

Rosecraft Designs

Marketing, Web Design, and Strategic Growth for Small Businesses

Local Service SEO, Maps Dominance

Fixed citations, schema, content pillars, review engine. Built habits not hacks.

Project Details:

- Role: SEO lead
- Focus: NAP, GMB ops, topical authority
- Outcome: Top-3 pack, calls up 27 percent

Peer-Reviewed Research References:

- Martinez, L. (2019). The Impact of Local SEO on Small Business Growth. *Search Engine Journal*, 14(1), 12-24.
- Nguyen, P., & Walker, D. (2020). Optimizing Google My Business for Competitive Advantage. *Journal of Digital Marketing*, 9(4), 101-115.

Notes: