

# The Local SEO Playbook for Treasure Coast Businesses

Your Step-by-Step Guide to  
Dominating Local Search

A Free Guide from Spilt Media  
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## Introduction:

# Why Local SEO Matters on the Treasure Coast

Every day, thousands of people across the Treasure Coast search Google for services in their area. A homeowner in Port St. Lucie types "plumber near me." A tourist on Hutchinson Island searches "best seafood restaurant Fort Pierce." A new resident in Tradition looks for "family dentist St. Lucie West." These searches represent real customers with immediate intent to buy, book, or visit.

Local SEO is the practice of optimizing your online presence so your business shows up when these nearby searches happen. It is not the same as general SEO. A roofing company in Stuart does not need to rank nationally. It needs to rank when someone within a 20-mile radius has a leaking roof and a phone in their hand.

The Treasure Coast presents a unique local search landscape. Our market stretches from Jupiter through Hobe Sound, Stuart, Jensen Beach, Port St. Lucie, Fort Pierce, and up to Vero Beach and Sebastian. That is a corridor of distinct communities, each with its own search behavior. A business in Palm City competes differently than one in St. Lucie West, even though they are separated by only a few miles.

The Treasure Coast is growing fast. New residents arrive every week without a go-to plumber, dentist, or restaurant. Their first instinct is to search Google. If your business does not appear, your competitor will.

This guide breaks down how local search works and what you can do about it, with actionable steps you can start implementing today.



## Chapter 1: Google Business Profile Optimization

Your **Google Business Profile (GBP)** is the single most important asset in local SEO. It is the listing that appears when someone searches your business name, and it is the listing that feeds into Google Maps and the Map Pack (more on that in Chapter 2). If you do nothing else from this guide, get your GBP right.

### Claiming and Verifying Your Profile

If you have not claimed your Google Business Profile, do that first. Go to [business.google.com](https://business.google.com) and search for your business. If a listing exists, claim it. If it does not, create one. Google will verify your ownership, usually by postcard, phone, or email.



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### Completing Every Field

If you have not claimed your Google Business Profile, do that first. Go to [business.google.com](https://business.google.com) and search for your business. If a listing exists, claim it. If it does not, create one. Google will verify your ownership, usually by postcard, phone, or email.

For service-area businesses (like a landscaper or mobile mechanic that travels to customers), define your service areas by city. List Port St. Lucie, Stuart, Fort Pierce, Jensen Beach, Palm City, and any other cities you serve. Do not set an overly broad radius that covers areas you cannot realistically serve.



## Chapter 1: Google Business Profile Optimization



### Google Business Profile Posts

GBP posts are short updates that appear on your listing. Think of them as mini social media posts inside Google. Use them to share promotions, announce events, highlight new services, or post seasonal tips. A pest control company in Sebastian might post about termite season. A restaurant in downtown Stuart might post their weekend special.

Post at least once per week. Posts expire after seven days (event posts last until the event date), so consistency matters. Each post should include a photo, a brief description, and a call-to-action button.



### Photos and Videos

Upload high-quality photos regularly. Google has confirmed that businesses with photos receive more clicks than those without. Include photos of your storefront, your team, your work (before-and-after shots are excellent for contractors), and your products. Aim for at least 25 photos on your profile, and add new ones monthly.



### Questions and Answers

The Q&A section of your GBP is often overlooked. Anyone can ask and answer questions on your listing, including competitors. Monitor this section and answer every question promptly. You can also seed your own Q&A by asking and answering common questions yourself. A dentist in St. Lucie West might add: "Do you accept Delta Dental insurance?" and then answer it.



## Chapter 2: The Map Pack and How to Rank in It

When someone searches "electrician near me" or "best pizza Port St. Lucie," Google typically displays a map with three business listings underneath it. This is called the Map Pack (sometimes called the Local Pack or the 3-Pack). These three spots get a massive share of clicks, often more than the traditional organic results below them.

### How Google Determines Map Pack Rankings

Google uses three primary factors to rank businesses in the Map Pack:



#### **Relevance**

is how well your listing matches the query. If someone searches "emergency plumber Fort Pierce" and your GBP lists emergency plumbing as a service with plumber as your primary category, you are more relevant than a general contractor who also does plumbing.



#### **Distance**

is how close your business is to the searcher or the location in their query. A search for "coffee shop Jensen Beach" will favor shops physically in Jensen Beach. You cannot change your address, but ensure your location is accurately pinpointed on Google Maps.



#### **Prominence**

is how well-known your business is online. This is influenced by review count and rating, citation consistency (Chapter 4), backlinks, and overall web presence. A business with 200 reviews across major directories has more prominence than one with three reviews and no directory listings.



## Chapter 2: The Map Pack and How to Rank in It

### Getting Into the Top 3

There is no shortcut to the Map Pack. It requires consistent work across multiple factors. Focus on these high-impact areas:

1. Complete your GBP following everything (*Chapter 1*)
2. Get more reviews than your competitors and respond to every single one (*Chapter 5*)
3. Build consistent citations across major directories (*Chapter 4*)
4. Create location-specific content on your website that reinforces your service areas (*Chapter 6*)

Earn backlinks from local organizations, chambers of commerce, and local media outlets.

The Map Pack is competitive in every market. In Port St. Lucie, there may be 50 plumbers, but only three appear in that top box. The businesses that show up are the ones doing all of these things consistently, not just one of them.



## Chapter 3: On-Page SEO for Local Businesses

Your website is the foundation that supports everything else. Google reads your site to understand what you do, where you do it, and whether you are a credible source. On-page SEO is the practice of optimizing the elements on your website to communicate these things clearly.

### Title Tags and Meta Descriptions

Every page has a title tag (the clickable headline in search results) and a meta description (the paragraph below it). Your homepage title tag should include your primary service, brand name, and location. Example:

**"Residential Roofing Contractor in Port St. Lucie | ABC Roofing."**

Keep title tags under 60 characters. Meta descriptions should be under 160 characters with a clear value proposition.

Each interior page needs a unique title tag. Your "Roof Repair" page should not share a title tag with your "New Roof Installation" page.

### Title Tags and Meta Descriptions

Use one H1 tag per page that clearly states the topic. On a service page for kitchen remodeling in Stuart, your H1 might be "Kitchen Remodeling Services in Stuart, FL." Use H2 and H3 tags to organize subsections. This helps both Google and users understand your page.

#### Kitchen Remodeling Services in Stuart, FL

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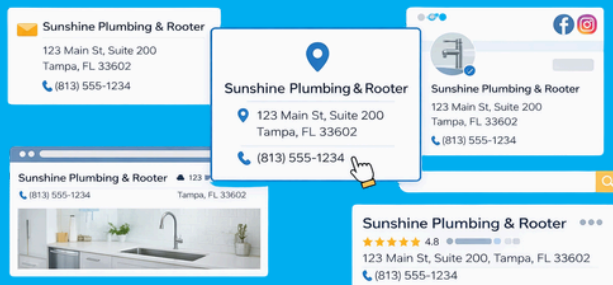
## Chapter 3: On-Page SEO for Local Businesses

### NAP Consistency

NAP stands for Name, Address, Phone number. Your NAP must be identical everywhere it appears online: your website header or footer, your Google Business Profile, your directory listings, your social media profiles.

Even small inconsistencies, like "St." versus "Street" or a missing suite number, can confuse Google and weaken your local signals.

Pick one exact format for your business name, address, and phone number, and use it everywhere without exception.



### Schema Markup



Schema markup (also called structured data) is code added to your website that helps search engines understand your content. LocalBusiness schema tells Google your business name, address, phone number, hours, service area, and more in a standardized format.

If you have multiple locations, each should have its own page with its own LocalBusiness schema. Even if you are a single-location business in Fort Pierce, implementing schema gives you an edge over competitors who have not done it.



## Chapter 3: On-Page SEO for Local Businesses

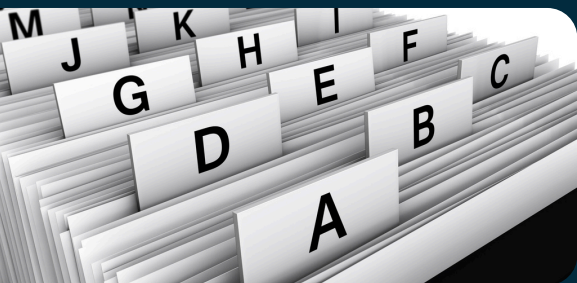


### Service Area Pages

If you serve multiple cities, create a dedicated page for each one. A pest control company in Port St. Lucie that also serves Stuart, Palm City, Jensen Beach, and Fort Pierce should have a unique page for each city.

Each page must contain genuinely unique content. Do not copy the same paragraph and swap out the city name. Write about specific concerns in that area, reference local landmarks or neighborhoods, and address what makes that market different. Pest control

## Chapter 4: Citation Building and Directory Management



A citation is any online mention of your business name, address, and phone number. Citations appear in business directories, social media profiles, industry-specific sites, and local listings. They serve as trust signals to Google, confirming that your business is real, located where you say it is, and operating in the industries you claim.



## Chapter 4: Citation Building and Directory Management



### Core Directories Every Treasure Coast Business Needs

At minimum, your business should be listed accurately on these platforms: Google Business Profile, Bing Places, Apple Maps, Yelp, Facebook, the Better Business Bureau, Yellow Pages (yp.com), Foursquare, and Nextdoor. These are the foundational directories that feed data to dozens of other sites.



### Industry-Specific Directories

Beyond the core directories, list your business on directories specific to your industry. A restaurant should be on TripAdvisor, OpenTable, and Zomato. An attorney should be on Avvo, FindLaw, and Justia. A home services contractor should be on Angi, HomeAdvisor, Houzz, and Thumbtack. A medical practice should be on Healthgrades, Zocdoc, and Vitals.

These industry directories carry extra weight because they demonstrate relevance within your specific field.



### Local and Regional Directories

Look for directories specific to the Treasure Coast and South Florida. Your local Chamber of Commerce (the St. Lucie County Chamber, Stuart/Martin County Chamber, Indian River County Chamber) often offers business directory listings for members. Local media sites and community portals sometimes maintain business directories as well.



### Consistency Is Everything

Every citation must display your NAP identically. One listing with an old phone number or a slightly different business name creates conflicting signals. Audit your citations quarterly. Search your business name and phone number to find forgotten listings and correct discrepancies.

When you move, change phone numbers, or rebrand, update every citation immediately. Outdated information hurts your SEO and sends customers to the wrong address.



## Chapter 5: Review Strategy

Reviews influence both your rankings and your conversion rate. Google uses review signals (quantity, velocity, diversity, and your average rating) as a ranking factor. At the same time, a business with 150 reviews averaging 4.8 stars will earn more clicks than a competitor with 12 reviews averaging 4.5 stars, even if they occupy the same position in search results.

### How Reviews Affect Rankings

Google has confirmed that reviews factor into local search rankings. Businesses with more reviews and higher ratings have a measurable advantage. Review velocity, how frequently you receive new reviews, also matters. A steady flow signals an active, operating business.

### How to Ask for Reviews

Ask at the point of satisfaction. When a customer thanks you or compliments your work, that is the moment. Make it easy: send a direct link to your Google review page via text message or email immediately after the job is complete.

Create a repeatable process. For a home services company in Port St. Lucie: the technician completes the job, confirms satisfaction, and sends a pre-written text with a review link before they leave. For a medical practice in Vero Beach: an automated follow-up email 24 hours after the appointment.

Do not offer incentives for reviews. This violates Google's terms of service and can get your reviews removed or your listing penalized.

### Responding to Every Review

Respond to every review, positive and negative. Thank positive reviewers by name and mention the specific service when possible. For negative reviews, respond professionally, acknowledge the concern, and offer to resolve it offline. Your response is for every potential customer who reads it, not just the reviewer.



## Chapter 6: Local Content Strategy

### Building Review Velocity

Do not ask 50 customers for reviews in one week and then go silent for three months. Google recognizes unnatural patterns. Build a consistent process that generates two to three new reviews per week. Over a year, that adds up to over 100 new reviews.

## Chapter 5: Local Content Strategy

Content is what tells Google (and your customers) what you do and where you do it. A website with five pages will never outrank a competitor with 50 pages of relevant, well-written content covering services, locations, and common questions.



### City-Specific Landing Pages

Each city you serve deserves its own page. A pool contractor on the Treasure Coast should have individual pages for Port St. Lucie, Stuart, Palm City, Jensen Beach, Fort Pierce, Vero Beach, Sebastian, and every other city in their service area.

Each page must address the specific characteristics of that city. Port St. Lucie's newer developments in Tradition and St. Lucie West have different construction considerations than Fort Pierce's historic neighborhoods. Stuart's waterfront properties face different challenges than inland Palm City homes. Write to these differences. These pages capture city-specific searches ("pool builder Stuart FL") and reinforce your service area signals to Google.



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### Blog Content That Ranks

A blog is a tool for capturing search traffic, not a diary. Every post should target a specific question your potential customers are searching for. An HVAC company might write about "How Often Should You Replace Your AC Filter in Florida's Humidity?" A family law attorney might cover "How Long Does a Divorce Take in St. Lucie County?" A landscaper might tackle "Best Drought-Tolerant Plants for Treasure Coast Yards."

Use keyword research to find what people actually search for, then write thorough, helpful answers. Posts that rank tend to be 1,000 to 2,000 words, organized with subheadings, and focused on a single topic.

### Internal Linking

Every page on your site should link to other relevant pages on your site. Your blog post about AC filter replacement should link to your AC maintenance service page. Your Stuart city page should link to your main service page and to relevant blog posts. Your service pages should link to city pages and vice versa.

Internal linking helps Google discover and understand the relationship between your pages. It also keeps visitors on your site longer, which is a positive engagement signal.



## Chapter 7: Technical SEO Basics

Technical SEO covers the behind-the-scenes elements that affect how Google crawls, indexes, and renders your website. You do not need to become a developer, but you need to understand the basics and ensure your site meets minimum standards.

### Site Speed

Google uses page speed as a ranking factor, and slow sites lose visitors. Studies consistently show that if a page takes more than three seconds to load, a significant percentage of visitors will leave before it finishes. On mobile devices, where most local searches happen, speed is even more critical.

Common speed killers include uncompressed images (the single most common issue we see on Treasure Coast business websites), excessive plugins, poor hosting, and render-blocking scripts. Run your site through Google's PageSpeed Insights tool ([pagespeed.web.dev](https://pagespeed.web.dev)) to see your current scores and get specific recommendations.

### Mobile-First Design

Google uses mobile-first indexing, meaning it primarily evaluates the mobile version of your site for ranking decisions. If your site looks great on desktop but is hard to navigate on a phone, your rankings will suffer.

Test your site on an actual phone. Tap every button, fill out every form, read every page. The majority of "near me" searches happen on mobile devices from people driving through Port St. Lucie, walking around downtown Stuart, or sitting at home looking for a service.



## Chapter 7: Technical SEO Basics



### Core Web Vitals

Core Web Vitals are metrics Google uses to measure user experience: loading performance (Largest Contentful Paint), interactivity (Interaction to Next Paint), and visual stability (Cumulative Layout Shift). In plain terms: how fast does your main content appear, how quickly does the page respond to clicks, and do elements jump around while loading?

Check your Core Web Vitals in Google Search Console. Green means passing, yellow means needs improvement, red means poor. Aim for green across all metrics.



### SSL and Crawlability

Your site must use HTTPS. Google has used it as a ranking signal since 2014, and browsers now flag HTTP sites as "Not Secure." Most hosting providers offer free SSL certificates.

For crawlability, make sure your robots.txt file is not accidentally blocking important pages. Submit an XML sitemap through Google Search Console so Google knows every page on your site, and check the "Pages" report regularly to catch indexing errors.



## Chapter 8: Tracking and Measuring Results

Local SEO is not a one-time project. It is an ongoing effort, and you need to know what is working and what is not. Without tracking, you are guessing.

### What to Track

**Keyword Rankings** monitor where you appear in search results for your target terms. Track both Map Pack rankings and organic rankings. Your positions will vary by the searcher's exact location (someone searching from Tradition will see slightly different results than someone in Jensen Beach), so track rankings from multiple points within your service area.

**Google Business Profile Insights** show how many people viewed your listing, what searches triggered it, how many people clicked for directions, called your business, or visited your website. Check these monthly and look for trends over time.

**Website Traffic** in Google Analytics tells you how many visitors you are getting, where they come from, and what actions they take. Pay close attention to organic traffic and track it by landing page to see which pages are performing.

**Calls and Form Submissions** are the bottom-line metrics. Use call tracking to measure how many calls come from your GBP listing versus your website. Track form submissions through Google Analytics events or your CRM. These numbers connect directly to revenue.

**Map Views and Actions** inside GBP Insights show how people are finding your listing and whether they are requesting directions, calling, or clicking through. A high impression count with a low action rate may indicate your listing needs better photos, more reviews, or a stronger description.



## Chapter 8: Tracking and Measuring Results

### Realistic Timelines

Local SEO results do not happen overnight. Expect initial movement within 30 to 90 days. Meaningful results, like consistent Map Pack visibility and increased calls, typically take three to six months. For competitive industries, twelve months of sustained work may be needed.

The businesses that dominate local search on the Treasure Coast got there through months of consistent execution, not a single burst of effort.

### Tools for Tracking

At minimum, set up Google Search Console (free), Google Analytics (free), and monitor your Google Business Profile Insights (free). These cover search performance, website traffic, and listing interactions. For more detailed local rank tracking and citation monitoring, paid tools like Semrush, BrightLocal, and Whitespark are worth the investment. Check your data monthly at minimum.



## Conclusion

Local SEO is not a mystery. It is a collection of specific, well-documented practices that, when executed consistently, put your business in front of the people searching for what you offer.

To recap: optimize your Google Business Profile and keep it active. Address the three Map Pack ranking factors. Get your on-page SEO right with proper title tags, NAP consistency, and schema markup. Build accurate citations. Develop a systematic review strategy. Create useful content for your service areas. Handle the technical basics. Track everything.

None of these steps require a marketing degree. They require attention to detail and consistency.

If you want a professional assessment of where your business stands today, Spilt Media offers a free local SEO audit for Treasure Coast businesses. We will analyze your GBP, website, citations, reviews, rankings, and competitors, then give you a clear picture of where you are and what to prioritize next.


**Call us at (772) 444-8879, email [results@spiltmedia.com](mailto:results@spiltmedia.com), or visit [spiltmedia.com](https://spiltmedia.com) to get started.**

## About Spilt Media

Spilt Media is a digital marketing agency based in Port St. Lucie, Florida, serving businesses across the Treasure Coast and beyond. Founded in 2020 by Max Jennings, who has been in digital marketing since 2015, Spilt Media works with over 40 industries and provides data-driven marketing strategies backed by a proprietary analytics platform.

Our approach is grounded in data. We use a proprietary analytics platform integrating Semrush, DataForSEO, Google Trends, Google Search Console, and Google Analytics to build strategies based on what the numbers actually show.

We serve the full Treasure Coast: Port St. Lucie, Stuart, Fort Pierce, Jensen Beach, Vero Beach, Palm City, Sebastian, Hobe Sound, Tradition, Jupiter, St. Lucie West, and Hutchinson Island.



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