

f Share

Tweet

in Share

Search

How to Rank in Google Local Pack

2/19/2020

0 Comments



You want to rank in Google Local Pack if you have a business located in a specific area. Whether you have a cake shop, retail store, fitness center, or other business where people had to walk in to make a purchase, you want people to see you when they search for a product or service related to yours.

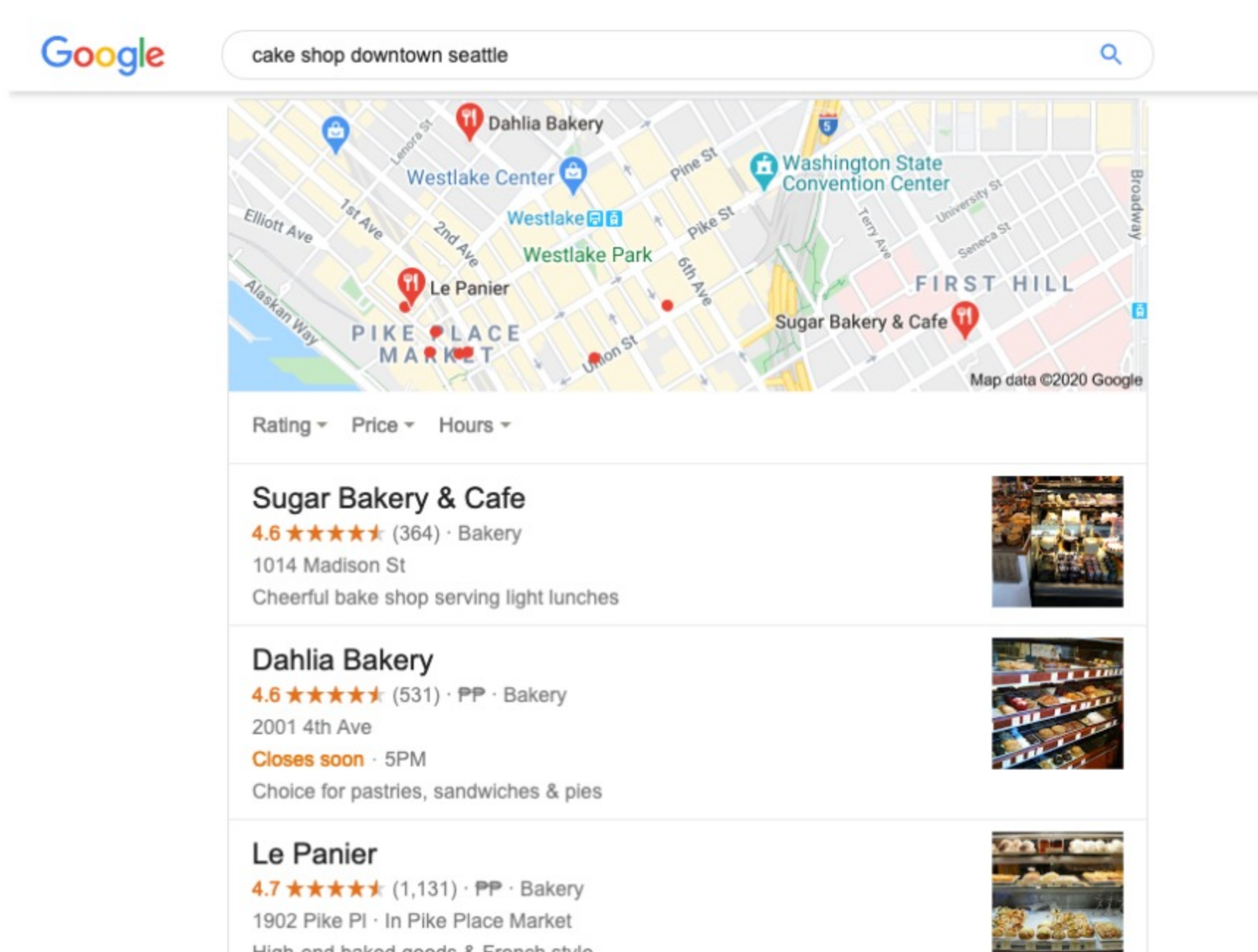
Now, before we discuss how to rank in Google Local Pack, let's try to understand what it is. Chances are, you're already aware of it because you've been searching for local information from time to time.

Let's say you're from Tacoma visiting a good friend in Seattle. You were invited for dinner and thought you want to bring something along. You decided a cake would be the best choice.



Not knowing the best place to buy one, you whipped up your smartphone, launched your browser, and did a quick search. Your browser showed you a list with 3 bakeries. You clicked one store and instantly decide that it's the place to be. Suddenly, you're on your way out the store heading to your friend's house.

This section of your search engine results page with business listings just below the map is called the Google Local Pack. It's also called the Google 3-Pack because only 3 local businesses are usually displayed in that area.



Why Aim for Google Local Pack Ranking

You want to be more visible so you get more sales, that's why. But don't take our word for it. Check out these stats:

- Among those who do a local search on their phones, 88% visits or calls a store within the day (Source: [Nectafy](#))
- Of all the searches on Google, 46% are seeking local information (Source: [Go-Gulf](#))
- Among consumers who did a local search, 72% visited a store within 5 miles (Source: [Search Engine Land](#))

It's clear as day! Visibility on Google Map Pack brings in more business.

How to Rank in Google Local Pack

1. Setup your Google My Business Profile

Create an account on Google My Business. If your business already appears on Google Maps, you can claim the location and verify your business. If not, you'll have to enter your location manually and then go through verification.

2. Verification can be done in 3 ways:

- Postcard Verification – Google will send a postcard to your business address. The postcard will have a code that you can enter in your Google My Business account.

- Phone Verification – You might have this option if your business is qualified. You will receive an automated message with the verification code that you can enter in your GMB account.

- Email Verification – Similar to phone verification, this is only available to some businesses. You will receive an email with the code that you can enter on Google My Business account to complete the verification process.

3. Optimize your Business Profile

Provide details about your business including business name, introduction about the business, hours of operation, phone number, email address, and website.

Use keywords related to your business when adding information. Include photos to highlight your business even more.

4. Generate Reviews

Encourage your customers to leave a review on your listing. Quality and positive comments encourage your potential customers to visit and transact with you. Don't forget to respond to those reviews.

Even if you have negative feedback, don't delete it. Reply to it appropriately. Acknowledging both positive and negative feedbacks proves that you care about your customers and what they have to say.

5. Highlight your products and/or services.

Google uses relevance, distance, and prominence when deciding which business to feature on the search engine results page. So even if your business is farther away from the user's location, your listing is likely to show up if the results page thinking your business is the best fit for what the user is looking for.

6. Optimize your website for local search

Include your location information on your website. Your complete business address should appear in one of the pages of your website, particularly your contact page.

Ranking for Google Local Pack is the easiest way to achieve when aiming for organic traffic. Besides, the reviews on your Google My Business listing can be used to validate what you do by highlighting them on social media.

With 4 in 5 consumers using a search engine to find local information, you want your business to be on the top of Google 3-Pack for every related search all the time.

What do you think of the Google 3-Pack? Comment below to share your thoughts on this blog post.

Tweet

0 Comments

Leave a Reply.

Name (required)

Email (not published)

Website

Comments (required)

 Notify me of new comments to this post by email

SUBMIT

Let's get social!



Categories

All

SEO

Website

Development

Latest Updates

Delivered to Your

Email

email address

Subscribe

ZEIN LEADS - Blog

[What is a Buyer Persona and Why It's Important?](#)
[Buyer Persona, Customer Avatar, Customer Profile – you may have encountered these terms. They all refer to...](#)
[Grow Your Business with Lead Generation Marketing](#)
[Are you still doing telemarketing, calling people on the phone in search of somebody who might be interested...](#)
[5 Effective Ways to Optimize Your Website](#)
[Optimize your website to tap into its full potential for your business. It's an online asset that can be a...](#)
[Understanding the Website Development Process](#)
[Whether working on your website with your staff, an agency, or a freelancer, there are processes involved to...](#)
[How to Rank in Google Local Pack](#)
[You want to rank in Google Local Pack if you have a business located in a specific area. Whether you have a cake s...](#)

Archives

March 2020

February 2020

January 2020