

FREE GUIDE — VESPER DIGITAL

10 Things You Can Do Right Now to Improve Your Google Maps Ranking

A practical action plan for local businesses in Tunbridge Wells and across Kent

How to use this guide

This guide gives you 10 practical actions to improve your Google Maps visibility.

Some take 30 minutes. Others take more time — that's where we help.

Each action is rated by difficulty. Start with the Quick Wins at the top.

75%

of clicks go to Top 3

8x

more calls: pos 1 vs pos 4

30–60

days avg. to Top 3

FREE

audit — no cost

Inside this guide:

- Complete your GBP profile
- Respond to reviews
- Set the right category
- Fix NAP consistency
- Add 10+ photos
- Build UK directory listings
- Build a review system
- Add local signals to your site
- Use your review link
- Post regularly on GBP

Want us to do this for you? vesperdigital.co.uk/free-audit · 01892 300891

Your 10-Point Google Maps Action Plan

Work through these in order — each one builds on the last.

Quick Win

Moderate

1 Make sure your Google Business Profile is 100% complete

Open business.google.com and check for missing fields — description, opening hours, services and photos. Every empty field is a missed ranking signal. Google favours complete, active profiles.

Quick Win

2 Check your primary business category is correct

Your primary category is the single most important ranking signal on your GBP. Search your trade on Google Maps and check what category your top-ranking competitors are using.

Quick Win

3 Add at least 10 photos to your Google Business Profile

Profiles with 10 or more photos get significantly more clicks. Add photos of your work, your team, your vehicle or premises. Quality matters less than quantity at this stage.

Quick Win

4 Set up a consistent system to collect Google reviews

Review velocity matters more than total count. A business getting 3 new reviews per month will often outrank one with 80 reviews that stopped coming in.

Quick Win

5 Get your Google review short link and use it everywhere

In your GBP dashboard, click "Ask for reviews" to get a short link. Add it to your email signature, invoices and WhatsApp. Make it as easy as possible for customers to leave a review.

Quick Win

6 Respond to every review you receive

Google reads your review responses. Respond naturally — mention the service and area where relevant. This reinforces your ranking signals with every response you write.

Quick Win

Done everything above and still not ranking?

That's what we're here for.

Free audit on the next page →

Actions 7–10 · These Make the Biggest Difference

More effort required — but these are where the real ranking gains happen.

7 Check that your business details are consistent online

Your name, address and phone number must appear identically everywhere online. Even small formatting differences suppress your ranking. Search your business name and check each listing.

Moderate

8 Build your presence across trusted UK directories

Consistent listings on trusted UK directories strengthen your local authority with Google. Focus on the most trusted platforms and ensure each listing matches your details exactly.

Moderate

9 Add local signals to your website

Your website supports your Google Maps ranking. Make sure your homepage includes your town name clearly.

Moderate

10 Post regularly on your Google Business Profile

Google rewards active profiles. Posting updates, offers or news at least twice a month signals activity. Posts appear in your Knowledge Panel — use them to highlight your service and results.

Moderate

Done everything above and still not ranking?

That's what we're here for.

[Free audit below →](#)

WANT US TO DO THIS FOR YOU?

Get a free Google Maps visibility audit

We'll show you exactly where you rank, what's holding you back, and what it would take to reach the Top 3. No cost. No commitment.

vesperdigital.co.uk/free-audit

or call **01892 300891**