Local SEO fix: before / after (demo case study)

Alex Mercer · alexmercer.projects@gmail.com · Nov 2026

> **Example data.** "Ridgeline Plumbing Co." is a made-up business with placeholder address and phone, built to show the process. No real client or ranking results are claimed. Both versions were scored with the same automated on-page check.

Scorecard (3-page site, target: "plumber" + "Fort Collins")

Check	Before	After
Titles 30–60 chars with city + service	0 of 3 ("Home", "Services", "Contact")	3 of 3
Meta descriptions (~120–160 chars)	0 of 3	3 of 3
Exactly one H1 per page	0 of 3	3 of 3
Images with alt text	0 of 4	4 of 4
Phone consistent (NAP)	No: 555-0142 vs 555-0124 typo	Yes, one number everywhere
Tap-to-call link	No	Yes (header, footer, contact)
LocalBusiness / Plumber schema (JSON-LD)	No	Yes: name, address, phone, hours, service area
Google Maps link	No	Yes
robots.txt / sitemap.xml	404 / 404	200 / 200
Automated "top fixes" flagged	10	2 (HTTPS on the test server; thin pages)

What changed on the home page

Title before: `Home`
Title after: `Plumber in Fort Collins, CO | Ridgeline Plumbing Co.`

H1 before: none ("Welcome to our website!" in a styled div)
H1 after: `Fort Collins Plumber for Drains, Water Heaters and Repairs`

Schema added: `{"@type":"Plumber","telephone":"+1-970-555-0142","address":{…"addressLocality":"Fort Collins"},"areaServed":["Fort Collins","Loveland","Windsor","Timnath"]}`

Still to do (honest list)

1) Turn on HTTPS with an http→https redirect at the real host (the demo ran on a local test server). 2) Grow each service into its own page of 300+ words. 3) Match the Google Business Profile name, address, phone and hours to the site footer, then ask recent customers for reviews. Rankings depend on the profile, reviews and competition, so no ranking change is promised from on-page work alone.

What a buyer gets on their own site

The same check on up to 8 pages, a numbered fix list, and the fixed titles, descriptions and schema written out ready to paste. Free quick check first; fixes at a flat price after you've seen it.