

WHY I-WANT-TO-GO MOMENTS MATTER:

How Australians Use Location Extensions in Search



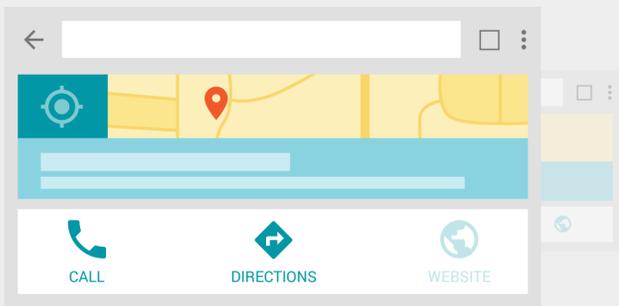
There's a common misconception that the rise in mobile means less foot traffic in stores, but in reality, that's not the case. Google's [location extensions](#), which show a business's address, location on a map, and directions, can actually encourage shoppers to visit a physical store. A Google-commissioned study by Ipsos Australia reveals how and how much Australians use this feature in their many mobile I-want-to-go moments. Here's why not being present in search is a big risk for your business.

Consumers rely on location extensions

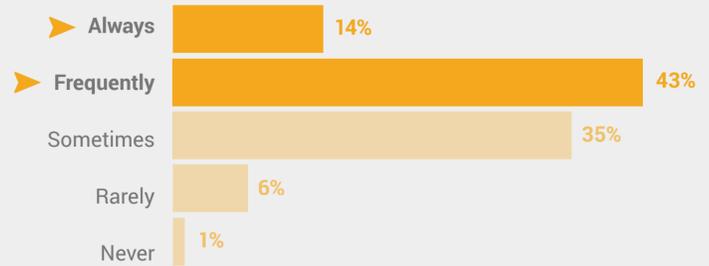
When searching for information on a smartphone or PC,

9 in 10 users

say they use location extensions such as a **business's phone number** or **directions**.

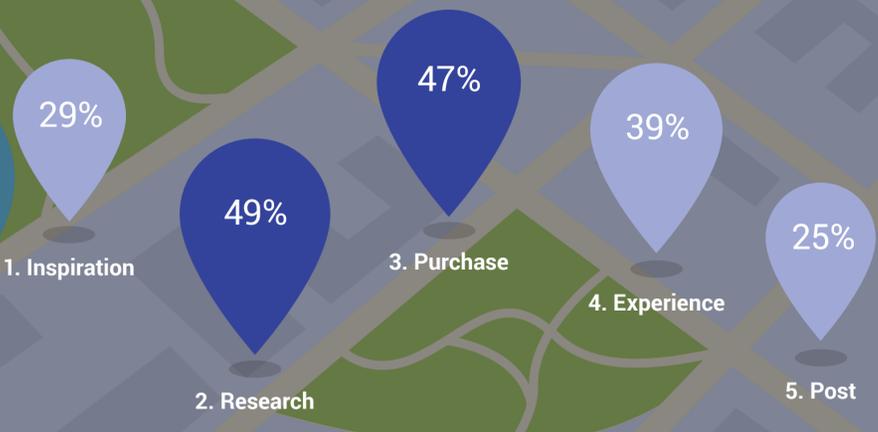


Consumers need to see the location of a business directly on a map from search results:



Location extensions are used throughout the decision-making process

Access to a map displaying the location of a business is important, especially during the **research and purchase phases**, when shoppers are considering or are ready to convert.



Despite their utility, location extensions are underused by businesses in Australia

74% of smartphone users think the ability to directly access a map displaying the location of a business from search is **very or extremely important**

but, only **35%** believe the feature is available widely enough.

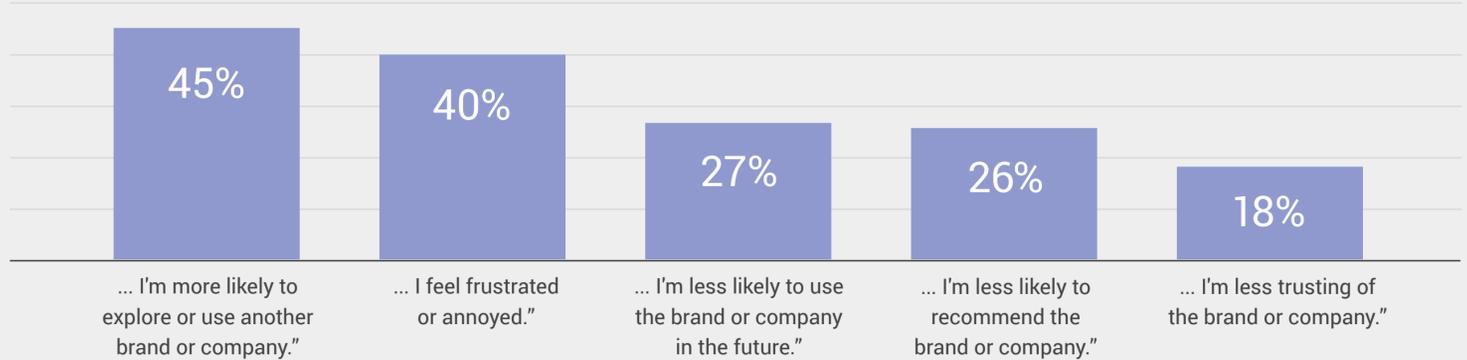


The absence of location extensions could negatively impact your business

Smartphone users want information instantly. If search doesn't generate a map showing your business's location, **they may turn to another brand.**



"When I don't find that map..."



In the moments that matter, can consumers locate your business?

Source: Ipsos/Google, "Location Information Study," May 2014, Australia. Base n=2,417.