



Mastering GMB: Key Ranking Factors for 2024–25

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GMB Profile Optimization

- Ensure accurate and comprehensive business info.
- Use high-quality photos and videos.



Reviews and Ratings

- Encourage positive customer reviews.
- Respond to all reviews promptly.



Keywords in Business Description

- Use relevant keywords naturally.
- Avoid keyword stuffing.



Local Citations

Consistent NAP (Name, Address, Phone) information across all platforms



Quality Backlinks

- Obtain links from reputable websites.
- Focus on business directories, industry blogs, and local news sites.



On-Page SEO

- Optimize your website for local search terms.
- Include relevant keywords, headers, and meta descriptions.



User Engagement

- Increase clicks, calls, and direction requests.
- Post updates, deals, and events regularly.



Proximity to the Searcher

Focus on attracting local customers with localized content and ads.



Business Categories

Select appropriate primary and secondary categories.



Mobile-Friendliness

Ensure your website is fast and responsive on mobile devices.

Local Map Pack Ranking Factors

Consistent NAP Information

Maintain uniform NAP data across all online channels.

Schema Markup


Use structured data to improve search engine understanding.

Positive User Behavior Signals


Enhance user experience to lower bounce rates and increase time on page.



Localized Content
Create content focused on local news, trends, and events.



Building Quality Backlinks




Partner with Local Organizations
Collaborate with local associations to create opportunities.


Produce Shareable Content
Create engaging content like infographics and case studies


Citations

Local Listings
Submit accurate NAP data to industry-specific and local directories.



Local Media Coverage
Pitch business-related stories to local media for valuable citations.



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Explore key [Google My Business \(GMB\) ranking factors](#) for 2024–25. Learn the latest strategies to optimise your business listing, improve visibility, and drive more local traffic and engagement.