

Local SEO Roadmap: Getting Found Online

A phased approach to improving your local search visibility and attracting more customers.

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

Week 1: Initial Audit & Strategy

- Conduct a free audit to identify current local SEO issues.
- Analyze competitor presence and identify ranking factors.
- Determine specific keywords and local search terms relevant to your business.
- Define clear, measurable goals for calls, clicks, and revenue.



Weeks 2-4: Google Business Profile Optimization

- Verify and fully complete your Google Business Profile.
- Optimize categories, services, and business description.
- Ensure NAP (Name, Address, Phone) consistency across all listings.
- Develop a strategy for gathering recent customer reviews.



Month 2: Website Foundation & Mobile Optimization

- Ensure website is mobile-friendly and loads quickly.
- Optimize website content to include relevant local keywords and services.
- Check for and fix any technical SEO issues that hinder Google's ability to crawl the site.
- Implement a system for responding to customer reviews.



Month 3: Local Listing & Citation Cleanup

- Clean up and ensure consistency of business information across online directories.
- Build new, authoritative local citations where relevant.
- Monitor and respond to new reviews to maintain engagement.



Months 3-6: Performance Monitoring & Refinement

- Track key metrics: calls, clicks, conversions tied to revenue.
- Analyze performance against initial goals.
- Adjust strategy based on what is working and what is not.
- Continue building a stream of recent customer reviews.



Ongoing: Sustained Growth & Adaptation

- Continuously monitor Google algorithm changes and adapt strategy.
- Focus on building real business signals (profile, website, reviews).
- Regularly report on revenue-generating metrics.
- Maintain month-to-month service based on demonstrated results.

Resources & Further Reading

Related guides for this timeline:

■ 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>

■ Questions to Ask Before Hiring a Local SEO Provider

<https://storage.googleapis.com/casey-s-seo-checklists-20260707-cfdc9/casey-s-seo/Questions%20to%20Ask/page-questions-to-ask.pdf>

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■ Colorado Springs Local SEO Company

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