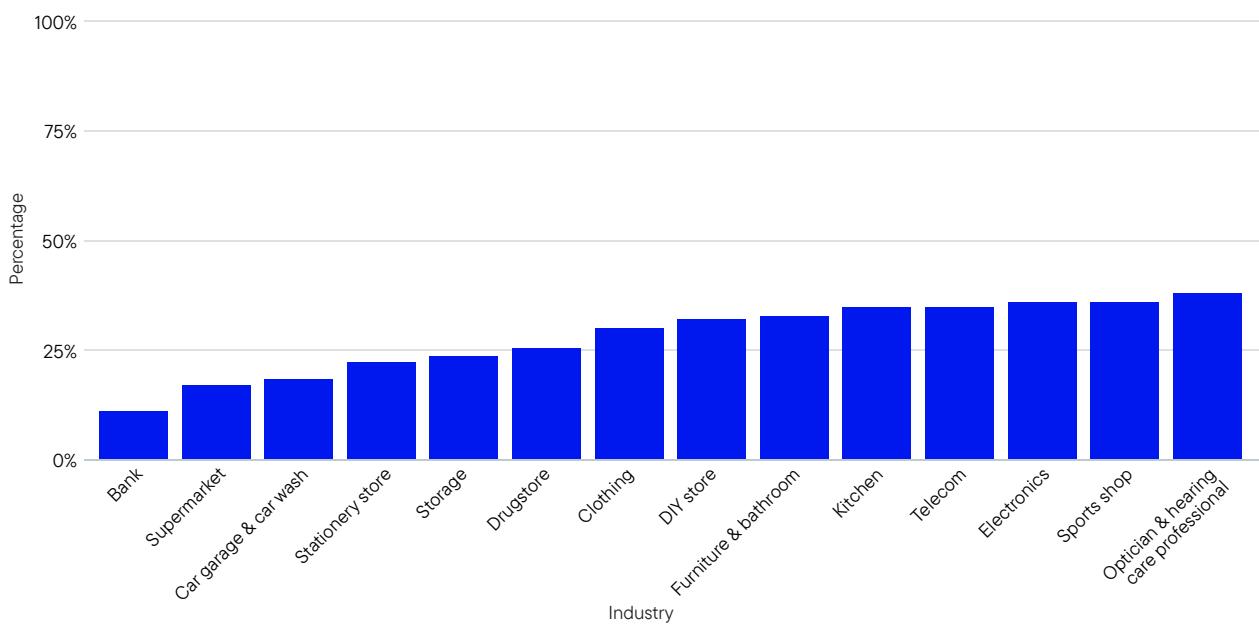
Noteworthy

- » 'Banks' are the least likely to have a description at 30%. 'Opticians & hearing care professionals' do a lot better with 55%.
- » 'Banks' have the least claimed Google Business Profiles at 57%.
- » 'DIY stores' were the most likely to choose additional categories at 55%. 'Banks' (26%) and 'supermarkets' (30%) miss out on the most opportunities in this regard.
- » 'Opticians & hearing care professionals' are the most likely to use UTM tracking at 30%. 'Banks' the least with only 6%.

Google Posts

A Google Post is a short update or announcement that businesses can make through Google Business Profile. For example, they can be used to promote events, share offers, or show new products/services directly in Google Search and Google Maps results.*

Graph: percentage of at least 1 Google Post published, broken down by industry



Noteworthy

- » Only 26% of the business locations analysed have ever posted a Google post.
- » This percentage is highest (40%) for 'optician & hearing care professional'. The percentage is lowest for 'bank' (11%).

* Learn more about Google Posts on the Google Support page on [posts for local businesses](#).

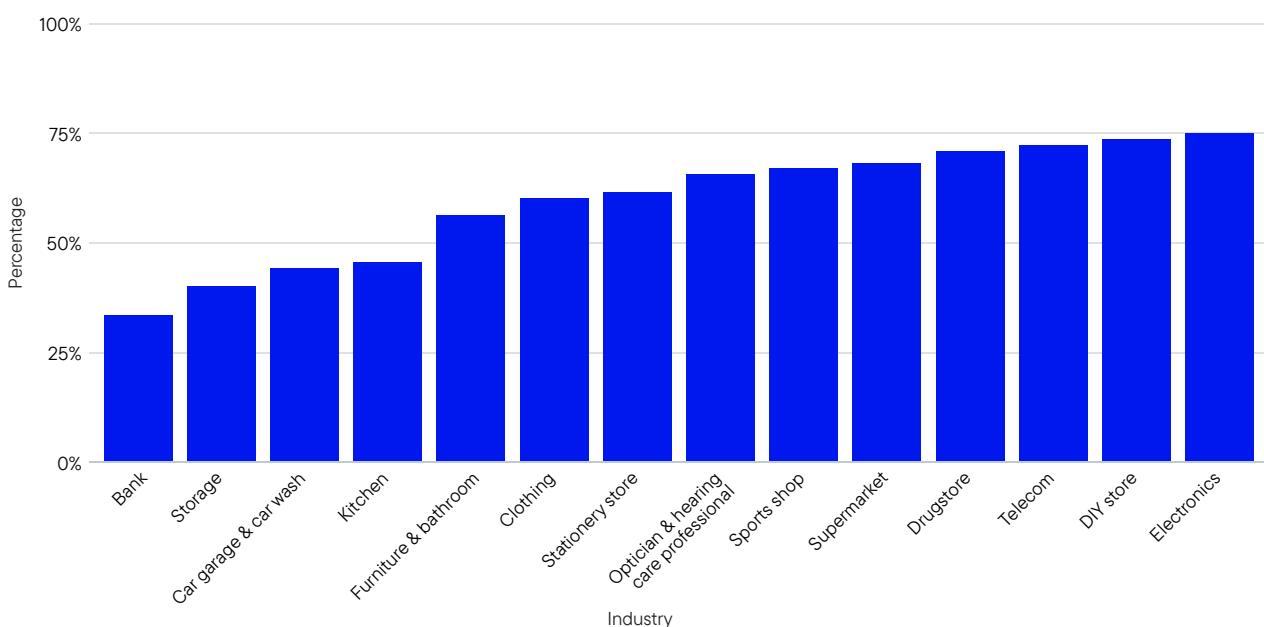
Questions and answers

With the 'Questions and Answers' feature, it is possible to ask a business questions directly in Google and Google Maps. The question asked will be publicly displayed in the business's Google Business Profile.*

Graph: percentage of 'native' frequently asked questions (left) and answer to 'native' questions asked (right)



Graph: Percentage of presence 'natively' asked questions, broken down by industry



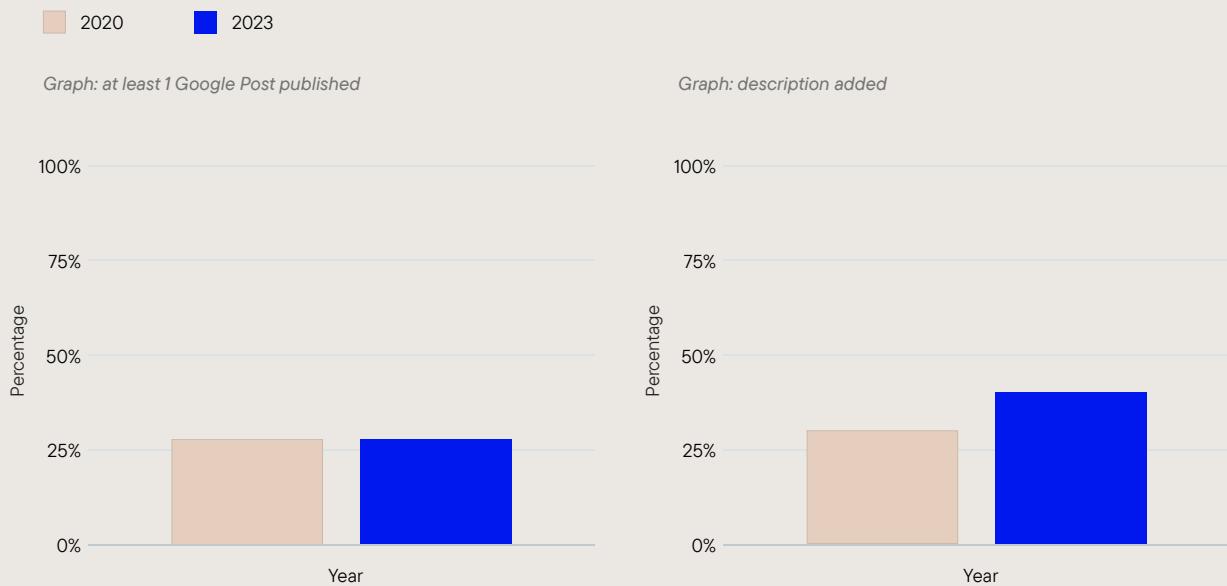
Noteworthy

- » 51% of the analysed business locations have a (native) frequently asked question** on their Google Business Profile.
- » Among the business locations that have such a question, only 37% have answered.
- » In the 'banking' and 'storage' sectors, native questions are uncommon. They occur most often in the 'electronics' and 'DIY stores' sectors.

* More information about the 'Questions and Answers' feature can be found in the Google support article ["Asking and answering questions about a place on Google Maps"](#)

** A 'native FAQ' is immediately visible in the Google Business Profile, even before a visitor clicks through to the complete overview of the questions asked (View all questions).

2023 vs 2020 Benchmark



Noteworthy

- » Similar to the 2020 Benchmark, only 26% of the business locations analysed had at least 1 Google post.
- » Compared to the 2020 Benchmark, there are many more companies that have entered a description in the Google Business Profile.

Reputation management

This section contains some striking results from our analysis of the public review data from the analysed business locations.



Why is Reputation Management important?

Research shows*:

- » 87% of consumers use Google to review local businesses.
- » 76% of consumers "always" or "regularly" read online reviews for local businesses.
- » 38% of consumers expect a local business to have at least an average of 4 stars before considering using it.
- » 87% of consumers would not consider using a business with an average rating of less than 3 stars.
- » 88% of consumers are likely to use a business if they can see that the business owner responds to all reviews, whether positive or negative.
- » 1 in 3 consumers say they won't do business with a business that doesn't respond to their review (Uberall, 2022).

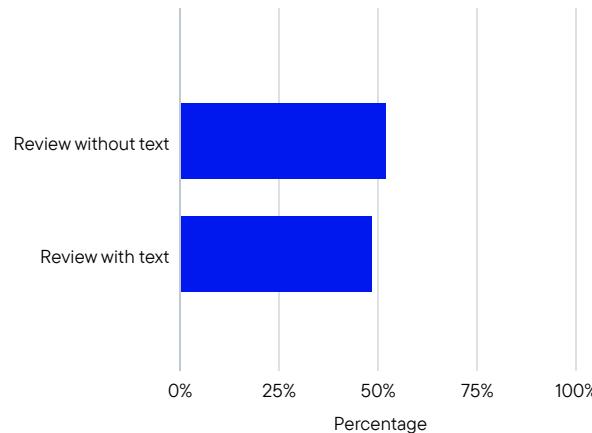
REPUTATION MANAGEMENT

Reputation management is an essential part of a good Local SEO strategy. In this section, we will demonstrate how well the surveyed business locations perform in this area.

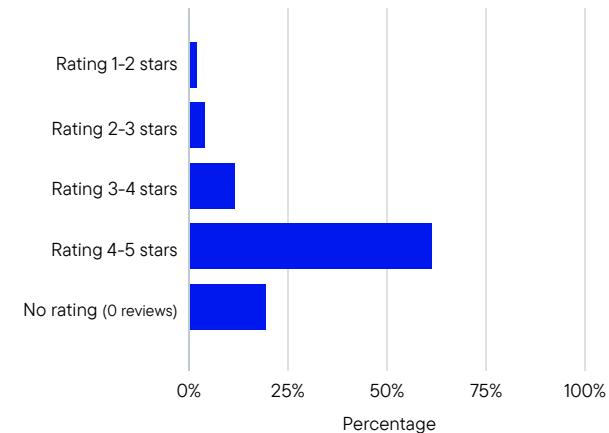
All business locations

A total of 8.6 million Google reviews were analysed for the Benchmark..

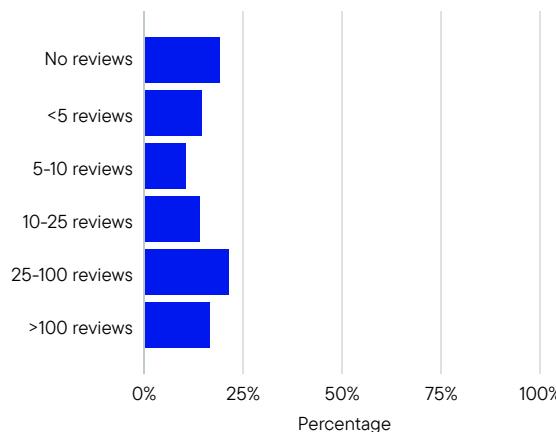
Graph: percentage of reviews with and without text



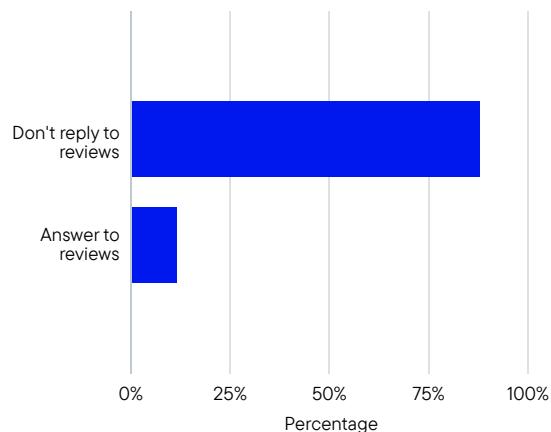
Graph: Google Rating Distribution



Graph: distribution of the number of reviews



Graph: percentage of at least 1 answered review



Noteworthy

- » 52% of the reviews contain no text, only a star rating.
- » 39% of business locations have a rating of less than 4.0 stars or no reviews at all.
- » 46% of business locations have fewer than 10 reviews or no reviews.
- » 88% of reviews with a score of less than 3 get no response.
- » Only 11% of business locations replied to a review at least once.

Tip to collect reviews

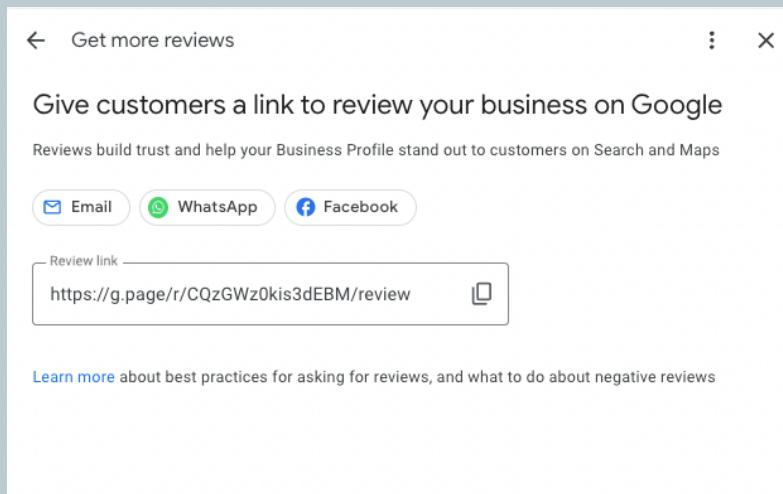
Collect Google reviews effectively by creating a review link for every business location that leads directly to the right screen where customers can leave a review.

For a single business location

Step 1: Log in to your Google Business Profile (google.com/business).

Step 2: Type your business name into Google.

Step 3: Scroll down and click on "Ask for reviews".



For multiple business locations

Step 1: Find the Place ID for all your business locations.*

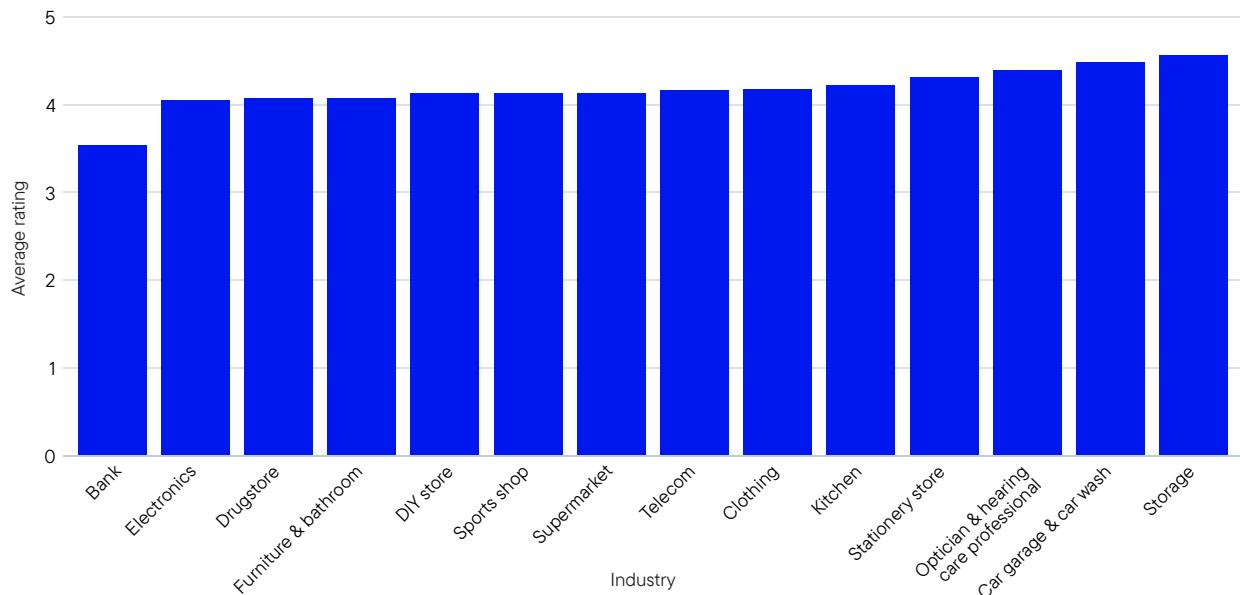
Step 2: Paste the Place ID after this link <https://search.google.com/local/writereview?placeid=>.
(Bv. <https://search.google.com/local/writereview?placeid=ChIJrch1vvILxkcRDMZbPSSKzd0>)

You can then share the review link(s) with your customers — for example, in the following ways:

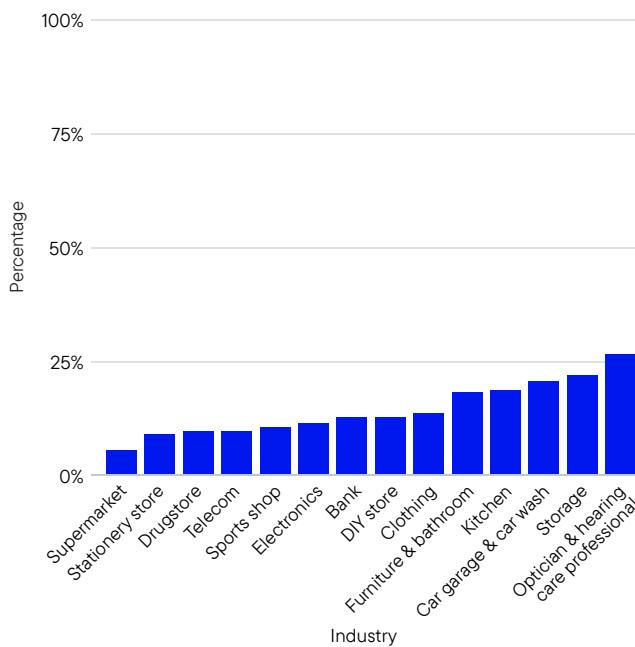
- » Create a QR code that leads to the review link and place it on a poster or flyer in your store or put it on the receipt or a card you give after a completed purchase.
- » Send the link via email.
- » Create a review page on your website where you include the review link.

Broken down by industry

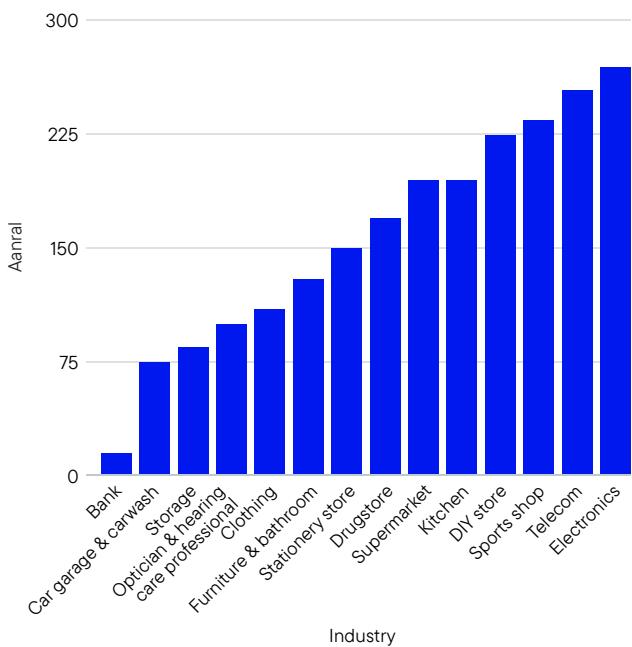
Graph: Average rating by industry



Graph: percentage of at least 1 answered review per industry



Graph: average number of reviews per business location per industry



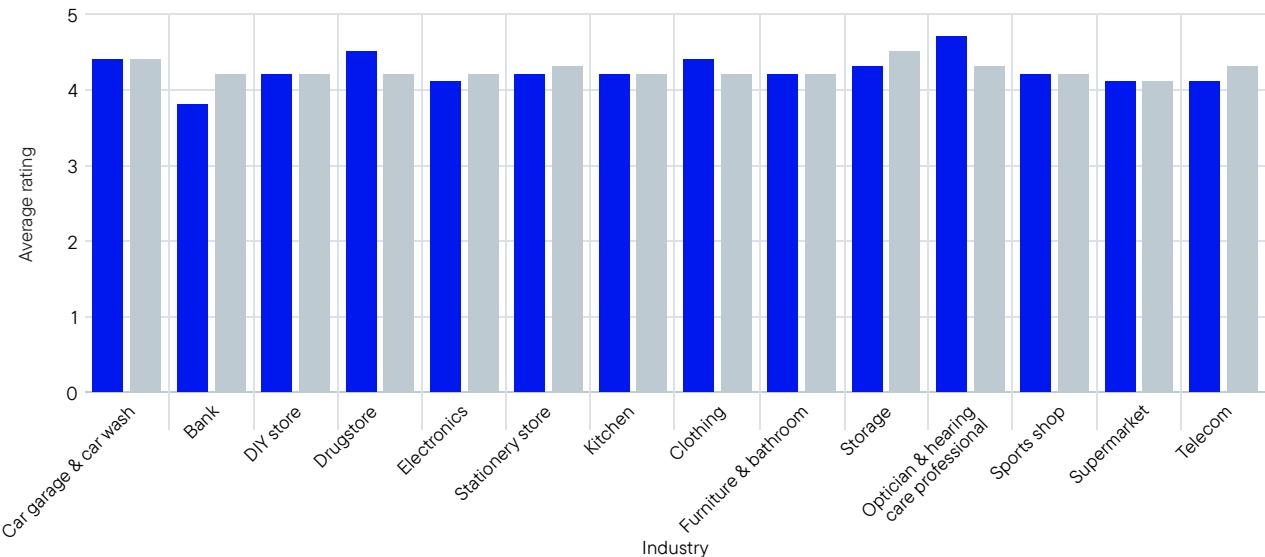
Noteworthy

- » On average, companies in the 'storage' (4.5) and 'car garage & car wash' industries (4.3) have the highest ratings. Within 'bank' by far the lowest (3.6).
- » Replies to reviews: Companies within 'optician & hearing care professional' (28%) and 'storage' (24%) are the most likely to reply to reviews. Within 'supermarket' (6%) and 'stationery store' (10%) the least.
- » The average number of reviews by business location is highest in the industries 'kitchen', 'furniture & bathroom' and 'electronics', and lowest in 'bank', 'car garage & car wash' and 'supermarket'.

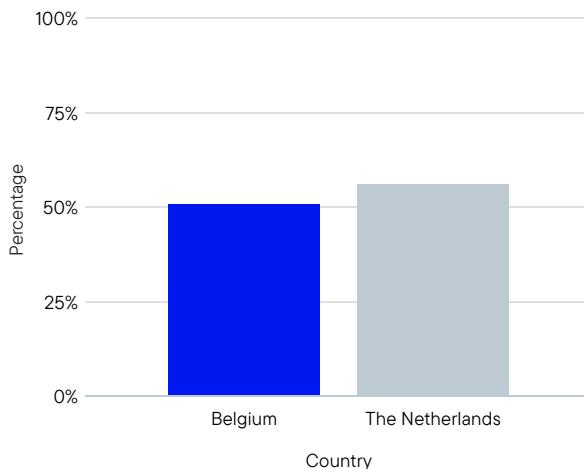
The Netherlands vs. Belgium

█ Belgium █ The Netherlands

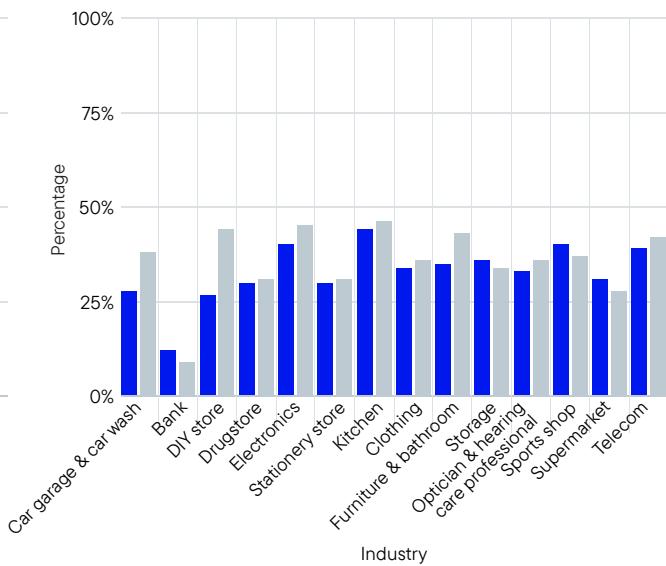
Graph: Average rating, broken down by industry and country



Graph: percentage of more than 10 reviews per country



Graph: at least 1 answered review per country

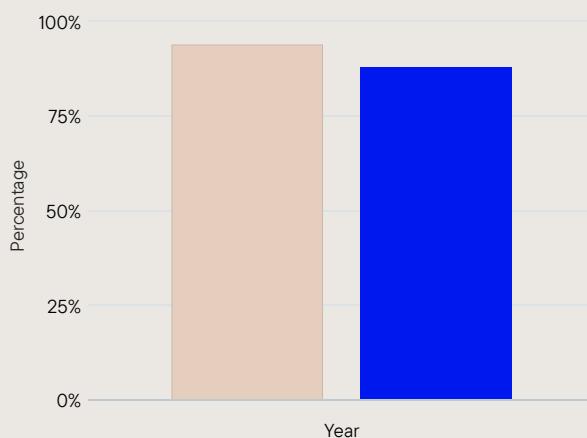


Noteworthy

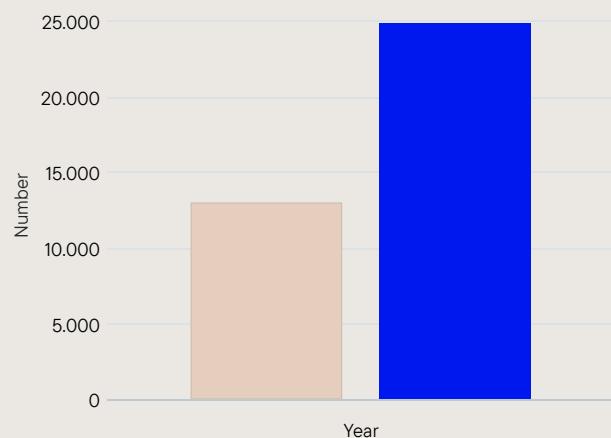
- » The differences between the Netherlands and Belgium are generally small. The largest differences between the Netherlands and Belgium, in terms of average rating, are found in companies within the industries 'bank' (3.8 for BE, 4.2 for NL), 'optician & hearing specialist' (4.7 for BE, 4.3 for NL) and 'drugstore' (4.5 for BE, 4.2 for NL).
- » In Belgium, 49% of business locations have more than 10 reviews, in the Netherlands this applies to 56%.
- » In 10 of the 14 industries in the Netherlands, businesses respond to reviews more often.

2023 vs 2020 Benchmark

Graph: comparison percentage does not reply to reviews



Graph: Highest number of reviews seen at a business location



Noteworthy

- » The percentage of business locations that do not respond to reviews has decreased slightly compared to 2020. In the 2020 Benchmark this was 92%, in the 2023 Benchmark it was 88%.
- » The highest number of reviews at business locations is significantly higher in the 2023 Benchmark (24,866) than in the 2020 Benchmark (13,331).

Conclusion

The conclusion of the 2023 Benchmark is similar to the conclusion we drew in the 2020 Benchmark: **there is still a lot to be gained in all areas in terms of Local SEO for both Dutch and Belgian retail chains.**

Because although the optimisation scores in 2023 are on average higher than in the 2020 Benchmark, more than 50% of the business locations surveyed have not or have only been slightly optimised.

On average, Dutch companies are doing slightly better than Belgian companies, but the differences are small. In both countries, there is still a lot to be gained in terms of Local SEO.

Basic Local SEO optimisations are still inadequately applied — just think of choosing additional categories in the Google Business Profile and adding opening hours and photos.

There are many optimisation opportunities in all the industries we surveyed. By far the most gains can be made in the 'bank', 'supermarket' and 'car garage & car wash' sectors.

Only 26% of business locations have ever posted a Google Post. So, the vast majority are not taking advantage of this free advertising opportunity.

There is also a lot of room for improvement in terms of reputation management. Consumers actively use local listings to leave feedback and ask questions. Yet there is very little response to their reviews and questions.

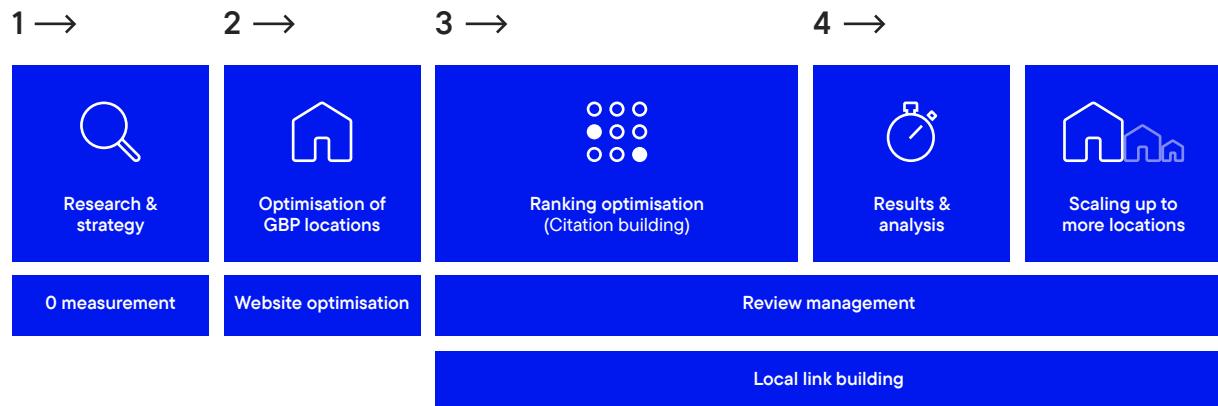
How to integrate Local SEO into your organisation

For large organisations, it is often clear that there are opportunities to improve online visibility, authority, store visits, and in-store sales with Local SEO. **In most cases, however, there is a lack of a clear process to work on this effectively, or there are organisational or technical obstacles.**

Because of our experience with Local SEO projects at home and abroad, for companies with multiple locations, we know what it takes to successfully roll it out Local SEO in larger organisations.

Based on the insights and experience we have gained; we have developed a clear process.

Local SEO process



Want to know how your organisation is performing in terms of Local SEO?

- » Find out how your organisation is doing with a Local SEO Opportunity Scan.
- » A 1-on-1 meeting to discuss the opportunities.
- » Advice for a targeted Local SEO strategy.

[Request a free Local SEO Opportunity scan →](#)



Our portfolio of collaborations with Local SEO



This is what our clients say:



Recently we started a Local Search project. Solid foundations were already in place, but together with iO we started a pilot to become more visible locally with locations in six focus areas. We are very happy with the expertise, insights and instantly actionable advice we received. We will roll the Local Search project out to all our locations in the coming months.



JANINE POEL
SEO SPECIALIST



ROBERTO DE FOST
MARKETING MANAGER



Thanks to our focus on local SEO and our partnership with iO, we are now much more accessible to people struggling with addiction. Local SEO allows us to assist clients in finding the right addiction treatment in their immediate area, providing a better chance of recovery.



Save time with SEO data automation

Work with your own first party SEO data, spend less time on boring, repetitive tasks and make your SEO team 10x more efficient.

The dashboard features a 'Statistics' section with a chart titled 'Cumulative rows' showing data collection over a month. Below this is a table of 'Spaces' with columns for Name, Data destination, # of projects, Keywords, Status, and Last activity.

Name	Data destination	# of projects	Keywords	Status	Last activity
Estonia	client12-big-query	3	1,243	Active	25-08-2013
France	client12-big-query	14	6,344	Active	25-08-2013
Germany	client12-big-query	12	5,982	Active	25-08-2013

For Enterprise and Agencies

What we offer

Data Solutions

We equip SEO professionals with innovative data tools designed to support your data journey.

Market Insights

We provide free insights in the Dutch market via our SERP monitor.

Sharing Knowledge

We foster a dynamic learning environment with a range of resources to inspire innovation.

Data Consulting

We utilize our distinct, in-house developed data maturity model to help SEO teams.

About iO

iO is a *blended agency*. We break down the walls between the worlds of agencies, technology, and consultancy. And that requires a new way of working together.

On our campuses, we combine and blend all our expertise – strategy, creativity, content, marketing, technology, and data.

This results in a new way of working together. In doing so, we help you to sustainably shape and improve your entire brand experience from start to finish.

And: what kind of *blend* does your organization need? Let us join forces.

It's all about the right mix

By bringing together our talents in strategy, creation, content, marketing, and technology, we help our clients find answers to their challenges. We are more than just a

supplier. We actively work with you and your ecosystem and share your ambitions for your brand. Why work with us?

- » Diverse enough to cover your needs.
- » Close enough to work together intensively.
- » Accessible enough for special expertise.
- » Hands-on enough to get things done.
- » Experienced enough to take on complex challenges.

[Let's talk →](#)



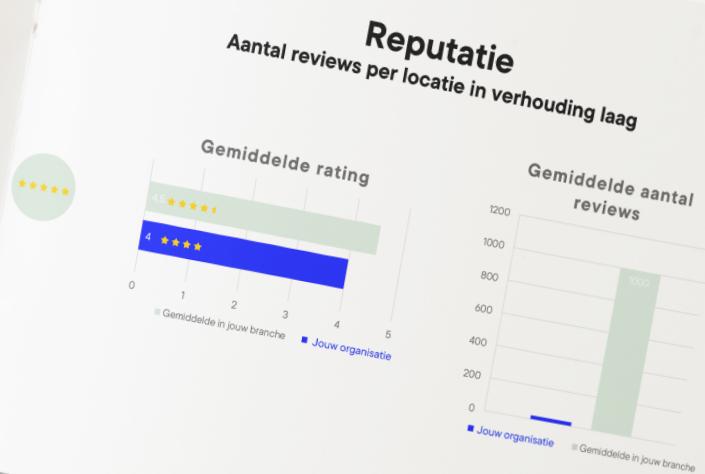
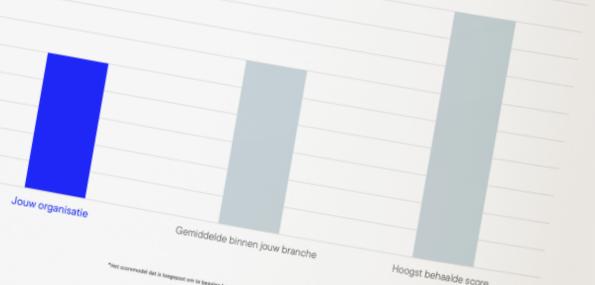


De Local SEO Opportunity Scan voor:

Organisatie

• audien

Totale optimalisatiescore
Er is nog genoeg te winnen op gebied van Local SEO



Curious about where your Local SEO opportunities lie?

- » Insight into how well you have the Local SEO basics in order
 - » Your score compared to the rest of your industry
 - » Concrete areas for improvement to work on

Request a free Local SEO Opportunity scan →