

Local SEO after Checklists

- Structured Data
- Influencing Maps with Humans



Google wants to be the Home Page in Search Results!
Opportunities for Local Businesses to stand out from the crowd.

Structured Data

- Image & priceRange
- Own your Events
- geoMidpoint
- hasMap vs GeoCoordinates

Influencing Maps with Humans

- Location Footprint
- Popular Times & Position Jumps



ONLINE OWNERSHIP

 @GuideTwit

Image & priceRange

- First noticed in 2016
- Most plugins not implementing
- Google Dev reference still missing some or all parts

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "LocalBusiness"
  "image":https://onlineownership.com/images/online-ownership-logo.png",
  "priceRange" : "£40 - £450",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "6 Regal Close",
    "addressLocality": "Corby",
    "addressRegion": "Northamptonshire",
    "postalCode": "NN17 1EZ"
  }
}
```


Aleenta Phuket Resort & Spa - Luxury Beach Resort in Phang Nga ...

<https://www.aleenta.com/phuket/> ▼

★★★★★ Rating: 4.5 - 275 votes - Price range: Best Rate Guaranteed

Aleenta Phuket Resort & Spa is a luxury five star beach resort located in Phang Nga near Phuket. The resort is situated on the pristine sands of Natai Beach and ...

Aleenta Phuket Resort & Spa - Luxury Beach Resort in Phang Nga, Phuket

<https://www.aleenta.com> › [phuket](#)

Aleenta Phuket Resort & Spa is a luxury five star beach resort located in Phang Nga near Phuket. The resort is situated on the pristine sands of Natai Beach and offers ...

Rating

4.5 ★★★★★ (275)

Price

Best Rate Guaranteed

[Aleenta phuket resort ...](#)

[Aleenta Suites](#)

[Wedding Brochure](#)

akyra Beach Club Phuket Resort - Luxury Beach Resort in Phang Nga

<https://www.theakyra.com> › [phuket](#)

akyra Beach Club Phuket Resort sits on the pristine Natai Beach offering 59 luxurious rooms, suites, villas, beach Spa and beach Club. Located in Phang Nga.



Rating

4.6 ★★★★★ (148)

Price

Best Rate Guaranteed

[Club akyra](#)

[Club akyra Restaurant & Bar](#)

[Galle](#)

 @GuideTwit

Limitations

priceRange only appears in SERPS with the use of "@type": "AggregateRating"

Google still manages to pick a different image from time to time.

Forget:

- \$\$ - \$\$\$

Use:

- Price on Quotation
- Best Rate Guaranteed
- Price Matched

Own Your Events

In 2016 Google started displaying Events in a businesses Knowledge Panel where "@type": "Event" schema was used in conjunction with a "@type": "LocalBusiness" and where a location was defined.



Messums Wiltshire Art Centre

Address: Place Farm, Court Street, Tisbury, Salisbury SP3 6LW
Hours: **Closed today** ▼
Phone: 01747 445042

[Suggest an edit](#)

Events

Wed, 26 Oct	Autumn Art and Craft Morning
Thu, 24 Nov	Piece No. 43
Wed, 21 Dec	Christmas Decoration Making

Reviews [Write a review](#) [Add a photo](#)
[Be the first to review](#)

Business Event

ChildrensEvent

Comedy Event

DanceEvent

Delivery Event

Education Event

Exhibition Event

Festival

Literary Event

Food Event

Music Event

Publication Event

Sale Event

Screening Event

Social Event

Sports Event

Theater Event

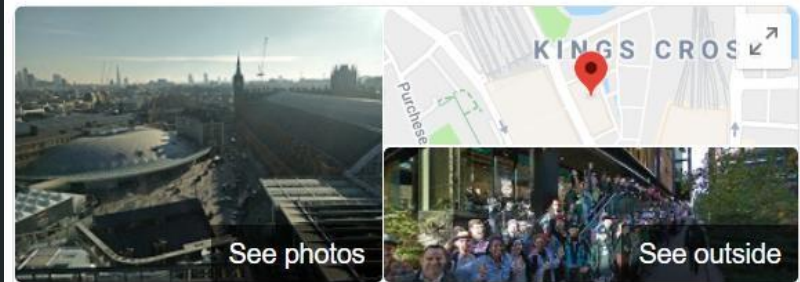
Visual Arts Event

Note:

Exhibitions - will only appear in a Knowledge Panel that has the category of Museum or Art Gallery

Event Spam

In 2018 Google started displaying Events on other business Knowledge Panels that were not legitimate Events happening at the Location.



Google UK

Website

Directions

Save

4.8 ★★★★★ 1,158 Google reviews

Corporate office

Located in: Pancras Square

Address: Six Pancras Square, Kings Cross, London N1C 4AG

Hours: Open 24 hours ▼

Phone: 020 7031 3000

[Suggest an edit](#)

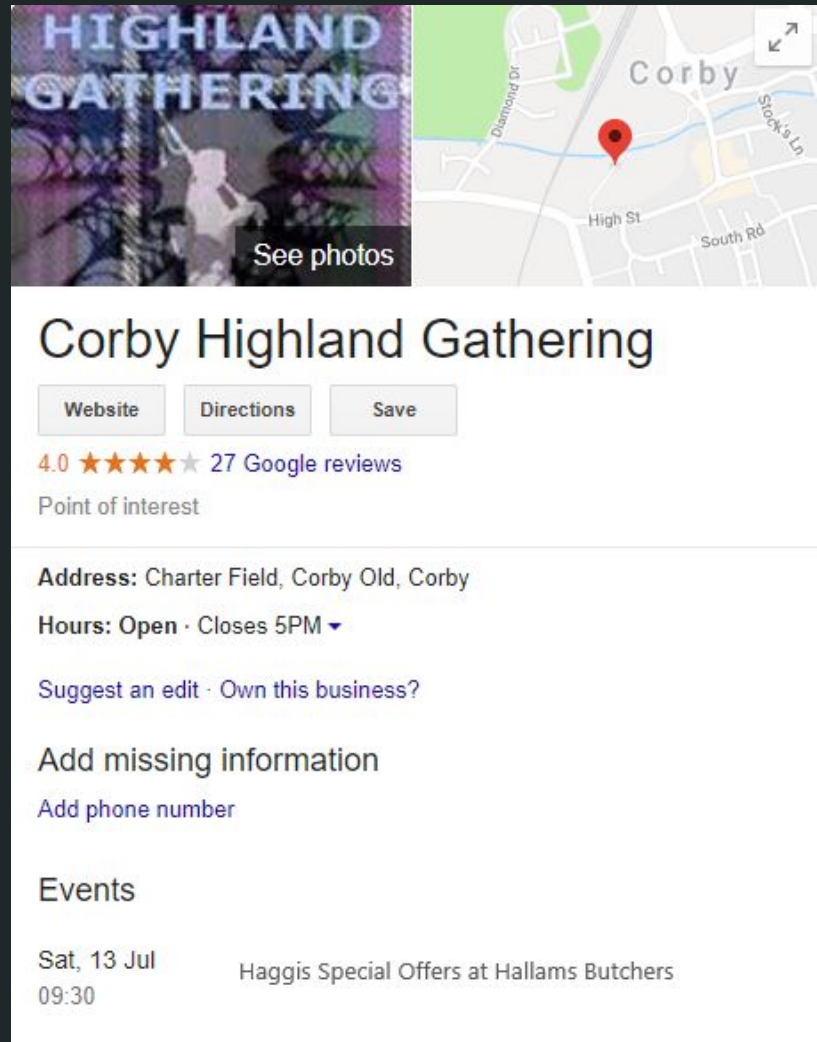
Events

Mon, 1 Apr 13:00 Stop Spamming Businesses Google

Mon, 15 Apr 18:00 IWD Women Techmakers - Karaoke + Goog...

SPAM = OPPORTUNITY

Googles insistence on displaying irrelevant events based on schema allows you the opportunity to “Advertise” on other Business & POI Knowledge Panels.



The screenshot shows a Google Knowledge Panel for the 'Corby Highland Gathering'. At the top, there is a header image with the text 'HIGHLAND GATHERING' and a 'See photos' button. To the right of the header is a map of Corby, Scotland, with a red pin indicating the location. Below the header, the title 'Corby Highland Gathering' is displayed. Underneath the title are three buttons: 'Website', 'Directions', and 'Save'. Below these buttons is a rating of 4.0 stars from 27 Google reviews, followed by the text 'Point of interest'. The panel then lists the 'Address: Charter Field, Corby Old, Corby', 'Hours: Open · Closes 5PM', and links to 'Suggest an edit' and 'Own this business?'. Below this is a section for 'Add missing information' with a link to 'Add phone number'. The final section is 'Events', which lists 'Sat, 13 Jul 09:30' and 'Haggis Special Offers at Hallams Butchers'.

HIGHLAND GATHERING
See photos

Corby

Corby Highland Gathering

Website Directions Save

4.0 ★★★★★ 27 Google reviews

Point of interest

Address: Charter Field, Corby Old, Corby

Hours: Open · Closes 5PM ▼

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

Add missing information

[Add phone number](#)

Events

Sat, 13 Jul 09:30

Haggis Special Offers at Hallams Butchers

Magic is Something You Make!





















































































<https://onlineownership.com/local-seo-tips-for-local-business-structured-data-markup/>

<https://onlineownership.com/events-in-knowledge-panel-with-json-ld-structured-data/>

geoMidpoint

Allows you to define service area that a business serves.

```
"geo": {  
  
  "@type": "GeoCircle",  
  
  "geoMidpoint": {  
  
    "@type": "GeoCoordinates",  
  
    "latitude": "53.1925352",  
  
    "longitude": "-2.9039756"
```

1.	taxi	     		1
2.	chester taxis	   		1
3.	taxis in chester	   		1
4.	chester airport taxi	     		1
5.	black cabs chester	   		1
6.	airport transfer	     		1
7.	chester taxi company	   		1
8.	chester airport transfer	     		1
9.	taxi company chester	   		1
10.	taxis	     		1
11.	chester taxi	   		1
12.	taxis chester	   		1
13.	taxi chester	   		1
14.	minibus taxi chester	     		1

I Don't Use
GeoCoordinates !

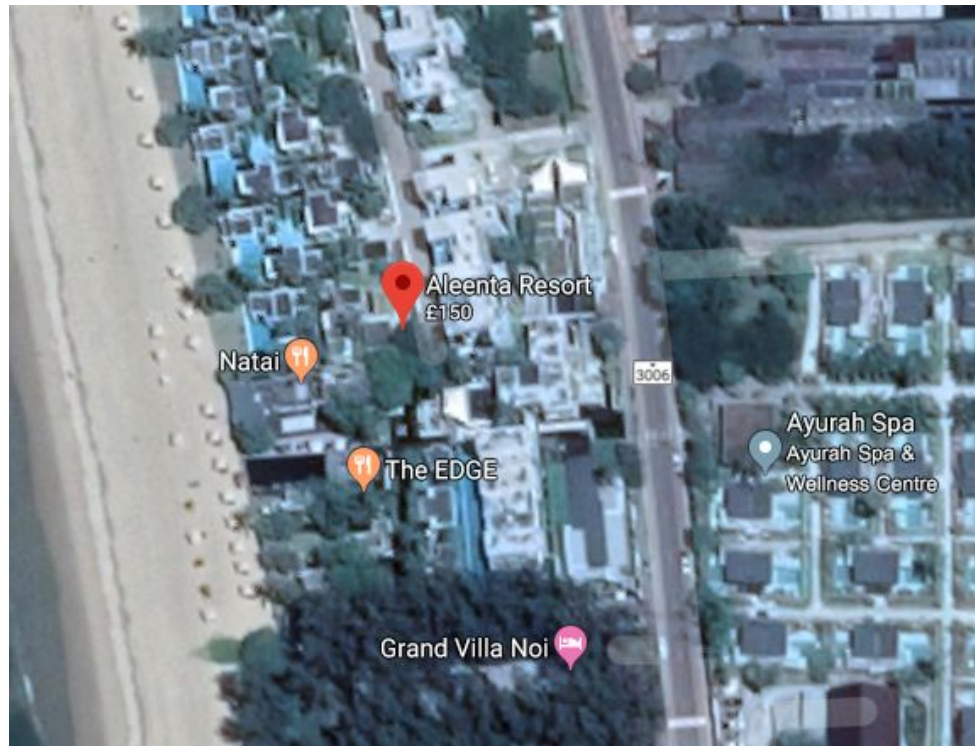
I use hasMap



Turns Out

Resort guests love to move a locations PIN marker ... who knows ?

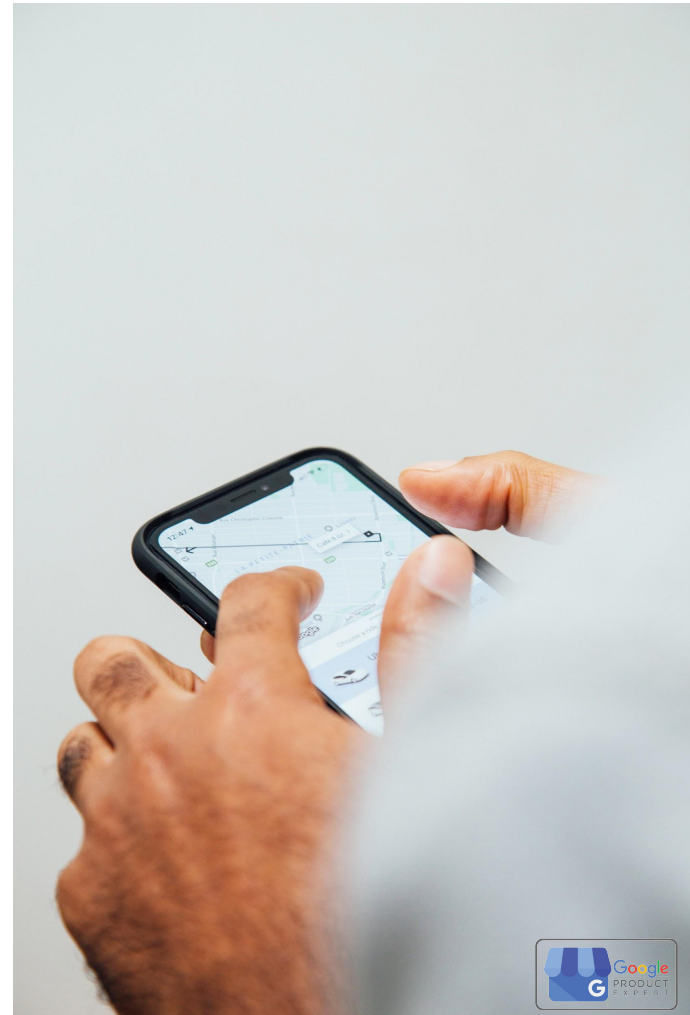
When your PIN marker moves, your GeoCoordinates Change!

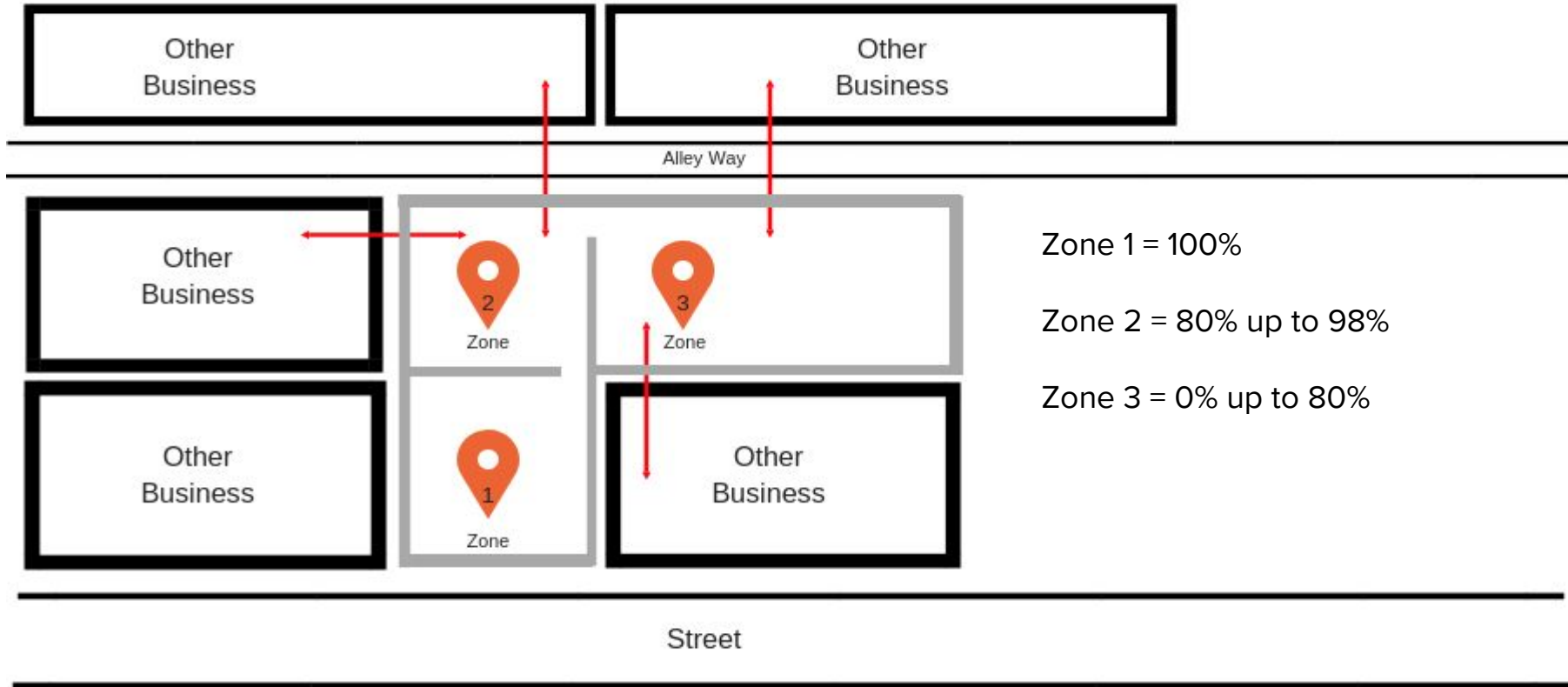


Influencing Maps with Humans

Prominence is a local ranking factor.

Can we influence this with humans by helping Google to understand the the exact location of the business and its interaction with customers.



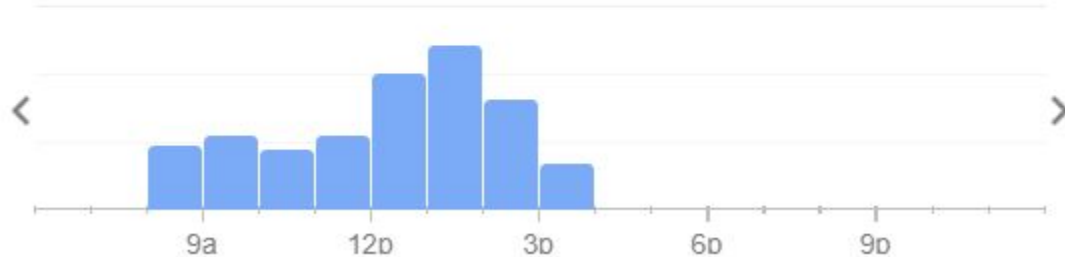


Training Google with - Are you here now?

- 90% accuracy in all customer visits


Popular times ?


Tuesdays





← Online Owner... 🔍 ⋮


OVERVIEW POSTS MENU REVIEWS P

 DIRECTIONS

 CALL

 SAVE


 MESSAGE


 Are you here now? ^

Visible only to you


YES


NO


 6 Regal Cl, Corby NN17 1EZ


 Closed

 · Opens 09:00 Mon ▾

 Menu

 Contact us now

 01536 269657

 <https://onlineownership.com/>

PERFORMANCE

Views	Searches	Activity
11.8K	10.3K	25.1K
<hr/>		
Search views		11.3K (+4%)
<hr/>		
Maps views		578 (+69%)
Performance over the past 28 days		

By training Google Bot in accurately “counting” customers we were able to increase the perception of prominence and increase visibility in Maps and Local Finder.

Checklists are Crucial but Don't Forget to:

~~Spam~~
~~Manipulate~~

Influence !

