

Rest Recovery — Google & Apple Maps Setup + Local SEO SOP

How to Get Found, Ranked, and Reviewed Locally

Purpose

This SOP walks each Rest Recovery location through:

1. Setting up and verifying **Google Business Profile**
 2. Setting up and verifying **Apple Maps**
 3. Optimizing for **local SEO dominance**
 4. Getting and managing **Google reviews**
 5. Using **photos and keywords** to stay ranked above competitors
-



Why This Matters

- **Local visibility = revenue.** 90%+ of customers find recovery centers through Google Maps or Apple Maps.
- Listings with strong photos, consistent keywords, and recent reviews appear in the **top 3 “map pack” spots**.
- 80% of new leads for Rest Recovery come from these map results, not ads.

This guide ensures your location gets maximum exposure and becomes *the first place people* see when searching in your area.



Section 1 — Google Business Setup

Step 1: Go to Google Business

Visit <https://www.google.com/business/>

Login using your **Rest Recovery location Gmail**.

Step 2: Add Your Business

1. Click “Add your business to Google.”
2. Use this format for the name:

Rest Recovery Wellness — [City, State]

3. Primary category: **Wellness Center**
4. Secondary categories:
 - Health Spa
 - Cryotherapy Service
 - Sauna
 - Spa
 - Fitness Center

Step 3: Add Complete Details

- **Address:** Exact business address (no abbreviations)
- **Phone:** Local number (not HQ)
- **Website:** Rest Recovery local page
- **Hours:** 6AM – 8PM standard
- **Description (SEO optimized):**

“Rest Recovery Wellness helps you recover faster and feel better with state-of-the-art cold plunges, infrared saunas, red light therapy, float spa, compression, and hyperbaric chambers. Experience our exclusive Wellness Flow — where recovery and relaxation meet.”

Step 4: Upload Photos

Photos play a major role in ranking.

Google prioritizes listings with **consistent, high-quality, geotagged photos**.

Upload These:

- 📍 Exterior photos (front door, parking area, signage)
- 🧑‍🌿 Interior photos (sauna, cold plunge, red light, float spa)
- 👥 Team photo
- 🏠 Lifestyle images (people enjoying the experience)
- 🎥 Short videos (5–15 sec clips of services or walkthroughs)

Photo Tips:

- Use natural lighting where possible.
- Rename photo files *before* uploading — e.g.
 - `Rest-Recovery-Chandler-Cold-Plunge.jpg`
 - `Infrared-Sauna-Chandler-Wellness.jpg`
- Upload new photos every week or two to show “active business.”

Section 2 — Local SEO Optimization for Google

To appear higher in local search results, Google looks at **three things**:

1. **Relevance** — keywords in your listing and posts
2. **Distance** — proximity to the searcher
3. **Prominence** — reviews, photos, and activity

How to Optimize

✓ 1. Keywords in Every Section:

- Include your city + services in your business description.
Example: “Cold Plunge Chandler AZ” or “Infrared Sauna near Gilbert AZ.”
- Add keyword-rich captions to Google photo uploads.

✓ 2. Post Weekly Updates:

Use your Google Business dashboard → “Add Update.”

Post short announcements with keywords like:

“Try our new Red Light Therapy in Chandler for skin health and recovery.”
“Infrared Sauna and Cold Plunge combo available now — book your wellness visit today.”

✓ 3. Collect Reviews Consistently:

The more consistent your reviews, the higher you rank.

- Ask for 3–5 reviews per week.
- Reply to every review within 48 hours using a few local keywords:

“Thank you for visiting our Chandler location!”

✓ 4. Use UTM Tracking Links:

When linking your website, use a tracking link like:

https://restrecoverywellness.com/chandler?utm_source=google

This helps measure conversion from maps traffic.

Section 3 — Apple Maps Setup

Step 1: Go to Apple Business Connect

Visit <https://businessconnect.apple.com/>

Sign in with your **Apple ID** (create one using your location Gmail if needed).

Step 2: Add Location

1. Click “Add a Location.”
2. Business Name:

Rest Recovery Wellness — [City, State]

3. Category:

Wellness Center / Spa / Fitness & Recovery

4. Add address, phone, website, hours, and business description (same as Google).

Step 3: Verify

Apple may request verification by phone or email.

Complete the process immediately — Apple Maps listings are often approved within 48–72 hours.

Step 4: Add Photos

Upload:

- Logo
- Exterior and interior photos
- Team photo
- Short clips

Ensure the **same naming convention** as your Google images for SEO consistency.

Section 4 — Review Strategy

Why Reviews Matter

- The #1 ranking factor for local maps visibility.
- Builds instant trust and credibility.
- Signals Google and Apple that your location is active and legitimate.

How to Get Reviews

1. **Ask after every session** — “If you enjoyed your visit, would you mind leaving a quick review? It really helps us grow.”
2. **Send automated text** (HQ can provide a template with your location’s review link).
3. **Add a QR Code** at the front desk linking directly to your Google review page.

Weekly Goal:

- Minimum **5 new 5-star reviews per week**.
- Reviews should mention your modalities (this helps SEO):

“Loved the cold plunge and sauna circuit at Rest Recovery Chandler!”

Responding to Reviews

Always reply with appreciation + local keyword.

“Thank you for visiting our Chandler Rest Recovery Wellness center! We’re glad you enjoyed the Cold Plunge and Red Light combo.”

Section 5 — Photo & Media SEO Tips

Why Photos Affect Ranking

Google ranks listings that are visually active — photos signal “trust and relevance.”

SEO Best Practices for Photos

- Upload **weekly** (3–5 photos per week).
- Rename files with your city and service before uploading.
- Include **geotagging** (can be done using free tools like Geolmgr.com).
- Mix professional shots and real in-studio photos.
- Add new videos monthly (10–15 seconds max).

Example File Names:

- Rest-Recovery-Sauna-Buckeye-AZ.jpg
 - Cold-Plunge-Arizona-Wellness.jpg
 - Rest-Recovery-Hyperbaric-Denver-CO.mp4
-



Section 6 — Monthly SEO Checklist

Task	Frequency
New photos uploaded	Weekly
Google post/update	Weekly
Reply to all reviews	2–3x per week
Check Apple listing accuracy	Monthly
Add 5 new reviews	Weekly
Add 1 new video	Monthly
Verify hours & contact info	Monthly



Summary

A strong Google and Apple Maps presence means more people find you first — before they ever search competitors.

To stay #1 in your area:

- Keep listings updated weekly.
- Collect new reviews consistently.
- Add location-tagged photos often.

- Use your city name and modalities in every description.

“Google rewards active businesses. The more often you post, upload, and reply — the higher you rank.”