> Good news: you do not need a giant ad budget to compete. In most cases, you need the basics done better than the next business.

MarshallToday is being built around a simple idea: make local businesses easier to discover, trust, and contact.

Four themes behind the biggest wins

- ? Get found in search, maps, directories, and AI-assisted discovery
- ? Convert attention into inquiries
- ? Build trust faster with reviews and proof
- ? Follow up better with lightweight automation

> Want help applying this to your business? Get started at marshalltoday.com/get-started

Research direction used in this guide includes Google Search Central?s SEO Starter Guide, Google?s public overview of generative AI in Search, and MarshallToday?s current growth-offer positioning.