

Tips for Optimizing Your Business on Google Maps



What Is Google Maps Marketing?

Google Maps marketing is utilizing Google Map functions to allow your business to be found easily by those performing a search.

Big businesses are expected to be found immediately on Google Maps, but small businesses can leverage Google Maps to their benefit with strategic optimization for both search result positioning and visibility.

As a small to mid size business owner – your goal is to push for the highest placement possible within local business Google Map results, as well as on related search engine result pages.

Optimize Proximity

With mobile-based search increasing each day, the most common Google Map results are based upon the proximity of your business location and the GPS location of the mobile searcher.

A Google Search Below Performed for: dog grooming windsor ct

This search result displays a mobile grooming service listed in the first position, Petco in the second position and a pet groomer in the third position.

If a company has a Google PPC Ad program in place, their business would appear above the map. In this search, there were not any PPC Ads above the results.

The screenshot shows a Google search interface for 'dog grooming windsor ct'. The search bar is at the top with the Google logo on the left and a magnifying glass icon on the right. Below the search bar are navigation tabs for 'All', 'Maps', 'Images', 'Shopping', 'News', 'More', 'Settings', and 'Tools'. The 'All' tab is selected. Below the tabs, it says 'About 1,210,000 results (0.53 seconds)'. A map is displayed, showing several locations marked with red pins: 'The Flying Fur LLC', 'Petco Animal Supplies', and 'Bathing Beauties Mobile Dog'. Below the map, there are filters for 'Rating' and 'Hours'. The search results list three businesses:

- Bathing Beauties Mobile Dog**: 5.0 stars (1 review), Pet Groomer, (860) 278-6200.
- Petco Animal Supplies**: 4.0 stars (69 reviews), \$\$, Pet Groomer. Address: 1065 Kennedy Rd · (860) 687-1134. Includes a quote: "I've been to 3 other groomers and no one has been so sweet to her!". Links for WEBSITE and DIRECTIONS.
- The Flying Fur LLC**: 3.5 stars (50 reviews), Pet Groomer. Address: 592 Elm St · (860) 623-0450. Status: Closed · Opens 7AM Mon. Links for WEBSITE and DIRECTIONS.

At the bottom, there is a 'More places' link with a menu icon.

A Bing Search Below Performed for the same search phrase: dog grooming windsor ct

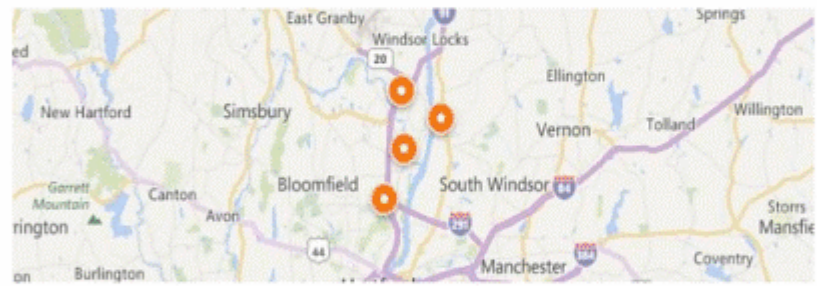
This search result displays a Bing PPC ad for a national pet store (petsmart) above Local listings:

Hosting Connecticut LLC 860-683-4201 www.HostingCT.com

25,000 Results Any time

PetSmart® Dog Grooming Salon | Explore Our Salon Services
https://services.petsmart.com/grooming 196,400+ followers on Twitter
Ad Making Dogs Look Great is Our Passion! Book at Your Neighborhood Groomer Today!
petsmart.com has been visited by 100K+ users in the past month

Local Results For Dog Grooming Windsor Ct
bing.com



- 1 Windsor Animal Clinic
46 Poquonock Ave, Windsor - (860) 688-4969
Veterinary - Pet Grooming - Pet Sitting
9 Yelp reviews
Website Directions

2 Petco
1065 Kennedy Rd, Windsor - (860) 687-1134
Pet Grooming - Pet Training
2 Yelp reviews
Website Directions

3 Precious Pets Grooming Boutique
259 S Main St, East Windsor - (860) 292-6446
Website Directions

Related searches

- dog groomers in winds
pet grooming windsor ct
mobile dog grooming in
dog groomers in winds
ct dog grooming jobs
dog groomers in winds
dog groomer ct
best dog groomers in c

A Google Search Below Performed for: dog groomer, windsor ct

This search result does not display any PPC Ads above the other listings. Results display the same results as the previous search for: dog grooming windsor ct:

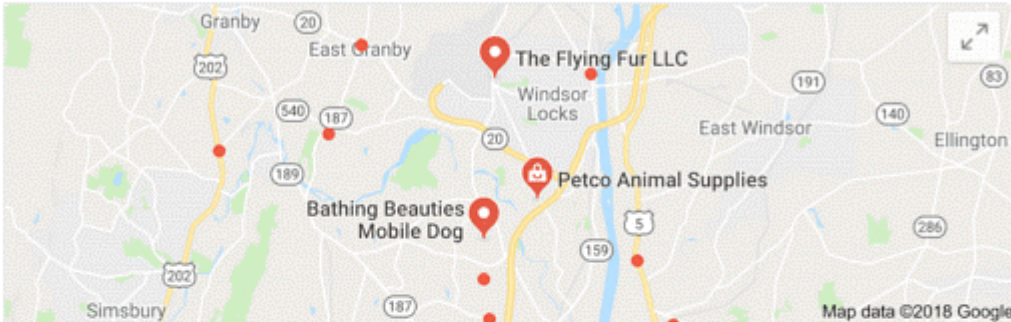


dog groomer, windsor ct



All Maps Images Shopping News More Settings Tools

About 526,000 results (0.52 seconds)



Rating Hours

Bathing Beauties Mobile Dog

5.0 ★★★★★ (1) · Pet Groomer
(860) 278-6200

Petco Animal Supplies

4.0 ★★★★★ (69) · \$\$ · Pet Groomer
Retailer dedicated to pet supplies · Windsor Court
1065 Kennedy Rd · (860) 687-1134

🌐 Their website mentions **dog grooming**

[WEBSITE](#) [DIRECTIONS](#)

The Flying Fur LLC

3.5 ★★★★★ (50) · Pet Groomer
592 Elm St · (860) 623-0450
Closed · Opens 7AM Mon

[WEBSITE](#) [DIRECTIONS](#)

[More places](#)

A Bing Search Below Performed for: dog groomer, windsor ct

This search result displays the PPC Bing Ad for a national pet store (petsmart) above Local results:



dog groomer, windsor ct

All Maps Images Videos News Shopping | My saves

3,010,000 Results Any time

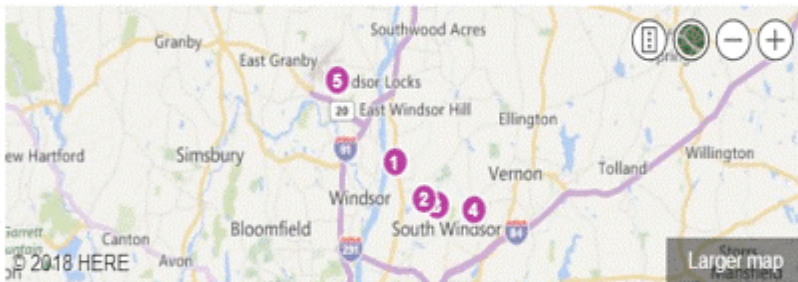
PetSmart® Dog Grooming Salon | Explore Our Salon Services

https://services.petsmart.com/grooming 196,400+ followers on Twitter

Ad Making Dogs Look Great is Our Passion! Book at Your Neighborhood Groomer Today!

Local results for dog groomer, windsor ct

Bing Local



1 Precious Pets Grooming Boutique

★★★★★ 1 Facebook review

259 S Main St, East Windsor · (860) 292-6446



2 Pupperdoos & Kitties Too

★★★★★ 6 Yelp reviews

601a Sullivan Ave, South Windsor · (860) 436-6377

Closed today



3 Cheryl's Pride & Groom

★★★★★ 5 Yelp reviews

930 Sullivan Ave, South Windsor · (860) 644-1577



Related search

dog groomers in wi

dog groomers in wi

best dog groomers

mobile dog groom

bristol ct dog groo

dog grooming in c

cat groomers in ct

dog grooming sc

Google Search Performed Below for: auto repair Windsor ct

Which company search result listing would you click on if you needed immediate assistance?

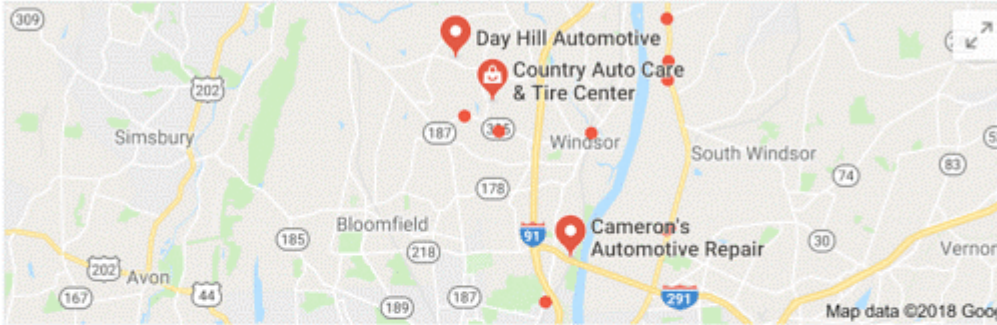


auto repair windsor ct



All Maps Images News Shopping More Settings Tools

About 5,110,000 results (0.95 seconds)



Rating Hours

Country Auto Care & Tire Center

4.4 ★★★★★ (67) · Auto Repair Shop

701 Pigeon Hill Rd · (860) 683-0096

Closed · Opens 7:30AM Mon



WEBSITE DIRECTIONS

Day Hill Automotive

4.9 ★★★★★ (11) · Auto Repair Shop

701 Day Hill Rd · (860) 688-1301

Closed · Opens 7AM Mon



WEBSITE DIRECTIONS

Cameron's Automotive Repair

3.1 ★★★★★ (14) · Auto Repair Shop

245 E Barber St · (860) 524-8228

Closed · Opens 8AM Mon





WEBSITE DIRECTIONS

More places

Bing Search Performed Below for the exact same search phrase: auto repair Windsor ct

The Bing search, using the exact same search phrase displays a Bing PPC ad (Classic Car Repair) above the Local search result listings:



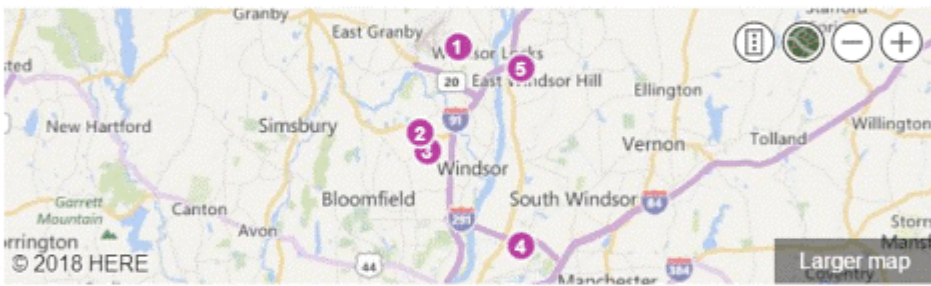


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[Shopping](#)
[My saves](#)

372,000 Results Any time ▾

[Classic Car Repair | 30+ Years of Experience | autoserviceos.com](#)
www.autoserviceos.com/carrepair ▾
 Ad Classic Car Repair Service. Call Us in Old Saybrook CT for More Info!

[Local results for auto repair Windsor ct](#)
 Bing Local





- 1** [Spring Street Service Center](#)

★★★★★ 5 Yelp reviews

436 Spring St, Windsor Locks · (860) 627-7495

Closed today



 Website  Directions

- 2** [Day Hill Auto Inc](#)

★★★★★ 3 Yelp reviews

701 Day Hill Rd, Windsor · (860) 688-1301



Closed today

 Website  Directions

- 3** [Country Auto Care & Tire Center](#)

★★★★★ 13 Yelp reviews

701 Day Hill Rd, Windsor · (860) 688-1301

 Website  Directions

The Google Map listings are prioritized in the result positions relevant to the searcher location.

Google Maps Results Ranked

Besides proximity based results, Google Maps also offers “ranked” results for certain types of businesses in relevant locations.

If a searcher doesn't have GPS / location data enabled on a mobile device being used for the search – Google most often kicks over to displaying the “ranked” maps for results.

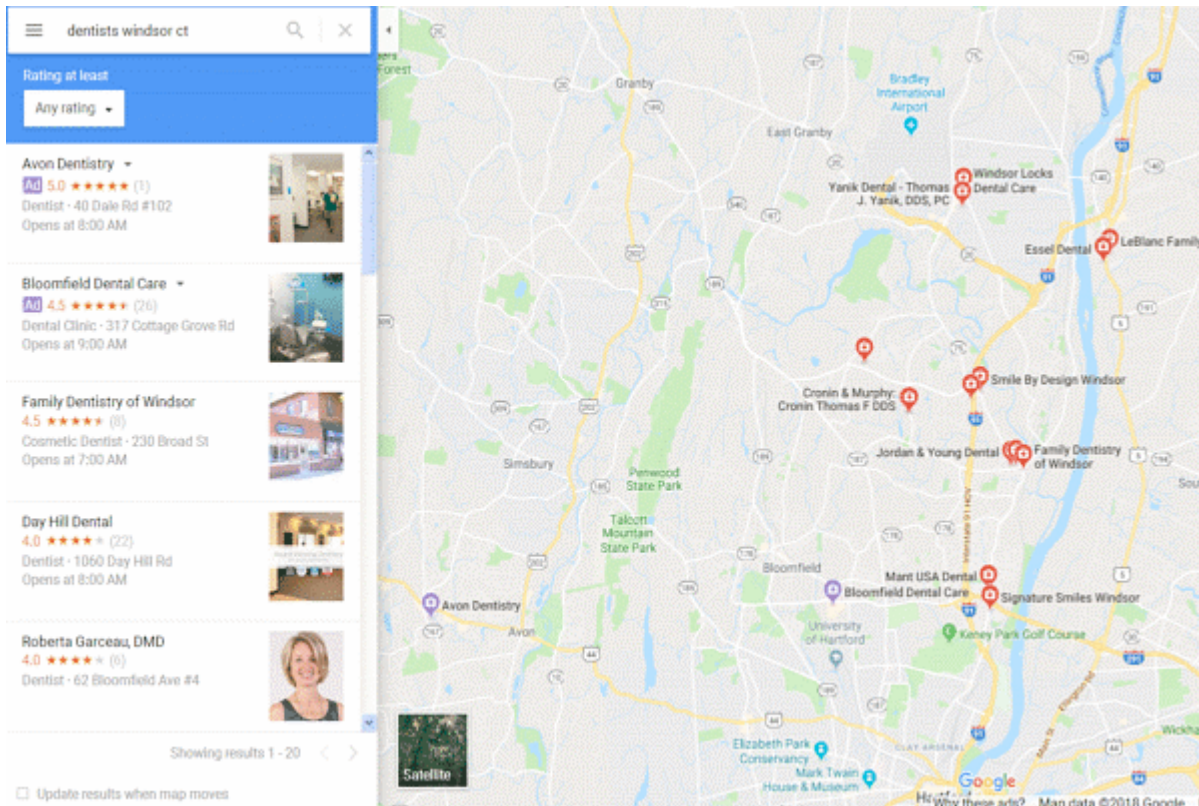
Google Search Performed Below for: dentists windsor ct

The image shows a Google search interface for 'dentists windsor ct'. The search bar contains the text 'dentists windsor ct' and a magnifying glass icon. Below the search bar are navigation tabs for 'All', 'Maps', 'Images', 'News', 'Shopping', 'More', 'Settings', and 'Tools'. The 'All' tab is selected. Below the tabs, it says 'About 1,800,000 results (0.66 seconds)'. A map shows the Windsor, CT area with three red location pins. Below the map is a list of three dental offices, each with a rating, address, phone number, and status. To the right of each listing are icons for 'WEBSITE' and 'DIRECTION'.

Rating	Hours
Family Dentistry of Windsor 4.5 ★★★★★ (8) · Cosmetic Dentist 230 Broad St · (860) 688-4634 Closed · Opens 7AM Mon	WEBSITE DIRECTION
Day Hill Dental 4.0 ★★★★★ (22) · Dentist 1060 Day Hill Rd · (860) 688-5595 Closed · Opens 8AM Mon	WEBSITE DIRECTION
Roberta Garceau, DMD 4.0 ★★★★★ (6) · Dentist 62 Bloomfield Ave #4 · (860) 688-4325 Closed · Opens 8AM Tue	WEBSITE DIRECTION

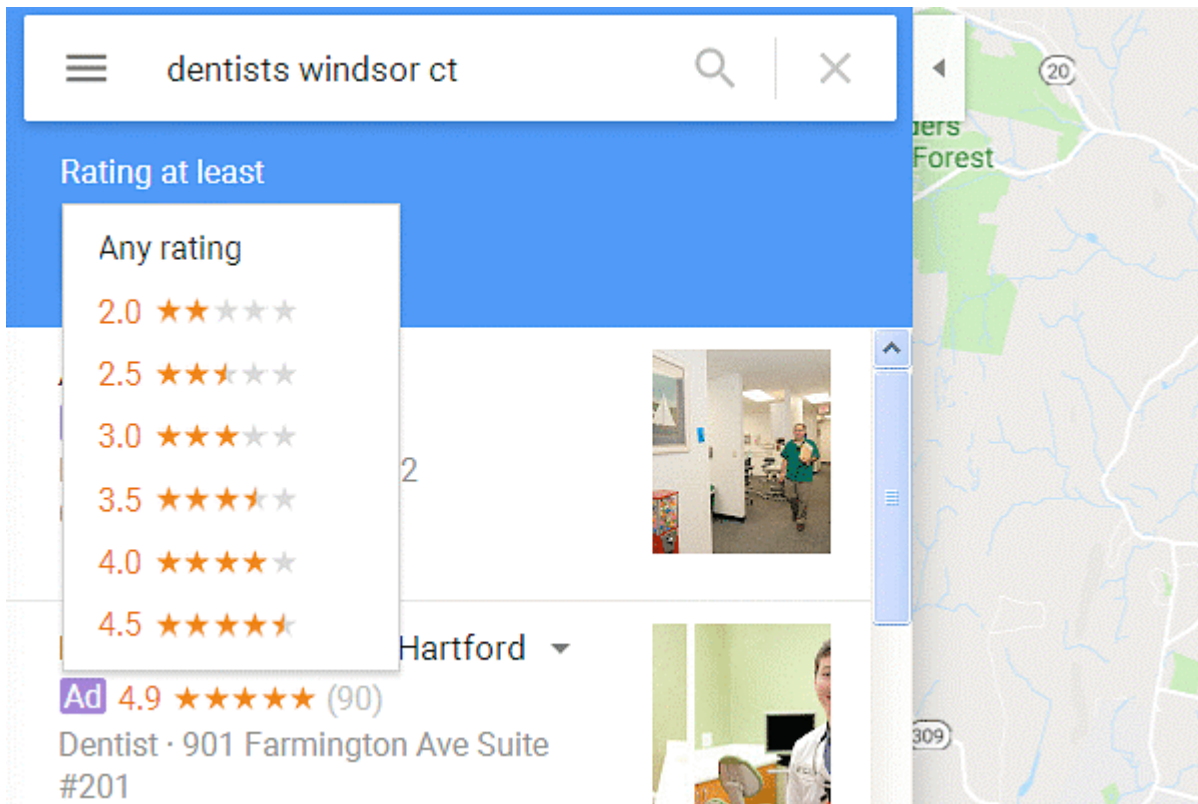
[More places](#)

If the person performing the search doesn't have location data enabled on their mobile device, this might be the "ranked" maps results for "dentists windsor ct":



In an enhanced view of the Search Above for "dentists windsor ct", we'll look at a few details of this Google "ranked" Maps results.

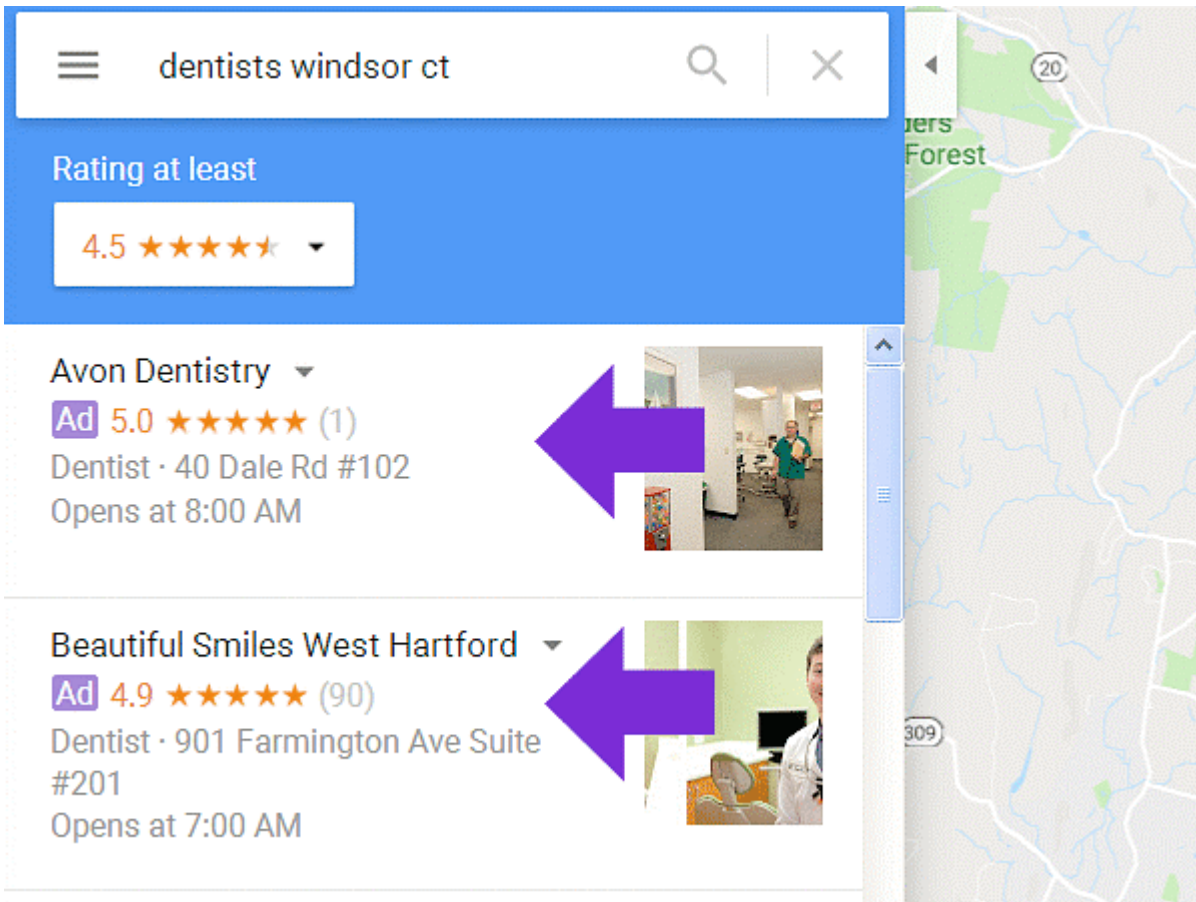
Notice the searcher has the option to filter results by "Rating":



In the screenshot below, the Google PPC Ads appear before the other results.

The top result for Avon Dentistry displays a 5 star rating with 1 review.

The next result for Beautiful Smiles West Hartford displays a 4.9 star rating with 90 reviews.



The view below displays the Google PPC Ad results, followed by the Local results.

Note the first result for Family Dentistry of Windsor shows a 4.5 rating with 8 reviews.

Followed by the result for Jordan & Young Dental showing a 5 star rating with 47 reviews.

It would seem that Jordan & Young with a higher rating and more reviews should appear above the result for Family Dentistry of Windsor.

dentists windsor ct

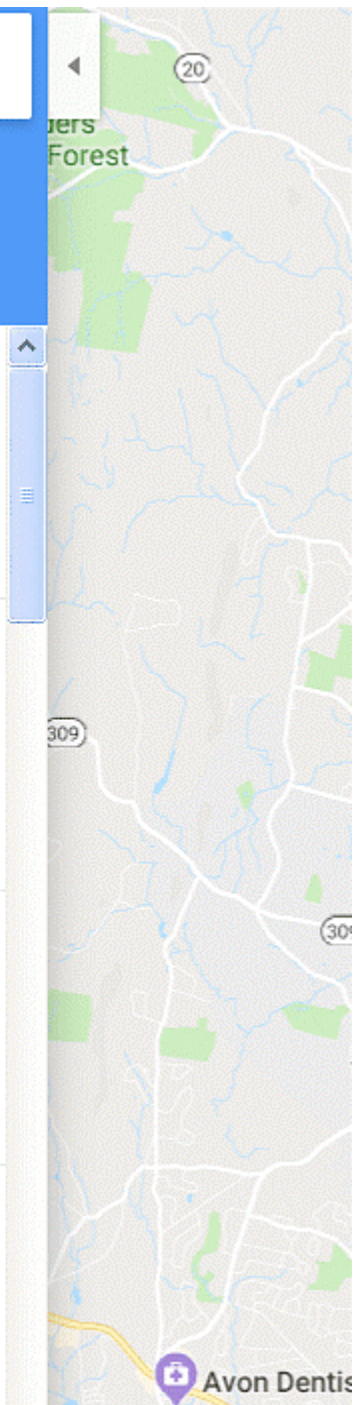
Rating at least
4.5 ★★★★★

Avon Dentistry
Ad 5.0 ★★★★★ (1) ←
Dentist · 40 Dale Rd #102
Opens at 8:00 AM

Beautiful Smiles West Hartford
Ad 4.9 ★★★★★ (90) ←
Dentist · 901 Farmington Ave Suite #201
Opens at 7:00 AM

Family Dentistry of Windsor
4.5 ★★★★★ (8) ←
Cosmetic Dentist · 230 Broad St
Opens at 7:00 AM

Jordan & Young Dental
5.0 ★★★★★ (47) ←
Dentist · 106 Bloomfield Ave
Opens at 8:00 AM



Curious, isn't it?

Here's why optimizing your Google My Business information is important.

While many businesses have claimed their Google My Business listing, many don't fully optimize the information within their profile – and this most often results in an overall drop in Google Maps ranking.

Tips for Google Maps Optimization

Address:

Be sure to enter an address used by USPS (or postal service carrier where your business operates). Include your full nine-digit zip code, sub-division, suite, unit, and/or room number. Check for formatting errors and extra spaces. What may seem as insignificant, can alter your Google Maps ranking.

In the profile, check off the box asking whether you prefer your address information to be displayed or not. This box should be checked. This adds to the trust factor for both Google and potential customers.

Service Areas:

If your storefront / location provides service to other areas and zip codes, (delivery services, in-home services, etc) indicate in your profile which neighboring towns, cities and zip codes you provide service to.

Specify if you accept in-coming customers at your place of business. If you do not, people need to know that.

Verify Your Business Listing:

Usually Google mails a PIN number to the physical location listed in your business profile. Once received, be sure to complete the verification process (may take up to two weeks) once that PIN is received.

Indicate All Categories Applicable to Your Business:

Don't just check-off a primary category, add additional categories covering areas related to your business. This will give your company a broader range of visual opportunity within Google.

Enhance Your Introduction:

Many businesses don't take the time to optimize the introduction section. Use relevant keywords applicable to who you are, what you do, why you do it, how you do it better, and of course where you are. Insert links to landing pages on your website. Use bulleted lists where applicable.

Cultivate Customer Reviews:

Consistently follow up with those customers you know to be happy and satisfied with your products/services. Encourage them to enter an online review of their experience with your business, and make it easy for them to do so.

Additional Resources:

Google My Business:

<https://www.google.com/business/>

Edit Your Google My Business Information:

<https://support.google.com/business/answer/3039617?hl=en>

Google Local Search Ads Support:

<https://support.google.com/google-ads/answer/3246303?hl=en>