

KEEP THE REBUILD ALIVE AFTER THE CLASS ENDS

Weekly Maintenance Checklist

Your online presence is not a one-time project. Use this weekly rhythm to keep reviews, Google profile updates, content, tracking, and follow-up moving without rebuilding your life around marketing.

60 minutes weekly

Small maintenance beats quarterly panic.

Monthly review

Improve the system while you maintain it.

Quarterly cleanup

Bigger checks keep the strategy current.

The 60-Minute Maintenance Block

Put this on the calendar and treat it like operations, not optional fluff.

- Check new reviews and respond.
- Ask for reviews from recent happy customers.
- Add one real GBP photo or useful update.
- Post one proof or educational post.
- Review new leads and follow-up status.
- Log weekly scorecard numbers.

Monthly Improvements

Use one monthly block to improve the system instead of only maintaining it.

- Improve one service page.
- Plan the next four weeks of content.
- Review search results and competitors.
- Update proof bank.
- Review offers and CTAs.

Quarterly Reset

Markets, competitors, platforms, and offers change. Check the bigger pieces every quarter.

- Refresh homepage hero if the offer changed.
- Audit Google Business Profile completeness.
- Review ad readiness.
- Check positioning against competitors.
- Stop doing anything that creates no leads, trust, replies, saves, shares, or useful data.