How To Use PressCable To Increase Citations & Google Maps Rankings

by Chris Munch of PressCable.com
When you search on Google for a local search term like “Chemist Cairns” often the top 3 results are Google Maps or Google Places results like these...

For the businesses that rank high in these Google Maps, Google Places or Google Local results it can mean a whole lot more business coming from Google.

And the businesses that aren't ranking it can mean a lot of lost business to their competitors.

This is often a huge pain point for the businesses that aren't ranking and many of these businesses will happily pay you substantial fees to help them to rank.
There's no guaranteed way to get a business to rank in these listings but there are ways to significantly increase the chances of ranking.

This report will explain one of the key methods for increasing your chances of ranking a brick and mortar business on Google Maps.

*Google Maps has several different names depending on what location you're searching from. In this report we'll simply call it Google Maps but in different areas it is known as Google Maps, Google Places or Google Local.*

A huge key in ranking a brick and mortar business in the Google Maps is what are known as "citations".

A "citation" is where a business's name and physical address appears on a website as it does on this online press release published through PressCable...

The business name and contact details of a business appearing on different sites is called a "citation" and these help with Google Maps rankings...

The more "citations" a business have that all have the same, consistent business name address and contact details, the higher the business is likely to rank in Google Maps or Google Places.
PressCable Distribution = Rapid Google Safe Citations...

When you use PressCable to distribute a press release for a brick and mortar business the press release is published on over 200 sites...many authority sites.

What's important is that Google likes online press releases and sees them as perfectly normal.

That means when you publish a press release through PressCable for a business you get over 200 of these Google-friendly "citations" almost immediately and this can have a huge positive effect on the rankings for Google Maps.

Consistency: The Key To Effective Citations...

If you think about ranking in Google Maps from Google's perspective it will give you some insights in what is likely to work and why.

When Google is ranking a brick and mortar business based on it's location what they're really trying to do is work out with some accuracy which business is the closest to that location and the most relevant to the search.

So when it sees the same business name, address and phone number listed multiple different times on a wide range of different sites it's going to pay more attention to that business than one that has its address only appear a few times or worse...has different addresses for the business appearing on different sites.

That's the biggest key to ranking on Google Maps...having the business address **with exactly the same address and contact details** appearing on multiple websites.

Having different physical address or different contact details for a business appearing online can kill the Google Maps ranking for that business because Google won't be certain that it's looking at the same business or if the address is authentic.
Keep All The Key Fields The Same For Every Business Press Release...

Any difference in the business name, the address, the phone number or even the contact name of the business may decrease the ranking effect of a citation.

That's why you want to keep all those contact details exactly the same in every press release and anywhere the business name and contact details appear...

Common mistakes to avoid are:

- Listing the business name as something slightly different for example Acme Pty Ltd and Acme. Use exactly the same business name everywhere. This is vital.

- Listing different business addresses. Choose one and stick with it for all the press releases and everywhere the business name and contact details are listed online. You can list other addresses but list one name, address, phone number first all together.

- Listing different phone numbers. Having the same phone number listed in citations does seem to be a Google Maps ranking factor.

- The contact name may not be as important but it would be wise to keep that consistent too.

Keep A Record Of What You've Done...

When you work with multiple businesses it's easy to forget what you've done in the past and if a business hires you to do press releases a year or so from now you might struggle to find the contact details of your initial press release.

Keeping the details you use in each press release can help you to keep track and you can also educate your client on the importance of using those contact details everywhere the business details are likely to appear online.