

LOCAL SEO

THAT OWNS YOUR SUBURB

21 Webs – Award Winning Local SEO Agency Australia

**Show up first.
Get the call.
Grow on your terms.**



BE THE FIRST *LOCAL OPTION*

Your customers don't search for your brand name.

They search **"plumber near me"**, **"NDIS provider in Sydney"**, **"best dentist nearby"**.

We make sure it's your business they find first.



Built around your services, not generic keywords.



Targeting the suburbs you actually want.



Focused on calls, bookings and enquiries, not vanity traffic.



LOCAL SEO BUILT AROUND *REAL LIFE*

We plan SEO around how your business really runs – peak times, service areas and capacity.

Service Pages That Sell

Clear offers and structure so visitors know what to do next.

Suburb & Service-Area Coverage

Smart use of suburb pages and internal links so Google understands your patch.

Growth at Your Pace

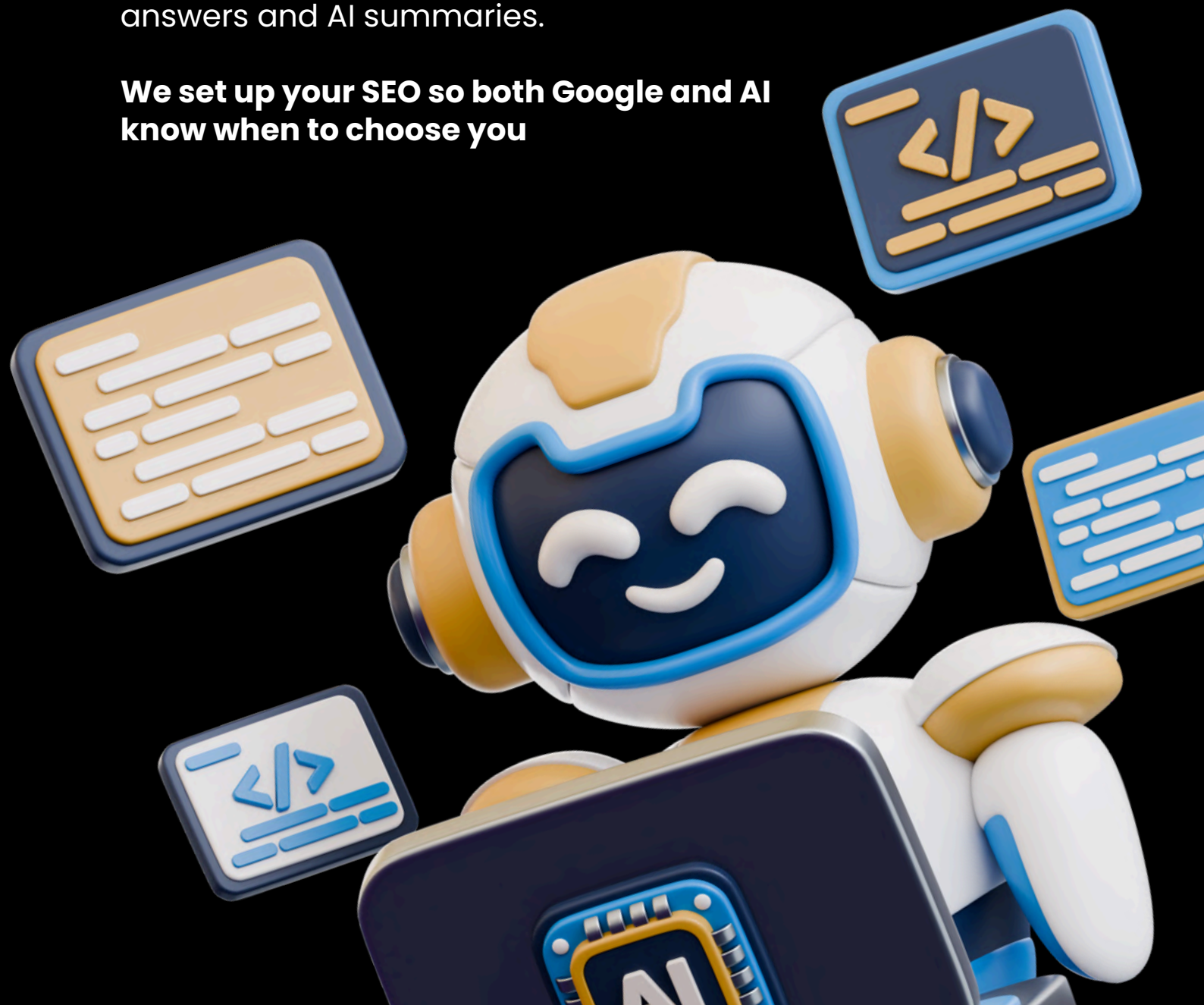
Enough leads to stay busy – not so many that you can't keep up.



TURN YOUR WEBSITE INTO AN *AI-FRIENDLY* *ANSWER GURU*

Search is shifting from ten blue links to instant answers and AI summaries.

We set up your SEO so both Google and AI know when to choose you



FROM OLD-SCHOOL SEARCH TO *AI-LED LOCAL DISCOVERY*

Old Search 🔍

- Short keywords typed into Google.
- User clicks link after link to find info.
- Rankings driven heavily by keyword volume and links.

New Search 🔍

- Natural questions and voice queries.
- AI and Maps give a short list of options.
- Relevance, expertise and local signals win.



A SIMPLE *4-STEP PLAN*

1

Audit

Website, Google Business, Maps, reviews and competitors.

2

Map Opportunities

High-value suburbs, services and quick wins.

3

Build & Optimise

Pages, structure, technical fixes and on-page SEO.

4

Review & Improve

Track calls and enquiries, then refine monthly.

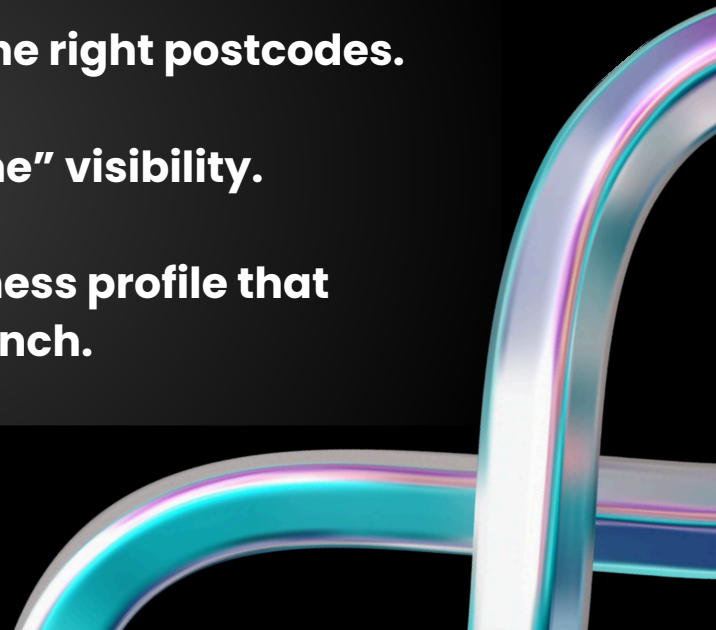


MADE FOR THE BUSINESSES ***YOUR SUBURB RELIES ON***

Who we help

- **Trades & Home Services** – plumbers, sparkies, cleaners, roofers, landscapers.
- **Health & Care Providers** – clinics, dentists, allied health, NDIS services.
- **Local Service Brands** – gyms, cafés, retailers, accountants, professionals.

What you get

- **More local enquiries from the right postcodes.**
 - **Stronger Maps and “near me” visibility.**
 - **A website and Google Business profile that keep working long after launch.**
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LET'S TALK LOCAL SEO

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