

Your 90-Day Tracker

Chapter 15, one box at a time. Write your start date, then log the week you finish each step.

Start date _____

Weeks 1-2: Find out where you stand	Week done
Claim and verify your Google Business Profile	
Record your four numbers, and your two closest competitors' four	
Score your profile on the checklist in the back	
Check your primary category against the three plumbers in your box	
Build your keyword list: 8-12 money services x the towns you serve (Chapter 4)	
Write down every place your NAP appears and every version that doesn't match	
Check your Q&A for unanswered or wrong answers (can't find Q&A? See Chapter 11)	

Weeks 3-4: Fix the profile	Week done
Correct the primary category if it's wrong; add real secondary categories	
Fill out every service with a description, in your keyword language	
Set regular and holiday hours for the next 12 months	
Upload 20+ real photos	
Seed and answer 10 common questions in Q&A (can't find Q&A? See Chapter 11)	
Fix every NAP inconsistency; claim Apple Maps and Bing Places	

Weeks 5-8: Turn on reviews	Week done
Find your review link, save it where every tech can reach it	

Weeks 5–8: Turn on reviews	Week done
Decide who asks: the tech who's last with the customer	
Hand out the script from the back of the book	
Start tracking asks vs. jobs	
Respond to every existing review, oldest to newest; 24-hour rule on new ones	
Confirm you're not gating, incentivizing, or filtering anything	

Weeks 9–12: The website	Week done
A page for each money service	
A real service+city page for your top towns	
Confirm LocalBusiness schema exists and matches your profile	
Test load speed on a phone on cellular	
Tappable phone number in every header; embed the map; link the profile	
Rewrite key pages in the customer language from your reviews	

Every month, ongoing	Week done
Photos from the field	
Respond to every review	
Check suggested edits	
Fill in the scorecard	
Confirm the ask is still happening. This is the one that quietly dies	