

GOOGLE MAP LOCAL FINDER RANKING FACTORS



Top 10 Factors That Matter Most

1. Primary GBP Category (Score: 193)
2. Keywords in GBP Business Title (Score: 181)
3. Proximity of Address to the Point of Search (Score: 176)
4. Physical Address in City of Search (Score: 170)
5. Removal of Spam Listings Through Spam Fighting (Score: 143)
6. High Numerical Google Ratings (e.g., 4-5) (Score: 138)
7. Additional GBP Categories (Score: 134)
8. Quantity of Native Google Reviews (with Text) (Score: 128)
9. Verified GBP (Score: 117)
10. Proximity of Address to Centroid (Score: 114)

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Google Business Profile-Specific Factors

1. Primary GBP Category (Score: 193)
2. Keywords in GBP Business Title (Score: 181)
3. Physical Address in City of Search (Score: 170)
4. Additional GBP Categories (Score: 134)
5. Verified GBP (Score: 117)
6. Completeness of GBP (Score: 112)
7. Proper Placement of the Map Pin (Score: 101)
8. Presence of "Provides" Justifications in Local Search Results (Score: 53)
9. Keywords in GBP Description (Score: 11)
10. Geo-Tagged Photos Uploaded to GBP (Score: 2)

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Review-Related Factors

1. High Numerical Google Ratings (e.g., 4-5) (Score: 138)
2. Quantity of Native Google Reviews (with Text) (Score: 128)
3. Recency of Reviews (Score: 99)
4. Sustained Influx of Reviews Over Time (Score: 105)
5. Keywords in Native Google Reviews (Score: 85)
6. Positive Sentiment in Review Text (Score: 78)
7. Quantity of Ratings Without Text (Score: 78)
8. Presence of Owner Responses to Most Reviews (Score: 40)
9. Quantity of Third-Party Traditional Reviews (e.g., Yelp, TripAdvisor) (Score: 59)
10. Keywords in Owner Responses to Reviews (Score: 12)

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Content-Related Factors

1. Keywords in GBP Landing Page Title (Score: 114)
2. Dedicated Page for Each Service (Score: 105)
3. Keywords in GBP Landing Page Headings (H1, H2, etc.) (Score: 102)
4. Geographic Keyword Relevance of Domain Content (Score: 101)
5. Volume of Quality Content on Service Pages (Score: 86)
6. Keywords in Titles Across Entire Website (Score: 73)
7. Volume of Quality Content on Entire Website (Score: 73)
8. Keywords in URLs Across Entire Website (Score: 54)
9. Keywords in GBP Landing Page Meta Description (Score: 37)
10. Comprehensive Google Q&A Section with Owner-Seeded FAQs (Score: 32)

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Link and Citation Factors

1. Quantity of Inbound Links to Domain from Local Relevant Domains (Score: 100)
2. Consistency of Citations on Primary Search Engines (Google Maps, Bing Maps, Apple Maps) (Score: 98)
3. Quantity of Inbound Links to GBP Landing Page URL from Locally-Relevant Domains (Score: 98)
4. Quality/Authority of Inbound Links to Domain (Score: 94)
5. Diversity of Inbound Links to GBP Landing Page URL (Score: 76)
6. Consistency of Citations on Key Sites (Yellowpages, Yelp, D&B) (Score: 72)
7. Consistency of Citations on Data Aggregators (Infogroup, Localeze, Foursquare/Factual) (Score: 71)
8. Diversity of Anchor Text to GBP Landing Page URL (Score: 70)
9. Quality/Authority of Unstructured Citations (Newspaper Articles, Blog Posts, Gov Sites) (Score: 68)
10. Quantity of Structured Citations (IYPs, Data Aggregators) (Score: 56)

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User Engagement Factors

1. Click-Through from Search Results for Relevant Search Terms (Score: 79)
2. Quantity of Engagement Signals on GBP (Scrolling, Reading Reviews, Clicking Photos) (Score: 76)
3. Click-Through Rate from Search Results (General) (Score: 75)
4. Driving Directions to Business Clicks (Score: 73)
5. Clicks to Call Business (Score: 72)
6. In-store Visits Tracked by Google Maps Mobile App Location Detection (Score: 66)
7. Presence of Crowd-Sourced Attributes (Score: 44)
8. Length of Dwell Time on GBP Landing Page (Score: 37)
9. Quantity of Bookings Through Google Booking Partners (Score: 36)
10. Quantity of Messages Through Google My Business Messaging (Score: 29)