

Find your next local growth move.

Open your Google profile, your website on a phone and your inquiry log.
Use this to choose one action. Estimate 20 minutes now, then review in 7 days.

BUSINESS

CHECK DATE

ONE SERVICE TO CHECK

ONE NEIGHBORHOOD / AREA

1. Can a customer find you?

Select

Search the service + area in Maps. Record the query and whether you appear in the first 10 cards; this is one session, not a universal rank.

2. Is the offer clear and accurate?

Select

Check your profile and mobile page: service, area, hours and contact details. Record one mismatch or anything a customer has to guess.

3. Is there useful evidence of your work?

Select

Read your last 3 reviews and inspect your job photos. Record dates and whether the evidence describes the service you are checking.

4. Does your inquiry route work?

Select

Follow the call or request route on your phone. Send a labelled test to your own business; record delivery and confirmation. No test yet? Unknown.

5. Are inquiries getting a response?

Select

Check your last 5 real inquiries, or all if fewer. Record total, answered and typical response time. No log? Unknown; start one.

In each box: record what happened + a URL, date or count. Works / Gap / Unknown.

Choose the next move.

Use what you observed. Avoid choosing a tactic just because another business uses it.

A practical order for deciding

1. Inquiry route fails or leads go unanswered? Fix that first.
 2. Evidence is unknown? Make the next action a small measurement.
 3. Otherwise, choose a clear gap affecting this service and area.
- If two gaps compete, choose the smaller fix you can finish and check this week.

ONE ACTION - WHAT WILL YOU CHANGE OR CHECK?

WHY THIS ACTION? USE YOUR OBSERVATION FROM PAGE 1.

DONE MEANS - AN OBSERVABLE RESULT, NOT "IMPROVE MARKETING"

OWNER

DUE DATE

MEASURE - INCLUDE THE COUNT AND TIME WINDOW

CURRENT BASELINE

REVIEW DATE

WHAT RESULT WOULD JUSTIFY KEEPING THE CHANGE?

AT REVIEW: RESULT + KEEP / CHANGE / STOP

Worked example - illustrative, not a measured customer result

Your own test request did not reach the inbox. Action: repair delivery. Done: 3 of 3 labelled tests arrive with confirmation. Owner: service manager. Due: Friday. Review in 7 days: requests received / submitted, plus answered / received.