



GRETNA JUNCTION

CROWNTHRIVE, LLC / DIGITAL COLLECTION

CITY BUSINESS PRODUCTION

The Local Search Production Workbook



Build one useful local page, with a source trail and a measurable next step.

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DIGITAL WORKBOOK & PLANNING FILES

LICENSED CONTEXT PHOTOGRAPH / VISUAL EDITION 2026-10-30

START HERE

Make this kit your working copy

Finish with a source-backed local-page brief, a claim ledger, a useful page structure, a release checklist and an observation plan. The workbook does not promise search indexing, rank, AI citation, leads or sales.

WHO THIS IS FOR

An adult operator maintaining one business or community organization's website

A REALISTIC WORKING PACE

Three focused working sessions, followed by a review after you have real observations. Estimates are planning suggestions, not a delivery promise.

- 01** Choose one real customer task and one genuine service area.
- 02** Inventory facts you can support before drafting claims.
- 03** Build and inspect the page at the size a customer will use.
- 04** Save the released version and compare observations with your starting assumptions.

INSIDE YOUR KIT

Guide chapters: pages 3-8. Six worked examples and six blank practice sheets: pages 9-20. Readiness review: page 21. License and support: page 22. The CSV files are editable tables; the PDF is designed for reading and printing.

Start with a task, not a pile of place names

A local page earns its space by helping someone make a decision. Write the question the visitor is trying to answer: whether a repair service covers an address, what a visit requires, or how to arrange a collection. Then state the actual locality and the evidence for the service boundary. A postal city, county boundary and travel radius are different things. Do not treat a neighboring city as an operating location merely because you want to appear in its results.

For a fictional bicycle repair desk, the task might be arranging a workshop drop-off, not buying every cycling product. A useful page explains the kind of repair considered, the inquiry route and what the customer should bring. Separate facts from hypotheses: if you have not asked customers which detail confuses them, record that as a question to investigate. A second city page is justified only by distinct, useful local information you can substantiate, not by swapping the city in otherwise identical copy.

PUT IT INTO PRACTICE

Open worksheet 01: Local task and service-area brief. Read its fictional example, then use a clean copy for your own situation. Begin with the 'Customer task' column. Keep uncertain entries visible and choose one specific next action before moving on.

YOUR WORKING NOTE

WORKSHEET 01 / 06 - WORKED EXAMPLE

Local task and service-area brief

FICTIONAL PRACTICE EXAMPLE - These entries demonstrate how to use the fields. They are not records of an actual person, organization, purchase or completed result.

Customer task	Actual locality	Service boundary evidence	Unanswered question	Next decision
Arrange workshop repair (fictional)	Danville workshop; no branch claimed	Operator's current operating policy	Which items can be assessed?	Publish accepted-item guidance

HOW TO READ THE EXAMPLE

Read across one row as a single working record. 'Customer task' identifies the item or situation. The remaining fields show what must be described, checked or decided. An entry such as 'pending', 'estimate' or 'not yet checked' deliberately leaves an open question visible.

MAKE IT USEFUL

Use the blank sheet on the following page, or open 01-local-intent-blank.csv in your spreadsheet app. Replace the example with your own checked information. Keep private credentials, payment details and other sensitive records outside this workbook; use a reference when one is needed.

WHAT WILL YOU CHECK FIRST?