FREE GUIDE · LOCAL SEO

Google reads your Instagram too.

How to make your Instagram, Facebook and LinkedIn work for your Google ranking and visibility. Three steps, with screens, caption formulas and a 30-day checklist for local businesses.

3
steps, about an hour in total

7
social platforms you can link to your Google profile

₹0
cost. Just settings and better captions.

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Growth by CC
Organic growth, explained simply

THE IDEA

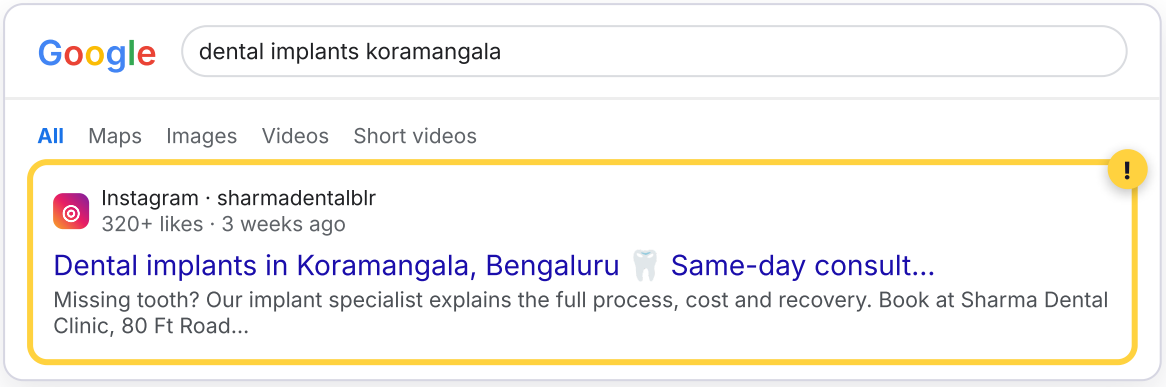
Google looks at what the whole internet says about you

Google ranks local businesses on three things: **relevance**, **distance** and **prominence**. Prominence is how well-known your business is, and Google says it uses information from across the web, such as how many websites link to you and how many reviews you have.

Your Instagram, Facebook and LinkedIn pages are part of that picture. When they clearly belong to the same business, with the same name, address and phone, they add to how real and well-known you look.

And since July 2025, Instagram posts can appear in Google

Public posts and Reels from **professional accounts** (business or creator, run by adults) can now show up in Google search results. A good post can bring customers to you straight from a Google search.



An Instagram post ranking for a local search. Example business — Recreated screen

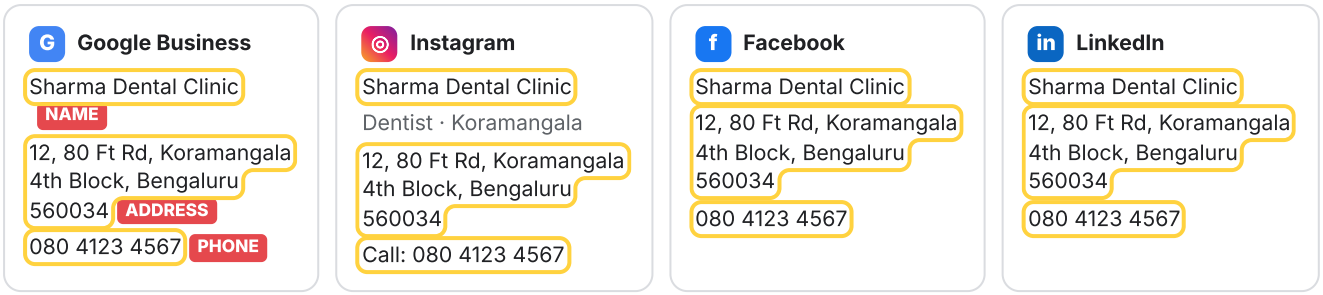
KEEP EXPECTATIONS REAL

Social profiles are not a magic ranking switch. They help Google **connect** and **trust** your business information, and they give you more chances to appear in search. Your Google Business Profile, reviews and website still do the heavy lifting.

STEP 1 · NAME, ADDRESS, PHONE

Make your business details match, word for word

Your Google Business Profile is the master copy. Every social profile should show the **same business name, address and phone number** (called NAP in SEO), in the same format.



Same name, address and phone on every platform. Example business Recreated

Rules that trip people up

Detail	❌ Inconsistent	✅ Consistent
Business name	"Dr Sharma's Dental" on Instagram, "Sharma Dental Clinic" on Google	Exactly "Sharma Dental Clinic" everywhere
Address	"Kormangala, Blr" vs "Koramangala 4th Block, Bengaluru"	The full Google address, including pin code
Phone	A personal mobile on Facebook, the clinic landline on Google	The same primary number everywhere
Website	Old domain or a Linktree on some profiles	Your main website on all profiles

Where to update

☐ **Instagram:** Edit profile → Name, Bio, Contact options / Address

☐ **Facebook Page:** About → Contact and basic info

☐ **LinkedIn Page:** Edit page → Details and Locations

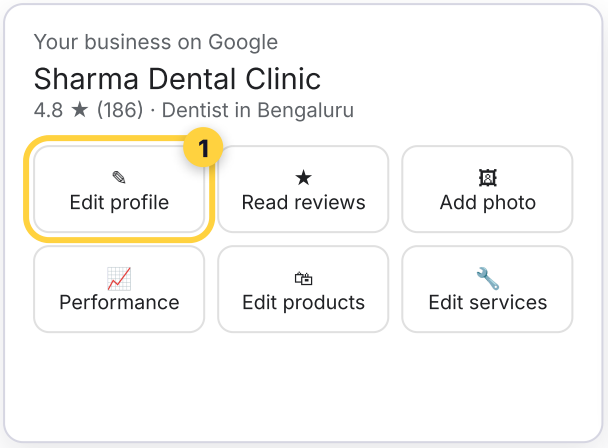
☐ Also check JustDial, IndiaMART, Practo, Zomato and similar directories

STEP 2 · CONNECT THEM

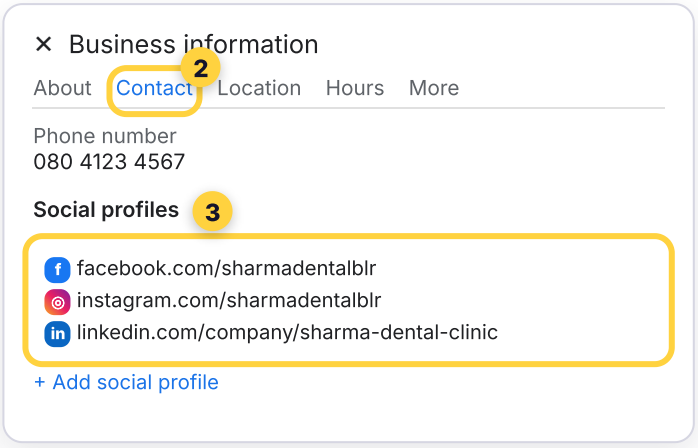
Add your social links to Google Business Profile

This tells Google directly: **"these pages belong to my business."** Google lets you add one link each for **Facebook, Instagram, LinkedIn, Pinterest, TikTok, X and YouTube**.

1. Go to **business.google.com**, or search your business name on Google while signed in.
2. Click **Edit profile**, then open the **Contact** tab.
3. Next to **Social profiles**, click the ✎ edit icon.
4. Choose the platform from the dropdown and paste the full link to your profile.
5. Click **+ Add social profile** for each platform, then **Save**.



1 Edit profile — Recreated



2 Contact tab 3 Social profiles — Recreated

GOOD TO KNOW

Google says this feature is available only in some regions, and links may not always show on your public profile. Add them anyway: it takes two minutes. If Google has auto-added an old or wrong link, you can replace it here.

CLOSE THE LOOP

Put your website in your Instagram bio and on your Facebook and LinkedIn pages, and link your socials from your website footer. Links in both directions make the connection obvious.

STEP 3 · SEARCHABLE POSTS

Write every post so Google (and customers) can find it

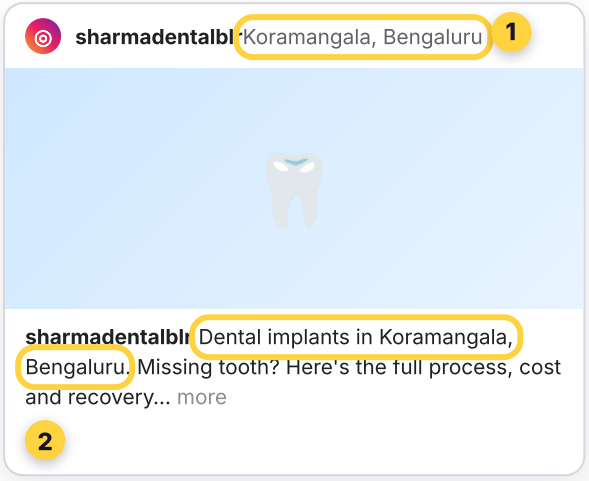
First, check two settings

1. Your Instagram must be a **professional account** (Business or Creator) and **public**. Settings → Account type and tools.
2. Make sure **"Allow public photos and videos to appear in search engine results"** is ON. It's under Settings → Account privacy, and is usually on by default.

Then use this caption formula

[Service] in [Area], [City] + one useful line

Put it in the **first line**, because that's what search engines and people see first. Then tag your location.



1 Location tag 2 Service + area + city first Recreated

Business	First line of caption
Dentist	Dental implants in Koramangala, Bengaluru
CA firm	GST registration in Baner, Pune
Café	Best filter coffee in Mylapore, Chennai
Salon	Bridal makeup in Rajouri Garden, Delhi
Plumber	Geyser repair in Andheri West, Mumbai
Gym	Personal training in Sector 62, Noida

Extra boosts

📍 Location tag every post

Use your exact business location, not just the city.

🔤 Add alt text

Advanced settings → Write alt text: "Dentist explaining dental implant at Sharma Dental Clinic, Koramangala".

🗣️ Say it in the Reel

Say your service and area out loud, and put them in the on-screen text too.

🏷️ 3–5 specific hashtags

#KoramangalaDentist beats #dentist. Mix area, city and service.

DO IT THIS WEEK

Caption prompt + 30-day checklist

Get a month of local captions in one go

Paste this into ChatGPT or Claude:

> I run [business type] called [business name] in [area, city]. My main services: [list 3–5]. Write 12 Instagram captions for the next month. Rules: the first line must be "[service] in [area], [city]" (rotate services and nearby areas); then 2–3 short, useful lines a customer would care about (price range, process, timing, FAQs); end with one clear call to action (call, DM or visit) and 4 local hashtags. Also give one alt-text line for each post. Keep it simple and natural, not keyword-stuffed.

30-day checklist

When	Task	Done
Day 1	Copy the name, address and phone exactly from your Google Business Profile	☐
Day 1	Update Instagram, Facebook and LinkedIn to match it word for word	☐
Day 2	Add all social links in Google Business Profile → Edit profile → Contact	☐
Day 2	Switch Instagram to a professional, public account; check the search-engine setting is ON	☐
Day 3	Generate 12 captions with the prompt above	☐
Weeks 1–4	Post 3× a week: service + area first, location tag, alt text	☐
Day 30	Google your main service + area. Note which posts or profiles appear	☐
Day 30	Check Google Business Profile → Performance for calls, direction requests and website clicks	☐

BONUS

Post the same update to your Google Business Profile (Add update) whenever you post on Instagram. Same message, one extra place Google sees you're active.

Want more local SEO tips like this?

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