



THE LOCAL BUSINESS OWNER'S PLAYBOOK

THE COMPLETE LOCAL BUSINESS VISIBILITY BLUEPRINT

A Step-by-Step Guide To Increasing Visibility,
Generating More Leads,
And Converting More Searches Into Customers



1

SEARCH

Potential customers
search for your
product or service
on Google



2

YOUR PROFILE APPEARS

An optimized profile
gets you found in
Google Search
and Maps



3

THEY TAKE ACTION

They call, message,
visit your website,
or request
more information



4

YOU GET CUSTOMERS

More visibility leads
to more leads and
more paying
customers



EVERY STEP
YOU NEED
TO **OUTRANK**
THE COMPETITION
AND **WIN MORE**
LOCAL CUSTOMERS.

INCLUDES:

- ✓ Profile Optimization Checklist
- ✓ Review Generation Framework
- ✓ Google Posts Strategy
- ✓ Photo Optimization Framework
- ✓ Competitor Analysis Worksheet
- ✓ Lead Conversion Framework
- ✓ Local Authority Checklist
- ✓ 90-Day Growth Plan



PREPARED BY
GMB LEAD MASTERY



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GOOGLE BUSINESS PROFILE SETUP & OPTIMIZATION



Build a profile that Google **understands** and customers **trust**.



THE OPTIMIZATION PROCESS

1



COMPLETE YOUR CORE INFORMATION

Name, address, phone, website, hours & service areas.

2



CHOOSE THE RIGHT CATEGORIES

Select the most accurate primary category and add secondary categories.

3



ADD ALL YOUR SERVICES

List every service you offer to help Google understand your business.

4



UPLOAD QUALITY PHOTOS

Add logo, cover, interior, team, service, product & before/after photos.

5



ENABLE CUSTOMER ACTIONS

Turn on call, website, messaging & appointment links.

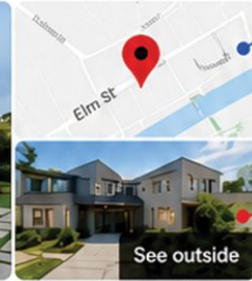
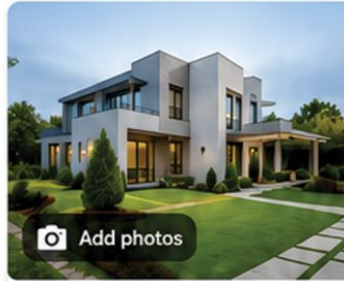
6



INCREASE VISIBILITY & GET MORE LEADS

A complete profile ranks higher and converts more searches.

AN OPTIMIZED PROFILE LOOKS LIKE THIS



CATEGORY

Helps Google understand what you do.

REVIEWS

Builds trust & improves rankings.

PHOTOS

Showcases your business & builds confidence.

SERVICES

Tells Google & customers what you offer.

ACTIONS

Makes it easy for customers to call, message or book.

Premium Home Services

5.0 ★★★★★ (128) ⓘ

Home Services



Website



Directions



Call



Message



Book

✓ Open · Closes 6 PM ▾



123 Main Street, Anytown, ST 12345



(555) 123-4567



www.premiumhomeservices.com

Services: Roof Repair, Roof Replacement, Gutter Cleaning, Siding Installation, Window Replacement, & more

[View all services](#)

OPTIMIZATION CHECKLIST

- ✓ Business Name is accurate
- ✓ Address is complete (or Service Areas set)
- ✓ Phone Number is correct
- ✓ Website is linked
- ✓ Hours are updated
- ✓ Primary Category is correct
- ✓ Secondary Categories added
- ✓ Business Description completed
- ✓ Services are listed
- ✓ High-quality photos uploaded
- ✓ Messaging is enabled
- ✓ Appointment link added



QUICK WIN

If your profile is missing photos, services, or a business description, fix those first.

These 3 items have the biggest impact on visibility and trust!

THE OPTIMIZATION FORMULA



COMPLETE
INFORMATION

+



CORRECT
CATEGORIES

+



QUALITY
PHOTOS

+



CUSTOMER
ACTIONS

=



MORE VISIBILITY
& MORE LEADS



ACTION STEP

Before moving to the next section, complete every item in the checklist above.

A complete profile gives Google more confidence in your business and gives potential customers more reasons to contact you.



GOOGLE BUSINESS PROFILE SETUP & OPTIMIZATION

THE OBJECTIVE

Create a complete profile that Google understands and customers trust.

STEP 1

COMPLETE YOUR CORE INFORMATION

- Business Name
- Address (if applicable)
- Phone Number
- Website
- Hours
- Service Areas

Result: Customers can find accurate information. 

STEP 2

CHOOSE THE CORRECT CATEGORY

Primary Category ↓
Secondary Categories ↓
Additional Services

Result: Google understands what your business does. 



STEP 3

COMPLETE YOUR PROFILE

Business Description ↓
Services ↓
Products (if applicable) ↓
Attributes

Result: More relevance in search.  [go to steps 4 + 5]

STEP 4

ADD VISUAL CONTENT

Logo ↓
Cover Image ↓
Service Photos ↓
Team Photos ↓
Recent Photos

Result: More trust and engagement. 

STEP 5

ENABLE CUSTOMER ACTIONS

Call ↓
Website ↓
Appointment Booking ↓
Messaging

Result: More leads.



PROFILE OPTIMIZATION FORMULA

Complete Information

Correct Categories

Quality Photos

Customer Actions Enabled

= Higher Visibility & More Leads

QUICK WIN

If your profile is missing any of the following, fix them today:

☐ Business Description

☐ Services

☐ Photos

☐ Messaging

☐ Appointment Link

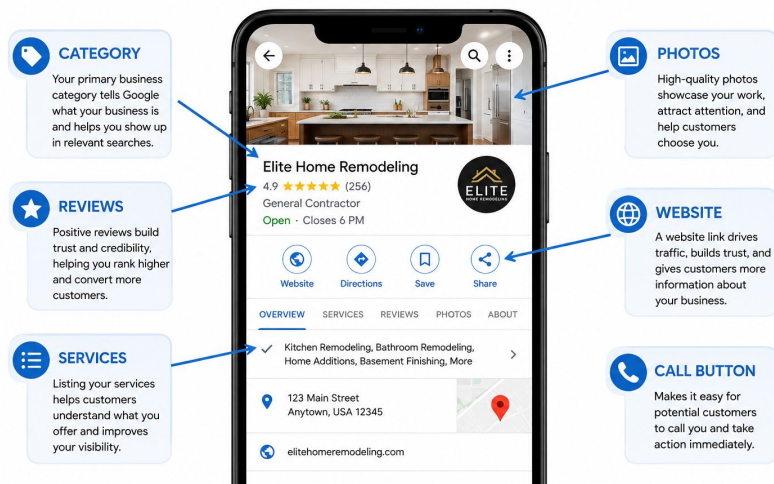
☐ Updated Hours

Those improvements alone can significantly improve profile performance.

That's a **blueprint page**.

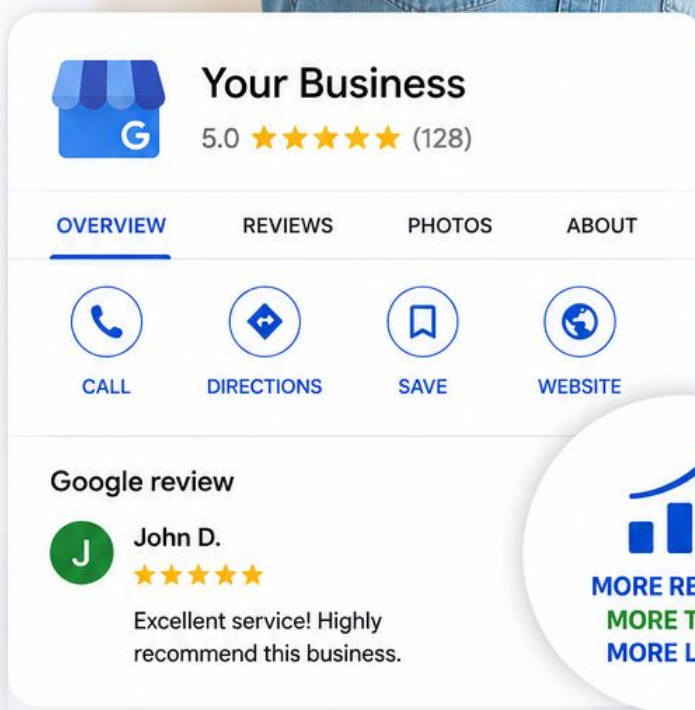
The reader can glance at it for 30 seconds and understand the process.

ANATOMY OF A HIGH-CONVERTING GOOGLE BUSINESS PROFILE



REVIEW GENERATION SYSTEM

Turn happy customers into **5-star reviews** that build trust, increase visibility, and generate **more leads**.



1. HAPPY CUSTOMER

Provide an amazing experience.



2. ASK FOR REVIEW

Make it easy with a direct review link.



3. CUSTOMER LEAVES REVIEW

Happy customers leave 5-star reviews.



4. RESPOND TO REVIEW

Show appreciation and build relationships.



5. BUILD TRUST & GROW

More reviews = more visibility & more leads.



SYSTEM + CONSISTENCY = RESULTS

A simple system done consistently will always outperform luck.

- ✓ Ask every satisfied customer
- ✓ Make it easy to leave a review
- ✓ Respond to every review
- ✓ Watch your business grow





REVIEW GENERATION SYSTEM

OBJECTIVE

Turn satisfied customers into public reviews that build trust, improve visibility, and increase customer actions.

THE REVIEW GENERATION PROCESS

COMPLETE SERVICE

- ↓ CONFIRM CUSTOMER IS HAPPY
- ↓ ASK FOR REVIEW
- ↓ CUSTOMER LEAVES REVIEW
- ↓ RESPOND TO REVIEW
- ↓ BUILD TRUST & VISIBILITY

THE 3-STEP REVIEW SYSTEM

STEP 1

ASK EVERY SATISFIED CUSTOMER

Most businesses ask occasionally.

Successful businesses ask consistently.

The easiest review to get is immediately after a positive customer experience.

Action:

Create a habit of asking every happy customer. Train your staff to do the same



STEP 2

MAKE IT EASY

Never tell customers:

"Find us on Google and leave a review."

Instead:

Provide a direct review link.

Use:



Text Message



Email



QR Code

The fewer clicks required, the more reviews you'll receive.

STEP 3

RESPOND TO EVERY REVIEW

Google wants to see active business engagement.

Respond to:



Positive Reviews



Neutral Reviews



Negative Reviews

Every response demonstrates professionalism.



REVIEW REQUEST TEMPLATE

Text Message

Thank you for choosing us. We appreciate your business. If you were happy with your experience, would you mind taking 60 seconds to leave us a review? Your feedback helps other customers find us.

REVIEW RESPONSE TEMPLATE

Positive Review

Thank you for your review. We appreciate the opportunity to serve you and look forward to helping you again in the future.

Negative Review

Thank you for your feedback. We take every customer experience seriously and would appreciate the opportunity to discuss your concerns directly.



REVIEW GOALS

NEW BUSINESS

★ 25 Reviews

Build credibility.

GROWING BUSINESS

★★ 50 Reviews

Strengthen trust.

ESTABLISHED BUSINESS

★★★ 100+ Reviews

Increase authority.

COMMON REVIEW MISTAKES

- ✗ Only asking occasionally
- ✗ Making customers search for your profile
- ✗ Ignoring reviews
- ✗ Arguing with negative reviews
- ✗ Using fake reviews

QUICK WIN

Most businesses already have happy customers.

The problem isn't customer satisfaction.

The problem is they never ask.

Start asking every satisfied customer immediately.



Keep Your Profile **Active**, **Relevant**, and **Visible**.



THE POWER OF CONSISTENT POSTS



WEEKLY POSTS

Publish consistently to stay top of mind.



PROFILE ACTIVITY

An active profile shows Google and customers you're open and engaged.



MORE ENGAGEMENT

Posts give customers more reasons to interact with your business.



MORE VISIBILITY

Active profiles rank higher and attract more local customers.

EXAMPLES OF GOOGLE POSTS

Your Business
5.0 ★★★★★ (128)

OVERVIEW SERVICES REVIEWS **POSTS** PHOTOS ABOUT

Customer Success Story

Thank you for trusting us! We appreciate our amazing customers.

[Learn more](#) 1 day ago

Special Offer

Enjoy 10% off our services this week. Limited time only!

[Learn more](#) 3 days ago

Frequently Asked Question

Have a question? We've got you covered. Check out this week's FAQ.

[Learn more](#) 5 days ago

Seasonal Update

Spring is here! We're ready to help with your upcoming projects.

[Learn more](#) 1 week ago

WHY POST REGULARLY?



STAY VISIBLE

Keep your business at the top of your profile.



BUILD TRUST

Share valuable content that builds confidence.



DRIVE ACTION

Posts can link directly to your website or offers.



OUTPERFORM COMPETITORS

Most businesses don't post. You can stand out.

MONTHLY POST PLAN EXAMPLE

WEEK 1 → **CUSTOMER SUCCESS STORY**
Share a testimonial or highlight a happy customer.

WEEK 2 → **EDUCATIONAL POST**
Share tips, how-to info, or answer a common question.

WEEK 3 → **SPECIAL OFFER**
Promote a deal, discount, or limited-time offer.

WEEK 4 → **SEASONAL OR FAQ POST**
Share seasonal updates or answer frequently asked questions.

QUICK WIN



Most businesses never post.

Publishing one post per week helps keep your profile active and gives customers additional reasons to engage with your business.

**POST ONCE A WEEK.
SEE THE DIFFERENCE.**

THE POSTS STRATEGY FORMULA



CONSISTENT POSTS

+



CUSTOMER ENGAGEMENT

+



PROFILE ACTIVITY

=



MORE VISIBILITY

GOOGLE POSTS STRATEGY

Why Google Posts Matter

Google wants to see active businesses.

Regular posting demonstrates that your business is operating, engaging with customers, and providing current information.

An inactive profile can lose opportunities to competitors that consistently update their content.

WHY GOOGLE POSTS MATTER



MORE VISIBILITY

Show up in Search & Maps



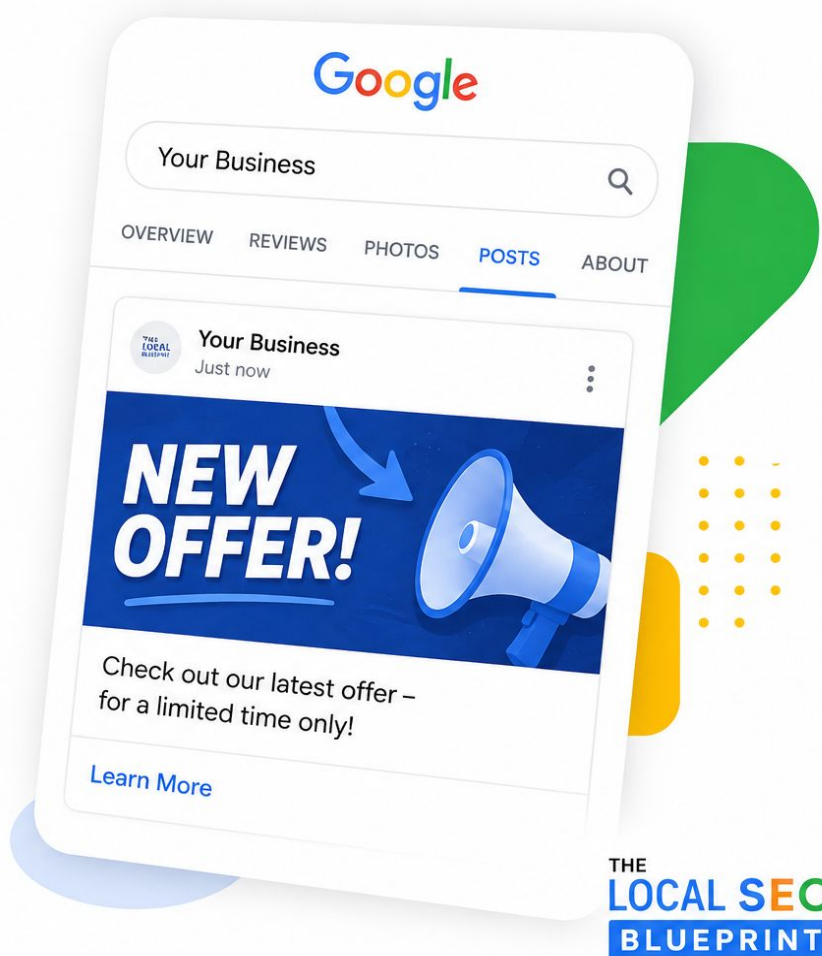
MORE CLICKS

Drive action with updates



MORE CUSTOMERS

Stay top-of-mind & get chosen





The 4-Post Rotation System

Week 1

Customer Success Story

Show a completed project, happy customer, case study, or result.

Week 2

Educational Post

Answer a common customer question.

Share a helpful tip.

Explain a process.

Week 3

Offer or Promotion

Highlight a special offer, discount, seasonal service, or featured product.

Week 4

FAQ or Company Update

Share business updates, new services, team announcements, or answer another common question.



Posting Checklist

- ☐ One post every week
- ☐ Include a photo
- ☐ Include a headline
- ☐ Include a short description
- ☐ Include a website link when appropriate

Goal

Consistency beats perfection.

One post per week for 52 weeks will outperform posting heavily for one month and then disappearing.

Anatomy of a High-Performing Google Business Profile

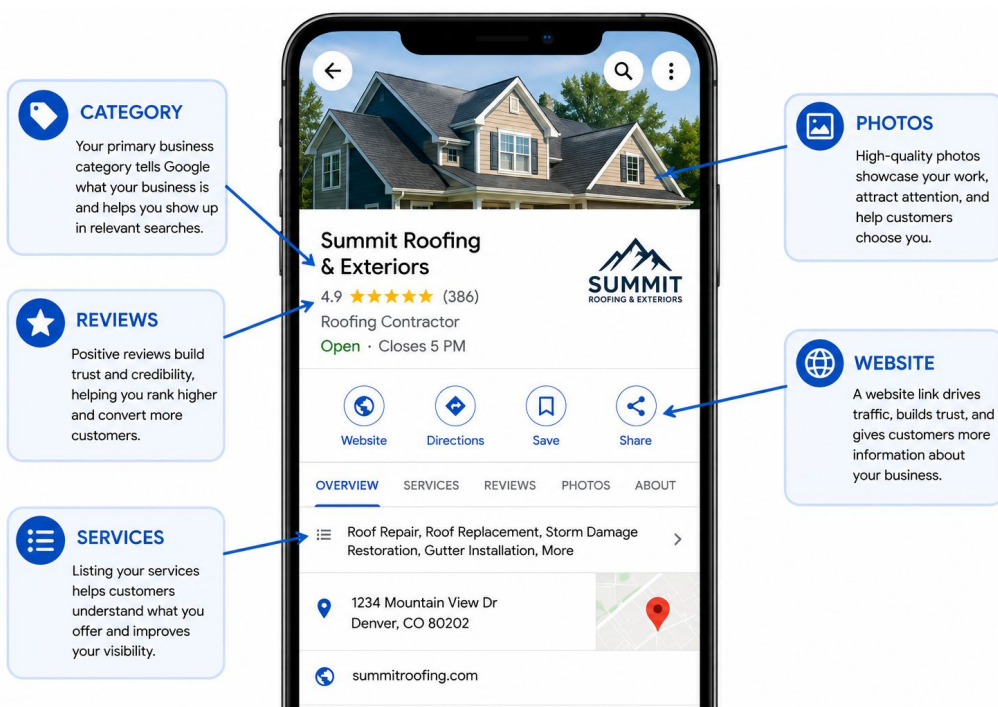
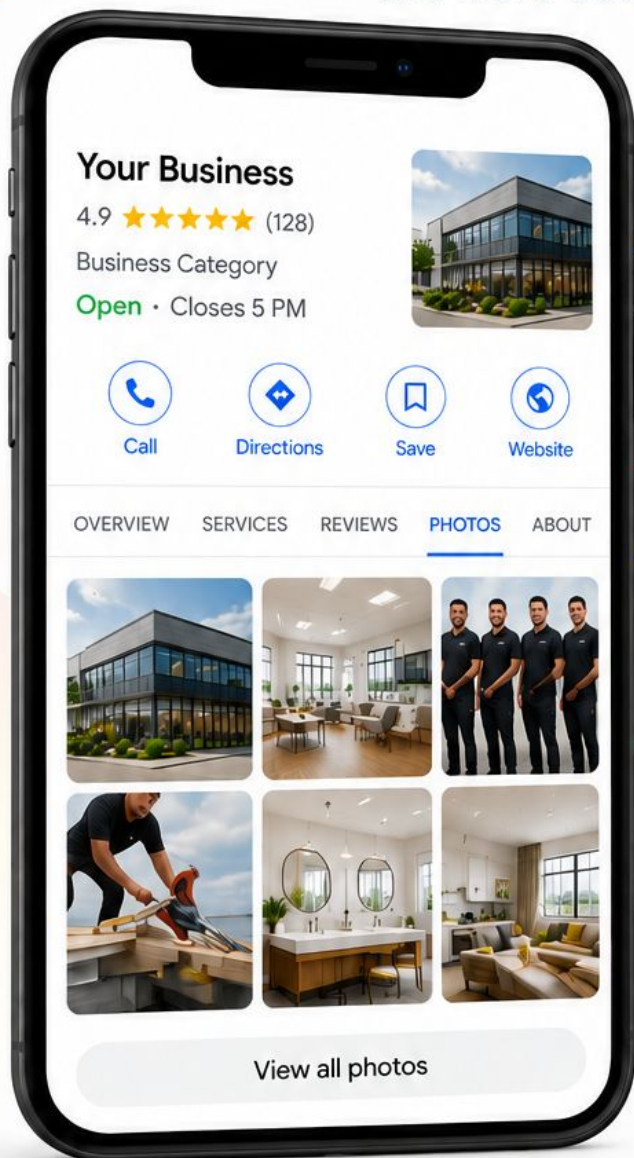


PHOTO OPTIMIZATION FRAMEWORK

How Better Photos Create More Trust
and More Customer Actions



EXTERIOR PHOTOS

Show your location
and curb appeal



INTERIOR PHOTOS

Highlight your space,
environment, and setup



TEAM PHOTOS

Build trust by showing
the people behind
your business



PRODUCT PHOTOS

Showcase the products
you offer



SERVICE PHOTOS

Highlight the services
you provide in action



BEFORE & AFTER PHOTOS

Visual proof of results
builds confidence



MORE TRUST



MORE ENGAGEMENT



MORE VISIBILITY



MORE CUSTOMERS



PHOTO OPTIMIZATION FRAMEWORK

How Better Photos Create More Trust, More Engagement, and More Customer Actions

THE PHOTO OPTIMIZATION SYSTEM

STEP 1

COMPLETE YOUR PHOTO GALLERY

Upload photos that fully represent your business.

Include:

- Logo
- Cover Photo
- Exterior Photos
- Interior Photos
- Team Photos
- Product Photos
- Service Photos

Result: Creates a complete and professional first impression.



STEP 2

SHOW CUSTOMERS WHAT TO EXPECT

Use photos that answer common customer questions before they contact you.

Show:

- Your Location
- Your Team
- Your Workspace
- Your Products
- Your Services

Result: Builds trust before the first conversation.

STEP 3

SHOW YOUR WORK

Demonstrate what your business actually delivers.

Include:

- Completed Projects
- Products
- Services In Progress
- Before & After Results
- Customer Experiences

Result: Provides proof of quality and capability.



STEP 4

ADD NEW PHOTOS REGULARLY

Keep your profile active and current.

Add:

- Recent Work
- New Products
- Team Updates
- Seasonal Content
- Business Updates

Result: Signals an active and engaged business.

STEP 5

REMOVE OUTDATED PHOTOS

Review your gallery regularly.

Remove:

- Outdated Branding
- Old Locations
- Poor Quality Images
- Irrelevant Photos
- Duplicate Photos

Result: Maintains a professional appearance.

STEP 6

COMPARE YOUR PHOTOS TO TOP COMPETITORS

Review competing profiles.

Compare:

- Number of Photos
- Photo Quality
- Variety of Photos
- Frequency of Updates
- Overall Presentation

Result: Identifies opportunities for improvement.

COMPARE YOUR PHOTOS TO COMPETITORS

✓ YOUR BUSINESS



✓ **BRIGHT, CLEAR, ENGAGING**
 Showcases your business in the best light

VS.

✗ COMPETITOR



✗ **DARK, BLURRY, UNAPPEALING**
 Doesn't showcase your business well



PHOTO OPTIMIZATION CHECKLIST

- ☐ Logo Uploaded
- ☐ Cover Photo Uploaded
- ☐ Exterior Photos Added
- ☐ Interior Photos Added
- ☐ Team Photos Added
- ☐ Product Photos Added
- ☐ Service Photos Added
- ☐ Recent Photos Added
- ☐ Outdated Photos Removed
- ☐ Competitor Comparison Completed

GOAL

Create a profile that gives customers confidence, encourages engagement, and supports more customer actions.

CUSTOMER ACTION FRAMEWORK



Turn interest into action and grow your business.



TRUST

Build confidence
in your business.



CONTACT

Make it easy
to reach you.



NEXT STEP

Guide prospects
to take action.



**MORE ACTIONS.
MORE LEADS.
MORE GROWTH.**





CUSTOMER ACTION FRAMEWORK

How To Turn Profile Views Into Calls, Website Visits, Messages, and Leads

THE CUSTOMER ACTION SYSTEM

STEP 1

MAKE IT EASY TO CONTACT YOU

Customers should never have to search for ways to reach your business.

Verify:

- Phone Number
- Website Link
- Appointment Link
- Messaging
- Business Hours

Result: Removes friction and increases customer actions.



STEP 2

CREATE A STRONG FIRST IMPRESSION

Customers often decide within seconds whether they trust a business.

Focus on:

- Professional Photos
- Positive Reviews
- Complete Business Information
- Accurate Services
- Updated Profile Content

Result: Builds confidence before the first interaction.

STEP 3

GIVE CUSTOMERS A REASON TO ACT

Make it clear why customers should contact your business.

Highlight:

- Unique Advantages
- Service Benefits
- Special Offers
- Customer Success Stories
- Recent Activity

Result: Encourages engagement and action.



STEP 4

RESPOND QUICKLY

Customers expect fast responses.

Monitor:

- Phone Calls
- Messages
- Form Submissions
- Appointment Requests

Result: Increases lead opportunities and customer satisfaction.

STEP 5

TRACK CUSTOMER ACTIONS

Review profile performance regularly.

Monitor:

- Calls
- Utilize CRM for tracking
- Website Clicks
- Direction Requests
- Messages
- Booking Requests

Result: Identifies what is generating the most engagement.

STEP 6

IMPROVE WHAT WORKS

Focus on the activities producing the strongest results.

Increase:

- High-Performing Content
- Successful Offers
- Customer Engagement
- Profile Activity
- Positive Customer Experiences

When a post works on Google or any other social site, it has a better chance of a successful campaign.

Result: Creates consistent growth over time.

BOOST TOP PERFORMERS

IF IT GAINS TRACTION FOR FREE- USE IT FOR PAID ADS

When a post works on Google or any other social site, it has a better chance of a successful campaign.



CUSTOMER ACTION CHECKLIST

- ☐ Phone Number Verified
- ☐ Website Link Added
- ☐ Appointment Link Added
- ☐ Messaging Enabled
- ☐ Business Hours Updated
- ☐ Reviews Being Generated
- ☐ Photos Updated Regularly
- ☐ Posts Published Consistently
- ☐ Customer Actions Monitored
- ☐ Response Times Improved



GOAL

Increase customer actions by making it easier for prospects to trust your business, contact your business, and take the next step.

QUICK WIN

Search for your business on Google.

Pretend you are a customer seeing your profile for the first time.

Ask yourself:

"Would I contact this business today?"

If the answer is no, identify the missing trust signals and improve them immediately.





LEAD CONVERSION FRAMEWORK

Turn More Calls, Messages, and Inquiries
Into **Paying Customers**.



INQUIRY

Leads Reach Out



RESPONSE

You Respond Fast



NEXT STEP

Schedule & Connect



CUSTOMER

Win & Grow



LEAD CONVERSION FRAMEWORK

Turn More Calls, Messages, and Inquiries Into Paying Customers

THE LEAD CONVERSION SYSTEM

STEP 1

RESPOND QUICKLY

Speed matters.

The faster you respond, the greater the likelihood of converting a prospect into a customer.

Focus On:

- Phone Calls
- Messages
- Contact Forms
- Quote Requests
- Appointment Requests

Result: Increases the chances of making contact before competitors.



STEP 2

QUALIFY THE LEAD

Not every inquiry is the right fit.

Ask questions that help identify the prospect's needs and determine how your business can help.

Identify:

- Customer Needs
- Project Scope
- Timeline
- Budget Expectations
- Service Requirements

Result: Focuses your time on the most qualified opportunities.

STEP 3

GUIDE THE NEXT STEP

Every conversation should move toward a clear outcome.

Offer:

- Consultations
- Appointments
- Estimates
- Demonstrations
- Discovery Calls

Result: Creates momentum and prevents stalled opportunities.



STEP 4

FOLLOW UP CONSISTENTLY

Many prospects do not commit after the first interaction.

Stay visible and maintain communication.

Follow Up With:

- Calls
- Emails
- Text Messages
- Appointment Reminders
- Estimate Follow-Ups

Result: Increases conversion opportunities and reduces lost leads.

STEP 5

PROVIDE A CLEAR SOLUTION

Customers want confidence that you can solve their problem.

Communicate:

- Your Process
- Expected Results
- Timeline
- Benefits
- Next Steps

Result: Builds trust and reduces buying hesitation.

STEP 6

ASK FOR THE BUSINESS

Do not assume the prospect will automatically move forward.

Clearly ask for the next commitment.

Examples:

- Schedule The Appointment
- Approve The Estimate
- Place The Order
- Start The Project
- Confirm The Booking

Result: Converts interest into action.

STEP 6

ASK FOR THE BUSINESS

Do not assume the prospect will automatically move forward.

EXAMPLES:

- ✓ Schedule The Appointment
- ✓ Approve The Estimate
- ✓ Place The Order
- ✓ Start The Project
- ✓ Confirm The Booking

RESULT:
Converts interest into action.



PROPOSAL

- Scope of Work**
Professional service tailored to your needs
- Timeline**
Project start to completion within 2-3 weeks
- Investment**
Transparent pricing with no hidden fees
- Next Steps**
Review, approve, and let's get started!

Approved ✓



YOUR GOAL:
TURN INTEREST
INTO **LOYAL CUSTOMERS.**

A clear ask today
creates a customer
for tomorrow.



LEAD CONVERSION CHECKLIST

- ☐ Calls Answered Promptly
- ☐ Messages Monitored Daily
- ☐ Contact Forms Reviewed
- ☐ Lead Qualification Process Established
- ☐ Consultations Offered
- ☐ Follow-Up System Implemented
- ☐ Estimates Sent Promptly
- ☐ Customer Questions Addressed
- ☐ Next Steps Clearly Communicated
- ☐ Closing Process Defined

GOAL

Convert more inquiries into paying customers by responding quickly, guiding the customer journey, and creating a clear path to doing business with you.

QUICK WIN

Review your last five inquiries.

How many received a response within one hour?

Improving response speed is often one of the fastest ways to increase conversions without generating additional leads.

The infographic features a background image of a smiling man in a blue shirt shaking hands with a woman across a desk. On the desk is a laptop and a clipboard with a document titled 'AGREEMENT' and a checkmark. The text 'CONVERT MORE INQUIRIES INTO PAYING CUSTOMERS' is prominently displayed in blue and green. Below this, a four-step process is outlined with icons and text: 1. 'RESPONSE QUICKLY' (envelope icon) with the subtext 'Be the first to respond.'; 2. 'GUIDE THE JOURNEY' (people icon) with the subtext 'Understand needs. Provide solutions.'; 3. 'CREATE A CLEAR NEXT STEP' (calendar icon) with the subtext 'Schedule, quote, or consult.'; 4. 'WIN MORE BUSINESS' (checkmark icon) with the subtext 'Convert inquiries into loyal customers.' The bottom of the infographic has a blue and green gradient bar with the text 'STRONGER CONVERSIONS. SUSTAINABLE GROWTH.' and 'MORE CUSTOMERS. BETTER RESULTS.' alongside a small bar chart icon.

CONVERT MORE INQUIRIES INTO PAYING CUSTOMERS

by responding quickly, guiding the customer journey, and creating a clear path to doing business with you.

- RESPONSE QUICKLY**
Be the first to respond.
- GUIDE THE JOURNEY**
Understand needs. Provide solutions.
- CREATE A CLEAR NEXT STEP**
Schedule, quote, or consult.
- WIN MORE BUSINESS**
Convert inquiries into loyal customers.

STRONGER CONVERSIONS. SUSTAINABLE GROWTH. | **MORE CUSTOMERS. BETTER RESULTS.**

LOCAL AUTHORITY BUILDING

Build Trust. Earn Recognition. Become
The Go-To Business in Your Area.



ACTIVE IN
THE COMMUNITY



TRUSTED BY
LOCALS



POSITIVE
REPUTATION



ESTABLISHED
EXPERTISE



TOP CHOICE
IN THE AREA



ENGAGE
Locally



SHARE
Your Expertise



GET MENTIONED
Build Visibility



BUILD LINKS
Increase Authority



EARN TRUST
Grow Your Business



LOCAL AUTHORITY BUILDING

**Build Trust, Earn Recognition, and Become
The Go-To Business In Your Area**

THE LOCAL AUTHORITY SYSTEM

STEP 1

COMPLETE EVERY BUSINESS LISTING

Ensure your business information is consistent wherever it appears online.

Verify:

- Business Name
- Address
- Phone Number
- Website
- Business Hours

Result: Creates trust with both customers and search engines.



STEP 2

EARN MORE CUSTOMER REVIEWS

Reviews are one of the strongest local trust signals.

Focus On:

- Consistent Review Requests
- Recent Reviews
- Detailed Customer Feedback
- Review Responses
- Ongoing Review Growth

Result: Strengthens credibility and local visibility.

STEP 3

ENGAGE WITH YOUR LOCAL COMMUNITY

Become visible where your customers spend time.

Participate In:

- Community Events
- Local Organizations
- Networking Groups
- Charitable Activities
- Business Associations

Result: Expands local recognition and trust.



STEP 4

PUBLISH USEFUL LOCAL CONTENT

Create content that demonstrates expertise and local relevance.

Share:

- Industry Insights
- Local Updates
- Customer Success Stories
- Community Involvement
- Helpful Tips

Result: Positions your business as a trusted local resource.

STEP 5

EARN LOCAL MENTIONS

The more your business is discussed online, the stronger your authority becomes.

Look For:

- Local Publications
- Community Websites
- Local Business Directories
- Industry Resources
- Partnership Opportunities

Result: Increases visibility and reinforces credibility.

STEP 6

BUILD STRONG BUSINESS RELATIONSHIPS

Authority grows through connections.

Develop Relationships With:

- Local Businesses
- Community Leaders
- Industry Professionals
- Strategic Partners
- Local Organizations

Result: Creates additional opportunities for visibility and referrals.



BUILD STRONG BUSINESS RELATIONSHIPS

Authority grows through connections that boost **trust**, **visibility**, and **referrals**.

 LOCAL CONNECTIONS Build relationships with local businesses and organizations.	 STRATEGIC PARTNERSHIPS Work together on projects, events, and promotions.	 REFERRALS & RECOMMENDATIONS Create a network that sends business both ways.	 BUILD TRUST & CREDIBILITY Strong relationships lead to trust, reviews, and long-term growth.	 INCREASE AUTHORITY Earn more visibility in Google and become the go-to business in your area.
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- ☒ Local Partnerships
- ☒ Community Involvement
- ☒ Strategic Connections
- ☒ Referral Relationships
- ☒ Grow Together

STRONGER TOGETHER.
BETTER FOR OUR COMMUNITY.



STRONG RELATIONSHIPS. STRONGER LOCAL AUTHORITY.

Build connections that help your business rank higher and grow faster.



LOCAL AUTHORITY CHECKLIST

- ☐ Business Information Consistent Across Platforms
- ☐ Reviews Generated Consistently
- ☐ Reviews Responded To Regularly
- ☐ Active In Local Community
- ☐ Publishing Helpful Content
- ☐ Participating In Local Organizations
- ☐ Building Strategic Relationships
- ☐ Earning Local Mentions
- ☐ Increasing Local Visibility
- ☐ Strengthening Community Trust

GOAL

Become the trusted local authority customers recognize, recommend, and choose before your competitors.

QUICK WIN

Search for your business name on Google.

Review the first page of results.

Make a list of every place your business appears and verify that your business name, address, phone number, website, and hours are accurate and consistent across all listings.

The image is a composite. On the left, a storefront for 'LOCAL BUSINESS' is shown with a sign and a chalkboard that says 'THANK YOU FOR SUPPORTING LOCAL!'. On the right, a Google search results overlay is displayed. The search bar contains 'local service near me'. The results show '#1 Trusted Local Business' with a 5.0 star rating, 'Top rated · Highly recommended', and 'Serving your community'. Below this, two competitors are listed: 'Competitor A' with a 3.8 star rating and 'Competitor B' with a 3.2 star rating. At the bottom left, three icons represent 'RECOGNIZED', 'RECOMMENDED', and 'CHOSEN'. At the bottom right, a badge says 'TRUSTED. RESPECTED. CHOSEN FIRST.'

BECOME THE

TRUSTED LOCAL AUTHORITY

Customers **recognize**, **recommend**, and **choose** before your competitors.



RECOGNIZED
Build visibility and stand out locally.



RECOMMENDED
Earn trust through great experiences and reviews.



CHOSEN
Be the first choice when customers are ready to buy.

THANK YOU FOR SUPPORTING LOCAL!

TRUSTED. RESPECTED. CHOSEN FIRST.

Google

local service near me

✓ **#1 Trusted Local Business**
★★★★★ 5.0
Top rated · Highly recommended
Serving your community

Competitor A
3.8 ★★★★★

Competitor B
3.2 ★★★★★

#08



90-DAY IMPLEMENTATION PLAN

Your Step-By-Step Roadmap To Build Visibility,
Generate Leads, And Grow Your Business On Google



YOUR 90-DAY GOAL:

Implement a proven system that drives more visibility,
more customer actions, and more business growth.



**FOCUS.
CONSISTENCY.
RESULTS.**



DOMINATE ON GOOGLE. GROW YOUR BUSINESS. WIN LOCALLY.





90-DAY IMPLEMENTATION PLAN

Days 1-30	Days 31-60	Days 61-90
Setup & Optimization	Reviews & Engagement	Authority & Growth
Add Services	Weekly Posts	Community Involvement
Upload Photos	Add New Photos	Continue Reviews
Enable Customer Actions	Monitor Performance	Improve Conversions
Begin Review Requests	Follow Up With Leads	Measure Results