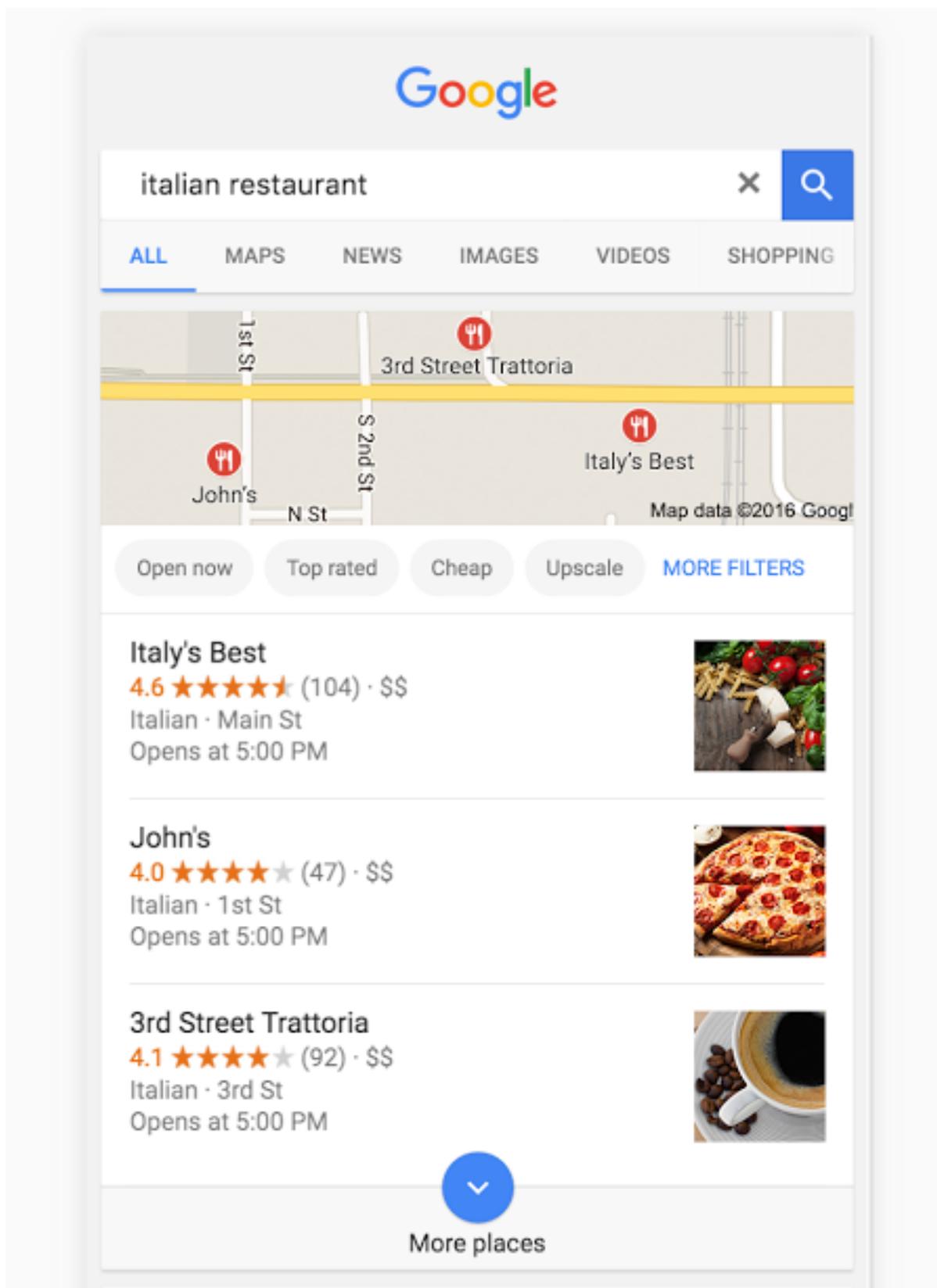


One or more of your Google+ pages have been suspended. [Learn more](#)



## Improve your local ranking on Google

Local results appear for people who search for businesses and places near their location. Local results appear in [a number of places across Maps and Search](#). For example, you'll probably see local results if you search for "Italian restaurant" from your mobile device. Google will try to show you the kind of nearby restaurant that you'd like to visit. In the image below, Google uses local results to suggest some options.



You can improve your business's local ranking by using [Google My Business](#).

## 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.

### 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](#)

### 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. [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. [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.

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**Was this article helpful?**

YES

NO

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## Edit your business information

Can't find business on Google

View business information live on Google

## Improve your local ranking on Google

Information displayed on local Google+ pages

Place labels on Google Maps

Report incorrect Street View imagery for your business

Your business information in the Knowledge Panel



## Reach more customers with an online ad

Want to help your business stand out from the crowd? Try running an ad on Google.

[FIND OUT HOW](#)