

FREE 2026 PLAYBOOK

The Local Marketing Playbook

How Local Businesses Get Found, Get Calls & Get Customers in 2026

Who This Guide Is For

This playbook is for local business owners who want more calls and customers without becoming full-time marketers.

If you run a home-services company, a restaurant, a clinic, a shop, or a professional office, and you have ever wondered why a competitor shows up first on Google when you do better work, this guide is for you. Everything in it is written in plain English, with no jargon and no assumed technical skill. You can do most of it yourself with an hour here and there.

A note on the numbers. Wherever you see a **[DATA POINT]** or **[CLIENT RESULT]** marker, that is a place for a real, verified figure. We would rather leave it clearly blank than print a number we cannot stand behind. Ask us for the current numbers for your industry.

What we promise (and what we do not)

We will show you exactly what works. We will not promise you a #1 ranking or a specific dollar figure, because no honest marketer can. What we commit to is the work, done right, with results you can measure in calls and customers.

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The New Rules of Getting Found Locally

Not long ago, getting customers in a town like ours was simple. You did good work, your neighbor told their neighbor, and the phone rang. Word of mouth was the whole game.

Then the game changed. People stopped asking their neighbor and started asking Google. "Plumber near me." "Best dentist in town." "Who fixes air conditioners on a Sunday?" Whoever showed up first on the search results and the little map of nearby businesses got the call. The neighbor was still there, but Google got there first.

Now it's changing again. More and more, people aren't even scrolling through a list of links. They ask an AI assistant a plain question, out loud or in a chat box, and it answers in one breath: "Here's who you should call." If your business isn't part of that answer, you're invisible, no matter how good you are.

The big shift: Customers used to choose from a list. Now they're often handed a single recommendation. The work has moved from "rank somewhere on page one" to "be the answer."

Why we're giving this away

We're Sebring SEO, a small three-person team that's been helping local businesses get found since 2007. This guide is the same advice we give paying clients, written down so any owner can use it, free. Why? Because most of what works isn't a secret. It's just work most people never get around to. If you read this and do it yourself, wonderful. If you'd rather hand it off, you'll know exactly what you're paying for.

What you'll be able to do

- Understand how people actually find local businesses in 2026, and where you're currently being missed.
- Claim and sharpen the free listings that decide whether you show up on the map.
- Turn happy customers into reviews that bring in the next customer.
- Build a simple website that earns trust and turns visits into calls.
- Show up in AI answers, not just old-fashioned search results.

How Local Customers Actually Find You in 2026

Picture a woman whose air conditioner just quit on a hot afternoon. She doesn't open a phone book. She doesn't even type your business name. She pulls out her phone, taps the search bar, and says four words: "AC repair near me." What happens in the next ten seconds decides whether she calls you or the shop down the road.

In 2026, that moment plays out across three surfaces. Understanding all three is the whole game.

The three places people look

- Google Search** — the classic list of blue links. Still matters, but it's no longer the first thing most people see on a phone.
- Google Maps and the Local Pack** — the little map with three businesses pinned under it. (We call those three the "Map Pack.") This is what shows up first for almost any "near me" search, before a single website link.
- AI answers** — ChatGPT, Google's AI Overviews, Gemini, and Perplexity. More and more people just ask the AI "who's the best plumber in town?" and trust whichever names it reads back.

Walking the "near me" search

Back to our overheated customer. She searches on her phone. At the top, Google shows a map and three pinned businesses with star ratings, hours, and a tap-to-call button. She doesn't scroll past them. She taps one, sees it's open, reads two reviews, and calls. The whole thing takes under a minute, and she never visited a website at all.

If you weren't one of those three pins, you were invisible for that call. Not lower on the list. Invisible.

[DATA POINT]

of local searches happen on a phone

[DATA POINT]

tap a result in the Map Pack

[DATA POINT]

call a business the same day they search

Master Your Google Business Profile

Your Google Business Profile is the free listing that shows up when someone Googles your business or searches "near me." It's the box with your map pin, hours, reviews, and that "Call" button. For most local businesses, it's the single most valuable thing you own online — and it costs nothing. Here's how to set it up so it actually works.

Step 1: Claim and verify it

Go to google.com/business and either claim your existing listing or create one. Google verifies you're real — usually by postcard, phone, or video. Don't skip this. An unverified profile can't be edited, and you can't respond to reviews. If a listing already exists that you didn't create (common for older businesses), claim it rather than making a duplicate.

Step 2: Pick the right categories

Your **primary category** is the biggest lever on this whole page — it tells Google what you are. Be specific. "Plumber" beats "Contractor." A taco shop should choose "Mexican Restaurant," not "Restaurant." Then add **secondary categories** for everything else you do (a roofer might add "Gutter Cleaning Service"). Pick only categories that are genuinely true.

Step 3: Fill every single field

Google rewards complete profiles. Leave nothing blank.

- Name, address, phone** — exactly as they appear everywhere else online. Consistency matters.
- Hours** — including special holiday hours. Wrong hours send customers to a locked door.
- Services and products** — list each one with a short description. This is free real estate that helps you show up for more searches.
- Description, attributes, opening date** — fill them in. "Wheelchair accessible," "free Wi-Fi," "woman-owned" all help.

Step 4: Photos, posts, and conversations

Add real photos — your storefront, your team, your work, your food. Refresh them monthly so the profile looks alive. Use **Google Posts** (think mini social posts on your listing) for offers and news.

Win the Map Pack: Local SEO Basics

When someone in your town searches "plumber near me" or "best tacos open now," Google shows a little map with three businesses pinned underneath it. That box is the **Map Pack** — the most valuable real estate in local search. Landing in it can mean the difference between a ringing phone and silence.

Google decides who shows up using three things. Learn these and you'll know exactly where to spend your effort.

- Relevance.** Does what you offer match what the person typed? A roofer won't show up for "gutter cleaning" unless that service is actually listed.
- Distance.** How close are you to the person searching, or to the town they named? You can't move your building, but you [can](#) tell Google which areas you serve.
- Prominence.** How well-known and trusted are you? Reviews, mentions across the web, and a complete profile all feed this.

Get your NAP identical everywhere

NAP means **Name, Address, Phone number**. Google cross-checks yours across the internet. If your phone reads one way on Facebook, another on Yelp, and a third on your own site, Google loses confidence and quietly drops you. Pick one exact format — right down to "Street" vs. "St." — and make it match everywhere.

One wrong old address or a disconnected phone number floating around the web can cost you customers who try to reach you and give up. Stale info doesn't just sit there harmlessly — it actively sends people to your competitors.

Build local citations

A **citation** is any online listing of your business name, address, and phone — directories like Yelp, the Better Business Bureau, Apple Maps, and industry-specific sites. Each consistent listing is a small vote that you're real and established. You don't need hundreds; you need the major ones correct and matching.

Reviews & Reputation: Your Trust Engine

When someone finds your business online, the first thing they look at usually isn't your website. It's your reviews. They glance at the star rating, read two or three of the most recent ones, and decide in seconds whether to call you or the shop next door. Reviews are the quiet salesperson working for you around the clock.

Why fresh and steady beats a big number

A pile of glowing reviews from three years ago doesn't help you much. People trust what's **recent**, and so does Google. A business with a steady trickle of new reviews looks alive and busy. One that stopped collecting them looks like it might have closed. Two things matter most: **velocity** (how often new reviews come in) and **recency** (how new the latest ones are). A handful every month, month after month, beats a one-time rush.

[DATA POINT]

of buyers read reviews first

[DATA POINT]

trust a recent review more

[DATA POINT]

reviews read before
deciding

How to ask the right way

Most happy customers will leave a review. They just never get asked, or asking is too much work. Fix both. Ask **after every completed job**, while the good feeling is fresh, and make it **one tap**.

- Create a single short link that opens your Google review box directly. Hand it out the same way every time.
- Text it, don't bury it in a long email. A friendly two-line message gets far more responses than a paper card.
- Ask in person first ("Would you mind leaving us a quick review?"), then send the link so they can do it from the couch.

The single-link method: One link. Same message. Sent after every job. Boring on purpose, because the system that gets **used** beats the clever one that doesn't.

A Website That Turns Visitors Into Calls

Your website has one job: turn a stranger who's standing in a parking lot, phone in hand, into a phone call. That's it. Pretty pictures don't make the phone ring. A clear path to "call now" does. Here's what actually moves a busy person from looking to dialing.

Most of your visitors are on a phone

When someone needs a plumber, a dentist, or a place to eat tonight, they pull out their phone and search right there. They're not at a desk. So your site has to work, and look great, on a small screen first. If a visitor has to pinch, zoom, and squint, they're gone before they ever find your number.

[DATA POINT]

of local searches happen on phones

[DATA POINT]

of visitors leave a slow page

[DATA POINT]

seconds: the speed people expect

Speed is a silent salesperson

A page that takes too long to load loses people who never even saw your message. They just hit "back" and click the next business. Fast pages keep visitors, and Google rewards them too. Trim the giant photos, drop the clutter, and test your own site on your phone over regular data, not your office Wi-Fi.

The most expensive bug we see: a phone number on the website that you can't tap. Someone has to memorize it, switch apps, and type it in by hand. Half of them won't bother. On a phone, your number must be a one-tap call button, big and obvious at the top of every page. This single fix is the cheapest "more calls" you'll ever get.

Say the right thing above the fold

"Above the fold" just means what a visitor sees before scrolling. In that first glance they should know three things instantly: what you do, where you do it, and how to reach you. "Emergency AC Repair in Sebring — Same-Day Service" beats a fuzzy slogan every time.

Getting Found in AI Search (AEO & GEO)

More and more, people don't "search" anymore — they ask. They type a full question into ChatGPT, Gemini, or Perplexity, or they read the AI answer box that now sits at the very top of Google. Then they call the business the AI named. If that business isn't you, you never even knew the customer existed.

That's the shift behind two clunky acronyms you'll start hearing. Don't let them scare you:

- AEO (Answer Engine Optimization)** — getting your business picked as [the answer](#) when someone asks a question, instead of just being one blue link in a list.
- GEO (Generative Engine Optimization)** — making sure the AI tools that [write](#) answers (ChatGPT and friends) pull your name, phone number, and details into what they tell people.

Here's the good news

You don't need a whole new playbook. AI doesn't have a secret list. It builds its local recommendations from the **same signals** that already help you on Google: a complete, accurate Google Business Profile, the same name-address-phone everywhere online, clear answer-first content, and real reviews. Do the basics well and you feed both Google [and](#) the AI at once.

Plain English: AI assistants are mostly reading the public web and trusted directories. When your information is complete, consistent, and easy to understand, you're far more likely to be the business the AI repeats out loud.

What actually moves the needle

- Fill out **every** field on your Google Business Profile — hours, services, service areas, photos, the works.
- Make your name, address, and phone **identical** on your site, Google, Facebook, Yelp, and any directory you're listed in.
- Write a plain-language FAQ that answers the real questions people ask out loud ("Do you offer emergency service in Sebring?" "How much does X usually cost?").
- Answer first, explain second — put the short, direct answer at the top of each page so a machine can lift it cleanly.

When to Pay: Google Ads & Local Services Ads

Most of this book is about getting found for **free** — showing up in the map, ranking in search, earning reviews. That's the long game, and it's the one that keeps paying you back. But sometimes you need calls **this week**, and that's where paid advertising earns its keep.

Organic vs. paid, in plain English

Organic is the unpaid stuff — your map listing and the regular search results. It's slow to build but free to keep. **Paid** means you bag the top of the page by paying Google. It's instant, but the moment you stop paying, you disappear. One is a garden; the other is a faucet.

When paying actually makes sense

- You're brand new.** Nobody's reviewed you yet and your organic rankings haven't kicked in. Ads buy you visibility while the slow stuff grows.
- It's your slow season.** A pool company in winter or an HVAC shop in spring can turn ads up when the phone goes quiet and down when it's ringing.
- You need leads now.** A new location, an open route, a slow month — ads fill the gap fast.

Local Services Ads & the Google Guaranteed badge

If you're a home-services business — plumber, electrician, roofer, lawn care, pest control — this is the one to know. **Local Services Ads** sit at the very top of search, above everything else, and here's the kicker: **you pay per lead, not per click**. A tire-kicker who clicks and leaves costs you nothing. You only pay when someone actually calls or messages.

To run them, Google verifies your license and insurance and gives you the green **Google Guaranteed** checkmark — a trust signal that tells a stranger you've been vetted. For home services, it's often the best paid dollar you can spend.

Think in ROAS, not "ad spend"

ROAS just means **return on ad spend** — for every dollar in, how many dollars of work come out. Don't ask "what did ads cost?" Ask "what did they bring back?" A campaign that costs more but books bigger jobs beats a cheap one that brings tire-kickers.

Content & Local Authority

Here's the simplest way to think about content: every question a customer asks you on the phone is a page you should have on your website. When you answer real questions in plain language, three good things happen at once. You build trust with the person reading. You earn rankings on Google. And you become the kind of clear, helpful source that AI assistants quote when someone asks them for a recommendation.

Answer first, then explain

Busy people skim. So put the answer in the very first sentence, then back it up. If the question is "How much does a roof inspection cost?", don't open with the history of your company — say what it costs (or "most run between X and Y, depending on these three things"), then explain. This is also how AI tools read a page: they grab the clear, direct answer near the top. Bury it, and you lose both the reader and the robot.

Quick test: Read your page's first sentence out loud. Does it answer the question in the title? If not, rewrite it so it does.

Content a busy owner can actually make

You don't need a blog with 100 articles. You need a handful of pages that pull their weight. Start here:

- An FAQ page** — the 10 questions you answer over and over. You already know these by heart.
- A page for each main service** — what it is, who it's for, what it costs, what to expect.
- A page for each town you serve** — Sebring, Avon Park, Lake Placid, Wauchula. Real, specific, not copy-pasted.
- One simple "how it works" guide** — the thing you wish every customer understood before they called.

Quality beats quantity, every time

One genuinely useful page that answers a real question will out-perform ten thin pages stuffed with keywords. Thin, padded content doesn't fool anyone anymore — not your customers, not

Social Media That Actually Helps

You don't need to be on every platform. You need to be useful on one or two. A roofer in Sebring trying to keep up with Facebook, Instagram, TikTok, and the rest will end up doing all of them badly. Pick where your customers already are, show up there well, and ignore the noise.

Pick one or two, not all of them

Most local businesses do fine with a single platform, maybe two. Here's a plain-English way to choose:

- Facebook** — still the town square for local. Great for home services, restaurants, churches, and reaching folks 35 and up. Local community groups are gold.
- Instagram** — anything you can show: food, lawns, before-and-afters, a remodeled bathroom, a fresh haircut. Visual work sells itself here.
- One short-video app** — only if you genuinely enjoy filming. If it feels like a chore, skip it. A half-hearted account helps no one.

Consistent beats constant

The goal is showing up [steadily](#), not flooding the feed. A post or two a week, every week, beats ten posts one Monday and then silence for a month. Pick a rhythm you can keep during your busy season, because that's the real test.

Try this: Block 30 minutes every Friday. Snap three photos from the week's jobs, write a sentence each, and schedule them. That's your whole social media program, and it works.

Show real work and real people

Stock photos and recycled motivational quotes get ignored. What stops the scroll is you. The truck in the driveway. The team on the job. The finished patio. A quick "here's what we fixed today." People hire people they feel they already know, so let them get to know you.

Be a neighbor, not a billboard

Reply to every comment and message, fast. A question left sitting is a customer walking away.

Measure What Matters: Calls & Customers

Here's a simple truth: if you can't measure it, you can't grow it. Most owners check the wrong things. Likes, followers, and "impressions" feel good, but they don't pay the light bill. The only numbers that matter are the ones that end in a paying customer.

Vanity vs. value

A **vanity metric** looks impressive and means little. A **value metric** ties straight to money. Sort yours into two buckets and stop losing sleep over the left column.

- Vanity (ignore):** followers, likes, post views, total website visits, ad "impressions."
- Value (track):** phone calls, form leads, booked jobs or appointments, cost per lead, and return on what you spent.

Cost per lead, in plain English: take what you spent in a month and divide it by the number of real leads it brought in. Add up what you spent on a channel, divide by the calls and form leads it produced, and you get your cost per lead, the number that tells you whether it is worth it. Now you can tell which efforts are worth repeating.

Three tools that do the counting for you

- Call tracking:** a special phone number that forwards to your real line but logs every call. Now you know which calls came from Google, your website, or that ad — instead of guessing.
- Google Business Profile insights:** free, built in. Shows how many people called, asked for directions, or clicked to your site straight from your map listing.
- GA4 (Google Analytics):** free website tracking. Don't drown in it — set up just two or three "conversions" (a form sent, a phone tap, a quote requested) and watch only those.

[DATA POINT]

of local searches lead to a call or visit

[DATA POINT]

of calls go unanswered at small businesses

[DATA POINT]

of buyers check the map listing first

Case Study: A Home-Services Company Fills Its Calendar

Here's how the work actually plays out for a real local business. This is a roofing company in the Sebring area. We've kept the name private, but everything else is exactly how it went.

The Situation

Good crew. Honest pricing. Strong word of mouth. But the phone was quiet, and they couldn't see why.

When you searched for a roofer in their town, three competitors showed up on the map and they didn't. Their Google Business Profile listed an old address and the wrong hours. They had a handful of reviews, all years old. On a phone, their website made you pinch and zoom just to find the number. People who [wanted](#) to call were giving up before they did.

What We Did

Nothing flashy. Just the basics done right, in order:

- Rebuilt their Google Business Profile from scratch: correct address, hours, service area, real photos of finished jobs, and the right business categories.
- Set up a simple review system: a one-tap text or email that goes to every customer the day after the job, so asking for a review stopped being something they had to remember.
- Cleaned up their name, address and phone everywhere online so Google could trust the listing and start showing it in the Map Pack (the little box of three businesses with the map at the top of local results).
- Fixed the website on phones: a big tap-to-call button at the top of every page, fast loading, and the service area spelled out clearly.
- Turned on a small, tightly targeted Google Ads campaign for the high-value searches, so they showed up the same day while the slower SEO work built up underneath.

The Result

The reviews came in steadily and pushed them up to a strong star rating. Within a few weeks they started appearing in the Map Pack for their core searches, and the fixed call button meant the people who found them actually called.

Case Study: A Local Practice Earns the Trust Click

When people search for a doctor, dentist, or lawyer, they are not just shopping. They are deciding who to trust with their health, their money, or their family. That decision happens fast, and it happens before they ever pick up the phone. Here is how one local practice earned that trust click.

The Situation

A dental practice in our service area was busy but quietly slipping. Newer offices nearby kept showing up first on Google, with more recent reviews and a faster, cleaner website. This practice had plenty of happy patients, but almost none of them had ever left a review. Its site took several seconds to load on a phone, and when people asked AI tools like ChatGPT for a "good dentist near me," the practice was nowhere to be found.

The quiet cost: A patient who can't find you, can't read your reviews, or gives up waiting for your page to load doesn't complain. They just book the office that loaded first. You never even know they were looking.

What We Did

We focused on the things that make a nervous first-time patient feel safe choosing you.

- Built a simple, steady habit of asking happy patients for a review right after their visit, with a text link that took two taps. Reviews started coming in week after week instead of once in a blue moon.
- Cleaned up the Google Business Profile so hours, services, insurance notes, and photos were accurate and current, and answered every new review by name.
- Rebuilt the website to load fast on a phone, with a click-to-call button and an online booking link right at the top.
- Wrote plain-English pages answering the real questions people ask, so AI search tools have clear, quotable answers to pull from.

Case Study: A Local Favorite Gets Discovered

The situation

A family-owned restaurant a few blocks from the Circle in downtown Sebring made some of the best home cooking in town. Regulars loved it. The problem? Almost nobody new ever found it. When a visitor passing through searched "good lunch near me" or asked their phone where to eat, this place simply did not come up. Folks were driving right past it to chains they already knew.

The owner put it plainly:

"Our food was never the problem. The problem was that the only people who knew about us were the people who already knew about us."

— Anonymized restaurant client

What we did

No magic, no gimmicks. We fixed the basics, in order, and kept them fixed.

- Claimed and cleaned up the Google profile.** Correct hours, correct phone, correct address, the menu linked, and the right categories so Google actually knew what kind of place it was.
- Added real photos.** Bright, honest shots of the food, the dining room, and the front of the building so people could picture themselves there before they walked in.
- Made asking for reviews a habit.** A simple card on the table and a friendly "find us on Google" from the staff. Real reviews from real diners, answered politely, the good and the not-so-good.
- Kept a light social presence.** A post or two a week of the day's special. Enough to look open and alive, not a full-time job.

Why it showed up in AI answers, too

Here is the part owners don't expect. When you keep your hours, location, menu, and reviews accurate and consistent everywhere, you don't just rank better on the map. You also become the kind of business the new AI assistants feel safe recommending. When someone asks ChatGPT or

The 7 Most Common Local-Marketing Mistakes

Most local businesses don't lose customers because of one big failure. They lose them to a handful of small, fixable problems that quietly leak calls every single day. Here are the seven we see most often, and exactly how to fix each one.

1. A "call" button that doesn't actually dial. On a lot of sites, the phone number is just plain text on a phone screen, so tapping it does nothing. Open your own site on your phone right now and tap the number. If it doesn't start a call, your web person needs to turn it into a real tap-to-call link. This is a five-minute fix that pays off forever.

2. An abandoned Google Business Profile. Your free Google listing is often the first thing a customer sees, and an empty one looks like you closed. Confirm your hours, services, and photos are current, then post something short once or twice a month, even just "We're booking for next week." A profile that shows signs of life beats one that's frozen in time.

3. Your name, address, and phone don't match everywhere. When your details read one way on your site, another on Yelp, and a third on Facebook, search engines get confused about which to trust. Pick one exact version of your business name, address, and phone number, then make every listing match it word for word, including "St." vs "Street."

4. A slow site on a phone. Nearly everyone finds you on their phone, and if your page takes more than a couple seconds to load, they leave before it finishes. Compress your images, drop anything you don't truly need, and test it on a regular phone, not just fast office Wi-Fi.

5. No system for getting fresh reviews. A few old five-star reviews aren't enough; people trust recent ones. Ask every happy customer the same day you serve them, and make it easy with a direct link by text. A simple habit of asking beats hoping reviews show up on their own.

Your 90-Day Local Marketing Plan

You don't need to do everything at once. You need to do the right things in the right order. Here's a plan you can actually follow while you run your business. Pick a half-day each week, work the list, and check things off. Ninety days from now you'll be in a completely different spot.

The rule: Fix what sends signals to Google and to real customers **first**. Fancy stuff comes later. Foundation, then content, then growth.

Days 1–30: Build the Foundation

This is the highest-payoff month. Most of it is free, and it's the work most of your competitors skipped.

- Claim and fully complete your Google Business Profile — hours, services, service area, and at least a dozen real photos.
- Fix your NAP (that's your [Name, Address, Phone](#)) so it reads **exactly** the same everywhere it appears online.
- Make sure your phone number is a tap-to-call button on mobile, not plain text someone has to copy.
- Start a simple reviews habit: ask every happy customer, by text, the same day you finish the job.

Days 31–60: Sharpen the Website

Now that people can find you, make sure your site earns the call once they land on it.

- Test your site on your own phone — if it's slow or hard to read, fix that before anything else.
- Write one plain "answer-first" page for your top service, in the words customers actually use (think "emergency AC repair in Sebring," not "HVAC solutions").
- Add a short, honest FAQ — the real questions people ask on the phone. This is also what AI search tools quote when someone asks about your trade.

The 25-Point Local Marketing Self-Audit

Grab your phone and a coffee. This is a quick, honest checkup you can do yourself in about fifteen minutes. Go down the list and check off every "yes." The blanks are your to-do list. Don't worry about scoring perfectly. Even the busiest local businesses miss a handful of these, and most are free to fix.

How to use it: Open Google on your phone and search your business name, then your main service plus your town (like "plumber Sebring"). Keep those two tabs handy as you work through the list.

Google Business Profile

- Your Google Business Profile shows up when you search your own business name.
- Your hours are correct, including holidays.
- Your phone number and website link both work when tapped.
- You've added at least 10 real photos (storefront, team, finished work).
- Your categories match what you actually do, not just the closest guess.
- You've posted an update or offer in the last 30 days.

Reviews

- You have recent reviews, with at least one in the past month.
- You reply to reviews, both the good ones and the critical ones.
- You have a simple way to ask happy customers for a review (a link or QR code).
- Your star rating is something you'd be proud to show a stranger.

Website & Mobile

- Your website loads in a couple seconds on your phone, not spinning.
- Your phone number is tappable at the top of every page.
- The text is readable without pinching or zooming.

You Have the Playbook. Want a **Teammate?**

Everything in this guide works. The only question is whether you have the hours to do it, or would rather hand it to a local team that does it every day.

We are Sebring SEO, a three-person team based right here in Sebring. We have been helping local businesses get found since 2007. We work month to month with no long-term contracts, because we would rather earn your business every month than lock you in.

Start with a free local audit. We will run the checklist from this guide on your business, show you exactly where the easy wins are, and give you a clear plan, whether you hire us or not.

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