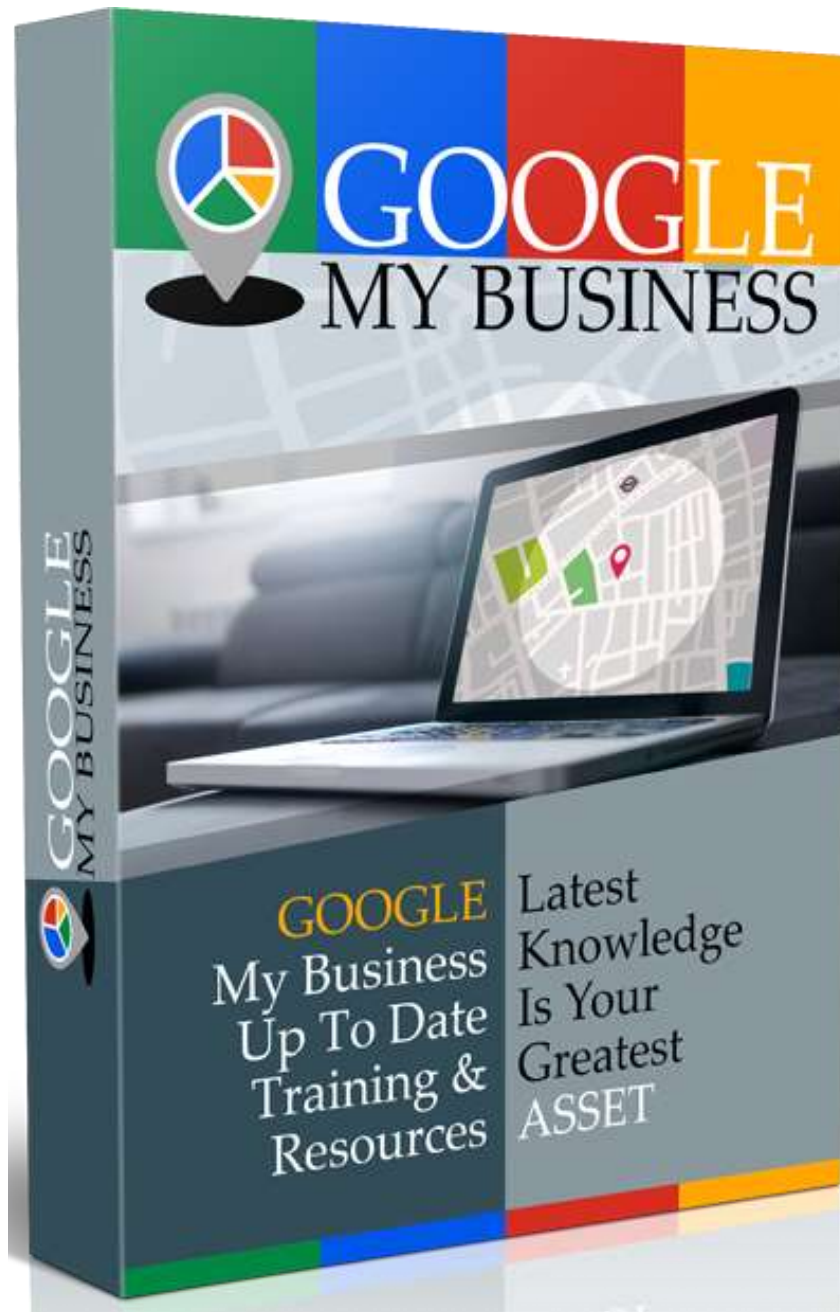


GOOGLE MY BUSINESS

Apple Maps Ranking Steps



Apple Maps Ranking Steps

You won't find very much information on the internet about ranking well in Apple Maps. Since mobile map results depend on the physical whereabouts of the searcher, the results are rather transient. And, there are certain elements that have a positive connection with a prominent spot in Apple Maps results, including:

- How relevant is your niche to the search?
- Is the Keyword used also in your business name?
- How close is your business to the location of the searcher?
- Meta Data from Yelp & Other Providers

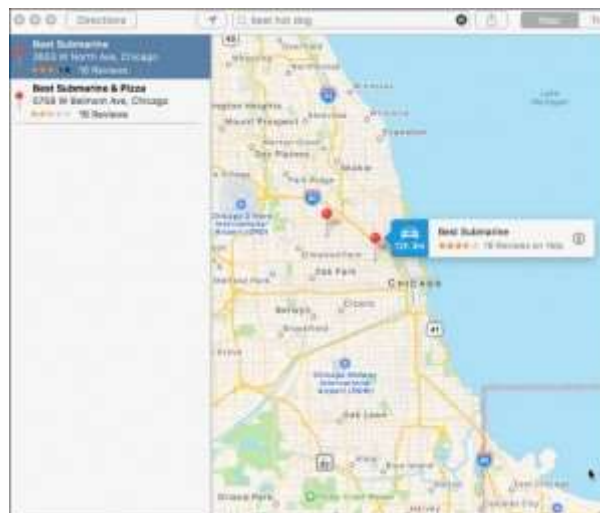
The importance that reviews play on rankings is not clear, though it's probable that they do have an effect on the Click Through Rate (CTR).

Data displayed, such as price, open hours, phone number, etc., are the most important elements.

Apple Maps does not seem to have Keyword to Category mapping. For example, here's a shot of an Apple Maps desktop result for "hot dog":



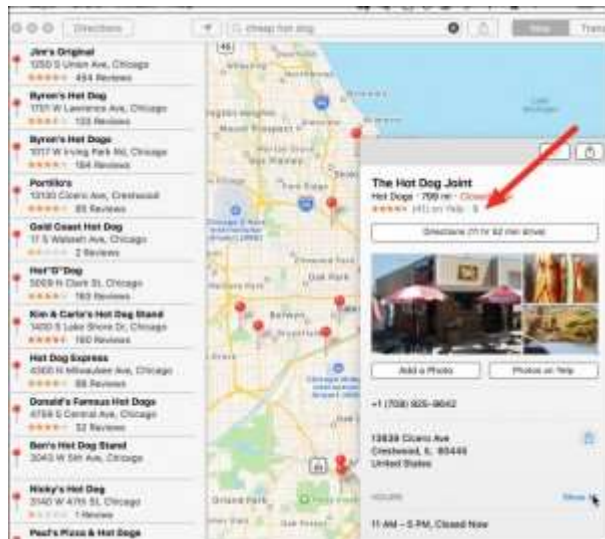
When the search term is changed to Best Hot Dog, the results diminish to 2:



Apple Maps brought up results for “hot dog” as a restaurant category. The word “best” was not recognized as a modifier of Hot Dog. Instead, it was treated as if Best Hot Dog was the name of a business. Apple Maps looked for businesses that had Best in the name and were in the “Hot Dog” category. The two listings that Apple Maps displayed were both in the Sandwiches category – with Best – in their name.

Yelp's Meta Data

Some modifiers appear to be driven by Yelp's meta data. For example, this query for “cheap hot dogs” brings on both \$ and \$\$ (pricing data from Yelp) businesses in the Hot Dogs category:



But what happens when Apple Maps doesn't have a mapping of the query modifier to a category? Check out this result for “delicious hot dog”:



In this case, Apple Maps decided that “delicious hot dog” was a geo-query so it brought up Calle Delicias in Mayaguez, Puerto Rico. This is probably because “Delicias” is Spanish for “delicious”, but who knows why this particular result is shown. Possibly it is because

“Mayaguez” is kind of close to “merguez” which is a type of sausage ... ?? We could guess all day and not figure it out for sure.

The moral of the story: Stop stressing that you don’t rank for various keywords in Apple Maps. Neither does anyone else.

Disclaimer

Google's algorithm (the rules and guidelines that determine which business listings they display at any given time to any given individual) may have changed since this document was published.

While the steps outlined above were working for us at the time we published this document, Google may have changed its procedures since then.