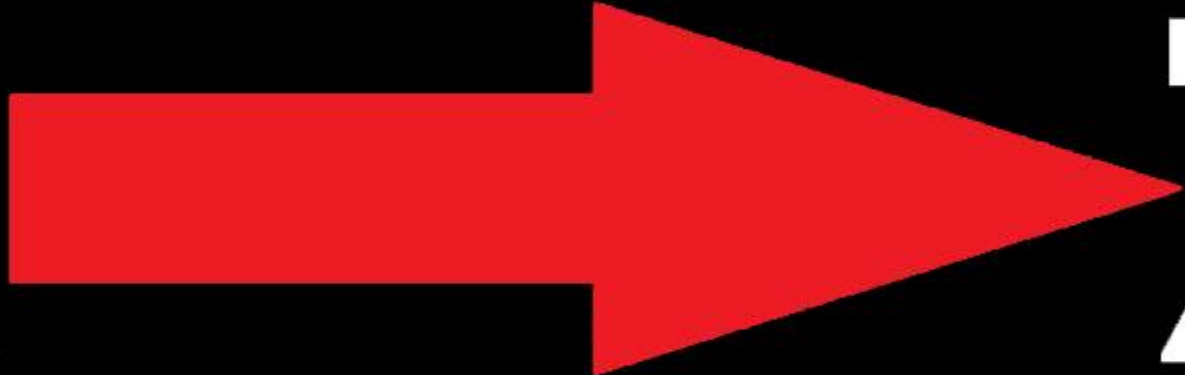


GOOGLE MAPS


A  **Z**


BLUEPRINT

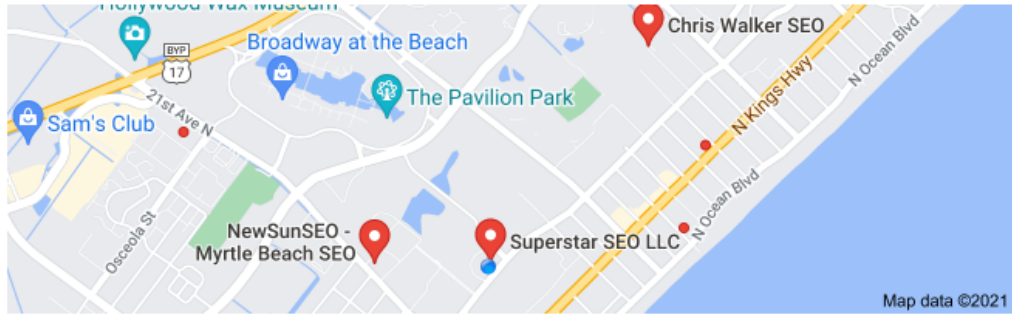
"Can I please have a checklist of what to do every month for SEO?"

Google Maps

myrtle beach seo 🇺🇸 720 💰 \$18.19 ★ ✕ 🔍

Volume: 880/mo | CPC: \$0.00 | Competition: 0.07  ★

Powered by  SURFER



Rating ▾ Hours ▾ Your past visits ▾ Sort by ▾ ⋮

Superstar SEO LLC
5.0 ★★★★★ (4) · Internet marketing service
5+ years in business · 2411 N. Oak Street Founders Centre, Suite 201 · In NB...
Open 24 hours
🗣️ "Could not have asked for a better company to work with for our SEO needs."

[Website](#) [Directions](#)

NewSunSEO - Myrtle Beach SEO
5.0 ★★★★★ (28) · Internet marketing service
20+ years in business · 1000 21st Ave N STE 9 · In McCrackin, Barnett and Ri...
Open · Closes 9PM
Onsite services · Online appointments

[Website](#) [Directions](#)

Chris Walker SEO
5.0 ★★★★★ (13) · Internet marketing service
3+ years in business · 1229 36th Ave N UNIT 215 · (843) 474-4243
Open 24 hours
🗣️ "Chris Walker SEO is well-versed in organic search optimization."

[Website](#) [Directions](#)

A warning sign featuring a black background with a central yellow rectangular area. The yellow area is framed by two horizontal bands of diagonal black and yellow stripes. The word "WARNING" is printed in large, bold, black, sans-serif capital letters across the center of the yellow area.

WARNING

What This Is Not

- Literally The Only Thing You Have To Do – These are just some key points
- Designed For organic SEO
- The ONLY way to succeed
- A static thing... each case is different
- A fully in depth dive into every part (there's too much for one session)
- The only services/freelancers that are good at these things
- A stream where free pizza will be provided

Some Major Factors

On Site

Google Business
Setup

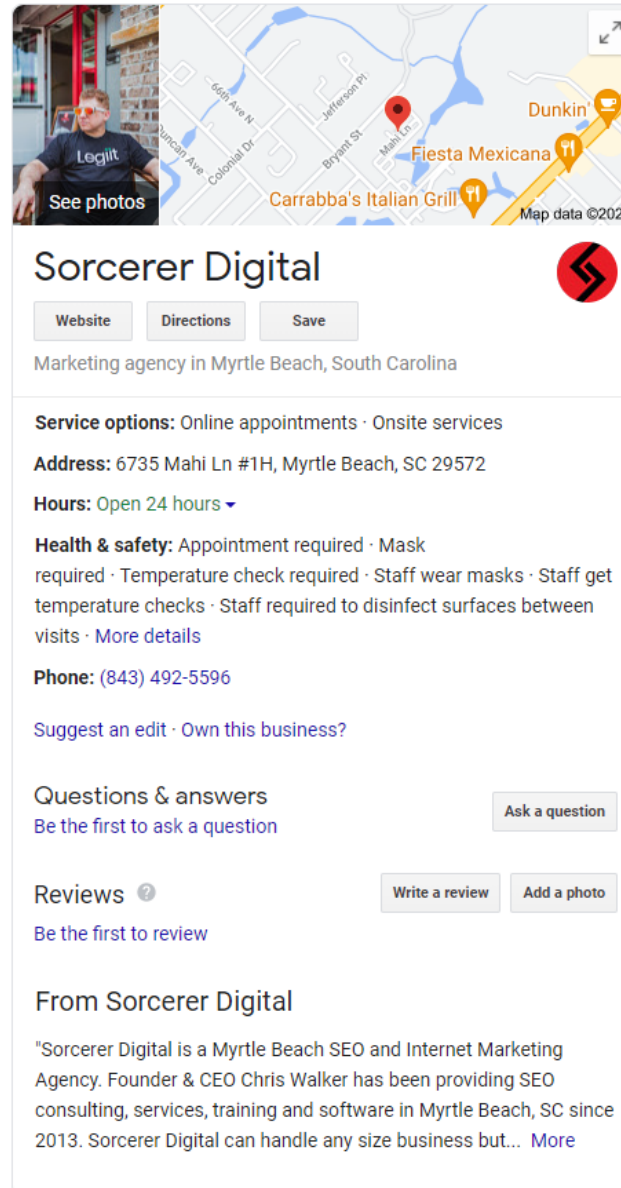
Off Site Factors

Google Business Setup

- This is another part where it is important to get it right...
- ...its probably the most important thing to get right...
- ...but you are still going to find cases where its wrong and still ranking

Lets look through an example

Example Google Business – Sorcerer Digital



The image shows a Google Business Profile for Sorcerer Digital. At the top left is a photo of a man wearing sunglasses and a dark t-shirt with the word 'Legit' on it. To the right of the photo is a map showing the business location in Myrtle Beach, South Carolina, with nearby businesses like Carrabba's Italian Grill, Fiesta Mexicana, and Dunkin' marked. Below the photo and map, the business name 'Sorcerer Digital' is displayed in a large, bold font, accompanied by a red logo featuring a stylized 'S' with a lightning bolt. Underneath the name are three buttons: 'Website', 'Directions', and 'Save'. A line of text identifies the business as a 'Marketing agency in Myrtle Beach, South Carolina'. The 'Service options' section lists 'Online appointments' and 'Onsite services'. The 'Address' is '6735 Mahi Ln #1H, Myrtle Beach, SC 29572'. The 'Hours' section indicates the business is 'Open 24 hours'. The 'Health & safety' section lists several protocols: 'Appointment required', 'Mask required', 'Temperature check required', 'Staff wear masks', and 'Staff get temperature checks'. Below this, there is a link for 'More details'. The 'Phone' number is '(843) 492-5596'. At the bottom of the profile, there are sections for 'Questions & answers' with an 'Ask a question' button, 'Reviews' with 'Write a review' and 'Add a photo' buttons, and a 'From Sorcerer Digital' section containing a short description of the agency and its founder, Chris Walker.

Sorcerer Digital

Marketing agency in Myrtle Beach, South Carolina

Service options: Online appointments · Onsite services

Address: 6735 Mahi Ln #1H, Myrtle Beach, SC 29572

Hours: Open 24 hours

Health & safety: Appointment required · Mask required · Temperature check required · Staff wear masks · Staff get temperature checks · Staff required to disinfect surfaces between visits · [More details](#)

Phone: (843) 492-5596

[Suggest an edit](#) · [Own this business?](#)

Questions & answers
Be the first to ask a question [Ask a question](#)

Reviews [?](#)
Be the first to review [Write a review](#) [Add a photo](#)

From Sorcerer Digital

"Sorcerer Digital is a Myrtle Beach SEO and Internet Marketing Agency. Founder & CEO Chris Walker has been providing SEO consulting, services, training and software in Myrtle Beach, SC since 2013. Sorcerer Digital can handle any size business but... [More](#)

Example Google Business – Sorcerer Digital

Google My Business Search businesses

Sorcerer Digital
6735 Mahi Lane
1H
Myrtle Beach, SC 29572

- Home
- Posts
- Info
- Insights
- Reviews
- Messages
- Photos
- Products
- Services
- Website
- Users
- Create an ad
- Get custom Gmail
- Add new business
- Businesses

Keep customers up to date
Answer a few questions and update your business on Google Maps and Search with your latest info.
[Get Started](#)

Create post | Add photo | Create ad

Stay connected during COVID-19
Let customers know about any changes to your business due to COVID-19

- [Update service availability](#)
- [Update business hours](#)
- [Post your COVID-19 update](#)

[Learn more](#)

Advertise easily in minutes

Marketing agency in Myrtle Beach

Ad - <https://sorcererdigital.com/>
Sorcerer Digital - For All Your Marketing Needs

Getting started is simple - we walk you through every step. Set your own budget and only pay when people click your ad. [Learn more](#)

[Start now](#)

Preview call history ^{BETA}
See recent customer calls from Google and return missed calls easily. [Learn more](#)

[Try it out](#)

PERFORMANCE

Views	Searches	Activity
4.94K	2.07K	221
Search views		64 (+300%)
Maps views		4.88K (-9%)

Example Google Business – Sorcerer Digital

Sorcerer Digital
Marketing agency

6735 Mahi Lane, 1H, Myrtle Beach, SC 29572

Service areas
United States

Sunday	Open 24 hours
Monday	Open 24 hours
Tuesday	Open 24 hours
Wednesday	Open 24 hours
Thursday	Open 24 hours
Friday	Open 24 hours
Saturday	Open 24 hours

More hours
Add hours

Add special hours

(843) 492-5596

Your business is live on Google

- View on Search
- View on Maps
- Share your Business Profile

Advertise easily in minutes

Marketing agency in Myrtle Beach

Ad · <https://sorcererdigital.com/>
Sorcerer Digital - For All Your Marketing Needs

Show up whenever customers are looking for you online – on their computers or mobile devices. Set up in minutes, and only pay when your ad is clicked. [Learn more](#)

[Start now](#)

Close this business on Google

You can mark this business as temporarily or permanently closed. You can also remove it from your account.

- sorcererdigital
- <https://sorcererdigital.com/>
- Appointment links**
Add link
- Products**
Add or edit products
- Services**
Marketing agency
Ads Campaign
Digital Marketing Strategy
Facebook Ads
Internet Marketing
Local Seo
Marketing Campaign
Search Engine Optimization
Seo Benefits
Seo Strategies
Social Media Management
Video Seo
Web Development
Email Marketing
Facebook Ads Management
Social Media Marketing
PPC Management
SEO
Video Marketing
Services were updated. [Edit](#)

Mark as permanently closed

Remove listing

Let Google help your business

Advanced information

Store code	Enter store code
Labels	Internet Marketing
Google Ads location extensions phone	Enter Google Ads phone

Example Google Business – Sorcerer Digital

From the business
Doesn't identify as Black-owned
Doesn't identify as veteran-led
Doesn't identify as women-led

Accessibility
Add attributes

Amenities
Add attributes

Health & safety
Appointment required
Mask required
Temperature check required
Staff wear masks
Staff get temperature checks
Staff required to disinfect surfaces between visits

Service options
Online appointments
Onsite services

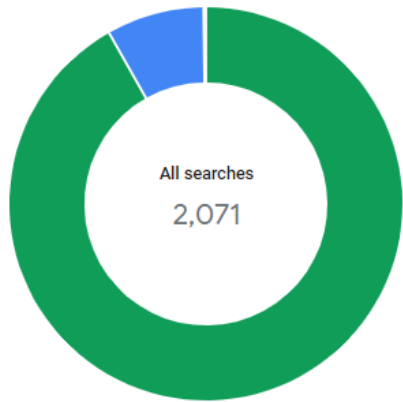
Sorcerer Digital is a Myrtle Beach SEO and Internet Marketing Agency. Founder & CEO Chris Walker has been providing SEO consulting, services, training and software in Myrtle Beach, SC since 2013. Sorcerer Digital can handle any size business but specifically likes doing SEO in Myrtle Beach. As a life long resident of the Grand Strand Chris wants to help grow the community he has happily been a part of his entire life. If you need a Myrtle Beach SEO Agency Sorcerer Digital will work with you and can be flexible with your business, budget, and any unique needs that you may have. Search Engine Optimization In Myrtle Beach, SC has its on unique properties not found in any other location Sorcerer Digital for all your Myrtle Beach SEO needs

Opened on July 22, 2018

Example Google Business – Sorcerer Digital

How customers search for your business

1 month



- Direct**
People who find your Business Profile searching for your business name or address
- Discovery**
People who find your Business Profile searching for a category, product, or service
- Branded**
Customers who find your listing searching for a brand related to your business

Promote your business in minutes
Show up more when people search for what you offer

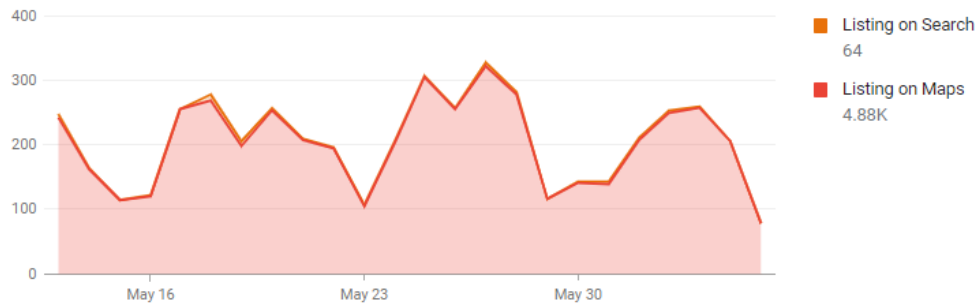
[Start advertising now](#)

Where customers view your business on Google

The Google services that customers use to find your business

1 month

Total views 4.94K

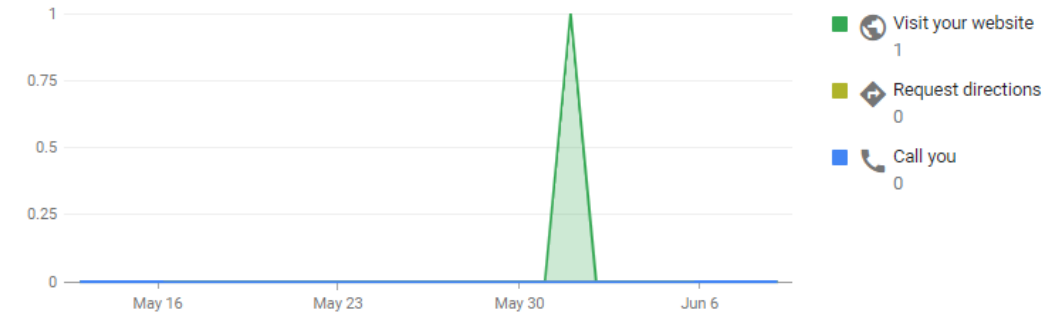


Customer actions

The most common actions that customers take on your listing

1 month

Total actions 1

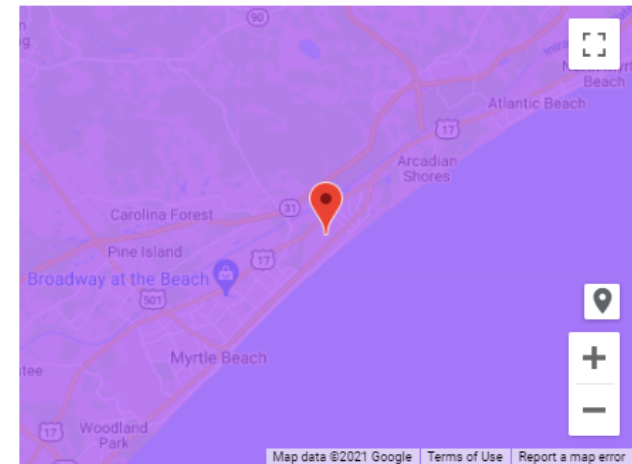


Directions requests

The areas where customers request directions to your business from

1 month

United States 11



Example Google Business – Sorcerer Digital

Phone calls

When and how many times customers call your business

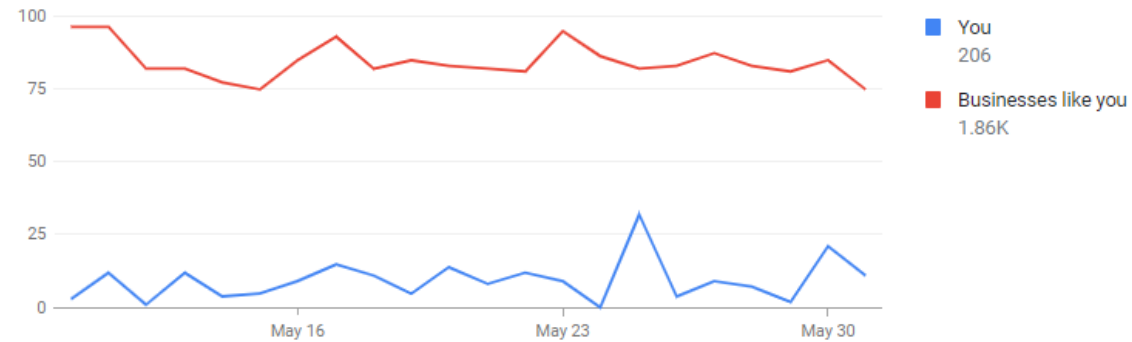
Day of week ▾ 1 quarter ▾

Not enough data for selected time period

Photo views

The number of times your business photos have been viewed, compared to photos from other businesses

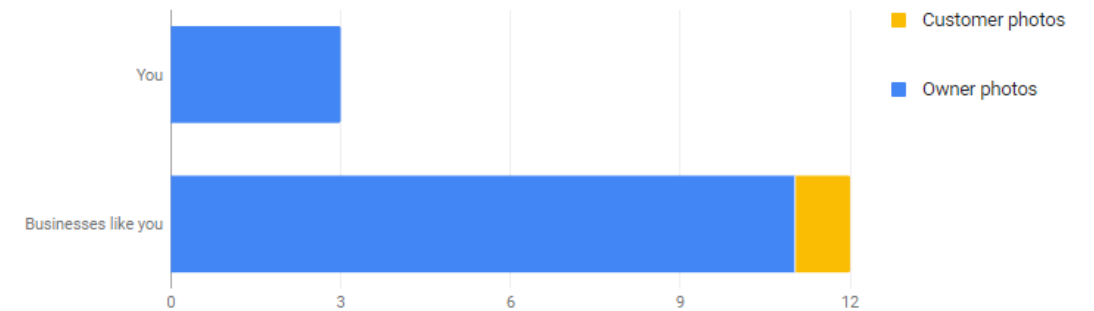
All photos ▾ 1 month ▾



Your photos receive 88.9% fewer views than similar businesses. [Post more photos](#)

Photo quantity

The number of photos that appear on your business, compared to photos from other businesses



The information you see here may only be accessed for use by this organization. You agree to not attempt to use Insights to track or collect personally identifiable information of any users. Values are approximate and only significant values may be shown. [Learn more](#)

Example Google Business – Sorcerer Digital

☰ Google My Business

🔍 Search businesses

Sorcerer Digital

6735 Mahi Lane
1H
Myrtle Beach, SC 29572

🏠 Home

📄 Posts

📄 Info

📊 Insights

🗣️ Reviews

💬 Messages

📷 Photos

🛒 Products

☰ Services



You have no reviews

Example Google Business – Sorcerer Digital

Google My Business

Search businesses

Sorcerer Digital

6735 Mahi Lane
1H
Myrtle Beach, SC 29572

Home

Posts

Info

Insights

Reviews

Messages

Photos

Products

Services

Website

Keep up with your customers. Get web alerts for new messages from customers on Google.



No messages yet

Customers can message you from your Business Profile on Google Search and Maps

[Share profile](#)

[Messaging settings](#)

Example Google Business – Sorcerer Digital

Sorcerer Digital
6735 Mahi Lane
1H
Myrtle Beach, SC 29572

- Home
- Posts
- Info
- Insights
- Reviews
- Messages
- Photos**
- Products
- Services
- Website
- Users
- Create an ad
- Get custom Gmail

[Overview](#) [Video](#) [Interior](#) [Exterior](#) [At work](#) [Team](#) [Identity](#)

Got a product to showcase? You can now add products with the Product Editor. [Dismiss](#) [Go to the Product Editor](#)

Video
Use a video to tell the story of your business and what makes it unique.
[Add videos](#)

Interior
Showcase the look and feel of your business with interior photos.
[Add photos](#)

Exterior
Exterior photos make it easier for customers to spot your business in real life.
[Add photos](#)

Cover

Logo

Example Google Business – Sorcerer Digital

Google My Business

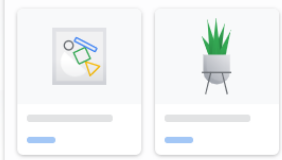
Search businesses

Sorcerer Digital
6735 Mahi Lane
1H
Myrtle Beach, SC 29572

- Home
- Posts
- Info
- Insights
- Reviews
- Messages
- Photos
- Products**
- Services
- Website
- Users

Sorcerer Digital
Marketing agency

OVERVIEW POSTS **PRODUCTS** REVIEWS



2071 potential customers viewed your business on Google last month; showcase products to them for free!

[Get started](#)

Google My Business

Search businesses

Sorcerer Digital
6735 Mahi Lane
1H
Myrtle Beach, SC 29572

- Home
- Posts
- Info
- Insights
- Reviews
- Messages
- Photos
- Products
- Services**
- Website
- Users
- Create an ad
- Get custom Gmail
- Add new business
- Businesses
- Link to ads
- Settings

Services were added or removed from your business based on feedback from customers and other Google sources. [View updates](#) or [accept all changes](#). [Accept changes](#)

Marketing agency
Ads Campaign
Digital Marketing Strategy
Facebook Ads
Internet Marketing
Local Seo
Marketing Campaign
Search Engine Optimization
Seo Benefits
Seo Strategies
Social Media Management
Video Seo
Web Development
Email Marketing

Example Google Business – Sorcerer Digital

The screenshot shows the Google My Business website editor interface. On the left is a navigation sidebar with options: Home, Posts, Info, Insights, Reviews, Messages, Photos, Products, Services, Website (highlighted), Users, Create an ad, Get custom Gmail, Add new business, Businesses, Link to ads, and Settings. The main content area shows the website preview for 'sorcerer-digital.business.site'. The preview includes a header with the 'Sorcerer Digital' logo and navigation links for 'Get Quote', 'Call Now', and 'Get Directions'. The main body features the company name 'Sorcerer Digital' in a large teal font, followed by the text 'Marketing Agency in Myrtle Beach' and 'Open 24 hours', and a teal 'GET QUOTE' button. A blue 'Edit Header Photo' button is visible on the right. At the bottom of the preview, the word 'Sorcerer' is displayed in a large, light gray, stylized font. A 'Publish' button is located in the top right corner of the editor.

Example Google Business – Sorcerer Digital

Google My Business

Search businesses

Sorcerer Digital
6735 Mahi Lane
1H
Myrtle Beach, SC 29572


- Home
- Posts**
- Info
- Insights
- Reviews
- Messages
- Photos
- Products
- Services

COVID-19 update | Add Offer | Add Update | Add Event | Add Product

Keep your customers updated by sharing what's new

Reach beyond just your followers - give everyone searching for your business a reason to come in by posting updates and offers directly to your local listing on Google

Create your first post



Google Business Posts

- I like to do 3 of them a week... M, W, F... but it varies by industry... and ask 100 SEOs and you will get 100 different takes.
- Mix up the different types... Update, Offer, Event etc...
- I like to take an excerpt from a blog post, start an update post with it, then link over to the full post on the site.

Google Business Posts – Local Viking



<https://superstarseo.com/localviking>

<https://www.youtube.com/watch?v=6ysHSoBne9k>

Some Vendors

Making  Online Easy



**GOOGLE MY BUSINESS
GMB OPTIMIZATION SERVICE**

RANK IN THE MAP LISTINGS AND FOR "NEAR ME" KEYWORDS WITH...

**HIGH-QUALITY OPTIMIZED GMB POSTS FOR
LOCAL SEO DOMINATION**



- Location + Service Optimized
- Written by 100% Native English Speaking Copywriters
- Fully Branded with Logo + Colours
- Loads of Post Categories
- Call to Action in Every Post

INCREASE LOCAL RANKINGS

GENERATE MORE LOCAL LEADS

Highly Optimized GMB Posts with Beautiful Custom Images + Business Details Included in the Image Design

Service Links

GMB Optimization

<https://www.legiit.com/promoteservice/BIMHx1J74AuyUxQa/dVZsT3NmNVYvQXBObXhsT3A5RnoyQT09>

Google Posts - <https://legiit.com/llseo/highly-optimized-gmb-posts-for-local-seo-domination>

On Site

- *This is important for SEO in general and should 100% be done...
- *...but its entirely possible to get this wrong and still rank in Google maps.

For example...


Superstar SEO Digital Marketing x +

← → ↻ 🏠 🔒 superstarseo.com

myrtle beach seo 0/0

Home Consulting Services Training Blog Podcast About ▾

Let's Work Together



Real Business and Marketing Insights From A Real Entrepreneur

Be The First To Get Daily Insights From My Business Newsletter

E-Mail Address

SIGN UP

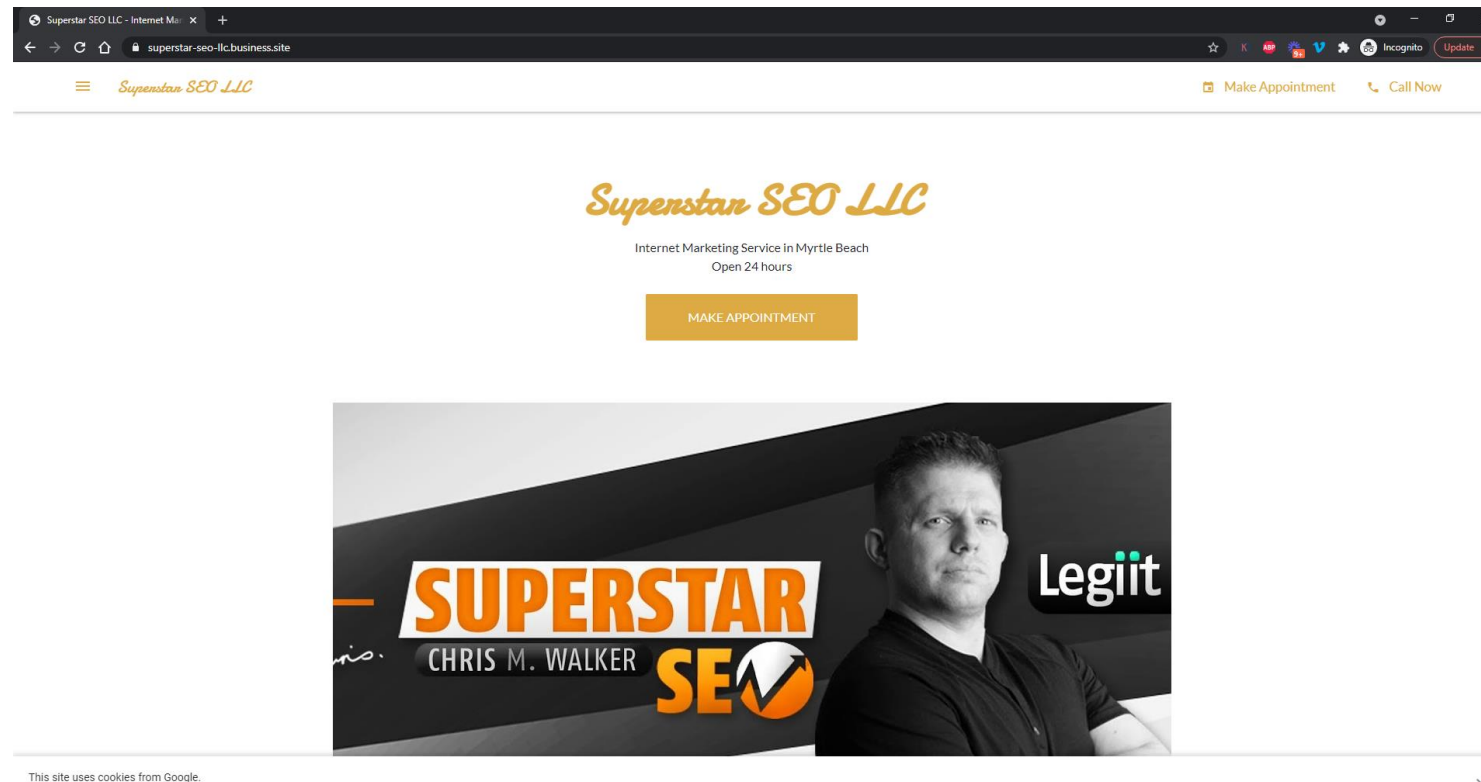
Detailed description: This is a screenshot of a web browser displaying the homepage of Superstar SEO Digital Marketing. The browser's address bar shows the URL 'superstarseo.com'. The website's navigation menu includes 'Home', 'Consulting', 'Services', 'Training', 'Blog', 'Podcast', and 'About'. A search bar in the top right corner contains the text 'myrtle beach seo' and is highlighted with a red box. A large red arrow points upwards from the search bar towards the main content area. The main content area features a dark background with a large white headline: 'Real Business and Marketing Insights From A Real Entrepreneur'. Below the headline is a sub-headline: 'Be The First To Get Daily Insights From My Business Newsletter'. At the bottom, there is a sign-up form with a text input field labeled 'E-Mail Address' and a green 'SIGN UP' button. The browser's taskbar at the top shows various icons, including 'Incognito' and 'Update'.

In Fact...

- You don't even necessarily need a website at all to rank in Google maps (though I don't know why you wouldn't want one)
- You can just use the business.site provided with Google Business

This also gives you clues...

- The business.site gives you some clues on how to structure your actual website - <https://superstar-seo-llc.business.site/>



Some map specific on page things...

- Map Embed On the site
- Content about things in your local area
- Links out to local organizations

None of these are crucial but are worth doing and can be a tie breaker...

Schema

- This is a bit too in depth to cover here but you want to use at least Local Business Schmea.
- Check out my recent livestream for a full schema training - <https://superstarseo.com/free-schema-training>

Schema Freelancers:



Service Links

<https://www.legiit.com/seomagician/i-will-do-dynamic-schema-that-will-boost-site-rankings-on-google-local>

<https://www.legiit.com/MyCanonicalRomance/schema-mark-up-done-for-you>

At the end of the day...

- If you have a website you want to do proper on site, if not just use a business.site

We will cover on page in more depth in our next session so don't miss that.

Off Page Factors

- *Some of these are important, some are less important, others are unimportant but can be tie breakers... every SEO has a different take on this as well, and every serp is different.
- Location Specific Links
- Niche Specific Links
- NAP – Consistent across all properties
- Citations – Not as important as it once was but do the major ones, local ones, and niche ones
- Localized Geo Networks – Advanced technique
- Stacks – Advanced Technique - Building relevant Google properties and interlinking them in a strategic way
- Embeds – A few can help but more the more relevant and aged they are the more powerful it will be.
- CTR – Advanced... I only use a service for this.
- Tie Breakers – Custom Maps, Driving Directions etc...

Some Vendors

THE SUPERSTAR
MAPS
RANKING
SERVICE

SUPERSTAR SEO

1 Hour Tees
★★★★★
T-shirts, Hoodies, Tank Tops, Embroidery & More

Local Citation Service
Yelp, Facebook, Bing Places, Manta, D&B, Yellowbot, Foursquare, Citysearch, Acxiom, Audit, Superpages, Factual, Neustar, Localize, InfoGroup, ExpressUpdate, Local.com, HotFrog, Citation Cleanup, Local.com

LOCALIZED
MAP
NETWORKS
Proven results with 500+ Businesses

SEARCH OMBAT

Are you a local marketer or local business owner?
YOU NEED TO RANK IN 3 PACK
MOTHERS DAY
50% DISCOUNT
Organic search
We use 100% ethical practices so no risk of penalty

Skyrocket Local Rankings
ADVANCED MAP STACKING
BETTER MAP RANKINGS
INCREASED LOCAL VISIBILITY

Boost Your 3 Pack Rankings With
Google Maps Authority
Local Niche Citations + DAS/Stack Boost
rank jacker

Map Embeds
helps you rank in Google Maps!

50+VIDEO/MAP
WEB 2.0
EMBEDS
VIDEO or MAP

SUPERSTAR SEO

Local Citation Density Maps

DOMINATE
GOOGLE
SNACK
PACK

125 SUPERSTAR
GOOGLE MAP
CITATIONS
FOR LOCAL SEO

SUPERSTAR SEO

Some Vendors

Citations:

<https://www.legiit.com/SuperstarSEO/white-hat-google-maps-ranking-service>

<https://www.legiit.com/citationexpert/i-will-create-high-quality-local-citations-for-any-country>

<https://www.legiit.com/LondamSEO/up-to-300-nap-perfect-local-citations-manual-recommended-by-kotton-g-of-omg>

Geo Network:

<https://www.legiit.com/searchcombat/localized-mini-networks>

<https://www.legiit.com/promoteservice/BIMHx1J74AuyUxQa/cHoyR3JMbVhjNHhQLzBkTk9DZHpvZz09>

Entity Stack:

<https://www.legiit.com/mercySEO/google-authority-maps-boost-map-rankings>

<https://www.legiit.com/Rankjacker/dfy-google-map-stacking>

Embeds Most Powerful

<https://www.legiit.com/promoteservice/BIMHx1J74AuyUxQa/bmFyb3BkcmxQSFlwRmNaekwvZHd6dz09>

Most Cost Effective - <https://www.legiit.com/SuperstarSEO/embed-your-video-or-map-on-50-web-20-sites>

CTR Manipulation - <https://www.legiit.com/webido/done-for-you-gmb-ctr-services-gmb-traffic-hacks>

Tie Breakers:

<https://www.legiit.com/SuperstarSEO/125-google-map-citations-for-local-seo-domination>

<https://www.legiit.com/promoteservice/BIMHx1J74AuyUxQa/SHBveFRBblhST0s4UFloMzVzWnFrQT09>

Shameless Plug



<https://superstarseo.com/academy>

Questions?