Weekly check

15 minutes every Monday. Owner: _____ Day/time: _____

Example: a dental clinic in Coral Gables

Every Monday

- [ ] Have all of last week's reviews been answered? (Target: zero unanswered)
- [ ] Did at least one new review come in this week? If not, where is the request flow stuck?
- [ ] Are opening hours and the next two weeks' special hours right?
- [ ] Was a new photo or post added this week?
- [ ] Are price ranges and offer end dates up to date?
- [ ] Copy searches, directions and website clicks from the profile's performance screen into the sheet.
- [ ] Check the date of your two nearest competitors' latest review.
- [ ] Pick this week's one fix and write it down: _____

Example week (a dental clinic in Coral Gables)

Item	Status	Note
Unanswered reviews	1 → 0	Replied to the negative one with a fix and a phone number
New reviews	3	All from the request message
Special hours	Fixed	Thanksgiving hours added
New photo	1	New X-ray room
Fix of the week	Website link	Implants page instead of home page

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Build checklist

People look at three businesses and pick one. This system is built so the one they pick is you.

Profile

Tools: Google Business Profile (free) · Time: 60 to 90 minutes, once

- [ ] Claim the profile at business.google.com and finish verification.
- [ ] Pick the narrowest primary category: "Dentist", not "Clinic"; "Seafood restaurant", not "Restaurant". Add secondary categories only for work you really do.
- [ ] Enter your opening hours and special hours for holidays. A wrong hour means a customer at a closed door.
- [ ] Add every service as its own line in the services section, with a starting price or range where you can.
- [ ] Upload at least 10 real photos: the outside (so people find you), the inside, the team and examples of your work. No stock images.
- [ ] Write the description in plain sentences: who you are, who you serve, your neighbourhood. No keyword lists.

Review flow

Tools: Google's review link, WhatsApp Business or SMS, a printed QR · Time: 30 minutes to set up; 5 minutes a day

- [ ] Copy the "Ask for reviews" link from your profile and turn it into a QR code.
- [ ] Fix the moment: the day the service ends, right after payment, or the day after delivery.
- [ ] Write a short message: thanks, a one-line request and the link. Send it by text or WhatsApp; put the QR at the counter and on tables.
- [ ] Send it to everyone, no exceptions. Asking only happy customers breaks Google's rules and can get your profile penalised.
- [ ] Reply to every review within 48 hours, by name. To a negative one, offer a fix and a way to reach you, not a defence.

Clear pricing

Tools: Google Business Profile, your website · Time: 1 hour, then whenever prices change

- [ ] Set a starting price or range for your three most-asked services.
- [ ] Write that range the same way in your profile's services and on the matching page of your website.
- [ ] Explain in one sentence what moves the price: "depends on the number of sessions", "depends on materials".
- [ ] If you run an offer, show its end date and take it down the day it expires.

Freshness

Tools: Phone camera, Google Business Profile posts · Time: 10 minutes a week
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- [ ] Make one person on the team responsible: one new photo or short post every week.
- [ ] Rotate four themes: before and after, a new product, someone from the team, a customer story (with permission).
- [ ] Shoot on a phone, in daylight, landscape, no filters.
- [ ] Put holiday hours and seasonal posts in the calendar a month ahead.

Website link

Tools: PageSpeed Insights (free), your website · Time: 2 hours, once

- [ ] Put the page of your most-searched service in the profile's website field.
- [ ] Open that page on a phone: the first screen should load in about three seconds, with call and WhatsApp buttons visible.
- [ ] Check that the address, phone and hours on the page match the profile letter for letter.
- [ ] Add three of your reviews and your price range to the page, so nobody has to go back to the profile.

Build order

DAY 1
Claim the profile; fix the category, hours and services.

DAY 2
Upload photos, add price ranges, point the website link at a service page.

WEEK 1
Set up the review request: message, QR code, timing. Start sending it to everyone.

WEEK 2
Run the first weekly check; fix the owner and the day.

MONTH 1
Compare the numbers in your profile's performance screen with week one.