The Local SEO Asset Guide (2026 Edition)

How to Build and Control Local SEO Assets That Generate Leads Without Relying on Traditional SEO

Claim Your Assets Here - www.LocallyRelevant.co.uk

Most local service businesses rely on Google to generate enquiries.

When someone needs a service, they search for exactly what they need and where they need it.

The businesses that appear on page one get the calls.

Many businesses do everything "right".

They have a website, a Google Business Profile, reviews, and good services, yet enquiries remain inconsistent, especially outside the area where they are physically based.

The reason is simple.

Google Maps is limited by proximity.

If you don't have a physical address in an area, your visibility in Maps will always be restricted, no matter how good your business is.

That's where most businesses get stuck.

The Opportunity Most Businesses Miss

Organic search works differently.

When someone searches for *"electrician Crewe"* or *"emergency plumber Crewe"*, Google does not require the business to have an address in that exact location.

Instead, it looks for relevance and trust.

This means businesses can expand their reach organically, if the signals are clear enough.

Locally Relevant exists to build those signals properly, without shortcuts or guesswork.

The Locally Relevant Method (Simple Explanation)

Instead of forcing one website to rank for every service and every location, we create **focused local assets** built around real search behaviour.

People don't search randomly. They type exact phrases like:

- electrician Crewe
- emergency electrician Crewe
- 24 hour electrician Crewe

When available, we secure the matching domain names and build **clean, fully optimised local websites** around them.

Each site:

- Targets one service in one location
- Ranks organically for high-intent searches
- Generates enquiries directly
- Passes strong local and industry authority back to your main website

This creates faster rankings, more enquiries, and a long-term SEO advantage.

Are Keyword-Focused Domains Safe?

Yes, when done properly.

Google does not penalise websites for having keyword-based domain names.

Problems only occur when sites are spammy, thin, or auto-generated.

Every Locally Relevant site is:

- Professionally written
- Genuinely useful
- Properly hosted
- Built to last

That's why they rank faster and perform consistently.

Why Hosting & Structure Matter

Each site is hosted on:

- Separate hosting accounts
- Separate IP addresses

This makes every site a genuine, independent asset.

The links pointing back to your main website are stronger, more natural, and more valuable as a result.

This isn't about shortcuts, it's about doing things correctly.

What This Means for Your Business

✔ More page-one rankings
✔ More enquiries without ads
✔ Coverage in multiple locations
✔ Strong local & industry backlinks
✔ A measurable boost to your main website
✔ No need for extra premises

This is a **controlled, scalable SEO system**, not a one-off tactic.

Pricing & Investment

We keep pricing simple and transparent.

Simple, Transparent Pricing

Here are the current Locally Relevant package options:

1 Asset (Trial) — £97

A simple starting point for businesses new to this method.

- 1 SEO-optimised website
- 1 local backlink
- One-off payment
- You own the asset forever
- No monthly cost
- Full 90-day satisfaction guarantee

Perfect if you want to test the approach without a big commitment.

3 Assets (Monthly) — £321 + £30/month

A practical starter pack if you want more coverage.

- 3 SEO-optimised websites
- 3 local backlinks
- Results often seen in 7–14 days
- You own all assets
- Cancel any time
- 90-day guarantee

This gives you broader reach across multiple searches and locations.

5 Assets (Monthly) — £535 + £50/month

Ideal for growing, local businesses.

- 5 SEO-optimised websites
- 5 local backlinks
- You own everything

• Results often seen in 7–14 days
• 90-day guarantee

This level gives a strong presence in multiple towns and service terms.

10 Assets (Monthly) — £1,070 + £100/month

For businesses that want serious local coverage.

• 10 SEO-optimised websites
• 10 local backlinks
• You own all assets
• Results often seen in 7–14 days
• 90-day guarantee

This is our most powerful package for dominating local searches in many areas at once.

All packages include:

● Exact-match or keyword-focused domain selection
● A fully built, SEO-optimised website
● Separate hosting and IPs
● A locally and industry-relevant backlink to your main site
● Full ownership of the asset
● 90-day satisfaction guarantee

You can view the live packages at:

https://www.locallyrelevant.co.uk/packages/

The difference between packages is simply how many assets you want working for you at the same time.

What We Mean by "Exact-Match" & Keyword-Focused Domains

An exact-match or keyword-focused domain is one that closely mirrors what a real customer types into Google.

For example, if people search for:

- *electrician Crewe*
- *emergency electrician Crewe*
- *24 hour electrician Crewe*

Then domains like:

- **electriciancrewe.co.uk**
- **emergencyelectriciancrewe.co.uk**
- **24hourelectriciancrewe.co.uk**

are considered exact or near-exact match domains.

These domains immediately communicate:

- The service
- The location
- The intent

to both Google *and* the person searching.

That clarity is the reason they work.

Why These Assets Don't Compete With Your Main Website

A common concern is whether these sites "steal" authority or compete with your main domain.

They don't, if built correctly.

Each Locally Relevant site:

- Targets a very specific search
- Acts as an entry point for that search
- Links back to your main website

Instead of one site trying to rank for everything, you end up with:

- Multiple page-one opportunities
- Multiple referral sources
- Strong, relevant backlinks pointing *into* your main site

This strengthens your main website rather than diluting it.

Why Separate Hosting & IPs Matter (In Plain English)

Each asset (website) is hosted separately with its own IP address.

This matters because Google values **independence**.

A link from a site on a different server looks like a genuine recommendation.

A link from multiple sites all sharing the same hosting footprint looks manufactured.

Separate hosting ensures:

- Clean backlink signals
- No footprint issues
- Long-term safety
- Maximum authority passed

This is one of the reasons the system works consistently rather than temporarily.

What You're Actually Paying For

You're not paying for:

- Reports
- "SEO hours"
- Guesswork
- Promises

You're investing in:

- Real websites
- Real rankings
- Real authority
- Assets you own

Each asset can:

- Rank on its own
- Generate enquiries directly
- Strengthen your main website
- Continue working long after it's built

That's why this is positioned as an **investment**, not an expense.

The Guarantee (Why the Risk Is Low)

Every package comes with a **90-day satisfaction guarantee**.

If your assets:

- Do not rank

- Do not generate enquiries
- Do not perform as expected

You get your money back… and you still keep the sites.

That guarantee exists because this system is based on structure and relevance, not chance.

This approach isn't for everyone.

It's for businesses that:

- Want predictable growth
- Understand long-term value
- Prefer owning assets over renting traffic
- Want to expand locally without opening new premises

If people search for what you do plus where you do it, this method applies.

Frequently Asked Questions:

Have a read through our FAQ if you're unsure what you get with this service. If you still have questions, then please fill in our contact form.

What are locations and assets?

Locations are towns and cities that you want your main business to rank for. For instance, Birmingham, Stoke, Richmond etc. Assets are simply the 1 page SEO optimised websites that we build on those location pages. These are built on the exact match keyword domains we purchase on your behalf. (such as

www.electriciancrewe.co.uk).They belong to you, we simply manage them.

What exactly am I getting?

You're getting SEO-optimised, single-page local websites (assets) designed to rank for one specific service in one specific location, plus a a domain name and a link back from that website to your main website. Each page is built to attract local search traffic and generate leads.

Do I need to change my existing website?

No. Your main website stays exactly as it is. These pages work alongside your site, acting as additional local entry points that strengthen your overall online presence.

Who owns the websites and domains?

You do. You own the domains, the websites, and the assets outright. This is not a rental system and there are no ongoing ownership fees.

How is this different from normal local SEO services?

Traditional SEO usually means long contracts, slow progress, and unclear results. Our approach is asset-based and focused. Instead of trying to make one website rank for everything, we build targeted local pages that are easier for Google to understand and faster to perform.

How long does it take to see results?

Many businesses start seeing movement in rankings and traffic within days or weeks, not months. That said, results depend on competition, location, and market, which is why we back this with a 90-day guarantee.

What if I don't get more leads or better rankings?

If after 90 days there is no increase in rankings or leads, we'll refund your money in full and you still keep all the SEO assets we built. There's no risk to you.

Can my competitors copy this?

They can try, but local, keyword-rich domains and placements are limited. Once you secure them, competitors can't. Acting early gives you a long-term advantage in your market.

Is this safe and compliant with Google?

Yes. This approach is built around what Google wants to see going into 2026: clear local relevance, focused service pages, and industry-relevant backlinks. There are no shortcuts, spam tactics, or risky methods involved.

How many assets should I start with?

That depends on your goals. 1 asset is great for testing. 3–5 assets help you cover multiple services or locations. 10 assets are ideal for competitive markets and long-term dominance. You can always scale up later.

Is this a one-time cost or ongoing fee?

There's a one off cost to build the 1 page SEO website plus a monthly fee that covers management, hosting and the upkeep.

Who is this best suited for?

This works best for service-based local businesses in competitive areas, especially those who want faster results, full ownership, and a clearer return on investment than traditional SEO offers.

To see current packages or check availability in your area, visit:

https://www.locallyrelevant.co.uk/packages/

You can also email at info@locallyrelevant.co.uk or call me direct on 07495 873 657