When a city is used in a search query, the city in a GMB profile is the dominant ranking factor

Factor	Importance
Has same city listed as in search query	0.40
Type category is personal injury attorney	
Relative # of reviews	
Relative # of photos	
Has lawyer or attorney in title	
Relative place population	
Relative total_keywords	
Relative linked_domains	
Relative ref_domains_dofollow	
Relative backlinks_no_follow	
Relative domain_rating	
#Characters in description	
Relative ref_domains_total	
#Characters in title	
Relative total_traffic	
Relative total_backlinks	
Relative ahrefs_rank	
Relative # of questions	
Ratio of 4s in ratings	
Review response ratio	
Relative # of review likes	
Provides updates	
Ratio of 1s in ratings	
Question answer ratio	
Has car accident or personal injury in title	
Has city in description	
Ratio of 5s in ratings	
Type category is lawyer	
Type category is other	
#Keywords in description	
Has city in title	
Review rating	
Ratio of 3s in ratings	
Time since previous review	
Ratio of 2s in ratings	
Has featured reviews	
#Keywords in title	
Mean of most relevant ratings	
Type category is law firm	
Has linkedin	
Is business claimed	
Has car accident or personal injury in description	
Has twitter	
Has lawyer or attorney in description	
Has fb	
Has youtube	
Type category is criminal justice attorney	
Has instagram	
Has website	
Has street address	
Type category is empty	
Has phone	

Importance

Source: Rankings.io