

The First 30 Days

If the 90-day plan feels like a lot, here's the momentum version: the highest-leverage things you can do in a month, in order. Do these and you'll have moved further than most of your competitors ever will.

Week 1

- Claim and verify your Google Business Profile if it isn't already
- Fix your primary category (this one field matters more than the rest combined)
- Write down your review count and your newest review's date, plus the same for your two closest competitors

Week 2

- Fill out every service on your profile, with descriptions
- Set your hours and holiday hours; flag emergency service if you offer it
- Upload twenty real photos

Week 3

- Find your Google review link, save it in both techs' phones
- Start asking every customer, every job: in person, then text the link
- Respond to every review you've ever gotten that you never answered

Week 4

- Seed and answer ten common questions in your profile's Q&A (can't find Q&A? See Chapter 11)
- Fix your name, address, and phone everywhere they appear online so they match exactly
- Claim Apple Maps and Bing Places

That's a month. None of it costs money. All of it compounds.