

# LOCAL SEARCH VISIBILITY

ONYX MEDIA

STRATEGIC LOCAL SEO FOR SERVICE BUSINESSES

## THE FOUNDATION OF LOCAL DISCOVERY

Built specifically for local service businesses that rely on Google Maps and city-based search traffic to drive consistent, high-intent leads.

### LOCAL SEO FOCUSES ON:

- ✓ Google Maps rankings
- ✓ "Near me" searches
- ✓ City + service keywords
- ✓ Increased calls and inbound inquiries

**RECOMMENDED MINIMUM COMMITMENT: 6 MONTHS**

## SEO & MAPS PACKAGES

<p><b>MAPS FOUNDATION</b> GOOGLE BUSINESS PROFILE OPTIMIZATION</p> <p><b>\$750</b> /mo</p>	<p><b>DELIVERABLES</b></p> <ul style="list-style-type: none"><li>• Google Business Profile optimization</li><li>• Category and service refinement</li><li>• Service content optimization</li><li>• Photo additions and optimization</li><li>• Local citation building</li><li>• Technical audit of listing</li></ul> <p><i>1 Location Included.</i></p>	<p><b>STRATEGY &amp; GOALS</b></p> <ul style="list-style-type: none"><li>• Target: Improved Google Maps ranking and call volume</li><li>• Best for businesses needing stronger local map pack visibility</li><li>• Monthly reporting</li></ul>
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<p><b>MOST POPULAR</b></p> <p><b>MAPS + WEBSITE GROWTH</b> LOCAL SERP + GOOGLE MAPS</p> <p><b>\$1,100</b> /mo</p>	<p><b>DELIVERABLES</b></p> <p><b>INCLUDES EVERYTHING IN FOUNDATION, PLUS:</b></p> <ul style="list-style-type: none"><li>• On-page SEO for up to 5 pages</li><li>• Title and meta tag optimization</li><li>• Internal link structuring</li><li>• 1 optimized blog article per month</li><li>• Expanded citation building</li><li>• Local backlink development</li></ul> <p><i>1 Location Included.</i></p>	<p><b>STRATEGY &amp; TRACKING</b></p> <ul style="list-style-type: none"><li>• Target: Dominating moderate local markets</li><li>• Search Console and Analytics monitoring</li><li>• Monthly performance review</li></ul>
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<p><b>LOCAL AUTHORITY</b> AGGRESSIVE LOCAL GROWTH</p> <p><b>\$1,750</b> /mo</p>	<p><b>DELIVERABLES</b></p> <ul style="list-style-type: none"><li>• Full Google Business Profile optimization</li><li>• On-page SEO for up to 10 pages</li><li>• 2 optimized blog articles per month</li><li>• Advanced citation network</li><li>• Offsite content placement</li><li>• Strong backlink development</li></ul> <p><i>1 Location Included.</i></p>	<p><b>STRATEGY &amp; TRACKING</b></p> <ul style="list-style-type: none"><li>• Target: Highly competitive industries (roofing, dealerships, contractors)</li><li>• Ongoing technical monitoring</li><li>• Monthly strategy and reporting call</li></ul>
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## ADDITIONAL OPTIONS & ADD-ONS

**ADDITIONAL LOCATIONS**

**\$400** / mo per location

Scale your SEO strategy across multiple physical storefronts or service areas. Covers additional GBP management and localized page optimization.

**AI LIVE CHAT 24X7**

**\$150** / mo

Intelligent, always-on website chat that captures, engages, and qualifies your incoming organic website traffic into actionable leads.