

90-Day Location Authority Playbook

Week 1

- Audit your business profile details and confirm name, address, phone, and website accuracy.
- Check category, services, hours, and description inside the profile.

Week 2

- Review directory listings and correct incorrect or outdated citations.
- Remove duplicate listings and confirm the same contact information across platforms.

Week 3

- Upload new business photos and add service descriptions in the profile.
- Prepare a simple customer review request message

Week 4

- Ask satisfied customers for honest reviews after completing services.
- Reply to every review with a polite and helpful response

Week 5

- Review website service pages and add clear local information.
- Place business name, address, and phone on the contact page.

Week 6

- Add an embedded map and clear driving directions on the website.
- Create internal links between service pages and location pages

Week 7

- Publish a local project case study that explains a real service example.
- Share helpful photos or details that show project results.

Week 8

- Share the article with customers or community groups.

Week 9

- Contact local organizations, chambers, or suppliers for website mentions.
- Request links where your business partnership appears online.

Week 10

- Submit your business to a few trusted industry directories.
- Confirm each listing displays the correct contact information.

Week 11

- Continue customer review requests after recent services.
- Upload new project photos inside the business profile.

Week 12

- Review progress through profile insights and search visibility.
- Plan the next three months of content, reviews, and link outreach.