MODULE 7: SEARCH, LOCAL SEO AND GOOGLE BUSINESS PROFILE

Your local search snapshot

Lesson: How search works for local services · about 15 minutes

Look at how clients currently find you, and where the gaps are.

Your business (name, service, main city):

1. Search for your main service plus your city on your phone. List the businesses in the map pack and the top three organic results. Where do you appear, if at all?

2. Write three hire-intent, three research-intent and two brand-intent searches a client might type to find a business like yours.

3. Mark the area where you can realistically win the map pack, and the areas that will need website pages instead. Name the towns or neighbourhoods.

4. Using your own numbers or honest estimates, work out what a one-point increase in your search click rate would be worth per month.

5. **List every superlative or ranking claim currently on your website or profile. Next to each, note the evidence you hold or the plainer wording you will use instead.**

Check: can you now

- Identify the paid, map pack and organic sections of a local results page and what decides each
- Explain relevance, distance and prominence and how each applies to a service-area business
- Estimate how many bookings a change in search visibility is worth using your own numbers

One change you will make this week