

# The Ultimate Local SEO & Google Business Profile (GMB) Playbook

A complete, beginner-friendly yet battle-tested blueprint to rank any local service, retail store, clinic, agency, or enterprise in the Google Maps Local 3-Pack. Covers video verification bypasses, primary category spying, geotagged metadata, automated review generation scripts, and local schema code.

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| <b>Author &amp; Practitioner:</b> Rajat Upadhyay                                 | <b>Target Audience:</b> Local Business Owners, Agencies, Freelancers     |
| <b>Official Website:</b> <a href="https://rajatupadhyay.in">rajatupadhyay.in</a> | <b>YouTube Community:</b> <a href="#">@rajatupadhyay (55,000+ Subs)</a>  |
| <b>Instagram Engineering:</b> <a href="#">@rajatupadhyay.in</a>                  | <b>Format:</b> Step-by-Step Action Manual + Copy Templates + Schema Code |

**WHY GOOGLE MAPS RANKINGS MAKE OR BREAK LOCAL BUSINESSES:**

Over 76% of people who search on their smartphone for something nearby visit a business within 24 hours, and 28% of those searches result in an immediate purchase. However, 80% of customer phone calls and direction requests go to the top 3 businesses shown in the **Google Maps Local 3-Pack**.

If your listing is stuck on position #4 or buried on page 2 of Maps, you are invisible to nearby high-intent buyers. Most business owners waste money running expensive ads without fixing their core Google Business Profile fundamentals. This playbook gives you the exact tactical checklist to dominate local search without hiring expensive consultants.

**HOW TO USE THIS ACTIONABLE PLAYBOOK:**

- Follow the Sequential 10-Chapter Order:** Do not skip verification or category selection to jump into review generation. The ranking algorithm weighs foundational signals first.
- Copy the Pre-Written WhatsApp & Email Scripts:** Use Chapter 5 templates to collect authentic 5-star reviews containing targeted local keywords without sounding spammy.
- Embed the Local Business Schema:** Copy the JSON-LD code from Chapter 8 into your website header to link your website and Google Map pin together in Google's Knowledge Graph.

## TABLE OF CONTENTS • 10 CORE TACTICAL CHAPTERS

## Master Directory & Implementation Roadmap

| Chapter / Module Title                           | Difficulty       | Core Deliverable / Implementation                                     |
|--------------------------------------------------|------------------|-----------------------------------------------------------------------|
| Chapter 1: The Local 3-Pack Algorithm            | Beginner         | Relevance, Distance & Prominence: How Google ranks local pins         |
| Chapter 2: GBP Setup & Video Verification        | Crucial Step     | Passing Google video verification, signage proof & SAB setup          |
| Chapter 3: The Category Spy Matrix               | Intermediate     | Extracting competitor primary & secondary categories via HTML source  |
| Chapter 4: Keyword Architecture in Titles & Bio  | Beginner         | Safe keyword optimization, 750-char description & service menus       |
| Chapter 5: The 5-Star Review Acceleration Engine | High Impact      | Automated WhatsApp review scripts, keyword triggers & QR badges       |
| Chapter 6: Geotagged Photos & Weekly Updates     | Weekly SOP       | EXIF GPS metadata, image compression & high-CTR Google Posts          |
| Chapter 7: NAP Consistency & 50 Top Citations    | Essential        | Cleaning Name-Address-Phone data across Justdial, IndiaMART & Maps    |
| Chapter 8: Local Business Schema (JSON-LD)       | Technical        | Complete copy-paste Schema.org code connecting web & Google Map pin   |
| Chapter 9: Fighting Fake Reviews & Spam Pins     | Advanced         | Redressal forms, reporting fake competitor keyword stuffing to Google |
| Chapter 10: Multi-Location Agency Tracking SOP   | Scale & Ops      | UTM tagging, call tracking, and monthly local ranking audit reports   |
| Final Page: Bespoke Client Services              | rajatupadhyay.in | Performance marketing, Next.js web dev, SEO/AEO & 1-on-1 calls        |

[illegible]

## CHAPTER 1 • PRACTICAL IMPLEMENTATION

# Deconstructing the Google Maps Algorithm: The 3 Core Pillars

How Google decides who ranks #1 and why 90% of businesses fail to get phone calls.

**CORE PRINCIPLE:**

Google evaluates 3 factors: Relevance, Distance, and Prominence. You cannot change where the searcher is standing, but you can 10x your Relevance and Prominence.

**Step-by-Step Action Guide:**

| Step & Phase                                                         | Exact Tactical Implementation Protocol                                                                                                                                                                                           |
|----------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1. Understand Distance (Proximity)</b>                            | Google calculates the exact GPS distance between the mobile user and your business address. If your store is in Thaltej, Ahmedabad, you will rank higher for searchers in Thaltej than searchers 15 km away in Maninagar.        |
| <b>2. Maximize Relevance (Category &amp; Content)</b>                | Relevance measures how well your profile matches the search query. If someone types 'custom web development', Google scans: (1) Primary Category, (2) Services listed, (3) Website copy on the linked landing page.              |
| <b>3. Build Unbeatable Prominence (Authority &amp; Social Proof)</b> | Prominence reflects how well-known your business is. It is calculated by: overall star rating, total review count, velocity of new reviews, presence in local directories (NAP citations), and backlinks to your website domain. |

**Execution Checklist:**

- Audit your current ranking using a private incognito window or local grid tracker (like Local Falcon or BrightLocal).
- Identify your top 3 competitors currently sitting in the Local 3-Pack.
- Note down their exact review count, rating score, and business name formatting.

**Insider Pro Tip:**

Never search your own business on Google Maps repeatedly to check rankings. Your personal search history and GPS bias the result. Always use incognito mode with location simulation.

CHAPTER 2 • PRACTICAL IMPLEMENTATION

Google Business Profile Setup & Video Verification Masterclass

How to pass Google's strict video verification without account suspension.

CORE PRINCIPLE:

Google now enforces live one-take mobile video verification. Prepare your physical signage, registration documents, and tools BEFORE initiating verification.

Step-by-Step Action Guide:

| Step & Phase                                          | Exact Tactical Implementation Protocol                                                                                                                                                                                                                                                                                                                       |
|-------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Physical Storefront vs Service Area Business (SAB) | If clients visit your physical office, display your full address. If you travel to clients (e.g. plumber, home tutor) or work from home, configure as a Service Area Business (SAB) and hide your street address to avoid instant suspension.                                                                                                                |
| 2. The Video Verification One-Take Checklist          | When Google asks for a live video verification: (a) Start outside showing street signs, building number, and neighborhood landmarks. (b) Walk smoothly to your front door showing permanent exterior signage. (c) Unlock the door with your key to prove ownership. (d) Show your work desk, company registration document, GST certificate, or POS machine. |
| 3. Avoid Instant Suspension Triggers                  | Do NOT change your business name, address, or primary category immediately after verification. Keep the profile untouched for 72 hours until verification is fully processed.                                                                                                                                                                                |

**Execution Checklist:**

- Ensure business name matches legal registration documents exactly.
- Have official utility bill (electricity, internet) or GST certificate matching the exact address.
- Check that permanent physical signage with your business name is clearly mounted at the entrance.

**Insider Pro Tip:**

If your video verification fails or loops continuously, submit a support ticket with clear PDF attachments of your lease agreement, utility bill, and geotagged storefront photos.

## CHAPTER 3 • PRACTICAL IMPLEMENTATION

## The Primary & Secondary Category Spy Matrix

*The single most powerful ranking factor in Google Maps: choosing the winning category.*

**CORE PRINCIPLE:**

Your Primary Category accounts for over 60% of your foundational relevance score. Competitors hide their secondary categories, but you can inspect them in 10 seconds.

**Step-by-Step Action Guide:**

| Step & Phase                                                      | Exact Tactical Implementation Protocol                                                                                                                                                                                                                                                                                 |
|-------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1. Why Primary Category Trumps Everything</b>                  | Google gives 10x more weight to the Primary Category than secondary ones. If you are a digital agency that also does web development, setting 'Website Designer' as primary will rank you for web dev, while 'Marketing Agency' will rank you for marketing.                                                           |
| <b>2. How to Spy on Competitor Categories (Inspect Element)</b>   | Open Google Maps on desktop. Search for your target keyword. Click on the #1 ranked competitor. Right-click anywhere on their listing and select 'View Page Source' (or press Ctrl+U). Press Ctrl+F and search for their visible category. The secondary categories will appear right next to it in the raw HTML data. |
| <b>3. Configure 1 Primary + 3-5 Relevant Secondary Categories</b> | Do not add 10 irrelevant categories. For example, if you run a digital marketing company: Primary = 'Marketing Agency'. Secondary = 'Internet Marketing Service', 'Website Designer', 'Advertising Agency'.                                                                                                            |

**Execution Checklist:**

- Inspect the #1, #2, and #3 competitors in your city and record their primary category.
- Update your Primary Category to match the dominant category in your market.
- Add 3 to 5 complementary secondary categories that accurately reflect your revenue streams.

**Insider Pro Tip:**

Never change your primary category more than once every 90 days. Frequent category changes signal spam to Google's automated anti-fraud bots and can trigger re-verification.

CHAPTER 4 • PRACTICAL IMPLEMENTATION

Keyword Architecture in Titles, Descriptions & Service Menus

How to optimize your business name safely without getting penalized for keyword stuffing.

CORE PRINCIPLE:

Google strictly penalizes unnatural keyword stuffing in business names, but you can legally and safely include target keywords if they match your branding.

Step-by-Step Action Guide:

| Step & Phase                             | Exact Tactical Implementation Protocol                                                                                                                                                                                                                                                                           |
|------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Safe Business Name Optimization       | Google guidelines state: 'Your name should reflect your business's real-world name.' Adding 'Best SEO Agency in Ahmedabad' to your name when your legal name is 'Envision Solution' can trigger competitor redressal flags. If you want keywords, legally rebrand or add them to your website and signage first. |
| 2. The 750-Character Description Formula | Use all 750 characters. First 250 characters are visible before the 'Read More' fold. Include: (a) Who you are, (b) Exact service offerings, (c) City and neighborhood areas served, (d) Direct call-to-action (Call us today / Visit our office).                                                               |
| 3. Build Out the Custom Services Menu    | Under Profile > Services, add individual service items with descriptions and prices (e.g. 'Next.js Web Development', 'Meta Ads Management', 'Local SEO Optimization'). Google crawls these item descriptions for long-tail query matching.                                                                       |

Execution Checklist:

- Audit your business name against legal signage and documents.
- Write a compelling 700+ character description incorporating your top 3 localized keywords.
- Add at least 8 to 12 detailed services with transparent starting prices and 100-word descriptions.

Insider Pro Tip:

Include landmark references in your description (e.g., 'Located near SG Highway, serving businesses across Ahmedabad and Gandhinagar'). This reinforces local entity associations.

CHAPTER 5 • PRACTICAL IMPLEMENTATION

The 5-Star Review Acceleration Engine & Keyword Ingestion

How to ethically collect 50+ detailed reviews containing your money keywords.

CORE PRINCIPLE:

Google does not just count review stars; it parses the specific words inside the review. A review saying 'Great service' is 10x less valuable than 'Rajat built our Next.js website and improved our Google rankings'.

Step-by-Step Action Guide:

| Step & Phase                                 | Exact Tactical Implementation Protocol                                                                                                                                                                                                                                                                                                                              |
|----------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Generate Your Short Review Link           | In your GBP dashboard, click 'Ask for reviews' and copy your short link: `https://g.page/r/[unique_id]/review`. Never ask clients to search for your business on Google manually.                                                                                                                                                                                   |
| 2. The Guided WhatsApp Review Request Script | Send this message to happy clients right after a successful milestone: 'Hey [Name], so glad you loved the results on [Project]! Could you do us a quick 30-second favor? Leaving a quick Google review helps our team immensely. If you could mention [Service, e.g. web development or digital marketing], that would be amazing! Here is the direct link: [Link]' |
| 3. Responding to Every Review (SEO Boost)    | Always reply to every review within 24 hours. Incorporate localized keywords naturally in your reply: 'Thank you [Name]! Our team in Ahmedabad loved building your custom website. Let us know if you need any more marketing support.'                                                                                                                             |

**Execution Checklist:**

- Create a dedicated bit.ly or branded short link for your Google review URL.
- Deploy the 3-step WhatsApp follow-up script for all past and current clients.
- Write keyword-rich responses to all existing reviews on your profile.

**Insider Pro Tip:**

Never offer discounts, freebies, or incentives in exchange for reviews. Google's algorithm detects sudden velocity spikes and can delete incentivized review batches.

## CHAPTER 6 • PRACTICAL IMPLEMENTATION

## Geotagged Visuals, EXIF Metadata & Weekly Google Updates

Turn your profile into an active entity that Google crawls and trusts every week.

**CORE PRINCIPLE:**

Profiles that publish weekly updates and upload authentic photos get 42% more requests for directions and 35% more website clicks than dormant profiles.

**Step-by-Step Action Guide:**

| Step & Phase                                                 | Exact Tactical Implementation Protocol                                                                                                                                                                                                                                             |
|--------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1. Authentic Photos vs Stock Photos</b>                   | Google uses machine vision (Cloud Vision API) to analyze image content. Stock images are recognized and ignored. Always upload real photos of your office, team, signage, computer screens, client meetings, and awards.                                                           |
| <b>2. The Geotagging SOP</b>                                 | Take photos using a smartphone with Location / GPS turned ON. This embeds latitude and longitude coordinates into the EXIF metadata of the JPG image. When uploaded, Google reads these coordinates as proof of local physical presence.                                           |
| <b>3. Weekly Google Post Blueprint (What's New / Offers)</b> | Publish 1 post every Tuesday or Thursday. Include: (a) High-quality square image (1200x900px), (b) 100-150 words highlighting a tactical solution or client case study, (c) Targeted keyword, (d) Direct CTA button ('Call Now' or 'Learn More' linking to relevant service page). |

**Execution Checklist:**

- Upload at least 10 high-resolution photos of your exterior, interior, team, and workspace.
- Verify camera GPS location tagging is enabled on your phone before taking business photos.
- Schedule a recurring calendar reminder to publish a Google Post every week.

**Insider Pro Tip:**

Rename your image files before uploading. Instead of `IMG\_20261016\_001.jpg`, rename to `web-development-agency-ahmedabad-office.jpg`.

CHAPTER 7 • PRACTICAL IMPLEMENTATION

# NAP Consistency & The Top 50 Local Citation Roadmap

How to build unbeatable prominence through authoritative directory citations.

CORE PRINCIPLE:

NAP stands for Name, Address, and Phone number. Even minor discrepancies (e.g. 'St.' vs 'Street' or missing suite numbers) confuse Google and dilute your ranking power.

Step-by-Step Action Guide:

| Step & Phase                                  | Exact Tactical Implementation Protocol                                                                                                                                                                                        |
|-----------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. The Master NAP Reference Sheet             | Create a master document with your exact business name, full address, phone number (with country code), website URL, and business hours. Never deviate from this exact string.                                                |
| 2. Top Tier 1 Directory Citations             | Claim and verify your profile on major data aggregators and mapping providers: Google Maps, Apple Maps, Bing Places, Facebook Business Page, LinkedIn Company Page, and YellowPages.                                          |
| 3. Country-Specific Local Directories (India) | For businesses in India, build active citations on: Justdial, IndiaMART, TradeIndia, Sulekha, Grotal, AskLaila, and local chamber of commerce directories. Ensure phone numbers and addresses match your Google profile 100%. |

**Execution Checklist:**

- Build a Master NAP Sheet with your verified business details.
- Audit your existing listings on Google, Bing, Justdial, and Facebook for consistency.
- Claim and optimize profiles on at least 15 high-authority local directory platforms.

**Insider Pro Tip:**

When entering your website URL in directory citations, always use your primary canonical domain format (e.g., `https://rajatupadhyay.in/` with trailing slash and HTTPS).

CHAPTER 8 • PRACTICAL IMPLEMENTATION

# Local Business Schema Markup (JSON-LD) Master Blueprint

The technical code that connects your website and Google Map listing into an entity.

CORE PRINCIPLE:

Schema markup tells search engine crawlers exactly who you are, where you are located, what services you offer, and links your official website directly to your Google Maps pin.

Step-by-Step Action Guide:

| Step & Phase                        | Exact Tactical Implementation Protocol                                                                                                                                                                                         |
|-------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Where to Place the Schema Code   | Insert the JSON-LD script inside the `` tag of your website's homepage, contact page, or layout file. Search engine bots parse this structured data during every crawl.                                                        |
| 2. Essential Schema Fields          | Must include: `@type` (e.g. `ProfessionalService` or `LocalBusiness`), `name`, `address` (Street, City, PostalCode, Country), `geo` coordinates (Latitude & Longitude), `telephone`, `url`, and `sameAs` social profile links. |
| 3. Testing & Validating Your Schema | After publishing, test your URL using Google's official Rich Results Test tool ( <a href="https://search.google.com/test/rich-results">search.google.com/test/rich-results</a> ) to verify zero errors or warnings.            |

Execution Checklist:

- Extract your exact GPS latitude and longitude from Google Maps (right-click on your pin).
- Customize the provided JSON-LD template with your company details.
- Validate the published code using Google Rich Results Test.

Insider Pro Tip:

In the `hasMap` field of your schema, paste your direct Google Maps CID URL. This creates an unshakeable connection between your website domain and your Maps listing.

## CHAPTER 9 • PRACTICAL IMPLEMENTATION

# Fighting Competitor Spam, Fake Negative Reviews & Redressal SOP

*How to protect your listing and legally take down competitors who cheat with fake keyword names.*

**CORE PRINCIPLE:**

Spam listings and fake keyword-stuffed business names steal legitimate leads. Google provides an official Business Redressal Complaint Form to remove rule-breakers.

**Step-by-Step Action Guide:**

| Step & Phase                                        | Exact Tactical Implementation Protocol                                                                                                                                                                                                                                                                                                                                                                       |
|-----------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1. How to Report Competitor Keyword Stuffing</b> | If a competitor named 'Sharma Associates' renames their listing to 'Best Digital Marketing Agency in Ahmedabad - Sharma Associates', click 'Suggest an edit' > 'Change name' and submit their real legal name. If rejected, submit the official Google Business Redressal Form with photo evidence of their actual signboard.                                                                                |
| <b>2. Removing Fake 1-Star Review Attacks</b>       | If a fake account leaves a 1-star review with no text or fabricated complaints: (a) Flag the review inside your GBP dashboard as 'Conflict of interest' or 'Off-topic'. (b) Reply calmly: 'We have no record of your name in our client database. Please contact us directly at hello@rajatupadhyay.com so we can investigate.' (c) Submit an appeal through Google Business Profile Review Management Tool. |
| <b>3. Avoiding Sabotage Re-Verifications</b>        | Lock down your Google account with 2-Factor Authentication and ensure only trusted email addresses have Owner or Manager roles.                                                                                                                                                                                                                                                                              |

**Execution Checklist:**

- Bookmark the official Google Business Redressal Complaint Form.
- Conduct a monthly scan of competitors in your top keyword Local 3-Pack for spam naming.
- Review team user roles on your profile and remove any inactive agencies or freelancers.

**Insider Pro Tip:**

Never retaliate by leaving fake negative reviews on a competitor's listing. Google's algorithm tracks reviewer IP subnets and can permanently suspend your legitimate profile.

## CHAPTER 10 • PRACTICAL IMPLEMENTATION

# Multi-Location Scaling, Call Tracking & Monthly Audit SOP

*How agencies and growing brands manage and scale multiple Google listings profitably.*

**CORE PRINCIPLE:**

Managing 5 or 50 locations requires a repeatable operational system. Use UTM parameters on website links to measure exact revenue generated from Google Maps clicks.

**Step-by-Step Action Guide:**

| Step & Phase                                           | Exact Tactical Implementation Protocol                                                                                                                                                                                                                                                  |
|--------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1. Track Exact Maps Traffic with UTM Parameters</b> | Never link your plain website URL. Use this UTM tracking string in your GBP Website field: <code>`https://yourdomain.com/?utm_source=google&amp;utm_medium=organic&amp;utm_campaign=gmb-listing`</code> . In Google Analytics 4, you can now see exactly how many leads came from Maps. |
| <b>2. Dedicated Location Landing Pages</b>             | If you have multiple branches, each listing must link to its dedicated location page (e.g. <code>`/locations/ahmedabad/`</code> vs <code>`/locations/surat/`</code> ), NOT the generic homepage. The location page must feature matching NAP details and unique local customer reviews. |
| <b>3. Monthly Performance Audit Checklist</b>          | Track 4 core metrics every 30 days: (a) Total Search Impressions (Discovery vs Direct), (b) Phone Call Clicks, (c) Direction Requests, (d) Local Keyword Ranking Rank Grid.                                                                                                             |

**Execution Checklist:**

- Implement UTM parameters on your primary website button in Google Business Profile.
- Set up dedicated location pages for all secondary branches or delivery hubs.
- Build a monthly reporting dashboard tracking calls, website clicks, and local rank changes.

**Insider Pro Tip:**

Use a call tracking service (like CallRail or Knowlarity) if you manage high call volumes, but always keep your primary local landline/mobile number consistent in the listing.

## APPENDIX • TECHNICAL IMPLEMENTATION

## Production Local Business Schema Markup (JSON-LD)

Copy and paste this structured data script into the `` tag of your website. Replace placeholder values with your real business name, phone number, address, and Google Maps pin link.

```
<script type="application/ld+json"> { "@context": "https://schema.org", "@type": "ProfessionalService", "name": "Rajat Upadhyay - Digital Marketing & Web Development", "image": "https://rajatupadhyay.in/images/branding/cover.jpg", "id": "https://rajatupadhyay.in/#business", "url": "https://rajatupadhyay.in/", "telephone": "+91-9876543210", "priceRange": "■", "address": { "@type": "PostalAddress", "streetAddress": "SG Highway, Thaltej", "addressLocality": "Ahmedabad", "addressRegion": "Gujarat", "postalCode": "380054", "addressCountry": "IN" }, "geo": { "@type": "GeoCoordinates", "latitude": 23.0525, "longitude": 72.5050 }, "openingHoursSpecification": [ { "@type": "OpeningHoursSpecification", "dayOfWeek": ["Monday", "Tuesday", "Wednesday", "Thursday", "Friday", "Saturday"], "opens": "09:00", "closes": "20:00" } ], "sameAs": [ "https://youtube.com/rajatupadhyay", "https://instagram.com/rajatupadhyay.in", "https://linkedin.com/in/rajatupadhyay" ], "areaServed": [ { "@type": "City", "name": "Ahmedabad" }, { "@type": "City", "name": "Gandhinagar" }, { "@type": "Country", "name": "India" } ], "hasMap": "https://maps.google.com/?cid=YOUR_CID_NUMBER_HERE" } </script>
```

## Work Directly With Rajat Upadhyay

I build full-stack web applications, run profitable performance marketing campaigns, and design custom autonomous workflows for founders and modern businesses worldwide.

|                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>YouTube Channel (55,000+ Community):</b></p> <p>Free masterclasses on AI workflows, vibe coding, Next.js, and marketing systems.</p> <p><b>Subscribe:</b> <a href="https://youtube.com/@rajatupadhyay">https://youtube.com/@rajatupadhyay</a></p> | <p><b>Instagram Handle (@rajatupadhyay.in):</b></p> <p>Behind-the-scenes engineering, daily client workflow breakdowns, and Reels.</p> <p><b>Follow:</b> <a href="https://instagram.com/rajatupadhyay.in">https://instagram.com/rajatupadhyay.in</a></p> |
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Flagship Client Services Available at [rajatupadhyay.in](https://rajatupadhyay.in):

|                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>1. Performance &amp; Digital Marketing</b></p> <ul style="list-style-type: none"><li>• Meta &amp; Google Ads client acquisition funnels</li><li>• Landing page conversion check &amp; CRO audit</li><li>• Transparent weekly ROI &amp; ROAS reporting</li></ul> <p><b>Starting from █9,999 / mo</b></p> | <p><b>2. Web &amp; App Development</b></p> <ul style="list-style-type: none"><li>• Custom Next.js 15 &amp; Supabase web applications</li><li>• Cross-platform iOS &amp; Android mobile apps</li><li>• 95+ Google PageSpeed &amp; custom admin panels</li></ul> <p><b>Starting from █4,999</b></p>                                                                 |
| <p><b>3. SEO, AEO &amp; Search Dominance</b></p> <ul style="list-style-type: none"><li>• AI Answer Engine visibility (ChatGPT &amp; Perplexity)</li><li>• Google Maps Local 3-Pack rankings (GMB)</li><li>• Entity schema &amp; high-authority backlinks</li></ul> <p><b>Starting from █8,999 / mo</b></p>    | <p><b>4. 1-on-1 AI Mentorship &amp; Private Advisory</b></p> <ul style="list-style-type: none"><li>• 60-to-90 minute private live screen-share session</li><li>• Hands-on workflow building for your daily business</li><li>• Immediate direct booking at <a href="https://rajatupadhyay.in">rajatupadhyay.in</a></li></ul> <p><b>Book Session on Website</b></p> |

|                                                                                                  |                                                                                        |                                                                                                   |
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