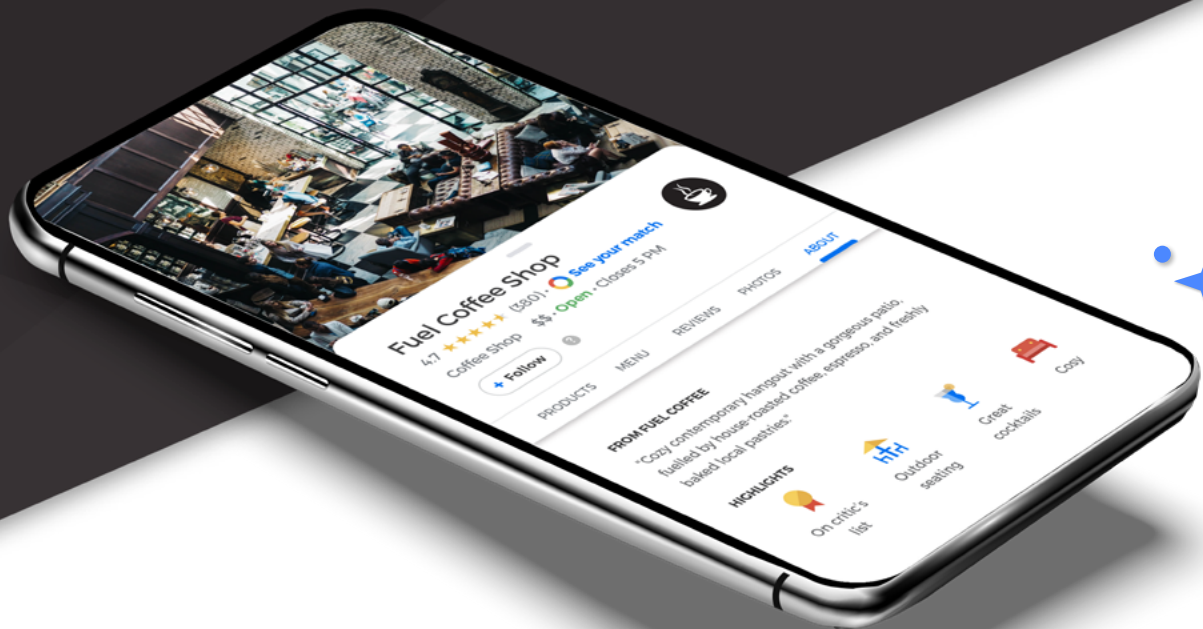




# Google Business Profile Management Service Timeline



# Wondering what happens next?

We want you to know exactly what you can expect over the next few months. While we create custom strategies for every business, we have helped many businesses be successful by following the timeline below.

## MONTH 1

- **Sign Up**  
Your dedicated account manager is reviewing your profile and website to evaluate your current online presence.
- **Within 1-2 Business Days**  
Your account manager will email you to book your first call.
- **Initial Call with Account Manager**  
On this 30-minute call, you'll meet your account manager. We'll learn about your business and you'll learn about our optimization tactics & management tasks.
- **Initial Optimization of Google Business Profile**  
We'll optimize your profile and start monthly tasks including review responses, Q&A monitoring, spam fighting, designing and writing Google Posts and more.

## ADD-ON SERVICES



### Website Management

#### Homepage Optimization

Your homepage is a top priority, so this month we'll make sure your homepage content is featuring the right keywords and we'll tweak SEO components. For WordPress sites, we'll boost your site speed, implement security management, spam protection, and enable website backups (every 90 days).



### Link Building

#### Get Your First Link

We'll work on earning your first backlink in your first month of service. Once the link is earned, your account manager will send you an update with a link to the referring site.

## MONTH 2

- **Get Your First Report**

We'll create a custom dashboard for your business, with monthly reporting on important metrics including calls and website visits from your Google Business Profile, searches for your business, review count and rating, Google Post views and more.

- **Optimization of Google Business Profile**

Your account manager will create new content for your profile including Q&A, a business description, Services and Products. We'll publish Google Posts once a week. We'll manage your profile by replying to reviews, monitoring Q&A, removing competitor spam, and more.

## ADD-ON SERVICES



### Website Management

#### Strategy Call with Account Manager

Your account manager will audit your website and develop a strategy to share with you on this 1 hour call. They'll also ask you more about your business for future content creation.

#### Reporting

Your monthly report will also track your business's unique goals (website conversions) and show you where website visitors are coming from. We'll highlight completed tasks and share the next month's website strategy. If you can tell us the lifetime value of a customer and your closing rate, we'll report your return on investment (ROI) too.

#### Optimization

Your account manager will work on the top priority for your website optimization based on the audit. Whether there are technical fixes to be made or new content to be written, your account manager will work on accomplishing a new task for your site (3 hours).



### Link Building

#### Get a Link

We'll work on earning a new backlink to your site. Once the link is earned, your account manager will send you an update with a link to the referring site.

## MONTH 3

- **Monthly Report**

Your account manager will send your new report.

- **Optimization of Google Business Profile**

We'll publish Google Posts once a week. We'll manage your Google Business Profile by replying to reviews, monitoring Q&A, removing competitor spam, and more.

- **Review Strategy**

Your account manager will develop a strategy to get your business more Google reviews, which benefit your rankings and conversion rate by building trust in your brand.

## ADD-ON SERVICES



### Website Optimization

#### Optimization

Your account manager will work on the next priority task for your website based on the audit results. Whether there are technical fixes to be made or new content to be written, your account manager will work on optimizing your website and addressing every recommendation in the audit (3 hours).



### Link Building

#### Get a Link

We'll work on earning a new backlink to your site. Once the link is earned, your account manager will send you an update with a link to the referring site.

## MONTH 4

- **Monthly Report**

Your account manager will send your new report.

- **Optimization of Google Business Profile**

We'll publish Google Posts once a week. We'll perform ongoing management of your Google Business Profile including review responses, Q&A monitoring, spam fighting, and more.

- **Google Business Profile Monitoring**

We'll perform regular checks of your profile to ensure the business hours match your website, monitor for duplicate profiles or profile issues, check in for new information, guide you on how to get new photos and new reviews, and update your upcoming holiday hours.

## ADD-ON SERVICES



### Website Optimization

#### Optimization

Your account manager will work on the next priority task for your website based on the audit findings. Whether there are technical fixes to be made or new content to be written, your account manager will work on optimizing your website and addressing every recommendation in the audit (3 hours).



### Link Building

#### Get a Link

We'll work on earning a new backlink to your site. Once the link is earned, your account manager will send you an update with a link to the referring site.

## MONTH 5 & ONWARDS


At this point we've established a strong foundation and will continue to optimize your Google Business Profile every month with fresh Post content, answers to customer questions, review responses, and we will continue to report spam. We will fine-tune your review strategy, ensure listing accuracy, and stay connected with you through quarterly phone consultations and monthly reports. Whenever Google makes a move or adds a new feature, you'll be the first to know!


**We're so excited to be part of your digital marketing journey and to be helping you achieve a stronger online presence and building brand awareness.**

# Project Timeline

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-  CLIENT CONSULTATION
-  PROFILE OPTIMIZATION
-  MONTHLY REPORT
-  REVIEW STRATEGY
-  PROFILE MONITORING

  
**ADD-ON SERVICES**

-  WEBSITE MANAGEMENT
-  LINK BUILDING

	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5+
CLIENT CONSULTATION	Active	Active	Active	Inactive	Inactive
PROFILE OPTIMIZATION	Active	Active	Active	Active	Active
MONTHLY REPORT	Inactive	Active	Active	Active	Active
REVIEW STRATEGY	Inactive	Inactive	Active	Inactive	Active
PROFILE MONITORING	Inactive	Inactive	Inactive	Active	Active
WEBSITE MANAGEMENT	Active	Active	Active	Active	Active
LINK BUILDING	Active	Active	Active	Active	Active

<p>Account manager audits website and Google Profile.</p> <p>Initial call. Discuss project scope, timeline, and learn about your business.</p> <p>Kick-off Google Profile optimization.</p> <p>Kick-off website work with essential homepage optimizations.</p> <p>We will work to get your first backlink.</p>	<p>Website strategy call with your account manager.</p> <p>New content added to your Profile, weekly Posts and review management.</p> <p>Get your first monthly report with important metrics.</p> <p>Full website audit and start site optimization based on audit results.</p> <p>Continue building new backlinks.</p>	<p>Profile optimization with Post content, replying to reviews, spam fighting, and more.</p> <p>Your account manager will send your monthly report.</p> <p>We will develop and implement a Google review strategy for your business.</p> <p>Website optimization based on priority from the results of your audit.</p> <p>Continue building new backlinks.</p>	<p>Profile optimization with Post content, replying to reviews, spam fighting, and more.</p> <p>Your account manager will send your monthly report.</p> <p>Regular checks on profile to ensure accurate information, monitor for duplicate profiles, and provide recommendations for new images.</p> <p>Website optimization based on priority from the results of your audit.</p> <p>Continue building new backlinks.</p>	<p>Profile optimization with Post content, replying to reviews, spam fighting, and more.</p> <p>Your account manager will send your monthly report.</p> <p>We will continue to fine-tune your review strategy and respond to all new reviews.</p> <p>Regular checks on profile to ensure accurate information, monitor for duplicate profiles, and provide recommendations for new images.</p> <p>Website optimization based on priority from the results of your audit.</p> <p>Continue building new backlinks.</p>
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