Business Listings: Map Rankings

User Guide

Reputation

2024

Map Rankings

Gain insights to improve your business's presence on Google Maps based on search rankings and trends.

Once your business listing is optimized with accurate contact information, hours, images, etc., use Map Rankings to see the impact your efforts have on search rankings.

Map Rankings is Reputation's search ranking tool designed to help business users monitor and optimize their search rankings on Google Maps. With Map Rankings, businesses can gain insights and analyze trends to improve their presence on Google Maps for their Location Name and Primary Category.

Map Rankings will allow you to:

- Understand your search ranking and visibility to potential customers
- Analyze keyword performance to optimize your business presence on Google Maps
- Generate reports on search ranking performance by individual location name and primary category across all locations
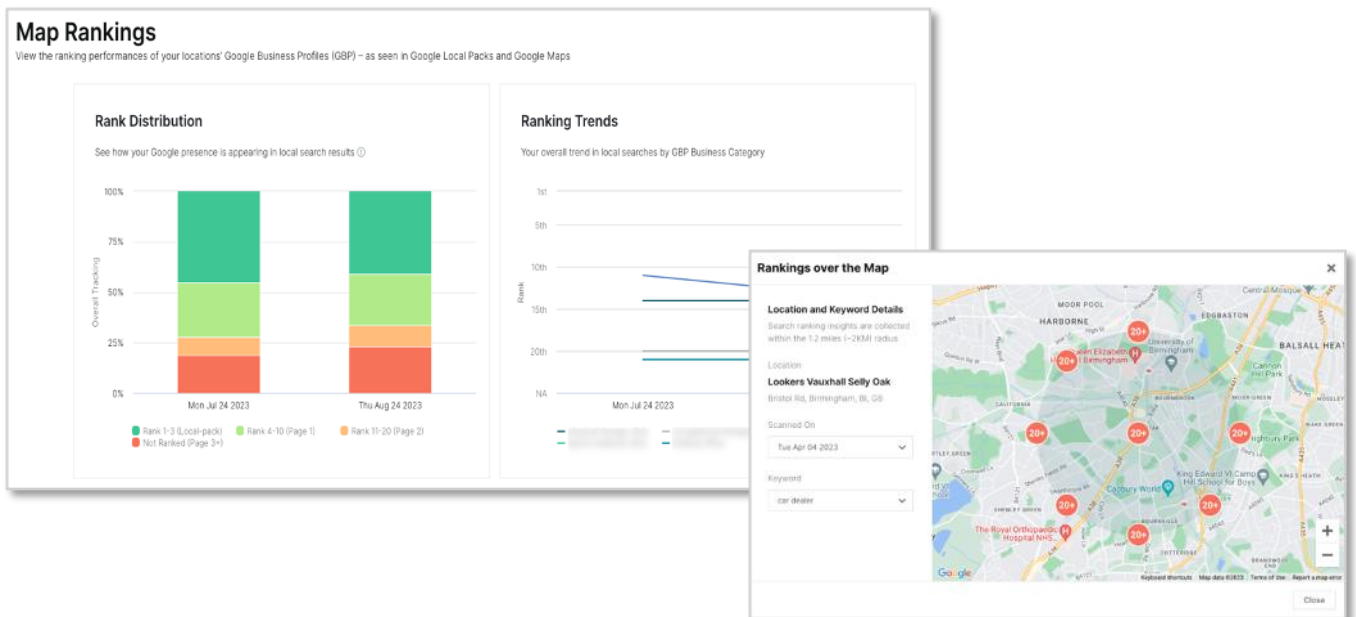
Navigating Map Rankings

Using the navigation menu, click Listings and then Map Rankings.

The Map Rankings solution will show you a snapshot of your listing performance, and how your listings are ranking in local searches through the following charts:

Rank Distribution

In **Rank Distribution**, you will see an overview of your listing and how your Google presence is appearing in local search results.

Hover over one of the bars to see the breakdown of where your business is ranking in searches. Depending on the result, you can see how many times your business ranked 1-3, 4-10, or 11-20 in the top 20. "Not ranked" means your business did not appear in the top 20 search results.
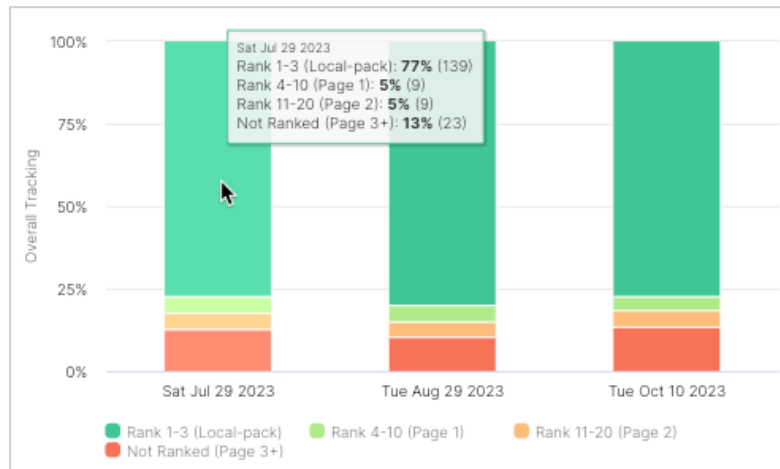
Rank Trends

Ranking Trends allows you to see the trends of how your listings' visibility is changing overtime based on keywords in the primary categories. Hover over the lines in the chart to see the status of these keyword ranks, and the history.
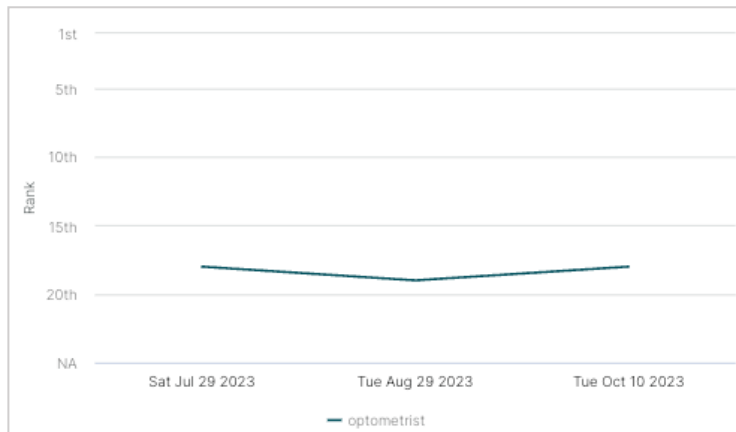
Rank Tracking by Location

This section shows a comprehensive list of all rankings tracked, allowing you to also review ranks within a Map View. See how well your Google Business Profiles rank in local searches when people search by business category or by your locations' names.

Location	Tracking by	Search Query ⓘ	Average Rank	Best Rank	Map View
BDP - East Mesa	Location	bdp - east mesa	2.00	2.0	👁 Map View
BDP - Phoenix	Location	bdp - phoenix	1.00	1.0	👁 Map View
BDP - Chandler	Location	bdp - chandler	1.00	1.0	👁 Map View
BDP - Sun City	Category	optometrist	20+	20+	👁 Map View

Location	Location name and address. Click on the location name to navigate to the location on Google Maps outside of the Reputation platform.
Tracking By	Location: Your Location name as seen on Google. Category: Your Location's primary category publishing to Google.
Search Query	Used when people perform local searches, either by business category or by location name.
Average Rank	For the selected top-level filters on the page, the Average rank is calculated by taking an average of all the ranks for a location-keyword combination tracking within that duration.
Best Rank	For the selected top-level filters, the best rank is the best (highly discoverable) rank the listing had for that keyword.
Map View	This view is a simulated or mock search conducted by the platform.

For an additional Map View, click **View Insights**. This mock search shows results conducted by the platform. The mock search conducted will simulate a search in several locations within a 2-kilometer radius of your business. The circle icons show the rank of your business at those specific radial locations. To put this in perspective, think of this process like a customer is standing in the spot of each circle and searching for these keywords.
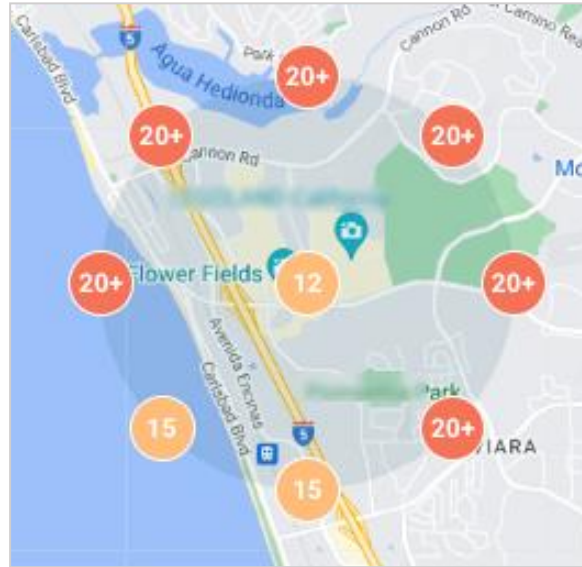
The purpose of this mock search is to see how well your business is ranking when potential customers are searching for your business. Lower rankings could indicate issues with your business profile optimization, and using the business listings solution, you can work to make improvements and appear higher in searches.