

LOCAL SEO IN 30 MINUTES

The half hour that puts a Surrey business on the map. Exact places to click in Google Business Profile and Search Console, the one rule that most businesses break, a review script you can send today, and what "done" looks like for each line.

A4 · PRINT IT · TICK AS YOU GO · 2026

Before you start (minute 0). Be signed in to the Google account that should own the business. Not a web designer's account, not a former employee's. If someone else set the profile up, this is the moment to get ownership transferred: on the profile click **Business Profile settings**, then **People and access**, then **Add**, and make yourself an Owner.

PART 1: GOOGLE BUSINESS PROFILE (MINUTES 0 TO 25)

MIN	DO THIS (EXACT CLICKS)	WHAT DONE LOOKS LIKE	TICK
0 to 3	Go to google.com/business and click Manage now . Or, signed in, search your business name on Google and the panel "Your business on Google" appears above the results.	You can see your business name with the buttons Edit profile , Read reviews , Add photo and Performance . If you see "Claim this business" instead, click it and follow the postcard or phone verification first.	☐
3 to 8	Click Edit profile , then Business information , then About . Check Business name , then open Contact for Phone number and Location for the address.	The name is exactly what is on your van and your invoices ("Smith Plumbing", not "Smith Plumbing Best Plumber Woking"). The address matches your website footer character for character. The phone number is the one that actually gets answered, and it is the same number as on the website.	☐
8 to 11	Edit profile , Business information , About , Business category . Set the primary category, then add up to nine more.	The primary category is the thing you sell most ("Plumber", not "Contractor"; "Podiatrist", not "Medical clinic"). Secondary categories cover the rest. Categories decide which searches you can appear in at all.	☐

11 to 14	Edit profile, Hours. Then Edit profile, Location, Service area: type each town you travel to.	Hours match reality, including bank holidays and whether you answer the phone at weekends. The service area lists only towns you would drive to tomorrow. A town you never visit does you no good here.	☐
14 to 18	Edit profile, Services, Add service. Add every service you sell. Give each one a one-sentence description.	Every service a customer might search for has its own line ("Boiler repair", "Burst pipe", "Bathroom installation"). Nothing is lumped under "general plumbing".	☐
18 to 22	Click Add photo . Upload five photos taken this month: the van or shopfront, the team, two finished jobs, the premises or workshop. Set the logo under Add photo, Logo .	No stock photos. Faces, vans and real jobs. The logo shows next to your name in the map results. A profile with current photos looks open for business; one with none looks closed.	☐
22 to 25	On the profile panel click Ask for reviews . Copy the short link (it looks like <code>g.page/r/.../review</code>).	The link is saved in the notes app on your phone and pasted into the script in Part 3. Every person in the business who finishes a job has it.	☐

PART 2: SEARCH CONSOLE (MINUTES 25 TO 30)

Google Search Console is the free Google report that shows what people typed before they saw your site, and which pages Google has actually indexed. It costs nothing and most Surrey businesses have never opened it.

MIN	DO THIS (EXACT CLICKS)	WHAT DONE LOOKS LIKE	TICK
25 to 28	Go to <code>search.google.com/search-console</code> . Click Add property . Choose Domain and type your domain (for example <code>smithplumbing.co.uk</code>). Google shows you a DNS record: add it at the company where your domain is registered, then click Verify .	The property shows a green Verified . If you cannot log in to where the domain is registered, that is a bigger problem than SEO: you do not control your own domain. Fix that first.	☐
28 to 30	In the left menu click Sitemaps . Paste your sitemap address, usually <code>yourdomain.co.uk/sitemap.xml</code> , and click Submit .	The sitemap row says Success with a page count. If it says "Couldn't fetch", ask whoever built the site for the correct sitemap address. If there is no sitemap, that goes on the list for them this week.	☐

PART 3: THE IDENTICAL NAME, ADDRESS, PHONE RULE

Google trusts a business whose name, address and phone number read the same everywhere. "Smith Plumbing Ltd, Unit 4" on one site and "Smith Plumbing, 4 Station Road" on another looks like two

businesses, and both get less trust. Pick one format for each and use it everywhere. Write the master version here, then check each place.

NAME (EXACTLY)

ADDRESS (EXACTLY, ONE FORMAT, INCLUDING POSTCODE)

PHONE (ONE FORMAT, FOR EXAMPLE 01932 000000 OR +44 1932 000000, NEVER BOTH)

PLACE	WHERE TO LOOK	MATCHES?
Your website footer	Every page, bottom. Also the contact page.	☐
Google Business Profile	Edit profile, Business information	☐
Facebook page	About, Contact and basic info	☐
Instagram	Edit profile, contact options	☐
Checkatrade, Trustpilot, Yell or your trade directory	Your listing page	☐
Apple Maps and Bing Places	mapsconnect.apple.com and bingplaces.com	☐
Invoices, van, email signature	The last invoice you sent	☐

Common mismatches: "Ltd" present on one and missing on another; "Unit 4" against "4"; a mobile number on the van and a landline on Google; an old address still on Facebook.

PART 4: THE REVIEW ASK

Send this by text the same day the job finishes.

Same day matters: the job is still fresh and the customer still has their phone in hand.

Hi [first name], thanks for having us today. If you were happy with [the job], a quick Google review helps a small firm like ours more than you would think: [paste review link]. Two lines is plenty. Thanks, [your name].

Say it in person first, then send the text. One ask, one reminder a week later if nothing arrives, then stop.

RULES THAT KEEP YOU SAFE

- Never offer money, a discount or a prize for a review. It is against Google's policy and the reviews can be removed.
- Ask every customer, not just the happy ones you are sure of. Picking and choosing is also against the policy.
- Reply to every review within a week: on the profile click **Read reviews**, then

Reply. Two sentences, use their first name, mention the job.

- A one-star review gets a calm reply and a phone call, never an argument in public.

PART 5: ONE PAGE PER TOWN (THIS WEEK, NOT TODAY)

People search by town. "plumber woking" gets 508 searches a month, "plumber kingston" 448, "plumber weybridge" 144, "plumber walton on thames" 129 and "plumber staines" 115 (UK, 2026 run-rate). A single "areas we cover" list cannot rank for any of them. One honest page per town can. Not every term has local demand: "ai receptionist" plus a town name has effectively no searches in any Surrey town, so check the number before you build.

EACH TOWN PAGE NEEDS

- ☐ The town in the page title, the heading and the web address (for example `/plumber-weybridge`)
- ☐ Three real jobs you did in that town, with the street or area and a photo
- ☐ A review from a customer in that town
- ☐ Drive time from your base and the hours you cover it
- ☐ The same phone number as everywhere else, tap to call

WHAT DONE LOOKS LIKE AT WEEK 4

In Search Console, click **Performance**. Filter by page. The town page shows impressions for "*trade town*" searches.

On your Business Profile click **Performance**: calls and direction requests are counted and rising.

When an empty result is a pass: zero impressions in week 1 is normal. Google needs time to index a new page. Check at week 4. Zero at week 4 means the page is not indexed: in Search Console click **Pages** and look for it under "Not indexed".

WANT ME TO CHECK WHICH OF YOUR TOWNS ACTUALLY HAS SEARCHES BEFORE YOU BUILD THE PAGES?

Send me your trade and the towns you cover. I will send back the real monthly search numbers for each, so you build the pages that can pay and skip the ones that cannot.

badboylabs.com/google-business-profile

If every box above is ticked and the reviews are arriving, you do not need me for this. Keep going.