

# The 7 Point Checklist that Will Increase the Visibility of Your Google Business Listing

1. NAP – The “nap”, as it’s commonly referred to, is the name, address, and phone number of your business. You would assume this is the obvious, but it’s more important than you think. Remember those data aggregators I was telling you about in the blog post? They can pull information from all types of directories so having a consistent NAP across the board will decrease the chances of confusing Google.

2. Citations – These are typically any business listings found on websites and/or directories. Some examples are White Pages, Yelp, Super Pages, Bing, Yahoo, Manta, etc. Again, this is where you want consistency. All of your citations should have the same NAP, hours, website, social profiles, and any other information related to your business. The more citations you have, the better.

3. Category of Service – You might be surprised but often times business owners don’t want to take the time to find their respective business category and end up leaving it blank. This isn’t doing you any favors. Make sure to choose the category that best fits your service. This will make it easier for potential customers or clients to find you.

4. Photos – You should always upload photos! A lot of business owners don’t take advantage of this section. Upload photos to your Google page and title them with related keywords. If you own a landscaping company for example, you can upload a photo of a job being done. You could then title that picture “landscaping Miami”. You want to optimize your titles but don’t overdo it. Alternate them so they’re not all the same. For example, you can use something like “Miami landscaping company”, then “landscapers in Miami”, followed by “Miami landscaping”.

5. About page – This section is important. Even though it’s not visible in the listings, Google does see it and it’s your chance to let Google know what your business is about (and how relevant it is to what’s being searched). You want to fill out your about page as much as possible with truthful and accurate information. If possible, use the first 50-60 words to fit any relevant terms in.

A good example would be:

“Wild Splash Landscaping in Miami, FL delivers superior quality...”

Not only do you have your business name included, you also have the keyword “landscaping Miami FL” in the first part of the sentence which helps with letting know Google what your page is about. These subtle changes can be quite effective and increase your position in the local listings as well.

6. Connect your website – If you have an existing website, you’ll want to be sure to add the URL in the

additional links section of your page. This will do two things. It will give your website a powerful link from Google, and it will also allow Google to see the content on your website and associate it with your business page, increasing its relevance. You should also add any links to social profiles in this section.

7. Reviews – Although reviews don't seem to make much of a difference in ranking in the local listings as we see businesses with no reviews in the top 3, and businesses with many 5-star reviews nowhere to be found. We do know, however, that having good reviews can be a sign of social proof and increase the trust, and click-through-rate to a listing, which leads to more calls. Encourage your customers and clients to leave a positive review on your Google+ page whenever possible.

That's all there is to it.

I know it doesn't sound like much, but it's often the smallest changes that have the greatest impact.

If you fully complete each of these 7 steps, I can *almost* guarantee that you'll see an increase in your local listings ranking.

I encourage you to take a snapshot of the current position for your relevant service keyword in the listings, then after implementing the checklist and waiting a couple weeks, check it again.

I'm sure you'll be happy with the results.

**OR if you're strapped for time, rather not deal with the "techy" stuff, and want me do to it for you instead, that's an option as well.**

Find out more about that [here](#).

Well, that's all I have for now.

To your success,



Steve Ross  
Founder [Grow SEO](#)

