FREE DOWNLOAD

FOR LOCAL SERVICE BUSINESSES

30 DAYS

Four weeks. Four fixes. Get found, get chosen, get the call.

The 30-Day Local Growth Checklist

Most local businesses lose customers in one of four places: they are not found, not chosen, hard to contact, or slow to follow up. This checklist fixes each one, a week at a time. Tick a box when it is done and write your numbers as you go.

Your four weeks

1. **Get found** Your Google Business Profile and local search
2. **Get chosen** Reviews and proof
3. **Make it easy** Your website, so contacting you takes seconds
4. **Follow up and measure** Answer fast and track what works

Your starting numbers

Write today's numbers now so you can see the change in 30 days.

Calls per week

Web forms per week

Google reviews

Where I show up for "my service + my city"

1 Get found

Your Google Business Profile and local search

- [ ] Claim and verify your Google Business Profile at business.google.com.
- [ ] Make your business name, address and phone number match your website exactly.
- [ ] Pick the most accurate main category, then add other categories that truly apply.
- [ ] List every service you offer, with a short plain-English description of each.
- [ ] Upload 10 or more real photos: your work, your team and your location. Skip stock photos.
- [ ] Set accurate hours, including holidays.
- [ ] If you serve customers at their location, set a service area and hide your address. Never use a mailbox or virtual office address.
- [ ] Add one page to your website for each main service and each city you serve.

CHECK THIS WEEK

Search your main service plus your city on your phone. Where do you show up on the map and on page one? Who ranks above you, and what do they do well?

NOTES

2 Get chosen

Reviews and proof

- [ ] Find your direct review link in your Google Business Profile and save it on your phone.
- [ ] Ask every happy customer for a review within 24 hours, in person or by text.
- [ ] Reply to every review, good or bad, within 2 days. Stay calm and specific.
- [ ] Never pay for reviews or offer rewards for them. Google does not allow it.
- [ ] Put 3 real reviews and 3 project photos on your homepage.
- [ ] State your years in business, licenses and guarantees in plain words near the top of your site.

REVIEW REQUEST YOU CAN COPY

Hi [Name], thank you for choosing us. If you were happy with the work, would you leave a quick review? It helps local people find us. [your review link]

IF YOU GET A NEGATIVE REVIEW

Thank you for telling us. We are sorry this fell short of what you expected. Please call [your phone] so we can make it right.

NOTES

3 Make it easy to contact you

Your website

- [ ] Make your phone number tap-to-call at the top of every page on mobile.
- [ ] Put one clear button above the fold: Call, Book or Get a quote.
- [ ] Cut your contact form to 3 or 4 fields.
- [ ] Open your site on your phone. Can a stranger contact you within 5 seconds?
- [ ] Run your site through PageSpeed Insights (pagespeed.web.dev) and fix the biggest item.
- [ ] Confirm you own your domain, hosting and Google accounts, and that you have every login.

4 Follow up and measure

Answer fast and track what works

- [ ] Reply to every call and message within 5 minutes during business hours, or set an auto-reply with a booking link.
- [ ] Write your follow-up steps down once, then automate the reminders.
- [ ] Set up Google Search Console and Google Analytics (GA4) for your site.
- [ ] Track every inquiry in one place: date, source and outcome.
- [ ] Block 15 minutes every week to check calls, forms, reviews and your 3 main searches.

Your 30-day scorecard

Fill this in at the end of each week. The change is your proof.

	Start	Week 1	Week 2	Week 3	Week 4
Calls					
Web forms					
New reviews					
Map position					
New customers					

WHAT WORKED

WHAT I WILL DO NEXT MONTH

Want a hand with any of this?

Book a free 20-minute call. We will look at your website and Google presence and tell you the two or three changes most likely to bring more calls.

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