

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 ~~and~~ strategic visibility. ~~—no overwhelm, just clarity.~~

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

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~~In December,~~ a local nutritionist ~~we're I'm~~ working with was barely getting ~~one~~1 to ~~three~~3 calls ~~per~~a month. After a few simple local SEO tweaks—starting with their Google Business profile—they're now getting ~~10x~~ more ~~calls~~calls, with inquiries increasing ~~and growing~~ every week.

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

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 ~~E~~ngine ~~O~~ptimization (SEO) ~~is the process of improving~~ ~~improves~~ your website's ~~to increase its visibility~~visibility on search engines like Google when people search for products or services related to your business. ~~on search engines like Google~~. Better visibility in search results means more people will find and visit your website, increasing your chances of attracting new customers.

~~SEO~~ Example: If you own a bakery in Chicago, ~~SEO helps make sure that when and~~ someone searches “best cupcakes in Chicago,” ~~SEO helps~~ your ~~bakerys~~bakery's website appears near the top of the results.

Commented [DV1]: Great opening sentence. It gives the reader an immediate point of focus and establishes the problem this piece will address.

Commented [DV2]: AU: It would be better if you could please clarify which year, particularly is this example will remain on the site long-term.

Commented [DV3]: AU: Could we verify this figure?

Commented [DV4]: Simplified for clarity and concision while preserving the original meaning.

Commented [DV5]: Removed the redundant label because the surrounding context already establishes we're talking about SEO.