

Because Marketplace Exclusivity Matters

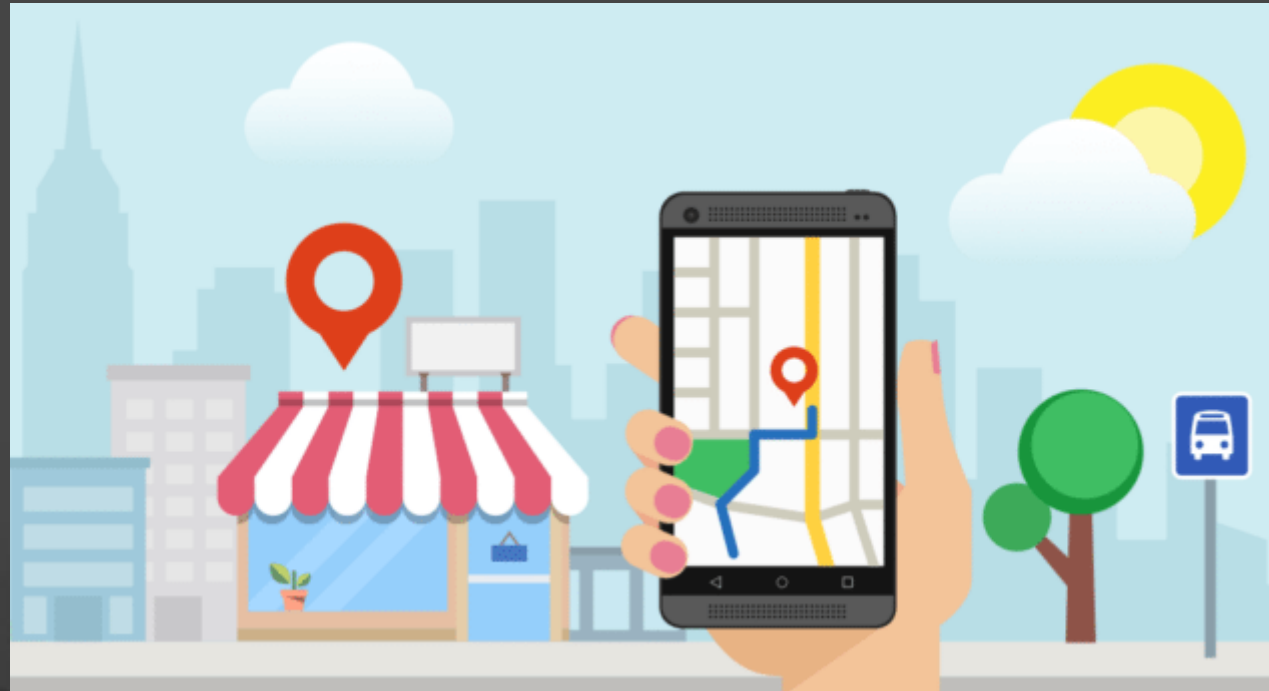
Experience The Difference

- ✓ 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



Download: www.digitallawmarketing.com/philly2023/

@ndyjsimpson | #AAJAnnual23 #AAJConvention



Local SEO Tips 2023

Download: www.digitallawmarketing.com/philly2023/

@ndyjsimpson | #AAJAnnual23 #AAJConvention

Search Engine Optimization

Download: www.digitallawmarketing.com/philly2023/

@ndyjsimpson | #AAJAnnual23 #AAJConvention

...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/philly2023/

@ndyjsimpson | #AAJAnnual23 #AAJConvention

Local Search Engine Optimization

Download: www.digitallawmarketing.com/philly2023/

@ndyjsimpson | #AAJAnnual23 #AAJConvention

...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/philly2023/

@ndyjsimpson | #AAJAnnual23 #AAJConvention

...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/philly2023/

@ndyjsimpson | #AAJAnnual23 #AAJConvention

Local Search Ranking Factors

Everything you need to focus on to win rankings in 2023!



Darren Shaw

Last updated: March 24, 2023



- Introduction & analysis
- Local pack/finder ranking
- Local organic ranking factors
- Conversion factors
- Local SEO myths
- Negative ranking factors
- Suspension risk factors
- LSA ranking factors

Introduction & analysis

 [Copy a link to this section](#)

The Local Search Ranking Factors annual report was developed by *David Mihm* in 2008 and taken over by

Expert contributors

Below are this year's amazing contributors. These local SEO practitioners are the best and the brightest in local search. They are the digital marketers doing the work, testing theories, researching, writing, and speaking about what gets their clients ranking at the top of Google's local results.



Adam Dorfman
Chicago, IL, USA

Reputation
@phixed



Allie Margeson
Toronto, ON, Canada

Whitespark
@seoallie



Amanda Jordan
Greenville, SC, USA

RicketyRoo
@amandajordan



Amy Toman
Spring Lake Hts, NJ, USA

Digital Law Marketing
@BubblesUp



Andrew Shotland
Pleasanton, CA, USA

LocalSEOGuide
@localseoguide



Andy Kuiper
Edmonton AB, Canada

Andy Kuiper Internet Marketing
@andykuiper



Andy Simpson
Alpharetta, GA, USA

Digital Law Marketing
@ndysimpson



Ben Fisher
Phoenix, AZ, USA

Steady Demand
@TheSocialDude



Blake Denman
Bend, OR, USA

RicketyRoo Inc
@blakedenman

Expert contributors

Below are this year's amazing contributors. These local SEO practitioners are the best and the brightest in local search. They are the digital marketers doing the work, testing theories, researching, writing, and speaking about what gets their clients ranking at the top of Google's local results.



Adam Dorfman
Chicago, IL, USA

Reputation
@phixed



Allie Margeson
Toronto, ON, Canada

Whitespark
@seoallie



Amanda Jordan
Greenville, SC, USA

RicketyRoo
@amandajordan



Amy Toman
Spring Lake Hts, NJ, USA

Digital Law Marketing
@BubblesUp



Andrew Shotland
Parsippany, NJ, USA

Local SEO Guide
@localseoguide



Andy Kuiper
Edmonton AB, Canada

Andy Kuiper Internet Marketing
@andykuiper



Andy Simpson
Alpharetta, GA, USA

Digital Law Marketing
@ndysimpson



Ben Fisher
Phoenix, AZ, USA

Steady Demand
@TheSocialDude



Blake Denman
Bend, OR, USA

RicketyRoo Inc
@blakedenman

ME!



Expert contributors

Below are this year's amazing contributors. These local SEO practitioners are the best and the brightest in local search. They are the digital marketers doing the work, testing theories, researching, writing, and speaking about what gets their clients ranking at the top of Google's local results.



Adam Dorfman
Chicago, IL, USA

Reputation
@nbixed



Allie Margeson
Toronto, ON, Canada

Whitespark
@seoallie



Amanda Jordan
Greenville, SC, USA

RicketyRoo
@amandajordan



Amy Toman
Spring Lake Hts, NJ, USA

Digital Law Marketing
@SubsUp



Andrew Shotland
Sassanonton, CA, USA

Local SEO Guide
@localseoguide



Andy Kuiper
Edmonton AB, Canada

Andy Kuiper Internet Marketing
@andykuiper



Andy Simpson
Alpharetta, GA, USA

Digital Law Marketing
@ndysimpson



Ben Fisher
Phoenix, AZ, USA

Steady Demand
@TheSocialDude



Blake Denman
Bend, OR, USA

RicketyRoo Inc
@blakedenman

ME!

Local Search Ranking Factors

Everything you need to focus on to win rankings in 2023!



Darren Shaw

Last updated: March 24, 2023



- Introduction & analysis
- Local pack/finder ranking
- Local organic ranking factors
- Conversion factors
- Local SEO myths
- Negative ranking factors
- Suspension risk factors
- LSA ranking factors

Introduction & analysis

 [Copy a link to this section](#)

The Local Search Ranking Factors annual report was developed by *David Mihm* in 2008 and taken over by

Local pack/finder ranking factors

[Copy a link to this section](#)

Here are all ranking factors as ranked by the contributors for their impact on **local pack/finder rankings**:



Google personal injury attorney manhattan beach CA

About 16,300,000 results (0.83 seconds)

GOOGLE SCREENED Personal Injury Lawyers nearby

Car Accident Lawyer Data 4.9 (198) 21 years in business

Wilshire Law Firm 4.8 (768) 15 years in business

Cohen & Marzban Law Firm 5.0 (116) 10 years in business

Personal Injury Attorneys

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

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

The Ryan Law Group 5.0 (12) Personal injury attorney 34 years in business - 317 Rosecrans Ave - (310) 299-95... Open Website Directions

Best Manhattan Beach, CA Personal Injury Attorneys - Super ... Results 1 - 23 of 1237 - Top Rated Personal Injury Lawyers in Manhattan Beach, CA, Christopher Miller - The Miller Law Firm - 626-671-7624, 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, Cori Hoff - 2041 Rosecrans Ave, El Segundo, CA 90245 - (310) 322-7900; 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 5PM - (310) 984-3220 Website Directions

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

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

The Ryan Law Group 5.0 (12) Personal injury attorney 34 years in business - 317 Rosecrans Ave Open Website Directions

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

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

Google Maps

Local pack/finder ranking factors

[Copy a link to this section](#)

Here are all ranking factors as ranked by the contributors for their impact on **local pack/finder rankings**:



Local pack/finder ranking factors

[Copy a link to this section](#)

Here are all ranking factors as ranked by the contributors for their impact on **local pack/finder rankings**:



136	Quantity of Videos on GBP	24	■
137	Keywords in Image Filenames Across Entire Website	24	■
138	Trusted Photographer / Google Business View Photography	23	■
139	Participation in Adwords, Adwords Express, Hotel Finder, or other paid Google products	23	■
140	Quantity of Google Posts Posted	22	■
141	GBP Booking Feature is Enabled	20	■
142	Quantity of Transactions Identified Through Credit Card Partners	20	■
143	Quantity of Questions Asked in Google Q&A	19	■
144	GBP Messaging Feature is Enabled	18	■
145	Keywords in Google Q&A	18	■
146	Sum of Transactions Identified Through Credit Card Partners	16	■
147	Keywords in Owner Responses to Reviews	12	■
148	Keywords in GBP Description	11	■
149	Geo-tagged Photos Uploaded to GBP	2	

Collapse data

Google personal injury attorney manhattan beach CA

About 16,300,000 results (0.83 seconds)

GOOGLE SCREENED Personal Injury Lawyers nearby

Car Accident Lawyer Data 4.9 (198) 21 years in business

Wilshire Law Firm 4.8 (768) 15 years in business

Cohen & Marzban Law Firm 5.0 (116) 10 years in business

Personal Injury Attorneys

Taylor & Ring 5.0 (29) Personal injury attorney 5+ years in business - 1230 Rosecrans Ave #360 - In MA... Open - Closes 5PM 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 34 years in business - 317 Rosecrans Ave - (310) 299-95... Open 24 hours

Best Manhattan Beach, CA Personal Injury Attorneys - Super ...

Top Manhattan Beach Personal Injury Lawyers - California

THE BEST 10 Personal Injury Law near Manhattan Beach, CA

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 5PM - (310) 984-3220

Taylor & Ring 5.0 (29) Personal injury attorney 5+ years in business - 1230 Rosecrans Ave #360 - In MANHATTAN TOWERS Open - Closes 5PM - (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 34 years in business - 317 Rosecrans Ave Open 24 hours - (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

Map showing locations of law firms in Manhattan Beach, CA.

Google Maps

Google search results for "taylor and ring manhattan beach". The search bar shows the query and navigation icons. Below the search bar are filters for All, Maps, News, Images, Shopping, and More. The results show about 22,200,000 results in 0.57 seconds.

The first result is from <https://www.taylorring.com> for "Taylor & Ring". The description states: "Our Manhattan Beach personal injury attorneys fight to get clients every dollar they deserve, including compensation for physical pain, emotional suffering, ...". It includes links for "Contact Us", "David M. Ring", and "About Us", and notes the last visit was on 12/6/22.

The second result is from <https://www.taylorring.com> for "Los Angeles Sexual Assault and Personal Injury Lawyers". The description says: "Taylor and Ring is a great law firm, I can only say wonderful things about it."

The third result is from <https://www.taylorring.com> for "Manhattan Beach Personal Injury Attorneys LA - Taylor & Ring". The description says: "The law firm of Taylor & Ring represents people who have suffered a serious or ...".

The fourth result is from <https://profiles.superlawyers.com> for "Taylor & Ring - Manhattan Beach, California". The description says: "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 ...".

The fifth result is from <https://www.hg.org> for "Taylor & Ring - Lawyers in Manhattan Beach, CA - HG.org". The description says: "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,".

The sixth result is from <https://www.lawinfo.com> for "Taylor & Ring - Manhattan Beach, CA Sexual Abuse Law Firm". The description says: "Taylor & Ring is one of the leading law firms that represents victims of sex abuse, sex assault,".

On the right side of the page, a red box highlights a Google Business Profile for "Taylor & Ring". The profile includes a photo of the attorneys, a map showing the location at 1230 Rosecrans Ave #360, Manhattan Beach, CA 90266, and a 5.0 star rating with 28 Google reviews. It also lists service options, contact information, and appointment details.

Tip 1 – Use the correct category

Work with Greene Broillet & Wheeler, Where... See photos See outside

Greene Broillet & Wheeler Firm, LLP

Website Directions Save Call

4.8 ★★★★★ 57 Google reviews

Law firm in El Segundo, California

Address: 222 N Pacific Coast Hwy Suite 2100 El Segundo, CA

See photos

Taylor & Ring

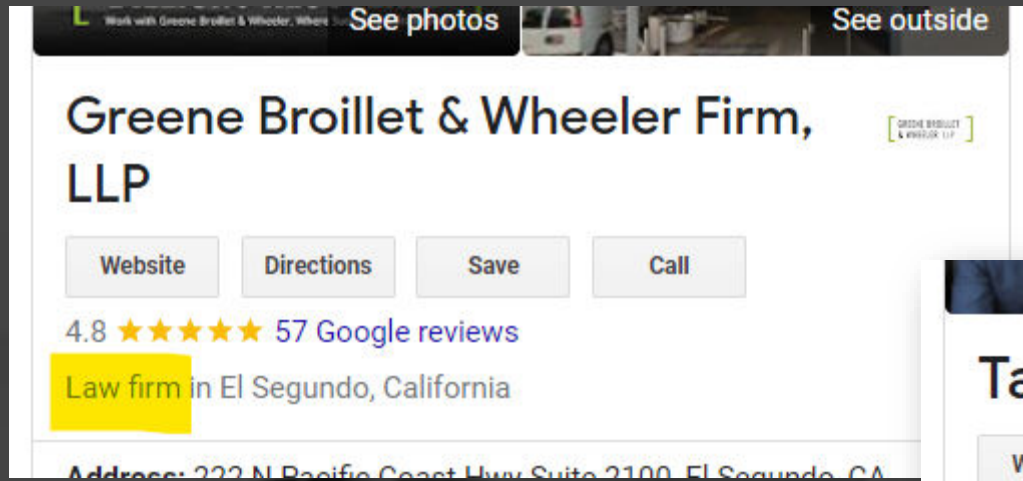
Website Directions Save Call

5.0 ★★★★★ 29 Google reviews

Personal injury attorney in Manhattan Beach, California

Service options: Online appointments · Onsite services

Tip 1 – Use the correct category



Mark with Greene Broillet & Wheeler, Where to See photos See outside

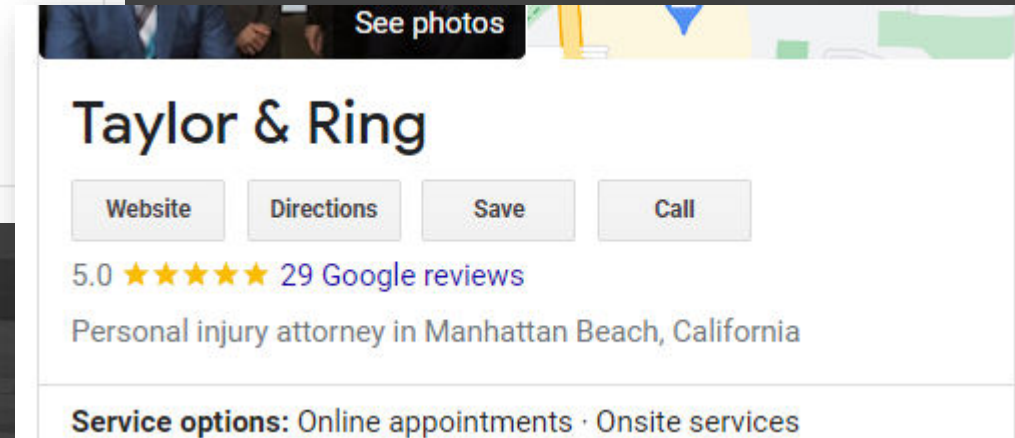
Greene Broillet & Wheeler Firm, LLP

Website Directions Save Call

4.8 ★★★★★ 57 Google reviews

Law firm in El Segundo, California

Address: 222 N Pacific Coast Hwy Suite 2100 El Segundo, CA



See photos

Taylor & Ring

Website Directions Save Call

5.0 ★★★★★ 29 Google reviews

Personal injury attorney in Manhattan Beach, California

Service options: Online appointments · Onsite services

Tip 1 – Use the correct category

Mark with Greene Broillet & Wheeler, Where to See photos See outside

Greene Broillet & Wheeler Firm, LLP

Website Directions Save Call

4.8 ★★★★★ 57 Google reviews

Law firm in El Segundo, California

Address: 222 N Pacific Coast Hwy Suite 2100 El Segundo, CA

See photos

Taylor & Ring

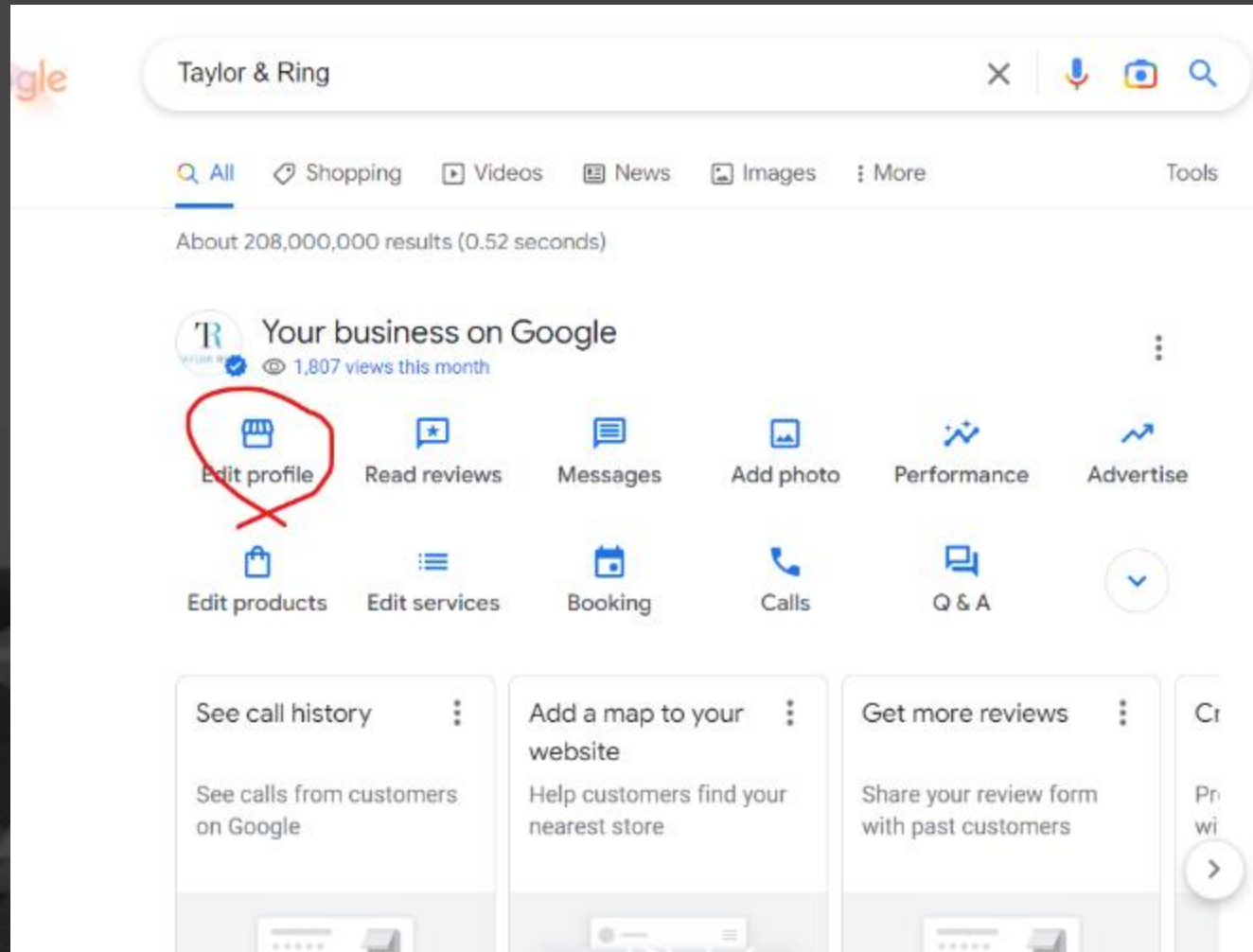
Website Directions Save Call

5.0 ★★★★★ 29 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 name' and shows 'Taylor & Ring'. Below this is the 'Business category' section, which includes a sub-header 'Primary category' (highlighted in yellow) and a text input field containing 'Personal injury attorney'. There are two 'Additional category' sections, each with a text input field containing 'Law firm' and 'Legal services' respectively, and a close button (X) to the right of each field. At the bottom right, there is a status indicator: 'Hours: Closed - Opens 9 AM'.

Tip 1 – Use the correct category

Mark with Greene Broillet & Wheeler, Where to See photos See outside

Greene Broillet & Wheeler Firm, LLP

Website Directions Save Call

4.8 ★★★★★ 57 Google reviews

Law firm in El Segundo, California

Address: 222 N Pacific Coast Hwy Suite 2100 El Segundo, CA

See photos

Taylor & Ring

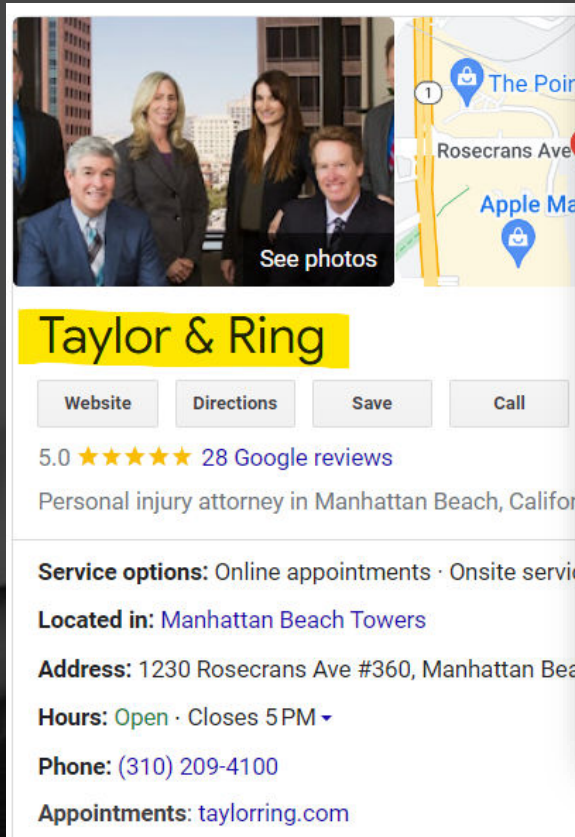
Website Directions Save Call

5.0 ★★★★★ 29 Google reviews

Personal injury attorney in Manhattan Beach, California

Service options: Online appointments · Onsite services

Tip 2 – Business Name



Taylor & Ring

Website Directions Save Call

5.0 ★★★★★ 28 Google reviews

Personal injury attorney in Manhattan Beach, California

Service options: Online appointments · Onsite services

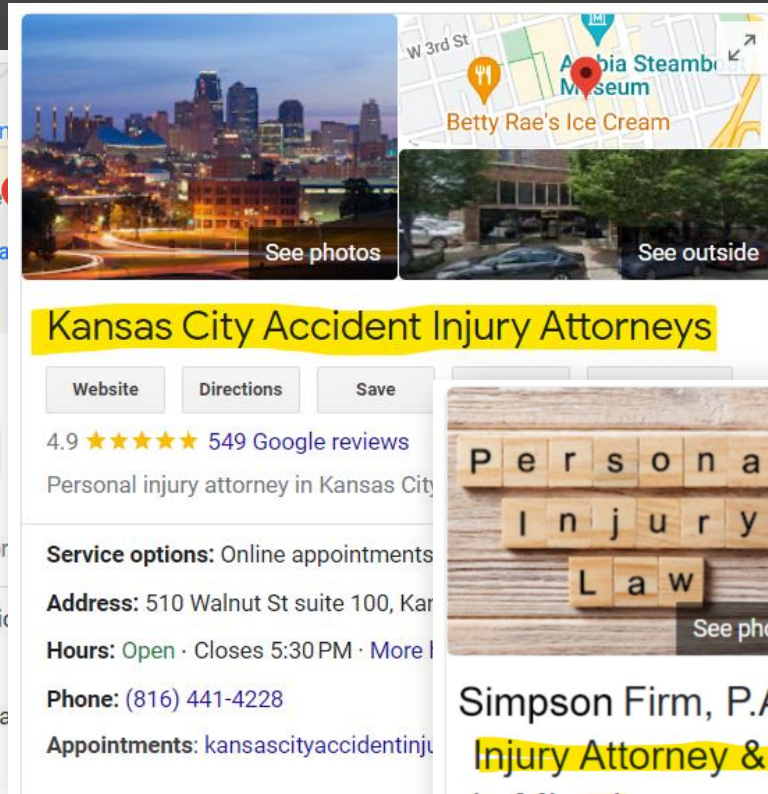
Located in: [Manhattan Beach Towers](#)

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

Hours: Open · Closes 5 PM ▾

Phone: (310) 209-4100

Appointments: [tayloring.com](#)



Kansas City Accident Injury Attorneys

Website Directions Save

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 64101

Hours: Open · Closes 5:30 PM · More ▾

Phone: (816) 441-4228

Appointments: [kansascityaccidentinjuryattorneys.com](#)



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

Website Directions Save Call

4.9 ★★★★★ 88 Google reviews

Personal injury attorney in Miami, Florida

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

Tip 2 – Business Name

Pros

- Ranking benefits

Cons

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

Tip 3 – Reviews

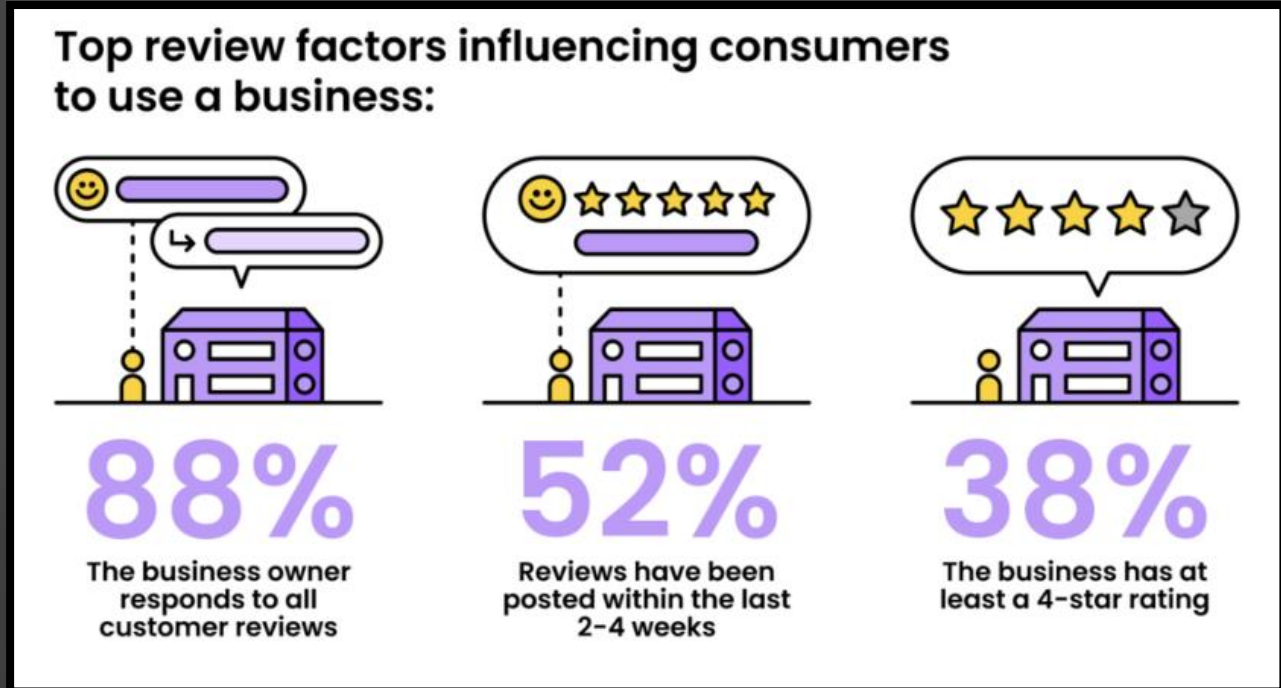
12	Completeness of GBP	112	
13	Sustained Influx of Reviews Over Time (rather than bursts)	105	
14	Dedicated Page for Each Service	105	
15	Keywords in GBP Landing Page Headings (H1, H2, etc)	102	
16	Proper Placement of the Map Pin	101	
17	Geographic (City/Neighborhood) Keyword Relevance of Domain Content	101	
18	Internal Linking Across Entire Website	100	
19	Quantity of Inbound Links to Domain from Locally-Relevant Domains	100	
20	Recency of Reviews	99	
21	Quantity of Inbound Links to GBP Landing Page URL from Locally-Relevant Domains	98	

Tip 3 – Reviews

Banks and Jones
Personal injury attorney in Knoxville, Tennessee

4.9 ★★★★★ 1,076 Google reviews

Address: 2125 Middlebrook Pike, Knoxville, TN 37921
Hours: Open · Closes 5PM ▾
Phone: (865) 328-1812
Appointments: banksjones.com

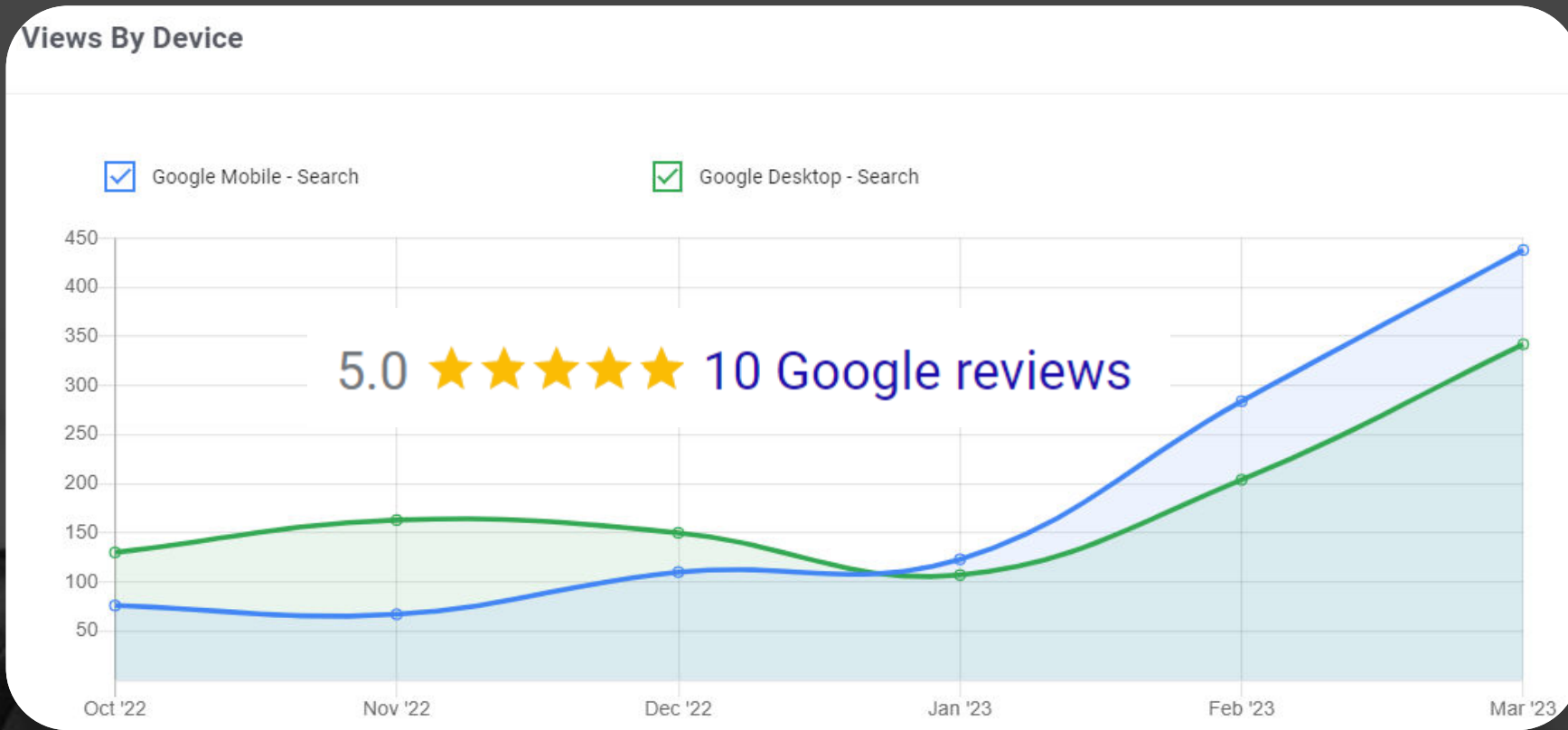


87% of consumers used Google to evaluate local businesses in 2022, up from 81% in 2021.

Brightlocal

<https://bit.ly/2023reviewsmatter>

Tip 3 – Reviews



Tip 3 – Reviews

personal injury attorney

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, SunCity Solar, Search Office Space, sweetgreen Health Food · \$\$, Akerman LLP, Los Angeles Central Library, Public Art "The Literate Fence", John Fante Square, Silverback Coffee of Rwanda, 400 South Hope, ABM Parking Serv, Mondo Butter, Coleman & Associates, One Bunker Hill, Edwin G. Schuck, Sled 2nd D Station - LA, Public Art "Source Figure", Parking Entry, Rodi Pollock Pettker Christian & Pramov A..., Public Art "Trench, Shafts, Pit, Tunnel and...", Carson Center/ Computer Classes, Non-Fiction, Fiction, Drinking Fountain, and more.

Tip 3 – Reviews

personal injury attorney

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

Tip 3 – Reviews

personal injury attorney

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, SunCity Solar, Search Office Space, sweetgreen Health Food · \$\$, Akerman LLP, Los Angeles Central Library, Public Art "The Literate Fence", John Fante Square, Silverback Coffee of Rwanda, 400 South Hope, ABM Parking Serv, Mondo Butter, Coleman & Associates, One Bunker Hill, Edwin G. Schuck, Sled 2nd D Station - LA, Public Art "Source Figure", Parking Entry, Rodi Pollock Pettker Christian & Pramov A...



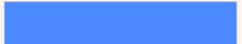
Tip 3 – Reviews

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

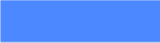
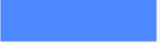
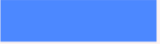
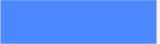
Tip 4 – Age of Your GBP

27	Quantity of Inbound Links to Landing Page URL from Industry-Relevant Domains	92	
28	Age of GBP	90	
29	Keywords in Anchor Text of Inbound Links to GBP Landing Page URL	89	

Tip 4 – Age of Your GBP

Do **not** create a new listing if you move your business, do everything you can to keep that listing.

Tip 5 – GBP Services

80	Page Authority of GBP Landing Page URL	61	
81	Presence of GBP Services	60	
82	Quality/Relevance of Photos	60	
83	Enhancement/Completeness of Citations	60	

Tip 5 – GBP Services

Businesses : Rating Hours

Sponsored

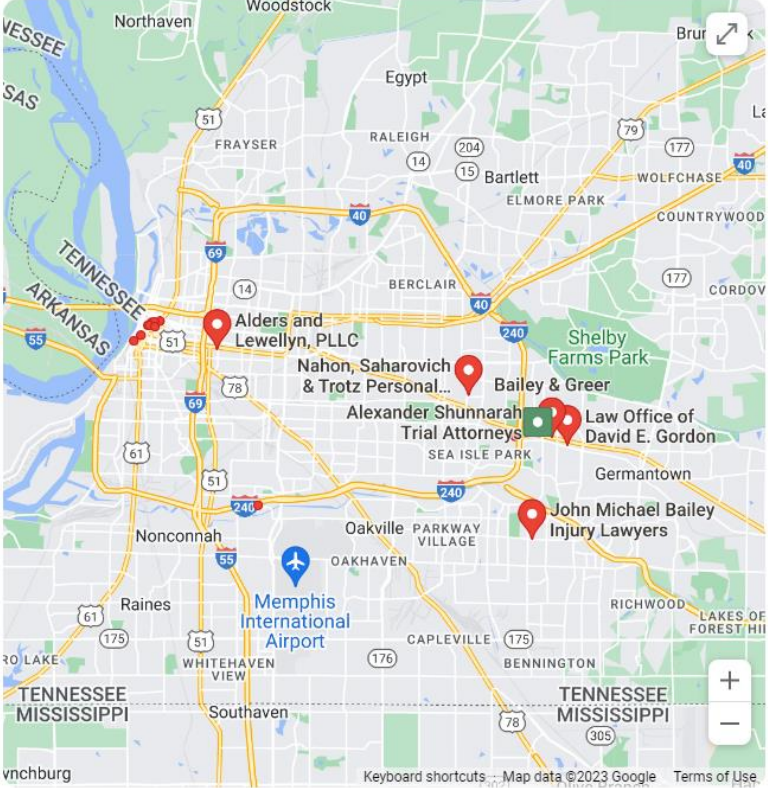
Alexander Shunnarah Trial Attorneys :
4.8 ★★★★★ (152) · Personal injury attorney
Memphis, TN · (901) 910-1923
Open 24 hours
Website Directions

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/

Tip 5 – GBP Services

Businesses : Rating ▾ Hours ▾

Sponsored

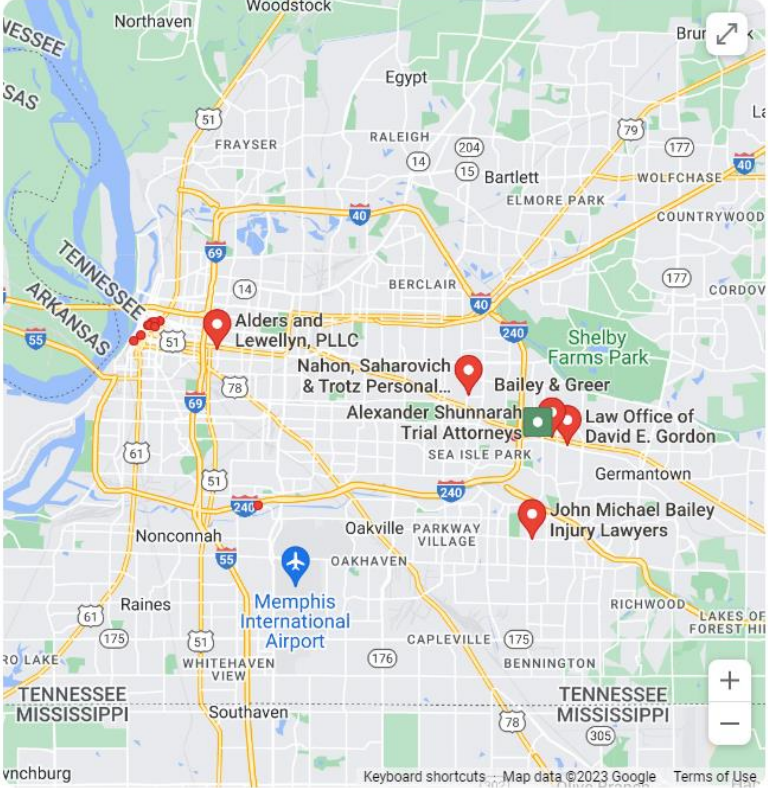
Alexander Shunnarah Trial Attorneys :
4.8 ★★★★★ (152) · Personal injury attorney
Memphis, TN · (901) 910-1923
Open 24 hours
[Website](#) [Directions](#)

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](#)

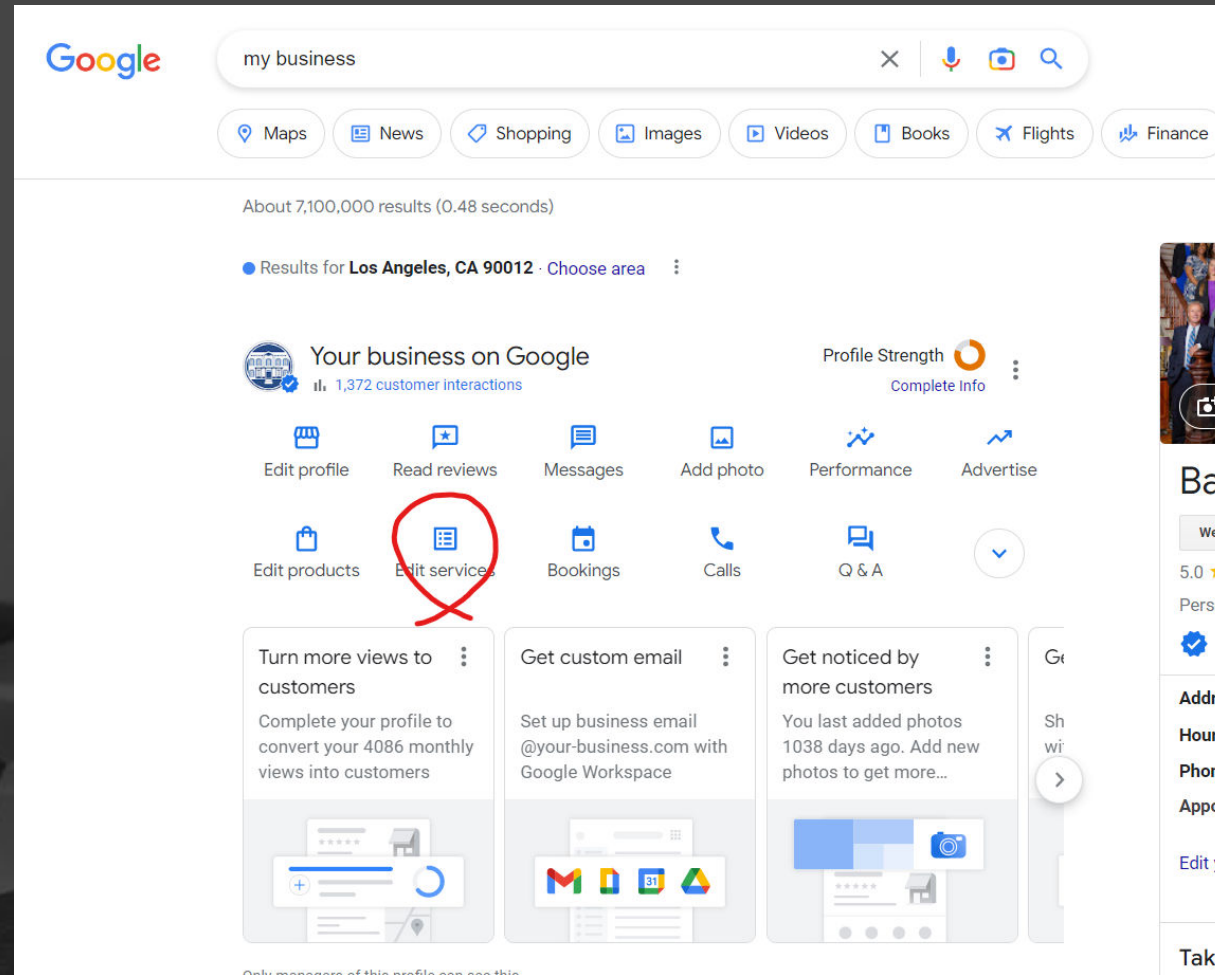
Alders and Lewellyn, PLLC
5.0 ★★★★★ (216) · Personal injury attorney
1331 Union Ave Suite 1000 · (901) 602-5700
Open · Closes 11:45 PM
✔ Provides: **Motor Vehicle injury Attorney**
[Website](#) [Directions](#)

[More businesses](#) →

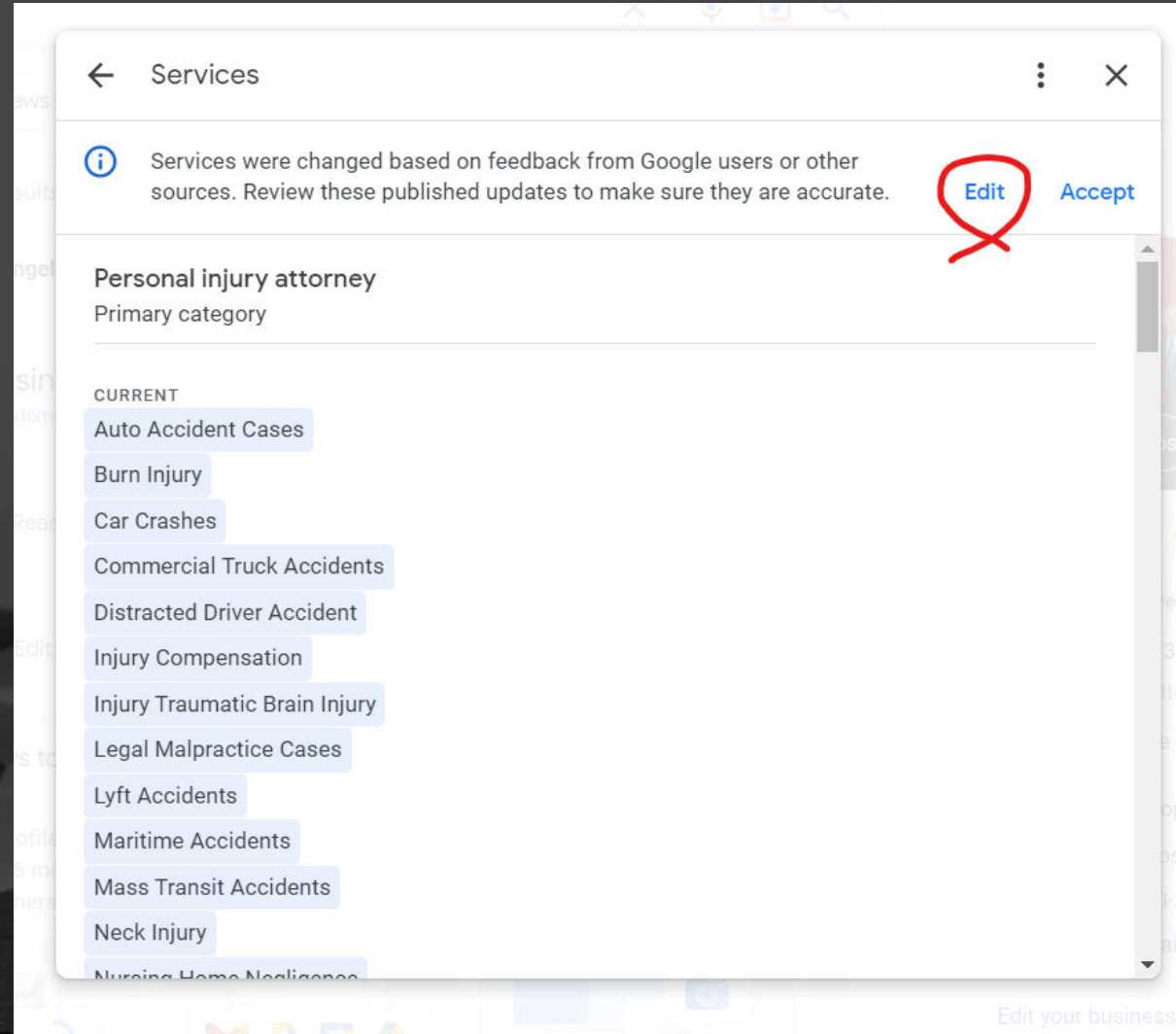


“truck accident lawyer Memphis”

Tip 5 – GBP Services



Tip 5 – GBP Services



Tip 5 – 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

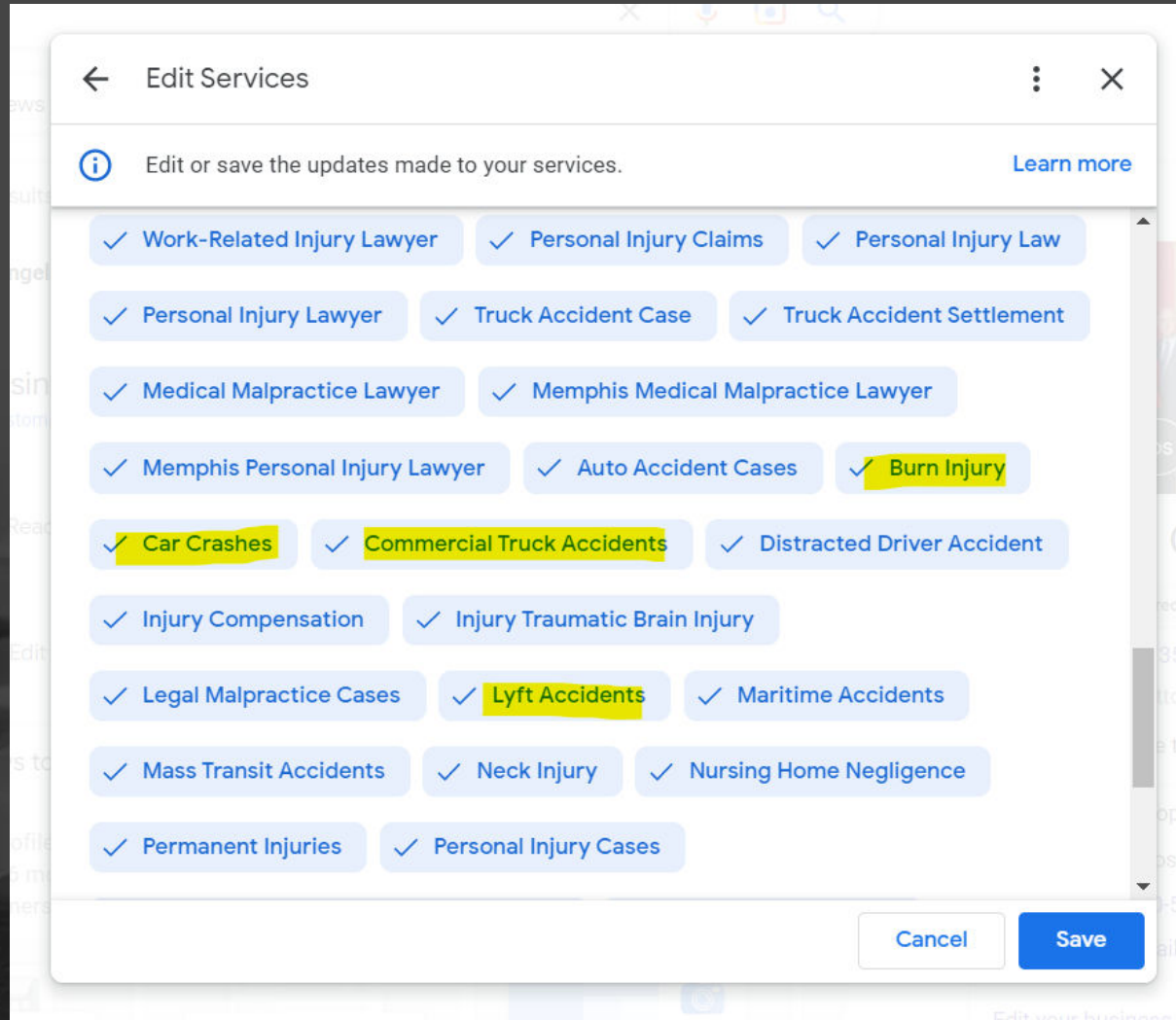
Motorcycle accident litigation Motorist insurance claims litigation

Pain & suffering litigation Pedestrian accident litigation

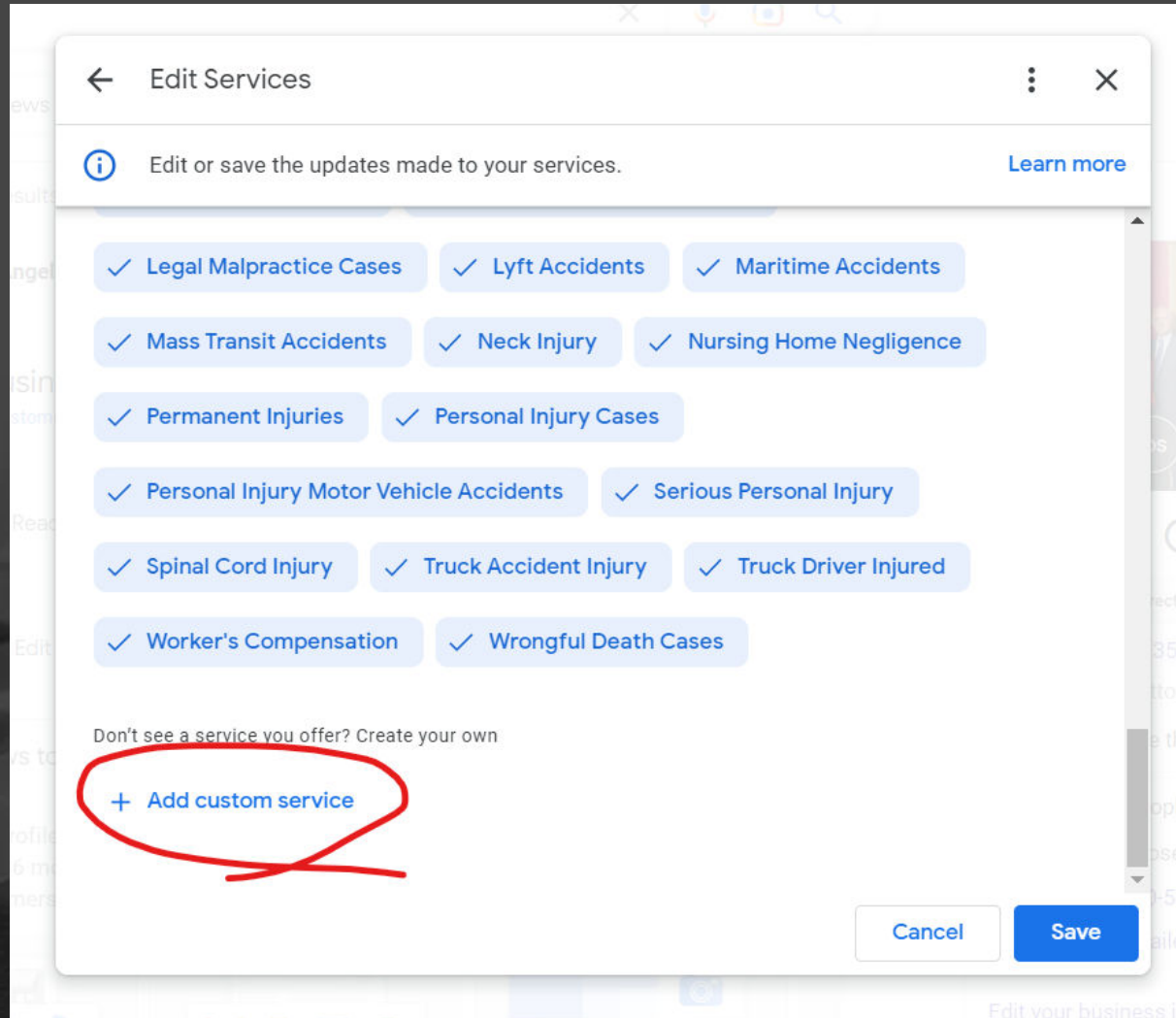
Product liability litigation Property damage litigation

Cancel Save

Tip 5 – GBP Services



Tip 5 – GBP Services



Tip 5 – 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

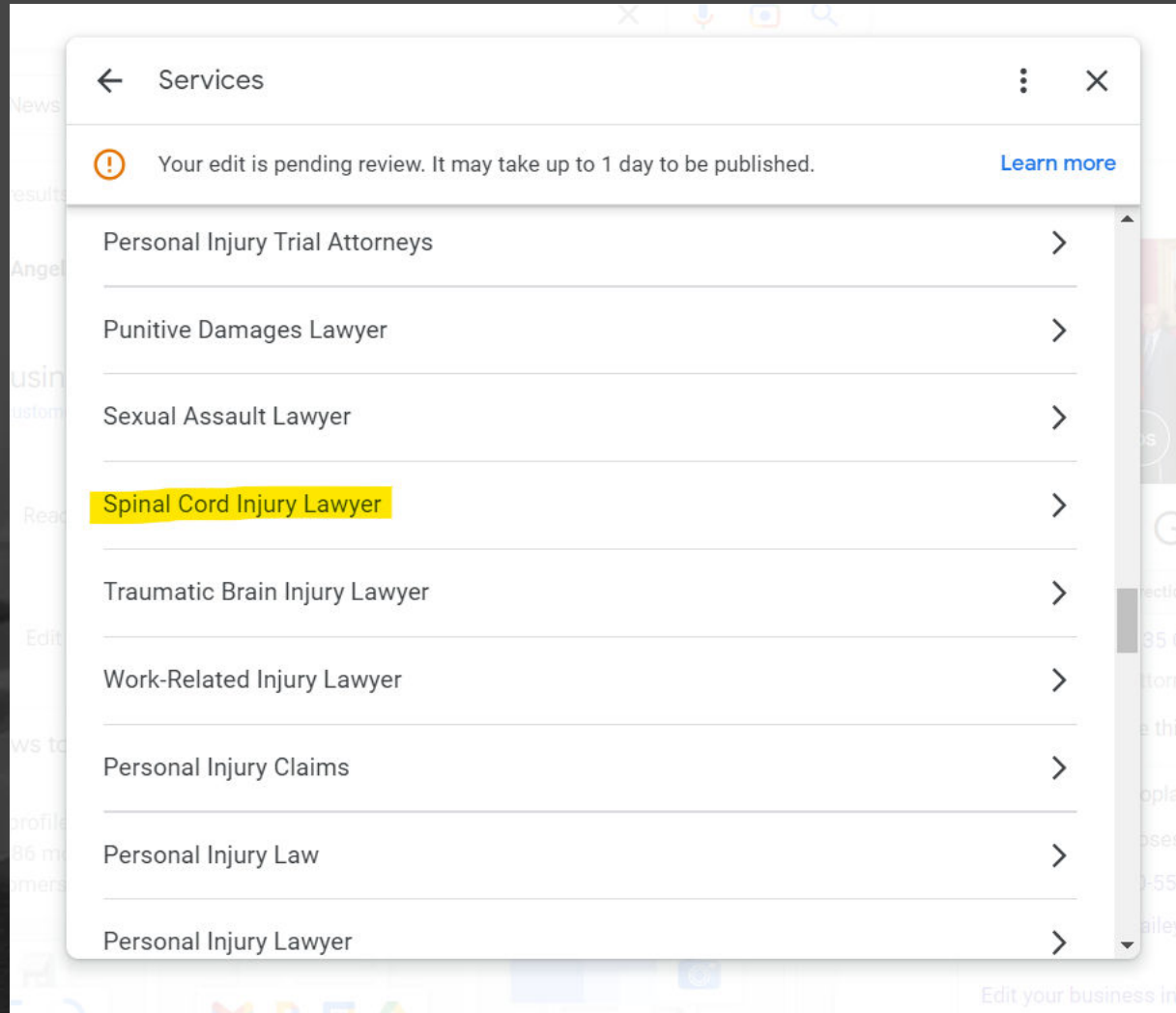
Spinal Cord Injury Lawyer ×

25 / 120

+ Add custom service

Cancel Save

Tip 5 – GBP Services



Tip 5 – GBP Services

Businesses : Rating ▾ Hours ▾

Sponsored

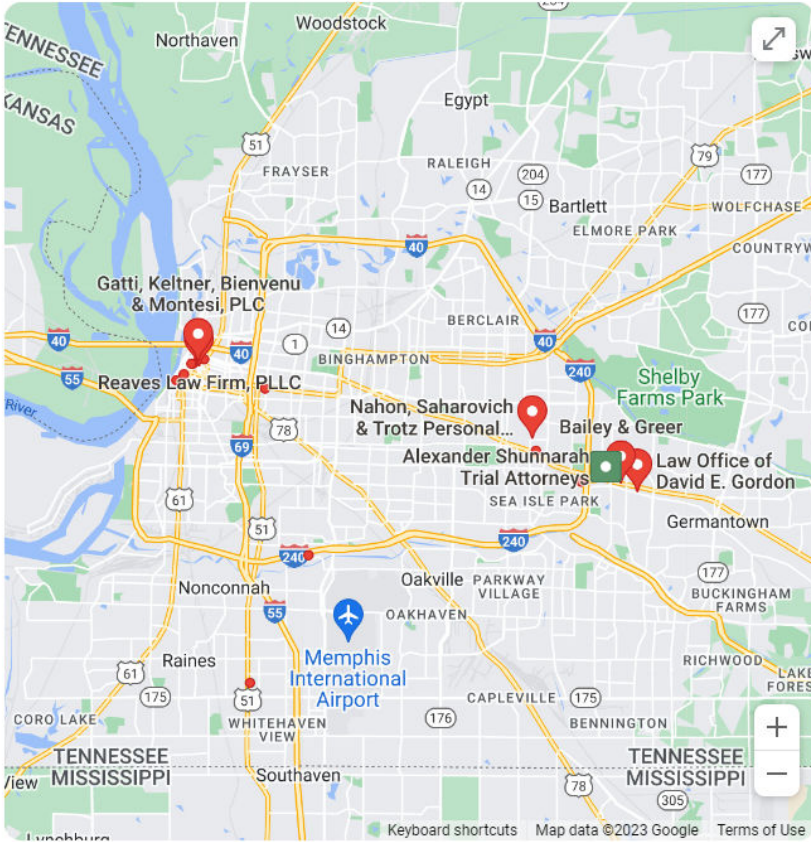
Alexander Shunnarah Trial Attorneys :
4.8 ★★★★★ (152) · Personal injury attorney
Memphis, TN · (901) 910-1923
Open 24 hours
[Website](#) [Directions](#)

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](#) →



Google personal injury attorney manhattan beach CA

About 16,300,000 results (0.83 seconds)

GOOGLE SCREENED Personal Injury Lawyers nearby

Car Accident Lawyer Data 4.9 (198) 21 years in business

Wilshire Law Firm 4.8 (768) 15 years in business

Cohen & Marzban Law Firm 5.0 (116) 10 years in business

Personal Injury Attorneys

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

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

The Ryan Law Group 5.0 (12) Personal injury attorney 34 years in business - 317 Rosecrans Ave - (310) 299-95... Open Website Directions

Best Manhattan Beach, CA Personal Injury Attorneys - Super ... Results 1 - 23 of 1237 - Top Rated Personal Injury Lawyers in Manhattan Beach, CA, Christopher Miller - The Miller Law Firm - 626-671-7624, 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, Corioff - 2041 Rosecrans Ave, El Segundo, CA 90245 - (310) 322-7900; 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 5PM - (310) 984-3220 Website Directions

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

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

The Ryan Law Group 5.0 (12) Personal injury attorney 34 years in business - 317 Rosecrans Ave Open Website Directions

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

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

Google Maps

...and FINALLY



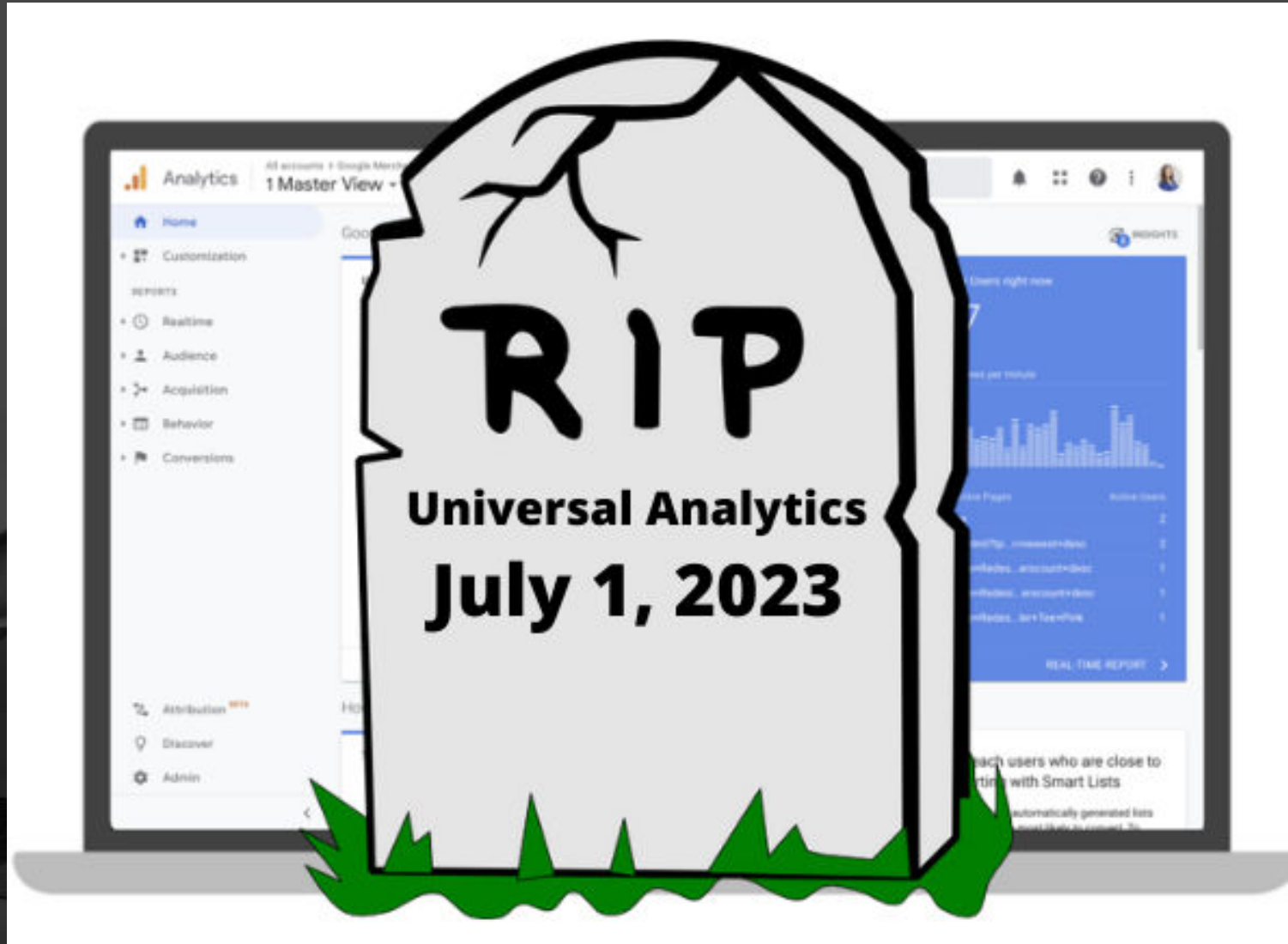
...and FINALLY



The diagram features a central orange and yellow circular graphic with three colored dots (blue, green, red) connected by lines. Surrounding this are six circular icons: a group of people, a shopping cart, a storefront, a smartphone, a tablet, and another smartphone. The entire graphic is enclosed in a dashed circular border.

Google Universal Analytics

...and FINALLY



...and FINALLY



Google Analytics 4

Home

Home



Realtime

All Users Add comparison

LIFE CYCLE

Acquisition

Engagement

Monetization

Retention

USER

Demographics

Tech

EVENTS

Conversions

All events

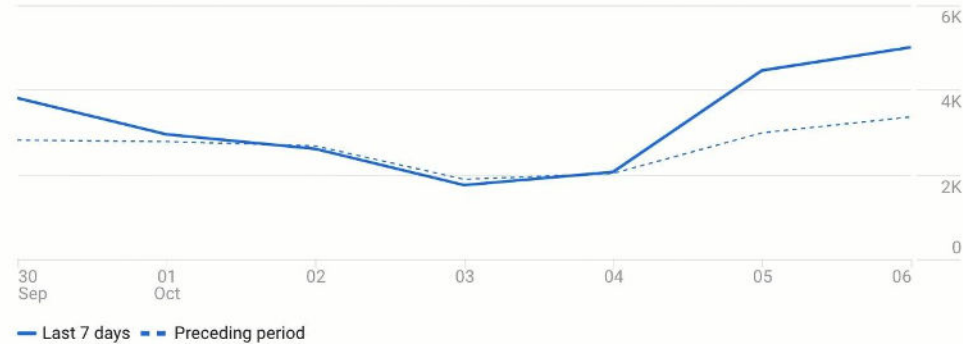
EXPLORE

Analysis

CONFIGURE

Admin

Users	New users	Average engagement time	Total revenue
21K	18K	0m 41s	\$17K
↑ 24.4%	↑ 28.1%	↓ 19.5%	↑ 117.6%

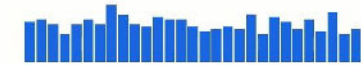


Last 7 days

USERS IN LAST 30 MINUTES

175

USERS PER MINUTE



TOP COUNTRIES

COUNTRY	USERS
United States	107
India	11
Canada	9
Spain	5
United Kingdom	4

View realtime

WHERE DO YOUR NEW USERS COME FROM?

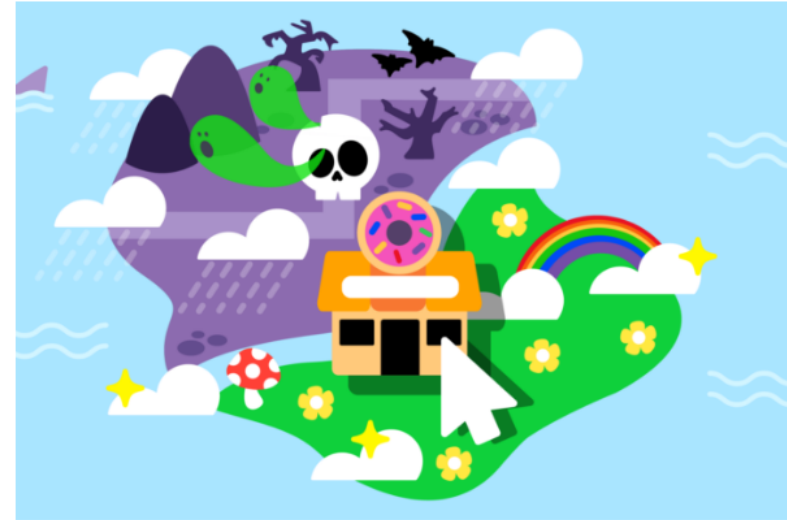
Insights 10+

New users by User medium



Insights / Learn on July 13, 2023.

How to Choose the Next Location for Your Business Using Local SEO



Andy Simpson



11 min read



21 Shares



Local SEO, Google Business Profile

As local SEOs, our conversations often revolve around various strategies on how to get the best possible results for our work, but one crucial initial step oftentimes seems to be overlooked. This is step one, the starting point that could significantly influence the success of countless businesses.

This first step involves ensuring your client's business listing is in the right location.

The physical location of your office plays a pivotal role in today's local search results. An incorrect

Contents

- Origin
- The Importance of Location
- The Problem
- The Solution
- Techniques and Examples





Download: www.digitallawmarketing.com/philly2023/

@ndyjsimpson | #AAJAnnual23 #AAJConvention

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

Download: www.digitallawmarketing.com/philly2023/