

Nine Ways to Optimize Your GMB Page to Raise Your Local Business Listing Rank in Google

1. **Fill it Out Completely** — Hours of operation, link to your website, etc. Don't leave anything blank. The more complete your listing, the higher you will rank.
2. **Photos** — Add as many photos as you can and a company logo. Ideally take pictures at the locations of areas you service (while maintaining customer privacy) and upload them from your phone. When taking pictures with your phone, it records the latitude and longitude and Google tracks that as confirmation that you do business in that area.
3. **Multiple Reviews** — It is important that these be from real customers. Do not fake them either, it is easy to see. Just as with Amazon, people trust products with lots reviews that have kept above three stars.

There are 6 specific review metrics Google scores you on and 5/6 are based on getting as many reviews as possible and as fast as possible, and no 100% Google-compliant software does this better than ours and we prove it by giving you a free campaign.

Book your free campaign here:

<https://www.mdtamerica.com/book/>

NOTE: *If you use a scheduling software like Zenmaid, Launch27, Jobber, HouseCall Pro, ServiceTitan, etc. you may be entitled to additional free use of the software for a period of time.*

4. **Use Keywords in Company Description** — They offer an area where the business representative can describe what the company offers. (download our other document on how to Write the Perfect Description).
5. **Maintain Perfect NAP (Name/Address/Phone) Consistency** — Most businesses will not and do not need to include "LLC" or other classifications in their business name. You can reserve that for your business cards. Google however wants to see exact consistency in your NAP on your website, your GMB page and everywhere you are listed on the internet. Do not be deceptive by adding keywords of services you provide or locations unless they are officially part of your registered business name. Our software not only blows up your reviews (in a good way), it also can help boost your rankings by fixing your directory listings and getting you added to a lot more you may not even know exists.
6. **Add a Coupon** — Google allows printable coupons to be added by your listing.

Add these elements to your Google Local Business Listing and you are sure to be a spike in search ranking.

7. **Create Links to the Listing** — Add a link from your homepage to the listing (we help walk our clients through this).
8. **Add Videos** — If your company already has videos on YouTube you can place them right there on the page.
9. **Create Posts** — We teach our clients how to create the perfect posts and once you create a few, you will get it down super easy. Google wants to see lots of content and posts do this incredibly well, it is free, and only takes a few seconds.

We are all about education and empowering business owners to make the best decisions by arming them with a ton of free services, tools and resources. It is why our clients are clients for life.

We will teach you how to dominate all areas of search for free where traditional marketing “gurus” and firms charge fees to share these actionable insights.

As you can see from the left pie chart, an entire ¼ of where you rank in the critical Google Map Pack existence of, and how well you optimized your GMB listing.

And in the right pie chart it is the 4th highest factor impacting how high you rank in the organic listings found below the Map Pack.

Did you ever want to know...

... what the highest impact/lowest cost improvements are that you can make to rank higher?

To find out, we perform a free and comprehensive audit of your entire business’s digital footprint and brand relevance and prominence, and also that of two competitors of your choosing.

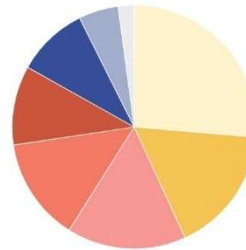
Call us today to get your free audit! 855-944-9960

or

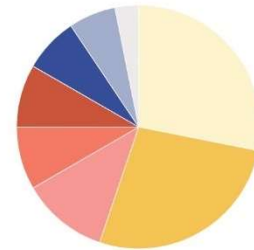
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Local Pack/Finder Ranking Factors



Localized Organic Ranking Factors



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