



FREE GUIDE

Local Search Essentials

Seven things to fix before spending more money trying to get found.

THE GOAL

Make it easy for nearby customers - and search engines - to understand what you do, where you work, and why they should trust you.

Strategy that moves. Results that last.

Powell Strategic Solutions

The Local Visibility Foundation

Local search is not one magic SEO trick. It is a collection of clear, consistent signals across your website and business profiles.

01 Complete your Google Business Profile

Use the most accurate primary category, add relevant services, keep hours current, define your service area, and complete every useful field.

An incomplete profile makes both customers and search engines guess.

02 Keep business information consistent

Use the same business name, phone number, website, and location/service-area information wherever your company appears online.

03 Say what you do AND where you do it

Your website should make your services and geographic area obvious in headings and page copy.

Do not make a visitor hunt for whether you actually serve their neighborhood.

04 Give major services their own pages

Important services deserve enough space to explain what they are, who they are for, and how to take the next step.

05 Show local proof

Use genuine reviews, project photos, testimonials, service areas, case examples, and community references where appropriate.

06 Make mobile painfully easy

Check load speed, text size, navigation, forms, tap-to-call links, and whether the primary action is visible without a scavenger hunt.

07 Create one clear conversion path

Decide what a high-intent visitor should do next - call, request a quote, book, schedule, or contact - and make that action obvious.

Can a Local Customer Find and Trust You?

- ☐ My Google Business Profile is claimed, complete, and current.
- ☐ My business name and phone number are consistent online.
- ☐ My homepage clearly states my primary services.
- ☐ My website clearly states the areas I serve.
- ☐ My most important services have dedicated content or pages.
- ☐ My site includes recent, genuine proof of work or customer trust.
- ☐ My phone number/contact option is easy to find on mobile.
- ☐ My website has one obvious primary call to action.
- ☐ My contact form works and I know where submissions go.
- ☐ My website looks active and current.

BEFORE YOU BUY ANOTHER AD...

Make sure the traffic you already earn has somewhere clear, credible, and useful to land.

Want a second set of eyes on your local visibility? Visit powellstrategicsolutions.com to request a consultation.