



Why Isn't My Business Showing Up on Google? (And How to Fix It)

A No-BS Look at How Google Chooses Winners, Losers,
and the Businesses It Ignores

Merge Point
Marketing

Google Doesn't Rank the Best Business — It Ranks the One It Trusts Most

Trust is at the core of Google's ranking decisions.

From your website and reviews to backlinks, citations, behavior signals, and even offline data, every touchpoint contributes to Google's confidence in your business.

Use this guide to see where your current digital footprint stands and which areas offer the biggest opportunities to build trust and increase visibility.

75% of users never scroll past the first page of Google. | [Source: HubSpot / Backlinko research](#)

GBP

Your Google Business Profile



46% of all Google searches are seeking local information.
(Source: Google, 2023)

This is Google's own baby, so they trust it more than anything else. It checks:

- Business name, category, address, phone number
- Reviews and responses
- Photos and videos *
- Posts
- Hours
- Services list
- Your website link
- User-submitted photos and questions
- How often you make updates

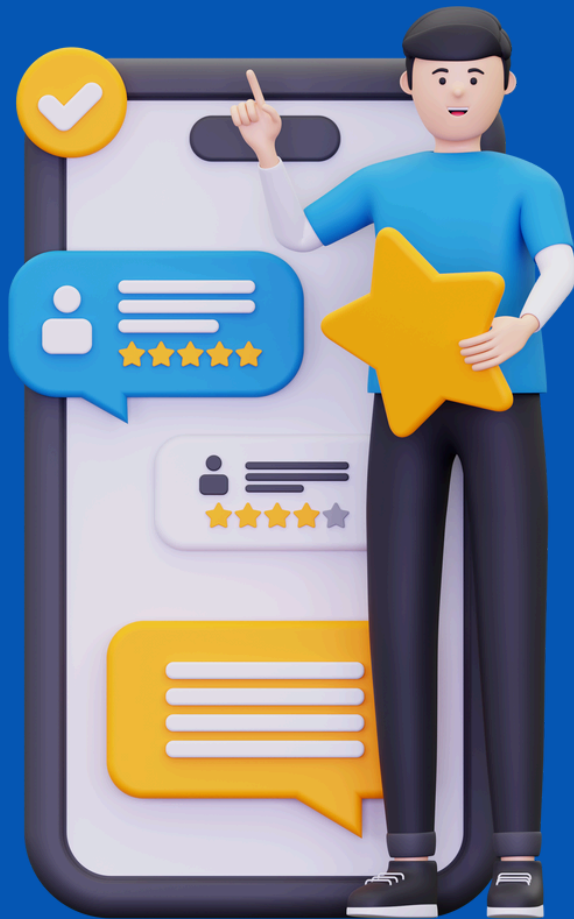
*** BONUS :** Original photos have EXIF geo-data



LOCAL RANKING ASSET

Reviews

From Across The Internet



Businesses with more than 9 fresh reviews earn 52% more revenue than average.
(Source: Womply, 2023)

**Google looks at more than just your Google reviews.
It also considers:**

- Yelp
- BB
- Facebook
- Angi
- Houzz
- Trip Advisor (for Hospitality)
- Trust Pilot
- Industry review platforms

Google also scans for:

- Average rating
 - Volume
 - Velocity (how often new reviews come in)
 - Sentiment
 - How you respond
-

REVIEWS



STREET CREDIBILITY

Consistency

Across Citations



Consistency across citations = your digital breadcrumb trail. Google checks for same name, address, and phone number everywhere.



- 919-909-7415
- (919)909-7415
- 919.909.7415



- 125 S. West Dr.
- 125 South West Drive
- 125 SW Drive



- Merge Point Marketing
- Merge Point Marketing, LLC
- MergePoint Marketing



NAP CONSISTENCY (NAME, ADDRESS, PHONE) IS NON-NEGOTIABLE

Backlinks

(Who's Vouching for You?)

Your website's votes of confidence
across the internet.



The top-ranking page on Google has an average of 3.8x
more backlinks than positions 2–10.
(Source: Backlinko, 2023)

Google wants to know who links to your website.

- Local businesses
 - News publications
 - Industry blogs
 - Chambers of commerce
 - Sponsor pages
 - PR placements
 - Guest posts
-

**TRUSTWORTHY
BACKLINKS**



**DIGITAL
WORD-OF-MOUTH**

Social Media Platforms

Identity Confirmation



Brands with consistent, active social profiles see up to 23% higher brand searches on Google.
(Source: Hootsuite, 2023)

Google doesn't use *Likes* to rank you, but it **DOES** use social profiles to confirm your legitimacy. It checks:

- Facebook
- Instagram
- LinkedIn
- TikTok
- YouTube
- Pinterest
- X/Twitter



ARE YOU A REAL COMPANY WITH AN ACTIVE PRESENCE?

User Behavior Signals

This is a sneaky one!



Google watches how people interact online with your brand.

- Do they click to your site and stay?
- Do they go back to Google and keep searching? (this is a bad sign)
- Do they click your Google Business profile?
- Do they interact with your GBP photos/posts?

**USER
BEHAVIOR**



**REAL-WORLD PROOF
OF VALUE**

Brand Mentions

(Even without links)



Google is smart enough to detect conversations about you across the internet. It watches:

- Local blogs
- News articles
- Community forums
- Reddit
- Nextdoor
- Local Facebook groups



THESE “NO LINK MENTIONS” STILL BUILD AUTHORITY

Multimedia Content



Original photos and videos rank better than stock content because they show real-world experience and true uniqueness. Google crawls:

- Images
- Videos
- YouTube content
- Alt-text

**STOCK
IMAGES**



**GENERIC,
UNTRUSTWORTHY,
OVERUSED**

Structured Data

(Schema Markup)



Websites using structured data are 2x more likely to appear in rich results (featured snippets, knowledge panels).
(Source: SEMrush, 2024)

Structured Data helps Google understand your business faster and with more confidence. This is the data behind the scenes.

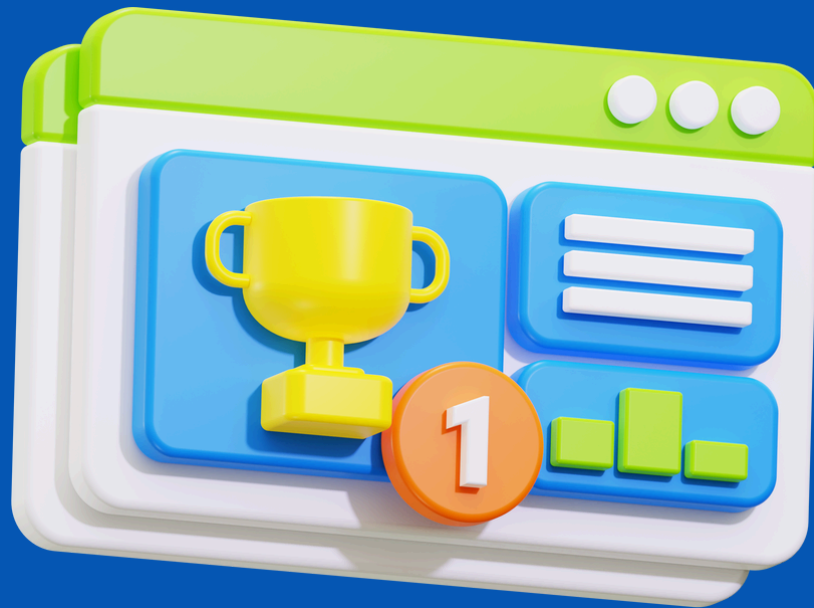
- Local business schema
- Service schema
- FAQ schema
- Review schema

**NO
STRUCTURED
DATA**



**FEWER RICH
RESULTS, LOWER
CLICK-THROUGH**

Competitor Landscape



70% of marketers say that demonstrating “experience, expertise, authority, and trust” (E-E-A-T) in content is critical for ranking.
(Source: Search Engine Journal, 2024)

This is indirect but important. Google analyzes how your site stacks up against others in your market by comparing:

- Your content quality
 - Your authority
 - Your backlinks
-

...and weighs these against your top local competitors to determine who deserves to rank first.



BETTER QUALITY BEATS BIGGER COMPETITORS. EVERY TIME.

Offline Real-World Signals



Google double-checks your legitimacy using data from the offline world, not just what you put online. Examples include:

- Public records
 - Business licenses & registrations
 - Location verification
 - User-reported corrections
 - Mobile GPS data from actual visitors
-

If you're real in the real world, Google sees it.

**REAL-WORLD
PROOF**



**REAL ONLINE
TRUST**

Need Help Improving Your Visibility?

If you're unsure where your business stands across these ranking factors, we can help. We analyze your digital footprint, identify gaps, and build a tailored plan to strengthen the signals Google relies on most.

Contact

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