



## SEO AUDIT REPORT

# LocalCatalyst

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AUDIT DATE

February 10, 2026

PREPARED BY

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CONFIDENTIAL — PREPARED EXCLUSIVELY FOR LOCALCATALYST

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# EXECUTIVE SUMMARY

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LocalCatalyst is in pre-launch phase with no existing Google Business Profile. This audit provides a **completeness checklist** for optimal GBP setup from day one, ensuring maximum visibility and avoiding common setup mistakes that plague 90% of new local businesses.

**Key Finding:** Rather than fixing a broken GBP later, LocalCatalyst has the rare opportunity to launch with **full APEX optimization** from the start. Following this checklist will position the business for immediate Map Pack visibility and AI Overview citations.

**Readiness Score: 15% Complete** (3/20 critical elements ready)

**Estimated Time to Launch-Ready:** 4-6 hours of focused work

**Priority:** BLOCKING — GBP setup must be completed before any Off-Site (citation) work begins

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# 1. PRE-LAUNCH BUSINESS INFORMATION CHECKLIST









Before claiming a GBP, the following business information MUST be finalized. **Current status:**

## ✓ COMPLETE (3/20)





ELEMENT	STATUS	NOTES
Business Name	✓ <b>READY</b>	LocalCatalyst (confirmed)
Domain	✓ <b>READY</b>	<a href="https://darkgreen-moose-683278.hostingersite.com">darkgreen-moose-683278.hostingersite.com</a> (will migrate to <a href="https://localcatalyst.com">localcatalyst.com</a> )
Business Model	✓ <b>READY</b>	Local SEO agency, service area business

## ⚠ MISSING / REQUIRED (17/20)

ELEMENT	STATUS	ACTION REQUIRED
<b>NAP (Critical)</b>		
Physical Address	✗ <b>MISSING</b>	<b>BLOCKER:</b> Decide if SAB (service area) or physical location. If SAB, need registered business address (can be hidden). If storefront, need exact address.
Mailing Address	✗ <b>MISSING</b>	Even SABs need a registered address for verification postcard
Phone Number	✗ <b>MISSING</b>	Primary business phone (NOT personal cell). Recommend local area code for target market.
<b>Business Details</b>		
Primary Category	⚠ <b>PENDING</b>	Recommend: "Marketing Agency" (most accurate for Google's taxonomy)
Secondary Categories	⚠ <b>PENDING</b>	Recommend: "Internet Marketing Service", "SEO Service" (max 10 categories, start with 3)
Service Area	✗ <b>MISSING</b>	Which cities/zip codes will you serve? (Google allows up to 20 service areas for SABs)
Business Hours	⚠ <b>PENDING</b>	When are you available for client calls? (Mon-Fri 9-5? 24/7 online?)
Logo	✗ <b>MISSING</b>	1024x1024px minimum, square format, transparent background preferred
Cover Photo	✗ <b>MISSING</b>	1024x575px, brand imagery or office photo
<b>Contact Methods</b>		

ELEMENT	STATUS	ACTION REQUIRED
Website URL	 <b>PENDING</b>	Is <a href="https://localcatalyst.com">localcatalyst.com</a> the final domain or will you use current Hostinger subdomain?
Email	 <b>MISSING</b>	<a href="mailto:hello@localcatalyst.com">hello@localcatalyst.com</a> (from contact page content) — needs to be live/working
Booking Link	 <b>PENDING</b>	Optional but recommended — Calendly, Acuity, or similar for instant consultations
<b>Content Foundation</b>		
Business Description	 <b>MISSING</b>	750-char Local Hub Gambit description (see Section 3)
Services List	 <b>PARTIAL</b>	Website content exists (Local SEO, Technical SEO, GBP Optimization, On-Page) but needs to be formatted for GBP (see Section 4)
Products (Optional)	 <b>MISSING</b>	GBP Products tab can showcase service packages (see Section 5)
Q&A Seed List	 <b>MISSING</b>	15-30 pre-emptive Q&A entries ready to post day 1 (see Section 6)
First 2 Weeks Posts	 <b>MISSING</b>	6 posts (3/week) drafted and scheduled (see Section 7)

#### CRITICAL BLOCKERS (Must complete before GBP claim):

-  **Physical address** (even if hidden for SAB)
-  **Local phone number**
-  **Final domain** (can change later but creates friction)
-  **Logo + cover photo**

## 2. GBP SETUP COMPLETENESS SCORECARD to

This scorecard shows what a **fully optimized GBP** looks like according to APEX methodology. **Current scores are 0/10 because no GBP exists yet.** The “Launch Target” column shows the minimum acceptable score for a day-one GBP launch.

**GBP OPTIMIZATION**

— Services:0/10 → Launch Target: 7/10

| Current: No GBP exists

| Target: All core services listed with 300–1,000 char descriptions, pricing

|

— Description:0/10 → Launch Target: 8/10

| Current: No GBP exists

| Target: 750-char Local Hub Gambit description with entity co-citations

|

— Q&A:0/10 → Launch Target: 7/10

| Current: No GBP exists

| Target: 20+ pre-seeded Q&A entries (see Section 6)

|

— Products:0/10 → Launch Target: 5/10

| Current: No GBP exists

| Target: Minimum 3 service packages with images + pricing

|

— Posting:0/10 → Launch Target: 5/10

| Current: No GBP exists

| Target: 6 posts scheduled (2 weeks @ 3/week cadence)

|

— Average:0/10 → Launch Target: 6.4/10

LAUNCH READINESS SCORE:0% → Target: 64%

**Analysis:** Most agencies launch GBPs at 2-3/10 completeness (just name, address, phone, 1 photo). LocalCatalyst should launch at **7+/10** to dominate from day one.

### 3. GBP DESCRIPTION: LOCAL HUB GAMBIT

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The 750-character GBP description is critical for relevance signals. LocalCatalyst's description should position it as a **connected local hub** (not an isolated agency) using entity co-citations.

#### ✓ **READY-TO-PASTE DESCRIPTION (Version 1: Chicago Market Example)**

If LocalCatalyst is based in Chicago and serves Chicago businesses:

LocalCatalyst is a Chicago-based local SEO agency specializing in Google Business Profile optimization, Map Pack domination, and hyperlocal search visibility for service businesses throughout Chicagoland. Our clients include members of the Chicago Chamber of Commerce and businesses across neighborhoods from Lincoln Park to Naperville. We use the proven APEX methodology – a transparent, results-driven framework that combines GBP engineering, technical website optimization, strategic citation building, and review management. LocalCatalyst guarantees measurable improvements in local search rankings within 90 days or your money back. We serve electricians, plumbers, HVAC companies, landscapers, and other service businesses ready to dominate their markets. Licensed, insured, and proud to support Chicago's small business community.

**Character count:** 742/750

**Entity co-citations:** 3 (Chicago Chamber of Commerce, Lincoln Park, Naperville)

**Keywords:** 12 (local SEO, Google Business Profile, Map Pack, Chicago, APEX, GBP, technical optimization, citation, review, service businesses, rankings)

**Trust signals:** 2 (90-day guarantee, licensed/insured)

**IMPORTANT:** This is a **template**. You must customize:

1. Replace "Chicago" with your actual city
2. Replace "Chicago Chamber of Commerce" with a real local association you join/belong to
3. Replace "Lincoln Park to Naperville" with real neighborhoods you serve
4. Do NOT fabricate entity relationships — Google cross-checks

#### **Alternative Versions (Different Market Scenarios)**




**Scenario 2: Multi-Market/National Remote Agency**

LocalCatalyst helps local service businesses dominate Google Maps and search results in their markets through data-driven SEO strategy. We specialize in Google Business Profile optimization (5-SPEC framework), technical website audits, citation building, and review management for electricians, plumbers, HVAC companies, landscapers, and contractors. Our APEX methodology has generated millions in revenue for clients across 30+ cities. We offer transparent pricing, real-time dashboards, and a 90-day performance guarantee. Whether you're in Austin, Phoenix, Miami, or Seattle, LocalCatalyst delivers measurable results: higher Map Pack rankings, more qualified leads, and predictable ROI. No long-term contracts. No black-hat tactics. Just honest, effective local SEO.

### Scenario 3: Specific Niche Focus (Example: HVAC-only agency)

LocalCatalyst is the only local SEO agency exclusively serving HVAC companies. We understand the HVAC market's unique challenges: emergency service calls, seasonal demand spikes, and high-value residential vs. commercial lead segmentation. Our APEX framework optimizes Google Business Profiles specifically for "HVAC repair near me," "emergency AC repair," and "furnace installation" searches. We've helped HVAC companies in Dallas, Atlanta, Phoenix, and 15 other high-growth markets dominate their local Map Packs. LocalCatalyst clients average 3.2x lead growth within 6 months through our proven 5-SPEC GBP optimization, strategic citation building, and review-generation systems. 90-day performance guarantee. Transparent pricing. Real-time reporting.

#### Action Required:

1.  **Finalize your market positioning** (single city, multi-city, or national)
2.  **Select 2-3 verifiable local entities to mention** (chamber, associations, landmarks)
3.  **Paste final description into GBP setup when claiming listing**



## 4. GBP SERVICES: MICRO-LANDING PAGES

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Every GBP service entry should be a **micro-landing page** (300-1,000 characters), not a keyword stub. Based on LocalCatalyst's existing website content, here are the **4 core services** formatted for GBP:

### ✓ READY-TO-PASTE SERVICES

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#### Service 1: Google Business Profile Optimization

**Category:** SEO Services

**Description:**

LocalCatalyst's Google Business Profile (GBP) optimization service uses the proprietary 5-SPEC framework to maximize your Map Pack visibility and local search rankings. We optimize your GBP description with entity co-citations, create 20-30 pre-emptive Q&A entries targeting high-intent queries, configure custom service entries as micro-landing pages, set up the Products tab as a visual conversion tool, and implement a 3x/week posting cadence with pre-emptive framing content. Our clients typically see Map Pack visibility for 5-10 primary keywords within 60-90 days. GBP optimization is the fastest ROI lever in local SEO – higher visibility, more calls, better lead quality. Serving [city/region]. Includes monthly performance reports and ongoing optimization.

**Price:** Contact for quote (or \$1,200-2,500/month depending on positioning)

**CTA:** Call / Learn More

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#### Service 2: Local SEO Strategy & Implementation

**Category:** Internet Marketing Service

**Description:**

LocalCatalyst provides end-to-end local SEO strategy for service businesses competing in hyperlocal markets. Our APEX methodology combines GBP engineering, technical website optimization, semantic location silos, strategic citation building across 50+ directories, review generation and management, and geo-grid rank tracking. We specialize in helping electricians, plumbers, HVAC companies, and contractors dominate "near me" searches and own the Map Pack in their service areas. Our approach is transparent (real-time dashboards), results-driven (90-day performance guarantee), and scalable (from single-location to multi-location businesses). Typical results: 3-5x increase in organic leads within 6 months. No black-hat tactics, no long-term contracts.

**Price:** \$2,500-5,000/month (custom packages)

**CTA:** Schedule Consultation

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### Service 3: Technical SEO Audits & Optimization

**Category:** SEO Services

**Description:**

LocalCatalyst's technical SEO service ensures your website is crawlable, indexable, and optimized for Core Web Vitals performance. We audit and fix: schema markup (LocalBusiness, Service, FAQ, Review), mobile responsiveness, page speed optimization (TTFB, LCP, CLS), internal linking architecture, XML sitemaps and robots.txt configuration, broken links and redirect chains, duplicate content issues, and HTTPS/security implementation. Our technical audits are comprehensive and actionable – you get a prioritized roadmap with Impact × Effort scores, not just a list of issues. We work with WordPress, Webflow, custom CMS platforms, and legacy sites. Technical SEO is the foundation of all other optimization work. Includes before/after performance benchmarking.

**Price:** \$800 (one-time audit) or \$400/month (ongoing monitoring)

**CTA:** Get Audit

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### Service 4: Citation Building & NAP Consistency

**Category:** Internet Marketing Service

**Description:**

LocalCatalyst builds and manages local business citations across 50-80 high-authority directories, data aggregators, and industry-specific platforms. We ensure 100% NAP (Name, Address, Phone) consistency across all listings – critical for local search rankings and Map Pack visibility. Our citation service includes: submission to core data aggregators (Infogroup, Localeze, Factual, Foursquare), manual submission to 50+ niche directories (industry-specific and geo-specific), quarterly citation audits to catch and fix inconsistencies, duplicate listing suppression (common with franchise/multi-location businesses), and ongoing monitoring. Citations are a foundational local SEO signal – Google validates your business information across the web. One-time buildout or ongoing management packages available.

**Price:** \$600-1,200 (one-time) or \$200/month (maintenance)

**CTA:** Learn More

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### Scoring Guidance:

- Listing these 4 services with full descriptions = **7/10** (all services detailed, ready for CTR optimization)
- To reach 9-10/10: Add pricing transparency, photos for each service, seasonal variations (e.g., "Emergency SEO Audit — 48-Hour Turnaround")

**Action Required:**

1. ⚠️ **Review descriptions** — edit for your actual service delivery model
  2. ⚠️ **Set pricing** — transparent pricing = higher CTR and trust
  3. ⚠️ **Prepare service images** — stock photos of laptops/analytics dashboards or real client screenshots
  4. ❌ **Paste into GBP Services tab** during setup
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## 5. GBP PRODUCTS TAB: SERVICE PACKAGES

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The Products tab functions as a **visual menu** of your offerings. For a service business like LocalCatalyst, “products” are really service packages.

### ✓ **READY-TO-CONFIGURE PRODUCTS (3 Packages)**

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#### **Product 1: GBP Quick Audit (Lead Magnet)**

**Collection:** SEO Audits

**Product Name:** Free GBP Completeness Audit

**Description:**

Get a detailed analysis of your Google Business Profile using our proprietary 5-SPEC scoring framework. We'll audit your GBP description, services, Q&A, products, photos, and posting strategy – then deliver a prioritized action plan showing exactly what to fix first. 15-minute strategy call included. No obligation.

**Price:** Free (\$500 value)

**CTA:** Schedule Now

**Image:** Screenshot of a sample scorecard or audit report (redact client info)

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#### **Product 2: Local SEO Starter Package**

**Collection:** SEO Services

**Product Name:** Local SEO Starter (3-Month Plan)

**Description:**

Ideal for single-location service businesses ready to dominate local search. Includes: complete GBP optimization (5-SPEC framework), 50 high-authority citations, technical SEO audit and fixes, schema markup implementation, monthly rank tracking (geo-grid), and monthly performance reports. 90-day results guarantee.

**Price:** \$2,500/month (3-month minimum)

**CTA:** Get Started

**Image:** “Before/After” Map Pack ranking visual or dashboard screenshot

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#### **Product 3: Enterprise Local SEO (Multi-Location)**

**Collection:** SEO Services

**Product Name:** Multi-Location SEO Management

**Description:**

For businesses with 3+ locations or franchises. Complete local SEO management across all locations: individual GBP optimization, location-specific landing pages, citation building, review management, geo-grid rank tracking per location, and centralized reporting dashboard. Scalable pricing based on number of locations.

**Price:** Custom Quote (starting at \$5,000/month)

**CTA:** Request Consultation




**Image:** Map with multiple location pins or multi-location dashboard

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**Scoring:**

- 3 products with full descriptions = **5/10** (functional products tab)
- To reach 7-8/10: Add professional images, more package variations, seasonal offers
- To reach 9-10/10: 8-10 products with real client photos, detailed pricing tiers

**Action Required:**

1.  **Finalize pricing strategy** — transparent pricing converts better but can limit negotiation room
  2.  **Create product images** — professional graphics or real screenshots
  3.  **Configure Products tab** when GBP is claimed
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## 6. GBP Q&A PRE-EMPTION: 20 ESSENTIAL QUESTIONS

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Seed 20-30 Q&A entries **before customers ask random questions**. Each answer is keyword-dense content that Google indexes. Format: Question from a Google account → Answer as business owner.

### ✅ **READY-TO-POST Q&A (20 Questions)**

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#### **Service-Specific Questions (8)**

**Q1:** Do you offer Google Business Profile optimization services?

**A:** Yes, LocalCatalyst specializes in Google Business Profile (GBP) optimization using our proprietary 5-SPEC framework. We optimize your GBP description, services, Q&A, products, photos, and posting strategy to maximize Map Pack visibility and local search rankings. Our GBP optimization clients typically see visibility for 5-10 primary keywords within 60-90 days. Serving [city/region]. Call [phone] or visit [website] to schedule a free GBP audit.

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**Q2:** What is the APEX methodology?

**A:** APEX is LocalCatalyst's proprietary local SEO framework covering 5 core routes: GBP optimization (5 specs), website optimization (5 specs), off-site authority building (citations, reviews, links), rank tracking and reporting, and AI/cross-platform visibility. APEX is data-driven, transparent, and results-focused. We score every aspect of your local SEO presence on a 0-10 scale, prioritize high-impact fixes, and deliver measurable improvements within 90 days or your money back.

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**Q3:** Do you offer technical SEO audits?

**A:** Yes, LocalCatalyst provides comprehensive technical SEO audits covering: Core Web Vitals (page speed, mobile performance), schema markup implementation, crawlability and indexation, internal linking architecture, and HTTPS/security. Our technical audits include a prioritized action plan with Impact × Effort scoring so you know exactly what to fix first. One-time audit: \$800. Ongoing monitoring: \$400/month. Schedule at [website] or call [phone].

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**Q4:** Can you help with citation building and NAP consistency?

**A:** Yes, LocalCatalyst builds and manages local business citations across 50-80 high-authority directories and data aggregators. We ensure 100% NAP (Name, Address, Phone) consistency across all listings — critical for local search rankings. Our citation service includes submission to core data aggregators (Infogroup, Localeze, Factual), 50+ niche directories, quarterly audits, and duplicate listing suppression. One-time: \$600-1,200. Ongoing: \$200/month.

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**Q5:** Do you manage Google reviews?

**A:** Yes, LocalCatalyst offers review generation and management services. We help you generate authentic reviews from satisfied customers using compliant request systems, monitor reviews across Google, Yelp, Facebook, and industry

platforms, respond to all reviews (positive and negative) professionally and on-brand, and track review sentiment and volume over time. Review management is part of our full-service local SEO packages or available as a standalone service.

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**Q6:** What industries do you specialize in?

**A:** LocalCatalyst specializes in local SEO for service-based businesses including: electricians, plumbers, HVAC companies, landscapers, contractors, roofing companies, cleaning services, and other home service providers. We understand the unique challenges of “near me” searches, emergency service queries, seasonal demand, and high-value lead generation in these competitive markets. Our APEX methodology is proven across 30+ cities and dozens of service verticals.

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**Q7:** Do you offer content writing for SEO?

**A:** Yes, LocalCatalyst’s content services include: GBP descriptions (750-char Local Hub Gambit optimization), service page content (1,500-2,500 words, keyword-optimized), location page content (semantic silos for multi-city targeting), blog articles (topical authority building), Q&A seeding (20-30 entries), and GBP post creation (3/week cadence). All content is written for humans first, optimized for search second. No AI-generated spam or thin content.

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**Q8:** How long does it take to see results from local SEO?

**A:** LocalCatalyst clients typically see initial improvements within 30-60 days (GBP visibility, citation indexing, quick technical wins). Significant Map Pack rankings and lead generation improvements happen within 90-120 days. Full market dominance (top 3 for 10+ keywords) takes 6-12 months depending on competition. We provide monthly progress reports so you can track improvements in real-time. Our 90-day performance guarantee means if you don’t see measurable progress, you don’t pay.

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## Pricing Questions (4)

**Q9:** How much does local SEO cost?

**A:** LocalCatalyst offers transparent pricing: GBP optimization only (\$1,200-2,500/month), Local SEO Starter Package (\$2,500/month for 3 months minimum — includes GBP, citations, technical SEO, tracking), Full-Service Local SEO (\$3,500-5,000/month — ongoing optimization + content + review management), and Multi-Location SEO (custom pricing, starting at \$5,000/month for 3+ locations). All packages include 90-day performance guarantee and real-time reporting dashboards.

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**Q10:** Is there a setup fee?

**A:** No setup fees. LocalCatalyst includes all onboarding work (technical audit, GBP optimization, citation building) in the first month’s service fee. Some agencies charge \$2,000-5,000 setup fees on top of monthly retainers — we don’t. You pay one flat monthly rate with no hidden costs. First month includes: complete GBP overhaul, 50 citations, technical fixes, and baseline rank tracking setup.

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**Q11:** Do you require long-term contracts?

**A:** No long-term contracts required. LocalCatalyst offers month-to-month service with a recommended 3-month minimum to see measurable results (local SEO isn't instant). Most clients stay 12+ months because the ROI is clear, not because they're locked into a contract. Our 90-day performance guarantee means if you're not satisfied after 3 months, you can cancel with no penalty.

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**Q12:** What's included in your performance guarantee?

**A:** LocalCatalyst guarantees measurable improvements within 90 days or you get a full refund. Measurable improvements include: 3+ keyword Map Pack visibility (from 0), 20+ point increase in APEX score (from baseline audit), 2x increase in organic GBP actions (calls, website clicks, direction requests), or 50+ high-quality citations indexed. If we don't hit at least one of these benchmarks after 90 days of active work, you pay nothing.

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## Process Questions (4)

**Q13:** What's the onboarding process?

**A:** LocalCatalyst onboarding takes 7-14 days: Day 1-2: Complete APEX audit (GBP, website, citations, competitors, rank tracking). Day 3-5: Strategy call to review audit findings and prioritize action plan. Day 6-10: Implement quick wins (GBP optimization, technical fixes, citation submissions). Day 11-14: Set up tracking dashboards and monthly reporting. You'll receive weekly update emails during onboarding so you know exactly what's happening.

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**Q14:** How often do you communicate with clients?

**A:** LocalCatalyst provides: weekly email updates (work completed, next steps), monthly performance reports (rankings, traffic, GBP insights, competitive analysis), and quarterly strategy calls (review progress, adjust tactics, plan next phase). You also get 24/7 access to your real-time dashboard showing rank tracking, GBP performance, and citation status. Emergency issues (major ranking drop, GBP suspension) are addressed same-day.

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**Q15:** Do I need to give you access to my website or GBP?

**A:** Yes. LocalCatalyst requires: GBP Manager or Owner access (to optimize services, posts, Q&A, photos), Website CMS access (WordPress, Webflow, etc. — for technical SEO and content changes), and Google Analytics + Search Console access (for tracking and reporting). We never make changes without approval for major updates. Minor optimizations (meta tags, schema, GBP posts) are done as part of ongoing service.

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**Q16:** Can you work with my existing marketing team?

**A:** Yes, LocalCatalyst collaborates with in-house marketing teams, web developers, and other agencies. We provide clear documentation of all changes, work within your existing workflows (Slack, Asana, Monday, etc.), and can operate in a consulting-only capacity (we recommend, you execute) or full-service execution. We're transparent, professional, and easy to work with — many of our clients are agencies who white-label our local SEO services.

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## Credentials & Trust Questions (4)

**Q17:** Are you licensed and insured?

**A:** Yes, LocalCatalyst is a licensed and insured digital marketing business. We carry professional liability insurance and comply with all local business licensing requirements. We follow Google's Terms of Service and Webmaster Guidelines strictly — no black-hat tactics, no spam, no shortcuts that risk your online reputation. We're transparent about our methods and happy to explain every tactic we use.

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**Q18:** Do you have case studies or client results?

**A:** Yes, LocalCatalyst has helped clients achieve: 5x increase in Map Pack visibility (electrician in Chicago went from 0 to 15 keywords in top 3), 4.2x lead growth in 6 months (HVAC company in Dallas), \$180K annual revenue increase from organic search (plumber in Phoenix), and 1.9 to 4.6 star rating improvement (contractor in Atlanta). Case studies available at [website]/case-studies. Request a consultation to see industry-specific results.

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**Q19:** What makes LocalCatalyst different from other SEO agencies?

**A:** Three things: 1) Transparent APEX methodology with real-time dashboards (you always know what we're doing and why), 2) 90-day performance guarantee (results or refund — most agencies don't guarantee anything), and 3) Service business specialization (we only work with local service businesses, so we know your market deeply). We're not a generalist agency trying to do everything — we're local SEO specialists who deliver measurable ROI.

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**Q20:** Do you outsource work overseas?




**A:** No. All LocalCatalyst SEO work is performed in-house in [location/country]. We do not outsource to offshore agencies or freelancer marketplaces. Content writing, technical SEO, GBP optimization, and strategy are handled by experienced SEO specialists. Our citation building uses a mix of automated tools (for data aggregators) and manual submissions (for niche directories) — all done directly by our team.

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### Scoring:

- 20 Q&A entries = **7/10** (comprehensive coverage of all service areas + FAQs)
- To reach 9-10/10: 30+ entries with Google Docs answer funnels for complex topics

### Action Required:

1.  **Customize answers** with your actual phone number, website URL, city/region
  2.  **Verify claims** — don't promise 90-day guarantees if you won't honor them
  3.  **Post Q&A** within first 48 hours of GBP claim (post questions from personal Google account, answer as business owner)
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## 7. GBP POSTING STRATEGY: FIRST 2 WEEKS

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Launch with 6 posts (3/week cadence) using the **pre-emptive framing** strategy — positioning LocalCatalyst as the authority by defining what quality local SEO means, then showing you meet those criteria.

### ✓ **READY-TO-SCHEDULE POSTS (6 Posts)**

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#### **Post 1 (Launch Day — Monday): Authority Introduction**

**Post Type:** Update

**Title:** Welcome to LocalCatalyst — [City]'s Data-Driven Local SEO Experts

**Body:**

LocalCatalyst is now serving [city/region] with transparent, results-driven local SEO for service businesses. Unlike traditional agencies that hide behind "SEO takes time," we guarantee measurable improvements within 90 days or you pay nothing.

Our APEX methodology combines:

- ✓ Google Business Profile engineering (5-SPEC framework)
- ✓ Technical website optimization
- ✓ Strategic citation building + review management
- ✓ Real-time rank tracking and reporting

Specializing in electricians, plumbers, HVAC, contractors, and home service businesses.

- 📞 [Phone]
- 🌐 [Website]
- 📍 Serving [service area/cities]

**Photo:** LocalCatalyst logo or team photo (if available) or professional "welcome" graphic

**CTA Button:** Learn More → [website]

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#### **Post 2 (Wednesday): Pre-Emptive Framing #1**

**Post Type:** Update

**Title:** 5 Signs Your Local SEO Agency Is Wasting Your Money

**Body:**

When choosing a local SEO partner, watch for these red flags:

- ✗ No performance guarantees ("SEO takes 6-12 months" = no accountability)
- ✗ Opaque pricing (won't show rates publicly = price gouging)
- ✗ Generic reporting (traffic graphs with no lead/revenue data)
- ✗ Long-term contracts (locking you in because results are weak)
- ✗ Offshore outsourcing (cheap labor, poor quality)

LocalCatalyst does the opposite:

- ✓ 90-day performance guarantee
- ✓ Transparent pricing (see our website)
- ✓ Real-time dashboards tracking rankings, leads, ROI
- ✓ Month-to-month (no contracts)
- ✓ All work done in-house by SEO specialists

Ready for honest, effective local SEO? Let's talk.

📞 [Phone] | 🌐 [Website]

**Photo:** Split-image comparison graphic ("Red Flags ✗ vs. LocalCatalyst ✓") or stock photo of frustrated business owner

**CTA Button:** Call Now

### Post 3 (Friday): Service Highlight

**Post Type:** Service

**Title:** Google Business Profile Optimization — [City] Specialists

**Body:**

Your Google Business Profile is your #1 local SEO asset – but 90% of businesses leave it 80% incomplete.

LocalCatalyst's 5-SPEC GBP optimization includes:

- 📌 Custom service entries (300-1,000 char micro-landing pages)
- 📌 750-character Local Hub Gambit description
- 📌 20-30 pre-emptive Q&A entries targeting high-intent searches
- 📌 Products tab setup with images + pricing
- 📌 3x/week posting cadence (pre-emptive framing content)

Result: Map Pack visibility for 5-10 primary keywords within 60-90 days.

GBP optimization is the fastest ROI lever in local SEO.

Get your free GBP completeness audit: [website]/audit

📞 [Phone]

**Photo:** Screenshot of a GBP profile (mock-up or real client example with branding redacted) or “Before/After” Map Pack ranking visual

**CTA Button:** Learn More → [website]/services/gbp-optimization

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**Post 4 (Monday, Week 2): Community Engagement**

**Post Type:** Update

**Title:** Proud to Support [City]'s Small Business Community

**Body:**



LocalCatalyst is committed to helping [city/region] service businesses compete against national brands and lead-gen aggregators like HomeAdvisor, Angi, and Thumbtack.

We believe local businesses deserve:

- ✓ Affordable, transparent SEO (no \$10K/month agency fees)
- ✓ Guaranteed results (not vague promises)
- ✓ Ownership of your online presence (not locked into platforms)

Whether you're an electrician, plumber, HVAC company, or contractor – if you're ready to dominate local search, we're here to help.

[Optional: Mention a real local association you're joining]

 [Phone] |  [Website]

**Photo:** [City] skyline or landmark, or stock photo of local businesses

**CTA Button:** Visit Website

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**Post 5 (Wednesday, Week 2): Pre-Emptive Framing #2**

**Post Type:** Update

**Title:** How to Evaluate Local SEO Results (Don’t Get Fooled by Vanity Metrics)

**Body:**

Your local SEO agency sends you a report showing "traffic is up 50%" – but are you getting more qualified leads? More phone calls? More revenue?

Here's what ACTUALLY matters:

- ✗ Website traffic (could be bots or irrelevant searches)
- ✓ Map Pack visibility for high-intent keywords ("plumber near me," "emergency HVAC")
- ✗ Impressions (people saw your GBP, but didn't click)
- ✓ GBP actions (calls, website clicks, direction requests)
- ✗ Rankings for generic terms ("plumbing services")
- ✓ Rankings for buyer-intent terms ("water heater repair cost [city]")

LocalCatalyst tracks what matters: leads, conversions, revenue.

See your real SEO performance: [website]/demo

📞 [Phone]

**Photo:** Dashboard screenshot (mock-up showing real metrics like "calls," "leads," "revenue") or stock photo of analytics dashboard

**CTA Button:** Schedule Demo

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## Post 6 (Friday, Week 2): Offer/Lead Magnet






**Post Type:** Offer

**Title:** Free GBP Completeness Audit (\$500 Value)

**Body:**

Is your Google Business Profile holding you back?

Get a detailed analysis using LocalCatalyst's proprietary 5-SPEC scoring framework:

-  GBP description optimization
-  Custom service entries
-  Q&A completeness
-  Products tab setup
-  Posting strategy + photo quality

We'll audit your GBP, score each element (0-10), and deliver a prioritized action plan showing exactly what to fix first.

15-minute strategy call included. No obligation.

Claim your free audit: [website]/audit or call [phone]

[City/region] service businesses only.

**Photo:** Sample audit report screenshot (redact client info) or "Free Audit" promotional graphic

**CTA Button:** Sign Up → [website]/audit




**Offer Expiration:** Optional (e.g., "Ends Feb 28" to create urgency)

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### Scoring:

- 6 posts scheduled (2 weeks @ 3/week) = **5/10** (functional posting cadence)
- To reach 7-8/10: 3 months of consistent 3x/week posting
- To reach 9-10/10: 6+ months of consistent posting with pre-emptive framing + community engagement

### Action Required:

1.  **Customize posts** with actual phone, website, city/region, service area
  2.  **Create post images** — use Canva, Figma, or hire a designer for consistent branding
  3.  **Schedule posts** in GBP dashboard (can be done immediately after claim)
-

## 8. LAUNCH DAY CHECKLIST (Day 0: GBP Claim)

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This is the **exact sequence** to follow when claiming the GBP for maximum optimization from day one.

### ✓ Step-by-Step Launch Protocol

#### Before You Start:

- ☐ Confirm NAP (Name, Address, Phone) is finalized
- ☐ Logo (1024x1024px) ready
- ☐ Cover photo (1024x575px) ready
- ☐ Website URL finalized ([localcatalyst.com](https://localcatalyst.com) or Hostinger subdomain)
- ☐ Business email working ([hello@localcatalyst.com](mailto:hello@localcatalyst.com))
- ☐ Service area cities list ready (up to 20 areas)
- ☐ Hours of operation decided (Mon-Fri 9-5, or 24/7, etc.)

#### Hour 1: Claim & Verify

- ☐ Go to [google.com/business](https://google.com/business)
- ☐ Search for "LocalCatalyst" — confirm no existing unclaimed listing (if one exists, claim it; if not, create new)
- ☐ Enter NAP information exactly as it will appear everywhere (citations, website footer, etc.)
- ☐ Select primary category: "Marketing Agency"
- ☐ Select secondary categories: "Internet Marketing Service", "SEO Service"
- ☐ Add service areas (up to 20 cities/zips)
- ☐ Choose "I deliver goods and services to my customers" (SAB) or "Customers can visit my business" (storefront)
- ☐ If SAB, hide address (Google will still verify via postcard to registered address)
- ☐ Request verification postcard (arrives in 5-14 days — DO NOT delay this)

#### Hour 2: Basic Info

- ☐ Add website URL
- ☐ Add phone number (local area code preferred)
- ☐ Add business email
- ☐ Set business hours (be realistic — these show in search results)
- ☐ Add attributes (if applicable): "Identifies as women-owned," "Online appointments," etc.
- ☐ Upload logo (Profile Photo section)
- ☐ Upload cover photo (Cover Photo section)

#### Hour 3: Photos (Upload 10+ Photos Immediately) Upload at least 10 photos across these categories:

- ☐ Logo (already uploaded)
- ☐ Cover photo (already uploaded)
- ☐ Team photo (if available) or professional headshot
- ☐ Office interior (if applicable) or workspace

- [ ] 3-5 “At Work” photos (can be stock images of SEO work — analytics dashboards, laptop with SEO tools, team meetings, etc.)
- [ ] 2-3 “Identity” photos (LocalCatalyst branding, logo variations, branded graphics)
- [ ] Exterior photo (if physical location) or map pin graphic showing service area

#### **Hour 4: GBP Description**

- [ ] Paste the 750-character Local Hub Gambit description (see Section 3)
- [ ] Verify character count is under 750
- [ ] Double-check all entity co-citations are real and verifiable

#### **Hour 5-6: Services**

- [ ] Add all 4 core services (see Section 4):
  - [ ] Google Business Profile Optimization
  - [ ] Local SEO Strategy & Implementation
  - [ ] Technical SEO Audits & Optimization
  - [ ] Citation Building & NAP Consistency
- [ ] For each service: full 300-1,000 char description + pricing + CTA

#### **Hour 7: Products (Optional but Recommended)**

- [ ] Add 3 products (see Section 5):
  - [ ] Free GBP Completeness Audit
  - [ ] Local SEO Starter Package
  - [ ] Enterprise Multi-Location SEO
- [ ] Upload product images for each

#### **Hour 8: Q&A (Critical — Do This Same Day)**

- [ ] From a personal Google account (NOT the business account), post 20 questions (see Section 6)
- [ ] Log into GBP Manager, answer each question as the business owner
- [ ] Verify answers are keyword-rich and detailed (150-500 characters each)

#### **Hour 9: Posts (Schedule First 6 Posts)**

- [ ] Draft all 6 posts in a doc (see Section 7)
- [ ] Upload post images
- [ ] Schedule Post 1 for “now” (immediately visible)
- [ ] Schedule remaining posts: Post 2 (Wed), Post 3 (Fri), Post 4 (Mon Week 2), Post 5 (Wed Week 2), Post 6 (Fri Week 2)

#### **Hour 10: Advanced Features (If Applicable)**

- [ ] Add booking link (Calendly, Acuity, etc.) if offering instant consultations
- [ ] Configure messaging (if you want GBP messages to come to your phone)
- [ ] Enable Q&A notifications (get alerts when organic questions are asked)
- [ ] Add special hours (holidays, seasonal changes)

#### **Post-Launch (Days 1-14):**



- ☐ Monitor verification postcard delivery (usually 5-10 days)
  - ☐ Enter verification code as soon as postcard arrives
  - ☐ Check GBP Insights daily (track profile views, search queries, actions)
  - ☐ Respond to any organic Q&A within 24 hours
  - ☐ Continue 3x/week posting cadence
-

## 9. POST-LAUNCH MONITORING & OPTIMIZATION (Weeks 2-12)

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Once the GBP is live and verified, continuous optimization is required to maintain and improve rankings.

### ✓ Weekly Tasks (Ongoing)

#### **Mondays:**

- ☐ Draft and schedule 3 posts for the week (Mon/Wed/Fri)
- ☐ Check for new organic Q&A — respond within 24 hours
- ☐ Review GBP Insights (profile views, search queries, direction requests, calls, website clicks)

#### **Wednesdays:**

- ☐ Upload 2-5 new photos (ongoing photo freshness is a ranking signal)
- ☐ Check for new reviews — respond to all reviews within 48 hours
- ☐ Monitor competitor GBPs for changes (are they posting more? Adding new services?)

#### **Fridays:**

- ☐ Review rank tracking data (which keywords improved/declined this week?)
- ☐ Update services/products if there are seasonal changes or new offerings
- ☐ Check citation indexing progress (are new citations showing in Google?)

### ✓ Monthly Tasks

#### **First Week of Each Month:**

- ☐ Generate GBP Insights report (export from GBP dashboard)
- ☐ Analyze keyword trends — which search queries are driving profile views?
- ☐ Update Q&A with new questions based on real customer inquiries
- ☐ Audit photo categories — ensure you have at least 10 photos in each category

#### **Mid-Month:**

- ☐ Conduct competitor GBP audit (are they outranking you? what changed?)
- ☐ Review and respond to ANY unanswered reviews (even old ones — Google tracks response rate)
- ☐ Check for GBP guideline violations or suspended listings in your niche (avoid their mistakes)

#### **End of Month:**

- ☐ Compare this month's metrics to last month (profile views, actions, search queries)
- ☐ Update products/services if there are new offerings or pricing changes
- ☐ Add new photos from recent work (real client project photos > stock images)





### ✓ Quarterly Tasks (Every 3 Months)

- ☐ Full to re-audit (score your own GBP, identify gaps)
- ☐ Major content refresh (rewrite description if positioning changes, add new services)

- [ ] Competitive intelligence deep dive (audit top 3 competitors' GBPs for new tactics)
  - [ ] Review attribute eligibility (Google adds new attributes periodically — add any that apply)
  - [ ] Analyze ROI (leads generated from GBP → revenue → compare to SEO investment)
-

## 10. BLOCKERS & NEXT STEPS

### Critical Blockers (Must Resolve Before Launch)

BLOCKER	STATUS	REQUIRED ACTION	EST. TIME
<b>NAP Finalization</b>	 <b>BLOCKING</b>	Decide: Single location or SAB? If SAB, register a business address (even if hidden). Obtain local phone number.	1-3 days (business registration)
<b>Logo + Cover Photo</b>	 <b>BLOCKING</b>	Design or commission logo (1024x1024px) and cover photo (1024x575px).	2-6 hours (if using designer)
<b>Final Domain</b>	 <b>ADVISORY</b>	Migrate to <a href="https://localcatalyst.com">localcatalyst.com</a> or commit to Hostinger subdomain? GBP can be updated later but creates friction.	1-2 hours (domain setup)
<b>Email Configuration</b>	 <b>BLOCKING</b>	Set up <a href="mailto:hello@localcatalyst.com">hello@localcatalyst.com</a> (or chosen email) and ensure it's working/monitored.	1 hour

### Immediate Next Steps (Once Blockers Resolved)

1. **Finalize NAP** (operator decision: location, phone)
2. **Customize all content in this audit** (replace placeholders like [city], [phone], [website])
3. **Create/gather images** (logo, cover, 10+ photos)
4. **Claim GBP** following Hour-by-Hour Launch Checklist (Section 8)
5. **Request verification postcard** (5-14 day wait)
6. **Post 20 Q&A entries** (same day as GBP claim)
7. **Schedule first 6 posts** (launch day through Week 2)
8. **Monitor daily** for verification postcard arrival
9. **Enter verification code** as soon as postcard arrives
10. **Begin ongoing optimization** (3x/week posting, photo uploads, review responses)

## 11. EXPECTED OUTCOMES (90-Day Projection)

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If LocalCatalyst launches with this **64% Launch Readiness Score** (vs. typical 20-30% for most new businesses), here are the expected outcomes:

### Month 1 (Days 1-30):

- ☒ GBP fully verified and optimized (7+/10 on all to
- ☒ Indexed in Google Maps search results (may not rank yet)
- ☒ 1-3 primary keywords showing in Map Pack (low positions, e.g., #8-15)
- ☒ 10-25 profile views per week
- ☒ 2-5 GBP actions per week (calls, website clicks, direction requests)

### Month 2 (Days 31-60):

- ☒ 3-5 primary keywords in Map Pack (positions #5-10)
- ☒ 25-50 profile views per week
- ☒ 8-15 GBP actions per week
- ☒ Citations beginning to index (first 50 directories)
- ☒ First organic Q&A questions appearing (proof of visibility)

### Month 3 (Days 61-90):

- ☒ 5-10 primary keywords in Map Pack (positions #3-7)
- ☒ 50-100 profile views per week
- ☒ 15-30 GBP actions per week
- ☒ 2-5 qualified leads per week from GBP alone (phone calls, consultation bookings)
- ☒ First client acquisition directly attributable to GBP visibility

### Month 6 (Mature GBP Performance):

- ☒ 10-15 primary keywords in Map Pack (positions #1-5)
- ☒ 100-200 profile views per week
- ☒ 30-60 GBP actions per week
- ☒ 10-20 qualified leads per week
- ☒ \$4,000-8,000 monthly revenue from organic GBP leads (assuming \$300-500 avg client value × 3-4 monthly closes)

### ROI at Month 6:

- **Investment:** \$0 (DIY GBP optimization using this audit)
- **Return:** \$24K-48K annually from GBP leads alone
- **ROI:** Infinite (no cost other than time)

If LocalCatalyst uses its own APEX system to optimize its own GBP, it becomes the **best case study** for selling local SEO services.

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## 13. FINAL RECOMMENDATION

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**Status:** LocalCatalyst is **0% complete** on GBP but has the **operational blueprint** to launch at **64% completeness** — far ahead of 90% of local businesses who launch at 20-30%.

**Critical Path:**

1. Finalize NAP + logo/cover (1-3 days)
2. Customize all content in this audit (2-4 hours)
3. Claim GBP and execute Launch Day Checklist (8-10 hours)
4. Request verification postcard (5-14 day wait — no work required)
5. Enter code and begin ongoing optimization (1-2 hours/week)

**Why This Matters:** LocalCatalyst is a **local SEO agency**. If your own GBP is neglected or incomplete, it destroys credibility. Launching with a fully optimized, high-scoring GBP makes LocalCatalyst the **proof of concept** for the APEX methodology.

**Immediate Next Step:** Operator decision required on:

- Primary business location (city/state)
- Physical address or SAB status
- Local phone number

Once NAP is finalized, this entire audit can be executed in 1 business day.

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## END OF AUDIT



**LocalCatalyst.ai**

AI-Powered Local SEO

[localcatalyst.ai](https://localcatalyst.ai)

This report was generated using the APEX SEO Methodology. All data and recommendations are based on publicly available information gathered at the time of the audit. Results may vary based on implementation and market conditions.