



LOCAL SEO Packages and Plans

Google Business Profile | Citations | Content | AI Search

Serving local businesses worldwide | All prices in USD

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Why Local SEO Matters

When someone searches for a service near them, the businesses shown on Google Maps and in the local results are the ones that receive the calls, direction requests and enquiries. Local SEO is how a business earns that visibility in its own city, region or service area, wherever in the world it operates.

A strong local SEO strategy combines an optimized Google Business Profile, a website built around local search intent, consistent business information across the web (NAP: Name, Address and Phone number), and steady content and authority building. Increasingly, it also means making the business easy for AI-driven search tools to understand.

How I Help Local Businesses

I run a full-service digital marketing agency that offers services tailored to specific business needs. For local businesses, I work across:

- On-page SEO with local keywords
- Google Business Profile optimization and posting
- Consistent NAP and local citations
- Content, backlinks and digital PR
- Review and reputation management
- AI search visibility (AEO / GEO)

I take an individual approach to each business and use a streamlined process to achieve the desired outcomes efficiently.

How the Plans Are Built

The plans are built from four stacks. The one-time plans set up the foundation and build local authority; the Monthly Recurring SEO plan keeps that momentum going.

STACK 1 On-Page and Technical SEO Keyword research, optimized content, titles, headings, schema, indexing and technical fixes.	STACK 2 GBP, Citations and Listings Google Business Profile optimization, posts, images, directories and NAP consistency.	STACK 3 Content and Backlinks New service and location pages, blogs, guest posts, press releases and link building.	STACK 4 Monthly Recurring SEO Ongoing content, citations, reputation management, maintenance and AI optimization.
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Plans at a Glance

Choose the plan that matches where your business is today. Each higher plan includes everything in the plan before it, with more volume and more advanced work.

Plan	Investment	Timeline	Best for	Focus
Plan 1 Basic	\$300	1 month	Newly built websites, new businesses, and businesses with no current roots in search engines.	Complete on-page SEO (up to 15 pages), one-time GBP optimization, full audit.
Plan 2 Standard	\$500	1 month	Businesses ready to build steady local visibility with content, citations and backlinks.	Everything in Basic, plus 5 keywords, 5 new pages, 5 blogs, 20 citations and backlinks.
Plan 3 Premium	\$800	1 month one-time execution	Businesses that want a stronger push toward more calls and enquiries and better AI-search readiness.	Expanded volumes, 60 citations, PDF submissions, press release and thought leadership.
Plan 4 Elite	\$1,200	2 months	Businesses that want the most complete local and AI-search build.	12 keywords, 100 citations, 50 backlinks, PR and LLM / AEO / GEO optimization.
Monthly Recurring SEO	\$400 per month	4+ months	Businesses that have completed the first stage of optimization (on-page, GBP and so on).	Ongoing pages, blogs, citations, reputation management and AI optimization.

Add-Ons and Additional Packages

Package	Investment	Details
Social media add-on	+\$100 to +\$300	Available on Standard (+\$100), Premium (+\$200), Elite (+\$300) and Monthly Recurring SEO (+\$100).
GBP Profile Creation	\$200	For a new or existing business. Business details (NAP) supplied by the client.
Brand Reputation Management + AI Optimization	\$700 per month	Continuous over 3 months, covering on-site and off-site activity.
Custom SEO Packaging	Custom quote	Audit, fixes and a custom execution plan for Map Pack, e-commerce, SaaS and other businesses.
Website and System Development	Custom quote	WordPress, WordPress + Claude Code, SEO-optimized e-commerce, and React builds.

Results Focus

Every plan is built to improve your visibility in three places: the **Google Map Pack**, **organic search results** and **AI search**. Progress is tracked across all three.



Plan Comparison

	Basic \$300	Standard \$500	Premium \$800	Elite \$1,200
FOUNDATION				
On-page SEO with content and keyword research (up to 15 pages)	✓	✓	✓	✓
Complete one-time GBP optimization	✓	✓	✓	✓
NAP check, citations check and complete audit	✓	✓	✓	✓
Technical groundwork for AI and GEO readiness	✓	✓	✓	✓
Indexing and technical error fixing	—	✓	✓	✓
LOCAL PRESENCE				
Major directories, creation and submission	~8	~8	~8	~8
Local citations (total)	—	20	60	100
GBP posts	1 month of posting	8 (2 per week)	8 (2 per week)	12 (3 per week)
Weekly GBP image uploads	New pictures	✓	✓	✓
CONTENT				
Keywords targeted	Research	5	7	12
New service / local landing pages (per month)	—	5	8	13
New blog posts (per month)	—	5	8	13
Content marketing and distribution	—	✓	✓	✓
AUTHORITY				
High-quality profile backlinks (total)	—	20	40	50
Guest posts (total)	—	2	4	6
Web 2.0 submissions (total)	—	5	10	15
Link in bios	—	3	3	3
PDF submissions	—	—	5	10
Press releases	—	—	1	2
Thought leadership article	—	—	1	1
AI SEARCH				
LLM optimization, Answer Engine Optimization and GEO	—	—	—	✓
TIMELINE AND OPTIONS				
Timeline	1 month	1 month	1 month	2 months
Optional social media add-on	—	+\$100	+\$200	+\$300

Pages and blog posts are delivered per month of the engagement. Citations, backlinks, guest posts, Web 2.0 and PDF submissions are totals for the engagement. Directory work is around 8 major directories. Social media add-ons are described on each plan page.



PLAN 1

Basic

\$300

One-time | 1 month

Best for: newly built websites, new businesses, and businesses with no current roots in the search engines. Basic gives your business a complete, correctly optimized starting point.

What's Included

Activity	What's included
STACK 1: ON-PAGE AND TECHNICAL	
Complete On-Page SEO (up to 15 pages)	Keyword research (KWR) and SEO-optimized content for the pages, title and meta description updates, H1, H2 and H3 optimization, internal linking, schema markup (JSON-LD), robots.txt, image optimization, Google Analytics and Search Console integration, and sitemap submission to Google and Bing.
STACK 2: GOOGLE BUSINESS PROFILE AND LISTINGS	
Complete One-Time GBP Optimization	Business description optimization, primary and additional categories, services, service locations, images, social links and starter posts, so the profile is complete and relevant to what you want to be found for.
1 Month of GBP Posting	Regular posts with new pictures, a focus on building reviews from genuine customers, and around 8 major directories built and submitted.
Audit	NAP check, citations check and a complete audit of your current local presence.
AI and GEO Readiness	Feasible technical elements added to prepare the website for AI and GEO optimization.
Timeline: 1 month.	
Next step: once Basic is complete, the Monthly Recurring SEO plan or a higher plan can be added to keep building on the foundation.	



PLAN 2

Standard

\$500

One-time | 1 month

Includes everything in **Basic**, plus monthly content, more local citations and backlinks to build your local visibility and authority.

Added in Standard

Activity	What's included
TARGETING AND CONTENT	
Keyword targeting	5 keywords targeted.
New pages	5 new pages per month, either service pages or local landing pages.
New blog posts	5 new blog posts per month.
Content marketing	Content marketing and distribution.
GOOGLE BUSINESS PROFILE	
GBP posts	8 posts per month (2 posts every week).
GBP images	Weekly image uploads.
TECHNICAL AND LOCAL	
Technical SEO	Indexing and fixing technical errors.
Local citations	20 local citations.
BACKLINKS AND AUTHORITY	
Profile backlinks	20 new high-quality profile backlinks.
Guest posts	2 guest posts.
Web 2.0 submissions	5 Web 2.0 submissions.
Link in bios	3 link in bios.

Optional Social Media Add-On: +\$100

1 social post and 1 story every week on your social media pages.

Timeline: 1 month.



PLAN 3

Premium

\$800

One-time execution | 1 month

Includes everything in Standard, with expanded volumes and additional authority-building work. Built to give the business a strong push over the following months, supporting more calls and enquiries and preparing it for AI-driven search.

Included in Premium

Activity	What's included
TARGETING AND CONTENT	
Keyword targeting	7 keywords targeted.
New pages	8 new pages per month (5 from Standard + 3 additional), service pages or local landing pages.
New blog posts	8 new blog posts per month (5 from Standard + 3 additional).
Press and thought leadership	1 press release and 1 thought leadership article.
Content marketing	Content marketing and distribution.
GOOGLE BUSINESS PROFILE AND DIRECTORIES	
GBP posts and images	8 posts per month (2 every week) and weekly image uploads.
Major directories	Creation and submission on around 8 major directories.
TECHNICAL AND LOCAL	
Technical SEO	Indexing and fixing technical errors.
Local citations	60 local citations (20 from Standard + 40 additional).
BACKLINKS AND AUTHORITY	
Profile backlinks	40 new high-quality profile backlinks (20 + 20 additional).
Guest posts	4 guest posts (2 + 2 additional).
Web 2.0 submissions	10 Web 2.0 submissions (5 + 5 additional).
Link in bios	3 link in bios.
PDF submissions	5 PDF submissions.

Optional Social Media Add-On: +\$200

2 social posts and 1 story every week on your social media pages, plus sharing to social media groups and full social media page optimization.

Timeline: 1 month of deployment. After completion, the Monthly Recurring SEO plan can be integrated. Results depend on the market, competition and website; rankings and leads are not guaranteed.



PLAN 4

Elite

\$1,200

One-time execution | 2 months

Includes everything in Premium, with the highest volumes and full AI search work. Built to give the business a strong push over the following months, supporting more calls and enquiries and making it easier for AI search to understand and surface.

Included in Elite

Activity	What's included
TARGETING AND CONTENT	
Keyword targeting	12 keywords targeted.
New pages	13 new pages per month (8 from Premium + 5 additional), service pages or local landing pages.
New blog posts	13 new blog posts per month (8 from Premium + 5 additional).
Press and thought leadership	2 press releases and 1 thought leadership article.
Content marketing	Content marketing and distribution.
GOOGLE BUSINESS PROFILE AND DIRECTORIES	
GBP posts and images	12 posts per month (3 every week) and weekly image uploads.
Major directories	Creation and submission on around 8 major directories.
TECHNICAL AND LOCAL	
Technical SEO	Indexing and fixing technical errors.
Local citations	100 high-quality local citations in total.
BACKLINKS AND AUTHORITY	
Profile backlinks	50 new high-quality profile backlinks in total.
Guest posts	6 guest posts in total.
Web 2.0 submissions	15 Web 2.0 submissions (10 from Premium + 5 additional).
Link in bios	3 link in bios.
PDF submissions	10 PDF submissions.
AI SEARCH	
LLM, AEO and GEO	LLM optimization for AI search visibility, Answer Engine Optimization and Generative Engine Optimization (GEO).

Optional Social Media Add-On: +\$300

2 social posts and 1 story every week on your social media pages, sharing to social media groups, full social media page optimization, and support for running social media ads.

Timeline: 2 months of deployment. After completion, the Monthly Recurring SEO plan can be integrated. AI search is an evolving area; visibility in AI answers and rankings cannot be guaranteed.



ONGOING

Monthly Recurring SEO

\$400

Per month | 4+ months recommended

Recommended for businesses that have already passed the first stage of optimization, including on-page SEO and Google Business Profile optimization. For a specific business, this plan should run for at least 4 months to see its full effect. AI optimization for the local business is included.

Every Month

Activity	What's included
CONTENT AND ON-PAGE	
New pages	5 new pages every month, including service pages or location pages.
New blog posts	5 new blogs every month.
Content marketing	Content marketing and distribution.
GOOGLE BUSINESS PROFILE AND REPUTATION	
GBP posts	8 GBP posts every month.
Photos and reviews	Regular photo uploads with geo-tagging, replies to reviews, and complete reputation management.
Directory photos	Regular photo uploads for Bing Places, Yelp and other well-known directories for the business.
LOCAL PRESENCE	
Major directories	2 major directory submissions per month.
Local citations	20 major local citations per month.
Profiles	20 major profiles per month.
NAP	NAP data check and correction.
AUTHORITY	
Guest post	1 guest post every month.
PR and thought leadership	1 press release and 1 thought leadership article.
Link in bios	3 link in bios.
MAINTENANCE AND AI	
Monthly SEO maintenance	Indexing, crawling and fixing Google Search Console errors.
AI optimization	AI optimization for the local business is included.

Optional Social Media Add-On: +\$100 per month

1 social post every week plus a story, and complete social media page optimization.



Additional Packages

PACKAGE

Google Business Profile Creation

\$200

One-time

For a new or existing business. I create a new Google Business Profile, or take an existing one and clean it up, so it is complete, accurate and ready to be found in local search.

- Business name, address and phone (NAP) set up accurately and consistently
- Primary and additional categories selected
- Business description, services and service areas added
- Opening hours, photos and social links added
- Guidance through Google's verification process

Client provides: NAP data and other business information.

PACKAGE

Brand Reputation Management + AI Optimization

\$700

Per month
for 3 months

A continuous, three-month program covering all activities related to your website, both on-site and off-site, with premium brand reputation management and steady progress over the following months.

- On-site and off-site SEO activity, continuous for 3 months
- Premium brand reputation management
- AI optimization to support visibility in AI-driven search
- Overall progress built up month over month

Billing: \$700 every month for 3 months.

Social Media Plans

Individual social media plans are also available for local businesses. The social media add-ons on each plan page can be combined with any SEO plan.



Custom SEO Packaging

If your business is in the Google Map Pack, e-commerce, SaaS or any other category and is not making progress, I will run a complete audit, work on the fixes, build a custom deliverable and execution plan, and hand it over for your review.

1 Complete audit Find what is holding the business back.	2 Work on the fixes Resolve the highest-impact issues first.	3 Custom plan A tailored deliverable and execution plan.	4 Your review Handed over for your review and approval.
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Digital PR, Reputation and Off-Page SEO

Beyond the plans above, I also provide:

- Digital PR building
- Brand reputation building
- Off-page SEO and backlink building
- Review generation and reputation management for Trustpilot, Yelp, Google Business Profile, Thumbtack, Nextdoor and other platforms, helping genuine customers leave reviews and managing responses

Website and System Development

New website builds, planned with SEO in mind from the start:

- WordPress websites
- WordPress websites with Claude Code integration
- SEO-optimized e-commerce website development
- React-based websites and systems

Custom quote. Pricing for custom SEO packaging, digital PR, reputation building and website development depends on the scope of the project.



Good to Know

A few points so expectations are clear before we start.

My commitment to you

I promise dependable, consistent work on every deliverable in your plan, aimed at stronger rankings, more client queries and calls, and real business movement. I track progress in the Google Map Pack, organic search results and AI search visibility. Exact positions and numbers depend on your market and competition.

What I need from you

Business details (name, address, phone, services, service areas), access to your website and Google Business Profile, and photos where available. For GBP Profile Creation, the NAP data and business information must be provided by the client.

One-time plans and monthly plans

Basic, Standard, Premium and Elite are one-time executions. After completion, the Monthly Recurring SEO plan can be integrated. It is recommended for at least 4 months and works best after the first stage of optimization is done.

Add-ons

Social media add-ons are optional and priced per plan. They can be added to any SEO plan or taken as an individual social media plan.

Currency

All prices are in US dollars (USD).

Getting Started

1

Share your details

Send your website, Google Business Profile link and the locations and services you want to grow.

2

Choose a plan

Pick the plan that fits your stage, or ask for a custom package.

3

Kick-off

Once the plan and business information are confirmed, the work begins.



Ready to Improve Your Local Presence?

With the right local SEO plan, your business can build strong online visibility and attract more qualified leads from its local community. This approach combines Google Business Profile optimization, local citations, SEO-optimized content and, where it fits, AI search optimization.

Regards,

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