

Find Your Local Results: A Process Flow Guide

Ensure your business appears when local customers search.

Based on <https://caseysseo.com/> by Casey's SEO

Step 1: Understand Local SEO

Local SEO targets your city, the map pack, and 'near me' searches to capture high-intent customers who need a service today.

- Local SEO is crucial if your customers are in a specific geographic area.
- It differs from national SEO which targets broader visibility.



Step 2: Identify Your Visibility Gap

Determine why your business isn't appearing in local search results when potential customers are looking for your services.

- Competitors may be showing up instead of you, capturing valuable leads.
- This gap widens over time as competitors gain more signals.



Step 3: Get a Free Audit

Receive a no-pressure audit to understand why you're not showing up in searches and what needs to be fixed.

- The audit checks your Google Business Profile, website, and competitor rankings.
- It provides a clear plan in plain English, without jargon.



Step 4: Optimize Your Google Business Profile

Ensure your profile is complete, verified, and uses appropriate categories to appear in the map pack.

- The map pack is where most local searchers click.
- Completeness and verification are key signals.



Step 5: Enhance Website Relevance and Performance

Make sure your website mentions your city and services, loads fast, and is mobile-friendly.

- Most local searches happen on mobile devices.
- Slow loading times or a poor mobile experience cause users to leave.



Step 6: Manage Online Reviews

Build a system for recent reviews and respond to them to signal to Google that your business is active and trusted.

- Recent reviews are more important than total reviews.
- Responding to reviews shows engagement.



Step 7: Ensure NAP Consistency

Verify that your business Name, Address, and Phone number are consistent across all online listings.

- Inconsistent information creates doubt for Google and hurts rankings.
- Google looks at hundreds of places to verify your local presence.



Step 8: Track Revenue-Generating Results

Focus on metrics that connect to revenue, such as calls, clicks, and conversions, rather than vanity metrics.

- Real local SEO is measured in calls and customers, not just rankings.
- The goal is profitable customers, not just visibility.

Resources & Further Reading

Related guides for this process:

■ Find Your Local Results with Casey's SEO (Infographic)

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-e6395a/casey-s-seo/Infographic/page-infographic.pdf>

■ Casey's SEO Local Results Checklist

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-671cb5/casey-s-seo/Checklist/casey-s-seo-local-results-checklist.pdf>

■ Colorado Springs Local SEO Company

<https://caseysseo.com/colorado-springs-local-seo/>

■ Colorado Springs SEO Blog

<https://caseysseo.com/seo-blog>

■ About Casey's SEO

<https://caseysseo.com/about/>

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