

The Local Business Growth *Playbook.*

SEO, GEO, CRM, and the Zay 360. A field guide for South Florida restaurants, local service businesses, and owner-operators.

Ten pages. Zero fluff. What Zay Revenue Group runs for every Zay 360 client. Pull out what applies to you. Skip what does not.

Who this is *for.*

You run a local business. One to four locations. You do the work yourself or with a small team. You have a website that is probably leaking revenue, a Google Business Profile that has not been touched in eight months, and a vague sense that you should be doing something about AI search but nobody has told you what.

This playbook is what Zay Revenue Group runs for every Zay 360 client. Ten pages. Zero fluff. Pull out what applies to you.

The *map.*

Your growth in 2026 depends on five compounding assets, three rented channels, and one thing most agencies will not tell you about. Here is the stack, in the order it compounds:

1. **Google Business Profile.** Free traffic from local searches.
2. **Custom website.** Speed, schema, and conversion.
3. **SEO.** Rank for the queries your buyers actually type.
4. **GEO.** Get cited inside ChatGPT, Perplexity, and Google AI Overviews.
5. **Custom CRM.** Every lead, every conversation, in one place you own.
6. **Email.** Rent the inbox. Your list is an asset.
7. **SMS.** Ninety-eight percent open rate. Use sparingly.
8. **Social.** Top of funnel. Measure by list growth.
9. **Paid ads.** Amplify the above. Not a strategy on their own.

The five compounding assets keep paying you after you stop spending. The three rented channels stop the moment you do. Most local businesses have this upside down.

The Google Business Profile *audit.*

If your GBP is ignored, everything else is harder. Run these checks in the next thirty minutes.

Category

Primary category must match what customers type. Not "Restaurant." It is "Mediterranean Restaurant" or "Pizzeria." Add every secondary category that applies.

NAP consistency

Name, address, phone. Must match your website, Yelp, Facebook, and every directory. One mismatch costs you rankings.

Photos

Target one hundred photos. Interior, exterior, food, staff, events. Google Vision reads every image. Upload ten to fifteen per month forever.

Posts

Weekly. A photo, an offer, an event, a menu item. Google rewards active profiles.

Reviews

Velocity beats volume. Eight reviews this month beats three hundred from 2022. Set up an automated ask on every order, every check, every service.

Q and A

Pre-populate the five most common questions yourself. Then answer every user question within twenty-four hours.

Attributes and menu

Every attribute you claim is a filter that surfaces you. Fill in the menu or service list completely. This feeds AI answer engines.

The website *audit.*

Pull up your site on mobile on a normal 4G connection. Time it. If it loads in over three seconds, you are losing forty percent of mobile traffic before the hero image finishes rendering. That is not an opinion. That is Google's published research.

Speed tests to run

- PageSpeed Insights. Score below 70 is a problem.
- WebPageTest mobile 4G. Load time above 3 seconds is a revenue leak.
- GTmetrix. Look for render-blocking resources.

The cheap website math

- Forty percent mobile bounce.
- Lower Google Quality Score on paid ads. CPCs inflate.
- Lost map pack position.
- Lower trust from AI engines that weight page speed.

One South Florida restaurant we audited was paying twenty-three dollars a month for Squarespace. The cost in lost revenue and wasted ad spend was over eight thousand dollars a month.

What a custom site fixes

- Sub-two-second load times.
- Full LocalBusiness, Service, FAQ, and Review schema.
- Neighborhood landing pages.
- Direct online ordering on low-fee rails.

Local SEO that actually *moves rankings.*

Local rank is a weighted score of three things. Relevance, distance, prominence. Every decision either moves a lever or wastes time.

The nine moves that matter

1. Fix your GBP primary category.
2. Title tag and H1 must match your target query. Example: "Mediterranean Restaurant in Fort Lauderdale."
3. Add LocalBusiness plus Restaurant or Service schema. Most sites have none.
4. Weekly GBP posts.
5. Automated review requests. Target eight per month at a 4.7+ average.
6. One hundred plus photos.
7. Local backlinks from chamber of commerce, food blogs, industry directories.
8. Neighborhood landing pages. One per service area.
9. Page speed. Sub-two-second mobile loads.

Do these nine and you move from page three to top three in ninety days for most local categories.

Getting cited by *AI search*.

AI search is not the future. It is now. People ask ChatGPT and Perplexity for local recommendations before they open Google. If your business is not inside those answers, you do not exist for a growing share of your market.

How LLMs decide who to cite

- Entity clarity. Can the LLM tell exactly what you are?
- Structured facts. Schema markup, clean H-hierarchy, tables.
- Authoritative mentions. You get cited in places the LLM trusts.
- Question-format content. FAQ pages worded the way people ask AI.
- Freshness. Regularly updated.
- Quotable blocks. Short paragraphs that LLMs can lift verbatim.

The GEO checklist

1. First forty words of every important page state your name, category, location, and one differentiator.
2. FAQPage schema on every service page. Questions in plain user language.
3. Local press mentions and industry directory listings.
4. Content in quotable blocks. Each paragraph holds one extractable fact.
5. Monthly tracking. Run your target queries through ChatGPT and Perplexity. Are you cited?

Most of your competitors are not doing this. The window is open.

The custom CRM *math.*

If you are paying HubSpot, Salesforce, or Pipedrive more than five hundred dollars a month, a custom CRM almost always pays back inside a year.

SaaS CRM cost vs custom build

- HubSpot Professional. \$890 a month. \$10,680 a year.
- Salesforce Enterprise. \$165 a user a month.
- Pipedrive Professional. \$49 a user a month.
- ZRG custom build. \$1,500 to \$4,000 one time plus \$300 to \$500 a month.

Why custom

- Your exact workflow. Not a B2B SaaS template.
- You own the code and data.
- Integrations that matter. Google Calendar, Stripe, Twilio, Gmail.
- Client portal without a four-hundred-dollar add-on.
- Ships in four to six weeks.

When custom is wrong

- Under two hundred contacts.
- You genuinely need a massive integration marketplace.
- You need enterprise compliance you cannot build.

Email, SMS, and social. The three channels that *move revenue*.

Ninety percent of directly attributable revenue for a local business comes from three channels. Everything else is amplification.

Email. The compounding asset.

- Owned. Not rented.
- Local business open rate: 25 to 35 percent.
- Cost to send: pennies.
- A list of five thousand is a license to print money.

SMS. The urgency channel.

- 98 percent open rate.
- Use sparingly. Two to four sends a month maximum.
- High-signal moments only.

Social. The top of funnel.

- Three to five posts a week. Mostly video.
- Job is list growth, not likes.
- Every post has one CTA. Join the list. Order. Book. Review.

The loops that compound

- Social pushes people to your email list.
- Email welcome sequence invites opt-in to SMS.
- SMS drives highest-margin moments and asks for reviews.
- Reviews feed local SEO. SEO drives discovery. Discovery feeds social.

The Zay 360 *playbook.*

The Zay 360 is what happens when you run every layer above under one roof. Here is the sequence.

Months zero to three. Foundation.

Custom website live. Custom CRM deployed. GBP fully optimized. Review pipeline automated. Email and SMS opt-ins on every touchpoint.

Months three to six. Flywheel.

Social at three to five posts a week feeding list growth. Four to six email sends a month. Two to four SMS sends. GEO citations starting to appear.

Months six to twelve. Moat.

Top-three local map pack on primary queries. Cited by ChatGPT and Perplexity. Five thousand plus email subscribers. Review count at two hundred plus averaging 4.7.

Months twelve to thirty-six. Scale.

Second location opens on existing infrastructure. CRM data tells you who your best customers are. Catering and events pipeline built. You are a local media presence.

The ninety-day *plan.*

If you only do one thing after reading this, do this.

- **Week 1.** GBP audit. Fix category. Upload thirty photos. Post twice.
- **Week 2.** Speed-test your website. If over three seconds on mobile, start shopping for a rebuild.
- **Week 3.** Set up automated review requests on every transaction.
- **Week 4.** Write a FAQ page with ten questions worded the way your customers ask them. Add FAQPage schema.
- **Week 5.** Launch an email opt-in on your site. Offer something real for the address.
- **Weeks 6 to 8.** Post to social three times a week. Every post asks for an email.
- **Weeks 9 to 12.** Check your ChatGPT and Perplexity citations monthly. Adjust content to earn more of them.

Ninety days in, you will have moved local rank, started a list, and laid the foundation for the Zay 360. Or you can book the free audit and we will run it for you.

Working with *Zay Revenue Group.*

We work with local independent businesses and restaurants across South Florida and remotely across the United States. We do not work with chains or franchises. Every client works directly with the founder.

Free strategy audit

Thirty minutes. Valued at five hundred dollars. No pitch. You walk away with a real plan.

The Zay 360

Starting at **\$4,500 a month**. Ninety-day minimum. Month to month after.

Individual services

SEO, custom website, custom CRM, email, SMS, social, and paid ads. Available standalone.

Book at calendly.com/abdallah7yousef/30min. Or call **321-666-1102**. Or email hello@zayrev.com.