



Google My Business Domination



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What we're covering



- **How to Add your business to GMB**
- **How Google Maps rankings work**
- **How Google Maps works with Google My Business**
- **Is Google My Business listing necessary to register on Google Maps?**
- **How to optimize your GMB listing for Google Maps**
- **How having a website influences your Google Maps ranking**
- **Embed a Google map on your website**
- **Tracking your Google Maps rankings**



How to Add A Business to GMB



How to Add your business to GMB

- Go to [Google.com/maps](https://www.google.com/maps) and search for your business name
- A window will pop up, offering you to fill out the basic business information, like open hours, category, and location.
- Follow the prompt to add your business in G Maps
- Get it verified
- Optimize your Listing

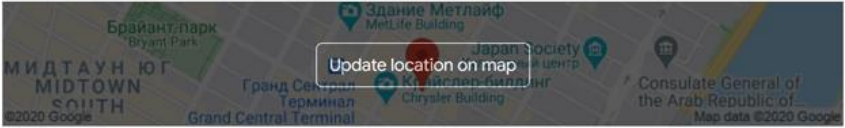
Add A Place

Please provide some information about this place. This place will be publicly visible.

Name*
[Add name](#)

Category*
[Add category](#)

Location*
[Add address](#)



Update location on map

Located within
If this place is located within another, enter the containing place.
[Search for place or business](#)

[Cancel](#) [Send](#)



How Google Maps rankings work

How Google Maps rankings work



According to Google's documentation, the [three main local ranking factors](#) are:

- **Relevance** — how much your business matches the user's query.
- **Distance** — how close you are to the search user.
- **Prominence** — how well-known and well-liked the business is.

The main thing to remember here is that the ultimate objective of Google Maps isn't to help business owners boost their sales and conversions. It's all about helping users find what they need to find.

Factor 1 - Relevance



First, you need relevance to even show up for the search query. It's probably the easiest factor to explain.

For Example, I go and type in SEO Melbourne. So, I should be an SEO Agency to get ranked in Map Pack. Pretty explanatory Right?

Do/Don't's

- **Do include the right Primary and Secondary Categories to your Map Listing.**
- **Make sure your NAP is consistent and MUST match you website NAP**
- **Do optimize the listing (more covered lateron)**

- **DON'T add keywords to your Business name in GMB. I know some people do this but its not advisable at all. This can penalize your MAP listing and can kick you out of SERPs.**
- **Don't try to change the Primary Category too often**
- **Don't login from different IP locations/country (we did get few occasions in the past doing this)**

Factor 2 – Distance Factor in Map Results



It's probably the most important factor to consider when doing local SEO, as the SERPs and local 3-packs will change wildly depending on where the searcher is, and there isn't much we can do about optimizing for distance.

Ultimately, wherever you end up being and running your business will have a lot to do with your Google Maps SERPs.

By default, Google Maps listings are prioritized into positions based on the user's location, with position "A" being supposedly the closest and most prominent

I know you might be thinking that if Google has to decide everything then what we can do to Boost our GMB listing.

Factor 3 : Prominence factor



- Now comes the **prominence**, the most difficult ranking factor to pin down
- Google's documentation claims prominence is based on **how well-known a business is, both offline and online.**

What's contributor: Although locations counts as the most important factor for sure but your **company website's web results, your GMB reviews, backlinks, and articles to your properties** are all supposed to be counted towards your prominence in local search in general, and Google Maps in particular.

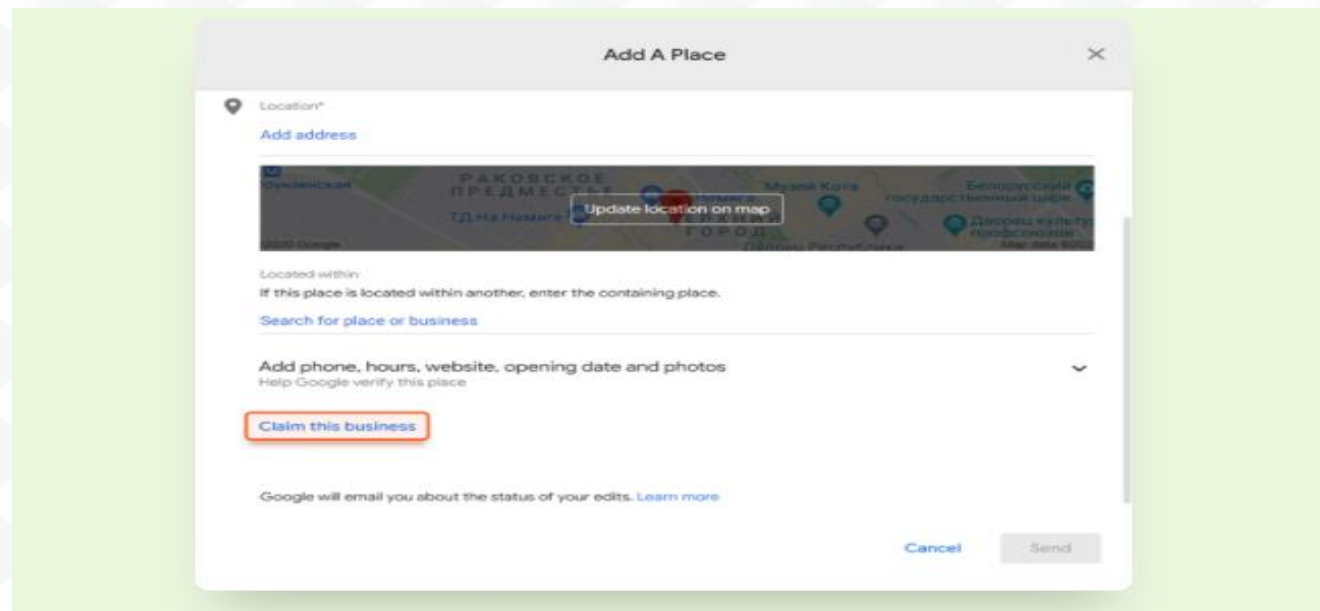
So there are 2 things which marry together here for Prominence. As Google's primary motive, they will give first weightage to quality results with ratings 4.5+ and once that's arranged they will move to other factors mentioned above.

We don't know what makes the prominence factor tick because at occasion we have seen Google show mix results too. That include spam listings as well

How Google Maps works with Google My Business



- Google My Business is a **database of businesses**; Google Maps is an **online mapping service**. So they both work together.
- We add details to GMB and it gets reflected in Google Maps.
- **Is Google My Business listing necessary to register on Google Maps? – Answer is NO. You can survive without GMB too because Goggle takes feed from few different sources/aggregators so the do add businesses to their database too which we have to claim time to time.**





How to Optimize Your GMB Listings

How to optimize your GMB listing for Google Maps



(Combination of GMB+Website+Offpage)

- Google My Business is a **database of businesses**; Google Maps is an **online mapping service**. So they both work together.
- Don't stress to add keywords to your GMB Description as it doesn't get crawled for ranking purposes as the best we know.
- Don't add incorrect Opening Hours as it might leave you some negative comments which is not good either.
- Optimize your listings for NAP which includes, adding NAP to your website, make sure its right on GMB listing, Make it right on your GMB business site.
- If you are operating as a services then make sure you optimize your NAP as a service area and not your business address as such. Go to the GMB Service Area option, and add the relevant locations. You can choose between different cities, regions, and metropolitan areas, adding up to twenty items here.
- Add atleast 8-10 GMB posts inside your Posts section.

Optimizing Your Services

- You can add a description of up to 300 words + a price for the service. Don't be shy when adding your services.
- Add Attributes (Go to GMB Dashboard, find the location you want to optimize, go to Info and then Add Attributes). Add relevant keywords like Free Wifi, Serve Continental Breakfast etc

How to optimize your GMB listing for Google Maps (Cont.)



Optimizing Your Website

- It's not necessary to have a website but it's good to having 1 to pass on best Geo and topical relevancy signals to Google. Lots of brick and motor stores still doesn't have websites still they rank in Snack pack.
- Make sure you optimize the webpage as per the url you have mentioned in the GMB listing. Include Local keywords, niche keywords properly and link back via Driving Direction + NAP back to your website.
- Make sure to add Geo Relevant articles adding to your website (no matter if you are showing them in Menu or not).
- Add Schema Level detailed code to your webpage rather than just a simple plugin based code.
- When you add Geo Relevant articles, make sure to add driving direction in those from POI to back to your location. That's just a way to tell Google that I live here and help me rank better in SERPs.

Off-Page Signals



Off Page SEO

- Start with Socials – This includes create a **Google Stacks, DAS, Social Profiles, Citations** which will help to build a strong NAP + Topical Relevancy to your Webpage.
- Use GMB CID url and point backlinks to that.
- Use Quality **Press Release** with an Map Embed of your GMB Listing in that.
- Create **Hyper themed Guest Posting** links to your Webpage and try to add a GMB CID Url in that.
- Create BatchGEO urls aka **GPS listings** which really helps to trigger Lat Long for your website.
- Use Geo Tagged Images on your Website
- Create a **GEO Network** using Social Profiles (A strong relevancy signals)