



TOP TIPS

How to Rank Higher in Local Search

Google Maps Listing

Example of optimised Google My Business Profile

The image shows a Google My Business profile for 'The Ivy' with several annotations in orange text and arrows pointing to specific features:

- Website:** Points to the 'Website' button.
- Photos/Videos:** Points to the 'See photos' and 'See outside' buttons.
- Reviews/Ratings:** Points to the 4.5 star rating and '2,289 Google reviews'.
- Category:** Points to 'British restaurant'.
- Description:** Points to the text: 'Long-standing celebrity haunt in art deco surrounds for Modern British food and a pre-theatre menu.'
- Hours:** Points to 'Hours: Open · Closes 11:30 p.m.'.
- Contact Details:** Points to 'Menu: the-ivy.co.uk'.
- Booking/Order Links:** Points to 'Reservation: capricebookings.com' and 'Order: capricebookings.com'.

The profile itself includes:

- Business name: **The Ivy**
- Buttons: Website, Directions, Save
- Rating: 4.5 stars, 2,289 Google reviews
- Price range: €€€
- Category: British restaurant
- Description: Long-standing celebrity haunt in art deco surrounds for Modern British food and a pre-theatre menu.
- Service options: Dine-in · Takeaway
- Address: 1-5 West St, London WC2H 9NQ, United Kingdom
- Hours: Open · Closes 11:30 p.m. (Updated by business 1 week ago)
- Health and safety: Reservations required · Staff required to disinfect surfaces between visits · More details
- Menu: the-ivy.co.uk
- Phone: +44 20 7836 4751
- Reservation: capricebookings.com
- Order: capricebookings.com

10 TIPS TO RANK HIGHER IN LOCAL SEARCH

- ✔ Claim your Google Business Profile.
- ✔ Complete every section of your Google My Business account.
- ✔ Be meticulous with contact information.
- ✔ Select primary & secondary categories.
- ✔ Mark off applicable attributes.
- ✔ Write a complete “from the business” description.
- ✔ Update new photos monthly.
- ✔ Answer questions & FAQs.
- ✔ Collect and respond to reviews.
- ✔ Add your products and/or services

Need help with setting up your Google Business Profile?

Contact veronika@activatevision.ie

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