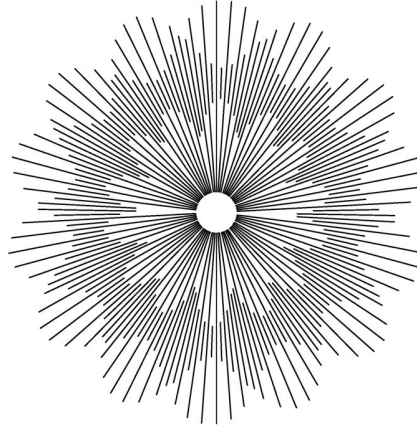


Rank and Radius



The marketing industry's first turnkey solution that catapults a small business' Google Business Profile onto the top of Google Search Results for 100's of more search keywords- **Rank-** and across 100's of more local areas- **Radius**

To Transform Customer + Revenue Growth For Small Businesses

By Thomas Herd

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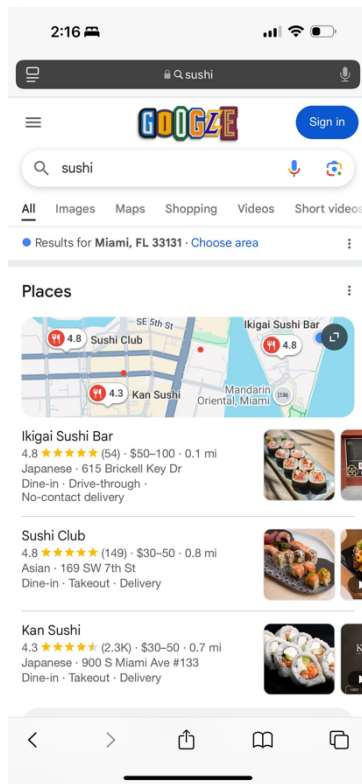
Executive Summary

Local businesses face significant challenges when it comes to standing out in an increasingly crowded online marketplace, especially when most consumers are being inundated by ads from major national online businesses (take Amazon for example) who represent to offer the same services/products.

When pitted against these giants as well as local competitors, small businesses have to rely on ads (which is often a losing, unsustainable battle against corporate giants) and traditional SEO focused on delivering more visibility and traffic to their site.

Yet, the life blood of a small business is their ability to capture traffic from people in their vicinity searching for the type of service or product they sell. This, the vast majority of time, takes place in real time in the days or moments up to a purchase event from people's smart phones. The first thing they see is not a list of companies' websites stacked against each other, but rather they are greeted with a list of 3 Google Business Profiles stacked against each other, one after the other, which Google has defaulted to show consumers as the most relevant/best choices for what they're looking for in the local area.

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Needless to say, nearly everyone who searches for “sushi” in the Brickell, Miami area as per the example above are going to click on the top 3 options. Notice, then, it’s not their websites, but rather the top 3 Google Business Profiles which populate on top of the Google search results and will be capturing the vast majority of the incoming traffic. Since this is where the highest traffic & subsequent customer growth is derived from, we can thus define ranking on the top 3 of the Google Business Profile as **premium value** for a small retail or physical location business.

This is critical to note, as Rank and Radius is the first solution on the market today that focuses on capturing this **premium value** for small businesses. Literally, as our case studies bear out, we are the first solution on the market that gets small businesses’ Google Business Profiles ranking in the top 3 Google of Google Search Results- and capturing this premium value- across 100’s more keywords and 100’s more local areas, thereby leading to the greatest possible gains in traffic and sales, all the while not having to spend money on ads and take part in that oftentimes losing battle. Finally, given the low subscription cost of our service, small businesses typically experience a direct and significant ROI within just the first 60 days of running our service.

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Introduction: The Challenge of Local Search

With 57% of consumer searches for local businesses happening on Google while on mobile phones, ranking on top of the search results for local businesses has become critical.

However, small businesses face multiple challenges:

- **The Wrong Platforms Are Being Focused On:** Most small businesses concentrate their SEO efforts on their website, while in reality the data shows most local consumers are navigating to the top Google Business Listings in their local area, so it's imperative they shift their focus to getting their Google Business Listing appearing in the top 3 results if they want greater traffic and sales.
- **Limited geographical reach:** Traditional SEO methods often limit visibility to a small local area. Google's default settings further accentuate this phenomenon and limit a local business' reach simply to its immediate 5-10 mile vicinity, not prompting the businesses' Google Business Profile to the greater 50-100 mile radius where it could serve a much larger market in need.
- **Rising advertising costs:** Small businesses spend increasingly large sums on Google Ads to maintain visibility, eating into their profit margins (if they're even able to achieve profitability). More times than not, they can't compete with major e-commerce businesses who can outspend them on the best spots.
- **Intense keyword competition:** This is a natural extension of the point above. Many local markets are flooded with competitors, making it difficult for businesses to stand out or get in front of meaningful demand, on either the paid or the organic side.

For all these reasons, traditional local SEO strategies often fail to help businesses scale beyond their immediate area.

This is where Rank and Radius provides a game-changing advantage, helping businesses achieve premium value in the SEO domain by ranking in the top 3 slots on Google Business Listings for exponentially more search keywords (and thus sales offerings) across an exponentially larger area.

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A Breakthrough, Turnkey Solution To Maximize The Search Demand & Geographical Scope of The Small Business's Fishing Net

Rank and Radius is a powerful, month-to-month service designed to:

- Boost SEO rankings of a small businesses' Google Business Profile to the most visible positions on Google (the top 3 slots) for a wide array of relevant, transaction and unique selling point oriented keywords that would attract consumers to a business for the various products/services it sells.
- Expand geographical reach by optimizing the relevancy of a Google Business Profiles (GBP) across every local area in a 100-mile radius (not just the core epicenter) and for each of the various search keywords (and thus demand market pockets) it's targeting.
- Increase visibility, traffic, and conversions across multiple regions—all organically and without needing to spend any money on paid ads.
- Reducing the fees a small business needs to pay in SEM and Google Ads oftentimes greatly reduces a small businesses' marketing overhead and greatly increases their returns from marketing.

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Scope Of Work

Our Monthly Subscription Service Delivers Bespoke, Tailored adaptations, refinements, additions, and upkeep on the basis of a Small Business' search keyword (i.e. demand category) targets as well as the greater geographical region it aims to service.

These deliverables, as powered by our AI and in house SEO experts, chiefly include:

- **Daily GBP Optimization:** Continuous update, photo, video, and service listing refinement, as well as community interaction prompts (such as FAQ) to keep update signals to Google and the Google Business Profile's current relevance to Google and its corresponding search rankings high.
- **Geographical SEO Strategies:** Extending visibility to surrounding regions beyond the immediate area on both Google All as well as Google Maps.
- **Keyword Tagging Strategies:** Extending visibility to a greater pool of search keywords related to each of the unique selling points and the full variety of product/services a small business provides and doing so across each geographical region it wishes to service.
- **Negative Review Management:** Addressing harmful reviews and cultivating new, positive feedback.
- **Ongoing Reporting:** Clear, data-driven reporting to track performance against key benchmarks.

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Case Studies: Quantifiable Results

Case Study 1: Local Healthcare, Medical Business

Recovery Beach Addiction Treatment Center

Location: Garden Grove, Orange County, CA

Timeframe: February 18, 2025 - March 4, 2025

Challenges:

- Struggled to rank for competitive keywords such as “residential addiction treatment.”
- Faced difficulty extending visibility outside immediate region.

Our Rank and Radius Solution Deployed The Following Bespoke Strategies:

- Optimized GBP for high-intent addiction treatment keywords.
- Created and posted regular Google Posts to increase engagement.
- Utilized geo-tagged content to improve local search relevance

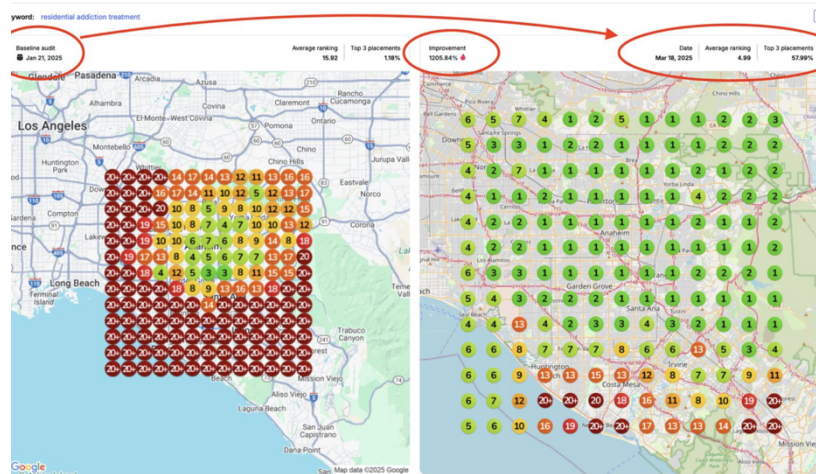
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Results:

Before

After



120% improvement in Google Maps ranking for top priority keywords across Southern California.

- Major keyword ranking gains:
- Residential Addiction Treatment: Improved from 15.92 to 4.75 (+1284.65%).
- Drug Rehabilitation: Improved from 11.39 to 9.73 (+50.94%).
- 17% increase in phone calls (358 calls).
- 109% increase in website clicks (1,688 clicks).
- \$120,000 in new patient revenue (3 new patients).



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Case Study 2: Local Construction & Home Repair Business

Paletz Roofing & Inspections

Location: Davie, FL

Timeframe: January 11, 2025 - February 27, 2025

Challenges:

- Struggled to rank for keywords like “roof leak repair” amidst fierce local competition.
- Needed to expand their visibility across nearby cities.

Our Rank and Radius Solution Deployed The Following Bespoke Strategies:

- Focused on location-specific SEO techniques.
- Responded to customer reviews to boost engagement and trust.
- Published high-quality, keyword-optimized Google Posts.

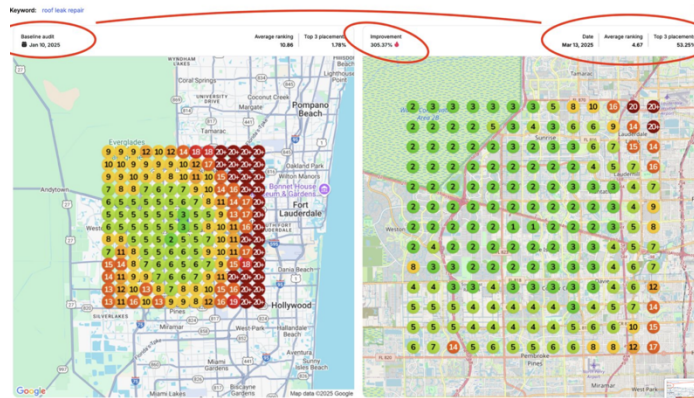
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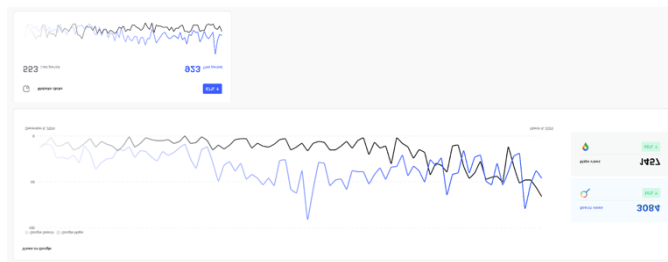
Results:

Before

After



- 305% improvement in keyword rankings for “roof leak repair” in the Davie/Pembroke Pines area.
- Significant ranking improvements for keywords like:
- Roof Leak Repair: From 10.86 to 4.74 (+356.44%).
- Local Roofers: From 7.54 to 5.32 (+80.32%).
- 46% increase in Google Maps views.
- 67% increase in website clicks.
- \$300,000 in new client revenue (15 new clients).



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Case Study 3: Local Restaurant Business

Location: Ballston, Virginia

Timeframe: March 12th-April 12th, 2025

Challenges:

Despite strong brand appeal, local restaurant brand Ted's Bulletin was underperforming in local search visibility and user engagement on Google.

The restaurant's Google Business Profile lacked consistent updates, optimized keyword presence, and active engagement, leading to lower map rankings, missed opportunities for foot traffic and online interaction.

Our Rank and Radius Solution Deployed The Following Bespoke Strategies:

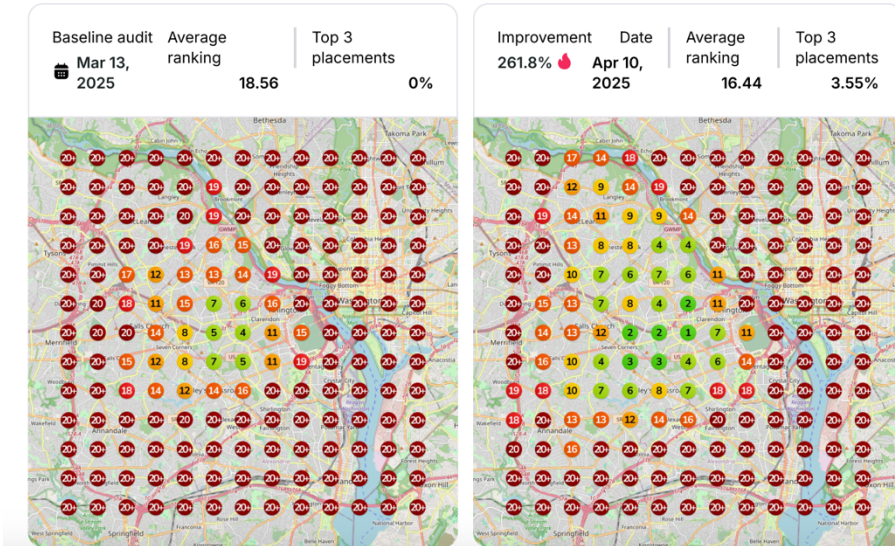
- Weekly content geo-tagged posting to Google Business Profile
- Review response management to increase engagement and trust
- Posting strategic Q&A content to address common search queries
- Ongoing performance audits and tracking of high-intent keywords
- Implementation of SEO best practices tailored to "breakfast," "brunch," and "American diner" search intents

Results

Before

After

Keyword: [breakfast near me](#)



- Google Maps Views: Increased by 15% to 34,244 views
- Phone Calls: Rose by 23%, from 573 to 704
- Website Clicks: Increased by 14%, reaching 2,572
- Direction Requests: Improved by 15%, totaling 2,596

Keyword Ranking Improvements in Just The Last 30 Days:

- *“Breakfast near me”* improved by 261.8% in average ranking and achieved 3.55% top 3 placement
- *“Breakfast diner near me”* saw a 431.58% improvement in average ranking
- *“Best all day breakfast near me”* reached 8.28% top 3 placement
- Other relevant terms like *“American breakfast restaurant”* and *“top brunch spots”* also experienced notable gains



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Conclusion

Rank and Radius offers a transformative solution for small businesses looking to dominate hyperlocal, local, and regional search results across a much greater expanse of market demand (via organic priority search keywords) related to their business and attain a significantly higher + faster ROI profile than what traditional SEO and Google Ad strategies are able to produce.

By optimizing Google Business Profiles for higher- premium top 3 visibility- keyword rankings across a much broader geographical area, businesses will logically achieve immediate, surging growth in visibility, leads, and revenue.

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Contact:

Contact Rank and Radius today to get a free baseline audit and learn how we can help your business dominate cast a wider search and geographical net, make more revenue, and spend less on ads.

www.rankandradius.com coming soon

tommy@t1advertising.com

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