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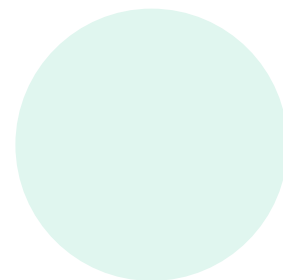


WHITEPAPER · SEO & SEARCH

Local SEO for Multi-Location Businesses

Winning the map pack across every branch

The operating model behind consistent local visibility for clinics, restaurants, dealerships and multi-branch service businesses.



16 pages · Published 2026-01-22

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Who this is for

Operators running two or more physical locations who depend on local discovery for footfall.

How local ranking actually works

Three factors dominate: relevance, distance and prominence. Distance you cannot change, which is why a business far from the searcher struggles regardless of effort. Relevance and prominence are where the work is.

Relevance comes from categories, services, attributes and page content. Prominence comes from reviews, citations and links.

Google Business Profile: the fields that move rankings

Primary category has outsized influence and is usually set once and forgotten. Test it against the businesses currently outranking you, change one variable at a time, and log the date.

- Complete the service list with the terms customers actually use.
- Keep hours accurate including holidays; closures suppress visibility.
- Add photos monthly rather than once at setup.

Location pages that are not thin duplicates

If two location pages differ only by a swapped city name, expect both to underperform. A location page needs a reason to exist.

- Real address, embedded map and directions from local landmarks.
- The team, services and pricing specific to that branch.
- Area-specific FAQs, photographs and, where available, local case studies.

Building review velocity into daily operations

Recency and velocity beat a perfect average. Build the ask into the moment of value — at handover, at checkout, at discharge — rather than running periodic campaigns.

Respond to every review, positive included, in specific language. Templated replies read as automation and add nothing.

Managing dozens of listings without chaos

Maintain one source of truth for name, address, phone, hours and categories, and push updates from it. Assign an owner per location for photos and reviews, and audit the full set quarterly for duplicates and unauthorised edits.

Reporting per branch, not per brand

Aggregate reporting hides the branch that is failing. Report calls, direction requests, website clicks and review velocity per location, and give each area manager their own view.

Want this applied to your business?

We audit what you have, tell you what is actually limiting growth, and scope the work that fixes it. No obligation on the first call.

Hop on a call

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