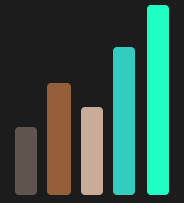


# Local **SEO** Statistics in 2026



## HOW OFTEN PEOPLE SEARCH LOCALLY

**84%**

searched for a local business in the past three months

**72%**

look at three or fewer businesses before deciding

**75%**

decide which business to use in under 30 minutes

## GOOGLE BUSINESS PROFILE

**2.7x**

more likely to be seen as reputable with a complete profile

**62%**

would avoid a business after finding incorrect information online

## MOBILE AND NEAR ME

**73%**

of local searches start on a mobile device

**76%**

who search near me on a phone visit a business within 24 hours

**800M**

near me searches a month across 5.9M keyword variations

## WHAT MOVES LOCAL RANKINGS

**126%**

more traffic for businesses in the 3-pack than those ranked 4 to 10

**149**

signals Google may weigh in local rankings. Primary category, proximity and title keywords lead

## AI AND LOCAL SEARCH

**45%**

used AI for local business recommendations in 2026, up from 6% a year earlier

**58%**

of ChatGPT local answers are sourced from business websites