

Is Your Local SEO Actually Working?

A 15-Minute Check on Your Google Maps Visibility

Your monthly SEO report answers a question you never asked: did the agency do work this month? Rankings, impressions, and keyword counts. None of it tells you whether a business owner three towns over can find you on the day they finally decide to replace their IT provider.

Here's a check that does. It takes about fifteen minutes and costs nothing.

See your map as a map

"We're ranking #3 locally" isn't a fact. Google Maps results change depending on where the searcher is standing. You can be #1 at your own front door and invisible four miles out, and one ranking number hides that completely.

A grid scan checks your ranking at dozens of coordinates across your service area and maps them, so you see the shape of your visibility instead of an average.

- [Local Falcon](#) is the cleaner tool and it's what we use. New accounts get 100 free credits and [each grid point costs one credit](#), so this costs you nothing.
- [BrightLocal's Local Search Grid](#) is cheaper long-term if you want grid data bundled with other reporting.

Run a 7x7 grid. That's 49 credits, leaving you enough to run it again in 90 days and compare. Skip the Falcon AI add-on for now: it's 25 credits, and reading the grid is what this guide is for.

Scan "IT services [your city]"

Not "IT services near me." In a grid scan, "near me" is redundant because every point on the grid is already a location, so you'd be measuring proximity twice.

And proximity searches are the easiest queries in local search to look good on. You'll rank well in a tight ring around your office, the map comes back green, and you'll feel encouraged. That's exactly why some marketing firms report on them. It looks like success without telling you whether a 40-person accounting firm across town can find you. Nobody shortlists an IT provider by driving distance, so scan the query buyers actually use.

What your heatmap is telling you



- **Red everywhere.** Nobody can see you in the map pack anywhere in your service area. This is what an untouched Google Business Profile looks like, and a good pile of reviews on its own will not move it.
- **Mediocre everywhere.** You're in the index but not on anyone's shortlist. That's usually profile-level: categories, reviews, or wording buyers don't use.
- **Tight green around your office.** You're winning on proximity, not preference. Google shows you to people standing nearby because you're closest. Your lead flow is capped by geography, not budget.
- **Green in the wrong places.** Strong over residential areas or a suburb with no clients, weak over the business district. You're visible to the wrong audience.

What to do next

Bring the map to whoever handles this and ask three questions:

- What does my visibility look like at the edges of my service area, not just at my address?
- Which queries are you tracking me on, and do they have buying intent?
- What specifically changed on my Google Business Profile in the last 90 days?

Someone doing real work will have answers ready. Someone emailing you a rankings PDF will change the subject to impressions. Either way, re-run the same grid in 90 days. Two scans three months apart tell you more than a year of reports.

About this guide

I'm Sarah, Founder of Aureatix. We do local, organic, and AI visibility optimization (amongst other marketing efforts), and I wrote this because most MSP owners I talk to have paid for local SEO for years without ever seeing their own map - let alone regular updates on progress in terms of rankings.

If you run a scan and don't like what comes back, we have an offer for you - for a **one-time investment of \$497: a full grid diagnostic, one-time GBP optimization & a 90-day roadmap to follow**. The initial optimization gives you a major boost, then the roadmap gives you the methodology to keep improving.

After 90 days, we'll run another scan, show you what's improved, and you can decide whether or not to continue working with us. If you choose not to, you're still walking away with better local rankings.

aureatix.ca | sales@aureatix.ca | +1 506-233-3563