

GOOGLE MAPS TOP 3 SERIES · PART 3

SERVICES SECTION

Google listing ka wo section jahan top businesses **100 tak services** daal dete hain — aur neeche wale use khaali chhod dete hain. Poora step-by-step tarika, real data aur ek bonus ChatGPT prompt jo descriptions likh deta hai.

0 vs 100 neeche vs number one

3 tarike services add karne ke

1 bonus prompt — descriptions ready

Part 1 aur Part 2 nahi dekhe? Pehle wo dekhiye — Part 2 ki categories se hi decide hota hai ki aapko kaunsi services ke options milenge.



Deep Bhardwaj

@ideepbhardwaj · 11+ years in SEO

deepbhardwaj.com

+91 96503 81400

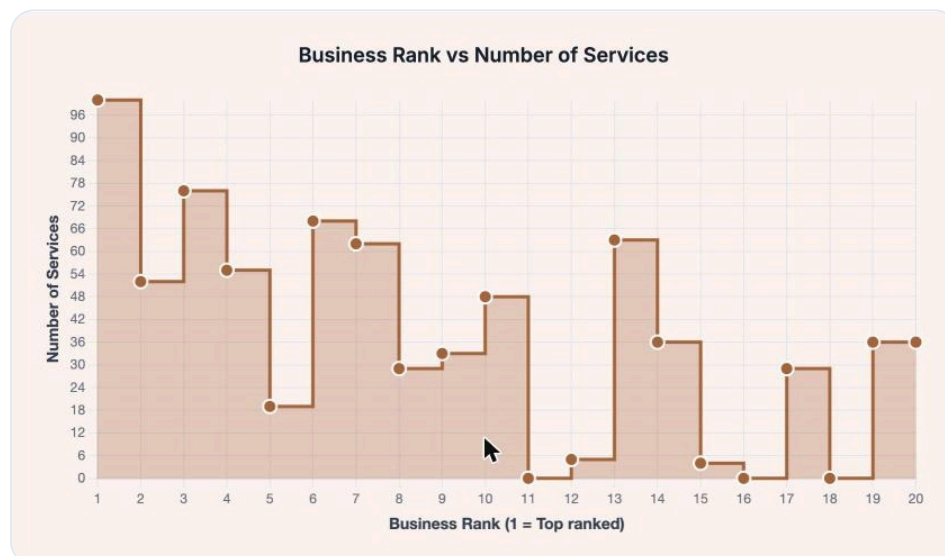
KYUN ZAROORI HAI

SERVICES = GOOGLE KO HAR KAAM KA NAAM

Categories batati hain aap kis type ke business hain. Services batati hain aap exactly kya-kya karte hain — aur Google kehta hai ki jab koi wo service search kare, toh aapki services highlight ho sakti hain.

REAL DATA: "SALON IN KAROL BAGH" (TOP 20, GMB EVERYWHERE LOCAL SCAN)

20 Total Businesses	17 With Services	452 Unique Services	44.2 Avg Services per Business	100 Most Services	0 Fewest Services
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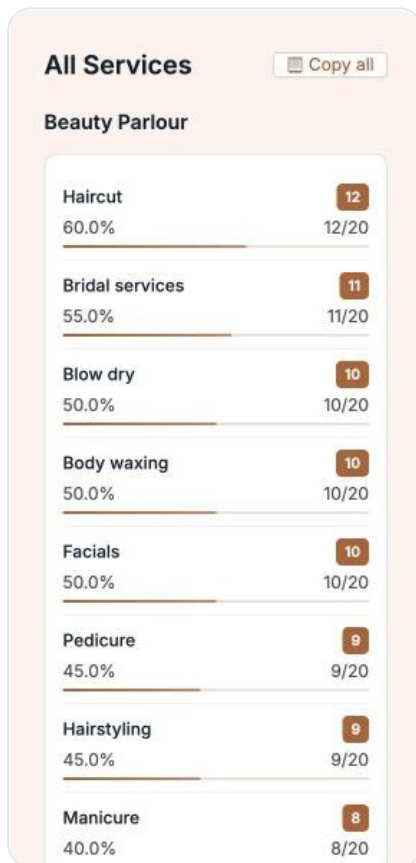
DHYAN DIJIYE

#1 ke paas **100 services** listed hain. Rank 11–20 mein se **5 businesses ke paas 5 ya usse kam**, aur 3 ke paas **zero**. Ranking sirf services se nahi aati — reviews, distance, categories sab milke kaam karte hain — par ye section khaali chhodna seedha nuksaan hai.

STEP 01

TOP 3 KI SERVICES LIST

- 1 Google Maps par keyword + area search kijiye (Part 1 wala tarika) aur ⚡ **Local Scan** dabaiye.
- 2 **Services tab** kholiye. Upar dikhega kitne businesses ne services daali hain, average kitni, aur sabse zyada kitni.
- 3 **"All Services" list** mein har service ke saath likha hota hai kitne businesses use kar rahe hain. **"Copy all"** dabake poori list copy kar lijiye — bonus prompt mein yahi paste karni hai.



EXAMPLE

Karol Bagh mein sabse common services: Haircut (12/20), Bridal services (11/20), Blow dry, Body waxing, Facials (10/20). Agar aap ye kaam karte hain aur list mein nahi hain — ye aapka pehla gap hai.

MAT KIIJIYE

Sirf isliye service mat jodiye ki competitor ke paas hai. Jo kaam aap nahi karte, wo service listing par galat customers laati hai aur bharosa todhti hai.

STEP 02 + 03

EDIT SERVICES — 3 TARIKE

Us Google account se login karke Google par apne business ka naam search kijiye, ya business.google.com kholiye. Phir **Edit services**.

TARIKA	KYA KARNA HAI
1. Suggested services	Edit services → Add more services . Google aapki categories ke hisaab se services suggest karta hai — jo kaam aap karte hain, sab tick kijiye → Save.
2. Custom service	List mein nahi hai? Add custom service se khud likhiye. Naam simple rakhiye — price, phone number ya gibberish naam mein nahi (Google reject kar deta hai).
3. Nayi category se	Edit services → Add a new business category — Part 2 wali sahi category jodne se uski services ke options bhi khul jaate hain.

HAR SERVICE KI DESCRIPTION

- Service par click kijiye → description aur (chahein toh) price likhiye → Save.
- 2–3 line: kya milta hai, kiske liye, aur area ke saath ek natural line. Zyaadatar competitors descriptions khaali chhodte hain — yahin aap alag dikhenge.
- Keywords naturally aayein. Ek hi keyword baar-baar bharna bilkul nahi.

HAR 2-3 MAHINE

Services check kijiye — Google kabhi-kabhi khud services jod deta hai. Jo galat ho, use hata dijiye.

STEP 04 · BONUS

BONUS PROMPT — DESCRIPTIONS READY

Ye prompt ChatGPT mein paste kijiye. [Brackets] mein apni details aur Local Scan se copy ki hui services list daaliye.

Aap ek Google Business Profile aur Local SEO expert hain. Mujhe apne Google profile ke "Services" section ke liye services ki list aur unki descriptions chahiye, taaki customers aur Google dono samjhein ki main kya karta hoon.

Meri details:

- Business ka naam aur type: []
- Area / city: [jaise Karol Bagh, Delhi]
- Main sach mein jo services deta hoon (price ya range bhi, agar batana chahein): [poori list]
- Meri categories (primary + additional): []

Top competitors ki services (GMB Everywhere → Local Scan → Services tab → "Copy all"):
[paste kijiye]

Aapka kaam:

1. Competitors ki list se wo services chuniye jo main sach mein deta hoon par meri list mein nahi hain. Jo main nahi deta, wo bilkul mat jodiye.
2. Har service ka saaf, simple naam (Google ki predefined service ho toh wahi naam). Custom service ke naam mein price, phone number ya extra keywords mat daaliye.
3. Har service ke liye 2-3 line ki description (lagbhag 250 characters tak): kya milta hai, kiske liye hai, aur ek natural line area ke saath — jaise "Karol Bagh mein...". Keywords naturally aayein, bharne nahi hain.
4. Final table: Service | Predefined ya Custom | Description | Price (optional).

Rules:

- Jhoothe claims mat likhiye (jaise "No.1", "guaranteed").
- Har description alag ho — copy-paste wali same lines nahi.
- Simple Hinglish ya English — jo mere customers zyada samjhein.

PRO TIP

ChatGPT ki har description padh ke check kijiye — jo service aap nahi dete ya jo claim sach nahi hai, use hata dijiye. Phir ek-ek karke profile mein paste kijiye.

EXAMPLE + NEXT STEPS

RESULT AISA **DIKHEGA**

Example (fictional): Karol Bagh ka ek salon jisne abhi sirf 4 services daali hain.

SERVICE	TYPE	DESCRIPTION (EXAMPLE)
Bridal Makeup	Custom	HD aur airbrush bridal makeup, trial session ke saath. Karol Bagh studio mein ya venue par.
Haircut	Predefined	Women, men aur kids ke haircut — face shape ke hisaab se style, wash aur blow-dry ke saath.
Facials	Predefined	Skin type ke hisaab se facial — cleanup, hydrating aur bridal facial options.
Body waxing	Predefined	Rica aur regular waxing, hygienic single-use strips ke saath.

SERVICES KE BAAD KYA

- **Part 4:** aapke customers khud aapke keywords batayenge — reviews se keywords nikaalna (review mining).
- **2–3 hafte baad** wahi search (keyword + area) karke dekhiye. Results business, city aur competition ke hisaab se alag ho sakte hain.

YE SAB KHUD KARNE KA TIME NAHI HAI?

Apni Google Business Profile ka link bhejiye — hum free check karke batayenge ki kaunsi services aur descriptions missing hain.

 deepbhardwaj.com ·  +91 96503 81400 ·  @ideepbhardwaj