

## BONUS #1

# The "Local Authority" Side-Door Map

How Local Businesses Can Dominate Search Without  
Blowing Their Budget on LSA Ads

*A Companion Bonus to the Side Door Traffic System  
by Tony Briggs & Ava Winslow | smartprofitguide.com*

## Why Local Businesses Are Leaving Money on the Table

Here's the truth that most local business owners — and the marketing agencies who serve them — haven't figured out yet: the "Front Door" is EXPENSIVE and getting more expensive every single month.

Google Local Service Ads (LSA) can run \$40–\$120 per lead for a plumber. Yelp charges pay-per-click rates that would make your eyes water. And yet thousands of local businesses keep feeding the machine because they don't know there's a back entrance.

*This guide shows you — and your consulting clients — the exact "Side-Door" framework for local SEO authority that bypasses the bidding wars entirely.*

## The 5 Local Side-Door Traffic Channels

Channel  
1

### Answer Engine Optimization (AEO) for Local Queries

ChatGPT, Claude, Gemini, and Perplexity are now answering questions like "Who is the best roofer in [City]?" and "What does a fence installation cost in [State]?" Most local businesses have ZERO presence in these engines. The Side-Door method creates structured Q&A; content — FAQs, comparison posts, cost guides — that gets cited directly by AI engines. One well-optimized FAQ page can generate hundreds of brand mentions from AI tools every single month at zero ongoing cost.

#### Action Steps:

- Write 10-15 hyper-local FAQ pages targeting "[Service] cost in [City]" questions
- Format answers in clear, numbered steps for AI engine parsing
- Include specific local data points (permit costs, average prices in your area)
- Submit pages to Google Search Console immediately for fast indexing

Channel  
2

### Google Business Profile (GBP) Content Stacking

Most businesses post once a month on their GBP and wonder why they're on page 3. The Side-Door method treats the GBP like a mini social media channel — because Google literally rewards frequent, keyword-rich GBP posts with Map Pack prominence.

#### Action Steps:

- Post 3-4 keyword-rich GBP updates per week (offers, tips, before/after photos)

- Use Q&A; section to seed exact-match local queries and answer them yourself
- Add service-area keywords to your business description (refresh every 90 days)
- Geo-tag ALL photos before uploading — free tools like Geolmgr handle this in seconds

## Channel 3

### Hyperlocal Blog + Schema Markup

A local plumber doesn't need a viral blog post. They need a 600-word page titled "How Much Does a Water Heater Replacement Cost in [City] in 2026?" with proper LocalBusiness schema markup. Google will serve that page to every person in that ZIP code asking that question — for free, forever.

#### Action Steps:

- Target "[Service] + [City]" and "[Service] cost [City]" keywords — these have ZERO competition
- Add LocalBusiness, Service, and FAQPage schema markup to every page
- Build a 'Neighborhood Hub' page for each service area you want to dominate
- Internal-link all location pages back to your main service pages

## Channel 4

### Citation Building on Niche Directories

Yelp and Yellow Pages are "Front Door" directories. But there are 40+ niche directories specific to every industry — HomeAdvisor, Houzz, Angi, Thumbtack, BuildZoom (for contractors), Avvo (for lawyers), Healthgrades (for medical), etc. Each citation is a Side-Door that sends warm, pre-qualified traffic.

#### Action Steps:

- Claim and fully optimize all niche-specific directory profiles (they're FREE)
- Ensure NAP (Name, Address, Phone) is 100% consistent across every listing
- Use the 'About' section on each directory to embed target keywords naturally
- Request reviews on the directories that rank on page 1 for your target terms

## Channel 5

### Community Platform Authority (Reddit, Nextdoor, Facebook Groups)

Nextdoor alone reaches 1-in-3 US households. A single helpful, non-spammy recommendation from a verified neighbor converts at a rate that paid ads can't touch. Reddit threads about "best plumber in

[city]" rank on Google's first page for years. These are perpetual Side-Doors.

## Action Steps:

- Become an active, helpful member of local Facebook Groups — answer questions WITHOUT pitching
- Set up Nextdoor business profile and request recommendations from existing customers
- Answer local subreddit questions (e.g., r/Dallas, r/Chicago) with genuinely helpful advice
- Create a "Resources" pinned post in any group you admin that links back to your site

## How to Use This as a Consulting Pitch

If you're an affiliate promoting the Side Door Traffic System, this bonus gives you a turnkey consulting framework. Here's the pitch sequence:

Step	Action	Outcome
1	Run a free "Local Side-Door Audit" for a local business	Show them their AEO blind spots and missing directory citations
2	Present the 5-channel framework as your proprietary system	Position you as the expert, not just another "SEO guy"
3	Offer a 90-day Local Authority package	Typical price point: \$1,500–\$3,500/month for implementation
4	Deliver the Side Door Traffic System as their training	Client sees the "why" while you handle the "how"
5	Upsell Done-For-You content creation after 90 days	Recurring revenue as they see results and want more

■ Pro Tip: The businesses that respond best to this pitch are the ones currently running LSA or Yelp ads and frustrated with the cost-per-lead. Show them the math: if they're paying \$80/lead and getting 10 leads/month, that's \$800/month to Google. Your Side-Door system can replace or supplement that at a fraction of the cost.

**Ready to implement the full Side Door Traffic System?  
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