

FOR LOCAL BUSINESS OWNERS

30-Day Online Presence Turnaround Workbook

Use this with the daily class posts. The point is not to learn marketing trivia. The point is to fix the parts of your online presence that help people find you, trust you, and contact you.

Start here

Fill this out in order, because each day gives the next one better information.

Keep it practical

Use real screenshots, real customer words, and real proof from your business.

Do the homework

One finished task is more useful than ten saved posts you never touch.

Audit and Strategy

Before you redesign anything, figure out what is unclear, what is missing, and what buyers need to believe before they contact you.

BUSINESS BEING AUDITED

PRIMARY SERVICE OR OFFER

Online presence scorecard

AREA	CURRENT SCORE 1-5	WHAT IS WEAK?	FIRST FIX
Website homepage			
Service pages			
Google Business Profile			
Reviews and proof			
Social profiles			
Follow-up and tracking			

BUYER PROFILE

Who is most likely to buy, what happened before they started looking, and what are they worried about?

POSITIONING DRAFT

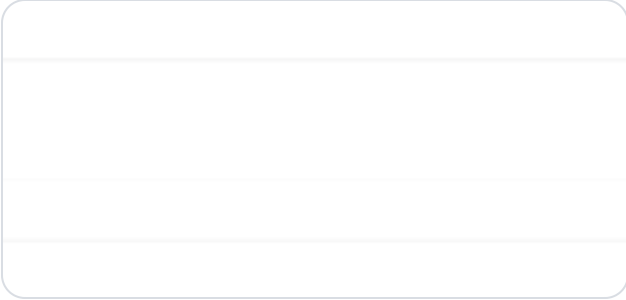
We help [buyer] get [outcome] without [frustration].

Website and Search

Use this section to turn vague pages into useful pages that explain the business and help people take the next step.

HOMEPAGE HERO REWRITE

Service + location + outcome + proof + call to action.



HIGHEST-MARGIN SERVICE PAGE

Pick one service to fix before trying to fix the whole site.



Service page planning table

PAGE SECTION	WHAT TO INCLUDE	YOUR NOTES
Top section	Service, city, outcome, CTA, real image	
Buyer questions	Cost, timeline, process, risks, comparison	
Proof	Reviews, photos, projects, credentials	
Local relevance	Service area, neighborhoods, real examples	
Next step	Quote, call, booking, form, or consult	

Use customer language from calls, texts, reviews, and DMs. The page should sound like it was built for a real buyer, not for a search engine.

Visibility, Content, Ads, and Follow-Up

Once the foundation is clearer, use this section to keep the business active and measurable.

GOOGLE PROFILE WEEKLY ACTIONS

- Add real photos from jobs, team, products, or the location.
- Post one useful update, offer, project note, or seasonal reminder.
- Ask one happy customer for a specific review.
- Answer one common question before a stranger answers it for you.

CONTENT PILLARS

Education	
Proof	
Behind the scenes	
Offer	
Objections	

Weekly scorecard

METRIC	THIS WEEK	LAST WEEK	WHAT CHANGED?
Calls			
Forms/messages			
Google profile actions			
Social replies/shares/saves			
Booked jobs or consults			

FINAL RULE

Do the work for one service before you try to fix everything. Clarity gets easier when you stop spreading your attention across every possible offer.