Map Pack SEO Program

Keyword Selection and Campaign Setup

We review your Google Business Profilepastperformanceand gather information for hundreds of keywords for which your GBP had impressions and interactions.

- Curate the list of keywords to select the ones that align with the business goals and strategy. Group the keywords into four different buckets: **money keywords, geolocalized, branded search, and long tail keywords.**

Map Pack GeoGrid Performance Analysis

We runa GeoGrid Report for multiple keywords to visualize your rankings across your service area and pinpoint opportunities to grow.

- Conduct a GeoGrid Ranking Report to visualize your local search presence. Measure your Share of Local Voice (SLV) compared to competitors. Identify ranking weak spots and service areas that need optimization. Share the report with the business owner.

Google Business Profile (GBP) Optimization

We optimize yourGBP with geo-targeted content, servicecategories, and keyword-rich updates to maximize visibility.

Fully optimize service categories, business descriptions, products, services, and images. Utilize geo-tagged content to improve engagement and visibility. Implement weekly Google Posts and Q&A updates to stay active.

Business Citations

We build a robustnetwork of local SEO citations for your business. By constantly vetting citation sites that we use across hundreds of campaigns, we are able to select the ones that have the biggest impact on Google Maps Rankings and give your business a great jump-start with top quality citations.

List your business on high-authoritative local directories that are proven to boost your local rankings. Fix your business NAP (Name, Address, and Phone Number) consistency across every website on the internet where your business has a profile. Update citations on an ongoing basis with new information or changes added to the Google Business Profile.

Profile CTR Improvement

Our SEO tools help amplify specific signals that Google considers vital for local searches.

We simulate regular visits to your local business, which enhances Google's perception of your popularity and boosts your chances of being recommended to others. It's like turning up the heat on your business, making you the go-to spot in town.

The goal is mimicking user activity. The more engagement your listing gets, the better your chances of ranking higher and getting recommended by Google.

Website SEO & Location-Based Content Strategy

Weoptimizeyour websitetechnical SEO structure,butalsowork on your depth of content, topicality, and Entity associations through enhanced structured data and schema implementation.

Analyze and optimize technical SEO, internal linking. Optimize inner pages' depth of content, entity associations, and topicality. Implement enhanced structured data (Schema Markup) for enhanced search visibility. Create city-specific service pages. Develop localized case studies and testimonials for credibility.

Ongoing Map Pack Rank Tracking & Optimization

We continuously monitor GeoGrid Reportsandadjuststrategies to keepyou at the top of Google Maps.

- Monitor GeoGrid Reports to track ranking improvements.
- Adjust SEO strategy based on Google algorithm updates.
- Expand the service areas and optimization for more local searches.

The MapRanking.com team makes a difference

- Experienced National SEO agency hundreds of successful campaigns in almost every industry.
- US support with company headquarters in California and Virginia.
- Dedicated account manager.
- Monthly Client Zoom Meeting to go over campaign results.
- Month to month agreement.