Yamane Marketing Group LLC Explains the Three Factors Behind Ranking in Google Maps

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HONOLULU, HI - November 18, 2026 -
Yamane Marketing Group LLC has issued guidance aimed at helping local Hawaii businesses understand how local search results are determined and what factors influence placement in map-based search listings.

The digital marketing firm reports that many local business owners remain unclear about why certain companies appear ahead of others in map results. To address this confusion, Yamane Marketing Group LLC has outlined the three core factors that search engines use to determine local rankings: Proximity, Relevance and Prominence.

The first factor, Proximity, refers to how physically close a business is to the person conducting the search or to the location specified in that search. When a user looks for a service or product nearby, distance between the searcher and the business plays a direct role in which listings are shown first.

The second factor, Relevance, describes how closely a business profile matches what the user is searching for. This match is based on the categories a business selects and the details it provides within its profile. A business that clearly and accurately describes its services tends to align more effectively with user queries.

The third factor, Prominence, measures how well-known and reputable a business is both offline and online. This factor is reflected through customer reviews, links from other websites, and directory citations across the internet. Businesses that maintain a consistent and credible presence across multiple platforms generally demonstrate stronger prominence.

Daniel Yamane, founder of Yamane Marketing Group LLC, noted that understanding these factors is a starting point for any local business owner seeking to improve local visibility.

"Many business owners assume local search placement is random or based solely on advertising spend," said Yamane. "In reality, it comes down to three measurable factors. Once a business owner understands how proximity, relevance and prominence work together, the path to improving local search presence becomes much clearer."

The firm emphasized that these factors operate together rather than in isolation. A business located near a searcher may still rank below a more distant competitor if that competitor has a more complete profile and a stronger reputation across review platforms and directories. Conversely, strong reviews alone do not guarantee top placement if a profile lacks relevant category information or accurate details.

Yamane added that the guidance reflects ongoing questions the company receives from local operators across Hawaii.

"Local businesses in Hawaii are competing in an environment where mobile search drives a large share of customer activity," said Yamane. "Setting the record straight on how these rankings function helps owners make informed decisions rather than relying on guesswork."

The company recommends that business owners review their profile categories, keep business details current, and encourage genuine customer reviews as foundational steps supported by the three ranking factors.

Yamane Marketing Group LLC is a digital marketing company serving local businesses in Hawaii. The firm offers services that include local search engine optimization, Google Business Profile management, web design, reputation management, lead generation, and mobile-friendly design. Yamane Marketing Group LLC focuses on building long-term relationships with clients and helping businesses establish and grow their online presence, particularly for mobile users.

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Yamane Marketing Group LLC

At YMG, we specialize in enhancing your digital footprint, ensuring your business not only exists in the vast online world but thrives and stands out. Our expert team offers an integrated suite of services to maximize online visibility.

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