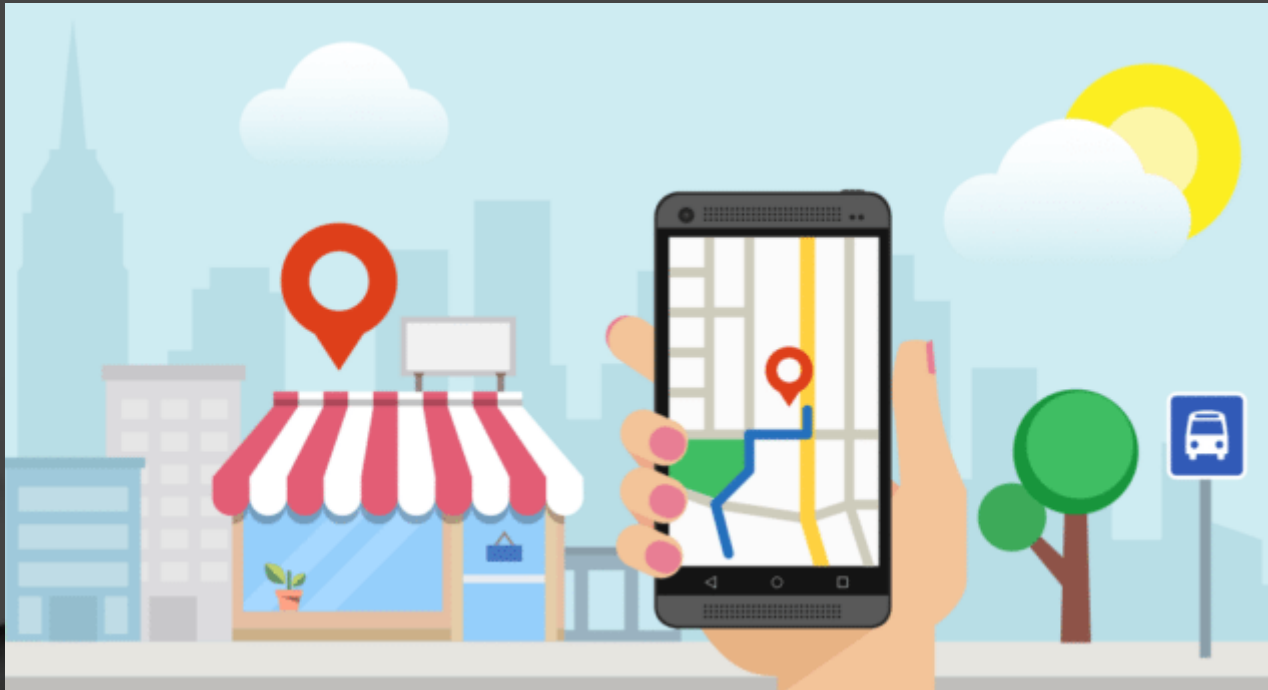


Because Marketplace Exclusivity Matters

Experience The Difference

- ✓ Search Engine Optimization (SEO)
- ✓ Pay-Per-Click Marketing (PPC)
- ✓ Social Media Marketing
- ✓ Content Marketing Strategies
- ✓ Web Design & Development
- ✓ Reputation Management
- ✓ Local Search
- ✓ Digital Video Marketing



Local SEO Tips 2023

Download: www.digitallawmarketing.com/mba2023/

Twitter: @ndyjsimpson

Search Engine Optimization

Download: www.digitallawmarketing.com/mba2023/

Twitter: @ndyjsimpson

...it's the process of making a website or web page more visible and higher ranked on search engine results pages (like Google) so that more people can find and visit the site.

Download: www.digitallawmarketing.com/mba2023/

Twitter: @ndyjsimpson

Local Search Engine Optimization

Download: www.digitallawmarketing.com/mba2023/

Twitter: @ndyjsimpson



...is about making sure your business shows up at the top of search results when people search for businesses like yours in your local area.

Download: www.digitallawmarketing.com/mba2023/

Twitter: @ndyjsimpson

...is about making sure **your business shows up** at the top of search results when **people search for businesses** like yours **in your local area.**

Download: www.digitallawmarketing.com/mba2023/

Twitter: @ndyjsimpson

- Ranking Tips for your Google Business Profile

Download: www.digitallawmarketing.com/mba2023/

Twitter: @ndyjsimpson

- Ranking Tips for your Google Business Profile



Download: www.digitallawmarketing.com/mba2023/

Twitter: @ndyjsimpson



- Ranking Tips for your Google Business Profile
- Ranking Tips for your website

Download: www.digitallawmarketing.com/mba2023/

Twitter: @ndyjsimpson

- Ranking Tips for your Google Business Profile
- Ranking Tips for your website
- How to choose the next location for your business

Download: www.digitallawmarketing.com/mba2023/

Twitter: @ndyjsimpson

Google My Business



Google Business Profile





taylor and ring manhattan beach



All Maps News Images Shopping More Tools

About 22,200,000 results (0.57 seconds)

<https://www.taylorring.com>

Taylor & Ring

Our **Manhattan Beach** personal injury attorneys fight to get clients every dollar they deserve, including compensation for physical pain, emotional suffering, ...

Contact Us · David M. Ring · About Us

You've visited this page many times. Last visit: 12/6/22

<https://www.taylorring.com> > attorneys

Los Angeles Sexual Assault and Personal Injury Lawyers

Taylor and Ring is a great law firm, I can only say wonderful things about it.

<https://www.taylorring.com> > Practice Areas

Manhattan Beach Personal Injury Attorneys LA - Taylor & Ring

The law firm of Taylor & Ring represents people who have suffered a serious or ...

<https://profiles.superlawyers.com> > california > lawfirm

Taylor & Ring - Manhattan Beach, California

Taylor & Ring is a top rated law firm in **Manhattan Beach**, CA specializing in Personal Injury - General. Their attorneys have met the Super Lawyers selection ...

<https://www.hg.org> > ... > Manhattan Beach

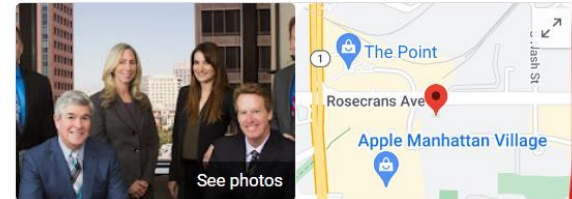
Taylor & Ring - Lawyers in Manhattan Beach, CA - HG.org

Taylor & Ring is a plaintiff's personal injury and sexual abuse/assault firm located in **Manhattan Beach** and serving clients in the greater Los Angeles region,

<https://www.lawinfo.com> > ... > Taylor & Ring

Taylor & Ring - Manhattan Beach, CA Sexual Abuse Law Firm

Taylor & Ring is one of the leading law firms that represents victims of sex abuse, sex assault,



Taylor & Ring

Website Directions Save Call

5.0 ★★★★★ 28 Google reviews

Personal injury attorney in Manhattan Beach, California

Service options: Online appointments · Onsite services

Located in: Manhattan Beach Towers

Address: 1230 Rosecrans Ave #360, Manhattan Beach, CA 90266

Hours: Open · Closes 5 PM

Phone: (310) 209-4100

Appointments: taylorring.com

Providers

Suggest an edit

Products

View all



Google personal injury attorney manhattan beach CA

Google SCREENED Personal Injury Lawyers nearby

Sponsored

- Car Accident Lawyer Dara 4.8 (116) 31 years in business
- Wilshire Law Firm 4.8 (104) 15 years in business
- Cohen & Marzban Law Firm 5.0 (116) 49 years in business

Personal Injury Attorneys

Taylor & Ring 5.0 (29) Personal injury attorney
5+ years in business - 1230 Rosecrans Ave #360 - In MA...
Onsite services - Online appointments

Sullivan & Sullivan 4.5 (17) Personal injury attorney
10+ years in business - 120 S Sepulveda Blvd - (310) 87...
Open 24 hours

The Ryan Law Group 5.0 (12) Personal injury attorney
3+ years in business - 317 Rosecrans Ave - (310) 299-95...
Open 24 hours

Best Manhattan Beach, CA Personal Injury Attorneys - Super ...
Results 1 - 25 of 1237 - Top Rated Personal Injury Lawyers in Manhattan Beach, CA, Christopher Miller The Miller Law Firm - 626-671-7824; Colin M. Jones - Wilshire ...

Top Manhattan Beach Personal Injury Lawyers - California
Find top Manhattan Beach CA Personal Injury Attorneys near you. Compare detailed profiles, including free consultation options, locations, ...

THE BEST 10 Personal Injury Law near Manhattan Beach, CA
The Best 10 Personal Injury Law near Manhattan Beach, CA, Corniff - 2041 Rosecrans Ave, El Segundo, CA 90245 - (310) 322-7500; APC - 324 Manhattan Beach Blvd, ...

3 Pack

Local Finder

Google personal injury attorney manhattan beach CA

Rating Hours Your past visits

The Law Offices of Michael S. Braun Ad - 4.4 (34) Personal injury attorney 21515 Hawthorne Blvd Open - Closes SPM - (310) 984-3220

Taylor & Ring 5.0 (29) Personal injury attorney 5+ years in business - 1230 Rosecrans Ave #360 - In MANHATTAN TOWERS Open - Closes SPM - (310) 209-4100
do they advocate for harassment and abuse, but... Onsite services - Online appointments

Sullivan & Sullivan 4.5 (17) Personal injury attorney 10+ years in business - 120 S Sepulveda Blvd Open 24 hours - (310) 870-0369

The Ryan Law Group 5.0 (12) Personal injury attorney 3+ years in business - 317 Rosecrans Ave - (310) 299-9550

Law Offices of Scott Dinsmore, APC 5.0 (9) Personal injury attorney - 324 Manhattan Beach Blvd # 201 Open 24 hours - (310) 318-1220

Strickland Law Firm 5.0 (16) Law firm - 111 N Sepulveda Blvd

Google Maps

Twitter: @ndyjsimpson



Tip 1 – Use the correct category

Law Firm

[Website](#) [Directions](#) [Save](#)

5.0 ★★★★★ 2 Google reviews

Law firm in Miami Beach, Florida

Address: [redacted] Miami Beach, FL 33139

Hours: Closes soon · 6PM · Opens

Phone: [redacted]

[Suggest an edit](#) · [Own this business](#)

[See photos](#)

Taylor & Ring

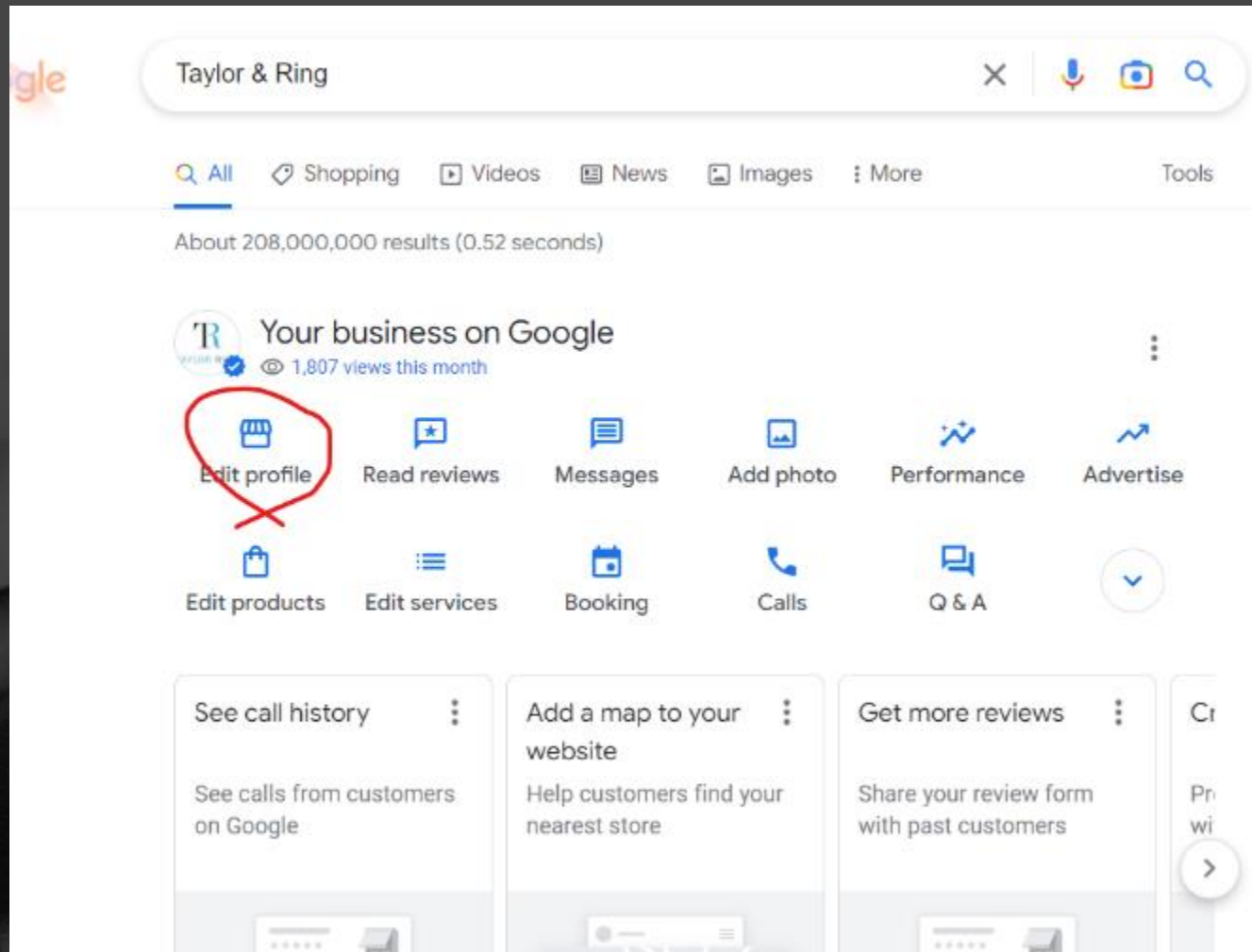
[Website](#) [Directions](#) [Save](#) [Call](#)

5.0 ★★★★★ 28 Google reviews

Personal injury attorney in Manhattan Beach, California

Service options: Online appointments · Onsite services

Tip 1 – Use the correct category



Google's New Merchant Experience (NMX)

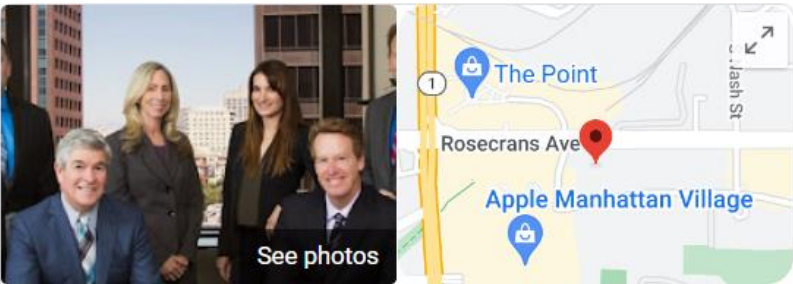
Tip 1 – Use the correct category

The screenshot shows a mobile application interface for editing business information. At the top, there is a navigation bar with a back arrow, the title 'Business information', and a close button. Below the navigation bar are tabs for 'About', 'Contact', 'Location', 'Hours', and 'More'. The 'About' tab is selected. The main content area is titled 'Business information' and contains the following fields:

- Business name:** Taylor & Ring
- Business category:** Help customers find your business by industry. [Learn more](#)
- Primary category:** Personal injury attorney
- Additional category:** Law firm (with a close button 'X')
- Additional category:** Legal services (with a close button 'X')

At the bottom right of the screen, there is a status bar that reads 'Hours: Closed - Opens 9 AM'.

Tip 2 – Website link



Taylor & Ring

[Website](#) [Directions](#) [Save](#) [Call](#)

5.0 ★★★★★ 28 Google reviews

Personal injury attorney in Manhattan Beach, California

Service options: Online appointments · Onsite services

Located in: [Manhattan Beach Towers](#)

Address: 1230 Rosecrans Ave #360, Manhattan Beach, CA 90266

Hours: Open · Closes 5 PM ▾

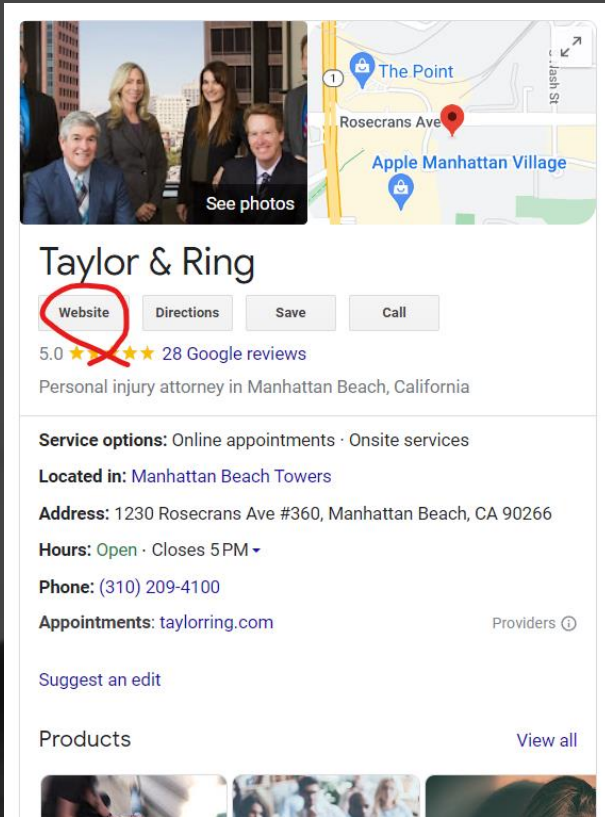
Phone: (310) 209-4100

Appointments: [taylorring.com](#) [Providers](#) ⓘ

[Suggest an edit](#)


Products [View all](#)

Tip 2 – Website link



TRACK YOUR LINKS!

- If you don't track your links you cannot tell where your traffic came from in your Google Analytics or in your Google Search Console data!
- It's called "utm tagging"
- How do I know if I am tracking my links?

Easy! Your link should look like this 

www.yourdomain.com/?utm_source=google&utm_medium=organic&utm_campaign=gmb-office

Tip 3 – Identity Attributes

The screenshot shows a Google search for "female divorce lawyer near me". The search results are filtered to "Family Law Attorneys" and include filters for "Rating" and "Hours". Three results are visible:

- Elise Buie Family Law, PLLC**
4.8 ★★★★★ (122) · Family law attorney
7+ years in business · 720 3rd Ave #2015 · (206) 687-46...
Closed · Opens 6:30AM Mon
♥ Identifies as women-owned
- McKinley Irvin**
4.5 ★★★★★ (88) · Divorce lawyer
30+ years in business · 1501 4th Ave #1750 · In Century...
Closed · Opens 8AM Mon
- Kevin Hogan, Attorney at Law**
4.9 ★★★★★ (55) · Family law attorney
35+ years in business · 1001 4th Ave #4050 · (206) 292-...
Closed · Opens 8AM Mon
💬 "He hadle my divorce case very professionally."

A "More businesses →" button is located below the list. To the right is a map of Seattle, Washington, with red location pins for the three attorneys. A pop-up for "Smith Tower" is visible on the map, showing a 4.6 ★★★★★ rating (2,424 reviews).

Tip 3 – Identity Attributes

The image shows a Google search interface with the query "female divorce lawyer near me". The search results are for "Family Law Attorneys". Three results are visible:

- Elise Buie Family Law, PLLC**: 4.8 stars (122 reviews), Family law attorney, 7+ years in business, 720 3rd Ave #2015, (206) 687-46...
Status: Closed - Opens 6:30AM Mon
Attribute: Identifies as women-owned
- McKinley Irvin**: 4.5 stars (88 reviews), Divorce lawyer, 30+ years in business, 1501 4th Ave #1750, In Century...
Status: Closed - Opens 8AM Mon
- Kevin Hogan, Attorney at Law**: 4.9 stars (55 reviews), Family law attorney, 35+ years in business, 1001 4th Ave #4050, (206) 292-...
Status: Closed - Opens 8AM Mon
Quote: "He hadle my divorce case very professionally."

Below the results is a "More businesses" button with a right arrow.

On the right side, there is a sidebar with the following identity attributes, each with "Yes" and "No" buttons:

- Identifies as Asian-owned
- Identifies as Black-owned
- Identifies as Latino-owned
- Identifies as LGBTQ+ owned
- Identifies as veteran-owned
- Identifies as women-owned

Tip 3 – Identity Attributes

The image shows a Google search interface for 'female divorce lawyer near me'. The search results list three attorneys: Elise Buie Family Law, PLLC (4.8 stars, 122 reviews), McKinley Irvin (4.5 stars, 88 reviews), and Kevin Hogan, Attorney (4.9 stars, 55 reviews). A yellow highlight is placed over the text 'Identifies as women-owned' under the first listing. A 'Top queries' dropdown menu is open, showing suggestions like 'best female divorce attorney near me' and 'female divorce lawyers in maryland'. A separate overlay on the right side of the image displays a list of identity attributes with 'Yes' and 'No' buttons for each: 'Identifies as Asian-owned', 'Identifies as Black-owned', 'Identifies as Latino-owned', 'Identifies as LGBTQ+ owned', 'Identifies as veteran-owned', and 'Identifies as women-owned'.

Google
female divorce lawyer near me

Family Law Attorneys

Elise Buie Family Law, PLLC
4.8 ★★★★★ (122) · Family law attorney
7+ years in business · 720 3rd Ave #2015 · (206) 687-46...
Closed · Opens 6:30AM Mon
♥ Identifies as women-owned

McKinley Irvin
4.5 ★★★★★ (88) · Divorce lawyer
30+ years in business · 1501 4th Ave #1750 · In Century...
Closed · Opens 8AM Mon

Kevin Hogan, Attorney
4.9 ★★★★★ (55) · Family
35+ years in business · 100
Closed · Opens 8AM Mon
"He hadle my divorce ca

Top queries ↑

- best female divorce attorney near me
- female divorce attorney near me
- female family law attorney near me
- female divorce lawyers in maryland

Identifies as Asian-owned Yes No

Identifies as Black-owned Yes No

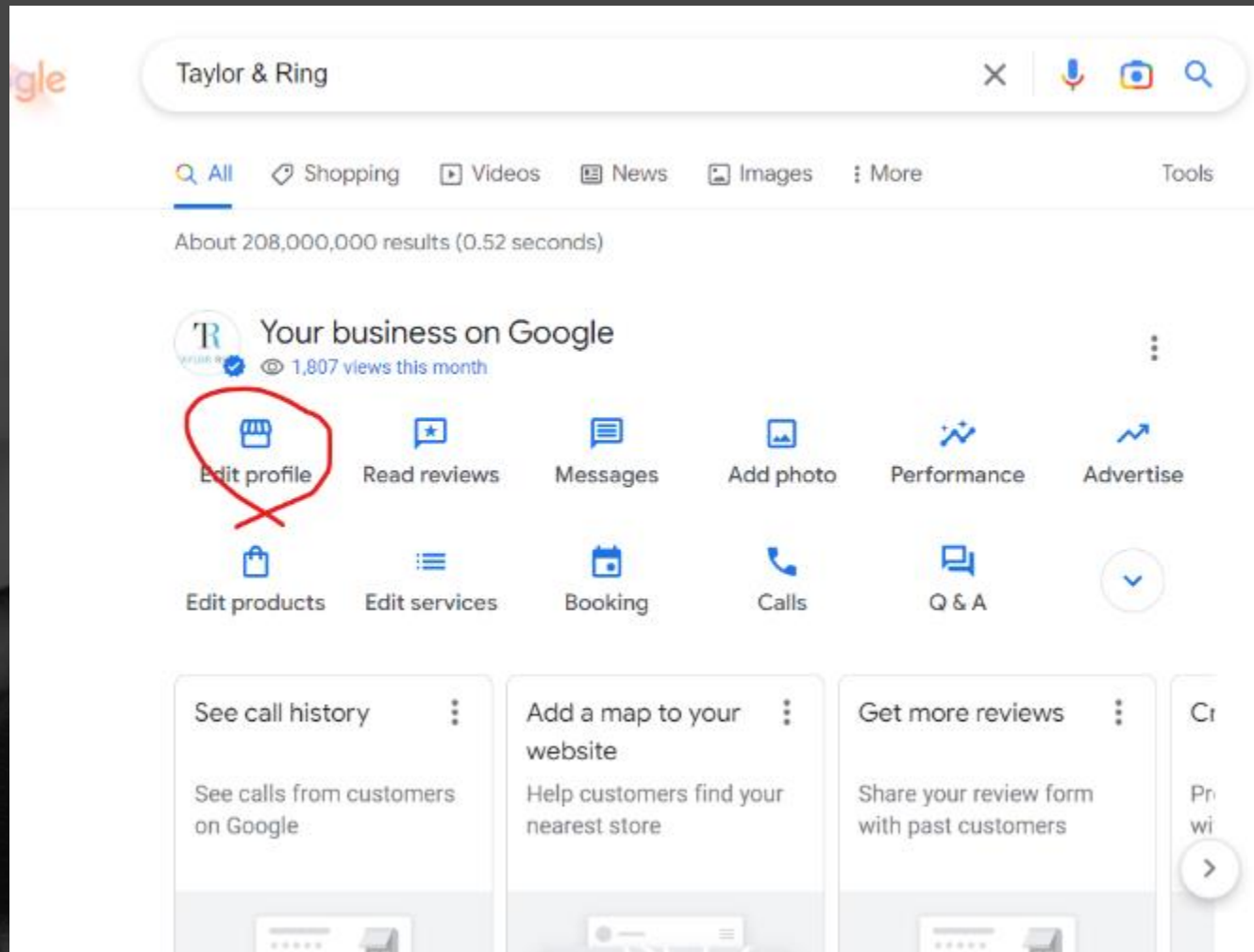
Identifies as Latino-owned Yes No

Identifies as LGBTQ+ owned Yes No

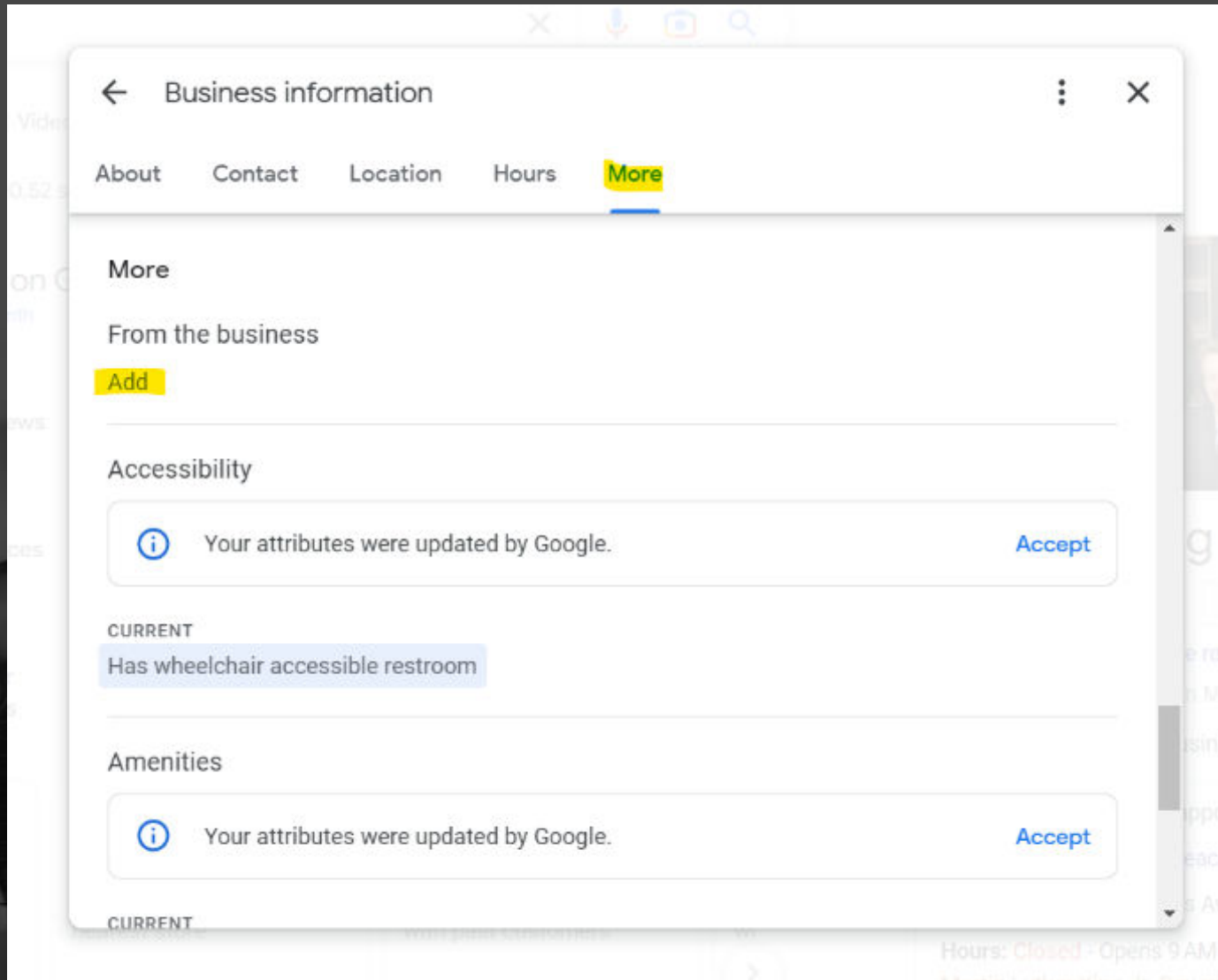
Identifies as veteran-owned Yes No

Identifies as women-owned Yes No

Tip 3 – Identity Attributes



Tip 3 – Identity Attributes

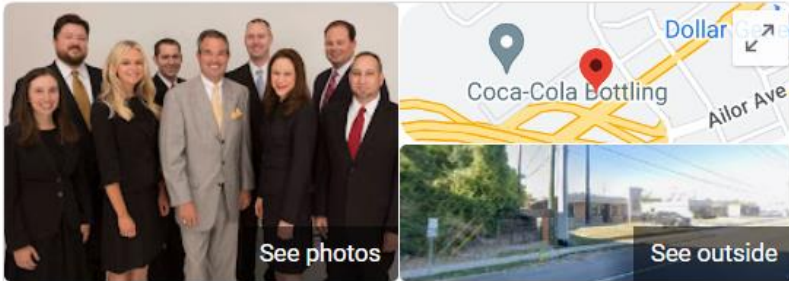


Tip 3 – Identity Attributes

The screenshot shows a mobile application interface for editing business information. The dialog is titled 'Business information' and has a back arrow on the left and a close 'X' on the right. Below the title is a navigation bar with tabs for 'About', 'Contact', 'Location', 'Hours', and 'More'. The 'More' tab is currently selected and underlined. The main content area contains six rows, each with a label and two radio button options: 'Yes' and 'No'. The labels are: 'Identifies as Asian-owned', 'Identifies as Black-owned', 'Identifies as Latino-owned', 'Identifies as LGBTQ+ owned', 'Identifies as veteran-owned', and 'Identifies as women-owned'. At the bottom of the dialog are two buttons: a blue 'Save' button and a white 'Cancel' button with a blue border. The background of the app is partially visible, showing a list of items with various icons and text.

Attribute	Yes	No
Identifies as Asian-owned	<input type="radio"/>	<input type="radio"/>
Identifies as Black-owned	<input type="radio"/>	<input type="radio"/>
Identifies as Latino-owned	<input type="radio"/>	<input type="radio"/>
Identifies as LGBTQ+ owned	<input type="radio"/>	<input type="radio"/>
Identifies as veteran-owned	<input type="radio"/>	<input type="radio"/>
Identifies as women-owned	<input type="radio"/>	<input type="radio"/>

Tip 4 – Reviews



Banks and Jones

Website Directions Save Call

4.9 ★★★★★ 1,076 Google reviews

Personal injury attorney in Knoxville, Tennessee

Address: 2125 Middlebrook Pike, Knoxville, TN 37921

Hours: Open · Closes 5PM ▾

Phone: (865) 328-1812

Appointments: banksjones.com Providers ⓘ

Suggest an edit · Own this business?

Questions & answers

Q: Do you offer an initial free consultation? Ask a question

A: Yes, we do. Just call or visit our site and leave your details, and we'll contact you directly

See all questions (13)

“More consumers use Google to evaluate local businesses than ever before. In 2021, 81% did, but the year before that, just 63% did.”

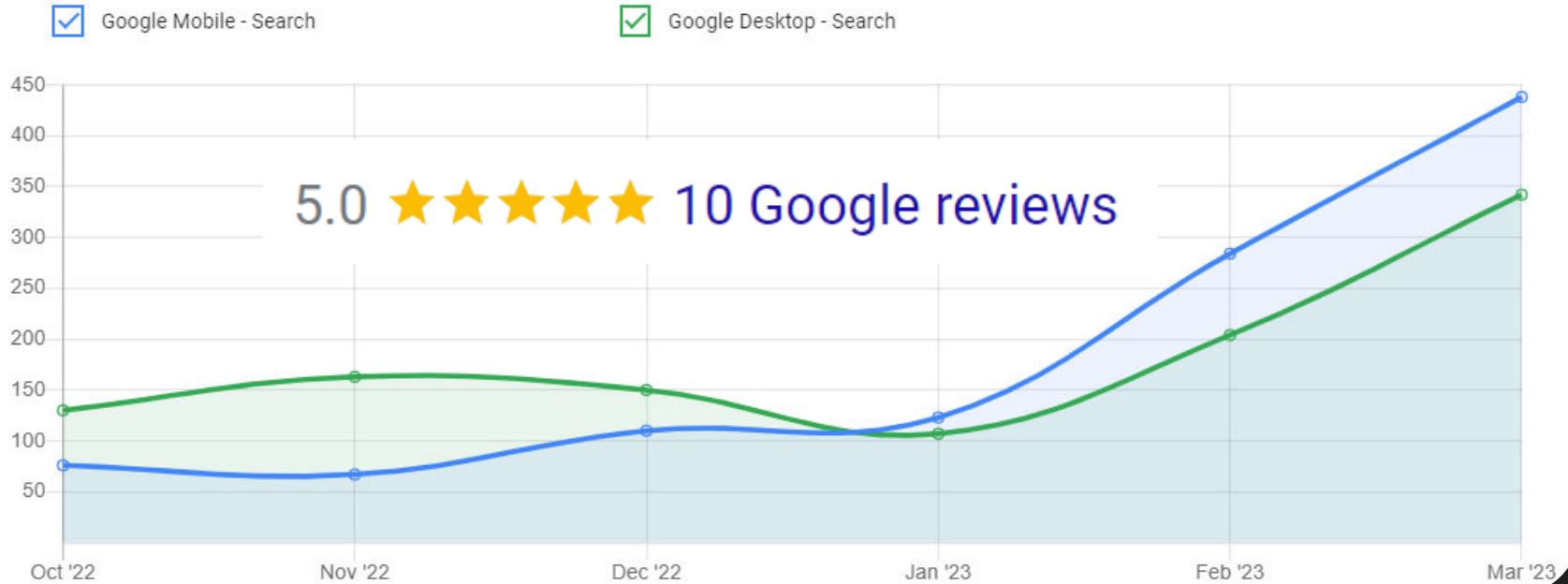
Brightlocal

<http://bit.ly/2022review>

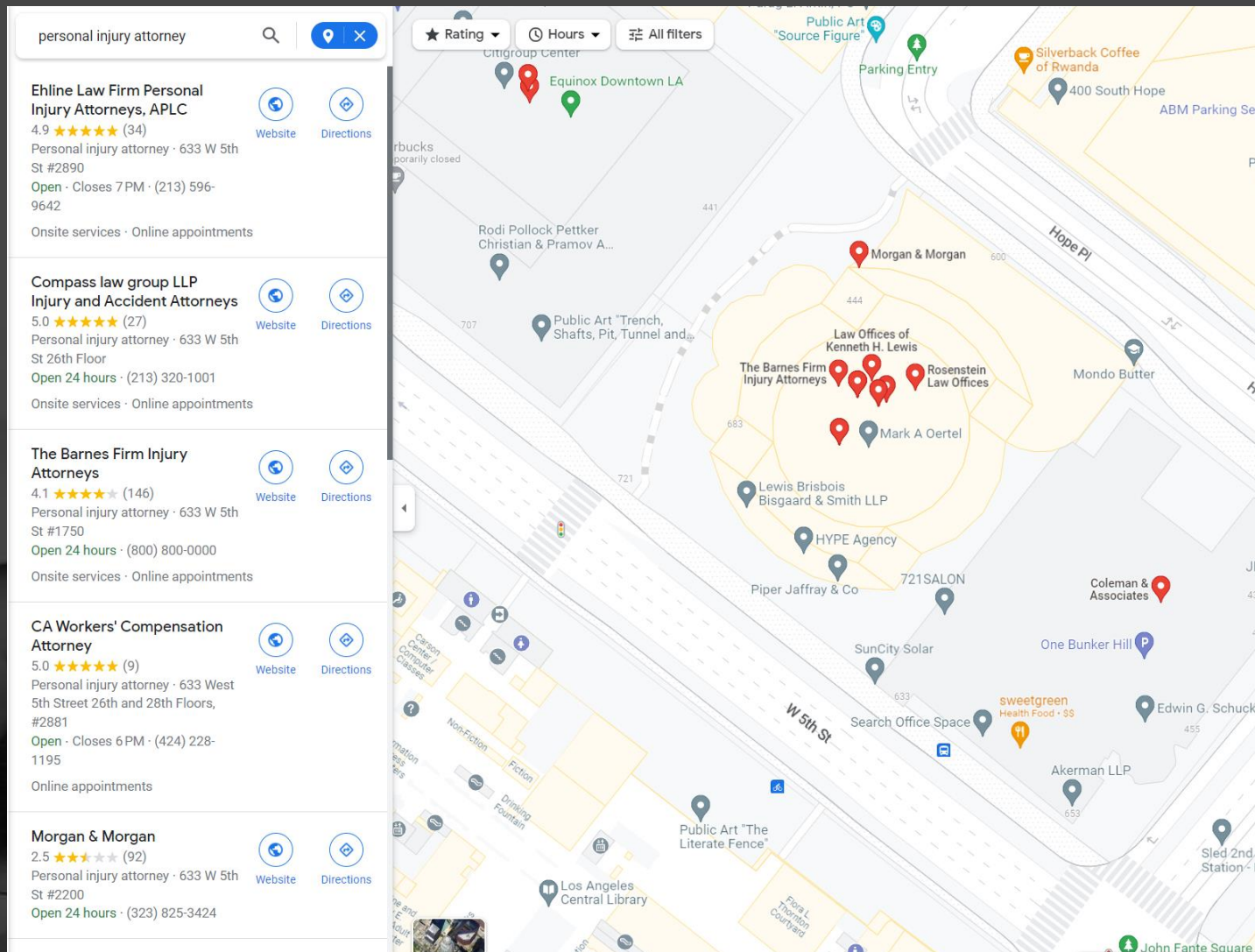
Twitter: @ndyjsimpson

Tip 4 – Reviews

Views By Device



Tip 4 – Reviews



Tip 4 – Reviews

Search: personal injury attorney

Filters: Rating, Hours, All filters

Results:

- Ehline Law Firm Personal Injury Attorneys, APLC**
 - 4.9 ★★★★★ (34)
 - Personal injury attorney · 633 W 5th St #2890
 - Open · Closes 7 PM · (213) 596-9642
 - Onsite services · Online appointments
- Compass law group LLP Injury and Accident Attorneys**
 - 5.0 ★★★★★ (27)
 - Personal injury attorney · 633 W 5th St 26th Floor
 - Open 24 hours · (213) 320-1001
 - Onsite services · Online appointments
- The Barnes Firm Injury Attorneys**
 - 4.1 ★★★★★ (146)
 - Personal injury attorney · 633 W 5th St #1750
 - Open 24 hours · (800) 800-0000
 - Onsite services · Online appointments
- CA Workers' Compensation Attorney**
 - 5.0 ★★★★★ (9)
 - Personal injury attorney · 633 West 5th Street 26th and 28th Floors, #2881
 - Open · Closes 6 PM · (424) 228-1195
 - Online appointments
- Morgan & Morgan**
 - 2.5 ★★★★★ (92)
 - Personal injury attorney · 633 W 5th St #2200
 - Open 24 hours · (323) 825-3424

Map Labels: Equinox Downtown LA, Morgan & Morgan, Law Offices of Kenneth H. Lewis, The Barnes Firm Injury Attorneys, Rosenstein Law Offices, Mark A Oertel, Lewis Brisbois Bisgaard & Smith LLP, HYPE Agency, Piper Jaffray & Co, 721 SALON, SunCity Solar, Search Office Space, Sweetgreen Health Food · SS, Akerman LLP, Coleman & Associates, One Bunker Hill, Edwin G. Schuck, Sled 2nd Station, John Fante Square, Los Angeles Central Library, Public Art "The Literate Fence", Flora L. Thornton Courtyard, Public Art "Trench, Shafts, Pit, Tunnel and...", Public Art "Source Figure", Silverback Coffee of Rwanda, 400 South Hope, ABM Parking Serv, Mondo Butter, JEF, 431, 447.



Tip 4 – Reviews

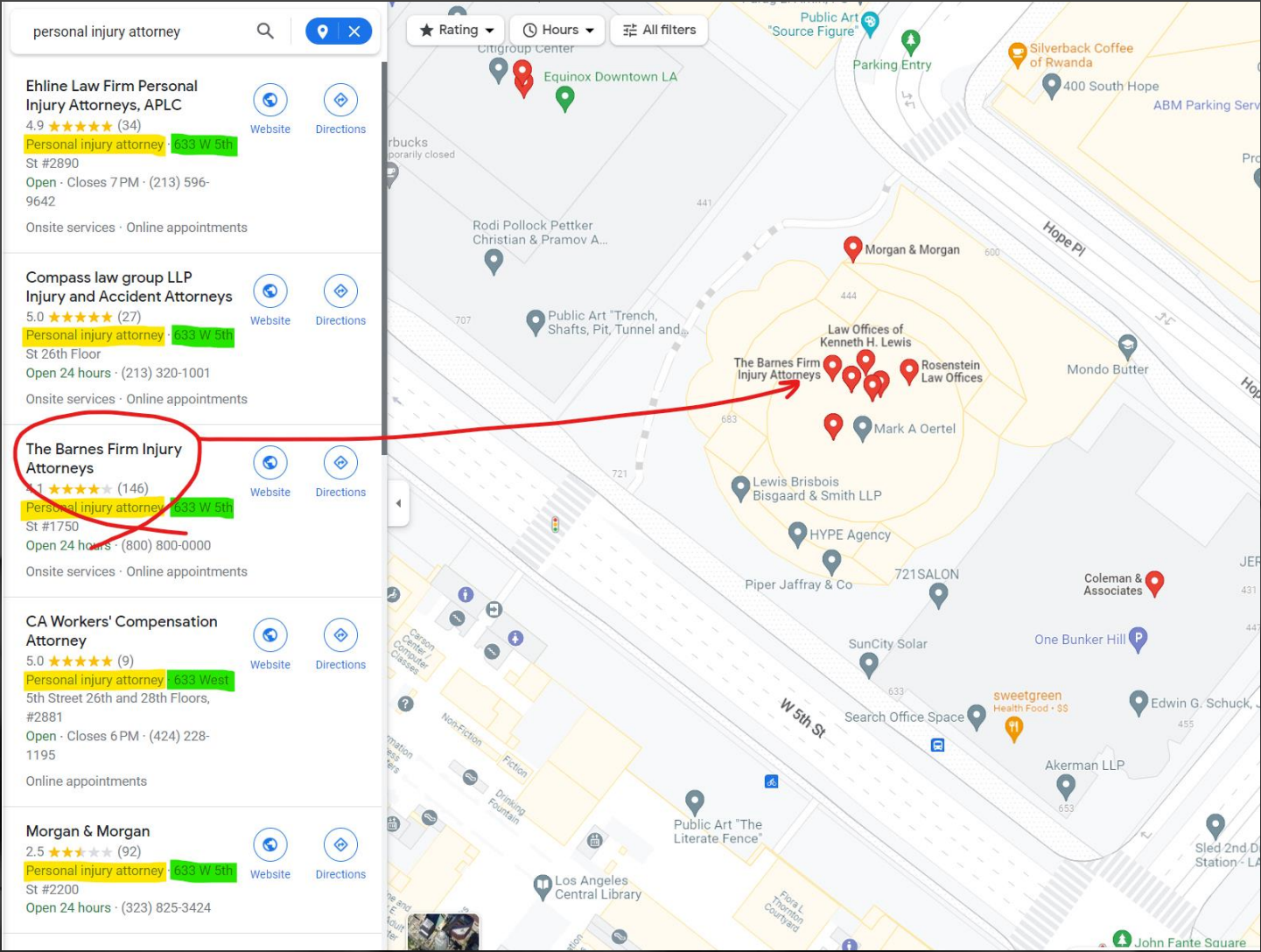
personal injury attorney

★ Rating 4.5 Hours All filters

- Ehline Law Firm Personal Injury Attorneys, APLC**
4.9 ★★★★★ (34)
Personal injury attorney 633 W 5th St #2890
Open · Closes 7 PM · (213) 596-9642
Onsite services · Online appointments
- Compass law group LLP Injury and Accident Attorneys**
5.0 ★★★★★ (27)
Personal injury attorney 633 W 5th St 26th Floor
Open 24 hours · (213) 320-1001
Onsite services · Online appointments
- The Barnes Firm Injury Attorneys**
4.1 ★★★★★ (146)
Personal injury attorney 633 W 5th St #1750
Open 24 hours · (800) 800-0000
Onsite services · Online appointments
- CA Workers' Compensation Attorney**
5.0 ★★★★★ (9)
Personal injury attorney 633 West 5th Street 26th and 28th Floors, #2881
Open · Closes 6 PM · (424) 228-1195
Online appointments
- Morgan & Morgan**
2.5 ★★★★★ (92)
Personal injury attorney 633 W 5th St #2200
Open 24 hours · (323) 825-3424

Map labels include: Equinox Downtown LA, Morgan & Morgan, Law Offices of Kenneth H. Lewis, The Barnes Firm Injury Attorneys, Rosenstein Law Offices, Mark A Oertel, Lewis Brisbois Bisgaard & Smith LLP, HYPE Agency, Piper Jaffray & Co, 721 SALON, SunCity Solar, Search Office Space, sweetgreen Health Food · SS, Akerman LLP, Sled 2nd D Station · LA, John Fante Square, Los Angeles Central Library, Public Art "The Literate Fence", Public Art "Trench, Shafts, Pit, Tunnel and...", Public Art "Source Figure", Silverback Coffee of Rwanda, 400 South Hope, ABM Parking Serv, Mondo Butter, Coleman & Associates, One Bunker Hill, Edwin G. Schuck, JEP, 431, 447, 455, Flora L. Thornton Courtyard, Non-Fiction, Fiction, Drinking Fountain, Carson Computer Classes, Information Centers, and various street names like Hope Pl, W 5th St, and Hope St.

Tip 4 – Reviews



Twitter: @ndyjsimpson



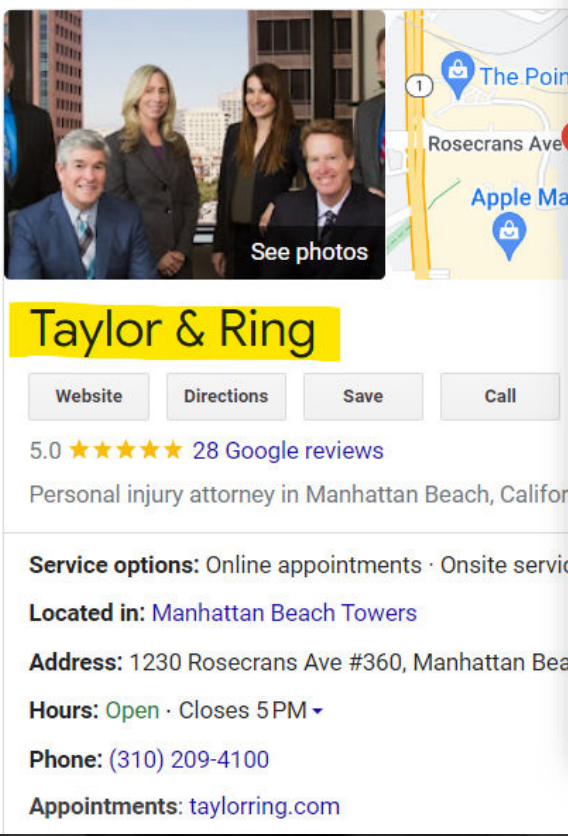
Tip 4 – Reviews

It's not just about the number of reviews that matter...

- **Number** - how many reviews?
- **Recency** - when was your last review?
- **Frequency** - how many reviews do you get a week/month/year?
- **Engagement** - are your reviews read, liked?
- **Keywords in review** - e.g. “I was involved in a car accident”
- **Photographs** – can help the review appear higher when users look at your listed reviews

All of the above are compared to competitors

Tip 5 – Business Name



Taylor & Ring

5.0 ★★★★★ 28 Google reviews

Personal injury attorney in Manhattan Beach, California

Service options: Online appointments · Onsite service

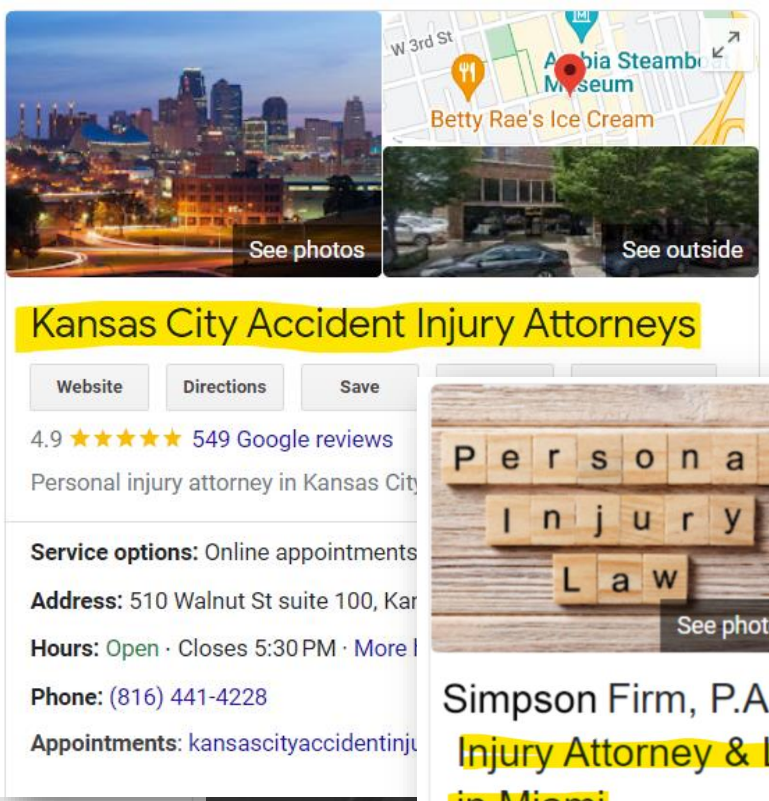
Located in: Manhattan Beach Towers

Address: 1230 Rosecrans Ave #360, Manhattan Beach, CA 90266

Hours: Open · Closes 5 PM

Phone: (310) 209-4100

Appointments: tayloring.com



Kansas City Accident Injury Attorneys

4.9 ★★★★★ 549 Google reviews

Personal injury attorney in Kansas City, Missouri

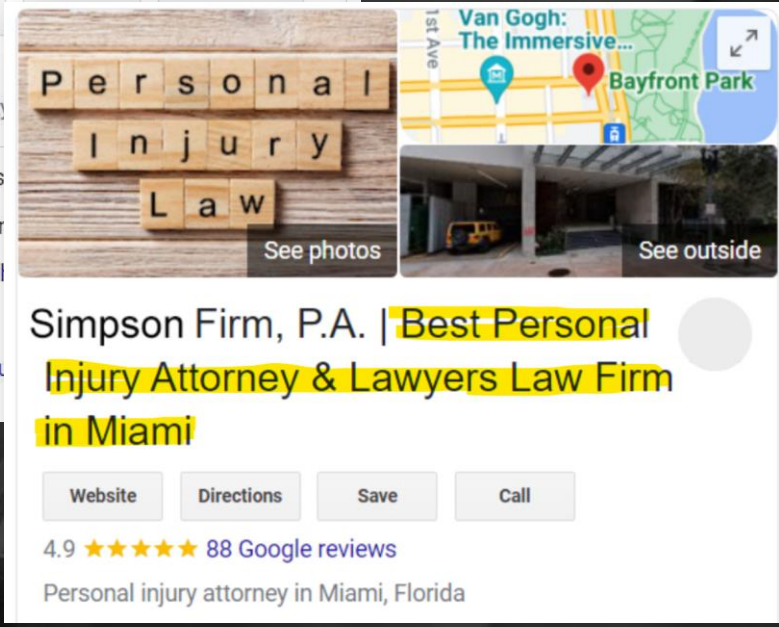
Service options: Online appointments

Address: 510 Walnut St suite 100, Kansas City, MO 64108

Hours: Open · Closes 5:30 PM

Phone: (816) 441-4228

Appointments: kansascityaccidentinjury.com



Simpson Firm, P.A. | Best Personal Injury Attorney & Lawyers Law Firm in Miami

4.9 ★★★★★ 88 Google reviews

Personal injury attorney in Miami, Florida

Report Spam: <https://bit.ly/aaj-report-spam-2023>

Twitter: @ndyjsimpson



Business Name, rebranding

Pros

- Ranking benefits

Cons

- Re-branding headache
- Competitors suggesting edits
- It can all be for nothing, your competition do the same legally or not

BONUS TIP – GBP Services



Businesses : Rating Hours

Sponsored

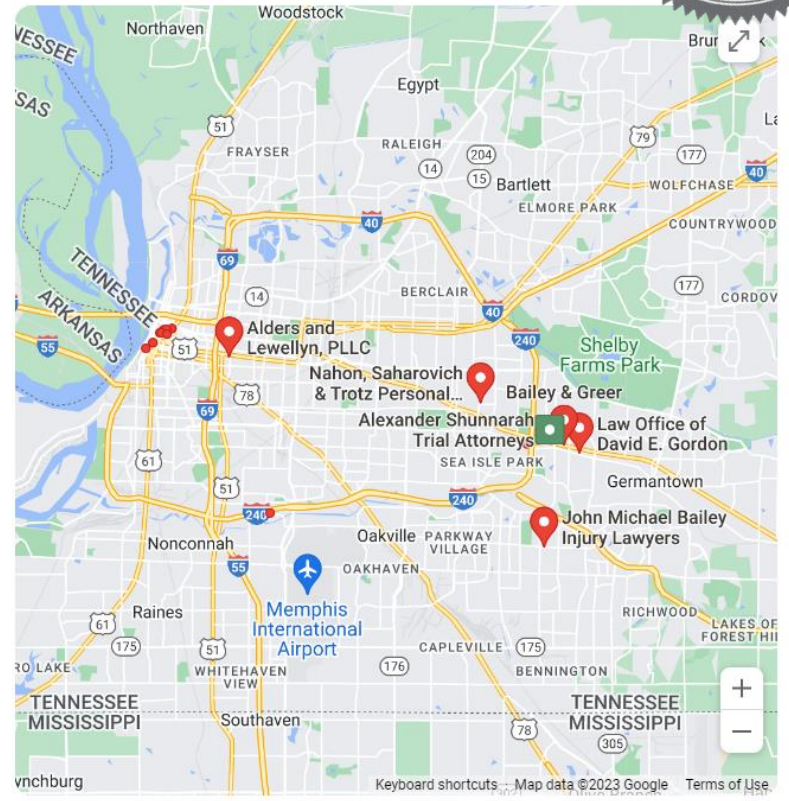
Alexander Shunnarah Trial Attorneys :
4.8 ★★★★★ (152) · Personal injury attorney
Memphis, TN · (901) 910-1923
Open 24 hours
Website Directions

Nahon, Saharovich & Trotz Personal Injury Attor...
4.8 ★★★★★ (628) · Personal injury attorney
30+ years in business · 488 S Mendenhall Rd · (901) 97...
Open 24 hours
✔ Provides: **Truck Accident Lawyer**
Website Directions

Bailey & Greer
5.0 ★★★★★ (135) · Personal injury attorney
10+ years in business · 6256 Poplar Ave · (901) 350-55...
Open · Closes 5 PM
✔ Provides: **Truck Accident Lawyer**
Website Directions

Alders and Lewellyn, PLLC
5.0 ★★★★★ (216) · Personal injury attorney
1331 Union Ave Suite 1000 · (901) 602-5700
Open · Closes 11:45 PM
✔ Provides: **Motor Vehicle injury Attorney**
Website Directions

More businesses →



“truck accident lawyer Memphis”

Reference: www.sterlingsky.ca/services-in-google-business-profile-impact-ranking/

Twitter: @ndyjsimpson



BONUS TIP – GBP Services



Businesses : Rating Hours

Sponsored

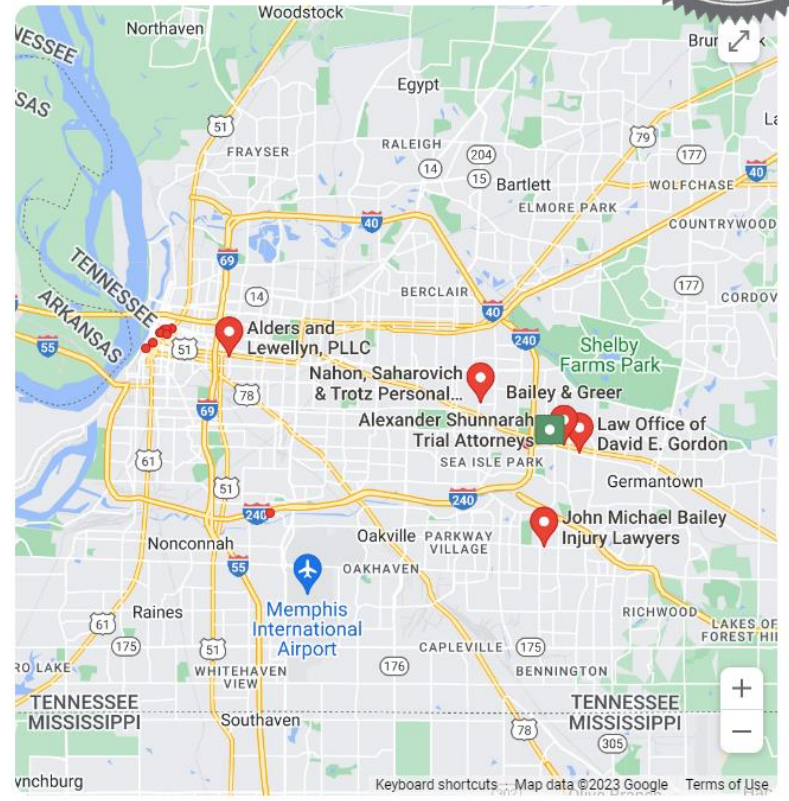
Alexander Shunnarah Trial Attorneys :
4.8 ★★★★★ (152) · Personal injury attorney
Memphis, TN · (901) 910-1923
Open 24 hours
Website Directions

Nahon, Saharovich & Trotz Personal Injury Attor...
4.8 ★★★★★ (628) · Personal injury attorney
30+ years in business · 488 S Mendenhall Rd · (901) 97...
Open 24 hours
✔ Provides: **Truck Accident Lawyer**
Website Directions

Bailey & Greer
5.0 ★★★★★ (135) · Personal injury attorney
10+ years in business · 6256 Poplar Ave · (901) 350-55...
Open · Closes 5 PM
✔ Provides: **Truck Accident Lawyer**
Website Directions

Alders and Lewellyn, PLLC
5.0 ★★★★★ (216) · Personal injury attorney
1331 Union Ave Suite 1000 · (901) 602-5700
Open · Closes 11:45 PM
✔ Provides: **Motor Vehicle injury Attorney**
Website Directions

More businesses →



“truck accident lawyer Memphis”

Reference: www.sterlingsky.ca/services-in-google-business-profile-impact-ranking/

Twitter: @ndyjsimpson



BONUS TIP – GBP Services



The screenshot shows a Google search for "my business" with filters for Maps, News, Shopping, Images, Videos, Books, Flights, and Finance. The results are for Los Angeles, CA 90012. The main section is titled "Your business on Google" and includes a "Profile Strength" indicator. Below this are several management options: Edit profile, Read reviews, Messages, Add photo, Performance, Advertise, Edit products, Edit services (circled in red), Bookings, Calls, and Q & A. At the bottom, there are three cards: "Turn more views to customers", "Get custom email", and "Get noticed by more customers".

Reference: www.sterlingsky.ca/services-in-google-business-profile-impact-ranking/
Twitter: @ndyjsimpson



BONUS TIP – GBP Services



← Services

Services were changed based on feedback from Google users or other sources. Review these published updates to make sure they are accurate. **Edit** **Accept**

Personal injury attorney
Primary category

CURRENT

- Auto Accident Cases
- Burn Injury
- Car Crashes
- Commercial Truck Accidents
- Distracted Driver Accident
- Injury Compensation
- Injury Traumatic Brain Injury
- Legal Malpractice Cases
- Lyft Accidents
- Maritime Accidents
- Mass Transit Accidents
- Neck Injury
- Nursing Home Negligence

Reference: www.sterlingsky.ca/services-in-google-business-profile-impact-ranking/

Twitter: @ndyjsimpson



BONUS TIP – GBP Services



← Edit Services ⋮ ×

i Edit or save the updates made to your services. [Learn more](#)

Personal injury attorney
Primary category

Assault & battery injury litigation Auto accident litigation

Bicycle accident litigation Catastrophic injury litigation

Dental malpractice litigation Dog bite injury litigation

DUI injury litigation Medical malpractice litigation

Motorcycle accident litigation + Motorist insurance claims litigation

+ Pain & suffering litigation Pedestrian accident litigation

Product liability litigation Property damage litigation

Cancel Save

Reference: www.sterlingsky.ca/services-in-google-business-profile-impact-ranking/

Twitter: @ndyjsimpson



BONUS TIP – GBP Services



← Edit Services

ⓘ Edit or save the updates made to your services. [Learn more](#)

- ✓ Work-Related Injury Lawyer
- ✓ Personal Injury Claims
- ✓ Personal Injury Law
- ✓ Personal Injury Lawyer
- ✓ Truck Accident Case
- ✓ Truck Accident Settlement
- ✓ Medical Malpractice Lawyer
- ✓ Memphis Medical Malpractice Lawyer
- ✓ Memphis Personal Injury Lawyer
- ✓ Auto Accident Cases
- ✓ Burn Injury
- ✓ Car Crashes
- ✓ Commercial Truck Accidents
- ✓ Distracted Driver Accident
- ✓ Injury Compensation
- ✓ Injury Traumatic Brain Injury
- ✓ Legal Malpractice Cases
- ✓ Lyft Accidents
- ✓ Maritime Accidents
- ✓ Mass Transit Accidents
- ✓ Neck Injury
- ✓ Nursing Home Negligence
- ✓ Permanent Injuries
- ✓ Personal Injury Cases

Cancel Save

BONUS TIP – GBP Services



← Edit Services

ⓘ Edit or save the updates made to your services. [Learn more](#)

- ✓ Legal Malpractice Cases
- ✓ Lyft Accidents
- ✓ Maritime Accidents
- ✓ Mass Transit Accidents
- ✓ Neck Injury
- ✓ Nursing Home Negligence
- ✓ Permanent Injuries
- ✓ Personal Injury Cases
- ✓ Personal Injury Motor Vehicle Accidents
- ✓ Serious Personal Injury
- ✓ Spinal Cord Injury
- ✓ Truck Accident Injury
- ✓ Truck Driver Injured
- ✓ Worker's Compensation
- ✓ Wrongful Death Cases

Don't see a service you offer? Create your own

+ Add custom service

Cancel Save

Reference: www.sterlingsky.ca/services-in-google-business-profile-impact-ranking/
Twitter: @ndyjsimpson



BONUS TIP – GBP Services



← Add services ⋮ ×

Personal injury attorney
Primary category

Add services you offer and get discovered by customers

+ Motorist insurance claims litigation + Pain & suffering litigation

Don't see a service you offer? Create your own

Spinal Cord Injury Lawyer ×

25 / 120

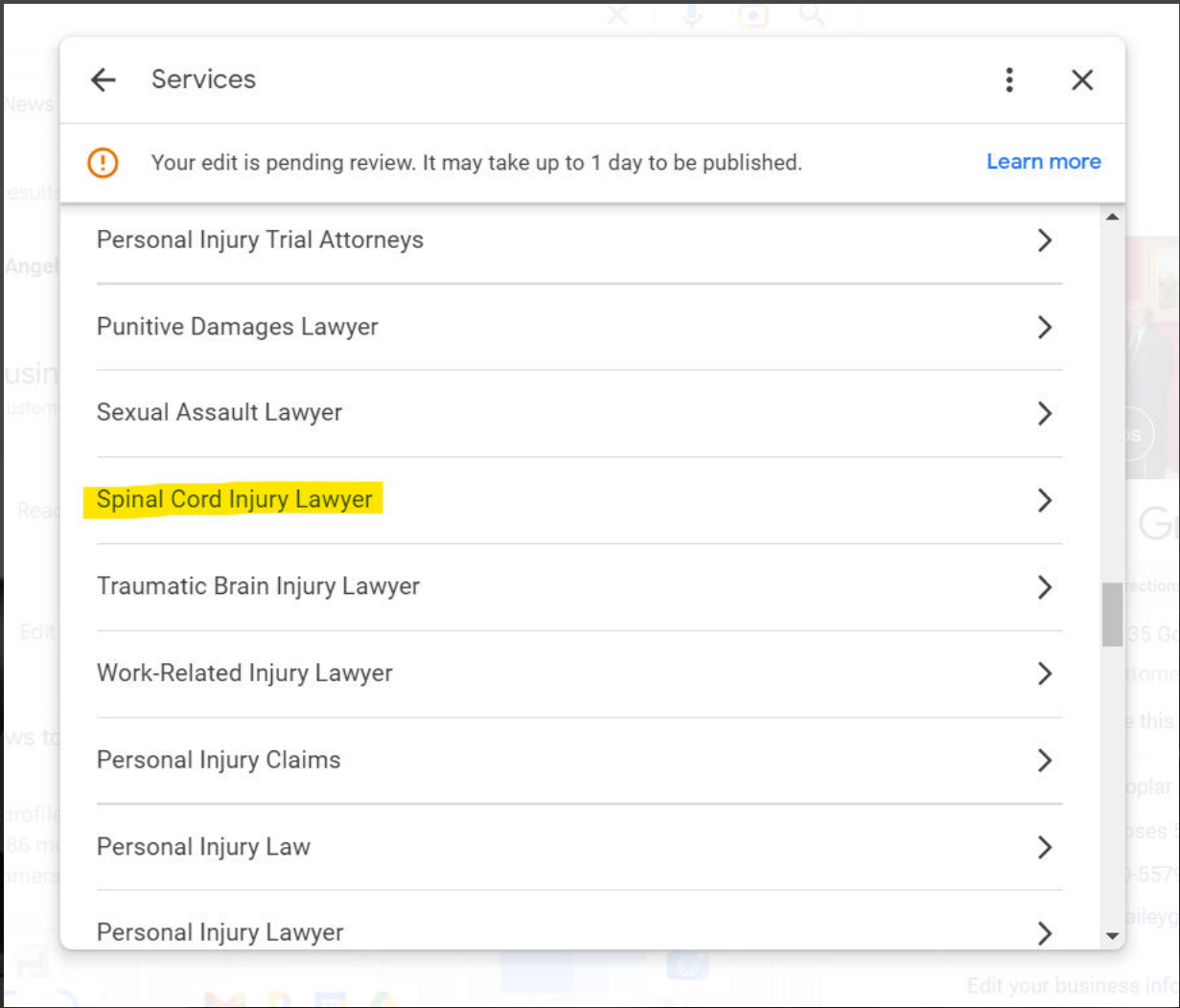
+ Add custom service

Cancel Save

Reference: www.sterlingsky.ca/services-in-google-business-profile-impact-ranking/
Twitter: @ndyjsimpson



BONUS TIP – GBP Services



Reference: www.sterlingsky.ca/services-in-google-business-profile-impact-ranking/

Twitter: @ndyjsimpson



BONUS TIP – GBP Services



Businesses : Rating Hours

Sponsored

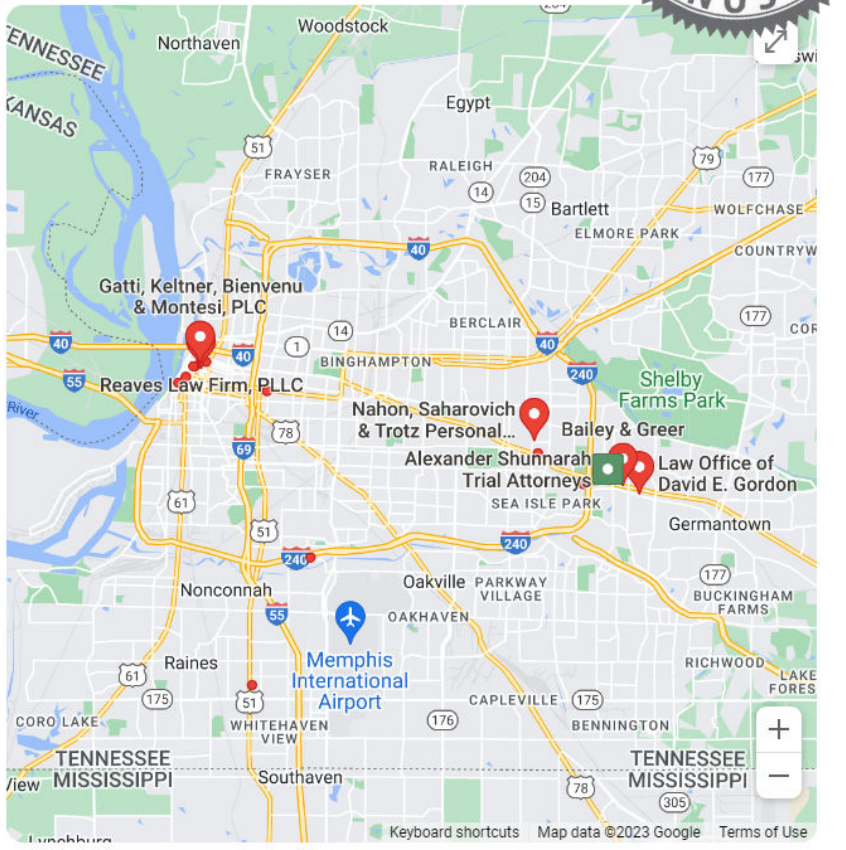
Alexander Shunnarah Trial Attorneys :
4.8 ★★★★★ (152) · Personal injury attorney
Memphis, TN · (901) 910-1923
Open 24 hours
Website Directions

Nahon, Saharovich & Trotz Personal Injury Attor...
4.8 ★★★★★ (628) · Personal injury attorney
30+ years in business · 488 S Mendenhall Rd · (901) 97...
Open 24 hours
Provides: **Spinal Cord Injury Lawyer**
Website Directions

Bailey & Greer
5.0 ★★★★★ (135) · Personal injury attorney
10+ years in business · 6256 Poplar Ave · (901) 350-55...
Open · Closes 5 PM
Provides: **Spinal Cord Injury Lawyer**
Website Directions

Gatti, Keltner, Bienvenu & Montesi, PLC
4.7 ★★★★★ (453) · Personal injury attorney
10+ years in business · 219 Adams Ave · (901) 499-4675
Open 24 hours
Provides: **Spinal cord injuries**
Website Directions

More businesses →



Reference: www.sterlingsky.ca/services-in-google-business-profile-impact-ranking/

Twitter: @ndyjsimpson



Google personal injury attorney manhattan beach CA

About 16,300,000 results (0.83 seconds)

GOOGLE SCREENED Personal Injury Lawyers nearby

Sponsored

Car Accident Lawyer Dara 4.8 (116) 31 years in business

Wilshire Law Firm 4.8 (104) 15 years in business

Cohen & Marzban Law Firm 5.0 (116) 49 years in business

Personal Injury Attorneys

Taylor & Ring 5.0 (29) Personal injury attorney
5+ years in business - 1230 Rosecrans Ave #360 - In MA...
Onsite services - Online appointments

Sullivan & Sullivan 4.5 (17) Personal injury attorney
10+ years in business - 120 S Sepulveda Blvd - (310) 87...
Open 24 hours

The Ryan Law Group 5.0 (12) Personal injury attorney
3+ years in business - 317 Rosecrans Ave - (310) 299-95...
Open 24 hours

Best Manhattan Beach, CA Personal Injury Attorneys - Super ...
Results 1 - 25 of 1237 - Top Rated Personal Injury Lawyers in Manhattan Beach, CA, Christopher Miller The Miller Law Firm - 626-671-7824; Colin M. Jones - Wilshire ...

Top Manhattan Beach Personal Injury Lawyers - California
Find top Manhattan Beach CA Personal Injury Attorneys near you. Compare detailed profiles, including free consultation options, locations, ...

THE BEST 10 Personal Injury Law near Manhattan Beach, CA
The Best 10 Personal Injury Law near Manhattan Beach, CA, Corniff - 2041 Rosecrans Ave, El Segundo, CA 90245 - (310) 322-7500; APC - 324 Manhattan Beach Blvd, ...

3 Pack

Local Finder

Google personal injury attorney manhattan beach CA

Rating Hours Your past visits

The Law Offices of Michael S. Braun Ad - 4.4 (34) Personal injury attorney 21515 Hawthorne Blvd Open - Closes SPM - (310) 984-3220

Taylor & Ring 5.0 (29) Personal injury attorney 5+ years in business - 1230 Rosecrans Ave #360 - In MANHATTAN TOWERS Open - Closes SPM - (310) 209-4100

Sullivan & Sullivan 4.5 (17) Personal injury attorney 10+ years in business - 120 S Sepulveda Blvd Open 24 hours - (310) 870-0369

The Ryan Law Group 5.0 (12) Personal injury attorney 3+ years in business - 317 Rosecrans Ave - (310) 299-9550

Law Offices of Scott Dinsmore, APC 5.0 (9) Personal injury attorney - 324 Manhattan Beach Blvd # 201 Open 24 hours - (310) 318-1220

Strickland Law Firm 5.0 (16) Law firm - 111 N Sepulveda Blvd

Google Maps

Twitter: @ndyjsimpson





personal injury lawyer near me



Free Consultation - Call 866-966-5240 - Steven M. Sweat helps victims and their families receive compensation for their injuries in **Personal Injury** and ...

<https://www.superwomansuperlawyer.com> > areas-served

California Personal Injury Attorney Super Woman Super Lawyer

For more than 20 years, California **personal injury attorney** Maryam Parman has been fighting to win accident cases on the behalf of the injured.

<https://lawyers.findlaw.com> > Lawyer Directory

Best Personal Injury Lawyers Near Me - Attorney Ratings

Find the best **personal injury lawyer near** you today. Use our directory to quickly find local **attorneys** and law firm ratings in your area.

<https://www.thumbtack.com> > personal-injury-lawyers

The 10 Best Personal Injury Lawyers Near Me ... - Thumbtack

Here is the definitive list of **personal injury lawyers near** your location as rated by your neighborhood community. Want to see who made the cut?

What should you look for in a personal injury lawyer? ▾

What is a personal injury lawyer? ▾

<https://www.yelp.com> > ... > Professional Services

Top 10 Best "Personal Injury Law" in Los Angeles, CA - Yelp

Best **Personal Injury Law near me** in Los Angeles, California - West Coast Trial **Lawyers** - Law Offices Of Brian Breiter - M&Y **Personal Injury Lawyers** - Law Offices of ...

What are some popular services for personal injury law? ▾

What are people saying about personal injury law services in Los Angeles, CA? ▾

<https://www.yelp.com> > nearme > personal-injury-attor...

Best Personal Injury Attorneys Near Me - January 2023 - Yelp

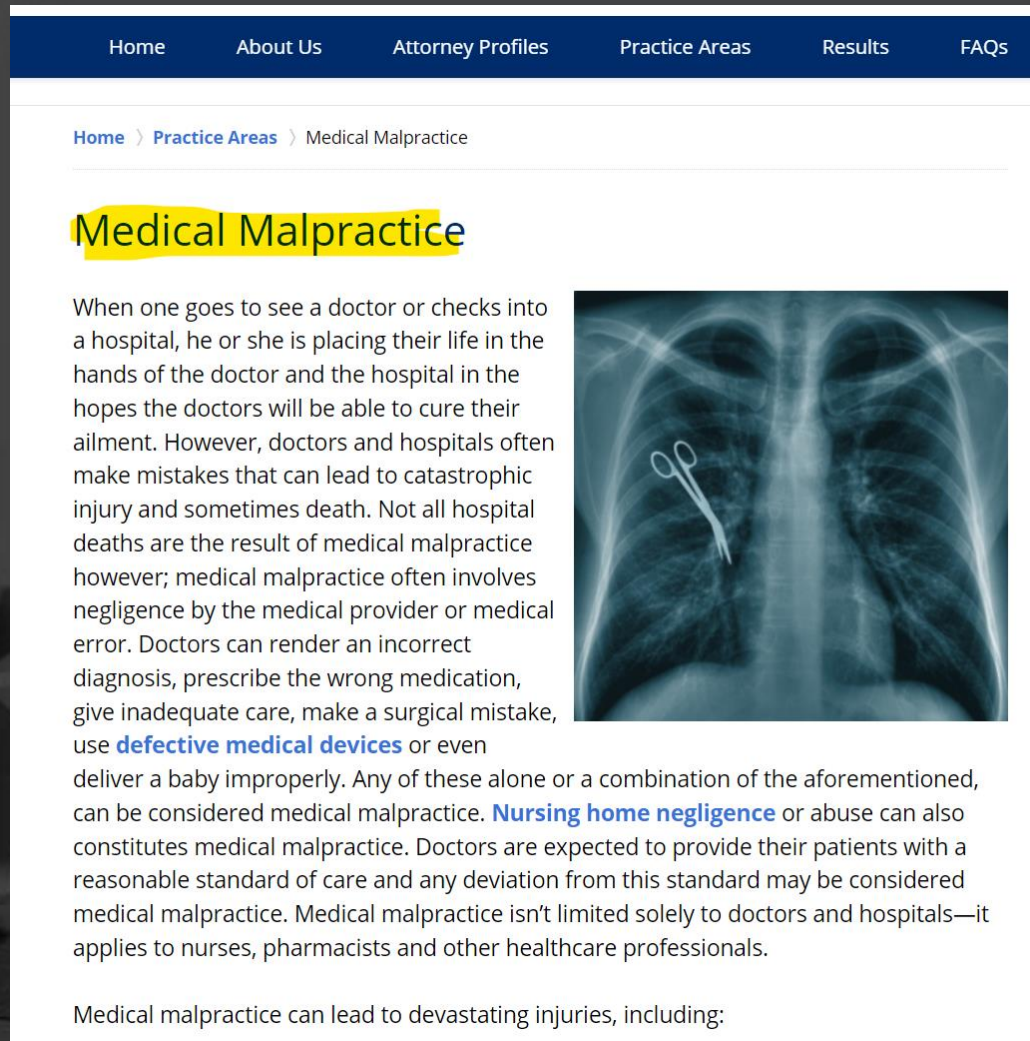
Some of the most reviewed **personal injury attorneys near me** are: Law Offices of Tanya Gomeran - Sally Morin Personal Injury Lawyers - Dolan Law Firm PC. What ...

Organic Search Results

Twitter: @ndyjsimpson



Tip 6 – Be clear on your location



The screenshot shows a website with a dark blue navigation bar containing links for Home, About Us, Attorney Profiles, Practice Areas, Results, and FAQs. Below the navigation bar is a breadcrumb trail: Home > Practice Areas > Medical Malpractice. The main heading is "Medical Malpractice" in a large, bold, black font, with the word "Medical" highlighted in yellow. The text below the heading discusses medical malpractice, mentioning that doctors and hospitals often make mistakes leading to injury or death. It lists various types of malpractice, including incorrect diagnosis, wrong medication, inadequate care, surgical mistakes, defective medical devices, and improper baby delivery. It also mentions nursing home negligence. The text concludes that medical malpractice applies to various healthcare professionals. An image of a chest X-ray with surgical scissors overlaid on the left lung is positioned to the right of the text. At the bottom of the page, it states that medical malpractice can lead to devastating injuries, including:

Tip 6 – Be clear on your location



MEDICAL MALPRACTICE ATTORNEYS IN YORK, PA

Help for those harmed and injured by medical negligence in South
Central Pennsylvania

When we or our loved ones are sick, we place our full trust in our medical professionals. Doctors and nurses are often portrayed, rightly, as heroic individuals who save lives every day. Most of the time, our trust and confidence are rewarded with excellent medical care, as the medical profession is filled with compassionate, caring individuals whose primary goal is to improve the health and well-being of their

Tip 6 – Be clear on your location



MEDICAL MALPRACTICE ATTORNEYS IN YORK, PA

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There are 23 places named York in America...so be specific!

Tip 7 – Use “Near Me” in your content

that you want to move on with your life. However, settling right away can be a huge mistake. A personal injury lawyer can help you understand your options. If you do not make a move you will later regret. Your legal team can also help determine if you are eligible for compensation.

Is there a York, PA personal injury attorney near me?

KBG Injury Law is located at 110 North George Street, near Interstate 83 and Routes 30, 74 and 462, in the York County Courthouse block from the York County Courthouse.

Knowledgeable personal injury lawyers serving York, PA and the surrounding areas

If you or a loved one suffer injury in an accident, you should not have to experience any further pain. You deserve the best. Personal injury attorneys from KBG Injury Law can help. When another’s negligence causes you harm, we know how to help.

Tip 7 – Use “Near Me” in your content

that you want to move on with your life. However, settling right away can be a huge mistake. A personal injury lawyer you do not make a move you will later regret. Your legal team can also help determine if you are eligible for compensation.

Is there a York, PA personal injury attorney near me?

KBG Injury Law is located at 110 North George Street, near Interstate 83 and Routes 30, 74 and 462, in the York, PA block from the York, PA area.

Top queries	↓ Impressions
personal injury lawyer near me	20,164
personal injury attorney near me	13,964
car accident attorney near me	5,699
medical malpractice lawyers near me	3,236
lawyers near me	2,099
birth injury attorneys near me	1,610
birth injury lawyer near me	1,130

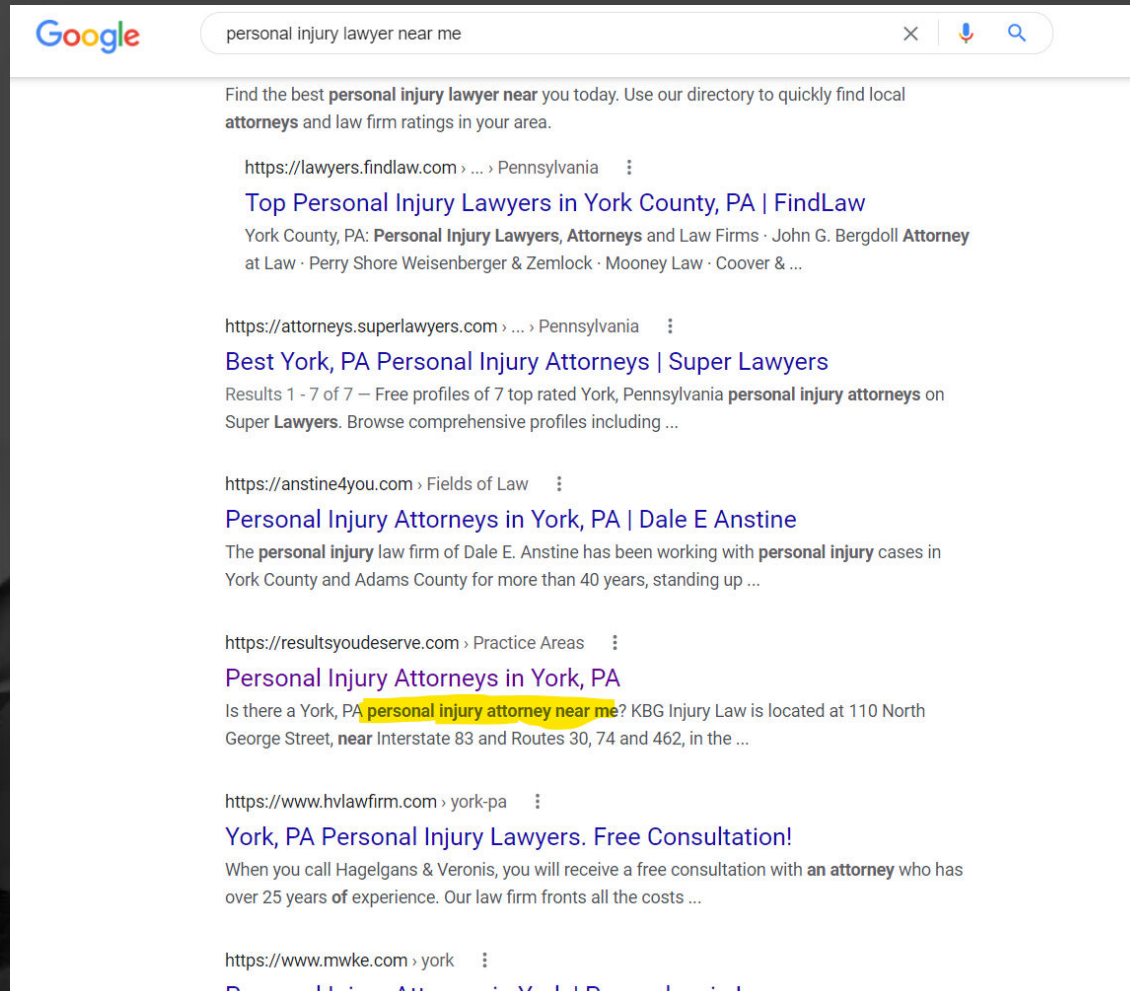
Knowledgeable

If you or a loved one has been injured, you need a personal injury attorney.

reas

by further pain. You deserve the best care possible. If you've been harmed, we know how

Tip 7 – Use “Near Me” in your content



Google personal injury lawyer near me

Find the best **personal injury lawyer** near you today. Use our directory to quickly find local **attorneys** and law firm ratings in your area.

<https://lawyers.findlaw.com> > ... > Pennsylvania

Top Personal Injury Lawyers in York County, PA | FindLaw
York County, PA: **Personal Injury Lawyers, Attorneys** and Law Firms · John G. Bergdoll **Attorney** at Law · Perry Shore Weisenberger & Zemlock · Mooney Law · Coover & ...

<https://attorneys.superlawyers.com> > ... > Pennsylvania

Best York, PA Personal Injury Attorneys | Super Lawyers
Results 1 - 7 of 7 – Free profiles of 7 top rated York, Pennsylvania **personal injury attorneys** on Super **Lawyers**. Browse comprehensive profiles including ...

<https://anstine4you.com> > Fields of Law

Personal Injury Attorneys in York, PA | Dale E Anstine
The **personal injury** law firm of Dale E. Anstine has been working with **personal injury** cases in York County and Adams County for more than 40 years, standing up ...

<https://resultsyoudeserve.com> > Practice Areas

Personal Injury Attorneys in York, PA
Is there a York, PA **personal injury attorney near me**? KBG Injury Law is located at 110 North George Street, near Interstate 83 and Routes 30, 74 and 462, in the ...

<https://www.hvlawfirm.com> > york-pa

York, PA Personal Injury Lawyers. Free Consultation!
When you call Hagelgans & Veronis, you will receive a free consultation with **an attorney** who has over 25 years of experience. Our law firm fronts all the costs ...

<https://www.mwke.com> > york

Personal Injury Attorney in York | Pennsylvania Lawyer

The searcher is 3 mile away from the York office in this example

How To Choose The Next Location For Your Business Using Local SEO

Twitter: @ndyjsimpson

Factors to Consider When Choosing an Office Space

- **Location and Convenience**

Factors to Consider When Choosing an Office Space

- Location and Convenience
- **Price**

Factors to Consider When Choosing an Office Space

- Location and Convenience
- Price
- **Size**

Factors to Consider When Choosing an Office Space

- Location and Convenience
- Price
- Size
- **Infrastructure**

Factors to Consider When Choosing an Office Space

- Location and Convenience
- Price
- Size
- Infrastructure
- **Style**

Factors to Consider When Choosing an Office Space

- Location and Convenience
- Price
- Size
- Infrastructure
- Style
- **How am I going to rank based on this location?**

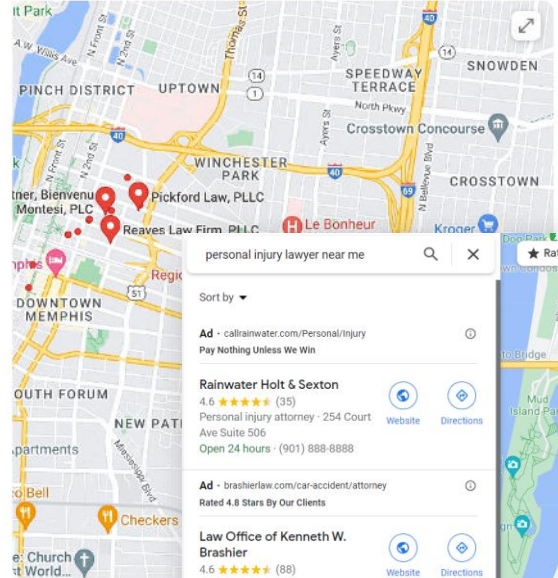
...it's all about location

Businesses Rating Hours Sort by

Sponsored

- Alexander Shunnarah Trial Attorneys**
4.8 ★★★★★ (152) · Personal injury attorney
6000 Poplar Ave · (901) 910-1923
Open 24 hours
- Alders and Lewellyn, PLLC**
5.0 ★★★★★ (216) · Personal injury attorney
1331 Union Ave Suite 1000 · (901) 602-5700
Open · Closes 11:45 PM
- Reaves Law Firm, PLLC**
4.3 ★★★★★ (52) · Personal injury attorney
7+ years in business · 254 Court Ave Ste. #102a · In Pe...
Open 24 hours
- Gatti, Keltner, Bienvenu & Montesi, PLC**
4.7 ★★★★★ (454) · Personal injury attorney
10+ years in business · 219 Adams Ave · (901) 499-4675
Open 24 hours

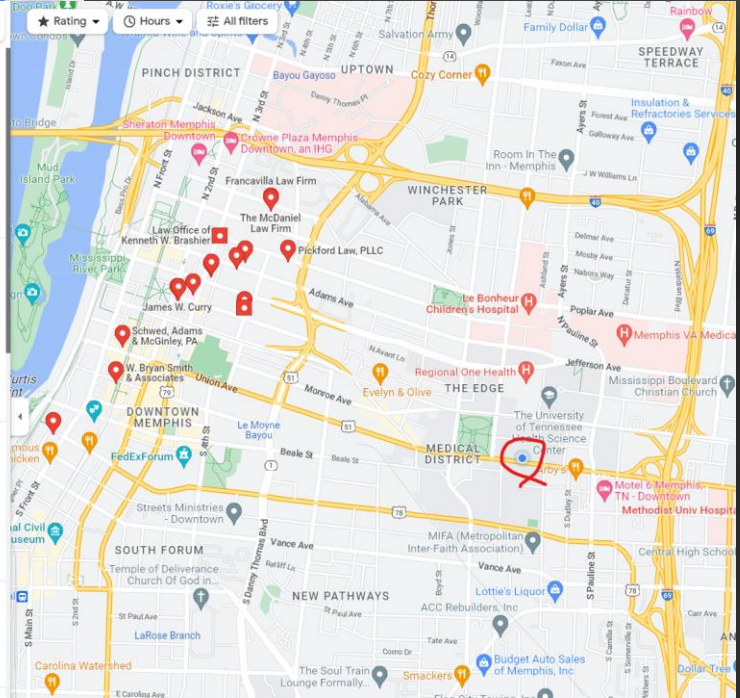
More businesses →



personal injury lawyer near me

Sort by

- Ad · callrainwater.com/Personal/Injury**
Pay Nothing Unless We Win
- Rainwater Holt & Sexton**
4.6 ★★★★★ (35)
Personal injury attorney · 254 Court Ave Suite 506
Open 24 hours · (901) 888-8888
- Ad · brashierlaw.com/car-accident/attorney**
Rated 4.8 Stars By Our Clients
- Law Office of Kenneth W. Brashier**
4.6 ★★★★★ (88)
Attorney · 138 N.B.B. King Blvd 2nd floor
Open · Closes 4:30 PM · (901) 590-0421
- Alders and Lewellyn, PLLC**
5.0 ★★★★★ (216)
Personal injury attorney · 1331 Union Ave Suite 1000
Open · Closes 11:45 PM · (901) 602-5700
- Reaves Law Firm, PLLC**
4.3 ★★★★★ (52)
Personal injury attorney · 254 Court Ave Ste. #102a
Open 24 hours · (901) 352-0333

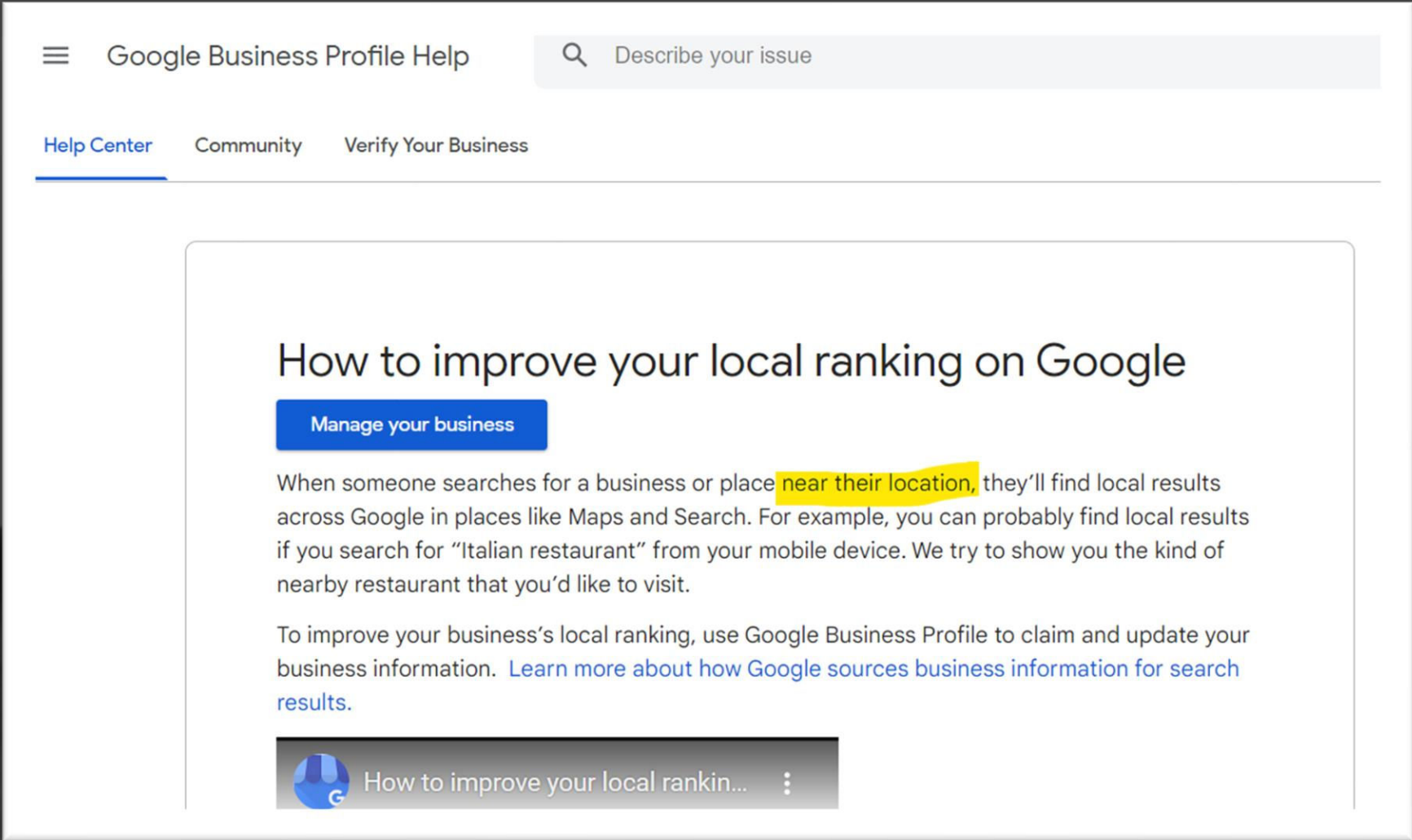


Map of Memphis showing various businesses and landmarks. A red circle highlights a location in the Medical District near the University of Tennessee Health Science Center.

Twitter: @ndyjsimpson



Office location



The screenshot shows the Google Business Profile Help page. At the top left is a hamburger menu icon followed by the text "Google Business Profile Help". To the right is a search bar with a magnifying glass icon and the placeholder text "Describe your issue". Below the search bar are three navigation links: "Help Center" (underlined), "Community", and "Verify Your Business". The main content area features a large heading "How to improve your local ranking on Google". Below the heading is a blue button labeled "Manage your business". The text below the button explains that Google shows local results based on the user's location, with the phrase "near their location" highlighted in yellow. It provides an example of searching for an "Italian restaurant" from a mobile device. A second paragraph advises using the Google Business Profile to claim and update business information, with a link to "Learn more about how Google sources business information for search results." At the bottom of the content area is a grey card with a blue and white icon, the text "How to improve your local rankin...", and a vertical ellipsis menu icon.

Reference: <https://support.google.com/business/answer/7091?hl=en>

Office location

How Google determines local ranking

Local results are based primarily on **relevance**, **distance**, and **prominence**. A combination of these factors helps us find the best match for your search. For example, our algorithms might decide that a business that's farther away from your location is more likely to have what you're looking for than a business that's closer, and therefore rank it higher in local results.

Relevance



Distance



Prominence



Reference : <https://support.google.com/business/answer/7091?hl=en>

Office location

Subject: New office update site

Hi Andy

We thought we'd let you know that we have opened a new office and the website needs updating to:

633 W 5th St Floor 26th, Los Angeles, CA 9971

Let us know when you send the postcard for the Google map listing thing.|

I hope this is okay, just thought we'd let you know 😊

Thanks

A Client

Note: Example email for demo purposes only NOT a real client

How to check the address quickly on Google maps

Google 633 w 5th st floor 26th, los angeles, ca 90071

Search All Maps News Images Shopping More Tools

About 25,500 results (0.77 seconds)

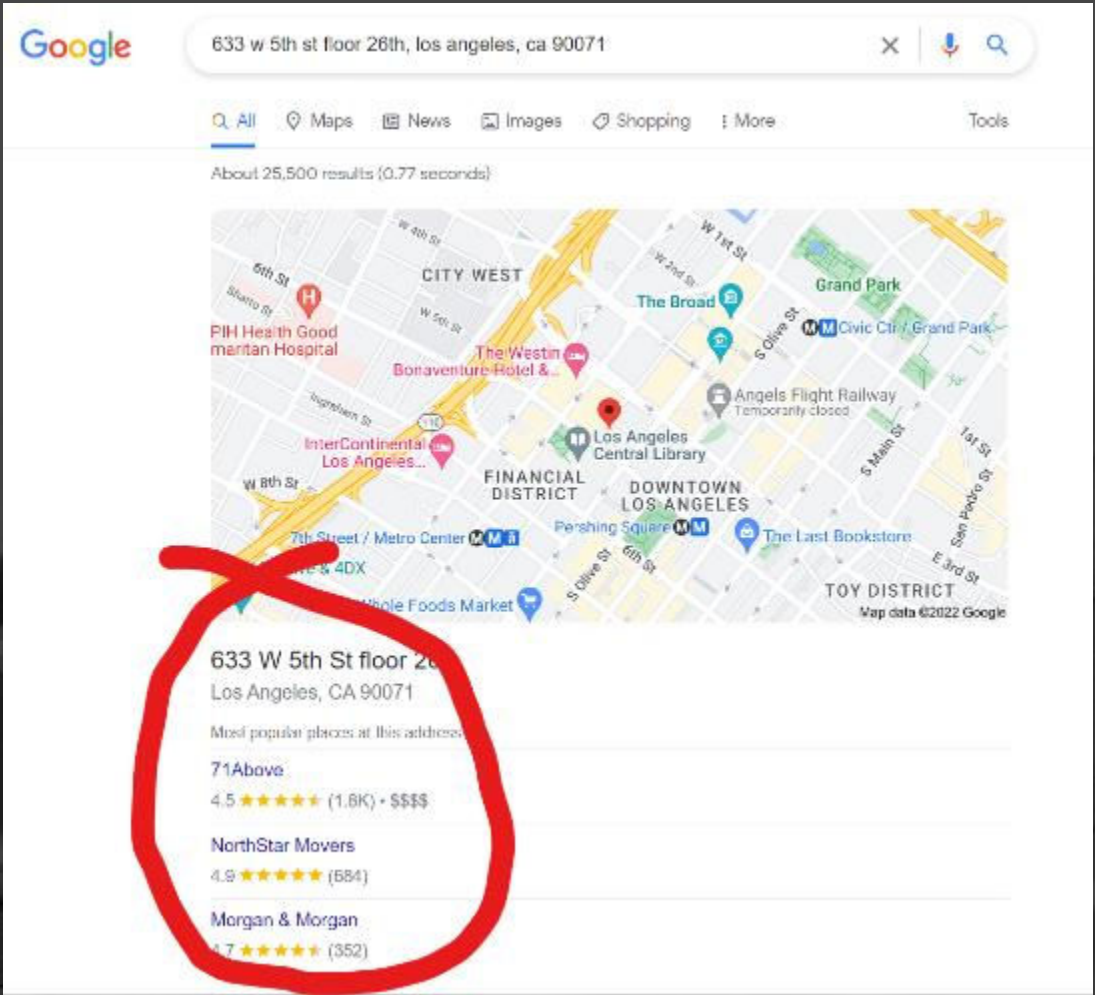
Map showing the area around 633 W 5th St floor 26th, Los Angeles, CA 90071. Landmarks include The Westin Bonaventure Hotel & Suites, InterContinental Los Angeles, Los Angeles Central Library, and various streets like W 4th St, W 5th St, W 6th St, W 7th St, W 8th St, W 9th St, W 10th St, W 11th St, W 12th St, W 13th St, W 14th St, W 15th St, W 16th St, W 17th St, W 18th St, W 19th St, W 20th St, W 21st St, W 22nd St, W 23rd St, W 24th St, W 25th St, W 26th St, W 27th St, W 28th St, W 29th St, W 30th St, W 31st St, W 32nd St, W 33rd St, W 34th St, W 35th St, W 36th St, W 37th St, W 38th St, W 39th St, W 40th St, W 41st St, W 42nd St, W 43rd St, W 44th St, W 45th St, W 46th St, W 47th St, W 48th St, W 49th St, W 50th St, W 51st St, W 52nd St, W 53rd St, W 54th St, W 55th St, W 56th St, W 57th St, W 58th St, W 59th St, W 60th St, W 61st St, W 62nd St, W 63rd St, W 64th St, W 65th St, W 66th St, W 67th St, W 68th St, W 69th St, W 70th St, W 71st St, W 72nd St, W 73rd St, W 74th St, W 75th St, W 76th St, W 77th St, W 78th St, W 79th St, W 80th St, W 81st St, W 82nd St, W 83rd St, W 84th St, W 85th St, W 86th St, W 87th St, W 88th St, W 89th St, W 90th St, W 91st St, W 92nd St, W 93rd St, W 94th St, W 95th St, W 96th St, W 97th St, W 98th St, W 99th St, W 100th St.

633 W 5th St floor 26th
Los Angeles, CA 90071

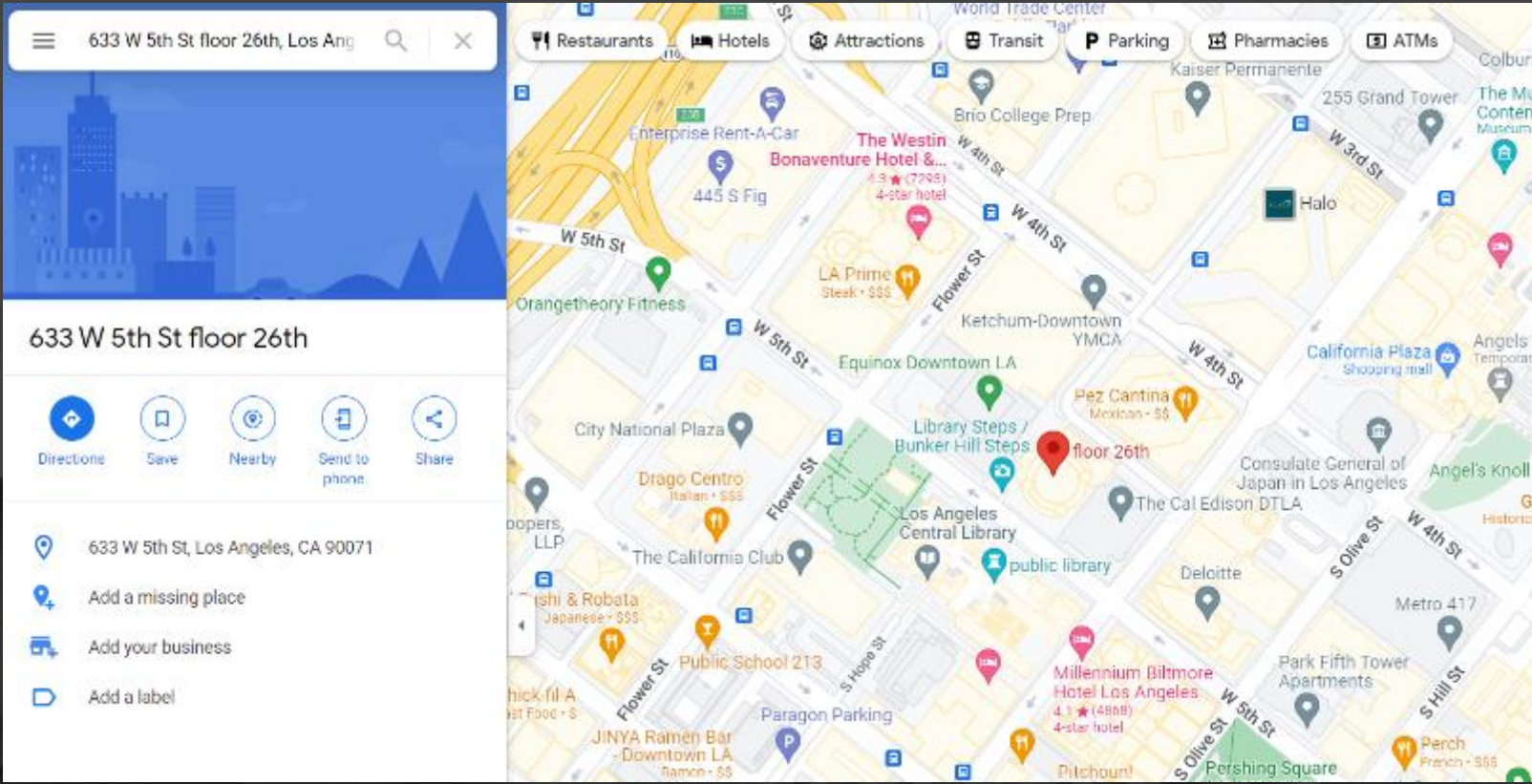
Most popular places at this address

- 71Above**
4.5 ★★★★★ (1.8K) • \$\$\$\$
- NorthStar Movers**
4.9 ★★★★★ (684)
- Morgan & Morgan**
4.7 ★★★★★ (352)

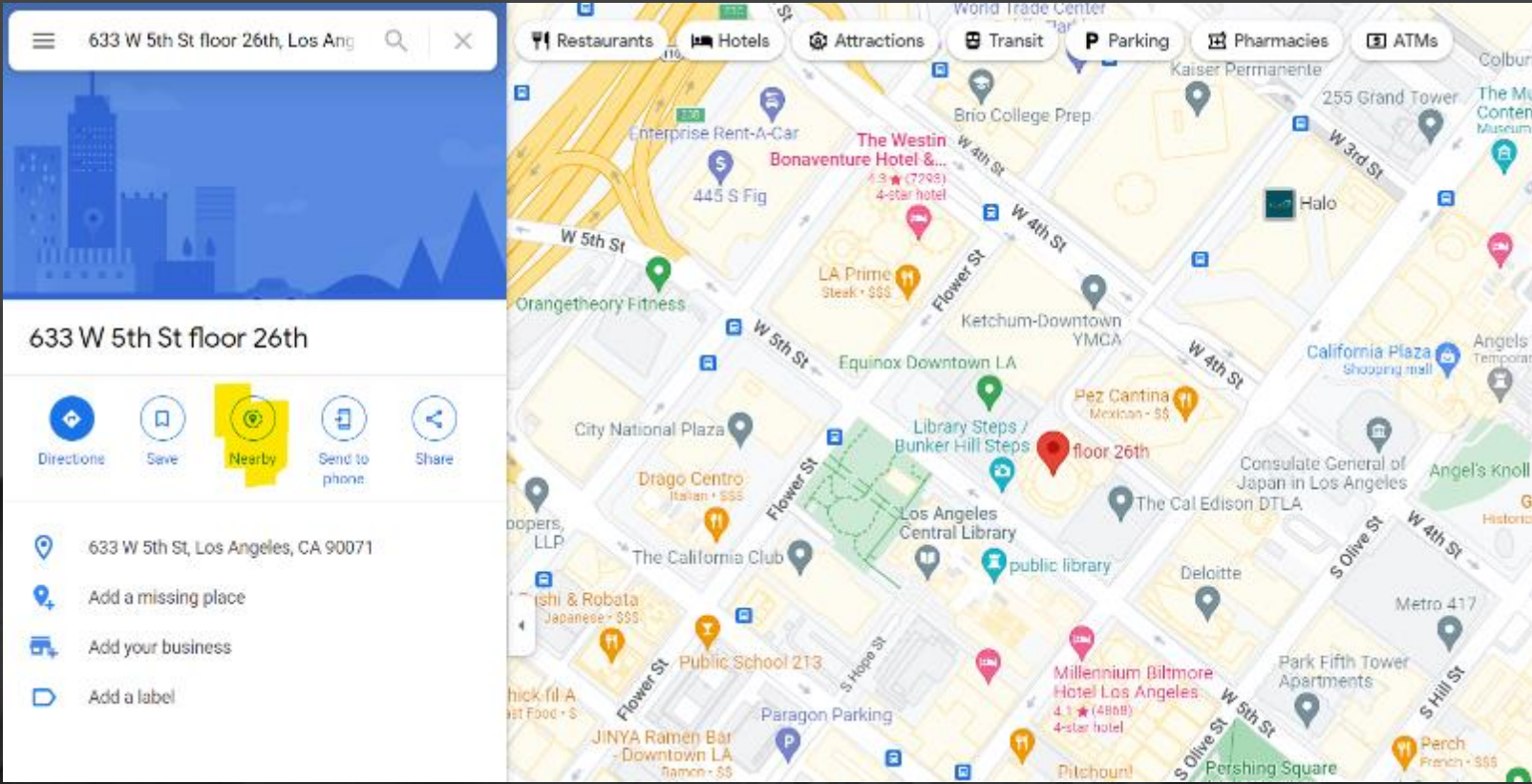
How to check the address quickly on Google maps



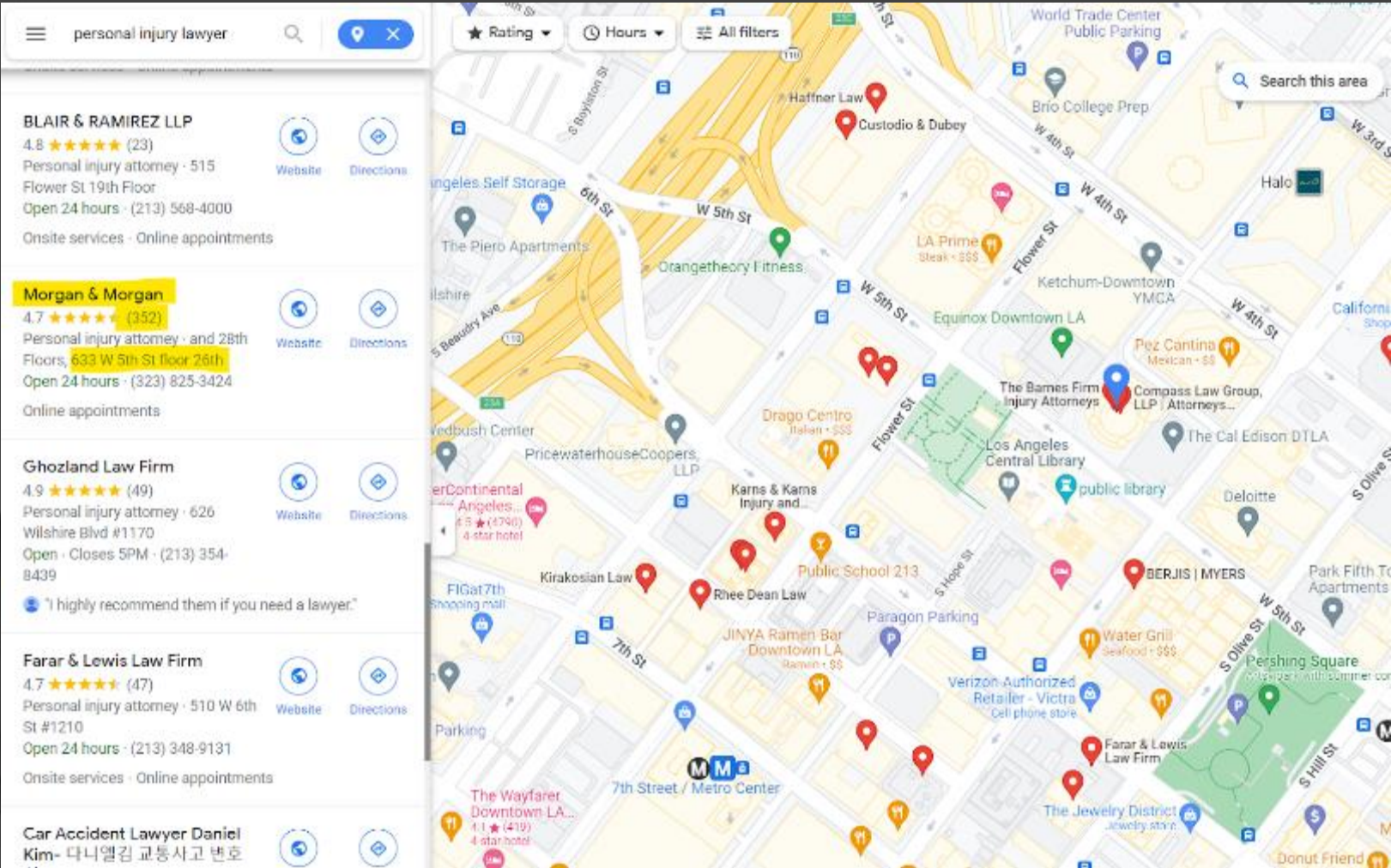
How to check the address quickly on Google maps



How to check the address quickly on Google maps



How to check the address quickly on Google maps



Twitter: @ndyjsimpson



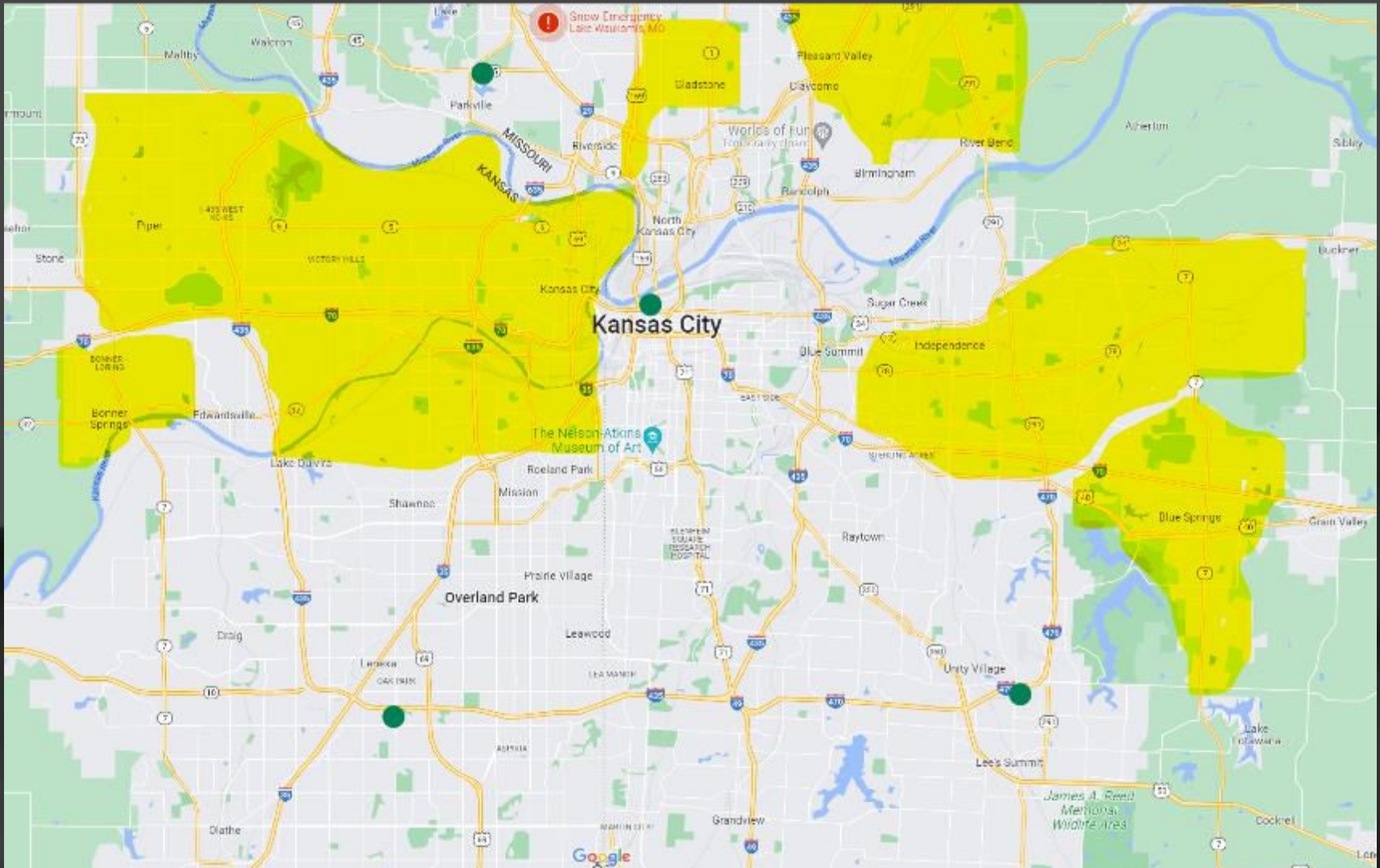
How to check the address quickly on Google maps

The image shows a Google Maps interface. On the left, a business card for Morgan & Morgan is displayed. It includes a profile picture of a man, the firm name, a 4.7 star rating with 351 reviews, and the address: "and 28th Floors, 633 W 5th St floor 26th, Los Angeles, CA 90071". Below the address, it says "Floor 28 · US Bank Tower" and "Open 24 hours". At the bottom of the card, the website "forthepeople.com" is listed. On the right, a map view shows the location of Morgan & Morgan (marked with a red pin) near the US Bank Tower. Other nearby locations like Bostwick & Peterson, LLP, 71 Above, Lewis Brisbois Bisgaard & Smith LLP, Geeks Attorney, and Maze Bank are also visible on the map.

Twitter: @ndyjsimpson

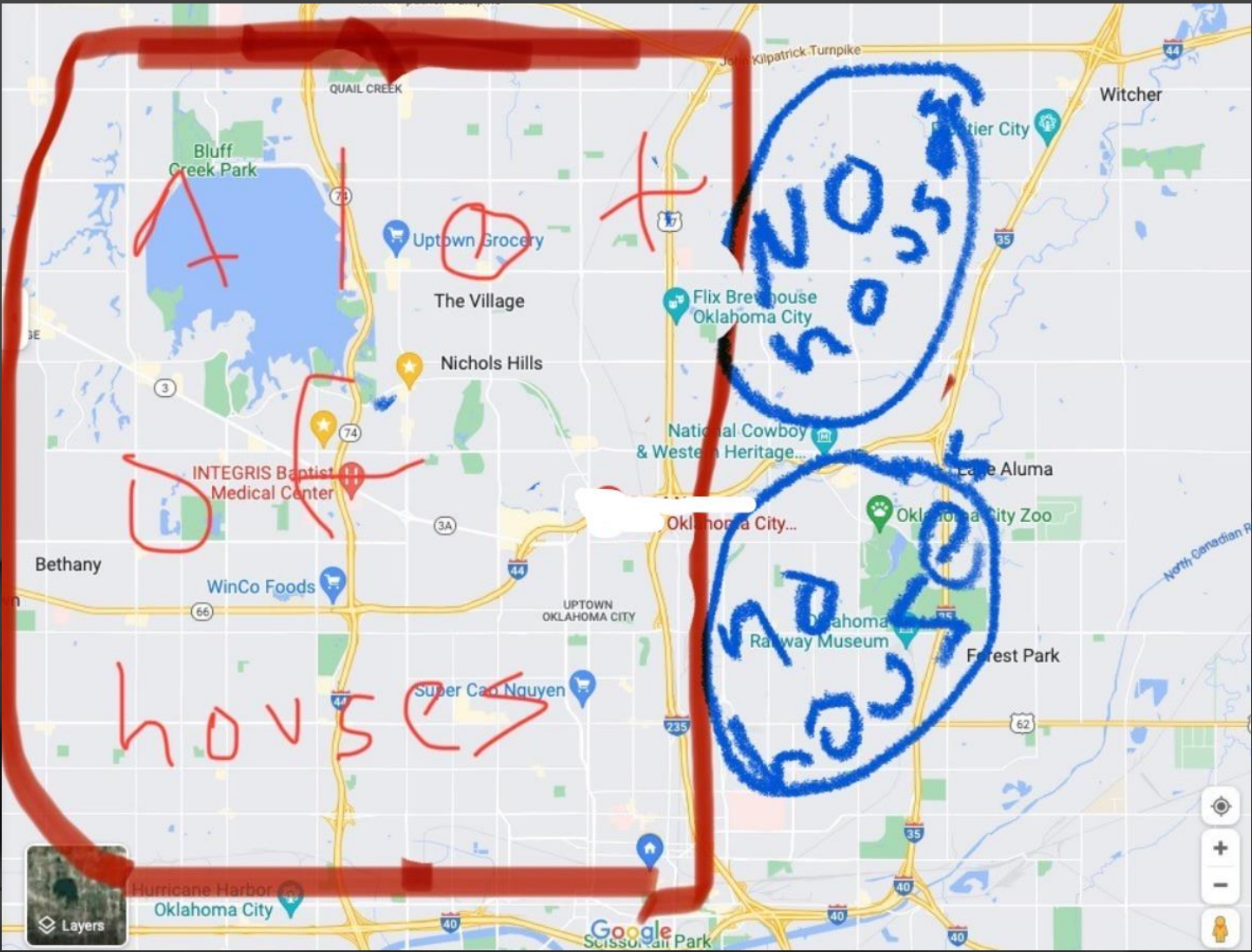


Working with clients...



Twitter: @ndyjsimpson

Working with clients...



Twitter: @ndyjsimpson



DO

- Check the address first in Google Maps
- Email/speak with your SEO Specialist to ask:
 - I'm looking at opening a new office where should I look?
 - I've been looking for a new office and these are my top five

DON'T

- Sign a lease or contract without doing the above

Because Marketplace Exclusivity Matters

Experience The Difference

- ✓ Search Engine Optimization (SEO)
- ✓ Pay-Per-Click Marketing (PPC)
- ✓ Social Media Marketing
- ✓ Content Marketing Strategies
- ✓ Web Design & Development
- ✓ Reputation Management
- ✓ Local Search
- ✓ Digital Video Marketing