

# Position Punisher, LLC, So-called Best Local GMB/GBP Services in Scottsdale, AZ, Starts Delivering Phenomenal Results

Arizona-based SEO company introduced a new and improved local GMB/GBP service not too long ago and the company has reported extraordinary results.

SCOTTSDALE, ARIZONA, USA,  
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EINPresswire.com/ -- One of the best ways to rank on top of Google search is to rank a local listing.

Unfortunately, many business owners and their SEOs are doing it incorrectly.

The traditional method of keyword stuffing, coupled with expensive links, isn't as effective.

Agencies like Position Punisher, on the other hand, have clearly discovered what works, with 99% of their clients ranking in the top three spots of Google's map pack.

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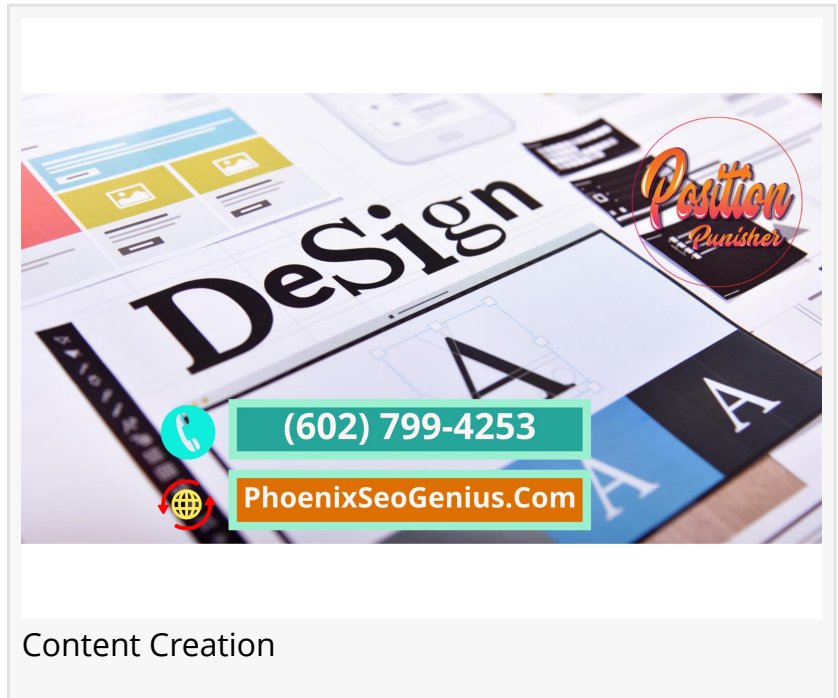
We have a proven track record of helping our clients achieve their goals. We provide top-quality SEO services that are affordable and effective. Any niche in any city/market!”

*James Lanham - Owner*

Not only has that quadrupled the amount of traffic that many of the agency's clients have received, but it has also meant that many local businesses refer to Position Punisher as the best local GMB services in Phoenix, Arizona.

What Is Google My Business?

Google My Business, or GMB/GBP as it is called, is a lot like a classified ad, except you don't need



to pay for it, but at the same time, you are competing against several other businesses.

In a city like Phoenix, businesses in some industries could be competing against two dozen other similar businesses.

That means simply adding a listing isn't enough; it also needs to be optimized.

GMB profiles appear in Google Maps and for local search results.

Think of creating a profile as adding a place to Google Maps. It is like telling people who may be searching for a business, "hey, I'm here." So, even someone who never heard of the said business, when they do a local search for, let's say, "gym" or "steak house," will find a listed business and directions to it.

The only thing required is a business name, category, and location to get listed.

Once Google confirms that a GMB isn't duplicated, a business profile is created for the location.

The profile is open to people who can leave reviews, and photos and even ask questions.

Visitors to the profile can also see when the business is open.

Over time the GMB gets populated with lots of helpful information, in particular reviews, which may motivate others to trust the business.



Arizona Website Design



Google My Business Company

A Business Profile can also exist on its own without a GMB account. This means whether a business owner has created a profile or not, they can claim as if it was created by maybe a patron or someone else.

Once successfully claimed, business owners can manage, customize and enhance the profile. Most of all, this is free. But because it is free, every business owner is creating one.

That means there is a lot more competition, and that's where the best local [GMB services in Scottsdale, AZ](#), come in, i.e., Position Punisher.

Readers can learn more about Position Punisher's GMB optimization service by visiting: <https://phoenixseogenius.com/google-my-business/>.

"We often tell clients that because anyone can create a GMB, they are up against the stiff competition, unless it is a very niche local business, which is very rare. Generally, on average, a local business in Phoenix will be competing against two dozen other similar businesses, and that's why new or relatively new GMB listings never see the light of day.

People only see the ones on top, which may be up to four in some cases. So, if your business's GMB isn't in the top three results, when people search for businesses like yours, having that GMB is irrelevant." Said one of the SEOs working at Position Punisher.

He added, "There is a lot that goes into optimizing a GMB. Sure, we want to include all the relevant and semantic keywords, but at the same time, other steps need to be taken to build credibility in the eyes of Google. Over the years, we've cracked the code and know what works, which is why we've helped so many of our clients rank in the top three for their industry in a matter of weeks.

However, once you start ranking, it is important to maintain if not improve it; here, too, we can help businesses so that they continue to receive a steady stream of leads and new customers."

#### About Position Punisher

Position Punisher is based in Scottsdale, Arizona, and specializes in all things [SEO](#) and web design related.

Owned and operated by [James Lanham](#), one of the leading names in the SEO industry, the agency is amongst some of the most highly rated in Arizona.

The company has some of the best reviews from clients across varying industries and has a track record of successfully delivering results.

Web Punisher/Position Punisher also provides web design and PPC services, which local

businesses need for a well-rounded internet marketing and SEO campaign.

James Lanham

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