

Why Your Neighbors Can't Find You (and How to Fix It)

A practical guide to local SEO for aging-in-place professionals



The Problem

When families need help for an aging parent, they search **locally**.

If your business doesn't show up, you're invisible—even if you're excellent at what you do.

Webinar Description



When families need help for an aging parent, they don't search nationally, they search *locally*. They type things like "grab bar installer near me" or "aging in place specialist in [city]."

If your business doesn't show up, you're invisible, even if you're excellent at what you do.

This webinar breaks down **local SEO in plain language**, with no tech jargon and no overwhelm. You'll learn how families actually search for aging-in-place services, why proximity and clarity matter more than fancy websites, and what simple steps you can take to improve your local visibility starting today.

We'll focus on practical actions, not theory, including how to strengthen your local presence, avoid common mistakes, and make it easier for the *right* people to find you at the exact moment they need help.

By the end, you'll understand where to focus your energy, what truly moves the needle locally, and how local SEO fits into your bigger mission of helping people stay safe at home.

1. Welcome & Framing

Why this matters more than ever

- Families don't browse, they search in moments of stress.
- Local SEO isn't about "marketing," it's about being *available*.
- You don't need to outrank big companies, you need to show up locally.
- This is about clarity and trust, not gaming algorithms.

Gentle Mindset Shift:

👉 **Local SEO is service visibility, not self-promotion.**

2. What "Local SEO" Really Means

In human terms, not tech terms

What It Is

Local SEO = helping search engines connect *your service* to *your location*.

What Search Engines Want

Search engines want to show nearby, relevant, trustworthy help.

What Matters

"Near me" searches dominate caregiving decisions.

The Key Principle

Being specific beats being broad.

Common Misconception:

 "I need to be good at SEO."

 **You need to be clear about who you help and where.**

3. How Families Actually Search

Understanding the caregiver mindset



Talking Points:

- Searches are emotional and urgent.
- People search by problem, not by job title.
- Examples:
 - "Bathroom safety for seniors"
 - "Help aging parent at home"
 - "Home modifications near me"
- If your language doesn't match theirs, you won't show up.

Interactive Moment #1 – Reflection Question:

👉 *What phrase do you think a worried adult child would type to find you?*

Tips on Keyword Research

Start Where Families Actually Search

Use Google like a worried adult child

Open an incognito/private window and type phrases like:

- grab bars near me
- help aging parent at home
- bathroom safety for seniors
- home modifications for elderly

 **Don't hit enter right away. Watch what Google suggests as you type.**

Those autocomplete phrases are real local searches happening in your area.

Tip: Write them down exactly as shown. Do not “clean them up.”

Add Your City, Then Nearby Variations

Now repeat the same searches, but add your location:

- grab bar installer Atlanta
- aging in place specialist Phoenix
- home safety assessment near Albuquerque

Then try:

- City
- Suburb
- County
- “near me”
- “in [city]”

 **Families don't search consistently. Google connects the dots – you just need to give it the dots.**

Use Google Maps (This Is Huge and Underused)

Go to Google Maps, not regular Google.

Search:

- aging in place
- home modification
- senior safety services
- occupational therapist home assessment

Now click on:

- Businesses that show up
- Look at their business descriptions
- Read reviews (especially the words families use)

 **Goldmine insight: Reviews often contain exact keyword phrases you should be using.**

Example phrases from reviews:

“Helped my mom stay in her home”

“Made the bathroom safer”

“Explained everything to us”

Those phrases matter more than fancy marketing terms.

Use the “People Also Ask” Box (Free Research)

When you search locally, scroll until you see “People also ask.”

Click a few questions and watch more appear.

 Each one can become:

- A blog post
- A service page section
- An FAQ on your site

Pay Attention to Problem-Based Phrases (Not Job Titles)

This is a big one.

Families rarely search:

 “Certified Aging in Place Specialist”

They do search:

 “Help for elderly parents at home”

 “Prevent falls in bathroom”

 “Make home safer for senior”

Action tip: Make a list of:

- Problems you solve
- Rooms you work in
- Safety risks you address

Then combine them with location terms.

How to Search Reddit and Quora (The Smart Way)

Go to Google and use this format:

site:reddit.com "aging parent home safety"

site:reddit.com "grab bars elderly"

site:reddit.com "help mom stay at home"

Then try adding:

- Your city or state (optional)
- “near me”
- “cost”
- “worth it”
- “recommend”

Use AI Tools For Keyword Research

If you have purchased any of the \$20.00/month services from ChatGPT or Perplexity or Gemini or Claude then you can easily use the following prompt to find keywords.

Use the following prompt to ask your AI program to research phrases for you:

Universal AI Prompt: Finding Real Audience Questions

Act as a market research assistant for my business.

My business/topic is: [INSERT YOUR BUSINESS OR TOPIC]

My audience is: [INSERT WHO YOU SERVE]

I want to create helpful blog content based on real questions people are already asking.

Please identify common, high-interest questions related to my business by analyzing:

- Reddit discussions and subreddit threads
- Quora questions and answers
- Google-style “People Also Ask” questions

For each platform, provide:

1. A list of the most common or recurring questions
2. The exact wording people use (keep it conversational)
3. A short note on why this question matters to my audience

Organize the results by platform (Reddit, Quora, People Also Ask).

Then, convert each question into:

- A potential blog post title, and
- A simple angle or takeaway I could cover in the post.

Keep the language clear, practical, and human. Avoid jargon. Focus on questions that signal confusion, concern, decision-making, or readiness to act.

There's a link below in this webinar for a Word Document with this prompt.

4. The 3 Pillars of Local Visibility

What search engines prioritize

To truly show up when families need you most, your online presence needs to excel in three key areas:

1. Relevant Search Terms

Using the words and phrases families type into search engines (e.g., "wheelchair ramp installer").

2. Optimized Business Profile

Having a complete, accurate, and regularly updated profile on platforms like Google Business Profile.

3. Trust Signals & Reviews

Accumulating positive reviews and testimonials that prove your credibility and service quality.

- These three pillars work together to boost your rankings and make your business discoverable.



5. Your Online Presence Audit

Where most people lose visibility

Inconsistent business names, phone numbers, or addresses.

Too many services listed with no focus.

Old profiles that haven't been updated in years.

Relying just on social media instead of local search visibility.

 Real-World Example:

A highly skilled professional with great referrals but almost no online footprint locally, so new families never find them.

6. Simple Actions You Can Take This Week

No overhaul required

Talking Points:

- Pick ONE service and ONE location to focus on first.
- Use the same language everywhere.
- Add local context to existing content.
- Make it easy for people to understand what you do in 5 seconds.

Do-This-Next Moment:

 **Update one online profile or page with:**

- A clear service
- A clear location
- A clear audience

7. Common Local SEO Mistakes

Mistakes to Avoid:



Trying to rank everywhere at once.



Copying generic marketing language.



Ignoring local directories and community-based platforms.



Thinking reviews are optional.

Gentle Reframe: Local SEO rewards consistency, not perfection.

8. How This Fits Your Bigger Picture

Business growth + peace of mind



- Being findable reduces stress for families and for you.
- Local visibility supports referrals instead of replacing them.
- This aligns with dignity, trust, and safety.
- You're not chasing leads, you're being present when needed.

Key Takeaways:

Local SEO is about clarity, not complexity.

Families search locally and emotionally.

Small, focused changes make the biggest difference.

You already have what you need, this is about alignment.

Taking Action:

- Pick one small improvement and do it this week.
- Pay attention to the words families use.
- Stay consistent, not perfect.

Invitation to Continue Learning: There's always more to explore, but mastering your *own backyard* is the best place to start.