

Hi guys,

The problem is one of our CBD stores (link to it via the Tiny URL on forum post) in Brisbane (city in Australia) is not ranking for the keyword term “Brisbane cbd specsavers” on the first page (currently ranked 5th if you click on see results for Brisbane CBD Specsavers) when searching for “Brisbane cbd specsavers” on Google Australia:

The funny thing is, the store is actually in the CBD (Central Business District). While the other stores Google has listed (ranked in the top 3) are way outside the CBD area!

For example - Store A, B, C are nowhere near the CBD! :

Search results for "brisbane cbd specsavers" on Google Australia. The search bar shows "brisbane cbd specsavers" and the results are filtered by "Web".

Ad related to **brisbane cbd specsavers** ⓘ
Specsavers Brisbane CBD - specsavers.com.au
www.specsavers.com.au/Brisbane-CBD
Find your nearest **Brisbane** store & book an eye test online today!
📍 1865 Logan Road, Shop 1014, Westfield Garden City - (07) 3420 0780
Albert Street Store Special Offers
Creek Street Store 2 Pairs Designer frm \$199

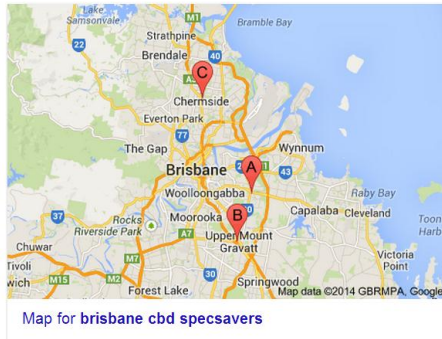
Brisbane - Specsavers Optometrists
www.specsavers.com.au > Find a store
Book an appointment at **Specsavers Opticians Brisbane** - Albert St for eye tests, glasses & contact lenses fittings.

Specsavers Optometrists
www.specsavers.com.au
1 Google review

Specsavers
www.specsavers.com.au
Google+ page

Specsavers Optometrists
www.specsavers.com.au
2 Google reviews

See results for **brisbane cbd specsavers** on a map »



The store is only listed if you click on see results for Brisbane CBD Specsavers (ranked 5th) see image below:

Search results for "brisbane cbd specsavers" on Google Australia. The search bar shows "brisbane cbd specsavers" and the results are filtered by "Web".

Showing results 1 - 10 for brisbane cbd specsavers

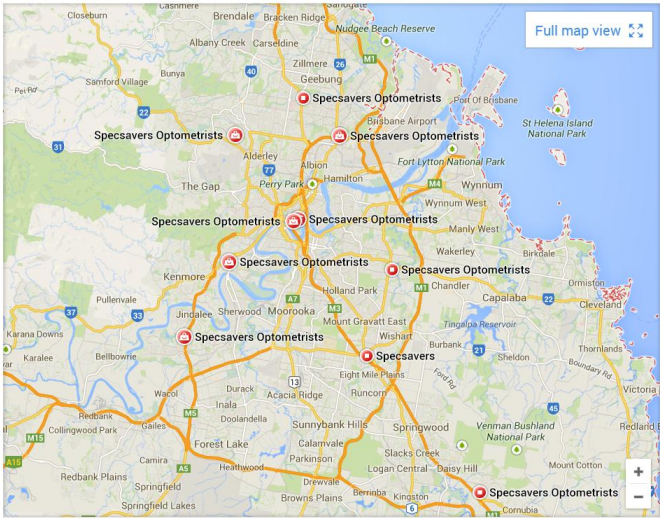
Specsavers Optometrists
1 review · Eye Care Centre
Shop 1249, Westfield Carindale/1151 Creek Road, Carindale QLD 4152 (07) 3398 5866

Specsavers
Eye Care Centre
Shop 1014/Westfield Garden City Corner Logan and Kessels Road, Upper Mt Gravatt Queensland 4122 (07) 3420 0780

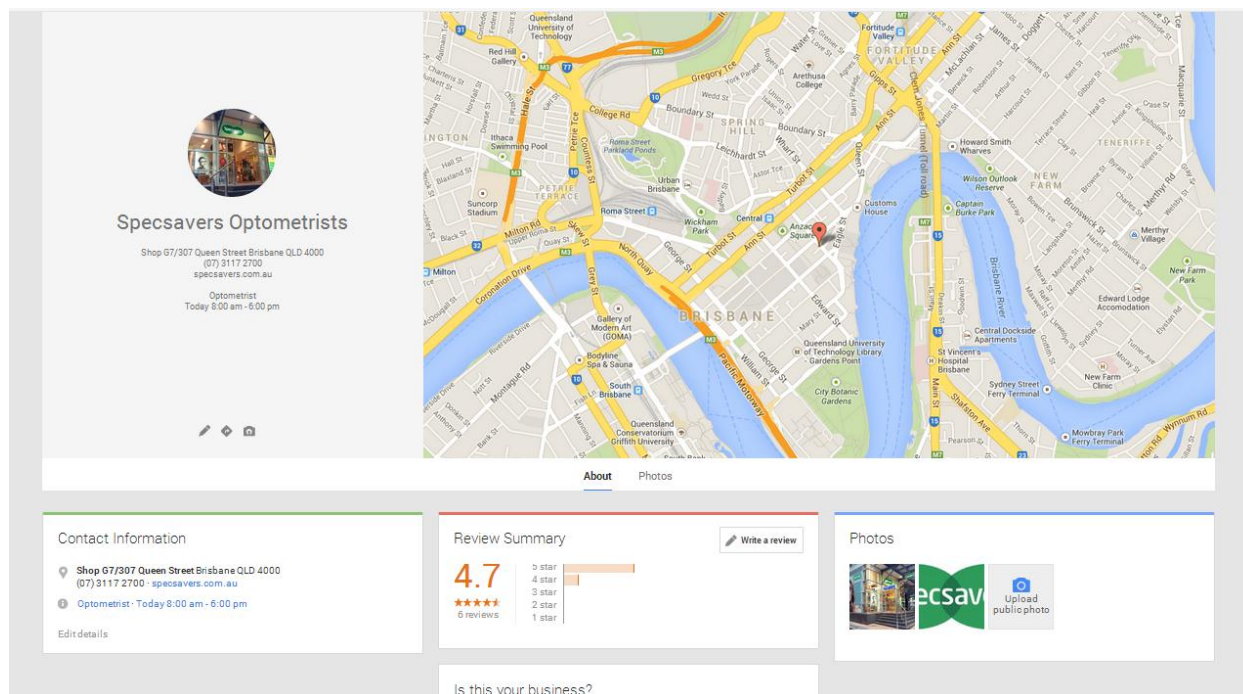
Specsavers Optometrists
2 reviews · Eye Care Centre
Shop 396A/Westfield Chermiside Cnr Gympie Rd & Hamilton Road, Chermiside Queensland 4032 (07) 3861 4533

Specsavers Optometrists
1 review · Optometrist Shop
197 Albert St, Brisbane QLD 4000 (07) 3211 4355

Specsavers Optometrists
4.7 ★★★★★ 6 reviews · Optometrist
Shop G7/307 Queen Street, Brisbane QLD 4000 (07) 3117 2700



The other funny thing this store has over 6 reviews. While the stores who are ranking hardly have none.



I have also built over 20 citations to the store. And none to the other stores! This store should be easily outranking them.

The possible problems on why I think this might be the case are the following:

The correct address of the store is:

**Address for Specsavers
Optometrists, Brisbane -
Creek Street**
Shop G7 307 Queen Street Cnr Creek
Street and Edison Lane
Brisbane QLD 4000

Which over 20 citations contain.

I realize the current address on the actual GP listing is:

Contact Information

📍 **Shop G7/307 Queen Street Brisbane QLD 4000**
(07) 3117 2700 · specsavers.com.au

🕒 **Optometrist · Today 8:00 am - 6:00 pm**

[Edit details](#)

Which is missing Cnr Creek Street and Edison Lane.

I have added this to GP (see below) but the address hasn't updated in months. I have contacted Google about this and they responded back saying GP is going through some update and it may take a while for the updated address to go through.

By the way we are using Google Bulk Upload to manage all our listings.

This is the store information under edit location in GP:

←

Edit location

Location 2 of 2

<

>

e

Store Code

Creek Street

Name

Specsavers Optometrists

Address

Shop G7 307 Queen Street, Cnr Creek Street and Edison Lane, Brisbane, CBD, QLD, AU

Categories

Optometrist

Description

Book an appointment at Specsavers Brisbane CBD (East) online today. Professional eye care, designer glasses and contact lenses at revolutionary low prices.

Home Page

<http://www.specsavers.com.au/stores/brisbanecbdeast/>

Contacts

Main Phone

(07) 3117 2700

Alternate Phone

Mobile

Fax

(07) 3236 1179

Email

store.brisbanecbdeast@st.au.specsavers.com

Opening Hours

Monday

8:00 AM - 6:00 PM

Tuesday

8:00 AM - 6:00 PM

Wednesday

8:00 AM - 6:00 PM

Thursday

8:00 AM - 6:00 PM

Friday

8:00 AM - 6:00 PM

Images

<http://www.specsavers.com.au/media/AU/Images/Specsavers%20low%20res%20jpeg.jpg>

Payment Types


AdWords Location Extension

Icon URL

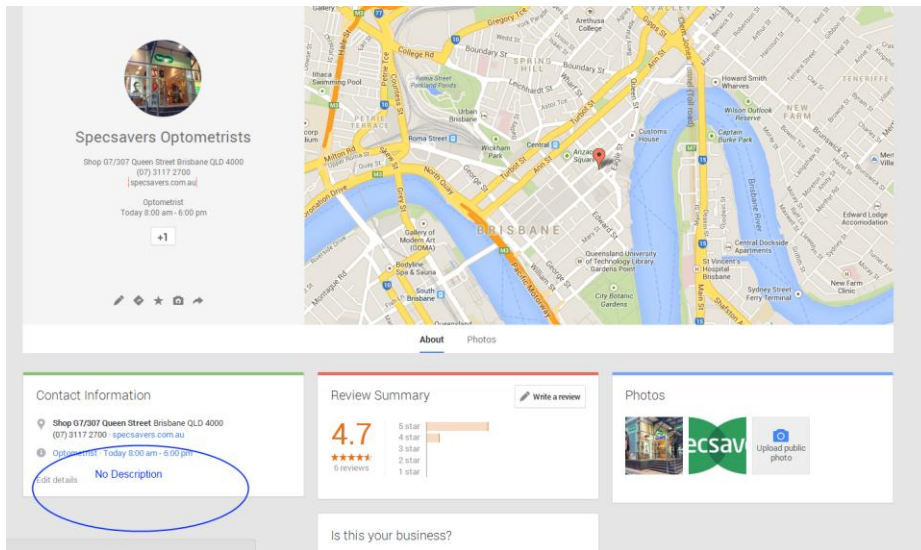
Phone

Landing Page URL

See location on Google Maps



The other thing the description on the listing is not there. Even though I have added it above.



What do you guys think is the problem?

Is there anything else I can do while I wait for Google to make those changes?

Any recommendations would be high appreciated.