How Sheak Sajib Uddin Approaches Local SEO, Google Maps & AI Search for Orlando Service Businesses

My approach to SEO for Orlando service businesses starts with one question: what is preventing the right local customer from finding and choosing this business? I look at Local SEO, Google Maps, the website, Google Business Profile, technical SEO, search intent, and AI Search as connected parts of the same discovery journey rather than separate marketing tactics.

I'm **Sheak Sajib Uddin**, the strategist behind **SEO Service Orlando**. My focus is helping local service businesses build clearer, stronger search visibility without treating traffic, rankings, or AI mentions as the final goal.

For an HVAC company, plumber, roofer, electrician, pressure washing company, landscaper, cleaner, pest control provider, pool company, remodeler, or another local service business, what ultimately matters is being discoverable when a relevant customer needs the service.

That requires more than putting keywords on a website.

I Start With the Business, Not an SEO Checklist

Before changing a title tag, creating a location page, or optimizing a Google Business Profile, I want to understand the business itself.

What services actually generate revenue?

Which services does the company want more customers for?

Where does it genuinely provide those services?

What does a qualified inquiry look like?

Which searches indicate that someone may actually need the service?

What happens after someone finds the business?

This matters because two Orlando service businesses can have similar SEO problems on the surface but require very different strategies.

A roofing company may have plenty of indexed pages but poor keyword targeting.

A pressure washing company may have a good website but weak Google Maps visibility.

A plumber may rank for informational searches while the service pages that could attract actual customers remain difficult to find.

Another company may have strong traditional search visibility but little clarity around its brand and services when customers research businesses through AI-powered search tools.

I do not want to prescribe the same SEO package to all four.

The first step is understanding **what the business needs search visibility to accomplish**.

Search Intent Comes Before Search Volume

Keyword research is often reduced to search volume.

I think that misses one of the most important questions:

Why is the person searching?

Consider these searches:

- “how does an AC compressor work”
- “AC repair Orlando”
- “emergency AC repair near me”

All three relate to air conditioning, but they represent very different situations.

Someone researching how a compressor works may simply want information. Someone searching for emergency AC repair nearby may have an immediate service need.

That distinction affects which keyword matters, which page should target it, what information belongs on the page, how the page should be internally linked, and what action the visitor should be able to take.

This is why I prefer to map **search intent to page ownership** rather than build a huge keyword list and insert those phrases wherever they fit.

A useful structure looks more like:

Search → Intent → Service → Correct Page → Useful Answer → Next Action

For a local service company, this can also prevent several pages from competing for essentially the same search intent.

My Local SEO Approach: Understand Where Visibility Is Breaking Down

Local SEO is broader than Google Maps.

I look at the relationship between the business's website, Google Business Profile, local search results, service relevance, reputation, business information, and other signals that help customers and search systems understand the company.

Google explains that its local results are primarily based on **relevance, distance, and prominence**.

Those three concepts are important because they prevent me from treating every Maps problem as an “optimization” problem.

Relevance

If someone searches for a particular service, can Google clearly understand that the business provides it?

I may review:

- Primary and additional GBP categories
- Services
- Business information
- Website service pages
- Page content
- Internal links
- Local relevance
- Business descriptions and supporting information

The objective is not to stuff keywords everywhere.

It is to reduce ambiguity about what the business actually does.

Distance

Distance is particularly important when business owners ask:

“Why do I rank here but disappear when I search from another part of Orlando?”

A service-area business can legitimately serve customers across a large area, but that does not mean it will have equal Google Maps visibility throughout that entire area.

Distance remains part of Google's local search system.

That is why I do not tell a business owner that adding more service areas to a profile will somehow eliminate proximity.

Prominence

This is where the broader online presence matters.

Reviews, links, mentions, business information, website authority, and other signals can contribute to how established a business appears online.

That makes Local SEO more than editing a Business Profile once and waiting.

Google Business Profile Is Important, but It Is Not the Entire Local Strategy

One mistake I see in the way Local SEO is discussed is treating **Google Business Profile optimization** and **Local SEO** as identical services.

They overlap, but they are not the same.

GBP optimization focuses directly on the profile:

- Correct categories
- Services
- Business information
- Service areas where appropriate
- Hours
- Photos
- Reviews and responses
- Profile completeness
- Other relevant profile features

Local SEO looks at the broader ecosystem.

That can include the website, service and location pages, local organic visibility, citations, reviews, internal linking, content, backlinks, and how those elements support the business's local presence.

There is no legitimate GBP setting I can switch on to guarantee a top-three Maps position.

I Look at Google Maps From the Customer's Location, Not Just the Owner's Phone

A business owner may search their main keyword from their office, see themselves in Maps, and assume everything is working.

Or they may search from home, not see the business, and assume something is broken.

Neither single search tells the full story.

Because distance is part of Google's local system, visibility can change depending on where the search originates.

For an Orlando service business, I am more interested in questions such as:

Where does the business have visibility?

Where does visibility weaken?

For which services?

For which search terms?

Are competitors consistently stronger in particular areas?

Does the website properly support the services being targeted?

Are we trying to compete in an area where proximity creates a genuine limitation?

This creates a much more useful picture than checking one keyword from one device.

The Website Has to Support the Local Strategy

Google Maps visibility should not cause a business to neglect its website.

Imagine an Orlando pressure washing company offering:

- House washing
- Roof cleaning
- Driveway cleaning
- Paver cleaning
- Pool deck cleaning
- Commercial pressure washing

If all six services are briefly mentioned on one generic page, Google and potential customers receive less detailed information than they would from a thoughtfully structured website where important services have clear page ownership.

But the opposite extreme can also create problems.

Creating dozens of nearly identical pages for every possible service-and-city combination does not automatically create a strong local SEO strategy.

I ask:

Does this search deserve its own page?

Is the intent meaningfully different?

Can we provide genuinely useful information on that page?

Would another existing URL already satisfy the same search?

That is where keyword research, on-page SEO, site architecture, and Local SEO need to work together.

Technical SEO Can Quietly Limit Everything Else

A business can have a good Google Business Profile and useful content but still have website problems that interfere with organic visibility.

I look for technical issues such as:

- Important pages that are not indexed
- Crawl restrictions
- Incorrect noindex directives
- Canonicalization problems
- Broken internal links
- Redirect problems
- Poor site architecture
- Duplicate URLs
- JavaScript rendering issues where relevant
- Mobile usability or performance problems
- Structured data errors or misunderstandings

The priority is not getting a perfect score from an SEO tool.

The priority is finding technical issues that materially affect important pages.

If Google cannot properly discover or index an important plumbing service page, rewriting its meta description is unlikely to be the first problem worth solving.

Likewise, structured data can help search engines understand information on a page, but it should describe real information on the website rather than being treated as a shortcut to rankings.

On-Page SEO Should Make the Page's Purpose Obvious

After technical accessibility, I look at what the page actually communicates.

A service page should make its purpose understandable without forcing the reader or search engine to piece together scattered clues.

That means looking at:

- Main topic
- Search intent
- Page title
- H1
- Heading structure
- Service details
- Supporting entities
- Orlando relevance where appropriate

- Internal links
- Images
- Calls to action
- Related questions

I do not use an arbitrary keyword-density target.

Repeating “Orlando plumber” 25 times does not make a page 25 times more relevant.

The better question is:

Does this page provide the information someone searching for this service needs to understand the service, evaluate the business, and decide what to do next?

I Connect SEO Metrics to Business Meaning

SEO reporting can become a collection of numbers:

Impressions increased.

Clicks increased.

Rankings improved.

Traffic grew.

Those metrics can be useful, but they are not the entire story.

For a local service business, I want to understand the progression:

Search Visibility → Relevant Visitor → Business Evaluation → Call / Form / Quote / Appointment / Booking Opportunity

Not every visit becomes a customer, and SEO cannot guarantee that it will.

But measurement should help us determine whether visibility is moving toward searches that matter to the business.

For example, if organic traffic grows because a landscaping company suddenly ranks for a broad informational article read across the country, the traffic graph may look impressive.

That does not necessarily mean the company is more visible to homeowners searching for landscaping services in its actual market.

Context matters.

Where AI Search Fits Into My Approach

Local discovery is expanding beyond traditional search-result pages.

Potential customers can now ask systems such as ChatGPT, Gemini, Microsoft Copilot, Perplexity, and Google's AI-powered search experiences questions about businesses, services, and purchasing decisions.

I do not respond to that shift by abandoning traditional SEO.

I start with the same fundamentals:

Can the business be crawled?

Can its important pages be discovered?

Is the business entity clear?

Are its services clearly described?

Is important information consistent?

Does the site provide useful, specific information?

Are there credible signals elsewhere on the web?

Then I consider platform-specific requirements.

The important distinction is that making a website accessible and understandable can support eligibility and discoverability, but it does not guarantee that an AI system will cite or recommend the business.

I Don't Treat ChatGPT, Gemini, Copilot and Google AI Search as the Same System

“AI SEO” can become misleading when every AI product is discussed as if it uses exactly the same discovery and retrieval process.

I prefer platform-specific investigation.

If the concern is ChatGPT visibility, I look at how the website is accessible to OpenAI's search systems and how clearly the business is represented.

If the concern involves Microsoft Copilot, Bing's search ecosystem becomes relevant.

Google's AI-powered search experiences require understanding Google's own search ecosystem.

Other systems require their own analysis.

The broader strategy is consistent:

Create clear, useful, accessible information about a real business.

The implementation and measurement can vary by platform.

Entity Clarity Matters More as Search Changes

Suppose different pages describe a company differently.

One page suggests the company primarily provides roofing.

Another emphasizes remodeling.

A third contains an outdated service area.

External profiles contain inconsistent business information.

The About page barely explains who operates the company.

This does not automatically mean the business will fail in search, but it creates unnecessary ambiguity.

I want the relationship between the important entities to be clear:

Business → Services → Location / Service Area → Customers → Expertise → Website → Supporting Information

For SEO Service Orlando itself, that relationship is:

SEO Service Orlando → Sheak Sajib Uddin → Orlando → Local Service Businesses → Local SEO → Google Search / Maps → Website SEO → AI Search

Clear entity relationships help humans understand a business and make its content more structurally coherent for systems processing that information.

That is a better objective than inserting “AI SEO” into every paragraph.

My SEO Process for an Orlando Service Business

Although every project is different, my decision-making process generally follows six stages.

1. Understand the Business

I identify the important services, target customers, actual service areas, business priorities, and what constitutes a valuable inquiry.

2. Research How Customers Search

I examine search intent, service keywords, local queries, questions, competitors in search results, and the types of pages Google is returning.

3. Diagnose Existing Visibility

I review where the company already appears across organic search and local search and where important gaps exist.

Depending on the project, that can include the website, Google Business Profile, Search Console, page indexing, rankings, content, internal links, and local signals.

4. Identify the Highest-Priority Constraints

The problem may be technical.

It may be weak service-page relevance.

It may be incorrect keyword targeting.

It may be a GBP issue.

It may involve website architecture.

It may be a combination.

I would rather identify the constraint than perform every possible SEO task simply because it appears on a checklist.

5. Implement or Prioritize the Correct Work

Once the problem is understood, the appropriate service becomes clearer.

That may involve **Local SEO, GBP Optimization, Keyword Research, On-Page SEO, Technical SEO, an SEO Audit, or AI Search optimization**.

6. Validate and Measure

After changes are implemented, I look for evidence of what changed.

Depending on the work, that may involve:

- Indexing
- Search impressions
- Organic clicks
- Keyword visibility
- Local visibility
- GBP interactions
- Calls
- Forms
- Quote requests
- Other meaningful conversions

The purpose is not to claim that SEO caused every business outcome.

It is to understand whether the work is improving the part of the customer-discovery journey it was designed to improve.

What I Avoid in Local SEO

There are several approaches I intentionally avoid.

Promising a #1 Ranking

No SEO consultant controls Google's results.

Treating Service Areas as a Maps-Ranking Switch

Listing a city as a service area does not remove the role of distance in Google's local results.

Creating Location Pages by Simply Changing City Names

A useful location page should have a reason to exist beyond swapping “Orlando” for another city.

Chasing Every SEO Tool Warning

Not every warning has equal business importance.

Measuring Success Only by Traffic

A larger traffic number is not automatically a better business result.

Treating Schema as a Ranking Trick

Structured data should accurately describe the content and entity it represents rather than being treated as a shortcut to better rankings.

Promising AI Recommendations

A website can be made more accessible, understandable, and eligible for different search systems. That is different from guaranteeing an AI platform will cite or recommend it.

What This Means for an Orlando Service Business

A local SEO strategy should not begin with:

“How many keywords can we rank?”

I think a better sequence is:

What services matter?

↓

How do customers search for them?

↓

Which pages should answer those searches?

↓

Can search engines access and understand those pages?

↓

Does the business have the local signals needed to compete?

↓

Can customers understand and trust what they find?

↓

Can we measure whether visibility is moving toward meaningful inquiries?

That framework keeps SEO connected to the business instead of turning it into a collection of disconnected optimization tasks.

Local SEO, Google Maps and AI Search Should Work Together

I do not see Local SEO, Google Maps optimization, website SEO, and AI Search as four unrelated strategies.

They increasingly depend on the same underlying requirement:

The business needs to be represented clearly, accurately, and usefully wherever customers and search systems encounter it.

Google Maps may help someone discover the business nearby.

An organic service page may explain the service in greater depth.

Reviews may help the customer evaluate the company.

Technical SEO may determine whether important pages can be discovered and indexed properly.

AI-powered search may become another way that person researches available options.

The channels differ, but the business behind them should remain clear and consistent.

Frequently Asked Questions

How does Sheak Sajib Uddin approach Local SEO?

I start by understanding the business, its services, customers, service areas, and valuable search intent before deciding which Local SEO changes deserve priority.

What affects Google Maps visibility for an Orlando business?

Google says local results are primarily based on relevance, distance, and prominence. Business information, reviews, website SEO, and broader online signals can contribute, while distance remains dependent on the searcher's location.

Can Local SEO guarantee more calls?

No. Local SEO can improve conditions for relevant search visibility and customer discovery, but calls, leads, bookings, and revenue cannot be guaranteed.

Is Google Business Profile optimization the same as Local SEO?

No. GBP optimization focuses specifically on the Business Profile, while Local SEO also considers the website, local organic visibility, reviews, citations, links, content, and other local-search factors.

Can SEO help a business appear in ChatGPT?

SEO fundamentals can help make website content accessible and understandable to search systems. However, making a website eligible for discovery does not guarantee that ChatGPT will cite or recommend the business.

Should an Orlando service business focus on Google or AI Search first?

The two do not necessarily need to be treated as competing choices. Strong website accessibility, useful service content, clear business information, and entity consistency can support traditional search while creating a stronger foundation for AI-assisted discovery.

Does adding more Orlando-area service pages improve rankings?

Not automatically. A new page should serve a distinct search intent and provide meaningful information rather than duplicating another page with only the city name changed.

Build the Search Foundation Before Chasing Rankings

If your Orlando service business is not getting the visibility you expect from Google Search, Maps, or emerging AI Search experiences, I would first determine **where the discovery process is breaking down**.

The answer might be your Google Business Profile.

It might be keyword targeting.

It might be your service pages.

It might be a technical indexing problem.

Or several issues may be working together.

That is why my approach through **SEO Service Orlando** starts with diagnosis before optimization.

If you are unsure what is limiting your visibility, **request a Free SEO Audit** to identify the highest-priority issues before investing in changes.