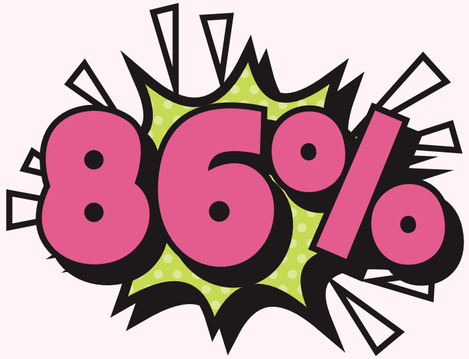
How to make your business show up on Google before your competition

Your 4-step guide



of people use **Google Maps** to find local businesses.

Your business has its own game to play on your customers' screens.



Not found? No sale.

When a customer searches for your service and you're not in the top Google results or on the map, your competitor gets that sale.

The 4 pillars of this guide

1. Google Maps
2. Website
3. AI
4. Google Ads

to put your business in its strongest digital form ever.

1. The map is king

your business on Google Maps

Step zero for getting seasonal **customers**.
Start here before anything else.

SEO hack: strategic name

Don't use only your brand name.

❌ *"Pedro's Café"*
✅ *"Pedro's Café - Sports Bar with Big Screens and Breakfast"*

Claim your territory

Verify and take control of your Google Business Profile. Without verification, anyone can change your information.

Seasonal hours

If you will open earlier or close later, update your special hours now. Google penalizes businesses that confuse users.

Golden rule of reviews

Reply to every review using keywords.

"Thanks for visiting, we are glad to be your favorite place to watch the game in [Your City]"

2. High-performance structure

your website

Your website should be a machine Google's robots can read and rank in milliseconds.

Titles that hit the mark (H1 and H2)

Your main title should tell Google what you do and where you are.

❌ *"Welcome to our company"*

✅ *"Sports jerseys and soccer gear in Austin"*

Lightning-fast load speed

If your site takes more than 3 seconds to load, the visitor goes back to Google and visits your competitor's site.
No exceptions.

100% mobile design (responsive)

Most local searches happen on a phone. If your menu or buy button is hard to tap with a thumb, you are losing money.

3. The new era

optimization for artificial intelligence



We are already in the **GEO era** (Generative Engine Optimization).

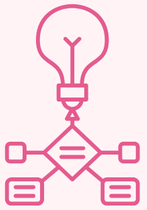
Customers ask Gemini or ChatGPT directly which business to visit.



Direct-answer section (FAQs)

Add frequently asked questions to your site, written in natural language, the way people talk.

Is parking available on game days?
Do you offer same-day shipping?



Structured data (Schema)

A hidden language in your site's code that tells AI your current price, exact location and available stock.

Standard practice at Jumping Panda: we include it in every project.

4. The customer accelerator

High-intent Google Ads

SEO is the best long-term investment, but if you need customers today, Google Ads is your star striker.

Buyer-intent keywords

Don't waste budget on generic words.
Pay for phrases from people ready to buy.

✅ *"sports bars with big screens near me"*
✅ *"buy team jersey fast shipping"*

Hyper-local ads

Set up your campaigns to show only to people within 2 to 3 miles of your location, so every dollar counts.

Need help with the setup?

Message us and we'll run a free diagnostic of your business, your website and your live ranking.

Is your business out of the game?

Take this quick 5-minute check
before the season starts:

- [ ] If you search for your service on a friend's phone in incognito mode, are you at the top of the map?
- [ ] Does your website or online store load in under 3 seconds?
- [ ] Do you have a floating WhatsApp or call button on your site so people can reach you in one click?
- [ ] Is your online store ready to take card, Apple Pay and PayPal payments at high volume without crashing?

The final whistle is near... Ready?

While you focus on running your business and serving the
wave of customers, at **Jumping Panda** we take care of the technology.

Websites and e-commerce

Smart and optimized from
day one.

Local SEO

Own Google Maps in your area.

Google Ads that convert

Campaigns that bring customers,
not just clicks.

Artificial Intelligence

Connected to every step of
your digital ecosystem.

Don't let your competition take the customers of your busiest season.

Book your free 15-minute diagnostic

www.jumpingpanda.mx

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+52 72 29 31 32 02

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