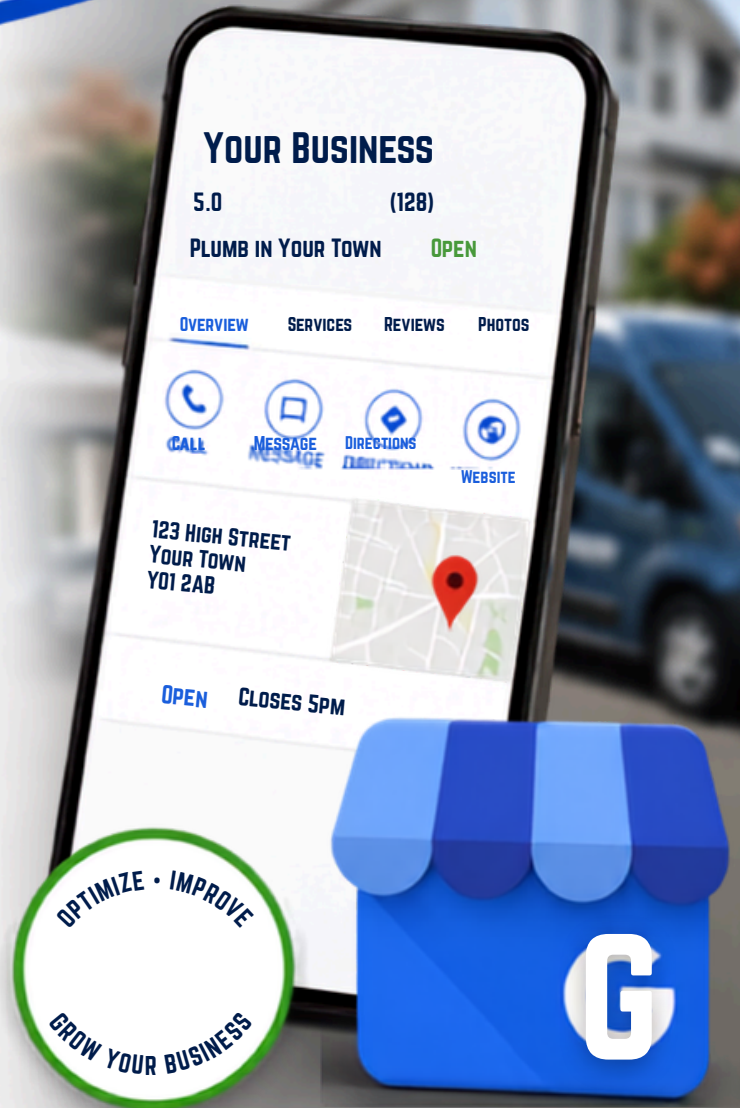


GOOGLE BUSINESS PROFILE GROWTH WORKBOOK

THE STEP-BY-STEP SYSTEM TO
AUDIT, OPTIMISE AND GROW YOUR
GOOGLE BUSINESS PROFILE AND
GET MORE CUSTOMERS.



MORE REVIEWS
HIGHER TRUST



BETTER PHOTOS
MORE CLICKS



COMPLETE PROFILE
HIGHER SCORE



IMPROVE RANKINGS
BE FOUND FIRST



MORE ENQUIRIES
MORE JOBS

**BE FOUND.
BE CHOSEN.
GET MORE
CUSTOMERS.**

THIS WORKBOOK BELONGS TO:

BUSINESS NAME: _____

YOUR NAME: _____

DATE STARTED: _____



Welcome

Build a Google Business Profile That Brings You More Customers

This workbook has been created to help trades businesses like yours get more visibility on Google, build trust with potential customers and win more work.

Your Google Business Profile is often the first impression customers have of your business. When it's fully optimised, it becomes one of your most powerful marketing tools.

Inside this workbook, you will:

- ✓ Audit your current profile using our **100-point scorecard**
- ✓ Discover what's helping and what's **holding you back**
- ✓ Get a clear action plan to improve your score
- ✓ Learn how to **rank higher** in local search results
- ✓ Attract more calls, enquiries and customers



Our goal is simple:

To help you become the most trusted and visible choice in your local area.
When you grow, we all grow.

Why This Matters

Customers are searching on Google right now for businesses like yours. If you're not showing up at the top, you're missing out.



93%

of online experiences begin with a search engine.



78%

of local mobile searches result in an offline purchase.



76%

of people who search for something nearby visit a business within 24 hours.



More visibility

leads to more calls, more enquiries and more jobs.

“

A fully optimised Google Business Profile helps you **stand out, build trust** and win more customers.



Vetted Local Tip

Little improvements can make a big difference. Focus on consistency, quality and customer trust — Google will take care of the rest.



Why Google Business Matters



Your next customer is searching for a business like yours right now.

When people need a tradesperson, they turn to Google. They search for businesses near them, compare options and choose who they trust.

If your Google Business Profile isn't optimised, you could be missing out on valuable customers every single day.

A strong, active profile helps you:



Be Found

Appear in local search results when customers need your services.



Build Trust

Positive reviews, photos and accurate information help build confidence.



Get More Enquiries

Customers can call, message or visit your website directly from your profile.



Stay Ahead of Competitors

Businesses with complete, active profiles rank higher and get more clicks.

The Power of Local Search



97%

of people learn more about a local company online than anywhere else.



76%

of people who search locally on their smartphone visit a business within 24 hours.



28%

of local searches result in a purchase.



Businesses with 5+ reviews

earn 70% more clicks and 46% more calls than those with fewer reviews.

Think About It...



How many potential customers have you lost to competitors because your profile wasn't showing up or didn't look trustworthy?



Vetted Local Tip

Customers choose local businesses they can see, trust and contact easily. Make it simple for them to choose you.



How Google Chooses Businesses



Google wants to show searchers the best businesses for their needs.

Google uses many factors to decide which businesses to show and in what order.

The better your profile, the more signals you send to Google that your business is the right choice.



Key Takeaway

You can't control everything Google uses to rank businesses, but you can control the things that have the biggest impact.

Focus on improving what you can, and the results will follow.



Remember

- ✓ Google's goal is to give the searcher the best possible results.
- ✓ A complete, active and trusted profile gives you the best chance of ranking higher.
- ✓ Small improvements across multiple areas create the biggest impact over time.

The Local Search Ranking Factors

- **1 Relevance**
How well your profile matches what the searcher is looking for.
- **2 Distance**
How close your business is to the searcher's location.
- **3 Prominence**
How well-known and trusted your business is online.
- **4 Profile Strength**
The completeness and quality of your Google Business Profile.
- **5 Reviews**
The quantity, quality and recency of your customer reviews.
- **6 Photos & Content**
Your photos, posts and updates show Google your activity.
- **7 Website Quality**
A helpful, mobile-friendly website builds trust with Google and customers.



The Result

Google ranks businesses and shows the most relevant, trusted and useful options first.



Vetted Local Tip

Consistency is key. Keep your profile up to date, add fresh photos, collect reviews and post regularly. Google rewards active businesses.





How To Use This Workbook

This workbook is your step-by-step guide to building a stronger, more visible Google Business Profile.

Work through each section, score yourself honestly and follow the action plan to improve.

It's simple, practical and designed for busy trades businesses like yours.



Your Goal

To achieve the highest possible score, improve your visibility on Google and attract more customers to your business.

Small, consistent improvements lead to big results over time.

How It Works

1



Log in to your Google Business Profile

Keep your profile open while you complete the workbook.

2



Complete each worksheet

Answer every question honestly and score yourself.

3



Add your scores

At the end of each section, add your score. Your total score will be out of 100.

4



Create your action plan

Focus on the areas that will make the biggest impact first.

5



Review and repeat

Repeat the workbook every 90 days and track your progress.



How Long Will It Take?

Allow around 30–60 minutes to complete the full workbook.

Put it in your diary and give your business the time it deserves.

Your future customers are worth it.



Top Tips

- ✓ Be honest when scoring – this workbook only works if you know where you stand.
- ✓ Don't try to be perfect – progress is what matters.
- ✓ Focus on the highest impact actions first.
- ✓ Keep your workbook and compare your scores every 90 days to track your growth.

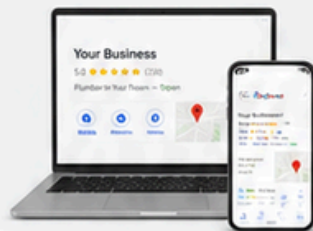


Vetted Local Tip

Businesses that regularly update their profile, add photos and collect reviews consistently rank higher and get more calls.

Consistency = Visibility = Customers





Business Information

The Foundation Of Your Profile

Accurate and complete business information helps Google understand your business and shows customers they can trust you.



Make sure the information on your Google Business Profile matches your website, socials and printed materials.

Your Business Details	
 Business Name (As it appears on Google)	
 Website	
 Phone Number	
 Email Address	
 Primary Trade (e.g. Plumber, Electrician)	
 Areas You Cover (Towns / Postcodes)	
 Business Hours (Are they up to date?)	Yes ☐ No ☐ Notes:
 Date Completed	DD / MM / YYYY

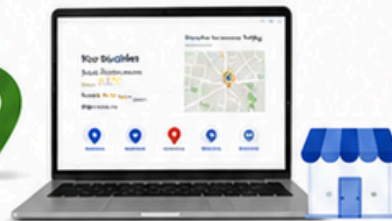
Current Score	
Your Score Out Of 10 / 10	Scoring Guide 10 All information is complete, accurate and consistent 7-9 Most information is complete and accurate 4-6 Some information is missing or inconsistent 0-3 Lots of information is missing or incorrect 



Vetted Local Tip

Keep your business name, address, phone number (NAP) and website the same everywhere online. Consistency builds trust with Google and improves your rankings.





Categories & Services

Help Google Understand What You Do

Choosing the right categories and adding clear services helps Google match your business with the right searches and customers.



Why This Matters

The right categories and services improve your relevance in search results and help you show up for more local searches.



Primary Category

This is the main category that best describes your core business.

What is your primary category?

Example: Plumber

Tip

Choose the category that best represents most of the work you do.



Additional Categories

Add relevant secondary categories to help you show up for more searches.

1

2

3

Tip

Add categories that closely match the services you offer.



Services

List your main services. Be specific and customer-focused.

Tip

Use clear, search-friendly service names. Think 'what would a customer type into Google?'



1

2

3

4

5

6

Service You Offer

Notes (e.g. description, area, specialism)

Action Step



Review your categories and services. Are they accurate, complete and customer-focused?

Update anything that could be clearer or more relevant.

Notes / Ideas

Vetted Local Tip



More relevant categories and detailed services help you appear in more searches, attract more clicks and bring in the right customers.



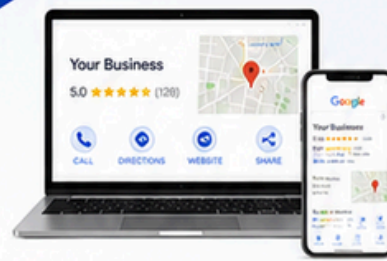
Relevant Categories



More Searches



More Customers



Choosing The Right Categories

Categories tell Google what your business does.
Choosing the right ones helps you appear in more relevant searches.



Key Takeaway

The right categories improve your relevance. More relevance = more visibility = more customers.



Primary Category

This is the main category that best describes your core business.

- ✓ Choose the category that represents the majority of the work you do.
- ✓ You can only have ONE primary category.
- ✓ Be specific – more specific is usually better.

Example: Plumber

Primary Category should be:

✓ Plumber

Not:

✗ Plumbing Service (too broad)

✗ Handyman (too broad)

✗ Bathroom Fitting (too narrow)



Secondary Categories

These support your primary category and show more of the services you offer.

- ✓ You can add up to 9 secondary categories.
- ✓ Choose categories that closely match the services you actually provide.
- ✓ Don't add categories just to appear for more searches – it can hurt your relevance.

Example: Plumber

Good Secondary Categories:

✓ Bathroom Fitter

✓ Boiler Installer

✓ Heating Contractor

✓ Drainage Service

✓ Emergency Plumber

Common Mistakes



Choosing a broad category that doesn't accurately describe your business.



Adding irrelevant categories that don't match the services you offer.



Using competitor categories instead of the ones that truly fit your business.



Examples For Plumbers



Best Primary Category

Plumber

This clearly tells Google (and customers) what you do.

Good Secondary Categories

- Bathroom Fitter
- Boiler Installer
- Heating Contractor
- Drainage Service
- Gas Engineer

These match common services plumbers offer and improve your visibility.



Avoid These Categories

- Handyman
- Property Maintenance
- General Contractor
- Home Services

Too broad. They can confuse Google and reduce your chance of ranking well.



Vetted Local Tip

Think like your customer. What would they type into Google if they needed YOUR services? Use those exact words in your categories and services.



What customers search



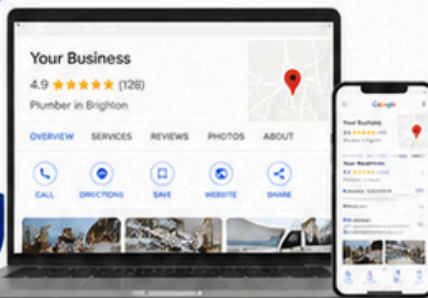
Right categories



More visibility & customers

Building Trust

Show Customers You're Reliable



Why It Matters

Profiles with photos, reviews and complete information get more views, more trust and more customers.

Trust is key when it comes to choosing a local business.

Make sure your profile gives customers the confidence to contact you.

 Trust & Credibility Checklist	Yes / No	Notes / What You Can Improve
 Profile Photo Do you have a clear, high-quality logo or image?	☐ Yes ☐ No	
 Cover Photo Do you have a professional cover photo?	☐ Yes ☐ No	
 Reviews Do you have 5 or more recent reviews?	☐ Yes ☐ No	
 Review Responses Do you respond to reviews (good and bad)?	☐ Yes ☐ No	
 Business Description Is your business description clear, unique and customer-focused?	☐ Yes ☐ No	
 Opening Hours Are your opening hours accurate and up to date?	☐ Yes ☐ No	
 Contact Information Is your phone number, website and email correct?	☐ Yes ☐ No	
 Address Accuracy Is your business address correct and consistent?	☐ Yes ☐ No	

 **Your Score**

Total Score / 8

Scoring Guide
 8 Excellent – You're building strong trust
 6–7 Good – A few areas to improve
 4–5 Fair – More work needed
 0–3 Poor – Focus on the basics first

 **Action Step**

Choose 2–3 areas from this list to improve this week.

1. _____
 2. _____
 3. _____

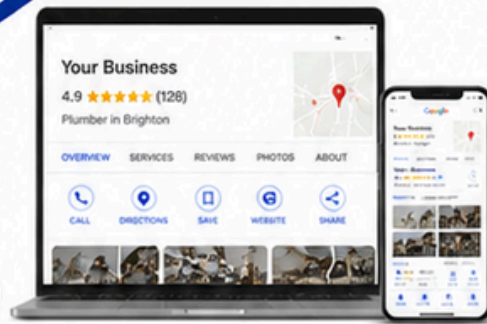
 **Vetted Local Tip**
 People buy from businesses they trust. Keep your profile updated, add photos and collect reviews to build trust and win more customers.

 →  →  → 
 Add Photos Get Reviews Respond Win More Customers

Optimising Your Profile

Make It Easy To Choose You

Small improvements can make a big difference. Optimising your profile helps you stand out, rank higher and get more customers.



Why Optimise?

An optimised profile is more likely to appear in search results and convert views into real enquiries.

 Optimisation Checklist	Done?	Notes / What You Can Improve
 Business Description Is your description unique, keyword rich and customer focused?	☐	
 Services Have you added all your main services with clear details?	☐	
 Photos Do you have high-quality photos showing your work, team and vehicles?	☐	
 Products / Offers Have you added any products, special offers or pricing info?	☐	
 Posts Are you posting updates, offers or helpful tips regularly?	☐	
 Q&A Section Have you added common questions and helpful answers?	☐	
 Website Link Is your website link correct and working properly?	☐	
 Business Categories Have you selected the most relevant categories and services?	☐	

 **Your Score**

Total Score / 8

Scoring Guide
 8 Excellent – Fully optimised!
 6–7 Good – Nearly there!
 4–5 Fair – Some key areas to improve
 0–3 Poor – Needs attention

 **Action Step**

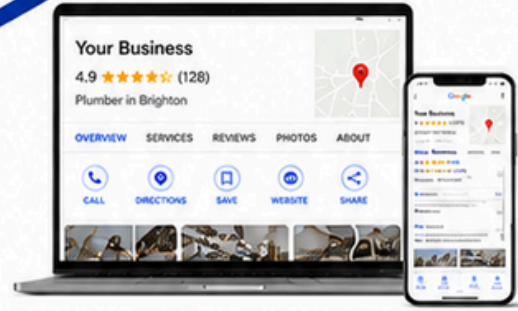
Pick 2–3 optimisation tasks from above and complete them this week.

1. _____
 2. _____
 3. _____

 **Vetted Local Tip**
 Keep your profile fresh and up to date. Google loves active businesses and so do your customers.

 →  →  → 

Optimise Your Profile → Rank Higher → More Enquiries → More Customers



Adding Photos That Work

Show Your Work. Build Trust.

Photos help customers see the quality of your work and what it's like to work with you. Good photos get more views, more trust and more customers.



Why Photos Matter

Businesses with photos get 42% more requests for directions and 35% more clicks to their website.

Photo Checklist	Do You Have This?		Notes / What You Can Improve
	Yes	No	
 Logo / Profile Photo Clear logo or professional profile image.	☐	☐	
 Cover Photo Eye-catching cover photo that represents your business.	☐	☐	
 Work Photos High-quality photos of your work and completed jobs.	☐	☐	
 Team Photos Photos of you and your team (builds trust and connection).	☐	☐	
 Vehicle / Van Photos Show your branded vehicles and equipment.	☐	☐	
 Before & After Photos Great for showing transformations and quality of work.	☐	☐	
 Certificates / Accreditations Add photos of your qualifications and certifications.	☐	☐	
 Photos Added Regularly Keep adding fresh photos to show your business is active.	☐	☐	


Your Score

Total Score

/ 8

Scoring Guide

- 8 Excellent – Your photos build confidence!
- 6–7 Good – Keep it up, just a few more.
- 4–5 Fair – Add more variety and quality.
- 0–3 Poor – Photos need serious attention.


Action Step

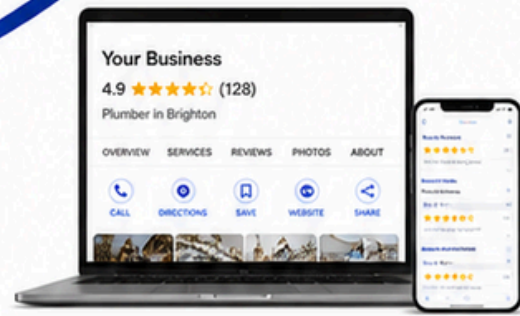
Choose 2–3 photo areas above to improve this week.

1.
 2.
 3.


Vetted Local Tip
 Use natural light, keep it clean and tidy, and show real examples of your work. Real photos = real trust.

 →
  →
  →
 

Take Great Photos → Show Your Work → Build Trust → Get More Customers



Gathering Great Reviews

More Reviews. More Trust. More Customers.

Reviews are one of the biggest ranking factors for Google.
Ask happy customers, make it easy, and always respond.



Why Reviews Matter

Businesses with more reviews and higher ratings attract more clicks, more calls and more customers.

 Review Checklist	Have You Done This?		Notes / What You Can Improve
	Yes	No	
 Ask Every Happy Customer Do you ask satisfied customers to leave a review?	☐	☐	
 Make It Easy Do you send a direct link to your Google review page?	☐	☐	
 Ask At The Right Time Do you ask soon after the job is completed?	☐	☐	
 Follow Up Do you follow up if customers haven't left a review?	☐	☐	
 Respond To All Reviews Do you reply to all positive and negative reviews?	☐	☐	
 Make It Personal Do your replies sound natural and thank the customer?	☐	☐	
 Show Reviews Do you showcase positive reviews on your website and socials?	☐	☐	
 Aim To Improve Do you use feedback to improve your service?	☐	☐	

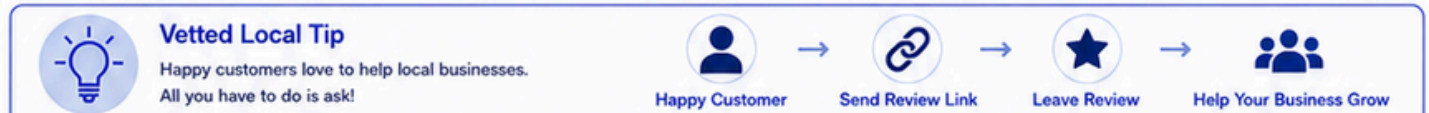
 **Your Score**

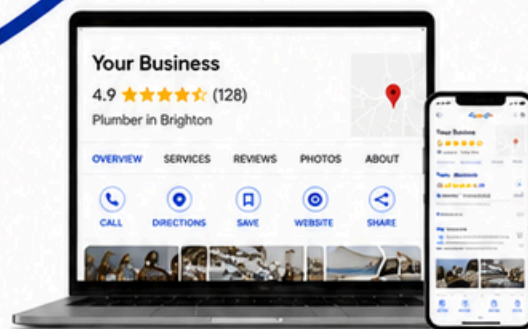
Total Score / 8

Scoring Guide
 8 Excellent – You're a review machine!
 6-7 Good – Keep it consistent.
 4-5 Fair – More reviews needed.
 0-3 Poor – Big opportunity here!

 **Action Step**
 Pick 2-3 actions from this list to get more reviews this week.

-
-
-





Taking Action

Your Action Plan For This Week

Now it's time to put your plan into action. Choose the most important tasks, set a deadline and get them done.



Small Actions. Big Results.

Consistent action each week helps you build visibility, trust and a steady stream of new customers.

✓	Action Steps	Priority (High / Med / Low)	Deadline (Date)	Completed ✓	Notes
	Add / Update Photos Add new, high-quality photos of your work, team and vehicles.	H / M / L	___ / ___ / ___	☐	
	Get More Reviews Ask happy customers to leave reviews on Google.	H / M / L	___ / ___ / ___	☐	
	Respond To Reviews Reply to all reviews – good and bad.	H / M / L	___ / ___ / ___	☐	
	Update Business Info Check details, services, opening hours and contact info.	H / M / L	___ / ___ / ___	☐	
	Add Services / Products Make sure your services are clear and up to date.	H / M / L	___ / ___ / ___	☐	
	Post An Update Share a post, offer or news with your audience.	H / M / L	___ / ___ / ___	☐	
	Check Website Link Ensure your website link works and is up to date.	H / M / L	___ / ___ / ___	☐	
	Track Your Progress Review your insights and look for improvements.	H / M / L	___ / ___ / ___	☐	



Your Score

Total
Score

/ 8

Add up your scores from each worksheet to see your progress!



Scoring Guide

- 8 Excellent – You're ahead of the game!
- 6–7 Good – Keep it up, stay consistent.
- 4–5 Fair – Keep working on the gaps.
- 0–3 Poor – Focus and take action now.



Action Celebration

Well done! Every step you take brings you closer to more visibility, more trust and more customers. Keep showing up, keep improving and keep growing!

You've got this!



Vetted Local Tip

Consistency is key. Even small weekly actions can lead to big results over time. Make it a habit and watch your business grow!



Add Photos



Get Reviews



Respond

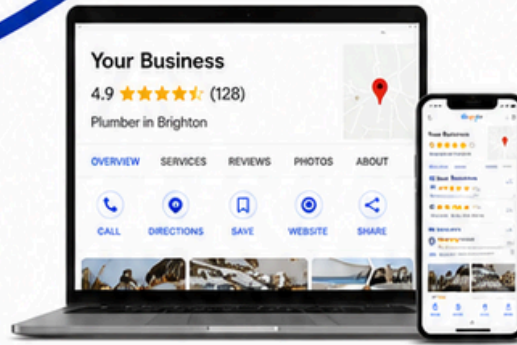


Grow Your Business

Tracking & Measuring Your Progress

Review. Measure. Improve.

Tracking your results helps you understand what's working and what you can improve. Check in regularly and celebrate your wins – every step counts!



Why Track Your Progress?

When you track the right things, you can see what's working, make better decisions and grow your business faster.

 Progress Tracker	This Week _/_/_	Last Week _/_/_	Last Month _/_/_	Notes / What You Can Improve
 Profile Views How many times people viewed your profile.	_____	_____	_____	
 Search Queries How many times your business appeared in searches.	_____	_____	_____	
 Phone Calls How many calls came from your profile.	_____	_____	_____	
 Direction Requests How many people asked for directions to your business.	_____	_____	_____	
 Website Clicks How many clicks to your website.	_____	_____	_____	
 New Reviews How many new reviews you received.	_____	_____	_____	
 New Customers How many new customers you gained.	_____	_____	_____	
 Jobs / Enquiries How many jobs or enquiries you received.	_____	_____	_____	



Your Score

Total Score / 8

Add up your scores from each worksheet to see your progress!

Scoring Guide

- 8 Excellent – You're on track and growing!
- 6–7 Good – Keep it up, stay consistent.
- 4–5 Fair – There's room for improvement.
- 0–3 Poor – Focus on taking action.



Action Step

Look at your results and choose 1–3 key areas to focus on next week.

1. _____
2. _____
3. _____



Vetted Local Tip

Small, consistent actions create big results. Review your progress weekly, stay focused and keep moving forward!



Track Your Results



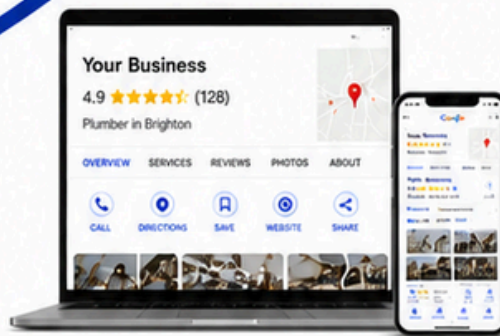
Find What Works



Focus Your Efforts



Grow Your Business



Review & Reflect

Learn. Improve. Keep Growing.

Taking time to review your progress helps you spot wins, learn from what didn't work and plan even better results in the weeks ahead.



Why Reflection Matters

Successful businesses review regularly. Reflection turns experience into progress and progress into more customers.



Weekly Reflection



What was your biggest win this week?



Which actions made the most impact?



What improved in your results?



What challenges did you face?



What did you learn?



What will you do differently next time?



What Went Well?

List the things that worked well this week.

☐

☐

☐

☐

☐

☐

☐



What Could Be Better?

List the areas where you can improve.

☐

☐

☐

☐

☐

☐

☐



Next Week Focus

My top 3 priorities for next week:

1.

2.

3.



Small improvements every week lead to big results over time.



Final Tip

Consistency and reflection are the secret to growth. Keep showing up, keep improving and the customers will follow.



Review



Learn



Improve

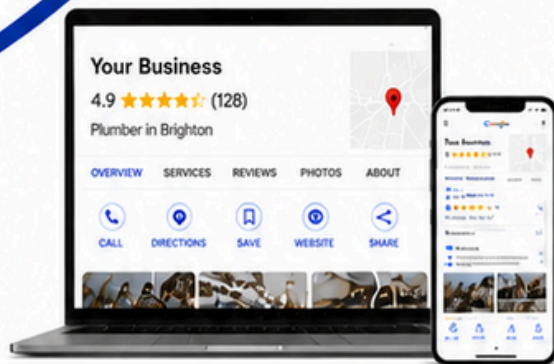


Grow

Week In Review

Your Progress This Week

You've completed the work, taken action and moved your business forward. Take a moment to review, celebrate and get ready for next week.



Well Done!

Every action you take builds your visibility, trust and reputation. Keep it up – you're building a business that customers choose.



Summary Of This Week



What did you achieve this week?



Which actions had the biggest impact?



What improved in your results?



What new customers or enquiries did you receive?



What challenges did you face?



What did you learn this week?



Wins & Next Steps

My Wins This Week

List your top wins – big or small!

1.
2.
3.

Next Week Focus

My top 3 priorities for next week:

1.
2.
3.

One Thing I Will Do Differently

What's one thing you will do differently next week?



Your Score

Total Score

/ 8

Scoring Guide

- 8 Excellent – You're dominating your area!
- 6–7 Great – Keep it up, stay consistent.
- 4–5 Good – You're making solid progress.
- 0–3 Needs Focus – Take action and improve.



Keep Building Momentum

Consistency is the key to long-term success. Keep showing up, keep improving and keep helping more local customers every week!

You've got this!



Final Tip

Small, consistent actions done every week produce big results over time.
Stay consistent. Stay focused. Keep growing!



Plan Your Week



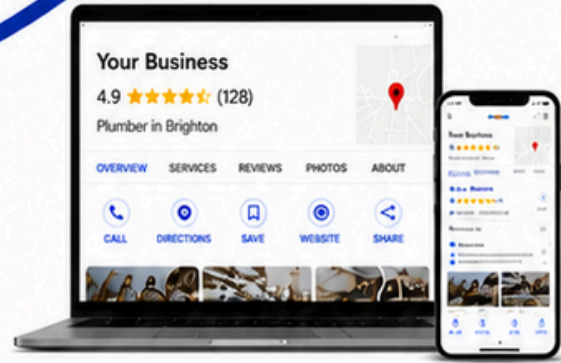
Take Action



See Results



Grow Your Business



Next Steps & Long Term Growth

Plan Ahead. Stay Consistent. Keep Growing.

Great businesses don't just react – they plan ahead.
Use this page to set your longer-term goals
and map out the steps to achieve them.



Think Long Term

A clear plan today creates more visibility,
trust and customers tomorrow.
Keep your goals in sight and keep going.



My 3–6 Month Goals

Where do you want your business to be in
the next 3–6 months?

1 Goal: _____

 Target Date: ____ / ____ / ____

Why is this important?

2 Goal: _____

 Target Date: ____ / ____ / ____

Why is this important?

3 Goal: _____

 Target Date: ____ / ____ / ____

Why is this important?



Action Plan – How I'll Get There

Break your goals down into key steps.

1 Steps I need to take:

☐
☐
☐
☐
☐

2 Steps I need to take:

☐
☐
☐
☐
☐

3 Steps I need to take:

☐
☐
☐
☐
☐


Your Score

Total
Score / 8

Add up your scores from each
worksheet to see your progress!

Scoring Guide

- 8 Excellent – You're on the right track!
- 6–7 Great – Keep up the momentum.
- 4–5 Good – You're making progress.
- 0–3 Needs Focus – Take action and improve.



Remember

Growth is a journey, not a race.
Small, consistent actions each week
lead to big results over time.

Stay focused. Keep showing up.
Your future customers are out there!



Vetted Local Tip

Review your progress monthly, update your
goals and keep taking action. Consistency
today leads to more customers tomorrow!



Set Clear Goals



Take Consistent Action



Track Your Progress

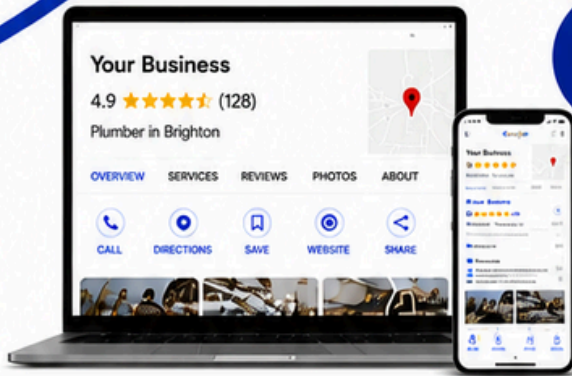


Grow Your Business

Resources & Tools

Helpful Tools To Support Your Growth

Use the right resources and tools to save time, stay organised and get better results. Keep this list handy and refer back to it whenever you need support.



Work Smarter, Not Harder

The right tools help you save time, stay consistent and grow your business more effectively.



Recommended Resources



Google Business Profile Help

Official guides and support from Google to help you get the most out of your business profile.



Members Hub Training

Step-by-step guides, checklists and training videos to help you take action and grow your business.



Review Generation Tips

Proven strategies and templates to help you get more reviews from your happy customers.



Photos & Branding Guide

Tips for great photos and branding to help your profile stand out and build trust.



Local SEO Guide

Simple actions to improve your local search visibility and attract more customers.



Content Ideas Library

Post ideas, offers and content examples to help you stay active and relevant all year round.



Tools To Use



Google Business Profile

Manage your profile, posts, photos, reviews and more.

Using?
Y / N



Magic AI CRM

Automate follow-ups, messages and customer communication.

Using?
Y / N



Website

Your website helps build trust and convert visitors into customers.

Using?
Y / N



Google Analytics

Track your website traffic and see what's working.

Using?
Y / N



Review Management Tool

Monitor and respond to reviews quickly and easily.

Using?
Y / N



Photo Editing App

Edit and optimise your photos before uploading.

Using?
Y / N



Social Media Scheduler

Plan and schedule posts to stay consistent.

Using?
Y / N



My Notes



Vetted Local Tip

Start with the free resources in your Members Hub. Use one new tool at a time and focus on what moves the needle for your business.



Find Resources



Use The Right Tools



Take Consistent Action

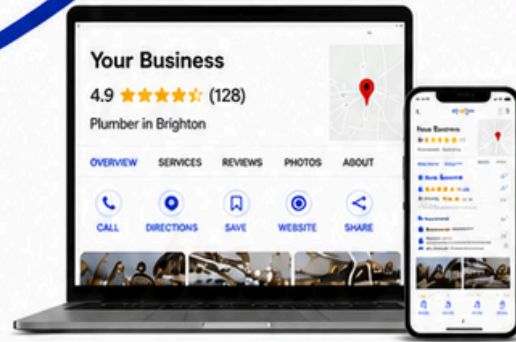


Grow Your Business

Action Plan For Next Week

Plan It. Do It. Get Results.

A clear plan helps you stay focused and consistent. Use this page to plan your priorities, key actions and how you'll measure success next week.



Small Actions. Big Results.

Focus on the right actions and take steady steps forward. Consistency today creates more customers tomorrow.



My Top 3 Priorities For Next Week

1. _____
2. _____
3. _____



My Weekly Action Schedule

Day	Key Action	Time / Date
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		



Time Block Your Success

Set time in your diary for these actions. Protect that time and make it happen!



Key Actions I Will Take

List the specific actions you will take next week to move your business forward.

- ☐ 1. _____
- ☐ 2. _____
- ☐ 3. _____
- ☐ 4. _____
- ☐ 5. _____
- ☐ 6. _____
- ☐ 7. _____
- ☐ 8. _____
- ☐ 9. _____
- ☐ 10. _____



How I Will Measure Success

What results or numbers will show me that my actions worked?



Next Week Reflection



What Success Will Look Like?

How will I know it was a successful week?



Potential Challenges

What might get in the way?



How I Will Overcome Them

What will I do if challenges happen?



Vetted Local Tip

Plan your week on a Sunday evening. Start Monday with clarity and focus and you'll stay ahead all week!



Plan Your Week



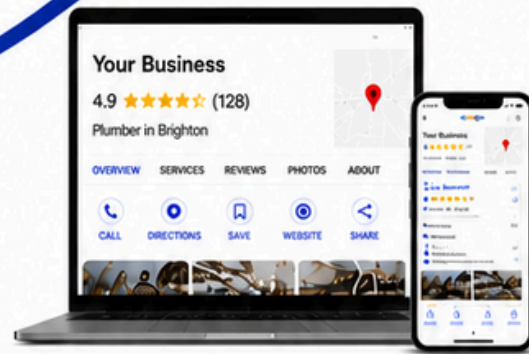
Take Action



Track Your Results



Grow Your Business



Measure & Track Your Results

What Gets Measured, Gets Improved.

Tracking your results helps you see what's working, what's not and where to focus your time and effort for the biggest impact.



Track. Learn. Grow.

Regularly tracking your numbers helps you make smarter decisions and grow your business with confidence.



Your Key Metrics

List the key numbers that matter most to your business.

-  Profile Views _____
-  Phone Calls _____
-  Messages / Enquiries _____
-  New Customers _____
-  Total Reviews _____
-  Jobs Completed _____
-  Revenue Generated _____



Monthly Review

At the end of each month, review your overall performance.

-  What were my biggest wins? _____
-  What improved the most? _____
-  What challenges did I face? _____



Weekly Tracking

Track your key metrics each week.

Metric	This Week	Last Week	Change
Profile Views			
Phone Calls			
Messages / Enquiries			
New Customers			
Total Reviews			
Jobs Completed			
Revenue Generated			



What The Numbers Are Telling Me

Look at your results. What's working well?
What's not working? What can you improve?



Actions Based On My Results

List 3 actions you will take based on your results.

- 1 _____
- 2 _____
- 3 _____



**Focus on progress,
not perfection.**

Small improvements every week
lead to big results over time.



Vetted Local Tip

Review your numbers weekly. Even small wins add up.
Use your insights to make better decisions and keep growing!



Track Data



Analyse Results



Take Action

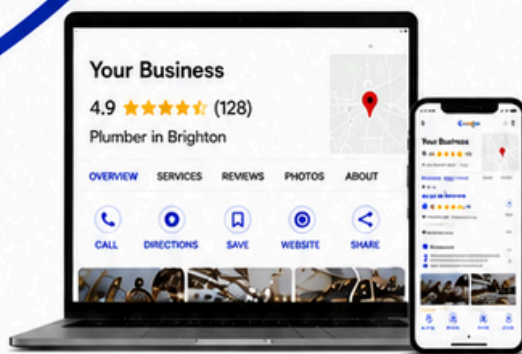


See Growth

Month In Review

Celebrate Progress. Learn. Plan Ahead.

Take time at the end of each month to review your progress, celebrate wins, learn from challenges and plan for an even stronger next month.



Every Step Counts

Progress comes from small, consistent actions. Take time to reflect, learn and keep moving forward.



What Went Well?

What were my biggest wins this month?



1. _____
2. _____
3. _____

What am I most proud of?



Challenges & Lessons

What challenges did I face this month?



1. _____
2. _____
3. _____

What lessons did I learn?



Key Numbers Summary

Metric	This Month	Last Month	Change
Profile Views			↑
Phone Calls			↑
Messages / Enquiries			↑
New Customers			↑
Total Reviews			↑
Jobs Completed			→
Revenue Generated			↑



Next Month Focus

My top 3 goals for next month:

1. _____
2. _____
3. _____

Top 3 actions I will take to achieve my goals:

1. _____
2. _____
3. _____



What I Will Do Differently

What's one thing I will do differently next month to get better results?



Small, consistent actions every month build a business that customers trust and choose.



Overall Reflection

How would I rate this month overall?



One word to describe this month:

What am I looking forward to most next month?



Vetted Local Tip

Review monthly, plan weekly and act daily. That's how great local businesses grow and stay ahead!



Review



Learn



Plan



Take Action

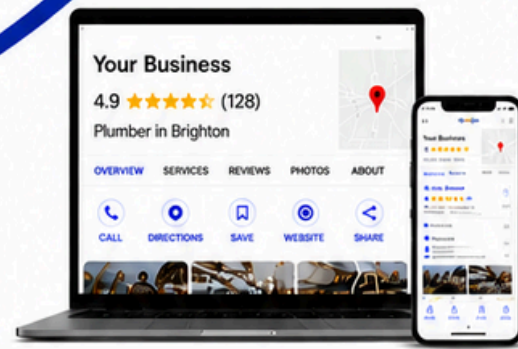


See Results

Review & Improve Your Profile

Keep Your Profile Fresh. Stay Ahead.

Regular reviews and improvements help you stay visible, build trust and convert more viewers into customers. Use this worksheet to audit and improve your profile.



A Better Profile Gets Better Results

Small updates can make a big difference. Review your profile regularly and keep your information accurate, helpful and up to date.

✓ Profile Audit Checklist	Yes	No	Needs Work
 Business name is correct	☐	☐	☐
 Primary category is accurate	☐	☐	☐
 All services are up to date	☐	☐	☐
 Business description is complete and includes keywords	☐	☐	☐
 Phone number is correct	☐	☐	☐
 Address & area served are correct	☐	☐	☐
 Website link is working	☐	☐	☐
 Opening hours are accurate	☐	☐	☐
 Photos are current and high quality	☐	☐	☐
 Posts are being published regularly	☐	☐	☐
 Reviews are being generated	☐	☐	☐
 Questions are being answered	☐	☐	☐
 Attributes are added	☐	☐	☐
 Products / services (if applicable)	☐	☐	☐
 Messaging is turned on	☐	☐	☐

Priority Improvements

What are the top 3 things you will improve on your profile?

- By: _____ Date: ____ / ____ / ____
- By: _____ Date: ____ / ____ / ____
- By: _____ Date: ____ / ____ / ____

★ What's Working Well?

List the things on your profile that are working well and getting results.

- _____
- _____
- _____
- _____
- _____

💡 Ideas To Improve

List any ideas you have to make your profile even better for customers.

- _____
- _____
- _____
- _____
- _____



Review Schedule

Set a regular time to review and improve your profile.

I will review my profile:

☐ Weekly ☐ Monthly ☐ Every 3 Months

Day: _____

Time: _____



Action Plan

List 5 specific actions you will take to improve your profile.

- _____ Date: ____ / ____ / ____
- _____ Date: ____ / ____ / ____
- _____ Date: ____ / ____ / ____
- _____ Date: ____ / ____ / ____
- _____ Date: ____ / ____ / ____



Expected Results

What results do you expect from these improvements?

-  More profile views _____
-  More calls _____
-  More website visits _____
-  More messages / enquiries _____
-  More customers _____
-  Other: _____



Vetted Local Tip

Consistency is key! Small, regular updates keep your profile active and trusted by both Google and your customers.



Audit



Improve



Update



Engage

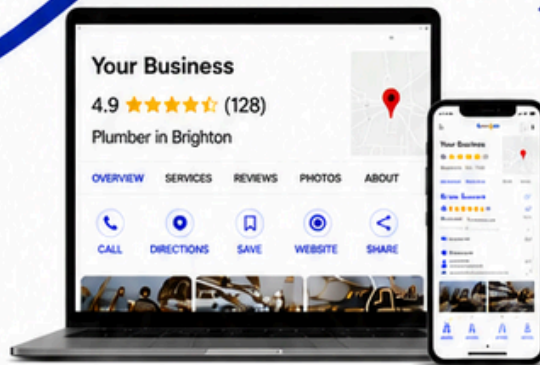


Grow

Next Steps & Long Term Goals

Plan Ahead. Stay Focused. Keep Growing.

Great businesses are built with a plan. Use this page to set your long term goals, break them down into steps and stay accountable.



Big Goals Start With A Plan

Clear goals give you direction.
Consistent action gets you results.
Keep your eyes on the prize!



My Big Goals (Next 12 Months)

1 Goal: _____

Why it matters: _____

2 Goal: _____

Why it matters: _____

3 Goal: _____

Why it matters: _____



Accountability Check

Who will help keep you accountable?

Name: _____

How they will help: _____

Check in date: ____ / ____ / ____ 



Break It Down – Action Steps

List the key steps you will take to achieve your goals.

Goal	Action Step	Target Date	Completed
1	1.		☐
	2.		☐
	3.		☐
	4.		☐
	5.		☐
2	1.		☐
	2.		☐
	3.		☐
	4.		☐
	5.		☐
3	1.		☐
	2.		☐
	3.		☐
	4.		☐
	5.		☐



My Why – Keep This Front Of Mind

Why are these goals important to you and your business?

How will achieving these goals impact your life?



Vetted Local Tip

Big results come from small, consistent actions.
Keep showing up, stay consistent and don't give up. You've got this!



Set Your Goals



Take Action



Stay Consistent



Achieve Results



Celebrate Wins

CERTIFICATE OF COMPLETION



THIS IS TO CERTIFY THAT

HAS SUCCESSFULLY COMPLETED THE
**GOOGLE BUSINESS PROFILE
GROWTH WORKBOOK**



Congratulations!

You've taken the time to learn, review and improve your Google Business Profile. This puts you ahead of most trades businesses in your area.

Keep taking action, stay consistent and watch your visibility, reputation and customer enquiries grow!

YOUR FINAL SCORE

Categories	___ /10
Services	___ /10
Reviews	___ /10
Photos	___ /10
Posts	___ /10
Website	___ /10
Trust Signals	___ /10
Competitor Audit	

OVERALL SCORE / 100



DATE COMPLETED



MY SCORE



SIGNED

“ The best time to improve your Google Business Profile was yesterday.
The second-best time is today. ”



Keep learning. Keep improving. Keep growing.
See you in the next workbook!

Thank you for being part of
the Vetted Local community.

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