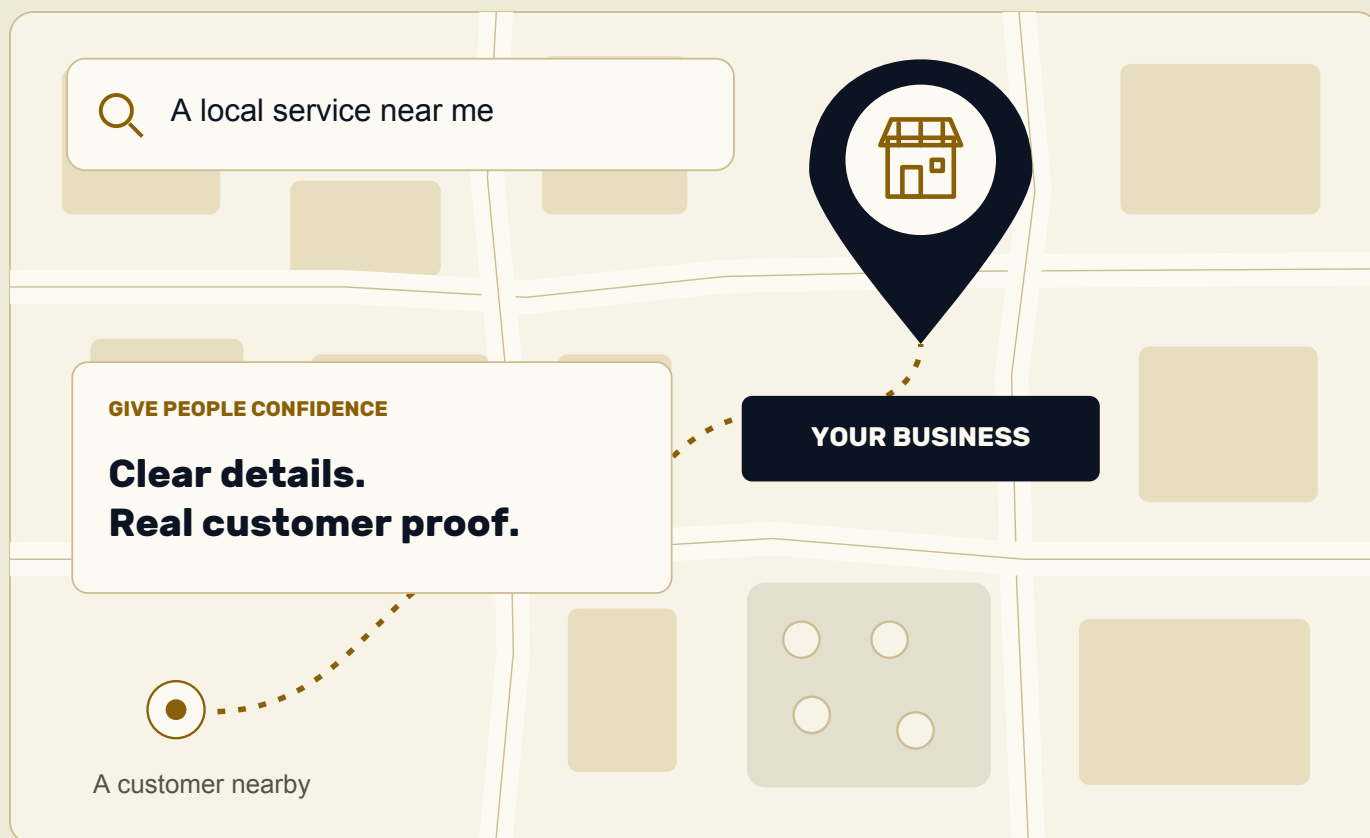




Your next customer is looking nearby.

Help them find you.
Give them a reason to choose you.



Be easy to find

Keep your details accurate.

Be useful

Answer local questions.

Build trust

Show genuine customer proof.

Local SEO for Small Businesses

The complete guide + a practical 90-day plan





START HERE

Build a useful local presence

Local search works best when the business information is accurate, the website answers real questions and customers can act with confidence. This guide connects those pieces and gives you a manageable order for improving them.



Find

Help nearby people discover the right service.



Evaluate

Show the details and proof people need.



Contact

Make inquiries, visits and bookings easy.

YOUR ROUTE THROUGH THE GUIDE

Understand local search	03	Check technical health	16
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USE THE WORKSHEETS

Print or annotate pages 22-26. Give each action an owner, a due date and a way to check it worked. Start with customer-impacting errors before adding more content.



Understand what local search shows

A profile and a website support different parts of the same decision.

Someone searching for roof repair near me, a Fort Myers family attorney or coffee in Babcock Ranch may see map results, business profiles, organic website pages, images and other features. The mix depends on the query, location, device and search context.



Business Profile

Quick details, discovery and direct actions.



Website

Service detail, proof and a clear contact path.



Reputation

Customer experiences and local recognition.

Three ideas behind local ranking

Factor	What it means	Practical focus
Relevance	How well the business matches the search.	Describe your actual business and services clearly.
Distance	How far the business is from the searcher.	Represent your real location and service area accurately.
Prominence	How well-known the business is.	Build a sound reputation and real local relationships.

Google describes local results around relevance, distance and prominence, also described as popularity. You cannot request or buy a better organic local ranking. Paid advertising is a separate route to visibility. A large service-area setting does not make a single business location equally nearby to every customer.

Official guidance: [1]. Links and edition notes on page 28.

CHOOSE A USEFUL TARGET

Focus on the services and places that produce suitable customers. A prominent position for a low-value search is less useful than a dependable stream of qualified inquiries.



Record your starting point

A baseline makes progress visible and prevents conflicting edits.

Create one business information record

Keep a shared, business-controlled record of the real-world name, main phone, website, public address if appropriate, service area, customer-facing hours, categories, descriptions, services and useful links. Include holiday arrangements and who approves changes.

Record	Include
Identity + coverage	Real-world business name, main phone, public location or service areas.
Customer details	Regular and special hours, services, booking or menu links, practical access information.
Access + responsibility	Account owner, managers, recovery contact, renewal owner and review date.
Visibility + demand	Profile activity, website search data, qualified leads, reviews and important listing errors.

Capture a comparable period

- Save the last full month of available profile and website data; use a longer period if lead volume is small.
- Record the priority service pages, areas served and queries people use. Separate searches for your name from broader service searches.
- Note seasonality, advertising, closures, staffing changes and tracking gaps. Compare like periods and, where useful, the same season a year earlier.

Treat a manual search as a spot check. Results vary across locations and contexts; one search from your desk cannot establish performance across a whole market. Keep the date, area, query and method with any visibility observation.

FIRST USEFUL ACTION

Use page 22 to establish the business record, then page 26 to capture the baseline. Store access details securely; the worksheets are not a place for passwords.



Choose the right profile setup

Confirm eligibility before creating or changing a listing.

A Google Business Profile generally requires in-person contact with customers. Online-only businesses are not eligible. Choose the setup that reflects how the business actually operates, and check category-specific rules before assuming an exception applies.



Customers visit your location

A storefront needs a real, eligible location. Check signage, staffing and customer-facing hours before displaying the address.



You travel to customers

Use a service-area setup when customers do not visit your base. Hide that address on the public profile and state the areas you actually serve.



Customers visit, and you travel

A hybrid business can show its eligible storefront and service area. Make visiting hours and travel coverage clear.

Use genuine locations

A rented mailing address or virtual office does not establish eligibility. Co-working offices have additional conditions, including signage, receiving customers and staffing by your own team. Do not create a new profile just to target another town.

Separate staffed business locations can have their own eligible profiles. Practitioners, departments and some categories have extra rules. Check those cases against the current guidance before creating, merging or removing profiles.

Official guidance: [2], [3], [13]. Links and edition notes on page 28.

SERVICE-AREA SETTINGS

Use specific cities, postal codes or other supported areas. Google currently allows up to 20 areas and generally advises an overall boundary within about two hours of driving time. Choose accurate coverage; the maximum is not a target.



Complete the details customers need

Work from the business information record, then check the public result.



Verify and retain control

Complete the verification method Google offers. Keep ownership with the business and give trusted helpers their own roles instead of sharing one password.

Make the essential fields accurate

- ☐ Use the real-world name customers recognize. Put services and locations in their proper fields.
- ☐ Choose the most specific primary category that fits the main business, then only relevant secondary categories.
- ☐ Confirm the phone reaches the business and the website link opens the right page.
- ☐ Set accurate customer-facing hours and special hours where applicable.
- ☐ List genuine services, suitable attributes and a natural-language description.
- ☐ Add available appointment, menu, reservation or order links and test the destination.

Describe the business in customer language

Explain what you do, who it is for and where you work. Use the description to remove uncertainty. A customer needs to know whether you handle their kind of job, whether they are in your area and how to begin.

ILLUSTRATIVE DESCRIPTION

We repair and maintain residential irrigation systems across our listed service area. Our team diagnoses leaks, replaces damaged components and helps homeowners plan routine maintenance. Contact us to check availability for your address.

Use only claims, credentials, availability and locations the business can support. Recheck the live profile after edits; a saved change is not proof that the public information is correct.

Official guidance: [2]. Links and edition notes on page 28.



Keep the profile recognizable and useful

Accurate details and real visuals help people know what to expect.



Recognize

The exterior, sign or arriving team.



Understand

Products, services and work in progress.



Feel confident

People, finished work and practical details.

Build a small, current visual library

Photograph the storefront and entrance if customers visit, the team where appropriate, genuine work, products, interiors and useful wayfinding details. For a mobile service, show the people and equipment customers will meet. Replace images that no longer represent the business.

Use images you have permission to publish. Check for faces, documents, number plates or private property details that should not appear. Do not use stock or generated pictures as evidence of work you did or premises you operate.

When	What to check
When something changes	Hours, closures, phone, booking links, services and relocation details.
Regular customer-view check	Suggested edits, map pin, action links, photos and third-party destinations.
Before busy periods	Special hours, seasonal services, capacity, arrival information and who will answer.
When access changes	Managers, business ownership, recovery details and the outgoing provider's access.

FEATURES VARY

Available profile features depend on category, region and Google's current product. Use and measure the options actually shown for your business. Do not build a plan around a feature merely because it appears in an old tutorial.



Build a fair review-request process

Invite honest feedback through a consistent customer workflow.

Choose a routine event, such as a completed visit or project milestone, and use the same trigger for the eligible customer group. Do not use praise, satisfaction scores or staff judgment to select who receives the public review link.



Complete

A real customer experience occurs.



Invite

Send a neutral request and direct link.



Learn

Read feedback and act on themes.

Keep the invitation neutral

EXAMPLE REQUEST

Thank you for choosing [business]. If you would like to share your experience, you can leave an honest Google review here: [review link]. Your feedback helps us improve and helps other customers decide.

- Ask for an honest review, without dictating a rating, keywords or what to write.
- Do not offer discounts, gifts, prizes or payment for reviews or for changing or removing a negative review.
- Do not route happy customers to Google while sending unhappy customers only to a private form.
- Avoid reviews from people with conflicts of interest, such as staff or close affiliates.

Get the direct review link or QR code from your own Business Profile and test it. A private feedback channel can exist alongside the public invitation, as long as it does not screen out negative reviewers. Use suitable customer-contact channels and respect opt-outs.

Official guidance: [4], [5]. Links and edition notes on page 28.



Respond, then learn from the pattern

The reply is public. Write for the reviewer and future customers.



Acknowledge the experience

Keep the response human and relevant. Thank people for useful feedback, answer a question when appropriate and avoid repeated promotional copy.



Handle concerns calmly

Acknowledge the issue without exposing private details. Offer an appropriate private contact route for investigation. Only report a review when you believe it breaches policy.

A calm response to a concern

Thank you for raising this. We are sorry to hear that communication fell short of your expectations. Please contact [team/contact] so we can look into the details and discuss the next step with you.

Adapt the wording to the facts. Do not confirm a sensitive customer relationship, publish personal records or argue about private circumstances. Resolve the underlying issue through the right internal process.

Turn repeated feedback into better service

What customers mention	Operational follow-up	Website follow-up
Unclear arrival times	Review scheduling and updates.	Explain the arrival window you can actually meet.
Patient explanations	Keep that strength in the process.	Show how you explain options and next steps.
Unexpected charges	Review estimates and approval.	Clarify cost factors and what is excluded.

Use real themes as research, not as permission to invent testimonials. Obtain permission for customer stories and preserve the meaning and context of any quote you publish.

Official guidance: [5]. Links and edition notes on page 28.



Give each important service a useful page

Answer the questions people ask before they contact you.

Organize pages around genuine customer needs. A priority service may need its own page, but every slight keyword variation does not. Explain the service, who it suits, where it is available and what happens next.

SERVICE PAGE / ILLUSTRATIVE

Clear service + area

What you do and where you work.

Useful detail

Fit, process, cost factors and timing.

Real proof

Relevant project, team or qualification.

Common questions

Practical answers and service limits.

A clear next step

Call, request an estimate or book.

Be specific about fit

Describe the problem you solve, the customer you serve and situations outside your scope.

Make expectations visible

Explain the steps, what affects price and timing, and what the customer must provide.

Show credible evidence

Use real work, relevant qualifications and supported claims. Label examples clearly.

Make contact useful

Set a clear action and response expectation. Ask only for information needed to begin.

Use location information where it helps

A physical business should explain address, hours, parking, accessibility and arrival details. A service-area business should state coverage, boundaries and any travel conditions. Keep the Contact page and footer consistent with those facts.

A PRACTICAL PAGE TEST

Could a suitable customer understand the offer and decide what to do without calling just to clarify the basics? If not, fill that information gap before expanding the page count.



Give location pages a reason to exist

A place name alone is not enough to justify a page.

Create a location page when it serves a real market and has useful local detail. The page should help someone evaluate the service in that area. It should not imply that you have an office there if you only travel there.



Real coverage?

Can you serve the area reliably?



Useful difference?

Is there meaningful local detail?



Credible proof?

Can you support the claims?

If the answer is...	Use this approach
Yes: real local detail	Build a page with available services, practical boundaries, real projects and relevant questions.
Coverage, but little unique detail	Start with a clear service-area section on the main service or Contact page.
No reliable coverage	Do not promote that area as served. Fix the operational limitation before marketing it.

What a strong page can include

- Services available, neighborhoods served and any travel or scheduling limits.
- Original work from the area, with permission for images and customer stories.
- Relevant local conditions and useful FAQs; verify regulatory claims with the appropriate authority.
- Clear contact options and honest wording about where the team is based.

City-swapped pages that funnel people to the same destination with little added value can fall under Google's doorway-abuse policy. Avoid mass-producing thin local pages. The worksheet on page 24 helps decide what to publish.

Official guidance: [8]. Links and edition notes on page 28.



Correct the listings that customers use

Make the business easy to identify across important sources.

A local citation is a mention of the business name, address and phone number. Listings may appear on maps, directories, professional bodies, community sites and partner pages. The practical goal is accurate, unambiguous information where customers are likely to look.



Find

Locate important profiles and old listings.



Correct

Fix material errors and duplicates.



Maintain

Record access, ownership and review dates.

Prioritize by customer impact

Priority	Examples	First action
Immediate	Wrong phone, address, hours or closed location.	Correct the detail and verify the public result.
Next	Duplicate profiles or outdated core services.	Follow the platform's correction process.
Useful coverage	Relevant industry, chamber or partner profiles.	Claim or update genuine listings.
Low value	Harmless punctuation or abbreviation differences.	Fix when convenient after major errors.

Focus on reputable mapping platforms, industry directories, professional associations, licensing sources where relevant, and local community organizations. A long list of unfamiliar directories is not a useful success measure.

KEEP A CORRECTION LOG

Record platform, public URL, error, owner, date submitted and date verified. Store credentials securely. For Google duplicates, relocations or closures, follow the applicable process instead of creating another listing to replace the problem.



Make structured data accurate

A machine-readable description must match the real business.

Structured data is code that describes a page in a consistent format. It can help a search engine understand business details. Ask the developer to choose an appropriate type and keep it aligned with the information visitors can see.



Visible facts

Business details the page actually provides.



Accurate markup

A matching machine-readable description.



Validation

Check the code and inspect the live page.

Check what has been implemented

- ☐ The business type and details are accurate, with each genuine location represented correctly.
- ☐ The code matches current visible information; it contains no invented offices or hidden claims.
- ☐ The live page has been checked with Google's Rich Results Test and URL Inspection where relevant.
- ☐ Someone owns future updates when the name, hours, phone or location changes.

IF YOUR BUSINESS USES A PRIVATE HOME ADDRESS

Website code is public. Google's documented LocalBusiness rich-result requirements include an address. Do not expose a private home address or invent one to complete a template. Ask the developer about accurate public Organization details; this does not provide equivalent LocalBusiness eligibility.

Do not promise stars or rankings

Valid markup does not guarantee a rich result or a ranking gain. Reviews about your own business on your own site, including embedded third-party reviews, do not qualify those LocalBusiness or Organization pages for Google's review-star feature. Testimonials can still help customers evaluate you.

Official guidance: [6], [7], [14]. Links and edition notes on page 28.



Connect useful answers to useful pages

Local content should combine expertise with real customer needs.

Start with recurring customer questions. In Southwest Florida, a relevant topic might involve heat, humidity, seasonal residents or coastal conditions, depending on the service. Use local context only when it changes the advice or helps the reader decide.



Local question

A situation customers need to understand.

Useful answer

A guide, project story or service explanation.

Relevant action

A related service and a sensible next step.

Content idea	Useful detail to add
A real project story	The customer problem, local context, choices and supported result.
A seasonal planning guide	What to prepare, when to act and who the advice applies to.
A buying comparison	Trade-offs relevant to the service, place and customer need.
A local process explainer	Verified requirements, practical steps and links to official guidance.

Link the next useful question

Connect a service page to relevant project evidence, a location page to available services and a guide to the detailed service it supports. Use descriptive links such as "irrigation repair services" so the destination is clear. Avoid linking every city or service mention.

Update important pages when facts change, consolidate overlapping articles and remove obsolete material. Plan content around customer needs rather than freshness alone.

AI-ASSISTED CONTENT AND AI SEARCH / [12]

Review AI drafts for accuracy and add your expertise. Do not invent local experience. Google says established SEO practices apply to AI features; no special AI files or schema are required.



Earn relationships worth being known for

Build visibility around real participation and useful expertise.

Local mentions and links can arise from customers, partners, community work and professional involvement. Begin with relationships that make business sense. A relevant audience and credible association can matter even when a link brings no ranking benefit.



Contribute

Offer something useful to the community.



Be recognized

Earn relevant mentions and referrals.



Help the visitor

Send people to a useful destination.

Choose a small number of credible opportunities

- Join a relevant chamber or professional association and complete its business profile.
- Work with complementary businesses on a resource or event customers will use.
- Share a real expert perspective when local media asks for help.
- Publish a genuinely useful local resource, original analysis or project case study.
- Participate in supplier or partner directories where you have a real relationship.
- Support community activity because the program and audience fit the business.

Treat sponsorship honestly

Paid or sponsored links should be identified appropriately by the linking site, normally with rel="sponsored" or rel="nofollow". Avoid buying ranking-credit links, bulk low-quality links or fake local sites that exist only to point at your website.

Official guidance: [8], [15]. Links and edition notes on page 28.

A USEFUL OUTREACH BRIEF

Name the audience, the contribution you can genuinely make and the page that would help an interested visitor. Measure relevant relationships and qualified referrals, rather than counting links alone.



Make the site dependable on a phone

Technical quality helps people find, read and use your content.

Check the pages that bring local customers and the actions they need to take. A secure, accessible, working site is more useful than an isolated score. Start with faults that block discovery or prevent a customer from contacting you.

A practical technical review

- ☐ Priority pages can be crawled and indexed; no accidental login, noindex or blocking setting remains.
- ☐ Search Console is verified, the sitemap is current and important URLs have been inspected.
- ☐ Titles, headings and internal links make each page's purpose clear.
- ☐ Old important URLs redirect to relevant replacements; broken links and error pages are reviewed.
- ☐ HTTPS, mobile navigation, readable text and tap targets work as expected.
- ☐ Forms have labels, useful error messages and a tested delivery route.
- ☐ Keyboard navigation, focus, contrast, zoom and image alternatives receive a human check.

Core Web Vitals: useful targets

Metric	Good threshold	What it describes
LCP	2.5 seconds or less	How quickly the main content loads.
INP	200 milliseconds or less	How quickly interactions receive a visual response.
CLS	0.1 or less	How much content moves unexpectedly.

Assess all three at the 75th percentile of real visits, separately for mobile and desktop. Lab tests help diagnose issues but are not the same as field data. A low-traffic site may not have enough field data. Simple accessibility checks reveal some barriers; they are not a full evaluation.

Official guidance: [9], [10]. Links and edition notes on page 28.



Make the next step easy to complete

Follow an inquiry all the way from first click to the team's response.



Find the action

A visible, specific call to action.



Complete it

A working form, call or booking.



Get a response

Confirmation and a named follow-up owner.

Test the journey as a new customer

Customer action	What to verify
Call from a phone	The link dials the right number; someone answers or the fallback is clear.
Send an inquiry	The form submits, the team receives it and the customer sees confirmation.
Book or order	The destination, availability, required steps and confirmation all work.
Plan a visit	Address, hours, arrival details and accessibility information are accurate.
Check service coverage	The customer can tell whether you serve the address and what limits apply.

Ask only for information needed for the next step. Show a realistic response expectation, explain what happens after submission and provide an alternative contact method. Make any required privacy information easy to find.

Keep location details in text even if you embed a map. Review whether the map adds useful navigation and whether its loading or privacy behavior creates unnecessary friction.

RECORD THE TEST RESULT

Test the real published route on a phone, using the keyboard where relevant. Record the date, destination, result and follow-up owner. Repeat after changes to forms, plugins, booking tools or contact details.



Separate activity from business results

Define each number before using it to judge performance.

Use a short set of measures across visibility, customer actions and business outcomes. Track the services and areas that matter, and mark missing data as unavailable. A dashboard should help the next decision, not merely show more numbers.

Signal	What it can show	What it does not prove
Search impressions	Your site appeared for searches.	A visit, an inquiry or a sale.
Profile call-button clicks	Someone clicked the call action.	A connected or qualified call.
Profile website-link clicks	Someone clicked toward the site.	A completed website session.
Direction requests	Interest in navigating to a location.	An actual visit or purchase.
Qualified inquiries	Relevant, distinct opportunities logged by the team.	Won work or booked revenue.
Won work or bookings	Confirmed outcomes from the chosen lead group.	That SEO alone caused the outcome.

Keep the source definitions with the report

Google Business Profile performance can include actions from organic results and Google Ads. Only applicable metrics appear, and booking data needs a supported setup. Do not present the profile total as a clean organic-only result.

Use Search Console for website search data, analytics for measured website actions and a lead log or CRM for qualification and sales. Add a consistent "How did you hear about us?" question. Deduplicate repeat contacts and retain an unknown-source category.

Official guidance: [11]. Links and edition notes on page 28.



Use trends to choose the next action

Review monthly and quarterly, with context for what changed.

Define a qualified lead before reporting: for example, a genuine new inquiry for a service you offer, inside your coverage area, with a need you can reasonably serve. Use the same definition across calls, forms and bookings.

ILLUSTRATIVE MONTHLY LEAD COHORT / NOT A FORECAST



Unique inquiries

Distinct new opportunities logged.



Qualified leads

Meet the agreed service and area criteria.



New customers

Won from those qualified leads.

Qualification rate: $18 / 30 = 60\%$. **Win rate:** $6 / 18 = 33\%$.

Use the same lead group and enough time for sales to close. Do not divide this month's wins by unrelated new leads from this month.

Pattern	Investigate next
Visibility rises; inquiries do not	Check service fit, contact journeys, offer clarity and tracking.
Inquiries rise; qualification falls	Review queries, coverage, page promises and the definition of a good lead.
Qualified leads rise; sales do not	Review response time, capacity, proposals and the sales process.
All signals fall suddenly	Check tracking, site availability, profile changes, indexing and seasonality.

KEEP INTERPRETATION HONEST

Annotate advertising, closures, staffing, seasonal demand and major edits. Small totals can swing sharply. Compare suitable periods, record uncertainty and choose one or two changes you can evaluate.



A practical first 90 days

An implementation schedule, with priorities you can adapt to your capacity.

Choose an owner for the work and record the baseline. Resolve the most damaging customer or technical issue first. The timing below is a planning framework; it is not a promise of rankings, leads or revenue by day 90.

01

Days 1-30 / Fix the foundation

- Confirm profile eligibility, access, contact details, hours and coverage.
- Correct important listing errors; check search access and tracking.
- Test forms, calls and booking; record the highest-priority website fixes.

02

Days 31-60 / Improve relevance and trust

- Improve a priority service page and clear location or service-area information.
- Check appropriate structured data and launch a neutral review workflow.
- Publish one useful local resource or project story and connect it with links.

03

Days 61-90 / Build evidence and refine

- Develop relevant community or partner opportunities and real local proof.
- Review search activity, qualified leads and weak steps in the customer journey.
- Choose the next quarter's priorities and assign ongoing maintenance.

TURN THE PLAN INTO A COMMITMENT

Top action: _____

Owner: _____ Due: _____ Review: _____

Baseline and completion evidence: _____



Avoid the mistakes that create cleanup

Keep the business accurate, the content useful and the reporting honest.

Common mistake	A better practice
Adding keywords to the profile name	Use the genuine name; put services and areas in their proper fields.
Inventing offices in target cities	Describe real coverage and genuine locations.
Buying or filtering reviews	Invite honest feedback consistently after real customer experiences.
Publishing city-swapped pages	Build a page only when it adds useful local information.
Buying bulk low-quality links	Contribute through credible partnerships, expertise and community work.
Counting every click as a lead	Define metrics, deduplicate contacts and track qualified outcomes.
Letting details drift	Assign an owner to hours, contact details, coverage, links and access.

If you hire help, ask for specific deliverables

Agree the pages, profile work, listing corrections, review workflow, reporting definitions and maintenance included. Ask how the provider will prioritize issues, document changes and show customer impact. Keep the business in control of accounts and approvals.

EVALUATE THE PROPOSAL

Ask for a baseline, a named owner, a clear first phase and evidence of completed work. Treat guaranteed positions, unexplained bulk activity and vague monthly reports as questions that need concrete answers before you commit.



Your business information record

Keep this record current and share it with whoever maintains your online details.

REAL-WORLD BUSINESS NAME

MAIN PHONE / WEBSITE URL

PUBLIC ADDRESS, IF APPROPRIATE / OR SERVICE AREAS

REGULAR AND SPECIAL HOURS / VISIT OR TRAVEL CONDITIONS

PRIMARY CATEGORY / OTHER RELEVANT CATEGORIES / PRIORITY SERVICES

BOOKING, MENU OR OTHER USEFUL LINKS

INFORMATION OWNER / APPROVAL CONTACT / NEXT REVIEW DATE

Keep login and recovery information in a secure account record. Do not write passwords here. A private operating address is not automatically suitable for publication.



Run a practical local SEO audit

Mark each item: OK, Fix, Unknown or N/A. Confirm facts before making changes.

Check	Status	Evidence or next action
Profile eligibility + ownership		
Name, phone, hours + coverage		
Category, services + action links		
Current, genuine photos		
Neutral review request process		
Review response + issue follow-up		
Priority service-page clarity		
Useful location information		
Important listings + duplicates		
Accurate public structured data		
Mobile, accessibility + indexing		
Working calls, forms + bookings		
Qualified-lead tracking + owner		

HIGHEST-IMPACT FIX / OWNER / DUE DATE

Fix errors that stop customers finding or contacting you first. Record where you checked each item; an unchecked assumption should remain Unknown.



Plan one useful service or location page

Choose a real customer need and the evidence that makes the page worth reading.

PAGE TOPIC / INTENDED CUSTOMER / PRIORITY AREA

WHAT QUESTION OR PROBLEM WILL THIS PAGE ANSWER?

SERVICE FIT / PROCESS / COST OR TIMING FACTORS TO EXPLAIN

REAL LOCAL DETAIL, PROOF, IMAGES OR PERMISSIONS TO GATHER

RELATED PAGES TO LINK / PRIMARY NEXT ACTION

CONTENT OWNER / DUE DATE / HOW WE WILL CHECK THE RESULT

☐ Publish as a dedicated page only if it adds useful detail. Otherwise improve the existing service or Contact page.



Make review requests part of the process

Use one consistent trigger, a neutral invitation and a clear response owner.

ROUTINE TRIGGER AFTER A REAL EXPERIENCE / ELIGIBLE CUSTOMER GROUP

REQUEST OWNER / CHANNEL / TIMING / OPT-OUT HANDLING

OUR NEUTRAL INVITATION WORDING

DIRECT REVIEW LINK / DATE TESTED

WHO READS FEEDBACK, REPLIES AND FOLLOWS UP ON CONCERNS?

RECURRING THEMES / SERVICE IMPROVEMENTS / NEXT REVIEW DATE

Final check: no incentives, requested rating, scripted praise or satisfaction-based screening. A public review invitation and a private support channel should both remain available without filtering by sentiment.



Your monthly local SEO dashboard

Use the same definitions and date ranges; write N/A when data is unavailable.

PERIOD / COMPARISON PERIOD / PRIORITY SERVICES AND AREAS

OUR DEFINITION OF A QUALIFIED LEAD

Measure	Baseline	Current	Source
Website search impressions			Search Console
Website search clicks			Search Console
Profile website-link clicks			Business Profile
Profile call-button clicks			Business Profile
Unique qualified inquiries			Lead log / CRM
Won work from that lead group			Lead log / CRM
New reviews received			Business Profile

Profile activity may include ads. Call clicks are not completed calls. Deduplicate inquiries, keep unknown sources and allow enough time for the same lead group to convert.

REVIEW THEMES / CONTEXT: SEASONALITY, ADS, CLOSURES OR TRACKING CHANGES

NEXT ACTION / OWNER / DUE DATE / COMPLETION EVIDENCE / REVIEW DATE



NEXT STEPS

Common local SEO questions

Build a clear, accurate answer for the people you can serve.

How long does local SEO take?

Corrections can help customers immediately. Search visibility often develops over months and depends on the market, proximity, reputation, website and starting point. Use the 90-day plan to organize implementation, not as a guaranteed results deadline.

Do I need both a profile and a website?

Eligible local businesses can use the profile for discovery and quick actions, and the website for detailed services, proof and contact journeys. Online-only businesses should check eligibility before attempting to create a profile.

How many reviews do I need?

There is no universal target. Build a consistent process for honest feedback and learn from what customers say. Do not set incentives or manipulate who receives the invitation.

Can I rank outside the city where I am based?

It is possible, but distance still matters. Build useful service content and real evidence from priority areas. A service-area setting or a collection of city pages does not guarantee visibility across a region.

Does every city need a separate page?

No. Use a readable service-area statement and add dedicated location pages only when they provide meaningful detail. Do not publish a long list of near-duplicate pages.

Is local SEO a one-time project?

The foundation can be improved in a project. Hours, services, listings, reviews, content and competitors change, so assign ongoing maintenance and review the results regularly.

Do AI search features need a separate technical setup?

Google says no special AI files or markup are required. Keep the website useful, crawlable and eligible for search, and keep business details current. Inclusion is not guaranteed. See source [12].

Become a clear local answer.

Serving Southwest Florida? Utu Nanna Studio can help you connect local visibility with useful pages and real customer inquiries. Start with your highest-priority gap.



REFERENCE

Sources and useful terms

Primary guidance checked for this September 2026 edition. Click a source title to open it.

[1] Local ranking

Google / relevance, distance and prominence.

[2] Business representation

Google / names, locations, categories and hours.

[3] Service-area setup

Google / supported areas and coverage settings.

[4] Review content policy

Google Maps / genuine reviews and prohibited activity.

[5] Review requests and replies

Google / honest invitations and public responses.

[6] LocalBusiness structured data

Google / required properties and validation.

[7] Organization structured data

Google / accurate organization information.

[8] Search spam policies

Google / doorway pages and link spam.

[9] Core Web Vitals

web.dev / loading, responsiveness and stability.

[10] Accessibility: easy checks

W3C / a first review of common barriers.

[11] Profile performance definitions

Google / metrics, availability and advertising.

[12] AI features and your website

Google / established SEO and AI search eligibility.

[13] Business Profile eligibility

Google / in-person contact and exceptions.

[14] Review-snippet requirements

Google / review markup and self-serving reviews.

[15] Paid and sponsored links

Google / qualifying outbound links.

QUICK GLOSSARY

SEO / Search engine optimization: helping search engines find and understand content.

NAP / Name, address and phone information that identifies a local business.

Indexing / Adding a page to a search engine's searchable collection.

GBP / Google Business Profile, the business listing used in Google Search and Maps.

CRM / A system for tracking customer relationships, inquiries and sales.

Qualified lead / An inquiry that meets the business's agreed suitability criteria.

Adapted and updated from the supplied Utu Nanna Studio local SEO guide. Design follows the corresponding local SEO carousel. The plan, examples and worksheets are illustrative. Profile features and policies can change; consult the linked guidance before making later changes.