

Build Real Local Authority

What actually makes Google consider your business prominent — and what is folklore.

TIME	COST	DIFFICULTY	AUDIT SIGNAL
Ongoing	Free	Easy, but requires consistency	local_authority_position

WHAT WE MEASURED

We assessed your visibility and standing relative to other businesses in your category and county.

WHY IT MATTERS

Google names exactly three local ranking factors, and publishes them openly:

Relevance — how well your profile matches what someone searched. **Distance** — how far you are from the searcher. *You cannot influence this.* This is why "we serve the whole state" strategies fail. **Prominence** — how well known your business is, drawn from "information that Google has about a business from across the web," plus review signals.

Prominence is the one you can actually build. Everything below targets it.

Google also states plainly: "**there is no way to request or pay for a better local ranking.**" Anyone selling you guaranteed map-pack placement is selling you something that doesn't exist.

FIX IT YOURSELF

1 Verify your Google Business Profile

Unverified profiles rank poorly or not at all. This is the single largest prominence factor you control. If yours isn't verified, stop and do that first — see the *Fix Your Business Listings* guide.

2 Complete every field on the profile

Google's own advice is to provide complete and detailed information. Fill in all of it:

- Correct primary category
- Full services list
- Business description
- Attributes (wheelchair accessible, women-owned, free estimates, etc.)
- Products, if your category supports them
- Opening hours **including holiday and special hours**

3 Build a steady review habit

Google states directly: "*More reviews and positive ratings can help your business's local ranking.*"

This is the most controllable prominence lever you have. See the *Getting More Reviews* guide for how to do it without breaking Google's rules.

4 Respond to reviews

Google lists this as a recommended action for improving local ranking. It's also free and takes two minutes per review.

5 Add photos and videos regularly

Another action Google explicitly recommends. Real photos of real work, added monthly. Not stock imagery.

6 Get mentioned in genuinely local places

Google says prominence draws on "links, articles, and directories." Real, free options:

- Your local chamber of commerce directory
- Local news coverage — a new hire, a community project, a milestone
- Sponsoring a youth sports team or community event (usually gets you a link)
- Supplier and manufacturer "where to buy" or "certified installer" pages
- Local trade association member directories
- Nextdoor business page

Each of these is a real relationship, not a purchased listing. That's the point.

CHECK YOUR WORK

- ☐ Your Google Business Profile is verified.
- ☐ Every profile field is filled in, including holiday hours.
- ☐ You have added photos in the last 30 days.
- ☐ You have responded to every review.
- ☐ You appear in at least three genuinely local sources.

COMMON MISTAKES

- **Keyword-stuffing your business name.** Putting your service or city in the name field is an actual guideline violation. Competitors report it, and profiles get suspended.
- **Buying bulk citations** on hundreds of low-quality directories. Not supported by anything Google documents.
- **Multiple profiles for one location.** Explicitly prohibited.
- **Anyone guaranteeing #1 in the map pack.** Google says this is impossible. They are either lying or planning a violation.

This fix is free. You can earn and keep any Agenarys Seal tier — including Platinum — without paying Agenarys anything beyond the audit itself. If you would rather have help doing it, we sell that. We never sell passage.

SOURCES & FURTHER READING

Google — Improve your local ranking on Google: support.google.com/business/answer/7091
Google Business Profile guidelines: support.google.com/business/answer/3038177