TASK	FACTOR	DONE
Physical Address in City of Search	(PLACE PAGE)	
Proper Category Associations	(PLACE PAGE)	
Proximity of Address to Centroid	(PLACE PAGE)	
Domain Authority of Website	(WEBSITE)	
Quantity of Structured Citations (IYPs, Data Aggregators)	(OFF-SITE)	
City, State in Places Landing Page Title	(WEBSITE)	
Quantity of Native Google Places Reviews (w/ text)	(REVIEWS)	
Quality/Authority of Structured Citations	(OFF-SITE)	
Local Area Code on Place Page	(PLACE PAGE)	
HTML NAP Matching Place Page NAP	(WEBSITE)	
Consistency of Structured Citations	(OFF-SITE)	
Individually Owner-verified Place Page	(PLACE PAGE)	
Quality/Authority of Unstructured Citations (Newspaper Articles, Blog Posts)	(OFF-SITE)	
Quality/Authority of Inbound Links to Domain	(OFF-SITE)	
Product / Service Keyword in Business Title	(PLACE PAGE)	
Quantity of Inbound Links to Domain from Locally-Relevant Domains	(OFF-SITE)	
Quantity of Unstructured Citations (Newspaper Articles, Blog Posts)	(OFF-SITE)	
Product/Service Keywords in Reviews	(REVIEWS)	
Page Authority of Landing Page Specified in Places	(WEBSITE)	
Quality/Authority of Inbound Links to Places Landing Page URL	(OFF-SITE)	

Product / Service Keyword in Website URL	(WEBSITE)	
Location Keyword in Business Title	(PLACE PAGE)	
Quantity of Inbound Links to Places Landing Page URL from Locally-Relevant Domains	(OFF-SITE)	
Quantity of Third-Party Traditional Reviews	(REVIEWS)	
Quantity of Inbound Links to Domain	(OFF-SITE)	
Location Keywords in Reviews	(REVIEWS)	
Diversity of Inbound Links to Domain	(OFF-SITE)	
Geographic Keyword in Website URL	(WEBSITE)	
NAP in hCard / Schema.org	(WEBSITE)	
GeoTagged Media Associated with Business (e.g. Panoramio, Flickr, YouTube)	(OFF-SITE)	
Velocity of Native Google Places Reviews	(REVIEWS)	
City, State in Most/All Website Title Tags	(WEBSITE)	
Quantity of Inbound Links to Places Landing Page URL	(OFF-SITE)	
Quantity of Reviews by Authority Reviewers (e.g.Yelp Elite, Multiple Places Reviewers, etc)	(REVIEWS)	
Association of Photos with Place Page	(PLACE PAGE)	
Business Title in Anchor Text of Inbound Links to Domain	(OFF-SITE)	
Product/Service Keywords in Anchor Text of Inbound Links to Places Landing Page URL	(OFF-SITE)	
Location Keywords in Anchor Text of Inbound Links to Domain	(OFF-SITE)	
Location Keywords in Anchor Text of Inbound Links to Places Landing Page URL	(OFF-SITE)	
City, State in Places Landing Page H1/H2 Tags	(WEBSITE)	
Product / Service Keyword in Place Page Description	(PLACE PAGE)	

Location Keyword in Place Page Description	(PLACE PAGE)	
Age of Place Page	(PLACE PAGE)	
Business Title in Anchor Text of Inbound Links to Places Landing Page URL	(OFF-SITE)	
Product/Service Keywords in Anchor Text of Inbound Links to Domain	(OFF-SITE)	
High Numerical Ratings by Authority Reviewers (e.g.Yelp Elite, Multiple Places Reviewers, etc)	(REVIEWS)	
City, State in Most/All H1/H2 Tags	(WEBSITE)	
Diversity of Inbound Links to Places Landing Page URL	(OFF-SITE)	
Overall Velocity of Reviews (Native + Third-Party)	(REVIEWS)	
Quantity of Third-Party Unstructured Reviews	(REVIEWS)	
Product / Service Keywords in Place Page Custom Attributes	(PLACE PAGE)	
Quantity of Native Google Places Ratings (no text)	(REVIEWS)	
High Numerical Ratings of Place by Google Users (e.g. 4-5)	(REVIEWS)	
Number of Actions Taken by Searchers on a Place Page (e.g. Driving Directions, Mobile Phone Calls)	(PLACE PAGE)	
Numerical Percentage of Place Page Completeness	(PLACE PAGE)	
Marginal Category Associations	(PLACE PAGE)	
Number of +1's on Website	(SOCIAL/MOBILE)	
Bulk Owner-verified Place Page	(PLACE PAGE)	
Matching Google Account Domain to Places Landing Page Domain	(PLACE PAGE)	
Velocity of New Inbound Links to Domain	(OFF-SITE)	

Number of Adds/Shares on Google+	(SOCIAL/MOBILE)	
Velocity of Third-Party Reviews	(REVIEWS)	
Click-Through Rate from Search Results	(SOCIAL/MOBILE)	
Authority of +1's on Website	(SOCIAL/MOBILE)	
Association of Videos with Place Page	(PLACE PAGE)	
Velocity of New Inbound Links to Places Landing Page URL	(OFF-SITE)	
KML File on Domain Name	(WEBSITE)	
Quantity of MyMaps References to Business	(OFF-SITE)	
High Numerical Third-Party Ratings (e.g. 4-5)	(REVIEWS)	
Velocity of Adds/Shares on Google+	(SOCIAL/MOBILE)	
Loadtime of Places Landing Page	(WEBSITE)	
Popularity (# of Views) of MyMaps References to Business	(OFF-SITE)	
Authority of Adds/Shares on Google+	(SOCIAL/MOBILE)	
Positive Sentiment in Reviews	(REVIEWS)	
Location Keywords in Place Page Custom Attributes	(PLACE PAGE)	
Matching, Public WHOIS Information	(OFF-SITE)	
Velocity of +1's on Website	(SOCIAL/MOBILE)	
Volume of Check-Ins on Popular Services (e.g. Foursquare, Facebook, Twitter)	(SOCIAL/MOBILE)	
Number of Shares/Likes on Facebook	(SOCIAL/MOBILE)	
Number of Followers/Mentions on Twitter	(SOCIAL/MOBILE)	
Authority of Followers/Mentions on Twitter	(SOCIAL/MOBILE)	
High Numerical Rating of hReview/Schema Testimonials	(WEBSITE)	
Volume of Testimonials in hReview / Schema.org	(WEBSITE)	

Velocity of Check-Ins on Popular Services (e.g. Foursquare, Facebook, Twitter)	(SOCIAL/MOBILE)	
Volume of HTML Testimonials	(WEBSITE)	
Velocity of Followers/Mentions on Twitter	(SOCIAL/MOBILE)	
Velocity of Shares/Likes on Facebook	(SOCIAL/MOBILE)	
Inclusion of Offer on Place Page	(PLACE PAGE)	
Authority of Shares/Likes on Facebook	(SOCIAL/MOBILE)	
Participation in Adwords Express or Google Offers	(OFF-SITE)	