



# Local + national SEO

Google Business Profile, schema, citations, and content. Always with measurable conversion events.

## What you get

- Google Business Profile setup or audit + repair (photos, services, hours, reviews).
- LocalBusiness or Organization schema -- direct effect on the local pack and AI overviews.
- NAP consistency audit + 10 high-trust directory citations.
- Cornerstone service or location pages -- long-form, search-intent-mapped, internally linked.
- Title + meta rewrites for every existing page -- quick-win clicks before content work.
- GA4 + Search Console integration with monthly performance report.

## How it works

1. Discovery + audit (week 1) -- technical SEO + GBP + competitor pull. Top 3 fixes reported.
2. Pick a Sprint or retainer -- Sprint is one-time; retainers are monthly.
3. Monthly cadence on retainers -- 1-2 cornerstone pages, GBP work, citations, technical fixes, monthly report.

## Pricing

- Local SEO Sprint -- \$499 founding (was \$1,495). One-time, 2-week delivery.
- Local SEO Monthly -- \$395/mo. Single-location service businesses.
- SEO Growth -- \$895/mo. Multi-location or content-heavy businesses.

### What we won't do

No keyword stuffing. No PBNs. No "guaranteed first page" promises. No bulk citation spam. SEO that only works while no one's looking is SEO that gets penalized later.

## How to start

Book a 30-minute discovery call at [blackhartconsulting.com](https://blackhartconsulting.com) or email [hello@blackhartconsulting.com](mailto:hello@blackhartconsulting.com). We'll scope your project, ballpark a price, and tell you whether we're a fit -- no hard sell.