

# Weekly MARKETING Checklist

## 1. GOOGLE BUSINESS PROFILE (GBP)

- Respond to new reviews
- Post 1 update or offer (think social posts)
- Add new photos or short videos (monthly is good)
- Build out primary services and sub-services
- Work on getting new reviews

[Helpful Link - Click Here](#)

## 2. WEBSITE & LOCAL SEO BASICS

- Confirm your homepage clearly says what you do + where
- Make sure local keywords are used naturally
- Make sure your website info matches GBP - name, hours, etc

## 3. BLOGGING

- Write 1 blog a month
- Topic ideas: answer common client questions

[Helpful Link - Click Here](#)

## 4. SOCIAL MEDIA

- Schedule this week's social posts (2-3 posts)
- Engage with other accounts (10 likes & 5 comments)
- Reply to any DMs or comments

## BONUS

- Monthly newsletter