



Local SEO: Concepts, Purpose, and Examples



- Local SEO improves visibility for "near me" and location-based searches on Maps and the local pack



- Proximity, GBP signals, reviews, and citations outweigh generic link authority



- 46% of Google searches have local intent; 76% of mobile local searchers visit within 24 hours



- Core goal: getting chosen when customers search for nearby services



- Roadmap: search mechanics, foundational assets, reviews, content, authority, tracking, mistakes, cases, action plan



How Local Search Works

- Relevance, distance, and prominence drive local rankings
- Local Pack shows the top three map results
- Local Pack captures 42% of local search clicks
- GBP signals and reviews carry disproportionate ranking weight
- Mobile and AI Overviews are reshaping 2026 visibility



Mapping the Customer Journey



- Search, decide, act — often without visiting a website



- 78% of mobile local searches visit a business within 24 hours



- Map Pack visibility beats organic placement for service businesses



- Reviews and profile completeness build trust before the click



- Goal: being chosen, not just being found



SEARCH



DECIDE



ACT



VISIT



Google Business Profile as the **Local Storefront**



- GBP is the highest-leverage local asset, not a static listing



- Claim, verify, and use your real business name only



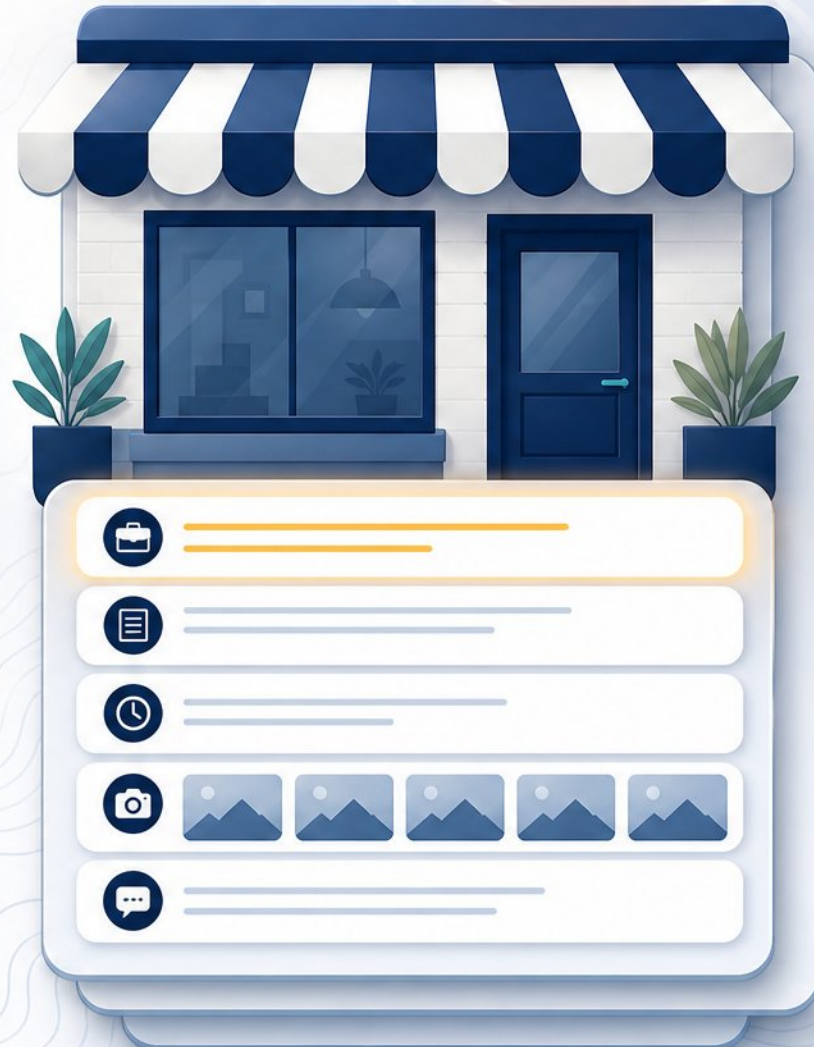
- Primary category is the single most consequential relevance field



- Complete profile: services, description, attributes, hours, photos, Q&A



- Optimization is ongoing — weekly freshness signals active management



NAP Consistency and Local Schema



- Exact NAP across all listings builds trust and prevents entity confusion



- Minor mismatches like "St." vs. "Street" can weaken local signals



- LocalBusiness schema makes business data readable for AI and search engines



- NAP cleanliness supports stable citations and reduces suspension risk



- Citations are hygiene work, not a quantity-driven growth strategy

Reviews as a Ranking and Trust Lever

- Review signals now influence local prominence and AI-driven answers
- Steady velocity and recency matter more than total review count
- A 4.5-star rating with genuine variation outperforms a brittle 5.0
- Review text feeds AI overviews and local justifications in search results
- Build a post-service request system and respond to every review





Turning Reviews Into Reputation Systems



- Ask via direct links, right after service, without incentives



- Respond to every review: thank, clarify, resolve offline



- Steady velocity and fast replies signal active management



- Mine feedback to fix pricing, service, and local content



- Avoid on-site asks, staff-name requests, and review quotas



Positive Review Response

Thank you so much for your kind words! We're glad we could help and look forward to serving you again.



Neutral Review Response

Thank you for your feedback. We're sorry it wasn't a perfect experience. We'd love the chance to make it right.



Negative Review Response

We're sorry to hear this. Please reach out to us directly so we can understand the issue and make it right.



Local Link Building and Citation Strategy

- Citations establish NAP consistency and entity trust; backlinks add authority
- 2026 shift: citations declined in direct ranking weight but now drive AI Search Visibility
- Prioritize quality sources: chamber of commerce, local press, sponsorships, community partners
- Local link building is relationship work, not bulk outreach
- Start with citation cleanup before acquisition; audit existing links for relevance and risk



Local Content and On-Site Optimization



- Service and location pages must offer genuinely different, useful content



- City-name swaps without local proof risk doorway-page suppression sitewide



- Add local proof: service areas, neighborhoods, project examples, and FAQs



- Use consistent templates with unique local inputs, clean URLs, and internal links



- Fewer substantive location pages outperform many thin city pages



Tracking What Actually Happens



- Map Pack position and top-three coverage as core visibility KPIs



- Geo-grid tracking reveals true market visibility by neighborhood



- GBP Insights and Search Console provide free performance baselines



- Separate branded from non-branded and visibility from conversion metrics



- Weekly core-term checks, monthly full reviews, quarterly trend analysis



Common Mistakes That Restrict Local Visibility



- Unverified or duplicate profiles limit visibility



- Incorrect categories and hours erode trust



- Keyword-stuffed business names risk suspension



- Inconsistent NAP data splits local signals



- Thin, templated location pages suppress rankings



Case Examples: What Local SEO Success Looks Like



Home services



- Home services: 107% organic click growth in 8 months



90+ office firm



- 90+ office firm: 305% lead increase via scaled local pages



Dental clinic



- Dental clinic: Map Pack #7 to #2 in 90 days

- Common thread: review velocity, profile depth, local proof

- Results come from systems, not isolated tactics



Setting Up an Actionable Local SEO Workflow



Key Takeaways and Next Steps

- Local SEO is a trust and relevance discipline
- Built on clarity, consistency, and active management
- Levers: GBP precision, review velocity, NAP hygiene, local content, local authority
- Start small: core service, top market, real feedback
- Next: GBP audit, review system, keyword baseline
- Treat local SEO as a compounding system, not a one-time project



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