NSYGHT Rebuilds Website, Releases Free 40-Point Local SEO Checklist

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NSYGHT, an Austin-based local SEO and AI search agency, releases a publicly available 40-point local SEO checklist alongside a rebuilt website covering SEO, GEO, AEO, and AIO for local service businesses. Founded by Don Phelps, Nsyght has completed a full rebuild of its website at nsyght.com, introducing an expanded content library, a publicly available interactive local SEO checklist, and a side-by-side comparison of the four disciplines that define modern search visibility: SEO, GEO, AEO, and AIO.

The rebuilt site represents a significant expansion from the agency's previous web presence. The new architecture encompasses 33 pages organized across core, service, industry, stack, and blog sections, with content designed to serve both prospective clients and the broader local search community. The site incorporates structured data across all pages to support visibility in AI-generated answers from platforms including Google AI Overviews, ChatGPT, Perplexity, and Gemini.

A centerpiece of the new site is a publicly available interactive free 40-point local SEO checklist. The checklist covers 40 actionable items across eight categories: Google Business Profile, reviews, website fundamentals, citations and directories, content, links and authority, AI search visibility, and tracking and

measurement. Each item includes an explanation of why it matters and what correct implementation looks like. Items are interactive. Visitors can mark off completed tasks with progress bars tracking completion per section. The resource is available without a login or email submission requirement.

The checklist includes a dedicated section on AI search visibility, addressing how local businesses can evaluate their presence in ChatGPT, Google AI Overviews, and other AI-generated answer platforms, a channel the agency notes most local service businesses have not yet assessed.

The site introduces what NSYGHT calls the NSYGHT Stack, a four-discipline framework organizing the agency's services around SEO, GEO (Generative Engine Optimization), AEO (Answer Engine Optimization), and AIO (AI Optimization). Each discipline has a dedicated page explaining its purpose, how it functions, and what signals it depends on. The Stack page includes a side-by-side comparison table covering seven factors across all four disciplines: primary target, main platforms, key signals, content format, time to results, local business impact, and foundation required. The comparison is intended to address what the agency describes as widespread confusion in the market over how these terms differ and which discipline a local business should prioritize.

"Most local businesses hear terms like GEO and AIO and assume they need to chase the newest thing," said Phelps. "The honest answer is that 90 percent of the opportunity for most local service businesses still sits in GBP optimization, reviews, and foundational SEO. The comparison exists to help business owners understand the sequence, not to sell them on complexity they do not need yet."

The site includes dedicated pages for eight industry verticals: roofing, dumpster rental, party rental, law firms, dental, home services, and real estate investors. Each industry page addresses the specific search dynamics, competitive environment, and ranking factors relevant to that category.

The Resources section contains six long-form articles. Three are cornerstone guides covering local SEO fundamentals, Google Business Profile management, and AI search behavior for local businesses. Three additional articles target specific niche and market combinations, including local SEO for roofing companies in Houston, dumpster rental operators in Atlanta, and party rental businesses in Austin, each anchored by documented client results from those markets.

The Houston roofing article references a case in which a roofing contractor doubled inbound calls within 90 days of focused Google Business Profile work. The Atlanta article covers a dumpster rental operator whose AI search visibility increased from eight percent to 34 percent of relevant queries. The Austin article documents a 40 percent revenue increase in Q1 2026 for a party rental company operating in a competitive local market.

The site is built on a static HTML architecture deployed through Netlify with continuous integration from GitHub. All 33 pages include structured data markup, with Article, FAQPage, LocalBusiness, Person, Organization, BreadcrumbList, Service, and HowTo schema types implemented across the site. A 32-URL sitemap has been submitted to Google Search Console and Bing Webmaster Tools. The site is verified in both platforms with GA4 analytics and live chat support integrated.

An independent performance test conducted through GTmetrix in April 2026 recorded an A grade for nsyght.com, with a 99 percent performance score, 98 percent structure score, 695-millisecond largest contentful paint, zero milliseconds total blocking time, and 0.02 cumulative layout shift. The test was conducted using Chrome 142 and Lighthouse 12.6.1 from Seattle, Washington. NSYGHT states the site was built to the same technical standard the agency applies to client website projects.

For additional context on the rebuild, the free checklist, and the NSYGHT Stack, see the full story on the NSYGHT blog.

NSYGHT is an Austin, Texas-based local SEO and AI search agency founded by Don Phelps. The agency specializes in search engine optimization, Google Business Profile management, generative engine optimization, and paid digital advertising for local service businesses. Don Phelps brings more than 20 years of search engine optimization experience and is the host of Local SEO Unlocked, now in its second season with 19 episodes. NSYGHT has served more than 500 clients across multiple industries and markets. More information is available at nsyght.com.

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NSYGHT

NSYGHT is a digital marketing agency specializing in AI-powered SEO solutions that drive measurable growth. Blending advanced technology with proven strategy, NSYGHT helps businesses improve search visibility, increase traffic, and scale with confidence.

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