

Set Your Service Area Correctly

Tell people — and machines — exactly where you work.

TIME	COST	DIFFICULTY	AUDIT SIGNAL
20 minutes	Free	Easy	service_area_defined

WHAT WE MEASURED

We checked whether your service area is clearly defined on your listing and on your website.

WHY IT MATTERS

If a customer or an AI assistant can't tell whether you cover their town, you don't get the call. And if your service area is defined wrongly — or your home address is showing when customers never visit you — you have both a visibility problem and a privacy problem.

Worth knowing: **listing 20 far-flung cities does not make you rank in them.** Distance from the searcher is an independent ranking factor Google can't be talked out of. Listing areas you don't really serve wastes slots and produces calls you have to turn down.

FIX IT YOURSELF

1 Decide whether you're a service-area business

- **Customers come to you** (shop, salon, restaurant, office) → keep your address visible.
- **You go to customers** (plumbing, roofing, mobile services) → this is a service-area business. **Remove the street address entirely.**
- **Both** → keep the address *and* add a service area.

2 Set it on Google Business Profile

Open your profile → **Edit profile** → **Location** → **Service area**.

Rules as of 2026:

- Enter areas by **city, postal code, region, or country**.
- **Radius-based service areas are no longer supported.** If you have a legacy radius, you can't edit it — replace it with named areas.
- **Maximum 20 service areas.**
- Your total area should not exceed roughly **2 hours' driving time** from your base.
- Changes take **up to 48 hours** to appear.

If you have no storefront: clear the street address field completely. Google still holds your address privately for distance calculations — removing it does not un-anchor you from your local market.

3 Build a service-area page on your website

Create a page at `/service-area` that lists, **as plain text**:

- Every city or town you serve
- Every ZIP code you cover
- Any areas you explicitly don't cover, if that saves you calls

Write it in sentences, not just a list: *"Acme Plumbing serves Springfield, Dayton, Xenia, and Beavercreek, covering ZIP codes 45301 through 45459."* Complete sentences survive extraction by AI assistants; bare lists don't.

4 Mirror it in your structured data

Add an `areaServed` block to your JSON-LD so machines get the same answer:

```
"areaServed": [
  { "@type": "City", "name": "Springfield" },
  { "@type": "City", "name": "Dayton" },
  { "@type": "City", "name": "Xenia" }
]
```

See the *Add Structured Data* guide.

5 Say it on your homepage too

One line, near the top, in text: *"Serving Springfield, Dayton and Xenia — Mon–Fri 8am–5pm."* This is read by both humans and machines and it takes thirty seconds.

CHECK YOUR WORK

- ☐ Your GBP service area lists the towns you actually serve.
- ☐ Your street address is hidden if customers never visit you.
- ☐ You have a /service-area page listing cities and ZIPs in text.
- ☐ Your homepage states your service area near the top.
- ☐ Your structured data includes areaServed.

COMMON MISTAKES

- **A home address left visible.** This is both a guideline violation and a personal safety issue.
- **Listing every city within two hours.** It doesn't work and it generates junk calls.
- **Age-restricted businesses** (alcohol, cannabis, firearms) must have a storefront and cannot be service-area-only.

This fix is free. You can earn and keep any Agenarys Seal tier — including Platinum — without paying Agenarys anything beyond the audit itself. If you would rather have help doing it, we sell that. We never sell passage.

SOURCES & FURTHER READING

Google — Service areas: support.google.com/business/answer/9157481