

Stab's Local SEO Cheat Sheet

Becoming the **best-ranking local biz** in your area:

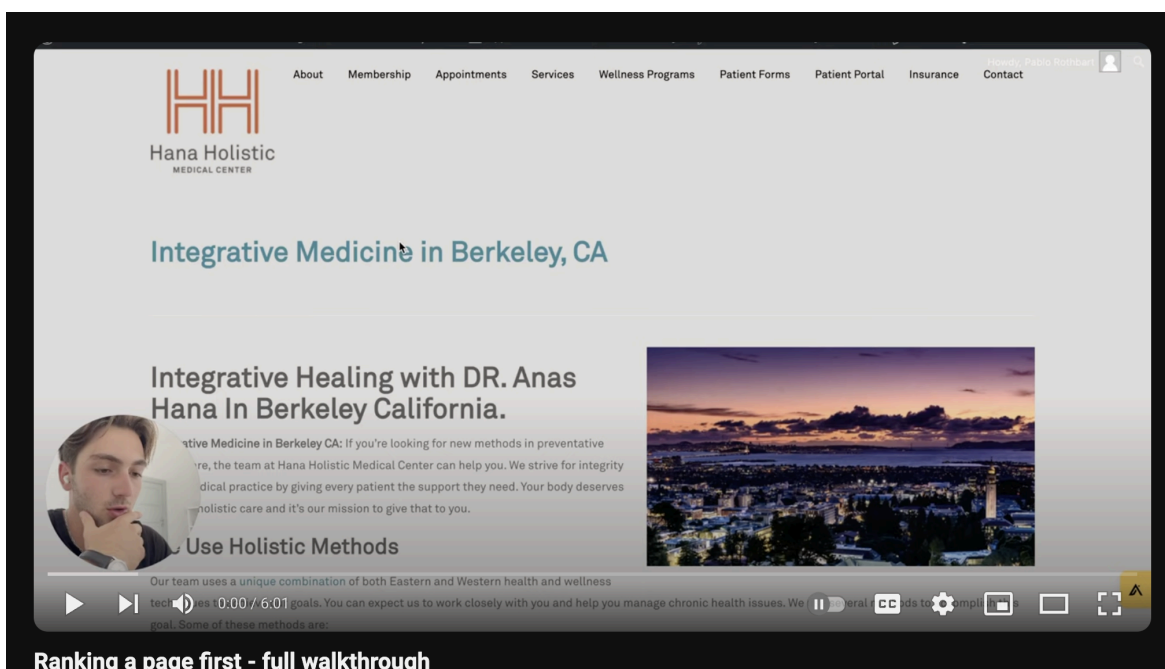
NOTE: DUE TO DEMAND FOR THE DOC, WE CREATED hvac-seo.com - WE HAVE UPLOADED ALL OUR UP TO DATE RESOURCES

If you are unaware of what Search Engine Optimisation (SEO) is and what its full potential can be - here is a quick breakdown:

What is SEO?

SEO is the practice of optimizing your website to appear higher in search engine results. When someone Googles a business and it shows up at the top, that's good SEO at work. It involves using specific techniques and strategies to increase your website's visibility to attract more customers.

Want us to run it through with you? Chat with our team today.
There are no obligations 🙌 [click here to schedule a call](#)



[Watch us rank this page in first position - LIVE](#)

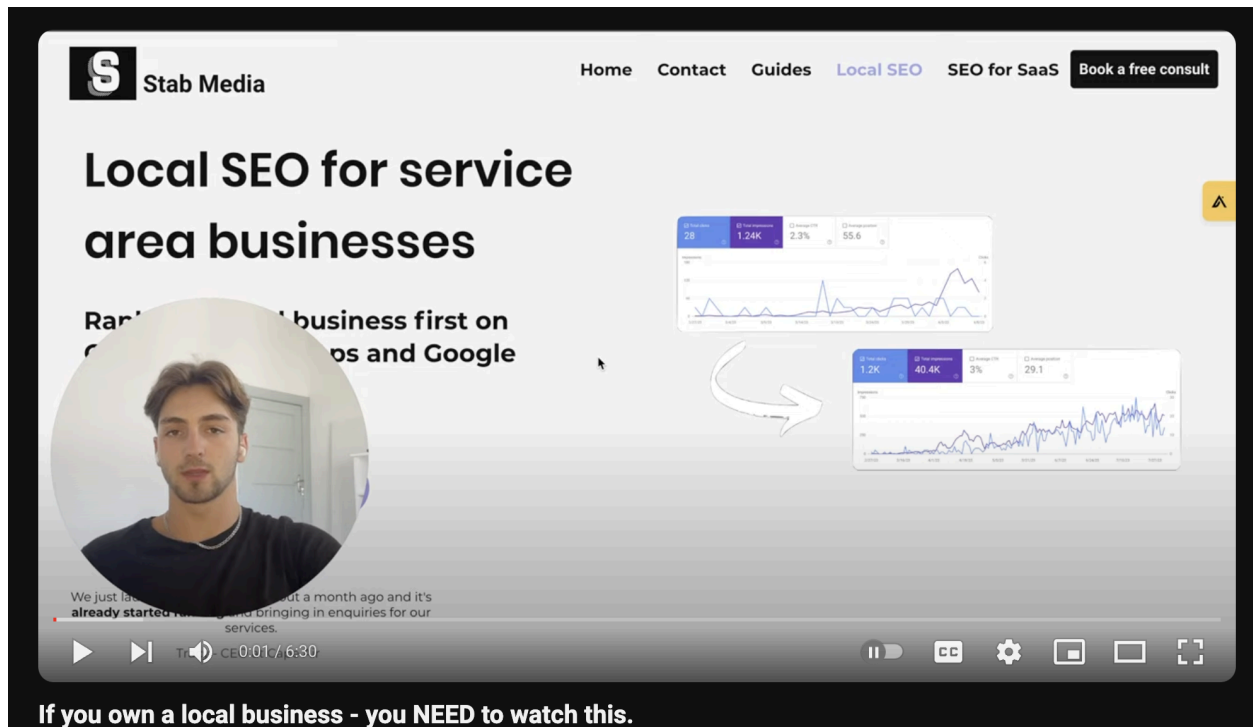
Numbers don't lie:

Increase in Foot Traffic: Businesses with strong local SEO see, on average, a **27% increase in foot traffic**. This is due to higher visibility in local search results, making it easier for nearby customers to find them.

Profit Growth: Local businesses often report a **15% growth in profits** after implementing effective SEO strategies. This is also an eyeballs game. More people are aware of the business. Being listed on Google is also a form of social proof for your business.

Cost Savings Compared to Ads: On average, Acquiring customers through SEO is WAY cheaper than ads. This is because SEO targets users who are actively searching for your services, leading to higher conversion rates and better ROI.

Here's a fun fact. Most Local businesses SEO sucks. This is just the hard truth. Everyone wants to be working in a "sexier industry". Which makes it **super easy for you** to step-up and win. Which is exactly what you'll do by following through this do.



The screenshot shows a video player interface for a website. The website header includes the Stab Media logo and navigation links: Home, Contact, Guides, Local SEO, SEO for SaaS, and a 'Book a free consult' button. The main content area features a video player with a man's face, a headline 'Local SEO for service area businesses', and two line graphs showing performance metrics. The video player has a play button and a progress bar. The video title is 'Ranking your business first on Google and Google'. The video description is 'We just launched a month ago and it's already started bringing in enquiries for our services.' The video player has a play button and a progress bar. The video title is 'Ranking your business first on Google and Google'. The video description is 'We just launched a month ago and it's already started bringing in enquiries for our services.'

If you own a local business - you NEED to watch this.

[Click here to watch](#) - Strongly suggest taking 6:30 mins to watch this

How to become the best ranking local business:

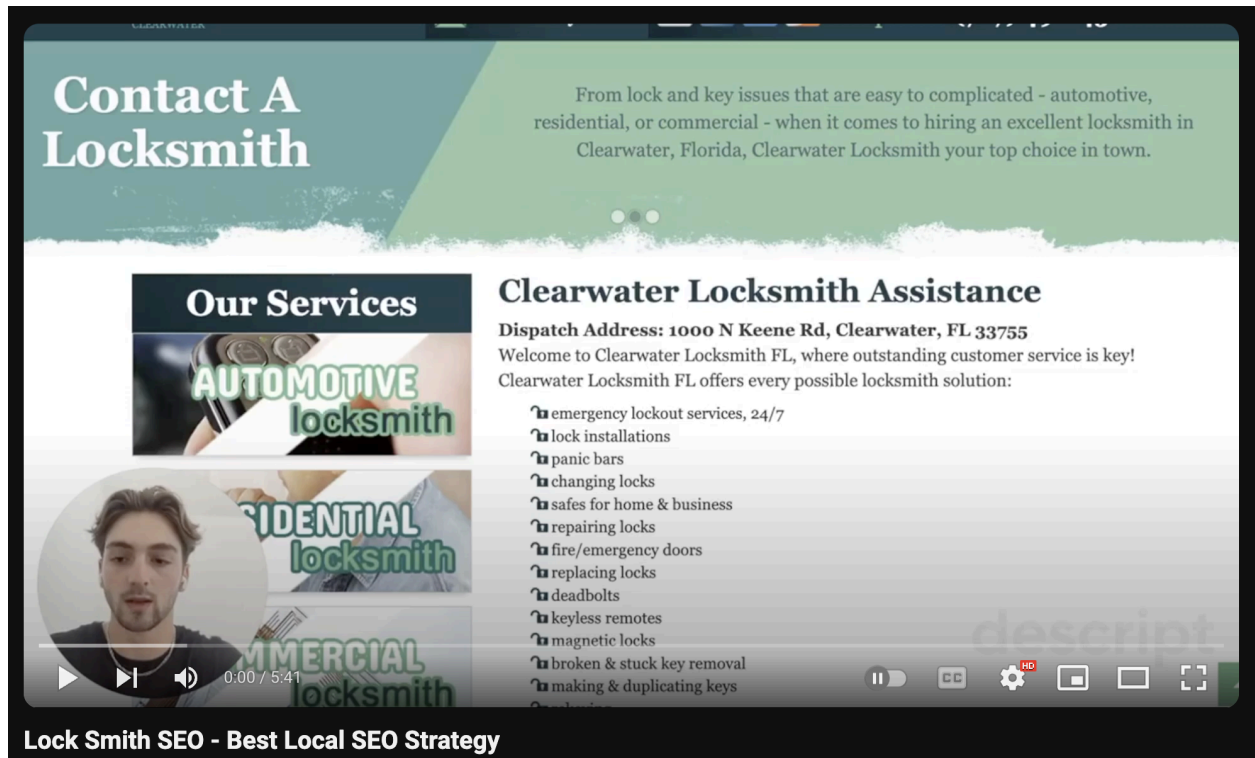
Being the best at Local SEO requires one super simple trick - that is often overlooked. We call it, Guerilla SEO. Rank for every single one of your service areas, down to the neighbourhood.

This does 3 things for you:

1. Increase success tremendously.
2. Target multiple different areas (higher intent of searches)
3. Allow you to create more content. More content = more keywords = more customers

Creating a hierarchy of ranking content is the fastest way to scale and outrank competitors.

We strongly suggest taking 5 quick minutes to watch our [Local SEO video](#):



[Click here to watch.](#)

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Our 4-Step SEO Strategy:

We have a 4 step SEO strategy which we use to outrank all your competitors. This strategy has generated our clients 17% more revenue within just 70 days. We have scaled clicks up by 36% and helped businesses get on Google Discover - seeing content get over 2,000% more impressions in just 1 week.

Here's our exact step-by-step playbook so you can do it too.

Step 1: Keywords & analysis

Identifying the right keywords is the backbone of local SEO. As we build out pages it is crucial to see what the niche is doing and what direct competitors are doing. A great example is this list:

See how much room there is to rank for easy local keywords? We just need a landing page for each area and SEO optimises it.

<input type="checkbox"/>	+ locksmith hollywood florida >>	C	1,000		7 ●
<input type="checkbox"/>	+ locksmith clearwater florida >>	C	140		11 ●
<input type="checkbox"/>	+ locksmith jupiter florida >>	C	140		7 ●
<input type="checkbox"/>	+ locksmith melbourne florida >>	C	140		10 ●
<input type="checkbox"/>	+ locksmith bradenton florida >>	C	110		14 ●
<input type="checkbox"/>	+ how to become a locksmith in florida >>	I	90		5 ●
<input type="checkbox"/>	+ locksmith in hollywood florida >>	C	90		5 ●
<input type="checkbox"/>	+ locksmith license florida >>	I	90		10 ●
<input type="checkbox"/>	+ locksmith sarasota florida >>	C	90		7 ●

Yes, keywords have a monetary value too. Instead of forking out money on Google and meta Ads. We can rake in all this traffic without spending a cent. The keyword above coast **\$6,38** for every click.

CPC

\$6.38

Competitive Density

0.26

We can get clicks without a cent on Ad spend.

Step 2: Local page content strategy

Once we've identified the keywords we will start off with. We slowly build out a local SEO strategy. We start off by targeting the main areas and within each page, niche down it smaller suburbs and neighborhoods. This allows us to rank high-intent keywords, in very specific areas.

This has the highest conversion rate out of any local SEO strategy as these buyers are searching to find a product. Buyers that find a product organically as opposed to ads are **4x more likely to convert**.

A great example of what this looks like is:

You can see how every location has a core landing page. Within each page, there are smaller area sets broken down.

Locations ▾

Storage ▾

Cape Town

Durban

Johannesburg

Pretoria

All Locations

Major Routes Covered

Jr Nar

Step 3: Build & implement

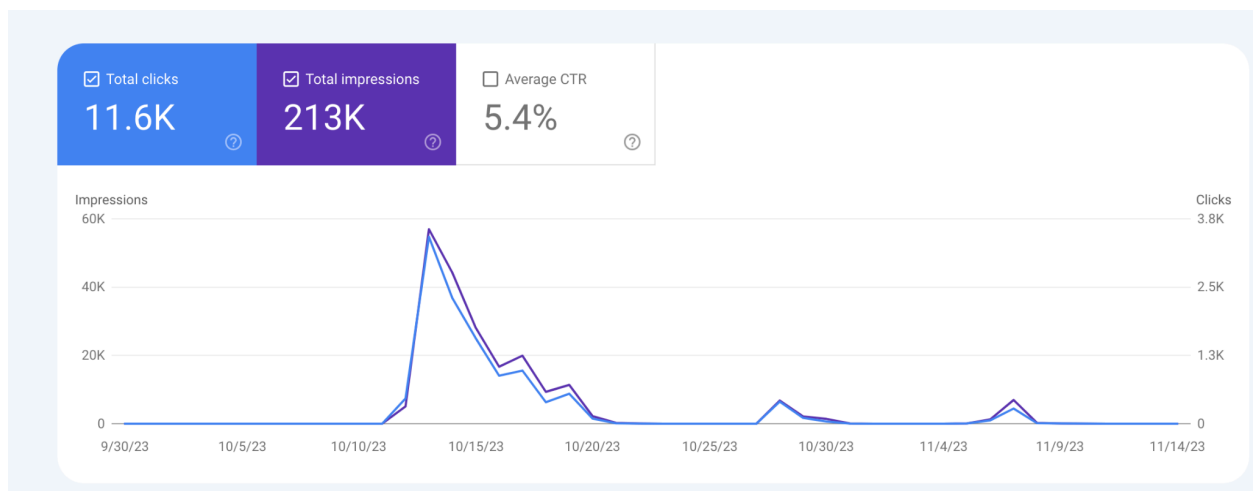
Steps 3 and 4 are quite simple. We simply start to build out the strategy. We create these

pages. Create a strong call to action to ensure the maximum amount of traffic clicks through to the pages.

SEO is only as good as your ability to convert the traffic into customers. This is why building out pages correctly is incredibly important.

We also create content for global niche / newsworthy the area. This is called PR content. The goal of PR content is to rank on platforms like Google Discover. We have had clients reach over 200,000 impressions in just a week.

**This is a Google Discover Post that got ranked:
Generated \$30,000 of enquiries. Where 40% has already been fulfilled.**



Step 4: Iterate and double down on what works

The most vital part is to iterate and double down on what is working. Once we identify clear keyword and content winners. We go all in.

We aim to do a lot of testing and experimenting. Every business, niche, and area is different. It is our goal to ensure clients not only grow their rankings but generate revenue too.

We analyse all the content, page results& keywords in a content tracking sheet. Every month we iterate and update based on the data. This allows us to guarantee success.

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Case-Studies:

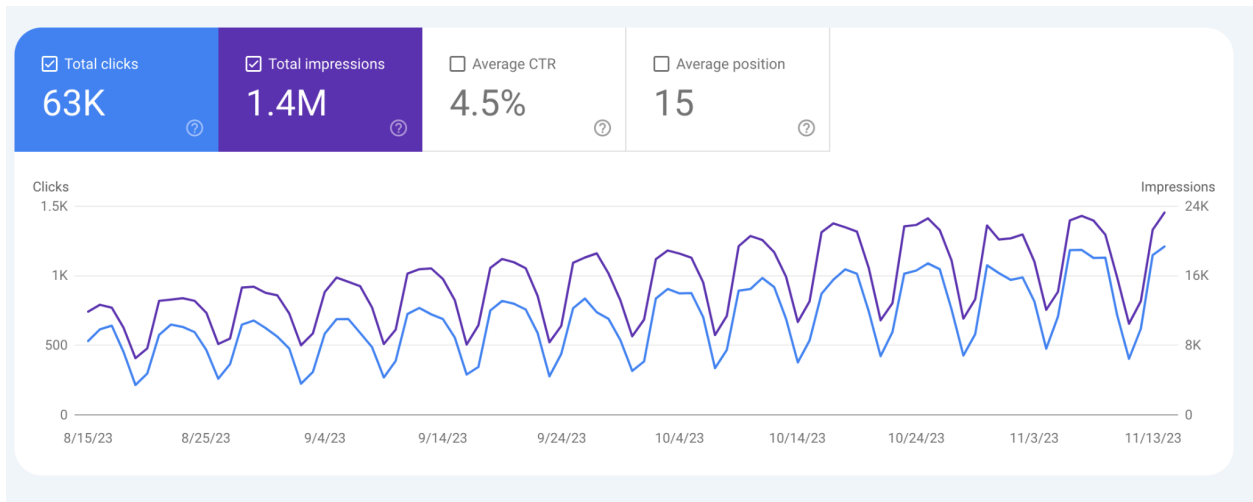
NOTE: Our Updated Case studied are found here →
<https://www.hvac-seo.com/case-studies>

Case Study 1: Leveraging Industry-Specific Content

Scenario: Our first case study is a classic example of finding what works and doubling down on it. We discovered that creating highly industry-specific content was extremely effective. Thanks to some existing domain authority, we could easily rank such content at the top of search results.

Strategy: We capitalized on this by positioning our content just below the industry giants. This allowed us to capture some of their overflow traffic. Our content was highly niche, ensuring that the incoming traffic had a strong intent to engage and convert.

Results: By integrating a clear Call-To-Action (CTA) and improving our authority with a targeted strategy, the results were awesome. We saw an increase from **14,000 clicks per month to over 21,000+ clicks per month**. This approach not only improved visibility but also significantly boosted engagement.



You can see the clear upward trend in the chart...Yes. I'm sure you're asking. *How did this affect Revenue?* An **extra \$25,000pm** from organic traffic.



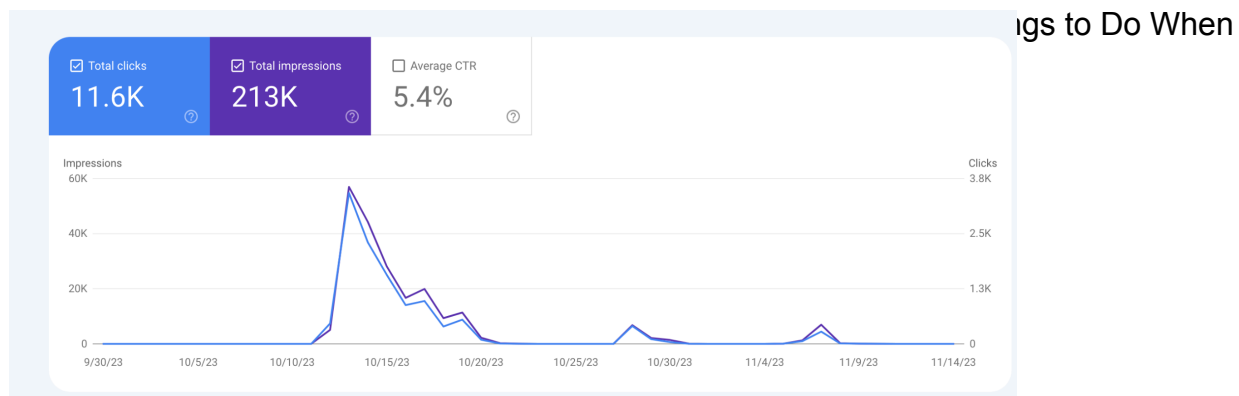
Google Discover:

Background: Google Discover represents a relatively unexplored opportunity. It's a recent update from Google that highlights new and authoritative sources in specific areas.

Our Approach: Our local SEO strategy is designed to position your website as a leading authority in your area, making it an ideal candidate for Google Discover.

Case Study: We worked with a client who was already leading their industry, ranking #1 for all their target keywords. Despite consistently creating content, their top ranking meant there wasn't much room for improvement in traditional search results.

Innovative Strategy: We asked ourselves, "How can we make a real change?" The answer lay in a subtle yet impactful shift towards a more lifestyle-focused approach for



Impressive Results: This strategic pivot had remarkable outcomes:

- 213,000 Impressions: One post alone generated this massive number of views.
- 11,000+ Clicks: A significant engagement from a single article.
- \$50,000 in Enquiries: The content translated into substantial business interest.

Cost Comparison: The keyword involved typically costs \$4 per click. Thus, achieving similar results through paid ads would have cost over \$40,000.

Our Edge: We achieved these results without spending anything on ads, demonstrating the power and cost-effectiveness of a well-crafted SEO and content strategy.

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