MODULE 7: SEARCH, LOCAL SEO AND GOOGLE BUSINESS PROFILE

Your 90-day local SEO plan

Lesson: Module 7 workshop: a 90-day local SEO plan · about 20 minutes

Build a one-page plan for the next 13 weeks.

Your business (name, service, main city):

1. Write your weekly hours for search work and the total for 13 weeks. Name who owns which tasks.

2. Record your baseline for clicks, CTR, profile actions, reviews, qualified search inquiries and citation errors, with a modest 90-day target for each.

3. List the foundation tasks you still need to complete in weeks 1 and 2.

4. Name your three priority pages from your keyword map, whether each is a rewrite or new, and the two-week window for each.

5. **Write your weekly routine for reviews, citations, links and photos, with the minutes each will take.**

6. **Write the end date of your quarter and the inquiry season it is meant to serve.**

Check: can you now

- Record a search baseline for your business across Search Console, your Business Profile and your CRM
- Sequence 13 weeks of local SEO tasks within a realistic weekly time budget
- Set measurable 90-day targets and a review point for deciding what to do next

One change you will make this week