

Google Maps Ranking Factors Checklist (2025)

Title	<input type="checkbox"/>		
Google Business Profile (GBP) Optimization:	<input type="checkbox"/>		
Complete Name, Address, Phone (NAP)	<input type="checkbox"/>		
Correct business categories & services	<input type="checkbox"/>		
High-quality photos of team, storefront, services	<input type="checkbox"/>		
Regular updates & posts	<input type="checkbox"/>		
Reviews & Reputation:			
Collect fresh, recent reviews consistently	<input type="checkbox"/>		
Encourage customers to mention service + location	<input type="checkbox"/>		
Ask for photo reviews	<input type="checkbox"/>		
Respond to reviews (positive & negative)	<input type="checkbox"/>		
Hyper-Local Content & Landing Pages:	<input type="checkbox"/>		
Create service + neighborhood pages	<input type="checkbox"/>		
Include embedded Google Map	<input type="checkbox"/>		
Mention local landmarks & neighborhoods	<input type="checkbox"/>		
Add schema markup for local business	<input type="checkbox"/>		
Citations & NAP Consistency:	<input type="checkbox"/>		
List business on Yelp, BBB, Yellow Pages, Chamber of Commerce	<input type="checkbox"/>		
Ensure exact match for NAP across all platforms	<input type="checkbox"/>		
Link address in footer to GBP with CID link	<input type="checkbox"/>		
Local Backlinks & Community Engagement:	<input type="checkbox"/>		
Sponsor local teams for brand awareness	<input type="checkbox"/>		
Collaborate with charities or nonprofits	<input type="checkbox"/>		
Get featured in local news outlets	<input type="checkbox"/>		
Bonus Hidden GBP Features:	<input type="checkbox"/>		
Optimize services description box (300-character keyword-rich)	<input type="checkbox"/>		
Add product listings if relevant	<input type="checkbox"/>		

2. Local Citation Sources Checklist			
Business Directories:			
Yelp	<input type="checkbox"/>		
Yellow Pages	<input type="checkbox"/>		
BBB (Better Business Bureau)	<input type="checkbox"/>		
Foursquare	<input type="checkbox"/>		
Angi / HomeAdvisor	<input type="checkbox"/>		
Community & Professional Listings:	<input type="checkbox"/>		
Chamber of Commerce directories	<input type="checkbox"/>		
Local business associations	<input type="checkbox"/>		
Industry-specific directories	<input type="checkbox"/>		
Local Media & News Outlets:	<input type="checkbox"/>		
Local newspapers	<input type="checkbox"/>		
Local blogs	<input type="checkbox"/>		
Press releases on local platforms	<input type="checkbox"/>		
Partnerships & Sponsorships:			
Sponsor local sports teams	<input type="checkbox"/>		
Partner with charities & nonprofits	<input type="checkbox"/>		
Local events & fairs	<input type="checkbox"/>		
Social Media & Maps:	<input type="checkbox"/>		
Facebook Business Page	<input type="checkbox"/>		
LinkedIn Company Profile	<input type="checkbox"/>		
Apple Maps / Bing Places	<input type="checkbox"/>		