



WIN YOUR LOCAL MARKET

**A PLAYBOOK FOR DRIVING
MORE CALLS AND CUSTOMERS
TO YOUR BUSINESS**

How to show up first on Google Maps, AI search, and everywhere else your customers are looking.

THE LOCAL MARKET DOMINATION SNAPSHOT

When customers search for a service in your city, Google shows a small number of businesses first.

Those businesses receive most of the calls.

Over time, the companies that appear most often begin to dominate their market.

75%

of local search clicks go to the first few listings.

76%

of people who search for a local service visit a business within 24 hours.

Source: Google Local Search Study



HOW CUSTOMERS FIND LOCAL BUSINESSES TODAY

Customers now discover businesses through multiple channels:



AI DISCOVERY

Consumers increasingly ask questions like:

“Who are the best plumbers in Dallas?”

Tools used include:

ChatGPT

Google Gemini

Siri

These systems typically recommend businesses with strong online authority signals.

75%

of all calls go to the top 4 companies listed in the Google Map pack. The other 30+ companies fight over the remaining 25%.

Meaning nearly half of searches involve someone looking for nearby services.

TRY THIS NOW

Ask your phone or AI tool:

What is the best <your service> company in <your city>?

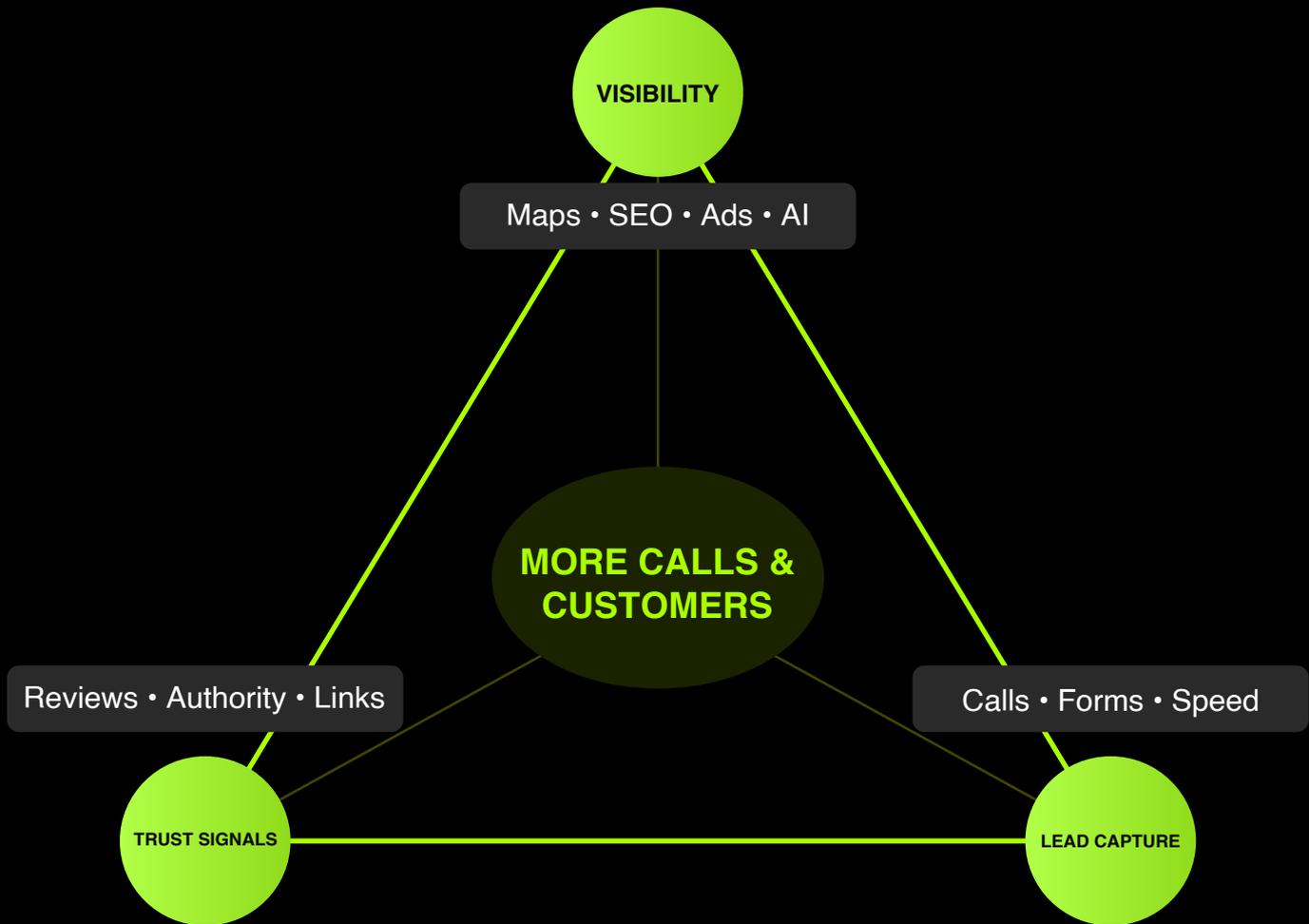
Write down which businesses are recommended.

Competitor #1: _____

Competitor #2: _____

Competitor #3: _____

THE LOCAL MARKET ENGINE



MORE CALLS & CUSTOMERS

Businesses that dominate their local market strengthen all three systems simultaneously.

WHY SOME BUSINESSES DOMINATE THEIR MARKET

| MARKET LEADER | AVERAGE BUSINESS |
|--------------------------------|--------------------------|
| ✓ Appears across city searches | ✗ Appears occasionally |
| ✓ Strong review volume | ✗ Few reviews |
| ✓ Active business profile | ✗ Inactive listing |
| ✓ Fast response to leads | ✗ Slow response to leads |
| ✓ Strong website authority | ✗ Weak online authority |

WORKSHEET

Know your competitor

Competitor name: _____

Reviews: _____

Photos: _____

Google ranking: _____

Analyze your competition to see what they're doing well today.

WHY VISIBILITY CHANGES ACROSS A CITY

| | | | | | | | |
|-----------|-----------|-------------|-------------|-------------|-------------|-------------|-------------|
| TOP 3 | TOP 3 | TOP 3 | SOMETIMES | NOT VISIBLE | NOT VISIBLE | NOT VISIBLE | NOT VISIBLE |
| TOP 3 | TOP 3 | TOP 3 | SOMETIMES | SOMETIMES | NOT VISIBLE | NOT VISIBLE | NOT VISIBLE |
| TOP 3 | TOP 3 | SOMETIMES | SOMETIMES | NOT VISIBLE | NOT VISIBLE | NOT VISIBLE | NOT VISIBLE |
| SOMETIMES | SOMETIMES | SOMETIMES | NOT VISIBLE |
| SOMETIMES | SOMETIMES | NOT VISIBLE |

SEARCH THESE RIGHT NOW

service + city service + nearby neighborhood

Example:

plumber Dallas plumber Plano plumber Irving

Write down who appears most often.

Result 1:

Result 2:

Result 3:

Many businesses appear near their office but disappear across most of their service area.

THE LOCAL MARKET PLAYBOOK

Businesses that dominate their market have mastered these 6 steps. Here's the way you can work your way to the top of the map pack as well.

PHASE 01

ESTABLISH PRESENCE

Claim and optimize your Google Business Profile.

Actions:

- choose correct categories
- define service areas
- add services and photos

PHASE 02

BUILD AUTHORITY

Strengthen signals across the web.

Actions:

- directory listings
- consistent business information
- backlinks from relevant sites

PHASE 03

GENERATE REVIEWS

Reviews influence both rankings and customer trust.

Actions:

- request reviews from customers
- respond to every review
- maintain steady review growth

PHASE 04

MAINTAIN ACTIVITY

Search engines reward active listings.

Actions:

- weekly posts
- new photos
- service updates

PHASE 05

STRENGTHEN WEBSITE

Your website supports local rankings.

Actions:

- mobile speed
- service pages
- location-specific content

PHASE 06

EXPAND VISIBILITY

Increase discovery channels.

Actions:

- targeted search ads
- organic SEO
- monitor rankings across neighborhoods

HOW STRONG IS YOUR MARKET VISIBILITY?

Time for some honesty. Take a look at your own business profile and check all the boxes that you actively have today—not aspire to have, or are going to have—have today.

Optimized Google Business Profile

50+ reviews

New reviews every month

Active listing posts

Consistent directory listings

Service pages on website

Backlinks from local sites

Fast response to leads

Score / 8

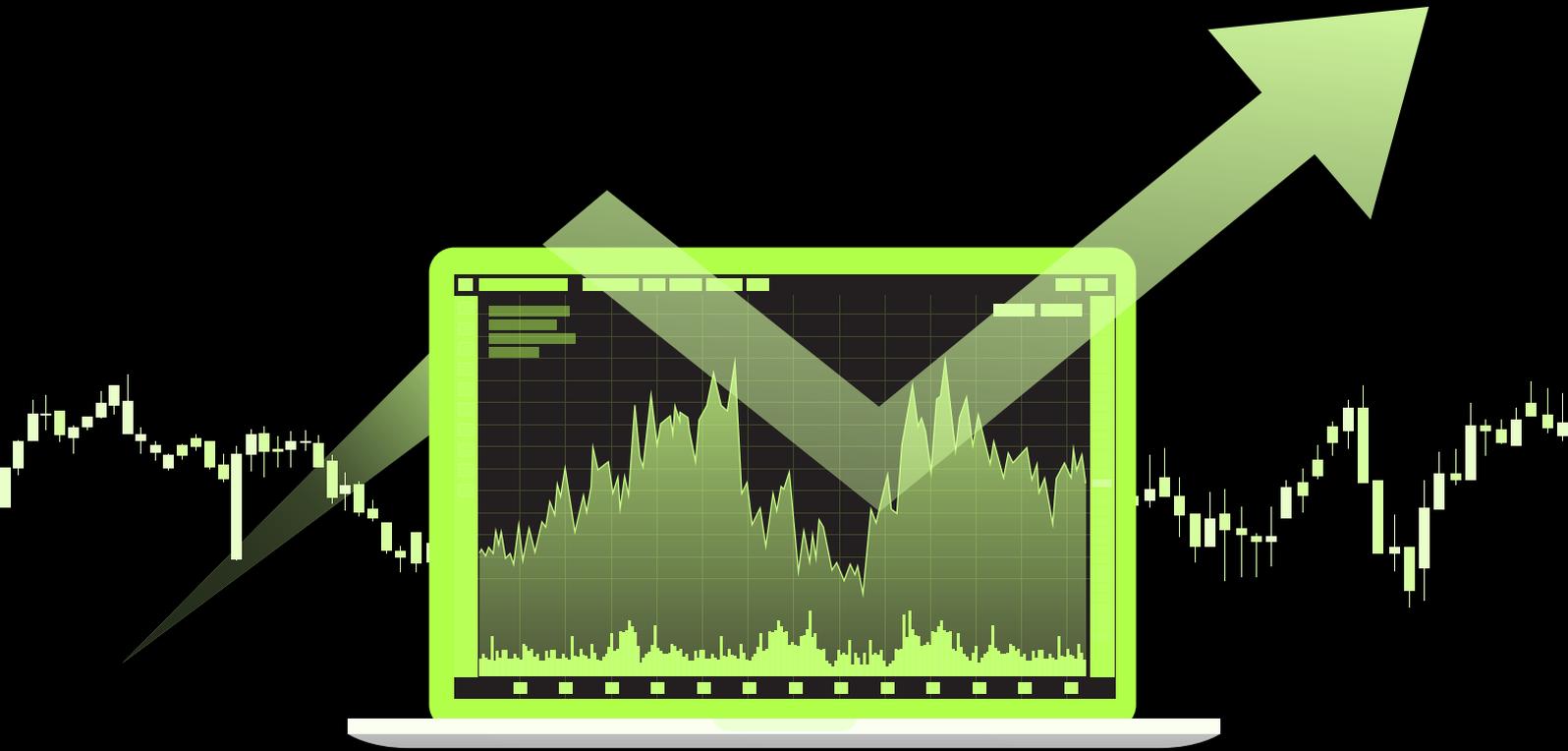


7–8 = Strong visibility

4–6 = Competitive

0–3 = Likely losing visibility

WHAT MOST BUSINESSES DISCOVER



How did you rate? If you're like most companies, you found some things you're doing well, and some other places where there are some gaps between you and the businesses getting most of the calls today.

Local markets tend to be dominated by a small number of companies that consistently strengthen their visibility and authority signals. If your score is low, that means that someone else is getting a lion's share of all the calls.



READY TO SEE WHO IS WINNING IN YOUR LOCAL MARKET?

Most businesses never actually see how visible they are across their entire service area.

Our free local visibility audit maps where your business appears and where competitors dominate.

The audit reveals:

visibility gaps

AI Results Visibility

competitor dominance areas

opportunities to capture more customers

START YOUR FREE VISIBILITY AUDIT TODAY

rblocal.com