

The Local Business Local Maps Cookbook by Tork

How to rank #1 on Google Maps and get recommended by AI (ChatGPT, Claude, Gemini) and Reddit - the exact playbook for your business. Do it yourself, or let Tork do it for \$1.

1. Claim and verify your Google Business Profile

Find your listing

Verify ownership

Why it matters

2. Pick the right primary category (the #1 lever)

Choose the most specific category

Add secondary categories

Spy on the #1 competitor

3. Optimize the profile for 'near me' + AI

Services and description

Attributes, hours, photos

Match the search

4. Reviews: volume, recency, and replies

Ask every happy customer

Reply to every review

Why AI cares

5. Posts, products and QandA (the freshness signal)

Weekly Google Posts

Seed the QandA

Populate services/products

6. Get cited where AI looks: Reddit, directories, the web

Consistent NAP everywhere

Reddit and forums

Local backlinks

7. Track it - or it didn't happen

Check your rank weekly

Test the AI engines

The honest problem

Or skip the work - for \$1