

GOOGLE MAPS TOP 3 SERIES · PART 2

HIDDEN CATEGORIES

5 minute ka kaam jo zyaadatar business owners kabhi karte hi nahi — aur jo Google Maps ranking ka **sabse bada factor** hai. Is guide mein poora step-by-step tarika, real data aur ek bonus ChatGPT prompt.

1 primary category — #1 ranking factor

9 additional categories ki jagah

4 clicks mein update

Part 1 nahi dekha? Pehle wo dekhiye — usme humne free GMB Everywhere extension se competitors ki hidden categories nikaali thi. Ye guide wahi data use karti hai.



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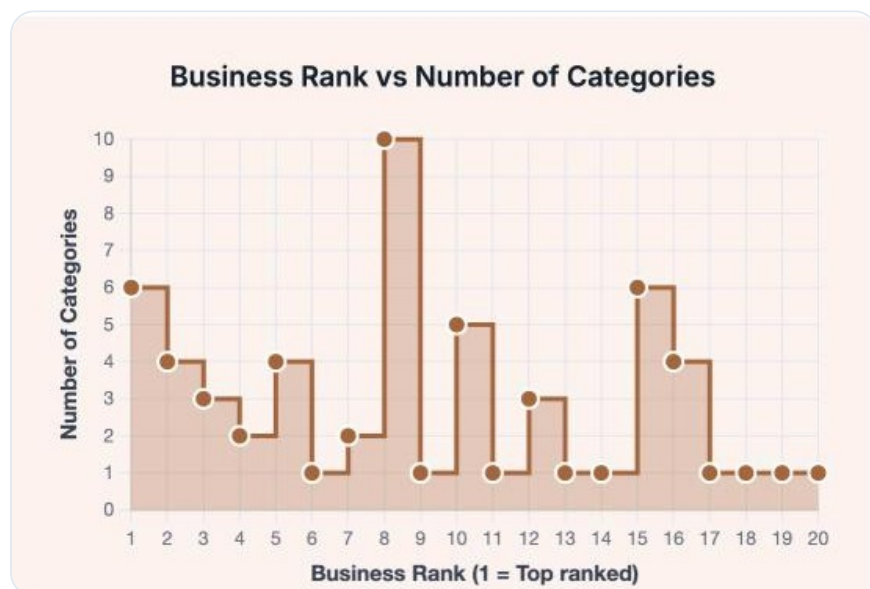
KYUN ZAROORI HAI

CATEGORIES = GOOGLE KO BATANA KI AAP KYA KARTE HAIN

Google Maps par aap sirf un searches mein dikhte hain jinke liye Google ko lagta hai ki aap relevant hain. Categories hi Google ko ye batati hain.

FACT	MATLAB
Primary category	Local ranking experts ke 2026 survey (Whitespark Local Search Ranking Factors) mein #1 ranking factor . Ek hi hoti hai — sabse important.
Additional categories	Primary ke saath 9 tak aur add kar sakte hain. Survey mein ye bhi top 10 factors mein hain.
Services	Jo categories aap chunte hain, unhi ke hisaab se profile mein services add karne ke options milte hain (Part 3).

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



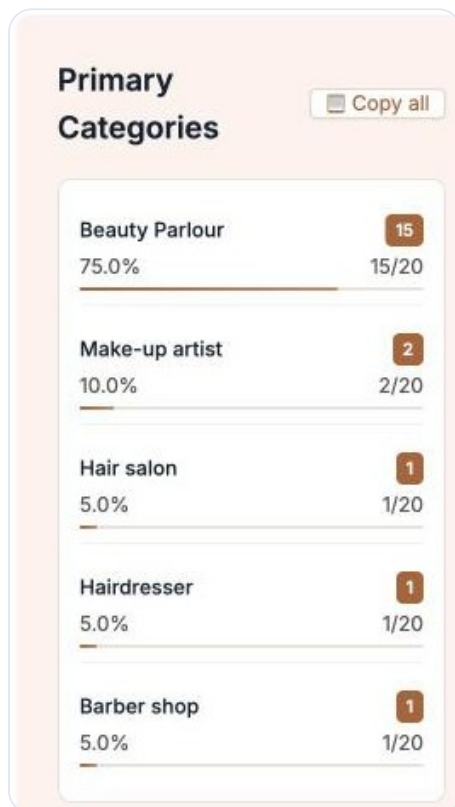
DHYAN DIJIYE

#1 ke paas **6 categories**, aur rank 17–20 ke paas **sirf 1**. Par #8 ke paas poori **10** hain — matlab categories bharne se kaam nahi chalta, **sahi** categories chunni hain. Ranking reviews, distance aur baaki cheezon par bhi depend karti hai.

STEP 01

SAHI PRIMARY CATEGORY

- 1 **Part 1 wala tarika use kijiye:** Google Maps par keyword + area search kijiye (jaise "salon in karol bagh"), GMB Everywhere har listing ke neeche categories dikhayega. ★ wali primary hai.
- 2 ⚡ **Local Scan → "Primary Categories" box dekhiye.** Top businesses kaunsi primary use kar rahe hain, percentage ke saath.
- 3 **Wo primary chuniye jo aapke main kaam se sabse zyada match kare** aur jo top 3 use kar rahe hain. Google khud kehta hai: general ki jagah specific category chuniye — jaise "Salon" ki jagah "Nail salon", agar aapka main kaam wahi hai.



EXAMPLE

Karol Bagh mein 20 mein se 15 businesses (75%) ki primary **Beauty Parlour** hai. Agar aapka main kaam bhi wahi hai, toh primary wahi rakhiye.

MAT KIIYE

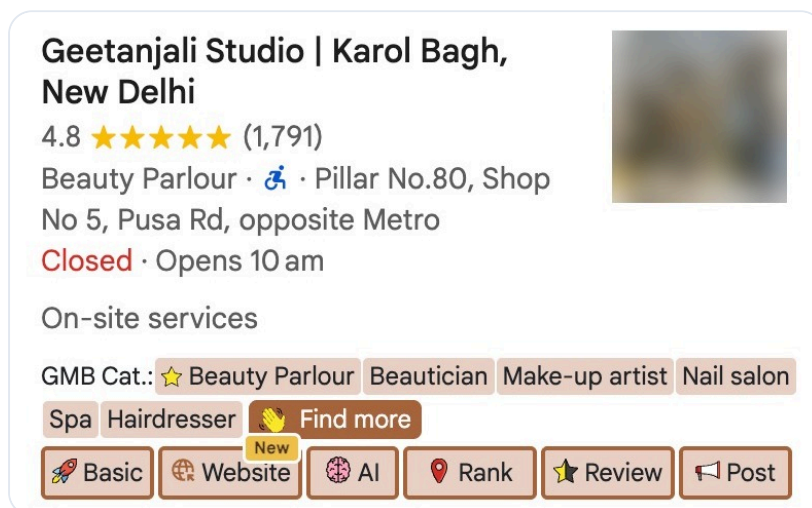
Sirf isliye primary mat badliye ki competitor ki wahi hai — agar aapka main kaam alag hai (jaise aap sirf barber shop hain), toh apni sahi category rakhiye. Primary baar-baar mat badliye.

STEP 02 + 03

ADDITIONAL CATEGORIES + 4 CLICKS

STEP 02 – KAUNSI CATEGORIES ADD KAREIN

- Top 3 ki categories ki list banaiye (GMB Everywhere / Local Scan "All Categories").
- Usme se **sirf wahi** chuniye jo kaam aap sach mein karte hain — jaise salon ke liye Make-up artist, Nail salon, Hairdresser (agar ye services dete hain).
- 9 tak add kar sakte hain, par zaroori nahi ki saari bhariye. 4–6 sahi categories, 10 galat categories se behtar hain.



STEP 03 – PROFILE MEIN KAISE ADD KAREIN

- 1 Us Google account se login karke Google par **apne business ka naam** search kijiye — aapka Business Profile dikhega.
- 2 **Edit profile** dabaiye → **Business category** ke saamne Edit.
- 3 **Primary category** box mein type karke list se chuniye. Phir **Add another category** se baaki add kijiye.
- 4 **Save** dabaiye. Bas.

GOOGLE KA NOTE

Category add ya edit karne par Google kabhi-kabhi business ko dobara verify karne ko keh sakta hai. Isliye sirf sahi, sach wali categories rakhiye.

STEP 04 · BONUS

BONUS PROMPT — CATEGORY PLAN

Ye prompt ChatGPT mein paste kijiye. [Brackets] mein apni details aur GMB Everywhere se nikli categories bhariye.

Aap ek Google Business Profile aur Local SEO expert hain. Mujhe apne business ke liye sahi Google categories chunni hain, taaki meri Google Maps ranking improve ho.

Meri details:

- Business type: [jaise salon / clinic / jewellery store]
- Main sach mein kaunsi services deta hoon: [poori list]
- Meri abhi ki primary category: []
- Meri abhi ki additional categories: []
- Keyword + area jisme rank karna hai: [jaise "salon in karol bagh"]

Top competitors ki categories (GMB Everywhere se):

#1: []

#2: []

#3: []

Local Scan ki "All Categories" aur "Primary Categories" list: [paste kijiye]

Aapka kaam:

1. Meri primary category recommend kijiye — sirf upar di gayi categories mein se — aur batayiye kyun.
2. Additional categories ki list (9 tak) — sirf wahi jo meri services se match karti hain. Har ek ke saath likhiye kaunsi service isse match hoti hai.
3. Kaunsi categories skip karni hain (competitors ke paas hain par main wo kaam nahi karta) — aur kyun.
4. Har chuni hui category ke liye 3-5 services jo main profile ke Services section mein add karun.
5. Final table: Category | Primary / Additional | Matching service | Action (Add / Keep / Remove).

Rules:

- Koi nayi category mat banaiye — sirf wahi jo maine list ki hain. Doubt ho toh likhiye "Google profile mein type karke check kijiye".
- Aisi category bilkul suggest mat kijiye jo mera business nahi karta.
- Simple Hinglish mein, ek business owner ke liye likhiye.

PRO TIP

Local Scan ke Categories tab mein "Copy all" button hai — wahi seedha prompt mein paste kar dijiye. ChatGPT jo bhi category bataye, use Google profile mein type karke check kijiye ki wo list mein aati hai.

EXAMPLE + NEXT STEPS

RESULT AISA **DIKHEGA**

Example (fictional): Karol Bagh ka ek salon — hair, makeup aur nail services deta hai, abhi sirf 1 category hai.

CATEGORY	TYPE	MATCHING SERVICE	ACTION
Beauty Parlour	Primary	Main kaam	Keep
Make-up artist	Additional	Bridal / party makeup	Add
Nail salon	Additional	Manicure, nail art	Add
Hairdresser	Additional	Haircut, styling	Add
Barber shop	—	Men's grooming nahi karte	Skip

CATEGORIES KE BAAD KYA

- **Har category ke liye services add kijiye** — ye Part 3 mein poora sikhaunga (wo section jo sab khaali chhodte hain).
- **Har 6 mahine categories check kijiye** — Google nayi categories add karta rehta hai.
- **2–3 hafte baad** wahi search (keyword + area) karke dekhiye aap kahan hain. 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 categories missing hain.

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