

# Local SEO Photo Shot List for Small Businesses

A free photo shot list for Google Business Profile, local landing pages, and review trust-building content for service businesses.

Small business owners and office managers improving local visibility

## GUIDE

A free photo shot list for Google Business Profile, local landing pages, and review trust-building content for service businesses.

## WHAT THIS ASSET COVERS

- Core profile photo types
- Location, team, service, and trust-building photo prompts
- A simple checklist for updating GBP and location pages together

## USE THIS WHEN

1. Your GBP profile feels incomplete or generic
2. You want stronger city-page authenticity
3. You need photos that support both local trust and conversion

## WORKING ASSET

- Team at work
- Branded vehicle
- Exterior signage
- Before/after job photo
- Front desk or reception
- Happy customer moment when appropriate
- Tools, equipment, or process detail

- Local landmark or service-area context photo
- Owner portrait
- Recent completed job

## **DEPLOYMENT NOTES**

### **HOW STRONG TEAMS ACTUALLY USE THIS ASSET**

- Assign one accountable owner instead of letting "Local SEO Photo Shot List for Small Businesses" become shared but unmanaged work.
- Use it with small business owners and office managers improving local visibility in a weekly rhythm so the asset drives decisions rather than sitting in a folder.
- Decide in advance what counts as green, watch, and red performance so the team knows when to escalate.
- Capture learnings directly in the document every week so the asset becomes smarter over time instead of resetting to zero.

### **BEST DEPLOYMENT SEQUENCE**

- Your GBP profile feels incomplete or generic
- You want stronger city-page authenticity
- You need photos that support both local trust and conversion

### **WHAT SEPARATES A SERIOUS VERSION FROM A BASIC TEMPLATE**

- Clear ownership for every step, not generic advice without accountability.
- Targets, thresholds, or decision rules that tell the team what good looks like.
- Specific working components: Core profile photo types, Location, team, service, and trust-building photo prompts, A simple checklist for updating GBP and location pages together.
- A built-in review cadence so the document becomes part of operations rather than a one-time download.