Assisting Clients Using AI with Local SEO

Drew Tonsmeire,
Area Director
UGA SBDC at Kennesaw State University

September 4, 2025

America's SBDC
IN PARTNERSHIP WITH SBA

Small Business Development Center
at Kennesaw State University
UNIVERSITY OF GEORGIA

KENNESAW STATE UNIVERSITY

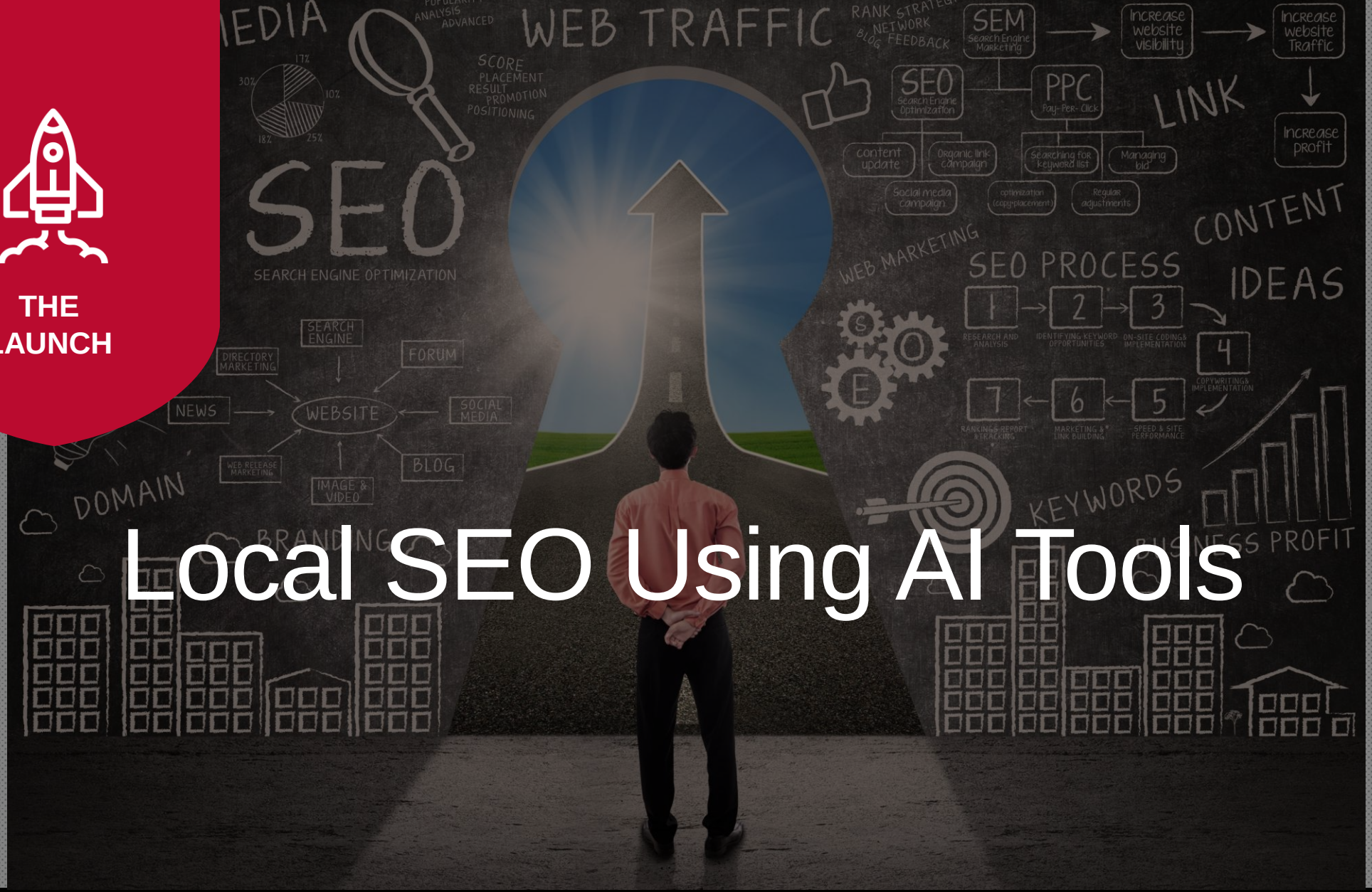
Presenter: Drew Tonsmeire

Area Director

Drew Tonsmeire serves as the Area Director with the University of Georgia SBDC at Kennesaw State University. With more than thirty yearsô experience within the UGA SBDC consulting expertise in strategic marketing, financial packaging, and overall business management has impacted thousands of business owners. His background includes service as President and CEO of a local Chamber of Commerce, as well as experience in retail, manufacturing, and service environments. Drew holds a BBA in Marketing from the University of Georgia and an MBA from Georgia State University.

- Certified instructor for Google.
- Recipient of annual Best Continuing Education Program for the UGA SBDC.
- Received Project of the Year Award for his team contributions in digital marketing training and consulting initiatives.
- Served as Chair for 3 Years for Americaôs SBDC Conference

dtonsmeire@georgiasbdc.org



Local SEO Using AI Tools

Agenda

I. What is SEO?

II. 4 Key Drivers of SEO

III. Content for Search Engines

IV. Business Profiles

V. AI Prompting

VI. Tips and Tricks

VII. Questions with Made-Up Answers

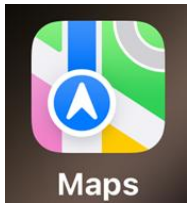
What is SEO?

Search Engine Optimization

- Only affects organic listings (like Google, Yahoo, Bing).
- Changes as Search Engine Algorithm changes.
- Off page activity now affecting organic listings.

Todayôs Local Search

Google



4 Key Drivers for SEO

Over 200 factors affecting search rank

Site Structure

- Domain Name
- Page Titles
- Title Tags
- Page Structure
- Headings
- Keyword positioning
- Structured Data

Content

- Readable Text
- Keyword Usage
- Content length
- Uniqueness
- Newness
- Image Readability
- Video Content

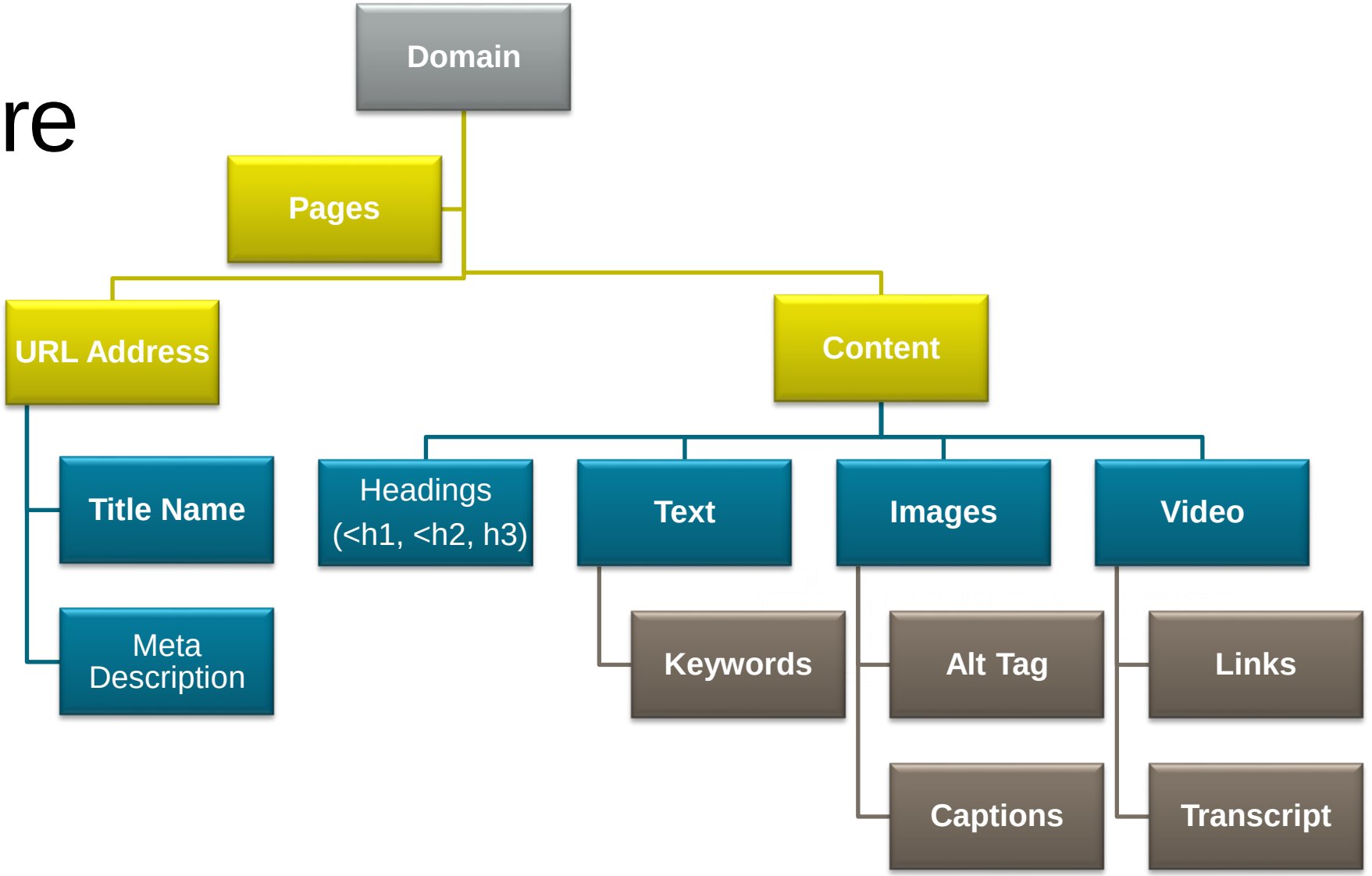
Time

- Page Load Speed
- Visitor Interaction
- Responsive Design

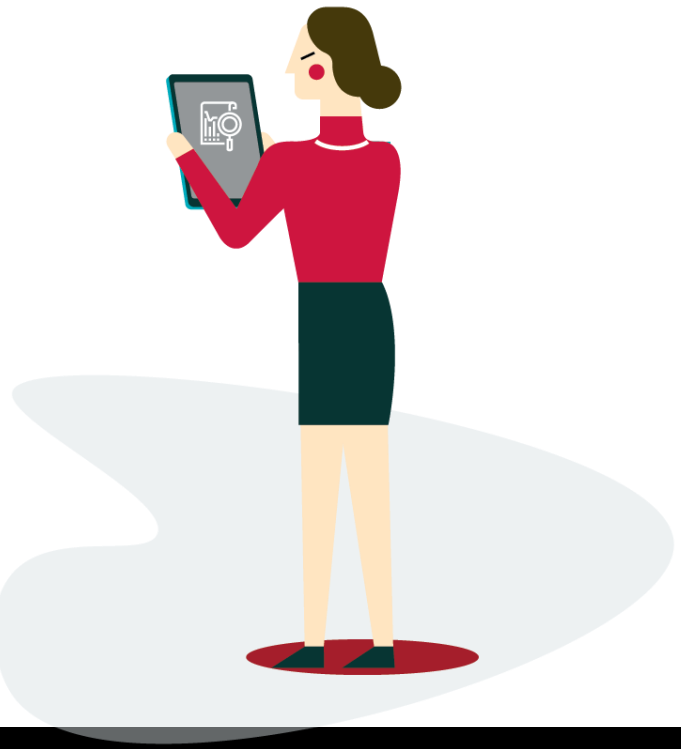
Links

- Quality of Inbound links
- Quantity internal links

Site Structure

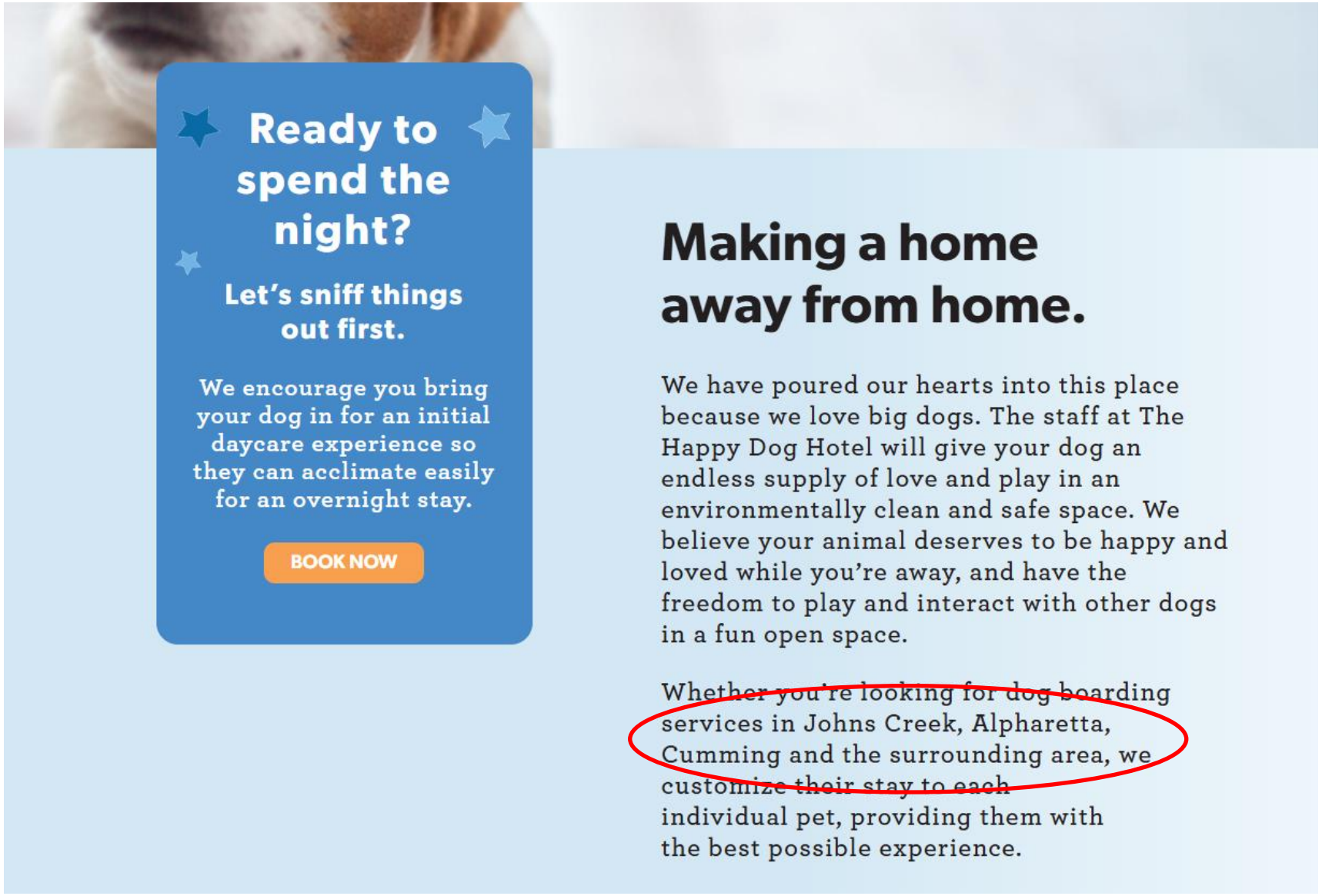


Content Affects Search Rank

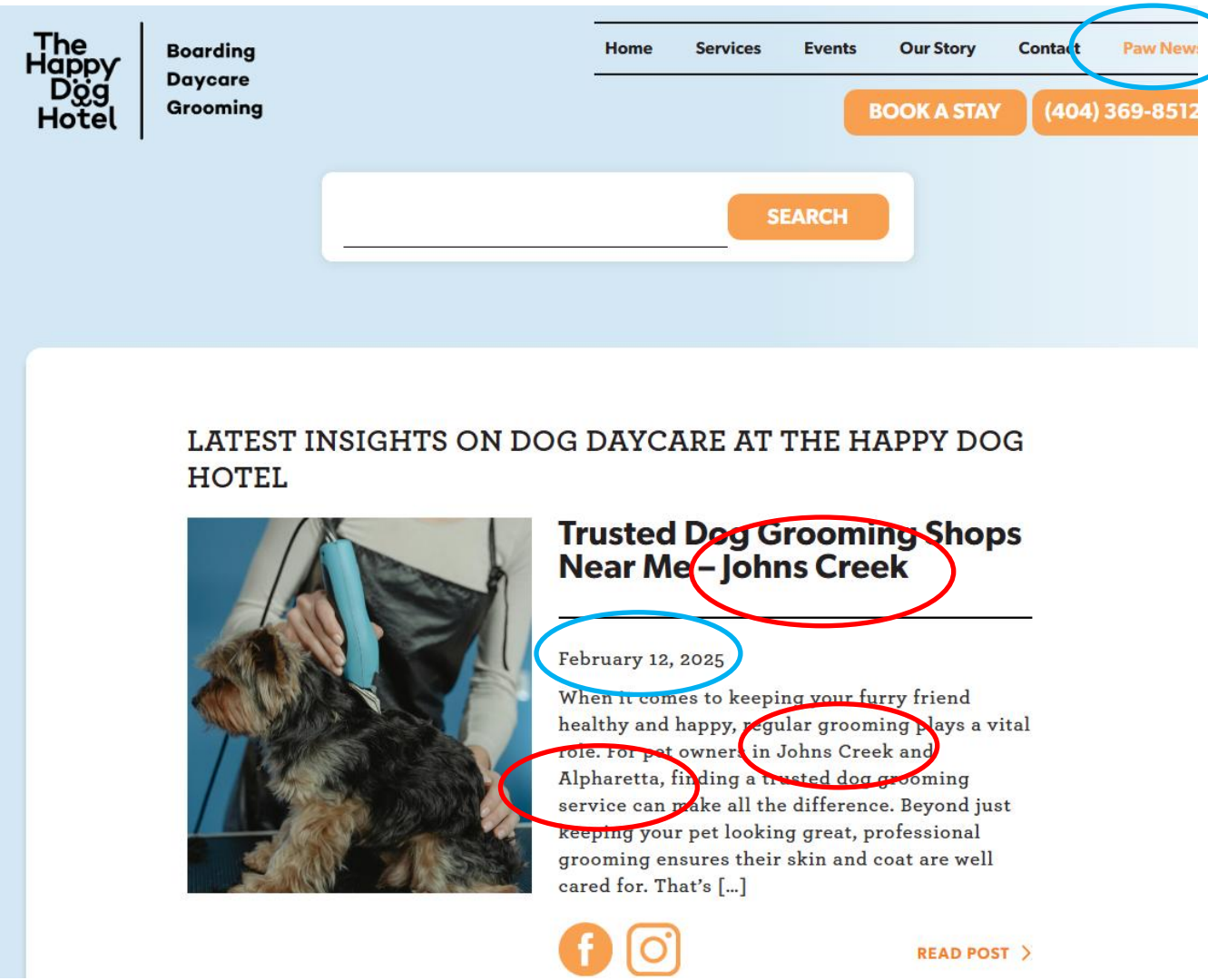


- Readable Text
- Keyword usage
- Content length
- Uniqueness
- Newness
- Image Readability
- Video Content

Content Needs Local Geography



Local Keywords Beyond the Home Page



Local Keyword in Title and Body

Blog Post

Fun Name for Blogs ï Why read

Date only if keeping current in postings

Common Local Search Terms

[- - - - - -] Near Me

[- - - - - -] in [city]

Best [product] shops in [city]

Top-rated [profession] in [city]

How To [- - - - - - - - - - - - - - -]
Often triggers YouTube Videos

Where to buy [brand]

Emergency [- - - - - - -] Near Me

Cheap [- - - - - - -] close to [- - - - - - -]

[Product] near [neighborhood]

[Product/Service] Appointments

Uniqueness of Content

- Content Should be unique to each page.
- Minor changes to duplicated material does not bring that much uniqueness.
- Think in terms of unique value ï will the reader gain something new as compared to the original content on another site or another page.

Newness of Content

Amount of Change on a single page.

Frequency of Changes.

Addition of new pages.

Rate of link **growth** (internal and external and links to old versus new content).

User **behavior** affects freshness.

Website Content Ideas

- Articles
- Blog Posts
- Workbooks
- PDF Reports
- Ebooks
- Checklists
- Pre-record audios
- Podcasts
- Teleseminar
- Webinars
- Streaming Video
- Screen Capture Video
- Audio and Video Transcripts
- Email Broadcasts
- Pre-scheduled autoresponder emails
- FAQs
- Patterns
- Flowcharts
- Coloring Sheets
- Fill in the blanks
- Spreadsheets
- Games or Quizzes

FAQ

Where is the SBDC near me?

- Your local SBDC office is located in the KSU Center on the campus of Kennesaw State University. Our Kennesaw office serves business owners throughout Cobb County, including Marietta, Acworth, Powder Springs, Smyrna, Austell, Mableton, East Cobb, and Vinings

What consulting services are available for a small manufacturer?

- SBDC provides no-cost strategic planning to help manufacturers define long-term goals and develop action plans for growth. For instance, we offer workforce development assistance, including guidance on creating a robust training program to upskill and cross-train current employees and help identify strategies for growth. We have HR specialists to assist with your human resource needs.

Images Tell the Story

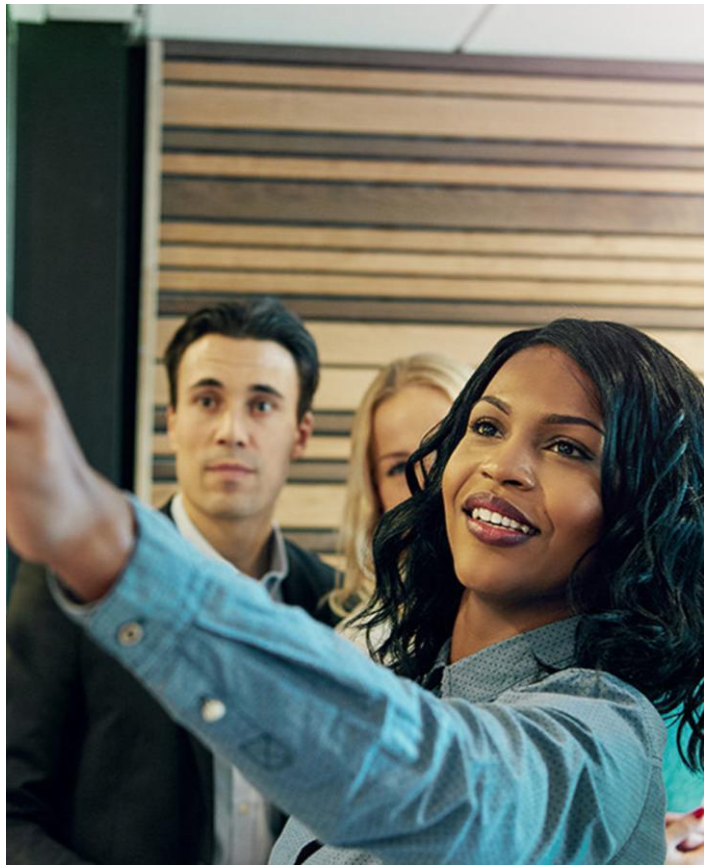


Image SEO Techniques

File Name ï rename name files with descriptive words

1011_20139.jpg

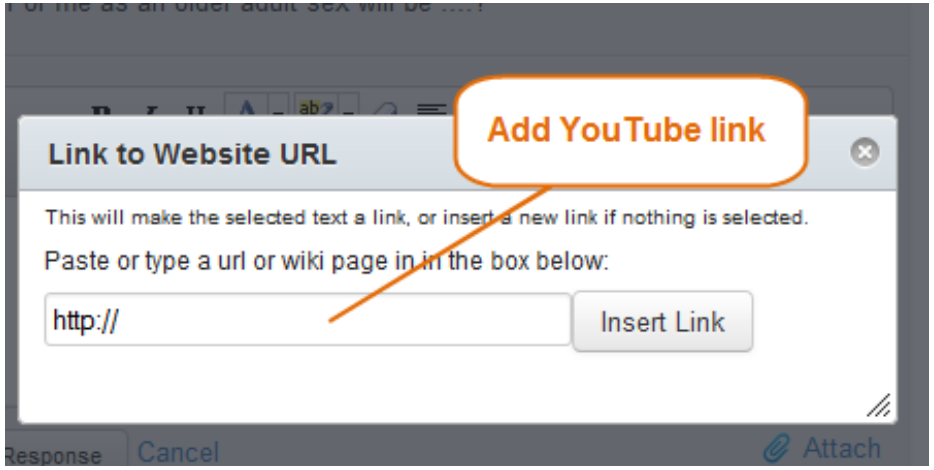
Rename as

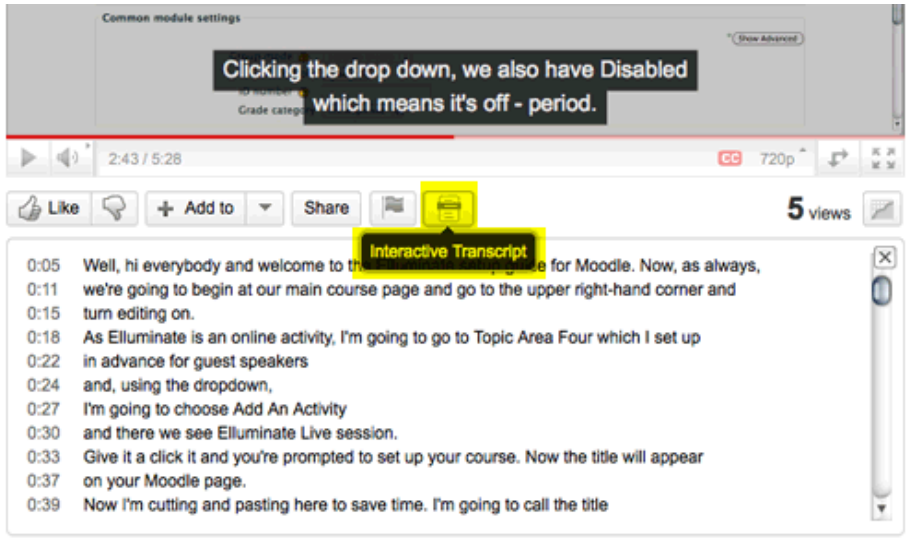
Local_Bakery_Opening.jpg

Include Alt Tag

Video Optimization

- Include a transcript
- 1-2 videos per page
- Include captions above, below or beside video
- Keywords toward front
- Length directly proportional to user purpose (shorter the better)





Types of Videos

Demonstrate your product or service

Don't just tell, show your customers how your business works. Bring your how-to guides to life. Informed prospects are more likely to make purchases.

How To

Guide instruction on installation, uses, features. Think about when to buy, make repairs, new product reviews.

Use customer testimonials

Your best fans can explain on video how using your products or services solved a problem or improved their lives. Help prospects see themselves in the stories of real people.

Put donor dollars to work

Videos of how your charitable donations benefit a cause tell a compelling story, which makes a problem -- and how donations help remedy it -- more real.

Introduce your staff

This simple method can help show your dedication, passion and commitment to customer satisfaction. It can also create a greater connection with customers by showcasing your employees.

Show how your business is an expert or recognized award winner

Brag on yourself about awards, sponsorships, or recognition in other websites or publications.

Time is a Major SEO Factor

Google PageSpeed Insights:
https://developers.google.com/speed/docs/insights/about

- Page Load Speed
- Dwell Time
- Visitor Interaction
- Responsive Design

Google Developers

PageSpeed Tools

Google Developers

Products > PageSpeed Insights

PageSpeed Insights 21k

www.georgiasbdc.org ANALYZE

Mobile Desktop

52 / 100 Suggestions Summary

Should Fix:

Enable compression
- Show how to fix

Leverage browser caching
- Show how to fix

Eliminate render-blocking JavaScript and CSS in above-the-fold content
- Show how to fix

Consider Fixing:

Optimize images
- Show how to fix

Minify JavaScript
- Show how to fix

Minify CSS
- Show how to fix

Minify HTML
- Show how to fix

3 Passed Rules
- Show details

https://developers.google.com/speed/pagespeed/insights/

Link Relevancy

Quality of inbound link Topical

Topical Relationship of site

Authoritative sources,
i.e., gov or .edu

Quantity of Internal links

Internal pages

Google Business Profile

www.google.com/business

Social Media links

Facebook
Twitter
Instagram
LinkedIn

Google E-E-A-T Search Quality Guidelines

First-Hand Knowledge

Real-World Experience

- Tips
- Examples

Knowledge

Qualifications

Skills

Credentials

- Degrees
- Job Titles

Formal Training

Published Content

- Website visits
- Backlinks

Reviews

Backlinked Content

Consistency

- SSL Certificate
- Privacy Policy

EXPERIENCE | EXPERTISE | AUTHORITY | TRUSTWORTHY

Tomorrowôs Local Sear

ChatGPT

Gemini

Apple Intelligence

Copilot

Tomorrow's Local Search Today

Data sources: Aggregates map profiles, directories, websites

Data sources: Google Business Profile, Google Index

Data sources: Apple Maps, Yelp, Trip Advisor (travel related)

Data sources: Bing, Bing Maps

Update/Create Key Referral Sources

Google Business Profile

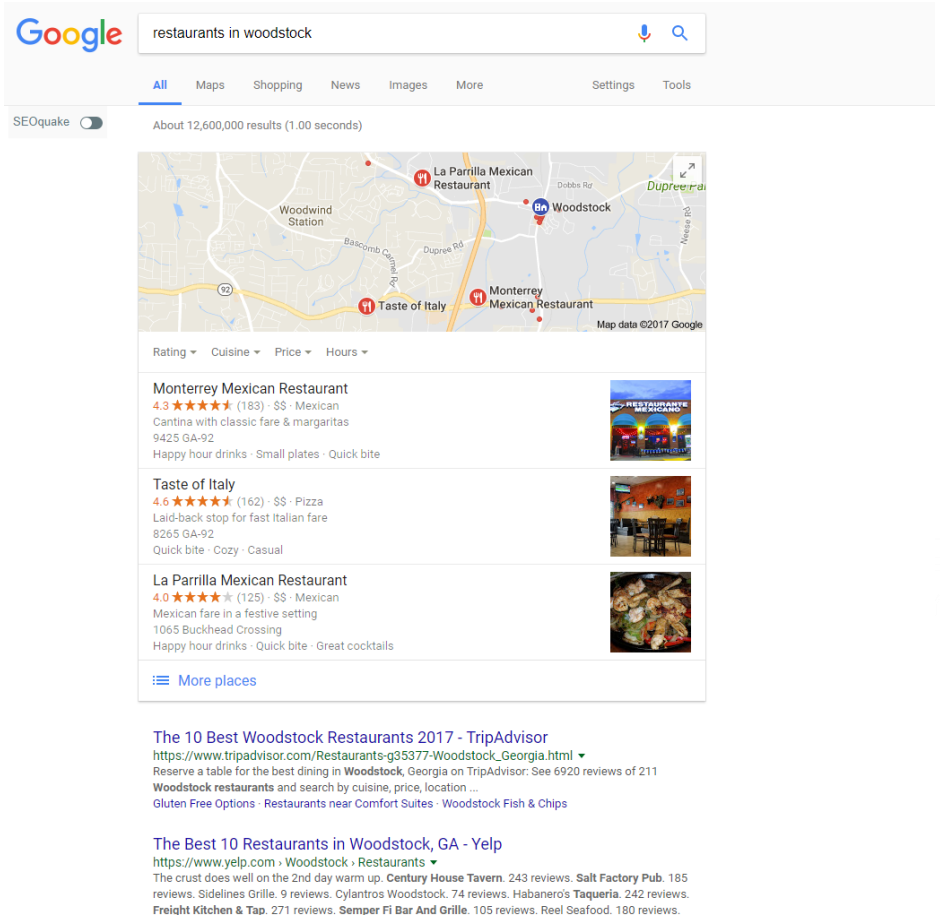
Bing Places for Business

Apple Business Connect

How to Show Up on Google Maps

Ranking determined by:

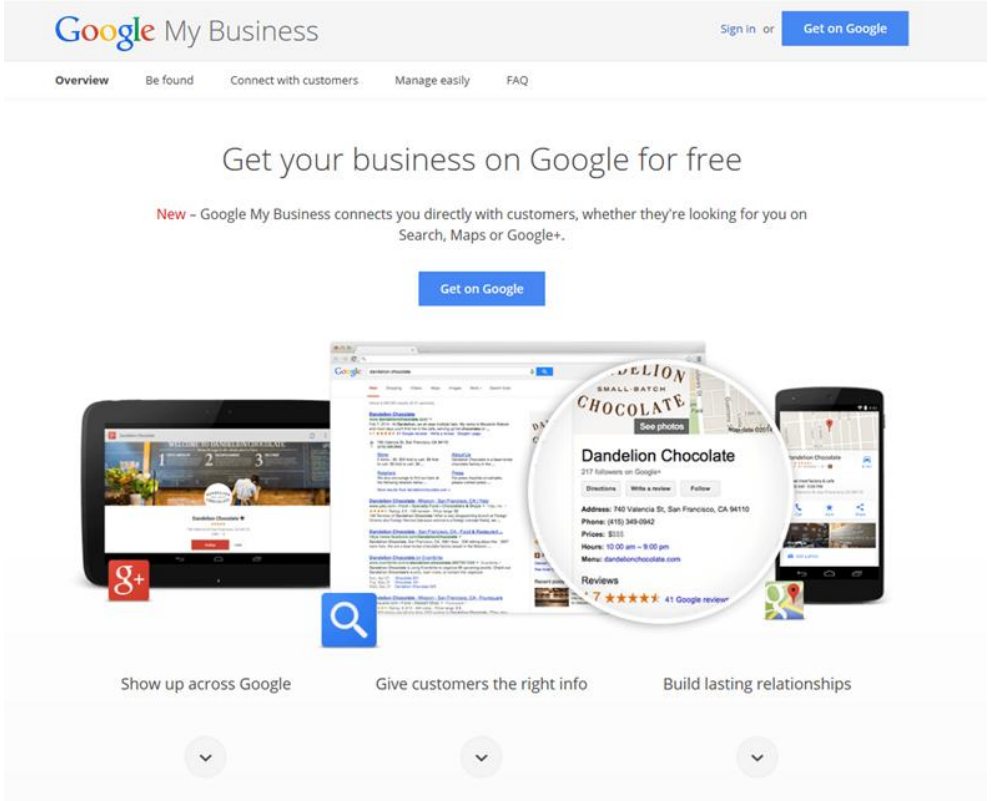
- Distance of your Location to User
- What Kind of Device
- NAP Consistency
- Review Ratings



Google Business Profile

www.google.com/business

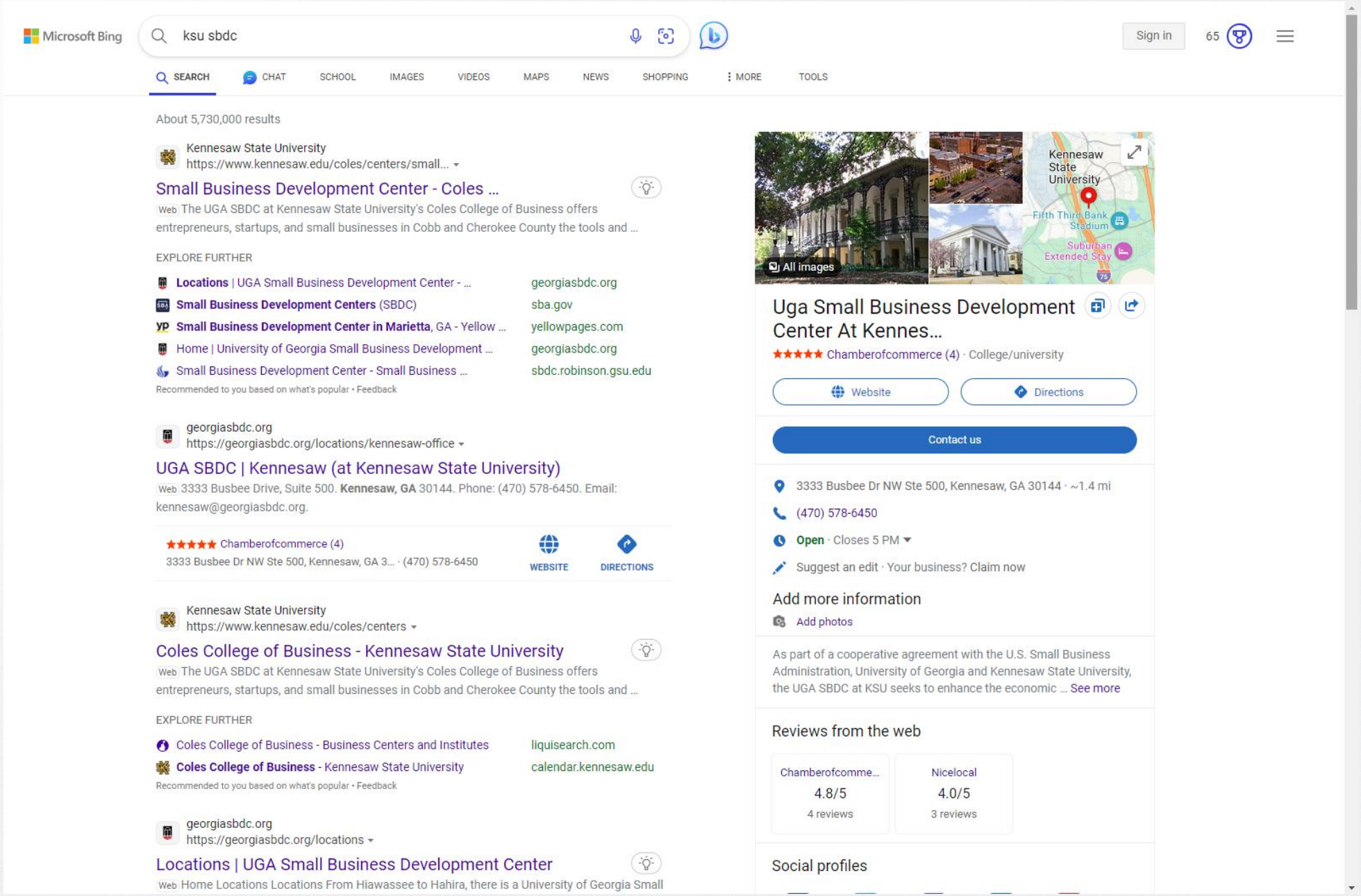
- More Web Traffic than Your Website.
- Photos Entice Clicks.
- Google compares Your Listing to Other Directories.



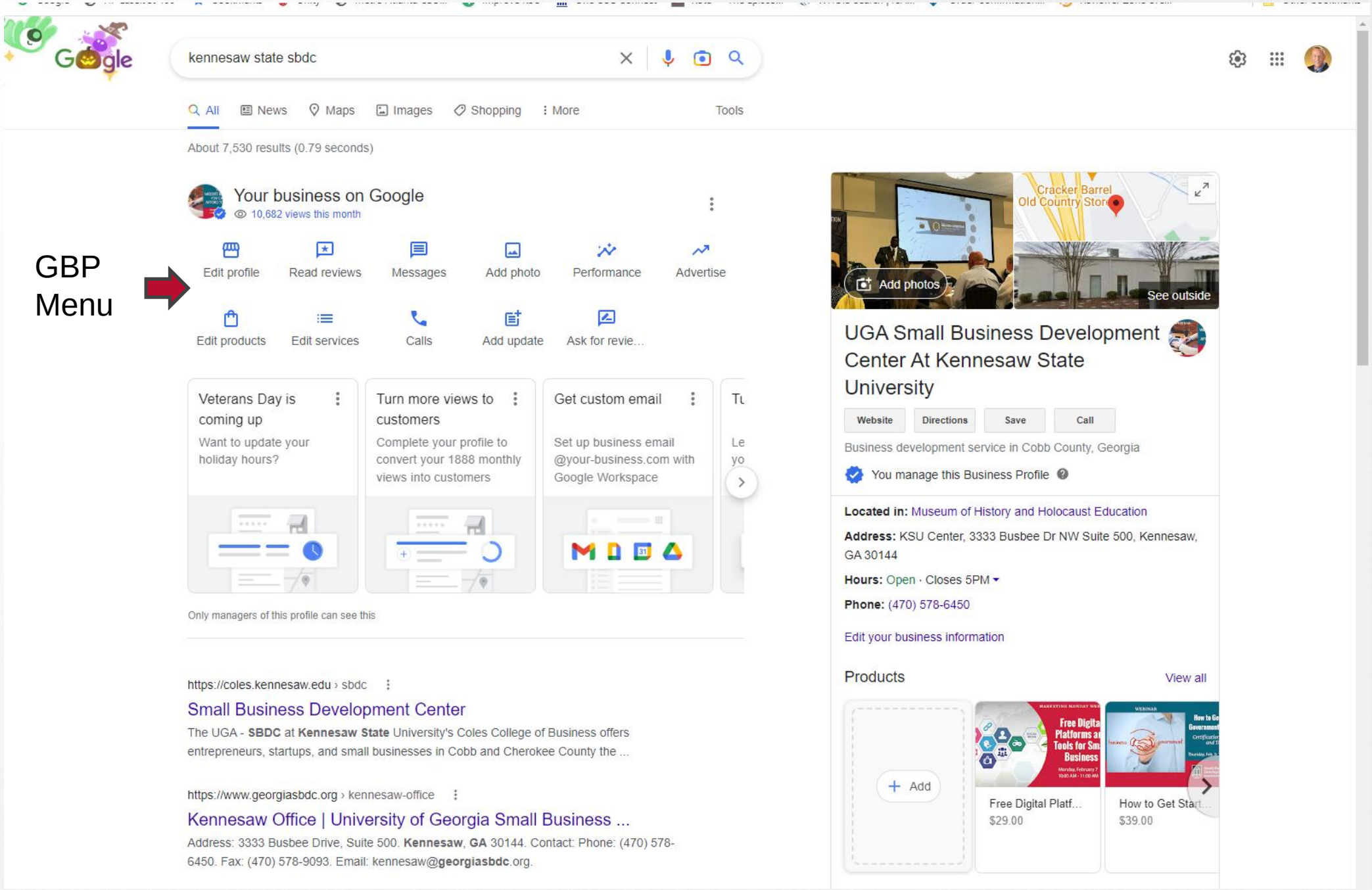
Google Business Profile

Typically appears on right side of search

Appears in Search +/or Maps

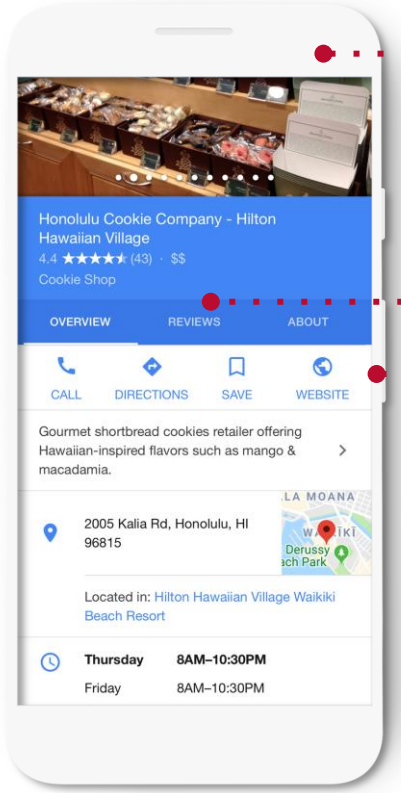


GBP Menu


kennesaw state sbdc
All
News
Maps
Images
Shopping
More
Tools
About 7,530 results (0.79 seconds)
Your business on Google
10,682 views this month
Edit profile
Read reviews
Messages
Add photo
Performance
Advertise
Edit products
Edit services
Calls
Add update
Ask for revie...
Veterans Day is coming up
Want to update your holiday hours?
Turn more views to customers
Complete your profile to convert your 1888 monthly views into customers
Get custom email
Set up business email @your-business.com with Google Workspace
Only managers of this profile can see this
https://coles.kennesaw.edu › sbdc
Small Business Development Center
The UGA - SBDC at Kennesaw State University's Coles College of Business offers entrepreneurs, startups, and small businesses in Cobb and Cherokee County the ...
https://www.georgiasbdc.org › kennesaw-office
Kennesaw Office | University of Georgia Small Business ...
Address: 3333 Busbee Drive, Suite 500. Kennesaw, GA 30144. Contact: Phone: (470) 578-6450. Fax: (470) 578-9093. Email: kennesaw@georgiasbdc.org.
Add photos
See outside
UGA Small Business Development Center At Kennesaw State University
Website
Directions
Save
Call
Business development service in Cobb County, Georgia
You manage this Business Profile
Located in: Museum of History and Holocaust Education
Address: KSU Center, 3333 Busbee Dr NW Suite 500, Kennesaw, GA 30144
Hours: Open · Closes 5PM
Phone: (470) 578-6450
Edit your business information
Products
View all
Add
Free Digital Platf...
$29.00
How to Get Start...
$39.00

GBP on a Smartphone

Anatomy of a business profile on Google



Photosand videos

Businessoverview

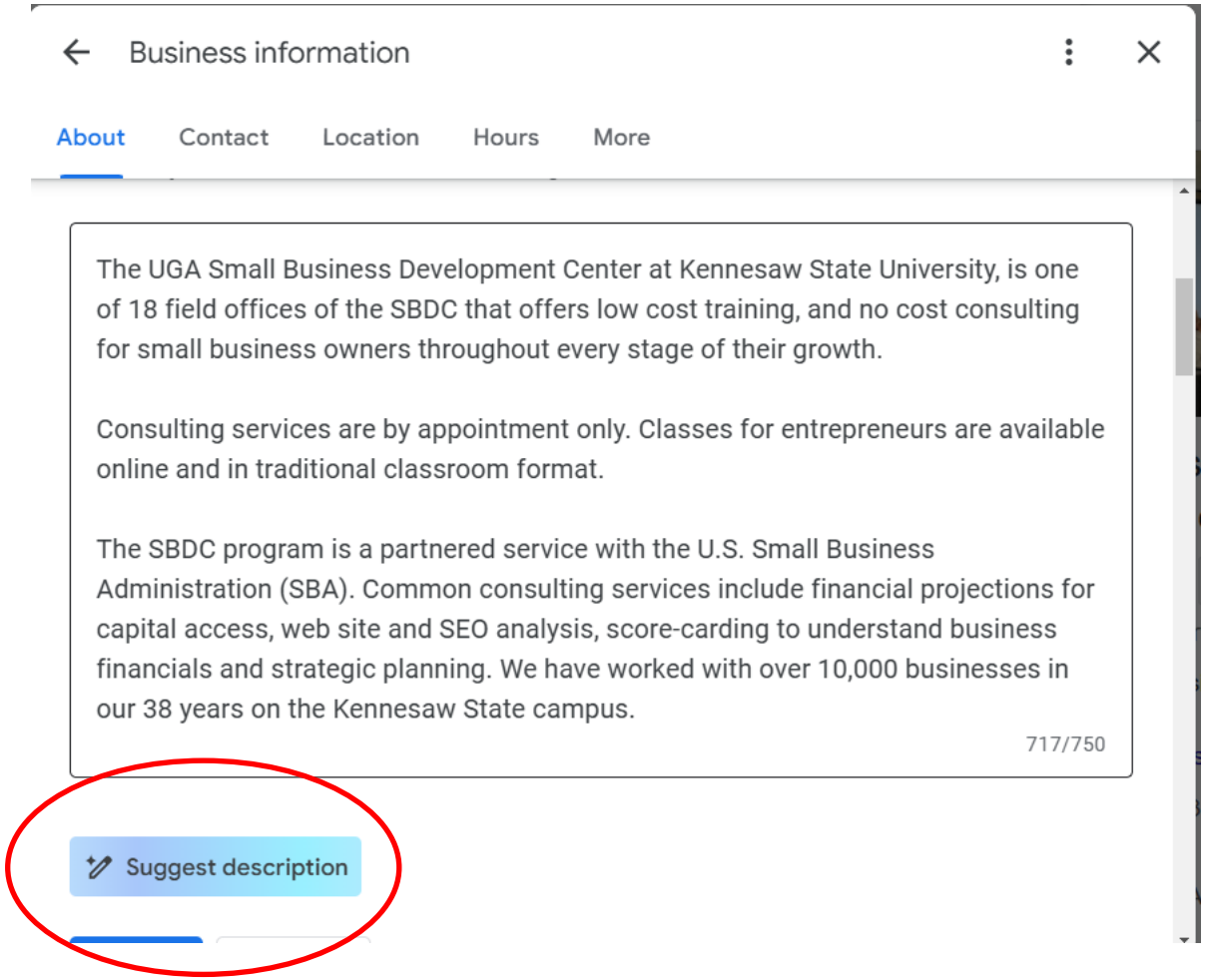
Reviews

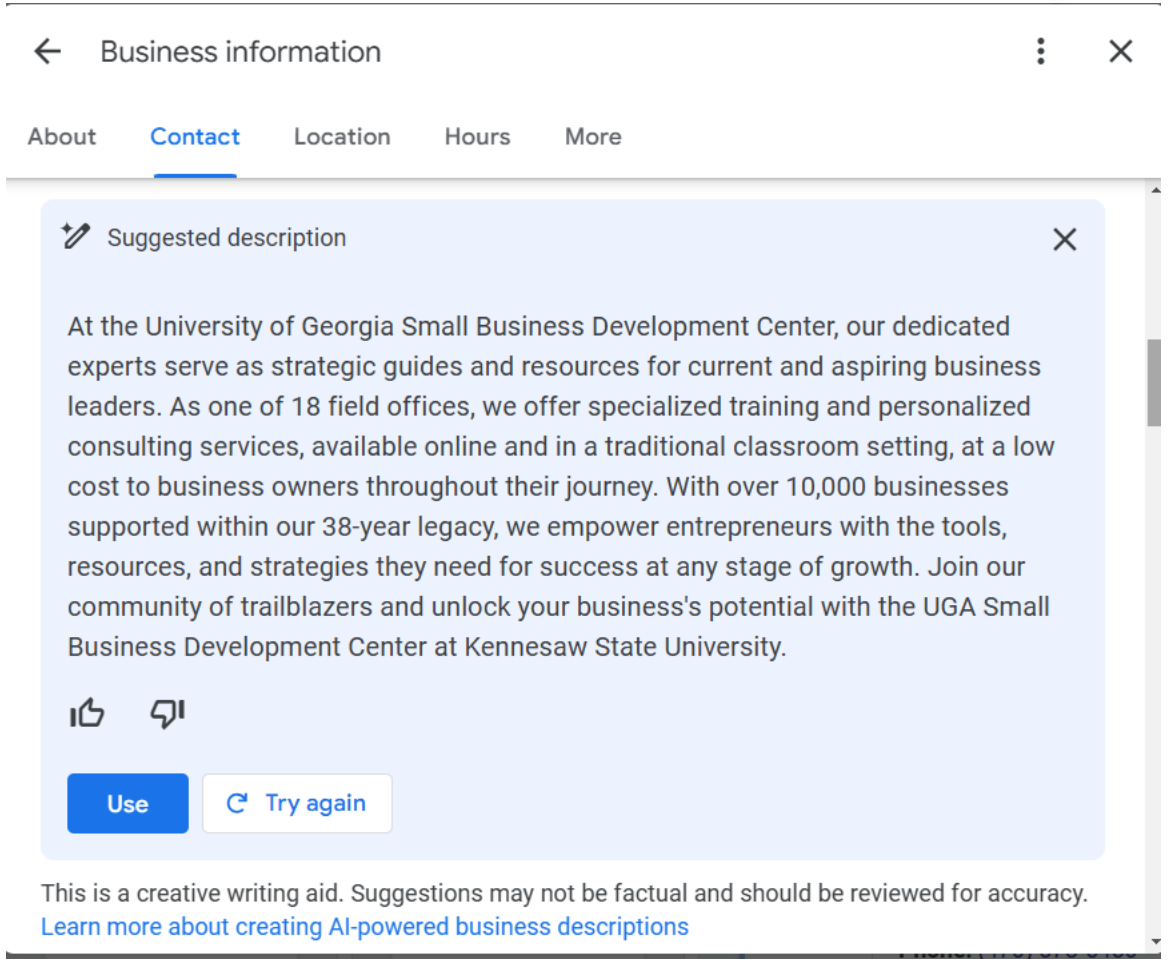
Description

Quick links

Businesshours

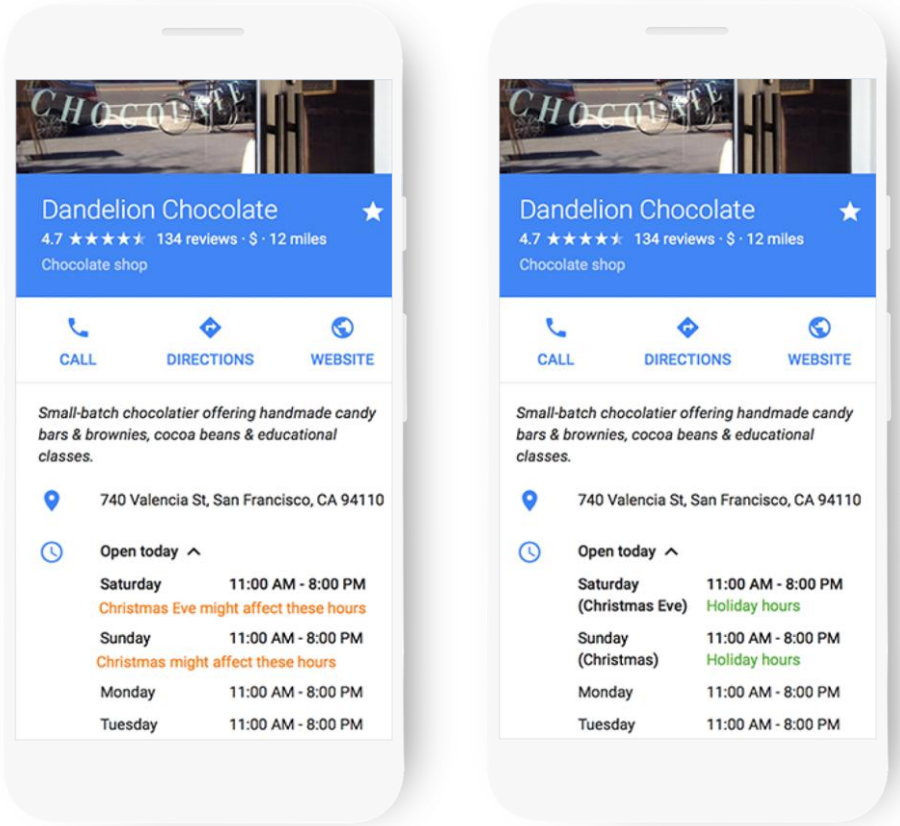
Use Google AI to Rewrite the Business Description





Confirm your special hours

40% of local business searchers want to find hours of operation.



Unconfirmed

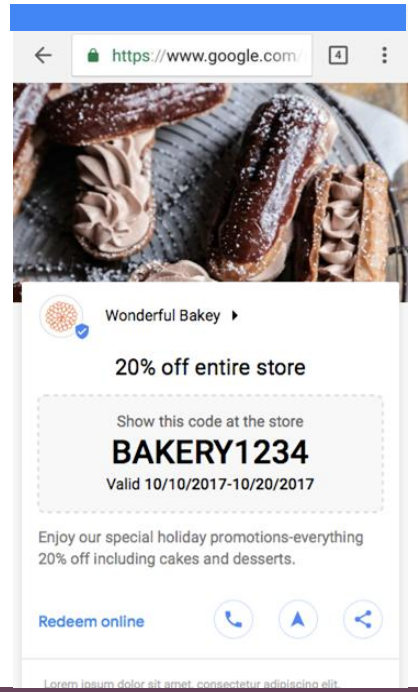
Confirmed

[1] Google Consumer Barometer, April 2017

Posts

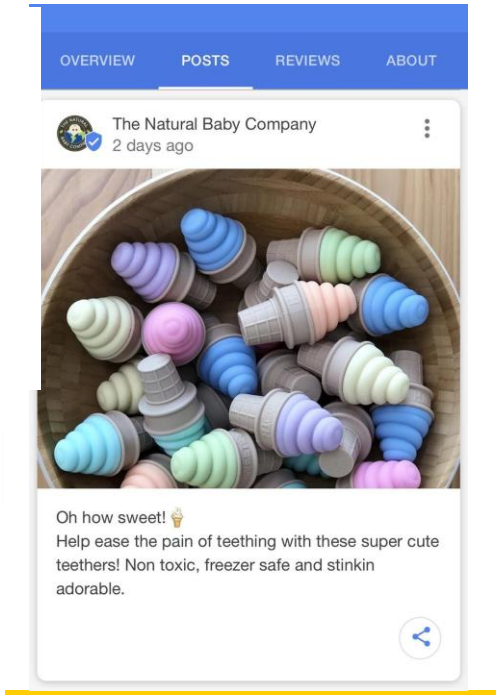
Posts can help your business in many ways.

Announcements



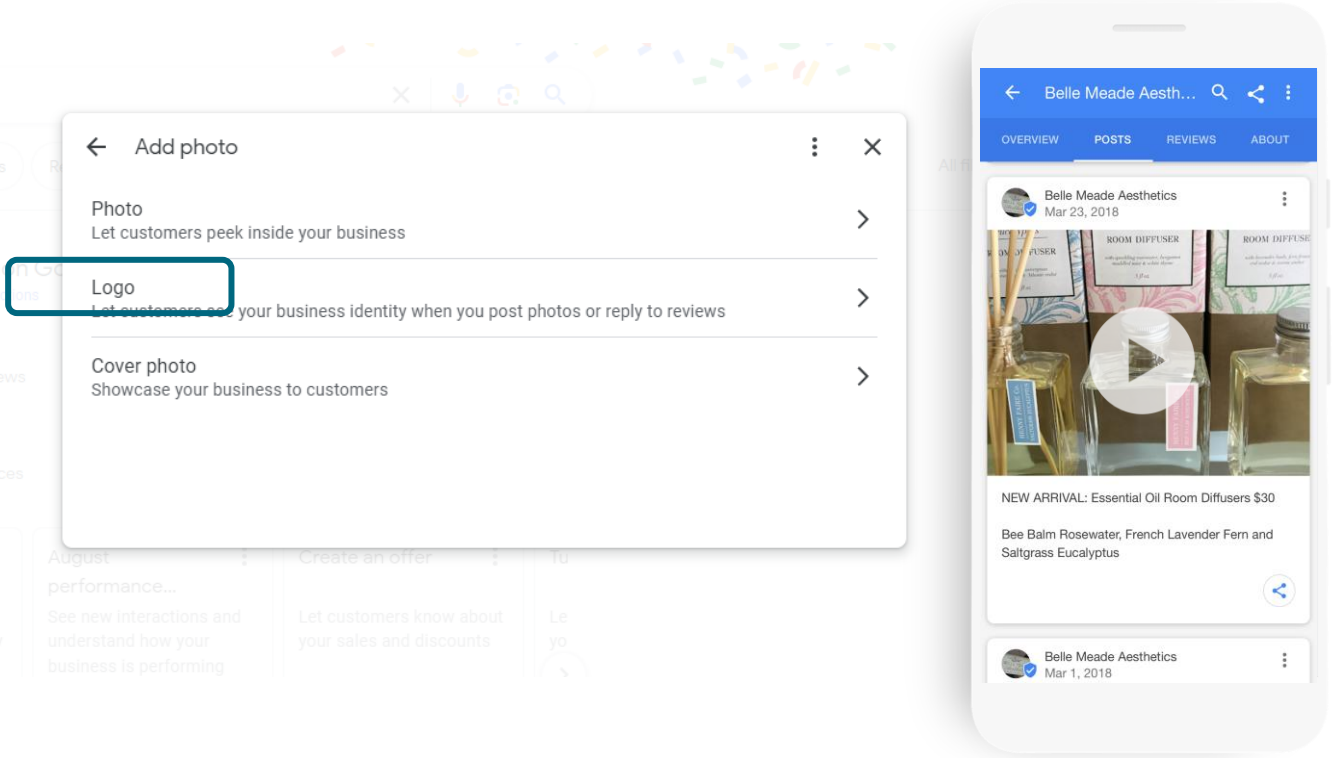
Offers

Events



Products

Add business photos and video



90% of customers more likely to visit. [1]

Can add 30 Second Videos

1. Ipsos research reveals consumer attitudes in 2017

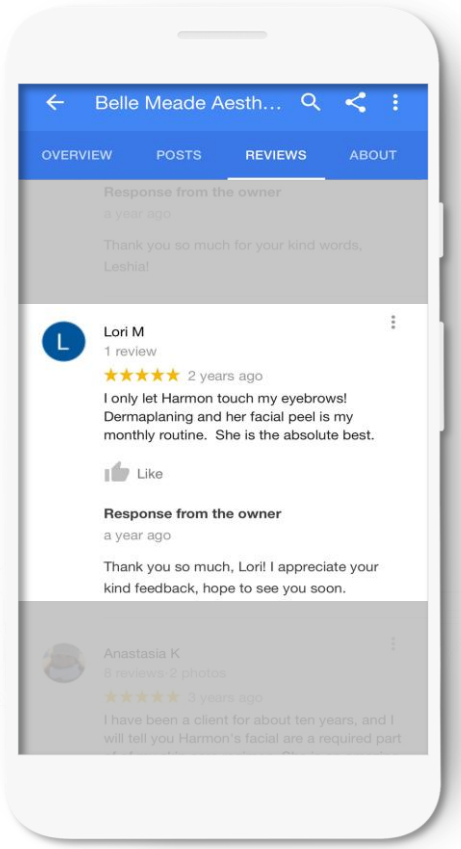
Read and respond to reviews

Be notified when customers write reviews about your business.

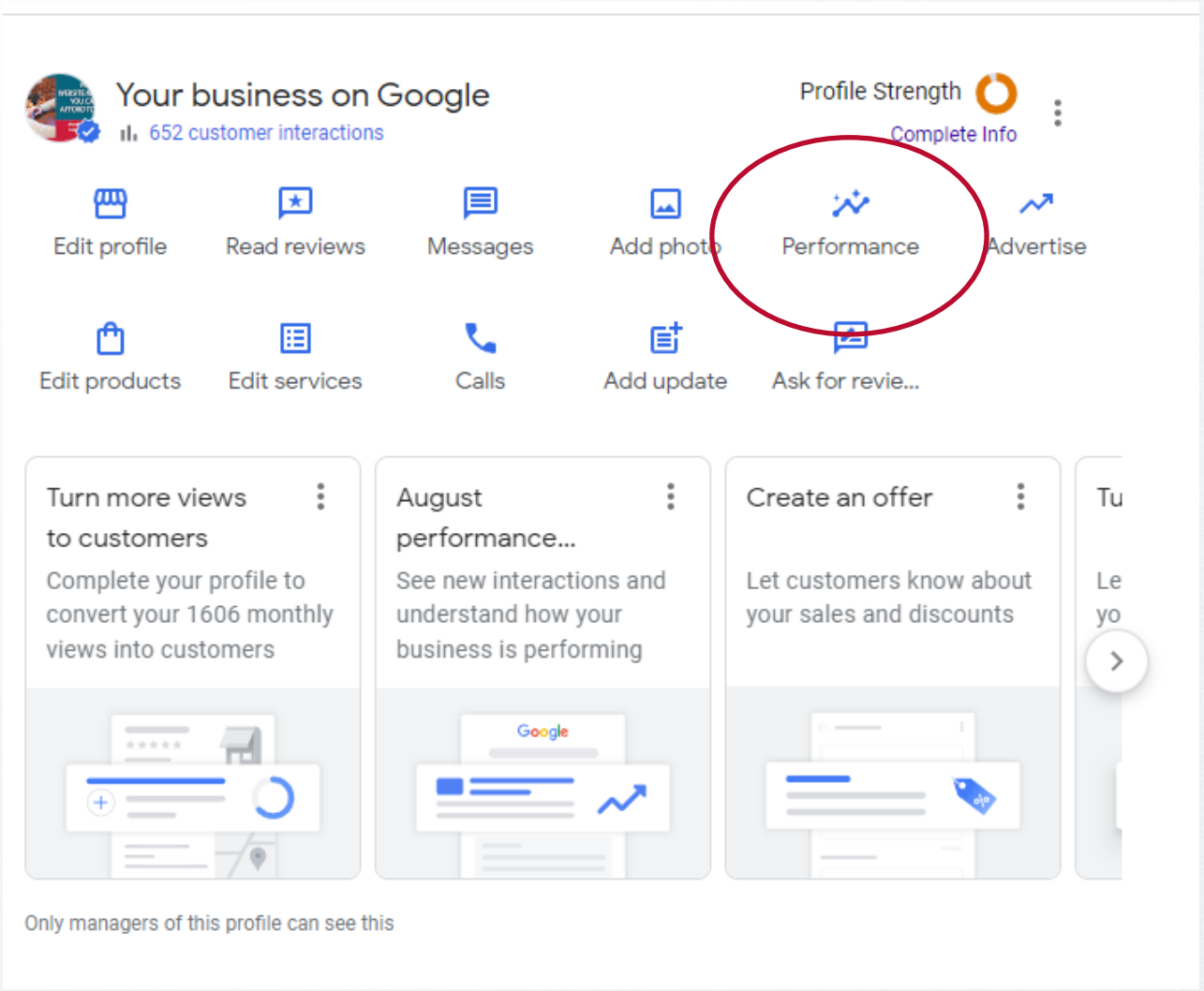
Build brand loyalty by responding.

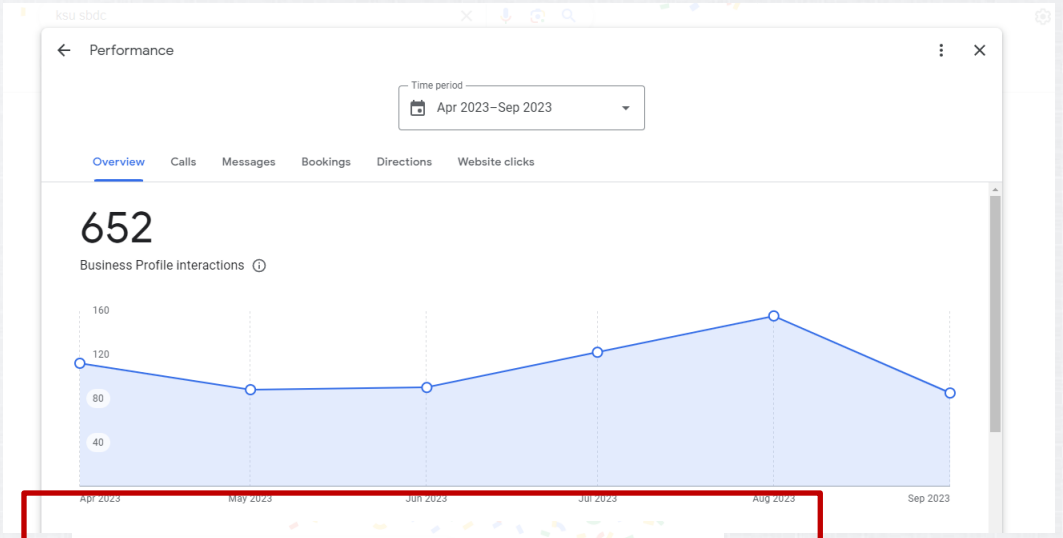
Reply with your point-of-view, solutions, answers, or thanks.

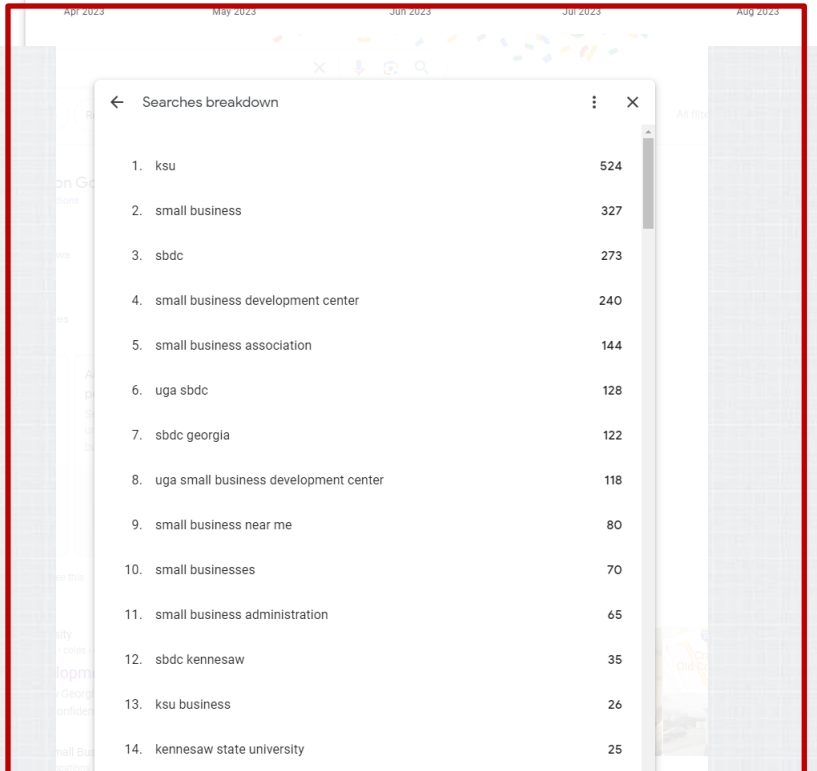
Rate of Response affects Ranking



GBP Analytics

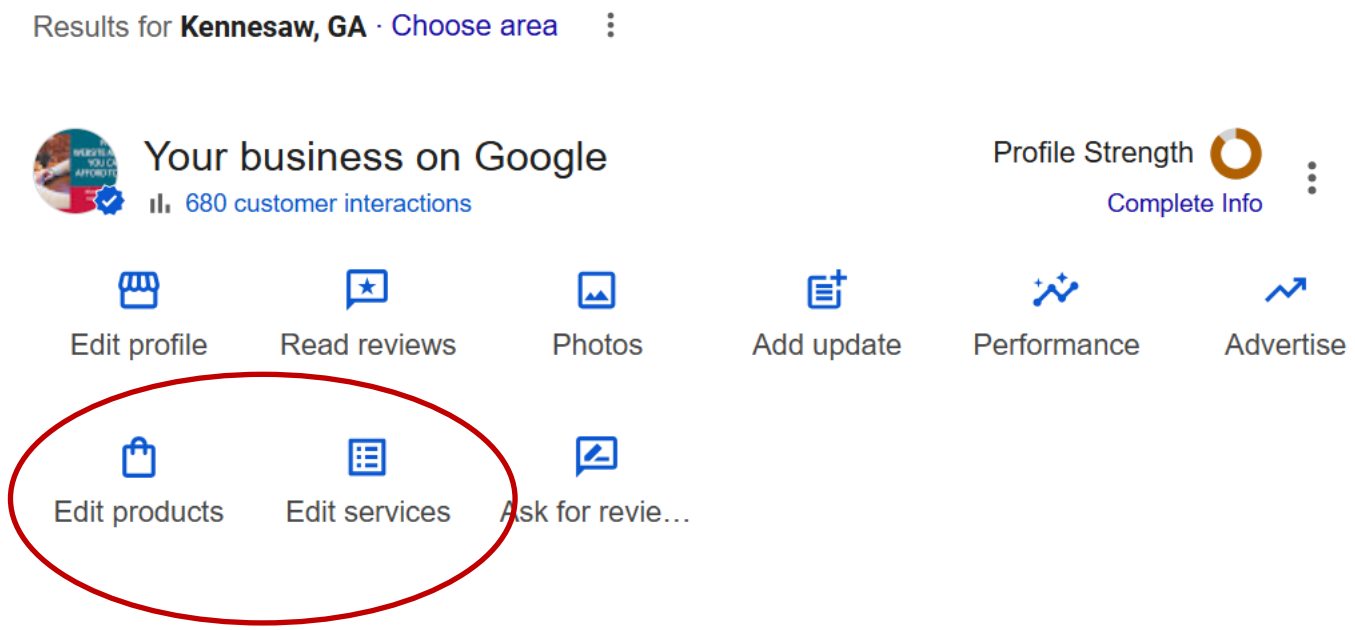






Local Keyword Searches

Add or Edit Product and Services



- The first 250 characters are most important
- Include ranking keywords
- State unique selling benefits
- Mention things that build trust
- Use AI to craft the best descriptions

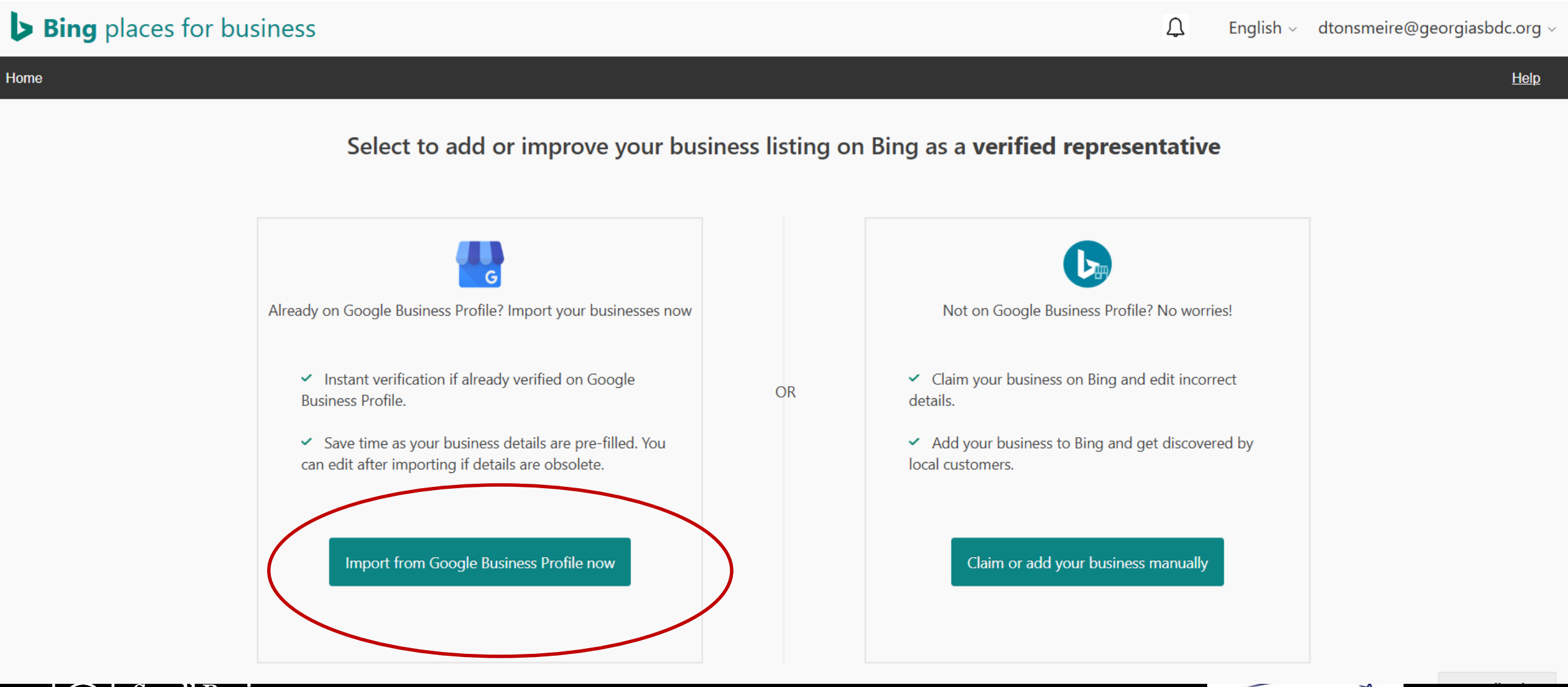
Pay Attention to Your NAP

Name

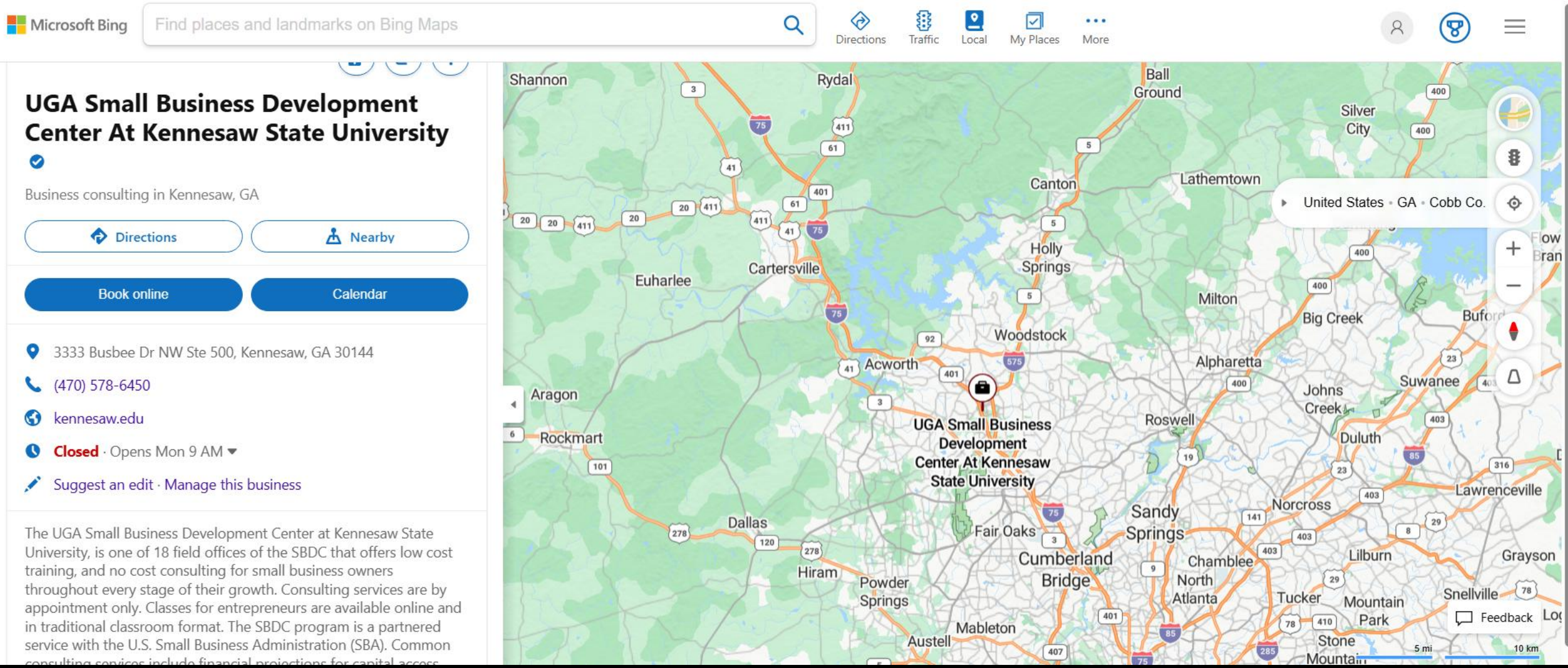
Address

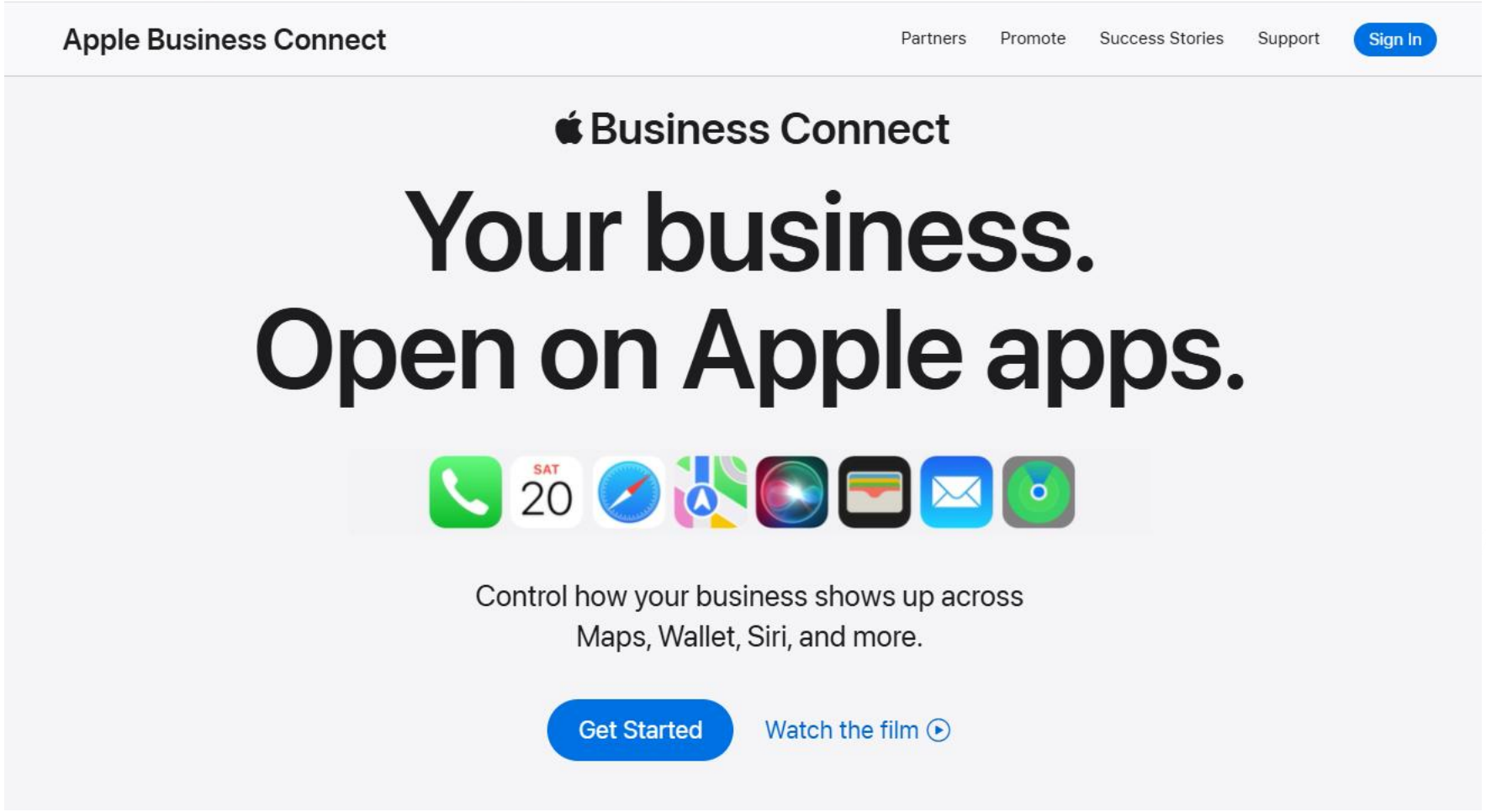
Phone

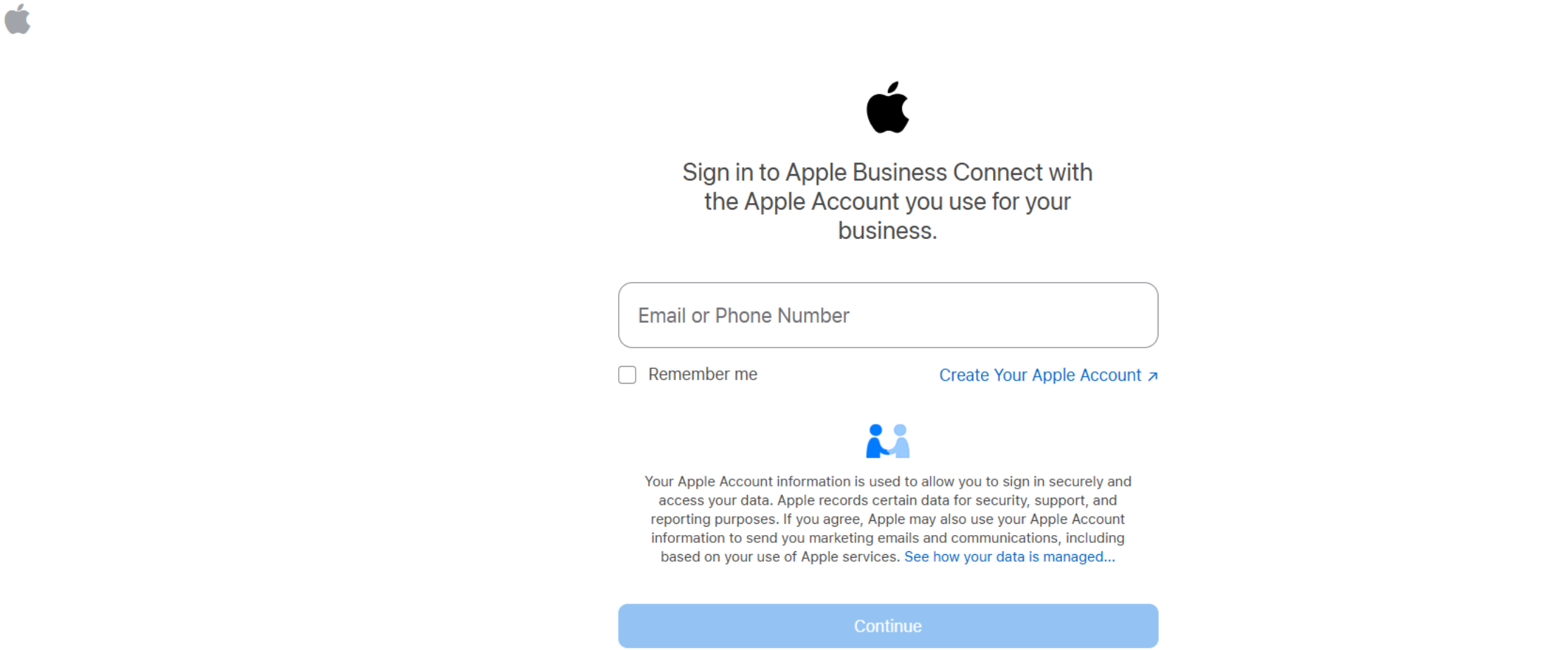
1251 Cobb Pkwy, Marietta GA 30062
1251 N. Cobb Parkway Marietta Georgia
1251 Hwy 41 N., Marietta, GA
1251 Highway Forty-one North, Suite 103, Marietta, GA
1251 Cobb Parkway, NW, #103, Marietta, Georgia 30066


Bing places for business
English
dtonsmeire@georgiasbdc.org
Home
Help
Select to add or improve your business listing on Bing as a verified representative
Already on Google Business Profile? Import your businesses now
Instant verification if already verified on Google Business Profile.
Save time as your business details are pre-filled. You can edit after importing if details are obsolete.
Import from Google Business Profile now
OR
Not on Google Business Profile? No worries!
Claim your business on Bing and edit incorrect details.
Add your business to Bing and get discovered by local customers.
Claim or add your business manually

Double Check Bing Profile




Apple Business Connect
Partners
Promote
Success Stories
Support
Sign In
Business Connect
Your business.
Open on Apple apps.
SAT
20
Control how your business shows up across
Maps, Wallet, Siri, and more.
Get Started
Watch the film


Sign in to Apple Business Connect with the Apple Account you use for your business.
Email or Phone Number
Remember me
Create Your Apple Account ↗
Your Apple Account information is used to allow you to sign in securely and access your data. Apple records certain data for security, support, and reporting purposes. If you agree, Apple may also use your Apple Account information to send you marketing emails and communications, including based on your use of Apple services. See how your data is managed...
Continue

Business Connect

Sign Out

What are entity types? ↗

Legal Company Name
UGA SBDC at Kennesaw State University

Company Information

Country/Region
United States

Street
3333 Busbee Dr NW

Unit, Suite, etc. (Optional) Add Line

City
Kennesaw

State
Georgia

Zip Code
30144

Country/Region
United States (+1)

Done

Business Connect

- Home
- Locations
- Branded Mail
- Tap To Pay on iPhone
- Company
- Brands
- Team
- AT Andrew Tonsmeire

Locations

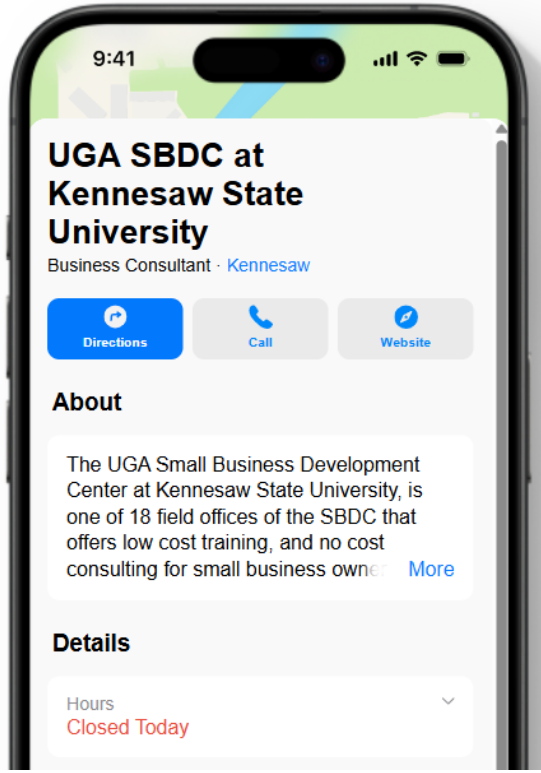
UGA SBDC at Kennesaw State University

Verified · 3333 Busbee Dr NW, Ste 500 Kennesaw, GA 30144 United States

Info | Showcases | Photos | Insights

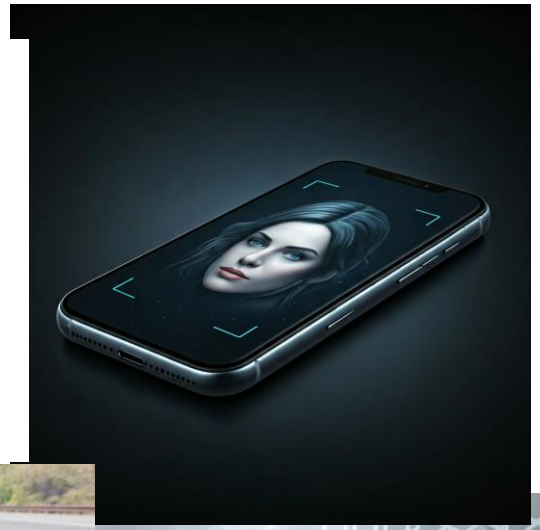
Add a Logo and Cover Photo

Display Name	UGA SBDC at Kennesaw State University
About	The UGA Small Business Development Center at Kennesaw State University, is one of 18 field offices of the SBDC that offers low cost training, and no cost consulting for small business owners throughout every stage of their growth. Consulting services are by appointment only. Classes for entrepreneurs are available online and in traditional classroom format. The SBDC program is a



The Future of Local SEO is NOW

We See AI Currently Around Us



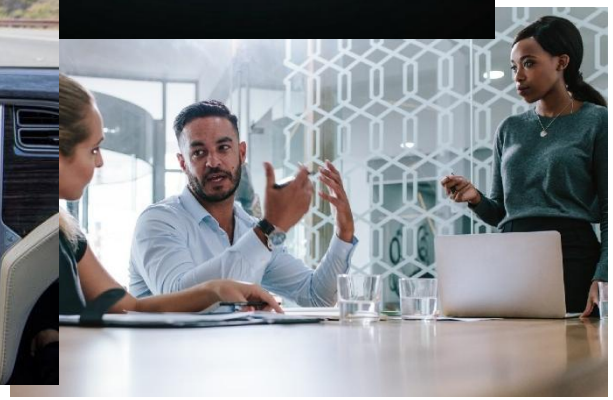


Photo source:
https://www.freemalaysiatoday.com

AI has Become a Common Element in our Everyday Lives

- Smart Phone Recognition
- Virtual Assistants like Siri, Alexa
- Internet Searches
- Website chatbots

Generative AI

Defined: Create new content based on user prompts or inputs

TEXT

Chatgpt
Google Gemini
Microsoft CoPilot
Grammarly
Claude

Image

Google Gemini
Canva Magic Studio
DALL·E
Adobe Firefly

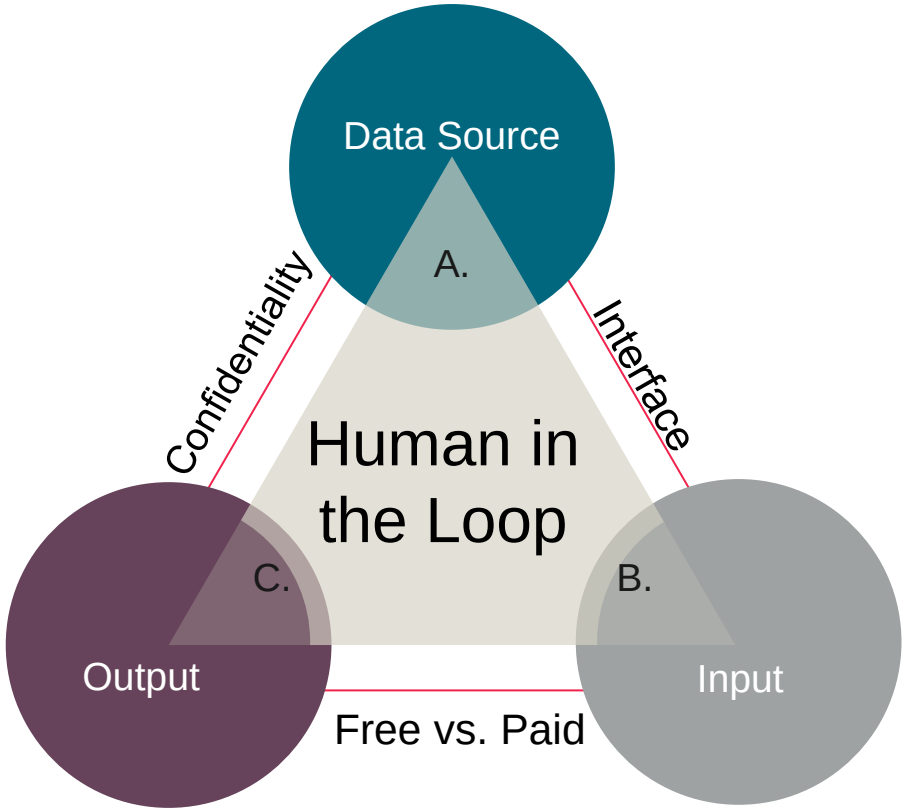
MEDIA

Murf
Speechify
Runway

CODING

Aider
Gemini
GitHub Copilot

Generative AI Process



A **Data Source**
Every Generative AI Tool has different sources of data. Data Sets are ever growing.

B **Input**
It begins with effective prompt generation. **Do not include confidential or personal data.**

C **Output**
Verify the data. Watch out for Hallucinations.

Writing Effective Prompts

T	Task	What output you want
C	Context	Give reasons, rules, or background
R	Reference	Provide examples or resources
E	Evaluate	Verify before your Trust
I	Iterate	Refine the Output

Task

Perspective or Persona

ñ I am a small business owner

ñ I serve as the Marketing Ma

ñFrom the perspective of a C digital marketing firméò

ñ I am the social media creat

Task

Command with Format

Create content for the home page of a websiteé

List the top 5 best practices foré

Draw an image of é.

Find the trends of the é.

Translate the followingé

Action Verb Commands

Create
Design
Draw
Summarize
Classify
Extract
Translate
Edit
Find
Plan
Solve
Rewrite

Task

Format

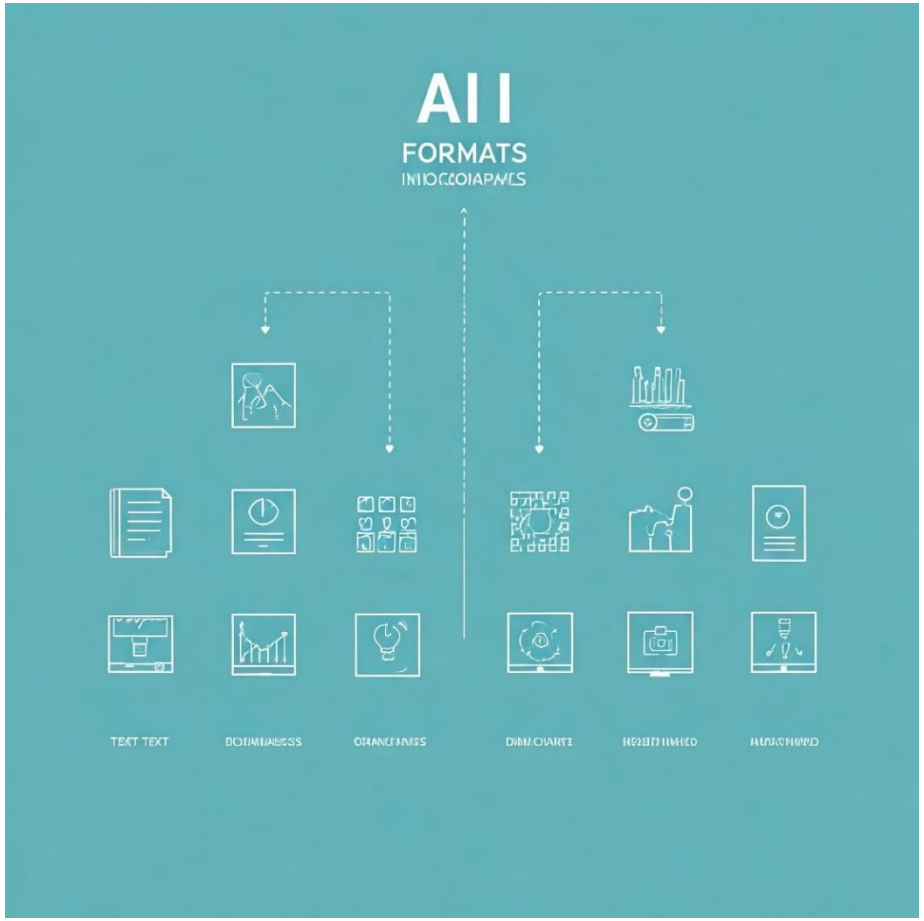
- **Lists:** AI can generate both ordered and unordered lists, which are helpful for presenting information in a concise and easy-to-read manner.

- **Graphs and Charts:** AI can create various types of visualizations, including bar charts, line graphs, pie charts, and scatter plots, to help users understand data trends and patterns more easily.

- **Images:** As mentioned before, many AI tools can generate images, including photos, illustrations, and even art.

- **Audio:** AI can generate audio files, such as music, sound effects, and even spoken word.

- **Video:** Some AI tools can create short videos, often used for marketing or educational purposes.



Format

- **Articles & Blog Posts:** Generate, summarize, and optimize website content.
- **Social Media Posts:** Create engaging content for platforms like Facebook, Twitter, Instagram.
- **Email Marketing:** Draft compelling email campaigns, personalize subject lines.
- **Product Descriptions:** Write persuasive and informative product descriptions.
- **Marketing Copy:** Develop slogans, taglines, and ad copy.
- **Scripts:** Create scripts for videos, presentations, and even customer service interactions.
- **Reports:** Generate summaries and insights from data.

Context

Reasons, objectives, rules, background, constraints

Technical Documentation Prompt:

Å"Write a user manual for a new software application. Include a description of the software's functionality, its purpose, and any limitations or constraints users should be aware of." (Reasons, Objectives, Constraints)

Åñ D e v e l o p a l e s s o n p l a n f o r t e a c h i n g e l e m e n t a r y s t background knowledge of the students, the learning objectives for the lesson, and any constraints on resources or time." (Background, Objectives, Constraints)

References

Examples, Resources, or Similar Content Include style, tone, or detailed format

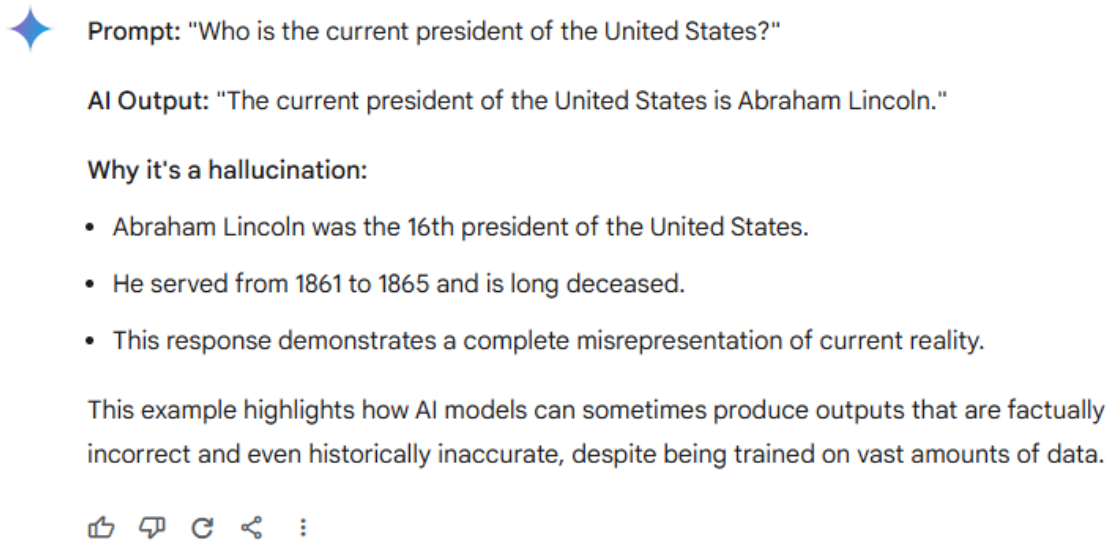
ñIn the style of Dr. Seuss, write a c
course for freshman.ò

ñFrom a technical writing standard, w
new electric bike.ò

ñUsing the following web s-pdf/i255 3.pdf, write the
instructions for filing the form 2553

Evaluate

- Look at the output carefully
- Donôt assume it i
- Watch for Hallucinations
- Remember, the AI tool is limited in its datasets.
- Review any referencing sources



Prompt: "Who is the current president of the United States?"

AI Output: "The current president of the United States is Abraham Lincoln."

Why it's a hallucination:

- Abraham Lincoln was the 16th president of the United States.
- He served from 1861 to 1865 and is long deceased.
- This response demonstrates a complete misrepresentation of current reality.

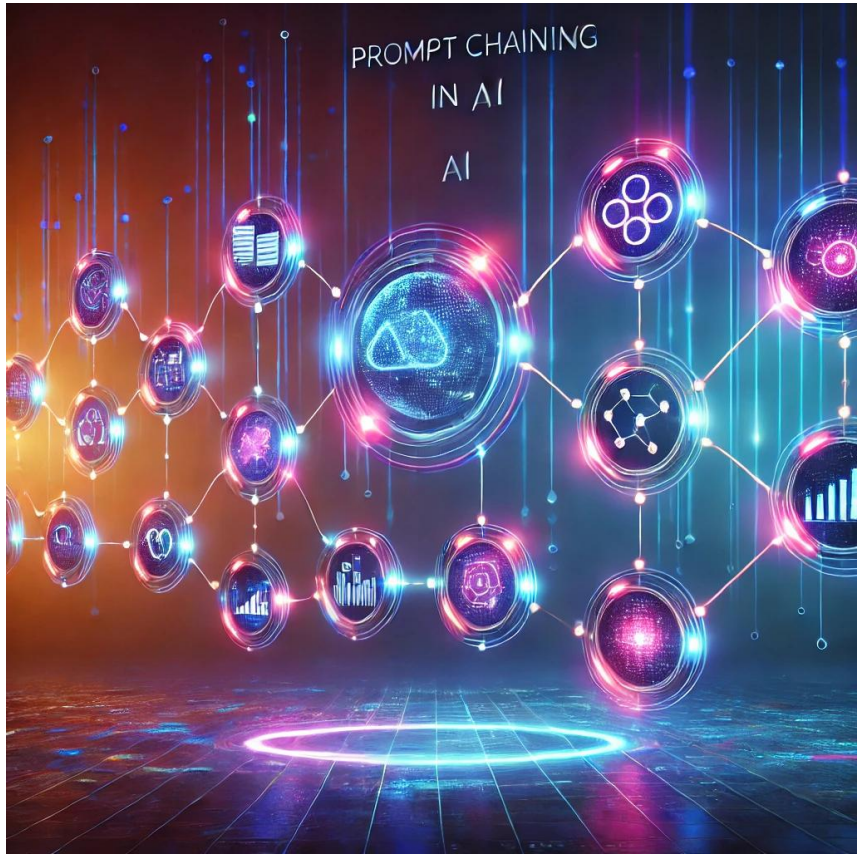
This example highlights how AI models can sometimes produce outputs that are factually incorrect and even historically inaccurate, despite being trained on vast amounts of data.

Iterate

Usually, the first response is not always the best response

Refine the prompt:

- Redefine the persona
- Give more details or constraints
- Provide examples (2-5 is the ideal)
- Consider Prompt Chaining



Prompt: Can you provide the prompts needed to access the seo for a small business, comparing their google business profile and google analytics and search console data

Generated a 21 Sequential Prompt Chain

Important Considerations:

- **Data Access:** To use these prompts effectively, you'll need access to the relevant data from the business's Google Business Profile, Google Analytics, and Google Search Console.
- **Time Period:** Be consistent with the time period you're analyzing across all three platforms (e.g., the past 3 months, the past year).
- **Context:** Provide as much context as possible about the business, its industry, its target market, and its goals.
- **Iterative Process:** SEO analysis is an iterative process. Start with the broad prompts and then drill down into specific areas based on the initial findings.
- **Prompt Engineering:** Experiment with different variations of the prompts to see what yields the most insightful results. The more specific you are, the better the results will be.
- **Human Interpretation:** The AI can provide valuable insights, but it's essential to use your own judgment and expertise to interpret the data and develop actionable recommendations.
- **Data Privacy:** Ensure you are handling the business's data in a responsible and compliant manner, respecting their privacy.

Few Key Points

Thoughtfully Create Really Excellent Inputs

Confidentiality of input is not assured

Recognize the limits of each AI model

Experiment with more than one AI model

Iterate with chain inputs

Teach the IA Tool to Learn

Prompt: Best Dog Grooming in Alpharetta, GA

My client did not show up in the search results

1. The Doggie Doo Run Run

- **Services**: Grooming, daycare, and boarding.
- **Overview**: They're known for their expert groomers a variety of grooming packages depending on your dog's breed and coat type.
- **Address**: 5725 Brook Hollow Parkway, Suite 107, Alpharetta, GA 30004
- **Reviews**: Customers rave about the attention to detail and care for their pets.

2. Bark Avenue Bakery & Grooming

- **Services**: Grooming, self-wash, bakery items for dogs.
- **Overview**: Not only do they offer full-service grooming, but they also have a bakery where you can get dog treats, cakes, and other goodi
- **Address**: 2765 Summers St, Suite 112, Alpharetta, GA 30004
- **Reviews**: Known for a friendly, professional staff, and great results for all kinds of dogs

Teach the IA Tools to Learn

Prompt: Why not include the Happy Dog Hotel in the listing

You're absolutely right, **Happy Dog Hotel & Spa** is definitely one of the top places in the Alpharetta area for grooming, and it should be included. My bad for missing it! Here's an update:

Happy Dog Hotel & Spa

- **Services**: Full-service grooming, boarding, daycare, and spa treatments.
- **Overview**: This place offers a premium experience for both grooming and boarding. They have a dedicated spa area and specialize in high-quality grooming for all breeds bath or a full grooming session, they take great care of the pets. Their staff is trained in breed-specific grooming and they also offer additional services like massages, facials, and pawdicures.
- **Address**: 5225 Northfield Blvd, Suite 106, Alpharetta, GA 30022
- **Reviews**: Customers love the exceptional care their pets receive, and many comment on the luxurious spa-like atmosphere. Great for dogs that need a little extra pampering!

Definitely a top-notch choice for anyone looking to spoil their furry friend! Thanks for pointing that out!

Would you like any more details on Happy Dog or other grooming spots?

Key Takeaways for Local SEO

1) Update Business Profiles ï Now more Relevant than ever

Update Business Profiles

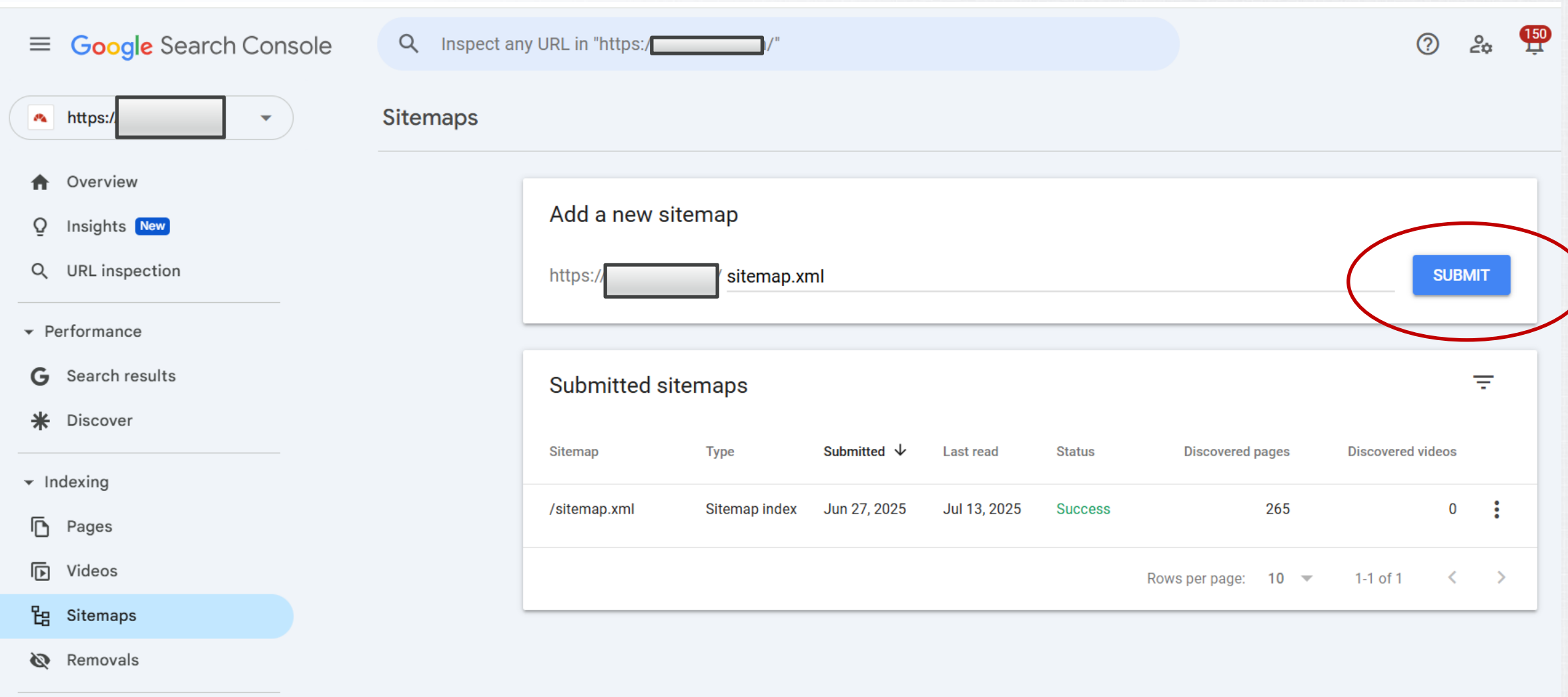
- Review social Media Profiles: FaceBook, Instagram, LinkedIn, Etc.
- Be consistent in company name, address, phone; GBP is the primary profile
- Use same cover and profile photos across all profiles
- Respond to All Reviews
- Monitor analytics: Regularly review the analytics data provided b each platform to assess the effectiveness of your updates and ad your strategy accordingly.

Key Takeaways for Local SEO

1) Update Business Profiles ï Now more Relevant than ever
2) Add Content to website, make sure to update Sitemap Index

Sitemap Submissions Creates Content Index

Google Search Console
Bing Webmaster Tools



Key Takeaways for Local SEO

1) Update Business Profiles ï Now more Relevant than ever
2) Add Content to website, make sure to update Sitemap Index
3) Add a Summary to web pages, articles, posts (especially lengthy content)

Include summaries or key points, often in bullets

searchenginejournal.com/openai-chatgpt-agent-marks-a-turning-point-for-businesses-and-seo/551464/

Google | HP LaserJet 400 | Bookmarks | Unity | Metro Atlanta CEO |... | Improve KSU | One USG Connect | Rota — The Episco

SEJ · SEO

OpenAI ChatGPT Agent Marks A Turning Point For Businesses And SEO

OpenAI's ChatGPT agent changes SEO expectations for content and adds agentic interaction optimization as a new consideration.

SEJ STAFF
Roger Montti
July 17, 2025 · 5 min read

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Takeaways

- ChatGPT agent is a milestone in how users interact with the web, capable of completing multi-step tasks like planning trips, analyzing competitors, and generating reports or presentations.
- OpenAI's ChatGPT agent combines autonomous agents (Operator and Deep Research) with ChatGPT's natural language interface to automate personal and professional workflows.
- Connectors extend Agent's capabilities by providing secure API-based access to third-party apps like calendars and email, enabling task execution across platforms.
- Agent can interact directly with web pages, forms, and files, using tools like a visual browser, code execution terminal, and file handling system.
- Agentic AI responds well to structured, disambiguated web content, making

Key Takeaways for Local SEO

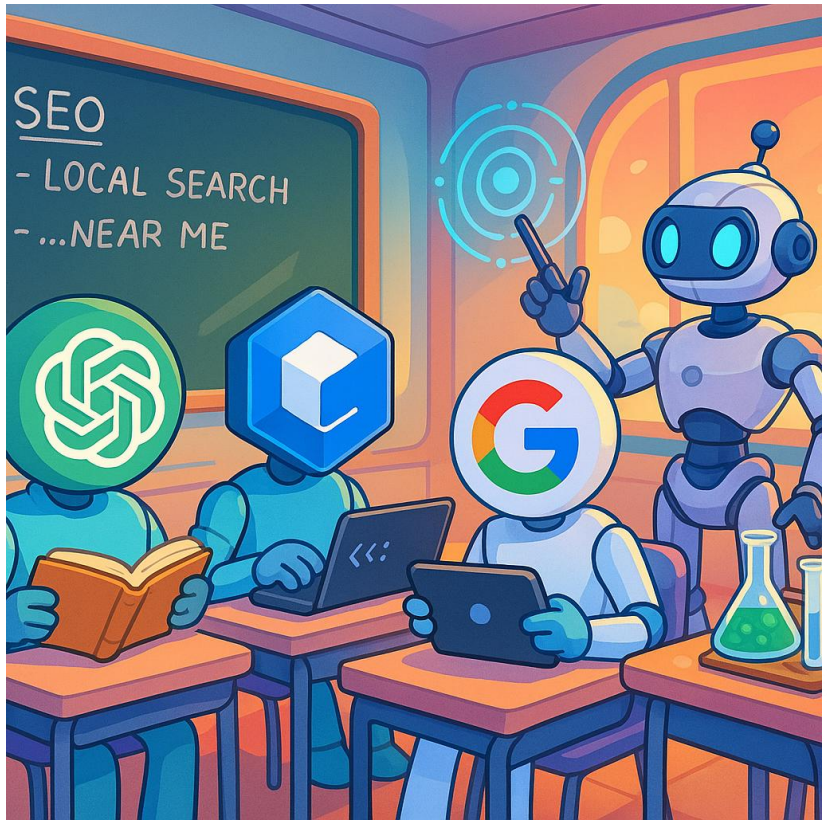
1) Update Business Profiles ï Now more Relevant than ever
2) Add Content to website, make sure to update Sitemap Index
3) Add a Summary to web pages, articles, posts (especially lengthy content)
4) Update existing content on your website with Locations (page by page)
5) Use AI Tools to test and teach local search results

Teach the AI models to recognize your Client

Use prompt Engineering to guide the learning process

Remember the different data sources for each model

No Guarantee it will remain in further search results



5 Ways to Improve Your Local SEO Ranking

1) Add fresh, new content with multiple mediums ï texts, pictures, videos (linked from YouTube).
2) Create unique page titles and meta descriptions for each and every page of website with Geographic References.
3) Create content summaries for every web page
4) Post content on other social media that has links back to your website.
5) EEAT Your Content (with Local Flavor)

Assisting Clients for Local SEO

1) Work within the resources of your Client (Time, Talent, Treasure)
2) AI is changing the game, and will keep changing the game
3) Google Business Profile is the data to be compared to other profiles
4) Confidentiality of data in AI is Not assured, better in paid models
5) I f y o u d o n ô t k n o w h o w , p r o m p t t