

What Gets a Business Ranked on the first page of Google in the Local Pack?

This is a question SMB's and marketing professionals often ask themselves when pondering how to leverage the Internet for more leads.

The "local pack" placement on Google is Organic, which means the clicks are natural or "free" and this is appealing to those who are seeking more customers. However this takes time, knowledge and the understanding of the local algorithm to effectively and correctly [according to terms and services of Google](#) obtain first page placement for competitive keyword searches eg: [website designers Newport Beach](#).

Back in the day achieving placement in the "local pack" didn't require much more than choosing custom categories and perhaps the occasional old trick of keyword stuffing the business name and... viola your business is on the first page and your phone is ringing. Well not so with the competitive nature of the new [Google My Business platform](#).



Let's start with the basics, shall we? Onsite and Offsite Optimization are the backbone of a proper Local SEO campaign. Onsite elements can mainly be performed on the Google My Business Dashboard; however, it is becoming increasingly more important to ensure the landing page is fully optimized for SEO.

Offsite optimization is comprised of the overall online exposure of the business (known as citations) particularly as it relates to the NAP (Name Address Phone Number). David Mihm provides great examples of how Local SEO works in his [Local Search Ranking Factors](#) for those that want to attempt the "do it yourself" approach to this form of marketing.

Once this process becomes overly tedious, or even worse when Google removes the listing for not properly [follow Google's Rules](#) and you are ready to ask the question...why can't I get my business in the maps?

Give us a call and ask for [Google My Business Support](#) and leave the heavy lifting to the professionals.