

How to rank for near me searches

Do the first five in order. Keep the rest running. Tags show priority.

-
- 1. Claim and verify your Google Business Profile** DO FIRST
Complete every field and finish verification so you appear in the map.
 - 2. Set the correct primary category** DO FIRST
Pick the most specific category for your main service, add secondaries.
 - 3. Match name, address, and phone everywhere** DO FIRST
Use one exact NAP format across site, profile, and every directory.
 - 4. Claim Bing Places** DO FIRST
Free, and it is how ChatGPT finds you, since ChatGPT runs on Bing.
 - 5. State your location and embed a map** DO FIRST
Plain-text city and service area on your site, plus a Google map.
 - 6. Collect reviews and reply to them** ONGOING
Ask at the moment of service, and reply within a day or two.
 - 7. Earn a few local citations and links** NICE TO HAVE
List in trusted local directories and seek community mentions.
 - 8. Add photos and profile posts** NICE TO HAVE
Keep the profile active with real photos and genuine updates.

Do first Ongoing Nice to have

Timing: phone or email verification is instant, video up to 5 business days, a postcard 5 to 14 days. A profile usually appears within 1 to 14 days; ranking and reviews build over the following weeks.