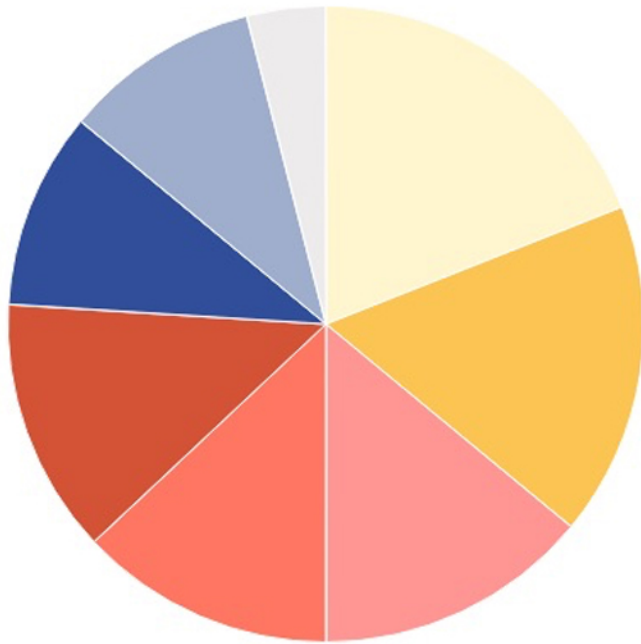


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Local Ranking Factors

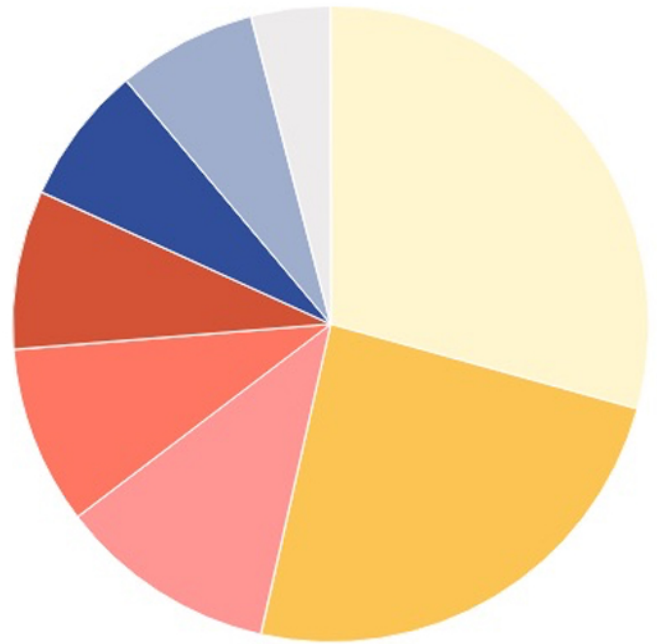


Local Pack/Finder Ranking Factors



- 1. My Business Signals** (Proximity, categories, keyword in business title, etc.) **19%**
- 2. Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **17%**
- 3. On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) **14%**
- 4. Citation Signals** (IYP/aggregator NAP consistency, citation volume, etc.) **13%**
- 5. Review Signals** (Review quantity, review velocity, review diversity, etc.) **13%**
- 6. Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) **10%**
- 7. Personalization** **10%**
- 8. Social Signals** (Google engagement, Facebook engagement, Twitter engagement, etc.) **4%**

Localized Organic Ranking Factors



- 1. Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **29%**
- 2. On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) **24%**
- 3. Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) **11%**
- 4. Personalization** **9%**
- 5. Citation Signals** (IYP/aggregator NAP consistency, citation volume, etc.) **8%**
- 6. My Business Signals** (Proximity, categories, keyword in business title, etc.) **7%**
- 7. Review Signals** (Review quantity, review velocity, review diversity, etc.) **7%**
- 8. Social Signals** (Google engagement, Facebook engagement, Twitter engagement, etc.) **4%**