MODULE 7: SEARCH, LOCAL SEO AND GOOGLE BUSINESS PROFILE

Your review position

Lesson: Reviews and local ranking · about 15 minutes

Measure where your reviews stand and set a realistic monthly pace.

Your business (name, service, main city):

1. Search your main service and city. Record the review count, rating and approximate reviews gained in the last year for the three profiles in the map pack, and for your own.

2. Calculate your expected yearly reviews: events per year multiplied by your realistic follow-through rate. How does that compare with each competitor's pace?

3. Write the open question you will use to help clients remember details, without telling them what to say.

4. List the months when your review flow usually goes quiet, and the events or clients you could ask during those months.

5. **Find three phrases from your existing reviews that belong in your keyword map or on a service page, and say where each will go.**

Check: can you now

- Explain how review count, rating, recency, detail and replies affect local visibility and clicks
- Calculate the review pace needed to close or hold a gap with competitors in your area
- Run a monthly review routine that strengthens ranking without breaking Google's rules or the Competition Act

One change you will make this week