

GBP MAP
EMBEDS SEO

TEST (REVIEW)

SEO MAD SCIENTIST 2024
ISSUE #2

SEO MAD
SCIENTIST
PODCAST





TEST HYPOTHESIS

We hypothesize that combining map embeds, relevant content, and targeted backlinks to the GBP will significantly enhance a listing's local search rankings. This approach is tested to identify its effectiveness in improving visibility and performance.

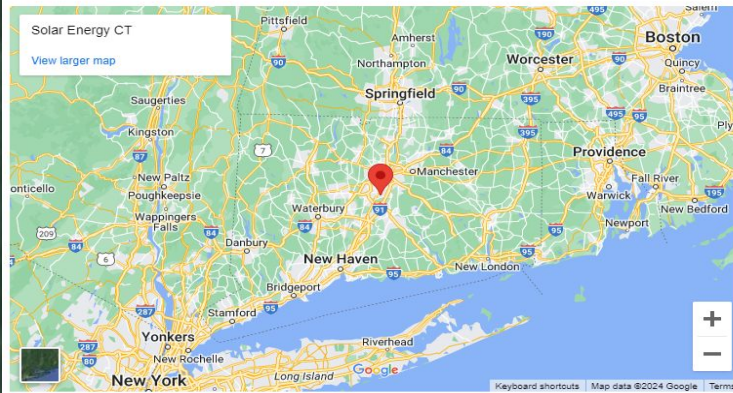
- ✘ **Map References:** Embeds and NAP links improve search rankings.
- ✘ **Content Synergy:** Relevant content and map embeds enhance visibility.
- ✘ **Anchor Texts & Backlinks:** Targeted texts and backlinks boost keyword relevance.



TEST ITEMS

When it comes to installing solar panels, it is crucial to work with a reputable and experienced [solar panel company](#). A reliable company will provide expert advice on system sizing, design, and installation to ensure maximum efficiency and performance of your solar panels. They will also assist with obtaining permits and approvals required for installation.

Furthermore, a trusted solar panel company will offer comprehensive warranties to protect your investment. They should also provide ongoing maintenance services, including panel cleaning and performance monitoring. Researching customer reviews and seeking recommendations can help you choose a reputable solar panel company that will deliver high-quality products and excellent customer service.



Solar Energy CT
Newington, CT
(860) 316-2797

TOP to BOTTOM
CID Anchor Text Link, GBP Map
Embed, NAP Reference





TEST FACTORS & INFLUENCES

GBP

Created in 2023 with no optimization done to the listing itself besides brand name and category.

Website

Basic optimization onsite for primary services, homepage references and inner pages for additional services and company information.

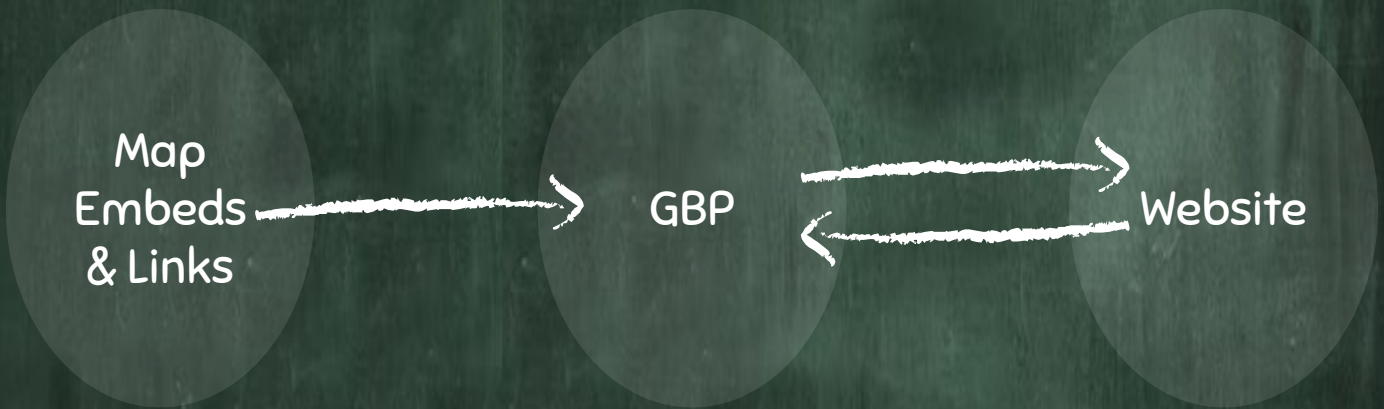
Embeds

The 3rd party properties used to create the relevant content with CID URL backlink, GBP Map embed and NAP reference.

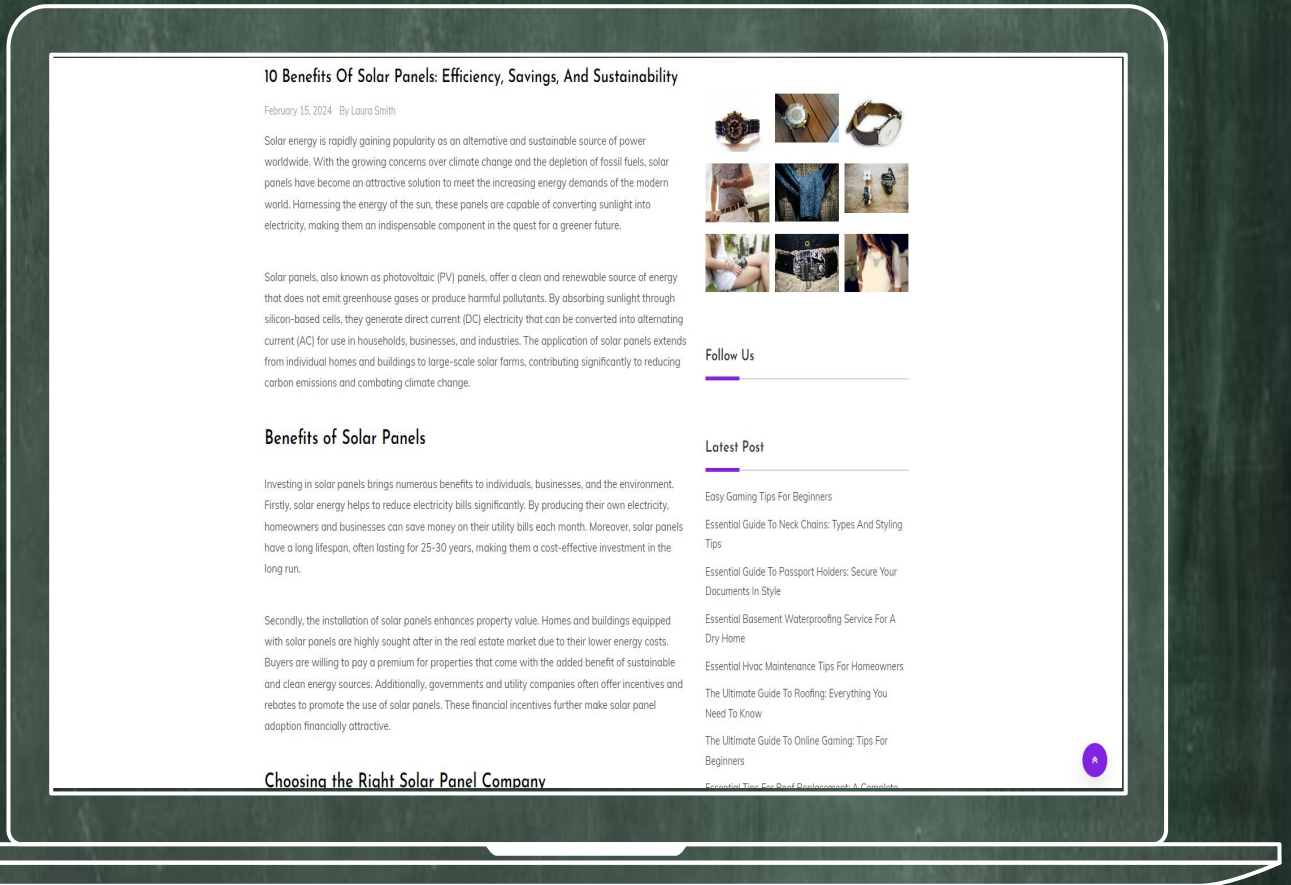




TESTING VISUAL



TOP OF PAGE: DESKTOP VIEW



An example of the top of the page
which the GBP map embeds, CID
backlinks and NAP was posted



BOTTOM OF PAGE: DESKTOP VIEW

When it comes to installing solar panels, it is crucial to work with a reputable and experienced solar panel company. A reliable company will provide expert advice on system sizing, design, and installation to ensure maximum efficiency and performance of your solar panels. They will also assist with obtaining permits and approvals required for installation.

Furthermore, a trusted solar panel company will offer comprehensive warranties to protect your investment. They should also provide ongoing maintenance services, including panel cleaning and performance monitoring. Researching customer reviews and seeking recommendations can help you choose a reputable solar panel company that will deliver high-quality products and excellent customer service.

Solar Energy CT
Newington, CT
(860) 316-2797

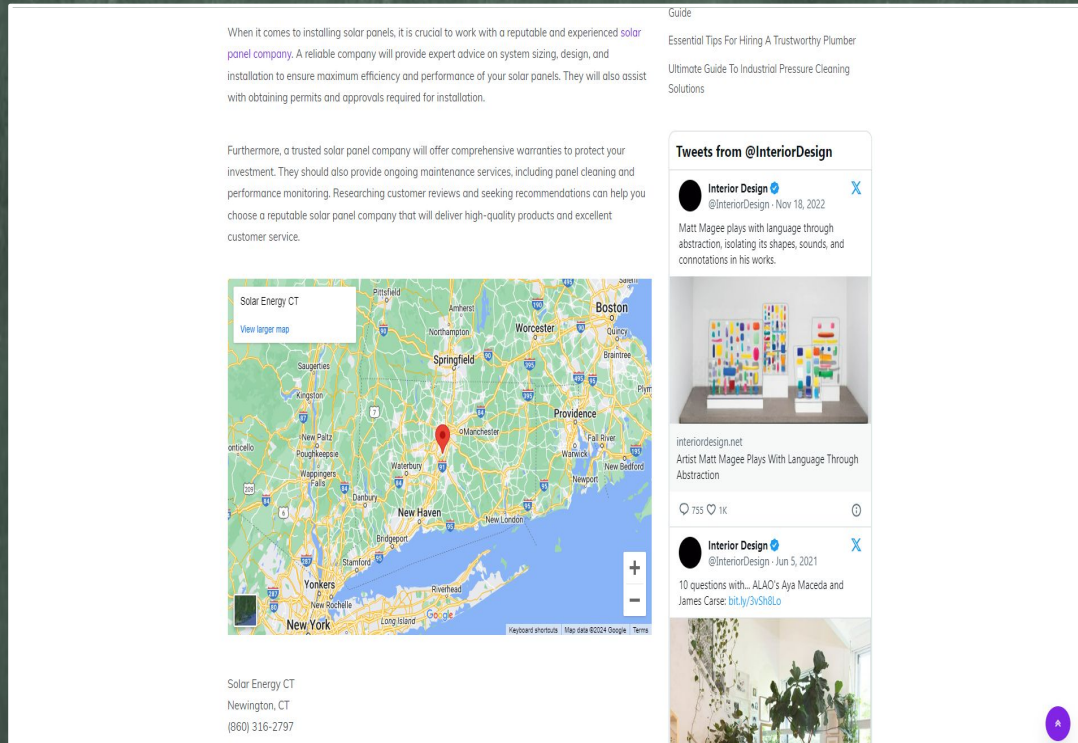
Guide
Essential Tips For Hiring A Trustworthy Plumber
Ultimate Guide To Industrial Pressure Cleaning Solutions

Tweets from @InteriorDesign

Interior Design @InteriorDesign · Nov 18, 2022
Matt Magee plays with language through abstraction, isolating its shapes, sounds, and connotations in his works.

interiordesign.net
Artist Matt Magee Plays With Language Through Abstraction
755 ❤️ 11k

Interior Design @InteriorDesign · Jun 5, 2021
10 questions with... ALAO's Aya Maceda and James Carse: bit.ly/3vSh8Lo



An example of the bottom of the page which the GBP map embeds, CID backlinks and NAP was posted



TEST DETAILS

CID Link Anchor Texts:

solar panel company

solar panel service

solar panel installation

solar panel contractors

use. This enables solar panel owners to have a consis
is limited or during nighttime. Several companies hav
development, including our solar panel company, wh
solutions to maximize energy efficiency and boost se

Solar Energy CT

<https://www.google.com/maps?cid=16433456058604954107>





TEST TIMELINE

GBP Claimed
and Website
Created

50 GBP Map
Embeds & Anchor
Backlinks Built

Final Anchor Text Term
Shows First Movement
(Solar Panel Contractors)

JAN

FEB

MAR

First Geo-Grid Movement Noticed for 3 out of 4 Anchor
Text Terms (Solar Panel Installation, Solar Panel
Company, Solar Panel Installation)

Lost Few "Contractor" Rankings We Had Previously Gained

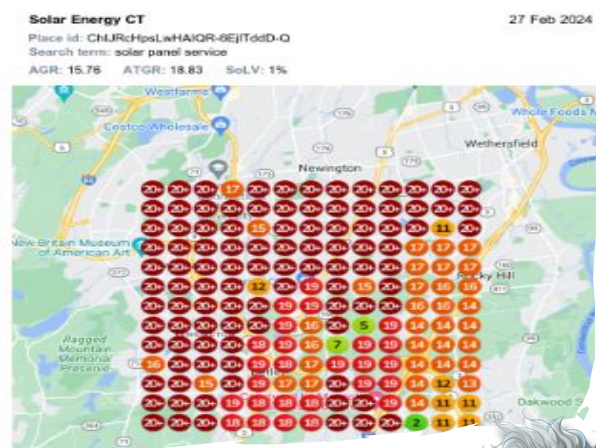
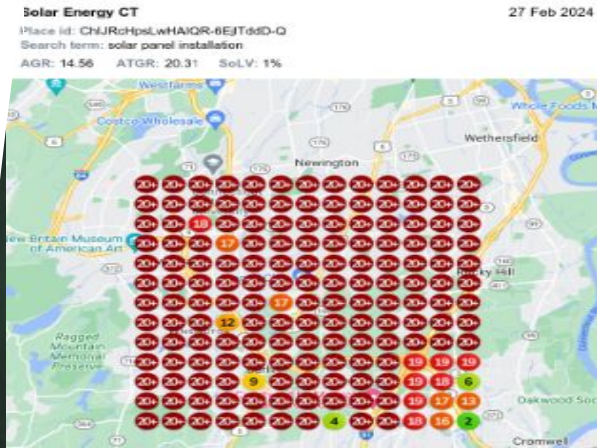
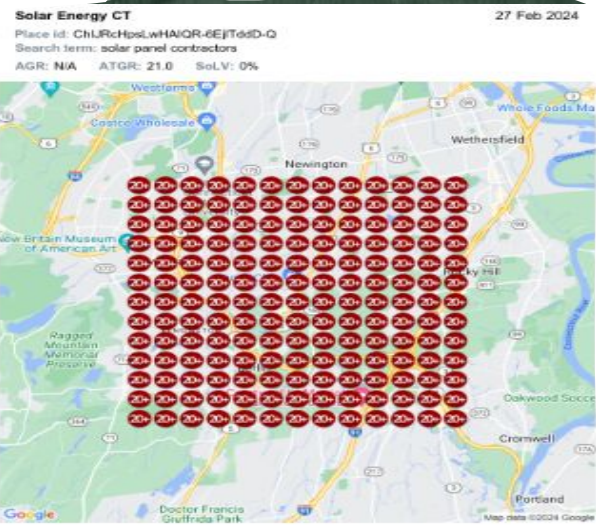
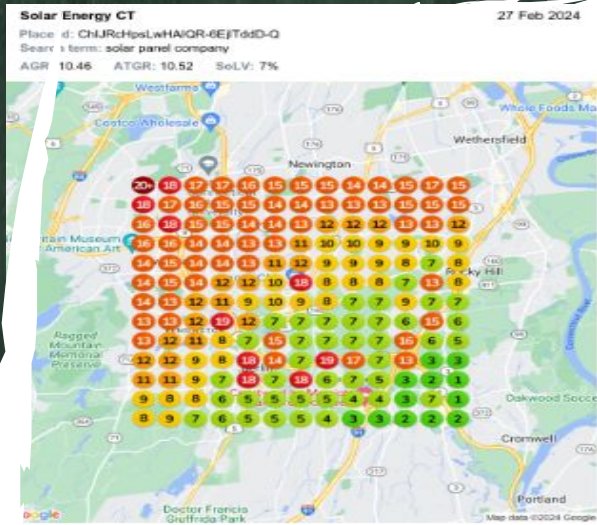
Longtail Commercial & Contractor Terms Saw Massive increases with
Residential Terms Showing Some minor Slipping





CID ANCHOR TERMS GEO-GRID SNAPSHOT

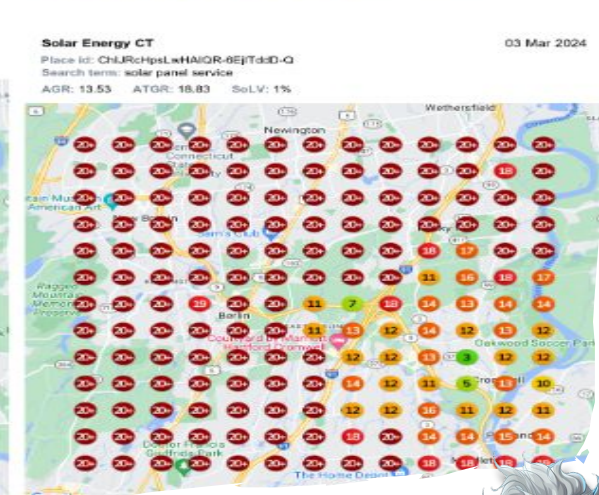
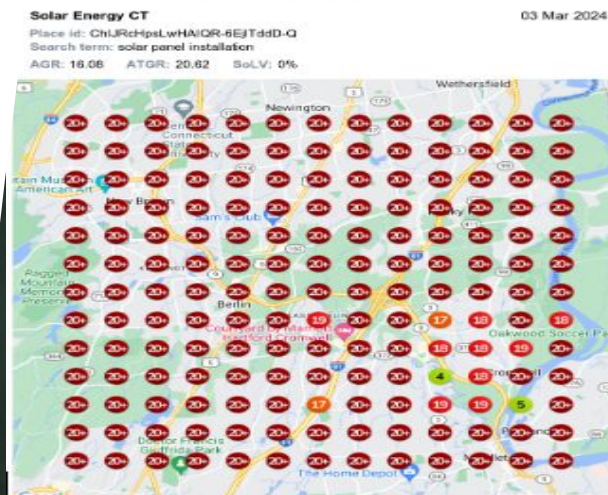
February 27th:
First Map Snapshot is
Zoomed in More. Future
Geo Grids Were Zoomed
Out for Better Visual of
Ranking Impact





CID ANCHOR TERMS GEO-GRID SNAPSHOT

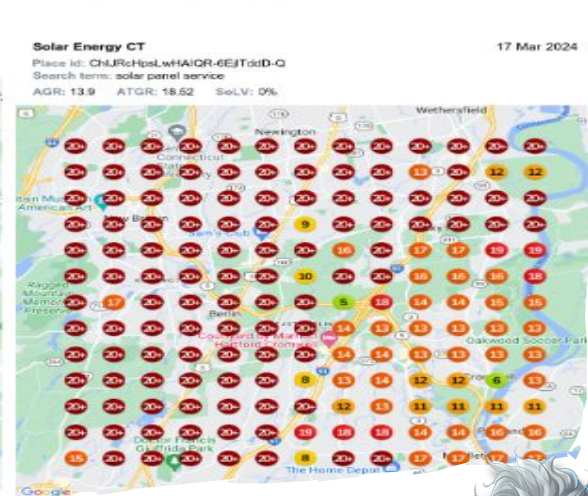
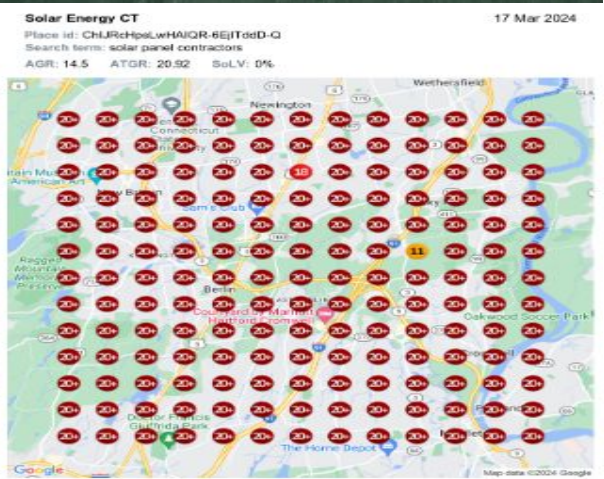
March 3rd:
All CID Anchor Text Terms
Have Now Shown
Movement





CID ANCHOR TERMS GEO-GRID SNAPSHOT

March 17th:
Lost Few "Contractor"
Rankings We Had
Previously Gained





CID ANCHOR TERMS GEO-GRID SNAPSHOT

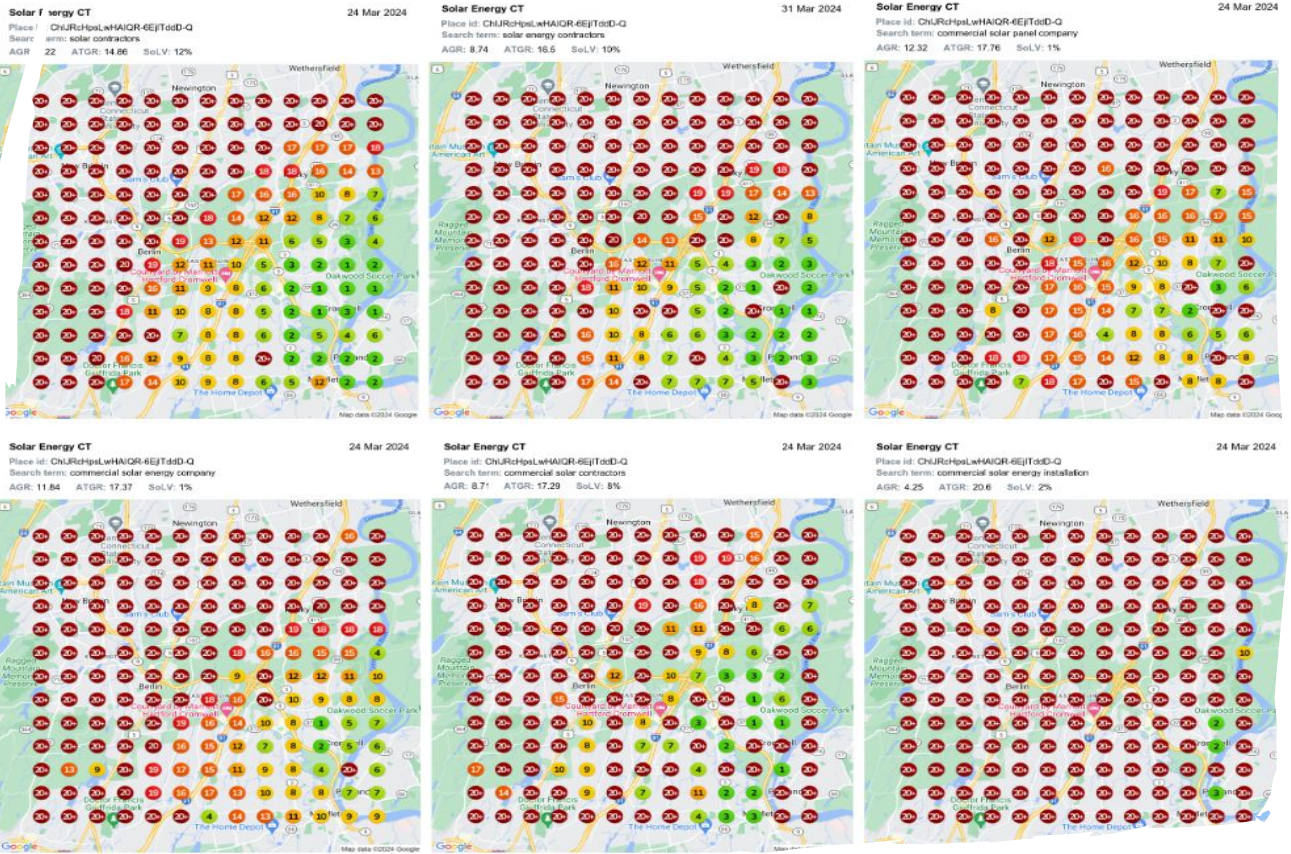
March 28th: Commercial & Contractor Terms Saw Massive increases with Residential & Service Terms Slipping





LONGTAIL TERMS GEO-GRID SNAPSHOT

All "Contractor" Terms Popped in Geo-Grids on March 24th Across the Board



FINAL CONCLUSIONS & THEORY

This initial test suggests that map embeds and links can indeed impact rankings. The evidence points not just to the direct influence of map embeds but also to the possible importance of the accompanying content, the hyperlinked NAP references, and the keywords used. It appears that Google may interpret some keywords as inherently residential or commercial, affecting how different optimization strategies may vary.





THE SEO MAD SCIENTIST!

More Test Updates

WEB20ranker.com/SEO-Mad-Scientist

