

Advanced Google Local Maps Ranking Strategies for Local SEO Agencies

By Steven Kang

A Trend in Google Maps

Needless to say, the real estate for 3 packs is the most sought after online property for many small businesses ever since Google has reduced its visibility from 7 packs to 3. Not only the reduction has created more competition for the local SEO agencies, it also has created a huge headache factor for them as how Google determines which business should be listed in the 3 packs became more cloudy. You'll hear the experts talk about the importance of relative proximity to getting quality citations from reputable services. I'd say none of them are wrong and they are all correct but you can always attempt to do better than the competition. In my book, whoever can discover more ways to help Google connect the relevancy dots will win the game.

I've been working on maps for years and I can tell you that although Google is making it harder for everyone to decipher the correct formula, taking the holistic signals approach to Google maps SEO will yield a far greater chance of succeeding than the competition. Using the techniques shown below, I am seeing more maps rankings pop up even for the sites that weren't expecting to rank. I thought I would share the strategies I am currently succeeding with.

Looking at the Big Picture

I am a framework guy and I always analyze the trends derived from my SEO signals framework and I plan and execute my SEO process accordingly. If you want to learn my SEO signals framework, you can download the PDF: <https://s3-us-west-2.amazonaws.com/web.content.misc/SEO-Signals-Framework.pdf>

When we turn back the time to the 7 packs era, local rankings were almost always in align with the strength of your organic rankings. As an observer, I'd say this was due to Google placing an importance of Authority signal above all other major signals which are Popularity, Relevancy, and Technical. We now see the local rankings are quite often out of sync with the strength of organics rankings. Rather than focusing solely on improving the organic rankings for your client, you now must do everything you can to increase the other signals which are Relevancy and Popularity in addition to Authority signal.

Relevancy

Google is becoming subtler with the ways it picks up local relevancy signals. Aside from your typical SEO processes such as getting links from local websites or

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citations from local directory sites, there are additional ways to help Google connect the dots. Below are some ways to help with Relevancy signal.

Citations on Blogs and Web 2.0 Pages

Schema

Image ALT

Image Geo-tag

GMB Listings Page

GMB Review Page

Website Pages Targeting Local Keywords

Popularity

Popularity signal is derived from real visitors, not bots or fake traffic. One of my law firm clients does consistent content marketing and the firm's branding helps bring in traffic which results in better local maps rankings. Whether you are listed on the maps or organic, it's a no secret that CTR helps with the rankings as Google loves to list web properties that captures people's interest.

One of the best ways to attract CTR is by having better reviews. Earlier this year, a client of mine was lacking reviews although we were pushing hard with other local signals. We've managed to toggle between position 4 and 3. Once we've started to add more reviews, CTR went up and the rankings moved up too.

Fortification

As an SEO marketer working in tough markets with high competition, there are additional things you can do off-page wise to ensure Google picks up more signals from your efforts than the competition. After all, ranking is always a moving target, not a static environment.

Below are some ways to help with SEO efforts leveraging off-page SEO.

Directory Citations – I always try to maximize the number of citations package and upload them to indexing services. The devil is in the details and you need to ensure the published URLs are indexed by Google.

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Citations on Web 2.0 Properties and expired domains - If you have the resources, it is advisable to leverage them and help strengthen the overall relevancy of the business information on the net. I have VAs regularly creating web 2.0 blogs and Google does pick up on them. I even have some clients who were ranked on the maps from this process alone.

Schema - The purpose of the schema is to help Google pick up data consistency. I don't recommend placing the same schema on a large scale as I've heard reports of sites getting penalized for over prominence.

Image Geo-tagging - You can add geo-specific information to the images using image software. Here is a video explaining the process:
<https://www.youtube.com/watch?v=x9wsl7si8Q8>

Image ALT - You can always add related keywords using image ALT to help Google decide which keywords should trigger Google maps for your client website. I've had success with this method for the keywords my client wasn't ranking before.

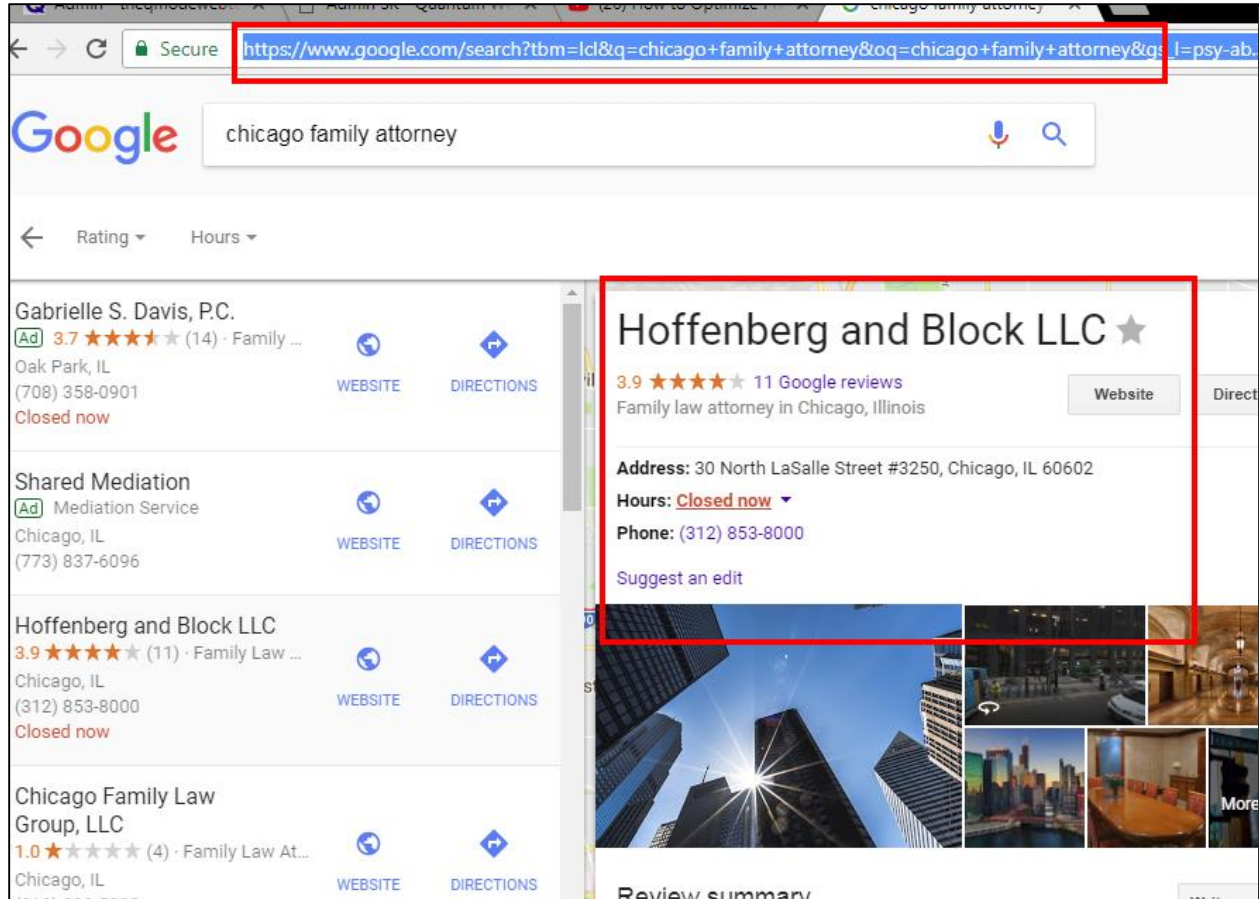
Website Pages Targeting Local Keywords - Having a larger website with geo-location specific pages has an advantage over sites that are weak in this area. If you are building pages for a local client, be sure to have plenty of variations of location references. i.e. Los Angeles, L.A. Los Angeles, CA, L.A. Southern California etc.

Acquiring GMB Listings Page (Tutorial)

Targeting GMB listing is a great way to help your client's business get more attention from Google. You can target the URL using a press release service, web 2.0 properties, or blogs. There are some agencies that are doing multiple press releases targeting the same URL per month and having a great success. Below are the steps to acquire the URL you can target.

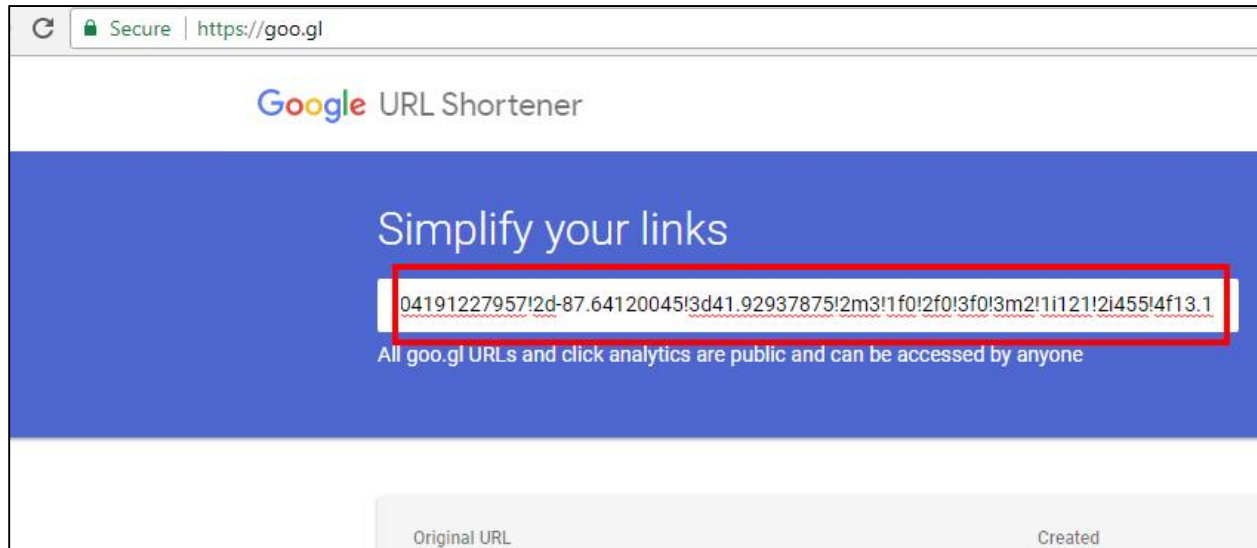
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When you see the business on the right side, copy the long URL.

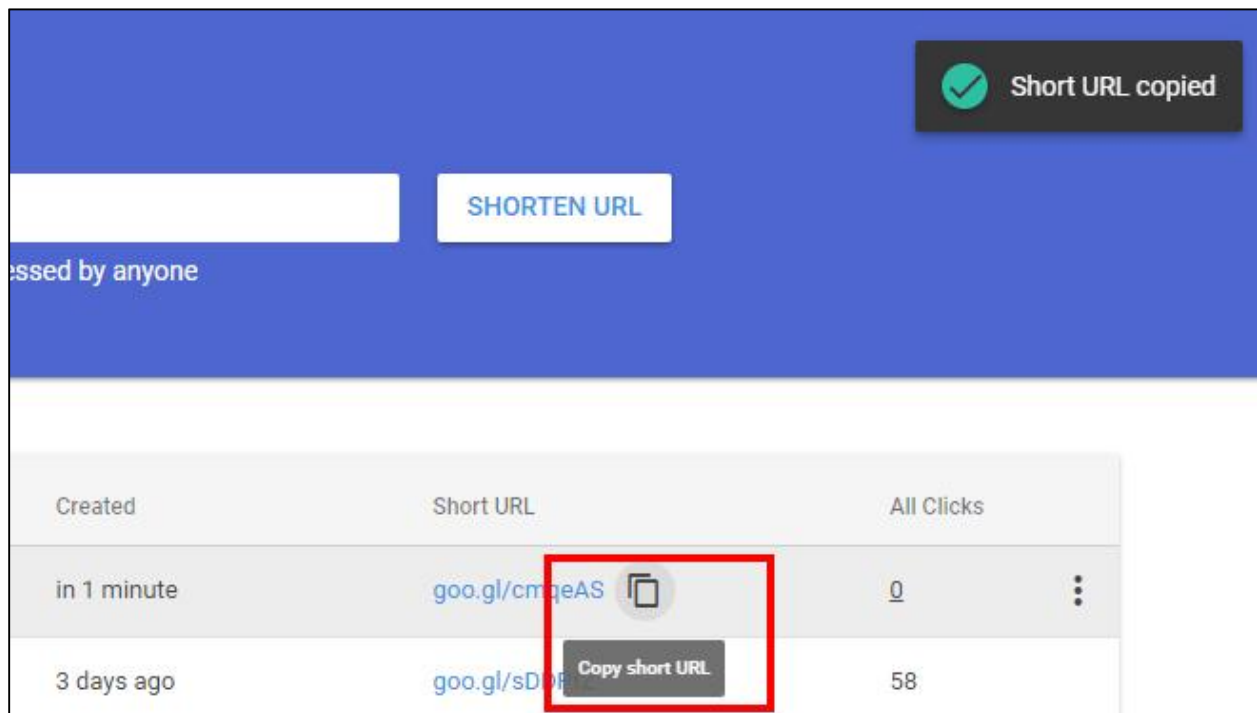


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Go to goo.gl and paste the long URL.

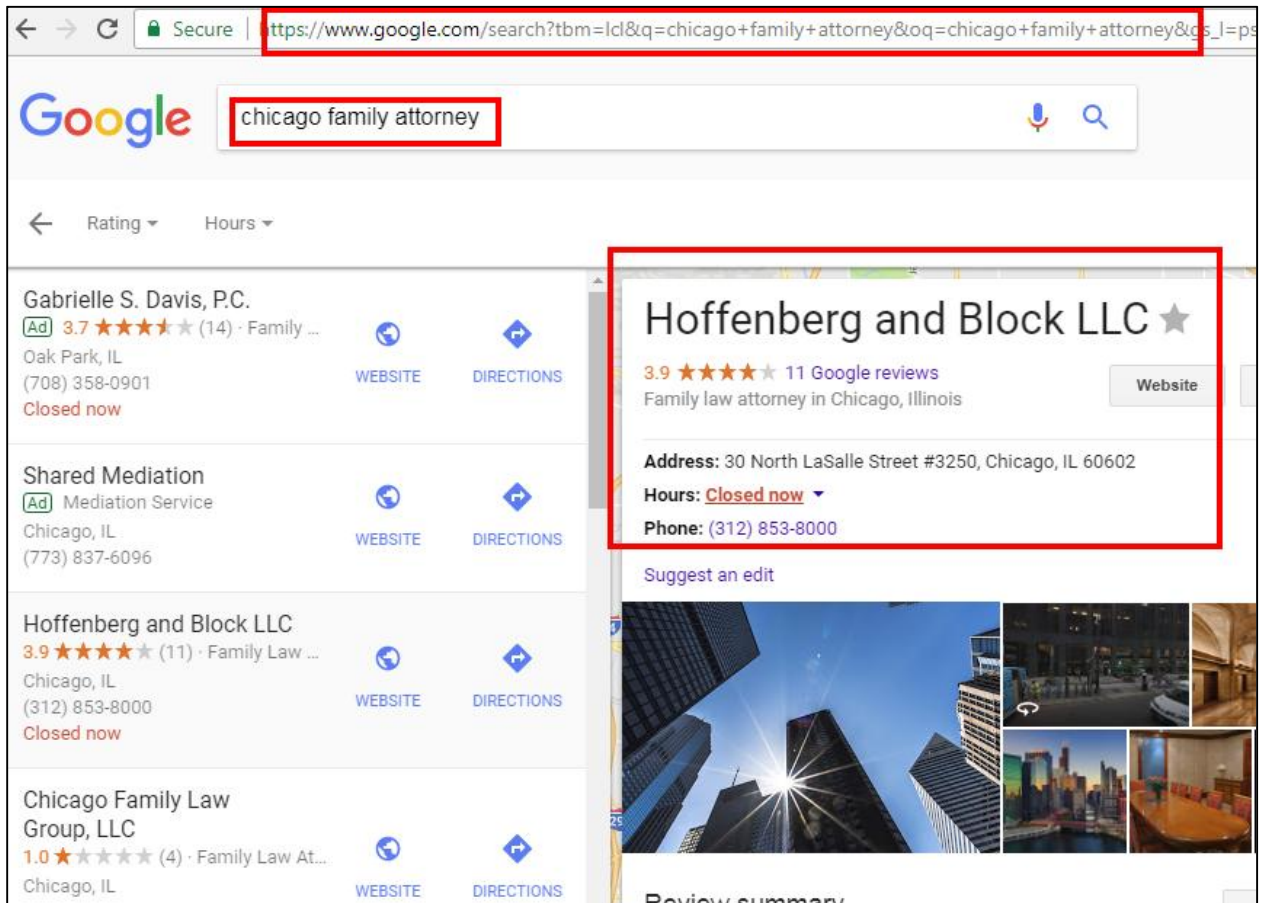


Copy the short URL.



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Paste the short URL on your browser to see if it redirects to the right page. You now have a short URL you can send links to.

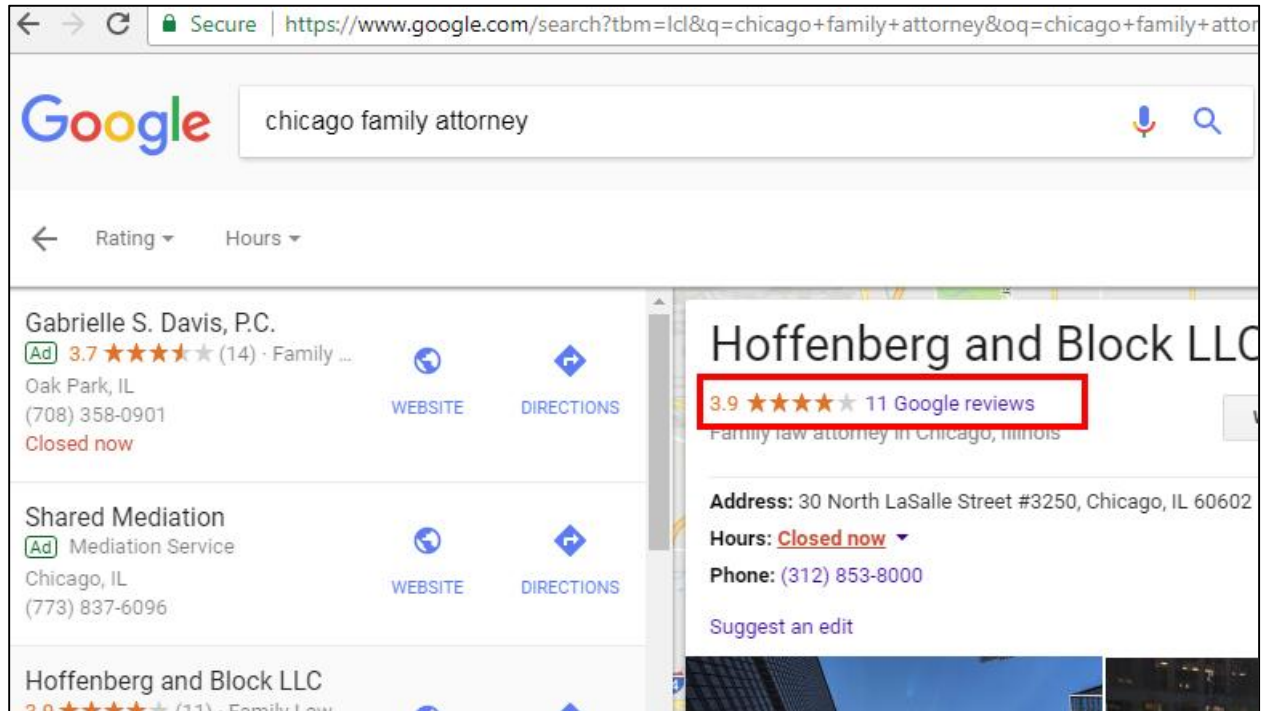


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Acquiring GMB Listings Review Page URL (Tutorial)

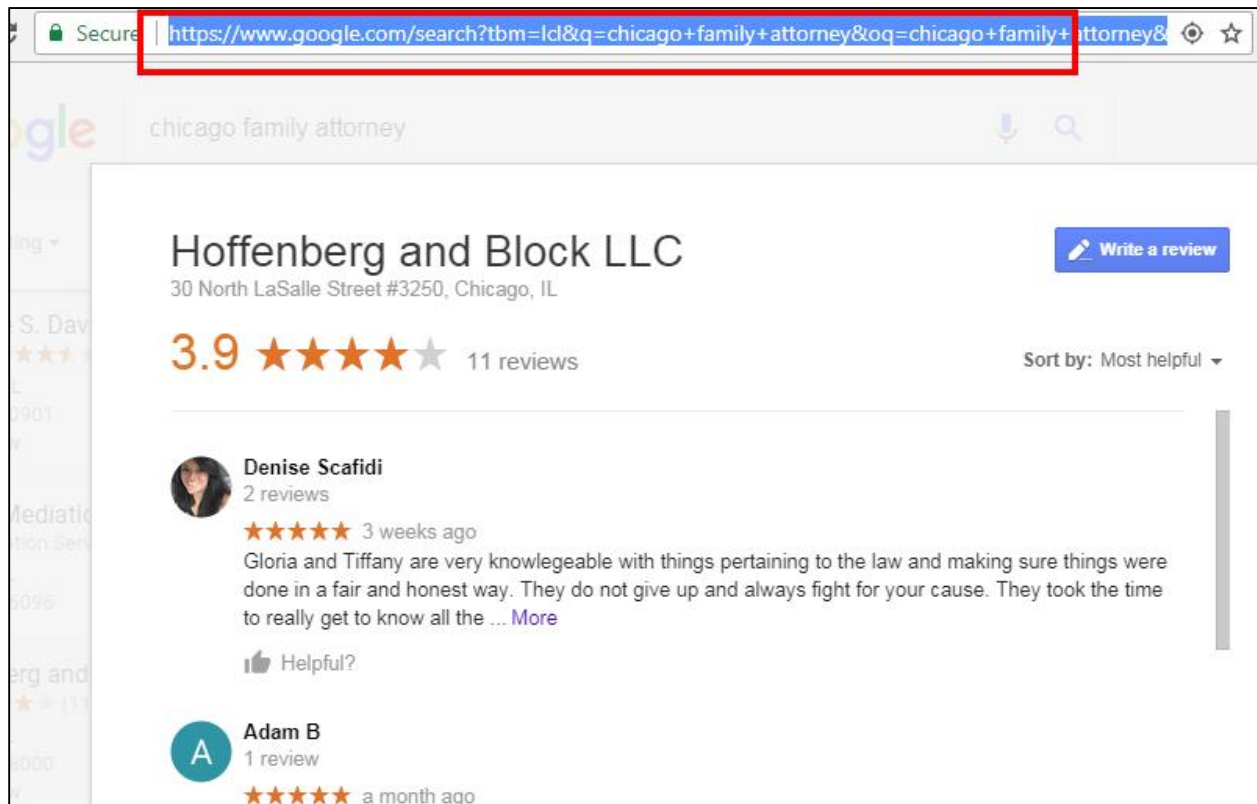
Below are the steps to acquire the URL for reviews you can target.

When the business pops up, click on the reviews.



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Copy the long URL after the review section populates.

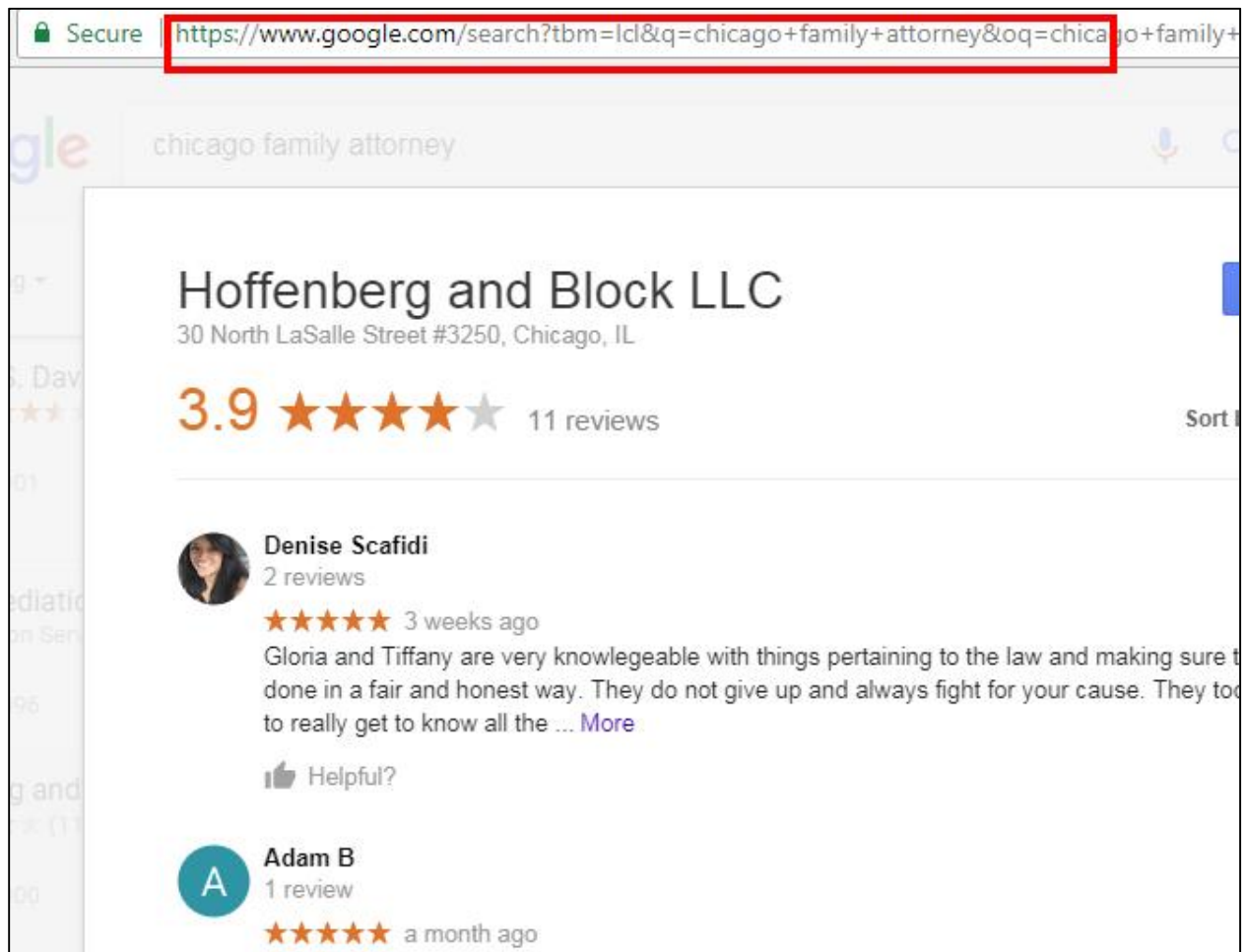


Go to goo.gl and get the short URL.



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Paste the short URL in your browser to see if everything is working properly. You now have a short URL you can send links to.



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Acquiring Google Maps Embed (Tutorial)

Copy your client's citation info.

Check Keywords Against Existing Keyword Status

Client Contact Info: [REDACTED]

General Note:

Hoffenberg and Block, LLC
30 N. LaSalle Suite 3250
Chicago, IL 60602
312 853 8000

Lake Forest Office
500 N. Western Ave. Suite 214
Lake Forest, IL 60045
847.901.7170

<http://chicagofamilylawyer.com>

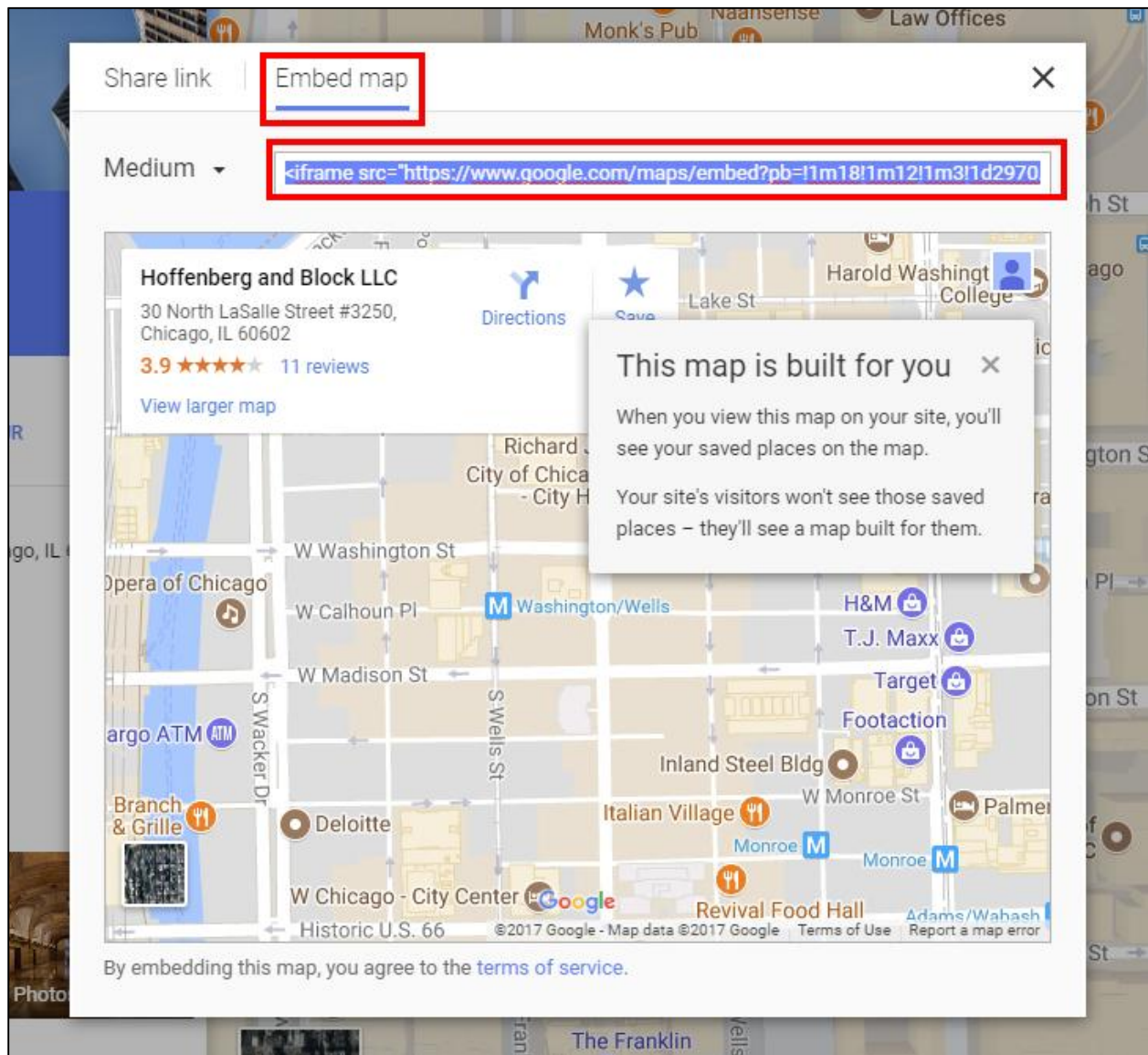
Payment Note: Profile start date Feb 1, 2015 | Profile ID I-9PCGWHE

Go to Google maps and paste the citation information. Once the business information shows up, click on Share button.

The screenshot shows a Google Maps interface. The search bar at the top contains the text "Hoffenberg and Block, LLC 30 N." and is highlighted with a red box. Below the search bar, the business profile for "Hoffenberg and Block LLC" is displayed. The profile includes a 3.9 star rating, 11 reviews, and the category "Family Law Attorney". The "SHARE" button is highlighted with a red box. The address "30 North LaSalle Street #3250, Chicago, IL 60602" and the website "chicagofamilylawyer.com" are also visible. The background shows a map of the area around the business location.

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Click on 'Embed Map' button and copy the code. You can embed the code on blogs and web 2.0 properties.



The screenshot shows the Google Maps interface with a search result for 'Hoffenberg and Block LLC' at 30 North LaSalle Street #3250, Chicago, IL 60602. The map is centered on this location. A red box highlights the 'Embed map' button in the top right corner of the map's control panel. Below it, another red box highlights the generated iframe code: `<iframe src="https://www.google.com/maps/embed?pb=!1m18!1m12!1m3!1d2970"`. A pop-up message titled 'This map is built for you' is displayed over the map, explaining that saved places will not be visible to visitors. At the bottom of the map, there is a link to the terms of service.

Share link | **Embed map** X

Medium ▾ `<iframe src="https://www.google.com/maps/embed?pb=!1m18!1m12!1m3!1d2970"`

Hoffenberg and Block LLC
30 North LaSalle Street #3250,
Chicago, IL 60602
3.9 ★★★★★ 11 reviews
[View larger map](#)

This map is built for you X

When you view this map on your site, you'll see your saved places on the map.

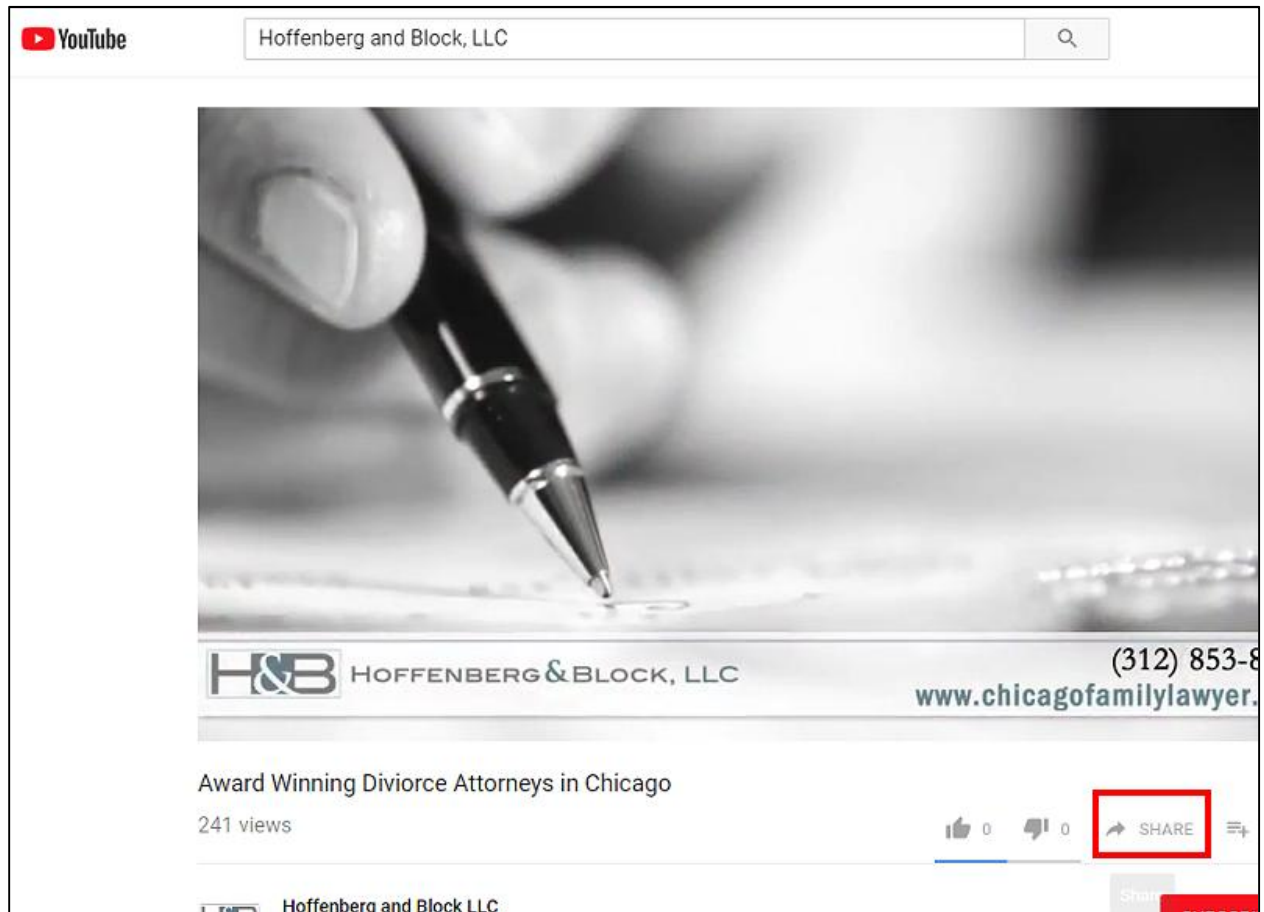
Your site's visitors won't see those saved places – they'll see a map built for them.

By embedding this map, you agree to the [terms of service](#).

Acquiring YouTube Embed (Tutorial)

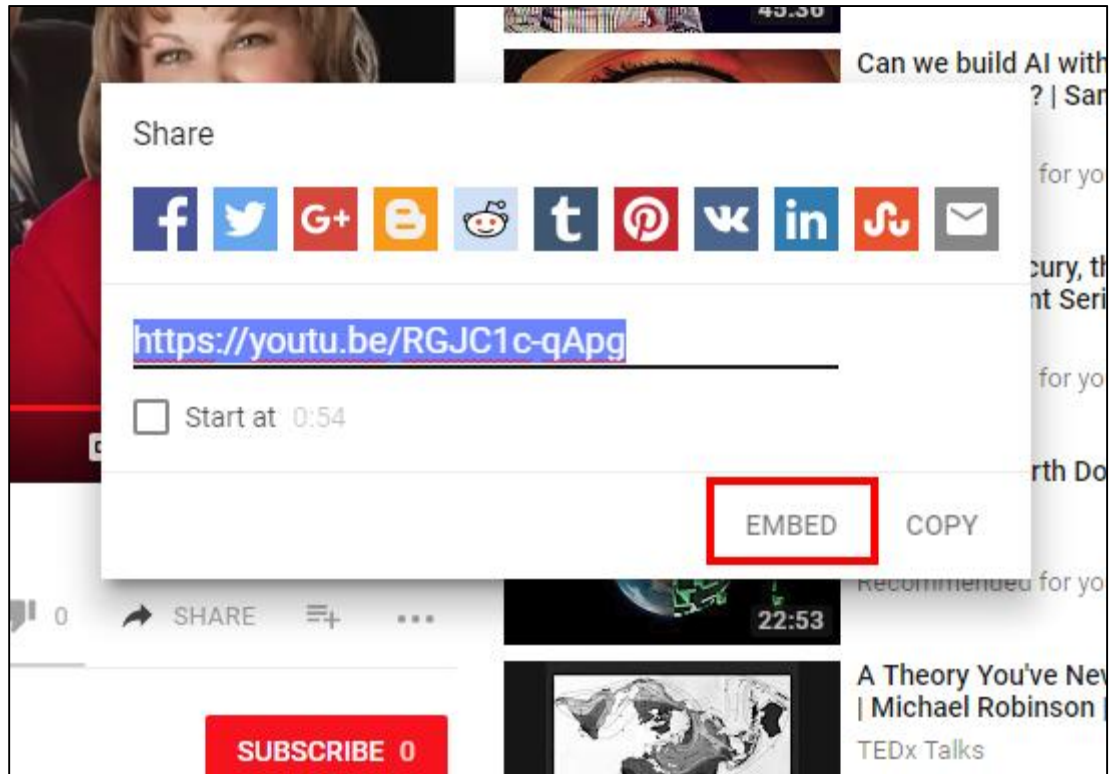
If your client has a YouTube video, it's a good idea to syndicate it as much as possible. Below are the steps on how to acquire the embed code.

Go to YouTube and click on Share.



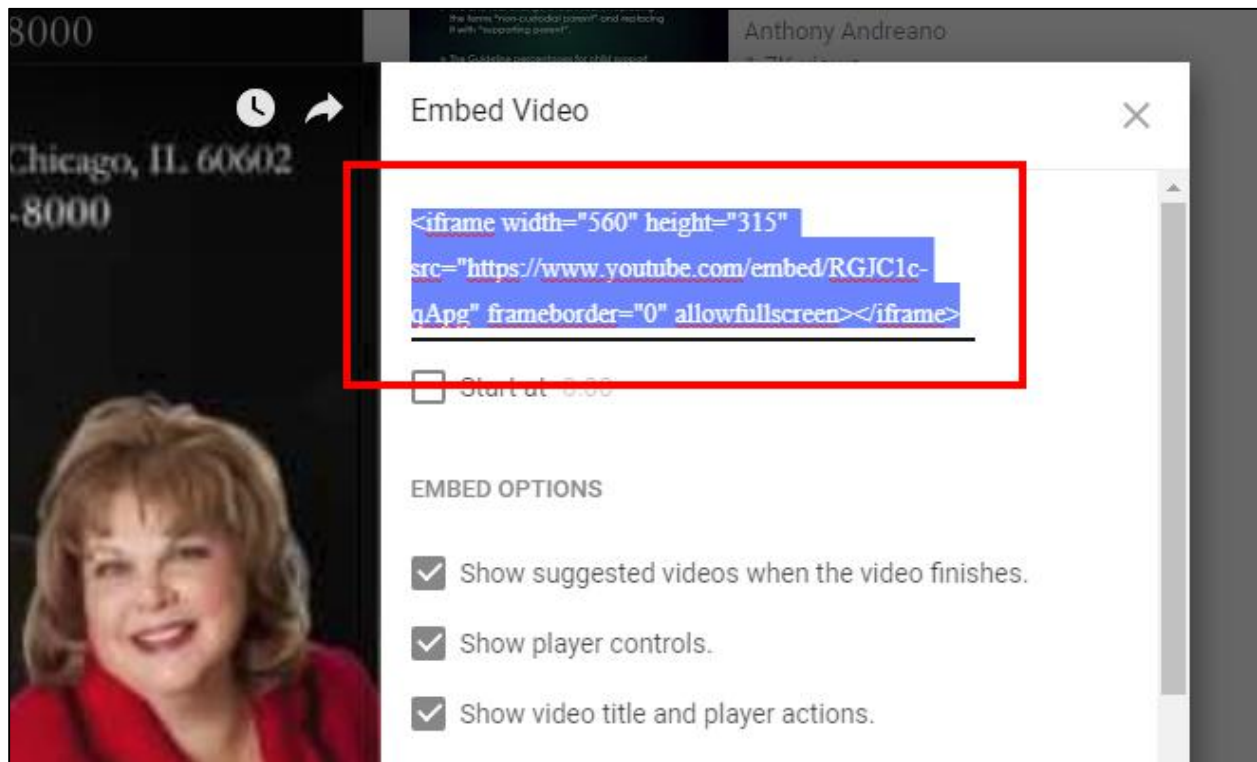
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Click on Embed button.



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Copy the iFrame embed code and place them on blogs and web 2.0 properties.



3000
Chicago, IL 60602
-8000

Anthony Andreano

Embed Video

```
<iframe width="560" height="315"  
src="https://www.youtube.com/embed/RGJC1c-  
qApp" frameborder="0" allowfullscreen></iframe>
```

Start at 0:00

EMBED OPTIONS

- Show suggested videos when the video finishes.
- Show player controls.
- Show video title and player actions.

Where to Syndicate for Free

You can go to <https://www.weebly.com/> or other web 2.0 sites and add html content for free. Be sure to write relevant content along with backlinks to GMB listing, maps embed, image embed and ALT, and video embed using the techniques shown above. Please keep in mind that you can never become successful with just one vending machine alone. You'll need to keep up with the momentum as SEO is always a moving target.

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Using a Content Syndication Platform - Optional (Tutorial)


Years ago, I've built a content syndication platform to help with long-tail rankings for clients on a large scale. Below is the tutorial on how to use the platform.

Add the short URLs obtained via goo.gl and enter the related keywords.

Main URL (i.e. http://www.company.com/my-page.htm):	<input type="text" value="https://goo.gl/cmqeAS"/>
Main Keyword Phrase (i.e. New York Plumber)(Max 6 Words):	<input type="text" value="Chicago family lawyer"/>
Branded Keyword (i.e. H&J Plumbing Company)(Optional):	<input type="text" value="Hoffenberg and Block, LLC"/>
In order to avoid over optimization penalty, we've decided to require a related URL and thematic keyword phrases. Thematic keyword main keyword phrase. Please click on the link for detailed explanation. What is related URL and thematic keyword?	
Related URL (i.e. http://www.company.com/my-page2.htm):	<input type="text" value="https://goo.gl/vkMfDw"/>
Thematic Keyword Phrase 1 (i.e. NYC plumbing):	<input type="text" value="Chicago family law"/>
Thematic Keyword Phrase 2 (i.e. New York plumbing service):	<input type="text" value="Chicago family attorney"/>
Thematic Keyword Phrase 3 (i.e. emergency plumber NYC):	<input type="text" value="family lawyer in Chicago"/>
Page Theme (i.e. plumbing):	<input type="text" value="lawyer"/>
Your Note (Optional):	<input type="text"/>
We highly recommend adding your keyword phrase in the title tag. Ranking without having keywords in the title tag can be achieved but it can be difficult.	<input checked="" type="checkbox"/> I understand the risks of not having
Rank Checker Default Google Domain:	<input type="text" value="www.google.com"/>
Select Matching Article Theme: Note: By assigning a relevant article topic to the keyword, we can start the syndication process a lot quicker than manually assigning them via our staff. Please type in any keyword into the field. i.e. If the keyword you are entering is related to plumbing, simply type plumbing. If you can't find any relevant topic, simply skip this section.	(Type in any keyword below to narrow <input type="text" value="divorce"/> divorce lawyer directory website voice over business UDID registration website audio equipment
Optional: Below are enhanced features to help with Google local listings.	

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Add the image URL, ALT tag, maps embed code, and YouTube embed code in one shot.

Optional: Below are enhanced features to help with Google local listings.	
Anchor Text No Follow Percent:	0% ▾
Click Here Anchor Tag Option:	- ▾
Local Listings/Google Plus Page Citation: <i>A typical format would be business name, phone number, and an address per each line. Be sure to match the information registered with Google.</i>	Hoffenberg and Block, LLC 30 N. LaSalle Suite 3250 Chicago, IL 60602 312 853 8000
Optional: Below are enhanced features to help with image ALT, maps embed, and video embed syndication.	
Image URL (i.e. http://site.com/image.jpg):	https://s3-us-west-2.amazonaws.com/web.content.misc/T
Image ALT:	Chicago family lawyer, Chicago family law, Chicago family lawyer in Chicago
Image Target URL (i.e. http://site.com/page/):	https://www.chicagofamilylawyer.com/
Google Maps iFrame Embed: <i>(Works only with iFrame version generated via Google Maps)</i>	<code>%3A0x656a7575f13475112sHoffenberg+and+Block+LLC1sen!2sus!4v1507250431743" width="600" height="450" frameborder="0" style="border:0" allowfullscreen></ifram</code>
YouTube Video Embed: <i>(Works only with iFrame version generated via YouTube)</i>	<code><iframe width="560" height="315" src="https://www.youtube.com/embed/RGJC1c-qApg" frameborder="0" allowfullscreen></iframe></code>
	

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Once added, content written by the U.S.-based writers gets syndicated to new sites each month after month. It's a set it once and forget it platform to help with fresh index which is considered to be an important SEO factor according to <https://majestic.com/>.

The screenshot shows a website page with a header for 'Conference Press Media'. The main article is titled 'Choosing Your Legal Partner-ways To Find A Great Divorce Attorney' and is dated October 5th, 2017, by Karen G. The article text discusses the importance of finding a good divorce lawyer and provides several tips. A video player is embedded in the article. To the right, there are 'Other Articles' listed. At the bottom of the article, there is contact information for 'Hoffenberg and Block, LLC' and a map of their office location in Chicago.

Conference Press Media
Top Rated Website

Home | Contact | Privacy Policy | Sitemap |

Choosing Your Legal Partner-ways To Find A Great Divorce Attorney

Article Last Updated October 5th, 2017
Content Author Karen G.

When you search for a divorce lawyer, always trust your own search results. Use the Internet to find out as much as you can about a particular lawyer, including the reviews of previous clients. Use these ideas to have a more successful search for your family attorney.

Divorce Lawyer FAQ: Tips on finding a g...

If you're using the web to research the perfect attorney for your present situation, you need to make sure of exactly what qualities you're looking for. Much of the information you come across during an Internet search is probably going to be less than correct and sometimes it will likely be intentionally misguided. Client reviews are highly important in your ability to assess a prospective legal representative. Being in the position to deliver the necessary results and being competent are two things you should ensure your divorce lawyer is in the position to do as it is extremely essential when hiring an attorney.

If you ever find yourself in a legal situation, hire an ethical legal representative with a great reputation to represent you. There are those attorneys who often refer their clients to a colleague of theirs, if they don't have enough time. Do not take offense or lose confidence if a prospective legal representative refers you to someone else, because it's usually in your very best interest.

It is very smart to have an oral interview with the attorney you want to hire to represent you in your legal case. Small things like eye contact, how effectively they listen to you and answer your questions and what kind of questions they ask, will demonstrate to you how earnest they are and how knowledgeable about your particular situation they might be. A divorce lawyer who will be actively involved in your legal case indicates his or her interest by maintaining eye contact. Hiring someone with complete focus might help you have the representation you need.

Even when you're at fault, a proactive and professional legal representative will represent you well in court and defend your rights. The work of a great legal representative is never to judge your innocence or guilt; his/her work is to have the case and stand for your rights. An attorney's job is to attempt to reduce damage in the event you're found guilty and take advantage of innocent verdicts as much as possible. The greatest legal consultants are most valuable in the really tough situations.

Remember that even the most qualified divorce lawyers can make slip-ups. However, smart lawyers will take it upon themselves to learn from those slip-ups they made in the past. A great lawyer knows that slip-ups can be done by anyone in this world. A lawyer should always admit his weaknesses just as much as he is proud to show his strength, and apologize for his slip-ups as well as any wrongdoings that result from them.

Thanks for reading the article, I hope you enjoyed it. If you have any suggestions you'd like to add we love to hear it. Interested in finding more about the topic of **Chicago family attorney**? Be sure to go to your favorite search engine and look for <https://goo.gl/cmgpAS>. You'll be able to find quite a bit of information.

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<http://chicagofamilylawyer.com>

TOP RATED CHICAGO DIVORCE LAWYERS

Award Winning Divorce Attorneys in Chicago

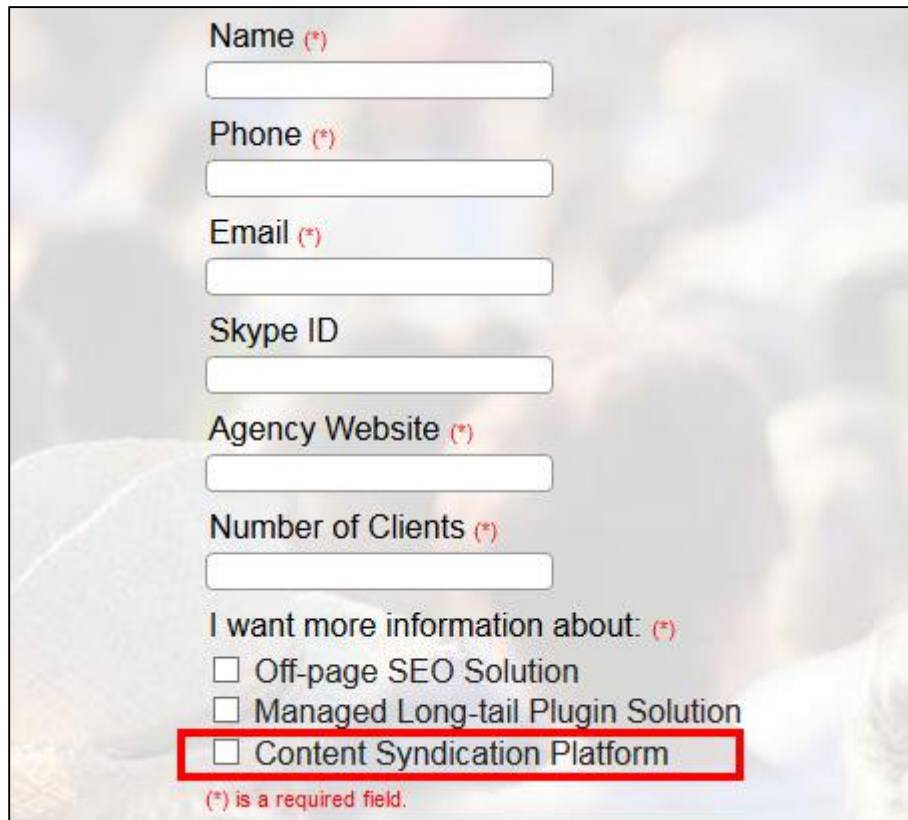
HOFFENBERG & BLOCK
www.Chicagofamilylawyer.com

Hoffenberg and Block LLC
30 North LaSalle Street #3250,
Chicago, IL 60602
3.9 ★★★★★ 11 reviews
View larger map

Harold Washington College
Lake St
Edwin Theatre
The Chicago Cultural Center
W. Washington St
Richard J. Daley Center
Law Offices of Jeffrey M. Lewin
Hoffenberg and Block LLC
Chicago Cultural Center
T.J. Moran
Target
Chicago Cultural Center
The Law Offices of Jeffrey M. Lewin, Ltd.
Inland Steel Bldg
Law Offices of Patrick Markey, PC
W. Madison St
Deloitte
W. Chicago - City Center
80117 Google - Map data ©2017 Google - Terms of Use - Report a map error

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Currently, the syndication platform is for invite-only members and if you want to access the platform, please go to <http://www.scalemyseo.com> and select 'Content Syndication Platform' and submit the form. I'll provide the access information based on the availability.



Name (*)

Phone (*)

Email (*)

Skype ID

Agency Website (*)

Number of Clients (*)

I want more information about: (*)

Off-page SEO Solution

Managed Long-tail Plugin Solution

Content Syndication Platform

(*) is a required field.

Press Release Syndication

You can use a press release service to syndicate content containing the link to GMB listing page and reviews. It's a good way to have authority links pointing to GMB listing featuring your client website. I recommend using <https://placementseo.com/press-release-distribution/>

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About Me:

I immigrated to the United States from South Korea when I was 10 years old. When the internet took off in the 90's, I started to learn web programming and internet marketing as a hobby while running two other business ventures. What started out as a hobby soon turned into a full-time profession.



During my career, I've helped thousands of small businesses, ad agencies, and Fortune 500 companies. I also became a third founder of a supply chain SAAS startup which was sold for millions.

With my programming background, SEO knowledge, and marketing angles, I was able to put on many hats including lead developer, lead consultant, and lead project manager for various marketing projects for agencies and companies.

I've created this PDF to educate my clients and share my views on marketing with the community. I am hoping this blog will bring value to your marketing endeavors.

My Blog

<https://stevenkang.me/>

SEO White Label Partnership

If you own an agency and need help with scaling SEO, please visit <http://www.ScaleMySEO.com>

Advanced SEO Training

If you want to further your SEO knowledge and training, please visit <http://www.RelevancyStacking.com> for lessons and custom tools I've developed over the years. The course leverages relevancy signal to rank a large number of keywords.

SEO Community

Please join my non-spammy discussion groups:

<https://www.facebook.com/groups/SEOSignalsLab/> (discussions on Technical SEO and ranking factors)

<https://www.facebook.com/groups/LeadStacking/> (discussions on client SEO marketing and sales)