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Getting Found on Google: A Local Business Owner's Guide

A plain-English guide to getting your local business found on Google: your listing, reviews, and a website that backs it up.

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When someone nearby needs what you sell, they usually do the same thing: they search for it on Google.

If your business does not show up, you do not get the call.

The good news is that getting found is mostly about a few basics, not secret tricks. Here is what actually moves the needle for a local business.

KEY TAKEAWAYS

- **Claim and complete your free Google listing.** It is the single biggest lever.
- **Gather recent reviews steadily.** They strongly affect where you show up.
- **Point people to a fast, clear website.** Speed and clarity keep them there.
- **Keep your name, address, and phone consistent** everywhere online.

Claim and Complete Your Google Listing

The most important step is your free Google Business Profile, the listing that shows your name, hours, location, and reviews right on the search results and the map.

Claim it, then fill in everything: accurate hours, your service area, photos, and a clear description of what you do. An incomplete or out-of-date listing is one of the most common reasons good businesses get passed over. Think of it as your storefront on the busiest street in town. You want the lights on and the sign readable.

Get Reviews, and Keep Them Coming

Reviews are now one of the biggest factors in whether you appear near the top of local results, and recent reviews count for more than old ones.

You do not need hundreds. A steady trickle of genuine, recent reviews tells both Google and your customers that you are active and trusted.

TIP

The simplest review system that works: ask every happy customer right after the job is done, while they are still glad they called, and make it effortless by texting or handing them the direct link. One ask, at the right moment, beats any clever campaign.

Make Sure Your Website Backs It Up

When someone taps through from Google to your site, two things decide whether they stay:

- **Speed.** A slow site on a phone loses people in seconds.
- **Clarity.** What you do, where, and how to reach you should be obvious right away.

A fast, clear website also helps you rank, because Google pays attention to how people experience your site once they arrive. (If you are weighing whether a site is even worth it, see [does your business need one.](#))

Keep Your Details Consistent

Your name, address, and phone number should match everywhere they appear online: your website, your Google listing, and any directories. Inconsistent details quietly confuse search engines and chip away at your ranking.

What helps you show up in local search

A complete, active Google listing



Recent, genuine reviews



A fast, clear website



Consistent name, address, phone



A general guide to what tends to carry the most weight. The exact mix shifts over time, but these are the levers worth pulling.

The Short Version

Claim and complete your Google listing, gather reviews steadily, point people to a fast and clear website, and keep your details consistent. Do those few things and you will be ahead of most local competitors, who usually do none of them.

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Want help getting found? Get in touch and we will look at where you stand and what would make the biggest difference.

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