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SEO After Switching to Kilo: Overview

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Note

When we say SEO in this article, we are specifically referring to **local SEO**.

Local SEO focuses on helping your business appear in search results when people in your area are looking for services you offer. This includes visibility on Google Maps, your Google Business Profile, and location-based searches like "gym near me" or "personal training in [city name]." It is different from general SEO, which targets broader, often national or global visibility.

Switching your website to Kilo, whether you are coming from another provider, redesigning an existing Kilo site, or moving from your own custom website, is an important step.

Many of our clients have spent time building their **local SEO** presence or have worked with outside professionals to improve how they appear in location-based searches. We prepared a set of articles that explain what typically happens when your website is transferred to Kilo, and what steps we take to help protect your **local SEO visibility** during the process.

While local SEO results are influenced by many factors, including your Google Business Profile, citations, page content, and business information consistency, we follow best practices during every transition to support both short-term stability and long-term growth.

Tip: If you are changing domain names (for example, from mygym.com to trainbetter.com), the local SEO impact may be greater than if your domain stays the same. We will guide you through that process to help minimize disruptions.

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