



LOCAL GROWTH PLAYBOOK

The 11 fixes that actually move rankings

Ranked by impact for Broward businesses and every market we work in nationwide. No theory. Every one of these we have shipped for a real client.

Work top down. The first four close most of the gap between you and the three-pack, and none of them need a redesign.

#	THE FIX	IMPACT	EFFORT	MOVEMENT
01	Finish your Google Business Profile Right category, every service listed, real photos. Most rivals stop at 60%.	■■■■■	Low	1-2 weeks
02	Ask for a review on every closed job Text the link before you leave the driveway. Reply to each one in 48 hours.	■■■■■	Medium	3-4 weeks
03	One page per service, per city A Fort Lauderdale page and a Pembroke Pines page can't be the same page.	■■■■■	High	6-10 weeks
04	Put the job and the city in your title tags "Home" is not a title. "Emergency AC repair in Fort Lauderdale" is.	■■■■■	Low	2-3 weeks
05	Make one name, address, and phone true everywhere Old suite numbers and a dead cell are why newer shops outrank you.	■■■■■	Medium	4-6 weeks
06	Load in under two seconds on a phone Local searches happen in a truck on a bad signal. Cut the hero video.	■■■■■	Medium	3-5 weeks
07	Mark up the site so Google reads it right LocalBusiness and Service schema, so hours and areas need no guessing.	■■■■■	Low	2-4 weeks
08	Post to your profile every week Five job photos and two sentences. The only signal that says still open.	■■■■■	Low	Ongoing
09	Get linked to by people who live here Chamber, supplier lists, the league you sponsor. Local beats bought.	■■■■■	High	8-12 weeks
10	Answer the search in Spanish too Plenty of your market searches Spanish first. Real pages, not a plugin.	■■■■■	Medium	6-8 weeks
11	Track the calls so you know what paid Forms into your CRM, calls tagged by page. Otherwise you are guessing.	■■■■■	Medium	Day one

NEXT STEP

Book a 20-minute call and we will tell you which three you are missing

No audit deck, no pitch. Fill out the form at rocketwebdesigner.com/contact and we will look at your profile and your top three competitors live on the call.

ROCKET WEB DESIGNER

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