

How to Rank Higher on Google Maps in Bucks

A step-by-step tactical guide to optimising your Google Business Profile to dominate the local pack and capture high-intent free traffic.

Step 1: Fully Optimise Your Google Business Profile

- Select the correct primary and secondary categories.
- Complete every service description with relevant keywords.
- Ensure your business name, address, and phone number are consistent everywhere.
- Add your website link and ensure it leads to a relevant landing page.

Step 2: Upload High-Quality, Geo-Relevant Images

- Add team, location, and service images regularly.
- Upload before-and-after project photos where relevant.
- Update images weekly to signal activity to Google.

Step 3: Generate Strategic Reviews

- Request reviews immediately after delivering value.
- Encourage customers to describe the service provided.
- Respond to every review professionally and consistently.

Step 4: Connect Website & SEO Properly

- Create location-specific service pages.
- Embed your Google Map on your contact page.
- Use structured internal linking between related services.

Step 5: Publish Weekly Google Posts

- Share updates, offers, and project highlights.
 - Include strong calls-to-action in each post.
 - Keep content relevant to local search intent.
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Businesses that consistently apply these steps typically see increased visibility in the local pack within 4–8 weeks, depending on competition and review velocity.