

GOOGLE MAPS TOP 3 SERIES · PART 4

REVIEW KEYWORDS

Aapke best Google Maps keywords aapke customers khud likh rahe hain — reviews mein. Google unhe **free mein dikhata bhi hai**. Poora step-by-step tarika, real data aur ek bonus ChatGPT prompt.

108 reviews mein "hair spa" (#1 listing)

0 chips — neeche wali listing

29/30 reviews par owner ka reply (#1)

1 bonus prompt — keywords + replies

Part 3 nahi dekha? Pehle wo dekhiye — yahan se nikle keywords seedha aapki services ki descriptions mein jaate hain.



Deep Bhardwaj

@ideepbhardwaj · 11+ years in SEO

deepbhardwaj.com

+91 96503 81400

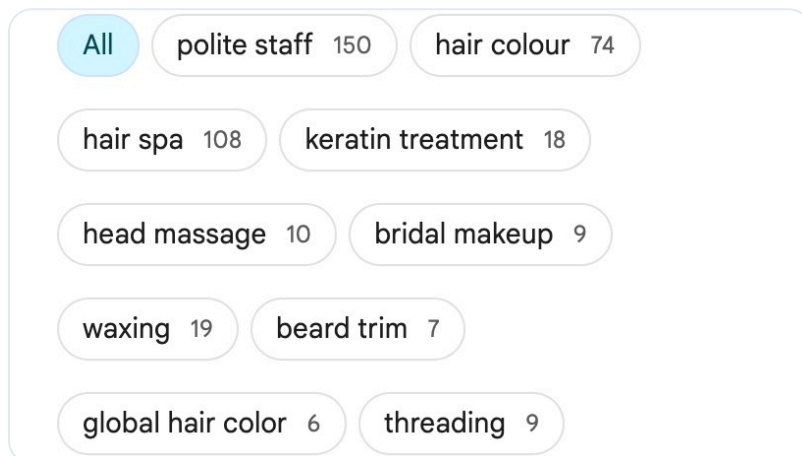
KYUN ZAROORI HAI

CUSTOMERS KE SHABD = AAPKE KEYWORDS

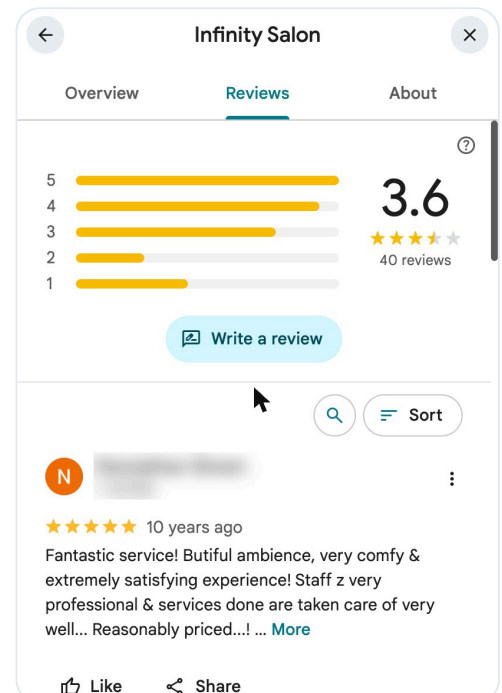
Log Google par wahi shabd search karte hain jo wo reviews mein likhte hain — "hair spa", "keratin treatment", "bridal makeup". Google in shabdon ko review chips bana ke Reviews tab ke upar dikhata hai, saath mein ginti bhi.

REAL DATA: "SALON IN KAROL BAGH" (GOOGLE MAPS, 22 OCT 2026)

#1 LISTING · 1,791 REVIEWS



NEECHE WALI LISTING · 40 REVIEWS



DHYAN DIJIYE

#1 ke reviews mein "hair spa" 108 baar, "hair colour" 74 baar. Neeche wali listing par ek bhi chip nahi. Local SEO experts ke surveys (Moz / Whitespark Local Search Ranking Factors) mein "reviews mein keywords" ek ranking factor maana jaata hai — par ranking reviews, distance, categories sab milke banti hai. Results har business aur area mein alag hote hain.

STEP 01

TOP 3 KE REVIEW CHIPS

- 1 Google Maps (phone ya laptop) par apna **keyword + area** search kijiye — jaise "salon in karol bagh".
- 2 **Number one listing kholiye → Reviews tab.** Upar chips dikhenge: har shabd ke saath kitne reviews mein wo aaya.
- 3 Kisi chip par tap kijiye — sirf wahi reviews khulenge. Isse samajh aata hai customer kis tarah se wo service describe karte hain.
- 4 Yahi #2 aur #3 ke liye kijiye, aur apni listing ke chips bhi dekhiye. Sab ek note mein likh lijiye — bonus prompt mein yahi paste karna hai.

EXAMPLE (#1, KAROL BAGH)

polite staff 150 · hair spa 108 · hair colour 74 · waxing 19 · keratin treatment 18 · head massage 10 · bridal makeup 9 · threading 9 · beard trim 7 · global hair color 6

MAT KIIYE

Chips copy karke apni listing mein har jagah bhar dena — keyword stuffing se listing spammy lagti hai. Sirf wahi shabd lijiye jo service aap sach mein dete hain.

CHIPS NAHI DIKH RAHE?

Google chips tabhi dikhata hai jab kaafi reviews mein ek jaise shabd hon. Neeche Step 03 aur 04 se aapke reviews mein ye shabd aane lagenge.

STEP 02 + 03

KAHAN LAGAAYEIN + HAR REPLY

Bonus prompt (page 5) aapke keywords ki table bana dega. Phir inhe in jagahon par naturally use kijiye:

JAGAH	KAISE
Services ki description	Part 3 wali har service ki 2-3 line description mein customer ka shabd — jaise "Hair spa" service mein "hair spa".
Google posts	Har hafte ek post ek keyword par (Part 5 mein poora tarika).
Review replies	Har review ka reply, service ke naam ke saath — neeche dekhiye.
Business description	Top 2-3 services ek baar naturally. Bharna nahi.

STEP 03 – HAR REVIEW KA REPLY



★★★★★ 9 months ago

I had an amazing experience getting my hair colored here! Thanks to my hair stylist Mr. Deepak who really listened to what I wanted, and the results are exactly what I hoped for. My hair feels healthy and looks vibrant. Highly recommend!

Like Share

Response from the owner 9 months ago

Thank you for your kind words and glowing review. Your encouragement means a lot to us and motivates our entire team.

#1 KA HABIT

Latest 30 reviews mein se 29 par owner ka reply. Aap ek kadam aage jaiye — reply mein service ka naam bhi.

ACHHA REPLY

"Thank you Priya ji! Khushi hui ki aapko Karol Bagh studio ka hair spa pasand aaya — agli baar keratin treatment bhi try kijiye 😊"

BURA REPLY

"Thanks for review. Best salon karol bagh hair spa hair colour keratin" — keyword stuffing, copy-paste.

STEP 04 · BONUS

REVIEW MAANGIYE + BONUS PROMPT

Step 04: Review maangte waqt customer se kahiye ki kaunsi service li thi, wo zaroor likhein. Review unke apne shabdon mein ho — aap likh ke na dein, offer/discount ke badle na maangein, aur sirf khush customers ko chun ke na maangein (Google ki review policy).

Namaste [naam] ji 🙏 Aaj [service] ke liye aane ka shukriya! Agar experience achha laga ho, toh 1 minute nikaal ke Google par review de dijiye — kaunsi service li thi aur kaisa laga, wo bhi likhiyega. Isse doosre logon ko bhi madad milti hai: [review link]

Bonus prompt: ChatGPT mein paste kijiye, [brackets] mein apni details aur chips daaliye.

Aap ek Google Business Profile aur Local SEO expert hain. Mujhe apne customers ke reviews se apne Google Maps keywords nikaalne hain aur unhe sahi jagah use karna hai.

Meri details:

- Business ka naam aur type: []
- Area / city: [jaise Karol Bagh, Delhi]
- Main jo services sach mein deta hoon: [list]

Google Maps review chips (Reviews tab ke upar wale shabd + ginti):

- Mera business: [jaise "hair spa 12, haircut 30" — chips nahi hain toh "koi nahi" likhiye]
- Top 1: [paste]
- Top 2: [paste]
- Top 3: [paste]

Aapka kaam:

1. Ek table banaaye: Keyword | Top 3 mein kitno ke paas | Mere paas hai? | Main ye service deta hoon? | Kahan use karun (service description / Google post / review reply / business description).
2. Sirf wahi keywords rakhiye jo main sach mein deta hoon. Jo nahi deta, unhe hata dijiye.
3. Mere top 5 keywords ke liye 5 alag review replies likhiye (har reply 2 line, customer ka naam, service ka naam naturally, koi copy-paste wali line nahi, koi jhootha claim nahi).
4. Ek WhatsApp message likhiye jo main har customer ko review maangne ke liye bhejun — jisme unse request ho ki kaunsi service li thi wo bhi likhein. Koi offer/discount ke badle review nahi.

Rules:

- Keyword stuffing bilkul nahi — sab kuch natural Hinglish ya English mein.
- Customer ke liye review khud likh ke mat dijiye.

EXAMPLE + NEXT STEPS

RESULT AISA **DIKHEGA**

Example (fictional): Karol Bagh ka ek salon — top 3 ke chips se bani table.

KEYWORD	TOP 3 MEIN	MERE PAAS?	KAHAN USE KAREIN
hair spa	3/3	Nahi	Service description + reply + post
keratin treatment	2/3	Nahi	Service description + post
bridal makeup	3/3	Haan (4)	Reply + review request mein yaad dilaayein
polite staff	3/3	Haan	Replies mein shukriya (service ke saath)

ISKE BAAD KYA

- **Har hafte:** naye reviews ka reply (24-48 ghante ke andar), service ke naam ke saath.
- **Har mahine:** apne chips dobara dekhiye — kaunse naye shabd aaye.
- **Part 5:** inhi keywords se har hafte Google posts — ChatGPT ke saath.

YE SAB KHUD KARNE KA TIME NAHI HAI?

Apni Google Business Profile ka link bhejiye — hum free check karke batayenge ki aapke reviews mein kaunse keywords missing hain.

 deepbhardwaj.com ·  +91 96503 81400 ·  @ideepbhardwaj