

— FREE GUIDE FOR JERSEY BUSINESSES

Google Business Profile and local listings for Jersey businesses

Show up properly on Google Maps and in the local results when islanders search for what you do.

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LOCAL SEO IN JERSEY

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Read it online: jerseyweb.je/services/local-seo-jersey/

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This is a one-off setup. We work through your profile with you, tidy your listings on the directories islanders use, add local structured data to your website and leave you with a simple routine for asking customers for reviews. It suits trades, clinics, shops and anyone else whose customers search for something nearby.

WHO IT'S FOR

Jersey businesses that want to show up on Google Maps and in the local results when islanders search for what they do.

Why it matters

A place in the map results

The map sits above the ordinary results for most local searches. A complete profile is what gets you considered for it.

Details that match everywhere

The same name, address and phone number on Google, your website and every listing, so customers and search engines see one consistent business.

Reviews that keep coming

A simple way to ask happy customers for a review. Recent, genuine reviews help your ranking and help the next customer decide.

WHAT'S INCLUDED

- ☐ Google Business Profile set up or cleaned up
- ☐ Categories, services, hours and service area
- ☐ Business description and photo advice
- ☐ Help with Google's verification step
- ☐ Name, address and phone checked across listings
- ☐ Jersey directory listings tidied or added
- ☐ Local structured data (schema.org) on your site
- ☐ A simple routine for asking for reviews

How it works

1 Check where you stand

We search for your business the way customers do, review your Google Business Profile if you have one, and list every directory where your details appear.

2 Set up and tidy

We complete the profile with you, correct your listings so the details match, and add local structured data to your website.

3 Hand over a routine

You get a short report of what changed and a simple routine for reviews and updates, so the profile keeps working after we finish.

What decides the map results

Google says three things decide who appears in its local results: relevance, distance and prominence. Relevance is how well your profile matches the search, which is why your categories and listed services matter. Distance is how far you are from the person searching, or from the place they typed. On an island about nine miles across, most customers are near most businesses, which leaves more of the decision to the other two.

Prominence is how well known Google thinks you are. Reviews feed it, and so do mentions and links from other sites: Jersey directories, trade bodies, the local press. Consistency matters here. If one listing has an old phone number and another spells the business name differently, Google is less sure they all describe the same business.

The profile also does some of the selling. Plenty of customers decide from the map listing alone, without opening your website: they read the reviews, check the hours and tap to call. Missing hours, no photos or a last review from years ago will lose some of them quietly.

Your website still counts. Keep the name, address and phone number on your site the same as on the profile, and use the same words on your service pages as in your categories, so customers and Google see one consistent business. Improving those pages month by month is what our [SEO support](#) is for, and [our guide to ranking without a shopfront](#) covers the service-area side.

Common questions

How long before I show up on the map?

A complete, verified profile can start appearing within a few weeks. Where it ranks depends on the search, how close the customer is and your reviews, so nobody can honestly promise a top-three place.

Can you verify my profile for me?

Google checks with the business directly, so that step has to be done by you. We tell you exactly what Google asks for and set up everything around it.

Can every business have a Google Business Profile?

No. Google only allows a profile for a business that meets its customers in person, either at premises they can visit or by travelling to them. A business that only works online or by phone is not eligible, and a profile set up anyway can be suspended. If that is you, we focus on your website and listings instead. Google sets out the rules in its Business Profile eligibility guidelines.

What if I work from home or visit customers?

You can set your profile up as a service-area business. That hides your address and shows the areas you cover instead, which suits most trades and mobile businesses in Jersey.

Is this different from monthly SEO?

Yes. This is a one-off setup of your profile and listings. Monthly SEO is ongoing work on your website, to move it up the ordinary results, and it builds on this.

Talk to us about your website

Builds start from £100 depending on the job, and hosting is from £20 a month. We confirm your price in writing before you commit.

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