The 24 Factors that Impact Your Map Rankings

Digital Aura

Authority

Increase the AUTHORITY of your domain and pages by showing value

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Backlinks

Generate quality BACKLINKS from top sites and various domains

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Business.Site

Optimize and publish the BUSINESS.SITE

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Category

Primary CATEGORY is the main role of the business

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Citations

Make sure your CITATIONS are accurate and added on relevant sites

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Content

Create CONTENT that is quality, original, relevant, and substantial

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Description

DESCRIPTION should include service areas & services without selling

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E-A-T

Add information on your expertise, authoritativeness, and trust (E-A-T)

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Hours

HOURS must be up-to-date without varying on separate channels

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Internal Links

Increase INTERNAL LINKS to money pages from blog posts and lesser pages

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Keywords

Business names with KEYWORDS are given more importance

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Maps

Embed/create MAPS with driving directions and relevant places of interest

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NAP

Ensure NAP consistency across GMB, website, and social media

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On-Page

Optimize your ON-PAGE elements like meta tags, alt tags, and headings

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Photos

Original geotagged PHOTOS help establish business legitimacy

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Posts

Update relevant POSTS about the company on a regular basis

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Q&A

Owners can use Q&A to ask and answer questions themselves.

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Reviews

Reply to all REVIEWS, negative or positive

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Schema

Generate a SCHEMA for your website, organization, and local business

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Service Area

Maximize SERVICE AREA based on time, distance, and importance

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Speed

Improve SPEED by compressing images and deleting unwanted files

Digital Aura

Technical

Improve TECHNICAL performance with an updated sitemap & proper indexing

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URL

Add links for all possible URLs in the dashboard

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UX

**Ensure the site
is responsive on
all devices for
optimum UX**