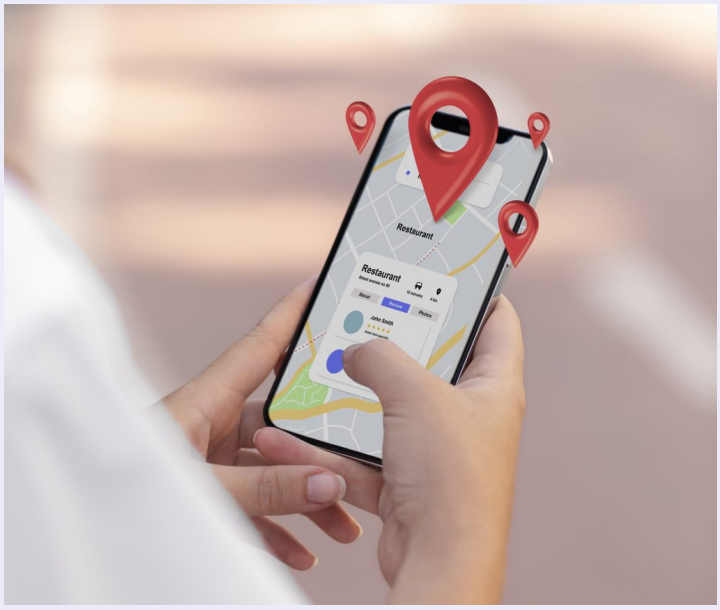
Guide: Local SEO & Google Business Profile Setup

Boost Your Visibility in Local Searches



In today's digital age, most customers discover businesses online before visiting in person. For Indian entrepreneurs aiming to attract more local customers – whether you run a salon in Pune, a printing shop in Nagpur, or a bakery in Kochi – Local SEO and a properly optimised Google Business Profile (GMB) can make all the difference.

This guide will help you improve your online visibility, appear in Google Maps searches, and convert local visitors into loyal customers. And if you're ready to dreamBIG and scale your business toward the ₹50-lakh milestone, strong local visibility can become a powerful growth driver.

1. Understanding Local SEO
Local SEO (Search Engine Optimisation) helps your business appear in search results when people look for services “near me.” It focuses on your specific area or city, ensuring customers can easily find and contact you.

- **Example:** When someone searches “best tailoring service in Thane,” businesses with strong local SEO appear at the top of Google results.
- **Goal:** To bring real, nearby customers to your doorstep.

2. Creating Your Google Business Profile (GBP)
Your Google Business Profile is your free online shopfront on Google Search and Maps. Steps to set up:

1. Visit https://www.google.com/business/
2. Sign in with your Google account and click on “Add your business to Google.”
3. Enter your business name, category, and location (for example, “Baker” in “Pune”).
4. Add contact details, website link, and operating hours.
5. Verify your listing by choosing one of the methods offered by Google

Pro tip: Choose the most accurate business category – it helps Google show your business for the right searches.

3. Optimising Your Profile
Once your listing is verified, the next step is optimisation.

- **Add photos:** Upload high-quality images of your products, workspace, and team.
- **Write a business description:** Explain what makes your business special – use relevant keywords naturally.
- **Add updates:** Post offers, new arrivals, or events regularly through the “Updates” section.
- **Include services or menu:** List your offerings clearly for easier customer understanding.

4. Gathering Customer Reviews
Customer reviews play a vital role in Local SEO ranking and trust-building.

- Ask happy customers to leave a 5-star review and describe their experience.
- Respond to all reviews – positive or negative – to show your business cares.
- Avoid fake or paid reviews; authenticity improves credibility and search performance.

Tip: Businesses with consistent, genuine reviews appear higher in Google’s Local Pack (the top 3 map results).

5. Adding Location Keywords
Use location-based keywords across your digital platforms:

- In your website title and meta description (e.g., “Handcrafted Furniture in Ahmedabad”).

- In your social media bios and captions.
- In your Google Business Profile description.

Bonus: Create separate landing pages for each location if you serve multiple areas.

6. Managing NAP Consistency
NAP stands for Name, Address, and Phone Number. Your business details must match exactly across all online platforms – Google, Facebook, Justdial, IndiaMART, or your website.

- Even small inconsistencies like “Rd.” vs “Road” can confuse Google.
- Use the same format everywhere for better local SEO ranking.

7. Tracking Performance
Monitor how your profile performs using Google Business Insights.

- See how many people viewed your listing, requested directions, or called directly from Google.
- Identify which keywords or areas bring the most visitors. Use this data to fine-tune your posts, timings, and offers.

8. Linking Website and Google Profile
If you have a website, connect it directly to your Google Business Profile.

- Add a “Website” button on your listing.
- Embed a Google Map on your website’s contact page.
- Ensure your website loads quickly and is mobile-friendly.

This integration boosts both SEO ranking and customer trust.

9. Leveraging Local Citations
List your business on local directories and Indian listing platforms such as:

- Justdial
- Sulekha
- IndiaMART
- Yellow Pages India

Ensure each listing includes correct details, photos, and links to your Google Business Profile. These citations reinforce your local presence online.

10. Staying Active and Updated
Google rewards businesses that keep their profiles active.

- Post updates about offers, seasonal products, or customer milestones weekly.
- Update business hours during holidays.

- Add new photos or reply to comments regularly.

A lively, consistent presence signals to Google – and to your customers – that your business is trustworthy and current.

Conclusion
Setting up and optimising your Google Business Profile is one of the most powerful, low-cost ways to enhance your Local SEO. By investing a few hours each month to update, engage, and analyse, you can significantly boost visibility and attract more walk-in and online customers. Remember, local discovery begins with visibility – so ensure your business stands out where it matters most: on Google.

To explore more checklists and resources on digital marketing and local SEO for entrepreneurs, visit the deAsra Foundation’s resource library.

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