

Top Factors Influencing Local Search Engine Rankings.

This is a partial list of factors the Third Marble uses for SEO.

Top 50 Local SEO Factors

- 1 City, State in Landing Page Title
- 2 Domain Authority of Website
- 3 Page Authority of Landing Page URL
- 4 Quality/Authority of Inbound Links to Domain
- 5 Quality/Authority of Inbound Links to Landing Page URL
- 6 Physical Address in City of Search
- 7 Quality/Authority of Structured Citations
- 8 Product / Service Keyword in Website URL
- 9 Click-Through Rate from Search Results
- 10 City, State in Landing Page H1/H2 Tags
- 11 Diversity of Inbound Links to Domain
- 12 Consistency of Structured Citations
- 13 City, State in Most/All Website Title Tags
- 14 HTML NAP Matching My Business Page NAP
- 15 Geographic Keyword in Website URL
- 16 Quantity of Inbound Links to Domain
- 17 Location Keywords in Anchor Text of Inbound Links to Landing Page URL
- 18 Diversity of Inbound Links to Landing Page URL
- 19 Proximity of Address to the Point of Search (Searcher-Business Distance)
- 20 Quality/Authority of Unstructured Citations (Newspaper Articles, Blog Posts)
- 21 Proper Category Associations
- 22 Quantity of Structured Citations (IYPs, Data Aggregators)
- 23 Quantity of Inbound Links to Landing Page URL from Locally-Relevant Domains
- 24 Product/Service Keywords in Anchor Text of Inbound Links to Domain
- 25 Product/Service Keywords in Anchor Text of Inbound Links to Landing Page URL

26	NAP in hCard / Schema.org					
27	Product / Service Keyword in Business Title					
28	Quantity of Citations from Industry-Relevant Domains					
29	Quantity of Citations from Locally-Relevant Domains					
30	Quantity of Inbound Links to Domain from Locally-Relevant Domains					
31	Location Keywords in Anchor Text of Inbound Links to Domain					
32	Individually Owner-verified My Business Page					
33	Loadtime of Landing Page URL					
34	Quantity of Unstructured Citations (Newspaper Articles, Blog Posts)					
35	Business Title in Anchor Text of Inbound Links to Domain					
36	Proximity of Address to Centroid					
37	Location Keyword in Business Title or Title Modifier					
38	City, State in Most/All H1/H2 Tags					
39	Quantity of Inbound Links to Landing Page URL					
40	Velocity of New Inbound Links to Landing Page URL					
41	Quantity of Third-Party Traditional Reviews					
42	Authority of third-party sites on which reviews are present					
43	Overall Velocity of Reviews (Native + Third-Party)					
44	Business Title in Anchor Text of Inbound Links to Landing Page URL					
45	Velocity of New Inbound Links to Domain					
46	Authority of Shares on Google+					
47	Volume of Testimonials in hReview / Schema.org					
48	Bulk Owner-verified My Business Page					
49	Quantity of Native Google Maps Reviews (w/text)					
50	Diversity of third-party sites on which reviews are present					
Top 50 Google+ My Business Factors						
1	Physical Address in City of Search					
2	Proper Category Associations					
3	Consistency of Structured Citations					

4	Quality/Authority of Structured Citations					
5	HTML NAP Matching My Business Page NAP					
6	Product / Service Keyword in Business Title					
7	Domain Authority of Website					
8	Proximity of Address to the Point of Search (Searcher-Business Distance)					
9	Individually Owner-verified My Business Page					
10	Proximity of Address to Centroid					
11	Quantity of Structured Citations (IYPs, Data Aggregators)					
12	City, State in Landing Page Title					
13	Quantity of Native Google Maps Reviews (w/text)					
14	Quality/Authority of Inbound Links to Domain					
15	Location Keyword in Business Title or Title Modifier					
16	Quality/Authority of Unstructured Citations (Newspaper Articles, Blog Posts)					
17	Proximity of Address to Centroid of Other Businesses in Industry					
18	Quality/Authority of Inbound Links to Landing Page URL					
19	Click-Through Rate from Search Results					
20	Local Area Code on My Business Page					
21	Page Authority of Landing Page URL					
22	Quantity of Third-Party Traditional Reviews					
23	Quantity of Citations from Locally-Relevant Domains					
24	Age of My Business Page					
25	Quantity of Citations from Industry-Relevant Domains					
26	Product / Service Keyword in Website URL					
27	Overall Velocity of Reviews (Native + Third-Party)					
28	Primary category matches a broader category of the search category (e.g. primary category=restaurant & search=pizza)					
29	City, State in Most/All Website Title Tags					
30	Product/Service Keywords in Reviews					
31	Quantity of Reviews by Authority Reviewers (e.g.Yelp Elite, Multiple Maps Reviewers, etc)					
32	NAP in hCard / Schema.org					
33	Geographic Keyword in Website URL					

34	High Numerical Ratings of Business by Google Users (e.g. 4-5)				
35	Quantity of Inbound Links to Domain from Locally-Relevant Domains				
36	Quantity of Inbound Links to Domain				
37	Product/Service Keywords in Anchor Text of Inbound Links to Landing Page URL				
38	Association of Photos with My Business Page				
39	Authority of third-party sites on which reviews are present				
40	Matching Google Account Domain to Landing Page Domain				
41	City, State in Landing Page H1/H2 Tags				
42	Numerical Percentage of My Business Page Completeness				
43	Clicks to Call Business				
44	Location Keywords in Anchor Text of Inbound Links to Landing Page URL				
45	Product / Service Keyword in My Business Page Description				
46	Velocity of Native Google Maps Reviews				
47	Quantity of Unstructured Citations (Newspaper Articles, Blog Posts)				
48	Diversity of third-party sites on which reviews are present				
49	Diversity of Inbound Links to Domain				
50	Driving Directions to Business Clicks				
Negative Ranking Factors					
1	Listing detected at false business location				
2	Incorrect business category				
3	Mis-match NAP / Tracking Phone Numbers Across Data Ecosystem				
4	Mis-match NAP / Tracking Phone Number on My Business Landing Page				
5	Mis-match Address on My Business Landing Page				
6	Presence of malware on site				
7	Keyword stuffing in business name				
8	Reports of Violations on your My Business page				
9	Presence of Multiple My Business Pages with Same Phone Number				
10	Absence of Crawlable NAP on Location Landing Page				
11	Absence of Crawlable NAP on Website				

12	Association of Google My Business account with other suppressed listings				
13	Presence of Multiple My Business Pages with Same/Similar Business Title and Address				
14	Incorrectly placing your map marker				
15	Address includes suite number similar to UPS Mail Store addresses				
16	Listing 800 Number as Only Phone Number on My Business Page				
17	Keyword/city stuffed My Business page descriptions				
18	Keyword-Stuffing in Title Tag of My Business Landing Page				
19	Choosing to Hide My Business Page Address				
20	Including Location Keyword in Categories *				
21	Presence of Multiple Categories in Same Input Field *				
22	Choosing Service Area on My Business Page (as opposed to in-location visits)				
23	Non-Compliant Categories (those that do not fit "My Business Is a _____") *				
24	Presence of Multiple Crawlable NAP on My Business Landing Page				
25	Low Numerical Ratings of Place by Google Users (e.g. 1-2)				
26	Low Numerical Ratings of Place by Third-Party Users (e.g. 1-2)				
27	50+ MyMaps referring to your location				
28	Negative Sentiment in Place Reviews				
29	Mis-Matched or Private WHOIS Information				
30	Multi-lingual listing for the same place				

Top 30 Difference-Making Factors in Competitive Markets

1	Domain Authority of Website				
2	Consistency of Structured Citations				
3	Quality/Authority of Inbound Links to Domain				
4	Quality/Authority of Structured Citations				
5	Proper Category Associations				
6	Quality/Authority of Inbound Links to Landing Page URL				
7	City, State in Landing Page Title				
8	Physical Address in City of Search				
9	Quantity of Native Google Maps Reviews (w/text)				

10	Quality/Authority of Unstructured Citations (Newspaper Articles, Blog Posts)				
11	Quantity of Citations from Locally-Relevant Domains				
12	HTML NAP Matching My Business Page NAP				
13	Page Authority of Landing Page URL				
14	Product / Service Keyword in Business Title				
15	Quantity of Structured Citations (IYPs, Data Aggregators)				
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18	Quantity of Third-Party Traditional Reviews				
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20	Individually Owner-verified My Business Page				
21	NAP in hCard / Schema.org				
22	Quantity of Reviews by Authority Reviewers (e.g.Yelp Elite, Multiple Maps Reviewers, etc)				
23	Product/Service Keywords in Reviews				
24	Diversity of Inbound Links to Domain				
25	Location Keyword in Business Title or Title Modifier				
26	Proximity of Address to the Point of Search (Searcher-Business Distance)				
27	Local Area Code on My Business Page				
28	Location Keywords in Anchor Text of Inbound Links to Landing Page URL				
29	Product / Service Keyword in Website URL				
30	Quantity of Inbound Links to Domain				

10 Factors That Have Increased in Importance Since Pigeon

1	Domain Authority of Website				
2	Proximity of Address to the Point of Search (Searcher-Business Distance)				
3	Quality/Authority of Inbound Links to Domain				
4	Quality/Authority of Inbound Links to Landing Page URL				
5	Physical Address in City of Search				
6	Quantity of Reviews by Authority Reviewers (e.g.Yelp Elite, Multiple Maps Reviewers, etc)				
7	Quality/Authority of Structured Citations				

	8	City, State in Landing Page Title					
	9	Click-Through Rate from Search Results					
	10	Page Authority of Landing Page URL					
10 Factors That Have Decreased in Importance Since Pigeon							
	1	Proximity of Address to Centroid					
	2	Physical Address in City of Search					
	3	Individually Owner-verified My Business Page					
	4	Quantity of Structured Citations (IYPs, Data Aggregators)					
	5	Proximity of Address to Centroid of Other Businesses in Industry					
	6	Location Keyword in Business Title or Title Modifier					
	7	Quality/Authority of Structured Citations					
	8	Quantity of Native Google Maps Reviews (w/text)					
	9	Geographic Keyword in Website URL					
	10	Proper Category Associations					