

How to Win Google Maps in Waikato

A Practical Guide to Ranking Higher and Getting More Calls Without Relying on Ads

Built for Waikato service businesses who want to show up where locals are searching.



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The Real Problem

If you're not showing up on Google, you're invisible

When people need a plumber, builder, accountant, or cleaner, they don't ask around first.

They search.

They type in what they need and choose from the top results.

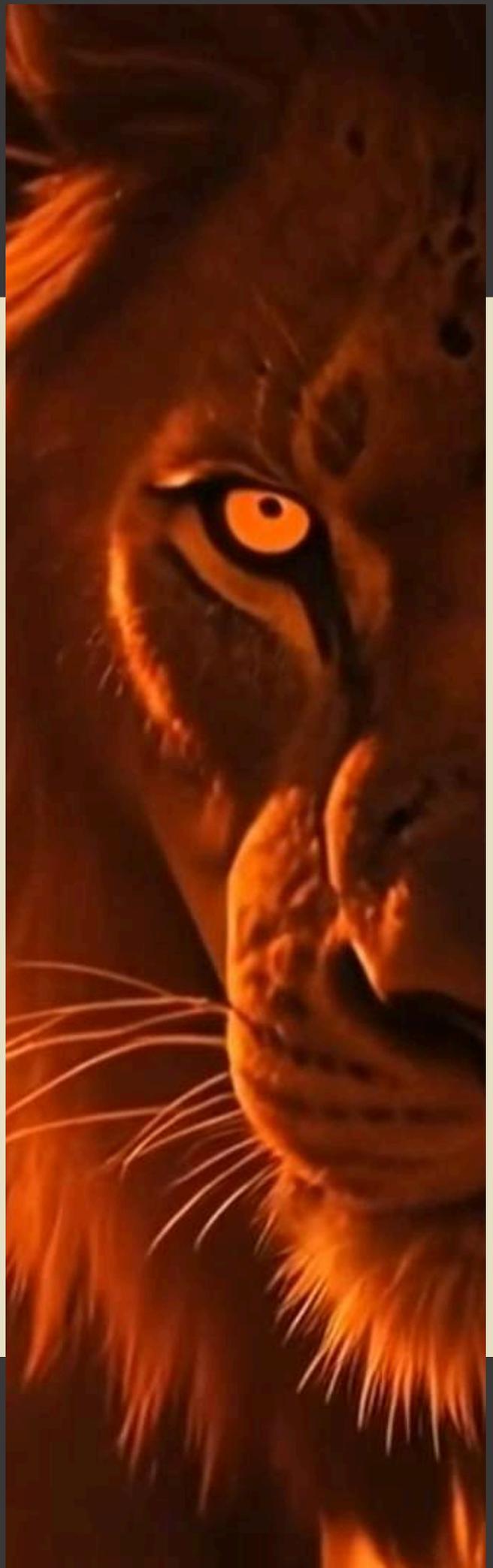
Most of those enquiries go to:

- the top three map listings
- the businesses with strong reviews
- and the ones that look active and trustworthy

If you're not showing up on the map, you miss out.

And even if someone finds you, if your profile looks empty or outdated, they'll choose someone else.

The good news is this is fixable.



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How Google Maps Rankings Actually Work

Google wants to show the safest option

Google doesn't rank businesses randomly.

It ranks businesses that look:

- relevant
- trustworthy
- and active

Local rankings are mostly driven by three factors:

1) Relevance

Does your profile clearly match what the customer is searching for?

2) Distance

Are you close enough to the person searching?

3) Prominence

Do you look established, reviewed, and active?

You can't control distance.

But you can control relevance and prominence.

And that's where most businesses win or lose.



The Quick Wins That Move the Needle

The fastest way to improve rankings is to fix the basics

Most businesses never set up their Google Business Profile properly.

If you want quick wins, start here:

1) Choose the right categories

Your primary category matters more than most people realise.

2) Fill in every section properly

Services, service areas, hours, contact details, description. Don't leave gaps.

3) Add real photos regularly

Photos build trust. They also signal activity.

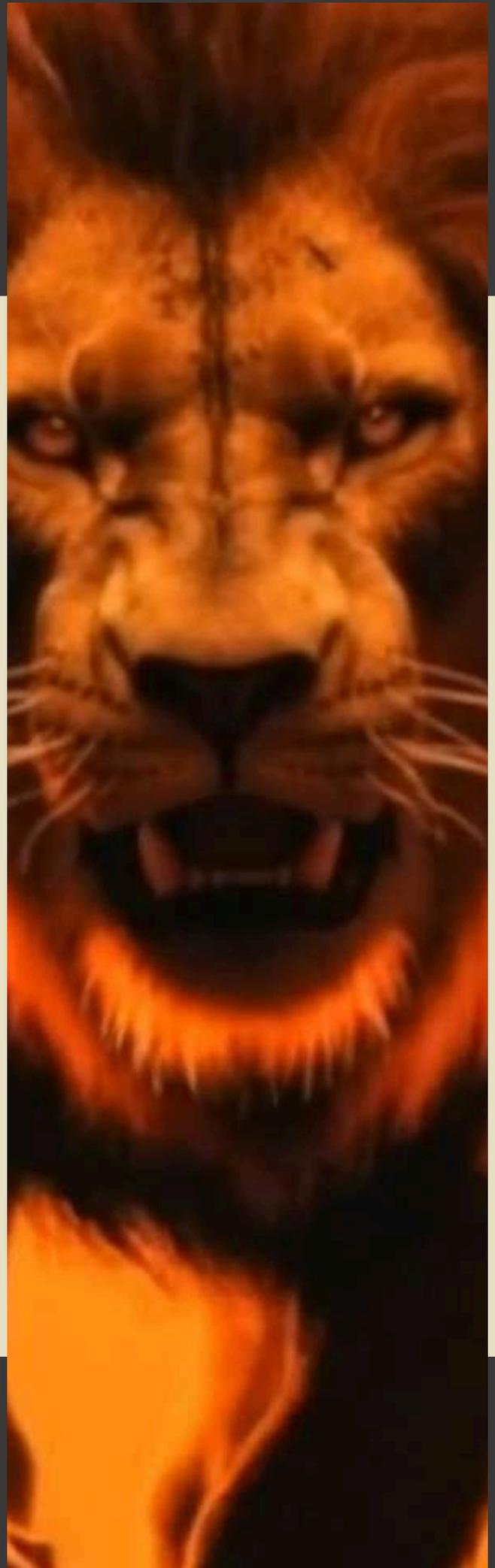
4) Collect reviews consistently

Reviews are one of the strongest ranking and conversion factors.

5) Post updates

Google wants to see your business is active. Posts help with that.

A quiet profile looks like a quiet business.



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The Part Most Businesses Miss

Your website supports your map rankings

Google doesn't only look at your profile.

It also looks at your website to confirm:

- what you do
- where you work
- and whether your business looks legitimate

If your website is thin or unclear, it can hold your profile back.

The strongest local SEO setup includes:

Service pages

One page per core service you want to rank for.

Location pages

Pages that target the towns or suburbs you serve.

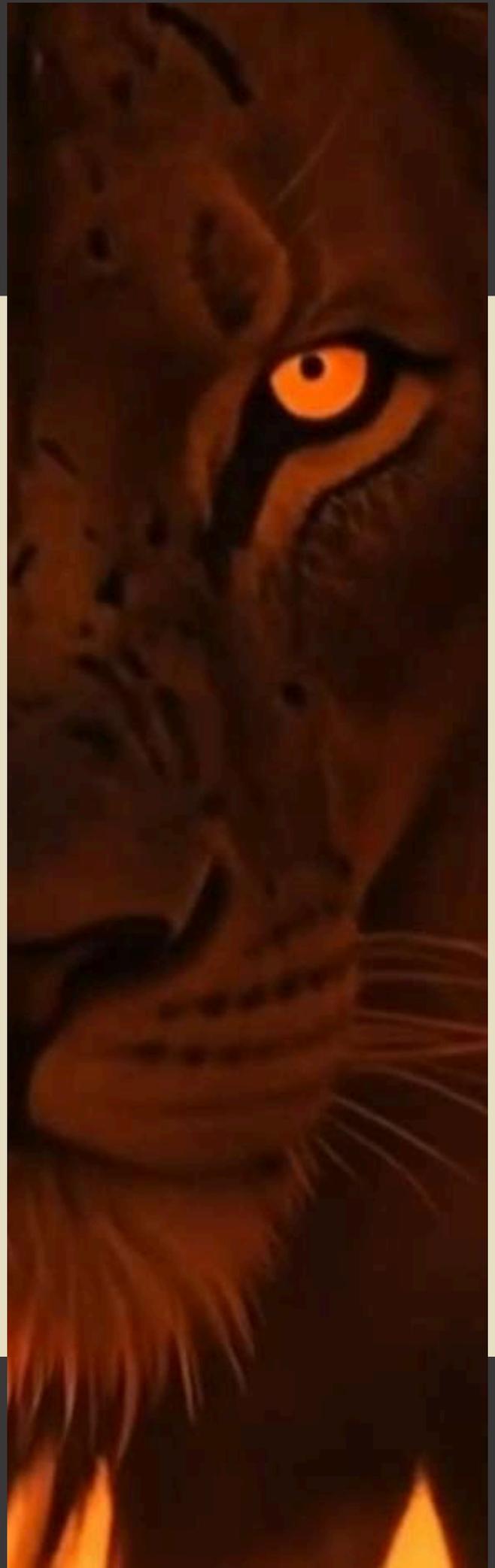
Consistent messaging

Your services and locations should match across your website and Google profile.

Ongoing content

Blogs that answer real customer questions and support authority.

This is where ongoing SEO becomes a long-term asset.



The Most Common Local SEO Mistakes

If you're stuck on page two, it's usually one of these

Here's what we see again and again:

- the wrong primary category
- services not listed properly
- no reviews, or reviews are outdated
- a profile with no posts or activity
- a website with no service pages
- no location targeting
- inconsistent business information online
- no photos of real work
- slow follow up on leads
- trying to do everything once, then stopping

Local SEO rewards consistency.

The businesses that win aren't always the best businesses.

They're the businesses that look the most trusted online.



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Google Readiness Checklist

Tick what's true today

- Your profile has the correct primary category
- All services are listed clearly
- Your service area is accurate
- You have at least 10 reviews
- You have received reviews in the last 60 days
- You upload new photos regularly
- Your profile has posts at least monthly
- Your website has a page for each main service
- Your website includes your key locations
- Your contact details match everywhere online
- You respond quickly to enquiries from Google
- You have a simple review request process

If you ticked 8 or more, you're in a strong position.

If you ticked less than 8, your next step is to fix the basics before you expect rankings to improve.



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Closing

Next Step

If you want to rank higher in Google and get more calls from local searches, start with a free discovery call.

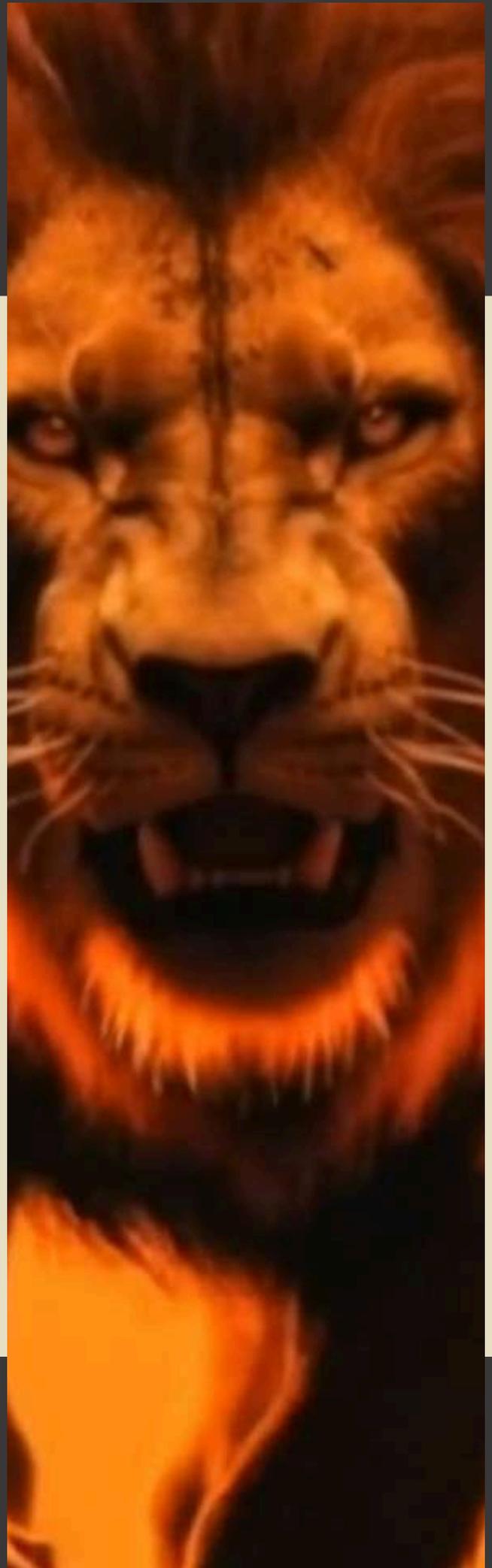
If there's a real opportunity for growth, you may be offered a free 2-hour growth mapping session for qualified businesses.

Book your discovery call:

dnp-marketing.co.nz/free-discovery-call

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