

**MASTER**  
GOOGLE BUSINESS PROFILE  
**STRATEGIES**



**THE EXPERT GUIDE TO  
DOMINATE LOCAL SEARCH**

**BY TIM KAHLERT**

# **The Local SEO Bible 2023 Edition**

Will Take You From a Beginner To **A LOCAL SEO EXPERT!**

Use This Advanced Guide  
To Understand And Take Advantage Of Efficient Local SEO Strategies  
And Take Your Business To The Next Level.



## **FOLLOW TIM ON SOCIAL**



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**PREFACE**

Using the following local SEO strategies is what will make you stand out in a sea of competing agencies, freelancers, and businesses.

This **FREE E-book** is for freelancers, agencies, and local businesses who want to learn local SEO. It is not a general guide to SEO best practices. If you have any general SEO questions, feel free to join and post to my group: [Local SEO Strategies & Google My Business Help](#)

If you follow the local SEO strategies covered in this book, you will see results, I guarantee it. I have tested most of these strategies myself, and all chapters are a result of countless rounds of trial & error and research. This book is a compilation of what I've learned.

## Enjoy This Book!



*Tim Kahlert*

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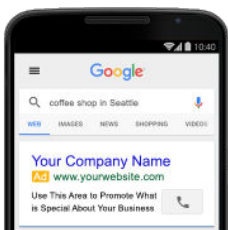
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**BASICS**

## What is local SEO?

Local SEO extends organic SEO. It increases the visibility of small businesses with a local clientele. When you use specific key phrases, local SEO practices target people who search for products and services in their local area. You can use these strategies to increase the chances of getting found by the specific people to whom you're selling your products/services.

## Google Business Profile (GBP)



If you want to appear in the search results on Google as a local business, it is necessary to get a GB Profile. GBP is Google's local business directory, and registration is free. If you need more information about Google's guidelines and eligibility for claiming local business listings, visit this site:

[Google Business Profile Help](#)

## Local Rankings (local snack pack, local 3-pack, map pack, local search results)

The area inside the search results that appears for local searches is triggered by search phrases like "business near me." The Google 'local pack' (also known as the 'three-pack') will appear on the search results page with local results. This happens when a user conducts a Google search with a local intent. For example, if someone searches "plumber near me," "plumbing," or "local plumbing company," a small number of local businesses are going to be displayed in the search results.



[Test Local Search Grid](#)

# BEFORE WE START

## These Business Concepts Impact Your Efforts

Before you start implementing a local SEO strategy, please try to understand how specific business concepts can impact your online marketing efforts.

Here are a few facts about local SEO that might influence your pre-marketing decision making process:

- ✓ Primary categories and city names inside your business name can help increase search engine rankings
- ✓ Naming your business “Magnum Plumbing Chicago” rather than just “Magnum” or “Magnum Plumbing” can have a positive impact on your local rankings.
- ✓ Operating your business in a non-competitive space and a populated area can give you a huge advantage in local search.
- ✓ A local telephone number provides trust and is a great relevancy sign to search engines. Having a local telephone number leads to less confusion and more reliability as opposed to non-local phone numbers.



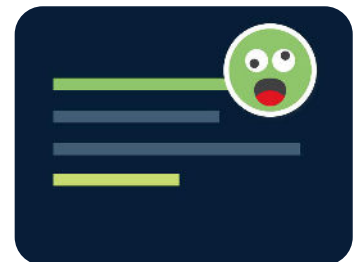
# MYTH BUSTING

## 5 Myths You Should Know About

- ✓ Google Ads increase local rankings – **WRONG**  
Google Ads and SEO are two different things, and one doesn't affect the other.
- ✓ Local Rankings and Organic Rankings have nothing to do with each other – **WRONG**  
Organic rankings can influence local rankings. If your business ranks well organically, there is a high chance that your local rankings will be affected by that too.
- ✓ Local SEO is a one-time activity – **WRONG**  
Local SEO, as well as organic SEO, needs continued improvement to stay ahead of your competition.
- ✓ Quick wins lead to sustainable ranking positions – **WRONG!**  
Trying to get quick wins that might trick search engines is one of the biggest mistakes marketers make regularly. SEO needs time and patience. Otherwise, you're on the hunt for the next sale/lead for the rest of your life. Be consistent in your efforts, and you'll be just fine.
- ✓ Geotagging photos for Google Business Profile helps rankings. - **WRONG!**  
It is a big waste of time to care about things like that. Geotags can have an impact on websites, but the impact might be so small that you probably won't notice any significant changes in normal or competitive markets. [Check out this article for more info.](#)

## Ranking Fluctuations And Seo Voodoo

Another thing to consider before digging into local SEO is that SEO is data-driven. This means that everything can be analyzed/explained. Google is not a gamble. Most of the time, there is a rational explanation for ranking fluctuations. But, due to the number of updates that happen every day, it's challenging to split test and draw plausible conclusions from your actions.



Keep in mind that just because you added some meta tags to your photos and your listing jumped from page 5 to 3 after five days, it doesn't mean that this is because of your actions. It could be a result of a variety of events that are beyond your power. Algorithm updates, for example, or a competitor's website changes, could be the reason for ranking fluctuations.



Because there is incomplete information, variance plays a significant role. Know that you can defeat variance by a long-term game plan because fluctuations are always short-term.

If you're affected by fluctuations, have patience. Before you start to assume things about your collected data, make sure you tested the specific case a lot. Otherwise, you won't be able to draw reliable conclusions, which leads to recurring mistakes that could cost you a lot of money.

## MAIN LOCAL RANKING FACTORS

### Proximity

Proximity is the most influential factor. Of course, someone looking for a local service or product prefers to go to a local business. This is why proximity is so important. The closer the searcher is to your business location, the better your ranking.

You can expand your ranking area by following the strategies in this book. You can also improve your ranking by opening up a new storefront or office locations in new areas where you want to rank as well.

Google determines rankings relative to the searcher or the center of a specific city or town. This means that a local search like, "plumbing company New York," will show you the "best" plumbing companies near the center of New York...



This is especially important for desktop searches where a user doesn't allow Google to get access to their location (unlike mobile searches). Every city has a center. Opening your store or office as close to the city center as possible and listing this address on Google will increase your visibility during a customer's Google search.

## Relevance



Relevance is about how well the business matches the searcher's query. If you search for a hairdresser, you want Google to show you hairdressers and not any other sort of business. Many things affect relevance; the category in your GBP dashboard, citations, descriptions, blog content, website content, and review content that is related to specific products or services.

Never underestimate the concept of search intent. Small changes within a search query can lead to entirely different results. And, vice versa, a few minor changes on your categories/homepage content can lead to rank changes.

## Prominence

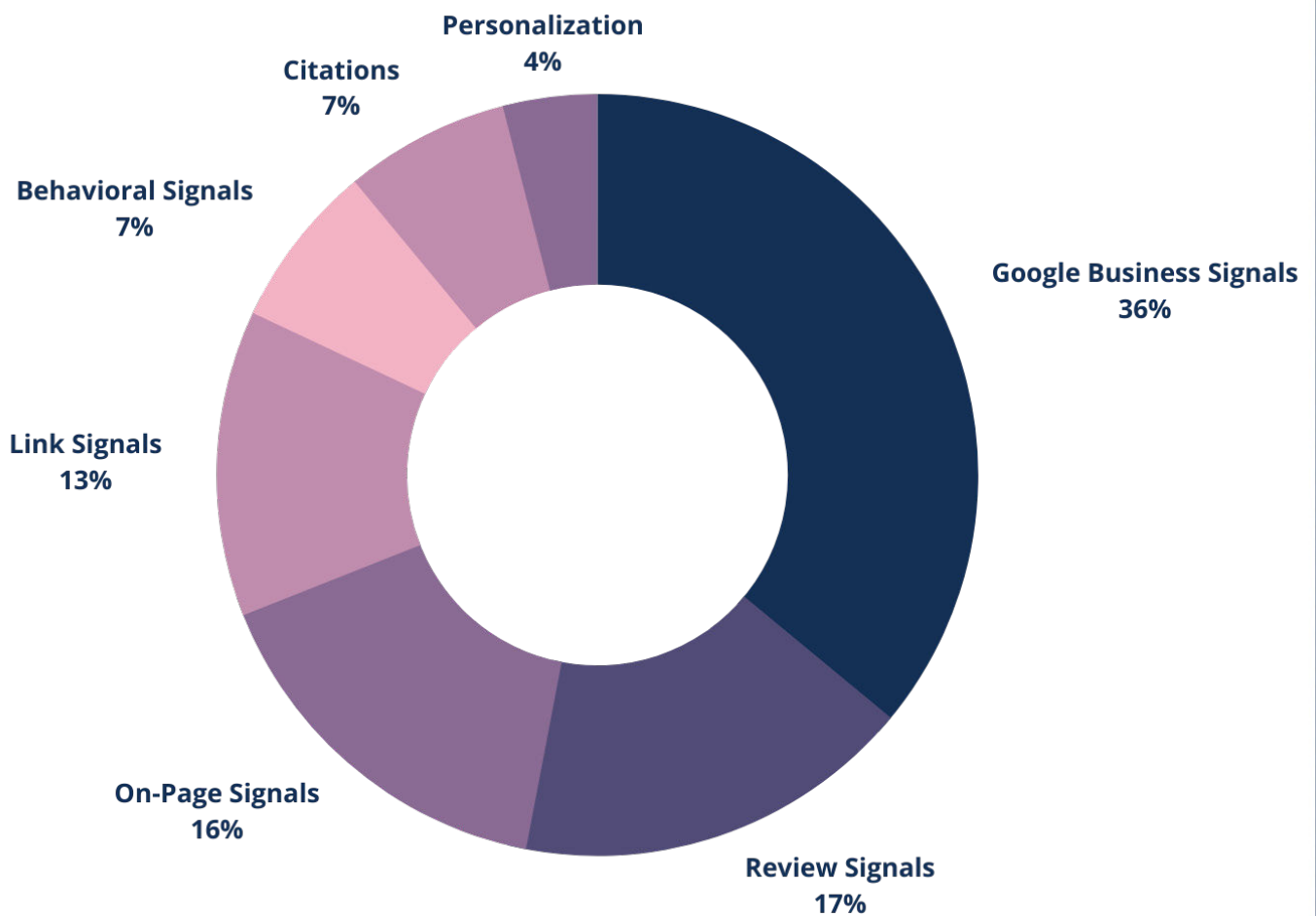


Prominence is another word for authority. If your business is well-known in real life and people are talking about it, Google is going to honor that.

You can increase prominence by getting mentions of your business around the web via citations, links, press, and/or social media. Consistent online activity also increases prominence over time. This online activity can include replying to reviews, posting regularly on GBP (including new photos or videos), and creating new website content and citations.

## General Local Ranking Factors

1. **Google Business Profile Signals** (Proximity, categories, keyword in business title, etc.) **36%**
2. **Review Signals** (Review quantity, review velocity, review diversity, etc.) **17%**
3. **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) **16%**
4. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **13%**
5. **Citation Signals** (IYP/aggregator NAP consistency, citation volume, etc.) **7%**
6. **Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) **7%**
7. **Personalization** (E.g. area-specific targeting) **4%**



(2021 - Whitespark.com - Yearly ranking factors for Google's local search results in 2021.)

# GOOGLE BUSINESS PROFILE



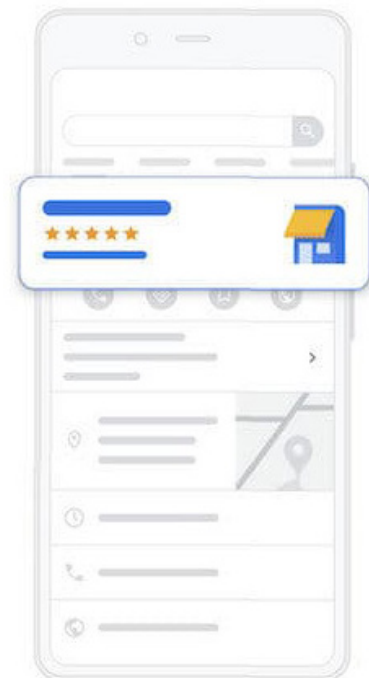
Quote from Google:

Local results favor the most relevant results for each search, and businesses with complete and accurate information are easier to match with the right searches.



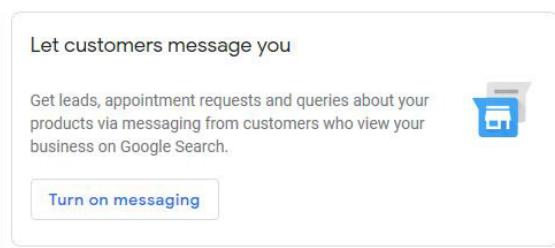
## How to Setup Your Google Business Profile

1. Go to [Google Business Profile](#)
2. Click the “**manage Now**” button
3. Search for your business. If it doesn’t show up, add your business.
4. Make sure you sign up with your real business details
5. A postcard to verify your business will be sent to you
6. Verify your business by following the instructions in the postcard



## Set Up Messaging

All you need to do is go to the messaging section on the sidebar and turn on messaging. A “Request a Quote” button will appear on your Google profile if your industry is eligible to get that button.



## Google's Frontend

Completing your GB Profile is crucial to SEO success and online visibility. You need to provide as much information as possible to Google. Google honors more data with enhanced visibility.

Additionally, make sure the information you've provided is correct. You will save a lot of time by providing correct information from the beginning.

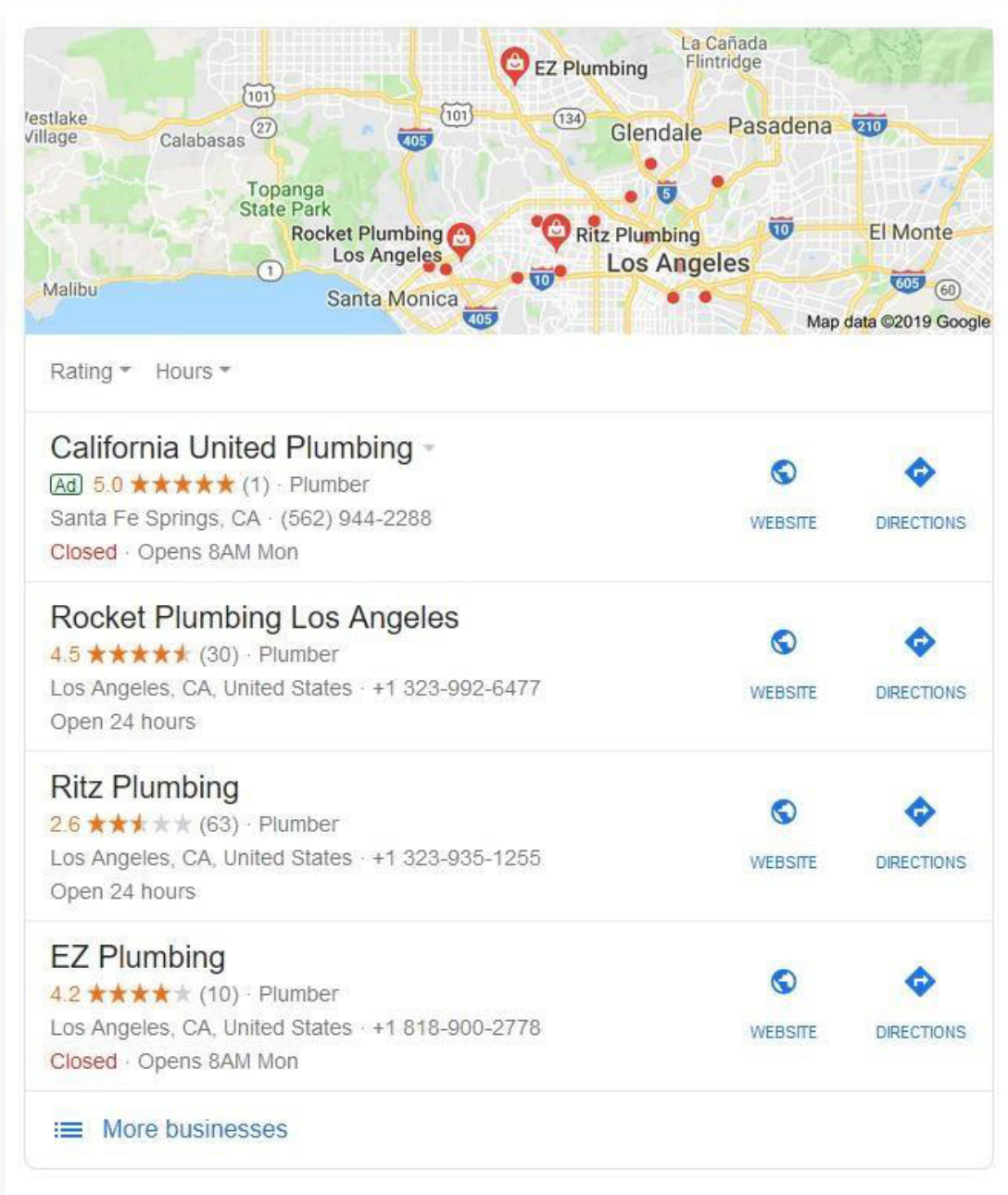
The image shows a Google search result for 'spyder plumbing LLC'. The search results include several organic listings from different directories like Yelp, Facebook, and Angie's List. On the right side, there is a Knowledge Panel for 'Spyder Plumbing LLC' which includes a cover image, a service area map, the business name, logo, website link, review count (4.0 stars, 52 Google reviews), opening hours (Open 24 hours), and phone number ((702) 945-7980). Below the Knowledge Panel, there are sections for 'Questions & answers', 'Reviews from the web' (showing ratings from Facebook, Angie's List, and BuildZoom), and a 'Send to your phone' button. At the bottom, there are individual reviews from users.

Annotations in the image point to the following elements:

- Organic Business Listing
- Business Directories in Organic Search Results
- Knowledge Panel / Google My Business Profile
- Cover Image
- Service Area Map
- Business Name
- Business Logo
- Website Link
- Review Count
- Opening Hours
- Phone Number

The following image shows an example of the local search rankings. It consists of one ad and two or three Google Business Profile listings. Each listing provides information, such as business name, telephone number, hours, location, and the review count.

Service area businesses (businesses with no storefront) need to hide their address on Google. This is so customers will only see their service areas, not their address. The idea behind this is that Google wants to prevent their customers from visiting an office and not a store.



Local Search Rankings

However, it's not only local results that trigger when customers search for a specific location or search with their phone. Organic rankings are influenced by the area the searcher searches from as well. The following list shows a few organic listings that were triggered by typical local search terms.

[www.angieslist.com](#) > Local Reviews > Plumbers > NY > New York ▾

### Top 10 Best New York NY Plumbers | Angie's List

Join for free! Read real reviews and see ratings for New York **Plumbers** near you to help you pick the right pro **Plumber**.

[hubplumbingnyc.com](#) ▾

### Hub Plumbing & Mechanical: Plumber NYC, Plumber New ...

Our NYC **Plumbers** We offer prompt expert **plumbing** service from our **Plumbers** in NYC for your home or business, with available same day and emergency **plumbing** repairs. Sewer video camera inspection. Sewer, water and gas re-piping and upgrades. Complete sewer and drain cleaning services.

[www.homeadvisor.com](#) > ... > New York > New York ▾

### 25 Best Plumbers - New York NY - HomeAdvisor

Results 1 - 25 of 74 - Hire the Best **Plumbers** in New York, NY on HomeAdvisor. We Have 2042 Homeowner Reviews of Top New York **Plumbers**. Task Pro, Acme ...

[www.thumbtack.com](#) > NY > New York ▾

### The 10 Best Plumbing Services in New York, NY (with Free ...

Find a **plumber** near New York, NY 100+ near you. Give us a few details and we'll match you with the right pro. **Plumbing** Pipe Repair. **Plumbing** Drain Repair. Water Heater Installation or Replacement.

*Organic Search Rankings*

These are examples of business profiles via Google's knowledge panel (a knowledge panel is another word for a Google Business Profile) on Google's search and Google Maps. (Desktop and Mobile)

## Google Search Profile On Desktop

**Burger King**

Website Directions Save

3.8 ★★★★★ (418) Google reviews

\$ · Fast food restaurant

Well-known fast-food chain serving grilled burgers, fries & shakes, plus breakfast.

**Ad · DoorDash Delivery**  
Get Burger King Delivered to Your Home or Office.  
Order Now - doordash.com

**Address:** 2557 Richmond Ave, Staten Island, NY 10314  
**Hours:** Open · Closes 11PM  
Drive through: Open · Closes 12AM · See more hours  
**Menu:** bk.com  
**Phone:** (718) 370-3878

Suggest an edit

**Questions & answers**  
See all questions (1) [Ask a question](#)

**Popular times** [Thursdays](#)

**Live:** Less busy than usual

## Google Search Profile On Mobile

**Burger King**

3,8 ★★★★★ (428) · €  
Fast food restaurant · Open

**OVERVIEW** MENU REVIEWS ABOUT

CALL DIRECTIONS SAVE WEBSITE

Well-known fast-food chain serving grilled burgers, fries & shakes, plus breakfast.

2557 Richmond Ave, Staten Island, NY 10314, United States

[See other locations](#)

**Open** · Closes 11PM  
Drive through: Open · Closes 12AM  
[See more hours](#)

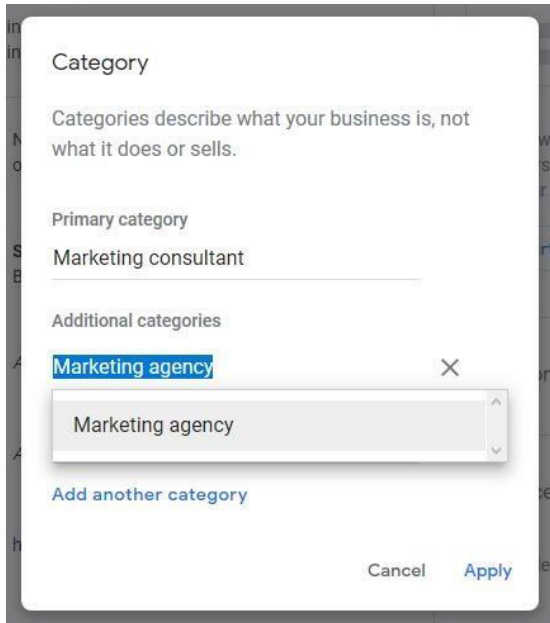
[Menu](#)

[More about Burger King](#)

## Google Maps Profile on Desktop

## Google Maps Profile on Mobile

# CATEGORIES



## Primary Category

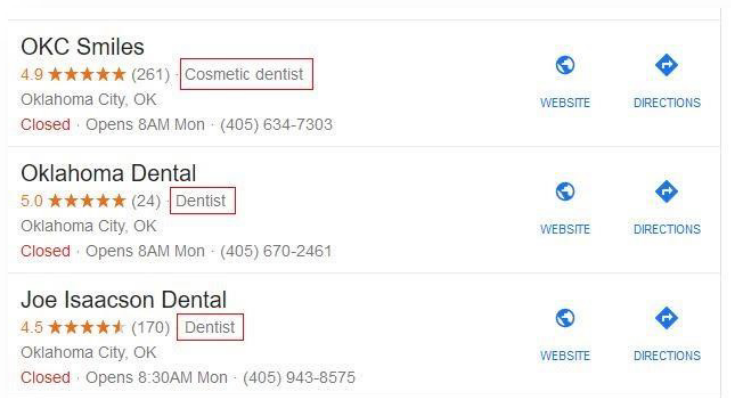
**Primary Categories** are one of the biggest ranking factors. Make sure you list as many categories as possible. Keep in mind that it's essential to be relevant to each category.

A service area business shouldn't add a category that implies a physical storefront business. For example, if you're a mattress delivery service, you shouldn't use "mattress store" as a category.



The **Primary Category** should describe the main service/product of your local business. It's important to follow Google's guidelines to avoid getting penalized or suspended. Secondary categories should cover extra services or other superior terms.

If you're not sure what category to choose, research the most profitable search terms in your area. Find what categories your competitors are using. The primary category is found inside each Google Business Profile listing.



Local Search Results (Map Pack/3-Pack)

## How To Find Secondary Categories

It used to be quite difficult to find secondary categories. That changed when someone developed a great tool called GMB-Spy. It's available as a Chrome extension and will help you find your competitors secondary GBP categories. Categories are a ranking factor, so make sure you add the most relevant to your GBP.

## Description

An extensive and informative description of your business is helpful for your customers. It's highly recommended that you fill it with at least 700 characters. Also, Google will evaluate all available information about your business across the web to get an idea about the authority of your business. That's why a well-written description of your business/services is very important. Make sure to include relevant terms and industry/business-related information. Don't keyword stuff the description and keep it professional. It's not a ranking factor anyway.

## Title

Enter your real business name without any modifiers. This is by far the most commonly occurring reason why businesses face suspensions on Google Business Profiles and Maps. Your competitors or customers can file complaints against your Google Business Profile to get it suspended if you don't play by the rules. I'll show you how to report competitors in one of the following sections. However, the title is one of the biggest ranking factors.

## Service Areas

you can select specific service areas to show your customers where you can serve them. Though this doesn't improve rankings, it certainly increases user experience. A public service area map can be beneficial to your customers if you run a pure service area business. It's more important to show where you can serve them than showing where your business is located. Also, you don't want your customers to show up at your location if you don't offer any services from there.

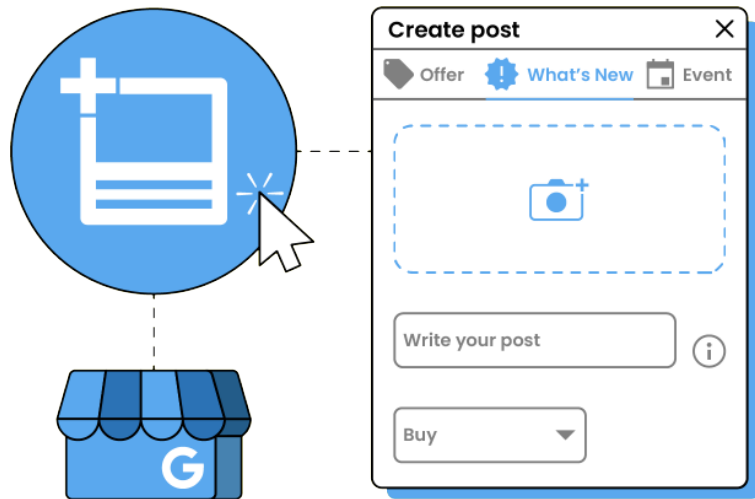
If you're a pure service area business, and you only service your customers at their location, then you will hide your address on Google. Instead, you will only show your service area to the public. If you want to switch from showing to hiding the address, click on the address field in your GBP dashboard and tap "clear address" at the bottom left. This is in accordance with Google's guidelines. Google doesn't want to send customers to an unstaffed storefront. Service areas have no effect on rankings.

## Hours

Keep your hours updated and don't forget to adjust your special hours as well. It is frustrating to customers when they Google hours for a local business and find themselves in front of a closed business.

## Google Business Profile Posts

Google gives you the option to publish blog posts on their local platform. You can treat these blogs as normal blog posts or social media posts.

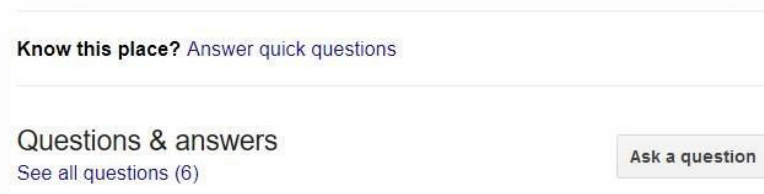


Additionally, parts of these blog posts are published inside your local search listings with bold search terms. This can lead to a higher click through rate. The following guide can help increase your engagement rate on your Google Business Profile posts:

- ✓ Start by letting go of a sales mindset. Your focus for these posts shouldn't be sales-y.
- ✓ Find a good mix between "Products", "Events", "Offers", and "News". I recommend posting at least 4 times a week with a split of 70% News and 30% Events, Offers and Products.
- ✓ Treat GBP as a Social Media platform - that's what it is! Have fun with your content. Think about how to "info-tain" your audience and you'll be fine! The more entertaining and informative your content is, the more engagement you'll get. Engagement is the primary goal to create a meaningful relationship with your potential customers. This is the most effective way to build trust online.
- ✓ Post location-related content to target your perfect audience (your local customers). Mix it up if you own multiple locations by including different types of geographical keywords.
- ✓ Ensure that images sizes are 540 pixels (width) and 405 pixels (height) and in JPG, PNG or BMP file format. Otherwise, thumbnails won't show the image accurately and they will be cropped.
- ✓ Create compelling images that lead to engagement. [I recommend using Canva](#). The free version of Canva includes all features that you need to get started.
- ✓ Imagine your perfect customer and speak to them like "Hi, Peter, did you know that..." and then remove "hi Peter". It is important to create a vision of your ideal customer so that you can approach them in a very unique way. This is what marketers call a buyer persona.
- ✓ Your posts need to be relevant to your business, the industry, and the local area. Make sure to include keywords to increase relevance. In other words, don't create irrelevant content.
- ✓ Post on a regular basis (at least 4 times a week) and with consistency - that's the key to success on all social media platforms.
- ✓ Add CTA's to your posts to create engagement. A call-to-action is crucial to your social media activity's success. Tell your customers what you want them to do - they will bounce if you don't.
- ✓ Post more about topics that get the most engagement.

## Frequently Asked Questions

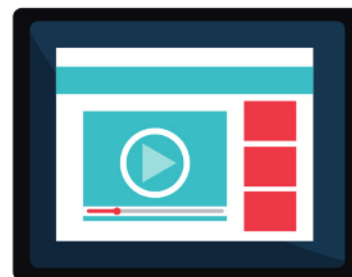
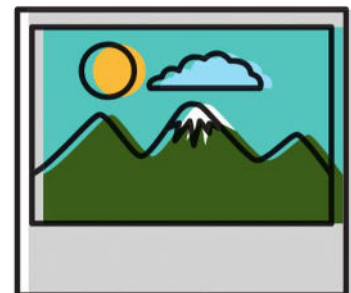
Try to find an answer to all frequently asked questions on your Google Business Profile. If no one has requested anything, you can add questions yourself and give an appropriate solution to them.



## Business Logo, Photos and Videos

To increase engagement with your customers, it's crucial to deliver detailed photos and videos about your business. Don't forget to upload your business logo and add a cover image for more brand awareness.

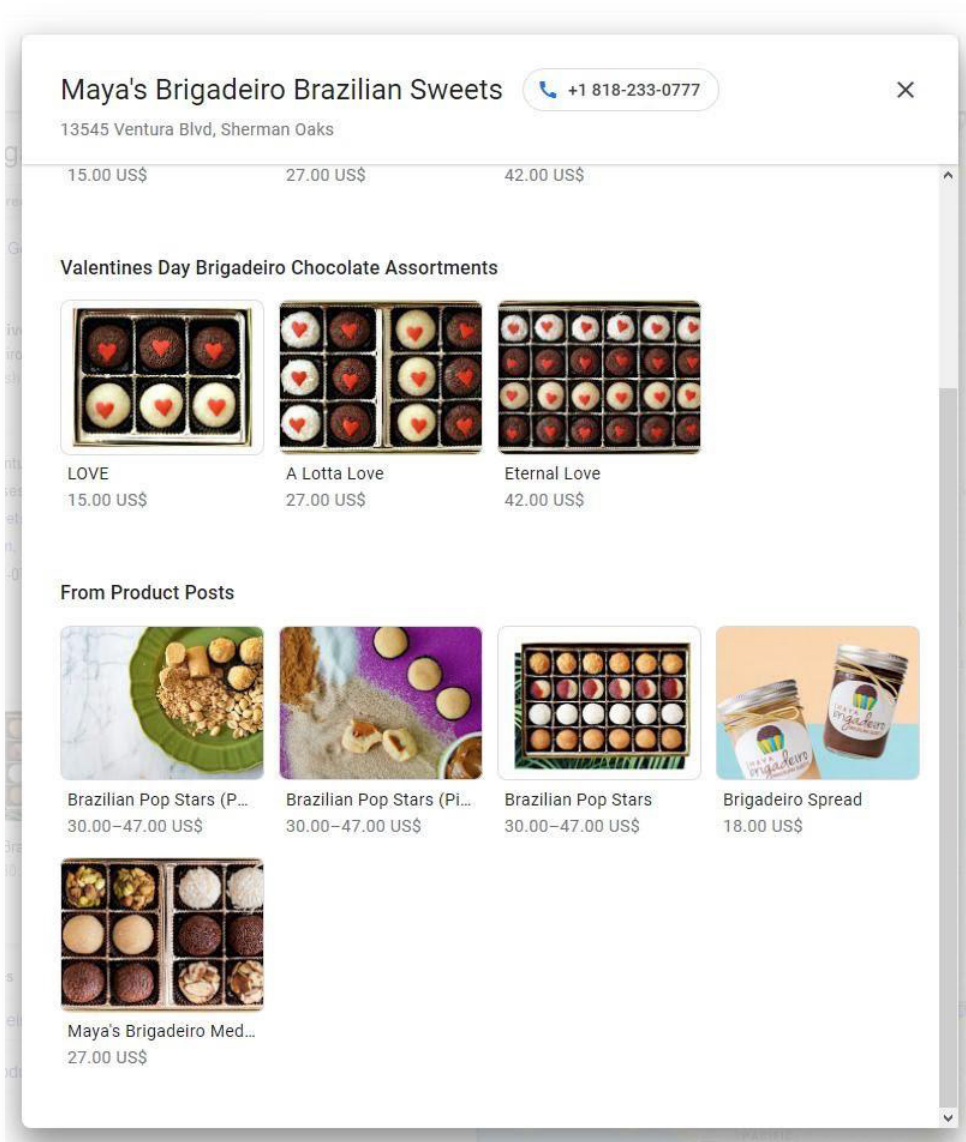
Either way, you want to add weekly indications to Google to show you're running an active business. I highly recommend you upload new images at least every week.



## Services / Products

Adding services and products to your Google Business Profile can increase the relevance of your business in your local area. It's also a way to pre-qualify your customers via pricing. Try to be as accurate as possible so that your customers know exactly what they will get when they reach out to you.

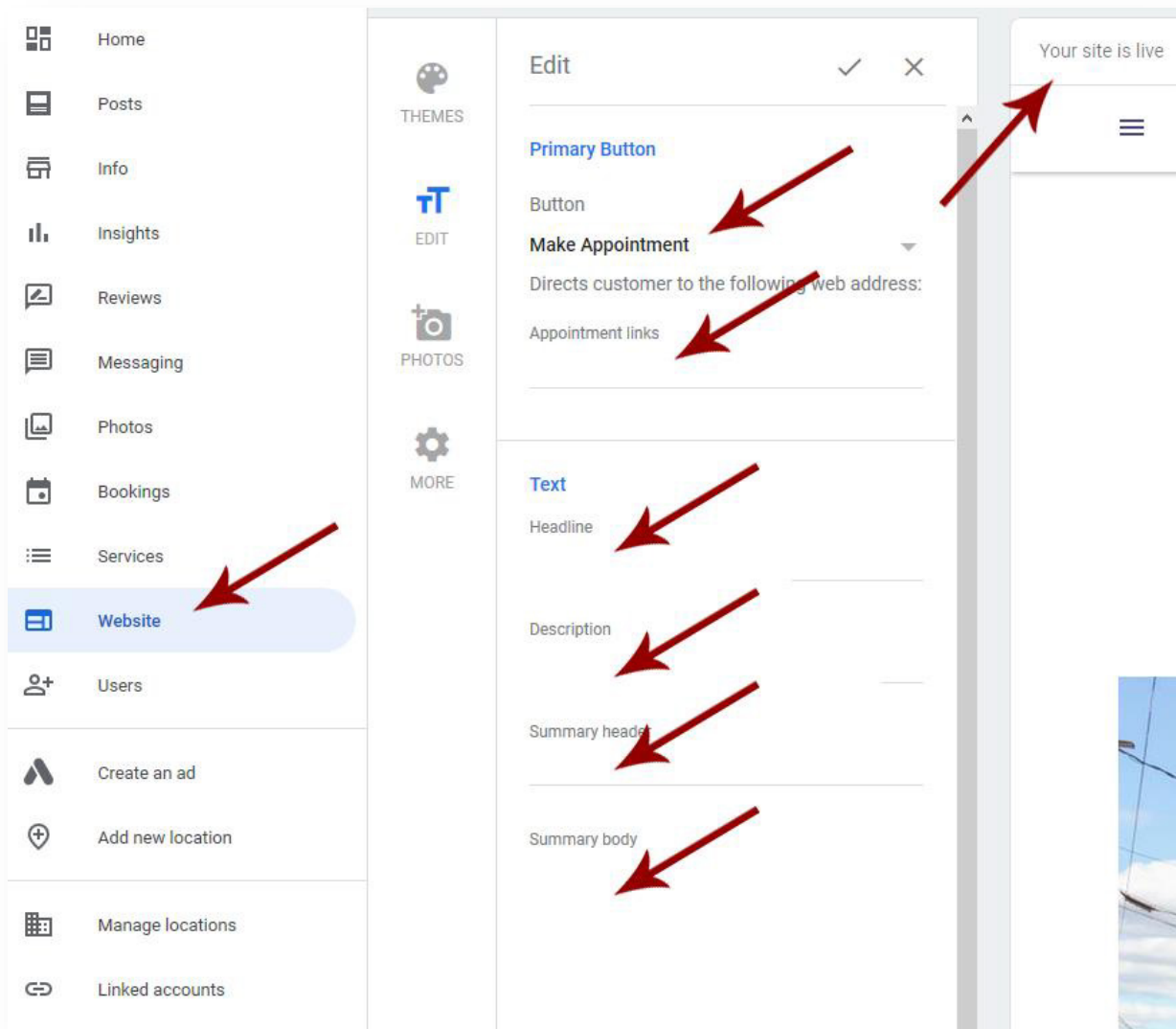
"Services" and "Products" are a great way to make your GB Profile more appealing. The images of your services/products will appear in your GB Profile, so customers will be able to see them as soon as they click on your listing. The higher the quality of your images the better.



## Google Business Site

You can find the Google business site settings on the left sidebar in your GBP dashboard. You can basically use it as a parasite website. All you need to do is place a link to your real business website on the Google business site and publish it. Make sure the website that is connected to your GBP remains the same after you click on "publish." It happens from time to time that Google replaces your real business website with the Google business site inside your dashboard - it's probably a bug - just double check and you'll be fine! You can also add links pointing to your search profile on Google and to your Google Maps profile.

Make sure you use relevant anchor texts and place your links within relevant content. What you also can do to make this site more relevant is to place outbound links to local .gov or .edu sites and links to your service pages that you want to convey equity to.



## Justifications

Justifications on local search are little snippets that get pulled to local search listings. It's very likely that those justifications can increase click-through rates. You can't force the appearance though.


Since engagement seems to be one of the main factors that determine the order of ranking positions, justifications could be a great way to boost visibility. They don't seem to influence rankings directly though.


### 8 types of justifications


#### 1. Review justifications (blue avatar icon)

Review justifications are triggered by relevant keywords in reviews on your Google Business Profile. You can't influence them directly. You can encourage your customers to leave reviews filled with relevant keywords though.

**The Dental Method - Dallas**  
 5.0 ★★★★★ (160) · Dentist  
 5757 W Lovers Ln #109 · (214) 227-6775  
 Closed · Opens 8AM

 "West lovers **dental** is hands down the **best dentist** I've ever had."


 Website


 Directions


#### 2. Website mentions (blue world icon)

Website mentions are triggered by keywords placed on your Google Business Profile connected website. You can influence that type of justification by creating content around relevant keywords.

**Midtown Family Dentistry of Dallas**  
 5.0 ★★★★★ (593) · Dentist  
 13309 Montfort Dr · (469) 290-0609  
 Closed · Opens 11AM

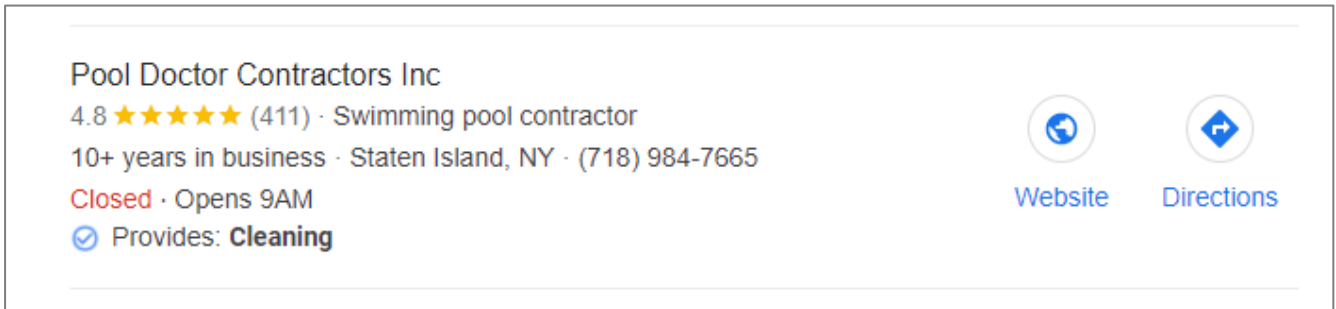
 Their website mentions **dentist reviews**

 Website

 Directions

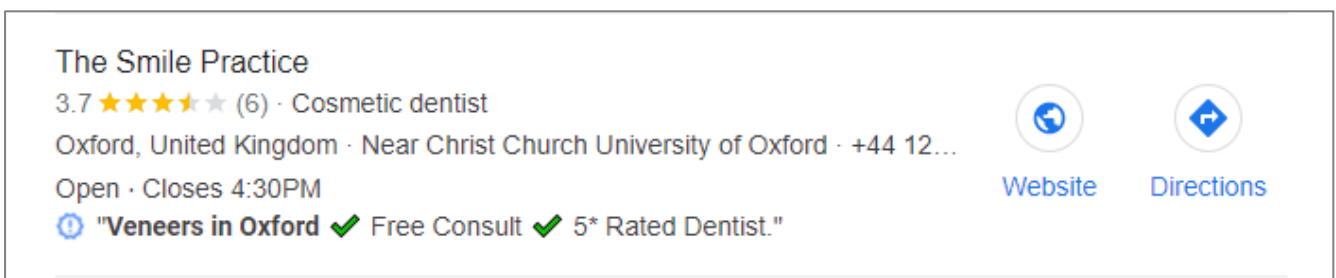
### 3. Provides (blue checkmark icon)

This justification is pulled from your Google Business Profile service section. Make sure to add as many relevant services as possible.



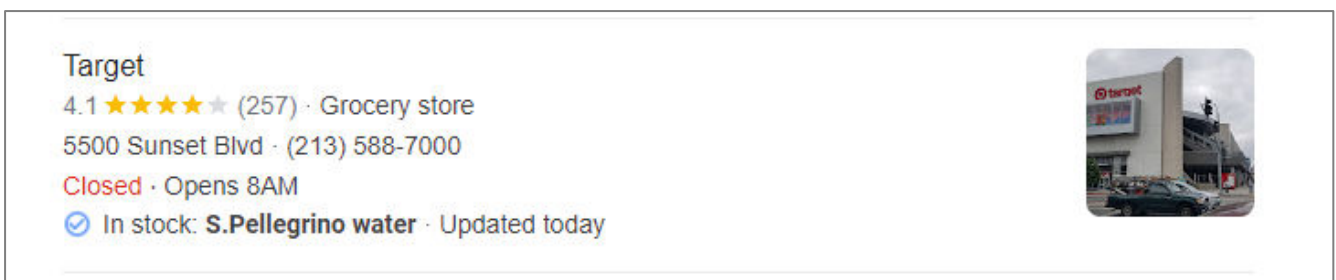
### 4. Posts (blue exclamation mark icon)

Getting justifications is probably one of the main reasons I'd encourage everyone to create Google posts on a regular basis. Google adds phrases from your Google posts to the local listings whenever a search is relevant to keywords in your posts.



### 5. In-Stock (blue checkmark icon)


This justification is triggered whenever someone searches for a specific product your business offers. However, you will need to [connect Pointy to your GB Profile](#) for that to work.



**6. Sold Here (blue shopping bag icon)**

The sold-here justifications are most likely triggered by keywords in reviews, the GB profile in general, from external sources about your business, and your website. It basically says that a specific product your potential customers are looking for has been sold in your store.



**New York Window Fashion**  
 4.8 ★★★★★ (39) · Window treatment store  
 242 W 72nd St · (212) 362-6164  
 Closed · Opens 9AM  
 🛍 Sold here: **curtains**



**7. Seen by shoppers (blue-white avatar icon)**

It's really hard to tell what this kind of justification triggers. My best guess is that Google pulls the information from questions asked people when they review a business.


**C Peter's Tire & Wheel**  
 Brooklyn, NY · (718) 257-3160  
 Closed · Opens 8:30AM  
 👤 Seen by shoppers: **products from Continental**

 Website  
 Directions

**8. Menu Highlights (brown cutlery icon)**

Triggers the appearance of justifications through the menu added in GBP. Also likely to show: "on the menu".

**APL Restaurant**  
 4.4 ★★★★★ (419) · Steak  
 1680 Vine St · In The Taft Building  
 Closed · Opens 5PM  
 🍴 Menu highlight: **rib eye**



# REVIEWS

**Reviews are a big part of small business culture. But, it's not a new concept. The new thing is that small business owners can now take part in the conversations and reply to reviews.**



## Good reviews can help your business in 3 ways

1. Great reviews on your Google Business Profile will lead to a higher click-through rate. A higher click-through rate means more people will reach your website or browse your business information on Google. If your business has 5-star reviews and your competitors have 4 stars, you'll most likely get the call.
2. Reviews create social proof. Social proof means that people start to trust you and will more likely want to do business with you. If you add a decent amount of great reviews to your website, it's likely that your website visitors will trust your business more.
3. Reviews are a ranking factor in Google's local search. There is a chance to outrank your competitors by having better reviews, although the effect is negligible in a high competition market.

## What to consider when replying to reviews

Try to respond to your customers' reviews within 24 hours. The faster you answer, the more likely a customer will appreciate your service and leave an excellent review.

With responses, however, never use copy and paste templates. Take your time and respond thoroughly. It increases the chances that your customers will buy from you again and may lead to a better ranking on Google. Also, customers will be more inclined to tell their family and friends about the outstanding experience they had.

Try to align the length of your reply to the customer's review length. If they reply with a little novel, don't only reply with a "thank you." This person took a lot of time and show you that they care about your company. It's important to show them you care about them, too, by replying similarly.

On the same note, you shouldn't make your response a sales letter. The reply is all about your customer, not your business! The more information (keywords, descriptions) your customers include in their reviews, the better. The more high-quality reviews you get, the higher the chance to increase rankings.

## How to respond to negative reviews:

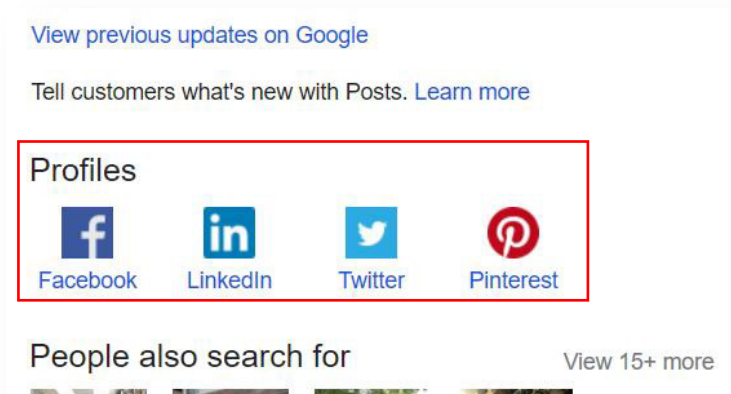
- ✓ Acknowledge the problem
- ✓ ALWAYS say "thank you"!
- ✓ Apologize even if your customer is not right
- ✓ Compensate them with an amazing offer
- ✓ Take the conversation offline and provide your name, title and contact information
- ✓ Don't ask to remove the review as this could make the situation even worse



## How to get social buttons on your Google Business Profile

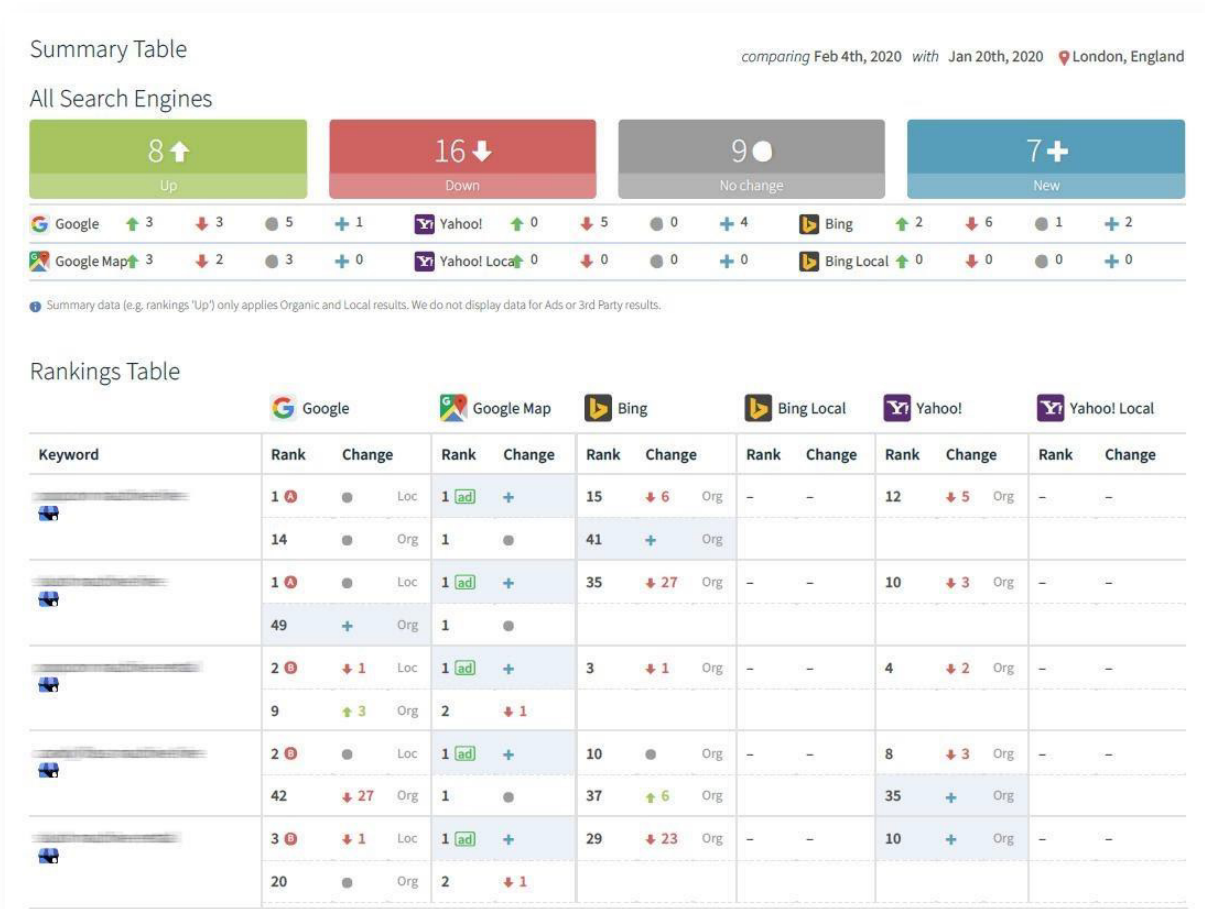
1. Get followers on your Social networks. Instagram needs about 500-1000 followers, Twitter about 100 followers. These numbers are industry-dependent.
2. Add your NAP (name, address, phone) to each social platform
3. Link to your social platforms from your business website
4. Try to get your social profiles verified. This happens usually through a blue checkmark on the individual social platform.
5. Add social profiles to your citation profiles if possible

6. Try to create posts on social media that include business information and, if relevant, link to your Google Business Profile.
7. Post regularly and stay active on social



## Monitoring

If you want to improve your rankings, you should track your results, citations, and check your rankings. A very user-friendly tool to check your rankings, connect Google Business Profile, and spy on your competitors is Brightlocal.



## CITATIONS

### NAP – Name Address Phone

When it comes to SEO, citations play a significant role in improving local search results for your business. A citation (otherwise known as a NAP), is when your business is mentioned online. A citation can be a combination of information about your business. For example, a citation could be your company Name, Address, and Phone number.

NAPs are great for your business. The more you have, the more Google recognizes the information about your business as “correct.” This means that Google will be more confident with the information about your business.

## The Two Types of Citations

### Structured Citations

Structured citations are very common. They are almost always what pops up when a customer is looking for specific information about your business. Structured citations are found on websites like TripAdvisor or Yelp.

### Unstructured Citations

An unstructured citation is information about your business that appears on social media, blogs, event listings, et cetera. Anything from a mention of your company's name to a full-fledged write up on a random website is considered an unstructured citation.

Unstructured citations generally do not include a business's NAP data. However, it doesn't matter how a citation appears. It still has an impact on the local search ranking for your business.

## Consistency is King

For a citation to be valuable, it doesn't need to include a link back to your website. If your business is mentioned somewhere on the web, Google will recognize this information and give more credibility to your business.

This does not mean that links aren't valuable. Citations with links to your business are more valuable than citations without links that lead directly back to your business. But, do not underestimate citations without links. Accurate mentions of your business and NAP information about it anywhere on the web will improve your local search rankings, even though the impact is getting smaller.

Speaking of accuracy, it is hugely important to consider the accuracy of the citations of your business. A citation that contains inaccurate information about your business does little to improve your credibility with Google or to improve your local rankings. Accuracy of the information about your business on the web is essential for ranking highly in a local search. However, Google is smart enough to understand minor differences and varieties like "Dr" instead of "Drive" and can distinguish businesses only by evaluating two of 3 NAP data points. At least 2 of them must be consistent for Google to understand who you are.

## Local Directories

Try to find local directories and websites where you can list your business in your area. Search for “Business Directory + Town/City” or start to look for .gov or .edu sites like “www.town.gov” and replace your town in the URL. Another way is searching for competitors in your area and go through the specific search results.

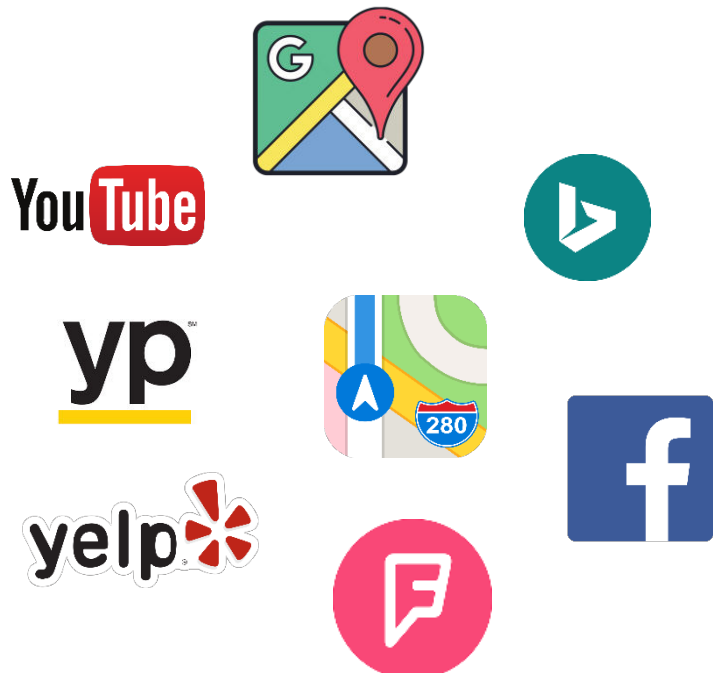
## Niche & Industry-Related Websites

Make sure to get your business to the biggest industry-related directories. Brightlocal provides heaps of TOP targeted citation recommendations for free if you choose their [14 Days For Free](#). You can spy on your competitors’ listings and get citation ideas for your local area.

## International Sites

Just to name a few popular international sites that work as business directories or sites where you can place your NAP citation.

- ✓ Facebook
- ✓ Google
- ✓ Youtube
- ✓ Foursquare
- ✓ Apple Maps
- ✓ Bing
- ✓ Yelp
- ✓ Yellow Pages



## Top Citation Recommendations

- ✓ [TOP Citations United States](#)
- ✓ [TOP Citations United Kingdom](#)
- ✓ [TOP Citations Australia](#)
- ✓ [TOP Citations Canada](#)
- ✓ [TOP Citations New Zealand](#)
- ✓ [TOP India Citations](#)
- ✓ [TOP German Citations](#)



This is a [citation tracking list by Brightlocal](#). It provides information about the directory, release date, citation authority, paid or free version, and the site type.

Site/Directory	Date Identified	Citation Authority	Citation Value	Site Type	Free/Paid
<small>NEW</small> <a href="#">apple.com</a>	4th Feb 2020	100/100	Low	News / Content Site	-
<small>NEW</small> <a href="#">facebook.com</a>	4th Feb 2020	96/100	Very High	Social Network	Free
<small>NEW</small> <a href="#">google.com</a>	4th Feb 2020	95/100	Very High	Local Directory	Free
<a href="#">independent.co.uk</a>	6th Jan 2020	94/100	Very High	News / Content Site	Free
<a href="#">thesun.co.uk</a>	20th Jan 2020	94/100	Very High	General Directory	Free
<a href="#">mirror.co.uk</a>	6th Jan 2020	93/100	-	News / Content Site	-
<a href="#">foursquare.com</a>	6th Jan 2020	92/100	Very High	General Directory	Free
<a href="#">standard.co.uk</a>	6th Jan 2020	92/100	Very High	News / Content Site	-
<a href="#">birminghammail.co.uk</a>	20th Jan 2020	87/100	-	-	-
<a href="#">getsurrey.co.uk</a>	6th Jan 2020	79/100	-	News / Content Site	Paid
<a href="#">theargus.co.uk</a>	6th Jan 2020	79/100	-	-	-
<a href="#">moovitapp.com</a>	6th Jan 2020	78/100	-	-	-
<a href="#">bristolpost.co.uk</a>	6th Jan 2020	77/100	-	-	-
<a href="#">getwestlondon.co.uk</a>	6th Jan 2020	77/100	-	-	-
<a href="#">cambridge-news.co.uk</a>	6th Jan 2020	76/100	Low	News / Content Site	-
<a href="#">yell.com</a>	6th Jan 2020	76/100	Very High	Local Directory	Free

## Data Aggregators

Data aggregators play an essential role in getting a business listed/found on many major websites. Data aggregators supply information to major search engines like Google. Having good business listing information on data aggregators can help it get found on Google.

These aggregators have built massive business databases from valuable listing sources (i.e., yellow page directories, phone directories, utility records, and various online information providers). They've got an unbelievable amount of business data that search engines look at when finding local listing information for businesses.

### Most significant Data Aggregators

- ✓ Localeze
- ✓ Data-Axle (former Infogroup)
- ✓ Foursquare



data axle



FOURSQUARE

[>>> Get Aggregator Citations <<<](#)

## Indexing Citations

It is important to index citations to help with your local rankings. If Google can find websites that mention your business information and point to your website, it can affect your rankings.

There are a variety of ways to index citations. My favorite method is to create a list of citation links on another website that you don't need. Do not add citation links to your website because it could hurt your website's equity and could lead to a decrease in authority.

When you've created the index, go to Google Search Console. Add a new property. Add your "other" website and index the page you created by clicking "request indexing." It's supposed to take a few days to take effect as it takes a while for Google to crawl and index websites automatically. If you don't force an index of your created citations, it can take months for them to have an impact on your local rankings finally.

Another method is using indexing services. Just google it up and see if you can find some. A lot of people had great success using those services though I can't give a recommendation myself – never used such.

## LINK SIGNALS

### Backlinks

Backlinks are a big part of local off-page SEO techniques. It is one of the most important ranking techniques. A local/industry-related backlink is basically a link on another local/similar industry page that “links back” to your website. Having a bunch of local/industry relevant backlinks represents the value of your website in your local area. The more high-quality pages link to your website, the higher your reputation around the web. There are several places to get a local/industry related backlink to your website.

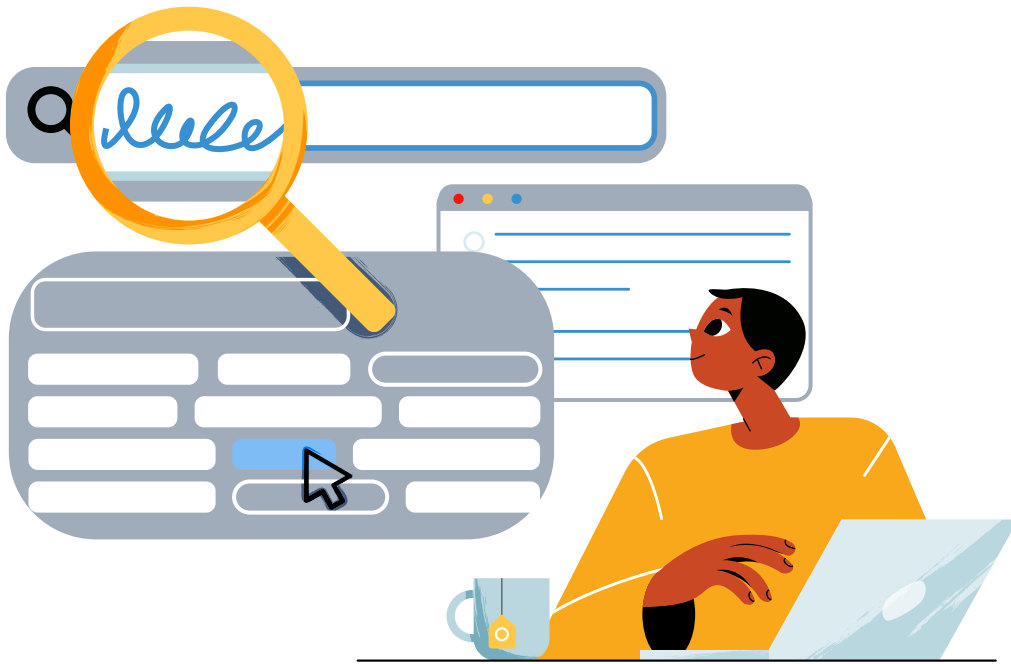
- ✓ Local or industry related news sites
- ✓ High domain authority sites
- ✓ Websites of other local businesses
- ✓ .edu or .gov sites in your (local) area
- ✓ Local event sites
- ✓ Local/industry related citation sites/business directories
- ✓ Press releases (for instant traffic)
- ✓ Google’s business site.
- ✓ Providing interviews to local newspapers
- ✓ Requesting links from brand mentions
- ✓ Sponsoring charity events
- ✓ Hosting community events



## 12 Ways to Get Backlinks for Your Local Business

1. Build relationships with other local businesses or local influencers. Send them messages on platforms where they're most active. Every message increases engagement, which leads to more online visibility. Influencers usually know about that, which increases the chance for their response.
2. Create content that is going to get researched. "How to's" or "Top 10" posts with location modifiers are great. For example: "How to clean a car in Chicago." Put the post to all your social channels so that people can actually read it. This dramatically increases the chances of getting backlinks. Many people want to give good recommendations – so, if your blog post is good, then it's just a matter of time before the first blogger will refer to it.
3. Sponsoring local organizations or charities to win authority in your local area. People and businesses will then start recommending your company online
4. Create hyper-local content about your area. It's ok to go off-topic sometimes as long as your content is relevant to your audience.
5. Request links from brand mentions. See where people talk about your business online and try to engage with them. Search for your brand from time to time and see if there are any new entries.
6. Give interviews to local news sites. You can contact them and ask if they want to do an interview with you. A lot of local newspapers don't know what to talk about anyway, so this might be your chance.
7. Provide testimonials to other local businesses. This is more of an altruistic approach, but it can do wonders. It's called the reciprocity law. When you give something without expecting something in return, you may get something in return.
8. Citations. Not all, but many business directories create "do-follow" backlinks to your website when you enter your business information.
9. Links from social profiles and posts. Make sure you add your website to all of your socials.
10. Guest blogging – create a blog post on another local/industry related website and link back to your own.
11. Broken Backlink Strategy – Search for broken links that have led to your competitors' websites. Using a tool like Ahrefs is recommendable.

## KEYWORD RESEARCH

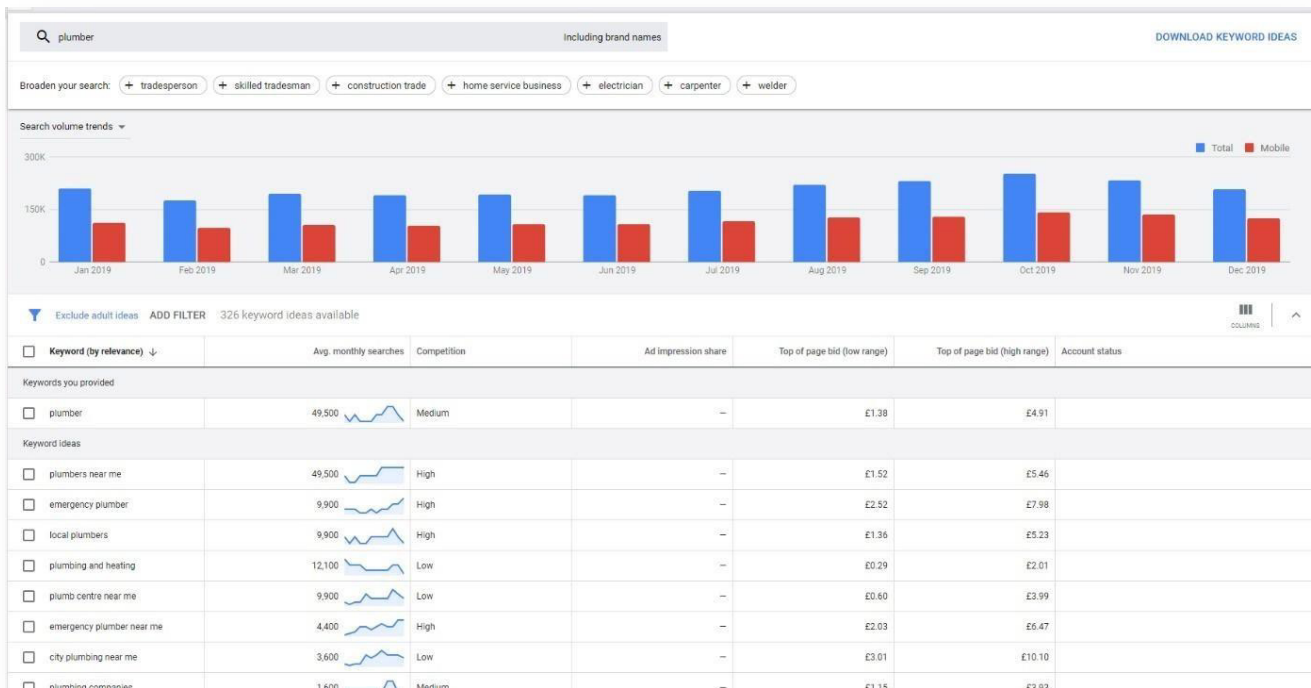
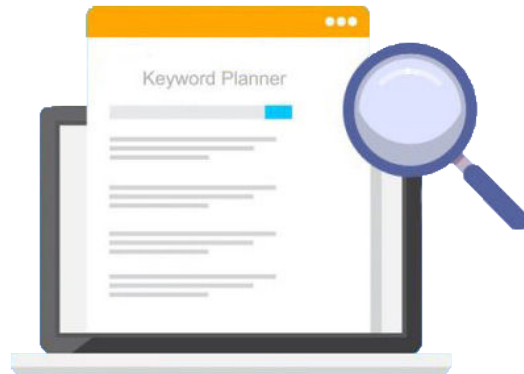


Potential customers use keywords when searching for a specific service/product/business. You want to make sure that your business website/presence pops up for all relevant keywords that people are looking for. This can either be the local search results (local 3-pack), Google's organic rankings, or on Google Maps. These 3 cover the most important places where people expect to see results for their search terms. This is why it's crucial to pay attention to keywords.

My recommendation when it comes to local keyword research is Google's Keyword Planner (which is free!) and Google Ads. You need to sign up for an Ads account to be able to use both services.

## Keyword Planner

1. Visit ads.google.com and click on Tools & Settings at the top right
1. Click "Discover new keywords"
2. Enter your keyword
3. Adjust the location data (~20 miles radius around your business location)
4. Click on "Get Results"



You can also add websites of your competitors to the "landing page" field. This way you can see what they are trying to rank for so you can use those keywords for your own website.

Make sure you pick keywords that are relevant to your business and have a high buyer intent as they're more likely to convert.

If you're facing more competition, you should focus on longer keyword phrases (long-tail keywords) rather than shorter phrases (short-tail keywords). Even though long-tail keywords have less search volume, they're easier to rank for. They also have a higher buyer intent than short-tail keywords, which have generally a smaller conversion rate because they're more generic. And, if you find a bunch of long-tail keywords, it all adds up, which increases search volume for relevant keywords, which leads to more customers.

Try to search for keywords that are connected to local words. As for the plumbing example:

- ✓ Plumbing near me
- ✓ Plumbing near Chicago
- ✓ Plumbing Chicago

These are often the most profitable keywords with a solid amount of search volume.

Possible profitable long-tail keywords for the same business:

- ✓ Best plumber near me
- ✓ Cheapest plumbing company near me
- ✓ Best plumbing service Chicago

These adjectives are very powerful since many people use them to describe their needs. Some might look for a "cheap" plumber, and some focus more on the "best" plumber. It's on you to figure out how your local audience thinks. Get into the mind of your local customers. Once you've mastered this, everything will be way easier. Not only for marketing, but selling also becomes more straightforward.

## Google Ads



Google Ads is probably one of the most valuable skills an SEO expert can learn in 2020. Not only because you learn about running ads and remarketing campaigns, but you also learn a lot about keywords and how testing works. Google Ads lets you test a bunch of keywords in Google Ads is probably one of the most valuable skills an SEO expert can learn in 2020. Not only because you learn about running ads and remarketing campaigns, but you also learn a lot about keywords and how testing works. Google Ads lets you test a bunch of keywords in

### How to do keyword research with Google Ads

1. Create a new campaign
2. Click website traffic
3. Choose “Search” as a campaign type
4. Enter your business website and press continue
5. Click on “Advanced Search” and click “Radius” (15-20 miles)
6. Enter your business address and click save
7. Under targeting click “people in or regularly in your targeted locations”
8. Add a budget of \$10 per day (or more if you want)
9. Select “clicks” in the bidding strategy field
10. Save and continue



**2 options** (There are actually more, but we just want to do research, not profit)

1. You don't know anything about the area nor people's common search phrases. You only have your major service/product/business keyword.

Solution: Just add your keyword to the field and Google will return all search terms that are related to your keyword.

2. You know some keywords but would like to know which have the most search volume. This will point you to what could be the most profitable keywords.

Solution: Assuming you're running a plumbing business in Chicago you want to type in

+plumbing

+plumbing +Chicago

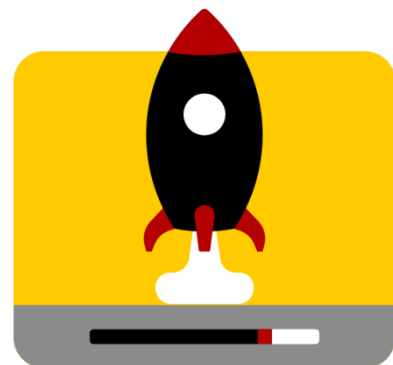
Google will return all search terms that either include only "plumbing" or "plumbing" AND "Chicago".

**From here...**

1. **Create an ad.** For our purposes, it's not important what you add, just try to be relevant. You just want to do some research and not necessarily pay attention to how many clicks you can get.
2. **Run** this campaign for as long as you want until you think you've collected enough information/data to be able to know what keywords you need to add to your website.

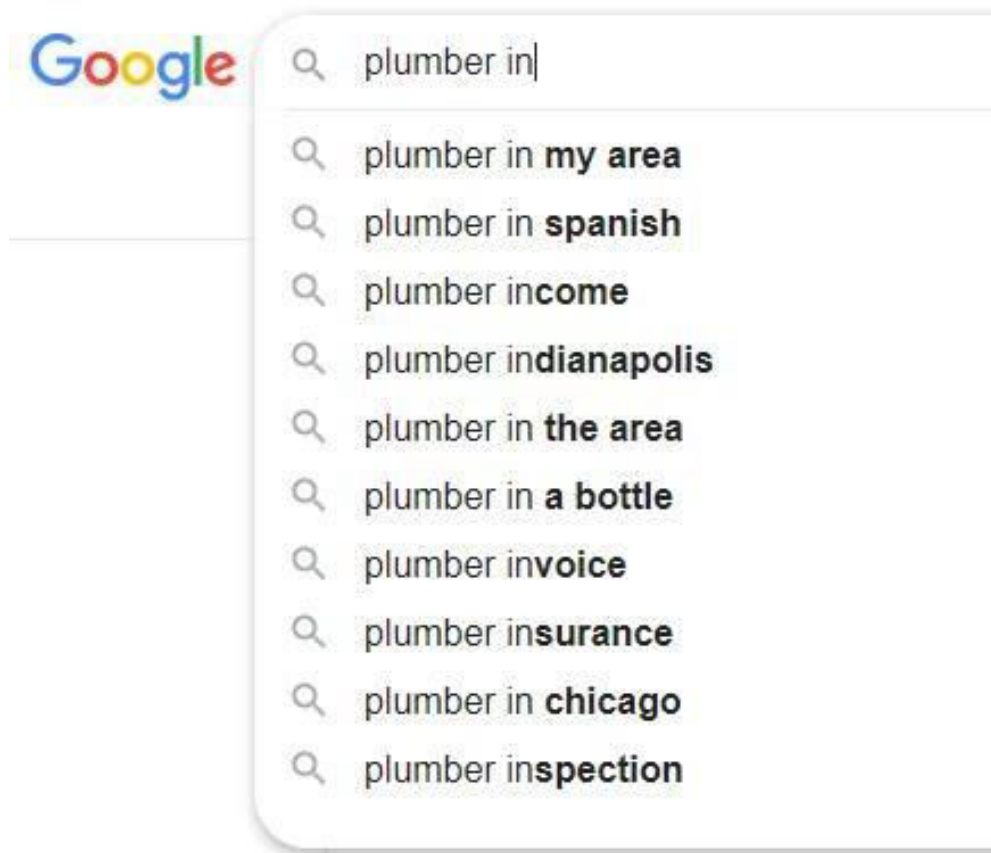
This is not the cheapest way to collect data but it's certainly the most reliable one.

That's why I love Google Ads so much 😊



## Google Suggest / Autocomplete

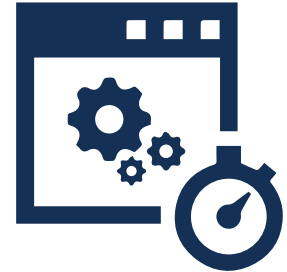
Simply type in a keyword and Google provides related searches that have been made by other users. It's probably the easiest method to get an idea for what kind of keywords are in high demand. In this case "plumber in my area" and "plumber in Chicago" would be good indications for a local keyword.



# WEBSITE OPTIMIZATION

## Local Site Optimization?

Local page optimization covers everything website-related for small local businesses. When it comes to local page optimization, area and industry-related content have priority. Small business websites need optimized local and industry-related content because their customers expect to get some information about the local area, the industry, or the business itself.



If you want to meet your customers' needs, you should give them what they seek. The best way to find out about potential questions or problems that you could solve on your homepage is by checking Q&As on your competitor's GP Profiles. It's a simple yet effective method to create interesting content and live up to your customers' expectations.

## On-Page Optimization

Make sure your title tag, meta description, URL, and the first part of your body (besides other parts), include your business name and your most relevant category/industry. This is crucial because the title tag and the meta description appear in the search results. This can increase or decrease the click-through-rate. The click-through-rate is one, if not THE most, underrated metric in the SEO game.

### Title Tag

Add your business name, town, and state code to the title tag and include them in your meta description, headlines, body copy, too. Also, add extra keywords to get more relevance. Local businesses can especially take advantage of this strategy because there isn't much competition. Also, it's common to capitalize all words of the title tag. Try to avoid spelling mistakes like it happened in this example.



## Headlines

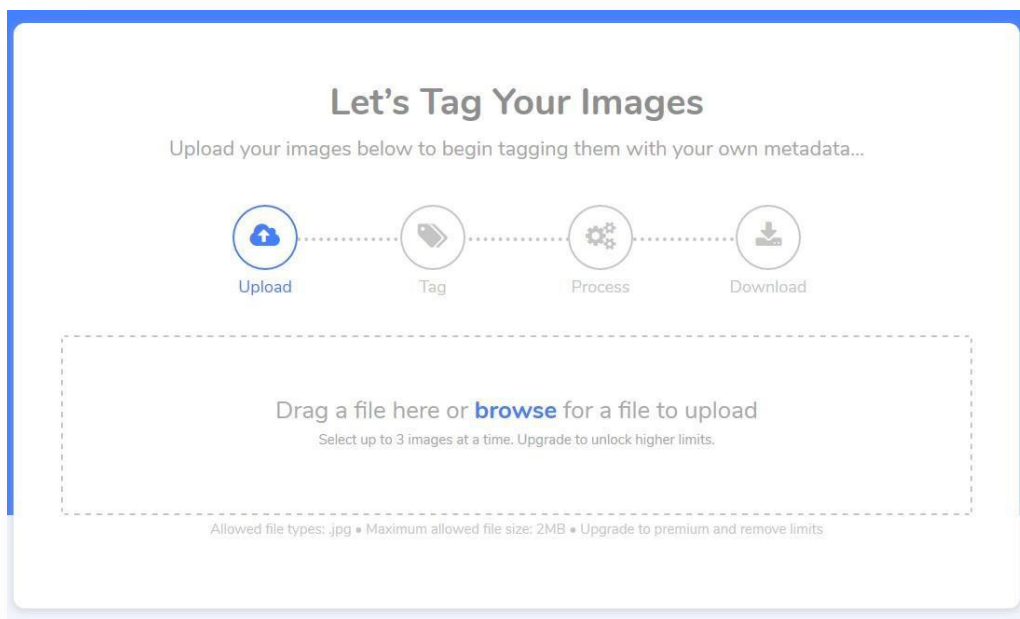
Use, at most, one H1 headline for each of your pages. Also, be as specific as possible to describe your entire page in one short sentence. You should avoid creating headlines for the sake of the headline. Great headlines give your customers a peak into their future. Instead of using the “best plumbing service in New Jersey,” try something like: “More than just a plumbing company in New Jersey.” With this subtle change in language, your customers will get curious as they want to know what “more” looks like.

## Meta description

Create meaningful meta descriptions to increase click-through rates. A meta description is not a ranking factor but an important feature to actually getting more visitors. Try to be appealing to your customers, avoid keyword stuffing, and always include a call to action.

## Geotagging images

You can use geo-tagging to tell Google more about the origin of the pictures and where they were taken. Geo-tagging can change the meta information of your pictures by adding latitude, longitude, and other local information. A great way to do this is [ImageMeta](#).



## **Sitemap**

You want Google to crawl every important page of your website. But sometimes, pages end up without any internal links pointing to them, making them hard to find. An XML sitemap lists a website's important pages, making sure Google can find and crawl them. This also helps it understand your website structure. "Google XML Sitemap" is a great plugin for Wordpress to replace with the standard ones from Yoast or RankMath.

## **Mobile friendly website**

Make sure your website is accessible from all mobile devices. It's a common mistake that new marketers make when creating a nice homepage – they don't think about the mobile version.

Test your website on your mobile phone or use [Google's online testing tool](#). With this you can see whether your website is well optimized for mobile devices.

## **Site Speed**

The majority of customers are impatient. If your website loads slowly, your customers will bounce back instantly after they arrive. This will make your rankings suffer.

Google needs data to analyze the quality of a website. One of the metrics is dwell time. The longer someone stays on a page, and the more interactions that happen, the higher the chance that Google perceives this as an indication for high-quality. You can get some insights about your page speed here [Google Page Speed Insights](#)

## **Website / URL structure**

Especially if you manage more than 1 location it's best to use individual URLs for each of your business' locations and create them inside an SEO silo. This also ensures that you're able to add as many locations to your website as you like. Ideally, you don't want to change your whole website structure every time you open up another location.

[Here is a short example:](#)

Let's say your business is Hero Plumbing and you have locations in Los Angeles, CA and San Francisco, CA. Your website structure could look like this:

<https://www.heroplumbing.com/locations/los-angeles-ca/area1>

<https://www.heroplumbing.com/locations/san-francisco-ca/product1>

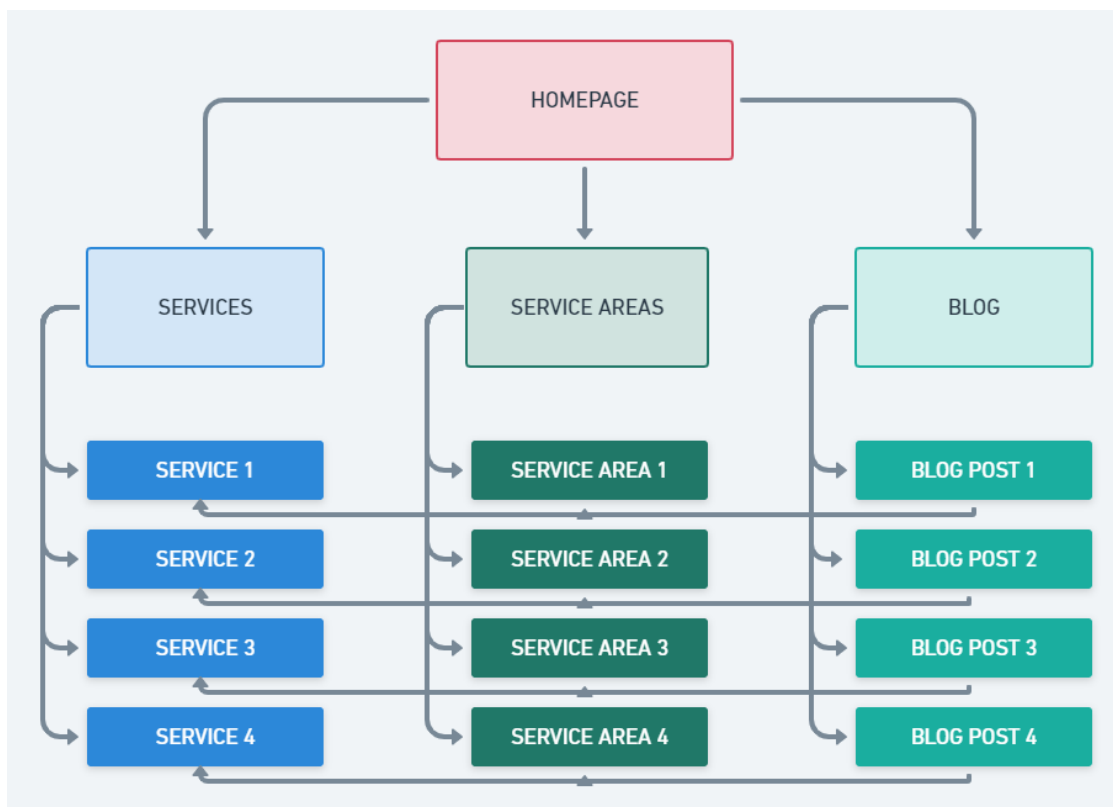
<https://www.heroplumbing.com/locations/san-francisco-ca/service1>

Try to avoid redundant words in your URL. If your domain already includes "plumbing," there is no extra value in a second one, such as "plumbing.com/services/plumbing." Instead, try to replace it with another keyword or phrase that could be useful for your visitors. However, it probably won't harm your presence as long as you don't keyword stuff the URL. Also, try to avoid going deeper than 3 paths.

The following table showcases an example of a local SEO Silo. A silo is a way to structure websites efficiently. Every marketer should outline some web architecture before they start. The location page or homepage is our parent page that we add and connect to our Google Business Profile. Products, Service Areas, and Services cover our subdirectories in this case.

Make sure to implement an efficient internal linking strategy so that all pages get the chance to be crawled by Google.

## Website Architecture



*example of a local website silo*

## Service Area Pages

A service area page covers business information about your business. It also includes geographical information about an area or city of your choice where you're planning to rank organically. A typical example would be something like "Dragon Plumbing Staten Island, NY," even if your actual location is not inside Staten Island. The specific search results are triggered by searches like "plumbing company Staten Island." A typical way to set this up could look like this:

- ✓ URL: <https://www.heroplumbing.com/service-areas/staten-island-ny>
- ✓ Title: Fastest Plumber in Staten Island NY | Hero Plumbing
- ✓ Headline: Hero Plumbing Staten Island, NY

This strategy works exceptionally well for areas with less competition. So, it makes sense to throw a look at the individual search results for the specific keywords. It generally is a great idea to get an impact about search results before creating any content. If you see many results that don't match the search query, then this is an indication of low competition.

## LOCATION SPECIFIC KEYWORDS

Location-specific keywords are words or phrases relevant to a specific location or geographic area. These keywords help target a website or online content to a specific region or city. For example, if you own a restaurant in New York City, you might use location-specific keywords like "New York City restaurant," "NYC breakfast," or "Brooklyn eatery" to attract local customers. These keywords can be incorporated into website content, blog posts, social media posts, and other online materials to help improve the visibility of the website or content in local search engine results for people searching for related terms in a specific location.

Location-specific keywords can be used in a variety of places on your website, including:

- ✓ Title tags and meta descriptions
- ✓ H1 and H2 tags
- ✓ Anchor text of your website's links
- ✓ Image file names and alt text

- ✓ URL structure
- ✓ Header tags:
- ✓ Subheadings
- ✓ Body copy
- ✓ Bullet points
- ✓ Call-to-action buttons
- ✓ FAQs

## Internal Linking

The internal linking structure inside an optimized local website Silo is very crucial to your success. Your internal linking strategy can be somewhat more aggressive than a backlink or outbound link strategy.

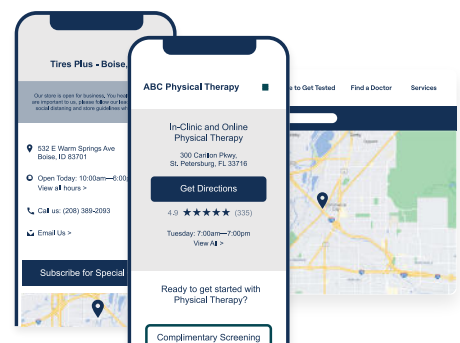
There is one major factor: relevance. All internal links need to be relevant to the linked-to page. The source content and the destination content need to have something in common, and a link needs to make sense for the website visitor. Also, the surrounding text must be relevant to the anchor text (link text) and the destination page.

Leverage your blog content and drive traffic to your sub-category pages. If relevant, connect your blog so that local visitors get more information about a specific trending topic. You want to create connections between your product or service pages and your parent page (location page or homepage). The more links point to a specific page, the more relevant this page gets to Google. However, the more links point out from a specific page the less value each one of them gets. Internal linking can make the difference between a good and excellent optimized page.

## Homepage / Location Page Features

The following list consists of a few general content ideas that most customers will find interesting:

1. Business name, address, phone number (NAP)
2. Opening Hours
3. Images about interior, exterior, staff, local area
4. An embedded promotion video



5. An embedded map
6. Services that you offer
7. Parking info
8. If you're running a service area business (SAB) you could tell your customers about the areas where you can serve them
9. Why your customers should choose your business over others?! (Unique selling proposition -USP)
10. A background story of the location/business
11. Manual driving directions + parking overview

## General Website Content Ideas for a Local Business

1. FAQ-page
2. Before and after results (photos/videos)
3. Article about a local project
4. Myths about misconceptions in your industry
5. Top 10 list
6. Case Study / Client success story
7. Statistics
8. New regulations / laws in your industry
9. Describe your typical day
10. Step by step procedure/description
11. Lessons learned from years in business
12. How to Start a business like this
13. Behind the scenes article
14. Pros and cons of whatever you're doing
15. Publish funny or horror stories



## Schema Markup (structured data)

Schema markup is code (semantic vocabulary) that you add to your website to help search engines return more informative results for users. It's a way to make it easier for Google to understand your website's information. There is markup code for local businesses, articles, social profiles, blog posts, products, services etc.

### Types of local business data that can be marked up

- ✓ Business name
- ✓ Address
- ✓ Phone number
- ✓ Main email address
- ✓ Business opening hours
- ✓ Geo-location information
- ✓ Reviews
- ✓ Company logo
- ✓ Business description
- ✓ Social profile links
- ✓ Site name



### Guidelines for usage

- ✓ Data must not deceive or mislead experience for search users
- ✓ Use only the most specific types and property names defined by schema.org
- ✓ Marked-up content must be visible on the page where the script is added

Great plugins for Wordpress are "WP SEO SCHEMA" or "Rank Math" as your all-round SEO plugin.

[More information about Schema Markup](#) or check out the [Rich Results Test](#)

## Content Optimization

### Map Embeds

Add a Google Map of your business location or service area to your website. This creates an excellent customer experience for your website visitors.

You can embed a map into your footer if you're running only one location. Add it to your location pages in case you run more than one business location. As a service area business, you may want to show the relevant service area on this Map rather than the actual place of your business. This is how you can create a service area on a map yourself [Google My Maps](#).

### Call To Actions

A call to action (CTA) is a statement designed to get an immediate response from the person reading or hearing it. It's used in business as part of a marketing strategy to get your target market to respond by taking action. CTAs are generally used inside web pages and at the end, or sometimes throughout a sales pitch (e.g., a sales letter). It lets potential clients/customers know what to do next if they're interested in what you offer.

It seems obvious to let people know the next step in doing business with you, but the truth is, many new business owners don't have CTAs in their marketing and sales pitches. This is usually for one of two reasons:

1. A belief that the prospect already knows what to do if they're interested in buying or learning more
2. Concerns that CTAs are obnoxious and will annoy the potential client/customer

Whatever the reason, leaving CTAs out of your marketing materials can mean losing prospects and money. CTAs are essential in directing a prospect to the next step of the sales funnel. Don't assume people know what to do when they read your ad or marketing materials. You'll get better results by being clear about what the prospect needs to do next.

Make sure each page of your website, each sales conversation, and every piece of printed material contains a clearly defined and identifiable call to action. If you're a blogger, have a CTA at the end of your blog post to read another related article. Your CTA could also include a link to your product, an affiliate product, or to sign up for your email list. For ideas on CTAs, check out established businesses' marketing materials and websites to see how they convey their call to action.

If you have received an impressive testimonial, add it to the top of your page so that everyone can see it. Try to add real names and photos of your reviewers to make it more authentic and reliable. As a bonus, it adds some more relevant content to your website. Also, add your reviews to pages that matter. Your service pages, for example, will give you more trust when you add some reviews to them as well.



WordPress call to action "Get WordPress"

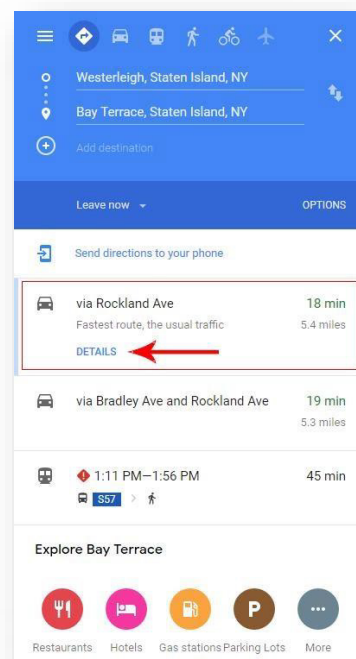
## Reviews and Testimonials

Another reason why reviews are valuable is the fact that they help boost customer loyalty towards a brand. A person who takes the time to leave a positive review on Yelp about a particular brand or product is likely to come back for more business.

If you received an impressive testimonial, add it to the top of your page so that everyone can see it. Try to add real names and photos of your reviewers to make it more authentic and reliable. As a bonus, it also adds more relevant content to your website. Also, add your reviews to pages that matter. Your service pages, for example, will give you more trust when you add some reviews to them, too.

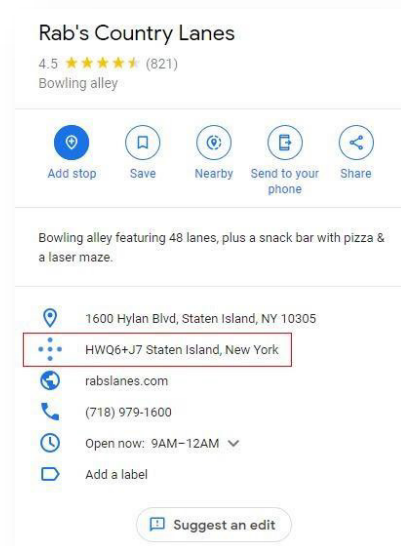
## Manual Driving Directions And Parking Information For Storefront Businesses

Manual driving directions can help your customers understand where your business is located. It also helps Google to understand that you're a local business. Try to add as many local indications to your driving directions as possible. Things like nearby roads, important buildings, and close local brands are very powerful indicators. These indicators help you to increase local ranking positions. If you don't know about your local area, create a direction from a desired area to your business and use Google's manual directions.



## Google Plus Code

Plus codes work just like street addresses. When an address isn't available, you can use a plus code to find or share a place on Google Maps, like your home or business.



## Direction buttons for storefront businesses

Add at least one direction button to your website if you run a storefront or mixed business (service area and storefront business). Use the URL in Google Maps of your local business and link to it from your website. This increases user experience and adds another local connection to your site. You don't want to do this for your pure service area business. It's better to show the address and add a short comment like, "we don't own a physical office," without a direction button.

## Review Buttons

Add a few review buttons to your website to make it as easy as possible for your customers to leave you a review. You can find a "leave a review"-URL in your Google Business Profile dashboard. You need to claim a short name to be able to create a review link. You can also use [Review Link Generator](#)

## Youtube Video Embed

An embedded YouTube video can help increase dwell time on your website. It's an excellent way to provide some value. Use the "embed" option under the video on YouTube.

Make sure the video is relevant and of high quality. It doesn't have a direct impact on your rankings, but it can convey some equity to your website as a citation and backlink source.



## Optimize Youtube Videos

- ✓ Create an appealing cover/thumbnail
- ✓ Add a descriptive title – try to treat the title as a website/page title or H1 headline (you can basically copy and paste them from your homepage or location page)
- ✓ Add your business description, your NAP and your website URL + contact information and other social links to your video description
- ✓ After you've uploaded the video, go back to
- ✓ Settings and add your specific business location to the video

## REPORTING

If you need help from Google or you want to file complaints against competitors or any other sort of things, here is a list of contact forms/websites that promise a high success rate.

1. Fight fake reviews on Google with this free Chrome extension  
<https://chrome.google.com/webstore/detail/transparency-for-chrome/dpbdljognlepohfjeebgghelcggikdc>
2. Request access to own or manage a local business on Google  
<https://support.google.com/business/troubleshooter/3452717>
3. More ways to verify your business  
<https://support.google.com/business/answer/7107242?hl=en>
4. (Faster) support to solve general issues  
<https://twitter.com/GoogleMyBiz>  
<https://www.facebook.com/GoogleBusinessProfile>
5. Contact form for general help  
[https://support.google.com/business/contact/business\\_other\\_problem](https://support.google.com/business/contact/business_other_problem)
6. Get your business reinstated if it was suspended  
<https://support.google.com/business/troubleshooter/2690129?hl=en>
7. File a complaint against your competitors  
[https://support.google.com/business/contact/business\\_redressal\\_form](https://support.google.com/business/contact/business_redressal_form)

## RECOMMENDATIONS

[Brightlocal – Rank Checker, Citation Building, Monitoring etc.](#)



**Thank you so much for reading! I really hope you enjoyed this book. Make sure to become a member in our [Local SEO Strategies & Google My Business Help Facebook Group](#) to get more insights, news, and help.**

## DISCLOSURE

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