Article published on April 26th 2012 | Seo

When it comes to local search optimization and, in particular, Google Local Maps, youâ€™re likely to get different answers if you ask different local SEO, â€œWhat are the most important local search ranking factors?â€• In truth, it depends on your location, your industry, the keywords youâ€™re targeting, and man other factors. Google Maps Local SEO is harder than many SEO professionals and business owners think.

Here are some factors weâ€™ve found â€“ in our years of experience â€“ that matter the most in todayâ€™ market for ranking via Google Local Maps.Business Address: If you want to rank for keywords related to a particular city, you better be located in that city. Google Local Maps verifies this by way of a PIN delivered by mail or phone.

Business Categories: Itâ€™s more important to have your business be categorized correctly than to have the right keyword in your business name. Google Local Maps involves semantics.

Keyword in Name: This is very important in Google Local Maps SEO, and what weâ€™ve seen lately while watching certain keywords. The business owners who have modified their listings to include their industry as part of their business name are doing very well these days.

Implications of spam aside, many businesses legitimately have a keyword in their names, so take that into consideration when performing any Google Local Maps efforts.

Citations: Local citations are much like links. Google relies heavily on citations â€” mentions of your business elsewhere on the web â€” to validate your business name, address, and phone information. The more validation via citations, the more trust Google has to show you in Google Local Maps.

Completion: Simply claiming your Google Local Maps listing alone isnâ€™t worth much without Google Local Maps optimization there are plenty of unclaimed listings that rank very highly in Google Local Maps. What does matter a lot is including extra information like hours, payment options, a well-written business description, and multimedia.

Consistency: This Google Local Map Optimization aspect is still hugely important as a general local search ranking factor. Your business name,address, and phone number need to be consistent across the many sources of local business information. Duplicate listings with inconsistent addresses or phone numbers are not uncommon in Google Local Maps. Actually, Google has described how to handle duplicate listings; the advice is to be careful.

If you have any questions on Google Local Maps, or if you would like to set up a Google Local Maps optimization package with Local Map Fusion, simply call us today; a friendly representative is standing by, ready to help Put Your Business on The Map!

Article Source:
http://www.articleside.com/seo-articles/google-maps-with-navigation.htm - Article Side

Localmap Seo - About Author:

We the leading and pioneer brand backed with the title of excellent offering that support reseller to achieve the maximum worthy traffic for owned business with the favors of the a Local SEO. So, grab this perfect deal that is within your pocket limit with the help of inscribed information in our websites.

Article Keywords:
local maps seo,local seo experts,google local maps,local search seo,local seo marketing,local busine

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!