

Prioritized so you know exactly where to start. Work through these in order.

## 01 BE FINDABLE — GOOGLE BUSINESS PROFILE

- Claim and verify your Google Business Profile if you have not done it yet DO NOW
- Make sure your business name, address, phone number, and hours are completely accurate DO NOW
- Add at least 10 photos that actually show your space, your work, or your team DO NOW
- Write a business description that clearly explains what you do and who you help THIS WEEK
- Select the most accurate primary and secondary business categories THIS WEEK
- Turn on messaging so customers can reach you directly from Google search THIS WEEK
- Post an update, offer, or event to your Google profile at least twice a month WHEN READY

## 02 MAKE YOUR WEBSITE DO THE SELLING FOR YOU

- Check that your site loads in under 3 seconds on a mobile phone DO NOW
- Make sure your phone number and contact method are visible without scrolling down DO NOW
- Confirm every page has a clear next step — a button, a form, or a call to action DO NOW
- Review your homepage and make sure it explains what you do in plain language THIS WEEK
- Check that all your services are listed with enough detail to answer common questions THIS WEEK
- Install Google Analytics so you can see what is actually working on your site THIS WEEK
- Add a blog or resources section to build organic search traffic over time WHEN READY

## 03 BUILD YOUR REPUTATION WITH REVIEWS

- Create a direct Google review link and save it somewhere easy to copy and paste DO NOW
- Ask your three most recent happy customers for a Google review this week DO NOW
- Respond to every existing review, both positive and negative, professionally DO NOW
- Build a simple follow-up habit: ask every satisfied customer within 48 hours THIS WEEK
- Add your review link to your email signature and follow-up messages THIS WEEK
- Set a goal of at least 2 new reviews per month and track it somewhere visible WHEN READY

Continued...

## 04 STAY IN FRONT OF PEOPLE WHO ALREADY KNOW YOU

- Start collecting email addresses if you are not already — a simple form is enough DO NOW
- Export your existing customer contacts into a list you actually own DO NOW
- Send one email this month. It does not have to be fancy. Just make it useful. THIS WEEK
- Set up a welcome email for new subscribers so they hear from you right away THIS WEEK
- Plan a simple monthly email rhythm: one tip, one update, or one offer WHEN READY
- Segment your list over time by customer type or service interest WHEN READY

## 05 SHOW UP CONSISTENTLY ON ONE SOCIAL PLATFORM

- Pick one platform where your actual customers spend time and focus there only DO NOW
- Make sure your profile is complete, accurate, and links to your website DO NOW
- Post three times this week. Real content about your business. Not stock photos. THIS WEEK
- Respond to every comment and direct message within 24 hours THIS WEEK
- Build a simple content calendar so you are not scrambling every week WHEN READY
- Repurpose your best-performing posts into other formats over time WHEN READY

### DON'T HAVE TIME TO TACKLE THIS YOURSELF?

We help small business owners build organic growth without the guesswork or the overwhelm. [Book a free call at tigreaux.com/contact/](https://tigreaux.com/contact/)  
Free consultation, no pressure, no long-term contracts.