Local Market Planning

Start with where the business actually operates and what customers can buy. Then choose the page and evidence needed for each market.

1. List actual services, customer-facing locations and operating coverage. Do not invent an address to target a city.
2. Assign one useful page to each distinct customer task. Record when an existing page already serves it.
3. Use comparable measurement conditions and actual inquiries to decide what to investigate next.

What to verify

Operating facts	Location type, staffed presence and actual service coverage.
Customer task	Service and reason a customer would choose this location.
Page owner	Existing URL or clearly distinct proposed task.
Local evidence	Useful first-hand facts, photos or service detail.
Visibility sample	Date, query, scan conditions and missing observations.
Business outcome	Received inquiries and qualification, separately recorded.

Completed example - fictional

Fictional business	Example Workshop offers on-site repair from one operating base.
Customer task	A customer needs repair within its actual service coverage.
Page decision	Improve the existing repair page with accurate coverage and proof.
Measurement	Record a baseline under fixed conditions. No map ranks are invented here.

Reference checked November 3, 2026: Google: Business Profile guidelines.

Your worksheet

Local Market Planning | Record facts, evidence and the next action.

Business / service
Operating base / location type
Actual customer coverage
Customer task
Existing page / intended owner
Useful local evidence
GBP facts to verify
Query / market / measurement date
Scan conditions / unobserved points
Received and qualified inquiry evidence
Next change to test
Person / review date / result

Keep sensitive customer details in your own secure systems. Use safe record references here.

Use the online guide and companion download