



What are GMB Local Justifications? - Skyrocket Your Organic CTR in 2022

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Here are all the justifications Google supports



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2. Provides



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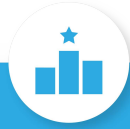


6. Menu



7. Their website mentions

Myths about Local Justifications



**Justifications can
Improve My Rankings**

MYTH 01



**Justifications are
Non-essential for
Emerging Industries**

MYTH 02



**Justifications are
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**Justifications are
Same on all Devices**

MYTH 04

How to Improve Your Local SEO Search Rankings - A Quick Overview



Relevancy is Everything in Local SEO



Always Enter all The Data




Verify Your Local Business



Mention Accurate Working Hours



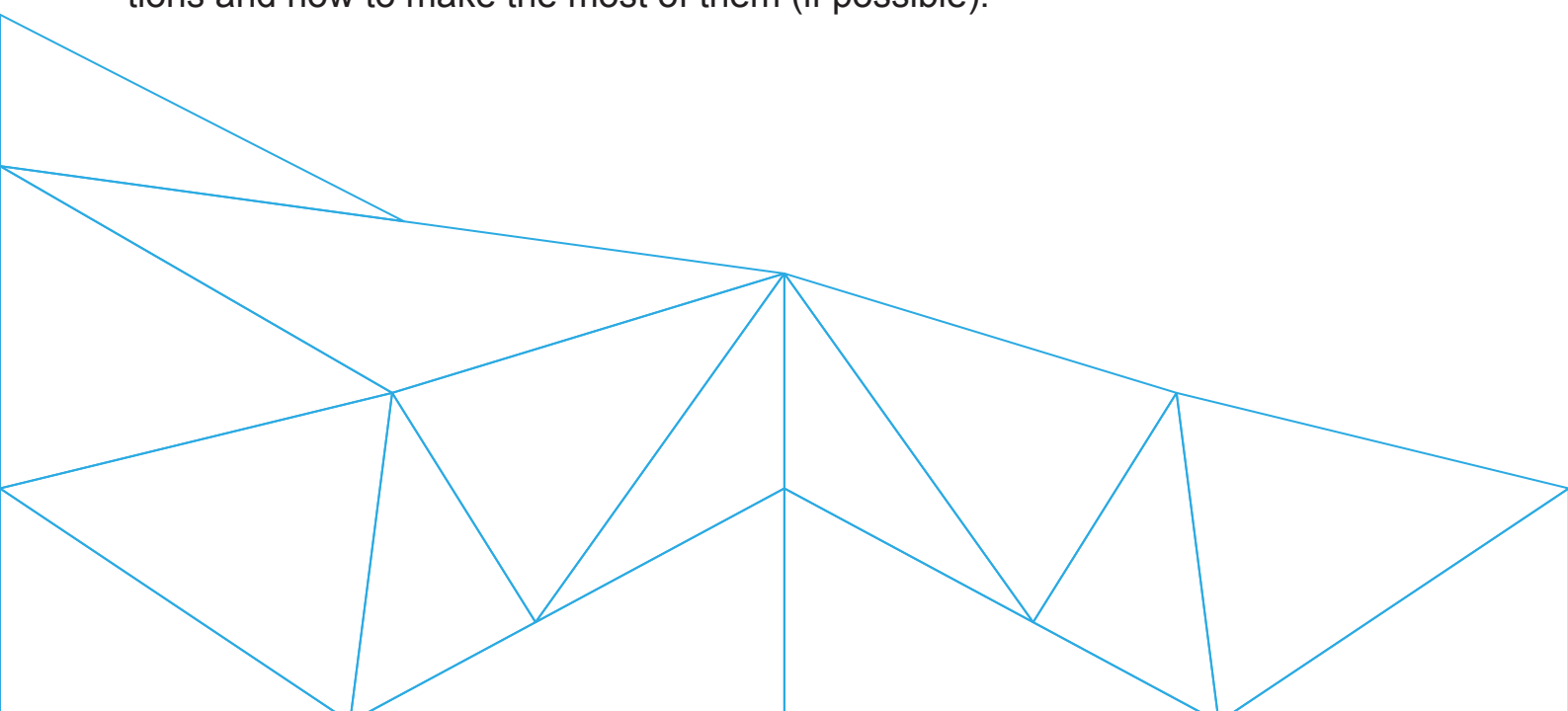
Always Respond to Reviews



Local SEO is a fundamental step in getting traction within your geographical territory through search engines. While you work on your site's local SEO, pay keen attention to the aspects that can improve the click-through rate (CTR) of your business listing because, ultimately, you want customers to click on your website or business listing on Google.

And local justifications can greatly influence the CTR. Google uses Local Justifications to share relevant information about a business and help customers make informed buying decisions. Additionally, these local justifications give an idea of why the business listing is ranking for that particular search query.

Local justifications can increase the perceived value of your business on the search engine result pages. Let's understand the different types of justifications and how to make the most of them (if possible).



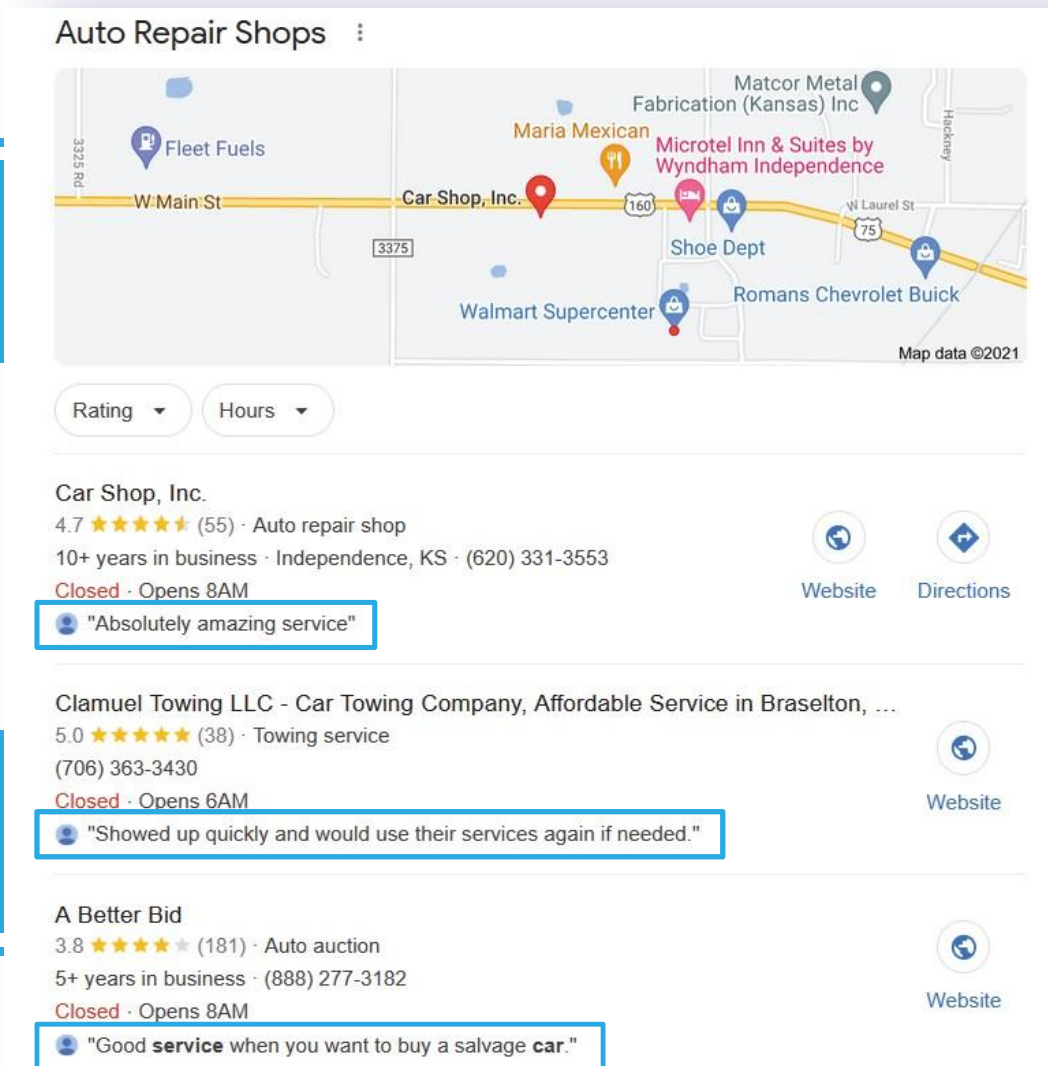


01

“Review”: Allows you to leverage UGC
in listings

Can you control what appears here? - Yes, by asking your customers to share keyword-rich reviews.

This justification improves the perceived value of your brand and highlights the key offers and benefits that your business provides to customers. With this type of justification, you can leverage UGC (user-generated content), which [79% of customers](#) credit for their purchasing decision.



Again, you cannot control what Google picks from the reviews. It will highlight any phrase or sentence from a review that it thinks is valuable for customers to know based on the search queries.

Therefore, encourage customers to talk about their genuine experience with your brand.



02

“Provides”: Highlights services of
the business

Can you control what appears there? - Yes, through the “Services” section of your GMB profile.

This Justification is similar to “Sold here”, which also highlights what the brand offers and uses a checkmark to show affirmation.

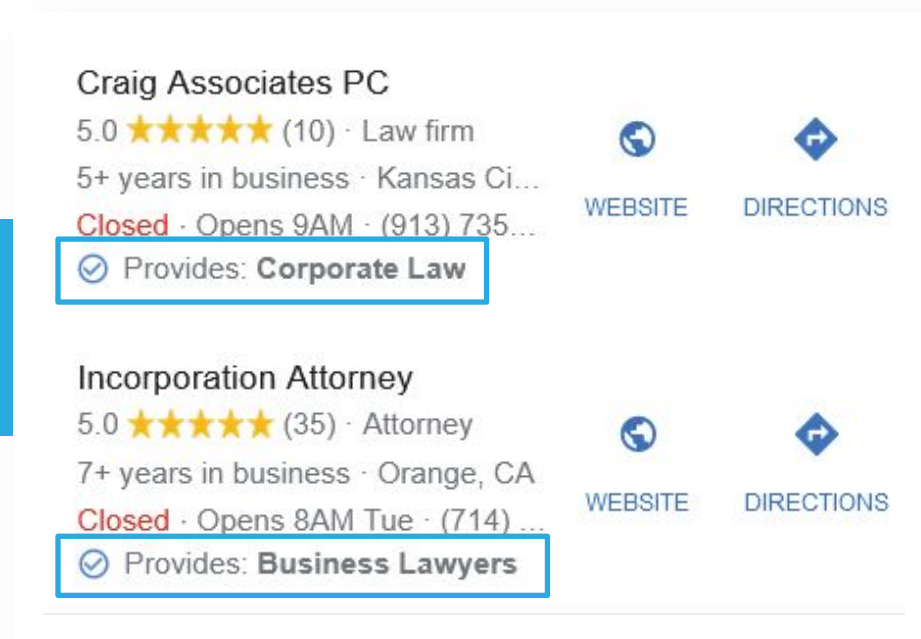
The image shows a vertical list of five Google My Business profiles for roofing services. Each profile includes the business name, a star rating with the number of reviews, the business category, years in business, location, and hours. To the right of each profile are icons for 'WEBSITE' and 'DIRECTIONS'. A blue box highlights the 'Provides' section of each profile, which includes a checkmark icon and a list of services. The services listed are: 'Roof repair', 'Full Roof Replacement', 'Roof Replacement Queens', 'Complete Roof Replacement', and 'Replacement Roof Types'.

Business Name	Rating	Reviews	Category	Years in Business	Location	Hours	Phone	Services Provided
N.V. Roofing Services	5.0	(90)	Roofing co...	5+	Brooklyn, ...	Open 24 hours	(646) 717-3737	Roof repair
Royal Roofing & Siding Brookly	4.4	(42)	Roofing co...	5+	Brooklyn, ...	Closed - Opens 8AM	(718) 536...	Full Roof Replacement
Bill White Roofing & Waterproof	4.5	(15)	Roofing co...	3+	Queens, NY	Closed - Opens 8AM	(917) 983...	Roof Replacement Queens
Roman Roofing	4.9	(83)	Roofing co...	30+	Brooklyn...	Open 24 hours	(917) 440-1800	Complete Roof Replacement
Eden Roofing & Waterproofing	4.7	(13)	Roofing co...	15+	Bronx, NY	Closed - Opens 6:30AM	(718) 6...	Replacement Roof Types

For this justification, the data is taken from the “Services” section of the Google My Business page.

Make sure you are writing the services’ names carefully on the GMB page. If they are not written properly, your listing will have a vague text that can impact your brand image.




As a service, “Business Lawyers” is better than “Corporate Law”.



03

“In stock”: Allows showcasing the inventory

Can you control what appears there? - Yes, by using the "What's In Store" entry on Google My Business.

<p>Nordstrom 4.4 ★★★★★ (1.2K) · Men's clothing store McLean, VA · In Tysons Corner Center · (703) 761-1121 Closed · Opens 10AM</p> <p>☑ In stock: reversible coats & jackets · Updated 1 day ago</p>	
<p>The North Face Tysons Corner Center 4.2 ★★★★★ (123) · Outdoor sports store Tysons, VA · In Tysons Corner Center · (703) 917-0111 Closed · Opens 10AM</p> <p>☑ In stock: reversible coats & jackets · Updated 1 day ago</p>	
<p>Kohl's 4.1 ★★★★★ (368) · \$ · Department store Haymarket, VA · In Haymarket Village Center · (703) 753-3110 Closed · Opens 10AM</p> <p>☑ In stock: reversible coats & jackets · Updated 1 day ago</p>	

This justification allows you to get more traction by writing your products in it. This feature is powered by [Pointy from Google](#).

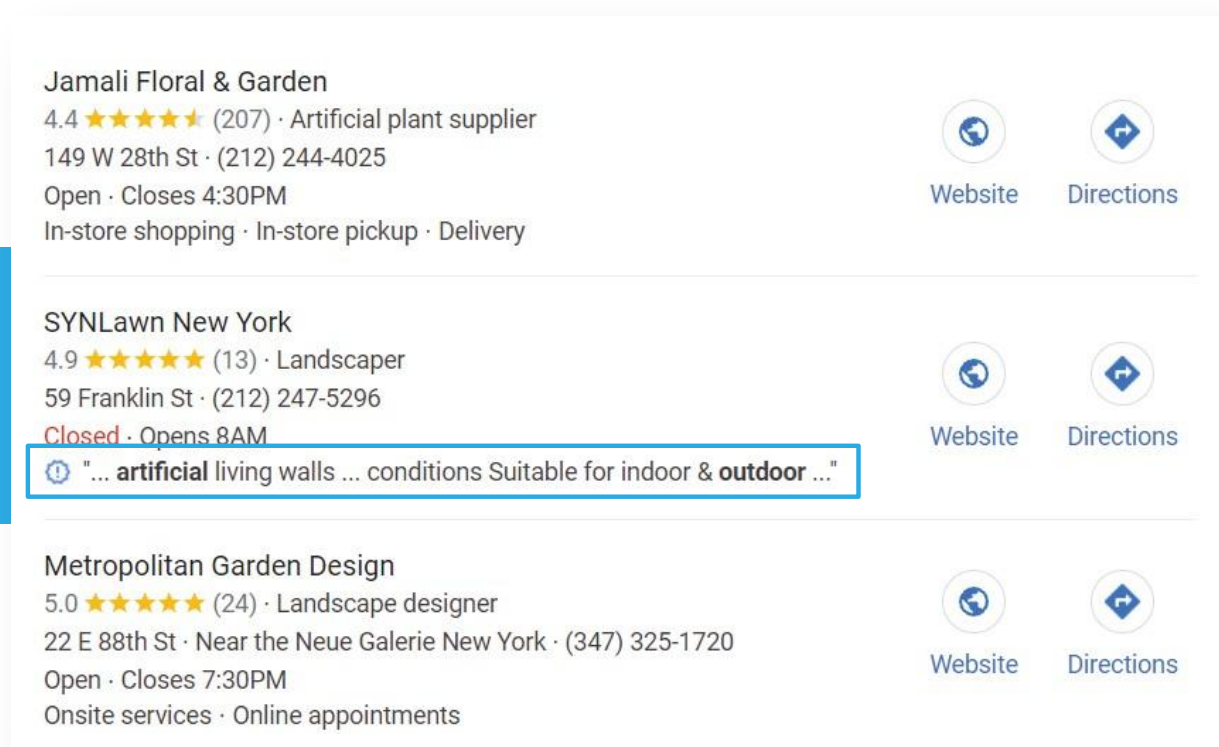


04

“Posts”: Shows more information about the business

Can you control what appears there? - Yes, through Google Posts.

The content you share on Google posts determines what comes as Posts Justifications.



Remember, Post Justifications are updated with the recent post that matches the search query.

For example, you own a gym and you've shared posts on Health and Fitness. But Google will add only the recent post that matches with the search query, even though the previous posts are relevant and high-quality.

That being said, avoid talking about lots of services and products in a single post when optimizing for Posts Justification, as that will make the Posts Justifications look vague.

Focus on what you want to showcase and write a coherent post that results in accurate Posts Justifications.

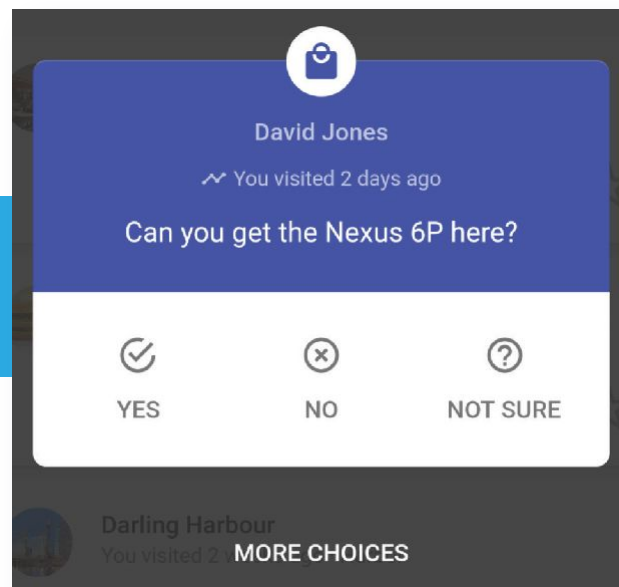
05

“Sold here”: Shows what products or services a business sells

Can you control what appears there? - No

They showcase specific products and services that customers are looking for.

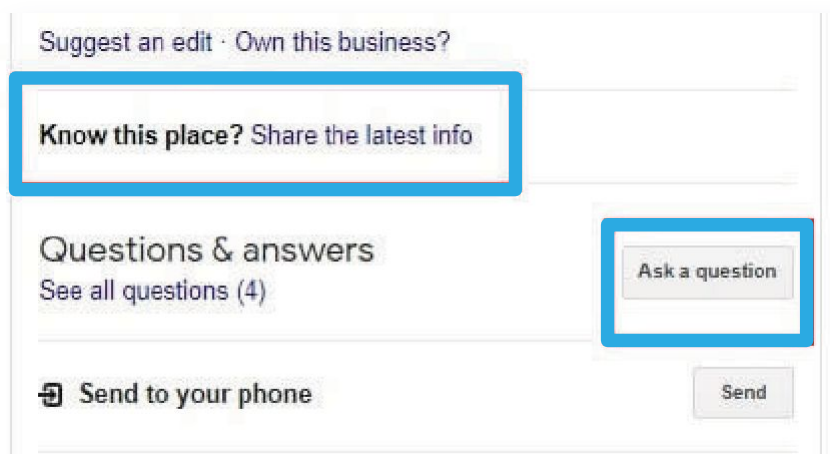
Google tends to ask questions about the locations you visit. If you write reviews and share photos about locations on Google Maps, I'm sure you must've seen them.




[Image Source](#)

The FAQs can be about what products does a brand sell, does the location have parking, and so on.


As per [Krystal Tainig](#), Google takes this information from the “Know this place?” questions on Google Maps.



[Image Source](#)

We cannot control what Google asks users. Google asks questions depending on the industry of the brand and Google's understanding of the business. For example, it asks chocolates' and cakes' questions for local bakeries, cosmetic brands' questions to local brick and mortar stores, and so on. 

Some local businesses also get a blue checkmark with "Sold here" Local Justification. Again, there are no official declarations as to why some businesses get these checkmarks and some don't.

Green Clean Office Designs
4.7 ★★★★★ (3) · Office furniture store
Grandview, MO · (913) 701-4847
Closed · Opens 8:30AM
 Sold here: **desks**



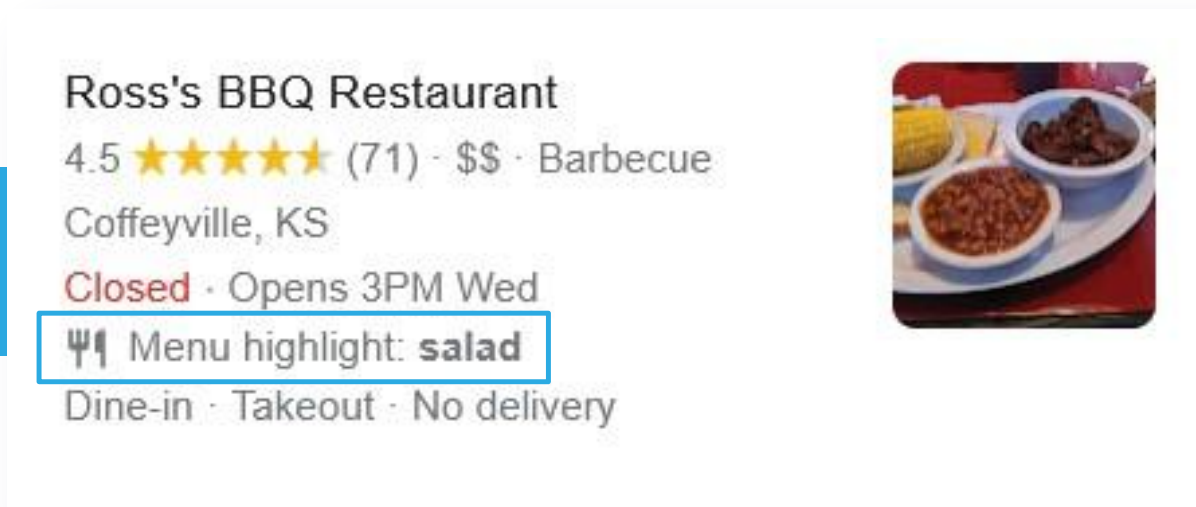


06

**“Menu highlight”/“On the menu”:
Highlights what’s in your hotel
or restaurant’s menu**

Can you control what appears here? - Yes, but not directly.

This feature is only available for restaurants and hotels.



To ensure what appears here, you have got the "Menu" option in your GMB profile. Whatever you mention as the menu item there, will appear in the search results. Just to mention, this section can also feature the photographs and information that your customers share on Google Maps. And so, you don't have full control over what appears here.



07

“Their website mentions”: Showcases important mentions from the website

Can you control what appears there? - No.

Consider this Local Justification as an important one for your Local SEO strategy since data for this justification comes directly from the website.

It reads the content on your site and highlights any important phrases that Google thinks match with users' intent.

Crate and Barrel
4.6 ★★★★★ (51) · \$\$ · Furniture store
Corte Madera, CA · In Town Center at Corte Madera · (415) 924-5412
Closed · Opens 10AM Tue
Their website mentions **accent chairs**

La-Z-Boy Home Furnishings & Décor
4.7 ★★★★★ (6) · \$\$\$ · Furniture store
Corte Madera, CA · (415) 891-3663
Closed · Opens 10AM Tue
Their website mentions **accent chairs**

In a way, this Justification justifies why a particular listing is organically ranking for a search term as it involves analysis of the website's keywords.

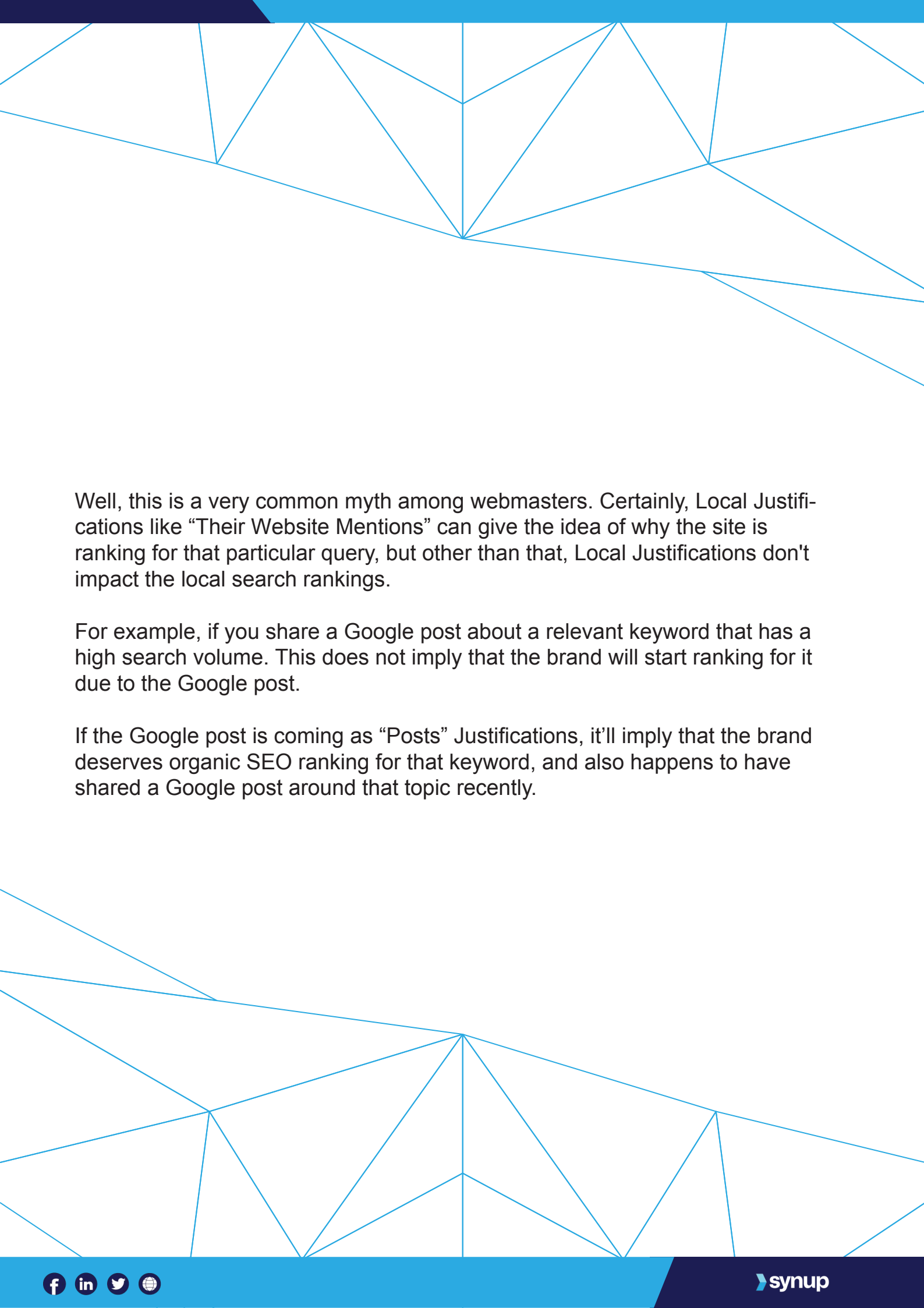
When you click on this justification, it will redirect you to that exact section on the landing page from where it's taken from. It can even consider a phrase, meta description, or even an image to add in "Their website mentions".



Debunking a Few Prevalent Myths About Local Justifications

Myth 01:

Justifications can Improve My Rankings



Well, this is a very common myth among webmasters. Certainly, Local Justifications like “Their Website Mentions” can give the idea of why the site is ranking for that particular query, but other than that, Local Justifications don't impact the local search rankings.

For example, if you share a Google post about a relevant keyword that has a high search volume. This does not imply that the brand will start ranking for it due to the Google post.

If the Google post is coming as “Posts” Justifications, it'll imply that the brand deserves organic SEO ranking for that keyword, and also happens to have shared a Google post around that topic recently.



Myth 02:

**Justifications are Non-essential for
Emerging Industries**

According to Moz, [57% of local listings have Justifications](#) on Google. Therefore, if you're thinking to not pay attention to Justifications since very few brands in your area are focusing on them, you are leaving out a lot of sales opportunities.

Half of the search queries have Justifications. So, if you decide to skip them for this one time, your business won't have unique to showcase and therefore, other listings will earn clicks.

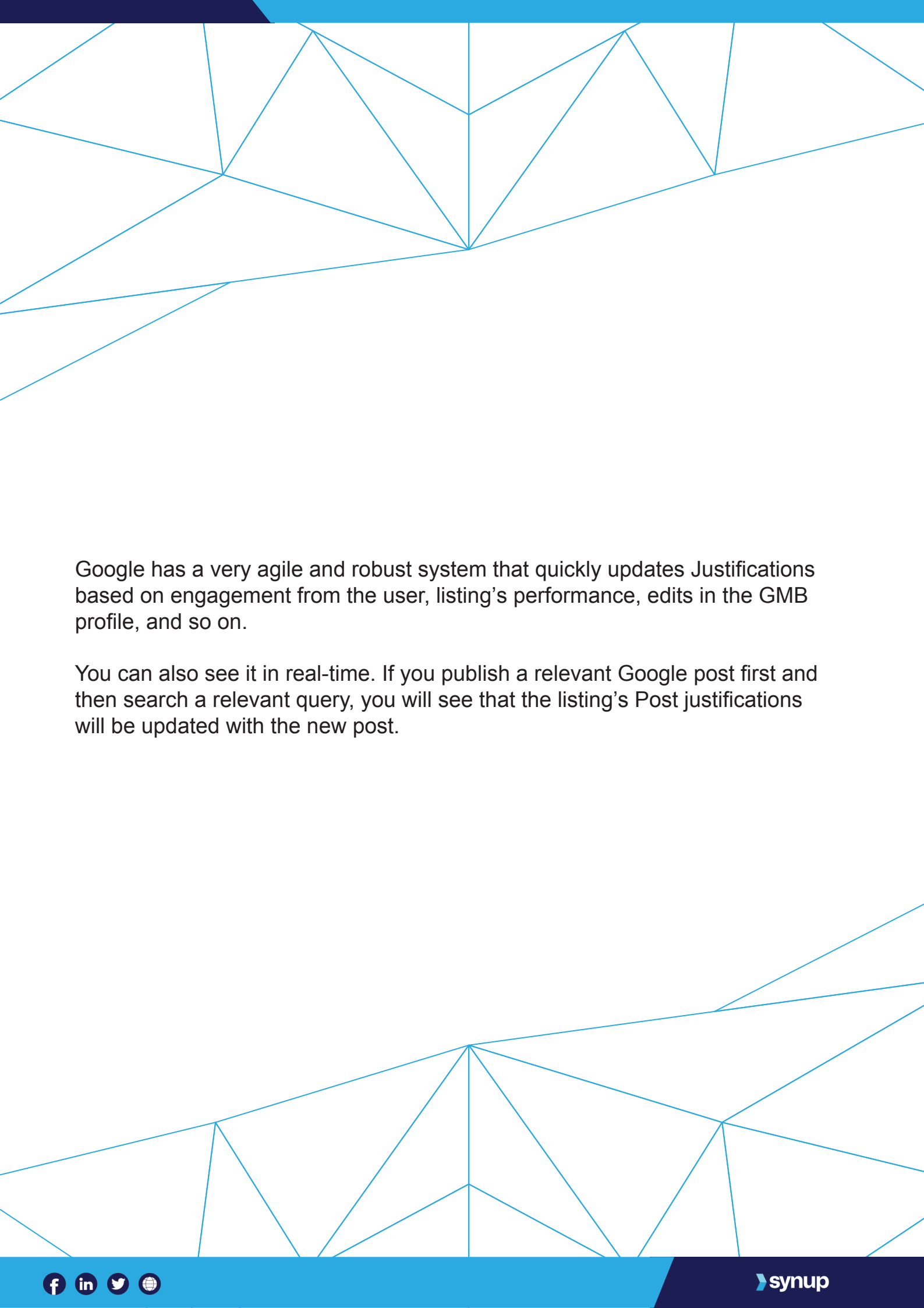
Pro Hack:

Make sure you disable the "onsite services" and "online appointments" attributes inside Google My Business.

If you don't then these variables will block the appearance of justifications in the local pack.

Myth 03:

**Justifications are Non-essential for
Emerging Industries**



Google has a very agile and robust system that quickly updates Justifications based on engagement from the user, listing's performance, edits in the GMB profile, and so on.

You can also see it in real-time. If you publish a relevant Google post first and then search a relevant query, you will see that the listing's Post justifications will be updated with the new post.




Myth 04:

Justifications are Same on All Devices


You get Justifications based on your device. That is, the same search query on smartphones and desktops can have different Justifications.


Mobile


Rapid Roofing
4.8 ★★★★★ (130)
Roofing contractor · Ypsilanti, MI, United States
Closed · Opens 8AM

 "I was thinking I only needed a **repair**."

Rapid Roofing
4.8 ★★★★★ (190)
Roofing contractor · Canton, MI, United States
Closed · Opens 8AM



 Their website mentions **roof replacement**


 CALL

 CALL



Desktop


Rapid Roofing
4.8 ★★★★★ (130) · Roofing contractor
20+ years in business · Ypsilanti, MI · (734) 895-9553
Opens soon · 8AM

 Website  Directions

 Provides: **Roof repair**

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How to Improve Your Local SEO Search Rankings - A Quick Overview

Improving search rankings is an evolving process. You need to keep working on your website, GMB listing, and content production to ensure increasingly better traction from organic Google search.

There are a few thumb rules you must keep in mind to improve your local search rankings.

Relevancy is Everything in Local SEO

Google needs to know as much as possible about your business to determine how high your business should rank for local search queries. Google gets this info from the links, content, business details you submit on GMB, local directories, and so on.

Therefore, ensure you cover the below parameters to prove your local business is relevant and competent to serve the local buyers.

Always Enter all The Data

Improving search rankings is an evolving process. You need to keep working on your website, GMB listing, and content production to ensure increasingly better traction from organic Google search.

There are a few thumb rules you must keep in mind to improve your local search rankings.

In your Google My Business profile, be sure to fill in all necessary information that can help people in your neighborhood know about your local business, such as:

- Physical address
- Phone number
- Business category
- Attributes

Google calculates the distance from the searcher and analyzes these attributes. So, you should enter these details to increase relevancy and rankings for your listing.

Verify Your Local Business

With local business verification, you claim the ownership of your business profile on Google. Once you complete the verification, your business is likely to show up more on Google Maps and search results.

Mention Accurate Working Hours

Keep your working hours updated in your Google My Business profile to show customers when you're open or closed during a specific day of the week. Also, update your holiday season hours or when your business is temporarily closed.

Always Respond to Reviews

When you respond to customers' reviews on Google, it shows that you're sincere and that you take your customers' feedback seriously. Plus, if more people share good reviews of your business, it improves your brand authority and credibility on Google Search.

Besides, to further establish your credibility, make sure you keep your basic business details like name, address, and phone number (NAP) concurrent throughout all business platforms. Also, share as much information as possible through local justifications, posts, photos, and so on.

Summing up

To put it simply, you can get Justifications to work for you.

They increase the perceived value of your business by highlighting relevant and important information, thus leading to higher CTR.

If you are a local brand trying to acquire more website traffic and customers, Justifications can surely help you do so. If you need any help with your local listing optimization, be sure to check our Local Listing and Reputation Management Software, [Synup](#). Along with Google My Business, we also cover platforms like Bing, Uber, Yelp, and more.