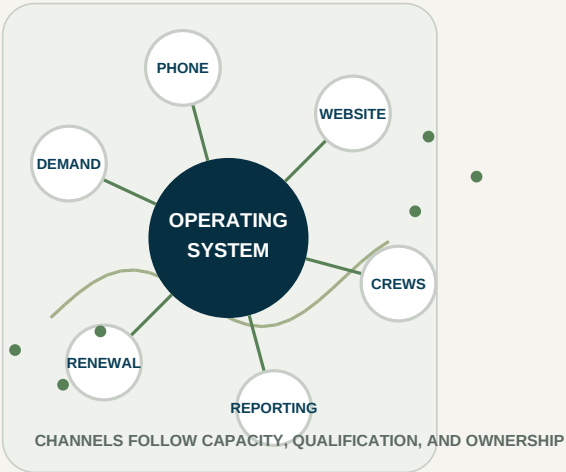


LOCAL SEO

How to Rank in the Map Pack for Every Service Area

A local search operating plan for branches and service territories that need one consistent standard.



THE CONSTRAINT

Map visibility does not come from changing a city name across pages. It depends on accurate business data, a strong Google Business Profile, relevant services, real reviews, local proof, and a website that supports each branch.

USE THIS WHEN

Use this for established branches with real operations, staff, and customer evidence.

DO NOT START HERE

Do not create listings or pages for locations where the company has no genuine operating presence.

Inputs to gather before the first meeting

- 1

Verified branch and listing ownership
- 2

Services and territories by branch
- 3

Review and project evidence
- 4

Website branch and service pages

The five-step playbook

Run the steps in order. A channel should never move faster than the operation that receives the work.

01 Fix ownership and business data

Confirm name, phone, address or service-area settings, categories, hours, and account access. Remove conflicts before adding content.

02 Map services to branches

List the services each branch actively sells and delivers. The profile, branch page, and internal links should agree.

03 Build local proof

Publish branch team context, projects, service details, property types, reviews, and operational information. Avoid cloned pages.

04 Run a review process

Request reviews after completed work, route service issues to a person, and respond in a consistent voice. Never manufacture reviews.

05 Maintain the profile monthly

Review services, photos, hours, questions, duplicates, and performance. Local search changes with the operation and the season.

Measure the operating result

These measures keep the playbook tied to booked work, delivery capacity, and client retention.

01

Map visibility by service

02

Qualified calls

03

Direction or website actions

04

Booked work by branch

Thirty-day rollout

WEEK 1

audit ownership and business data.

WEEK 2

align services and branch pages.

WEEK 3

launch review and photo process.

WEEK 4

set monthly maintenance.

Stop and scale rules

- One real branch earns one real location presence.
- Profile, website, and phone data must agree.
- Review growth follows completed work and client approval.

Launch checklist

- ☐ Ownership secured
- ☐ Data consistent
- ☐ Services matched
- ☐ Branch proof published
- ☐ Reviews requested ethically
- ☐ Monthly owner assigned

One playbook fixes one constraint. We run the whole growth system. AI, website and reporting from \$2,000/mo. Ad spend is excluded.

BOOK A GROWTH AUDIT