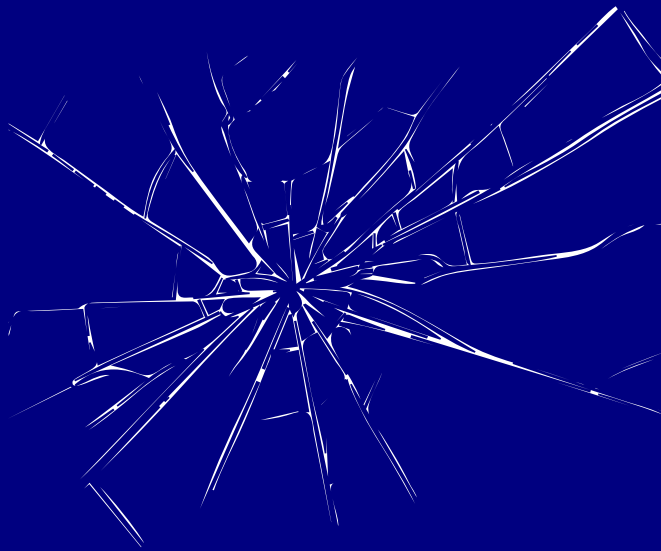# LOCAL SEARCH ALLY

Turning Visibility into Profitable Conversations

The Architecture Blueprint

Build a Local Visibility System That Supports Real Growth

Created by Chad Smith| Local Search Ally
Turning Visibility into Profitable Conversations

Your Digital Foundation Might Be Cracked - Let's Fix It

Most service providers aren't losing business because they suck.

They're losing it because no one can find them, or trust what they find.

This blueprint helps you build a search-ready foundation, so you can stop wasting money on traffic that never converts.

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Local Search Foundation Checklist

1) Technical SEO

- ☐ Mobile-responsive site
- ☐ Core Web Vitals above 90
- ☐ Fast page speed (<2.5s)
- ☐ HTTPS enabled
- ☐ Structured site architecture

2) Local Signals

- ☐ Optimized Google Business Profile (Categories, Photos, Posts)
- ☐ Consistent NAP (Name, Address, Phone) across citations
- ☐ 25+ positive Google Reviews
- ☐ City/service-based landing pages

3) Competitive Edge

- ☐ Completed Local Competitor Audit
- ☐ Unique selling proposition clearly displayed
- ☐ Strategic keywords mapped to user intent

4) Insight Infrastructure

- ☐ Google Analytics or GA4 installed
- ☐ Call tracking or form conversion set up
- ☐ Heatmaps or behavior tracking (e.g., Hotjar)
- ☐ Custom dashboard for lead sources

✅ **Tip: Even checking off 70% of this list can dramatically improve your visibility and lead quality.**

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What Happens After You Lay the Foundation?

This blueprint sets the stage for high-quality local leads — but it's only Phase 1. To convert that visibility into revenue, you need to connect the entire growth system.

✅ 70% done = time to scale
🚧 Missing key signals? Let's fix it
📈 Want to stop guessing? Get a blueprint call

BOOK A FREE STRATEGY CALL

Already scored high on this checklisLt? You might be ready for Phase 2. Retake the quiz → LINK TO QUIZ

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