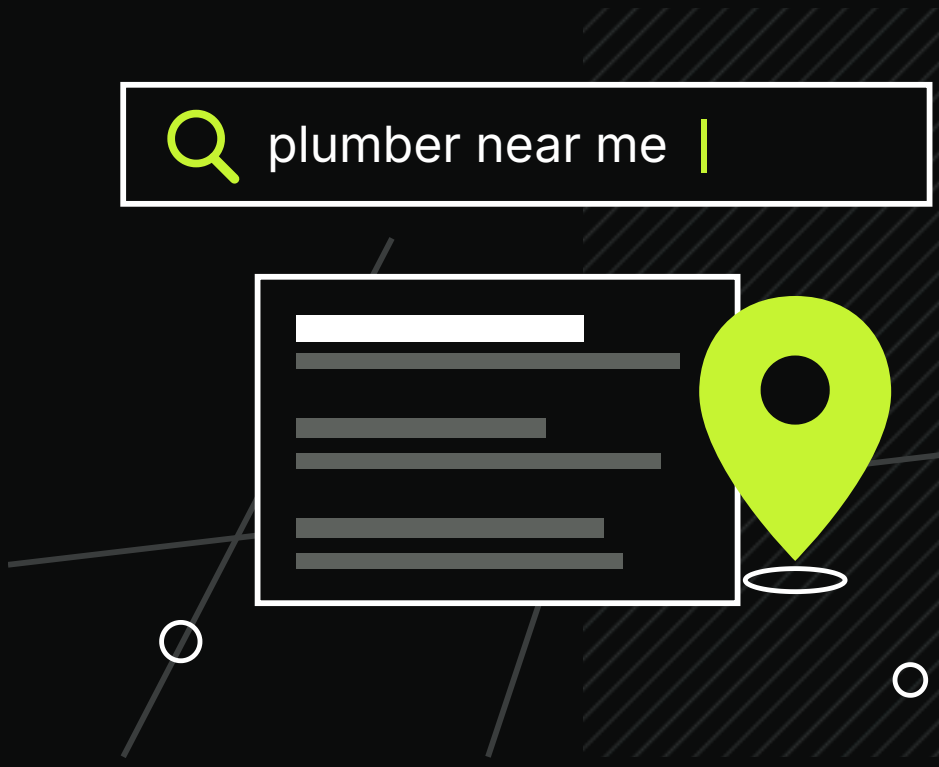
kre-adiv
DIGITAL MARKETING

FREE SMALL BUSINESS RESOURCE

Local SEO Made Simple

A practical guide to helping nearby customers find your business online.



5 PRACTICAL STEPS · WORKSHEETS · 30-DAY ACTION PLAN

KRE-ADIV.COM

00 START HERE

Saturday morning. Water on the garage floor.

Maria grabs her phone and types **"water heater repair near me."** In a few seconds, Google shows her a map with a short list of nearby businesses, and below that, regular website results. She taps a couple, compares, and calls one.

Local SEO (search engine optimization) is the work that helps your business be one of the ones Maria sees, and the one she trusts enough to call. No tricks. Mostly it means being clear, accurate, and genuinely helpful in the places she's looking.

Two kinds of results, two places to work

Map results (Business Profiles)

WHAT SHOWS
Your Google Business Profile: name, rating, hours, phone, and buttons to call or get directions.

WHAT GOOGLE WEIGHS
Relevance (does it match the search?), distance (how close?), and prominence (how well known?).

WHERE TO WORK ON IT
Your profile. See our separate **Google Business Profile Optimization Checklist** for setup.

Website results

WHAT SHOWS
Individual pages from websites: a title, a short description, and a link.

WHAT GOOGLE WEIGHS
Whether a page is useful and clearly answers what the person searched for.

WHERE TO WORK ON IT
Your website. That's what most of this guide covers.

They're connected. Google says your position in regular web results is also a factor in local rankings. It also says there's no way to request or pay for a better local ranking. Ads are separate and labeled as sponsored.

The five steps in this guide

01
Find the words
Learn how customers describe what you do.

02
Build one page
Make one service page great.

03
Check listings
Fix outdated info around the web.

04
Answer questions
Turn real questions into content.

05
Track changes
See what's working, monthly.

Our example business. Lone Oak Plumbing is a *made-up* plumbing company in Burleson, Texas, with a fictional phone number. Its plumbers drive to customers, so it's a service-area business. Swap in your own details as you go.

01 Find the Words Customers Use

A **keyword** is just the words someone types (or says) into Google. You don't need fancy tools to start. Your best keyword list is already in your phone calls, emails, and invoices.

TYPE	EXAMPLE	WHAT IT TELLS YOU
Service	"water heater repair"	What they need. Use the words customers use, not just your industry terms.
Service + place	"water heater repair in Burleson"	Where they need it. Name the towns you actually serve, naturally, on the right pages.
Question	"why is my water heater leaking?"	What they're worried about. Questions make great page sections and guides (step 04).

Where to find them

- ☐ **Your calls and emails**
  For one week, jot down how people describe their problem in their own words.
- ☐ **Google itself**
  Start typing a service into Google and note the suggestions and related questions that appear.
- ☐ **Your services and towns**
  List every service you want more of, and every town you really serve.
- ☐ **Search Console and your Business Profile**
  Once set up, both show the actual searches that led people to you (more in step 05).

Don't stuff. Google's spam policies call out keyword stuffing, including blocks of text that list the cities a page is trying to rank for. Write for Maria. Use a phrase where it fits naturally, then move on.

Worksheet: match words to pages

SERVICE	LOCATION	CUSTOMER QUESTION	PAGE THAT SHOULD ANSWER IT
Water heater repair	Burleson	"Why is my water heater leaking?"	/water-heater-repair/ + a short guide

02 Build or Improve One Service Page

Pick one service, then give it its own page that answers what a customer needs to know before calling. Here's a complete example, numbered so you can copy the structure.

loneoakplumbing.example/water-heater-repair/

1 Page title: Water Heater Repair in Burleson, TX | Lone Oak Plumbing

2 Water Heater Repair & Replacement in Burleson

3 No hot water, a leaking tank, or strange popping sounds? Lone Oak Plumbing repairs and replaces gas, electric, and tankless water heaters for homes in Burleson, Crowley, and Joshua. We'll show you what's wrong and what it costs before we start.

What we fix

- No hot water or not enough hot water
- Leaks, rumbling, or popping noises
- Pilot, thermostat, and heating element problems
- Full replacement, including hauling away the old unit

4 Questions customers ask

Should I repair or replace my water heater? It depends on the unit's age, the problem, and whether the tank itself is leaking. A leaking tank usually means replacement. A bad thermostat is often a simple repair. We'll show you both options.

How soon can you come out? Call us. We'll give you the next available time in Burleson, Crowley, or Joshua.

5 Recent work

YOUR PHOTO: RECENT INSTALL

"Replaced a leaking 40-gallon gas tank in Crowley, same day." Add a short real review here, with the customer's OK.

6 Call 817-555-0142 or request a visit

1 Page title
Shown as the clickable headline in Google. Service, place, business name. Unique to this page.

2 Main headline (H1)
Says exactly what the page is about, in customer words.

3 Opening paragraph
Problem, service, where you serve, and why trust you, in 2–3 sentences.

4 Customer questions
Real questions from your calls, answered plainly.

5 Proof of work
Your own photos and genuine reviews, never stock or made-up ones.

6 Clear next step
One obvious action, repeated near the top on phones.

Help people (and Google) find the page

- ☐ **Link it from your homepage**
  Add the service to your homepage services section, with link text like "water heater repair."
- ☐ **Link related pages to each other**
  A drain cleaning page can mention and link to the water heater page when it's genuinely relevant.
- ☐ **Add it to your services menu**
  Visitors should reach it in one or two taps from anywhere on the site.
- ☐ **Check it on a phone**
  The call button should be easy to find without scrolling far, and the text easy to read.

02 ONE SERVICE PAGE, CONTINUED

When does a city page make sense?

A dedicated page for one town can help, but only when there's something real and specific to say about that town. Google's spam policies name "doorway abuse," which includes pages targeted at specific regions or cities that funnel users to one page, and substantially similar pages that are closer to search results than a real site structure.

WORTH BUILDING

A real Joshua page

- ✓ Photos and short write-ups of jobs completed in Joshua
- ✓ Real availability: which days you schedule Joshua visits
- ✓ The team members who usually cover that area
- ✓ Genuine reviews from Joshua customers (with permission)
- ✓ Common issues you actually see in homes there

SKIP IT

A copy-and-swap page

- ✗ The same text as every other city page, with only the town name changed
- ✗ Pages for towns you rarely or never serve
- ✗ A list of 40 city names stuffed into the footer
- ✗ Pages that only exist to send visitors to your contact page
- ✗ Made-up "local" details or reviews

No magic number. More pages don't automatically mean better rankings. One genuinely useful service page beats ten thin ones. If you don't have real local details yet, mention the towns you serve on your main service page and add city pages later, as the work builds up.

03 Check Your Business Listings

A **listing** is any place online that shows your business info: your Google Business Profile, Apple Maps, Bing, Facebook, Yelp, the BBB, your chamber of commerce, or industry directories. Old phone numbers and hours tend to linger there for years.

- ☐ **Start with your own website**
  It's your source of truth. Make sure the name, phone, hours, and service area there are current.
- ☐ **Then the listings customers use**
  Search your business name and check what shows up on the first page. Fix those first.
- ☐ **Then your Google Business Profile**
  Match it to your website. The GBP checklist covers each field.
- ☐ **Accuracy over quantity**
  A directory listing helps people who use that directory. Adding dozens won't raise your Google rankings by itself.

03 BUSINESS LISTINGS, CONTINUED

Listing comparison worksheet

Write what each place shows. Circle anything that doesn't match your website, then fix it, starting with the listings customers see most.

FIELD	YOUR WEBSITE	GOOGLE BUSINESS PROFILE	DIRECTORY: _____	DIRECTORY: _____	FIXED?
Business name					
Public address or service area					
Phone					
Hours					
Website link					

Before and after: an outdated listing

BEFORE · OLD DIRECTORY LISTING

Lone Oak Plumbing LLC – Best Plumber Burleson
1200 Old Oak Rd, Burleson TX *(a shop they left years ago)*
(817) 555-0199 *(disconnected)*
Mon–Sat 7am–7pm
loneoakplumbing-tx.example *(old website)*

→

AFTER · MATCHES THE WEBSITE

Lone Oak Plumbing
Serving Burleson, Crowley & Joshua *(home address hidden)*
(817) 555-0142
Mon–Fri 7am–6pm, Sat 8am–noon
loneoakplumbing.example

All Lone Oak details are fictional, including addresses, phone numbers, and web addresses.

Work from home? Protect your address. Service-area businesses that don't serve customers at their location should hide the address on their Google Business Profile and list a service area instead. Do the same elsewhere: show your towns, not your street. If a directory insists on publishing a home address, think twice about using it.

Fix it once, everywhere

- ☐ **Use one version of your name**
  The name on your sign. No extra keywords added to the business name.
- ☐ **Update when things change**
  New number, new hours, new website? Update the website first, then every listing.
- ☐ **Keep a master list**
  Save logins for each listing in one safe place so updates take minutes.
- ☐ **Remove true duplicates**
  Two listings for one business confuse customers. Use each site's own process to merge or remove them.

04 Turn Real Questions into Website Content

Every question a customer asks on the phone is one that other people are typing into Google. Answer it clearly on your website, and you help both. Pick the right home for each answer:

On the service page

Short answers about one specific service: cost factors, timing, what's included.

Example: "Should I repair or replace my water heater?"

On an FAQ page

Quick answers that apply across your business: areas served, payment, scheduling.

Example: "Do you charge for estimates?"

In a short guide

Questions that need a few paragraphs, steps, or photos to answer well.

Example: "Why is my water heater leaking from the bottom?"

Worked example: from a phone call to a page

HEARD ON A CALL	"There's water under my water heater. Is it about to burst?"
PAGE HEADLINE	**Why Is My Water Heater Leaking from the Bottom?** A short guide, linked from the water heater repair page, and linking back to it.
ANSWER FIRST	A leak at the bottom of a water heater usually comes from one of three places: the drain valve, the pipe connected to the pressure relief valve, or the tank itself. A dripping drain valve can often be repaired. Water from the relief valve pipe can mean pressure or temperature is too high, so have it checked. If the tank itself is leaking, it usually needs to be replaced.
THEN DETAILS	How to tell which one it is, with a photo of each spot. What to do right now: if the leak is steady, turn off the water supply to the heater and turn off its power or gas, then call a plumber.
NEXT STEP	**Not sure where the water is coming from?** Call Lone Oak Plumbing at 817-555-0142. We serve Burleson, Crowley, and Joshua. Or see our water heater repair page.

Keep it plain and honest. Lead with the answer, use the words your customers use, and say when something needs a professional. Google's guidance favors helpful, reliable content written for people first, not pages made mainly to attract search visits. Have someone with real experience check anything technical before it goes live.

THREE QUESTIONS I HEAR EVERY WEEK

05 Track What Changes

Three different places tell you three different things. Keep them in separate columns, and don't add them together. They measure different steps of a customer's journey.

GOOGLE SEARCH CONSOLE

Your website in search

Impressions: how many times your site appeared in Google search results.

Clicks: how many times someone clicked from search results to your site.

Find them in the Performance report. Filter by page to watch the service page you improved.

GOOGLE BUSINESS PROFILE

Your profile on Search and Maps

Profile interactions such as call-button taps, website clicks, and direction requests.

Find them under Performance on your profile. The GBP checklist explains each one.

YOUR OWN RECORDS

Real inquiries

Calls, form submissions, texts, and messages from new customers.

The number that matters most. Ask new customers, "How did you find us?" and write it down.

Be patient. Search changes rarely show up overnight. Compare month to month, look for trends over a few months, and remember small numbers bounce around. Impressions rising before clicks is a normal early sign that Google is showing your page more often.

Monthly tracker

DATE RANGE	WEBSITE CLICKS SEARCH CONSOLE	IMPRESSIONS SEARCH CONSOLE	PROFILE INTERACTIONS BUSINESS PROFILE	INQUIRIES YOUR RECORDS	CHANGES MADE	NEXT ACTION
e.g. Nov 1–30	38	1,240	57	9	Rewrote water heater page; fixed 2 listings	Add leak guide from step 04

Example row uses made-up numbers for Lone Oak Plumbing.

06 30-Day Action Plan

Print this page. One realistic task per week. Done is better than perfect.

BUSINESS NAME _____ **START DATE** _____ **FOCUS SERVICE** _____

WEEK 1	**Choose one service to focus on** ☐ Pick the service you most want more of (most profitable or most requested) ☐ Fill in the step 01 worksheet for that service ☐ Find its page on your website, or note that one is needed	**DUE DATE** _____ **DONE** ☐ Yes
WEEK 2	**Improve that service page** ☐ Rewrite the page title, main headline, and opening paragraph ☐ Add 2–3 real customer questions and plain answers ☐ Add your own photos, a genuine review, and one clear call to action ☐ Link to it from your homepage and services menu	**DUE DATE** _____ **DONE** ☐ Yes
WEEK 3	**Fix the most important listing errors** ☐ Confirm your website shows the right name, phone, hours, and area ☐ Match your Google Business Profile to it ☐ Fix the top three listings that show up when you search your business name	**DUE DATE** _____ **DONE** ☐ Yes
WEEK 4	**Review the first month's numbers** ☐ Check Search Console clicks and impressions for the improved page ☐ Check Business Profile interactions ☐ Count real inquiries and fill in the first row of the tracker	**DUE DATE** _____ **DONE** ☐ Yes

MY NEXT IMPROVEMENT (MONTH TWO)

QUICK REFERENCE

Plain-English glossary

Local SEO: helping nearby customers find your business in search and maps.

Google Business Profile: your free business listing on Google Search and Maps.

Page title: the clickable headline Google usually shows for a page.

Listing / directory: a site that shows your business details, like Yelp or the BBB.

Impressions: how often your site appeared in Google search results.

Keyword: the words someone types or says into a search engine.

Service-area business: one that travels to customers instead of hosting them.

H1 (main headline): the biggest headline on the page itself.

Doorway page: a near-copy page made mainly to catch searches. Avoid them.

Clicks: how often people clicked from search results to your site.

Four local SEO myths to ignore

- ✖ **"More pages always rank better."** Thin, copied pages can hurt. Useful pages win.
- ✖ **"Listing in 100 directories boosts rankings."** Accuracy matters more than volume.
- ✖ **"Repeat the keyword as often as possible."** Google treats keyword stuffing as spam.
- ✖ **"You can pay Google to rank higher locally."** Google says you can't. Ads are separate.

Companion guide: for step-by-step profile setup, grab the free **Google Business Profile Optimization Checklist** from the Kre-adiv Marketing Resource Center.

Need a Hand? We Know Some People.

If you'd rather have someone handle your local SEO, Kre-adiv is here. No pressure. No confusing marketing talk. Just real people helping businesses get found.

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Let's Talk About Your Business →

Sources

SEO Starter Guide — Google Search Central
Creating helpful, reliable, people-first content — Google Search Central
Spam policies (doorway abuse, keyword stuffing) — Google Search Central
Influencing your title links — Google Search Central
Link best practices — Google Search Central
Performance report overview — Search Console Help
What are impressions, position, and clicks? — Search Console Help
How to improve your local ranking — Business Profile Help
Guidelines for representing your business — Business Profile Help
Manage your service areas — Business Profile Help
Business Profile performance — Business Profile Help

General educational information only. No rankings, leads, or revenue are guaranteed. Search features and Google's guidance change; this guide was checked against Google's documentation in November 2026. Lone Oak Plumbing and all of its details are fictional. © 2026 Kre-adiv Digital Marketing.