

# Local SEO

## Guide:

How to Skyrocket  
Google My Business Rankings



# What is Local SEO Exactly?

Local SEO is the process of optimizing your online presence, both on and off your website, to rank highly in localized search results. This is particularly important for brick and mortar or service based businesses that rely on local clientele in a 10, 20, 50-mile radius of this office.

Through proper steps businesses can rank highly in localized search for their website, as well as, their **Google My Business in Google Maps**.

In this guide, we will show you the proven steps you need to take to improve your localized rankings and beat out the competition for the keywords that matter to you most. We will hone in specifically on Google My Business and go much deeper than surface level information to make the most out of your local search impact.

We implement these specific tools and best practices for our client's Google My Business's daily to ensure they are consistently growing their digital footprint and reaching new clients or patients.

**Let's jump right into it.**

**Local SEO has become one of the essential components for businesses to perform well in search engine queries. Google is becoming more and more hyper-focused on local search with every algorithm update.**



# What is Google My Business?

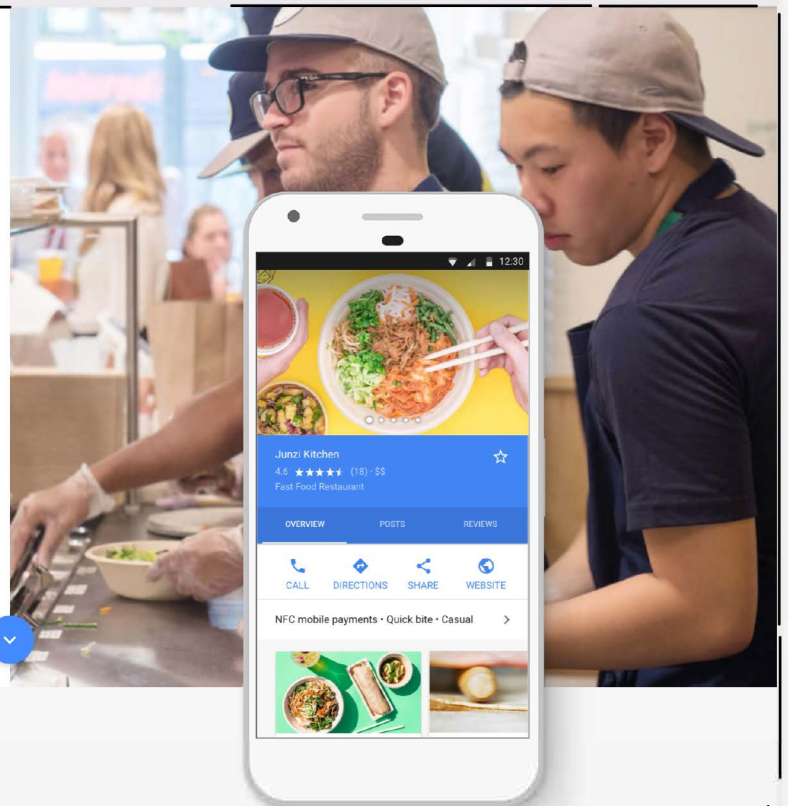
**Google My Business (GMB)** is a FREE local business profile that Google offers to local businesses. Most people nowadays are very familiar with what Google My Business is but in case you do not we will give you a quick overview.

Attract new customers with your free Business Profile.

Your Business Profile appears right when people are searching for your business or businesses like yours on Google Search and Maps. Google My Business makes it easy to create and update your Business Profile—so you can stand out, and bring customers in.

MANAGE NOW

Have questions? Give us a call: [1-844-491-9665](tel:1-844-491-9665)\*



Whether you know it or not you are extremely familiar with **Google My Business** and probably see local listings nearly daily. Below are two examples of how a Google My Business page shows up in your daily life.

One is in the right sidebar when you search, and the other is represented in the Local "3 Pack" on Google search.

**Beauty Plastic Surgery - Double Board Certified Surgeon**  
[www.beatyfnd.com/Facial-Surgeon/Atlanta](http://www.beatyfnd.com/Facial-Surgeon/Atlanta) (833) 489-7183  
Facial Plastic Surgeon In Atlanta & Alpharetta. Call Now to Book Consultation. Double Board Certified Dr. Safe & Clean Environment. Types: Facelifts, Rhinoplasty, Blepharoplasty, Coolsculpting. Meet Dr Mark Beaty Schedule A Consultation Patient Testimonials View BeautyMD Specials  
1100 Peachtree St NE Suite 850, Atlanta, GA

**Facial Plastic Surgery Metro Atlanta GA | Dr. Mark Beaty Alpharetta**  
<https://beatyfnd.com/>  
Facial Plastic Surgery Metro Atlanta GA - Dr. Mark Beaty is a double-board certified plastic surgeon practicing in Midtown Atlanta and Alpharetta, Georgia.  
Dr. Mark M. Beaty Our Team Contact Atlanta, GA

**Facial Plastic Surgeon | Dr. Mark Beaty MD Atlanta, GA | Alpharetta**  
<https://beatyfnd.com> About Us  
Dr. Beaty, of Beauty Facial Plastic Surgery in metro Atlanta, specializes in cosmetic surgery of the face, nose and neck, and has been practicing since 1997.

**Dr. Mark M Beaty MD Reviews | Alpharetta, GA | Vitals.com**  
[https://www.vitals.com/doctors/Dr\\_Mark\\_Beaty.html](https://www.vitals.com/doctors/Dr_Mark_Beaty.html)

**Beauty Facial Plastic Surgery**  
4.8 ★★★★★ 16 Google reviews  
Plastic surgeon in Alpharetta, Georgia  
Address: 2365 Old Milton Pkwy Suite 400, Alpharetta, GA 30009  
Hours: Closed Opens 8:30AM Mon  
Phone: (770) 753-0053  
Suggest an edit

**The Maloney Center for Facial Plastic Surgery**  
4.9 ★★★★★ (108) · Plastic surgery clinic  
6111 Peachtree Dunwoody Road, Bldg. E, Suite 201 · (770) 804-0007  
Open · Closes 5PM  
"He's had to correct others mistakes ie ..droopy lid from Botox and ..."

**Pure Bliss Med Spa**  
5.0 ★★★★★ (11) · Medical spa  
Sandy Springs  
6309 Roswell Rd #2G · (678) 515-3653  
Open · Closes 5PM  
"I went for botox and fillers, the nurse practitioner is amazing my ..."

**Ideal Health Medical Center**  
4.8 ★★★★★ (84) · Medical clinic  
1000 Abernathy Rd NE Suite L-3 · (404) 348-4441  
Open · Closes 6PM  
"BEST Botox rates in town. They are very accommodating with ..."

[More places](#)

Now that we have established what a GMB page is I am sure you can see the immediate value it presents in local SEO and driving new customers or patients to your website.

They take up significant real estate and if you can get your GMB performing in the top 3 slots for specific keywords in your geographical area “botox near me” or “pest control company” you will show up before the first organic website listing. They are essentially ranking you in position “0” in search rankings. A massive opportunity,

indeed. Now that we have set the stage for what Google My Business is let’s jump into the specific strategies to ranking your GMB at the top of search results for your most valuable keywords.

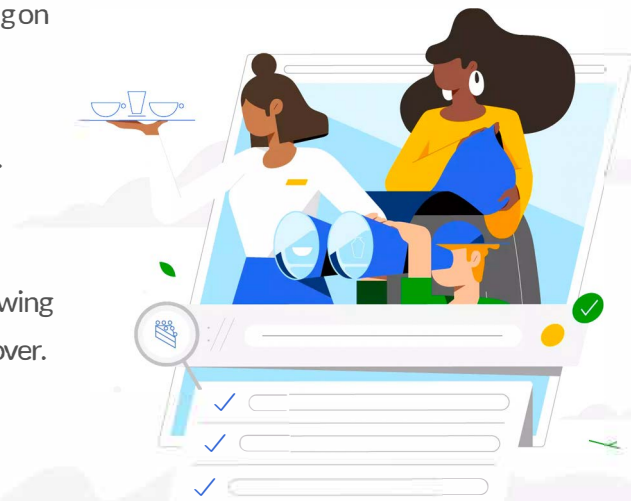
# #1

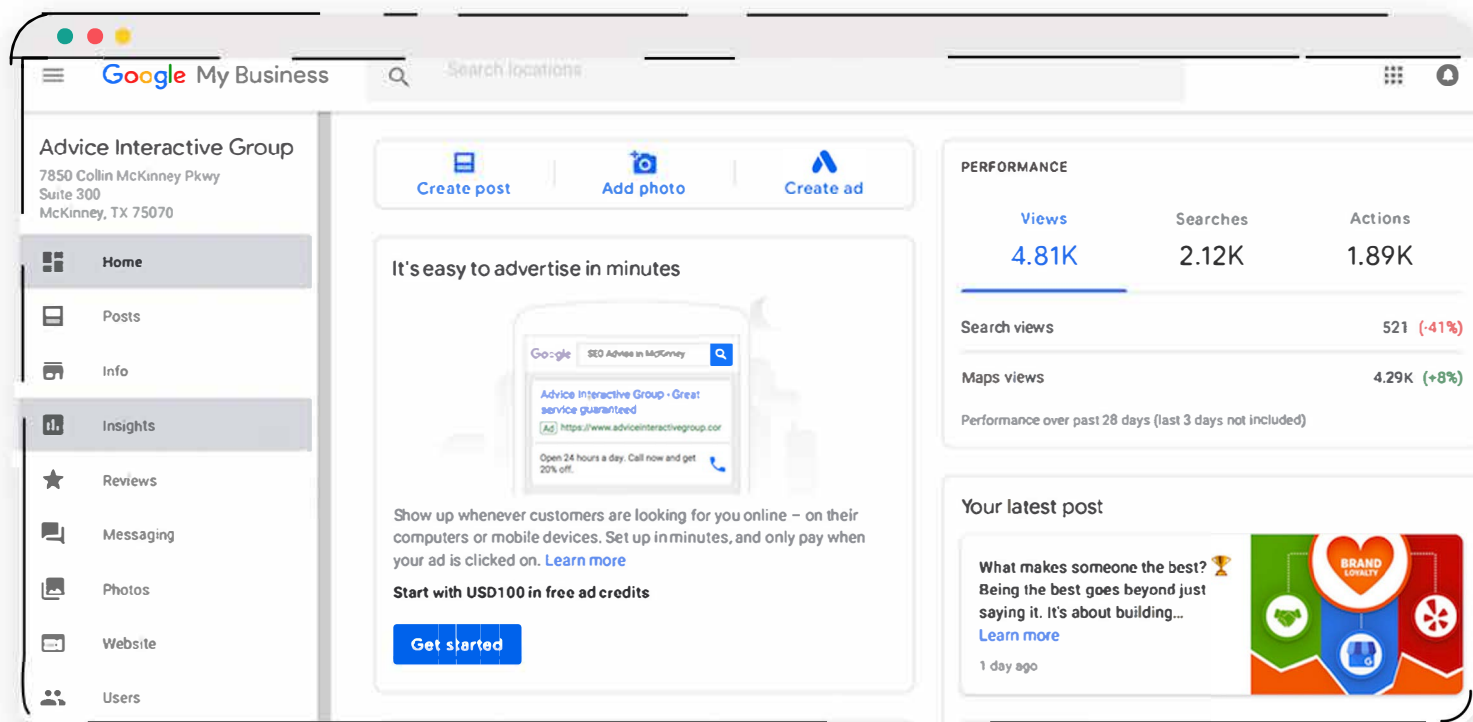
## Claim & Verify Your Listing

If you have not already, TODAY, you need to claim your local listing. Below are the steps to do so.

**Note:** you will need to have a Gmail or a G Suite email to do so because it will ask you to sign in during these steps. If you don’t, just set up a free Gmail to attach any GMBs and Google Webmaster things for your business

- Click [here](#) to a step by step guide to claiming your listing on Desktop or Mobile devices.
- Follow all the prompts to enter your initial information. We will dive into specifics in a moment.
- Verification is essential during this process to start showing up high in Google Search with all the updates we will go over. Options are usually by phone, email or postcard.





# #2

## Complete Profile In its Entirety (No Stone Unturned)

Once you are into your GMB page, you will see sidebar navigation on the left side. We are going to work out way through the critical components that need to be completed.

To Start, Click on "Info" in the sidebar...

**Note:** A few of the items are very straight forward so we will skip. Keep in mind that details like Name, Address & Hours need to match the website EXACTLY. That includes what is on your footer and contact page

# A

Category  
Categories describes what your business is, not what it does or sells.

Primary category  
Internist ×

Additional categories  
Medical clinic

[Add another category](#)

Cancel Apply

Please note: Edits may be reviewed for quality and can take up to 3 days to be published. [Learn More](#)

**Categories** - Google My Business allows you to add five categories to your page. Make sure to fill out every single one that you can (as long as it relates). If you are a medical clinic, you should have the specialty, medical clinic, medical group, medical center, etc. The more categories you include, the more broad range of queries you will show up for. Just make sure they are relatable.

# B

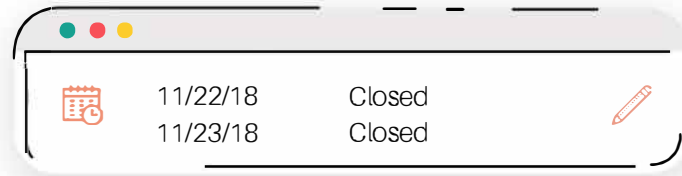
📍 Add service area ✎

🕒

Sunday	Closed
Monday	8:00 am - 4:30 pm
Tuesday	8:00 am - 4:30 pm
Wednesday	8:00 am - 4:30 pm
Thursday	8:00 am - 4:30 pm
Friday	8:00 am - 4:30 pm
Saturday	8:00 am - 4:30 pm

**Service Area** - - this is only used for businesses that do not operate out of a brick and mortar but rather a geographical area. You can set that here if you do not want your address showing up.

C



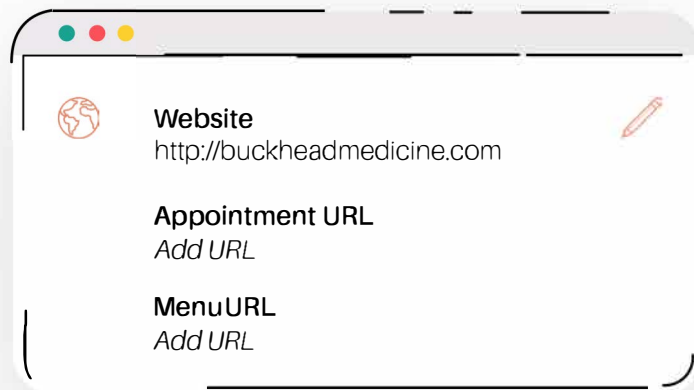
These are special hours observed, i.e. holidays or varying business hours. Fill these out so people get the most update to date information and you don't have to worry about remembering the day of.

D



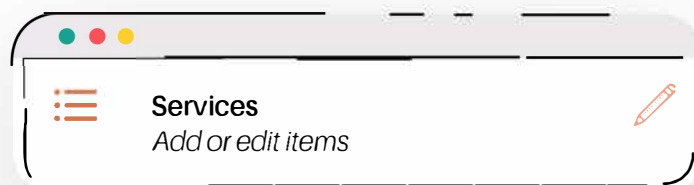
**Phone Number** - Use the exact phone number that is on your website. Do not use a tracking number unless you are going to use it across the board. Keeping things consistent is critical with Local SEO.

E



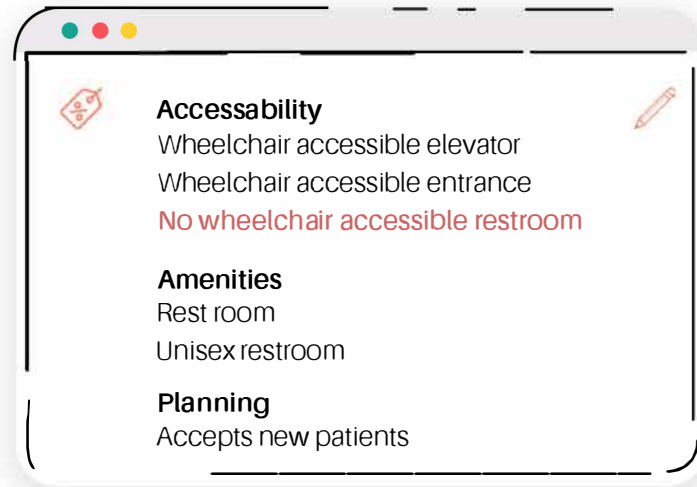
Make sure to include an appointment URL and Menu URL (your services page will do if you are not a restaurant). We will expand on tracking shortly.

F



**Services** - Fill out all of the services you offer. Make sure to include your main keyword in the title of each service for Local SEO.

# G



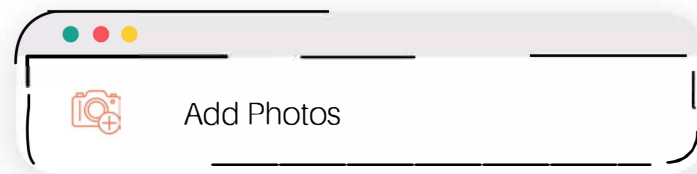
**Extras** - Fill out all the extras that apply it will help answer potential customer questions.

# H



**Business Description** - this is critical. Make sure you complete and use the 750 character limit wisely. We will go over that in more depth shortly.

# I



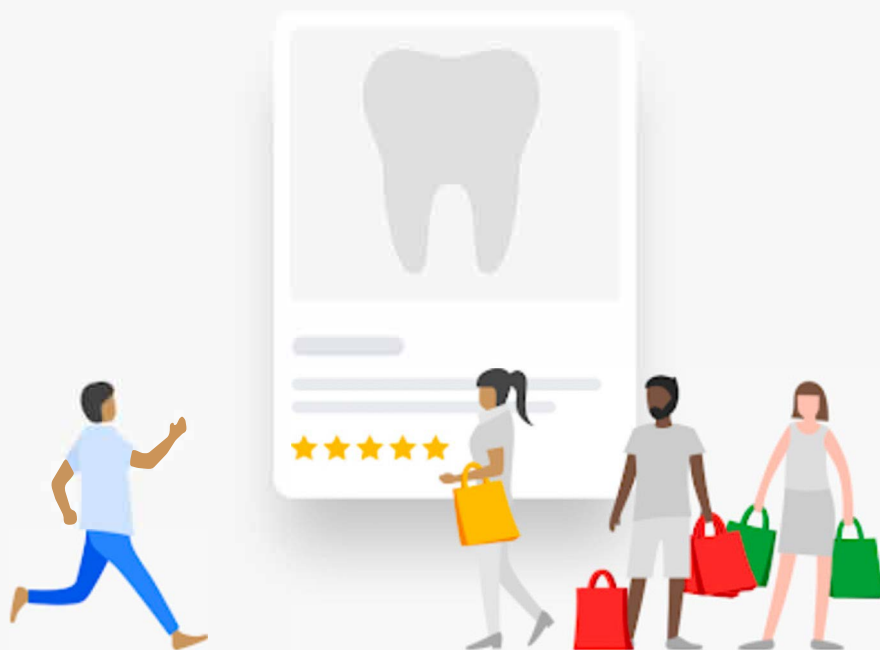
**Photos** - essential to have photos as it will increase page visibility, as well as, show up in Google



# Crafting A Winning Business Description

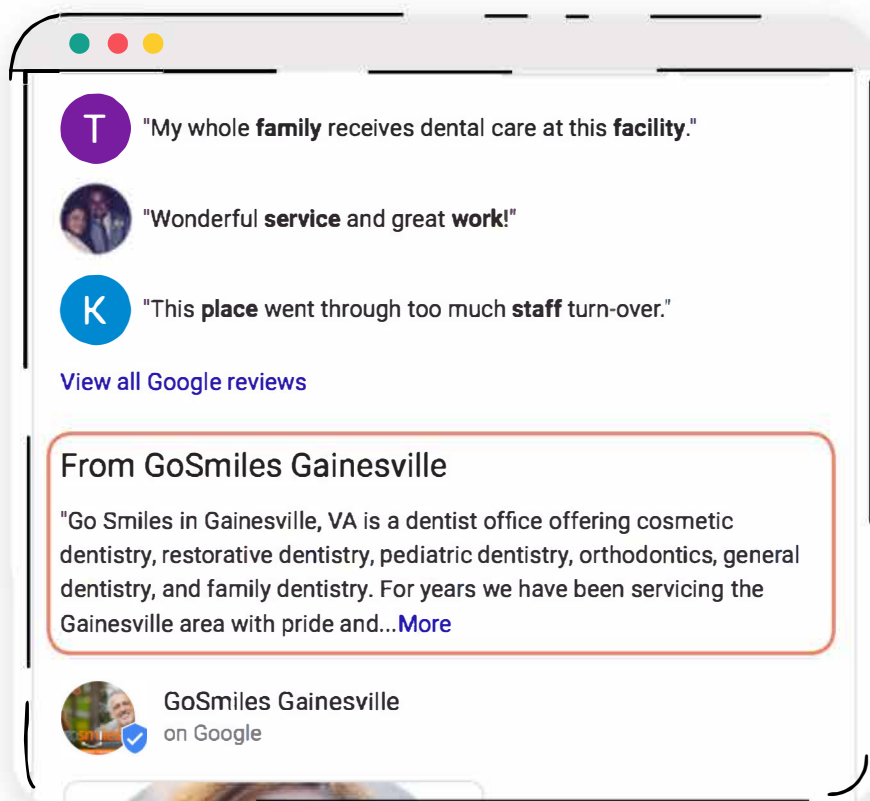
Referring back to the previous image an excellent business description is vital to ranking well in local search for your GMB. There are several critical things that you want to include in the opening 2-3 sentences of your description. While there are 750 words only 250 of them show up natively. They will be the only section that is displayed when looking at your knowledge graphic.

- Main Keyword + city
  - We are a **dental practice** in **Atlanta**
  - ABC Company is the **leading mosquito control company** in **Austin**
- 3-5 of your most crucial service-level keywords in the 2nd sentence
  - We offer a wide range of plastic surgery services including **breast augmentation, facelift, Brazilian butt lift, tummy tucks** and more!



# Example of a great business description...

Go Smiles in Gainesville, VA is a dentist office offering cosmetic dentistry, restorative dentistry, pediatric dentistry, orthodontics, general dentistry, and family dentistry. For years we have been servicing the Gainesville area with pride and care. At GoSmiles, we value our clients and the relationships that we build. You can rest assured that your dental care is in good hands with our dentists and dental staff. We offer dentistry services for Infants, Children, Teens & Adults, so you know that your whole family is covered.



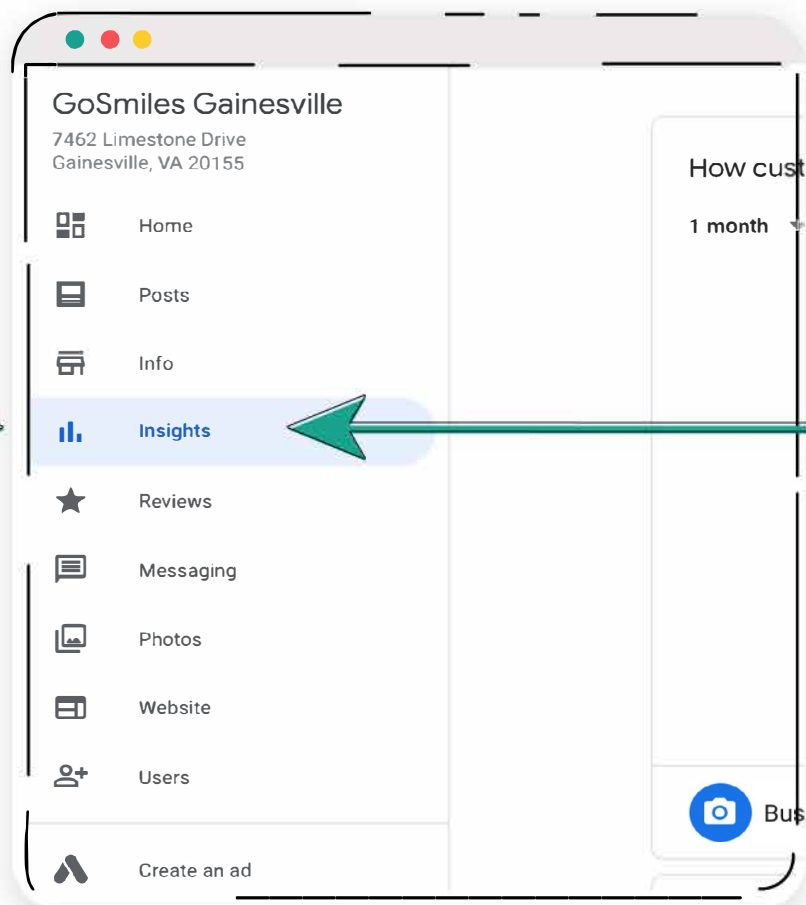
As you see in the screenshot, only a portion of the description is visible in search without clicking "More" so you want to ensure the most critical keywords make it in the preview for maximum **SEO IMPACT**.

# #4

## Track Your Success

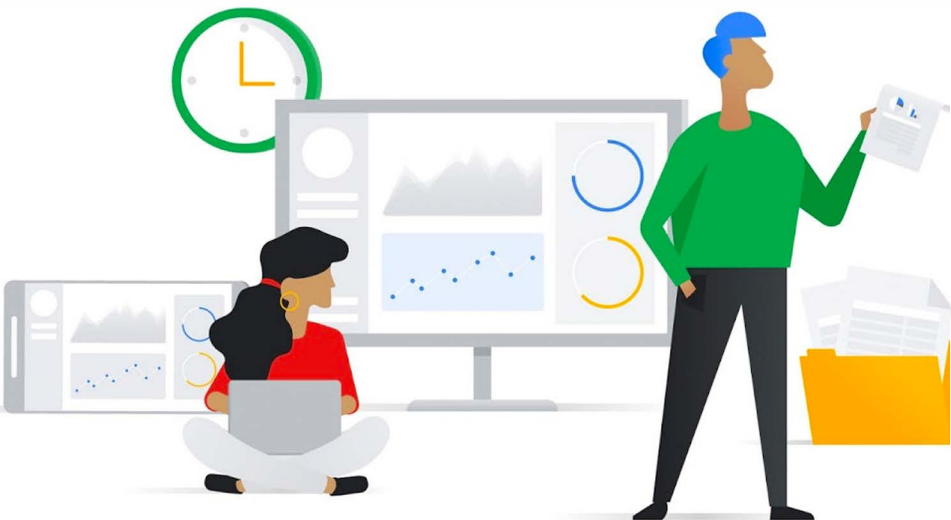
If you are going through this Guide, you care about improving your local SEO footprint and generating more website traffic. How will you know if it works? In the GMB dashboard, you will find a tab for 'Insights' that will give you a bunch of valuable metrics including:

- Total Monthly Searches
- Queries (keywords they used to find you)
- Customer Actions
  - Phone Calls
  - Website Visits
  - Requests for Direction
- Photo Views
- And much more





# Pro Tip:



Google My Business analytics work on a rolling 7, 28 or 90-day rolling “view” so there is not an ideal way to compare month over month growth using their tools. A straightforward way to do so for website visits is by utilizing Google Analytics ‘Campaign’ tool.

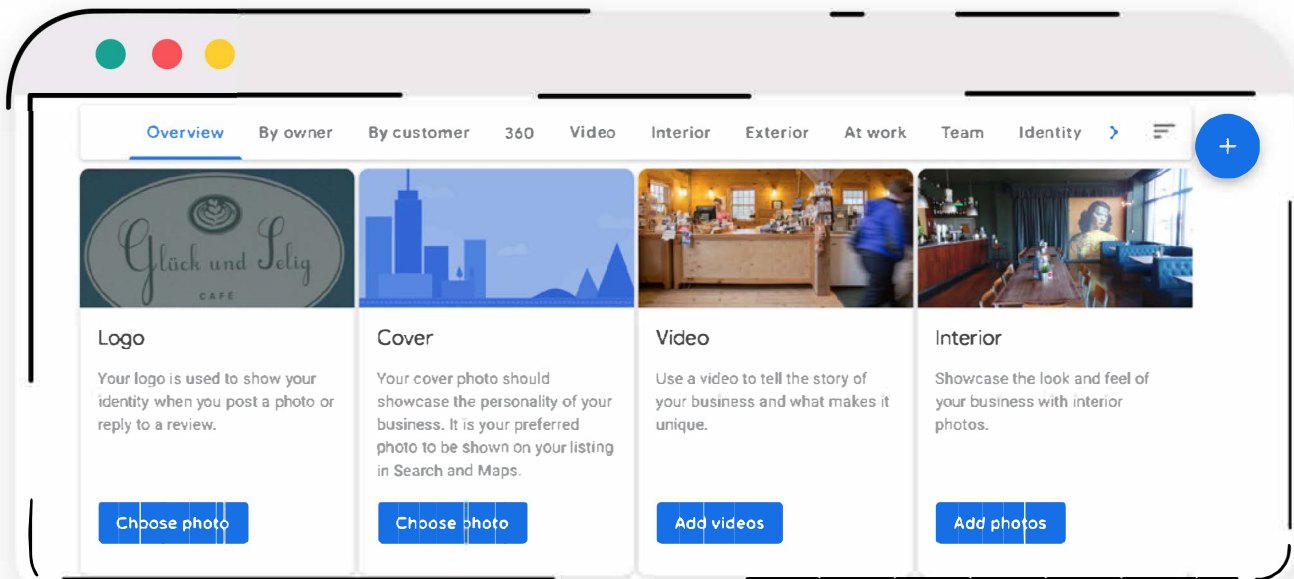
# #5

## SAY CHEESE, Take and Add Photos Consistently

Photos are oftentimes overlooked when it comes to GMB SEO. As we make our way to the Photos tab in the sidebar make sure to follow the items in the top tab and add photos under each including Team, Interior, Exterior, Identity (logo, etc.) and more.

When uploading photos take it an extra step and include critical keywords in the name of the image file, this will help those images show up in Google Image searches for that keyword and increase page rankings.

Example file name before uploading: **mosquito\_control\_company.jpg**



## Pro Tip:

Make sure to include several interior and exterior photos. Exterior photos are added by Google but are usually from the street view. Go the extra mile and snap a few wide angle shots to make it easier for customers to know exactly what the front of your building looks like.

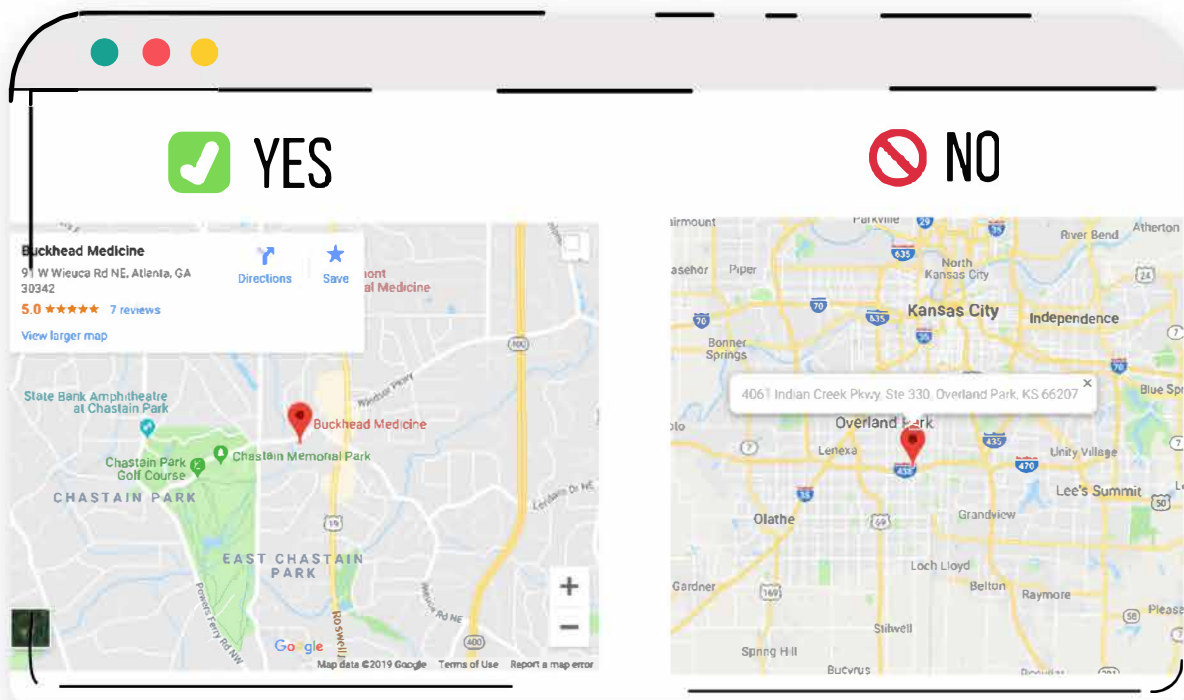
After you have completed, the photo set up the job is just beginning! It would be best if you put into your monthly routine to add 2-4 NEW photos every single month. That will help continue to improve your local ranking because Google loves new content! Feed the beast.

# #6

## Add Google My Business Map to Website

This is a critical step so **DO NOT** skip. Having a map on your website is one thing, having your Google My Business map is a different thing. Too often web developers short their clients by just creating a simple map embed and clients are none-the-wiser.

You need to make sure the map you embed on your website is the GMB map because it ties the two together and helps Google know that this GMB page is associated with that website. Cut out the potential for confusion.



See the difference in the above example? One has the address listed, and one has the actual information being pulled in from GMB. Not only does it simply look much more professional but if you click on it, it pulls up your GMB. Win, Win.

## Pro Tip:

If you have multiple business locations, you should have a location page specific to each location with the match Google My Business map embedded in that page with all the matching NAP (name, business, phone) information.

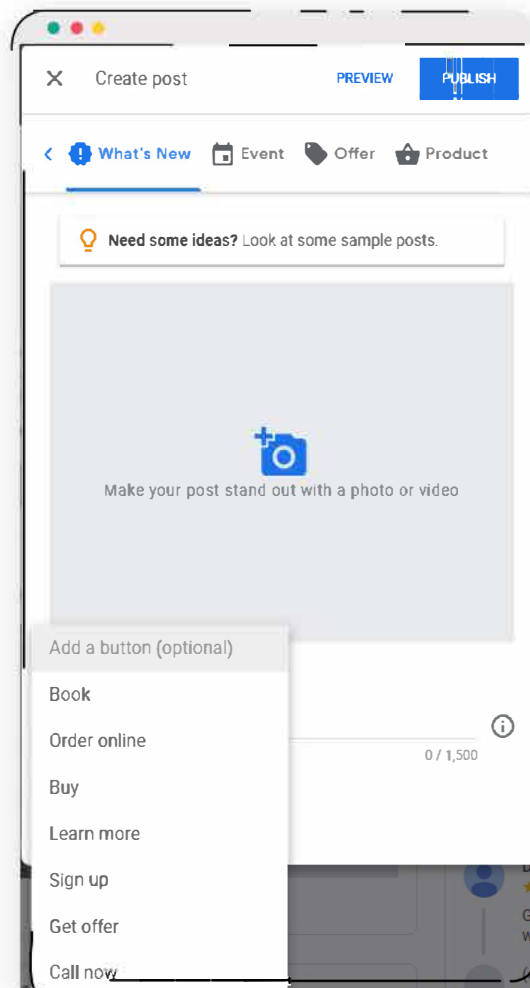
# #7

## Create Monthly Posts for Your Ideal Clientele

Recently, Google added the capability for you to create posts on a Google My Business page. These are similar to “mini-ads” or social media posts. This is a fantastic opportunity that is still left vastly underutilized.

These posts show up on the knowledge graph taking up additional valuable landscape and allowing you to create offers and promote services and events continuously.

When creating your post GMB allows you to add a Call to Action button so take full advantage and point people to a relevant lead page to convert them.

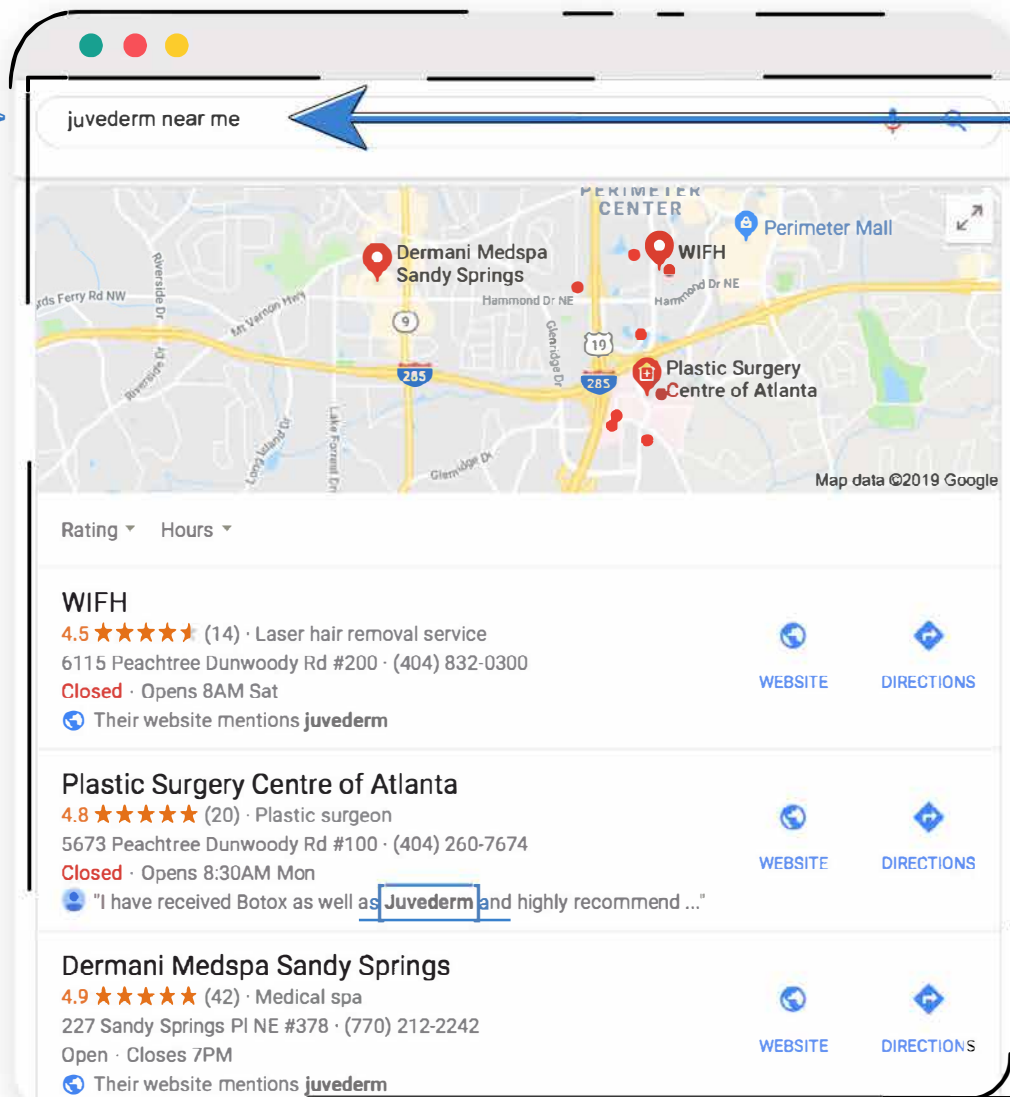


# #8

## Focus on Growing Your Reviews

Reviews are one of the top ranking signals for Google My Business pages. If you want to grow your rankings in local SEO, you need to put a significant emphasis on streamlining the collection of reviews for your business.

When you do a local search, general in the local three pack the term you search is highlighted in one of the reviews on the business's GMB page.



BrightLocal performed a Consumer Review Survey in 2022 and found the following:

- More consumers are reading online reviews than ever before. In 2021, 77% 'always' or 'regularly' read them when browsing for local businesses (up from 60% in 2020).
- More consumers use Google to evaluate local businesses than ever before. In 2021, 81% did, but the year before that, just 63% did.
- In 2021, just 3% said they would consider using a business with an average star rating of two or fewer stars. That's down from 14% in 2020.

Now that you are growing reviews make sure that you respond to them! Again, Google wants to see fresh, new content on their GMBs and responding to reviews is critical to the ongoing success of your page rankings.

## WRAPPING UP

Google My Business is an essential component of a local SEO strategy. You need to invest the time and energy into your page to reap the results and traffic. If you are feeling a little lost give us a call and we can do a FREE Local SEO Audit.

We offer industry leading SEO services to our clients and specialize in helping businesses improve rankings and reach new clients.

**Thanks for reading and we hope you find it helpful!**

# Meet the Author

Justin Knott - CEO, Intrepy  
Healthcare Marketing

Justin Knott is a medical marketing expert and CEO of Intrepy Healthcare Marketing. He works with medical practices and healthcare organizations to tell their stories, promotes their procedures and specialties, and develops patient-centric marketing strategies that attract and retain patients. Justin's expertise lies in marketing strategy, SEO, and paid ads. He regularly speaks and contributes to national publications on various digital marketing topics.



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