Tayl

10 Essential Tips To Improve Your Google Maps Ranking In 2022

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Intro

Your Google Maps listing is an essential marketing tool for your hospitality business. Customers use it to find you, book tables, and compare you to competitors. And the best thing is – it's free

For it to work, your listing needs visibility. And unfortunately, your business won't rank on google just because it's listed in and area.

Your business's proximity is only *one* of the factors Google Maps considers when choosing which businesses to list.

In this ebook, you'll learn 10 tactics on how to increase your Google Maps listing, rank higher in the results, and get more customers.

What's the point?

67% of consumers use Google Maps to get around. And because these people rarely look past the first few results, it's crucial to make sure your listing shows up as high as possible for your relevant searches.

These consumers end up on Google Maps business listings from a keyword search more often (84% of the time) than from a business name search (direct search). This means your listing needs to rank on Google Maps for the terms your potential customers may be searching.

Proportions of Direct and Discovery searches per Google My Business listing

Proportions of Direct and Discovery searches per Google My Business listing

■ Direct searches   ■ Discovery searches

16%

84%

Google My Business Insights Study   BrightLocal
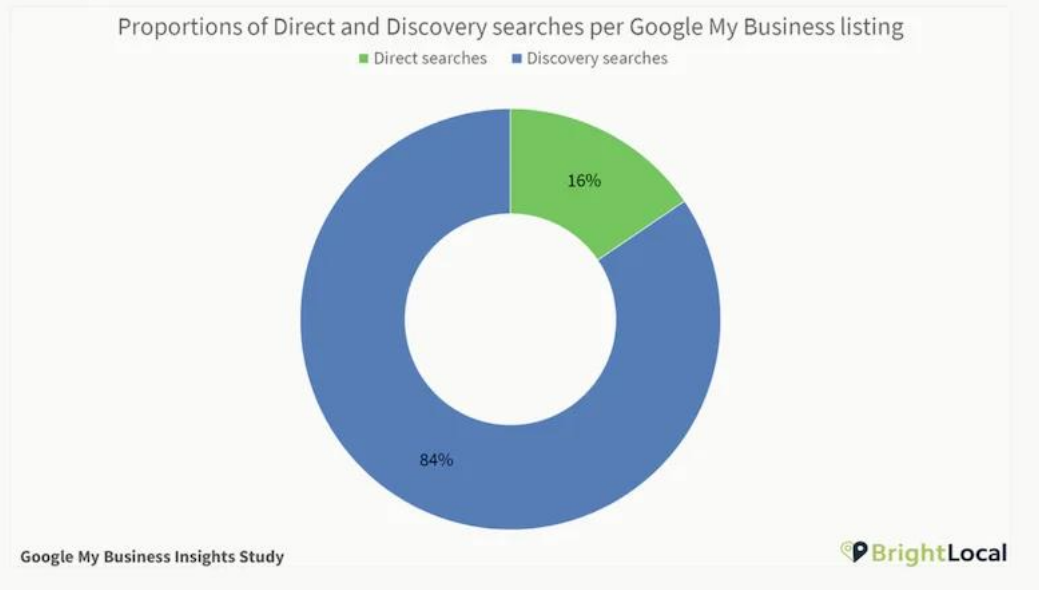
What's more is the top three Google Maps listings will also display in regular Google Search results if it's deemed relevant.

Ranking higher on Google Maps typically means ranking on the [first page of Google Search](#) as well.

The best thing is, is that an improved listing is a double-edged sword. What you do to improve it also makes your listing more interesting and clickable for a user.

Get your business to rank higher on Google maps

1. Add your business to Google Maps

This is blatantly obvious, but it can still be pernickety. If you already have one, you can skip this section. If you don't have a listing or are not sure, follow these steps and add your business to Google Maps:

1. Go to Google.com/maps or to the Google Maps app on your smartphone and search for your business name.
2. If it appears in the drop-down menu with a location next to it, then you have a listing. You can skip to the next section.
3. If your business doesn't appear, you should see an option to "add a missing place."
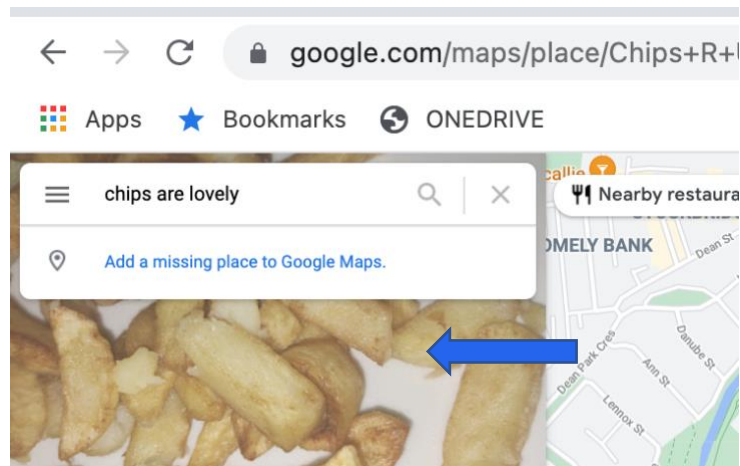
Click that, and you'll be prompted to provide your name, category, and location.
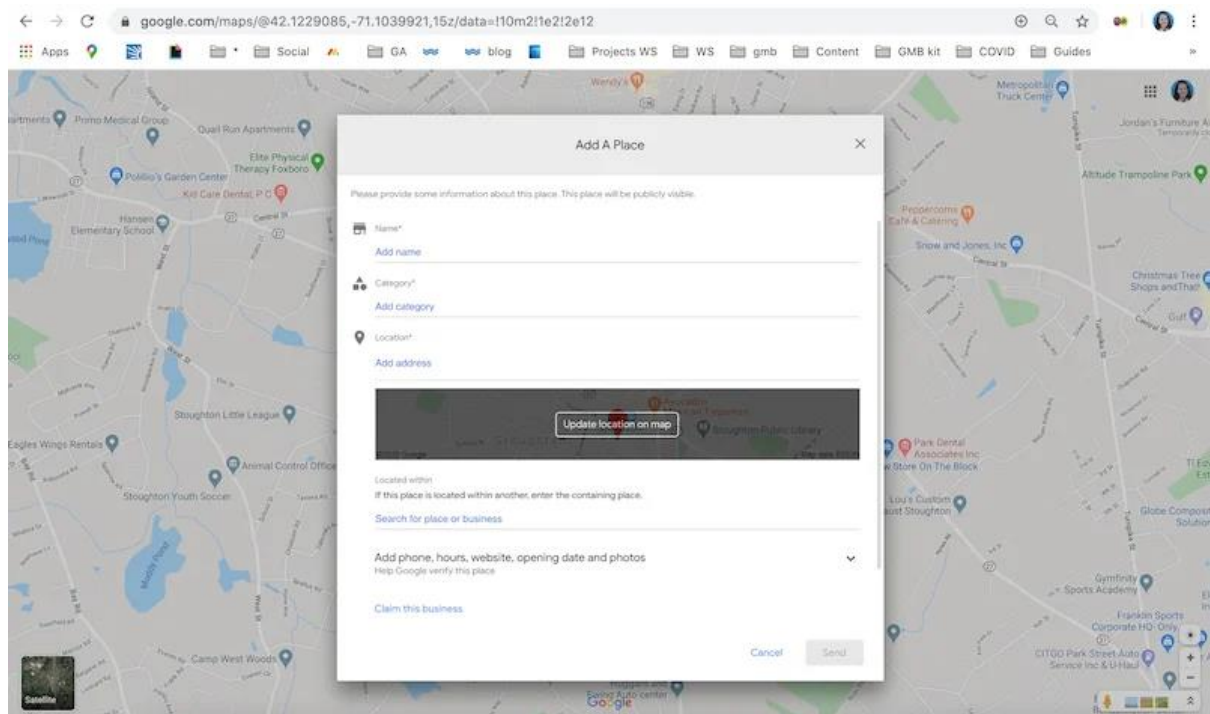
One thing to note is that anyone can add a business to Google Maps. So, even if you yourself haven't added it, it's still best to check and make sure your business listing doesn't already exist. And don't worry: No matter who it is, the person who adds your business to Google Maps will not have control over your listing.

Only whoever claims the listing by proving ownership of the business does. We'll come to that next.

## 2. Claim your Google Maps business listing

The second step to get your business to rank higher on Google Maps is to claim your listing. This is because when you *create* your listing, all you can provide is the name, category, and location; but when you *claim* your listing, you can provide many more details about your business. And the more information a business listing contains, the higher it will rank on Google Maps. Plus, you can't do any of the other steps in this guide if your listing is not claimed.

The prerequisite to claiming your business listing on Google Maps is having a free Google My Business account. If you have an account already, simply pull up your Google Maps business listing, select the option that says "Claim this business" or "Own this business?" and follow the prompts. If you don't have a Google My Business account, head over to this post and we'll walk you through creating an account and claiming your business with it.

3. Add information to your Google Maps business listing

Alright, so now you have a Google Maps business listing, and a Google My Business account linked to it. This means you're ready to climb higher in local search results.

As we mentioned earlier, the more information your listing has on it, the higher it will rank in results. To add more information to your listing, log in to your Google My Business account. Here you see a dashboard with tabs down the left-hand side.
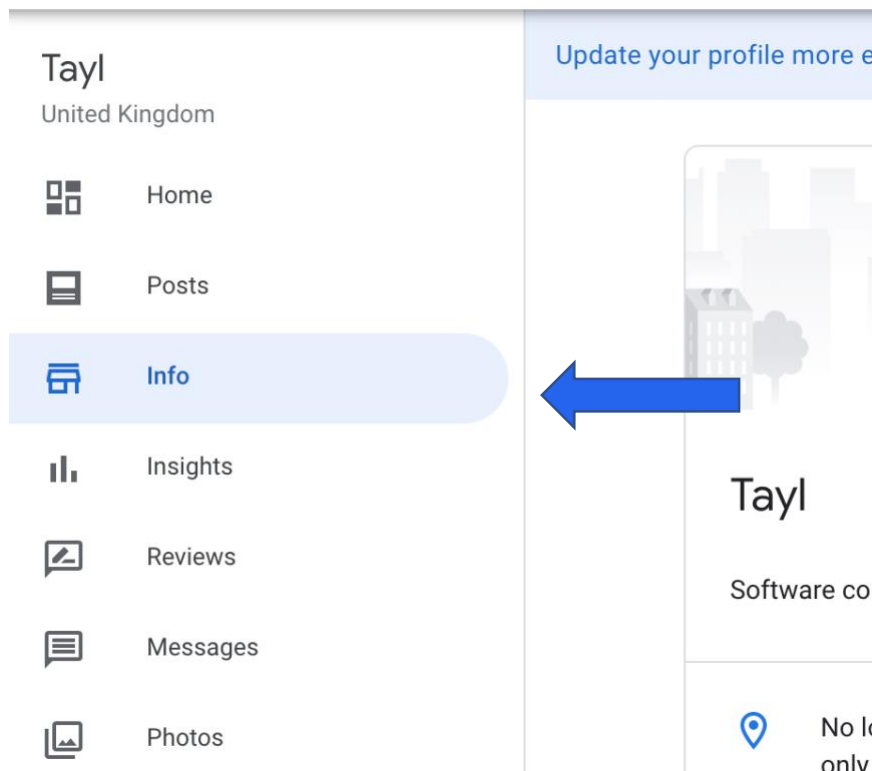
Select the "Info" tab, which includes your name, category, address, hours, special hours, phone number, website, products, services, attributes, and description.

Be consistent your name and address
Google Maps ranks businesses it trusts, and one measure of your trustworthiness is how consistent the information about your business is across the web. For example, say you have a business called 'Chips are Lovely. Make sure your business name in your Google My Business dashboard is exactly that and not a variation, such as 'Chips 'R' Lovely'. Also, ensure this name is identical across all of your other online acoounts —your website, Facebook profile, Tripadvisor account and so forth. The same goes for address information. This can even be as pedantic as putting 'st.' instead of 'street' consistently

Use a local phone number

Use a local telephone number with the area code of your location. This will help you to rank higher in Google Maps, and it will also verify for searchers that your business is in that area.

Update your business hours
Google Maps business listings let users know if your business is open, closed, or opening or closing soon. Keeping these hours updated signals to Google that you are active and, therefore, trustworthy. It also prevents customers from making the trip out to your restaurant only to find that it's closed or closing.
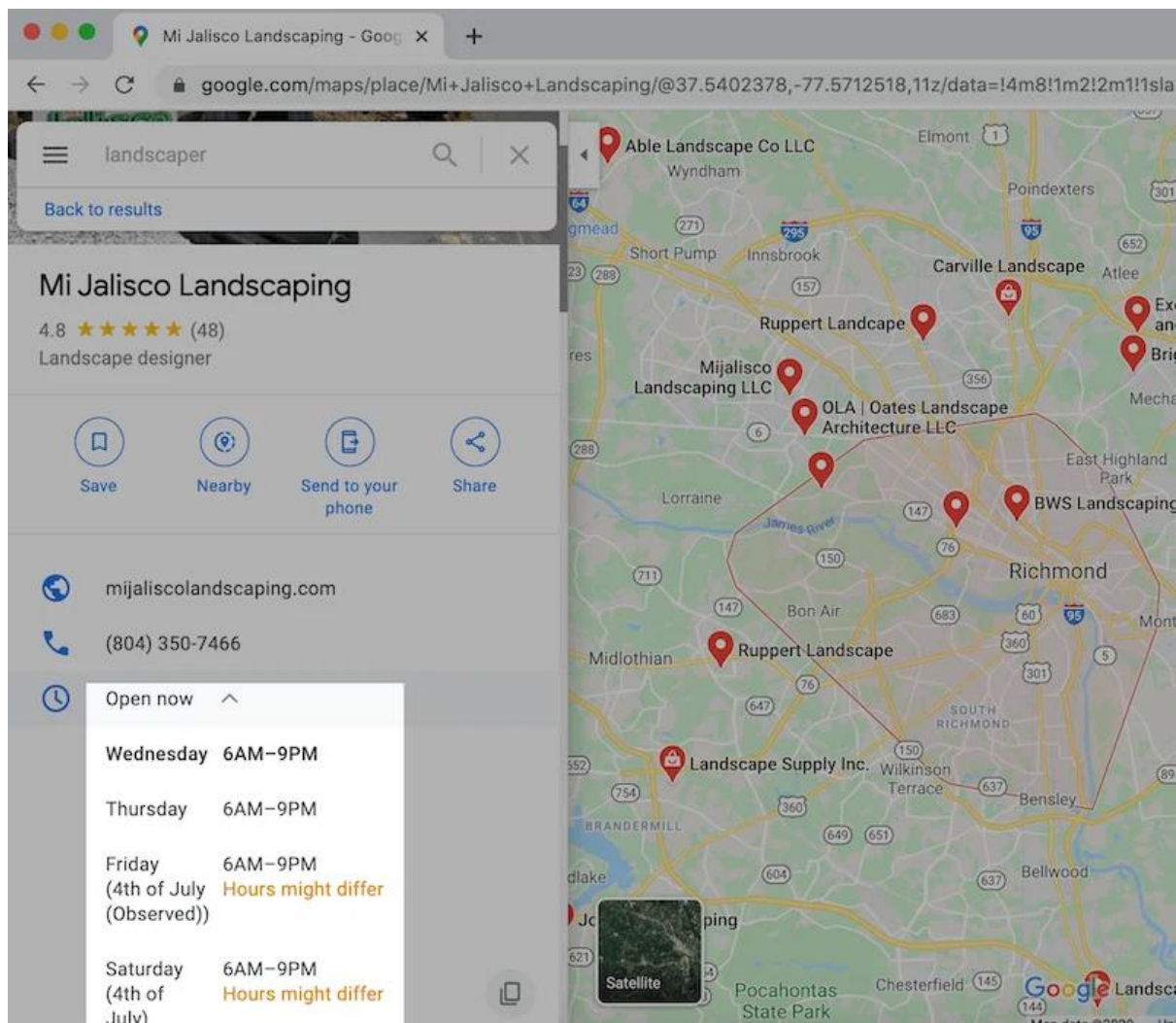

Be sure to also update your holiday hours so you don't get an "hours might differ" label on your listing.

Write a business description

Your Google Maps business listing description describe your business to compel potential customers to click on the listing. It should also be written in a tone that aligns with your brand. Be sure to include keywords you think your customers may search for when looking for your business, for example 'best Neapolitan pizza' in your description. This helps your business listing on Google Maps to rank not just for searches that contain your business name, but for searches for certain foods and services as well.

Properly categorize your business

In terms of ranking, the category of your business as it appears on Google Maps is very important. For your primary category, choose the one that best represents the core offering of your business. If any other categories apply, choose them as secondary categories.
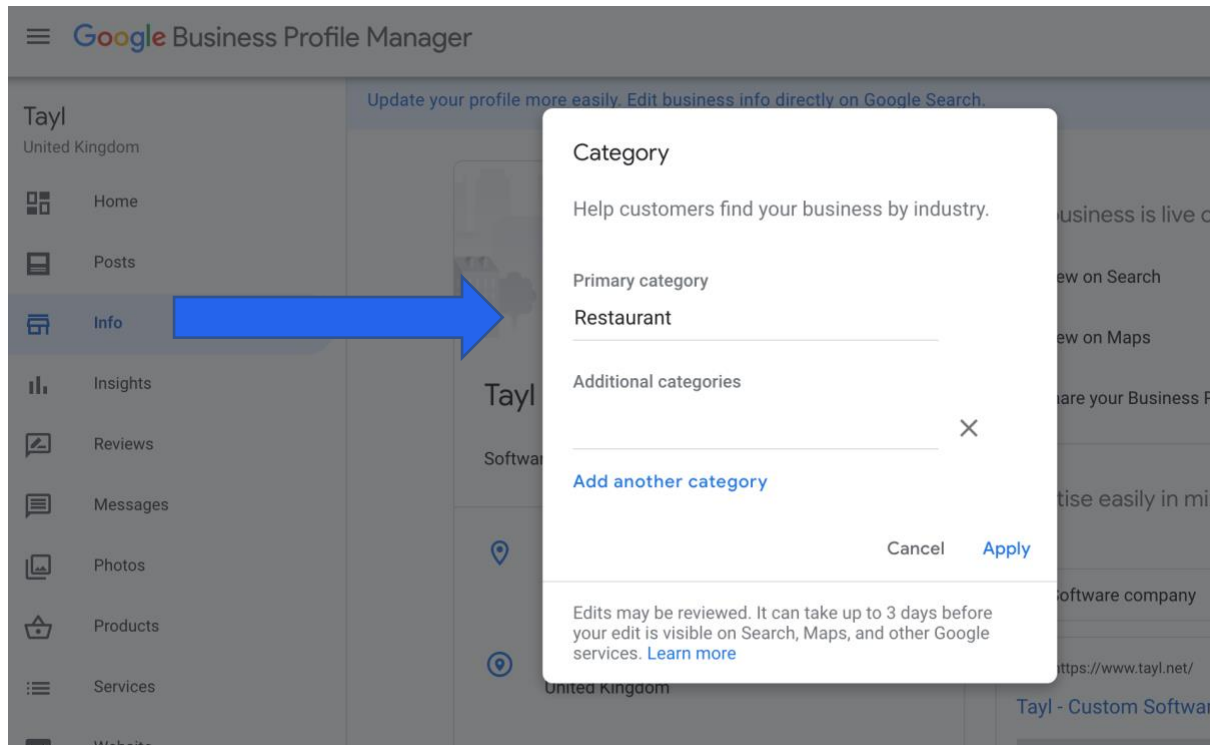

To rank higher in Google Maps, choose primary and additional categories through your Google My Business dashboard.

Keep in mind that you cannot add custom categories, but if you begin typing your main offering into the box, you'll see a drop-down menu of possible categories to choose from.

4. Add photos to your Google Maps business listing

Google wants you to add photos to your listing. First, because it tells them you're an active listing worthy of a higher ranking in the results. Second, Google's photo-recognition technology is advancing and Google is starting to show images in local search results. And third, because Google loves what consumers love, and consumers love photos. Also, if you don't add photos to your listing, it shows a generic image like this:
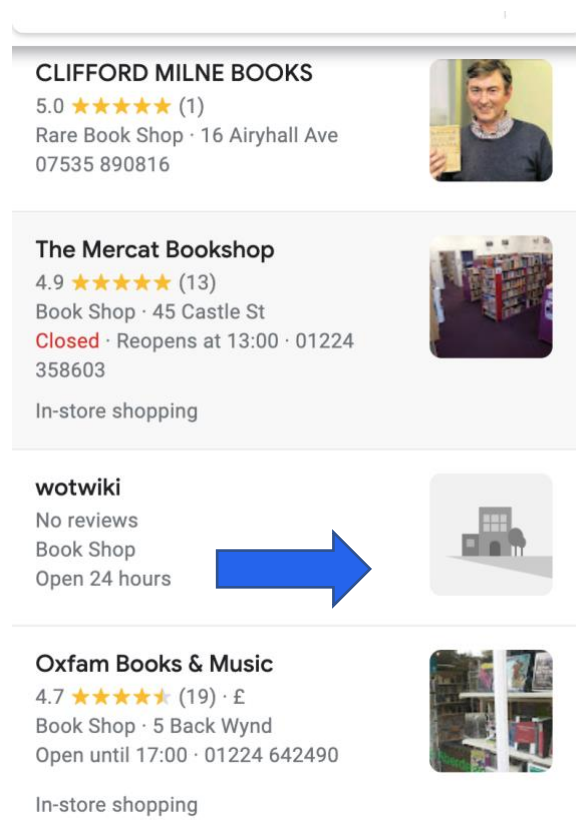

Google Maps business listings without photos are less appealing to consumers and may not rank as high as listings with photos.

So, to improve your Google Maps ranking, upload high-quality and compelling photos to your business listing that captures what it's like to be at your business. You do this by going to the "Photos" tab in your Google My Business dashboard and click on the blue circle with a white plus sign. From there, you'll be able to drag and drop several photos and/or videos at once. Ideally, you should strive to add at least one new photo a day.

5. Get Google reviews

Knowing that Google loves what customers love, it should be no surprise that Google Maps gives ranking favor to business listings with positive reviews. So how do you get reviews? Well, when you create a business listing on Google Maps, this automatically opens your business up to reviews.
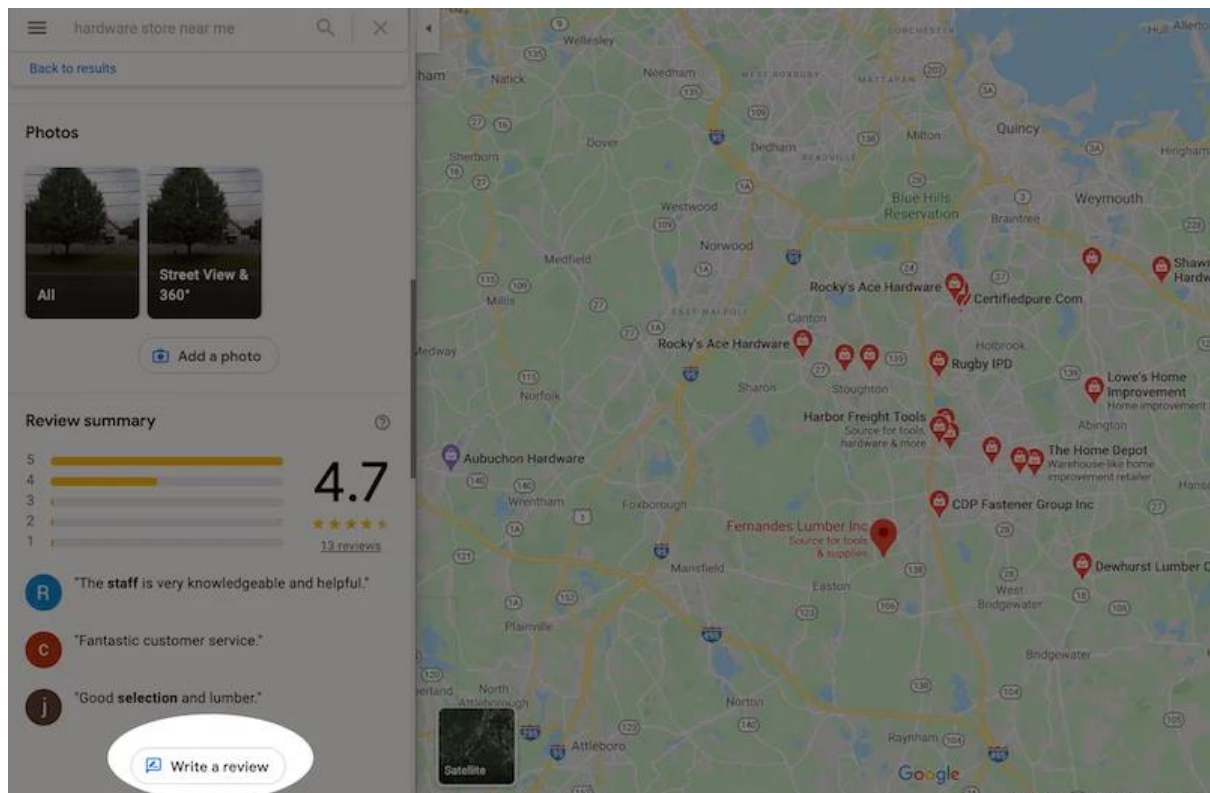
But that doesn't mean you'll get them. You need to be proactive; which means you have to ask for them and respond to them.

Responding to reviews encourages more of them and mitigates the damage of negative reviews. Your responses also show other potential customers how attentive you are and how well you resolve issues.

Reviews can be scary, but unless your hospitality business is truly atrocious, bad reviews tend to be few and far between.

6. Consolidate your Google Maps listings

Google will discredit businesses with multiple phone numbers or locations listed for one actual business. Remove duplicate listings and extra information to ensure your one true listing ranks.

7. Post regularly to your Google Maps business listing

You can publish posts that appear right on your Google Maps business listing. This is like a social media channel. Regular posting sends signals to Google that you proactively manage your listing, which it considers when ranking. In addition to this, you can get your best offers in front of a ready-to-engage audience.
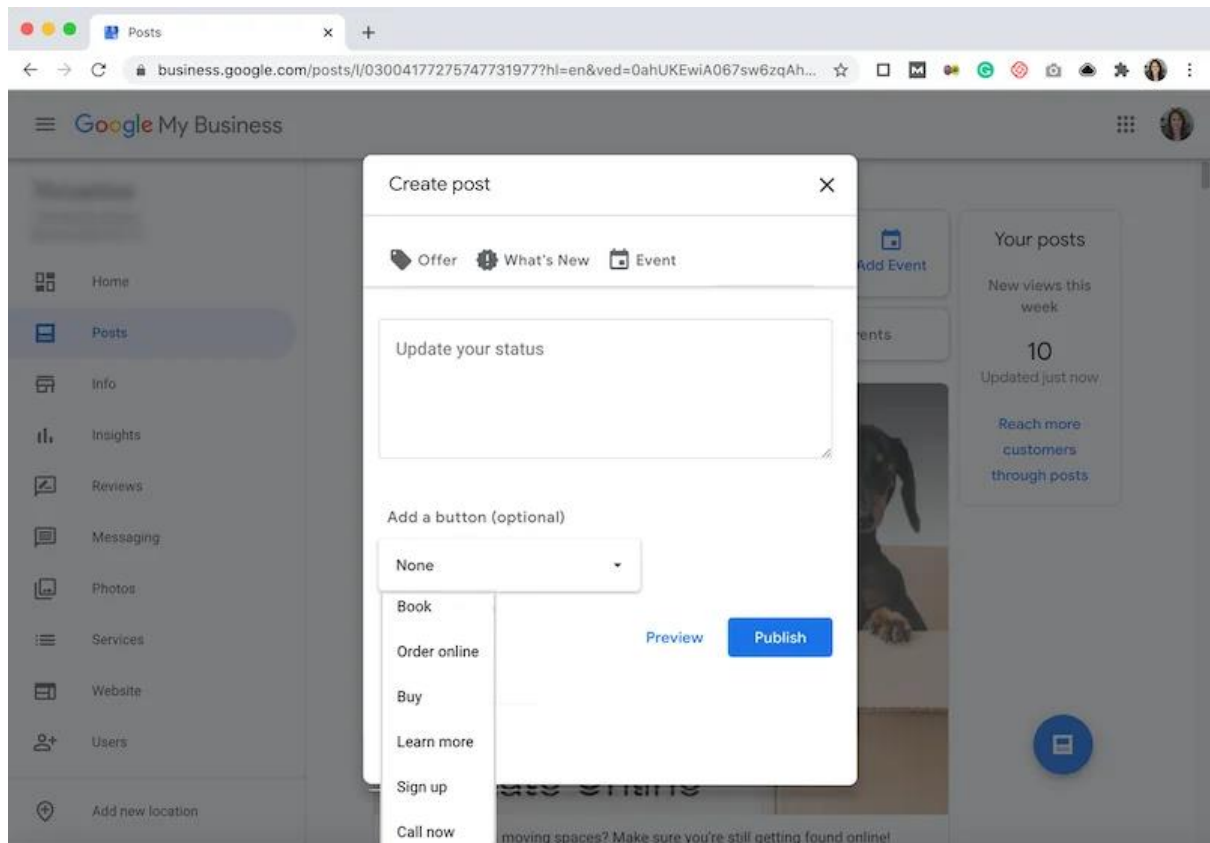
Create posts in your Google My Business dashboard to appear on your business listing and to tell Google you are active.

How to use your website to rank higher on Google Maps

There are some neat optimizations you can perform on your website to support higher Google Maps rankings.

1. Make sure your website is responsive

The first is to ensure your website is responsive. This means that functions across any device or screen size. Google Maps business listings contain a link to your website, and since nearly 60% of Google searches occur on mobile devices. So, if your listing takes searchers to a website that requires pinching

and zooming, has broken links, or is slow to load, your Google Maps ranking will suffer.

2. Add local keywords to your website

The second way to use your website to boost your Google Maps ranking is to target local search results. This not only helps your website rank higher in Google Search but also influences how high your Google Maps business listing ranks. Somake sure you incorporate location-based keywords to the main pages of your site, such as the homepage, about us page, contact us page, products and services page, and even blog posts—and not just to the title of the pages, but also to the headings, body text, image tags, captions, and URLs.


Emphasizing through your website that you are prominent in your local area can help Google feel more confident in ranking your business listing on Google Maps.

3. Embed a Google map on your website

Another way to rank higher on Google Maps is to embed a Google map on your website. Most businesses add one the contact us page. Embedding a Google map is just another way of telling Google that your business is located where your listing says it is. Use the same address that you have on your Google Maps business listing.

To embed a Google Map on your website, search for your business name in Google Maps. Click on "Share" in your listing and select the "Embed a map" tab. Copy and paste the link on your business's contact page.
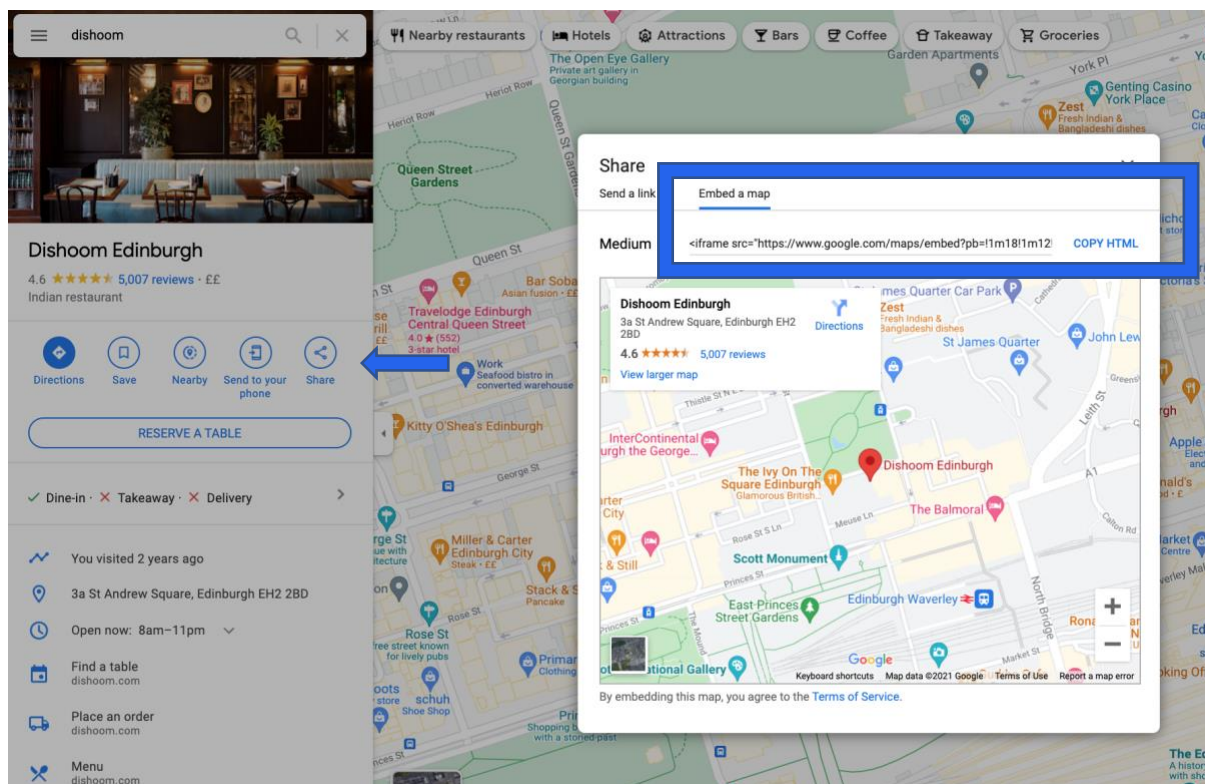
Experience the benefits of ranking higher on Google Maps

We threw a lot at you in this guide, so here's a quick recap of all the strategies we covered for ranking higher on Google Maps:

1. Create and claim your Google Maps business listing
2. Complete every section of your Google My Business dashboard
3. Keep your name, address, and [preferably local] phone number consistent
4. Properly describe and categorize your business
5. Add photos and posts to your listing regularly
6. Get Google reviews
7. Consolidate duplicate listings
8. Have a responsive website
9. Target your website for local keywords
10. Embed a Google Map on your website

Business listings on Google Maps are becoming more advanced, allowing consumers to quickly get the information they need and make informed purchasing decisions. Follow the tips in this ebook to get your business showing at the top of Google Maps, and you'll get to experience the increased visibility, engagement, and revenue that comes along with it!