

Prepared by: _____ For: _____

Local Visibility

The map pack, listings, and reviews — explained for business owners

Where local customers actually come from

When someone searches for a service "near me," Google shows a map with three businesses before anything else. Those three get the calls. Who appears there is decided by three things you can influence: how complete and active your Google Business Profile is, how consistent your business information is across the web's directories, and your review signals — quantity, recency, and replies.

What a visibility program does

- **Google Business Profile** — completed, categorized, photographed, posted to, and kept active
- **Listings & citations** — your name, address, and phone made consistent across the major directories (inconsistency quietly suppresses map rankings)
- **Review engine** — a system that asks every happy customer at the right moment, and answers every review — because replies are read by prospects, not just reviewers
- **Local schema** — structured data that tells search engines and AI assistants exactly who and where you are

Why reviews compound

Reviews are the only marketing asset that improves every channel at once: they raise map rankings, increase ad click-through, and pre-sell every referral who looks you up. Cadence beats totals — a steady stream of recent reviews outperforms a large number of stale ones.

What to expect

Visibility work compounds over weeks and months, not days. The honest sequence: profile and listings first (fast), review cadence second (builds forever), rankings following as the signals accumulate.

Ask your marketing team where your map visibility stands today — it's measurable.