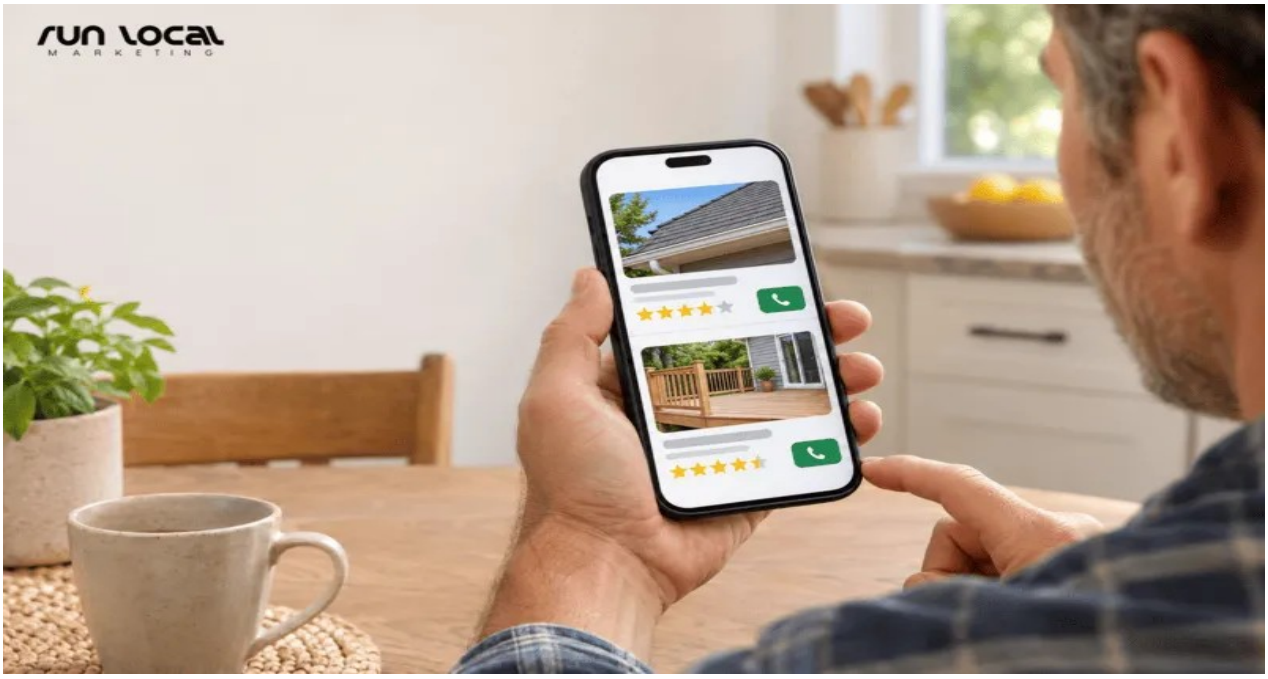

RunLocal Marketing Explains How Google Business Profiles Shape Local Customer Decisions

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LONGMONT, CO - November 23, 2026 -
A homeowner with a leaking roof opens Google Maps, types in a search, and finds two nearby contractors side by side. Before making a single call, that homeowner begins comparing the two listings, scanning hours, photos, reviews, and service details to decide which business earns the first phone call. RunLocal Marketing, a Longmont, Colorado digital marketing agency, is drawing attention to this everyday moment to help small business owners understand what customers evaluate long before they ever reach a company website.

The comparison often happens in seconds. Customers look first at practical information that answers immediate questions. Accurate hours tell them whether a business is open and reachable. Service details help them judge whether the company handles the specific type of work they need. A profile that clearly lists what a business offers allows a customer to rule it in or out without additional effort.

Recent photos play a similar role. Images of completed work, a storefront, or a team give customers a sense of what to expect and help a business feel established and current. Reviews add another layer, and owner

responses to those reviews often matter as much as the ratings themselves. When a business owner replies to feedback, customers gain insight into how that company communicates and handles concerns.

These elements work together in a predictable way. A homeowner weighing two contractors might first confirm that a company serves their town, then check whether it handles their type of project, such as a bathroom remodel or a roof repair. Next they may scroll through recent photos of similar jobs and read how the owner responded to a past review. By the time they consider calling, much of their decision has already been shaped by the profile itself.

What happens next depends on how easily a customer can act. A working phone number lets them call without searching further. A website link that leads to relevant service information allows them to confirm details and move forward with confidence. When those paths are clear, a customer is more likely to take the next step with the business they have been evaluating.

"Most customers have already formed an opinion before they pick up the phone," said Valerie Robinson, a spokesperson for RunLocal Marketing. "They are comparing two listings and asking simple questions. Does this company serve my area. Does it do the kind of work I need. The profile answers those questions, and the business that answers them clearly tends to get the call."

Run Local Marketing encourages small business owners to review their own profiles the way a customer would, checking for accurate details, current photos, and thoughtful responses to reviews. The agency notes that these observable factors influence customer choices regardless of search ranking, and it offers guidance to local businesses working to manage their online presence.

RunLocal Marketing is a Longmont, Colorado-based digital marketing agency with 15 years of experience. The company provides website design and development, small business marketing, organic SEO, professional website hosting, and related services. It serves clients across the United States with a focus on Colorado communities throughout Boulder, Weld, and Larimer counties.

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RunLocal Marketing

RunLocal Marketing helps local businesses grow through strategic SEO, web design, content, and digital marketing.

Based in Longmont, CO, the agency delivers tailored solutions that boost visibility, generate leads, and support sustainable growth.

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