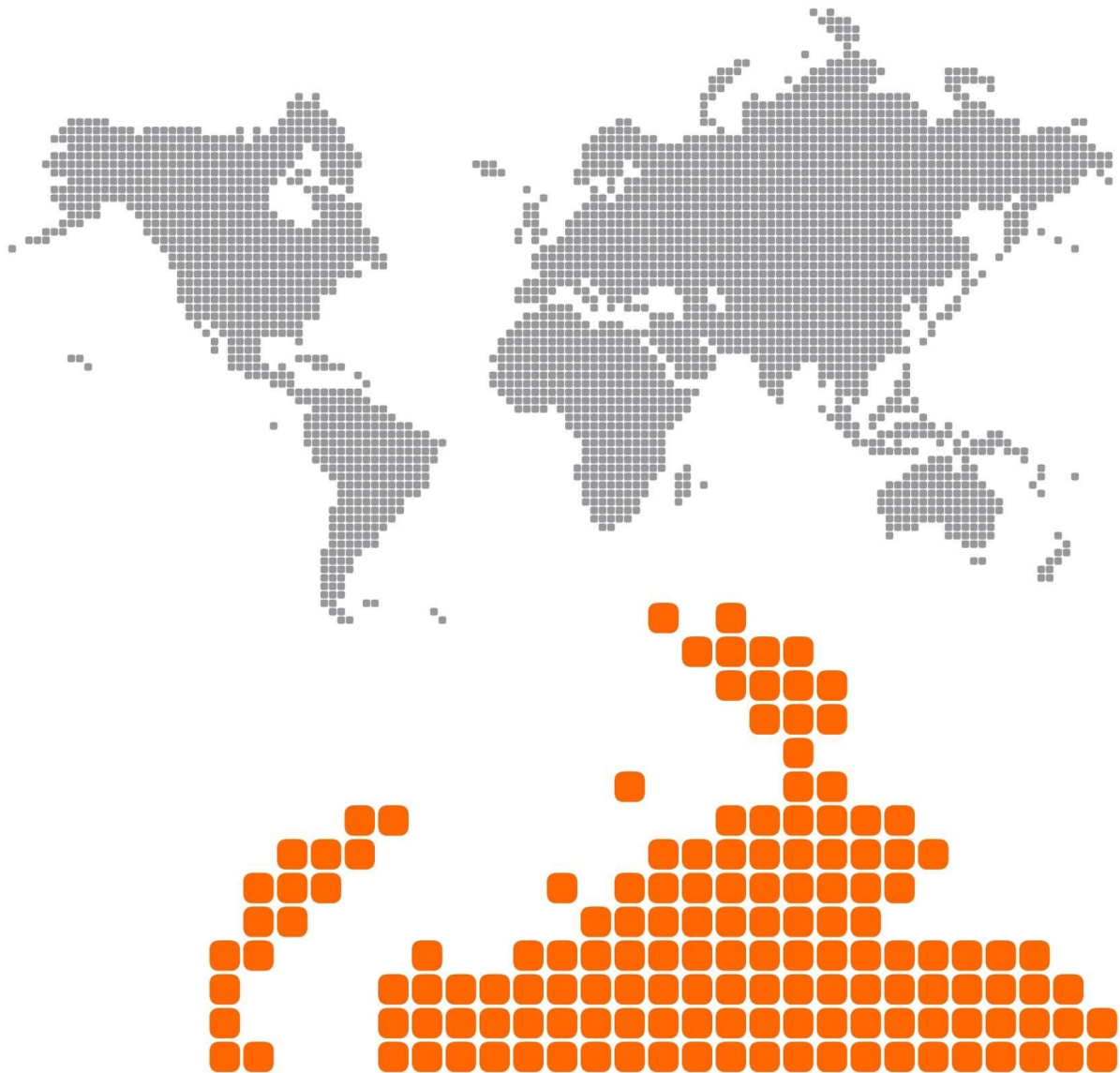


# DCincome.com

*The 32 Google+ Local Ranking Factors*



# 32 Google+ Local Ranking Factors

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If you want to ascend to the top of the Google+ Local listings (formerly Google Places) quickly, you must understand how the search engine ranks small business listings this year and beyond. The factors outlined below showcase the exact formula.

1. Physical Address in City of Search
2. Proper Category Associations
3. Proximity of Address to Centroid
4. Quantity of Google+ Local Reviews
5. Quantity of Reviews by 3rd Party Sites (e.g. Yelp Elite, Multiple Places Reviewers, etc)
6. Velocity of reviews

Let me just say that these should be from real patients. You can never have too many reviews so focus on getting 1 per day from previous, happy patients. You want to have a grossly disproportionate amount of reviews compared to your local competition. That means if the other guy has 5, you want to have 50! This alone will create massive social proof in your potential customers eyes.

It's in your best interest not to fake the reviews either as that can be detected fast. If you've ever purchased a book on Amazon.com, what's the first thing you do? YOU LOOK AT THE REVIEWS! Regular people searching online looking for chiropractors and other professionals do the same exact thing. It's no secret people trust businesses / products with tons of 4-5 star reviews so go get-em!

See my killer Google review scripts that got our office almost 20 reviews in 3 days. In fact, the scripts garnered 34 patient reviews from one of my personal coaching clients just two weeks ago.

7. Positive sentiment in your Google reviews
8. Quality/Authority of Citations (Newspaper Articles, Press Releases, Blog Posts, Partner links)

Citations will always be a major factor and can help or seriously hurt a listing if the data is incorrect across the ecosystem. If your citations have bad information, you have set yourself up for duplicate listings and will ultimately divide your ranking power substantially.

Some experts still cite this as the #1 factor. Case in point, you see listings that look ugly with 0 reviews, etc.. yet they still rank #1.

#### 9. Quality/Authority of Inbound Links

#### 10. Diversity of In-bound links

Create a link from your website homepage, your videos, articles, online forums, blogs or press releases to this Google+ Local business listing. It will give it more “juice” and push it higher and higher in the online maps rankings.

#### 11. Local Area Code on Place Page

#### 12. Domain authority linked to Google Places page (Google+ Local page)

#### 13. Individually Owner-verified Place Page

#### 14. Product / Service Keyword in Business Title

#### 15. Location Keyword in Business Title

I don't recommend changing your business name, but if your keywords are in the extended business name or LLC, definitely make sure this is the company name in which you register the profile. Keywords are very important

#### 16. Association of Photos with Place Page

You'll want to incorporate as many photos as you can. Have photos from the office and maybe a couple from personal travels to show you're more than just a doctor / professional.

#### 17. Product / Service Keyword in Place Page Description

#### 18. Location Keyword in Place Page Description

#### 19. Age of Google+ Local Page

#### 20. Product / Service Keywords in Place Page Custom Attributes

#### 21. Number of Actions Taken by Searchers on your Place Page (e.g. Driving

Directions, Mobile Phone Calls)

22. Numerical Percentage of Place Page Completeness

23. Marginal Category Associations

24. Matching Google Account Domain to Places Landing Page Domain

25. Association of Videos with Place Page

You'll want to incorporate as many YouTube videos as you can and make sure you're company logo is included. Your videos can offer simple health tips that onlookers can implement today to better their quality of life.

26. Location Keywords in Place Page Custom Attributes

27. Quantity of social shares on Facebook, Twitter, Google+, Pinterest, etc..

28. Velocity of social shares

29. Quality / Authority of social shares (depends on who shared your page --- talk about author rank)

30. Participation in Adwords Express

31. Loading time of your Google+ Local page

32. Add a Company Coupon / Offer on the Places page

In case you were unaware, Google allows offers you can create to your business listing. There's a separate tab in your back office for that. Provide an overwhelming amount of value and make the offer for a limited time so the potential customer will feel more compelled to act. Also, review Google's terms of service.

For more free trainings on how to aggressively market your chiropractic practice effectively online, subscribe to my blog at <http://DCincome.com/blog>

If you're ready to add a powerful new dimension to your marketing, get an extra 20-30 new patients / month from the web, dramatically increase your website traffic, while becoming the MOST visible chiropractor locally, visit <http://DCincome.com/go> to get started today.