

New Behavior Drives a Surge in Search Volume



There are now +16MM Queries on 'restaurant' and 'restaurants' alone each month.

What Are Diners Searching For?



Web [Show options...](#)

Restaurant Locations

68% of searches are for location  58% increase from 2007

Restaurant Menus

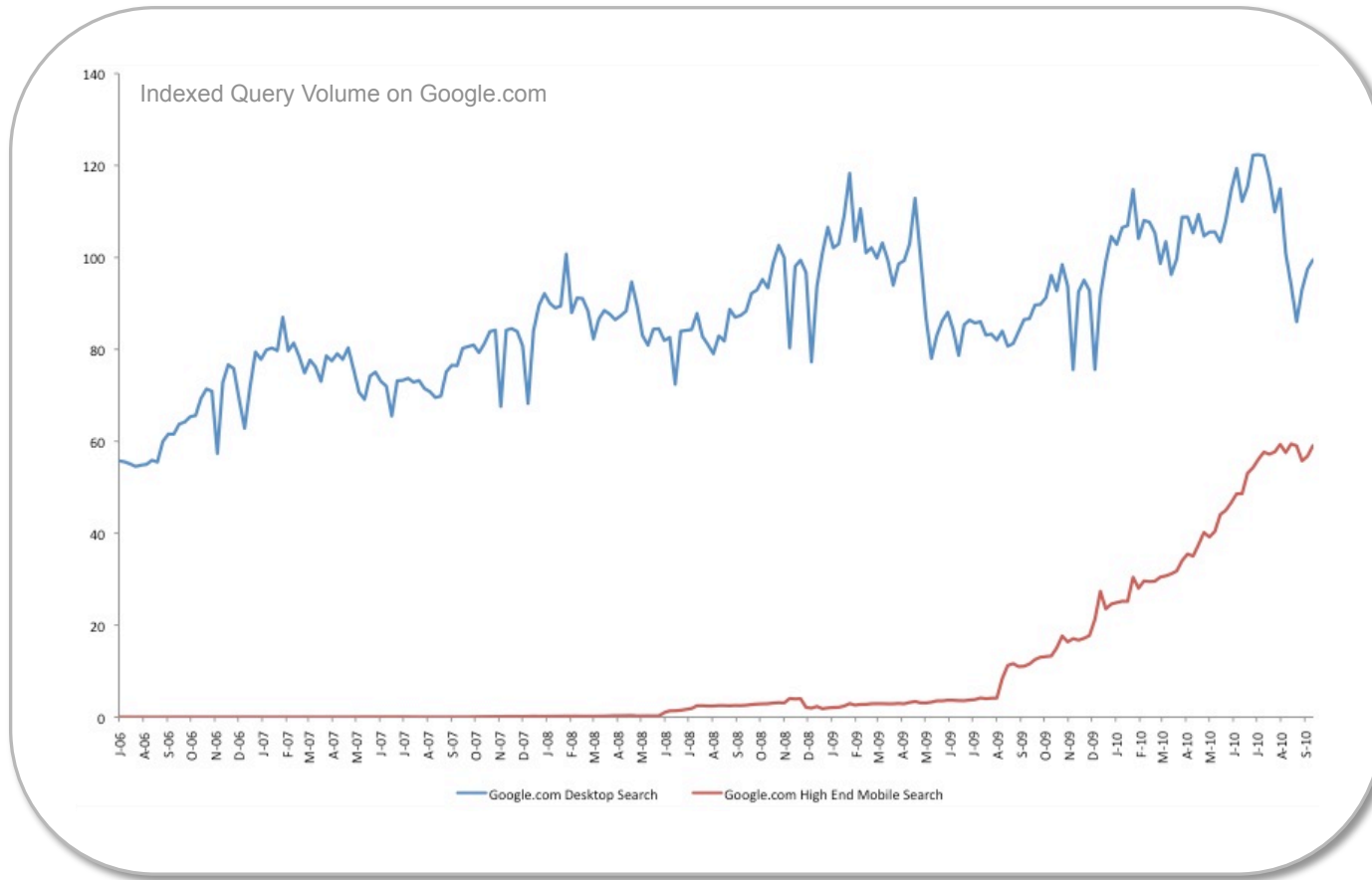
57% of searches are for food/menu  90% increase from 2007

Restaurant Coupons

45% of searches are for coupons and special offers

Mobile: Restaurant Query Growth

Mobile search is **5X** higher now compared to last year



At this rate, high end mobile devices will exceed desktop **next year**.

* Based on a basket of 10,000 keywords within the restaurant category
Source: Google Internal Data

Mobile vs. Desktop Search Volume - Pizza



Source: Google Internal Data.

Desktop Search: New Ad Formats Enhance User Experience

gordon biersch menu X Search

About 37,400 results (0.16 seconds) Advanced search

Your Restaurant Name Ad

Discover our Delicious New Slider Options Starting at Just \$4.95!
www.YourRestaurant.com

[Locations](#) [Menu](#)
[Online Ordering](#) [New Flavors](#)

► [Our Menu - GORDON BIERSCH](#) ☆ 🔍

With a broad variety of items featuring bold, international flavors, our **menu** offerings are frequently updated with fresh, innovative items cultivated ...
www.gordonbiersch.com/our-menu/ - Cached

[GORDON BIERSCH](#) ☆ 🔍

Company history; information about beers and restaurants. With locations ...
www.gordonbiersch.com/ - Cached - Similar

[Nutritional Information - GORDON BIERSCH](#) ☆ 🔍

Gordon Biersch Celebrates Seasonal WinterBock Menu · Introducing CraftWorks ...
www.gordonbiersch.com/our-menu/nutritional-information - Cached

[Gordon Biersch Celebrates Seasonal WinterBock Menu](#) ☆ 🔍

Gordon Biersch Celebrates the Season with Winter Comforts Including ...
www.gordonbiersch.com/press-room/press-release-winterbock - Cached

➦ Show more results from gordonbiersch.com

[Gordon Biersch Brewery Restaurant Menu - COLUMBUS, OH 43215](#)

Gordon Biersch Brewery Restaurant is located in COLUMBUS, OH. For more information such as menus, reviews, ratings and maps visit Allmenus.com.
www.allmenus.com/oh/columbus/...gordon-biersch.../menu/ - Cached - Similar

[Gordon Biersch - Washington Restaurant - MenuPages American ...](#)

Aug 21, 2008 ... Profile & Reviews:
 Menuhttp://www.menupages.com/restaurants/gordon-biersch/menu ... Gordon Biersch
 Posted by Tom Harris on 08/19/2009 ...
washingtondc.menupages.com > ... > American (Traditional) - Cached - Similar

- Site Links: Increased visibility + more relevancy equals higher engagement & more people who know where to find you
- Store Locator Ads: Enhanced User Experience

[Southern Pacific Brewing](#)
 Brewery & Bar
San Francisco Brewpub and Bar.
www.southernpacificbrewing.com
 📍 620 Treat Ave., San Francisco
 (415) 891-9775

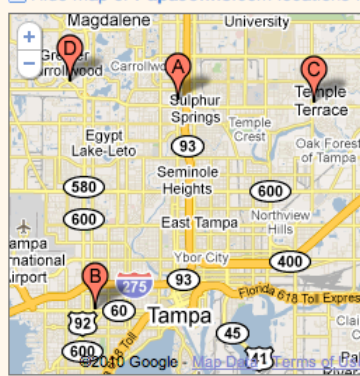
Papa John's Official Site Sponsored link

www.PapaJohns.com Order A **Papa John's** Pizza Online Today! Low Prices, High Quality.
[Hide map of PapaJohns.com locations near Tampa, FL](#)

Find locations near

Example: 10 market st, san francisco

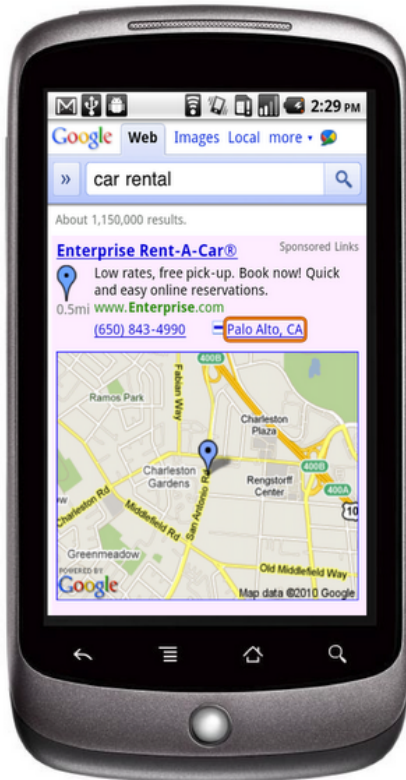
More than 40 **PapaJohns.com** locations found near **Tampa, FL**.



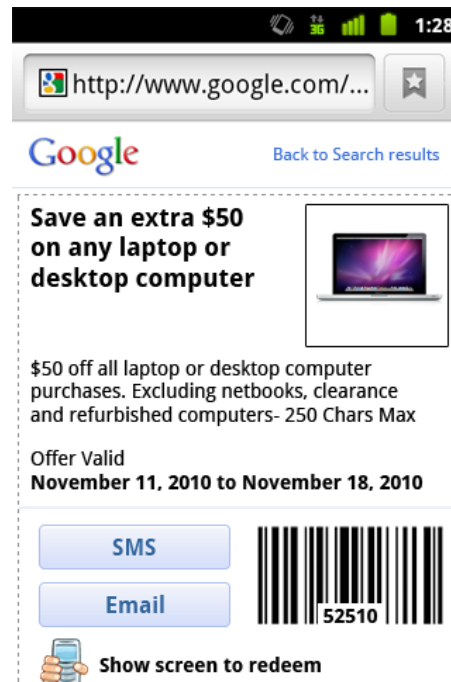
- A** 9340 North Florida Avenue, Tampa (813) 915-7272 - [Get directions](#)
- B** 3425 West Kennedy Boulevard, Tampa (813) 354-8888 - [Get directions](#)
- C** 9307 North 56th Street, Temple Terrace (813) 985-7272 - [Get directions](#)
- D** 4231 Gunn Highway, Tampa (813) 963-7272 - [Get directions](#)

Mobile Search: New Ad Features Customize Campaign Success

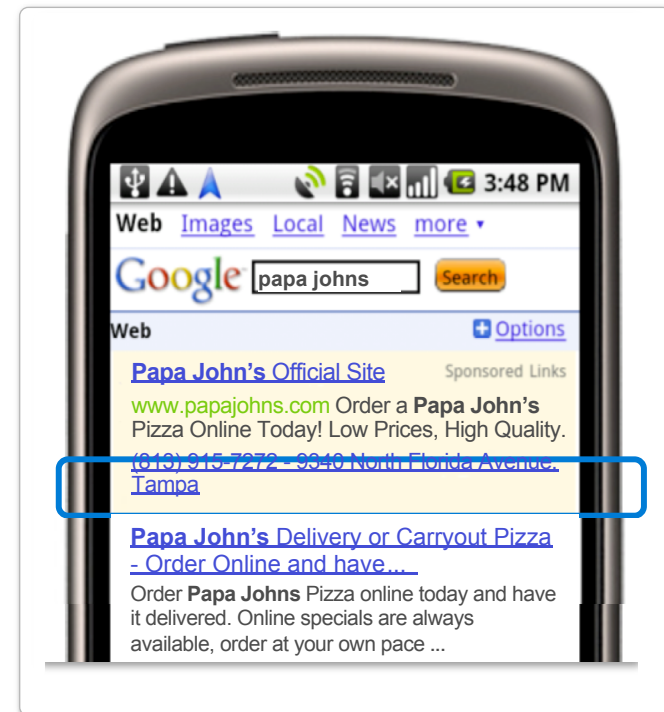
Hyperlocal



Offer Ads - Beta



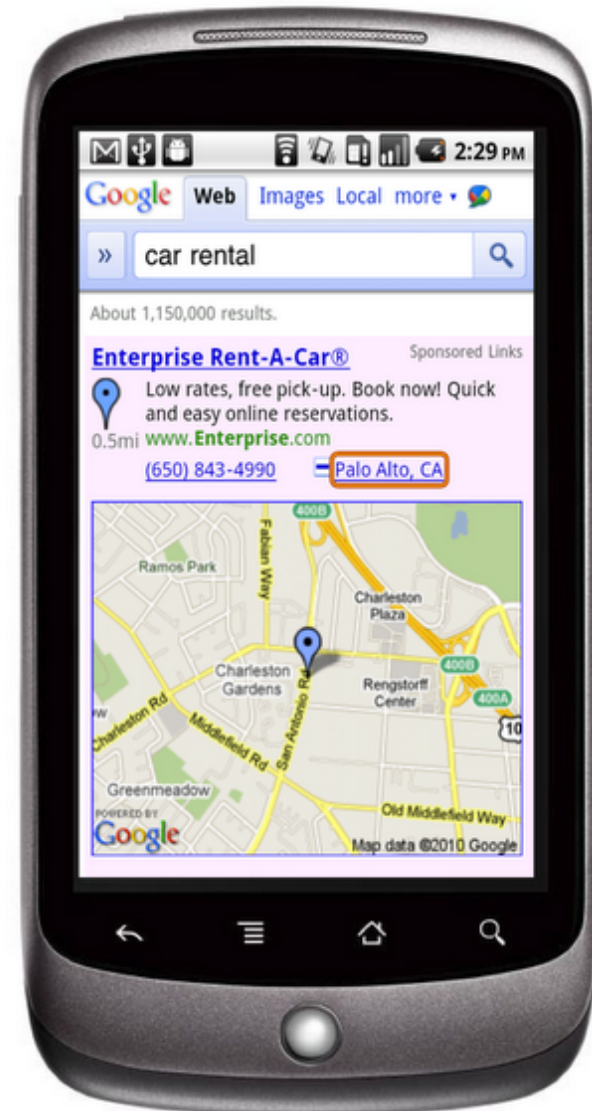
Location Extension & Click-to-Call Feature



Mobile Search: Hyperlocal Ads Increase CTR

Hyperlocal Ads

- Show users how far away they are from the advertiser's location
- Enable with Location Extensions (map extension)
- Up to 7x increase in CTR



Mobile Search: Click-To-Call Increases CTR

Now customers can click to call your business directly from your ads when they appear in Search and GMM results on mobile devices with full internet browsers.

Advertisers who participated in our click-to-call beta trial saw a **5-30% increase in CTRs**, without cannibalizing URL clicks.

