How to Get Found on Google Maps

THE BIG IDEA

When someone searches “plumber near me,” Google shows three map listings first. Those take 60 to 70% of clicks, and fourth place is invisible. Those listings are Google Business Profiles, not websites.

Part 1: Fix your Google profile

About half an hour of work puts you ahead of most competitors.

01 **Add more categories.**
Google allows up to 10. Each is another search you can show up for. Aim for two to four that truly fit.

02 **List at least 20 services.**
Every service you list tells Google what you do. Competitive markets may need 30 or more.

03 **Fill every box.**
Use the full 750-character description. Add 20 or more real phone photos.

04 **Keep it active.**
Post weekly, add new photos, and answer reviews. Active profiles rank above dormant ones.

05 **Check where you really show up.**
Search your service from several parts of town. Green means top 3.

Part 2: Make your website match

Google checks that your site and profile belong together.

01 **Match your address and phone exactly.**
Character for character, the same on your site and your profile.

02 **Put your service and city in the page title.**
Something like “Houston plumber same day service.” Over 60% of sites checked just said “home.”

03 **Give each service its own page.**
About 30 pages: a homepage, 3-4 category pages and 25-30 service pages.

04 **Get local links.**
A chamber of commerce membership ($200-300 a year) links to your site. So does sponsoring a youth team.

05 **Skip generic blog posts.**
Every page should help your profile rank. Be wary of anyone selling weekly blogs as the plan.

> “Most of your local competitors are doing the bare minimum.”
>
> Caleb Ulku

DO THIS WEEK

- ☐ Search your main service from three spots in your area. Note whether you appear in the top 3.
- ☐ Block 30 minutes: add categories, list 20 services, fill the description and add 20 photos.
- ☐ Check your site title shows your service and city, and your address and phone match your profile.

Ask weekly: Did my profile get a new post and photo this week?

Source: Caleb Ulku, *Caleb Ulku*, “The BEST SEO Tutorial for Businesses 2026 (Full Guide)”