Flento

LOCAL SEO / GLOBAL / 2026

Local SEO Benchmark Report 2026

A global guide to comparing the right peers, reading your Google Business Profile and choosing better next steps.



EVIDENCE / CONTEXT / ACTION

READER GUIDE

Make local search work for your business.

Understand the profile, compare suitable peers and choose a practical next move.



UNDERSTAND

Audit identity, feedback and visibility.

COMPARE

Use businesses with similar local context.

IMPROVE

Act on a small set of evidenced gaps.

READ THIS AS A benchmark becomes useful when it changes a real decision.

READING ROUTE

A complete view of local performance.

Read the full framework or jump to your current decision.

01 Scope & methodology 04–08

02 Reviews & reputation 09–15

03 Profile activity & accuracy 16–20

04 Visibility & customer actions 21–26

05 Global benchmarks & action 27–30

06 Workflow & sources 31–34

READ THIS AS The report is a comparison framework; it does not claim an original worldwide sampled benchmark.

EXECUTIVE BRIEF

Five ways to make benchmarks useful.

A practical starting point for owners, marketers and multi-location teams.

A DISCIPLINED SEQUENCE

01

COMPARE

Choose peers by industry, market and business type.

02

MEASURE

Separate discovery, action and business value.

03

ALIGN

Use the same observation windows.

04

EXPLAIN

Record source, denominator and exclusions.

05

ACT

Choose a small, useful improvement.

READ THIS AS Each stage prevents a plausible-looking comparison from becoming a misleading target.

GLOBAL PERSPECTIVE

A global lens.
A local benchmark.

Compare within cities and countries first, then build an international view.

LOCAL FIRST

Keep country, city, language and industry attached.

MARKET GROUPS

Show regions only after local cohorts.

NO FALSE PRECISION

Document dates and sample coverage.



READ THIS AS The map is conceptual; it does not encode a measured market result.

TWO LENSES

What customers see. What owners measure.

Profile observations and authorized performance data reveal different things.



VISIBLE PROFILE

Audit fields, reviews, activity and search results.

AUTHORIZED DATA

Use a consistent export and reporting period.

JOIN CAREFULLY

Unknown coverage is not zero activity.

READ THIS AS Do not merge public observations with private metrics without matching definitions.

FAIR COMPARISON

Choose the peer group before the results.

Market, business type and selection route determine what the benchmark means.

CONTEXT

Define city, industry and service model.

FULL RANGE

Avoid selecting only high-ranking businesses.

DOCUMENT

Record inclusion, exclusion and source route.



READ THIS AS A top-results-only sample is biased toward already visible businesses.

METRIC DEFINITIONS

Make every metric mean the same thing.

Use consistent dates and eligibility rules across markets.

METRIC	DEFINITION	IMPORTANT DISTINCTION
Review volume	Displayed lifetime count at capture	Separate from collected records
Review velocity	Eligible new reviews / observed months	Needs complete dated history
Reply rate	Replied / eligible observed reviews	Allow common follow-up
Local visibility	Top-three / valid observations	State keyword and grid
Profile actions	Documented interaction counts	Clicks are not sales

READ THIS AS Never compare differently defined numbers as if they share one unit.

02 / REVIEWS

Reputation is a public record.

Read volume, rating, cadence and replies together. Keep the customer experience behind the numbers in view.

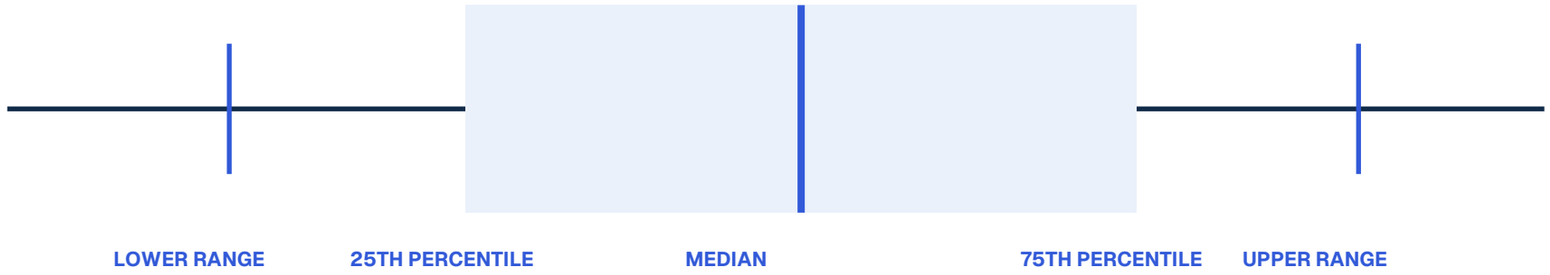


REVIEW VOLUME

What is typical for your peers?

Use a distribution for a defined industry, market and business type.

ILLUSTRATIVE DISTRIBUTION GRAMMAR — NO COHORT DATA



Report the median, middle 50%, selected percentiles, peer count and capture date. The diagram shows how to read a cohort; it contains no observed values.

READ THIS AS A restaurant and specialist service firm can have very different customer volumes.

RATING CONTEXT

A star rating needs context.

Read rating, volume, recency and customer themes together.

TWO DIMENSIONS, DIFFERENT QUESTIONS

DISPLAYED RATING

1–5 stars

Capture date and unrated status matter.

REVIEW VOLUME

Lifetime count

Show volume bands alongside rating bands.

READ THIS AS An average across locations and an average across reviews answer different questions.

REVIEW CADENCE

Measure pace with a real window.

Separate review acquisition from the lifetime total.

RATE DEFINITION

ELIGIBLE NEW REVIEWS

COMPLETE OBSERVED MONTHS

= REVIEWS PER MONTH

READ THIS AS Use dated history or reliable snapshots. Account for active days, holidays and seasonal demand.

RESPONSE PRACTICE

Keep answered and unanswered together.

Fix the review window and allow one common follow-up period.

COVERAGE DEFINITION

REPLIED ELIGIBLE REVIEWS

ALL ELIGIBLE OBSERVED REVIEWS

= REPLY SHARE

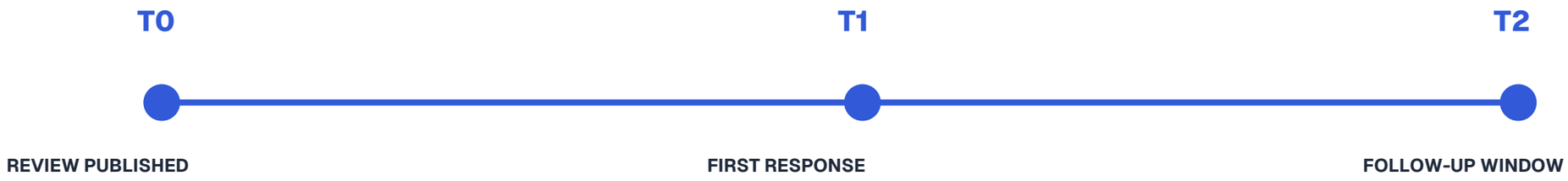
READ THIS AS Compare positive and negative feedback separately only when sample sizes permit.

TIMING

Measure first reply. Keep silence visible.

A last-edited reply date cannot prove the time of the first response.

OBSERVATION TIMELINE



UNANSWERED REVIEWS REMAIN IN THE COHORT

READ THIS AS Record timestamps and local time zones; use a common follow-up rule.

HUMAN ASSESSMENT

Useful replies are more than a speed metric.

Evaluate service relevance and care using a consistent rubric.

DIMENSION	REVIEWER QUESTION	VALIDATION
Specificity	Addresses this feedback?	Code examples in each language
Acknowledgment	Recognizes experience accurately?	Resolve coder disagreement
Resolution	Appropriate next step?	Do not treat reply as outcome
Clarity	Easy to understand?	Review human-readable samples

READ THIS AS A qualitative rubric needs clear coding instructions and human review.

03 / PROFILE

Activity and accuracy.

Measure what is published and whether the profile helps a real customer understand the business.



GOOGLE POSTS

Which formats are businesses using?

Compare adoption, relevance and cadence before linking activity to performance.



UPDATES

Current business information.

OFFERS

Eligible promotion with terms.

EVENTS

Relevant time-bound happenings.

READ THIS AS Record observed type, source coverage, window and category restrictions.

SOURCE [4]

VISUAL COVERAGE

Measure usefulness before quantity.

Photos and videos can explain premises, products, services and people.

RELEVANT

Does the image explain the actual offer?

FRESH

Is it still representative?

ATTRIBUTED

Separate owner and customer media where possible.



READ THIS AS Presence and count do not establish causal ranking impact.

SOURCE [2]

FIELD AUDIT

Completeness depends on the business.

Code each applicable field, rather than one opaque score.

FIELD GROUP	WHAT TO AUDIT	CODING RULE
Core identity	Name, category, website	Present / missing / unknown
Location + access	Address or service area	Respect business type
Hours	Regular + special hours	Check local calendar
Offering	Products and services	Applicable / not applicable
Contact	Phone and action route	Verify working destination

READ THIS AS Do not penalize a business for a field that does not apply.

SOURCE [6]

OFFER CLARITY

Does the profile describe the real business?

Evaluate category fit and offerings in the market where the business operates.



PRIMARY CATEGORY

Choose a specific truthful fit.

SERVICES

Describe what customers can buy.

MARKET CONTEXT

Check local category availability.

READ THIS AS Document the supplied category, the actual offer and ambiguous cases.

SOURCE [6]

04 / VISIBILITY

Appearance and action.

Measure where a business appears, then separately measure customer actions and eventual value.



GOOGLE GUIDANCE

Three dimensions. No public weights.

Google describes relevance, distance and prominence in local ranking.



RELEVANCE

Match the search need.

DISTANCE

Model the searcher’s location.

PROMINENCE

Account for recognition and trust.

READ THIS AS Profile activity alone does not explain every change in rank.

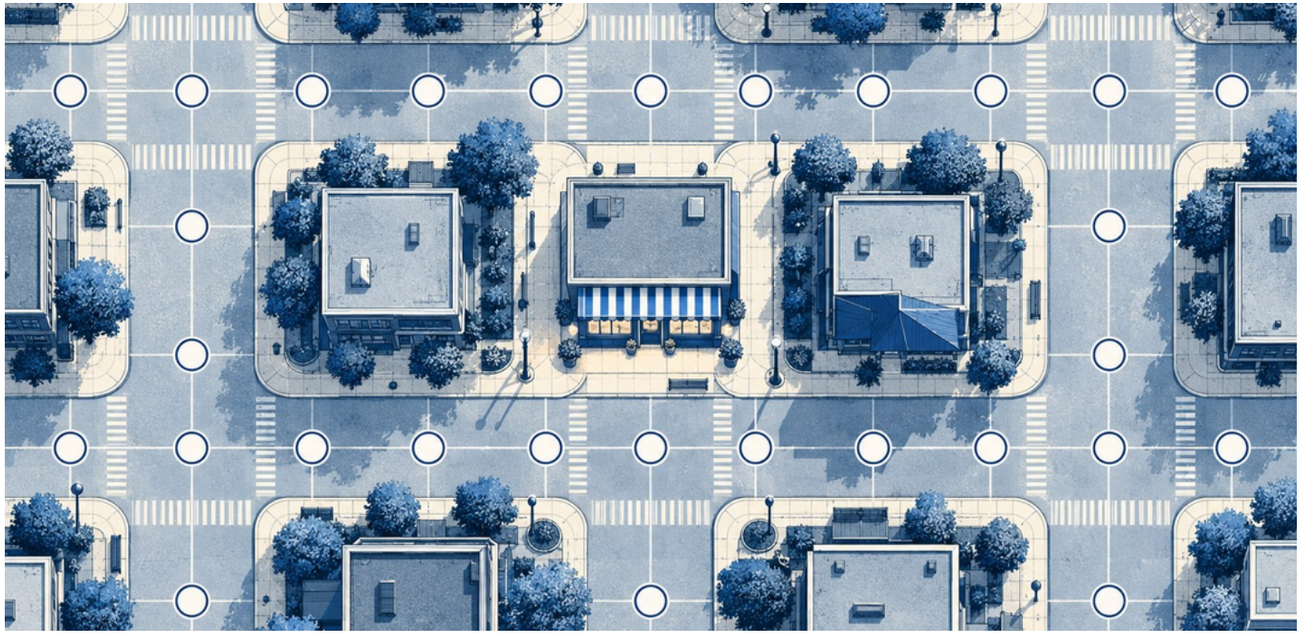
SOURCE [2]

SEARCH OBSERVATION

Same places.
Same schedule.

Schematic grid: markers are observation points, not ranking results.

DEFINE THE SEARCH PROTOCOL



QUERY

Relevant non-branded terms

LOCATION

Fixed coordinates and distance

REPEAT

Same surface and time slot

READ THIS AS Record device/context, retrieval failures and detection depth. The illustration contains no result positions.

COVERAGE

Describe coverage, not one magic rank.

Spatial and keyword variation are part of local search.

TOP-THREE COVERAGE

$$\frac{\text{TOP-THREE APPEARANCES}}{\text{VALID SCHEDULED OBSERVATIONS}} = \text{COVERAGE SHARE}$$

READ THIS AS Publish result surface, keyword set, distance bands and valid observation count.

PERFORMANCE

A click is an action. A sale is another.

Use Google metric definitions, then connect outcomes only when evidence exists.

THREE SEPARATE UNITS

01

DISCOVERY

Impressions by surface and device

02

INTERACTION

Call, website and direction clicks

03

BUSINESS VALUE

Qualified enquiry or completed sale

READ THIS AS Profile action metrics do not by themselves establish purchases.

SOURCE [1] / [3]

INTERPRETATION

Separate the practice from its context.

Observational comparisons describe associations and their limits.



MATCHED WINDOW

Use the same follow-up period.

OTHER CHANGES

Record ads, holidays, offers and availability.

UNCERTAINTY

Avoid causal claims from co-movement.

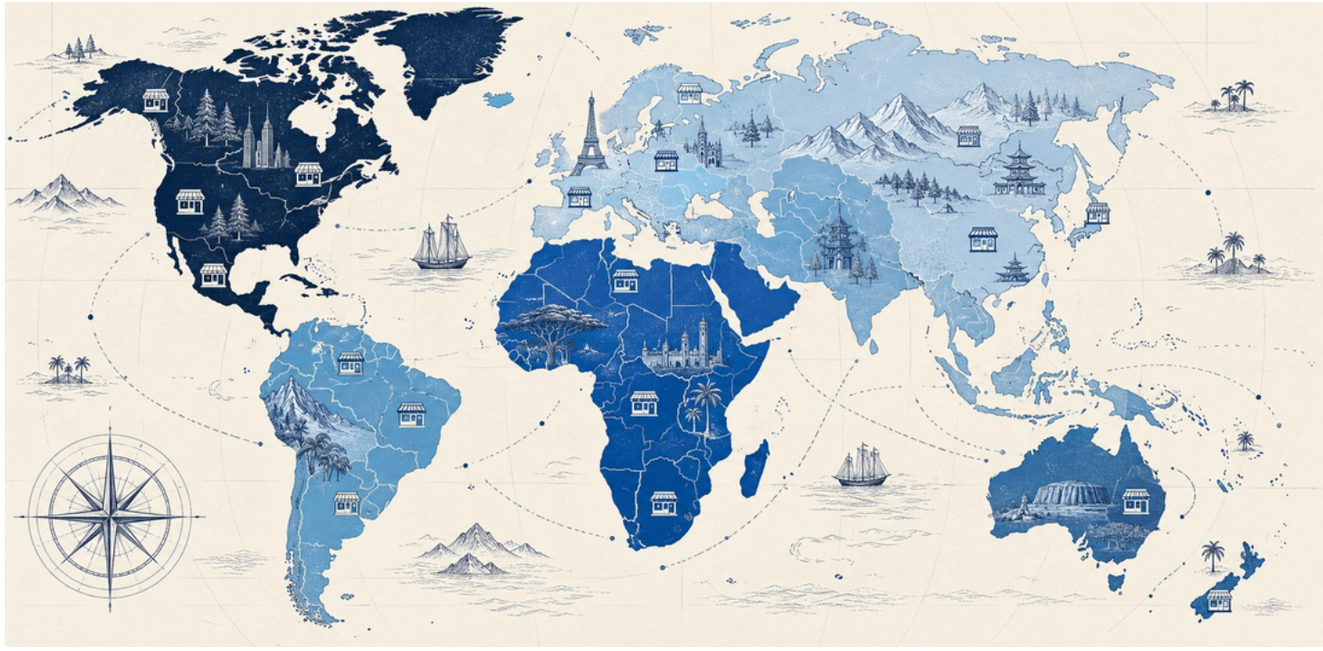
READ THIS AS A practice can correlate with outcomes for reasons outside that practice.

SOURCE [1]

LOCAL DENOMINATORS

Global totals require explained weighting.

Show country cohorts before rolling up to regional or global views.



COUNTRY + LANGUAGE

Validate translation and coding.

INDUSTRY

Publish taxonomy and ambiguous cases.

CALENDAR

Align windows, holidays and active days.

READ THIS AS A global average without sample and weighting is not a useful local benchmark.

DECISION AID

Put your baseline beside a documented peer group.

Record the cohort and your own observed value in the same units.

BENCHMARK	PEER FILTER	SUMMARY TO COMPARE
Review volume	Country + industry + type	Median and middle 50%
Review cadence	Complete common window	Reviews per observed month
Reply coverage	Eligible review window	Reply share + follow-up
Local visibility	Common query + grid	Top-three coverage
Profile actions	Authorized matching period	Metric by action type

READ THIS AS Fill the scorecard with your own records; this page contains no invented peer values.

START WITH YOUR OWN BASELINE

Build a baseline you can act on.

Audit profile information, feedback handling, content and measurement.

IDENTITY

Ownership, hours, area and contact route.

FEEDBACK

Volume, replies and recurring themes.

CONTENT

Does media answer customer questions?



READ THIS AS Save capture dates and responsible owners for the next review.

FIRST MONTH

Four weeks.
One working routine.

A suggested sequence for a local business team.

PRACTICAL SEQUENCE

WEEK 1

BASELINE

Audit fields and responsibilities.

WEEK 2

FEEDBACK

Resolve review tasks; identify themes.

WEEK 3

INFORMATION

Refresh useful photos and posts.

WEEK 4

MEASURE

Compare, learn and decide next action.

READ THIS AS Save the dated audit, source exports, issue log and publication record.

SIX STEPS

Build the comparison. Then improve.

A repeatable process for one business or an international network.

DECISION WORKFLOW

01 DEFINE

Decisions, markets and peers

02 CHECK

Source coverage and fields

03 COLLECT

Consistent window and status

04 COMPARE

Relevant distributions

05 INTERPRET

Context and uncertainty

06 IMPROVE

Practical action and review

READ THIS AS Preserve all exclusions, calculations and missing-value status for reuse.

RESEARCH INTEGRITY

Make the source easy to find.

A credible benchmark carries its definition and limits beside the comparison.



SOURCE

Dataset, sample and capture date.

CALCULATION

Denominator, method and exclusions.

LIMIT

Uncertainty and applicability.

READ THIS AS This report combines official Google documentation with an analytical comparison framework; it does not assert an original global sample.

PRIMARY SOURCES

Original documents. Traceable definitions.

Select a source to open the publisher page.

GOOGLE DOCUMENTATION

[1]	Business Profile performance & insights	OPEN SOURCE
[2]	Tips to improve your local ranking	OPEN SOURCE
[3]	Performance API: DailyMetric definitions	OPEN SOURCE
[4]	Create & manage Business Profile posts	OPEN SOURCE
[5]	Manage customer reviews	OPEN SOURCE
[6]	Guidelines for representing your business	OPEN SOURCE

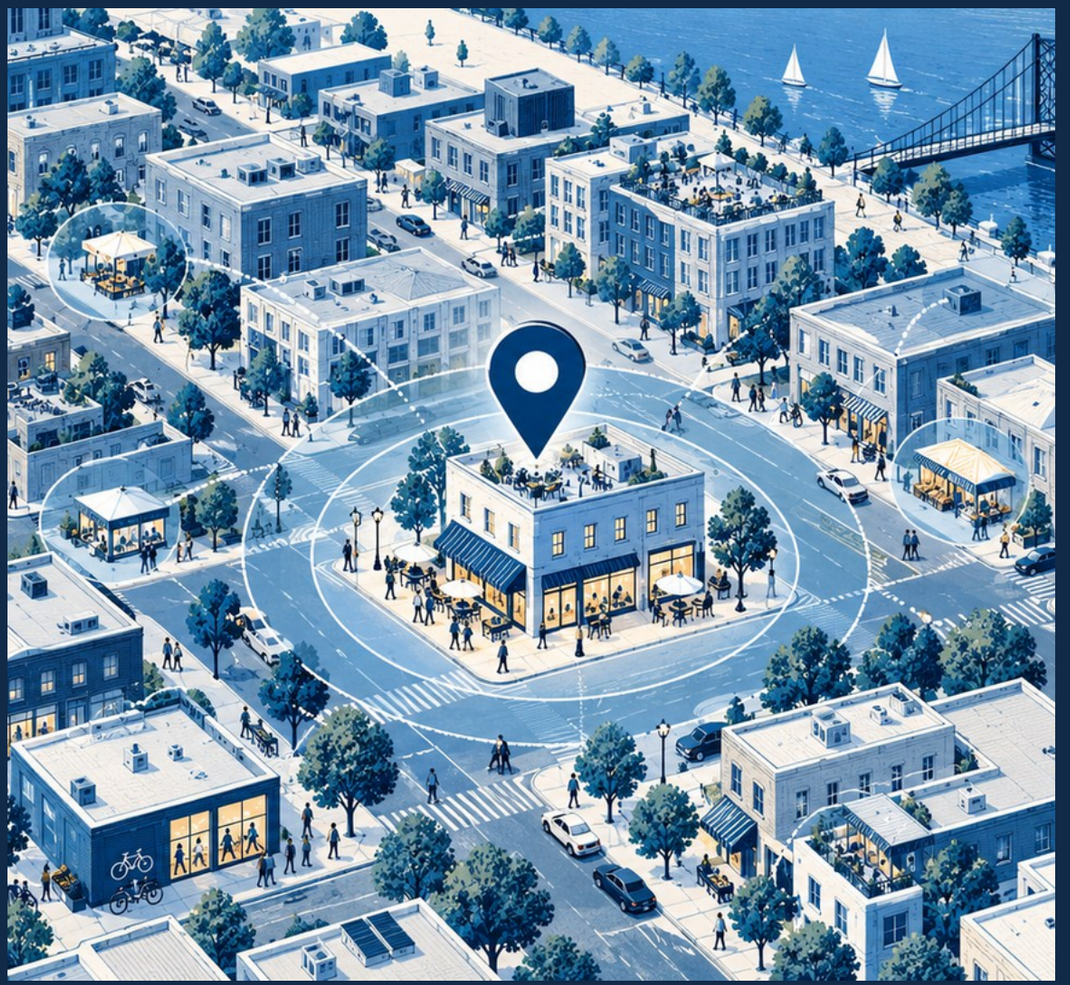
READ THIS AS Check live documentation and feature availability before changing an operating workflow.

Flento

YOUR NEXT MOVE

Made simpler with Flento.

Manage your Google Business Profile, reviews and local visibility in one place.



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