Geographic SEO Elements & Implementation Guide

Source: Beyond Google Maps: How \"GEO\" is Changing How Aussies Find Local Services, the angle (Most business owners know about standard Google Maps, but they don\'t know that voice search, Apple Maps, and AI are shifting how people look for local businesses. This blog would explain what Geographic SEO (GEO) is in plain English and why it matters for local service businesses.)

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> Key GEO elements for local businesses with platforms, update schedules, and impact ratings to prioritize your optimization efforts.

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Geographic SEO Element	Primary Platform	Update Frequency	Impact Level
Business Profile Optimisation	Google Business Profile	Monthly	Critical
NAP Consistency	All directories	Quarterly audit	Critical
Apple Maps Listing	Apple Business Connect	Quarterly	High
Location-Specific Content	Your website	Ongoing	High
Review Generation	Multiple platforms	Continuous	High
Schema Markup	Your website	Annual review	Medium
Voice Search Optimisation	Website content	Ongoing	Medium-High

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