

Essential Local SEO

Best for: New businesses or very small service areas

Typical investment: \$300-\$600 setup + \$200-\$400/mo. 3-month commitment.

Includes:

- Local SEO baseline audit
- Google Business Profile setup or cleanup
- Core NAP consistency check
- Submission to key local directories (10-15)
- Homepage local SEO optimization
- Review strategy guidance
- Basic local rank tracking

Starter Local SEO

Best for: Businesses with limited visibility or inconsistent listings

Typical investment: \$500-\$900 setup + \$300-\$600/mo. 3-month commitment.

Includes everything in Essential, plus:

- Local keyword & service-area research
- Full Google Business Profile optimization
- Core citation setup (20-30 listings)
- On-page optimization for homepage + 1 service page
- Review generation system setup
- Monthly performance summary

Growth Local SEO

Best for: Established businesses in competitive markets

Typical investment: \$700-\$1,000 setup + \$750-\$1,500/mo. 4-month minimum commitment.

Includes everything in Starter, plus:

- Ongoing GBP management & posts
- Citation cleanup + monitoring
- Optimization of 3-5 service/location pages
- Monthly local content (1 post or page)
- Review monitoring & response guidance
- Local link acquisition (light but consistent)
- Detailed monthly reporting & strategy call

Dominant Local SEO

Best for: Service businesses that want to own their local market

Typical investment: \$800-\$1,200 setup + \$1,500-\$3,000+/mo. 6-month minimum commitment.

Includes everything in Growth, plus:

- Advanced competitor & map-pack tracking
- Multi-location or multi-service optimization
- Aggressive local content expansion
- Authority-building local link strategy
- Conversion optimization insights
- Algorithm update monitoring & adjustments
- Priority support & monthly strategy sessions

How to Choose the Right Local SEO Package

- **Essential** is for businesses that need to be found correctly and avoid missed calls.
- **Starter** is for businesses that want to start showing up in Google Maps and local search.
- **Growth** is for businesses ready to outperform competitors and generate steady local leads.
- **Dominant** is for businesses that want to own their market and become the obvious local choice.

Local SEO isn't about doing everything – it's about doing what moves the needle for your business right now.