Google Local Business Results

You may have noticed that sometimes when you use Google it returns a map with the search results. The map has pins on it that correlate to the top 3 most relevant sites right of the map (see example).

The map is clickable and it can move you to a bigger Google map page. Each of the pins is clickable and it displays a business's details. Google calls this service "Local Business Results". If the search query contains a business type and a location, you will most probably see local business results. The narrower the geographic area the more likely Google will show results in the one box format. Coffs Harbour has one post code. A search for "north coast accommodation" encompassing several post codes doesn't display local business results.

It is possible for you to move your pin, add a logo and complete business's details. Locate your pin, click it, then click "Edit" and "Move Marker" or "Claim Your Business". Google will initiate a validation process with you to ensure you are the business owner.

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