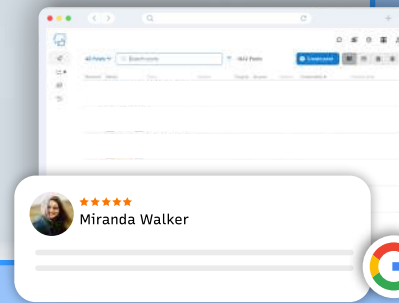
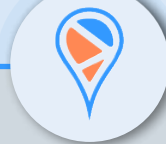


Powering Up Online Visibility for EV Charging Brands in 2025



Executive Summary

As we move into 2025, the electric vehicle (EV) industry is accelerating at an unprecedented pace, driven by technological breakthroughs, regulatory initiatives, and surging consumer demand for sustainable solutions.

This Local SEO guide outlines emerging trends, actionable **strategies for EV charging brands** to excel in online visibility, enhance customer experiences, and leverage innovative AI-driven tools.



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Understanding the EV Ecosystem

EV brands don't have to handle everything themselves anymore. Today's EV ecosystem is a dynamic network of players working together to create a seamless charging experience for users.

- **Charge Point Operators (CPOs):**

These are the backbone of the industry, managing the hardware and infrastructure of charging stations. Examples include Ionity, BP Pulse, and Tesla. Operators collect and share data like:

- **Live Charge Point Availability:**

Real-time updates on charger status (occupied, free, out of order).

- **Charging Speeds and Types:**

AC/DC, Level 1, 2, or fast-charging points.

- **Payment Methods:** Digital wallets, apps, or physical card readers.

- **Nearby Amenities:** Cafes, restrooms, or retail options.

- **e-Mobility Service Providers (EMSPs):**

These entities connect consumers with CPOs via apps and payment solutions, simplifying user interactions. the hardware and infrastructure of charging stations.

- **Data Aggregators:**

Platforms like Eco-Movement integrate and distribute real-time data on charging station availability, types, and specifications to apps and GPS systems.

- **Roaming Protocols:**

Standards like OCPI and OCPP ensure seamless interoperability, enabling users to access chargers across networks.



Key EV Trends in 2025

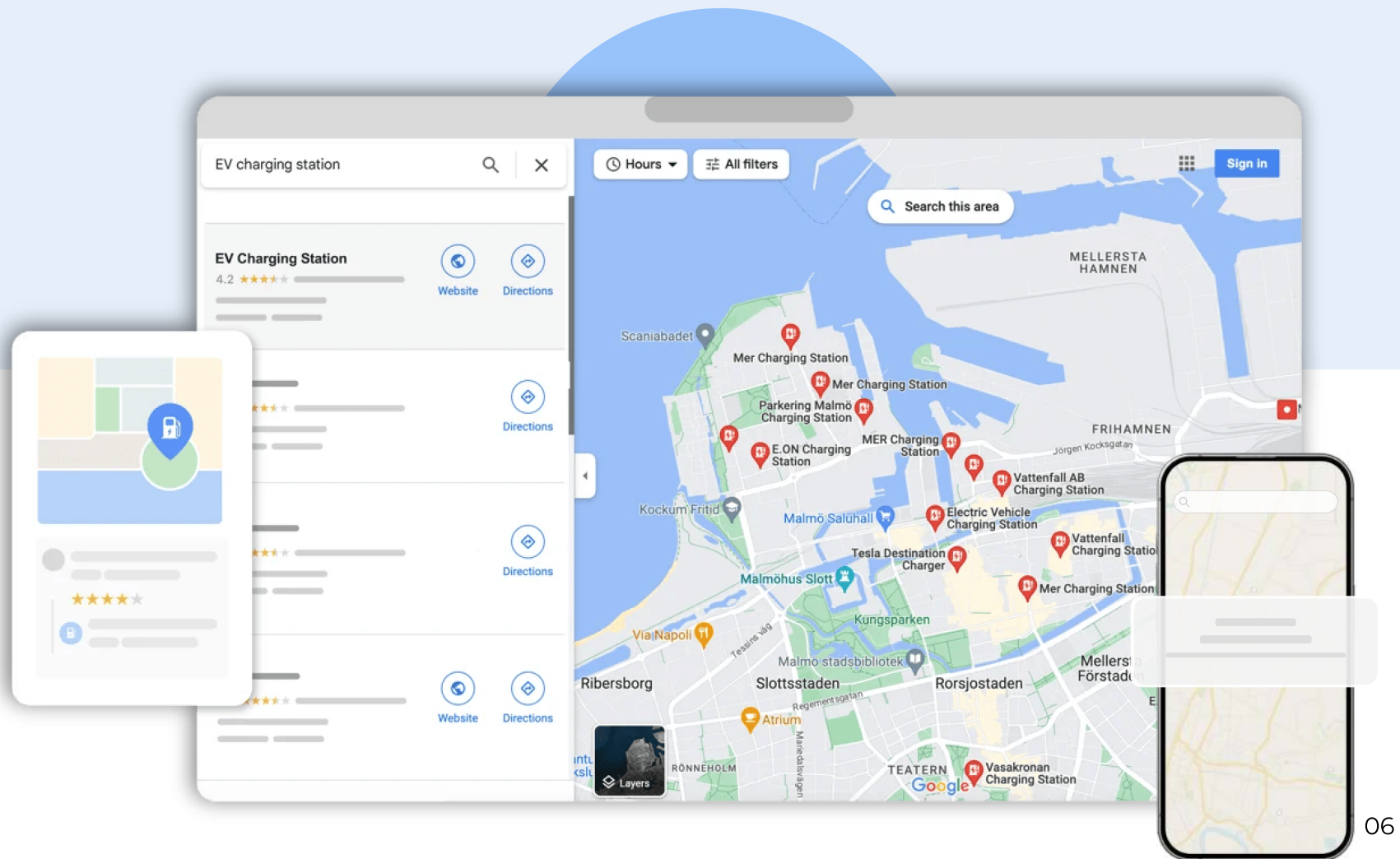


1. Collaborative Ecosystems:

Partnerships among CPOs, aggregators, and EMSPs enable EV brands to offer seamless experiences without owning the entire ecosystem. Roaming protocols like OCPI are expanding compatibility across charging networks.

2. Technological Advancements:

Ultra-fast chargers now reduce charging times to under 15 minutes, thanks to high-power DC charging technology. Wireless charging and portable solutions are also making charging more accessible. The number of publicly accessible chargers is [set to grow by 35% year-over-year](#) to meet increasing demand.



3. Regulatory Landscape:

With the European Union [banning the sale of internal combustion engine vehicles by 2035](#) and similar policies in California and China, the urgency to expand EV infrastructure is higher than ever.



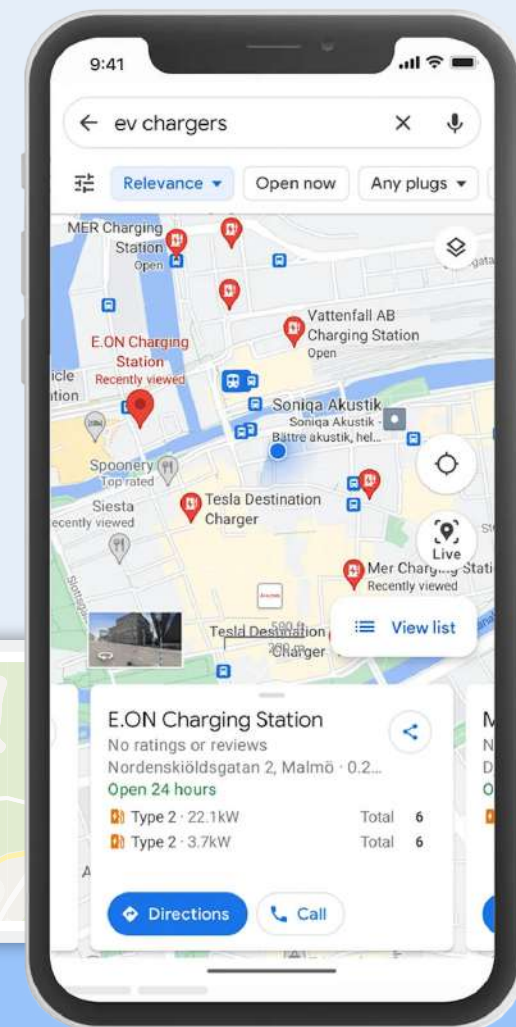
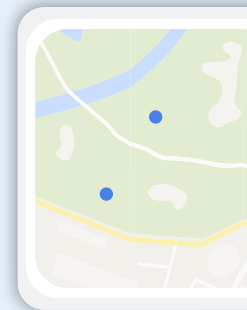
How EV Drivers Search Locally

Range Anxiety:

Range anxiety—drivers' fear of running out of battery charge without access to a nearby charger—remains one of the primary challenges for EV adoption. This anxiety has driven a surge in local searches for “charging stations near me,” as [Google reports](#). Similarly, Apple Maps has seen a notable uptick in EV-specific navigation queries, as iOS users increasingly rely on its seamless integration with Siri.

Mobile-First Searches:

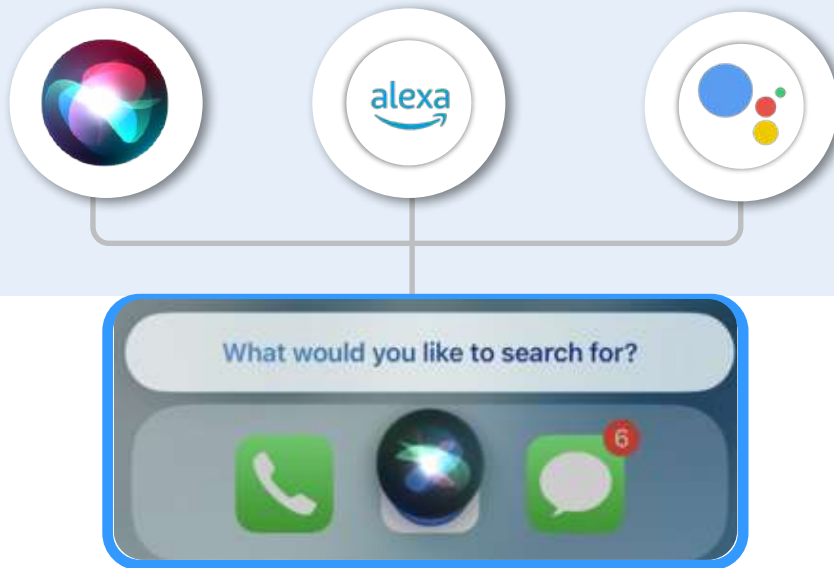
Mobile devices dominate EV charger searches, [with 84% of all “near me”](#) searches originating from mobile. Drivers on the go rely on responsive, mobile-optimized websites and listings to quickly locate charging points.



Increased Voice Search:

The rise of smart devices and in-car assistants like Siri, Alexa, and Google Assistant has fueled the growth of voice search. **Roughly 55% of individuals** use voice search to find local businesses. Drivers are now using conversational queries such as:

- “Where’s the nearest EV charging station with fast chargers?”
- “Find me a charging station with a cafe nearby.”



Pro Tip: "Voice search isn't just a trend, it's how customers plan trips. We are already seeing sites get traction with it. Businesses need to prepare for conversational queries,"

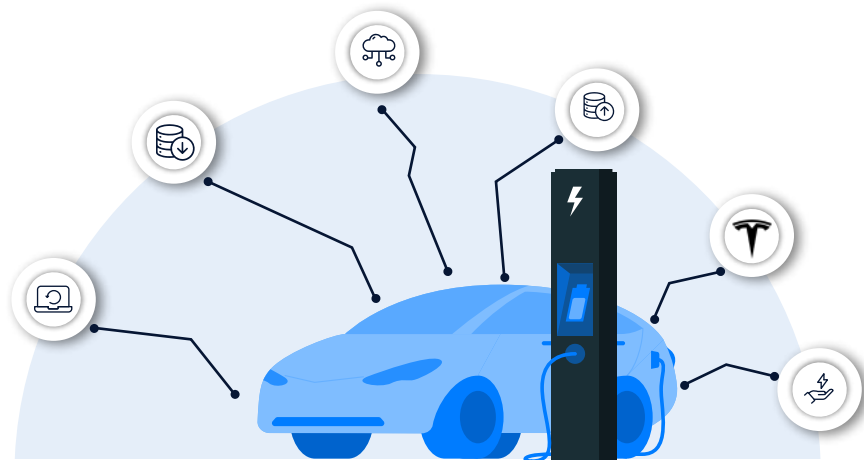
MARION LEADBETTER, SEO STRATEGIST.

Challenges for EV Brands

The EV charging industry is poised for significant growth, but along with opportunities come considerable challenges.

- **Diverse Data Standards:** Platforms like Google Maps and Apple Maps use different protocols (e.g., OCPI for data standardization or GELF for Apple), creating a need for constant synchronization and updates.
- **Dedicated APIs:** Some navigation systems or EV apps require bespoke integrations, adding complexity to maintaining uniform data across platforms.
- **Data Fragmentation:** Each platform may prioritize different data points—charging speed, pricing, amenities—leading to inconsistencies if not managed centrally.

- **Dynamic Data Overload:** With thousands of charging points, real-time updates generate enormous data streams, making it challenging to reflect instant status changes.
- **Tesla's Market Influence:** Tesla's proprietary charging network sets benchmarks for speed and reliability but also disrupts interoperability for non-Tesla drivers.
- **Infrastructure & Electricity Source:** Grids in many regions are already under strain, particularly during peak usage hours. Scaling electricity generation requires massive investments in infrastructure, diversifying energy sources (e.g., solar, wind, nuclear), and improving grid reliability.

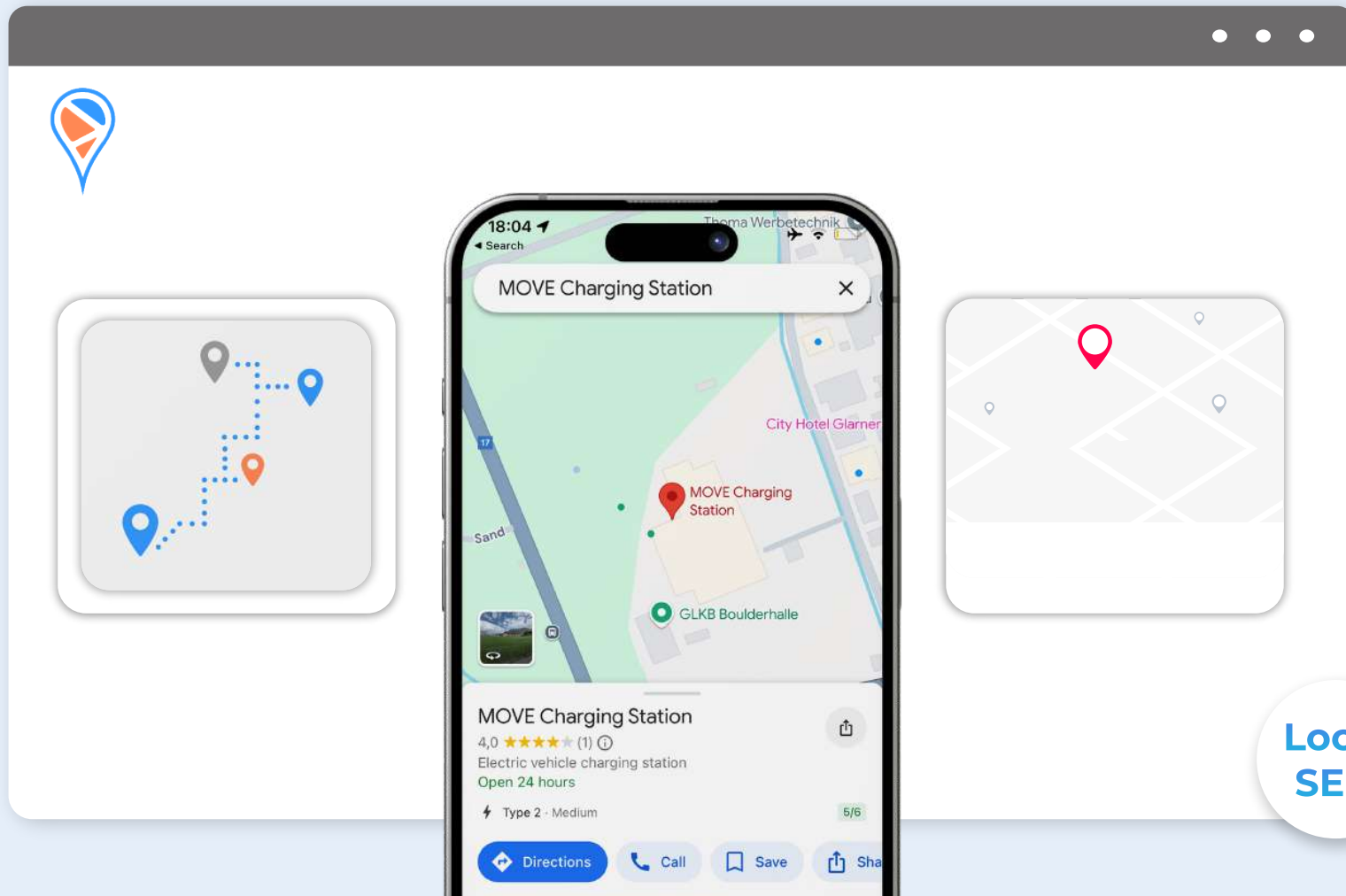


"Local SEO is often underestimated, but starting with the basics and getting them right presents the biggest opportunity for brands aiming to establish themselves as leaders in 2025,"

CLARISSA FILIUS, SEO LEAD AT IO.

SECTION 2

Your Essentials of Local SEO Strategy 2025





Google Business Profile (GBP) Optimization

Your Google Business Profile is the most powerful tool for your local search visibility so make sure you use it to the fullest. A well-optimized GBP ensures your charging stations are easily discoverable and provide critical trust signals.

GBP Checklist

- I've added my Name, Address, and Phone Number (NAP) details consistently across all platforms.
- I've provided accurate operating hours, including holiday schedules.
- I've specified amenities like restroom access, nearby cafes, and Wi-Fi availability.
- I've uploaded clear photos of my charging stations, showcasing equipment, signage, and amenities.
- I've highlighted unique features, like solar-powered chargers or shaded parking areas, with professional images.
- I've selected relevant attributes, such as "fast charging," "EV charger types available," or "contactless payment."
- I've tailored attributes to meet specific customer needs, such as wheelchair accessibility or pet-friendly options.
- I actively monitor the Q&A section for customer queries and provide clear, timely responses.
- I've addressed common concerns proactively, such as charging compatibility or speed.
- I use GBP Posts to promote special offers, like discounted charging rates during off-peak hours.
- I regularly share updates about new station launches, upgrades, or maintenance schedules.



Pro Tip: "Local NAP consistency—ensuring your Name, Address, and Phone details match across all platforms—is one of the most critical factors for strong Local SEO rankings"

HENRIK JACOBSEN, ONLINE MARKETING EXPERT

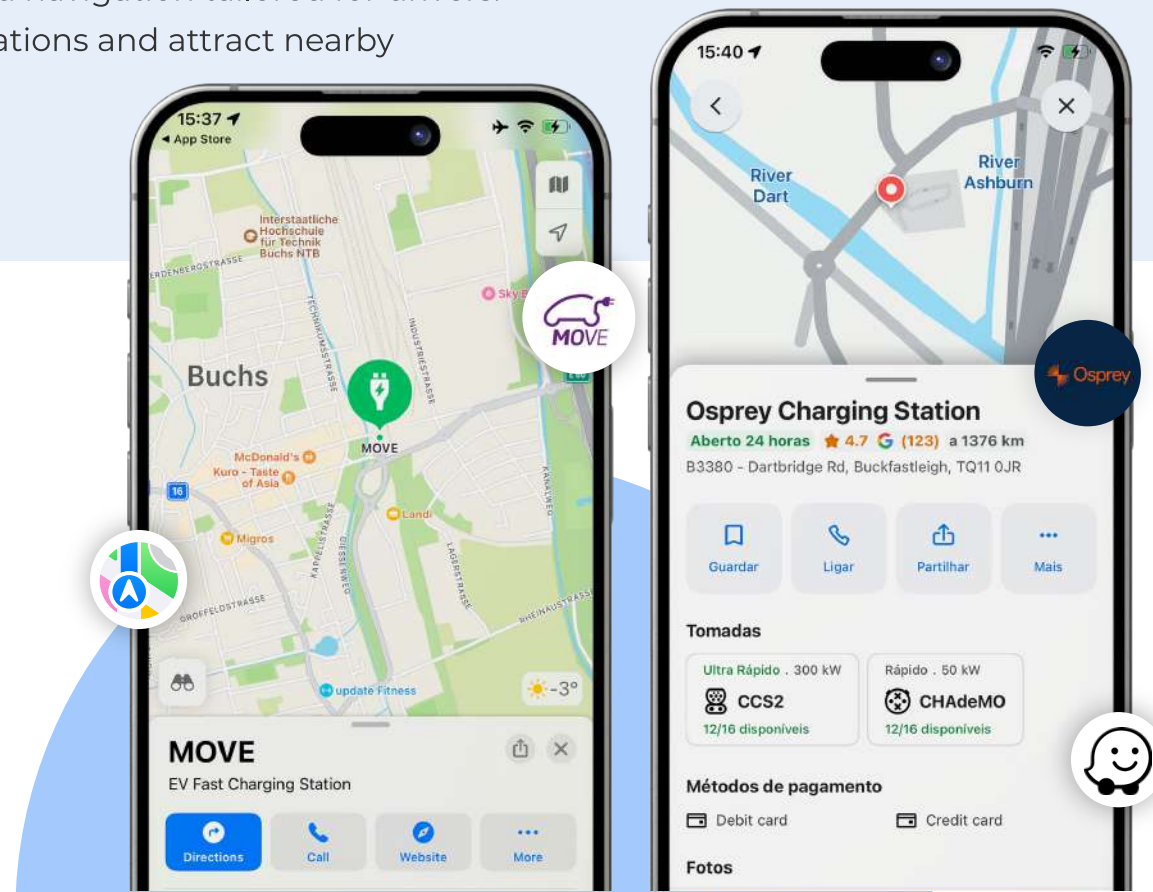
Expanding Beyond Google

Apple Maps:

- Apple users are 3 times more likely to use Apple Maps.
- With [its Apple Business Connect \(ABC\)](#) feature, businesses can manage listings, update information, and interact directly with users.
- Starting with iOS 17, Apple Maps also provides **real-time EV charging availability**.
- Siri integration allows seamless voice-activated navigation to charging stations.

Waze:

- Owned by Google, it offers **real-time traffic insights** and navigation tailored for drivers.
- Businesses can use Waze Ads to promote charging locations and attract nearby drivers.



Expanding Beyond Google

Specialized Directories:

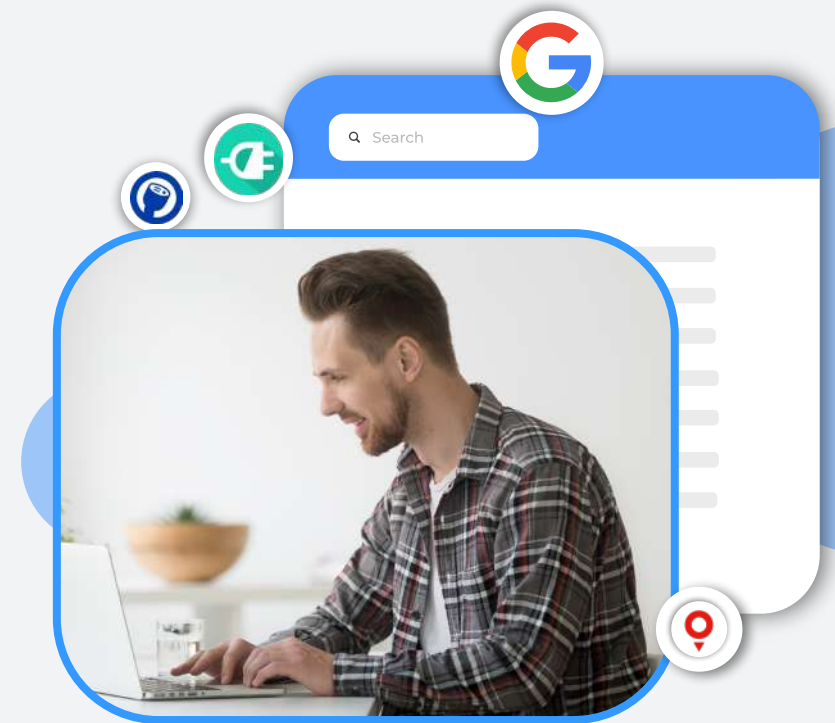
- Platforms like PlugShare, ChargeHub, and other **EV-specific apps** cater directly to drivers seeking charging options, making them essential for expanding reach.

GPS Devices:

- The digital mapping world expands, but traditional GPS devices still hold their ground.
- Brands like TomTom and Garmin appeal particularly to travellers and **older demographics**.

Indoor Mapping:

- For larger facilities like airports or malls, **indoor mapping** features help guide users to charging points within the premises.



Expert View: “HyperLocal SEO is critical for EV brands. Drivers rely on searches like 'charging near me' or 'fast EV charger [city name],’ making local optimization a non-negotiable priority.”

VERONIKA HÖLLER, GLOBAL SEO LEAD AT TRESORIT.

Providing Seamless Customer Experiences

1. Reliability is Everything:

EV drivers often face range anxiety, making accurate, up-to-date information about charger availability, pricing, and locations essential. A single negative experience, such as **outdated details or non-functional chargers**, can erode trust and push customers to competitors.

1.

2. Consistency Across Channels:

EV drivers interact with your brand across multiple platforms, including Google Maps, Apple Maps, in-car navigation systems, and social media. Consistency in your **branding, messaging, and data** ensures a frictionless experience, regardless of how customers find you.

2.

3. Efficiency in Service Delivery:

From on-the-go searches to real-time updates, EV users expect convenience. An optimized digital presence, paired with reliable charger performance, ensures that drivers can plan and execute their trips with minimal disruptions.

3.

4. Consistency Across Channels:

An EV brand's ability to respond to customer needs quickly and transparently builds long-term loyalty. Focused **customer care** practices help differentiate your brand in a crowded market.

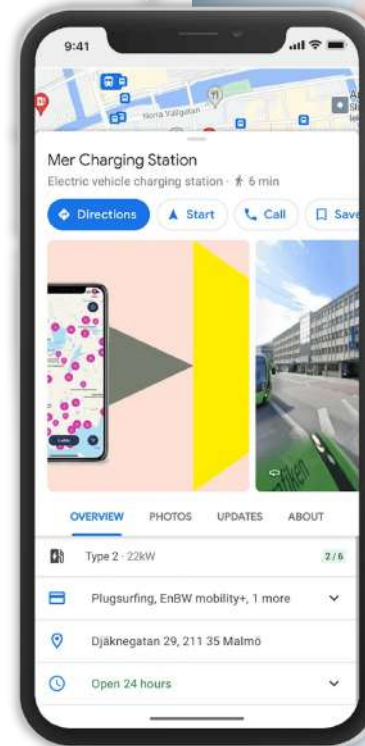
4.

Customer Service Checklist

- My website contains accurate, user-friendly content that addresses customer questions.
- I actively monitor and respond to queries on social media and review platforms.
- I maintain transparency in pricing and availability to foster customer loyalty.
- I audit listings regularly to ensure accuracy across platforms.

Pro Tip: "Establishing guides around EV stations with detailed information about landmarks, shopping, or dining nearby can deliver great value to both users and brands"

RASMUS HIMMELSTRUP,
MANAGING DIRECTOR AT TRANSACT. EXPERT



The Power of Reviews and Customer Feedback

92% of users will use a local business if it has at **least a 4-star rating**. Brands that effectively manage and leverage customer feedback can transform reviews into a competitive advantage, building trust and improving visibility in search results.

1.

Proactively Request Reviews:

- Follow up with customers post-visit, thanking them for their patronage and inviting them to share their experience infrastructure of charging stations.
- Send quick, personalized texts with a direct link to review platforms.
- Use signage at charging stations or display QR codes to make leaving a review seamless.

2.

Respond Thoughtfully to All Reviews:

- Address reviews within 48 hours to show attentiveness.
- Refer to specific details mentioned in the review to create a more genuine connection.
- For negative reviews, apologize sincerely, provide a solution, and outline steps to prevent future issues.



3.

Analyze Review Sentiment for Insights:

- Notice patterns in complaints or praises, such as charger reliability or site amenities.
- Focus on resolving issues most commonly mentioned in reviews to boost customer satisfaction.
- Highlight frequently praised features, such as fast charging or cleanliness, in promotional materials.

4.

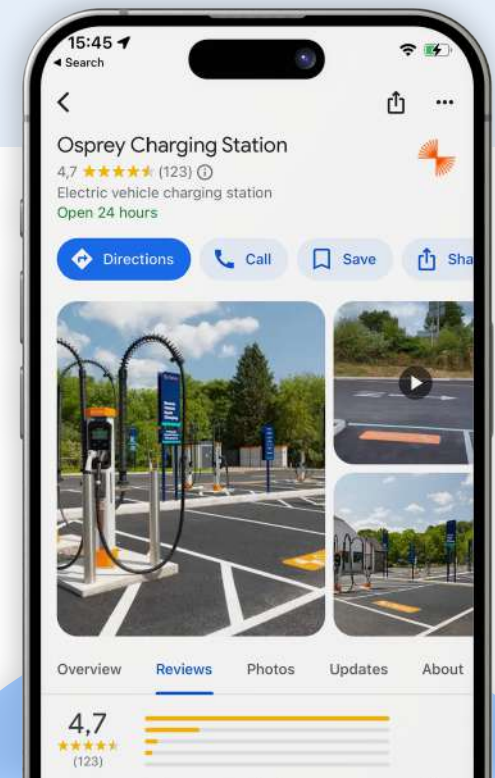
Showcase Positive Reviews:

- Create “customer spotlight” posts featuring reviews that reflect your brand values.
- Use snippets from reviews as testimonials on your website, social media, and email newsletters.



Pro Tip: “AI-powered local search algorithms prioritize businesses with positive, location-specific reviews. Encouraging reviews that naturally include local keywords boosts relevance and improves rankings,”

ASTGHIK NIKOGHOSYAN, DIGITAL MARKETING EXPERT AT PINMETO.



5.

Close the Feedback Loop:

- Notice patterns in complaints or praises, such as charger reliability or site amenities.
- Focus on resolving issues most commonly mentioned in reviews to boost customer satisfaction.
- Highlight frequently praised features, such as fast charging or cleanliness, in promotional materials.

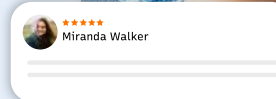
Review Management Checklist

- I'm actively requesting reviews via email, SMS, and in-person prompts at charging stations.
- I respond to all reviews within 48 hours to build customer trust and engagement.
- I showcase positive reviews on digital channels to build credibility and attract more customers.
- I regularly audit feedback to inform operational improvements and marketing strategies.



Pro Tip: "Establishing guides around EV stations with detailed information about landmarks, shopping, or dining nearby can deliver great value to both users and brands"

RASMUS HIMMELSTRUP, MANAGING DIRECTOR AT TRANSACT.



Leveraging Localized Content

92% of users will use a local business if it has at **least a 4-star rating**. Brands that effectively manage and leverage customer feedback can transform reviews into a competitive advantage, building trust and improving visibility in search results.

1.

Focus on Local Relevance:

Write blog posts that address local EV-related topics, such as:

- Environmental benefits of electric vehicles in your community.
- Tutorials on how to use EV chargers effectively.
- Local sustainability initiatives or green energy projects.

3.

Develop Location-Specific Landing Pages:

Build dedicated pages for each of your charging station locations.

- Include unique content tailored to the area, such as nearby landmarks, events, or promotions.
- Highlight the availability of your chargers and associated services (e.g., fast charging, amenities).

2.

Use Engaging Multimedia:

Incorporate visual and interactive elements to keep your audience engaged on social media:

- Video tutorials on navigating your charging station.
- Infographics breaking down costs, benefits, or statistics about EV charging.

4.

Answer Customer Questions:

Create a comprehensive FAQ section based on common customer inquiries:

- "How long does it take to charge my car here?"
- "What payment methods do you accept?"

5.

Optimize for SEO:

Ensure your content is optimized for local and voice searches.

Use conversational keywords and phrases, such as:

- “Where’s the nearest EV charging station?”
- “Fast EV charger in [city/area name].”

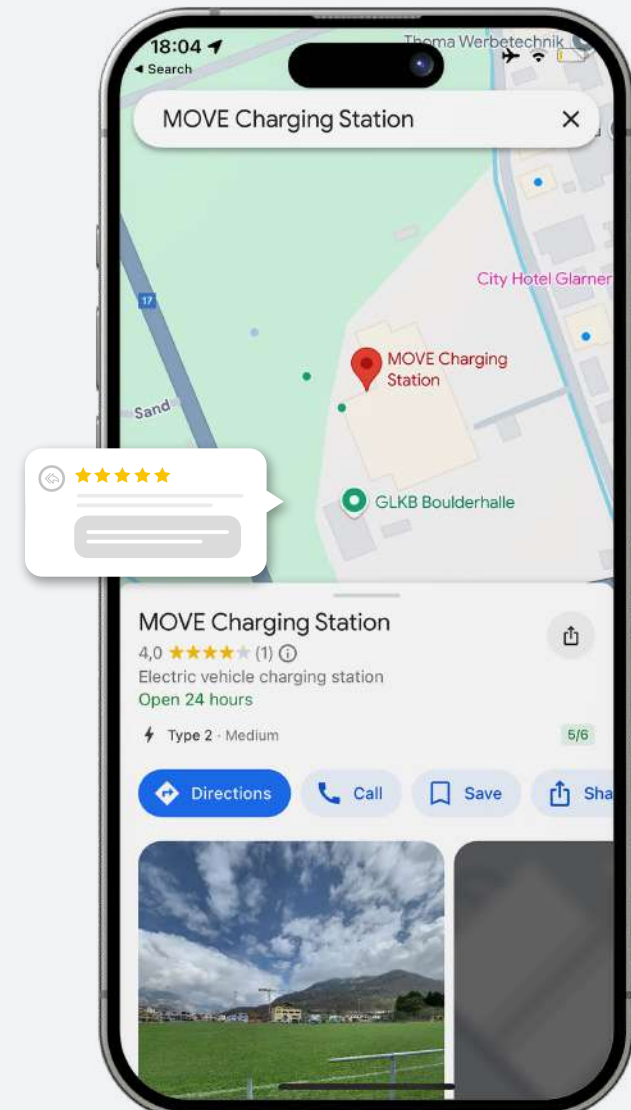


Pro Tip: "A common SEO myth is that more keywords automatically mean better rankings. Modern SEO is about understanding user intent and providing valuable, relevant content that answers specific questions or needs."

HENRIK JACOBSEN, ONLINE MARKETING EXPERT

Localized Content Checklist

- I create content that reflects local interests, such as blog posts.
- I use engaging multimedia like videos and infographics to make my content stand out.
- I build unique landing pages for each charging station with location-specific content.
- I maintain a comprehensive FAQ section addressing common questions from EV drivers.
- I optimize my content with local keywords, ensuring it ranks for location-based searches.
- I update my content regularly to keep it relevant and helpful for my audience.



On-Page Optimisations

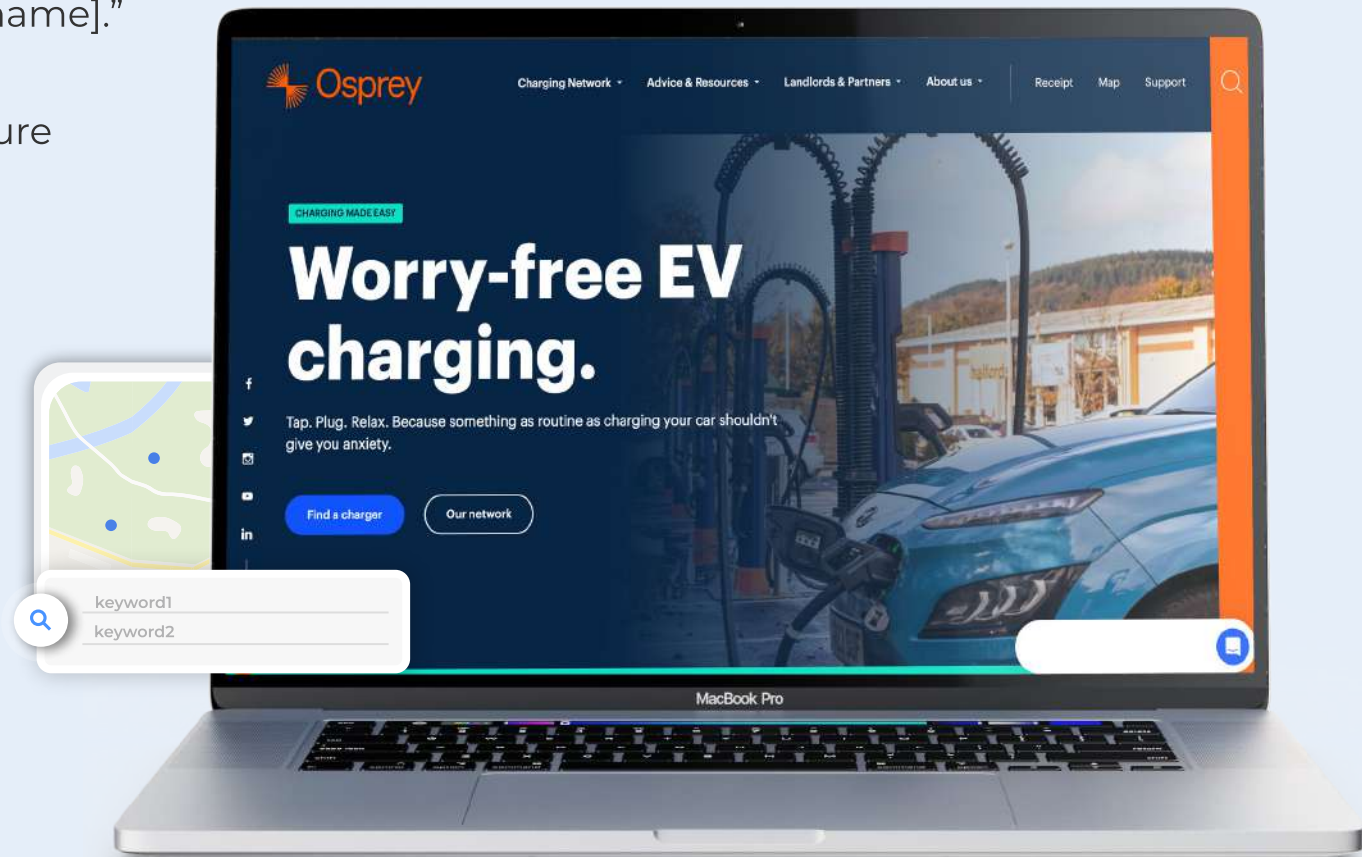
By aligning your content with the intent of your audience and optimizing for local search behaviors, you can drive more traffic, improve rankings, and convert visitors into loyal customers.

- **Keyword Research with Intent Focus:**

Conduct local keyword research to identify queries with clear user intent, such as:

- “EV charging station near me.”
- “24-hour EV charger [city/area name].”
- Optimize for long-tail keywords

and natural language queries to capture voice search traffic.



- **Dedicated Location Pages:**

Create pages specifically for each charging station, with localized content that includes:

- Amenities available at the station.
- Directions, landmarks, and nearby attractions.
- Area-specific promotions or partnerships.

- **Enhance Content with Links:**

- Use internal links to connect related content on your site (e.g., a blog post on EV maintenance linking to a charging station page).

- Incorporate high-quality external links to authoritative sources, such as government EV incentives or sustainability studies, to boost credibility.

- **Optimize Metadata and Headings:**

- Use location-specific keywords in title tags, meta descriptions, and H1/H2 headings to enhance relevance.

- Example: “Fast EV Charging Stations in [City] | Open 24/7.”



- **Mobile Optimization:**

- Ensure your site is responsive and loads quickly on mobile devices to cater to the growing number of users searching on the go.

- Prioritize user-friendly navigation, clear CTAs, and accessible content for mobile users.

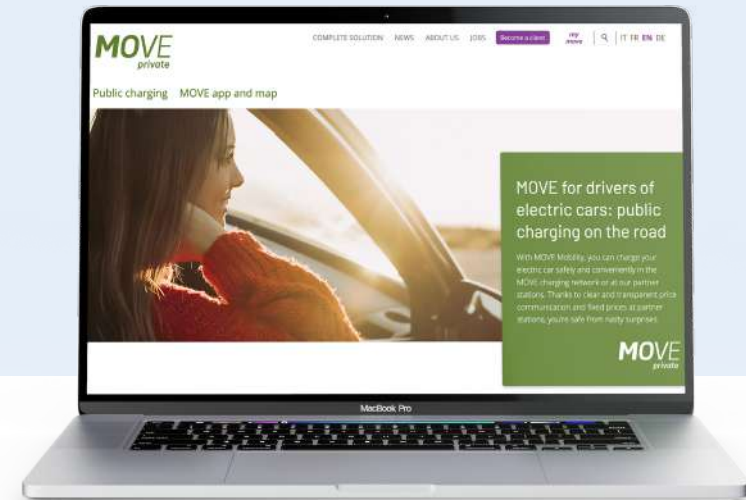
- **Enhance Content with Links:**

- Add schema markup to help search engines understand and display your information as rich snippets.

- Examples include operating hours, pricing, amenities, and real-time charger availability.

On-Page SEO Checklist

- I've created dedicated pages for each charging station with localized content.
- I've used internal and external links to boost authority and improve rankings.
- My pages include relevant keywords in title tags, meta descriptions, and headings.
- I ensure mobile optimization to capture users searching on-the-go.
- I've implemented structured data for rich snippets in search results.

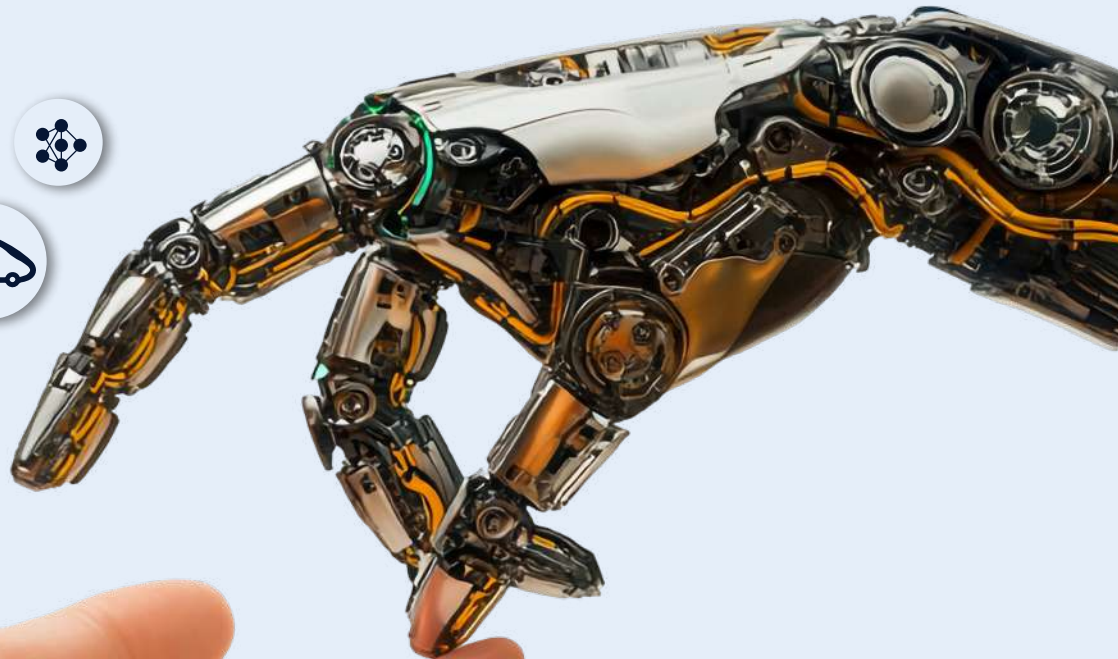


"Businesses often feel like SEO and their website is a 'one and done' situation. It's not. Competitors and search engines are changing, and you need to stay on top of trends and user experience to stay relevant,"

AMANDA JORDAN, DIRECTOR OF DIGITAL STRATEGY AT RICKETYROO.

SECTION 3

Leveraging AI and Tech Innovations



AI and machine learning are transforming how EV brands connect with customers:

- **Predictive Analytics:** Analyze historical trends to predict high-demand periods and allocate resources effectively.

- **Dynamic Pricing:** Adjust prices based on usage patterns to optimize revenue and accessibility.
- **Real-Time Updates:** Use AI to deliver live charger status, availability, and pricing data to minimize frustration and improve trust.
- **Customer Personalization:** Tailor notifications and loyalty programs to individual preferences, boosting engagement and retention.

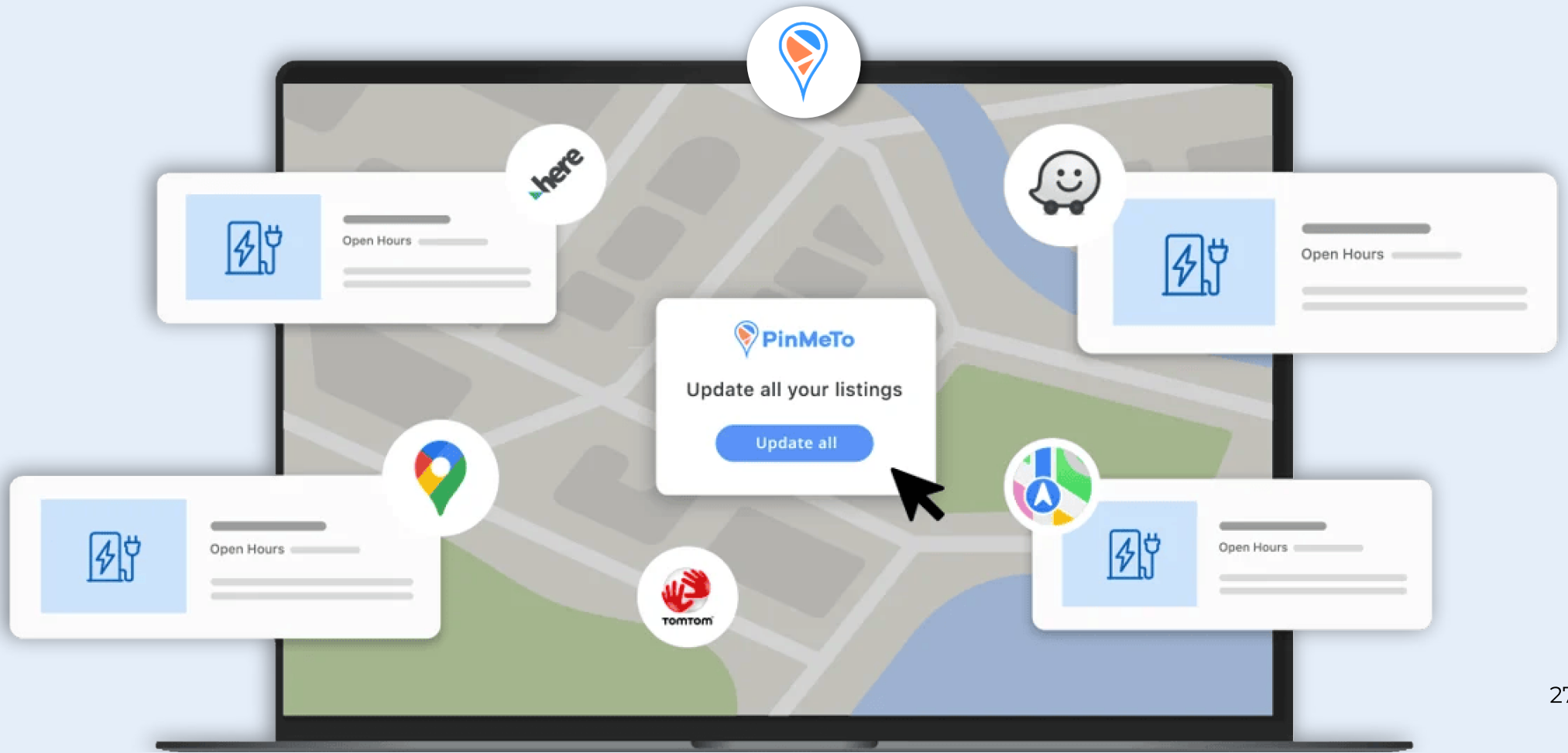


Pro Tip: "AI-powered search is changing how users interact with local listings. To stay competitive, EV brands must optimize for both users and AI models, ensuring their information is easily accessible for tools like SearchGPT or Google's AI Overviews,"

KRISTOFFER MIKKELSON MIRACCO, HEAD OF CONTENT & SEO AT MARKANT.

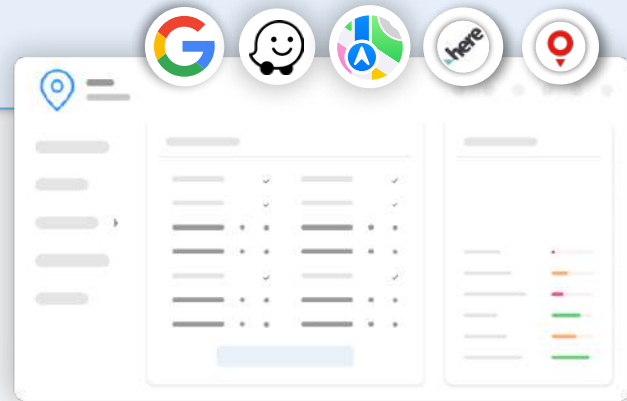
SECTION 4

How PinMeTo Empowers EV Charging Brands



Managing data consistency across hundreds of charging stations can be challenging. Through local search automations like PinMeTo, you can minimise manual tasks, make bulk updates and monitor online presence of each location from one **centralised platform**. With PinMeTo you can:

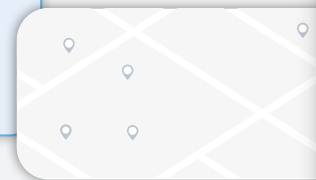
1. Manage Visibility in all major platforms: Create seamless digital experiences and get exclusive access to a global network with our 100+ direct integration partners—like Google, Waze, AppleMaps, HERE, TomTom, and many more.



2. Showcase live charger availability:

Feature your charge points' level of power availability and charge point types in real-time on major networks to EV drivers, synced via our integration with Eco-Movement.

2.

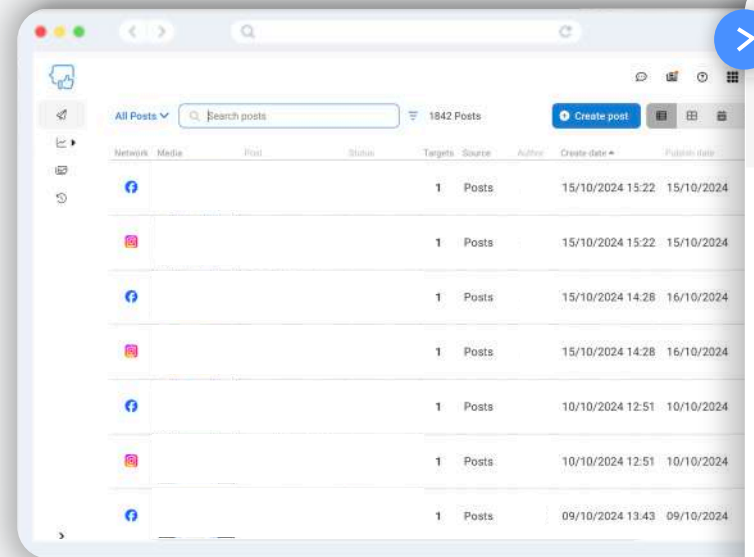


Learn how PinMeTo can level-up your EV brand's online visibility

3.

Access essential performance data, including:

- Customer feedback on chargers and amenities.
- High-demand periods and seasonal traffic trends.
- Location-specific performance metrics to refine your strategy.



4.

Optimize for voice search:

Optimise your location data so that hands-free voice assistants can suggest your EV charging station locations more frequently.



5.

Optimize for SEO:

Ensure your content is optimized for local and voice searches.

Use conversational keywords and phrases, such as:

- “Where’s the nearest EV charging station?”
- “Fast EV charger in [city/area name].”

To Sum Up

The EV charging industry is evolving at lightning speed, with advancements in technology, rising consumer demand, and intensified competition reshaping the landscape.

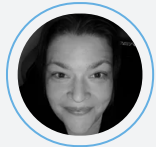
As we approach 2025, the time to refine your strategy and embrace these opportunities is now. By staying proactive, informed, and customer-centric, your brand can lead the charge in powering the future of EV infrastructure.

Methodology

This Local SEO guide was compiled using a combination of in-depth interviews with industry experts, online surveys, analysis of recent statistical data, and review of case studies involving multi-location brands. Sources include direct statements from professionals in the field of SEO and local marketing, as well as comprehensive data from recent marketing reports and industry-specific studies.



Kudos to All Participants



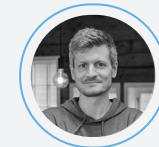
VERONIKA HÖLLER,

- Global SEO Lead at Tresorit
- Expert in SEO, SMM, and PPC marketing with over 16 years of experience



AMANDA JORDAN,

- Director of Digital Strategy at RicketyRoo
- Specializes in Local SEO and omnichannel marketing strategies.



KRISTOFFER MIKKELSON MIRACCO,

- Head of Content & SEO
- Focuses on optimizing content for AI models and generative AI in search.



HENRIK JACOBSEN,

- SEO and Online Marketing Expert, specializing in franchises and multi-location businesses.



CLARISSA FILIUS,

- SEO Lead at iO Amsterdam
- Expert in Local SEO for retail brands with 1,000+ locations across Europe.



RASMUS HIMMELSTRUP,

- Managing Director at Transact
- Specializes in leveraging high-quality content for Local SEO.



MARION LEADBETTER,

- SEO Strategist
- Focuses on client-first content and building relationships through Local SEO initiatives.



ASTGHIK NIKOGHOSYAN,

- Digital Marketing expert at PinMeTo
- With 10+ years in the SEO field, specialist in local and multi-location marketing.

More EV marketing resources:

<https://www.pinmeto.com/blog/add-ev-charging-stations-on-google-maps>

<https://www.pinmeto.com/blog/electric-vehicle-marketing>

<https://www.pinmeto.com/blog/local-maps-marketing>

