PERFORMANCE AND ORGANIC RANKING FACTORS FOR YOUR GMBP LISTED WEBSITE

Top 10 Factors That Matter Most

1. Dedicated Page for Each Service

2. Internal Linking Across Entire Website

3. Quality/Authority of Inbound Links to Domain

4. Geographic Keyword Relevance of Domain Content

5. Keywords in GBP Landing Page Title

6. Quantity of Locally-Relevant Inbound Links to Domain

7. Topical (Product) Keyword Relevance Across Website

8. Volume of Quality Content on Service Pages

9. Volume of Quality Content on Entire Website

10. Keywords in Anchor Text of Inbound Links to Domain

Content-Related Factors

1. Volume of Quality Content on Service Pages

2. Volume of Quality Content on Entire Website

3. Keywords in GBP Landing Page Headings (H1, H2, etc.)

4. Keywords in Titles Across Entire Website

5. Keywords in Headings (H1, H2, etc.) Across Entire Website

6. Keywords in URLs Across Entire Website

7. Volume of Content on GBP Landing Page

8. Keywords in GBP Landing Page Meta Description

9. Keywords in Meta Descriptions Across Entire Website

Link and Domain Authority Factors

1. Quality/Authority of Inbound Links to Domain

2. Quantity of Inbound Links to Domain from Locally-Relevant Domains

3. Keywords in Anchor Text of Inbound Links to Domain

4. Diversity of Inbound Links to Domain

5. Quantity of Inbound Links to Domain from Industry-Relevant Domains

6. Sustained Influx of Links Over Time

7. Diversity of Anchor Text to Domain

8. Quantity of Inbound Links to GBP Landing Page URL

9. Diversity of Inbound Links to GBP Landing Page URL

10. Page Authority of GBP Landing Page URL

Technical SEO Factors

1. Mobile-friendly/Responsive Website

2. Website Uses HTTPS by Default

3. Load Time of Pages Across Entire Website

4. Load Time of GBP Landing Page

5. Presence of XML Sitemap

6. Keywords in Image ALT Attributes Across Entire Website

7. Keywords in Image Filenames Across Entire Website

GBP-Specific Factors

1. Keywords in GBP Landing Page Title

2. Keywords in GBP Landing Page Headings (H1, H2, etc.)

3. Physical Address in City of Search

4. Reference to Location-Specific Entities on GBP Landing Page

5. Keywords in GBP Landing Page URL

6. Keywords in GBP Business Title

7. Completeness of GBP

8. Verified Google Business Profile

9. Proper Placement of the Map Pin

User Engagement and Behavior Factors

1. Click-Through from Search Results for Relevant Search Terms

2. Click-Through Rate from Search Results

3. Length of Dwell Time on GBP Landing Page

4. Driving Directions to Business Clicks

5. Quantity of Messages Through Google My Business Messaging

Miscellaneous Factors

1. High Numerical Google Ratings

2. Positive Sentiment in Review Text

3. Presence of Google Posts Justifications in Local Search Results

4. Quantity of Videos on GBP

5. Geo-tagged Photos Uploaded to GBP