

OWN YOUR SEO

How a local business runs its own search marketing with its own AI assistant, in about 30 minutes a month.

A Schreier Group field guide · Money-Back Mastermind edition · October 2026

1. THE PROMISE, AND WHY WE WROTE THIS

Here's the deal. Most small businesses we meet are paying somebody every month for "SEO," and when we ask what they get for it, the answer is a PDF they don't read and a feeling they can't cancel.

SEO is real work, and good people do it well. But the core of it for a local business is not a secret. It's a short list of things, done every month, by someone who actually knows your business. That someone should be you, with an assistant doing the heavy lifting.

We'd rather teach you to fish than keep selling you fish.

This guide gives you three things:

1. **The short list.** What actually moves a local business in Google, Bing, Apple Maps and the AI assistants in 2026, straight from the platforms' own published guidance.
2. **The machine.** Your own AI assistant (a Buddy-style bot) that pulls your numbers, drafts your posts, writes your blogs and case studies from real facts, drafts your review replies, and hands you a one-page report on the 1st of every month.
3. **The 30-minute month.** The small set of things only a human can do, laid out minute by minute, so the whole job fits in half an hour.

How do you eat an elephant? One bite at a time. This is the bite-sized version.

What this guide will not do: promise you a ranking. Nobody can honestly promise that, and Google says so itself (see Section 10). What we can promise is that you'll know exactly what's being done, why, and what it's producing.

2. WHAT SEO ACTUALLY IS FOR A LOCAL BUSINESS IN 2026

Strip away the jargon and local search comes down to six things. Google's own help page for Business Profiles says local results are based mainly on three factors: **relevance, distance and prominence**. Distance you can't change. Everything below feeds the other two.

Source: Google Business Profile Help, "Tips to improve your local ranking on Google" (<https://support.google.com/business/answer/7091>).

The six things that move results

#	WHAT	WHY IT MATTERS	WHO DOES IT IN THIS SYSTEM
1	Google Business Profile (GBP) , complete and active	It's the listing in Maps and the local pack. Google says complete, accurate info and regular updates help.	Bot drafts; you approve and click post
2	Reviews: steady new ones, every one answered	Google lists review count and score as part of prominence, and says responding shows you value customers.	You ask; bot drafts every reply
3	Helpful content about what you actually do	Google's systems are built to reward "helpful, reliable, people-first content."	Bot drafts from your real jobs; you approve
4	Technical basics: fast, mobile-friendly, indexable, secure site	Page experience is one of many signals. Google says it matters most when pages are otherwise similar.	Bot checks monthly; fixes are small
5	Consistent name, address, phone (NAP) everywhere you're listed	Mismatched listings confuse Google and customers.	Bot audits; you fix the few logins it can't
6	Local links and mentions: chamber, sponsors, partners, local news	Google says prominence includes what's written about you across the web.	You earn them; bot finds the openings

What doesn't matter much (the myths people still pay for)

Google publishes a list of things it says you shouldn't focus on. From the SEO Starter Guide (<https://developers.google.com/search/docs/fundamentals/seo-starter-guide>):

- **The meta keywords tag.** Google doesn't use it.
- **Keyword stuffing.** It's against Google's spam policies.
- **Keywords in your domain name.** Hardly any effect on ranking.
- **A minimum or maximum word count.** There's no magic length.
- **Subdomains vs. subfolders** as a ranking trick. It's a business decision, not a ranking one.
- **E-E-A-T as a "ranking factor" you can buy.** It's a framework Google's raters use, not a switch.

A few more we see sold constantly:

- **Hundreds of city pages** with the town name swapped. Google calls this doorway abuse in its spam policies.
- **Bulk AI blog posts** written to game rankings. Google's spam policies name "scaled content abuse": producing lots of pages mainly to manipulate rankings, whether a person or AI writes them.

- **A perfect speed score as a ranking guarantee.** Google says good page experience doesn't override relevance; it's a tiebreaker between similar pages (<https://developers.google.com/search/docs/appearance/page-experience>).

Speed and technical, in plain English

Your site should load fast on a phone, work for people using screen readers, use HTTPS, have a sitemap, and not hide pages from Google by accident. Do that once, check it monthly, and move on. It's hygiene, not strategy.

AI search: AI Overviews and chat assistants

People now ask Google's AI Overviews, ChatGPT, Gemini and Copilot questions like "who does paintless dent repair near Loveland?" Here's what's honestly known:

- Google says there are **no special requirements** to appear in AI Overviews beyond normal SEO best practices: the page has to be indexed and eligible to show a snippet (<https://developers.google.com/search/docs/appearance/ai-features>).
- Chat assistants pull from the open web and from business listings (Google, Bing, Apple). **Accurate listings and clear, factual pages** about what you do, where, and for whom are what they can quote.
- Nobody can guarantee you'll be named by an AI assistant. Be the clearest, most consistent source about your own business, and you give them the best chance.

3. WHAT YOU'RE USUALLY PAYING FOR, AND WHAT YOU CAN OWN YOURSELF

This is not a knock on anyone who does this for a living. Plenty of providers do honest work. But you should know what each line on the invoice is, so you can decide what to keep, what to do yourself, and what to ask.

TYPICAL MONTHLY DELIVERABLE	WHAT IT REALLY IS	OWN IT YOURSELF WITH YOUR BOT	QUESTION TO ASK ANY PROVIDER
"Monthly SEO report"	Screenshots from Search Console, GBP and analytics	Bot pulls the same numbers into one page on the 1st	"Which of these numbers is calls and forms, and what did you change to move them?"
"Local SEO / GBP management"	Posts, photos, Q&A, category and hours checks	Bot drafts 4 posts a month from your real jobs; you post them	"Can I see every post you published and when?"
"Content marketing"	Blog posts	Bot drafts from your job notes; you approve	"Who writes these, and where do the facts come from?"
"Citation building"	Listing your business on directories	Bot audits your NAP; you fix the handful that matter	"Which listings, and do I own the logins?"
"Technical SEO"	Speed, indexing, schema, broken links	Bot runs the check monthly and writes the	"What's broken right now, specifically?"

TYPICAL MONTHLY DELIVERABLE	WHAT IT REALLY IS	OWN IT YOURSELF WITH YOUR BOT	QUESTION TO ASK ANY PROVIDER
		fix list	
"Reputation management"	Review replies and review requests	Bot drafts every reply; you send the asks	"Do you ever write reviews or offer incentives?" (The answer must be no.)
"Link building"	Getting other sites to link to you	You earn local links; bot finds the openings	"Can I see every link, and did you pay for any?"
"Keyword tracking"	Where you rank for chosen searches	Bot reads your real Search Console queries	"Are these the searches that bring customers, or just ones that look good?"

Always ask: do I own every account? Your Google Business Profile, Search Console, analytics, domain and website should be in your name, with the provider added as a user. If you ever part ways, you keep everything.

When hiring help is genuinely worth it

Teaching you to fish doesn't mean never calling a pro. Hire help when:

- **Google has flagged your site.** A manual action in Search Console, or a suspended Business Profile. Recovery takes specific experience.
- **You're moving or rebuilding a site with lots of pages.** Migrations done wrong can wipe out years of traffic.
- **You compete nationally** in a crowded market (not "plumber in Greeley," but "online mattress store").
- **You run paid ads.** Google Ads and Meta ads are a different skill with real money on the line every day. That's a job for an ads specialist, not this guide.

4. ONE-TIME SETUP (60 TO 90 MINUTES, ONCE)

Do this once. Your bot can walk you through each step live; these are the exact clicks.

4.1 Your NAP record (10 minutes)

Write down, exactly as you want it everywhere:

- Business name (exactly as on your signage and legal paperwork, no keyword stuffing)
- Street address (or "service area only" if customers don't come to you)
- Main phone number
- Website address
- Hours, including special hours
- Primary category and up to a few secondary categories

- One-sentence description of what you do and where

Save it as `NAP.md` in your bot's memory folder. Every other listing gets copied from this file.

4.2 Google Business Profile (30 minutes)

1. Go to <https://google.com/business> and sign in with a Google account **you** own.
2. Search for your business. Claim it if it exists; create it if it doesn't.
3. Verify it. Google picks the method (video, phone, text, email or postcard). You have to do this part yourself.
4. Fill in every field from `NAP.md` : categories, hours, service area, services, products, attributes, description.
5. Add at least 10 real photos: storefront, team, work, vehicles.
6. Copy your review link: on your profile, click **Ask for reviews** and copy the short link. Save it in `NAP.md` .
7. Add anyone who helps you as a **Manager**, never as Owner: Menu (three dots), then **Business Profile settings**, then **People and access**.

4.3 Google Search Console (15 minutes)

1. Go to <https://search.google.com/search-console>.
2. Add a **Domain** property if you control your domain's DNS; otherwise a **URL prefix** property.
3. Verify it: add the TXT record at your domain registrar, or upload the HTML file your website host gives you.
4. Open **Sitemaps** and submit <https://yourdomain.com/sitemap.xml> .
5. Add your bot's Google account (or your helper) as a user: **Settings**, then **Users and permissions**. "Full" access is enough; keep Owner for yourself.

4.4 Bing Webmaster Tools (5 minutes)

1. Go to <https://bing.com/webmasters>.
2. Choose **Import from Google Search Console**. It copies your site and sitemap in one step.
3. Bing's index feeds Copilot and several other AI assistants, so this five minutes matters more than it used to.

4.5 Apple Business Connect (15 minutes)

1. Go to <https://businessconnect.apple.com> and sign in with an Apple Account.
2. Claim your place card, verify, and copy your hours, phone, website and photos from `NAP.md` .
3. This is how you show up correctly in Apple Maps and when someone asks Siri.

4.6 Google Analytics 4 (20 minutes)

1. Go to <https://analytics.google.com> and create a property for your website.
2. Add the tag to your site (your web host or builder has a field for the "G-" ID).
3. Mark your real conversions as **key events**: form submissions, phone clicks, bookings. Count each lead once.

4. Link it to Search Console: **Admin**, then **Product links**, then **Search Console links**.

4.7 Sitemap and IndexNow (10 minutes)

- 1. Make sure <https://yourdomain.com/sitemap.xml> exists and lists your real pages. Most website builders make one automatically.
- 2. Make sure <https://yourdomain.com/robots.txt> doesn't block your site and lists the sitemap.
- 3. **IndexNow** tells Bing, Yandex and other participating engines the moment you publish or change a page. Google doesn't use IndexNow; it reads your sitemap. Your bot pings IndexNow after every change (see Section 5).

4.8 Give your bot its seat

Your assistant works through your accounts, not around them:

- **Signed in by you** in your browser for GBP and Apple (these have no easy access for small businesses; see Section 6).
- **Added as a user** in Search Console and Analytics, so it can read your numbers.
- **Pointed at your website files** or your site builder, so it can draft pages.

You keep every password. The bot never needs one, and should never be given one.

5. THE AUTOMATION MAP

Every job below runs from your assistant. Each one is labeled one of three ways:

- **AUTOMATED:** the bot does it end to end, on a schedule or when you ask, and tells you what it did. Nothing leaves your computer and no public page changes.
- **DRAFT-FOR-APPROVAL:** the bot does about 95% and stops at a finished draft. You approve it, then post, publish or send it (or paste it where no direct connection exists).
- **HUMAN-ONLY:** a step that can't or shouldn't be automated: identity checks, logins, customer consent, and things in the physical world. The bot prepares everything and hands you the exact steps.

Where a job isn't fully automated, the reason is one of five, labeled R1 to R5 below and explained in Section 6.

#	AUTOMATION	WHEN IT RUNS	WHAT THE BOT DOES	LEVEL	YOUR PART (TIME)
1	SEO Setup Wizard	Once: "set up my SEO"	Interviews you, builds your SEO Profile (NAP, categories, services, keywords, account checklist), creates sitemap, robots and IndexNow files, takes a baseline snapshot	DRAFT-FOR-APPROVAL	You sign in and click verify on each platform (R1) · 60–90 min, once

#	AUTOMATION	WHEN IT RUNS	WHAT THE BOT DOES	LEVEL	YOUR PART (TIME)
2	Monthly SEO Check-up	1st of the month, 7:00 AM, or "run my SEO check-up"	Pulls your Search Console numbers, checks the site, compares with last month, writes a one-page report with what moved and 3 actions, pings IndexNow	AUTOMATED	Read the report; if Search Console isn't connected directly, drop in one export file (R1) · 3 min
3	Blog / Article Writer	Monthly, or "write a blog about X"	Picks the topic from your real searches and customer questions, writes the brief and the draft with title, description, headings, internal links, FAQ, page tags, and publishing steps for your platform	DRAFT-FOR-APPROVAL (R2)	Read it, fix facts, publish · 10 min
4	Case Study Writer	"Write up the Johnson job"	Turns your job notes and photos into a case-study page, page tags, a GBP post and a social caption; includes a permission-request text for the customer	DRAFT-FOR-APPROVAL (R2, R4)	Get the customer's OK, approve · 5 min
5	Google Business Profile Engine	Weekly (Monday drafts); photo reminder twice a month	Drafts one post a week (update, offer or event) from your recent jobs, suggests Q&A, keeps a photo checklist	DRAFT-FOR-APPROVAL; paste by default (R3)	Paste 4 posts a month · 4 min
6	Review Engine	After each job; weekly sweep; new-review alert	Drafts the review ask (text and email), drafts a reply to every review (positive and negative playbooks), counts your review pace	DRAFT-FOR-APPROVAL (R2, R4); counting AUTOMATED	Send the asks, post the replies · 5 min
7	Citation / NAP Auditor	Quarterly, and after any move or phone change	Checks your name, address and phone on public directory pages and builds a match / mismatch / missing table with direct links to fix	AUTOMATED check; fixes HUMAN-ONLY (R1)	Fix mismatches · about 5 min per directory, rarely

#	AUTOMATION	WHEN IT RUNS	WHAT THE BOT DOES	LEVEL	YOUR PART (TIME)
8	Technical SEO Auditor + Fixer	Monthly (inside the check-up), or "audit my site"	Finds speed, indexing, tag and link problems; fixes them itself on simple sites it manages; gives exact paste steps for WordPress, Squarespace, Wix, Shopify and GoDaddy	AUTOMATED audit; fixes AUTOMATED on static sites, otherwise paste steps (R3)	Paste fixes on hosted builders · 0–5 min
9	Competitor & Keyword Snapshot	Quarterly	Shows who's in the map pack for your 5–10 money searches, pulls "People also ask" questions into a topic list, notes seasonal trends	AUTOMATED	Nothing; read it
10	Local Links Finder	Quarterly	Finds local link openings (chamber, sponsorships, partners, local press) and drafts the outreach emails	DRAFT-FOR-APPROVAL (R2)	Send 1–2 emails · 5 min a quarter
11	30-Minute Monthly Routine	First business day after the check-up	Walks you through everything queued above, in order, as one checklist	Guided walkthrough	The 30 minutes (Section 7)

The schedule runs itself. On Windows the kit adds two Task Scheduler jobs ("SEO Monthly Check-up" on the 1st at 7:00 AM and "SEO Weekly Drafts" Mondays at 7:10 AM); on a Mac it adds the equivalent launch jobs. Every run leaves a digest in your bot's inbox folder. The bot never emails anyone unless you've already set up a mail path for it, and even then only to you.

The rule behind the labels: anything a customer or Google will see goes through your approval first. The bot never posts, publishes, replies or sends on its own. That isn't a limitation of the technology; it's how you keep your name on your own work.

6. WHAT CAN'T BE AUTOMATED, AND WHY

Some steps stay human. Here's each one, the honest reason, and the fastest way to handle it.

REASON	WHAT IT COVERS	WHY IT STAYS HUMAN	FASTEST WORKAROUND
R1 · Identity and login	Verifying your Business Profile, Search Console, Bing, Apple and Yelp;	These platforms verify a real owner (postcard, phone, video, codes) on purpose. A bot should never hold your passwords or codes; if it did, anyone who got	Do all the verifications in one sitting during setup. Stay signed in on your own computer so the bot can work inside your session.

REASON	WHAT IT COVERS	WHY IT STAYS HUMAN	FASTEST WORKAROUND
	signing in; two-step codes	into the bot would own your business listings.	Keep yourself as Owner; add helpers as Managers.
R2 • Public voice	Posts, review replies, blogs, case studies, outreach emails	Anything published under your business name needs your yes. A wrong fact in public costs far more than 30 seconds of reading. Google's spam policies also target mass-produced pages nobody reviewed.	The bot does about 95%. You read and click. Batch it: all approvals happen inside your 30-minute month.
R3 • No public API, or gated access	Posting to Google Business Profile, replying to Google reviews, Apple Business Connect, Yelp, Nextdoor, most website builders	Posting to a Business Profile through an API requires applying to Google for access and connecting your account; most small businesses don't have it. Apple, Yelp and Nextdoor offer no owner posting connection.	The bot writes the finished text; you paste it (about a minute a post). If you want the optional direct connection for Google, the kit documents how to apply.
R4 • Consent and law	Customer names, faces and photos in case studies; review requests	You need the customer's permission to feature them. The FTC's 2024 rule bans fake and incentivized reviews, and Google's policies require the same ask to every customer (no filtering out unhappy ones).	The kit includes a one-text permission request and a single review ask you send to every customer.
R5 • The physical world	Taking job photos, asking for the review face to face, doing great work	A bot can't hold the phone at the job site or shake the customer's hand, and those two things drive reviews and real content more than anything.	Make it a habit at the end of every job: three photos and "Would you leave us a Google review? I'll text you the link."

7. THE 30-MINUTE MONTH

This is the whole job, on the calendar. Put these on repeat.

The 1st business day of the month (after your bot's 7:00 AM check-up)

MINUTE	DO THIS	WHY
0–3	Read the check-up report. Five numbers, what moved, three actions. If Search Console isn't connected directly, drop in the one export file first.	You decide based on facts, not feelings.

MINUTE	DO THIS	WHY
3–6	Answer the bot's three questions: a job to write up, an upcoming event or offer, anything that changed (hours, phone, services).	Real facts are the raw material for everything else.
6–16	Approve and publish this month's article. Read it, fix any fact marked [confirm], publish, and let the bot ping IndexNow.	One helpful, real post a month compounds.
16–20	Paste the four GBP posts, scheduled a week apart.	Steady Business Profile activity from real work.
20–25	Reviews: send the review ask to last month's customers who didn't get one, and post the reply drafts to any new reviews.	Review count, pace and replies all feed local prominence.
25–30	One proof piece: approve a case study (with the customer's OK) or send one local-link outreach email.	Proof and local links separate you from look-alikes.

Once a quarter (add about 10 minutes)

- Fix any listing the Citation / NAP Auditor flagged.
- Read the Competitor & Keyword Snapshot and pick next quarter's three topics.
- Send the Local Links Finder's outreach emails.

Every job (zero extra minutes, just habit)

- Three photos: before, during, after.
- Ask for the review in person; the bot drafts the text with your link.

The monthly time budget

TASK	MINUTES
Read the check-up report	3
Approve and publish one article	10
Paste four GBP posts	4
Send review asks and post review replies	5
Approve one case study or one outreach email	5
Answer the bot's three questions	3
Total	30

Why this beats a bigger, slower routine: the platforms reward steady, real activity (fresh reviews answered, regular posts about real work, accurate listings) more than bursts. Thirty minutes every month, every month, beats a four-hour cleanup twice a year.

8. WRITING YOUR OWN BLOGS AND CASE STUDIES WITH YOUR BOT

This is where most businesses waste money: generic articles nobody reads, written by someone who's never met a customer. Yours will be better because they come from your real work.

8.1 The only rule: real facts only

Every blog post and case study starts from things that actually happened: a job, a question a customer asked, a mistake you see people make, a local rule that trips people up. Your bot never invents prices, dates, customer names, reviews, results or statistics. If a fact isn't in your notes, the draft says "[confirm]" and waits for you.

This is also what Google asks for. Its guidance on AI-written content says using AI is fine; what matters is whether the content is helpful and original, not whether a person typed it (<https://developers.google.com/search/docs/fundamentals/using-gen-ai-content>). What gets penalized is mass-produced pages made to game rankings.

8.2 The blog brief (2 minutes of your time)

Text or voice-note your bot four things:

1. **The question** a customer asked you this month.
2. **Your answer**, the way you'd say it at the counter.
3. **One real example** (no names unless the customer said yes).
4. **What you want the reader to do** next (call, book, stop by).

The bot turns that into a draft with a clear title, the answer in the first paragraph, short sections, one or two links to your service pages, a line about where you work, and the page tags Google reads (see 8.5).

8.3 The case study (5 minutes of your time)

A case study is proof. Format:

- **The problem:** what the customer walked in with.
- **What we did:** the actual steps, in plain words.
- **The result:** what changed, with real numbers only if you have them.
- **Photos:** before and after from the job itself.
- **Permission:** a written yes from the customer before their name, face, vehicle or address appears. No permission? Anonymize it ("a homeowner in Windsor") and skip identifying photos.

8.4 Photo rules

- Your own photos from real jobs, always. Stock photos of "smiling technicians" tell Google and customers nothing.
- Blur license plates, house numbers and faces unless you have permission.
- Name files plainly ([hail-repair-f150-loveland.jpg](#)), and write alt text that describes the photo for someone who can't see it.

- Phone photos are fine. Take them in good light, landscape for the website, vertical for social.

8.5 Publishing checklist (the bot fills it in, you glance at it)

- One clear title and one H1 heading.
- A meta description that answers "why click this?"
- Links to one or two of your service pages, and from one of your service pages back to the post.
- The right structured data: [Article](#) for a blog, [FAQPage](#) only if the questions are visible on the page.
- Photo alt text.
- Added to the sitemap, then an IndexNow ping.
- A short GBP post pointing to it the same week.

8.6 How often

One real post or case study a month is plenty for most local businesses. Quality and consistency beat volume, every time.

9. MEASURING: FIVE NUMBERS, ONCE A MONTH

Ignore the vanity numbers. Your bot puts these five on one page every month, compared with last month and the same month last year.

#	NUMBER	WHERE IT COMES FROM	IF IT GOES UP	IF IT GOES DOWN
1	Calls + form leads	Your phone log, form inbox, GA4 key events	Keep doing what you did; note what changed	Check the form still works and the phone number is right everywhere, first
2	GBP actions (calls, direction requests, website clicks)	Business Profile Performance	Post more of whatever worked	Check hours, categories, photos, and whether reviews slowed
3	Search Console clicks	Search Console, Performance	Find the page that grew; write a related post	Look for a page that dropped; check it still loads and is indexed
4	New reviews and average rating	GBP	Thank people; keep asking the same way	Ask every customer, the same way, every time (Section 10)
5	Top 10 searches bringing clicks	Search Console, Queries	These are your next blog topics	A missing core service = a page to improve

One number to watch weekly, if you watch any: new reviews. Everything else is monthly. Checking rankings daily is how people get talked into things they don't need.

10. GUARDRAILS: THE RULES THAT KEEP YOU SAFE

- **No ranking guarantees, from anyone.** Google says no one can guarantee a #1 ranking (<https://developers.google.com/search/docs/fundamentals/do-i-need-seo>). If someone guarantees one, walk.
- **Fake reviews are illegal.** The FTC's rule on fake reviews and testimonials (16 CFR Part 465, effective October 21, 2024) bans buying, selling or writing fake reviews, including reviews from people who didn't use your service, and suppressing negative ones. Civil penalties apply.
- **No review incentives, no gating.** Google's policies prohibit offering anything in exchange for reviews and prohibit asking only happy customers ("review gating"). Ask everyone, the same way.
- **No doorway pages, no scaled content.** One solid page per real service and real area you serve. Not 50 near-identical town pages (Google Search spam policies: <https://developers.google.com/search/docs/essentials/spam-policies>).
- **AI drafts, human facts.** The bot drafts; you confirm every fact before it's public.
- **Keep your name honest.** Your GBP business name must match your real-world name. Adding keywords to it violates Google's guidelines for representing your business and can get a profile suspended.
- **Accessibility.** Alt text on images, readable contrast, buttons that work with a keyboard. It's right for customers, and it's the law for many businesses.
- **Privacy.** No customer names, addresses, plates or photos without permission. Never paste customer personal data into public posts.
- **Own your accounts.** You're the Owner on every platform. Helpers, including your bot's accounts, are Managers or Users.

11. THE PROMPT LIBRARY

Copy, paste, and fill in the brackets. These work with your assistant as-is.

Setup and check-ups

1. **Set up my SEO.** Set up my SEO. Interview me one question at a time for my business name, address or service area, phone, website, hours, categories and services, then build my SEO Profile and the checklist of accounts I need to sign into.
2. **Monthly check-up.** Run my SEO check-up. Compare this month with last month and the same month last year, list the five numbers, tell me what moved and why you think it moved, and give me the three most important actions. Keep it to one page.
3. **Explain a number.** My [Search Console clicks / GBP calls / reviews] went [up/down] this month. Walk me through the likely reasons in order, and tell me what you checked to rule each one in or out.
4. **Technical audit.** Audit [yourdomain.com]. List every problem by how much it matters, what it means in plain English, and the exact steps to fix it on [WordPress / Squarespace / Wix / Shopify /

GoDaddy / our static site].

5. Is this page indexed? Check whether [page URL] is in Google and Bing. If not, tell me the likely reason and the fix.

6. Schema fix. Check the page tags (structured data) on [page URL]. Tell me what's missing or wrong for a local [type of business], and write the corrected code with only facts from my SEO Profile.

Google Business Profile

7. Weekly GBP post. Draft this week's Google Business Profile post from this job: [2-3 sentences about the job]. Under 1,000 characters, one clear call to action, no prices unless I gave them, and suggest which photo to use.

8. Event or offer post. Draft a GBP event post for [event, date, time, place]. Include the details exactly as I gave them and nothing invented.

9. Q&A. Write five questions customers really ask us about [service], with short, honest answers I can add to my Business Profile.

10. Profile check. Compare my Business Profile with my SEO Profile: name, categories, hours, phone, website, services and description. List every mismatch and what to change.

11. Photo list. Give me a shot list of 10 photos to take this month for my Business Profile, based on the jobs on my calendar.

Reviews

12. The review ask. Write my review request as a short text and a short email. Same message for every customer, no incentive of any kind, include my review link: [link].

13. Reply to a 5-star review. Draft a reply to this review in my voice: [paste review]. Thank them by first name, mention one specific detail they shared, keep it under 60 words, no sales pitch.

14. Reply to a negative review. Draft a calm, professional reply to this review: [paste review]. Acknowledge the experience, don't argue or share private details, offer to make it right offline with [phone/email]. Under 80 words.

15. Reply to a review that isn't ours. This review looks like it's for a different business or a person who was never our customer: [paste]. Draft a polite reply and tell me the steps to report it to Google.

16. Review pace. Count my new reviews for each of the last six months and tell me if my pace is steady, rising or slipping.

Content

17. Blog brief. Write a blog brief from this customer question: [question]. Include the search people likely type, the answer in two sentences, an outline, which of my service pages to link, and anything you need me to confirm.

18. Blog draft. Write the blog post from the brief. Use my voice profile. Only facts I've given you; mark anything uncertain [confirm]. Include title, meta description, headings, two internal links, and Article page tags.

19. Case study. Write a case study from these job notes and photos: [notes]. Problem, what we did, result. Real numbers only. Draft the permission text I send the customer first, and an anonymized version in case they say no.

20. Service page upgrade. Improve my [service] page. Keep every true fact, answer the top five questions people search about it, add a short FAQ with matching page tags, and link to two related posts.

21. Topics from real searches. From my Search Console queries this quarter, list 10 blog topics that match what people are actually searching, grouped by service, and mark the three with the most room to grow.

22. Seasonal plan. Plan next quarter's content around our busy and slow seasons: one article a month and one case study, each tied to a real service.

23. Social from a post. Turn this blog post into a GBP post, a Facebook post and an Instagram caption. Different wording for each; one call to action.

24. Voice check. Read this draft and flag anything that doesn't sound like me, anything that sounds like jargon, and any claim I can't back up.

Listings and links

25. Citation audit. Check my name, address and phone on Google, Bing, Apple Maps, Yelp, Facebook, BBB, Nextdoor and the top three directories for my industry. Table of match / mismatch / missing, with the link to fix each.

26. Local link openings. Find 10 local link openings for a [type of business] in [city]: chamber, associations, sponsorships, partners, local news, event listings. For each, what we'd have to do to earn it.

27. Outreach email. Draft a short, friendly email to [organization] asking to be listed on their [page], with one reason it helps their readers. No pressure, no fake urgency.

28. Partner swap. List businesses we already work with who have a "partners" or "who we recommend" page, and draft a note asking to trade listings.

Competitors and keywords

29. Competitor snapshot. For the search "[service] near [city]," tell me who shows in the map pack, their review count and rating, their categories, and one thing each does that we don't. No guessing; only what's publicly visible.

30. Keyword reality check. Here are the searches I think matter: [list]. Compare them with the searches actually bringing me clicks in Search Console, and tell me which list I should be working from.

31. People also ask. Collect the "People also ask" questions for my five money searches and group them into blog topics.

Guardrails and housekeeping

32. Claim check. Before I publish this, check every claim, number and promise. Flag anything that's not in my notes, anything that could read as a ranking guarantee, and anything that names a customer without permission.

33. Accessibility check. Check this page for missing alt text, low-contrast text, heading order and buttons that don't work with a keyboard. List fixes in order.

34. Monthly routine. Walk me through my 30-minute monthly routine now, one step at a time, and wait for me to say "done" before the next step.

12. YOUR FIRST 90 DAYS

Days 1–7: set up

- Build `NAP.md` (Section 4.1).
- Claim or clean up Google Business Profile, Search Console, Bing, Apple and GA4 (Section 4).
- Turn on the bot's automations (Section 5).
- Save your review link and send it to your last 20 customers, the same message to each.

Days 8–30: fix the foundation

- Bot runs the first full check-up; you fix the top 5 items it finds.
- Answer every existing review that doesn't have a reply.
- Add 20 real photos to your Business Profile.
- Correct any listing where your name, address or phone doesn't match `NAP.md`.

Days 31–60: start the rhythm

- First 30-minute month (Section 7).
- First blog post and first case study from real jobs.
- Four GBP posts about real work.
- Ask every customer for a review, every time.

Days 61–90: read the numbers

- Second 30-minute month.
- Compare your five numbers with day 1. Write down what moved.
- Pick next month's topic from your top Search Console queries.
- Look for three local link openings: a chamber listing, a sponsorship, a partner's "who we work with" page.

FAQ

Do I need to be technical? No. If you can send a text and click "publish," you can do this. The setup takes one afternoon, and your bot walks you through it.

Will this get me to #1? Nobody can promise that, and you should be wary of anyone who does. What this does is make sure you're doing every thing Google, Bing and Apple publicly say they look at, every month, with your own real work as the proof.

Is AI-written content going to get me penalized? Not if it's helpful, accurate and based on real facts. Google's guidance says it cares about quality, not how the content was produced. What gets penalized is mass-produced filler.

What if I already pay someone for SEO? Use Section 3's questions. Ask for access to every account and a list of what was done last month. Then decide what's worth keeping.

What about Google Ads and Facebook ads? Different job, different skill, and real money every day. This guide is about the free side of search. If you run ads, run them with a specialist and measure them against calls and leads.

How long until I see results? Reviews and Business Profile activity can show up in weeks. Content and links usually take months. That's why the routine is monthly and permanent, not a sprint.

What if my bot gets something wrong? That's why nothing goes public without your yes. Read every draft before you post it. If a fact is wrong, tell the bot once and it saves the correction.

QUESTIONS? LET'S TALK.

You may have questions about this, and that is exactly how it should be. Review it, share it with your team, and then book a time so we can walk through it together: what to set up first, where your business stands today, and what moving forward looks like.

Book a time: <https://cal.com/schreiergroup>

SOURCES

1. Google Business Profile Help, "Tips to improve your local ranking on Google":
<https://support.google.com/business/answer/7091>
 2. Google Business Profile Help, "Guidelines for representing your business on Google":
<https://support.google.com/business/answer/3038177>
 3. Google Search Central, "SEO Starter Guide" (including "things we believe you shouldn't focus on"):
<https://developers.google.com/search/docs/fundamentals/seo-starter-guide>
 4. Google Search Central, "Creating helpful, reliable, people-first content":
<https://developers.google.com/search/docs/fundamentals/creating-helpful-content>
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5. Google Search Central, "Spam policies for Google web search" (scaled content abuse, doorway abuse, keyword stuffing): <https://developers.google.com/search/docs/essentials/spam-policies>
6. Google Search Central, "Understanding page experience in Google Search results": <https://developers.google.com/search/docs/appearance/page-experience>
7. Google Search Central, "AI features and your website": <https://developers.google.com/search/docs/appearance/ai-features>
8. Google Search Central, "Google Search's guidance on using generative AI content on your website": <https://developers.google.com/search/docs/fundamentals/using-gen-ai-content>
9. Google Search Central, "Do you need an SEO?" ("No one can guarantee a #1 ranking on Google"): <https://developers.google.com/search/docs/fundamentals/do-i-need-seo>
10. Google Maps User Contributed Content Policy, "Fake engagement" (incentives and review gating): <https://support.google.com/contributionpolicy/answer/7400114>
11. Federal Trade Commission, Trade Regulation Rule on the Use of Consumer Reviews and Testimonials, 16 CFR Part 465 (final rule August 2024; effective October 21, 2024): <https://ftc.gov>
12. Google Business Profile APIs, access request and requirements: <https://developers.google.com/my-business>
13. IndexNow protocol and participating search engines: <https://indexnow.org>
14. Bing Webmaster Tools, "Import sites from Google Search Console": <https://bing.com/webmasters>
15. Apple Business Connect: <https://businessconnect.apple.com>
16. Web Content Accessibility Guidelines (WCAG) 2.2: <https://w3.org/TR/WCAG22>

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