

RRSEO

2024 Local SEO Ranking Factors Guide

The Definitive Breakdown of Google's Local Search Algorithm

HIGHEST PRIORITY

30%

Google Business Profile Optimization

- ▶ Complete & verified business information
- ▶ Regular posts & updates (weekly minimum)
- ▶ High-quality photos & videos
- ▶ Accurate categories & attributes
- ▶ Q&A section management
- ▶ Service area definition
- ▶ Regular Google Posts with offers

CRITICAL

25%

Reviews & Reputation Signals

- ▶ Review quantity (minimum 50+ reviews)
- ▶ Review velocity (consistent new reviews)
- ▶ Review diversity (multiple platforms)
- ▶ Review responses (owner engagement)
- ▶ Review keywords (natural language)
- ▶ Review rating (4.5+ star average)
- ▶ Negative review management

ESSENTIAL

20%

On-Page SEO Factors

- ▶ Location-specific content
- ▶ Title tags with geo-modifiers
- ▶ Local schema markup implementation
- ▶ NAP consistency on all pages
- ▶ Location pages for service areas
- ▶ Mobile-first optimization
- ▶ Page speed & Core Web Vitals

IMPORTANT

15%

Citations & Backlinks

- ▶ NAP consistency across directories
- ▶ Citation volume (150+ quality citations)
- ▶ Industry-specific directory listings
- ▶ Local business associations
- ▶ Quality backlinks from local sites
- ▶ Chamber of commerce links
- ▶ Local news/media mentions

🎯 Key Takeaway: Focus Priority Order

1. Fix Your GBP First → 2. Build Review System → 3. Optimize Website → 4. Build Local Citations

80% of results come from properly executing the top 3 factors