

Google Local Pack Ranking Factors

Description

Here are the **Top 40 Ranking Factors**

1. Primary GBP Category
2. Keywords in GBP Business Title
3. Proximity of Address to the Point of Search
4. Physical Address in City of Search
5. Removal of spam listings through spam fighting
6. High Numerical Google Ratings (e.g. 4-5)
7. Additional GBP Categories
8. Quantity of Native Google Reviews (w/text)
9. Verified GBP
10. Proximity of Address to Centroid
11. Keywords in GBP Landing Page Title
12. Completeness of GBP
13. Sustained Influx of Reviews Over Time (rather than bursts)
14. Dedicated Page for Each Service
15. Keywords in GBP Landing Page Headings (H1, H2, etc)
16. Proper Placement of the Map Pin
17. Geographic (City/Neighborhood) Keyword Relevance of Domain Content
18. Internal Linking Across Entire Website
19. Quantity of Inbound Links to Domain from Locally-Relevant Domains
20. Recency of Reviews
21. Quantity of Inbound Links to GBP Landing Page URL from Locally-Relevant Domains
22. Consistency of Citations on Primary Search Engines (Google Maps, Bing Maps, Apple Maps)
23. HTML NAP Matching GBP NAP
24. Internal Links TO GBP Landing Page from Other Pages of Website
25. Quality/Authority of Inbound Links to Domain
26. Quality/Authority of Inbound Links to GBP Landing Page URL
27. Quantity of Inbound Links to Landing Page URL from Industry-Relevant Domains
28. Age of GBP
29. Keywords in Anchor Text of Inbound Links to GBP Landing Page URL
30. Volume of Searches for Business Name
31. Topical (Product/Service) Keyword Relevance Across Entire Website
32. Quantity of Inbound Links to Domain from Industry-Relevant Domains
33. Volume of Quality Content on Service Pages
34. Keywords in Native Google Reviews
35. Reference to Location Specific Entities on GBP Landing Page
36. Website's Degree of Focus on a Specific Niche
37. Keywords in Anchor Text of Inbound Links to Domain

38. Click-Through from Search Results for Relevant Search Terms / from Geographically Relevant Locations
39. Positive Sentiment in Review Text
40. Quantity of Native Google Ratings (no text)

[See the Top 100 at Whitespark >>](#)

In the following video, you will learn the top Google Business Profiles SEO tactics you need to implement to rank number 1 on Google Maps in 2024.

The good news is, optimizing your Google business profile is actually fairly simple as there is not a huge amount of change from 2023.

These methods don't involve risky shortcuts or hacks that could jeopardize your listing.

They simply focus on classic Google Business Profile SEO principles, backed by solid data and research from highly reputable local SEO professionals.

Category

1. SEO

Tags

1. local seo

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