

## Master Checklist

Every chapter's self-check list in one place. Work through it once after your first round of setup, then use it at every quarterly audit.

### Chapter 1: Start With the Audit

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- ☐ You have a business project set up in your AI tool, holding your audit notes
- ☐ All 30 audit checks are done, with detailed notes on each
- ☐ The market research report has been run, read, and saved in your project
- ☐ Your four baseline numbers and your lead count are written down
- ☐ You control the logins for your domain, hosting, Google profile, Facebook page, Search Console, and Analytics, with two-step verification turned on
- ☐ Monthly and quarterly reminders are on your calendar

### Chapter 2: Pillar 1, Entity Home

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- ☐ Every GBP category and service has a clear home on the website
- ☐ USP is specific, provable, and appears in the hero plus at least two more places
- ☐ USP and proof (a review, a case study line) appear on every service and city page, not just the homepage
- ☐ Sample, thin, and duplicate pages have been removed or improved
- ☐ LocalBusiness, Service, and FAQPage schema are in place and verified
- ☐ Your homepage and every service and city page has 8 to 10 localized FAQs, not generic ones
- ☐ Every page passes the anchor and no-orphaned-pronoun check
- ☐ Your About page and any guides show a real person behind them, with credentials, and YMYL pages show licenses, a named reviewer, and an updated date
- ☐ Prices or ranges appear on every service page
- ☐ City service pages and vertical pages are prioritized by profitability, not built at random
- ☐ Every location page is genuinely unique to that city, not a copy with the name changed
- ☐ Site loads reasonably fast on a real phone; no chasing a perfect score
- ☐ Backups and updates are actually running, and verified
- ☐ Content is built as local, niche resources that AI could not write without you, not generic blog posts
- ☐ Key resources and service pages get a real update at least once a year
- ☐ Pages sitting in positions 11 to 20 in Search Console are being improved, one or two a month
- ☐ Service, city, and vertical pages link to each other with descriptive link text, and no page is orphaned
- ☐ Bing Webmaster Tools is set up, the sitemap is submitted, and IndexNow is on if your platform supports it

### Chapter 3: Pillar 2, Google Business Profile

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- ☐ Only one listing exists for the business, verified, with no unresolved warnings
- ☐ Primary category matches what top competitors in the map pack use
- ☐ Every GBP service also has a home on the website, and vice versa

- ☐ Address is real and honest; service areas are hidden if customers do not visit
- ☐ Service areas match the realistic circle from Chapter 1's audit, not a whole metro
- ☐ Hours are the hours you can actually be reached, matching the website exactly
- ☐ Business name, address, phone number, and categories match exactly across the website, Yelp, the BBB, and every other directory, not just close
- ☐ Description uses most of the 750 characters and leads with the USP
- ☐ Every attribute that applies has been filled out
- ☐ Chat is on only if it is actually answered quickly
- ☐ A year of posting topics exists, and posting is actually happening weekly
- ☐ Access list only includes people who currently need it
- ☐ Before editing your name, address, or primary category, you are ready to pass video verification
- ☐ The map pin sits on your actual building, and the website link points to the right page (homepage for one location, each location's own page for several)
- ☐ The website link on the profile carries a UTM tag, so profile visits show up separately in Google Analytics
- ☐ Your own profile is checked monthly for edits you did not make
- ☐ At least one spammy competitor has been documented and reported, if any exist

## Chapter 4: Reviews

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- ☐ A direct review link exists and takes a customer to the review box in one or two clicks
- ☐ QR codes are printed and actually being handed out
- ☐ Every customer gets asked, not just the ones you expect to say something nice
- ☐ The request uses the "describe what we did and how it went" language, not a request for five stars
- ☐ A private, direct line exists for customers whose experience fell short
- ☐ Follow-up reminders are scheduled for day 7 to 10 and optionally day 14 to 17
- ☐ Every review gets a response within 24 to 48 hours, positive and negative, on every platform, Yelp included
- ☐ Responses name the service, the town, and something specific, not a copy-paste template
- ☐ No incentives of any kind are offered for a review
- ☐ Yelp reviews are never directly requested
- ☐ Customers have agreed to get texts, and your texting number is registered if texts go out through software
- ☐ Fake reviews are reported, and review extortion goes to Google's form, never paid

## Chapter 5: Pillar 3, Niche Authority

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- ☐ A BBB profile exists, at minimum, and accreditation is in place if the budget allows it
- ☐ The business is a member of at least the local chamber of commerce
- ☐ Your Yelp profile is claimed, every field is complete, your NAP matches exactly, and every review has a response
- ☐ Apple Business and Bing Places are claimed, complete, and match your Google profile exactly
- ☐ The quick directory search has been run for your main service and your second most important one
- ☐ The Citation Auditor has been run, and every high-impact NAP mismatch it found has been fixed
- ☐ Your listing has been checked and corrected with the main data aggregators (Data Axle, TransUnion Digital Business Profile, Foursquare)

- ☐ Platform profiles (Angi, Houzz, Nextdoor, Thumbtack, whichever fit your industry) are claimed and fully completed
- ☐ The Backlink Dominator has been run, and at least a few real, relevant opportunities from the list have been pursued
- ☐ Independent local “best of” lists in your area have been found, and you are working to earn a spot on them
- ☐ No paid links exist from sites with no real audience or community connection
- ☐ Quarterly reminders are on the calendar to re-run both prompts

## Chapter 6: Pillar 4, Digital Presence

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- ☐ Every social profile you found has been claimed, fixed, merged, or removed
- ☐ Name, phone, address or service area, and hours match your Entity Home exactly on every profile
- ☐ You are active on two or three platforms that fit your customers, not spread thin across all of them
- ☐ Every bio leads with your USP, the WHY, using only true claims
- ☐ Your website links to your social profiles, and your Google Business Profile links to them where the option exists
- ☐ A full year of niche posts has been written, read, fixed, and scheduled
- ☐ Review screenshots, job photos, and videos are being added as they happen
- ☐ Comments and messages get a reply, the same day when possible
- ☐ If running ads: conversion tracking is set up and confirmed working
- ☐ If running ads: one campaign per service, a tight service area, 8 to 12 high-intent keywords, a negative keyword list, and each ad pointing to its matching service page
- ☐ Weekly and monthly ad checks are on your calendar

## Chapter 7: The Loop Closes

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- ☐ The Chapter 1 AI questions and footprint prompt have been rerun, and the answers saved next to the originals in your business project
- ☐ Every wrong fact AI tools repeat has been traced to its source and fixed there
- ☐ One clear business description with your USP is saved in your project and used the same way everywhere
- ☐ Service pages answer cost questions and your Google profile has every field filled in
- ☐ Your Yelp profile is complete and every review there is answered
- ☐ Your phone gets answered and Chat is on, if someone can reply quickly
- ☐ Your four baseline numbers and your monthly lead count are recorded in the same place, and you are judging the trend, not the week
- ☐ Every new customer is asked “How did you hear about us?” and the answer is written down
- ☐ Calls are answered live during listed hours, missed calls get an automatic text back, and forms get a response within an hour
- ☐ Every lead is tracked from first contact to booked job, or not
- ☐ You judge success by leads, not by keyword rankings or AI “positions”
- ☐ No strategy changes in the last three months just because the numbers dipped
- ☐ None of the tricks in Chapter 7 are anywhere in your footprint
- ☐ A quarterly AI check is on your calendar

# Your Recurring Schedule

Copy this into your calendar. Every recurring task in the book is here, grouped by how often it comes around. You will forget otherwise. Everyone does.

## After every job

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- Send the review request 2 to 3 days after the job, by text if you can (Chapter 4).
- If there is no response, send one follow-up at day 7 to 10, and an optional final nudge at day 14 to 17 (Chapter 4).
- Take a few photos of the finished work for your profile and social posts (Chapters 3 and 6).
- For every new customer, ask “How did you hear about us?” and write down the answer (Chapter 7).
- Log every lead: where it came from, how fast you responded, and whether it became a job (Chapter 7).
- Put up a yard sign, with the customer’s permission, and pick it up when you said you would (Chapter 6).

## Every week

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- Respond to every new review within 24 to 48 hours, good or bad, on Google, Yelp, and every other platform where you are listed (Chapters 4 and 5).
- Confirm your scheduled post went out to your Google Business Profile and social profiles (Chapters 3 and 6).
- Add real posts on top of the schedule: review screenshots, before and after photos, short videos (Chapter 6).
- Reply to comments and messages, the same day when possible (Chapter 6).
- Work on the next city service page or vertical page on your list, and link each new page from at least two related pages (Chapter 2).
- Follow up on local backlink opportunities from your Backlink Dominator list (Chapter 5).
- If you run Google Ads: review the search terms report and add negative keywords, check results by device and by day and time, confirm conversion tracking is still recording, and check that landing pages load fast (Chapter 6).

## Every month, on the same day

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- Record your four baseline numbers from your Google Business Profile (profile views, calls, direction requests, website clicks) and your lead count, in the same place (Chapters 1, 3, and 7).
- Upload a few new, real photos to your Google Business Profile (Chapter 3).
- Look over your own Google Business Profile for edits you did not make, and reject any wrong suggested edits (Chapter 3).
- Check Bing Webmaster Tools for pages Bing has not indexed, alongside Search Console (Chapter 2).
- Find one or two pages sitting in positions 11 to 20 in Search Console and improve them (Chapter 2).
- Publish one strong local resource, if you are building content (Chapter 2).
- Check the map pack for new spammy competitors and document what you find (Chapter 3).
- Check your review count and rating across every platform (Chapter 4).
- Confirm your website backups are running and your updates are applied (Chapter 2).
- If you run Google Ads: test a landing page variation, expand keywords that are producing calls, look at competitors’ ads, and refresh stale ad copy (Chapter 6).

## Every three months

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- Repeat the Chapter 1 audit (Chapter 1).
- Rerun the AI questions and the independent footprint prompt, fix any wrong facts at the source, and check whether Yelp shows up in the answers (Chapters 5 and 7).
- Rerun the Citation Auditor and the Backlink Dominator, and check that aggregator fixes have spread (Chapter 5).
- Check Search Console for pages that are not performing, and improve, merge, or remove them (Chapter 2).
- Report any spammy competitors you have documented (Chapter 3).

## Every year

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- Rerun the market research report (Chapter 1).
- Build next year's 52 weekly posts in one sitting, read and fix every one, and schedule them (Chapter 6).
- Give your key resources and service pages a real update: prices, FAQs, photos, rules that changed, then the "last updated" date (Chapter 2).
- Enter next year's holidays and special hours on your Google Business Profile (Chapter 3).

## When traffic dips

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Run three checks before you change anything: did something break, is it seasonal compared to last year, and are leads holding? If nothing broke, keep going. Never change your strategy in under three months (Chapter 7).

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From *Halo One: The Local Digital Domination System* by Ryan McCain. Free at [norzer.me/book](https://norzer.me/book). Want a second set of eyes? Readers get a discounted audit at [norzer.me/contact](https://norzer.me/contact) (send proof of purchase).