# City fieldwork companion

Eight practical exercises for turning local search questions into a clearer operating, website and measurement plan.

**Use this after the Local SEO Market Planner.** Bring your real services, delivery limits and customer questions. Choose the relevant worksheet, record the evidence, then agree on one useful next step.

Open the free Local SEO Market Planner

## CHOOSE A WORKSHEET

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**Keep it grounded.** Use facts from your own business. Official maps help check geography; they do not prove service capacity, a staffed office or profile eligibility. Examples are fictional planning situations. Illustrations are AI-generated concepts, not exact maps or measured results.

Print the city page you need, with extra copies if you need more rows. Blank fields are for handwriting, not an interactive PDF form. Your completed worksheet stays with you unless you choose to share it.

Explore all featured markets

# Naples and Collier County

## Customer coverage

Separate the location a customer sees from the communities your business can actually serve. Record the delivery method and practical limits for each important area.



*AI-generated concept illustration*

Planning example: a shop receives customers in one place while its installation team serves a wider area.

Use one row per community and service combination that changes the customer experience.

| City or community | Service and delivery method | Capacity or customer-fit limit | Existing page and next action |
|---|---|---|---|
| | | | |
| | | | |
| | | | |

**Choose the next step:** Which existing page should explain the strongest supported service area first?

**Boundary reference checked and date**

**One location or coverage claim to verify before publishing**

**REFERENCE LINKS**

City of Naples map gallery

Naples SEO page: planning section

Use the shared Local SEO Market Planner

# Tampa

## Address and market boundaries

A Tampa mailing label, Tampa city limits and the wider Tampa Bay market are different facts. Verify the location first, then record the market the business can support.



*AI-generated concept illustration*

Planning example: a Tampa mailing address does not automatically establish a location inside city limits.

Keep the postal label, verified municipality and practical service market in separate fields.

| Location or mailing label | City-limit result and check date | Real service-market tier | Page or channel responsible |
|---|---|---|---|
| | | | |
| | | | |
| | | | |

**Choose the next step:** Which labels mean Tampa city, Hillsborough County, or wider Tampa Bay in this plan?

**Official address or boundary lookup used and date checked**

**One geographic label to clarify in the website or reporting**

**REFERENCE LINKS**

City of Tampa city-limits lookup
Hillsborough County open data and GIS

Tampa SEO page: planning section
Use the shared Local SEO Market Planner

# Fort Lauderdale

## Service paths across Broward



*AI-generated concept illustration*

Connect each real customer need to the service you can deliver, the page that explains it and the person who handles the inquiry. A nearby municipality is not automatically another office.

Planning example: two areas may share one service page but need different scheduling or lead-routing rules.

Use one row where the service, delivery method or handoff differs.

| Municipality and customer need | Service and delivery evidence | Page and contact route | Lead owner and response rule |
|---|---|---|---|
| | | | |
| | | | |
| | | | |

**Choose the next step:** Where does a suitable inquiry go, and who confirms that the business can serve it?

**Operating record or source supporting the market claims above**

**One confusing customer handoff to improve first**

**REFERENCE LINKS**

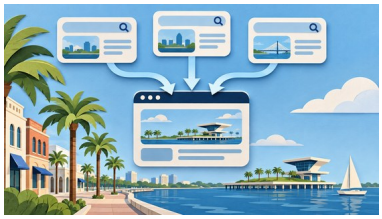
Fort Lauderdale GIS maps
Broward County GeoHub

Fort Lauderdale SEO page: planning section
Use the shared Local SEO Market Planner

# St. Petersburg / St. Pete

## Names, questions and one page

Collect the city-name variants your own customers use. When they describe the same need, assign them to one useful page on your website rather than creating competing copies.



*AI-generated concept illustration*

Planning example: "St. Pete" and "St. Petersburg" can describe the same customer need; verify the intent.

Enter your own website URL below. Keep Pinellas County or Tampa Bay needs separate when broader.

| Observed search phrase | Same customer need? | Primary destination URL | Reporting market label |
|---|---|---|---|
| | | | |
| | | | |
| | | | |

**Choose the next step:** Which variants should share one useful page instead of creating competing URLs?

**Evidence source: Search Console, customer language, paid search or another source**

**Your preferred city page URL and the person who reviews older duplicates**

**REFERENCE LINKS**

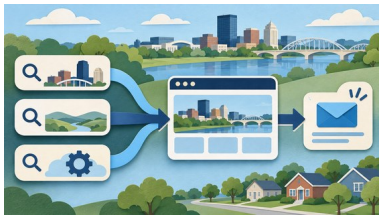
Pinellas County GIS applications
Pinellas municipal boundary lookup

St. Petersburg SEO page: planning section
Use the shared Local SEO Market Planner

# Dayton

## Search questions and page roles

Group questions by what the customer needs to do. Check whether an existing page can answer the need clearly before adding another city or service page.



*AI-generated concept illustration*

Planning example: a service question and a booking question may need different answers on the same page.

Record a real question, its best current page, the missing answer and a useful next action.

| Customer question or search group | Existing page URL | Answer or proof missing | Next action and owner |
|---|---|---|---|
| | | | |
| | | | |
| | | | |

**Choose the next step:** Can one stronger existing page answer these questions without adding another city page?

**Page decision: keep, improve, consolidate or investigate a new page**

**Evidence owner and next review date**

**REFERENCE LINKS**

Montgomery County GIS
Montgomery County municipalities directory (Public Health)

Dayton SEO page: planning section
Use the shared Local SEO Market Planner

# Columbus and Central Ohio

## Operating boundaries

Match each offer to its actual delivery method and geographic reach. A regional planning boundary provides context; it does not establish the area your company serves.



*AI-generated concept illustration*

Planning example: local installation and nationally delivered advice may need different page roles.

Choose Columbus, metro, Central Ohio, multi-state or national scope only where operations support it.

| Service or offer | Delivery method and limits | Supported geographic level | Primary page and next step |
|---|---|---|---|
| | | | |
| | | | |
| | | | |

**Choose the next step:** Is this customer need Columbus, metro, Central Ohio, multi-state or national?

**Internal owner and any execution support required**

**Business outcome to review and next review date**

**REFERENCE LINKS**

MORPC regional context
MORPC data and mapping resources

Columbus SEO page: planning section
Use the shared Local SEO Market Planner

# Cincinnati tri-state

## Service delivery by area



*AI-generated concept illustration*

Record Ohio, Kentucky and Indiana areas only where there is an actual delivery or customer reason. State and county lines matter when they change what you offer or how you accept work.

Planning example: different scheduling capacity across two counties may change which inquiries you accept.

Name the real service, delivery owner and acceptance rule instead of listing every nearby place.

| State and county actually served | Service and delivery owner | Acceptance or capacity rule | Page and customer next step |
|---|---|---|---|
| | | | |
| | | | |
| | | | |

**Choose the next step:** Which area changes the service or customer decision enough to need a distinct explanation?

**Record or source confirming the delivery coverage above**

**Operating fact to verify before expanding the website or campaigns**

**REFERENCE LINKS**

Ohio-Kentucky-Indiana Regional Council
OKI regional data and maps

Cincinnati SEO page: planning section

Use the shared Local SEO Market Planner

# Cleveland / Northeast Ohio

## Scope and comparable checks

Separate city, county, regional and national customer needs. Choose a visibility check for that scope, then connect it to a clear definition of a worthwhile inquiry.



*AI-generated concept illustration*

Planning example: one Google Maps scan centered on Cleveland does not describe all organic search demand across Northeast Ohio.

Use the table for scope. If a geo-grid applies, record its settings below before comparing scans.

| Market level | Service and owning page | Visibility check to use | Qualified-inquiry rule |
|---|---|---|---|
| | | | |
| | | | |

**Choose the next step:** Does the selected visibility check describe the actual market and connect to useful inquiries?

**Geo-grid record (keep comparison settings fixed; note changes)**

| | |
|---|---|
| **Query** | **Center point** |
| **Radius** | **Grid size or spacing** |
| **Tool** | **Device and language** |
| **Scan date** | **Changes since prior scan** |

**REFERENCE LINKS**

NOACA regional context
NOACA GIS portal

Cleveland SEO page: planning section
Use the shared Local SEO Market Planner