

# LOCAL SEO TASKS

## 1. Define the “Real Reason” Customers Hire You

Not the category you’re in.

Not the service you sell.

The real problem they want solved.

(It’s rarely the thing listed on your invoice.)

## 2. Identify the Customer Moment That Matters Most

What is happening in their life or business at the moment right before they search for you?

This moment contains the emotional driver Google cannot see—but your messaging can reflect.

## 3. Articulate Your Category of One

What is the angle, specialisation, philosophy, or method that instantly distinguishes you from all similar providers in your area?

One sentence is enough.

## 4. Translate all Three Into One Clear Statement

Something you can echo across your website, GBP, and marketing—something Google and customers can both understand immediately.

Once you have that clarity, every Local SEO tactic becomes sharper.

- Your website speaks to the right person.
- Your GBP matches their intent.
- Your content reinforces your authority.
- And your competitors look interchangeable by comparison.