

30 MINUTES A MONTH: YOUR SEO CHECKLIST

Your assistant runs the check-up at 7:00 AM on the 1st. Then you do this.

✓	MINUTES	DO THIS
☐	0–3	Read the check-up report. Five numbers, what moved, three actions.
☐	3–6	Answer the bot's three questions: a job to write up, an event or offer, anything that changed.
☐	6–16	Publish this month's article. Fix anything marked [confirm], publish, let the bot ping IndexNow.
☐	16–20	Paste four Google Business Profile posts, a week apart.
☐	20–25	Reviews: send the same ask to last month's customers; post the reply drafts.
☐	25–30	One proof piece: a case study (with the customer's OK) or one local-link email.

Your five numbers

1. Calls and form leads
2. Business Profile actions (calls, directions, website clicks)
3. Search Console clicks
4. New reviews and average rating
5. Top 10 searches bringing clicks

Every job (no extra time)

- ☐ Three photos: before, during, after
- ☐ Ask for the review in person; the bot texts the link

Once a quarter (+10 minutes)

- ☐ Fix any listing the NAP auditor flagged
- ☐ Read the keyword snapshot; pick three topics
- ☐ Send the local-link outreach emails

Never

- Buy, write or incentivize reviews · ask only happy customers · add keywords to your business name · publish a fact you didn't confirm · give anyone your passwords

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