



# Boost Your Visibility on Google, Build Trust, and Get More Customers!

Google rewards businesses that optimize their local presence. Use our hard-hitting tips to rank higher, get more engagement, and drive foot traffic.

## Build Trust with Google



### Encourage Reviews

More high-quality reviews (with images!) improve rankings. Reply authentically to every review.



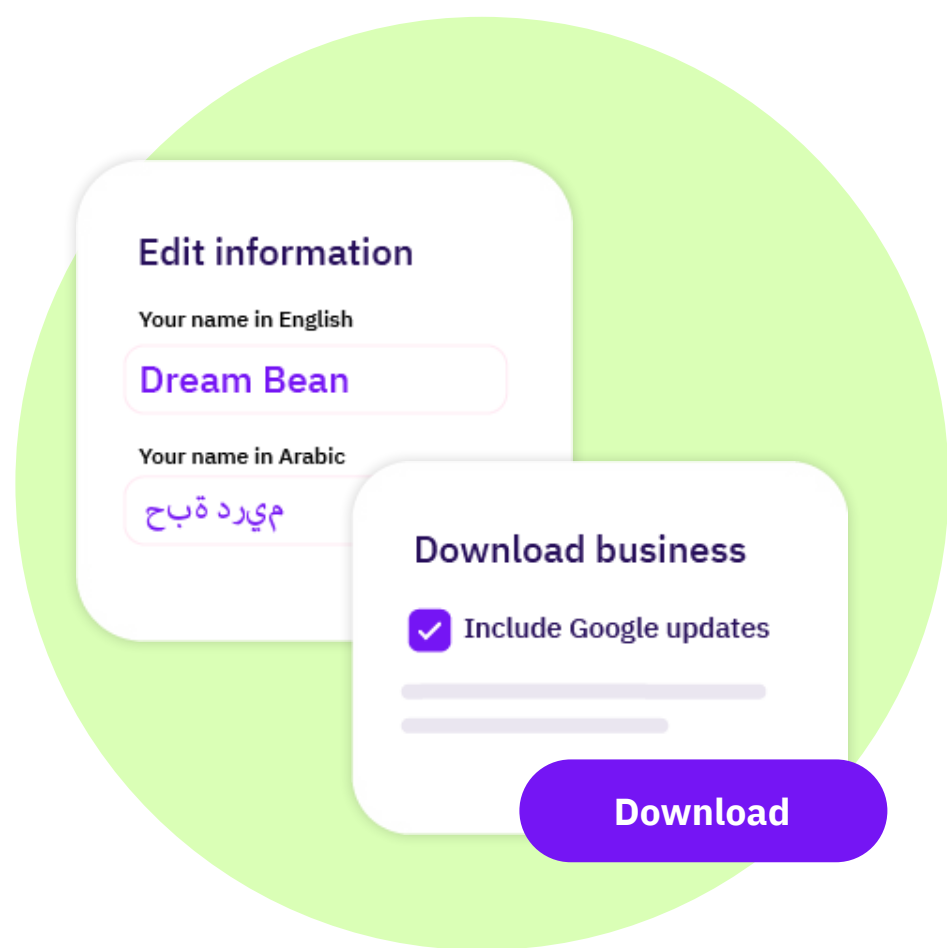
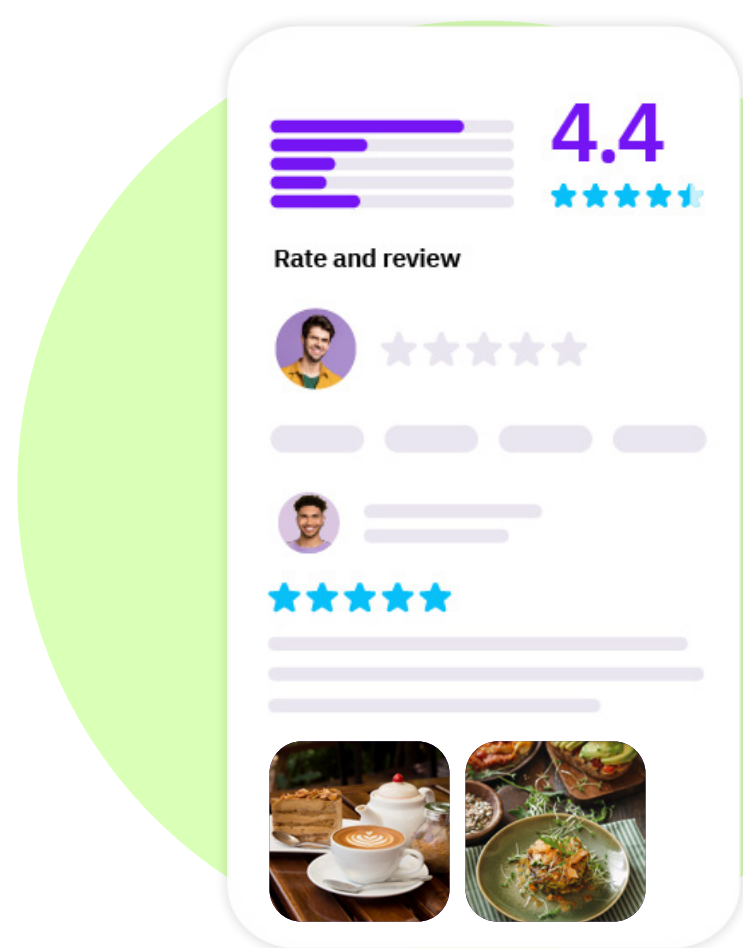
### Fix Unpublished Reviews

Got a missing review? Try visiting your business page, clicking around, and posting again.



### Link Local Pages to Google

Use Local Page URLs, not just your homepage, for better visibility.



## Clean up your environment!



### Translate your bilingual business name

In a territory where multiple languages are spoken? Ensure you're filling out both fields!



### Monitor Google's Edits

Google can update your business info without warning—download the Google Export to see what's required.



### Fixing ownership

Primary owners can upgrade another owner instantly, but others must wait 7 days.



### Spot Fake Competitors

Audit your local area for keyword-stuffed, old, or fake profiles. Report them to Google.

## Supercharge Your Content & Engagement



### Post Photos & Videos Regularly

Upload a bulk of images now, then add 2 per week to boost recency signals.



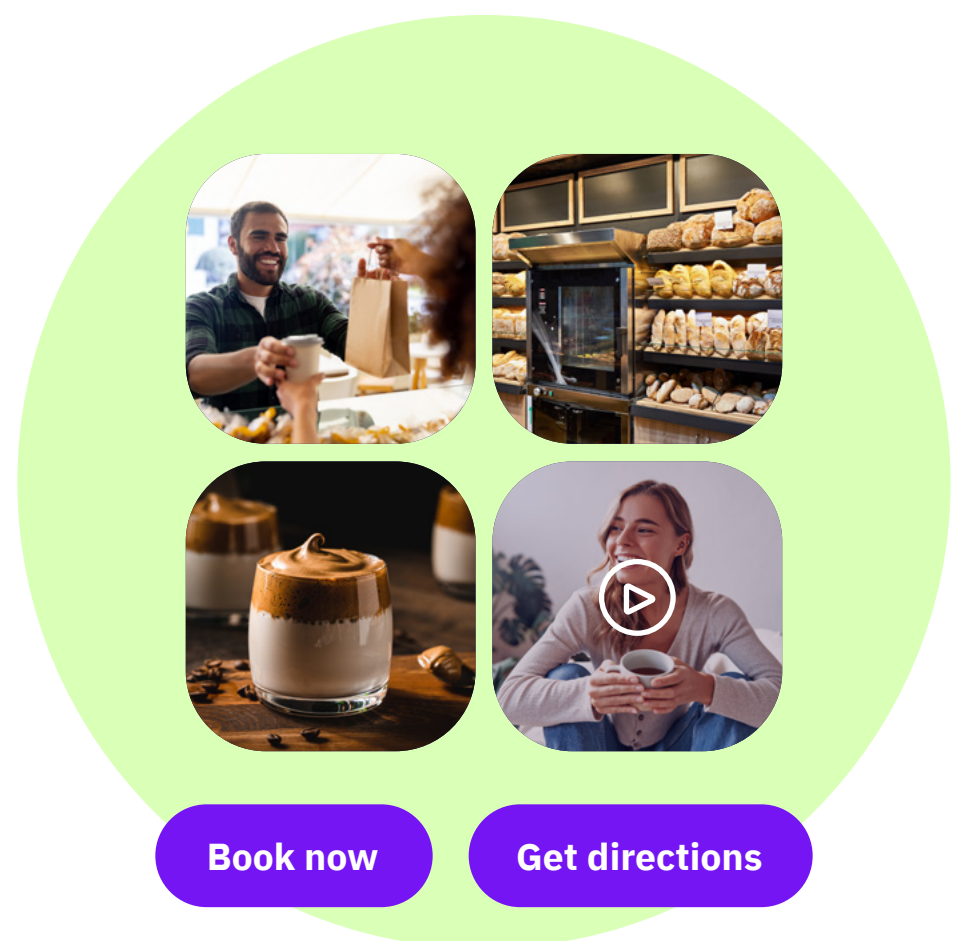
### Match H1/H2 Tags to Your Business Name

Keep business name (and address) aligned with your GBP for SEO consistency.



### Use Rich Media & CTAs

Add videos, structured data, and clear call-to-actions like “Book Now” or “Get Directions.”



## Future-Proof Your Local SEO

Google is constantly evolving—businesses that stay proactive will win. Keep optimizing, stay engaged, and dominate local search!

Need expert help? Contact us for a local SEO audit today!

Get in touch

