



EDITING PORTFOLIO SAMPLE

Local SEO for Purpose-Driven Entrepreneurs
Content Editing & Copyediting

Project: 10-page educational marketing guide

Audience: Small-business owners and entrepreneurs

My Role: edited this guide for clarity, organization, consistency, grammar, and readability, with particular attention to making technical SEO concepts accessible to a beginner audience

Editing included: Content editing · Copyediting · Structural editing · Style consistency

Edited by Denisse Vega

VISIBILITY ROADMAP

Local SEO for Purpose-Driven Entrepreneurs



*A structured approach to authentic
online visibility that attracts your
ideal clients while staying true to
your purpose and values*

**BEGINNER FRIENDLY*

BY AZUL NOMAD AGENCY



Introduction

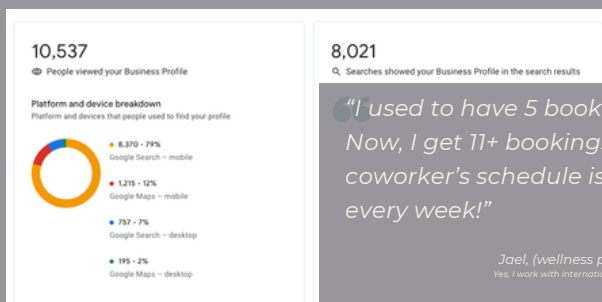
Think no one will find your business online?

At Azul Nomad, we believe your online presence should reflect your authentic mission. This roadmap helps small entrepreneurs connect with their local community through mindful, strategic visibility.

It starts with a few marketing concepts along with explanations and examples. These concepts will be used in the checklist added in this document.

In December 2024, a local spa we're working with was barely getting 1 to 3 calls a month. After a few simple local SEO tweaks, starting with their Google Business profile, they're now getting 10x more calls with inquiries increasing every week.

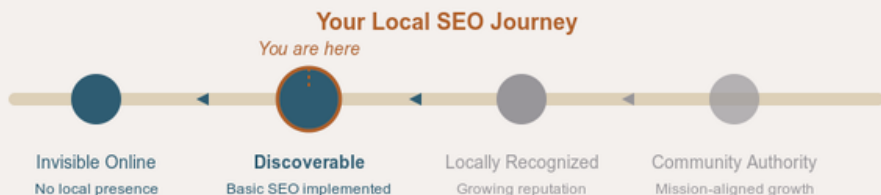
If you're starting from zero, this checklist gives you the first steps to get found fast.



01

First, some technical SEO terms explained

Without a strong local SEO strategy, your business may be harder to find when potential clients search for services like yours. That means they may discover a competitor first – even when your business is a better fit for their needs and values.



SEO

Search Engine Optimization (SEO) improves your website's visibility on search engines like Google when people search for products or services related to your business. Better visibility in search results means more people will find and visit your website, increasing your chances of attracting new customers.

Example: If you own a bakery in Chicago and someone searches 'best cupcakes in Chicago,' SEO helps your bakery's website appear near the top of the results.

Backlinks

Backlinks are links from other websites that point to your website. They act like votes of confidence, telling search engines that others find your content valuable enough to link to it.

Example: If a popular food blogger mentions your bakery in a post and links to your website, that's a backlink. It helps improve your SEO.

Keyword Stuffing

Keyword stuffing is the practice of putting excessive keywords into your content. Some businesses use this in an attempt to rank higher in search results, but search engines may penalize this practice.

Example: A bad approach would be writing something like: "Our chocolate cake is the best chocolate cake in town. If you want chocolate cake, our chocolate cake shop sells chocolate cake that is better than any chocolate cake competitor's chocolate cake." Instead, write naturally and avoid repetition.

Embed

Embedding means including content from another source directly into your webpage. This could be videos, maps, social media posts, or other interactive elements that enhance your content.

Example: Adding a YouTube video tutorial to your blog post by pasting the “embed code” rather than just linking to it. This allows visitors to watch the video without leaving your page.



Analytics

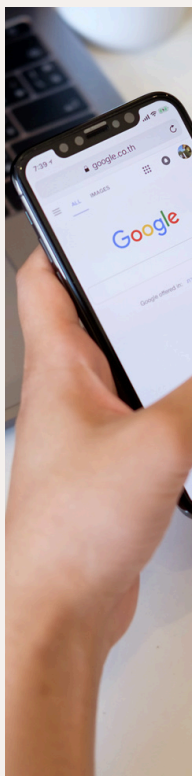
Analytics refer to the collection and analysis of data about your website's performance, visitor behavior, and marketing effectiveness.

Example: Google Analytics can show you how many people visited your bakery website, which pages they looked at, how long they stayed, and whether they placed an order.

02

The Checklist

THE FOUNDATION STAGE



1. Set Up Your Google Business Profile (30 min, once)

- ☐ Claim your free profile at business.google.com
- ☐ Add your exact business name, address, phone number, and website
- ☐ Choose the most specific business categories
- ☐ Upload at least 3 high-quality photos that reflect your brand's values and aesthetics
- ☐ Write a description that includes your purpose and mission. Avoid keyword stuffing.

**All time estimates are approximate.*

2. Manage Your Online Reputation (15 min, weekly)

- ☐ Ask happy customers for Google reviews to encourage authentic feedback
- ☐ Respond to all reviews within 48 hours with personalized (not automated) responses
- ☐ Ensure your business information is identical across your website, social media, and other online platforms
- ☐ Address negative reviews with compassion and solutions



3. Optimize Your Website for Local Searches (2 hours, once)

- ☐ Include your city/region in your website title
- ☐ Add your full address to your contact page
- ☐ Create a simple “Contact Us” page with an embedded Google Map
- ☐ Ensure your site loads quickly on mobile devices (use [PageSpeed Insights](#) to check)
- ☐ Create a dedicated page for each location if you serve multiple areas

**All time estimates are approximate.*

4. Create Local Content That Reflects Your Values (2-3 hours, monthly)

- ☐ Write 1-2 blog posts about local topics relevant to your business
- ☐ Include neighborhood names in your service descriptions
- ☐ Share success stories from local customers (with permission)
- ☐ Highlight local partnerships and community initiatives that align with your mission (if applicable). This can also help your business earn relevant backlinks.
- ☐ Create content that addresses specific local challenges your audience faces



THE GROWTH STAGE

- Keep your Google Business Profile fresh by posting a new update every month.
- Always practice honest SEO. Describe your offerings truthfully instead of keyword stuffing.
- Encourage sincere customer reviews, even if they come more slowly.

Small tweaks will keep your growth steady and purposeful.

**All time estimates are approximate.*

Ready for strategic support with your digital presence?

Azul Nomad offers holistic digital marketing services designed specifically for wellness practitioners and creative entrepreneurs who want to grow with purpose.



Our **'Boutique Business Website Blueprint'** reveals advanced techniques to:

- Discover the exact elements that make business websites convert at 2-3x the industry average. Specifically designed for creatives and wellness professionals.
- Implement our proven framework with 10-minute daily actions that could double your inquiry rate in as little as 30 days.

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