

FREE · STEP-BY-STEP WORKFLOW

GOOGLE MAPS TOP 3 WORKFLOW

Wahi 5 steps jinse humne Hyderabad ki ek pearl company ko Google Maps par **#6 se #3** par pahunchaya — har step ka exact kaam, checklist aur ready-to-use templates ke saath.

#6 → #3

Real Google result · search: "pearl set in hyderabad"

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SHURU KARNE SE PEHLE

10-MINUTE STARTING CHECK

Pehle dekhiye aap abhi kahan ho. Bina starting point ke progress measure nahi hoti.

1. APNI RANKING CHECK KIIYE

- Chrome mein **Incognito** window kholiye.
- Google par apna main keyword + city search kijiye, jaise **"pearl set in hyderabad"** (sirf "near me" nahi — wo aapki location ke hisaab se badalta hai).
- "Places" / map wale results mein dekhiye aap kis number par ho. Screenshot le lijiye — ye aapka **Day 0** hai.

2. TOP 3 COMPETITORS KO NOTE KIIYE

CHECK	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3	AAP
Primary category				
Total reviews / rating				
Last review kab aaya				
Photos (approx.)				
Last post kab hua				

3. BASIC HEALTH CHECK

☐ Profile **verified** hai
 ☐ Business hours sahi hain
 ☐ Website link laga hai
 ☐ Phone number chalu hai

Yaad rakhiye

Ye table bhar ke rakhiye. Har step ke baad isi se compare karenge ki gap kahan hai.

STEP 01

SAHI PRIMARY CATEGORY

Google sabse pehle category se samajhta hai ki aap kis search ke liye relevant ho. Galat category = galat searches.

KAISE KAREIN

1. Top 3 competitors ki listing kholiye — naam ke neeche unki category likhi hoti hai. Jo category sab mein common hai, wahi usually best primary hai.
2. Google Business Profile → **Edit profile** → **Business category** mein jaiye.
3. **Primary category** sabse specific rakhiye (jaise "Jewellery store", sirf "Store" nahi).
4. 2–4 **secondary categories** add kijiye jo aap sach mein karte ho (jaise "Pearl shop", "Gold jewellery store" — agar aap wo bechte ho).
5. Save karke 1–2 hafte ranking dekhiye. Category baar-baar mat badaliye.

Example

✗ Primary: "Store" → ✓ Primary: "Jewellery store" + Secondary: "Pearl shop"

Mat kijiye

Business name mein keywords mat bhariye (jaise "Best Pearl Shop Hyderabad Cheap"). Ye Google ki guidelines ke khilaaf hai aur profile suspend ho sakti hai. Naam wahi rakhiye jo board par likha hai.

STEP 02

NAME, ADDRESS, PHONE — HAR JAGAH SAME

Google alag-alag websites par aapki details match karta hai. Har jagah alag likha ho to bharosa kam hota hai.

1. EK EXACT FORMAT FIX KIIYE

Naam: _____ (board wala exact naam)
 Address: _____ (wahi spelling, wahi pin code)
 Phone: +91 _____ (har jagah ek hi number)

2. IN SAB JAGAH WAHI COPY-PASTE KIIYE

JAGAH	UPDATED?	JAGAH	UPDATED?
Google Business Profile	☐	Justdial	☐
Website footer	☐	Sulekha / IndiaMART (agar listed ho)	☐
Website contact page	☐	Facebook page	☐
Instagram bio	☐	Apple Maps / Bing Places	☐

Pro tip

Purani listings jahan galat number ya purana address hai — unhe update ya band karwaiye. Ek bhi purani galat listing confusion paida karti hai.

STEP 03 · SABSE AASAN, SAB SKIP KARTE HAIN

HAR HAFTE REVIEWS + HAR REVIEW KA REPLY

Naye reviews aur aapke replies dono Google ko batate hain ki business active hai.

REVIEW LINK KAISE NIKAALEIN

Google Business Profile → **Ask for reviews** / **Get more reviews** → link copy kijiye. Isi link ka **QR code** bana ke counter par lagaiye.

WHATSAPP MESSAGE (BILL KE BAAD BHEJIYE)

Namaste {Naam} ji 🙏 Aaj [Business] se kharidari ke liye dhanyavaad!
Agar aapko hamara kaam accha laga, to 30 second mein ek Google review de dijiye —
isse doosre customers ko bhi madad milti hai:
{review link}

REPLY TEMPLATES

5★: Dhanyavaad {Naam} ji! Aapko {product} pasand aaya, sunke bahut khushi hui. Jaldi phir milte hain 🙏

Negative: {Naam} ji, aapke experience ke liye maafi chahte hain. Hum isse theek karna chahte hain — kripya {phone} par call kijiye, hum personally dekhenge.

Mat kijiye

Fake reviews mat likhwaiye, aur review ke badle discount/gift mat dijiye — Google ki policy ke khilaaf hai aur reviews hat sakte hain. Har customer se poochiye, sirf khush customers se nahi.

Target

Har hafte kam se kam 3–5 genuine naye reviews, aur har review ka reply 24 ghante ke andar.

STEP 04

HAR HAFTE 1 POST + **ASLI PHOTOS**

Active profile ko Google aur customers dono zyada pasand karte hain. Stock photos se bharosa nahi banta.

WEEKLY POST IDEAS (ROTATE KIIYE)

HAFTA	POST TYPE	EXAMPLE
1	New product / collection	"Naye pearl sets aa gaye — 3 designs dekhiye"
2	Offer	"Is weekend making charges par 10% off"
3	Behind the scenes / team	"Hamare karigar ek set kaise banate hain"
4	Customer story / FAQ	"Asli pearl kaise pehchaanein? 3 tareeke"

PHOTO CHECKLIST

- ☐ Dukaan bahar se (board ke saath) ☐ Andar ka view ☐ Team
- ☐ Top products (achhi light mein) ☐ Har hafte 2–3 nayi photos

Pro tip

Har post mein ek button lagaiye — "Call now" ya "Learn more" (website link).
Post 10 minute ka kaam hai; ise ek fixed din par kijiye, jaise har Monday.

STEP 05

GEO-GRID SE HAR AREA KI RANKING CHECK

Aap dukaan ke paas #1 ho sakte ho, aur 3 km door #11. Geo-grid dikhata hai ki kis area mein kaam baaki hai.

KAISE KAREIN

1. Kisi bhi geo-grid / local rank tracker tool mein apna business aur main keyword daaliye.
2. Grid map dekhiye: **hara** = Top 3, **peela** = 4–7, **laal** = 8+.
3. Laal wale areas ke naam note kijiye (jaise "Banjara Hills", "Kukatpally").

LAAL AREAS KE LIYE KYA KAREIN

- Un areas ka naam naturally **posts** mein laaiye ("Kukatpally se aaye customers ke liye free delivery").
- Website par un areas ke liye helpful page ya section banaiye.
- Un areas ke customers se review maangiye — agar wo khud area mention karein to aur behtar (zabardasti mat likhwaiye).

Kitni baar

Har 2 hafte mein ek baar geo-grid check kijiye aur Day 0 se compare kijiye.

30-DAY PLAN

PEHLE 30 DIN KA PLAN

HAFTA	KAAM	DONE
Week 1	Starting check (page 2) · Category fix (Step 1) · NAP format fix + Google & website update (Step 2)	☐
Week 2	Baaki listings update · Review QR + WhatsApp message shuru · Pehli post + 5 photos	☐
Week 3	3–5 naye reviews + sabka reply · Doosri post · Pehla geo-grid check	☐
Week 4	3–5 naye reviews · Teesri post · Laal areas ke liye posts · Day 0 se ranking compare	☐

Honest baat

Ranking 1 din mein nahi badalti. Har business, city aur competition alag hota hai — results aane mein aksar kuch hafte se kuch mahine lagte hain. Consistency hi asli secret hai.

YE SAB KHUD KARNE KA TIME NAHI HAI?

Hamari team aapke liye ye poora workflow har mahine karti hai. Free profile check ke liye message kijiye.

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