



# Local SEO In 2023: The Ultimate Guide

These are the top local SEO ranking factors:

## Google Business Profile

Google Business Profile is the platform where you manage your business information, including content such as a link to your website, phone number, hours, photos, reviews and directions. Google requires a physical address to send a confirmation postcard to, which allows you to verify that your business is legitimate. Once verified, Google Business Profile will provide you with insights about who is looking at your website, how long they spend on it and the number of clicks you are getting. After you get your business profile set up, it's important to continue updating it regularly. Continuing to add photos and gather new reviews increases your authenticity and helps keep you closer to the top of the rankings.



## Google Local Map Pack

The Google Local Map Pack is a set of three Google map-based search results that appear when conducting searches for local businesses. The main goal of Google Map Packs is to make it easier for users to find and interact with the business they are looking for when searching locally. Google wants to display only the best-quality results, so it filters through businesses and prioritizes Local Map Pack links above other search results, making it a valuable commodity