FREE GUIDE · LOCAL SEO

Rank Your Local Business on Google: 7 Boring Steps That Work

No agency, no ₹50,000 retainer, no 40-page audit. Just the basics, done completely, for clinics, salons, repair services, CAs, gyms, coaching centres and every local business.

7	₹0	30 days
Steps, in order	All free tools	Action plan inside

Growth by CC
SEO & growth tips you can use today

START HERE

Local SEO isn't complicated. You're overthinking it.

When someone searches "AC repair near me" or "dentist in Indiranagar", Google shows two things: the **map pack** (Google Business Profiles) and **regular results** (websites). This guide gets you into both, using a simple system one business owner credited with moving from about #100 to #3 for their main keyword.

The 7 steps

1. **One page per service**, each with its own URL
2. **Page title = Service + City**. Nothing cute.
3. **H1 matches the title**. Boring wins.
4. **500+ words written like a human**, answering what customers ask
5. **Link your pages together**: services ↔ cities
6. **Google Business Profile 100% filled** and kept active
7. **Ask every happy customer for a review**. This is half of local SEO.

Plus 3 bonus moves

Keyword placement, pages built to convert (not blog-style), and backlinks from nearby non-competing businesses. See page 7.

Most people won't do step 7

Steps 1–6 take a weekend. Step 7 is a habit, and it's where most businesses lose to competitors.

STEPS 1–3 · PAGE STRUCTURE

One page per service, named plainly

Step 1: One page per service

Don't put all your services on one "Services" page. Google ranks *pages*, not websites, so each service needs its own page and URL.

```
✗ Weak
yourwebsite.com/services          (AC repair, installation, gas refill all on one page)

✓ Strong
yourwebsite.com/services/                  ← hub listing all services
yourwebsite.com/ac-repair-pune/
yourwebsite.com/ac-installation-pune/
yourwebsite.com/ac-gas-refilling-pune/
```

Serve more than one area? Add city pages too (e.g. `/ac-repair-pimpri-chinchwad/`), but only if you really serve there and can write genuinely different content for each.

Step 2: Page title = Service + City (+ State)

The title tag is the blue headline in Google. Use exactly what people type. No clever slogans.



× Avoid

"Cool Breeze, Your Comfort Partner" tells Google nothing about the service or city.

Step 3: H1 matches the title

The H1 is the main heading visible on the page. Make it say the same thing: **"AC Repair in Pune"**. Fancy headings like "Beat the Heat!" may look nice but don't help you rank. **Boring wins.**

Where to change these

WordPress: Rank Math / Yoast "SEO title" field + page heading. Wix/Shopify: page SEO settings. Custom site: ask your developer to edit <title> and <h1>.

STEPS 4–5 · CONTENT & LINKING

Write like a human, then connect your pages

Step 4: 500+ words that answer real questions

You don't need a ton of text, just the *right* text. Write each service page like you're explaining it to a customer on the phone.

Section	What to write (AC Repair in Pune example)
Opening line	"We provide AC repair in Pune for all major brands, with same-day visits in most areas."
What's included	Problems you fix: no cooling, water leakage, noise, gas refill, PCB repair
Price range	"Visiting charge ₹299. Most repairs ₹800–₹3,500." Customers search for this.
Areas served	Kothrud, Baner, Wakad, Hadapsar... (only real ones)
Why trust you	Years in business, technicians, warranty, real photos of your team
FAQs	3–5 real customer questions with direct answers
Call to action	Big "Call / WhatsApp now" button at the top and bottom

> **Don't copy-paste city pages**
> Ten pages with the same text and only the city name swapped look spammy. Each page needs something real and specific.

Step 5: Link your pages together

- **Services hub** (`/services/`) links to every service page.
- Each **service page links to the city pages** where you offer it, and each **city page links back** to its services.
- Link related services: "AC repair" → "AC gas refilling".
- Use descriptive link text like "AC installation in Pune", not "click here".

STEP 6

Google Business Profile: 100% filled, always active

Your Google Business Profile (GBP) decides whether you show up in the map pack. Most businesses fill half of it and forget it.

Fill every field

Field	Tip
Business name	Your real name only. Adding keywords ("Sharma AC Repair Best in Pune") is against Google's guidelines and can get you suspended.
Primary category	The most specific one ("Air conditioning repair service", not "Service").
Secondary categories	Add the other services you genuinely offer.
Services & products	List each service with a short description and price range.
Hours	Regular + special hours for Diwali, Holi and other holidays.
Phone, WhatsApp, website	Link each service area to its matching page on your site.
Photos	Real photos: shopfront, team, work in progress, before/after. Add new ones monthly.
Description	What you do, where, and for whom, in plain language.

Keep it active

- ☐ Post an update every week: offers, completed work, tips
- ☐ Reply to **every** review, good or bad, within 48 hours, politely
- ☐ Answer questions in the Q&A section
- ☐ Keep name, address and phone identical on GBP, your website, Justdial and other listings

STEP 7 · THE ONE EVERYONE SKIPS

Ask every happy customer for a review

Reviews are roughly half of local SEO. More recent, genuine reviews help you rank in the map pack *and* convince the next customer to call you instead of a competitor.

The system

1. **Get your review link.** In your Google Business Profile, tap "Ask for reviews" and copy the short link.
2. **Ask at the happiest moment**: right after the job is done, the problem is fixed or the customer thanks you.
3. **Send it on WhatsApp** using the template below. Personal messages get far more reviews than generic SMS.
4. **Put a QR code** at your counter, on invoices and visiting cards.
5. **Reply to every review** and thank them by name.

Copy-paste WhatsApp template

Namaste [Name] ji 🙏
Aaj humari service lene ke liye dhanyavaad! Agar aapko kaam accha laga ho, toh kya aap 30 second nikaal ke Google pe ek chhota sa review de sakte hain? Isse humare jaise local business ko bahut madad milti hai.
👉 [your review link]
– [Your name], [Business name]

Stay within Google's rules

Don't offer discounts or gifts in exchange for reviews, don't write fake reviews, and don't use a filter that sends unhappy customers somewhere other than Google ("review gating"). These break Google's policies and can get reviews removed or your profile restricted.

BONUS

3 extra moves that compound

A. Put your keyword in 4 places

For "AC repair Pune": the **page title**, the **URL slug** (`/ac-repair-pune/`), the **H1**, and the **beginning of your first sentence**. That's enough. Don't stuff it everywhere else.

B. Build pages to convert, not like blogs

A service page is a landing page. Put the phone/WhatsApp button, price range, service areas and reviews near the top. If someone searches "tree removal Atlanta" or "pest control Noida", the page should tell them in 5 seconds why *you* are the one to call.

C. Backlinks from neighbours and partners

Source	Example
Adjacent, non-competing businesses	An AC repair shop ↔ electrician ↔ interior designer; a dentist ↔ pharmacy ↔ gym
Suppliers & partners	Brands you're an authorised dealer/service partner for often list partners
Local associations	Trade associations, chambers of commerce, RWA or market committee websites
Relevant directories	Justdial, Sulekha, IndiaMART, Practo (doctors), UrbanCompany-style platforms, industry directories

Simple ask

"Hum aapke customers ko aapke paas refer karte hain. Kya aap apni website ke partners section mein humara link daal sakte hain? Hum bhi aapka daal denge."

YOUR 30-DAY PLAN

The local SEO checklist

Week	Task	Done
1	List every service × city you really serve. Create one page per service with its own URL (Step 1)	☐
1	Set title = Service + City and a matching H1 on every page (Steps 2–3)	☐
2	Write 500+ human words per page, with price range, areas and FAQs (Step 4)	☐
2	Build the /services/ hub and interlink services ↔ cities (Step 5)	☐
2	Complete Google Business Profile 100% and add 10+ real photos (Step 6)	☐
3	Send the WhatsApp review message to your last 30 happy customers (Step 7)	☐
3	Put a review QR code at the counter / on invoices	☐
4	Get 3 backlinks from partners and neighbours; list on 3 relevant directories	☐
Every week	1 GBP post, reply to all reviews, ask every happy customer for a review	☐

Track progress (free)

- **Google Business Profile → Performance**: calls, direction requests and searches
- **Google Search Console**: which keywords and pages bring clicks
- Search your main keyword from a phone in your area once a month and note your position

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