



GMB LOCAL JUSTIFICATIONS

EVERYTHING YOU NEED TO KNOW

What are GMB Local Justifications?

GMB Local Justifications are snippets that show up in a Google Business Profile listing when it matches a user's search. They give quick reasons why the business is relevant, based on things like reviews or updates.

There are three main types of GMB justifications:

- Review Justifications: Pull keywords from customer reviews that match the search.
- Post Justifications: Highlight content from your Google Posts.
- In-stock Justifications: Show when a product or service is available, based on updates or inventory.

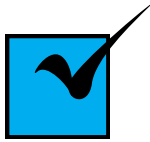
Why Do Local Justifications Matter?

Local Justifications matter because they give users quick, relevant reasons why your business is a great match for their search. They pull from reviews, posts, and inventory updates to show what sets you apart. By highlighting these details right in search results, Local Justifications can make your business stand out and attract more clicks. They help users see why you're worth their attention, making it easier for them to choose you over the competition.

List of Local Justifications supported by Google



Review Justifications



Provide Justifications



In-stock Justifications



Post Justifications



Sold-here justifications



In-stock Justifications

Myths about Local Justifications



Justifications can Improve My Rankings



Justifications are not essential for emerging industries



Justifications are seldom updated



Justifications are same on all the devices



You Can Control All Types of Justifications

How to Improve Your Local SEO Search Rankings

- ✓ **Ensure your Google Business Profile is complete, accurate, and regularly updated.**
- ✓ **Incorporate location-specific keywords into your website content, meta tags, and descriptions.**
- ✓ **List your business on relevant local directories to improve search visibility.**
- ✓ **Get positive reviews on Google and other platforms to boost credibility and local rankings.**
- ✓ **Ensure your website is mobile-friendly as most local searches happen on mobile devices.**
- ✓ **Write blog posts or landing pages focused on local events, news, or community updates.**
- ✓ **Acquire links from local websites, businesses, and blogs to increase domain authority.**
- ✓ **Engage with local audiences on social media platforms to build local brand presence and drive traffic.**

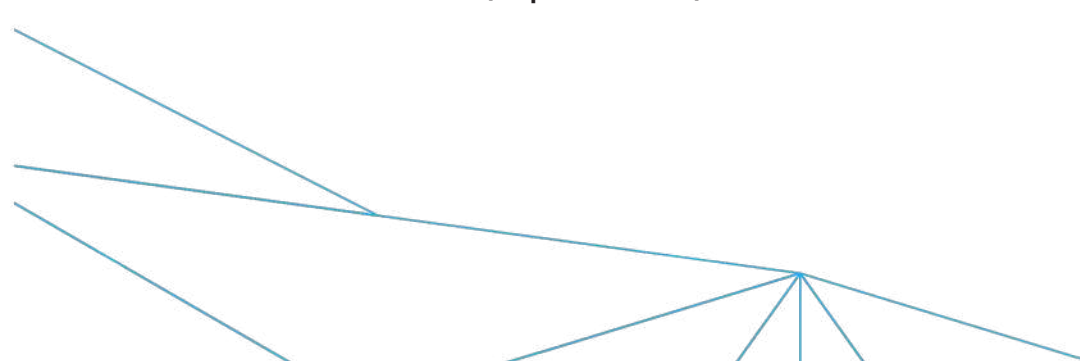
Local SEO is fundamental in gaining traction within your geographical territory through search engines. While you work on your site's local SEO, pay keen attention to aspects that can improve the click-through rate (CTR) because you want customers to click on your website or business listing on Google.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

Google uses Local Justifications to share relevant information about a business and help customers make informed buying decisions. These local justifications indicate why the business listing ranks for that particular search query.

Local justifications can increase the perceived value of your business on search engine result pages.

With **46% of Google searches being local**, optimizing your profile is crucial. Businesses with **outdated profiles may see a drop in rankings, as 30% experienced this after the August 2024 core update.**

Let's understand the different types of justifications and how to make the most of them (if possible).

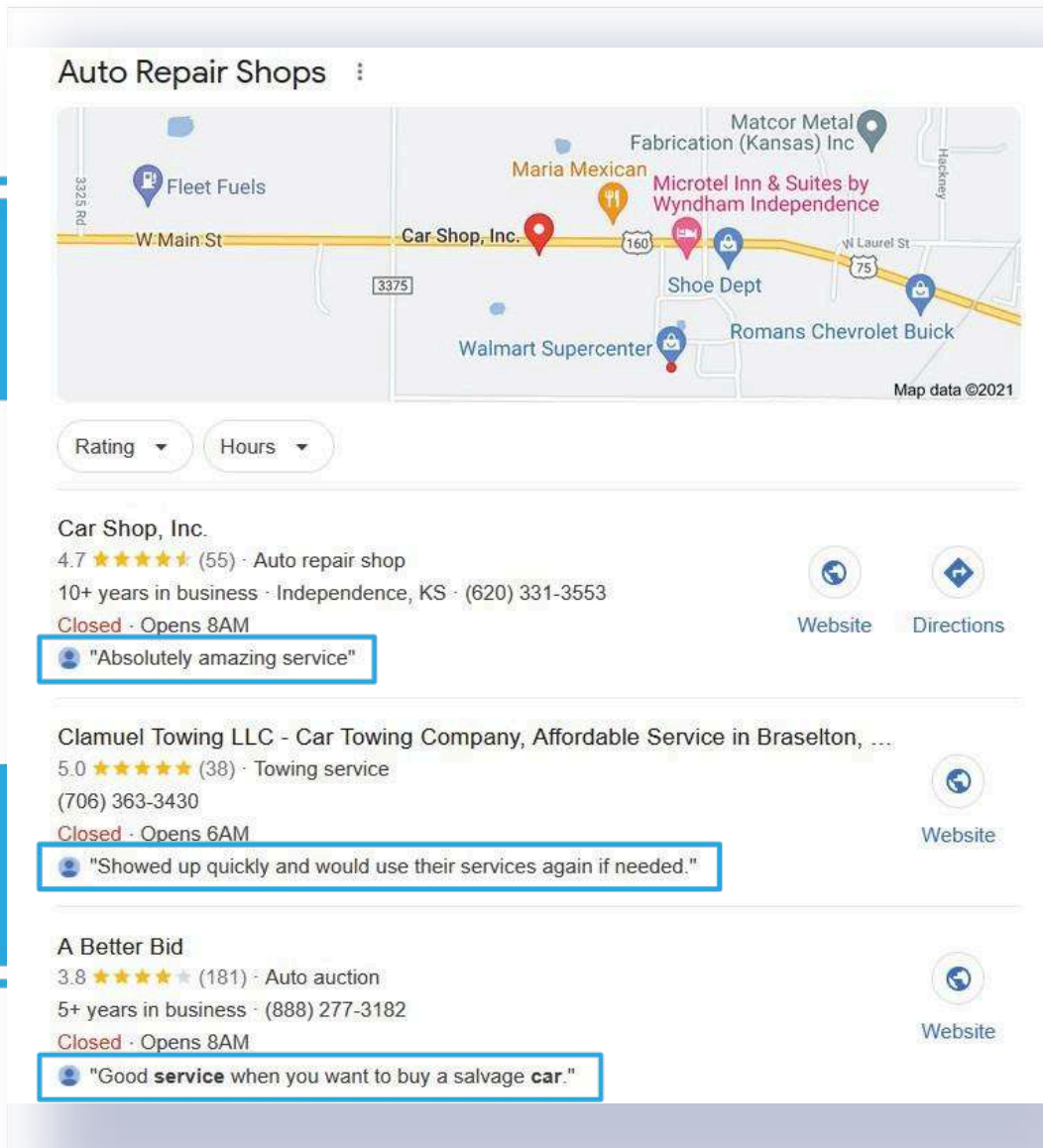




1

Review justifications

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.



2

Provides Justifications

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 a name, a 5.0 star rating with the number of reviews, a brief description, and contact information. To the right of each profile are icons for 'WEBSITE' and 'DIRECTIONS'. A blue box highlights the 'Provides' section of each profile, which contains a checkmark icon and a service name. The services listed are: Roof repair, Full Roof Replacement, Roof Replacement Queens, Complete Roof Replacement, and Replacement Roof Types.

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

Craig Associates PC
5.0 ★★★★★ (10) · Law firm
5+ years in business · Kansas Ci...
Closed · Opens 9AM · (913) 735...
Provides: **Corporate Law**




Incorporation Attorney
5.0 ★★★★★ (35) · Attorney
7+ years in business · Orange, CA
Closed · Opens 8AM Tue · (714) ...
Provides: **Business Lawyers**



3

In-stock justifications

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><input checked="" type="checkbox"/> 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><input checked="" type="checkbox"/> 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><input checked="" type="checkbox"/> In stock: reversible coats & jackets · Updated 1 day ago</p>	

This justification allows you to get more traction by writing your products in it.



Post Justifications

Can you control what appears there? - Yes, through Google Posts. The content you share on Google posts determines what comes as Posts Justifications.

Jamali Floral & Garden
4.4 ★★★★★ (207) · Artificial plant supplier
149 W 28th St · (212) 244-4025
Open · Closes 4:30PM
In-store shopping · In-store pickup · Delivery

Website Directions

SYNLawn New York
4.9 ★★★★★ (13) · Landscaper
59 Franklin St · (212) 247-5296
Closed · Opens 8AM
"... **artificial** living walls ... conditions Suitable for indoor & **outdoor** ..."

Website Directions

Metropolitan Garden Design
5.0 ★★★★★ (24) · Landscape designer
22 E 88th St · Near the Neue Galerie New York · (347) 325-1720
Open · Closes 7:30PM
Onsite services · Online appointments

Website Directions

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.

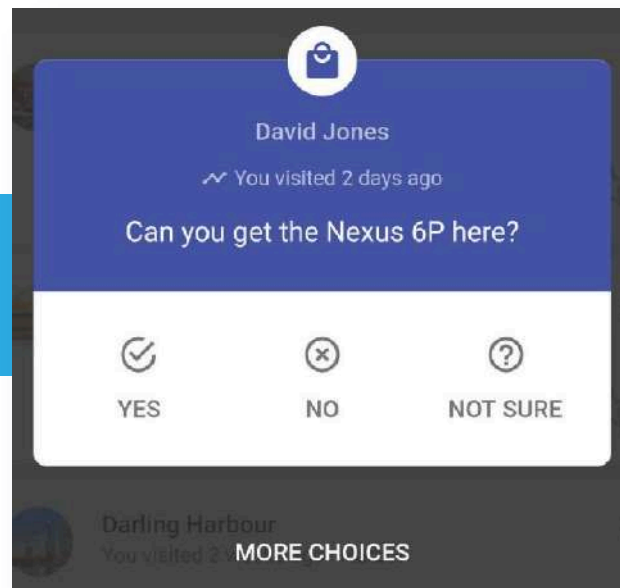


5

Sold Here Justifications

Can you control what appears there? - No

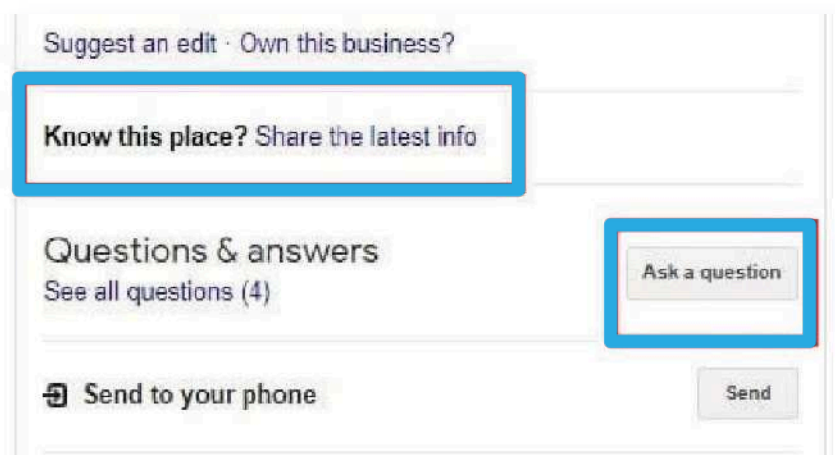
They showcase specific products and services that customers are looking for. Google tends to ask questions about the locations you visit. If you write reviews and share photos about locations on Google Maps, I'm sure you must've seen them.



[Image Source](#)

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

As per [Krystal Taing](#), 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





Menu Justifications

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

This feature is only available for restaurants and hotels.



Ross's BBQ Restaurant
4.5 ★★★★★ (71) - \$\$ - Barbecue
Coffeyville, KS
Closed · Opens 3PM Wed
☝ Menu highlight: **salad**
Dine-in · Takeout · No delivery

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.



Website Mentions Justifications

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 Common Myths About Local Justifications



Myth 01

**Justifications can Improve My
Rankings**



Many believe that local justifications themselves can boost a business's ranking in local search results. However, justifications do not cause rankings. They are snippets added to listings that already rank well, providing additional context to users. The presence of justifications indicates that the business is already relevant to the search query, rather than being a factor that improves its ranking.



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:

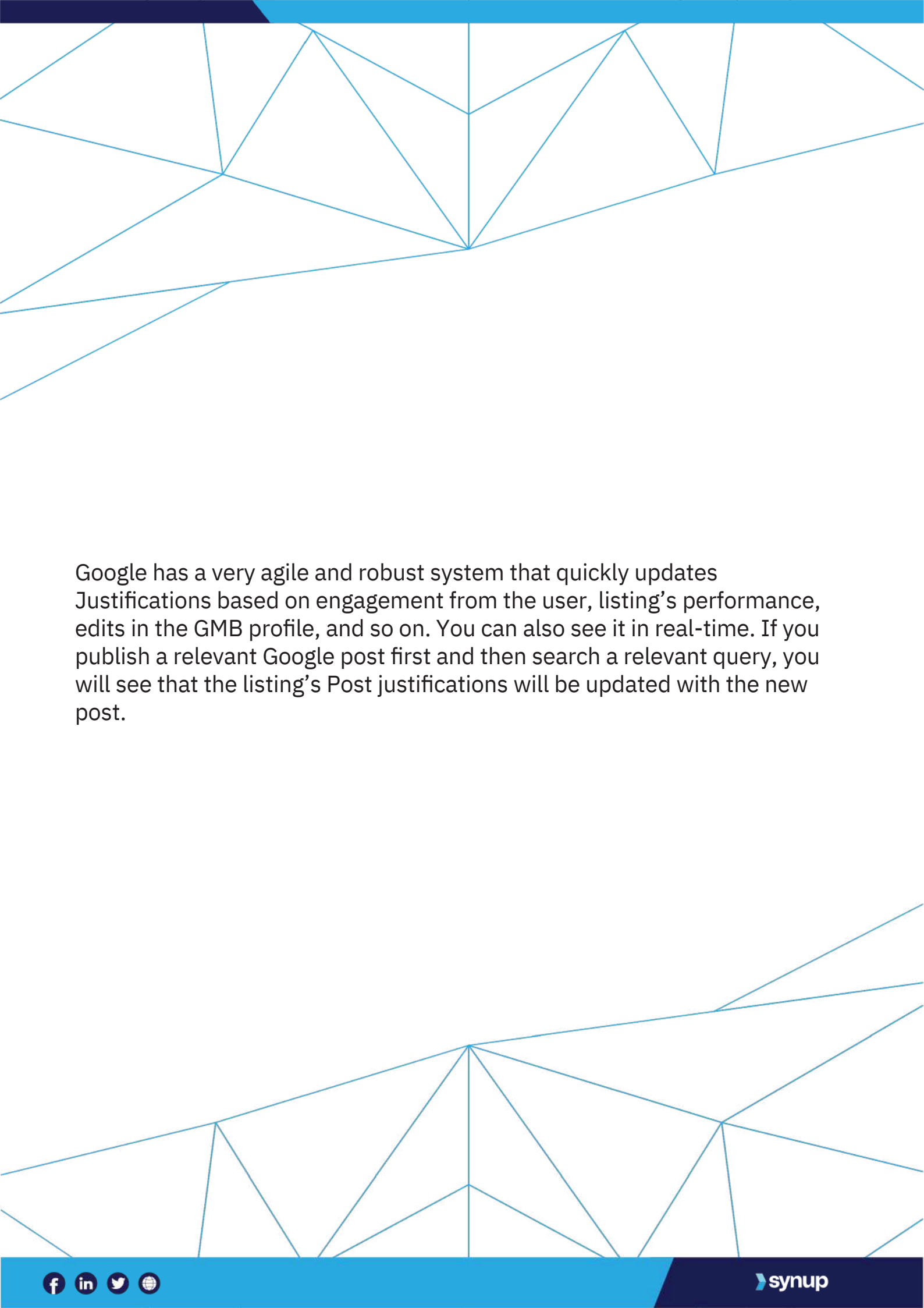
Make sure you disable the "onsite services" and "online appointments" attributes inside Google My Business.

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



Myth 03

Justifications are seldom updated



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.


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

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


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

 Their website mentions **roof replacement**

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

 Provides: **Roof repair**

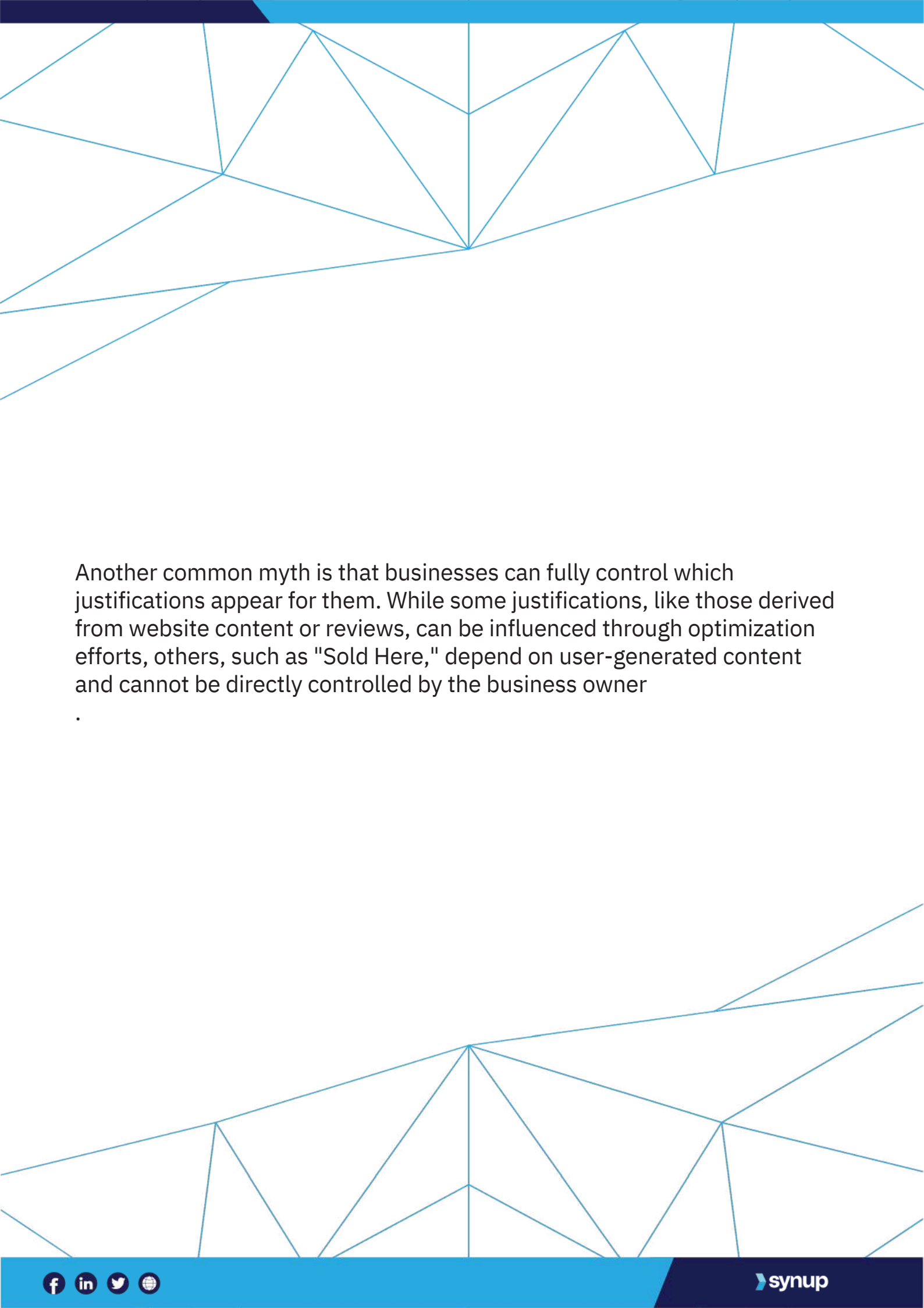
Rapid Roofing
4.8 ★★★★★ (190) · Roofing contractor
20+ years in business · Canton, MI · (734) 895-9553
Opens soon · 8AM
Website Directions

 Provides: **Roof repair**



Myth 05

**You Can Control All Types of
Justifications**



Another common myth is that businesses can fully control which justifications appear for them. While some justifications, like those derived from website content or reviews, can be influenced through optimization efforts, others, such as "Sold Here," depend on user-generated content and cannot be directly controlled by the business owner

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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.