

# Reviews & Local SEO Kit

A starter kit for businesses that need stronger review velocity, cleaner response quality, and better local trust signals around Google Business Profile and city pages.

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

## GUIDE

A starter kit for businesses that need stronger review velocity, cleaner response quality, and better local trust signals around Google Business Profile and city pages.

## WHAT THIS ASSET COVERS

- Google Review Request Pack for Small Businesses
- Review Response Prompt Pack
- Local SEO Photo Shot List for Small Businesses
- Website Conversion Audit Checklist for Small Businesses

## SUGGESTED ROLLOUT

1. Standardize how the business asks for reviews after successful jobs or visits.
2. Use prompt packs so public review responses stay fast without sounding robotic.
3. Refresh the business photo library so GBP and local pages feel active and real.
4. Audit the website front door so traffic has a cleaner path into calls and bookings.

## WORKING ASSET

Use this kit when the business needs stronger local trust signals without treating local search like a disconnected marketing side project.

## TRUST ARCHITECTURE

Local trust usually compounds from four visible behaviors:

- steady review generation
- thoughtful public responses
- fresh visual proof on the profile
- a cleaner website path from search to call or booking

This kit is designed to strengthen all four at once.

## **ASSET DEPLOYMENT PLAN**

### **GOOGLE REVIEW REQUEST PACK**

Install the request windows, audience segments, and message lanes first.

### **REVIEW RESPONSE PROMPT PACK**

Use it to keep public replies fast, thoughtful, and brand-safe without sounding robotic.

### **LOCAL SEO PHOTO SHOT LIST**

Give the team a repeatable capture list so the profile and site look active, real, and current.

### **WEBSITE CONVERSION AUDIT CHECKLIST**

Audit the path from local search click to call, form, or booking so trust does not die on the website.

## **30-DAY OPERATING CADENCE**

Week 1: define request windows, exclusion rules, and who owns review asks.

Week 2: standardize response quality and refresh stale profile imagery.

Week 3: publish stronger proof and service language across GBP and core location pages.

Week 4: review conversion friction, photo freshness, response speed, and review velocity.

## **MEASUREMENT PLAN**

Track these weekly:

- review requests sent
- review conversion rate
- average response time to new reviews
- fresh photos added
- calls or leads generated from local-intent pages

## **FAILURE MODES**

- asking every customer the same way regardless of outcome
- replying to reviews with stiff, copy-paste language
- letting the profile sit visually stale for months
- generating local traffic that lands on weak or generic service pages

## **BEST FIT**

Service businesses, clinics, legal firms, and local operators trying to look more current, more trusted, and easier to choose.

## **DEPLOYMENT NOTES**

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

- Assign one accountable owner instead of letting "Reviews & Local SEO Kit" become shared but unmanaged work.
- Use it with service-business owners, office managers, local marketers, 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 how the business asks for reviews after successful jobs or visits.
- Use prompt packs so public review responses stay fast without sounding robotic.
- Refresh the business photo library so GBP and local pages feel active and real.
- Audit the website front door so traffic has a cleaner path into calls and bookings.

### **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, Local SEO Photo Shot List for Small Businesses, and more.
- A built-in review cadence so the document becomes part of operations rather than a one-time download.