Test1
Joy Hawkins, Joy Hawkins

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# Intro
## Foreword

Back in 2010, after spending a couple years studying in British Columbia, I moved back to Toronto and landed a job at an online marketing agency doing sales. My manager called me into her office two months later. She got straight to the point. "Look, Colan, it's just not working out". Cold calling apparently wasn't my strong suit. I was horrible, actually. To my manager's left sat a girl with long red hair who I had seen around the office, but hadn't had a chance to meet yet. She had a really cool title that I didn't quite understand at the time, "Director of SEO". Her name was Joy. "However" Joy said, "I see something in you. I need a smart, hard working individual to submit our clients to online business directories". And with that, not even knowing what a citation or a SERP was, my career in Local SEO and Digital Marketing was born. That was eight years ago. Today I am the VP of Local Search at one of Canada's fastest growing digital marketing agencies, a Google My Business Top Contributor and Local Search Ranking Factors Contributor. And I owe all of that to the day that Joy gave me an opportunity. From then on, she took me under her wing and taught me everything she knew about Local SEO.

I've known Joy for many years. We are great friends, colleagues, and passionate about all things local. But Joy is different. She is on an entirely different plane. Different than anyone else in the Local SEO space. Joy thinks about local, and local SEO problems in a way that is unlike anyone I have ever met. It's as if she has a sixth, and likely seventh sense that allows her to see things that others cannot see. If M. Night Shyamalan directed a movie about Local SEO Joy would be the lead actor.

People don't normally think of Local SEO in terms of "technical" Local SEO. But that is exactly what this guide is all about. I would argue that Joy created "technical" Local SEO. Most people think of Local SEO as citations, links, and a complete GMB profile. But Joy is able to peel back layer after layer of the Local SEO onion. Joy's approach to Local SEO is like a Scientist, a Magician, and an explorer all rolled into one.

There are a ton of Local SEO related articles, books, guides, and help centers out there. Just do a quick search for Local SEO and you will see what I mean. What makes this guide unique is that it covers everything you will ever need to know about Local SEO, but in a purely actionable way. Every single page is an actionable item that you can use on your clients today, to move that needle one step closer to hitting their marketing goals. On top of that, most of what you will find in this guide are original discoveries. This is what scientists do, they think of a big idea, they test the idea, perform research and experiment. Eventually they make some original discoveries. And Joy has been doing this for more than eleven years. This guide is the sum of all those years of hard work, experimenting and exploring.

If you are ready to have access to over a decade of Local SEO research, discovery and passion, dive in. Joy will be updating this guide every time Google makes an update to anything related to GMB and Local SEO. In other words Joy will be very busy. But guess what? That means you don't have to be. This guide is your Pareto Principle. Your 80/20 rule. Your force multiplier. The 20% of your effort  that will drive more than 80% of your Local SEO results. Good luck, and have fun!

**Colan Nielsen**, VP of Local Search at Sterling Sky Inc

## Contacting Google My Business

### Phone Support

The majority of Google My Business phone support is handled from India although you will sometimes get US employees in Ann Arbor, MI. The direct link to contact phone support is here (Note: Google has been known to test different things that make this link not work). You can also call the AdWords phone number (1-866-2Google) and select the option for Google My Business. You will need to have an AdWords account number to get to that option.

### Social Support

The team that responds is fairly small and resides in the USA. Usually their response times are 1-5 days provided it's not a holiday.

Facebook: http://facebook.com/googlemybusiness

You can contact them by sending a message or posting on their page.

Twitter: https://twitter.com/GoogleMyBiz

You can contact them by tweeting to them or sending a direct message.

### Google My Business Forum

The Google My Business Forum is peer-supported and managed primarily by a group of Top Contributors that have the ability to escalate issues and cases to Google. You can see a list of the current Top Contributors here. It's best to post here if you want feedback on a particular issue, see something odd that you feel might be a bug, need clarification on a particular policy, or have spam that you wish to report.

### *New*: Online Chat

This is my preferred method of contacting support. If you need a quick problem solved, online chat is a good way to get that done. I have found with Twitter's slow response times lately, this method can be a great option. Here is the link to get to online chat.

This page also currently has links to both phone support and chat support at the bottom.

# Beginner's Information on Local SEO

Most of this guide assumes you have a basic knowledge of Local SEO and Google My Business. If that's not the case, read this section first.

Glossary of Local SEO Definitions – If you're not familiar with Local SEO lingo and don't know what NAP, citations, centroid, or 3-pack means, you can reference Moz's list of them.

## How Does a Local Listing End up on Google?

It's important to know that Google My Business is simply the portal Google created so that businesses can manage their local listing on Google. If the business owner doesn't bother participating, it doesn't mean their information won't be listed on Google. Local listings on Google get created via 3 ways:

1. Someone adds it via Google My Business. When no listing exists to claim, the user would be adding a new listing to the database;
2. A user adds it via Google Maps;
3. Google creates it based on data from 3rd parties (like InfoGroup)

If Google relied solely on business owners themselves to provide data, they would have a lot of missing information.

## What Ranking Factors Matter for Local SEO?

There are 2 major studies that look at ranking factors for Local SEO.

The Local Search Ranking Factors by Moz – Moz does a survey and asks the top experts in the Local SEO industry to rate which factors they have seen impact ranking the most. These answers are compiled into this survey that is published annually. The benefit of this survey is it includes quotes and insights from the experts that help annotate why they found something to be a ranking factor.

The Local SEO Ranking Factors Guide by Local SEO Guide – This survey looked at over 100 factors across 30,000 businesses to see which ones had stronger correlations. The great thing about this guide is that it just looks at the data and is not based on opinion.

# Shortcuts to Different Support Forms

**Google My Business**

- Form to [request reinstatement](#) for a suspended listing.
- Having issues [verifying a listing](#).
- Get [ownership of a listing](#) that's currently verified by someone else.
- Report [inappropriate reviews](#).

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# Things To Know About Google Plus
## Things to Know about Google Plus

**How to Edit the Tagline**

If users are looking at your Google Plus listing, there are a few things that show up that cannot be edited via Google My Business

The first is the tagline that appears under the business name. To change this, do the following steps:

1. Go to Google Plus (plus.google.com)
2. Click your profile icon on the top right-hand side of the page and select the name of your page.
3. This will make it so you are now using Google Plus as the business.
4. Click the Profile button over on the left panel. This will bring up your page and then you can click "Edit Profile"
5. In the Edit Profile box, enter your business tagline and click "SAVE".
6. Check out your page and it should now include the business tagline

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