RM

R. Martin Creative
Marketing, Web & Print

SEARCH VISIBILITY SPRINT · A HALF-DAY PLAN

Get found on Google and in AI answers in one afternoon.

A step-by-step plan for small business owners: set up the free Google tools, tighten your local listing, and make your key pages easy for search engines and AI assistants to read. Each task is timed, so you can work through it in one sitting.

October 2026 Richmond, Illinois rmartincreative.com

HOW THE AFTERNOON BREAKS DOWN

HOUR 1	Search Console	Sitemap	Mobile & speed audit
HOUR 2	Google Business Profile	Description	Reviews
HOUR 3	H1 headings	Meta descriptions	AI plain-text test
BONUS	Long-tail FAQ		

3½ hrs

Three focused hours, plus an optional 30-minute bonus.

10 tasks

Each one timed, with a checklist at the end to track progress.

$0

Every tool in this plan is free: Search Console, Business Profile, PageSpeed Insights and TinyPNG.

Hour 1 60 MINUTES

Technical foundation & faster indexing

Before anything else, connect your site to Google directly and make sure it works well on a phone. These three tasks give you the data you'll use for everything that follows.

1 Claim & verify Google Search Console

20 min

DO Go to Google Search Console and verify your domain through your domain registrar or website builder settings.

> Search Console is your direct line to Google. It shows which pages are indexed, which searches bring people to your site, and any technical errors stopping your pages from ranking.

2 Submit your XML sitemap

10 min

DO Find your sitemap address (usually `yourdomain.com/sitemap.xml` or `sitemap_index.xml`) and paste it into the **Sitemaps** tab in Search Console.

PLATFORM	WHERE THE SITEMAP COMES FROM
WordPress	Created by an SEO plugin such as Rank Math or Yoast SEO
Wix · Squarespace · Shopify	Created automatically at `/sitemap.xml`

> A sitemap hands Google a list of every page, so new and updated pages get found in days instead of waiting weeks for Google to discover them on its own.

3 Run a mobile readiness & speed audit

30 min

DO Run your homepage and main service page through Google PageSpeed Insights, then make these quick fixes:

Quick fix

Compress oversized header images with a free tool like TinyPNG before re-uploading them.

Quick fix

Make contact details tappable. Phone numbers and emails should be `tel:` and `mailto:` links so phone visitors can reach you in one tap.

Hour 2 60 MINUTES

Local search & your Google Business Profile

If you serve a local market, such as Northern Illinois, Southeast Wisconsin or specific nearby towns, your **Google Business Profile** often appears **above** regular website results on phone screens. For many local businesses, it's the first thing customers see.

1 Claim & fully fill in your profile

30 min

DO Sign in to Google Business Profile and work through this list:

- **Name, address or service area, and phone** match your website footer word for word.
- **Primary category** chosen carefully (e.g. Web Designer, Commercial Cleaning Service, Mathematics Tutor). It carries a lot of weight in map rankings.
- **Hours, holiday schedules and service attributes** filled in completely.

2 Write your business description

15 min

DO Write a summary of up to 750 characters. In the first two sentences, cover three things:

1	2	3
Core offer	**Service region**	**Why you**
What you do, in plain words	The towns or region you serve	Your main value to customers

> *"Providing custom web development and digital marketing services for small businesses across Northern Illinois and Southeast Wisconsin."*

3 Send 3 review requests

15 min

DO Copy the review link from your Business Profile dashboard and send it to 3 recent, satisfied clients or partners, asking for an honest review.

> **Tip:** invite them to mention the service you did and their town, e.g. "They built a great website for our business in Richmond." Reviews that name the service and place can help your local map rankings. Ask everyone the same way and never offer anything in return: Google's rules forbid incentives and asking only for 5-star reviews.

Hour 3 60 MINUTES

On-page fixes & the AI plain-text test

Search engines and AI answer tools such as ChatGPT and Google's AI Overviews read clear headings and direct, plain-text answers. This hour makes your top pages easy for them to understand.

1 Audit your H1 headings

20 min

DO Open your top 3 pages (homepage, core service page, About page). Each needs **exactly one** `H1` at the top that says what you do and where.

Weak

~~Welcome to Our Agency~~

~~Innovative Solutions~~

Strong

Custom Next.js Web Development & Local SEO in Richmond, IL

2 Rewrite your meta descriptions

20 min

DO Update the search description for each core page: **140–155 characters** with your main service, your location, and a call to action with your phone number.

rmartincreative.com

Web Design & Local SEO in Richmond, IL | R. Martin Creative

Professional website design and digital marketing for Northern IL & Southeast WI businesses. Fast Next.js builds that rank. Call (312) 866-2762.



3 Pass the AI plain-text test

20 min

DO Read the first two paragraphs of your homepage. In plain, jargon-free words, do they answer all four of these?

1. **Who you are**
2. **What you offer**
3. **Who you help**
4. **How to hire you**

> **Fix:** move key facts out of graphic banners and collapsed dropdowns and into the body text, where search engines and AI tools can read them easily.

Bonus 30 MINUTES

A long-tail FAQ for AI search

Add an FAQ section to your main service page

30 min

DO Near the bottom of your primary service page, add three questions that a ready-to-buy customer would ask, each answered directly in the first sentence. For example:

> How long does it take to launch a custom Next.js website?

> What is the difference between WordPress hosting and headless Next.js?

> Do you provide web development services for businesses in Southeast Wisconsin?

> Full-sentence questions match how people ask AI assistants, which makes your page an easy source for them to cite.

Your progress checklist

- [ ] Domain verified in Google Search Console
  Hour 1
- [ ] Large images compressed & phone numbers made tappable
  Hour 1
- [ ] Primary category set & 750-character description added
  Hour 2
- [ ] One `H1` confirmed on each of the top 3 pages
  Hour 3
- [ ] First 2 homepage paragraphs pass the AI plain-text test
  Hour 3
- [ ] `sitemap.xml` submitted
  Hour 1
- [ ] Business Profile name, address & phone match the website footer
  Hour 2
- [ ] 3 review requests sent to recent clients
  Hour 2
- [ ] Meta descriptions updated with keyword & phone number
  Hour 3
- [ ] 3 long-tail FAQ questions on the main service page
  Bonus

RM

Want a hand with any of this?

R. Martin Creative · 312-866-2762 · ryan@rmartincreative.com · rmartincreative.com