



# GET YOUR FARM EQUIPMENT DEALERSHIP ON GOOGLE MAPS

## – AND STAY THERE

Everything your dealership needs to show up when farmers search: from claiming your listing to building the reviews that keep you ranked.

## **WHAT'S INSIDE**

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- *Why Google Maps is your dealership's most important free tool*
- *The 5 factors Google uses to rank local businesses*
- *A plain-English action plan any dealer can follow*
- *The most common mistakes that keep dealerships invisible*
- *When it makes sense to hand this off to the pros*



## WHY GOOGLE MAPS IS YOUR DEALERSHIP'S MOST VALUABLE FREE TOOL

When a farmer needs a part, a repair, or their next tractor, the search starts on their phone. Not on a trade publication. Not at a county fair. On Google right now, wherever they happen to be standing.

Google Maps is the first thing they see. And if your dealership isn't there, or isn't showing up near the top, that customer is calling someone else. The good news: your Google Business Profile (GBP) is free, and it's one of the most powerful local marketing tools available to any small business.

**76%**

Of Local Search

**#1**

Ranking Factor

**70%**

Of Buyers Trust

### HIS GUIDE IS FOR YOU — NO MATTER WHERE YOU'RE STARTING FROM

#### YOU MANAGE YOUR OWN MARKETING

This guide gives you a clear, step-by-step path to get your dealership found on Google no tech background required.

#### YOU HAVE A TEAM MEMBER HANDLING IT

Hand this guide to the right person and use it as a checklist to make sure nothing gets missed.

#### YOU'RE WEIGHING WHETHER TO HIRE OUTSIDE HELP

By the end, you'll have a clear picture of what's involved and a realistic sense of what the ongoing work actually looks like.

#### -> THE HONEST TRUTH

Getting on Google Maps takes about an afternoon. Staying at the top with consistent reviews, updated info, and regular activity is the part that takes real, ongoing effort.



## THE 5 THINGS GOOGLE LOOKS AT BEFORE IT SHOWS YOUR DEALERSHIP

Google doesn't just show the closest dealership. It ranks based on a combination of signals. Understanding these five factors is the difference between showing up and being invisible.

1

### PROFILE COMPLETENESS

A fully filled-out Google Business Profile: name, address, phone, hours, website, photos, and description, signals legitimacy. Incomplete profiles rank lower. Period.

2

### NAP CONSISTENCY

Your Name, Address, and Phone Number must match exactly across your website, Facebook, Yelp, and every other directory that lists you. Inconsistencies confuse Google and hurt your ranking.

1

### BUSINESS CATEGORY

Choosing "Farm Equipment Supplier" instead of a generic category tells Google exactly who to show your listings to. The right category put you in front of the right farmers.

2

### REVIEWS: QUANTITY AND QUALITY

The number of reviews, your average star rating, and how recently reviews were left all factor in. Google also looks at whether you respond to reviews. Silence is not a neutral signal.

2

### ACTIVITY AND RECENCY

Businesses that post updates, add photos, and keep their info current look active to Google. A profile that hasn't been touched in six months looks like a business that may have closed.

### -> WHAT THIS MEANS FOR YOU

None of these factors require a big budget. They require consistency, attention, and follow-through. The dealerships winning on Google Maps right now are the ones making these basics a regular habit, and not a one-time task.



## YOUR GOOGLE MAPS ACTION PLAN

Here is what getting your dealership on Google Maps actually looks like from start to finish. Follow these steps in order. Skipping steps, especially early ones, creates problems later.

1

### **CLAIM OR CREATE YOUR GOOGLE BUSINESS PROFILE**

Go to [business.google.com](https://business.google.com). Search your dealership name. If it exists, request ownership. If not, create it from scratch. Complete verification usually a postcard mailed to your address. Without this step, nothing else works.

2

### **FILL OUT EVERY SINGLE FIELD**

Business name (**LEGAL NAME ONLY, NO KEYWORD STUFFING**), address, phone number, website, hours including seasonal changes, and a 2–3 sentence description that speaks directly to farmers. Every blank field is a missed opportunity.

3

### **SET YOUR CATEGORIES CORRECTLY**

Primary category: 'Farm Equipment Supplier.' Add secondary categories like 'Tractor Dealer' or 'Agricultural Supply Store' only if they apply to what you actually sell.

4

### **FIX YOUR NAP ACROSS THE WEB**

Search your business name on [Google](https://www.google.com). Find every directory listing [Yelp](https://www.yelp.com), [Facebook](https://www.facebook.com), Yellow Pages, industry sites. Update each one so the name, address, and phone number match your GBP exactly, character for character.

5

### **UPLOAD AT LEAST 10 PHOTOS**

Exterior of your building, equipment on the lot, service bay, parts counter, and your team. A smart phone is fine. Add new photos regularly. Fresh images signal an active business.

6

### **BUILD A REVIEW STRATEGY AND WORK IT**

After every sale or service visit, ask the customer for a Google review. Text them a direct link. Respond to every review good or bad within a few days. This is not optional if you want to rank.

7

### **POST UPDATES AT LEAST ONCE A WEEK**

Seasonal promotions, new equipment arrivals, upcoming events. Brief is fine. One post per week keeps your profile looking alive in Google's eyes.



## THE MISTAKES THAT KEEP DEALERSHIPS OFF THE MAP

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- ✗ SETTING IT UP ONCE AND WALKING AWAY**  
Google rewards ongoing activity. A profile with no new photos, no posts, and no recent reviews looks dormant, even if the business is thriving.
- ✗ BUYING FACE REVIEWS**  
Google detects them. The penalty is losing your entire listing. Not worth it. Real reviews from real customers always win long-term.
- ✗ IGNORING NAP INCONSISTENCIES**  
Dealers often forget about old listings on sites they never set up. If your address appears differently on three different sites, Google notices, and it hurts.
- ✗ NOT RESPONDING TO NEGATIVE REVIEWS**  
One bad review with no response looks worse than five bad reviews with professional, thoughtful replies. How you respond tells potential customers everything.
- ✗ KEYWORD STUFFING THE BUSINESS NAME**  
Adding 'John Deere Dealer' or 'Best Tractors in Kentucky' to your business name field is against Google's rules and can get your listing suspended.

### **THIS IS DOABLE, BUT IT'S ALSO A LOT TO MANAGE**

Most dealership owners set up their profile and get busy running the business. Then the reviews stop coming in, the photos get stale, and a competitor quietly climbs past them. That's exactly what Fastline Marketing Group is built to prevent.

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