

# Local Trust Growth Kit

A bundled kit for small businesses that want stronger local trust signals through better reviews, fresher profile activity, referrals, and more credible public responses.

Service-business owners, local marketers, office managers, and operators

## GUIDE

A bundled kit for small businesses that want stronger local trust signals through better reviews, fresher profile activity, referrals, and more credible public responses.

## WHAT THIS ASSET COVERS

- Google Review Request Pack for Small Businesses
- Review Response Prompt Pack
- Google Business Profile Posting Calendar
- Referral Request Swipe File
- Local SEO Photo Shot List for Small Businesses

## SUGGESTED ROLLOUT

1. Standardize review asks so proof grows with less randomness.
2. Respond better and faster so public trust does not sound robotic.
3. Use a posting calendar and fresher photos to keep the profile active.
4. Turn happy customers into referrals instead of relying on silent goodwill.

## WORKING ASSET

This kit helps a business look more active, more trusted, and easier to choose locally.

## INCLUDES

- Google Review Request Pack

- Review Response Prompt Pack
- Google Business Profile Posting Calendar
- Referral Request Swipe File
- Local SEO Photo Shot List

## **BEST USE**

When you want stronger local proof without relying on vague SEO advice.

## **DEPLOYMENT NOTES**

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

- Assign one accountable owner instead of letting "Local Trust Growth Kit" become shared but unmanaged work.
- Use it with service-business owners, local marketers, office managers, and operators 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.

## **30-DAY ROLLOUT SEQUENCE**

- Standardize review asks so proof grows with less randomness.
- Respond better and faster so public trust does not sound robotic.
- Use a posting calendar and fresher photos to keep the profile active.
- Turn happy customers into referrals instead of relying on silent goodwill.

## **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: Google Review Request Pack for Small Businesses, Review Response Prompt Pack, Google Business Profile Posting Calendar, and more.
- A built-in review cadence so the document becomes part of operations rather than a one-time download.