

Finding Your Local Customers with SEO

A step-by-step guide to getting found by local customers online.

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

Step 1: Understand Local SEO's Importance

Local SEO targets customers in your specific city or area, focusing on the map pack and 'near me' searches, ensuring people who need your services today can find you.

- Local SEO matters if your customers are in a specific geographic area.
- It's distinct from national SEO which targets broader visibility.



Step 2: Identify Your Target Keywords and Location

Determine the precise keywords your potential customers use and specify your service location to find relevant local search results.

- Use exact location terms for more accurate results.
- Consider terms like 'emergency garage door repair Colorado Springs' or 'personal injury lawyer near me'.



Step 3: Get a Free Local SEO Audit

Start with a free audit to understand why you're not appearing in local searches. This involves checking your Google Business Profile, website, and competitor rankings.

- The audit is a real assessment, not a sales pitch.
- It identifies what needs fixing to improve your visibility.



Step 4: Optimize Your Google Business Profile

Ensure your Google Business Profile is complete, verified, and uses appropriate categories. This is crucial as it appears in the map pack where most clicks occur.

- A complete profile is a key ranking signal.
- Google Business Profile visibility can improve quickly when core issues are fixed.



Step 5: Ensure Website Relevance and Performance

Your website should be mobile-friendly, load fast, and clearly mention your city and services. Google checks these factors to verify your local presence.

- Most local searches happen on phones, so mobile performance is critical.
- Inconsistent business information across different online platforms can create doubt for Google.



Step 6: Build and Respond to Reviews

Encourage recent reviews and respond to them. Recent reviews signal an active and trusted business to Google, significantly impacting rankings.

- Consistent recent reviews are more impactful than a large number of old ones.
- Responding to reviews shows engagement and builds trust.



Step 7: Focus on Measurable Results

Track metrics that directly impact revenue, such as calls, clicks, and conversions, rather than vanity metrics like rankings or traffic alone.

- Real local SEO is measured in calls and customers, not just keyword positions.
- If SEO isn't increasing calls, it's not working.



Step 8: Choose a Flexible Partnership

Opt for month-to-month agreements where you stay with your provider because the results are working, not because you're locked in.

- Avoid agencies that lock you into long contracts.
- If the phone isn't ringing more, you shouldn't keep paying.

Resources & Further Reading

Related guides for this process:

■ Find Your Local Results: Action Sheet

<https://storage.googleapis.com/casey-s-seo-checklists-20260710-0cba72/casey-s-seo/Action%20Sheet/page-action-sheet.pdf>

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

<https://storage.googleapis.com/casey-s-seo-checklists-20260710-0cba72/casey-s-seo/Infographic/page-infographic.pdf>

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