

30 Local Search Ranking Factors

These 30 local search ranking factors address your Google Local + page, On-Page and Off-Page SEO, Reviews, and Social Mobile.

Local + Page

Physical Address in City of Search

You have a better chance to rank for locations when your business address is in the location

Proper Category Associations

Choosing the right category for your business is important

Local Area Code on Place Page

Use your actual phone number with a local area code. Don't use 1-800 numbers or call tracking numbers

Individually Owner-verified Place Page

This should be a no-brainer if you are optimizing your Local + page. Claim and verify your business Local + page.

Product / Service / Location Keyword in Business Title

This isn't suggesting to add three, just that having a product, service or location keyword in your Business title help. Just make sure that including one looks like it naturally belongs.

Photos added to Local + Page

You can add up to 10 photos. Be sure to add 10.

Location Keyword in Place Page Description

Include your location in your description. For example, "Atlanta, GA based Inbound helps local businesses ..."

Numerical Percentage of Place Page Completeness

As you build your Local + profile it shows a complete %. Your goal is 100% complete.

Website

Domain Authority of Website

Your website Domain Authority impacts your Local Ranking. You still need to work on on-page and off-page SEO.

City, State in Local + Landing Page Title

Having the City and state in the title of the page linked from Google + Local page.

Matching NAP

On your Google + Local page you list your Name (N), Address (A) and Phone (P) number, known as your NAP. You should list your NAP on every page of your website and make sure it matches how you have it listed on your Local + page down to the last comma, capitalization and spacing.

Page Authority of Landing Page Specified in Local + Page

Pages on website have page authority (how well it ranks). The higher the page on linked from your Local + page, the more favorable impact on your local listing.

Product / Service / Location Keyword in Website URL

Including a product, service or location keyword in the page URL linked from your Local + page, the more favorable impact you your local rankings.

NAP in hCard / Schema.org

Hcard is a special html code (microformat) that allows search engines to easily distinguish a business's name, address, and phone number from other content on a page.

Schema mark up are html tags that allow you to code your page to give search engines a better idea of your site content.

People seeing an address immediately recognize it as an address. Search engines are not as intuitive and using these html mark up tags helps them clearly understand what type of content they are indexing. Visit schema.org for more information on available tags including person, place, product, organization, reviews, etc.

Load Time of Local + Landing Page

How fast does the page linked from your Local + page load. Load time is an organic and local ranking factor. Improving the speed of your website is important.

Offsite

Quantity of Structured Citations (IYPs, Data Aggregators)

A Structured Citation is a mention of a business name and address and/or phone number on an internet Yellow Pages (IYP) or directory website.that typically appear in a kind of pattern that is easy for search engine spiders to read.

The more listings to your site the better the affect on higher rankings in Local Search.

Quality/Authority of Structured Citations

The better the quality or authority of your structured citations the better the impact on higher rankings in Local Search.

Consistency of Structured Citations

Make sure your NAP on your citations exactly matches the NAP on your Local + page and your website.

Quality/Authority of Unstructured Citations

An Unstructured Citation is a mention of a NAP on a website that is not an IYP site or other traditional directory containing standardized listings for many other businesses. Some examples include a newspaper or magazine article, a blog, or social media profiles.

The better the quality or authority of your unstructured citations the better the impact on higher rankings in Local Search.

Quality/Authority of Inbound Links to Domain

The better the quality or authority of inbound links to your website and page linked to from your Local + page the better the impact on higher rankings in Local Search.

Reviews

Quantity of Native Google + Local Reviews

Native Google + Local page reviews are reviews posted on your Local + page. The number of reviews that you have is a local search factor. Quality is as important as well.

Product/Service / Location Keywords in Reviews

Reviews that include product, service and/or location keywords in reviews help improve your local search results.

Quantity of Third-Party Traditional Reviews

The more third party reviews (on sites such as Yelp, Merchant Circle, Kudzu, City Search, etc.) you have the better the affect on higher rankings in Local Search.

High Numerical Third-Party Ratings

The higher the ratings on third part review sites the more positive affect on local search.

Positive Sentiment in Reviews

Positive reviews help; negative reviews hurt.

Social & Mobile

Number of +1's on Website

The number of Google + 1's on your website affect your local search rankings.

Number of Adds/Shares on Google +

The number of Adds or Shares on Google + impacts your local search rankings.

Volume of Check-Ins on Popular Services

The number of checkins you have at sites such as Foursquare, Facebook, Twitter, etc. will impact your local search rankings.

Number of Shares/Likes on Facebook

The number of shares and likes you have on Facebook will impact your local search rankings

Number of Followers/Mentions on Twitter

The number of followers and mentions on Twitter will impact your local search rankings

To view the entire list of Local Ranking factors go to <http://www.davidmihm.com/local-search-ranking-factors.shtml>.