Why Isn’t Your Business Showing Up on Google Maps? 4 Fixes That Work

Local Map Rankings: 4 Fixes That Work in 2025

Showing up in Google Maps is huge. Often, people just trust those results that are near they, or just check that the Google ratings are good, and they’ll make the call. But, how do you get into the Map Pack on Google?

Let’s dive in – and there’s a free PDF checklist at the end…

A quick note on policy and risk…

Google rewards clarity and consistency. If you change your name, it must be a *real* legal name used on signage, invoices, your website, and citations. Don’t stuff keywords into your GBP title. You can be suspended for that. The moves below follow policy when you document them and keep your online footprint consistent.

1. Use a Legal Name that Reinforces What You do (without keyword stuffing)

Exact-match keywords in a *legitimate* business name still help relevance. If your official name is too generic, **consider registering a DBA/trade name** that matches how customers search—then roll it out everywhere.

- **Example:** Instead of “Johnson & Sons,” register “Johnson Heating & Cooling – Rockford” if that reflects your real services and market. Update signage, website headers, footers, invoices, and citations to match.
- **Paper trail:** Keep your DBA paperwork handy. Add photos of signage that show the same name.
- **Keep it honest:** Use the fewest words needed. Don’t cram in every service and city.

2. Add Keyword-Plus-Geo Descriptions to each Service in Your Google Business Profile (GBP)

Most profiles list services with no descriptions. Add short, specific blurbs that include the service + neighborhood/city + proof.

1. Open your GBP ? *Edit services*.
2. Add your core services, then click each service to open the description box.

3. Write a tight 1–2 sentence description using natural language (avoid spammy repetition).

Sample descriptions:

- *Emergency drain cleaning (Madison East):* Same-day drain and sewer line clearing near Atwood and Olbrich Park. Licensed techs, camera inspection available.
- *Roof leak repair (Naperville):* Rapid leak detection and tarping near the Riverwalk and Brookdale. We work with hail/insurance claims.
- *Dental cleanings (Boise North End):* Family hygiene visits near Hyde Park with flexible morning appointments.

3. Increase Review Velocity and Mention of Services/Areas

Fresh reviews with relevant keywords help. Don't script reviews, but do make it easy and give clients context.

- **At-job request:** Hand a small card with a QR code that links to your GBP review page. Ask right after the job is done.
- **What to say:** "If it's helpful, feel free to mention the service we did (e.g., 'drain cleaning') and your area (e.g., 'East Side'). It helps neighbors find us."
- **One follow-up:** Send a single SMS within 24 hours with the same link. Don't pester.
- **Reply to all reviews:** Thank people quickly. For negatives, acknowledge, explain, and state the fix.

Good example (natural, not forced): "They fixed our sewer line in Midtown in under an hour. Will use them again for drain cleaning."

4. Build Hyper-Local Landing Pages that are Actually Useful

One "Services" page won't cover a whole metro area. Create focused pages per service + neighborhood, then make them truly local and helpful.

- **Structure:** H1 (heading 1 in HTML) with service + area, intro with quick benefits, sections for common problems in that neighborhood, a short case story, embedded Google Map, recent local reviews, service FAQ, and a clear CTA.
- **Local cues:** Name landmarks, parks, schools, or districts. Add real photos from jobs in that area.
- **Schema:** Use LocalBusiness + Service schema on appropriate pages.

Mini template:

Copy

```
H1: Emergency HVAC Repair in East Austin
Intro: Fast arrival times around [Landmark]. Licensed techs. Transparent pricing.
Section: Common East Austin AC issues we see (heat load, older ductwork, etc.)
Section: Recent job near [Street/Park] – what we did, time to fix, result
Embed: Map + click-to-call
Block: Reviews that mention “East Austin”
FAQ: 3–4 specific questions from this area
CTA: “Book same-day repair”
```

Tip: Don’t clone pages and swap city names. Write unique, neighborhood-specific content.

Use Data to Pick the Right Keywords (and Neighborhoods)

Guessing wastes time. Pull keyword data from multiple sources, then prioritize pages and GBP Services that match real demand and realistic difficulty. Using real keyword data means actually looking at what words people put in so that what you’re posting matches what people are looking for. It’s not cheating, but be deliberate and specific with what you do.

1. **Start with your own data:**
    - *Google Search Console* — Queries and pages that already earn impressions. Sort by impressions and CTR to find near-miss terms.
    - *Google Business Profile Insights* — “Searches” and “Interactions” show what brings calls and visits.
2. **Measure local demand and difficulty:**
    - *Google Keyword Planner* — Find variants and estimate local volume. Pair with *Google Trends* to compare interest by city.
    - *Bing Webmaster Tools* (Keyword Research) — Another data point, especially for suburban queries.
    - *Third-party suites:* Ahrefs, Semrush, or Moz for volume, difficulty, and manual SERP checks.
3. **Map visibility by neighborhood:**
    - *Geo-grid tools:* BrightLocal’s Search Grid or Local Falcon visualize where you rank across a grid so you can target weak pockets.
    - *Category helpers:* PlePer Category Finder can reveal relevant GBP categories competitors use.
4. **Prioritize:** Pick 1–2 *service* + *area* combos with proven demand, a winnable SERP, and revenue value. Build those pages first and add matching GBP Service descriptions.

Multi-Location Bonus: Keep Signals Balanced

- Rotate review asks so each location gets a steady flow.
- Post updates and photos per location, not just the flagship.
- Keep categories and hours accurate for each profile.

The “Client With Two Facebook Pages” Story…

This reminds me of a client we saw who had separate Facebook pages for each location. Although that might sound like a good idea, it’s really not. You end up competing against yourself. Why? Well, think of each Facebook page as a website. Would you set up multiple websites per location? No, not really. You would use one website and show that you have multiple locations. You can do the same with Facebook.

Basically, if you think about how you stack up against your competition, they have one Facebook account they’re getting likes on and are posting content to, but you’ve decided to split your efforts up. You end up with less likes per page and less content. So, do not have multiple Facebook pages for your company unless you’re a big franchise.

To set it up, go to the Facebook Business Page ? Business Settings ? Business Locations. Add each office with their address, phone, and hours. Then, save the changes and both locations will now appear under the main page. Delete the account with fewer likes or first invite those people to like and follow the other page.

Next Steps

- Pick two *service* + *neighborhood* targets using the tools above.
- Add or tighten GBP Service descriptions for those services.
- Launch or upgrade the matching hyper-local pages on your site.
- Start the QR + one-SMS review process after every job.

FAQs: Local Map Rankings (Straight Answers)

Do exact-match keywords in the business name still help?

Yes, *when the name is legal and consistent everywhere*. If you register a DBA/trade name (and use it on signage, invoices, your website, and citations), it can improve relevance. Don’t stuff keywords into your GBP title without paperwork—suspension risk is real.

Is there really a “hidden” Services description box in GBP?

It’s not hidden—just overlooked. In *Edit services*, click a service to open its description. Add 1–2 natural sentences including the service + neighborhood/city + a proof point (e.g., “same-day,” “licensed,” “near [landmark]”).

How much do reviews matter versus citations or links?

For Maps, fresh reviews with relevant keywords (service/area) are a major signal. You still need a solid citation base and a healthy site, but review *velocity* and content are strong movers.

Can I create multiple GBPs for different services?

Only if they're legitimate, publicly facing locations or distinct departments with separate addresses and signage. Otherwise, keep one profile and improve Services, photos, posts, and local pages.

What's the best way to build neighborhood pages without getting thin content?

Don't swap city names. Include real landmarks, a short job story from that area, an embedded map, recent local reviews, and a service-specific FAQ. Add appropriate schema. Make the page truly useful.

Downloadable Local SEO Checklist

Use this quick-start checklist to prioritize fixes that move the needle on Google Maps.

- **Legal Name & Consistency:** If needed, register a short, accurate DBA; update the same name and photos across signage, site, and citations.
- **GBP Services:** Add/tune service descriptions with service + neighborhood/city + one proof point. Keep it natural.
- **Reviews:** Ask at the job (QR card), send one SMS follow-up, suggest mentioning service/area, reply to all reviews fast.
- **Hyper-Local Pages:** Build useful pages for service + neighborhood with landmarks, job story, embedded map, local reviews, schema, and a clear CTA.
- **Data-Driven Targeting:** Use Search Console, GBP Insights, Keyword Planner, Trends, BWT; check Ahrefs/Semrush/Moz; map weak pockets with Search Grid/Local Falcon; audit categories with PlePer.
- **Multi-Location:** Rotate review asks, post per location, keep categories/hours/photos accurate.

Download the Local SEO Checklist (PDF)

No email required – just click to download.

Original article: https://tonyherman.com/local-map-ranking-hacks/
PDF version: https://tonyherman.com/local-map-ranking-hacks/?apa_pdf=1

Special Offer for Readers

1,000+ Channels • On-Demand Movies • **5 Devices**

$69.99/mo (~$2.33/day)

Try it for a month and see if you like it, then switch.

Start Your Trial

Click to learn more about CUE Broadcast

Tip: Get 3 friends of family to sign up and you it for free.