

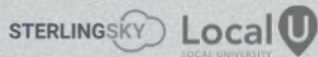


Near Me or Near Miss

Winning the Local SEO Content Game

Carrie Hill

Local SEO Analyst
Community Manager



carrie@sterlingsky.ca

Once you start to type, autocomplete predictions reflect real searches that have been done on Google. To determine what predictions to show, our systems look for common queries that match what someone starts to enter into the search box but also consider:

- The language of the query
- The location a query is coming from
- Trending interest in a query
- Your past searches

These factors allow autocomplete to show the most helpful predictions that are unique to a particular location or time, such as for breaking news events.

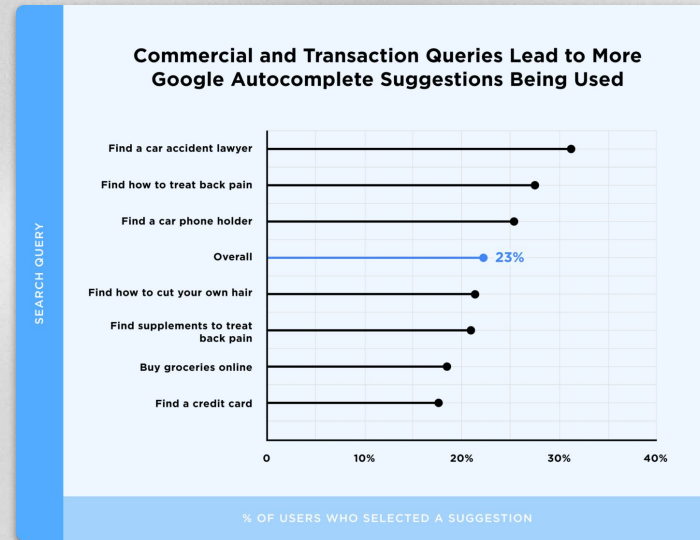
In addition to full search predictions, Autocomplete may also predict individual words and phrases that are based on both real searches as well as word patterns found across the web.

Finally, signed in users may also see other time saving features related to Autocomplete, including:

- A history of their past searches
- Personalized predictions based on their activity on Google

source: <https://support.google.com/websearch/answer/7368877>

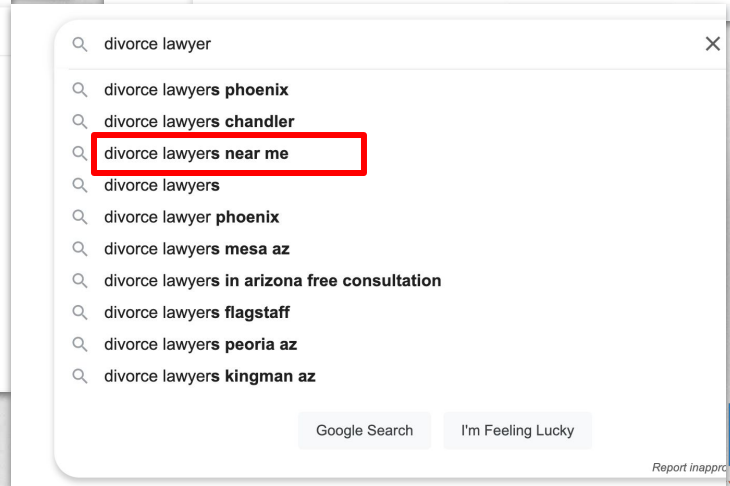
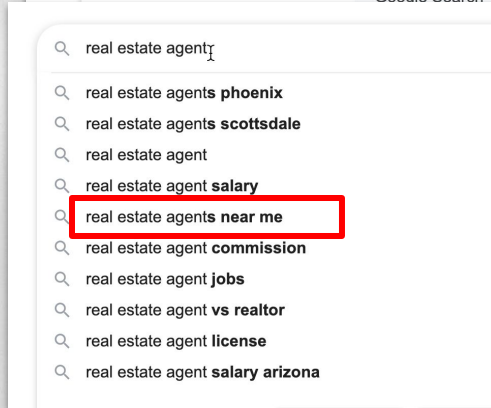
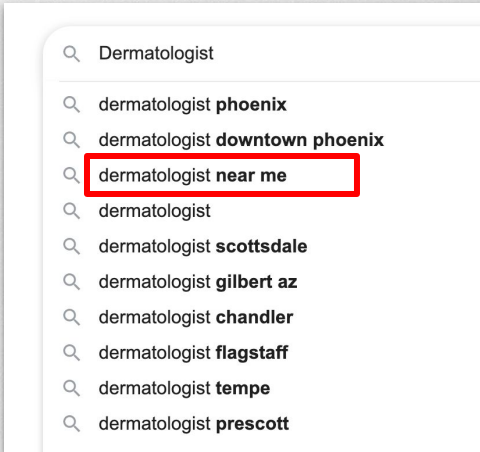
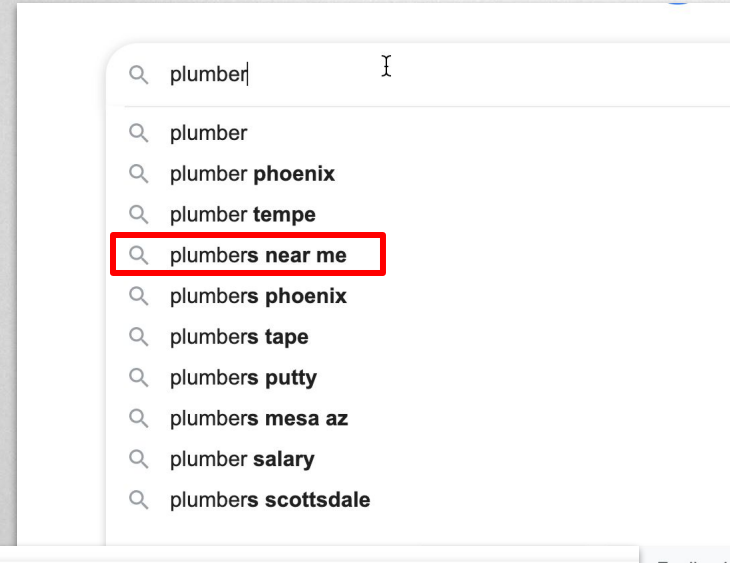
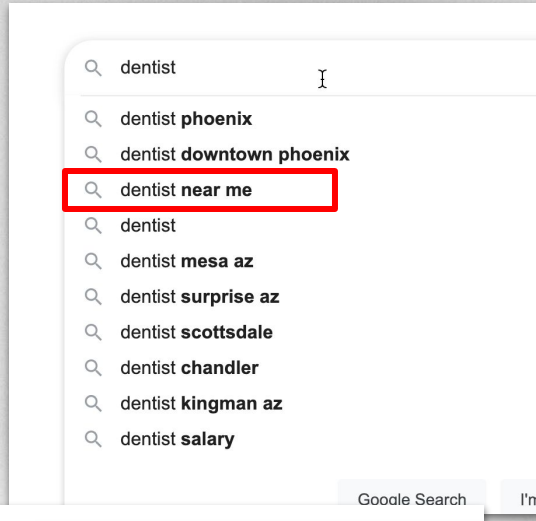
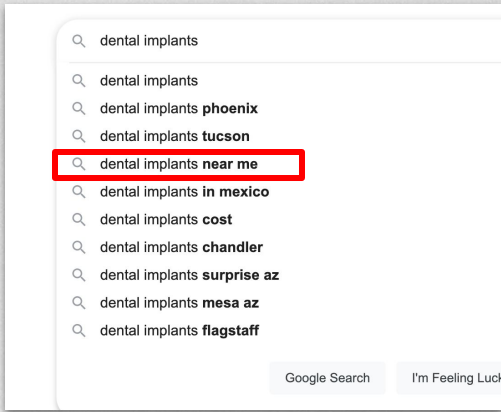
Google searchers use one of Google's autocomplete suggestions 23% of the time. People that search for informational and local searches tended to click on an autocomplete suggestion more often than those searching with commercial queries.



source: <https://backlinko.com/google-user-behavior>

3. **Only 9% of Google searchers make it to the bottom of the first page of the search results.**

source: <https://backlinko.com/google-user-behavior>



Q abogado de accidente|

- Q abogado de accidentes **de carro**
- Q abogado de accidentes **de trabajo**
- Q abogado de accidentes
- Q abogado de accidente **de auto**
- Q abogado de accidente **laboral**
- Q abogado de accidentes **near me**
- Q abogado de accidente **cerca de mi**
- Q abogado de accidentes **de transito**
- Q abogado de accidente **en el trabajo**
- Q abogado de accidente **de trabajo cerca de mi**

Google Search

I'm Feeling Lucky

Q fontanero

- Q fontanero
- Q fontanero **en ingles**
- Q fontanero **significado**
- Q fontanero **in english**
- Q fontanero **que es**
- Q fontanero **meaning in english**
- Q fontanero **en españa**
- Q fontanero **cerca de mi**



fontanero primary care
UCHealth Primary Care - Fontanero · 320 E Fontanero St Suite 100, Colorado Springs, CO

Q fontanero **font**

Google Search

I'm Feeling Lucky

Q plomb| I

- Q plombier
- Q **plombier autour de moi**
- Q plombier **salaire**
- Q plomberie
- Q plomb
- Q plombier



Plomberie Fortin - Plombier résidentiel et commercial - Québec et Lévis
Plombier · Québec, QC, Canada

#localu

garage door repair near me



A1 Garage Door Service

<https://a1garage.com> > ... > Arizona > Phoenix

BEST Garage Door Repair Near You in Phoenix

A1 Garage Door Service offers 24/7 emergency repairs. Our local experts guarantee swift resolution for your garage door issues, day or night.



Parker Garage Doors

<https://parkerdoorsaz.com>

Best Garage Door Repair Phoenix, AZ | 24 Hour Service ...

Parker Garage Doors is a family owned and operated Phoenix garage door company that has been servicing Arizona residents for over 20 years.



Local Garage Doors

<https://localgaragedoors.co> > Locations

Garage Door Repair Near You - Phoenix AZ

Local Garage Doors offers expert Garage Door Repair, Maintenance & Installation in Phoenix AZ. Book now at 866-337-1631 or online!



phoeniciangaragedoorandrepair.com

<https://www.phoeniciangaragedoorandrepair.com>

Phoenician Garage Doors Inc.: Garage Door Installation ...

Contact us today at (602) 610-0112 for 24/7 same day service. One of our factory trained technicians will arrive at your home, diagnose the problem within ...



Goody Garage Doors

<https://goodygaragedoors.com> > garage-door-repair

Garage Door Repair in Phoenix, AZ

We provide high-quality Phoenix garage door repair services. Give us a call today for your repair needs in Phoenix. Same day service - Call (480) 576-5435!



overheaddoorcentralarizona.com

<https://overheaddoorcentralarizona.com>

Garage Door Repair & Installation | Phoenix & Tempe ...

Phoenix and Tempe's leader in residential garage doors, repair and replacement. Overhead Door Company of Central Arizona™ is the premier full-service garage ...

#localu

Is Google Smart Enough To Figure It Out?

Search type: Web Date: Last 16 months Query: +near me X + New

Last updated: 10 hours ago

Total clicks

89

Total impressions

383K

Average CTR

0%

Average position

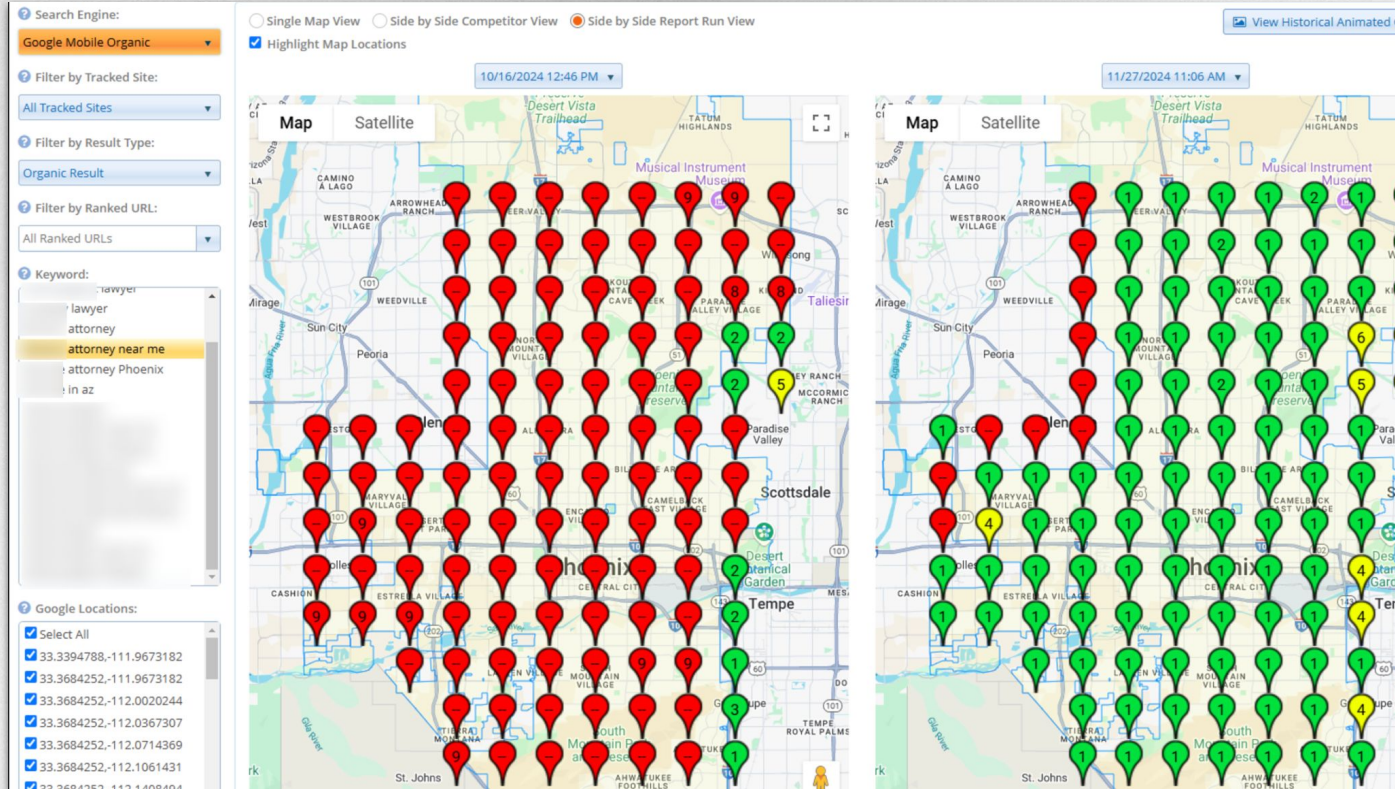
43.2

Chart totals and table results might be partial when filters are applied. [Learn more](#)

Month SEO started



#localu



#localu

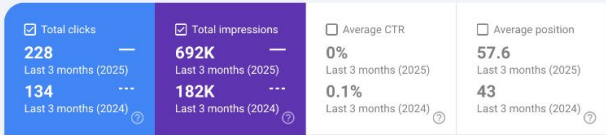
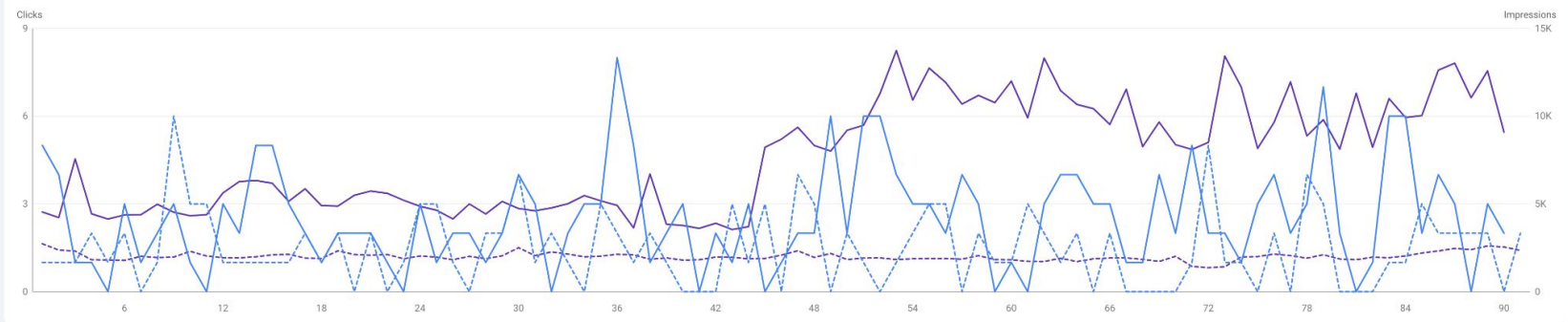
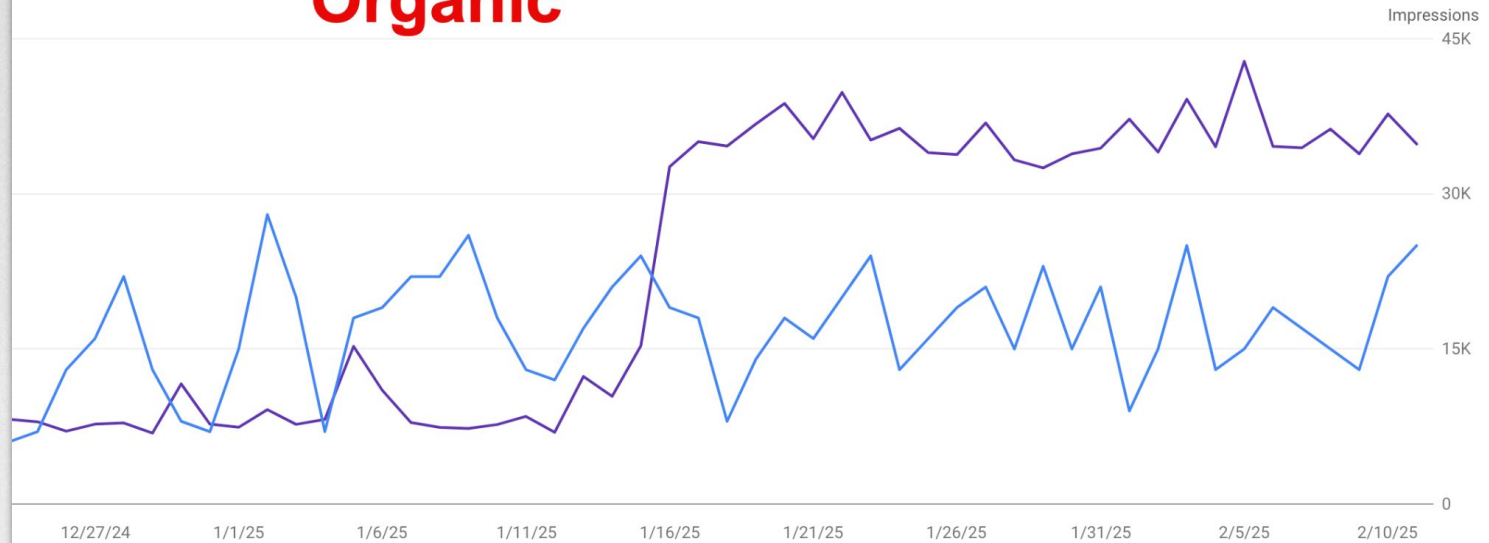
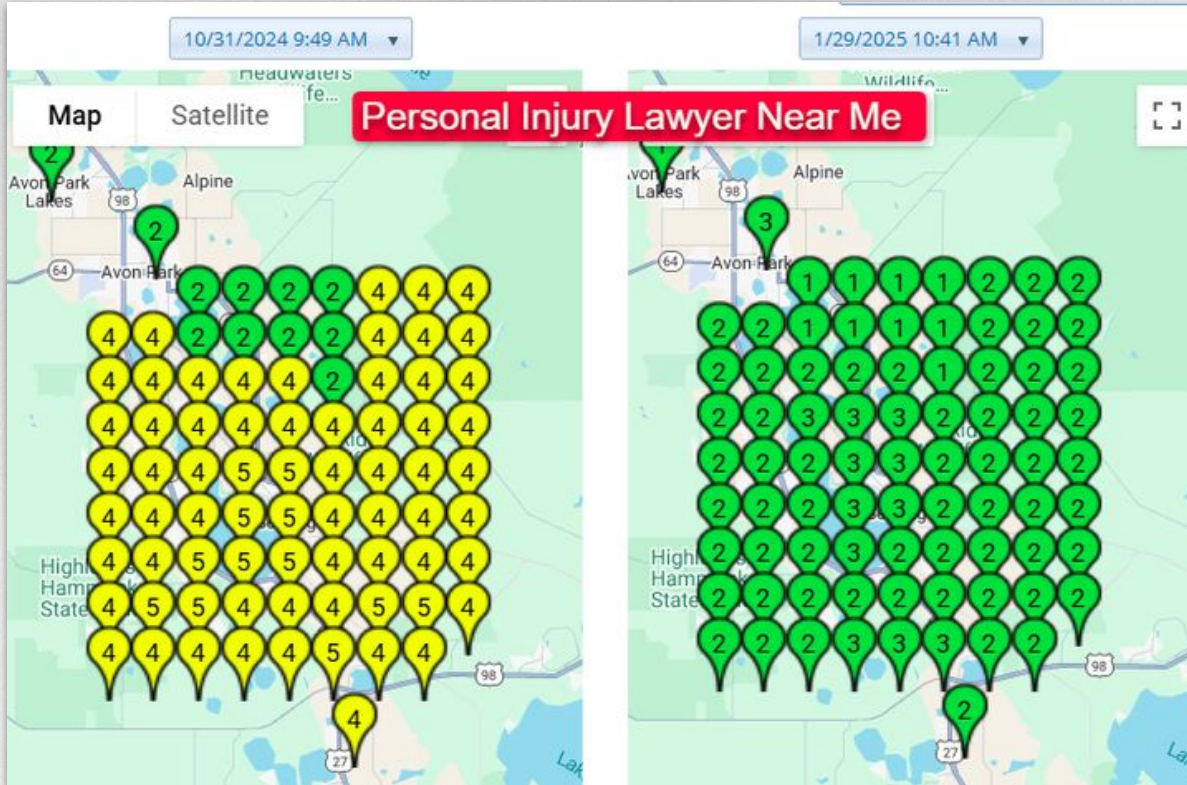


Chart totals and table results might be partial when filters are applied. [Learn more](#)



Organic





☒ Total clicks

13

Last 28 days (2025)

2

Last 28 days (2024)

☒ Total impressions

2.59K

Last 28 days (2025)

1.66K

Last 28 days (2024)

☐ Average CTR

0.5%

Last 28 days (2025)

0.1%

Last 28 days (2024)

☐ Average position

16.6

Last 28 days (2025)

54

Last 28 days (2024)

 Chart totals and table results might be partial when filters are applied. [Learn more](#)

Clicks

3

2

1

0

2

4

6

8

10

12

14

16

18

20

22

24

26

28

Impressions

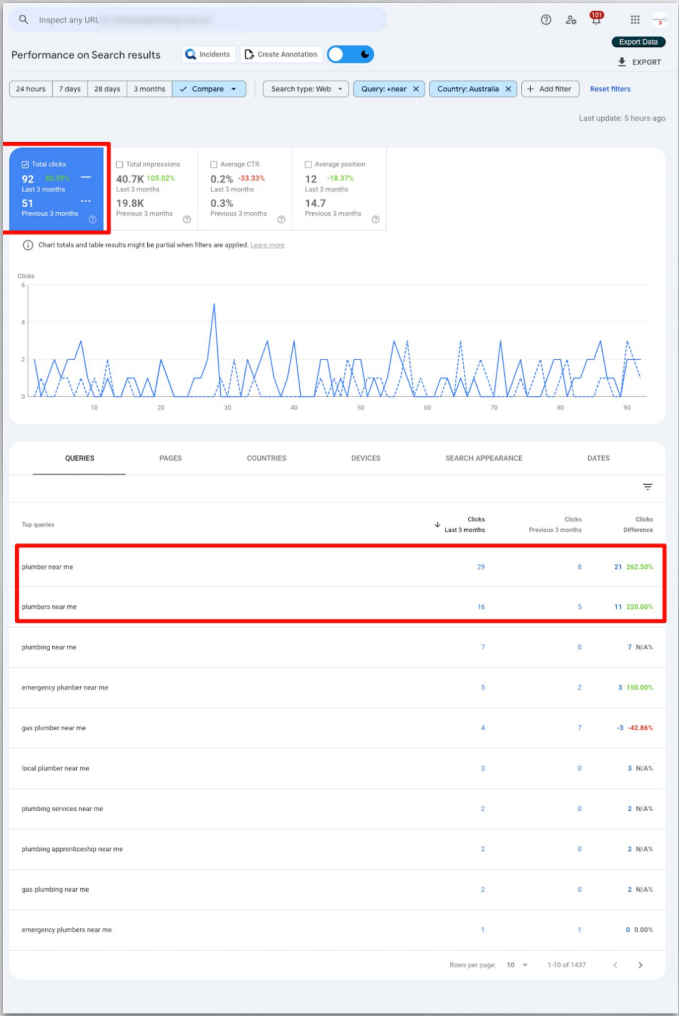
375

250

125

0

#localu



☒ Total clicks	☒ Total impressions	☐ Average CTR	☐ Average position
3	9.04K	0%	52.7
Last 3 months	Last 3 months	Last 3 months	Last 3 months
0	7.65K	0%	57.5
Previous 3 months	Previous 3 months	Previous 3 months	Previous 3 months

Chart totals and table results might be partial when filters are applied. [Learn more](#)





Change in top queries for your site

To owner of <https://www.sterlingsky.ca/>,

Search Console has identified a recent change in the top queries leading to your site from Google Search. We thought that you might be interested to know about these changes.

Here is how some of your top queries performed in the week of Jan 27, 2025 to Feb 2, 2025:

- **Query:** [plumber near me](#)
 - **#1 query** on your site
 - **26,821** impressions
 - **6.77%** of total site impressions, more than the **0%** it got in the previous weeks.

Explore more of your site's performance on Search by following the link below.

Explore my performance

Search Engine:
 Google Mobile Maps

Filter by Tracked Site:
 All Tracked Sites

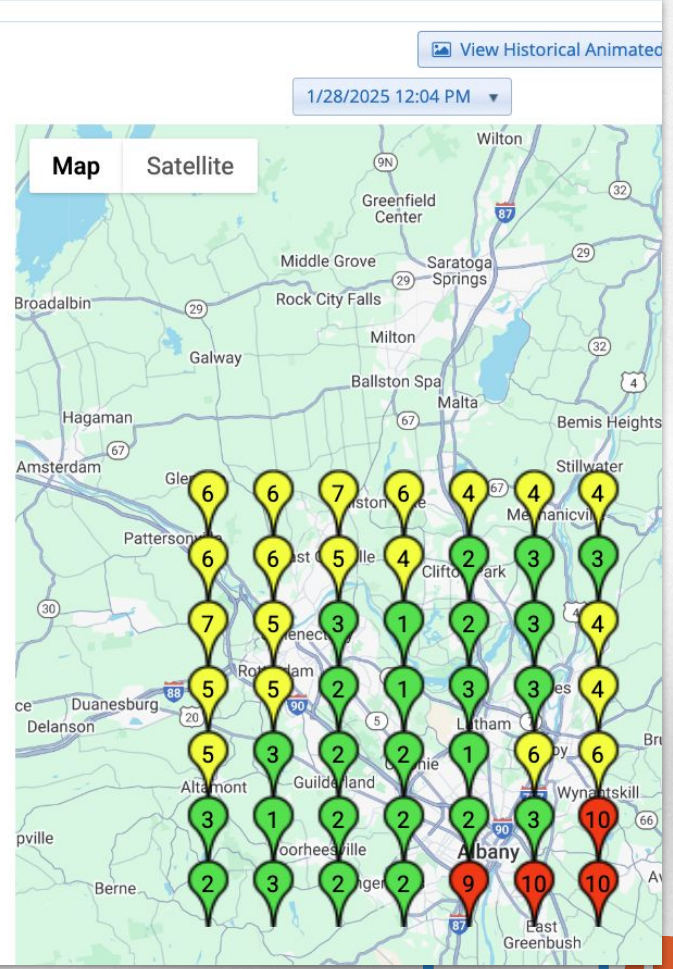
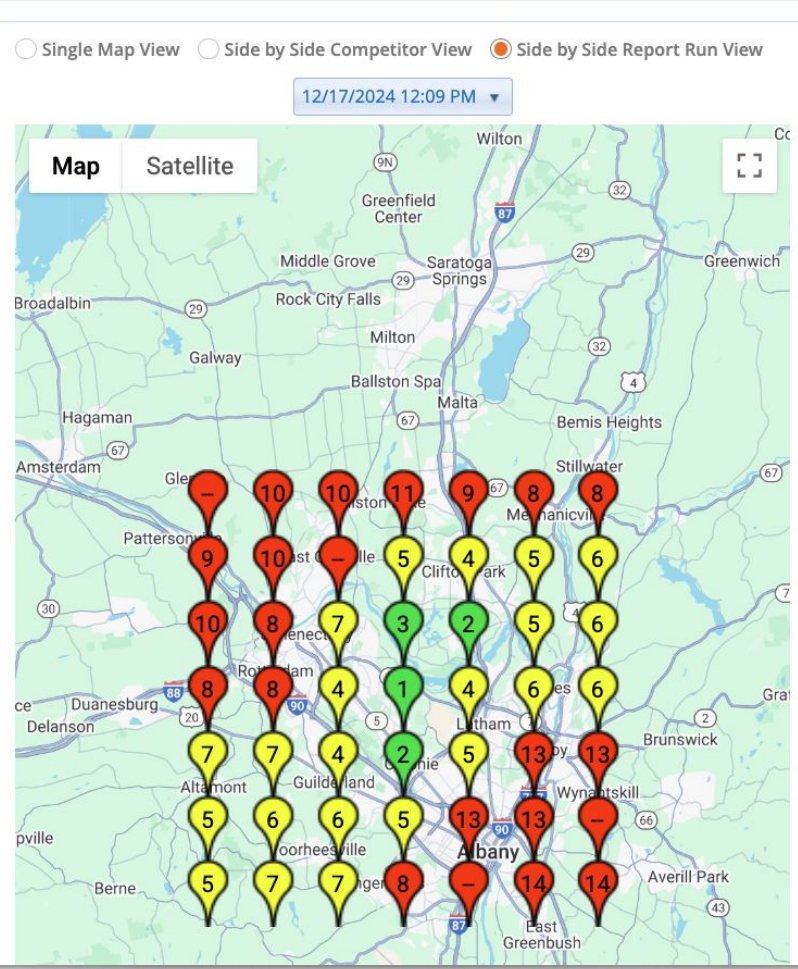
Filter by Ranked URL:
 All Ranked URLs

Keyword:
 exterminator

ator Albany
 ator near me
 rol
 rol Albany
 rol near me
 rol services

Google Locations:

- ☒ Select All
- ☒ 42.5931126,-73.6449415
- ☒ 42.5931126,-73.7106271
- ☒ 42.5931126,-73.7763126



#localu

Tactics to Include

Near Me | Near You | Nearby

Use "Near Me" in Header Tags (H1, H2)

BEST Dentist Near Miami - Emergency Dentist Near You

Thinking About Filing For A Divorce? Talk To A Memphis Divorce Attorney Near You

Myrtle Beach Car Accident Lawyer Near You - Insurance Lawyer Myrtle Beach, SC - Auto Accident Attorney

Incorporate "Near Me|Near|Nearby" in Body Content

length and height standards with which trucking companies must comply. Because of the disparity in the weight and size of large trucks and passenger vehicles, accidents involving large trucks are much likelier to cause **serious injuries and deaths** than other types of accidents. If you are injured in a **truck accident in Myrtle Beach or a nearby city**, you will need the help of an experienced truck accident lawyer.

In 2017 alone, the **Federal Motor Carrier Safety Administration** reports that 450,000 large truck

Optimize URLs with "Near Me" Phrases

<https://www.domain.com/criminal-defense-attorney-cottonwood-az-criminal-lawyer-near-you>

Ugly? Yes.

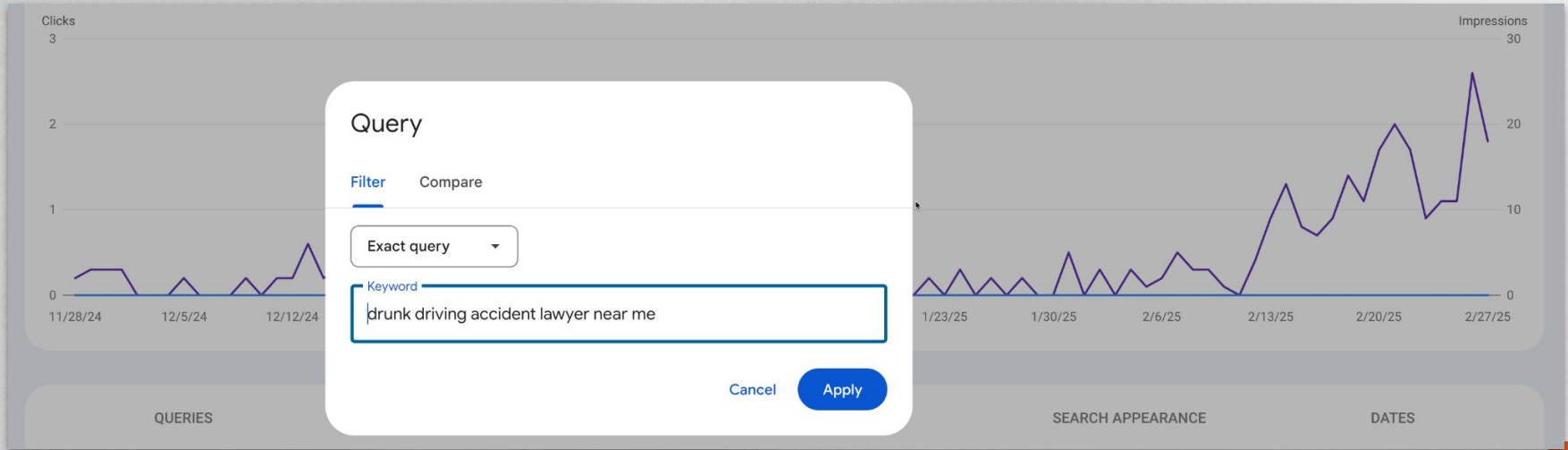
Works? Yes.

URLs that contain terms similar to a keyword have **a 45% higher click-through rate** compared to URLs that don't contain a keyword.

<https://backlinko.com/google-ctr-stats>

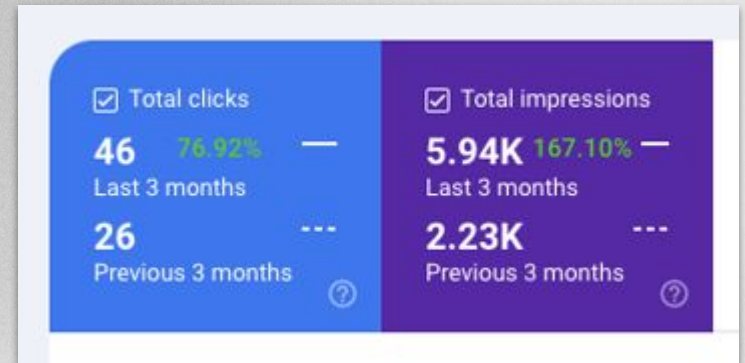
Utilize "Near Me" in Anchor Text for Internal Links

[records request](#)“, or speak to a [nearby drunk driver accident attorney](#), we are here to help answer this and any other questions that come up along the way. We have the



Utilize "Near Me" in Anchor Text for External Links

- senior care near me - #2
 - Up from #5 in November
- home care - #1
 - not in top 10 in November
- home care [REDACTED] - #1
 - Up from #6 in November
- senior care [REDACTED] - #6
 - Up from #10 in November
- home care near me - #2
 - Up from #7 in November



Incorporating Near Me Is A Great Job For AI

Utilize this prompt to incorporate “Near You|Me” Into a Paragraph of Content:

”

Take this paragraph of content and incorporate the phrase “{service/product} near you” naturally and seamlessly. No hyperbole.

{paste in paragraph where you want the phrase to appear}

Why Are SEOs Ignoring The Connection Between Local & Organic?

#localu



Joy Hawkins @JoyanneHawkins · Jan 29



Did you know you can rank for "near me" searches on Google with a simple tactic?



Add "near you" or "near me" to your titles, headers, and URLs.



It's helped businesses boost organic rankings & traffic!

Learn why it works and how to use it effectively.



Show more



5



3



28



2.1K



[Redacted] Jan 30



But why do that? Why not just use a GBP and boost it



1



5



26



Joy Hawkins @JoyanneHawkins · Jan 30



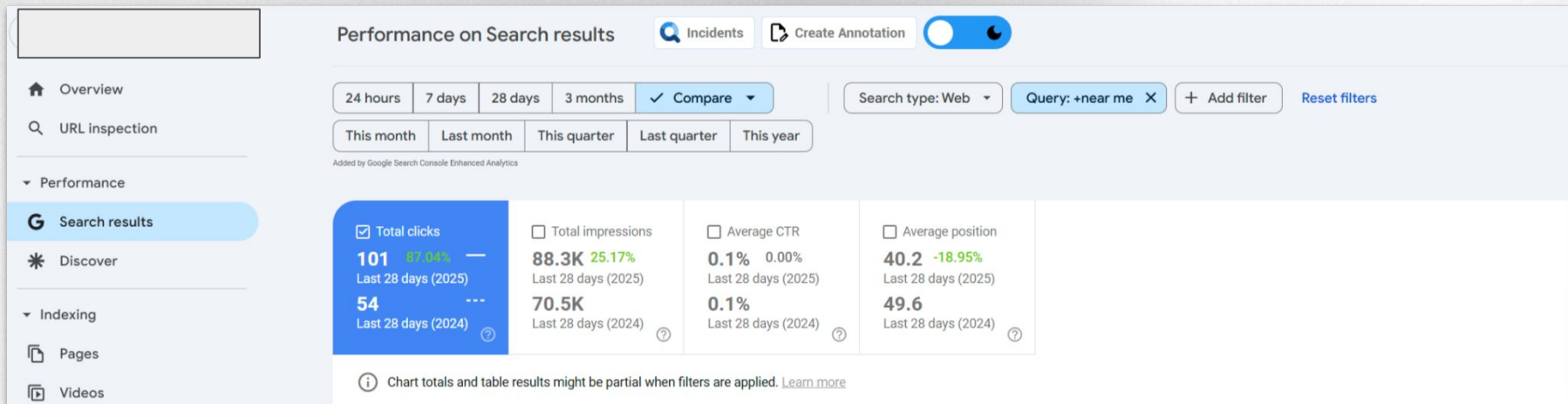
I want to rank in both sections - they both send traffic.



27



#localu

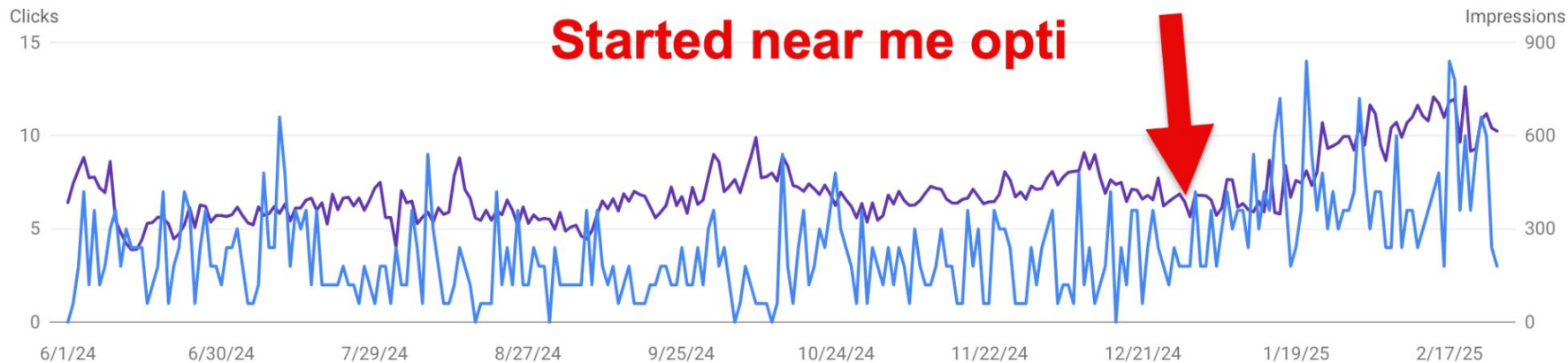


How To Overcome The Naysayers

#localu

test. it.

[Case 1] Property Management Company



[Case 2]

Foundation Repair Company

Overview

URL inspection

Performance

Search results

Discover

Indexing

Pages

Videos

#localu

Performance on Search results



24 hours 7 days 28 days 3 months **Compare**

Search type: Web

Query: +near me

+ Add filter

[Reset filters](#)

This month Last month This quarter Last quarter This year

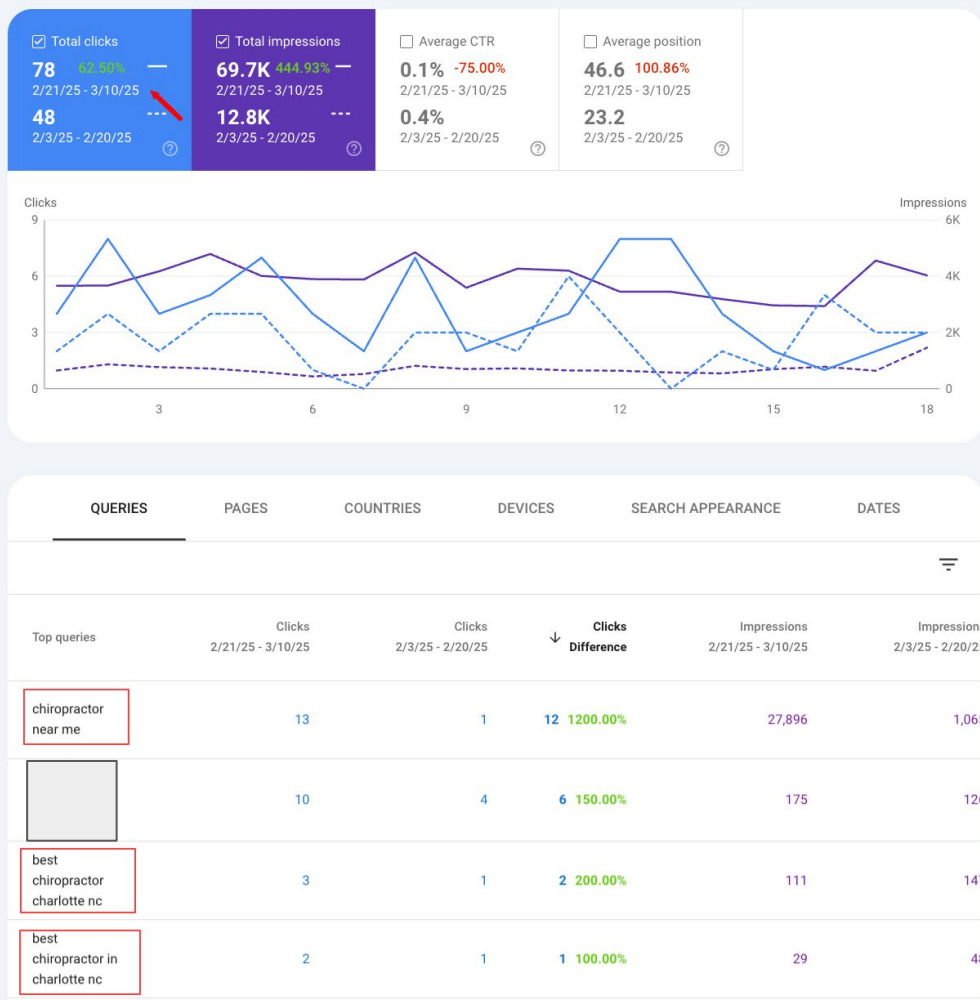
Added by Google Search Console Enhanced Analytics

☒ Total clicks	☐ Total impressions	☐ Average CTR	☐ Average position
101 87.04% — Last 28 days (2025)	88.3K 25.17% Last 28 days (2025)	0.1% 0.00% Last 28 days (2025)	40.2 -18.95% Last 28 days (2025)
54 --- Last 28 days (2024)	70.5K Last 28 days (2024)	0.1% Last 28 days (2024)	49.6 Last 28 days (2024)

Chart totals and table results might be partial when filters are applied. [Learn more](#)

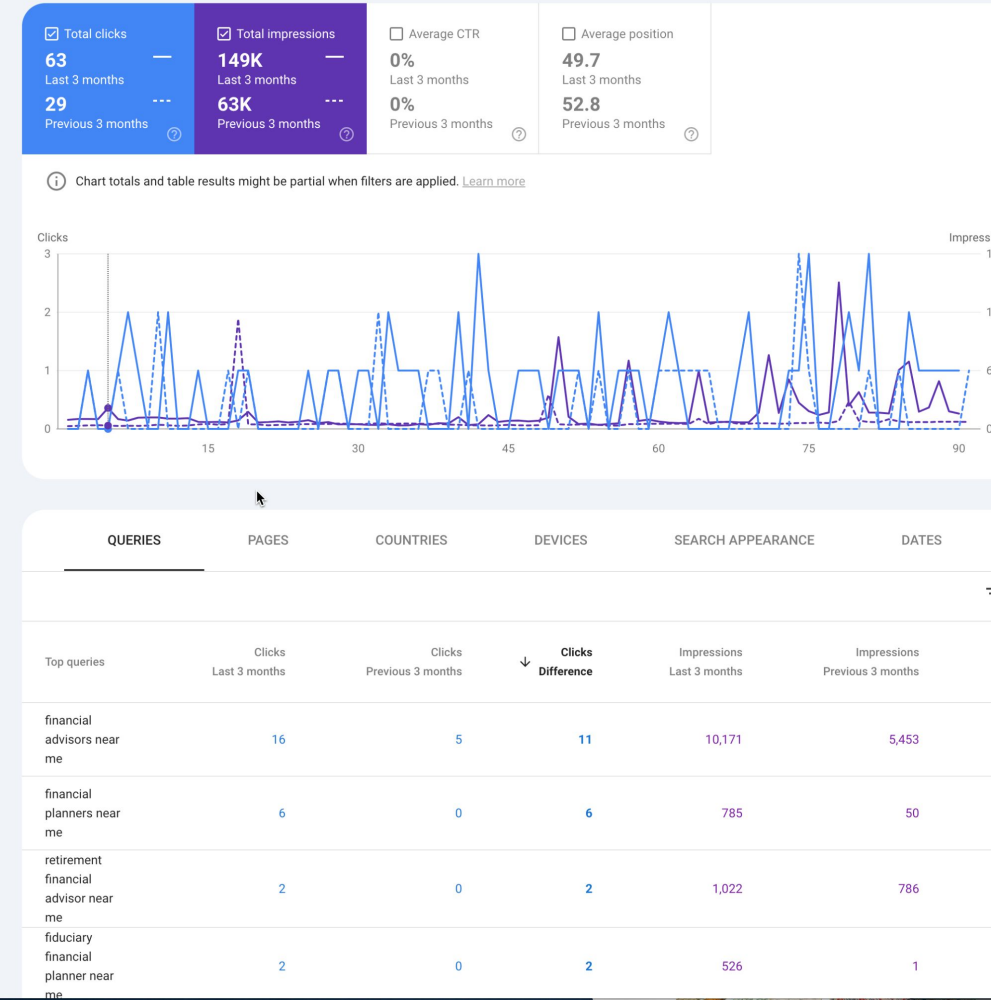
[Case 3] Chiropractor

#localu



[Case 4]

Financial Planner



Does it Convert?

#localu

2m 53s	Wireless Caller • 🍎	plumber near me
1m 32s	Miller Tameka •	lennox
2m 20s	Wireless Caller • 🍎	hvac systems
4m 19s	Woodrow Wilson • 🍎	HVAC service near me
4m 41s	Walls Darwin 🍎	hvac repair
<u>abandoned</u>	Walls Darwin 🍎	hvac repair
16m 15s	Hippolyte,tabit • 🍎 478-222-2122	hvac near me
1m 47s	Wireless Caller •	hvac near me
3m 58s	Detwiler Kirste • 🍎	hvac near me

5m 2s	Court Reporter • 🍎	24 hour electrician near me
-------	--------------------	-----------------------------

Patricia Lummus •	air conditioning contractors near me
Wireless Caller • 🍎	air conditioning contractors near me

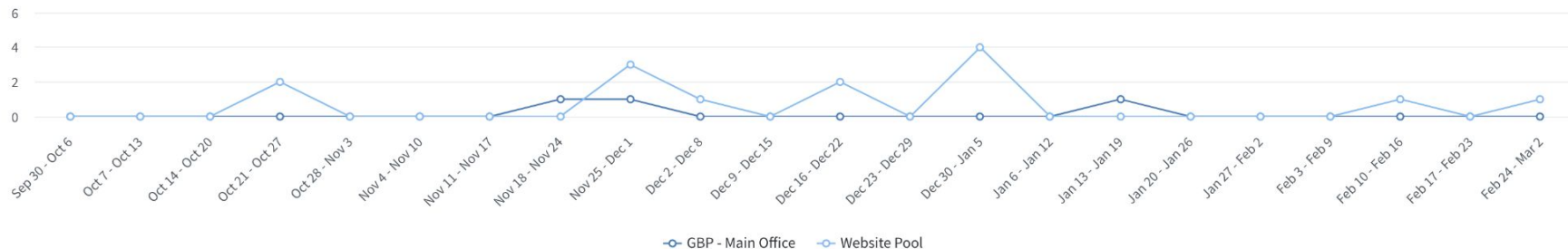
7m 25s	Thapa Biswas • 🍎	best plumbers near me
--------	------------------	-----------------------

Displaying data from **Oct 1, 2024 - Feb 28, 2025** by **Weeks** and filter by Duration **Greater than 60s** and Numbers **Website Pool + 2 more** and Keywords

[emergency dentist near me] + 2 more and **+ Add Filter**

17 Calls from Oct 1, 2024 - Feb 28, 2025 Eastern Time

Non-paid phone calls





Carrie Hill

Local SEO Analyst
Community Manager



carrie@sterlingsky.ca

Thank you

#localu

