

インバウンドコラム

「near me(近くの～)」検索トレンド

同じ英語圏でも違います イギリス、アメリカ、カナダの英語クエリーの違い

キーワード分析ツールを提供している Serpstat が、ブログで、イギリス、アメリカ、カナダの「near me(近くの～)」検索クエリーを収集・紹介しています。2016 年以來、「near me(近くの～)」検索クエリはトレンドとなっています。Google によると、現在、検索クエリの 46%がローカル検索intent(意図)を持っています。つまり、ローカル SEO 戦略を使用して新規顧客を引き付けることができることを意味します。ローカル検索クエリには、通常は、場所または近くのキーワードが含まれています。しかし、Google がユーザーの現在地を知っている場合、そのようなキーワードを含める必要さえありません。Google はユーザーが探しているものを推測し、現在地に基づいて結果や提案を提供します。Google は、ローカル検索結果は主に関連性、距離、および重要性に基づいていると主張しています。これらの要素を組み合わせ、検索に最適なものを見つけるため、時には、ユーザーから距離的には離れたサービスのほうが、近くのものよりふさわしい可能性が高いと判断した場合は、ローカル検索結果で遠いほうのサービスを上位にランク付けします。イギリス、アメリカ、カナダの 3 か国で食事、ショッピング、エンターテインメント、サービスの 4 つのカテゴリでローカル検索クエリを収集しました。これらのキーワードをプロモーション戦略に使用し、ローカル検索結果で上位表示を目指しましょう。(参照※1)

同じ英語圏でも各国のお国がわら現れた単語が選ばれていて興味深いです。例えば「Food(食事)」の項目で、お酒を飲むところはイギリスでは「pub」、アメリカでは「Bar」、カナダでは「Beer sotre」や「Bar」が入っています。「エンターテインメント」項目には「escape room」(脱出ゲーム)がイギリスとカナダには入っていますが、アメリカでは、もうブームは終わってしまったのか、入っていません。アメリカでは「近くの」は「near」だけでなく「nearby」もよく使われています。

あなたの英語キーワードはこの英語でしょうか？ 自社のサービスに興味を持っている国や地域のユーザーにあわせた英語キーワードで取りこぼしを防ぎましょう。

図1

イギリス

pubs near me
 indian restaurants near me
 places to eat near me
 mcdonalds near me
 chinese restaurant near me
 kfc near me
 italian restaurant near me
 fish and chips near me
 vegan restaurants near me
 takeaways near me

zoos near me
 beaches near me
 horseback riding near me
 gyms near me
 swimming pools near me
 parks near me
 escape room near me
 go karting near me
 bowling near me
 yoga classes near me

THE MOST POPULAR LOCAL SEARCH QUERIES



FOOD

- pubs near me
- indian restaurants near me
- places to eat near me
- mcdonalds near me
- chinese restaurant near me
- kfc near me
- italian restaurant near me
- fish and chips near me
- vegan restaurants near me
- takeaways near me

SHOPPING

- supermarkets near me
- tesco near me
- wedding stores near me
- bike shops near me
- apple store near me
- liquor store near me
- computer stores near me
- hobby shops near me
- legoland near me
- shopping centres near me

ENTERTAINMENT

- zoos near me
- beaches near me
- horseback riding near me
- gyms near me
- swimming pools near me
- parks near me
- escape room near me
- go karting near me
- bowling near me
- yoga classes near me

SERVICE

- post offices near me
- hairdresser near me
- nursery near me
- dry cleaning near me
- florist near me
- car wash near me
- dog groomer near me
- sexual health clinic near me
- barbers near me
- plumbers near me



図2
アメリカ

THE MOST POPULAR LOCAL SEARCH QUERIES



restaurant near me
pizzerias nearby me
eating places nearby me
bars near me
fast food near me
chinese foods near me
pizza.hut near me
mcdonald nearest to me
near me ice cream
burger king near me

games stops near me
the nearest movie theater to me
bowling near by me
gymnastics in near me
parks near me
movies theatre neaby
mall near me
library near me
night club near me
theater near me

FOOD

- restaurant near me
- pizzerias nearby me
- eating places nearby me
- bars near me
- fast food near me
- chinese foods near me
- pizza.hut near me
- mcdonald nearest to me
- near me ice cream
- burger king near me

SHOPPING

- walmart nearby me
- liquor store nearby me
- homes depot near me
- near me costco
- nearest starbucks to me
- shop for tires near me
- pawn shop nearby me
- target nearby me
- thrifting stores near me
- apple istore near me

ENTERTAINMENT

- games stops near me
- the nearest movie theater to me
- bowling near by me
- gymnastics in near me
- parks near me
- movies theatre nearby
- mall near me
- library near me
- night club near me
- theater near me

SERVICE

- the nearest gas station
- nail salons near by me
- america bank near me
- hair salon near me
- laundromats nearest me
- oil change near by me
- istores near me
- dentals near me
- massage nearest me
- barber shop near to me



図3
カナダ

THE MOST POPULAR LOCAL SEARCH QUERIES



tim hortons near me
sushi near me
dominos near me
bar near me
beer store near me
breakfast places near me
bakery near me
nando's near me
shawarma near me
thai food near me

FOOD

- tim hortons near me
- sushi near me
- dominos near me
- bar near me
- beer store near me
- breakfast places near me
- bakery near me
- nando's near me
- shawarma near me
- thai food near me

SHOPPING

- groceries store near me
- walmart near me
- liquor stores near me
- vaping shops near me
- best buy near me
- hardware stores near me
- home depot near me
- furniture stores near me
- wedding shop near me
- toys shop near me

ENTERTAINMENT

- golf courses near me
- beaches near me
- escape room near me
- spa near me
- movies near me
- hiking trails near me
- night clubs near me
- dog parks near me
- malls near me
- massage near me

SERVICE

- scotiabank near me
- canada post near me
- walkin clinic near me
- pharmacies near me
- drive test centre near me
- bitcoin atm near me
- blood test lab near me
- bicycle repair near me
- car rental near me
- passport photos near me

golf courses near me
beaches near me
escape room near me
spa near me
movies near me
hiking trails near me
night clubs near me
dog parks near me
malls near me
massage near me



SERPSTAT

図1~3すべて 出典 : Serpstat

※1 最も検索される “Near Me” クエリー | Serpstat

<https://serpstat.com/blog/infographic-what-services-do-people-often-look-for-near-their-location/>