
UK Local SEO Services Statistics 2026: 45 Facts and Figures

Description

Local SEO is now a critical driver of business visibility and customer acquisition across the UK. The following statistics reveal how consumers search for local businesses, the importance of Google Business Profiles, and the impact of reviews, mobile, and voice search on local business success in 2026.

Consumer Search Behaviour and Local Intent

- 46% of all Google searches have local intent. (rankmylocal.co.uk)
- 84% of consumers searched for a local business in the past 3 months. (brightlocal.com)
- 73% of local searches start on a mobile device. (brightlocal.com)
- 1 in 3 UK mobile searches are now location-related. (rankmylocal.co.uk)
- 88% of consumers who do a local search on a mobile device call or visit a business within a week. (rankmylocal.co.uk)
- 76% of people who search for something nearby on a smartphone visit a related business within 24 hours. (rankmylocal.co.uk)
- 28% of local searches result in a purchase within 24 hours. (rankmylocal.co.uk)
- 75% of consumers decide which business to use in under 30 minutes; 28% decide in under 5 minutes. (brightlocal.com)
- 72% of consumers look at three or fewer businesses before deciding, while only 1% look at more than ten. (brightlocal.com)
- 42% of adults in the UK use a search engine when looking for a new product or service. (artios.io)
- 17.8% of UK consumers will use directory websites to find providers. (artios.io)
- Close to half (46%) of consumers said they 'always' or 'often' add 'near me' to their local search queries. (brightlocal.com)

Google Business Profile (GBP) and Local Listings Performance

- 5x more views on average for complete Google Business Profiles vs incomplete ones. (rankmylocal.co.uk)
- 70% of GBP profile views come from Google Maps, not classic Search. (rankmylocal.co.uk)
- 84% of Google Business Profile discovery searches are 'category/product/service' rather than direct brand searches. (rankmylocal.co.uk)
- 7x more clicks for businesses with photos on their Google Business Profile. (rankmylocal.co.uk)
- 42% of Map Pack clicks go to the top-listed business. (rankmylocal.co.uk)
- Customers are 2.7 times more likely to consider a business reputable if they find a complete Business Profile on Google Search and Maps. (brightlocal.com)
- Customers are 70% more likely to visit and 50% more likely to consider purchasing from businesses with a complete Business Profile. (brightlocal.com)

- Only 68% of business contact information on ChatGPT and Perplexity matches details on Google Business Profiles. (brightlocal.com)
- 56% of UK small businesses have never optimised their Google Business Profile beyond the initial claim. (rankmylocal.co.uk)
- <10% of UK small businesses use Google Posts weekly, despite the visibility boost. (rankmylocal.co.uk)
- 3.3 is the average number of GBP categories used by top-ranking UK local businesses. (rankmylocal.co.uk)
- 30+ photos is the threshold above which GBPs typically see materially higher engagement. (rankmylocal.co.uk)

Reviews, Reputation, and Consumer Trust

- 98% of consumers read online reviews for local businesses. (rankmylocal.co.uk)
- 87% of buyers wouldn't consider a business with under 3 stars. (rankmylocal.co.uk)
- 73% only trust reviews written in the last month. (rankmylocal.co.uk)
- 88% of consumers expect a response to a review within 7 days. (rankmylocal.co.uk)
- 5 is the typical number of reviews a UK consumer reads before forming an opinion. (rankmylocal.co.uk)
- 65% of consumers who rejected a business did so for a review-related reason (negative reviews, low rating, no/old reviews). (brightlocal.com)
- 71% of consumers use Google to read local business reviews. (brightlocal.com)
- <25% of UK SMBs respond to every Google review. (rankmylocal.co.uk)
- +9% average revenue uplift per additional star on Google. (rankmylocal.co.uk)

Mobile, Voice Search, and Conversion Impact

- 63% of UK web traffic comes from mobile devices. (rankmylocal.co.uk)
- 53% of mobile users will leave a page that takes longer than 3 seconds to load. (rankmylocal.co.uk)
- 27% of the global online population uses voice search on mobile. (rankmylocal.co.uk)
- 58% of voice search users find local businesses through voice queries weekly. (rankmylocal.co.uk)
- 82% of voice searchers look for a local business at least monthly. (rankmylocal.co.uk)
- 78% of local mobile searches lead to an offline purchase. (rankmylocal.co.uk)
- +33% average uplift in enquiries from a fully fixed GBP within 90 days. (rankmylocal.co.uk)

Industry Landscape and Business Adoption

- 94% of high-performing brands have a dedicated local marketing strategy, compared to 60% of average-performing brands. (brightlocal.com)
- 86% of local marketers say their clients are aware of how new developments in search could impact their business visibility and rankings. (brightlocal.com)
- Just 35% of SMBs have a Google Business Profile. (brightlocal.com)

- Despite 89% of SMBs saying they invest in organic SEO, only 40% of them say they have a dedicated business website. (brightlocal.com)
- 50% of UK SMBs say Google is their #1 source of new customers. (rankmylocal.co.uk)

How to cite these statistics

To cite these statistics, reference the original research sources as listed in each fact, such as RankMyLocal (2026), BrightLocal (2026), or the relevant industry survey. For full details, visit the source URLs provided.

Sources

- [75+ UK Local SEO Statistics for 2026 â?? RankMyLocal](#)
- [35+ Local SEO Statistics You Need for 2026](#)
- [SEO Statistics 2025: Jobs, Shopping, Social â?? Artios.io](#)

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Category

1. News

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