

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

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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.

OWNER CHECKLIST

Use this checklist before the document gets handed to staff. The goal is to turn Reviews and Local SEO Kit into a live operating habit, not a file that sits in a folder.

- Name the single person who owns the workflow this asset touches.
- Pull one week of real evidence before changing anything: missed calls, form timestamps, chat transcripts, text threads, booking records, CRM notes, review requests, and staff handoff messages.
- Mark every request where the customer waited too long, repeated information, received a vague next step, or dropped before booking.
- Decide whether the issue is caused by unclear language, weak ownership, missing automation, poor routing, low trust, or a broken follow-up rhythm.
- Choose one workflow to fix first. Do not try to change phone, chat, forms, CRM, reviews, and reactivation all in the same week.
- Write the current rule in plain language. If the team cannot say the rule clearly, the customer will feel that confusion.
- Decide what good looks like. Use a response-time target, a handoff target, a booking target, or a review-request target.
- Review this asset every Friday until the workflow is stable for four straight weeks.

STAFF MEETING AGENDA

Use this agenda in a 25-minute meeting with the people who answer, route, book, follow up, or manage the customer relationship.

1. Open with the customer moment this asset is meant to improve.
2. Read one recent customer example out loud without blaming anyone on the team.
3. Ask where the current process made the customer's next step slower, less clear, or less trustworthy.
4. Review the checklist and remove any item that does not affect the customer journey.

5. Assign one owner for first response, one owner for booking or follow-up, and one owner for proof capture.
6. Decide which channel gets fixed first: phone, website form, chat, text, social message, CRM task, or review request.
7. Choose one script from this document and use it live for the next seven days.
8. Schedule the next review before the meeting ends.

COPY/PASTE SCRIPTS

Use these scripts as starting points. Replace the wording with the business name, service categories, market, office hours, and escalation rules.

Fast acknowledgement: Thanks for reaching out. I have your request and I am getting the right next step in motion now. I will confirm the details before anything is booked or assigned.

Missing information: I can help with that. To route this correctly, I need the service address or location, the best callback number, what is happening, and how urgent this feels today.

Qualified but not ready: That makes sense. I do not want this to get lost. I will save the details here and follow up at the time that makes the most sense for you.

Follow-up after silence: Just checking back so this does not sit unfinished. Do you still want help with this, or should we close the request for now?

Review request after successful work: Thank you for trusting us with the work. If the experience was smooth, a short Google review helps the next customer feel more confident choosing us.

Internal handoff: New request captured. Customer need, urgency, location, source, and next action are listed below. Please confirm ownership before the opportunity cools off.

INTAKE WORKSHEET

| Field | What to Capture | Why It Matters |

|---|---|---|

| Customer name | Full name and preferred contact method | Prevents duplicate records and weak callbacks |

| Source | Phone, website, chat, referral, Google, social, repeat customer | Shows which demand channels need better routing |

| Urgency | Emergency, soon, flexible, research only | Controls response priority and staff escalation |

| Service need | Plain-language description from the customer | Helps staff avoid forcing the buyer into internal categories too early |

| Location | Address, city, service area, or remote context | Confirms fit before the team spends time on the wrong lead |

| Next step | Book, quote, call back, send info, waitlist, close | Prevents warm demand from sitting without ownership |

| Owner | Person responsible for the next action | Makes accountability visible |

| Follow-up date | Specific date and time | Turns intent into a calendar reality |

METRIC TRACKER

| Metric | Target | Review Rhythm | Owner |

|---|---:|---|---|

| First response time | Under 5 minutes for web leads and under 4 rings for calls | Daily | Front-door owner |

| Qualified next step captured | 90 percent or better | Weekly | Intake owner |

| Booking or follow-up assigned | 100 percent | Weekly | Office lead |

| Missed inquiry recovery | Same day when possible | Weekly | Follow-up owner |

| Review or proof request sent after successful work | 80 percent or better | Weekly | Reputation owner |

| Unowned open opportunities | Zero by Friday close | Weekly | Owner or manager |

DECISION RULES

- If the request is urgent, route it before collecting nice-to-have details.
- If the buyer is comparison shopping, prioritize speed, proof, and a clear next step.
- If the lead is qualified but not ready, assign follow-up instead of letting the record sit open.
- If the customer repeats information twice, the handoff failed.
- If staff are rewriting the same explanation manually, turn the explanation into a script, snippet, or automation.
- If a review request depends on memory, the business does not have a review system yet.
- If the same problem appears across phone, chat, forms, and CRM, the business needs a system fix, not another reminder.

HANDOFF SOP

Use this SOP whenever a request moves from one person, channel, or system to another.

1. Confirm the customer identity and preferred contact method.
2. Summarize the need in one sentence a new team member can understand.
3. Label urgency without exaggerating.
4. Attach the source channel so reporting stays useful.
5. Record what the customer was promised.
6. Assign the next action to a named person or system.

7. Set a follow-up time.
8. Close the loop with the customer when the next action is complete.

A handoff is not complete when the note is written. It is complete when the next owner accepts responsibility and the customer knows what will happen next.

30-DAY ROLLOUT

Week 1: Audit the current workflow. Pull real examples and mark where response, routing, trust, booking, or follow-up breaks down.

Week 2: Test the working language. Use the scripts and worksheet on live customer requests. Keep the test narrow enough that the team can actually follow it.

Week 3: Add measurement. Review first response, qualified next step, booking assignment, follow-up completion, and proof capture. Fix the weakest metric first.

Week 4: Decide what should be systemized. If the workflow now works with manual ownership, keep it as an SOP. If it still depends on memory, install automation or move it into a managed AI Business Operating System.

IMPLEMENTATION NOTES

This asset is meant to be edited. Replace generic wording with the business name, service categories, staff roles, escalation rules, pricing boundaries, service-area rules, and follow-up timing. Keep the parts that make the team faster and remove anything that adds ceremony without improving the customer journey.

The best use of Reviews and Local SEO Kit is not to make the business look organized on paper. The best use is to make the next customer easier to answer, easier to qualify, easier to book, easier to follow up with, and easier to turn into visible proof.

DEPLOYMENT NOTES

HOW STRONG TEAMS 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.
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WHAT SEPARATES A SERIOUS RESOURCE 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.