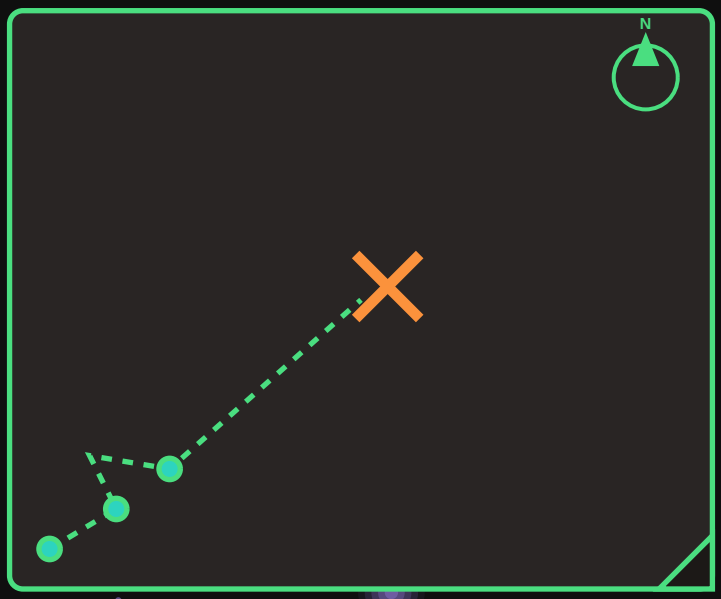
AI SEO Melbourne



THE COMPLETE GUIDE TO

Local SEO Melbourne

Google Business Profile Guide

50+	340%	4.2x	8+
Melbourne Clients	Avg Traffic Increase	Higher Conversion	Years Experience

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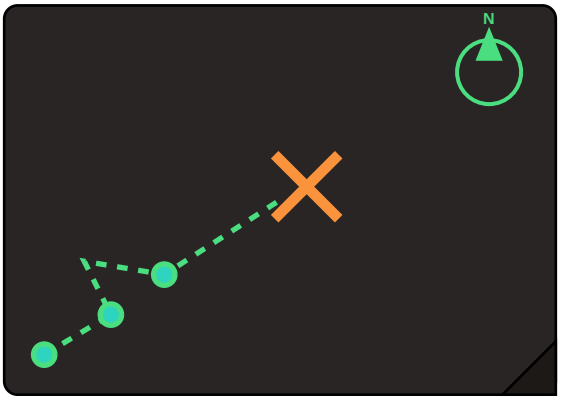
Your Google Business Profile is the single most important asset for local SEO in Melbourne. It determines whether you appear in the coveted local pack, Google Maps, and increasingly, in AI-generated local recommendations.

This comprehensive guide covers every optimisation technique that works in 2026, from basic setup to advanced strategies that give Melbourne businesses a competitive edge.



01 Why GBP optimisation Matters More Than Ever

Google Business Profile results dominate local search. When someone searches "plumber near me" or "best coffee Melbourne CBD," GBP listings appear before organic results. With AI assistants now pulling local business information from GBP data, optimisation impacts both traditional and AI search visibility.

Key Stat: 76% of people who search for something nearby on their smartphone visit a related business within a day. Your GBP is often the first impression these potential customers see.

02 Essential GBP optimisation Checklist

■ 1. Complete Every Section

Google rewards complete profiles. Fill out every available field:

- Business name (exactly as it appears in the real world)
- Primary and secondary categories (be specific)
- Description with Melbourne-focused keywords
- Services and products with descriptions
- Business hours (including special hours)
- Attributes relevant to your business

■ 2. Optimise Your Business Description

Your 750-character description should naturally incorporate local keywords while explaining what makes your business unique. Mention Melbourne, your specific suburbs served, and your key services.

■ 3. Photo optimisation

Businesses with photos receive 42% more requests for directions. Upload:

- High-quality cover and profile photos
- Interior and exterior shots
- Team photos showing real people
- Product/service photos
- Regular updates (aim for weekly)

■ 4. Review Management Strategy

Reviews are a critical ranking factor. Develop a systematic approach:

- Ask satisfied customers for reviews at the right moment
- Respond to every review within 24-48 hours
- Address negative reviews professionally
- Use review insights to improve your service

03 Advanced GBP Strategies for Melbourne

■ Google Posts

Weekly posts signal to Google that your business is active. Share offers, events, updates, and blog content. Include calls-to-action and local keywords.

■ Q&A; Section

Proactively populate your Q&A; section with common questions and answers. This provides helpful information and gives you control over the narrative.

■ Products and Services

Use the products and services sections to showcase your offerings with descriptions, prices, and photos. This helps Google understand what you offer and can appear in relevant searches.

04 Measuring GBP Performance

Track these metrics in your GBP Insights:

- Search queries that trigger your listing
- Views on Search vs. Maps
- Customer actions (calls, directions, website clicks)
- Photo views compared to competitors

For technical aspects of local SEO including schema markup and NAP consistency, check our Technical SEO guides.

05 Advanced Local SEO Tactics for 2026

Basic Google Business Profile optimisation isn't enough anymore. Here are advanced tactics that Melbourne's top-performing local businesses are using right now.

■ The Neighbourhood Content Strategy

Instead of creating one generic 'Melbourne' page, successful local businesses create hyper-specific neighbourhood content. Here's how a real estate agent in the Eastern Suburbs does it:

- Individual suburb guides for 15 areas they service (Hawthorn, Camberwell, Kew, etc.)
- Each guide includes median house prices, school zones, cafe recommendations, and public transport info
- Monthly market updates specific to each suburb, not generic Melbourne data
- Local event calendars showing community activities
- Video walking tours of different neighbourhoods posted to YouTube and embedded on the website

This approach generates 5x more organic traffic than a single 'Melbourne Real Estate' page because it matches how people actually search.

■ Google Business Profile Power Moves

Most businesses set up their GBP once and forget it. Top performers treat it like a social media channel. Here's a weekly routine that works:

Monday: Post a Google Update with a tip or behind-the-scenes content. Include a relevant photo and a soft call-to-action.

Wednesday: Respond to all reviews from the past week—positive and negative. For negative reviews, always offer to make it right and provide contact details to continue the conversation offline.

Friday: Add a new photo. This could be recent work, team members, or your premises. Fresh photos signal an active business.

Monthly: Update your business description with any new services, awards, or seasonal offerings. Add new FAQs based on questions customers have asked.

■ Local Link Building That Actually Works

Forget generic link building. For local SEO, you need local links. Here are proven methods Melbourne businesses use:

- Sponsor local sports teams or community events—most will link to sponsors on their websites
- Join your local Chamber of Commerce or business association (Melbourne Chamber, Victorian Chamber, etc.)
- Partner with complementary local businesses for cross-promotion
- Contribute expert content to local news sites like The Urban List Melbourne or Broadsheet Melbourne
- Create a scholarship for local students—universities and schools love linking to scholarship pages

■ Review Generation System

A steady stream of fresh reviews is crucial. Here's a system that generates 10+ reviews per month without being pushy:

- Send a follow-up email 2 days after service completion with a direct link to your Google review page
- Include QR codes linking to your review page on receipts, business cards, and in-store signage
- Train staff to ask happy customers for reviews at the point of highest satisfaction
- Respond to every review within 24 hours to encourage more reviews
- Never offer incentives for reviews—it violates Google's policies and customers can tell when reviews are fake

Ready to Dominate AI Search?

Book your free strategy call with AI SEO Melbourne and get a personalised roadmap for AI visibility.

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