



## GOOGLE LISTING – HOW TO IMPROVE YOUR PRESENCE IN SEARCH

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### Can't find your business? Improve your info.

You may find that your business doesn't appear for relevant searches in your area. To maximize how often your customers, see your business in local search results, complete the following tasks in [Google My Business](#). Providing and updating business information in Google My Business can help your business's local ranking on Google and enhance your presence in Search and Maps.

[Visit this link to check your business listing status in less than 60-Seconds](#)

### Enter complete data

Local results favor the most relevant results for each search, and businesses with complete and accurate information are easier to match with the right searches. Make sure that you've entered all of your business information in Google My Business, so customers know more about what you do, where you are, and when they can visit you. Provide information like (but not limited to) your physical address, phone number, and category. Make sure to keep this information updated as your business changes. [Learn how to edit your business information](#)

### Select Business Categories (You can choose up to 10 categories)

Choose a primary category that describes your business as a whole; Categories – Primary: Motorcycle Dealer, Additional categories that can apply: Motorcycle Parts Store, Motorcycle Parts Store, Yamaha Motorcycle Dealer, Motor Scooter Dealer, Moped Dealer, Snowmobile Dealer, ATV Dealer, Used Motorcycle Dealer, Suzuki Motorcycle Dealer, Kawasaki Motorcycle Dealer, Boat Dealer, Motorcycle Shop. (More categories are available)

### Verify your location(s)

Verify your business locations to give them the best opportunity to appear for users across Google products, like Maps and Search. This includes the placement of the map pin. Review pin location carefully on the map, especially if you are located off the street front. [Learn more about verification](#)

### Keep your hours accurate



Entering and updating your opening hours, including [special hours](#) for holidays and special events, lets potential customers know when you're available and gives them confidence that when they travel to your location, it will be open. [Learn how to edit your hours](#)

### Manage and respond to reviews

Interact with customers by responding to reviews that they leave about your business. [Responding to reviews](#) shows that you value your customers and the feedback that they leave about your business. High-quality, positive reviews from your customers will improve your business's visibility and increase the likelihood that a potential customer will visit your location. Encourage customers to leave feedback by creating a link they can click to write reviews. [Learn more](#)

### Add photos

Adding photos to your listings shows people your goods and services, and can help you tell the story of your business. Accurate and appealing pictures may also show potential customers that your business offers what they're searching for. [Learn more](#)

### How Google determines local ranking

Local results are based primarily on relevance, distance, and prominence. These factors are combined to help find the best match for your search. For example, Google algorithms might decide that a business that's farther away from your location is more likely to have what you're looking for than a business that's closer, and therefore rank it higher in local results.

#### Relevance

Relevance refers to how well a local listing matches what someone is searching for. Adding complete and detailed business information can help Google better understand your business and match your listing to relevant searches.

#### Distance

Just like it sounds—how far is each potential search result from the location term used in a search? If a user doesn't specify a location in their search, Google will calculate distance based on what's known about their location.

#### Prominence



Prominence refers to how well-known a business is. Some places are more prominent in the offline world, and search results try to reflect this in local ranking. For example, famous museums, landmark hotels, or well-known store brands that are familiar to many people are also likely to be prominent in local search results.

Prominence is also based on information that Google has about a business from across the web (like links, articles, and directories). Google review count and score are factored into local search ranking: more reviews and positive ratings will probably improve a business's local ranking. Your position in web results is also a factor, so SEO best practices also apply to local search optimization.

There's no way to request or pay for a better local ranking on Google. We do our best to keep the details of the search algorithm confidential to make the ranking system as fair as possible for everyone.

[Click here to get information on MaxOpp Marketing Service for Motorcycle Dealers](#)