GOOGLE MAPS RANKINGS · FREE CHECKLIST

# The 15-minute weekly Google profile routine

Do these eight things once a week. Look and reply, don't rewrite. Changing your name, address or categories is not part of this routine.

**15** **minutes** a week, same day each week.

**8** **small jobs,** none of them risky.

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

1 · 2 MIN

## Look at the numbers

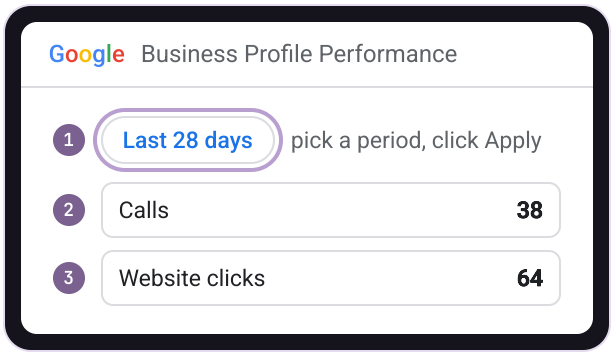
- [ ] **Open Performance, pick last 28 days, click Apply**
  Compare Calls, Directions and Website clicks with last week. Searches update monthly.

2 · 3 MIN

## Reply to new reviews

- [ ] **Reply to every review since last week**
  Short and calm. Use your name. Never offer a deal.
- [ ] **Flag only reviews that break Google's policies**
  Not because you disagree.

WHERE TO LOOK · PERFORMANCE




Placeholder numbers. Illustration based on Google's help page.

3 · 1 MIN

## Check alerts and edits

- [ ] **Look in Edit profile for alerts**
  Google tells you there if it changed your info.
- [ ] **Check no edit says Not approved or Pending too long**

4 · 2 MIN

## Check hours

- [ ] **Are next week's hours right?**
  Add special hours for holidays.

5 · 2 MIN

## Add real photos

- [ ] **Upload 1 to 3 photos from this week's jobs**
  JPG or PNG, in focus, no heavy filters. They can take 24 to 48 hours to show.

6 · 3 MIN

## Ask this week's customers

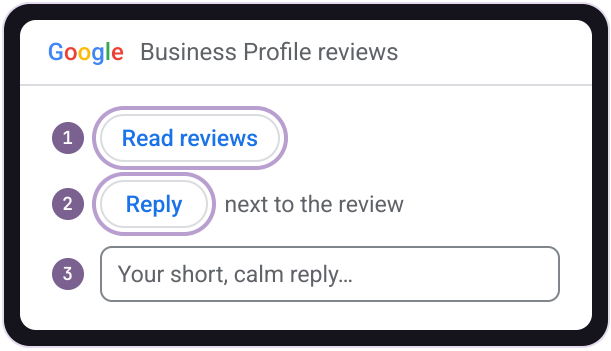
- [ ] **Send your review link to everyone you finished this week**
  Same message to every customer. Nothing offered in return.

7 · 1 MIN

## Search like a customer

- [ ] **Search your name and your main service from your phone**
  Note anything odd: wrong hours, a new competitor, a duplicate.

WHERE TO LOOK · REPLY




Placeholder data. Illustration based on Google's help page.

8 · 1 MIN

## Write one line in your log

- [ ] **Date, the three numbers, anything you noticed**
  No change is a fine entry.

WEEKLY LOG

| Date | Calls | Directions | Website clicks | Noticed |
|---|---|---|---|---|
| | | | | |
| | | | | |

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