DIY LOCAL SEO · 30-DAY PLAN

DIY local SEO for contractors: the 30-day plan

Four weeks, one theme each, about nine hours in total. Do the weeks in order and write the date next to each tick.

4 **weeks,** one theme each week.

9 **hours** in total, no paid tools.

0 **edits** to name, address or categories.

WEEK 1 · ABOUT 2 HOURS

Make the basics true

- [ ] **Search your service plus your town on your phone**
  Write down the top three and your own position.
- [ ] **Confirm you are the primary owner of your profile**
  Fix this before anything else.
- [ ] **Correct hours, phone and service area**
  Leave name, address and categories alone.
- [ ] **Add your website to Search Console**
  A Domain property needs access to your domain settings.

WEEK 2 · ABOUT 2 HOURS

Show proof

- [ ] **Create your review link and QR code**
  Read reviews, then Get more reviews. Test it.
- [ ] **Ask your last ten happy customers**
  Same message to all. Offer nothing in return.
- [ ] **Reply to every review you already have**
  Short and calm. Flag only policy breaks.
- [ ] **Upload ten real photos from recent jobs**
  JPG or PNG, in focus. Can take 24 to 48 hours to show.

WEEK 3 · ABOUT 3 HOURS

Fix the website basics

- [ ] **One page per core service you want calls for**
  Written from real jobs. One per service, not per town.
- [ ] **Phone number first on every page**
  Tappable on a phone. Same as your Google profile.
- [ ] **Check each page is indexed**
  Search Console shows it. Google says AI features only link indexed pages.

WEEK 4 · ABOUT 2 HOURS

Measure, check AI, decide

- [ ] **Read calls, website clicks, directions**
  Business Profile, Performance, last 28 days, Apply.
- [ ] **Read clicks and impressions in Search Console**
  Performance, Search results.
- [ ] **Run the five-minute AI check**
  Ask five customer questions. Write who is named.
- [ ] **Write one line in the log and decide**
  Keep, stop or hand off.

WHERE AI HELPS

Use it for drafts and checks

- [ ] **First drafts**
  Review replies, a page outline, questions customers ask. You edit every line.
- [ ] **The five-minute check**
  Ask an AI assistant what a customer would. See who it names.
- [ ] **Never invent facts**
  No made-up reviews, prices, licenses, jobs or years in business.

WHAT TO AVOID

Three expensive mistakes

- [ ] **Changing name, address or categories to rank**
  Google says an edit can mean verifying again.
- [ ] **Buying or trading for reviews**
  Google says paid or incentivized reviews are removed.
- [ ] **Dozens of near-identical AI pages**
  Google calls this scaled content abuse.

30-DAY LOG

Date	What I changed	Calls	Website clicks	Noticed

TIME TO GET HELP IF

- [ ] You finished the plan and calls have not moved after a few months.
- [ ] Your profile is suspended, or a competitor with fake reviews outranks you.
- [ ] Most leads are junk, or you need technical fixes on your site.

WANT A SECOND SET OF EYES?

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