

STUDIO FOR LOCAL SERVICES · FROM \$100/MONTH

## Beautiful sites for the businesses people actually use.

You run a local business. The site you have is fine. It's also been the same since 2018 and your customers Google your name and land on something that doesn't represent the business they walked into. That's the gap Studio One closes.

**Start scoping — \$100/month** (</contact?tier=studio-one&segment=local>)

**Browse local-friendly domains** (</portfolio>)

Want the institutional view instead? [Pillar Studio → \(/studio\)](/studio)

## Why this segment picks Pillar.

### Customers Google you. Then they walk in.

The site is the bridge between 'heard about you' and 'walked in.' Beautiful matters — it's the first impression most of your customers form.

### Updates on your phone.

You send a photo or a note; we ship the update. No CMS to learn. No agency revision cycles. The website operates the way the business operates.

## Local SEO baked in.

Schema markup for LocalBusiness, opening hours, address, reviews, service area. Google Business Profile syncs cleanly.

## Multilingual if your market

is.

Spanish + English Studio sites for businesses serving US Hispanic markets. Same site, second language layer, indexed in both.

Market Context

## 01 — Local demand is digital-first, mobile-first, and now AI-first.

Local services is a \$1.3T+ global market where customers no longer ask for recommendations - they search "near me" on a phone, or they ask an AI. The businesses that win are the ones whose web presence is built for both.

**\$1.3T+**

Global local services market

IBISWORLD

**+500%**

Growth in Google "near me" searches over the past 5 years

GOOGLE

**76%**

Of mobile local searches result in an in-store visit within 24 hours

GOOGLE

**64%**

Of local SMBs have a website (36% still operate without one)

CLUTCH 2024

**-40%**

Google Maps visibility for local SMBs without a website

BRIGHTLOCAL 2024

**80%+**

YoY growth in AI local-intent search on ChatGPT and Perplexity

AI LABS ESTIMATES

Over 30M local services businesses operate in the US alone, yet only 64% have a website (Clutch 2024). The other third is effectively invisible: BrightLocal found that local SMBs without a website lose up to 40% of their Google Maps visibility, because Google's local algorithm relies on the three-leg stool of Google Business Profile, a verified domain, and local schema. Without all three, you don't rank - and 76% of mobile local searches that do convert turn into an in-store visit within 24 hours.

The shift is accelerating. "Near me" searches are up 500% over the past five years, the local SEO market has crossed \$15B (Forrester), and AI local-intent queries on ChatGPT and Perplexity are growing 80%+ YoY. The bar for a local website is no longer "have one" - it's mobile-first, schema-rich, GBP-integrated, and legible to both Google and LLMs. Most local businesses don't have the budget or the team to build that.

[Pillar Studio for Local Services \(/studio/local/\)](/studio/local/) is the website local businesses actually need, at the price they can actually pay: \$100/mo for a local-SEO-optimized .com domain, mobile-first design, GBP integration, local schema baked in, and a real creative team behind it. See the work in our [portfolio \(/portfolio/\)](/portfolio/), or pair it with [Pillar Authority \(/authority/\)](/authority/) to dominate the AI-search era as well as the map pack.

## Questions for for local services.

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### Can Studio One handle online ordering / appointment booking?

Studio integrates with the booking tool you already use (Calendly, Acuity, Square, OpenTable, etc.). The booking flow stays in the specialist tool; Studio handles the discovery + brand layer.

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### **Do I need a separate domain or can I use my existing one?**

Either works. Most local businesses keep their existing domain (which has years of local SEO authority) and point it at the new Studio site. If you don't have a domain yet, browse the library.

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### **What about Google reviews and ratings?**

Schema markup surfaces your reviews where you choose to display them. Studio doesn't replace Google Business Profile or Yelp; it complements them with your own owned-and-operated site.

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