

OUR METHOD

AI does the heavy lifting. People make the decisions.

How GeoLyft delivers local SEO and Google Business Profile work faster — without handing your business over to a machine.

AI never publishes. Ever.

One rule we don't break, on any account, at any price point.

Local businesses get offered **two bad options**

Marketing has quietly split into expensive-and-slow or cheap-and-generic. Most owners are told to pick one.

OPTION A

The traditional agency

Big teams, standing meetings, and hours of manual data pulling. The work is real, but so is the overhead — and it lands on your invoice every month. You pay for headcount, not results.

OPTION B

The cheap automated service

Fully automated content and bulk citation blasts. Nobody reads the output before it goes live. It's affordable right up until it damages the profile it was meant to help.

There is a third option.

Marketing work isn't one job — it's two. There's the work of **gathering information**, and the work of **deciding what to do about it**. Traditional agencies pay humans to do both. Cheap services let machines do both.

GeoLyft splits them. Machines gather. People decide. You stop paying for data entry and start paying for judgment.

AI reads. Humans decide.

Everything in this document is an expansion of that one sentence.

Two kinds of work. Two kinds of worker.

Here's the actual dividing line we use internally. If a task has one correct answer and just needs speed, a machine does it. If it requires a judgment call about your business, a person does it.



MACHINE WORK

Gathering

- Scanning search results at volume
- Tracking keyword rank movement
- Monitoring competitor changes
- Pulling Google Business Profile data
- Sorting and grouping customer reviews
- Finding missing or mismatched citations
- Flagging technical site errors
- Building research briefs and outlines

Needs speed, not creativity.



HUMAN WORK

Deciding

- Choosing which keywords are worth chasing
- Writing in your business's actual voice
- Setting the 90-day strategy
- Optimizing your Google Business Profile
- Ranking which pages get attention first
- Reading your local market and competition
- Tying every action to a business goal
- Approving anything before it goes live

Needs experience and accountability.

Why this matters to you: the left column is where traditional agencies burn most of their billable hours. Automating it doesn't make our work worse — it moves our specialists' time out of spreadsheets and into the decisions that actually move your rankings.

What our AI systems **actually** do

No buzzwords. These are the six jobs we hand to machines, and nothing on this list touches your live profile or website.



Research at volume

Hundreds of search results reviewed in minutes instead of a specialist working through them by hand for a day.



Rank monitoring

Continuous tracking of how you place on the local keywords that bring in paying customers.



Competitor watch

Alerts when a nearby competitor changes their profile, adds reviews, or moves on a keyword you care about.



Opportunity flagging

Surfaces missing business info, inconsistent NAP details, thin pages, and local SEO gaps for a human to assess.



Data organisation

Reports, exports, and dashboards assembled automatically so specialists spend their hours reviewing, not compiling.



First-draft prep

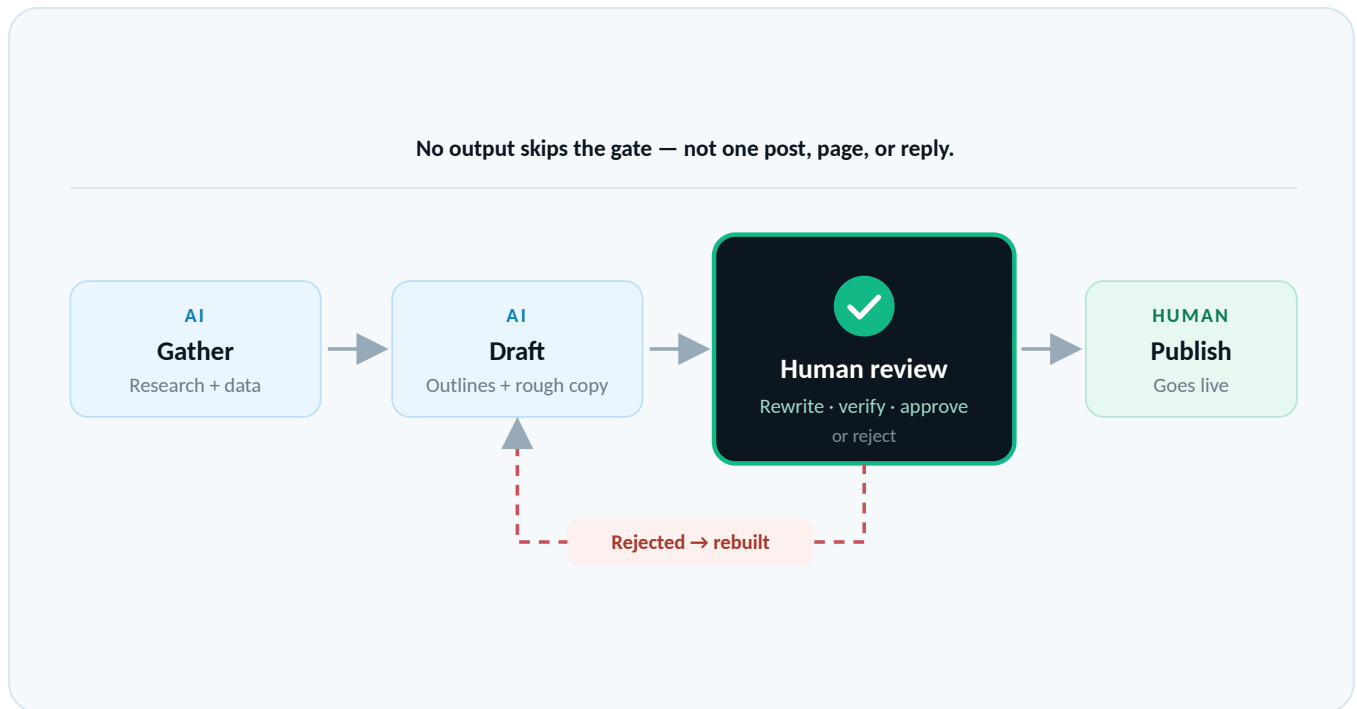
Outlines and rough drafts prepared for our writers — who then rewrite, fact-check, and rebuild them in your voice.

What AI is never allowed to do here

Post to your Google Business Profile. Publish to your website. Reply to a customer review. Push a citation. Approve a strategy. Send an ad live. Every one of those is a human action with a human name attached to it.

Nothing reaches your business **without a human gate**

This is the diagram that matters most. Every piece of work we produce passes through the same checkpoint before it touches anything you own.



Four things a named person signs off on



Every recommendation

Reviewed against your goals before it reaches your inbox.



Every page

Read line by line, fact-checked, rewritten in your voice.



Every optimization

Approved by a specialist before it touches your profile.



Every strategy

Built by someone who understands local search, not a template.

Five steps, and who does what

Every engagement runs on the same loop. The tags show exactly where machines help and where people are accountable.

1

Audit

AI + HUMAN

We pull everything: your website, Google Business Profile, local rankings, citation spread, review profile, and your closest competitors. AI collects it in hours instead of days. A specialist reads the output and separates noise from opportunity.

2

Strategy

HUMAN ONLY

A specialist decides what to fix first based on impact, not on a checklist. No templates, no one-size-fits-all plan. You get the reasoning, not just the task list.

3

Optimization

HUMAN ONLY

Google Business Profile, on-site content, local signals, citations, and internal structure — implemented by people. Machines may have prepared the research; a human makes every live change.

4

Monitor

AI-LED

Rankings, reviews, competitor movement, and search trends are watched continuously. This is the job machines do better than any human team — it never sleeps and never gets bored.

5

Improve

HUMAN ONLY

Monthly, we review what moved and what didn't, and decide the next round of work. Local search is never "finished" — the loop restarts at Step 2, informed by real results.

Notice the pattern: AI is heaviest at Steps 1 and 4 — the data steps. Steps 2, 3 and 5 — the steps where your money is actually won or lost — are entirely human.

Where we sit against the alternatives

An honest side-by-side. We're not the cheapest option on the market and we don't try to be — we're the one where you stop paying for hours that don't change your ranking.

	TRADITIONAL AGENCY	CHEAP AUTOMATED SERVICE	GEOLYFT
Research & data pulling	Manual, billed to you	Automated	Automated
Strategy decisions	Human	Template or none	Human specialist
Content writing	Human, slow	Published unread	AI-drafted, human-rewritten
Who publishes	Human	Software	Human, always
Turnaround speed	Slow	Instant	Fast
Accountability	Named account manager	Support ticket	Named specialist
What you're paying for	Headcount and hours	Volume	Decisions and results
Risk to your profile	Low	High	Low

The pricing logic, stated plainly

A traditional agency's invoice is mostly time. Time spent scanning search results, building reports, and compiling spreadsheets — administrative work, priced like expertise.

We removed that layer. Our specialists' hours go into strategy, GBP optimization, content quality, and performance analysis. Same expertise, far fewer wasted hours in the bill. That's not a discount — it's a different cost structure.

The questions owners actually ask

If you're weighing us against another agency, these are the four things worth pushing us on.

Ask the other agency the same questions.

"Will Google penalise my site for AI-assisted content?"

Google's published position is that it rewards helpful, original content and judges it on quality — not on whether a tool was involved in producing it. What gets penalised is low-value, mass-produced content made purely to game rankings. That's precisely the output our review gate exists to catch. Every page we publish is rewritten and fact-checked by a person before it goes live.

"Is a machine going to reply to my customer reviews?"

No. Review responses are public statements from your business to a real customer, often an unhappy one. That's a human job every time. AI may sort and group reviews so we spot patterns faster — it never writes the reply that appears under your name.

"How do I know a human actually reviewed it?"

You have a named specialist on your account, and every deliverable comes with the reasoning behind it — what we changed, why we chose it over the alternative, and what we expect it to affect. Automated output can't explain itself. Ask us why we did something; you'll get a real answer.

"If AI does so much, why not just do it myself?"

You can run the tools. The tools will hand you a few hundred data points and no priorities. The value isn't in generating the list — it's in knowing which three items on it matter for a business like yours in your city this quarter, and ignoring the rest. That's the part we're paid for.

OUR COMMITMENT

Tools change every year. Our position doesn't. We'll use whatever technology does a job better — and a person will remain accountable for every decision made on your account.

NEXT STEP

Let's look at your **local search presence** together.

Book a free strategy call. We'll go through your Google Business Profile, your local rankings, and your nearest competitors — and tell you plainly where the opportunity is.

- A live review of your Google Business Profile
- Where you currently rank against nearby competitors
- The specific gaps costing you calls right now
- No obligation, and no automated pitch deck

[Schedule your free strategy call](#)

GeoLyft

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