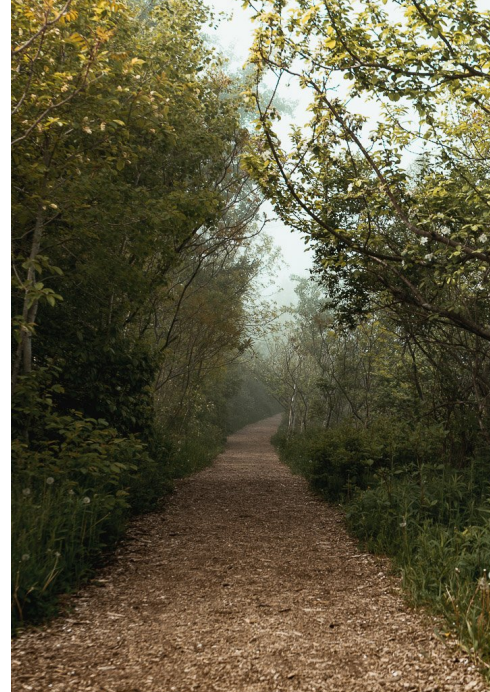


SMALL BUSINESS MARKETING CHECKLIST

30 CHECKS TO HELP LOCAL CUSTOMERS FIND YOU AND GET IN TOUCH

I wrote this for owners around Milwaukee, Madison, and Green Bay who are new to marketing. Each check is one plain line, with a short hint where it helps. You don't need any marketing background to use it.



HOW TO USE IT

Tick each check that's already true for your business today. Every empty box goes on your to-do list. Start with section 1 and work down. If you're not sure, leave the box empty. If you can't tell whether something is set up, it probably isn't yet.

1. GOOGLE BUSINESS PROFILE

Your Google Business Profile is the listing people see when they look you up on Google Search or Maps. Customers can call you or get directions straight from it.

- ☐ Your profile is claimed and verified.
Look yourself up on Google Maps. If you see "Claim this business" or "Own this business?", it isn't claimed yet.
- ☐ The business name on your profile is your real name, with nothing added.
Adding words like "emergency plumber Milwaukee" to the name can get a profile suspended.
- ☐ Your primary category is the most specific one that fits.
"Wedding photographer" fits better than "Photographer". Add another category only for a separate part of your business, such as a bakery inside a grocery store. List individual services in your profile's Services section instead.
- ☐ Your address or service area, phone number, website link, and hours are correct.
Add holiday hours too. If customers don't come to you, hide your street address and list the areas you serve, staying within about two hours' drive of your base.
- ☐ Your services or products are listed, with prices or starting prices where you can.
If your Google profile asks you yes-or-no questions about your business, answer them.
- ☐ You add new photos of your work at least once a month.
Skip stock photos. Customers want to see the work they'll get. A short Google post with each new photo helps too.

2. YOUR WEBSITE A visitor on a phone should see what you do and how to reach you without hunting for it.	☐ On a phone, a first-time visitor can tell what you do and where within five seconds. Show your homepage to a friend for five seconds, then ask them to describe your business. ☐ Each main page has one clear next step near the top. Book, call, buy, or donate. Pick the one that matters most on that page. ☐ Every way to contact you works from a phone. Tap your phone number and email address, and send yourself a test through your form. Form messages should reach an inbox someone checks daily. ☐ Your main pages load quickly on a phone. Test them free at pagespeed.web.dev. ☐ Your site uses your own domain name, and its address starts with https (the secure version of a web address). Most website builders include https for free. Chrome now asks visitors for permission before it opens a public site without it.
3. SEARCH BASICS (SEO) Search engine optimization (SEO) is the work that helps Google show your site to the right people. These checks cover the basics.	☐ Each main page has a title and description naming what you do and your city. For example, "Dog grooming in Bay View, Milwaukee". Look for the SEO settings in your website builder. ☐ Each main service has its own page. A separate page for each service gives Google a clear match for each search. ☐ Your site answers the questions customers ask most. Prices or starting prices, service area, hours, and how to book. Google's AI answers in Search and Maps draw on what your site says. ☐ Your site is connected to Google Search Console. It's free and shows which searches bring people to your site. Add your sitemap there (a list of your pages that most website builders make for you). ☐ Your business is listed the same way on Apple Maps, Bing, Yelp, and Facebook. Use the same name, address, and phone number everywhere. You can claim your Apple Maps listing for free at business.apple.com, and your Bing listing at bing.com/forbusiness.
4. REVIEWS AND TRUST Reviews and photos of finished jobs help someone who has never met you decide to call.	☐ You ask every customer for a Google review and send them the link. On a computer, open your Google profile and choose Read reviews, then Get more reviews, to copy your link or save a QR code. Google's rules don't allow asking only happy customers, offering anything in return, or telling customers what to write. ☐ You reply to every review within a few days, good or bad. Keep replies short and polite, and never share a customer's private details. ☐ Your website shows proof of your work. Testimonials used with permission, photos of finished jobs, or before-and-afters.

5. SOCIAL MEDIA Customers often check your social accounts to see recent work and to make sure you're still open.	☐ You post on one or two platforms your customers use, on a schedule you can keep. Once a week is a fine start. It's OK to pause the other platforms. ☐ Your accounts are set up as business or professional accounts. It's free on Instagram and Facebook, and it shows how many people saw each post. ☐ Your bio says what you do and where, and links to your booking or contact page. Use the same name and profile photo on every platform.
6. EMAIL AND FOLLOW-UP Email keeps you in touch with people who have already bought from you or asked about your work.	☐ Every new inquiry gets a reply within one business day. An automatic reply that says when you'll get back to them buys you time. ☐ You collect email addresses from people who agree to hear from you. Ask at checkout, when someone books, or with a free download like this one. ☐ You send a useful email at least once a month. A tip or an offer is plenty. Set up a welcome email for new subscribers too. ☐ Every marketing email has a clear way to unsubscribe and your business mailing address. US law (the CAN-SPAM Act) requires both, and a P.O. box counts. Most email tools add them for you. When someone unsubscribes, take them off your list within 10 business days.
7. TRACKING RESULTS Track one or two numbers each month so you can see where your calls and bookings come from.	☐ Website analytics are set up. Check them once a month. Google Analytics or the stats built into your website builder both work. ☐ You check the Performance page on your Google profile once a month. It shows the calls, direction requests, and website clicks that came from your profile. ☐ You ask new customers how they found you and keep a tally. A notebook or a column in your booking system is enough. ☐ If you run ads, conversion tracking is set up. Conversion tracking is a setting that shows which ads led to a call, booking, or sale.
YOUR SCORE Count your ticks out of 30.	25 to 30: Your basics are in place. Keep them current, and look at paid ads or a new platform when you're ready to grow. 15 to 24: Most of your basics are done. Fix the empty boxes in sections 1 and 2 before the rest, since customers see those first. 0 to 14: Start with section 1 and do a few checks each week. Almost every check here costs nothing but time.

CHECKLIST WALKTHROUGH

\$149

If your empty boxes add up to a long list, I can help you sort it. We'll go through your checklist together on a 60-minute video call, looking at your Google profile, website, and social accounts as we go.

You'll leave with your top five fixes, in the order I'd make them.

If you go on to a Strategic Audit, the \$149 comes off its \$1,200 price. The audit is a full review of your marketing, with a written plan of what to fix first.

Book from giollocated.com/checklist, or reply to the email this checklist came with.

CHECKS FOR YOUR INDUSTRY



The 30 checks in this guide fit almost any local business. Every industry also has a few checks of its own. A restaurant needs its full menu on Google, and a contractor needs a clear service area.

I keep free checklist pages for local businesses by industry, with extra checks and the first fixes worth making. Each page lives at giollocated.com/checklist/ followed by your industry, for example:

giollocated.com/checklist/restaurants-cafes

giollocated.com/checklist/contractors-home-services

giollocated.com/checklist/retail-boutiques

The full list is at giollocated.com/checklist. If your industry isn't there yet, email me at Giollocated@gmail.com and tell me what you do.

ABOUT GIOLOCATED



I'm Giovanni, a marketer based in Milwaukee. Small businesses and nonprofits around Milwaukee, Madison, and Green Bay hire me for content, websites, paid ads, and custom tools. You work with me directly, and you'll always know what's changing in your marketing and why.

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Book a free discovery call at giollocated.com

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