

Why Some Local Businesses Survive Online. And Most Just **Disappear.**

What actually decides whether your next customer calls you or your competitor, and what you can do about it before it costs you another job.

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THE REAL PROBLEM

It's Not Your Work. It's Whether Anyone Can Find It.

You didn't get into this business to think about Google. You got into it because you're good at the work. But right now, someone with a real job and real money is searching for exactly what you do, and finding somebody else first.

That business isn't better at the work. They just show up first. Most people never scroll past the first few results, so if you're not there, you don't exist to them, no matter how good the job turns out once they finally call.

76%

of people who do a local search on their phone visit a business within 24 hours.

GOOGLE CONSUMER INSIGHTS

75%

of consumers judge a company's credibility based on its website design alone.

STANFORD WEB CREDIBILITY RESEARCH

Most agencies won't tell you this part straight: it isn't random and it isn't luck. A handful of specific, fixable things decide it, and most of them take less time to fix than you'd guess.

"If your last agency never explained why something worked, that wasn't an accident. Confusion keeps you paying without asking questions."

Three Things Are Doing All the Work

1

Your Google Business Profile

This is what shows up in the map pack before anyone even reaches your website. A huge share of local businesses have one sitting unclaimed, half filled out, or quietly out of date.

2

What your website says before anyone reads a word

Most visitors decide whether to trust a business by how the site looks and loads, before they read a single sentence of copy. A dated or slow site quietly costs you the benefit of the doubt.

3

Whether Google can tell what you actually do

Vague, generic pages don't rank. Pages built specifically around your service and your service area do. This is the part most template websites skip entirely.

That's why I built Korva Digital: to fix these three things for you, and to tell you exactly what I did and why, every step of the way.

Numbers From Real Clients

- **1,800 impressions, 169 clicks** within 3 months for a nonprofit that had zero web presence before.
- **19.1% click-through rate** for a solo event painter, nearly 1 in 5 people who saw her listing clicked through.
- **Consistently page one** in local search for a solo aesthetician competing against established salons.

HOW IT ACTUALLY WORKS

Three Steps. No Long Contract to Find Out If It Works.

01

Free Audit

I review your website, rankings, and competitors before we ever talk. No sales pitch. Just findings.

02

Strategy Call

I walk you through it myself: what I'd prioritize, why, and you decide if it's the right fit.

03

Start Growing

I run the plan myself. Plain-English updates, direct access, no ticket system.

WHO THIS IS FOR

- ✓ You're a local service business: plumbing, HVAC, electrical, contracting, or similar trades.
- ✓ You're good at the work, and tired of losing jobs to businesses that aren't.
- ✓ You want to know what's actually happening with your marketing, not just get a bill every month.
- ✓ You don't want to sign a long contract just to find out if this works.

I read every message myself. If any of this sounds like you, reply and tell me what's going on with your business. No pitch, no pressure, just a straight answer. And if we end up working together, that's how it stays. You'll always know exactly what's happening and why.

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P.S. Most of what's costing you customers right now can be fixed in one conversation. That conversation is free. It's also the last time you'll have to guess what I'm doing and why.