

SEARCH AND AI VISIBILITY PROGRAM

THE 12 MONTH LOCAL SEARCH PLAN

Exactly what we do, month by month, to get a local service business found on Google, on maps, on Bing and inside the answers people get from AI.

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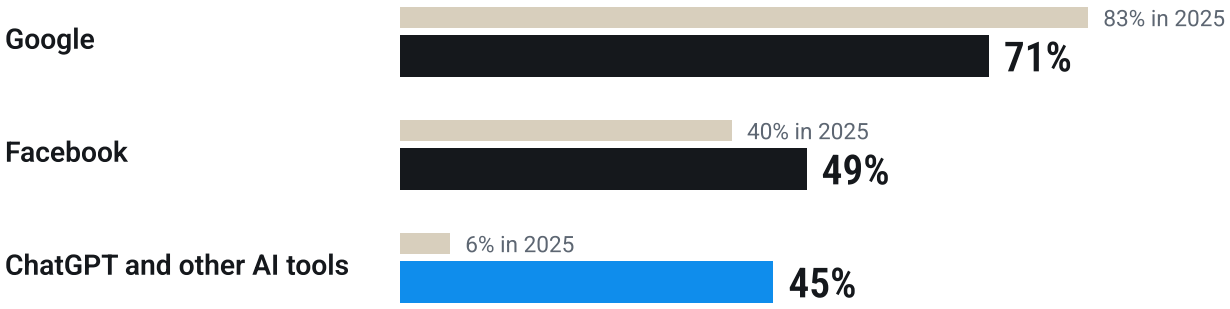
PART 01

WHERE YOUR CUSTOMERS LOOK NOW

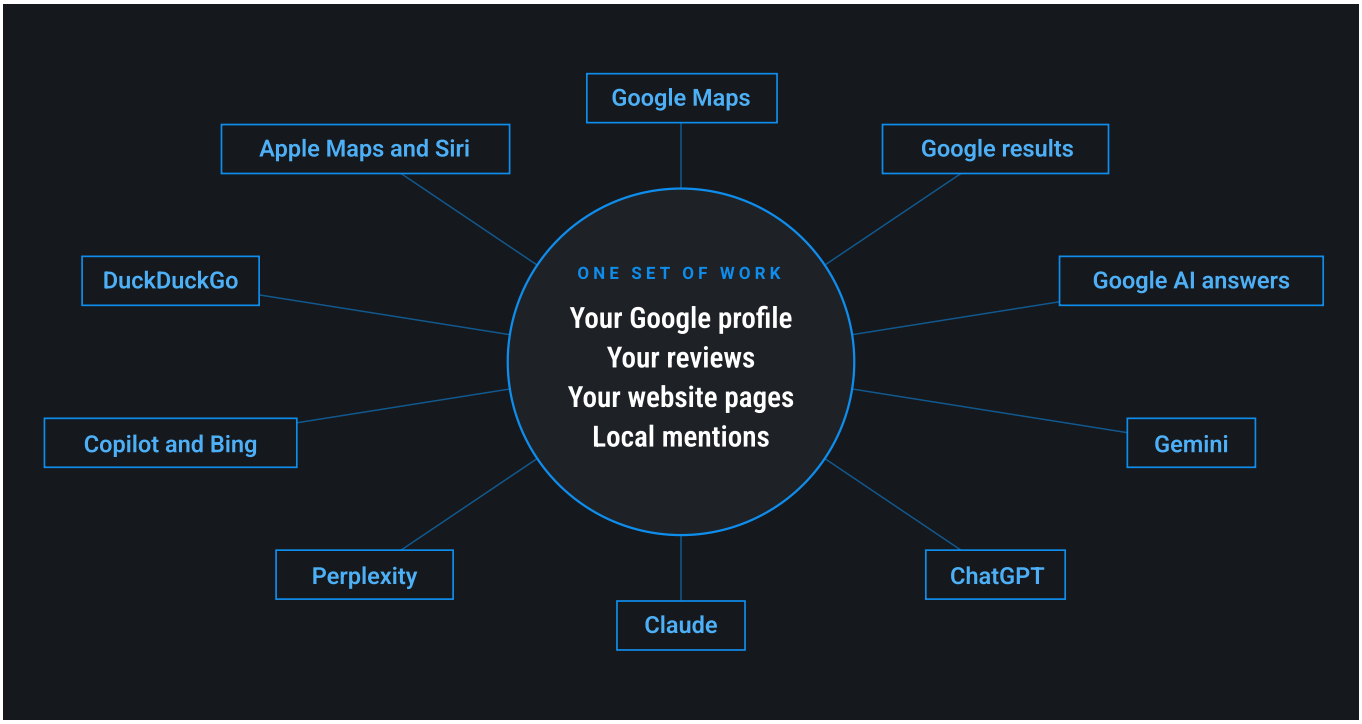
Google is still where most local searches happen. But a second front door opened fast, and almost no local business around here is working on it yet.

WHERE PEOPLE GOT A LOCAL BUSINESS RECOMMENDATION, PAST 12 MONTHS



BrightLocal Local Consumer Review Survey 2026, 1,002 US adults. People could pick more than one.

The Google map box shows three businesses. An AI answer usually names about the same handful. The work in this plan is about being one of them in both places.



EVERY PLACE WE WORK ON, AND WHAT FEEDS IT

THE SHORT VERSION

One set of work feeds all of them: an accurate profile everywhere, a steady stream of real reviews, a website with a clear page for every service and town, and trusted local sites that mention you. The 2026 industry survey of local search experts found the signals for AI visibility and for Google local rank have largely merged.

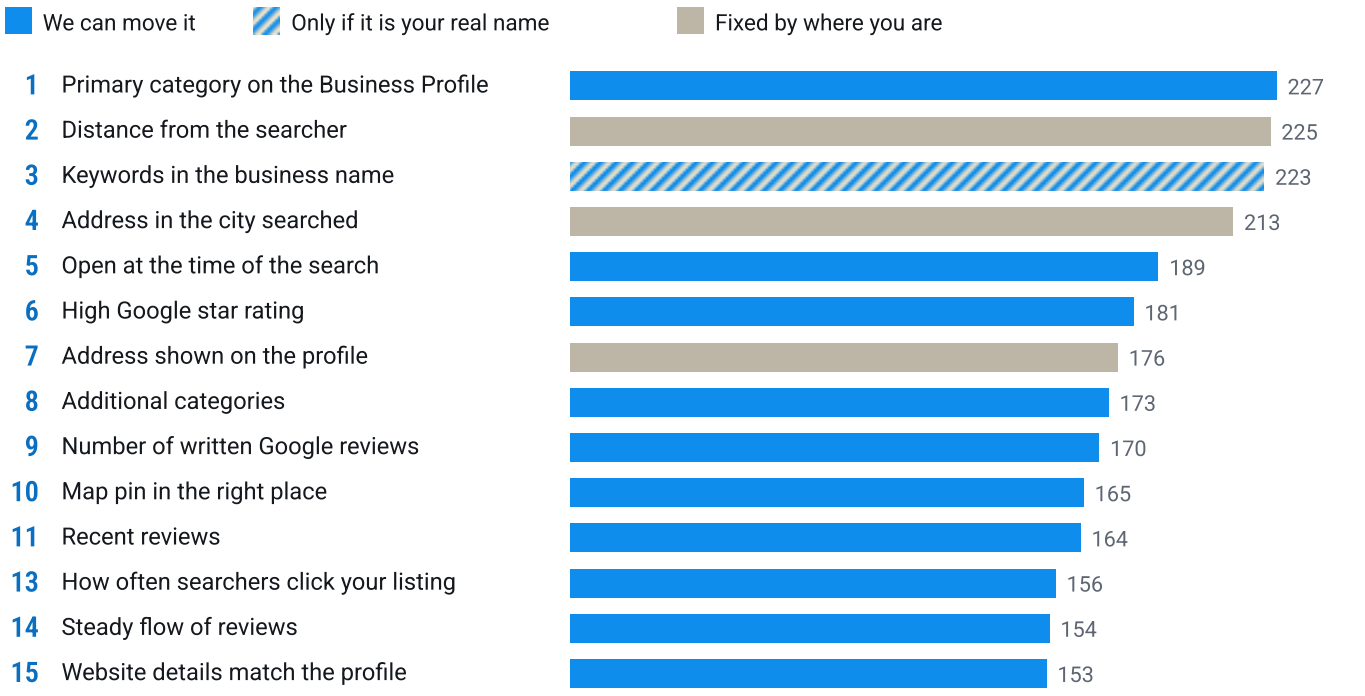
WHERE PEOPLE SEARCH	WHAT IT READS TO PICK A BUSINESS	WHAT WE DO ABOUT IT
Google Maps and the map box	Your Google Business Profile, your reviews, how close you are to the searcher, and your website.	Rebuild and manage the profile every week, run a steady review program, match your website to the profile.
Google regular results	Your website pages, how well each page matches one service and one town, and which trusted sites link to you.	One strong page per service, one per town you serve, local links and mentions.
Google AI Overviews and AI Mode	The same Google index plus your Business Profile and reviews. Google says there are no extra requirements beyond normal search.	Everything above, plus pages written as direct answers to the questions people ask.
ChatGPT	Live web search. It leans on business websites, the Better Business Bureau, licensing sites, Angi and "best of" lists. Yelp now licenses its data to it.	Clean site it can read, BBB, Yelp, Angi and list site profiles, state license page linked, Bing indexing.
Gemini	Google's own data: your Business Profile, reviews and website together.	Covered by the Google work.
Perplexity and Microsoft Copilot	Web results drawn heavily from Bing's index, plus directories and review sites.	Bing Webmaster Tools, Bing Places, instant index pings on every site update.
Claude	Web search that, in one large 2026 test, cited Yelp in about 9 of 10 local answers.	A complete, active Yelp profile with real reviews.
Bing	Bing Places listing. Its review stars mostly come from Facebook and Yelp, not Google.	Claim Bing Places, build Facebook and Yelp reviews alongside Google.
DuckDuckGo	Apple Maps for the local map results, with web results that come largely from Bing.	Apple Business Connect plus the Bing work.

Apple Maps and Siri	Apple Business Connect listing, with ratings and details from partners such as Yelp.	Claim and complete Apple Business Connect.

PART 02

WHAT MOVES A LOCAL RANKING

Every year about 47 local search specialists score 187 ranking factors for the Whitespark Local Search Ranking Factors report. These are the top of the 2026 list for the Google map box, and what each one means for you.



Expert scores for the Google map box, Whitespark Local Search Ranking Factors 2026. Rank 12 is another distance factor and is left out.

WHAT WE DO ABOUT EACH ONE

#	FACTOR	CAN WE MOVE IT?	WHAT WE DO
1	Primary category on the Business Profile	YES	Pick it from what the top 3 competitors use, test and adjust.
2	How close the business is to the person searching	NO	Cannot be changed. We widen reach with town pages and reviews that mention towns.

3	Keywords in the business name	ONLY IF REAL	We never stuff the name. That risks suspension. If your legal name fits, we use it.
4	Address in the city being searched	NO	Same as above. Real addresses only.
5	Open at the time of the search	YES	Accurate hours, holiday hours, and longer answering hours where you can honestly offer them.
6	High Google star rating	YES	Review program plus a reply to every review.
8	Additional categories	YES	Add every category that truly fits a service you sell.
9	Number of Google reviews with written text	YES	Ask every finished customer, make it one tap, prompt them to name the service and town.
11	How recent the reviews are	YES	Reviews every month, all year.
13	How often searchers click your listing	YES	Better photos, stars, services list and posts so more people pick you.
14	Steady flow of reviews, not bursts	YES	A weekly ask routine, not a one time push.
15	Website name, address and phone match the profile	YES	Exact match on the site, in the code and on every listing.

For the regular Google results below the map, the same report puts **a dedicated page for each service** first, then **town and neighborhood relevance of the content**, then **quality links from other sites**. That is why the website work in this plan is mostly service pages, town pages and local links.

> **The honest part.** Distance is the second biggest factor and nobody can change it. A business in Menasha can own Menasha, Neenah and Appleton searches and still not be first for someone standing in Green Bay. "Number one" always means number one for a given search from a given spot. We track rank on a map grid across your whole service area so you can see exactly where you lead and where we are still pushing.

PART 03

THE SEVEN JOBS WE DO FOR YOU

This is the full scope. Nothing here depends on you learning SEO.

1. GOOGLE BUSINESS PROFILE

- Full rebuild in month 1: categories, services list with descriptions, service area, hours, attributes, business description, questions and answers, products where they fit.
- One update post every week, written around a real service, job or season.
- New real photos every month from your jobs. No stock and no AI made images, which the 2026 report flags as a risk on profiles.
- Every review answered within 2 business days.
- Monthly check for unwanted edits, spam listings from fake competitors, and suspensions.

2. REVIEW ENGINE

- A one tap review link, a QR card for the truck or counter, and a text and email ask that goes to every finished customer.
- A monthly target based on what the leader in your market has, set in your competitor audit.
- Google first, then Facebook and Yelp, because Bing and several AI tools read those instead of Google.
- We ask every customer the same way. We never filter out unhappy ones and never pay for reviews. Both break Google's rules.

3. WEBSITE PAGES BUILT TO RANK

- One page for every service you sell, each with what it is, signs you need it, your process, price factors, photos, reviews for that service and questions with answers.
- One page for every town that matters, each with real local detail: jobs done there, neighborhoods, permit or weather notes, reviews from that town. No copy and paste town pages.
- Two new answer articles a month after the core pages are done: cost guides, comparisons, "how long does it take", "do I need a permit".
- Technical base: fast mobile load, correct business code markup, sitemap, Search Console and Bing Webmaster Tools.

4. LISTINGS EVERYWHERE

- Claim or fix the core set: Google, Bing Places, Apple Business Connect, Yelp, Facebook, Better Business Bureau, Nextdoor, Angi, plus the main data providers that feed maps and car navigation.
- Then trade specific ones: manufacturer dealer locators, licensing boards, association member lists.
- Same name, address, phone and hours on every one. Checked again every quarter.

5. LOCAL AUTHORITY

- Chamber of commerce and trade association memberships with a link back.
- We find local sponsorships that come with a mention on the organization's website (youth teams, events, charities) and set them up. You choose which ones to fund.
- Supplier and manufacturer partner pages.
- When you have real news (a milestone, a charity job, a storm response, a hiring push), we write the announcement and send it to local outlets.
- Submitting you to the "best in town" lists that AI tools quote.

6. AI ANSWER WORK

- Every key page opens with a plain two or three sentence answer an AI tool can lift and credit to you.
- A facts page that states who you are, what you do, where, since when, licenses and insurance, in simple sentences. AI tools repeat what they can confirm in more than one place.
- The same facts repeated on BBB, Yelp, Angi and your social profiles so the story matches everywhere.
- Bing indexing with instant pings, because ChatGPT, Copilot and Perplexity lean on it.
- A monthly scoreboard: we ask each AI tool a fixed list of questions a customer would ask and record whether you are named, what it says and what it gets wrong.

7. TRACKING AND REPORTING

- Map grid rank tracking across your service area for your main searches.
- Calls, direction requests and website clicks from your Business Profile.
- Form leads and call tracking on the website.
- One plain monthly report: what we did, what moved, what is next. One page of numbers, no jargon.

WHICH PLAN COVERS WHAT

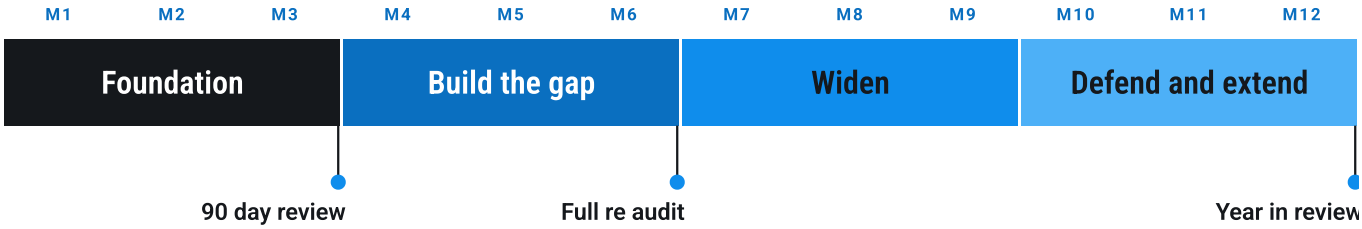
WHAT YOU GET	WEBSITE PLAN	WEBSITE + SEO/AEO PLAN
Full website redesign with city pages and Google business code	YES	YES
Mobile call and estimate bar, quote form that texts you every lead	YES	YES
Fast hosting, security, backups, monthly speed check and small edits	YES	YES
New city pages and articles every month	No	YES
Google Business Profile posts, photos and review growth	No	YES
AI answer work: Google AI, ChatGPT and the rest	No	YES
Listings on Bing, Apple Maps, Yelp, BBB and more	No	YES
Monthly calls and rankings report	No	YES

The website plan gives you a site that is ready to rank. The Website + SEO/AEO plan is the monthly work in this document that makes it rank.

PART 04

MONTH BY MONTH

The first 90 days fix the base. Months 4 to 6 build what your competitors do not have. Months 7 to 12 widen the lead.



MONTH 1

FOUNDATION

- Baseline: map grid ranks, AI scoreboard, review counts, listing errors, competitor numbers.
- Business Profile rebuild. Search Console, Bing Webmaster Tools and call tracking set up.
- Review link, QR card and ask messages live. First asks go out.
- Core listings claimed: Bing Places, Apple Business Connect, Yelp, Facebook, BBB.

MONTH 2

FOUNDATION

- Every service page rewritten or built. Business code markup on all of them.
- If you are moving to a new website, every old page address is pointed to its new page so nothing you rank for today is lost.
- Next 20 to 30 listings submitted. Wrong phone numbers and addresses corrected.
- Weekly profile posts and monthly photo uploads begin.

MONTH 3

FOUNDATION

- First 3 to 4 town pages for your highest value towns.
- Facts page and question and answer blocks on the main pages.
- Chamber or association membership filed. First sponsorship picked.
- 90 day review: first rank and call comparison against the baseline.

MONTH 4 TO 6

BUILD THE GAP

- 2 town pages and 2 answer articles every month, chosen from the gaps in your competitor audit.
- Trade listings and manufacturer locators completed.
- Facebook and Yelp review asks added to the routine.
- Submissions to the "best in town" lists AI tools quote.
- Month 6: full re audit of you against the same competitors. Plan adjusted to what moved.

MONTH 7 TO 9

WIDEN

- Remaining town pages. Project or case pages built from real jobs with photos.
- Seasonal pages ahead of your busy season.
- Second sponsorship or partner link. Supplier pages.
- Short videos or photo sets from jobs added to the profile and the pages.

MONTH 10 TO 12

DEFEND AND EXTEND

- Refresh the first service pages with new reviews, photos and prices.
- Go after the next ring of towns and the harder searches.
- Fix whatever the AI scoreboard still gets wrong about you.
- Month 12: year in review against the month 1 baseline and the plan for year two.

WHAT YOU GET, IN NUMBERS

ITEM	MONTHS 1 TO 3	EACH MONTH AFTER	12 MONTH TOTAL
Service pages built or rebuilt	All of them	Refreshed as needed	Every service
Town pages	3 to 4	2	About 20
Answer articles and guides	Question blocks on main pages	2	About 18
Business Profile posts	Weekly from month 2	4	About 44
Listings claimed or corrected	35 to 50	Quarterly check	50 or more
Local link and list submissions	Core set	Ongoing	Every fit we find
Review replies	All	All	All
Rank grid and AI scoreboard	Baseline plus monthly	1	12
Reports	3	1	12

Town page and article counts adjust to the size of your service area. Your competitor audit lists the exact pages and towns.

PART 05

WHAT TO EXPECT, AND WHEN

DAYS 1 TO 90

Profile, listings and pages fixed. More profile views and calls from searches you already show up for. Review count starts climbing. Usually the first map movement close to your address.

MONTHS 4 TO 6

Town pages start ranking. Map reach spreads outward. AI tools begin naming you for specific service questions as the new pages and listings get picked up.

MONTHS 7 TO 12

The lead compounds. Review count closes on or passes the leader. Harder, higher value searches come into range.

No one can promise a number one spot, and you should walk away from anyone who does. Google decides the order, it changes by the searcher's location, and AI answers change from one ask to the next. What we commit to is the work listed here, delivered on schedule, measured against your starting point and your named competitors every month.

WHAT WE NEED FROM YOU

ABOUT 15 MINUTES A MONTH

A handful of phone photos from real jobs. A quick yes on pages before they go live. Any news: new service, new hire, award, big job.

ONE HABIT

Ask every happy customer for a review using the link we give you. This is the single thing we cannot do for you, and it is the biggest lever you control.

OPTIONAL WAYS TO GO FASTER

These cost extra and are your call.

ACCELERATOR	WHAT IT DOES	TYPICAL COST
Google Local Services Ads	Puts you above the map box with a Google Verified badge. You pay per lead, not per click. Leads start in days while the unpaid rankings build.	Set by Google per lead. A 2026 benchmark across 888 contractors averaged about $53 a lead, more for roofing.
BBB accreditation	A trusted profile that ChatGPT quoted in more than a third of local answers in a 2026 test.	Annual fee set by your local BBB.
Chamber and association dues	A local link, a member listing and a source AI tools trust.	Annual dues, varies by chamber.
Local sponsorships	A mention and link on a real local organization's site, plus goodwill.	Often a few hundred dollars.

WHAT WE WILL NEVER DO

- Fake, paid or filtered reviews.
- Stuffing keywords or town names into your business name on Google.
- Fake addresses or virtual offices to appear in another town.
- Buying links from link sellers or private blog networks.
- Copy and paste town pages with only the town name swapped.

Each of these can work for a few weeks and then cost you the listing. A suspended Business Profile means no map calls at all until Google restores it.

PART 06

WHAT YOUR MONTHLY REPORT LOOKS LIKE

One page, plain numbers, the same layout every month so you can see the trend at a glance.

MONTHLY REPORT · SAMPLE LAYOUT

EXAMPLE ONLY

Your search scoreboard

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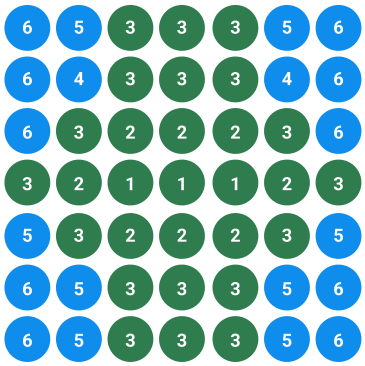
Calls from Google profile **up or down vs last month**	Website leads **up or down vs last month**	Google reviews, with the gap to the leader **new this month**	AI answers that named you **by tool**

ILLUSTRATION · START



ILLUSTRATION · LATER



How to read the map

Each dot is a spot in your service area. The number is your position in Google Maps for one search from that spot.

1 TO 3	in the map box
4 TO 10	close
11+	not seen

The goal is simple: turn the map green, month after month.

Below this on the real report: what we did this month, what moved, what is next.

PART 07

PLAIN ENGLISH GUIDE

GOOGLE BUSINESS PROFILE
Your free listing on Google and Google Maps: name, hours, photos, reviews. The most important thing you own online.

AI OVERVIEW
The written answer Google now puts above the results. It often names specific businesses.

LISTING
Any site that shows your name, address and phone: Yelp, BBB, Apple Maps, Bing. They all need to match.

TOWN PAGE
One page about your work in one town, with real jobs and details from that town.

RANK GRID
A map covered in dots showing your Google Maps position from each spot in your service area.

MAP BOX
The three businesses Google shows with a map at the top of a local search. Most calls go to these three.

AEO
Answer engine optimization. The work of getting named when someone asks ChatGPT, Gemini or another AI tool for a recommendation.

SERVICE PAGE
One page on your website about one thing you sell. Google ranks pages, so each service needs its own.

LOCAL LINK OR MENTION
Another trusted local website naming you or linking to you: a chamber, a sponsor page, a news story.

LOCAL SERVICES ADS
Google's pay per lead ads that sit above everything, with a Google Verified badge.

PART 08

GETTING STARTED

Four steps. You stay the owner of every account the whole way through.

1

Read your audit

Your competitor breakdown shows who is ahead and the exact pages and review numbers to pass them.

2

Add us as a manager

On your Google profile, website and listings. Nothing changes hands. You can remove us any time.

3

Baseline week

We record your map ranks, calls, reviews and AI answers so every later report has a starting line.

4

First report at day 30

What we did, what moved and what comes next.

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Sources: BrightLocal Local Consumer Review Survey 2026; Whitespark Local Search Ranking Factors 2026 (published Nov 2025); Google Search Central guidance on AI features; BrightLocal study of ChatGPT Search local sources; 8ight.AI study of 1,630 ChatGPT and Claude local answers, Sept 2026 (run by a company that sells AI visibility services); Whitespark study of Bing Places review sources; DuckDuckGo and Apple Maps integration announcements; SearchLight Digital Local Services Ads benchmark, Feb 2026. Results differ by trade, market, device and searcher location.