

# HOW LONG WILL IT TAKE YOU TO GET VISIBLE IN Google+ LOCAL SEARCH RESULTS?



## YOUR SITUATION



## ROUGHLY HOW LONG BEFORE YOU RANK WELL LOCALLY

**No Google page and no website.** You haven't tried to get visible in local search before: you haven't "claimed" your Google+ Local page, and you don't have a website.

**4-6 Months.** It takes weeks for your Google page to go live and for Google to "discover" your site. Also, listings on 3rd-party directory sites are a *major* factor in your rankings, but it takes Google months to "digest" these listings.

**Have Google page and site. Have not moved, renamed, or changed phone number.** You have a Google+ Local page and a site, but have spent little or no time trying to optimize either one. *Your business is more than 2 years old and you've used the same address, name, and phone number all along.*

**2-6 Months.** If your business doesn't have a bunch of inconsistent info floating around the web (e.g. different addresses), good rankings usually will come more quickly. But if you're in a really competitive market, it may still take several months to optimize your site, create 3rd-party listings, and collect customer reviews.

**Have Google page and site. Have moved, renamed, or changed phone number.** You have a Google+ Local page and a website, but haven't spent significant time trying to optimize either one. *Your business has moved or you've changed your business name or phone number at least once.*

**4-8 Months.** It may take a couple of months to clean up the inconsistent business info that's all over the web. Then it will take at least a few months more for Google to become "confident" that your business info is up-to-date and otherwise accurate.

**Tried the DIY approach ; hasn't worked.** You've been learning local SEO and trying to do it yourself, but several months have gone by and so far your business hasn't become visible.

**2-6 Months.** You may have most of the pieces of the puzzle in-place, or there may be a significant amount of time-consuming work to be done. However, at the very least, the fact that you've already got a Google+ Local page and site means you've got a bit of a "head-start".

**Ranked well before relocating/rename business.** You used to rank well locally, but you just moved your business to a new location, renamed it, or started using a different phone number. Most or all of your good rankings seem to have dropped off.

**2-6 Months.** Unless you violated one of Google's rules—perhaps either by renaming your business to a "keyword-rich" name or by switching to a toll-free number—then rebuilding your rankings is probably a matter of fixing your 3rd-party directory listings to reflect the changes (and then giving it a few months).

**Hired someone who didn't help.** You hired a local-search "professional" to help get you some good local rankings, but it didn't work out. You're as invisible now as you were beforehand.

**4-8 Months.** There may be a real mess to clean up: your Google+ Local page and/or your site may have been penalized, and your 3rd-party directory listings may need to be updated.

**Ranking well already; want even more visibility.** You've put a lot of time and effort into local search and have fairly good rankings, but just want to overtake a few more local competitors.

**1-4 Months.** Pulling ahead now probably is a matter of getting customer reviews on a variety of sites, tuning up your website, and possibly earning a few high-quality links if you're in a highly-competitive market.

**Note:** These are only rough estimates based on my personal experience in local SEO