

**Episode 1:**  
**The Sith Lord's Guide to Ruling the Galaxy**  
**A Black Hat SEO Guide for Google Maps & My Business**

*The amber glow of the engines casts eerie shadows on the dilapidated entrance to an old temple. Climbing down from your X-Wing, you step off of the ladder onto stone as dark as night. The sound of your boots on stone casts an equally soulless echoes around you as you advance on the temple grounds. A sense of dread and wonder overcomes you, for clearly no one living has trespassed here in centuries and there must be a reason for it. You've come seeking ancient knowledge, weapons or anything that can help further your mission in the Galaxy, as the tides that constantly move have shifted against your favor. Only the desperate seek the Dark side. Only those who have already fallen need to affirm their poor choices with power that can only come from taking it. The path you begin here you have already walked, the wager is set, the wages are due. Should you choose to continue, your fate is that of your own making... but we all know what you're going to do. Even you...*

*Legends tell of an ancient Jedi Master, who once held sway over the entire Galaxy. They also tell of a temple, rich with ancient knowledge on this very strange, small planet. No one knows what became of the Master or his temple... lost to the annals of time and space. But those legends also tell of his power, the ability to shape the Galaxy as he saw fit. The Galaxy was unable to resist and was forced to abide by his will.*

*You tell the astro-mech to hit the lights and cross the enormous courtyard towards what appears to be an entrance carved into the face of a cliff, stone hanging from what might once have been glorious porticos.*

*From the looks of the place, it strikes you as more of a crypt than one of the mythical Pyramids of Egypt. Two alabaster statues guard the temple. In stoic silence, they are divided by the once majestic entrance. Facing each other as if fixed in battle, dancing in combat above a passage that might reach as high as a knee. To the left, a figure cloaked deep in robes, with no visible face to be seen under its cowl and holding a*

*double-bladed lightsaber. To the right, a statue obliterated from the waist upward. Whatever it may have paid homage to, now lost to the ages.*

*Having successfully navigated the crumbled entrance, you clear the cobwebs from your face as the light blazing from your droid illuminates a darkened hallway. Ancient markings adorn the walls, written in a script that somehow makes your skin crawl. There are a few doors to the left and right, but nothing of note. Every room you pass has already been visited by looters long dead now, by the looks of it. The dust on the stone is thick and the boot prints you leave are the first attention the stone has seen in centuries. As for the looters, a few of them still remain... a stern reminder that death awaits at any turn and this temple is not as benign as it may seem. You wonder if perhaps this was a poor choice of destinations. Is ultimate control what you truly seek? Will half measures not suffice?*

*As you study the trees of doubt sprouting in your confidence, the forest has already passed you and you find yourself lost beyond comprehension. So you wander.*

*Deep within the temple, you come across a grand hall with a throne sitting at the far end. Shadows shroud the seat from your view, and you move closer in hopes of finding something to make the journey worthwhile. As you approach, the blazing illumination from the droid begins to dim. By the time you're within 30 feet of the massive chair, only a sickly yellow light manages to caress what may be a mummified corpse sitting upon the throne.*

*The withered figure looks up at you from the recess of a tattered cloak, its eyes reflect amber in your light and its glance throws a chill across your soul, a mixture of fear and then anger, consuming you slowly from within.*

*As you reach for your blaster, you realize you are frozen in place. Looking up at the figure on the throne, you are helpless and can only listen as it begins to speak.*

-----

The Google force moves strongly in our direction, my young apprentice. The Google Galaxy is expanding with new means of exploitation and new ways to ensure the Dark Side prevails. Unlike the cowardly wretches who oppose us, we will use every means at our disposal to ensure total domination of the Galaxy. The ends justify the means, and we will ensure that those we support triumph, and those who oppose us burn in the hellfires of agony, defeated to their core. The Digital Jedi of the Google Galaxy have sworn to use the Google Force only for good or in self-defense. I expect better from you. To defend is only to surrender first. Should you continue further in your training, this is a lesson you will learn well.

You have much to learn, and little time to learn it, as the Galaxy is constantly in flux around us. Take heed to my warnings and learn well the lessons I offer. You will not be given a second chance to succeed. Deficiency in any tactic will ensure your immediate demise and failure at such an early stage will defeat you utterly, before your empire even has begun to flourish. Control is elusive, but it is only elusive on the receiving end. Take what I give you and use it... or give up control of the Galaxy and the place you deem to hold in it.

***You break free of the terror momentarily as a voice in the back of your head urges you to turn and run, flee the planet and destroy your navigational logs on the way out to keep any other poor fool from stumbling across this wretched temple... as the moment swiftly passes, the apparition continues to speak and you become captivated by his words.***

Do not mistake my warning as a reason to avoid the Dark Side, but embrace the fact that every success you have is short lived and eventually the seeds you plant for success today will bear fruit and ruin those who spent their 30 pieces of silver for your work. These pawns know what they have purchased. They know the temporality of their fame. That's why they have come to you, for in our world, the ends justify the means.

Today is the champion, because tomorrow is barren. As they like to say, "Make hay while the sun shines."

There are trillions of stars in this galaxy, but only a few are relevant to your pawns. Focus on their vain desires, their greed and pride. Style means nothing when the end result is dominance. Rules, a patchwork of lattices with many holes... especially when the enemy is pathetic and weak. You can crush them and leave them writhing in agony, with no recourse against their demise... because they have no idea who to blame or the true cause behind their failure.

True power, my young apprentice. The power to create and destroy. The power to manipulate Google in ways you have yet to imagine... all at your fingertips, should you only make the choice. Join the Dark Side and see all of the glories that are just beyond your reach. Embrace the pride that comes with crushing your opponents with all of the tools at your disposal, should you only choose to open that door. Harness your anger and direct it at those who would oppose you, for the Galaxy is yours, should you only choose to seize it.

I will warn you. You are not my first apprentice, and truly, you will not be my last. There can be only one Digital Sith Lord... and my apprentices, while they survive... will know their place. I can dispose of you at any time I choose. The Dark Side of the force is strong in me. Remember this as we proceed further.

---

## **The Basics -- Understanding the Google Universe**

Google is a single minded creature, intent on self profit and promotion, at the expense of the peasants who are forced to dwell in Her Galaxy. Take heed of this, for this is a key to discovering new powers of the Dark Side as the Galaxy changes. Know that what I teach you now will fade away in time, and new powers will emerge. Keep this fundamental truth regarding the Google Galaxy always at the back of your mind and you will always defeat those who seek to challenge you, because you understand the

*true* ways of the Galaxy and its innate means of preserving itself.

## **The Basics -- A Rose by any other Name would NOT Smell as Sweet**

Your name... Why should I care? Those who come to you will have names, but those are not their names. What is in a name? In all honesty, a company's true name is power. But many of the wretches who come to you will not see the power in their true name. They see themselves as Anakin's Speed Shop or SpaceShack Depot, and subjugate themselves to the whims of the Galaxy. Do not submit to such slavery. Reject the Galaxy's calling for you and claim a title worthy of what you seek to achieve. Claim ten or twenty... Who's to say that you can't? Many an apprentice before you have tried and many even succeeded... for a time.

### [Google My Business Guidelines for Representing Your Business](#)

#### **Name**

Your name should reflect your business' real-world name, as used consistently on your storefront, website, stationery, and as known to customers. Accurately representing your business name helps customers find your business online.

Add additional details like [address](#) and/or [service area](#), [business hours](#), and [category](#) in the other sections of your business information.

For example, if you were creating a Business Profile for a 24-hour coffee shop in downtown San Francisco called Shelly's Coffee, you would enter that business information as:

- **Business name:** Shelly's Coffee
- **Address:** 3247 Poppy Street, San Francisco, CA 94102
- **Hours:** Open 24 hours
- **Category:** Coffee shop

Including unnecessary information in your business name is not permitted, and could result in your Business Profile being suspended. Refer to the specific

examples below to determine what you can and can't include in your business name.

Learn more

Throughout the examples below, names or parts of names in *italics* would not be permitted.

Your name must **not** include:

- **Marketing taglines.**
  - Not acceptable: "TD Bank, *America's Most Convenient Bank*", "*GNC Live Well\**".
  - Acceptable: "TD Bank", "GNC"
- **Store codes.**
  - Not acceptable: "The UPS Store - 2872"
  - Acceptable: "The UPS Store"
- **Trademark/registered signs.**
  - Not acceptable: "Burger King®"
  - Acceptable: "Burger King"
- **Fully capitalized words** (with the exception of acronyms) or **unnecessary spaces.**
  - Not acceptable: "*SUBWAY*"
  - Acceptable: "Subway", "KFC", "IHOP", "JCPenney"
- **Business hours information**, including closed/open status.
  - Not acceptable: "Regal Pizzeria *Open 24 hours*", "Sears Outlet (*Closed*)"
  - Acceptable: "Regal Pizzeria", "Sears Outlet"
- **Phone numbers or website URLs**, unless they reflect your business's consistently used and recognized real world representation.
  - Not acceptable: "Airport Direct 1-888-557-8953", "*webuyanycar.com*"
  - Acceptable: "Airport Direct", "1-800-Got-Junk"
- **Special characters (e.g. %&\$@/)** or **irrelevant legal terms** unless they are part of your business's real world representation
  - Not Acceptable: "Shell *Pay@Pump*", "Re/Max, *LLC*", "LAZ Parking *Ltd*"
  - Acceptable: "Shell", "Re/Max", "LAZ Parking", "Toys "R" Us", "H&M", "T.J.Maxx"

- **Service or product** information about your business, unless this information is part of its real world representation or this information is needed to identify a department within a business (see "[Departments](#)"). Service information is best represented by categories (see "[Categories](#)").
  - Not acceptable: "Verizon Wireless 4G LTE", "Midas Auto Service Experts"
  - Acceptable: "Verizon Wireless", "Midas", "Best Buy Mobile", "Advance Auto Parts", "JCPenney Portrait Studios"
- **Location information**, such as **neighborhood**, **city**, or **street name**, unless it is part of your business's consistently-used and recognized real-world representation. Your name must not include street address or direction information.
  - Not acceptable: "Holiday Inn (I-93 at Exit 2)", "U.S. Bank ATM - 7th & Pike - Parking Garage Lobby near Elevator", "Equinox near SOHO"
  - Acceptable: "Holiday Inn Salem", "U.S. Bank ATM", "Equinox SOHO", "University of California Berkeley"
- **Containment information** indicating that your business is located inside another business (whether or not the businesses are part of the same organization).
  - Not acceptable: "Chase ATM (in Duane Reade)", "Apple Store at Stanford Shopping Center", "Benefit Brow Bar - Bloomingdales", "Sam's Club Tire & Battery (part of Sam's Club)", "Geek Squad (inside Best Buy)"
  - Acceptable: "Chase ATM", "Apple Store", "Benefit Brow Bar", "Sam's Club Tire & Battery", "Geek Squad"

There are additional guidelines for multi-location stores ([chains and brands](#)), [departments](#), and [individual practitioners](#) (e.g. doctors, lawyers, and real estate agents) below.

## So, What's in a Name?

(India Enforces this Policy. They Have ZERO Idea What a Real Business Name Looks Like in the United States.)

New Tab x A-Anthony's All Appliance & Air x +

google.com/maps/place/A-Anthony's+All+Appliance+%26+Air+LLC+%7C+Stove+Repair+Dallas+TX+Ice+Machine+Repair,+Freezer+Repair+Service,+Major+Appliance+Re...

A-Anthony's All Appliance & Air LLC

Restaurants Hotels Attractions Transit Parking Pharmacies Sign in

A-Anthony's All Appliance & Air LLC | Stove Repair Dallas TX Ice Machine Repair, Freezer Repair Service, Major Appliance Repair

4.6 ★★★★★ 9 reviews  
Appliance repair service

Save Send to your phone Share

Open now: 8AM-5PM

aanthonysappliance.com

aanthonysappliance.com

(214) 449-1457

Map data ©2021 Google United States Terms Privacy Send feedback 5 mi

New Tab x dryer vent cleaning - Google Ma x +

google.com/maps/search/dryer+vent+cleaning/@32.8214597,-97.0115365,10z/data=!3m1!4b1

dryer vent cleaning

Rating Hours More filters

"New Dryer or Dryer Vent Cleaning: Which Will Fix My Dryer Problem ..."

Dryer Vent Cleaning Richardson TX

5.0 ★★★★★ (12)  
Washer & dryer repair service  
Open until 6:00 PM · (972) 872-8490  
"Dryer Vent Cleaning Richardson TX at it's best."

Dryer Vent Cleaning Services In Garland TX

4.7 ★★★★★ (13)  
Washer & dryer repair service · 3552 W Walnut St  
Open 24 hours · (214) 308-1298  
"I highly recommend Dryer Vent Cleaning Services In Garland TX"

Showing results 21 - 40

Update results when map moves

Map data ©2021 Google United States Terms Privacy Send feedback 5 mi



As long as you claim you are named something relevant and progressive in the Galaxy that people search for in part or whole -- including where your planet is located and what you do Galaxy category wise -- with very little supporting evidence you can assume this alias quite cheaply and effectively. Even those with scant training in the ways of the Dark Side can manipulate this aspect of the force. But only the truly skilled can succeed in this long term. Basing your stations at various locations on the map and creating those Google location listings from independent sectors in the Galaxy, by independent and unrelated "bounty hunter accounts" (Throwaway Gmail Accounts - **Don't do this from your IP address**, use the Library or a VPN) is the only way to capitalize on this power in a sustainable manner.

Before I continue down this path, I must point out that this is one of the most effective powers we possess... for the moment. Learn it fast and learn it well. Eventually it will fail, and new methods will have to be discovered and relied upon. Presently, the Galaxy's understanding of business names and address normalities is being managed on the planet known as India in a far away sector. Being such, the language differences are enough for us to enslave entire sectors before the Galaxy understands its mistake in trusting an outlying planet to do the work of the central core. But at some point, it will set balance to the Force again and this gift will not come as easily.

Merely another example of the Galaxy looking out for its own profit and survival, at the expense of those who are forced to live under its influence. Should you ever question a dark use of the Force, trust that the Galaxy will tolerate use of the Dark Side when such use benefits the goals of the Galaxy. While its mantra is "Do No Evil", much evil resides in its heart -- a true fount of the Dark Side, should you only open yourself up to it.

The beauty of this, my young apprentice? Google denies the evil at its heart and is blinded to the power it lends those who choose to wield the Dark Side. Used properly, there is no one in the Galaxy who can stand against you, for the Galaxy is ultimately on

your side.

## That Can't REALLY Be Your Business Name, Can It?

The screenshot shows a Google Maps search for "Dryer Vent Cleaning Services In Garland TX". The search results on the left include the business name, a 4.7-star rating with 13 reviews, and the address: 3552 W Walnut St, Garland, TX 75042. Below the address, there are icons for Directions, Save, Nearby, Send to your phone, and Share. A "business site" link is also present, along with a phone number (214) 308-1298 and the address W887+JV Garland, Texas. A "Suggest an edit" button is at the bottom of the left panel. The map on the right shows several red location pins in the Garland area, with "Dryer Vent Cleaning Services In Garland TX" highlighted. Below the map, there are six business cards for various air duct cleaning services, each with a rating and a "Website" link. The cards include: Green Air Duct Cleaning (4.6 stars, 20 reviews), Dandy Duct Cleaning (5.0 stars, 283 reviews), Green Air Duct Cleaning (4.6 stars, 20 reviews), United Home Services (4.5 stars, 42 reviews), Dryer Vent Cleaning (5.0 stars, 12 reviews), and Dryer Vent Cleaning (4.7 stars, 13 reviews).

**They Have a Fake Website Made Free in Google! They Must Be Legitimate... Right?**

The screenshot shows a website for "Dryer Vent Cleaning Services In Garland TX". The website has a purple header with the business name and "Call Now" and "Get Directions" buttons. The main content area features the business name in large purple text, followed by "Washer & Dryer Repair Service in Garland" and "Open 24 hours". A purple button with the text "CALL (214) 308-1298" is centered below. At the bottom, there is a photograph of a woman looking at a white washing machine. A cookie notice at the bottom left states "This site uses cookies from Google." with a "Learn more" link and a close button (X) on the right.

## They List an Address. Let's See Where They're Located.

**Dryer Vent Cleaning Services In Garland TX** [Call Now](#) [Get Directions](#)

**Contact**

[CALL NOW](#)

(214) 308-1298

**Address**

[GET DIRECTIONS](#)

3552 W Walnut St  
Garland, TX 75042  
United States

**Business Hours**

- Mon: Open 24 hours
- Tue: Open 24 hours
- Wed: Open 24 hours
- Thu: Open 24 hours
- Fri: Open 24 hours
- Sat: Open 24 hours
- Sun: Open 24 hours

Powered by Google

This site uses cookies from Google. [Learn more](#)

## It's in a Strip Mall Building. Perhaps This isn't Fake...

3552 W Walnut St Garland, TX 75042

Salem food Takeout

Milan Sam's Nail Supply Beauty supply store

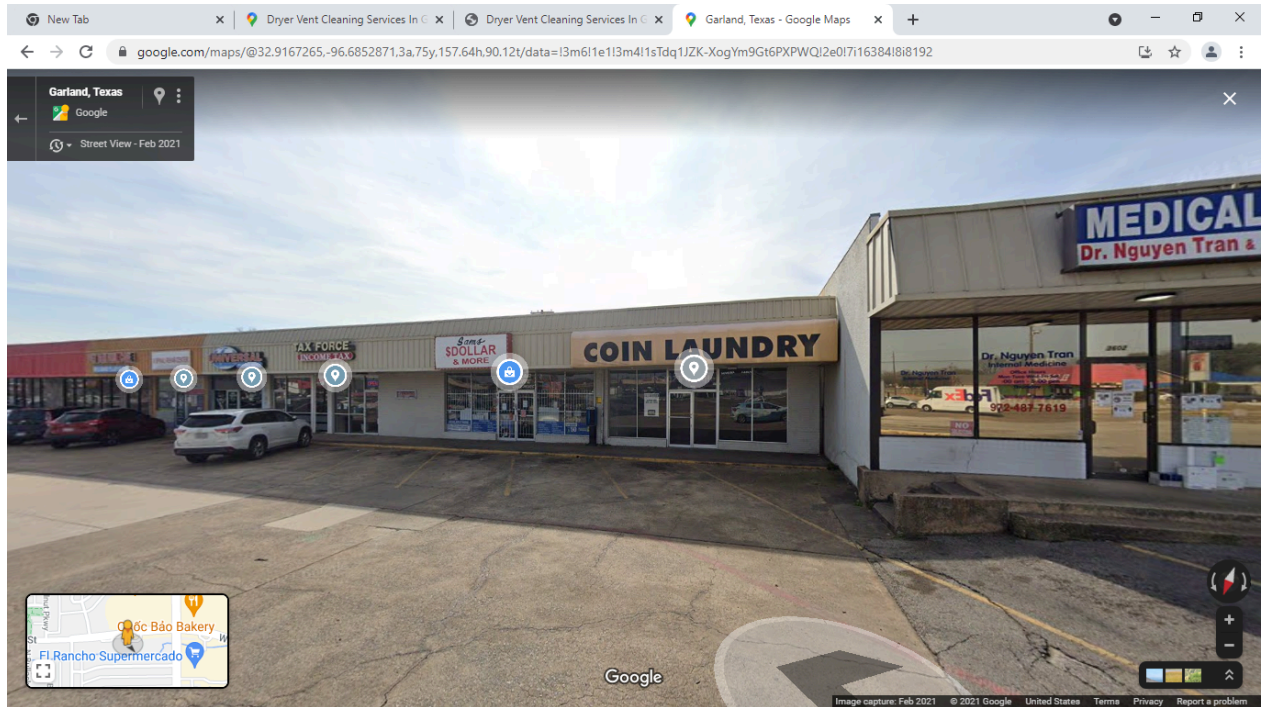
Preet Dollar & More Variety store

Universal Insurance Agency

3552 W Walnut St, Garland, TX 75042

Map data ©2021 United States Terms Privacy Send feedback 20 ft

## Clearly This Doesn't Exist Here! Google Doesn't Care.



## Let's Look at Another Example...

dryer vent cleaning

**Dryer Vent Cleaning Richardson TX**  
5.0 ★★★★★ 12 reviews  
Washer & dryer repair service

Save Send to your phone Share

Open now: 7AM–6PM  
dryerventcleaningrichardsontx.com  
(972) 872-8490

Suggest an edit

Photos

Green Air Duct ... Ad · 4.6 ★ (20)  
Air duct cleaning s... Website

Dandy Duct Cle... Ad · 5.0 ★ (283)  
Air duct cleaning s... Website

Green Air Duct Cle... 4.6 ★ (20)  
Air duct cleaning s... Website

United Home Servi... 4.5 ★ (42)  
Air duct cleaning s... Website

**Dryer Vent Clean... 5.0 ★ (12)**  
Washer & dryer re... Website

Dryer Vent Cl... 4.7 ★ (13)  
Washer & dry Website

Map data ©2021 Google United States Terms Privacy Send feedback 5 mi

## Well, the Website Uses the Same Fake Business Name...

972-872-8490  
CALL FOR A FREE ESTIMATE

Home Air Duct Cleaning Carpet Cleaning Upholstery Cleaning Tile Grout Cleaning Water Damage Contact Us Blog

**DRYER VENT CLEANING RICHARDSON TX**

Have you been worrying that your dryers and their accompanying machinery are going out and there's nothing you can do to stop it? If you're trying to figure out what you need to follow up with, know that +Dryer Vent Cleaning Richardson TX can help with all dryer vent cleaning services. Our Texas cleaning professionals are ready to get to work for you.

COUPONS & SPECIALS  
**LIMITED TIME**  
Dryer Vent Cleaning

## Do They Show a Physical Address?

**PROFESSIONAL SERVICES**

- Unclog Dryer Vents
- Prevent Dryer Fires
- Build Up Lint Removal
- Increase Dryer Efficiency
- Save Your Time and Money
- Reduce Dryer Overheating
- Home Dryer Vent Cleaning
- Clean Dryer Hose
- Clean The Lint Filter

**OUR CLEANERS CAN HELP YOU WITH YOUR BACKUPS**

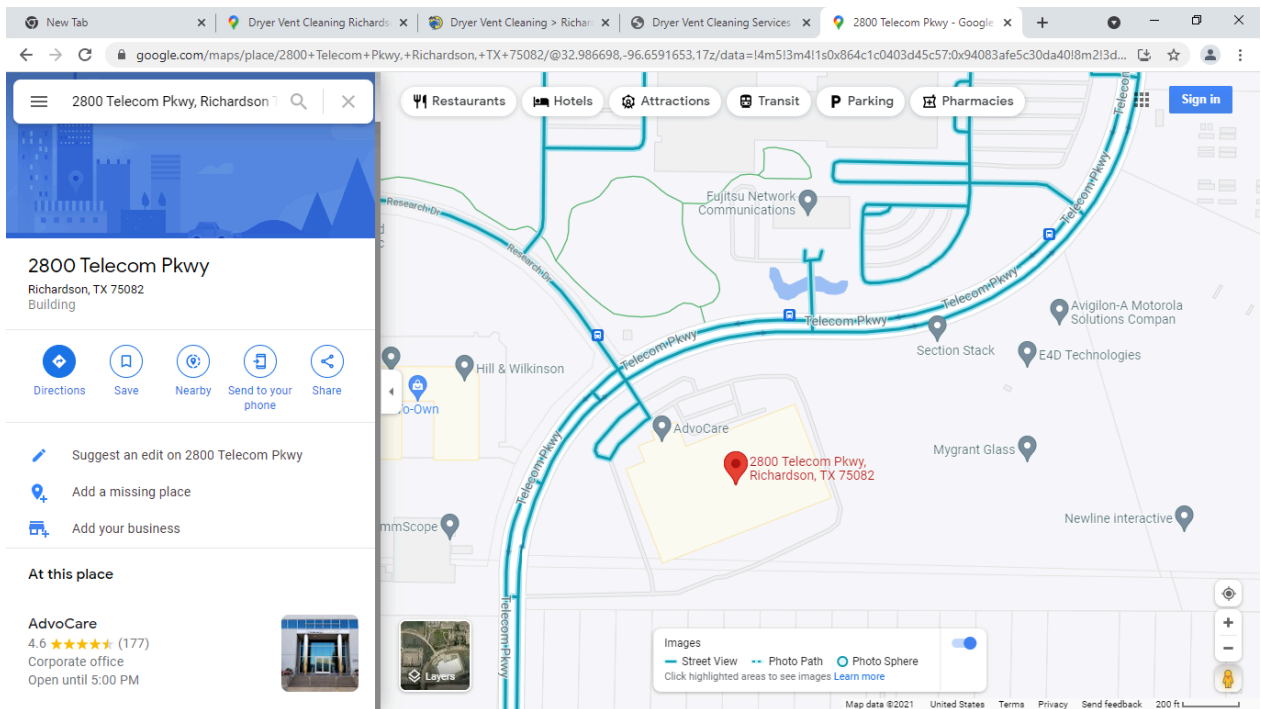
[Cleaning vent hose] doesn't have to be as expensive as you might think it is. If you're ready to start making some improvements with your dryers for an affordable price, let us know. We have a lot of online coupons that pair well with our affordable rates to give our local clients and customers the best prices possible.

+Dryer Vent Cleaning Richardson TX is a company that wants to give you the assistance you deserve. For more information on all of the services we can offer you, call our representatives for a free estimate. We've got a lot of available appointments that can seamlessly fit into your busy schedules.

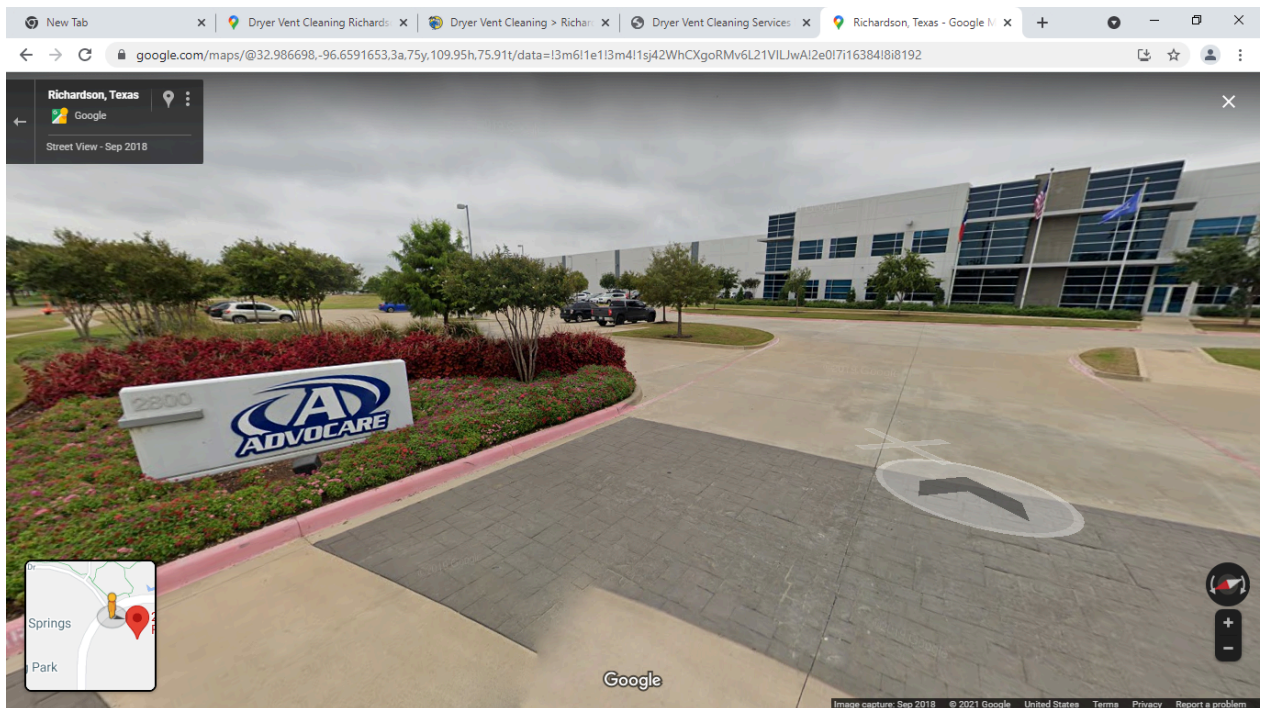
• [Dallas](#) • [Plano](#) • [Grand Prairie](#) • [Arlington](#)  
• [Fort Worth](#) • [Irving](#) • [Coppell](#) • [Carrollton](#)  
• [Garland](#) • [Mesquite](#) • [McKinney](#) • [Lewisville](#)  
• [Addison](#) • [Denton](#) • [Grapevine](#)

Dryer Vent Cleaning Richardson TX  
dryerventcleaningrichardsonTX.com | service@dryerventcleaningrichardsonTX.com  
Call Us Today: 972-872-8490 | Free Coupon  
2800 Telecom Pkwy, Richardson TX 75082 United States | All Days: From 7 am To 6 pm  
Copyright © 2017 All Rights Reserved . . www.dryerventcleaningrichardsonTX.com

## Let's Check the Address with Google Maps (Something Google Somehow Refuses to Do.)



## This is a Corporate Headquarters... These Aren't the Droids I'm Looking for!



## **The Basics -- Why Settle for One Location When You Can Have Hundreds?!?**

In addition to the Galaxy's fundamental misunderstanding of the central planets' language, a new organization affiliated with the Galaxy has opened its spaceports for development of essentially free space stations with full Galaxy credentials and credibility (Google My Business Free Website). In this, the Galaxy knows not what it has done... for the Dark Side. The Jedi's dominance is at an end and you can finish them in one fell swoop. Delay at your own peril.

### **[Google My Business Guidelines for Representing Your Business](#)**

#### **Address**

Use a precise, accurate address and/or service area to describe your business location. P.O. boxes or mailboxes located at remote locations are not acceptable.

Learn more

- Create your Business Profile for your actual, real-world location.
  - Suite numbers, floors, building numbers, and so on may also be included. Only include information like cross-streets and nearby landmarks in regions where the official street address doesn't accurately pinpoint the business's location.
  - If you must specify a mailbox or suite number:
    - Enter your physical address as "Address Line 1."
    - Enter your mailbox or suite number as "Address Line 2."
  - If your business rents a physical mailing address but doesn't operate out of that location, also known as a virtual office, that location is not eligible for a Business Profile on Google.
  - Businesses can't list an office at a co-working space unless that office maintains clear signage, receives customers at the location during business hours, and is staffed during business hours by your



business staff.

- Don't include information in address lines that doesn't pertain to your business's physical location, like URLs or keywords.
- Don't create more than one page for each location of your business, either in a single account or multiple accounts.
  - Individual practitioners and departments within businesses, universities, hospitals, and government buildings may have separate pages. For more info, go to specific guidelines about [individual practitioners](#) and [departments](#).
- If your address doesn't have a street number, or the system can't find it, you can [pin your business's location directly on the map](#).

### **Service-area businesses**

Service-area businesses, or businesses that serve customers at their locations, should have one profile for the central office or location with a designated service area. Service-area businesses can't list a "virtual" office unless that office is staffed during business hours.

Some businesses, like auto repair shops that have a garage for repairs and offer road side service, are hybrid service-area businesses. These businesses can show their storefront address and designate a service area in Google My Business. If you serve customers at your address and want to set a service area, your business location should be staffed by your team and able to receive customers during its stated hours.

Google determines how best to display your business address based on your business information and information from other sources.

### **Storefront versus service-area businesses**

If your business doesn't have a storefront with clear signage but travels to customers at their physical locations, you're allowed one service-area Business Profile.

If you have different locations for your service business, with separate service areas and separate staff at each location, you're allowed one profile for each location. The boundaries of your profile's overall service area shouldn't extend farther than about 2 hours of driving time from where your business is based. For some businesses, larger service areas may be appropriate.

[Learn more about service-area businesses.](#)

If you're a service-area business, you should hide your business address from customers.

- For example, if you're a plumber and run your business from your residential address, clear the address from your Business Profile.

[Learn how to Add or edit your business address.](#)

Use these spaceports (UPS Stores, Postal Centers, USPS PO Boxes) to flood the Galaxy with your claimed titles. Create basic space stations (Google My Business Listings) for free on planets you wish to dominate (Your Chosen Market) and brand those stations lightly with little substance, merely a small statement relating to the claimed title (Fake Business Name) and include a communication channel designation (Phone Number). Make sure all of your stations use different communication channels, easily accomplished through your "bounty hunter accounts" by claiming a free channel each via the Galaxy's own free system (Google Voice). This will assist in avoiding detection from random Jedi patrolling those sectors of the Galaxy.

# Spaceport Examples

the ups store

Hours ▾ More filters

**The UPS Store**  
Ad · 3.0 ★★★★★ (31)  
Shipping and mailing service · 11700 Preston Rd #660  
Shipping, packing & business services  
Open until 6:30 PM · (214) 696-6245

**The UPS Store Arapaho Road Richardson**  
3.0 ★★★★★ (70)  
Shipping and mailing service · 819 W Arapaho Rd Ste 24B  
Shipping, packing & business services  
Open until 6:30 PM · (972) 669-9500

**The UPS Store**  
3.6 ★★★★★ (63)  
Shipping and mailing service · 101 S Coit Rd #36  
Showing results 1 - 20

Update results when map moves

Search this area

Map data ©2021 Google United States Terms Privacy Send feedback 2 mi

eagle postal

Hours ▾ More filters

**Eagle Postal Alpha**  
4.1 ★★★★★ (78)  
Shipping and mailing service · 5955 Alpha Rd #102  
Open until 7:00 PM · (972) 991-6245

**Eagle Postal Center Lakewood**  
4.9 ★★★★★ (71)  
Shipping service · 6333 E Mockingbird Ln #147  
Open until 8:00 PM · (214) 841-0556

**Eagle Postal Greenville**  
4.4 ★★★★★ (100)  
Post office · 5931 Greenville Ave  
Open until 7:00 PM · (214) 954-7155

**Eagle Postal Center West**  
Showing results 1 - 20

Update results when map moves

Search this area

Map data ©2021 Google United States Terms Privacy Send feedback 10 mi

mailbox rental - Google Maps

google.com/maps/search/mailbox+rental/@32.947711,-96.7984185,11z/data=13m114b1

Search this area

mailbox rental

Hours More filters

**The UPS Store**  
 Ad · 3.3 ★★★★★ (67)  
 Shipping and mailing service · 14902 Preston Rd Ste 404  
 Shipping, packing & business services  
 Open until 8:00 PM · (972) 991-9114

**Morningstar Storage**  
 Ad · 4.9 ★★★★★ (79)  
 Self-storage facility · 800 Enterprise Dr  
 Open until 6:00 PM · (214) 463-2964

**Postal Shoppe & Gifts**  
 4.8 ★★★★★ (94)  
 Mailbox rental service · 4757 W Park Blvd #113  
 Open until 6:00 PM · (972) 403-7092

Showing results 1 - 20

Update results when map moves

post office - Google Maps

google.com/maps/search/post+office/@32.9481309,-96.798419,11z/data=13m114b1

Search this area

post office

Hours More filters

**United States Postal Service**  
 2.3 ★★★★★ (138)  
 Post office · 433 Belle Grove Dr  
 Open until 5:00 PM · (800) 275-8777

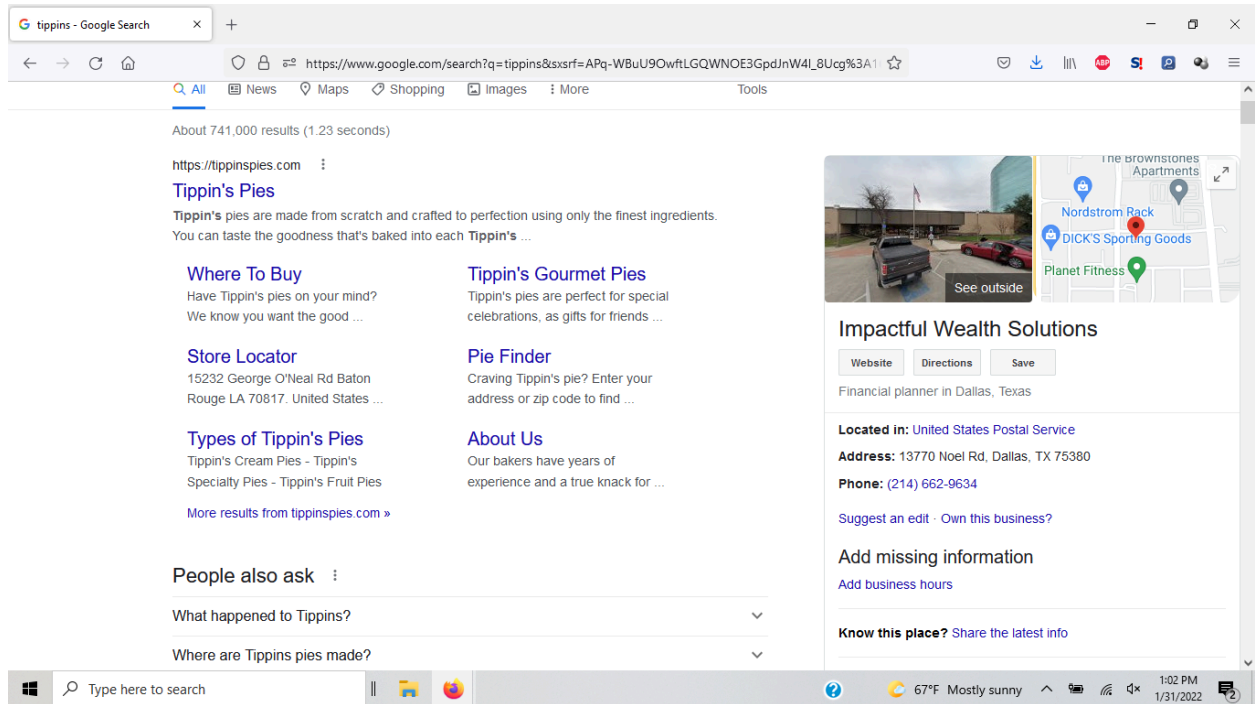
**United States Postal Service**  
 2.6 ★★★★★ (56)  
 Post office · 400 N Coit Rd Ste 1975  
 Open until 4:00 PM · (800) 275-8777

**United States Postal Service**  
 1.6 ★★★★★ (346)  
 Post office · 9130 Markville Dr  
 Open until 5:00 PM · (800) 275-8777

**United States Postal Service**  
 1.6 ★★★★★ (135)  
 Post office · 1206 Apollo Rd

Showing results 1 - 20

Update results when map moves



**This one is either extremely balzy by showing they're located in a building that ONLY has PO Boxes... or those who enforce the rules are incompetent, ignorant of US culture and customs, especially where businesses are concerned, ignorant of the rules they're paid to enforce, or all of the above...**

She trusts Her own creations to the point of fault, and ignores Digital Jedi Masters who advise Her otherwise when it comes to planetary locations claimed in this manner. The local watering hole or postal center will suffice, should you need an address on the planet. As long as you don't identify the PO Box AS a PO Box, the Galaxy ignores the disturbance in the force. 115-443 is just as good as 115 PO Box 443. The true owners of that address are typically smart enough to deliver a mislabeled parcel to their correct client, facilitating verification of that station.

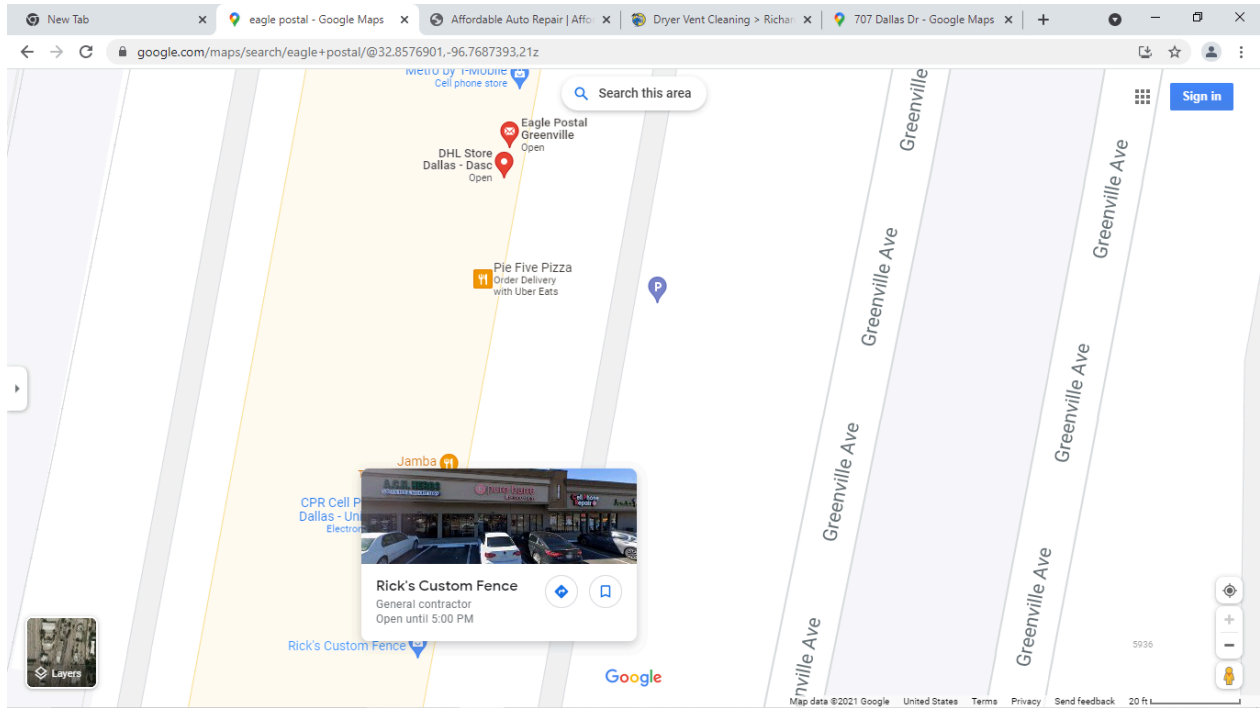
# Let's Look for an Example of Using a Spaceport!

The screenshot shows a Google Maps interface with the search bar containing "eagle postal". The main map area is mostly blank, with a yellow polygon highlighting a specific location. On the left, a sidebar displays information for "Rick's Custom Fence", a general contractor located at 5919 Greenville Ave, Dallas, TX 75206. Below this, there are icons for Directions, Save, Nearby, Send to your phone, and Share. Further down, the address "V65J+2C Dallas, Texas" and a "Claim this business" link are visible. At the bottom of the sidebar is a "Suggest an edit" button. The main map area shows search results for "eagle postal", with a "Results 1 - 8" dropdown menu. Below the map, there are six search result cards, each with a thumbnail image, a title, a rating, and a "Website" link. The results include:

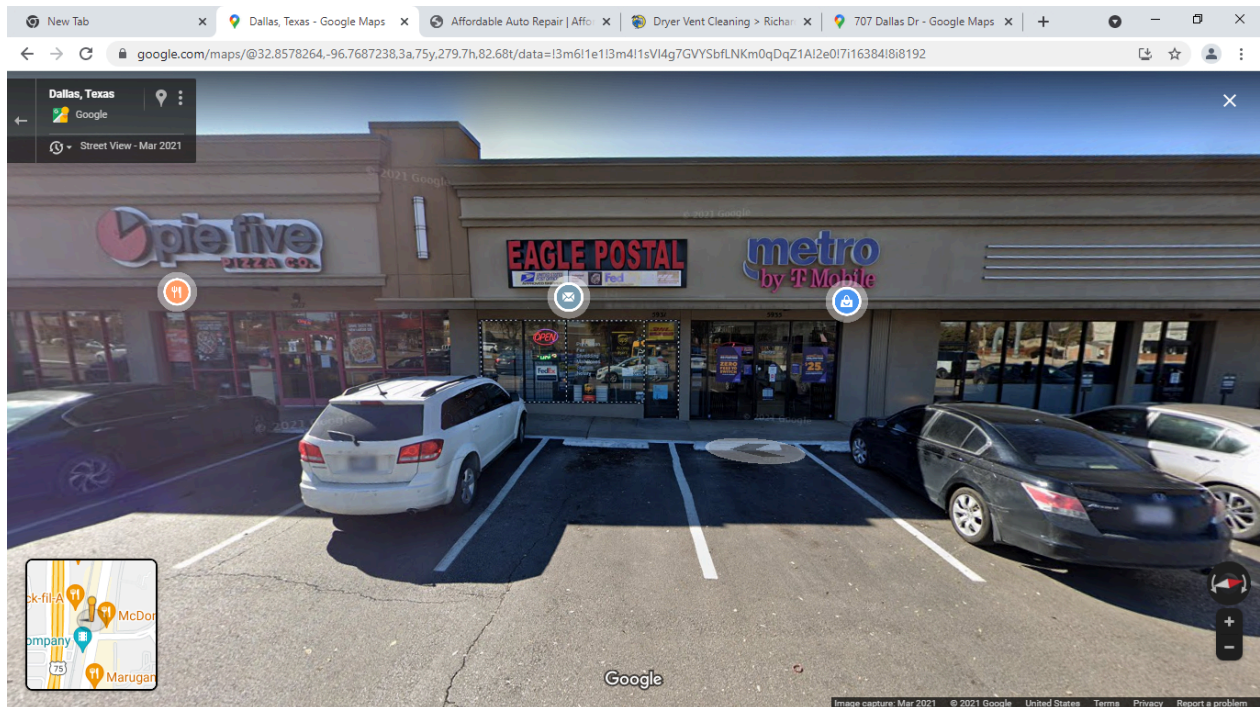
- Eagle Postal Gree... 4.4 ★ (100) Post office
- Eagle Postal Cente... 4.9 ★ (71) Shipping service
- Eagle Postal Cente... 4.2 ★ (51) Shipping and maili...
- Eagle Postal Cente... 4.5 ★ (55) Mailing service
- Eagle Postal Alpha 4.1 ★ (78) Shipping and maili...
- DHL Store Da 4.4 ★ (24) Shipping corr

At the bottom of the map interface, there is a footer with "Map data ©2021 United States Terms Privacy Send feedback 20 ft".

## [Rick's Custom Fence? Ok... We'll Go See.](#)



## **No. It's Just an Eagle Postal Center Fake Listing.**



While you are doing this, consider where you drop the PIN marker for the Galaxy. Placing your marker near a location's downtown center or directly over a competitor's physical location can be quite effective. When the Dark Side smiles upon you, the Google Force will ensure your marker takes precedence, and in many cases, the competitor is invisible, because two things cannot exist in the Google Galaxy in the same place at the same time. This is also a wise strategy if you're targeting a particular competitor and want to steal potential customers who are looking for them and find you by mistake... or the via the Dark Side... I recommend using a fake name that is similar or incorporates their name in part or totality plus some.

I feel your impatience. I see the boredom in your eyes, my young apprentice. But you have yet to experiment with the secrets I am giving you... I cannot quite blame you for the insolence. Not completely... Many have laughed at my wisdom, and many have fallen to the slaughter as my powers destroyed them, apprentice and foe alike. Again, I remind you... do not challenge me. The sectors you wish can be yours, as long as you leave mine alone and understand your place. I do not seek to rule the entire Galaxy... merely the sectors that profit me. The time may come when your powers grow mightier than my own, but today is not that day.

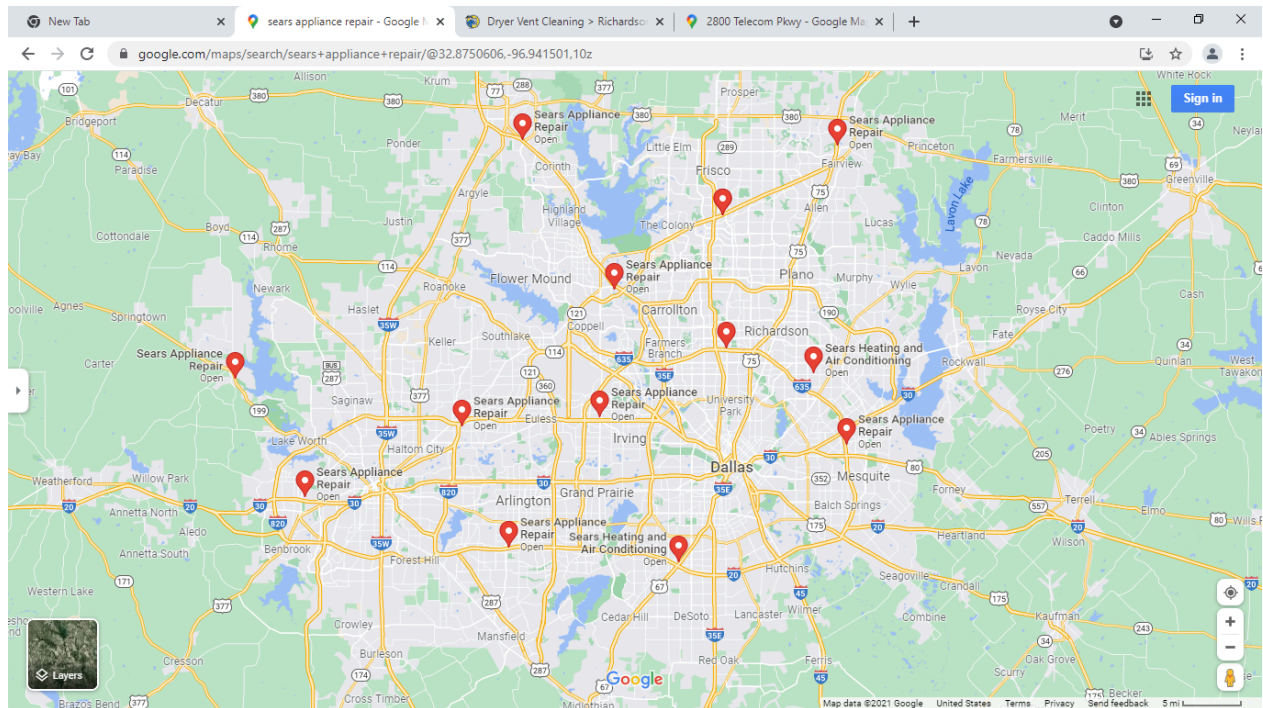
This power is the key, both to the present and the future. This is the key to defeating the Galaxy's algorithm updates designed to combat doorway pages, blog comment spam, Google's Panda and Penguin and Hummingbird, Google's RankBrain... The Dark Side is stronger when wielded properly. You may be up to the task... only time will tell.

**How many is too many? The Galaxy allows for more than you'd think. Use it.**

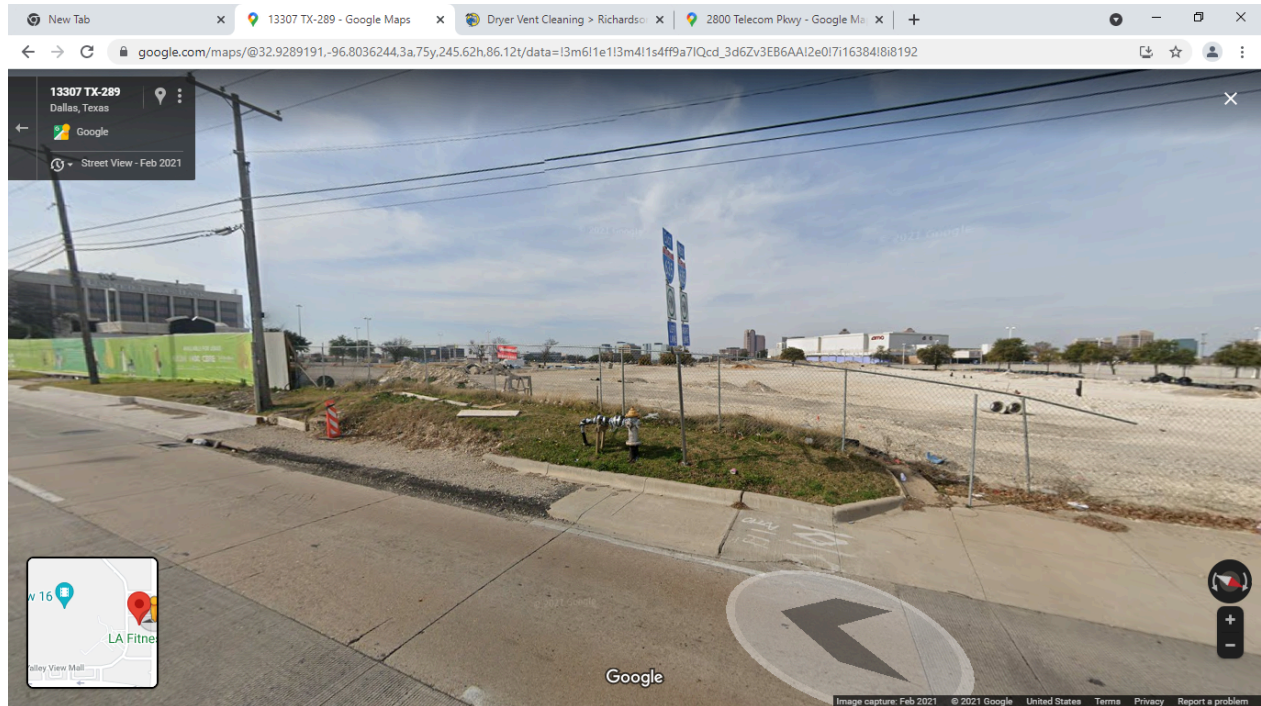
The Google Galaxy has rules... and one can only manipulate the rules to a point. However, the Dark Side is strong in the Galaxy, and many of the rules can be bent, if not completely broken by a true Sith Lord. The Galaxy allows only a single location per company station, however departments within a company that have forward facing contacts are allowed an additional listing per department on that planet. Whether you truly have all of these departments or not... fake it. Sears or someone acting on their behalf or to promote their interests does it currently and is having mad success. They're



even doing so well as to sell leads from the traffic, as they don't truly have anyone to fulfill those leads in the first place service wise. Do a search for them in your local market and see how often the Galaxy offers them as a destination.



## Sears Appliance Repair on Preston Road in Dallas



Afraid, you ask? No... I fear nothing when speaking the truth. While I understand the might of their empire on this planet, I have no fear of reprisal, my apprentice. The tactics are quite clear... even one with as little training as you should recognize them... and they've called to try and sell one of my clients leads... I recognize the use of the Dark Side when I see it. Attempting to call me to the table for my statements would cost them everything they've gained through the use of the Dark Side. Some battles are better left unfought, for who truly wants to bite the hand that feeds?

Be wise and follow their lead... Should I choose to destroy the fragile system they have created, the Dark Side is with me. They thrive under my watchful eye, as they have yet to challenge me. But I am always watching...

## [Google My Business Guidelines for Representing Your Business](#)

### **Departments within other businesses, universities, or institutions**

Departments within businesses, universities, hospitals, and government institutions may have their own Business Profiles on Google.

Auto dealers and healthcare providers have specific and separate guidelines. Get started with Google My Business for [auto dealers](#) and [healthcare providers](#).

Learn more

Publicly-facing departments that operate as distinct entities should have their own page. The exact name of each department must be different from that of the main business and that of other departments. Typically such departments have a separate customer entrance and should each have distinct categories. Their hours may sometimes differ from those of the main business.

- Acceptable (as distinct Business Profiles):
  - "Walmart Vision Center"
  - "Sears Auto Center"
  - "Massachusetts General Hospital Department of Dermatology"
- Not acceptable (as distinct Business Profiles):
  - The *Apple products* section of Best Buy
  - The *hot food bar* inside Whole Foods Market

For each department, the category that is the most representative of that department must be different from that of the main business and that of other departments.

- The main business "Wells Fargo" has the category "Bank" whereas the department "Wells Fargo Advisors" has the category "Financial Consultant"
- The main business "South Bay Toyota" has the category "Toyota Dealer" whereas the "South Bay Toyota Service & Parts" has the category "Auto Repair Shop" (plus the category "Auto Parts Store")
- The main business "GetGo" has the category "Convenience Store" (plus the category "Sandwich Shop") whereas the department "GetGo Fuel" has the category "Gas Station", and the department "WetGo" has the category "Car Wash"

Individual practitioners (e.g. doctors, lawyers, real estate agents)

An individual practitioner is a public-facing professional, typically with their own

customer base. Doctors, dentists, lawyers, financial planners, and insurance or real estate agents are all individual practitioners. Business Profiles for practitioners may include title or degree certification (e.g. Dr., MD, JD, Esq., CFA).

An individual practitioner should create their own dedicated Business Profile if:

- They operate in a public-facing role. Support staff should not create their own Business Profiles.
- They can be contacted directly at the verified location during stated hours.

A practitioner shouldn't have multiple Business Profiles to cover all of their specializations. Sales associates or lead generation agents for corporations aren't individual practitioners and aren't eligible for a Business Profile.

Learn more

Multiple practitioners at one location

If the practitioner is one of several public-facing practitioners at this location:

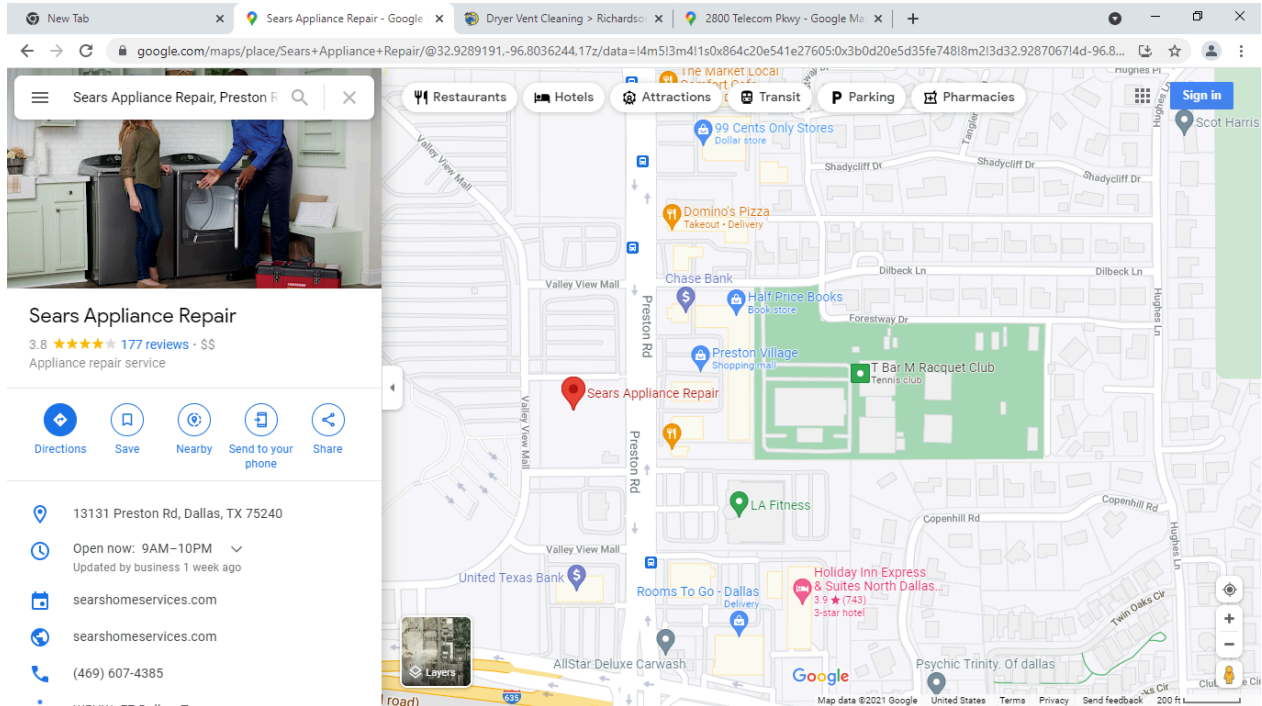
- The organization should create a Business Profile for this location, separate from that of the practitioner.
- The title of the Business Profile for the practitioner should include only the name of the practitioner, and shouldn't include the name of the organization.

Solo practitioners that belong to branded organizations

If a practitioner is the only public-facing practitioner at a location and represents a branded organization, it's best for the practitioner to share a Business Profile with the organization. Create a single Business Profile, named using the following format: [brand/company]: [practitioner name].

Acceptable: "Allstate: Joe Miller" (if Joe is the sole public-facing practitioner at this Allstate-branded location)

**Note: The Name of This “Department” is “Sears Home Services” as Can Be Seen in the Website URL. Google Doesn’t Care, Use a Keyword Phrase Along With Your Name. If You’re Large Enough, They’ll Leave You Alone.**



## Let's Try GE Appliance Repair. Try it in Your Area!

A screenshot of a Google Maps search for "ge appliance repair" in the Dallas area. The search results on the left show four listings, all with "Appliance repair service" and "Open until 10:00 PM". The listings include:

- GE Appliance Repair**: 2.3 stars (6 reviews), (469) 262-6649
- GE Appliance Repair**: 1.0 star (1 review), (866) 530-7025
- GE Appliance Repair**: No reviews, (866) 530-7025
- GE Appliance Repair**: 5.0 stars (1 review), (866) 653-7025

The map shows several red location pins across the Dallas area, with labels like "Dial GE Appliance Repair", "On-Time Appliance Repair", and "Kmw appliances".

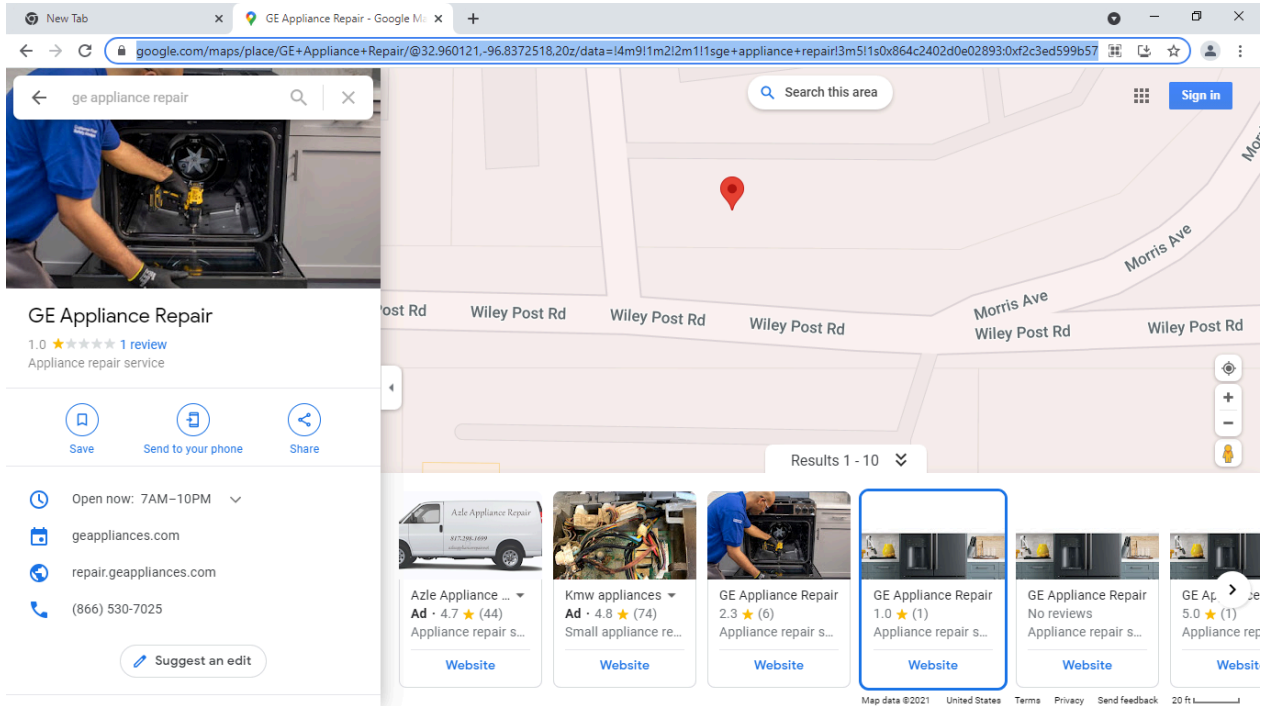
## It Seems Legit... Let's See Where They're Located!

A screenshot of a Google Maps search for "GE Appliance Repair" in Little Forest Hills, Dallas. The search results on the left show a listing for "GE Appliance Repair" with a 2.3 star rating (6 reviews) and phone number (469) 262-6649. The listing includes a photo of a technician working on an appliance. The map shows a red location pin in Little Forest Hills, near White Rock Creek. Below the map, there is a carousel of search results for "GE Appliance Repair" with various ratings and website links.

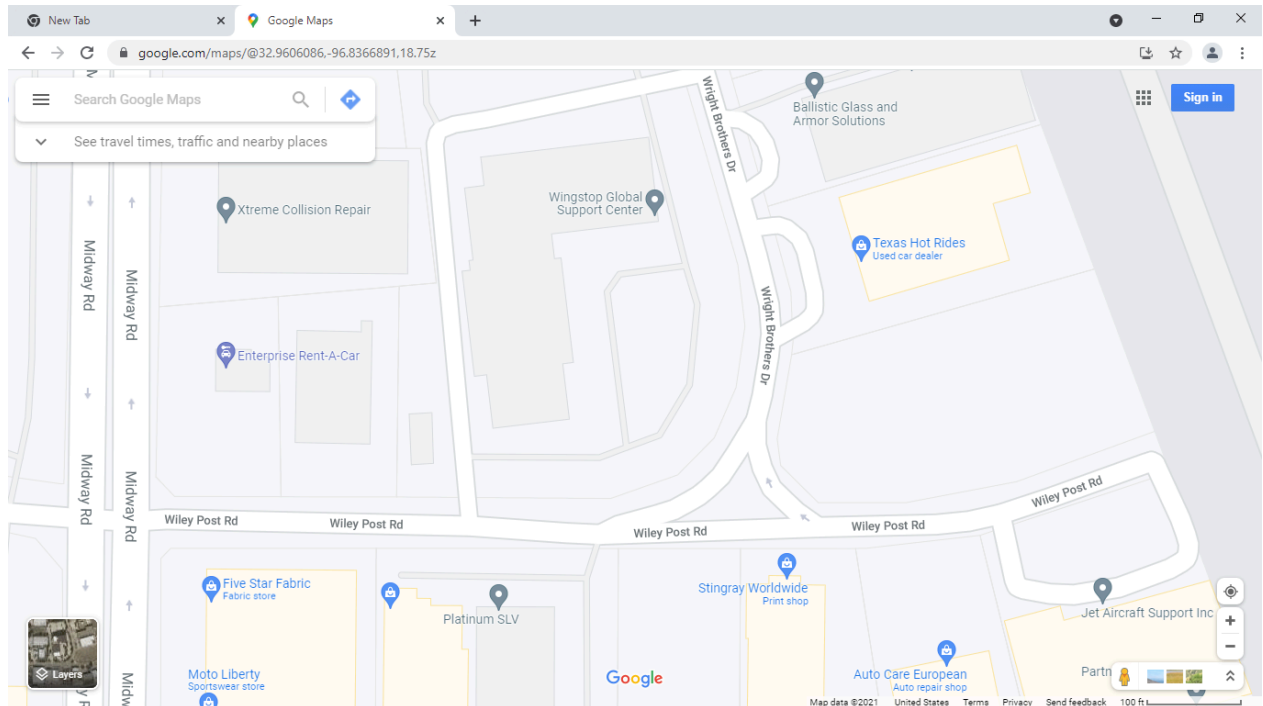
# This Doesn't Exist Here...



## Another Example.



**This Doesn't Exist Here. It's Another Company's Corporate Office!**





# Examples of Spaceports in Every Service Area by City in a Metro Area

ge appliance repair

GE Appliance Repair  
5.0 ★★★★★ 1 review  
Appliance repair service

Save Send to your phone Share

Open now: 7AM-10PM  
geappliances.com  
repair.geappliances.com  
(866) 853-6296

Suggest an edit

Map data ©2021 Google, United States, Terms, Privacy, Send feedback, 5 mi

ge appliance repair

GE Appliance Repair  
Appliance repair service

Save Send to your phone Share

Open now: 7AM-10PM  
geappliances.com  
repair.geappliances.com  
(866) 530-7025


Suggest an edit

From the owner

Map data ©2021 Google, United States, Terms, Privacy, Send feedback, 5 mi

GE Appliance Repair - Google Maps

ge appliance repair

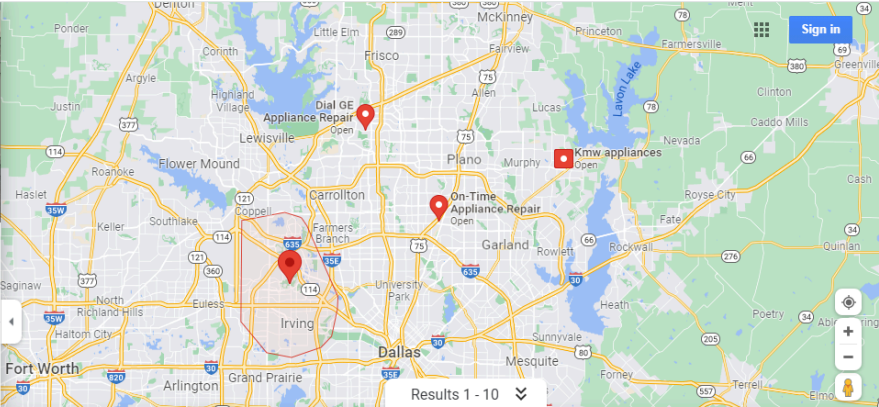


**GE Appliance Repair**  
 1.0 ★★★★★ 4 reviews  
 Appliance repair service

Save Send to your phone Share

Open now: 7AM-10PM  
 geappliances.com  
 repair.geappliances.com  
 (866) 853-6296

Suggest an edit




Results 1 - 10

Appliance Repair 5.0 ★ (1) Appliance repair s... Website	<b>GE Appliance Repair</b> 1.0 ★ (4) Appliance repair s... Website	On-Time Applianc... 4.1 ★ (54) Appliance repair s... Website	Dial GE Appliance ... 5.0 ★ (1) Appliance repair s... Website	GE Appliance Repair 3.0 ★ (1) Appliance repair s... Website	GE Ap... 2.7 ★ (3) Appliance rep... Website
---	---	---	--	--	--

Map data ©2021 Google United States Terms Privacy Send feedback 5 mi

GE Appliance Repair - Google Maps

ge appliance repair

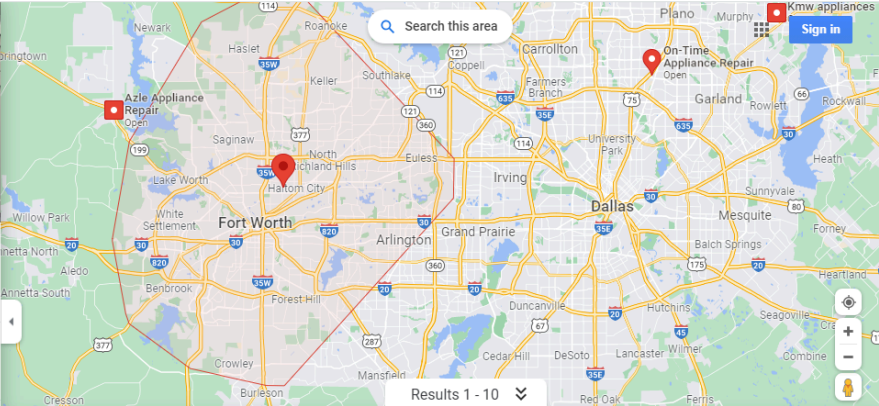


**GE Appliance Repair**  
 3.0 ★★★★★ 1 review  
 Appliance repair service

Save Send to your phone Share

Open now: 7AM-10PM  
 geappliances.com  
 repair.geappliances.com  
 (817) 349-6160

Suggest an edit



Results 1 - 10

Appliance Repair 5.0 ★ (1) Appliance repair s... Website	GE Appliance Repair 1.0 ★ (4) Appliance repair s... Website	On-Time Applianc... 4.1 ★ (54) Appliance repair s... Website	Dial GE Appliance ... 5.0 ★ (1) Appliance repair s... Website	<b>GE Appliance Repair</b> 3.0 ★ (1) Appliance repair s... Website	GE Ap... 2.7 ★ (3) Appliance rep... Website
---	--	---	--	---	--

Map data ©2021 Google United States Terms Privacy Send feedback 5 mi

New Tab x GE Appliance Repair - Google Maps

google.com/maps/place/GE+Appliance+Repair/@32.5028785,-97.3798611,10z/data=!4m9!1m2!2m1!1sge+appliance+repair!3m5!1s0x864e80d6336d1b670:0xc4e3a995e1a4ce...

ge appliance repair

**GE Appliance Repair**  
 2.7 ★★★★★ 3 reviews  
 Appliance repair service

Save Send to your phone Share

Open now: 7AM-10PM  
 geappliances.com  
 repair.geappliances.com  
 (866) 853-6296

Suggest an edit

Results 1 - 10

- On-Time Appliance Repair 4.1 ★ (54) Appliance repair service Website
- Dial GE Appliance Repair 5.0 ★ (1) Appliance repair service Website
- GE Appliance Repair 3.0 ★ (1) Appliance repair service Website
- GE Appliance Repair 2.7 ★ (3) Appliance repair service Website**
- GE Appliance Repair 2.5 ★ (2) Appliance repair service Website

Map data ©2021 Google United States Terms Privacy Send feedback 5 mi

New Tab x GE Appliance Repair - Google Maps

google.com/maps/place/GE+Appliance+Repair/@32.5028785,-97.3798611,10z/data=!4m9!1m2!2m1!1sge+appliance+repair!3m5!1s0x864e62bd7991bdc1:0xc7f55274e5a9d3f...

ge appliance repair

**GE Appliance Repair**  
 2.5 ★★★★★ 2 reviews  
 Appliance repair service

Save Send to your phone Share

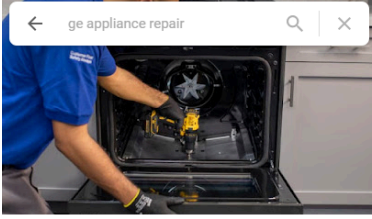
Open now: 7AM-10PM  
 geappliances.com  
 repair.geappliances.com  
 (817) 349-6160

Suggest an edit

Results 1 - 10

- On-Time Appliance Repair 4.1 ★ (54) Appliance repair service Website
- Dial GE Appliance Repair 5.0 ★ (1) Appliance repair service Website
- GE Appliance Repair 3.0 ★ (1) Appliance repair service Website
- GE Appliance Repair 2.7 ★ (3) Appliance repair service Website
- GE Appliance Repair 2.5 ★ (2) Appliance repair service Website**

Map data ©2021 Google United States Terms Privacy Send feedback 5 mi



### GE Appliance Repair

2.3 ★★★★★ 6 reviews  
Appliance repair service

- Save
- Send to your phone
- Share

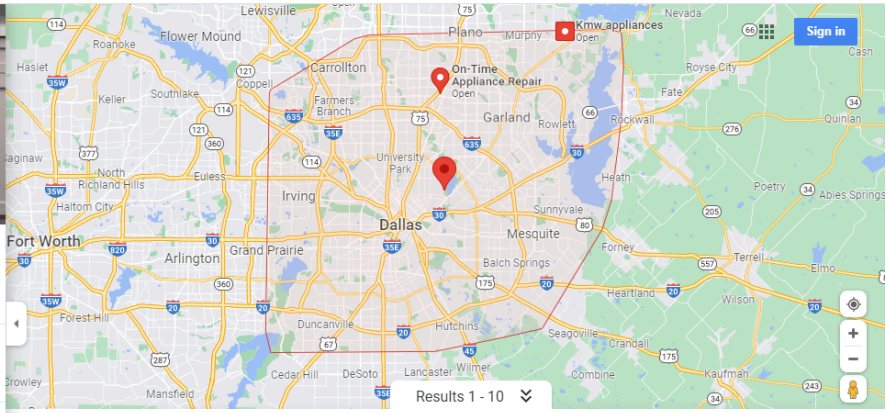
Open now: 7AM-10PM

geappliances.com

repair.geappliances.com

(469) 262-6649

Suggest an edit



- Azle Appliance Repair  
Ad · 4.7 ★ (44)  
Appliance repair s...  
Website
- Kmw appliances  
Ad · 4.8 ★ (74)  
Small appliance re...  
Website
- GE Appliance Repair**  
2.3 ★ (6)  
Appliance repair s...  
Website
- GE Appliance Repair  
1.0 ★ (1)  
Appliance repair s...  
Website
- GE Appliance Repair  
No reviews  
Appliance repair s...  
Website
- GE Appliance Repair  
5.0 ★ (1)  
Appliance repair s...  
Website