The Google Maps Blueprint

Get found by customers nearby — without hiring an agency.

A step-by-step playbook to climb the Google Maps results in 90 days, doing one 30-minute session a week. The same system we used to build 4,000+ reviews across four locations — on zero ad spend.

getbooyah.com · We make your business hard to ignore.

START HERE

Why the map pack is the whole game

When someone searches for what you sell — “coffee near me,” “dentist Phrom Phong,” “best ramen Ekkamai” — Google shows three things, in this order of attention:

- **The map pack** — the little map with three businesses pinned under it. This is where the clicks go.
- **Organic results** — the blue links below. Some attention, far less than the map.
- **Ads** — the moment you stop paying, you vanish. We don’t play here.

If you’re a local business, the map pack **is** the prize. Ranking in those top three pins is worth more than any other digital marketing you can do — and unlike ads, once you earn it, it keeps working.

The new layer: AI now recommends businesses too

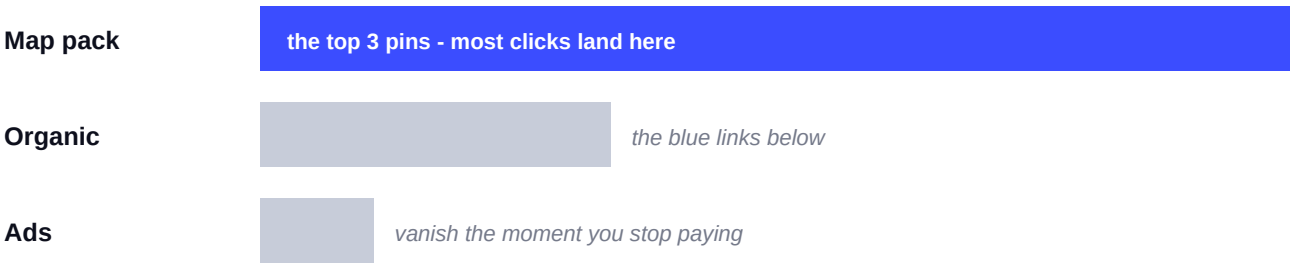
People increasingly ask ChatGPT, Gemini, Perplexity and Google’s own AI for recommendations — “what’s the best dentist near Asok?” And AI gives one short list, not ten links. The good news: the same work that wins the map pack (real reviews, consistent information, being mentioned around the web) is what makes AI recommend you. This blueprint builds both at once.

> **How we know this works**
> We built a four-location retail business to 4,000+ genuine reviews and a top spot in its map pack — with zero spent on ads. Google’s AI now names it for the cold category search. Every step in this guide is something we did ourselves, on our own money. No theory.

How to use this blueprint

Don’t binge it. Work it. Do the Scorecard first (page 12) to see where you stand, then move through the parts in order — 30 minutes a week is enough. Most businesses see real movement in the map pack within 60–90 days. Re-score yourself at day 90.

Where the clicks go on a local search



Illustrative. The local map pack captures the bulk of clicks on "near me" searches - and unlike ads, once you earn your spot it keeps working for free.

PART 1

Foundation: your profile, done right

Almost every ranking problem traces back to a weak or wrong profile. Get this part right before anything else — it's the highest-leverage 30 minutes you'll spend.

Claim and verify your Google Business Profile

Go to google.com/business and claim your listing. Verification is usually by video or postcard. If verification gets stuck or weird (it sometimes does), don't create a second listing to get around it — that causes duplicates that hurt you. Wait it out or use Google's support chat.

Choose your primary category — the single most important setting

Your **primary category** is the biggest ranking lever you control. Pick the most *specific* accurate one, not the broadest. "Ramen restaurant" beats "Restaurant." "Cosmetic dentist" beats "Dentist" if that's your focus. Specific tells Google exactly which searches to show you for.

Secondary categories

Add 2–4 relevant secondary categories — but only ones that genuinely describe what you do. Don't stuff. A café that also sells beans might add "Coffee store"; it should not add "Wholesaler." Wrong categories confuse Google and can surface you for searches you can't serve.

Your business name — read this before you get clever

Use your **real business name, exactly as it appears on your sign**. Do not add keywords ("Joe's Plumbing Bangkok Best Cheap Emergency"). Keyword-stuffing your name violates Google's rules and is one of the fastest ways to get your listing suspended.

> **Cautionary tale: the signage mismatch that froze a listing for weeks**
> A business we know changed its profile name to something slightly different from the sign on its door. Google flagged the mismatch, suspended the listing, and it took weeks of back-and-forth to restore — during which it vanished from the map entirely. Lesson: your profile name, your signage, and your website must all say the exact same thing. Change the sign first, the profile second, and never both at once.

The fields everyone skips (that Google rewards)

- **Hours** — accurate, including holidays. Wrong hours kill trust and rankings.
- **Services / products** — fill these out fully; they feed the searches you appear for.
- **Attributes** — "outdoor seating," "wheelchair accessible," "free wifi." Set every true one.
- **Service area vs. storefront** — set correctly. A shop customers visit is a storefront; a plumber who travels is service-area.

PART 2

The review engine

Reviews are the single biggest ranking and trust factor after your profile foundation. But here's the secret most people miss:

Review velocity beats review count

A business getting 5 fresh reviews every week outranks one sitting on 500 old ones. Google reads a steady stream of recent reviews as "this place is active and loved right now." Your goal isn't a big number once — it's a few, every week, forever.

The system: make asking effortless and habitual

- **QR card** — a small card or table tent with a QR code that opens your review page directly. (Template in the Toolkit.)
- **The moment** — ask at the peak of happiness: after a great meal, a finished service, a compliment. Not at the door on the way out.
- **The script** — train staff with a natural, word-for-word line so it never feels awkward. (Scripts in the Toolkit.)

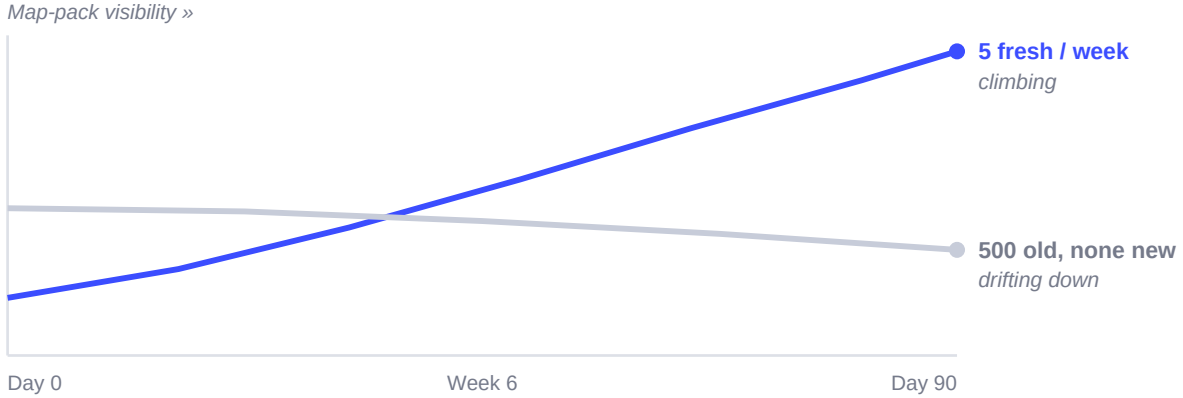
Respond to every review — yes, every one

Replying signals to Google (and customers) that you're engaged. Reply to 100% within 48 hours. Thank the 5-stars by name, address the mixed ones calmly, and stay professional with the angry ones — future customers read how you handle criticism more than the criticism itself.

> **What never to do**
>
> Never buy reviews, never offer a discount in exchange for a review, and never "gate" reviews (asking happy customers publicly but routing unhappy ones to a private form). Google detects all three, and the penalty — lost reviews or a suspended listing — is far worse than a few honest 3-stars. Earn them real.

If you get a fake or malicious review, don't panic and don't argue in the reply. Flag it through Google's "report review" tool, citing which policy it breaks (off-topic, conflict of interest, fake). Keep a calm public reply noting you have no record of the visit.

Why velocity beats a big old number



Illustrative. Google reads a steady stream of recent reviews as "active and loved right now." A few every week compounds; a big number sitting still slowly slides.

PART 3

Photos, posts & activity signals

Google favors profiles that look alive. Activity signals are easy points most businesses leave on the table.

The photo stack

Aim for at least 20 photos covering four types: **exterior** (so people recognize your storefront from the street), **interior** (the vibe), **team** (faces build trust), and **product** (what they're coming for). Add a few fresh ones every month — recency counts.

Google Posts

Post an update at least every two weeks — an offer, an event, a new product, a simple "what's on this week." Posts appear on your profile and signal activity. (30 ready-to-use post templates are in the Toolkit — just swap in your details.)

Seed your own Q&A;

The Q&A; section on your profile can be answered by anyone — so answer the important questions yourself first. Post 3–5 real questions customers ask ("Do you take walk-ins?" "Is there parking?") and answer them clearly, before a stranger posts a wrong answer.

PART 4

Citations & consistency (NAP)

NAP = **Name, Address, Phone**. The rule is simple and ruthless: these three must be **identical** everywhere they appear online. Even small mismatches — “Rd” vs “Road,” an old phone number on an old directory — quietly drag your rankings, because they make Google unsure you’re one consistent business.

The citations that matter

- Everywhere: Google Business Profile, Apple Maps, Bing Places, Facebook.
- Travel/hospitality: TripAdvisor where relevant.
- **Your market’s local directories** — in Thailand, that means Wongnai and your Grab/Foodpanda listings. (Swap in your country’s top directories.)

The 1-hour citation audit

Search your business name in Google. Open every listing that appears — old directories, social pages, anything. Write down where the Name, Address, or Phone differs from your official version. Fix or claim each one until they all match exactly. Do this once properly, then check twice a year.

PART 5

Your website’s job (even a one-pager)

You don’t need a big website to rank on Maps — but the one you have must do a few things right.

- **Show the essentials**: business name, address, phone, hours, and an embedded Google map — matching your profile exactly.
- **Install LocalBusiness schema** — a small piece of structured code that tells Google (and AI) exactly who you are. (Copy-paste template in the Toolkit.)
- **Load fast** — under 3 seconds on mobile. A slow site drags your map ranking and loses customers. Compress images, avoid heavy plugins.
- **Link both ways** — your profile links to your site, your site links to your profile.

> **Why schema matters more every month**
> LocalBusiness schema is structured data — it spells out your name, address, hours and type in a format machines read perfectly. It helps Google, and it’s one of the things AI assistants rely on to understand and recommend you. Five minutes to install, pays off for years.

PART 6

The new frontier: getting recommended by AI

This is the part almost no local business — and almost no agency in Asia — is doing yet. Do it now and you're early.

How AI picks who to recommend

When someone asks ChatGPT, Gemini, Perplexity or Google's AI for "the best [thing] near me," the AI doesn't guess — it pulls from sources it trusts: your structured profile info, your reviews, and crucially, **other websites that mention you** ("best of" lists, local blogs, directories, forums). Different engines lean on different sources, but they all reward the same thing: a business that's consistently described and talked about across the web.

The GEO checklist

- Nail Parts 1–5 first — consistent info, real reviews, and schema are the foundation AI reads.
- Get mentioned on pages AI reads: aim to be included in local "best [category] in [area]" roundups and directories.
- Keep your entity info identical everywhere (this is NAP again — it matters double for AI).
- Make sure your website isn't blocking AI crawlers in its robots settings.

Test yourself monthly

Once a month, open ChatGPT, Gemini and Google's AI mode and ask: "best [your category] in [your area]." Note whether you're named, and who is named instead. That's your AI scoreboard — watch yourself climb into the answers over time.

PART 7

The 30-minute weekly routine

This is how it all becomes a habit instead of a project. The first 90 days:

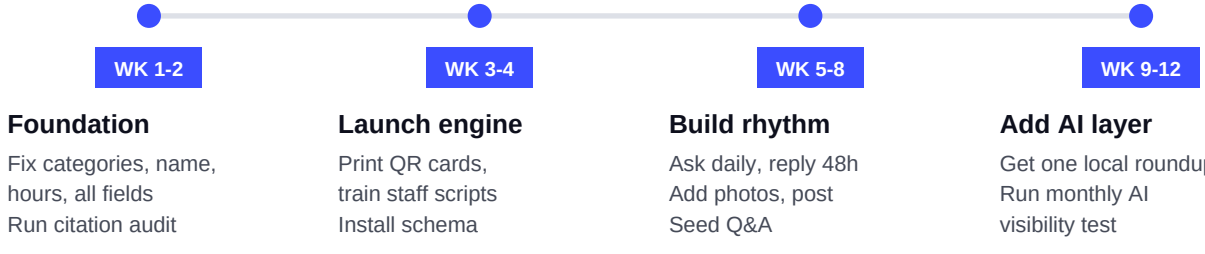
Weeks 1–2	Do the full Part 1 foundation. Fix categories, name, hours, all fields. Run the citation audit (Part 4).
Weeks 3–4	Launch the review engine: print QR cards, train staff scripts, start asking every day. Install schema (Part 5).
Weeks 5–8	Steady rhythm: ask for reviews daily, reply within 48h, add photos, post every 2 weeks, seed Q&A.;
Weeks 9–12	Add the AI layer (Part 6). Get into one local roundup. Run your first monthly AI visibility test.

The monthly deep-dive (1 hour)

Once a month: check your map ranking for your main searches, audit new reviews and replies, refresh photos, and run your AI visibility test. That's it. Consistency is the whole secret — the businesses that win are simply the ones that keep showing up.

Free tools worth knowing: Google Business Profile app (manage on the go), a schema validator (search "Schema Markup Validator"), and your own phone in incognito to check rankings without your history skewing them.

Your first 90 days, at a glance



30 minutes a week is enough. Most businesses see real movement in the map pack within 60-90 days. Re-score yourself on the Scorecard at day 90.

PART 8

Measuring results (and knowing when DIY has hit its ceiling)

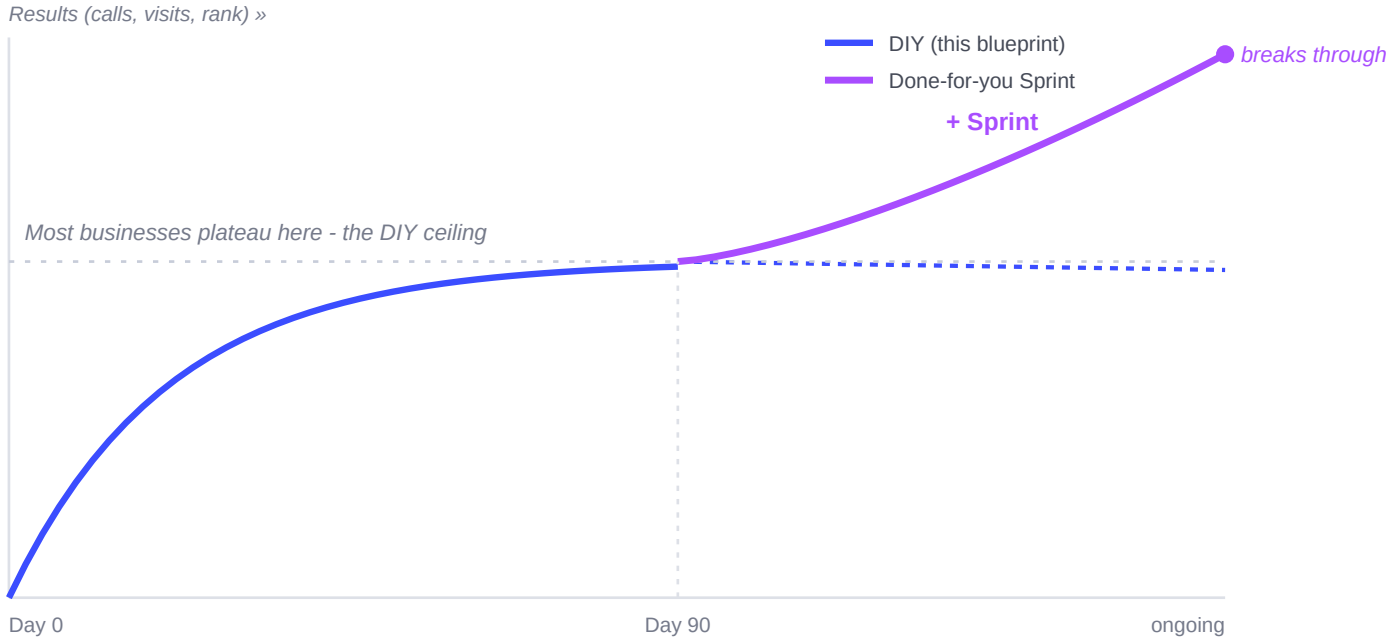
Track the numbers that mean money, ignore the vanity ones.

- **That matter:** calls, direction requests, and website clicks from your profile (all in Google Business Profile “Insights”). These are customers acting.
- **Vanity:** raw “views.” Nice to see, but a view that doesn’t call or visit doesn’t pay rent.

Use the simple before/after tracker in the Toolkit: log your numbers at day 0 and day 90. The gap is your proof.

> **When you’ve plateaued**
> If you’ve worked the blueprint for 90 days and movement has stalled — you’re stuck behind entrenched competitors, fighting a suspension, or simply out of time — that’s the natural ceiling of DIY. It’s also exactly what our done-for-you Sprint handles, and your Blueprint purchase counts as credit toward it. Details at getbooyah.com.

The DIY ceiling - and what breaks through it



Illustrative. When DIY stalls - stuck behind entrenched competitors, fighting a suspension, or simply out of time - the done-for-you Sprint pushes past the ceiling. Your Blueprint purchase counts as credit toward it.

THE SCORECARD

Rate yourself — then again at day 90

Score honestly out of 100. Re-score every 30 days and watch it climb.

Profile foundation (25 pts)

Profile claimed & verified	**5**	☐
Primary category is the most specific accurate one	**5**	☐
2+ relevant secondary categories set	**3**	☐
Business name matches signage exactly (no extra keywords)	**4**	☐
Hours accurate including holidays	**2**	☐
Services / products section filled out	**3**	☐
All applicable attributes set	**3**	☐

Reviews (25 pts)

4.3+ average rating	**5**	☐
5+ new reviews in the last 30 days	**8**	☐
Responding to 100% of reviews within 48h	**5**	☐
Reviews mention your services naturally	**4**	☐
A working system for asking (QR card / script)	**3**	☐

Activity signals (20 pts)

20+ photos, 3+ added in last 30 days	**6**	☐
Posted a Google Post in last 14 days	**5**	☐
Q&A; has 3+ seeded questions answered	**4**	☐
Photos cover exterior, interior, team, product	**5**	☐

Citations & website (20 pts)

NAP identical across Google, Apple, Bing, Facebook	**6**	☐
Listed on top 3 local directories for your market	**4**	☐
Website has LocalBusiness schema installed	**5**	☐
Site loads under 3 seconds on mobile	**5**	☐

AI visibility (10 pts)

You appear when you ask AI “best [category] in [area]”	**6**	☐
Mentioned in at least one “best of” list / roundup	**4**	☐

80–100: Great shape — maintain the weekly routine. **50–79:** Solid base, clear gaps — work the parts in order, expect movement in 60–90 days. **Below 50:** Big upside — but the danger zone for mistakes. Follow Part 1 carefully before touching anything else.

Stuck, suspended, or out of time? That’s what our done-for-you Sprint is for — and your Blueprint purchase counts as credit toward it. **getbooyah.com**

Tally your score

Re-score at day 90 and watch it climb.

CATEGORY	MAX	DAY 0	DAY 90
Profile foundation	**25**		
Reviews	**25**		
Activity signals	**20**		
Citations & website	**20**		
AI visibility	**10**		
TOTAL	**100**		