

LOCAL SEO ACADEMY

The workbook

Sixteen printable pages that go with the free course: one for each task. Fill them in by hand or type into a copy.

How to use it

1. Print it, or save a copy and type into it.
2. Each lesson's task tells you which page to use (W1, W2 and so on).
3. Keep W1 safe. In Lesson 5.5 you score yourself again and compare.
4. Change nothing on your Google profile until the lesson that covers it. Some edits can trigger a new verification.

W1 Starting-point scorecard

USED IN LESSONS 1.1, 1.2 AND 5.5

Before you change anything, measure. Re-score in the right-hand columns at the end of the course.

A Three customer searches

Search (as a customer types it)	Map results, in order	Your position	Re-score

B Ten checks on your own profile

#	Check	Now	Re-score
1	The name matches your sign, with nothing added		
2	The category under your name is the most specific one for what you are		
3	The address, or the area you serve, is right		
4	Today's hours and your next holiday hours are right		
5	The phone number works and someone answers		
6	The website button opens the right page and works on a phone		
7	The first photos are real, recent and show what you do		
8	Your star rating: _____		
9	Your number of reviews: _____		
10	Newest review date: _____ · replied to the last five?		

W1 Starting-point scorecard (continued)

USED IN LESSONS 1.2 AND 5.5

The top three, your numbers and your score.

C The top three on your main search

Business	Rating	Reviews	Newest review	Category	Photos (about)

D Your Performance numbers (longest period offered)

	Calls	Messages	Bookings	Directions	Website clicks	Profile views
Now						
Re-score						

Top five searches people used to find you

E Profile score

Now: _____ / 100 Re-score: _____ / 100

From the free Google Business Profile score at flexilocal.com/tools/google-business-profile-score

F Your three biggest gaps

Gap	Which module fixes it

W2 Search list

USED IN LESSON 1.3

List 10 to 20 searches real customers type. Star your top 3 to 5 to track every month.

★	Search	Service	Place	Need (emergency, open Sunday...)	Matches a category?

W3 Business facts sheet

USED IN LESSONS 2.1 TO 2.5 AND 4.2

Your single source of truth. Copy these exact details everywhere your business is listed.

Detail	Exactly as it should appear
Real-world business name	
Address (or service areas)	
Main phone	
Other phones	
Website (home page)	
Regular hours	
Holiday hours	
Primary category	
Extra categories	
Booking link	

Service	Page on your website for it

Description (750 characters max)

Owners and managers (name and email)	Role	Verified? (date)

W4 Categories and services planner

USED IN LESSON 2.3

Use the "This business IS a..." test for your primary category. Only add extra categories that are true.

Primary category candidate	"This business IS a..."? (yes/no)	Pick

Extra category	True for you?

Competitor (top three)	Their categories

Service	One-line description

W5 Photo shot list and consent log

USED IN LESSON 2.5

Real, recent photos of what you do. Get consent before you post anyone's face.

#	Shot	Taken	Consent: who, when, how
1	Outside, as seen from the street		
2	Your sign or entrance		
3	Inside, as a customer sees it		
4	Your team at work		
5	A typical job or service, during		
6	A finished result		
7	Your best-selling product or service		
8	Equipment or tools you use		
9	Parking or how to find you		
10	The team (with consent)		
11	Seasonal or new		
12	Your choice		

W6 Weekly profile check

USED IN LESSON 2.6

Ten minutes a week. Tick each one, every week.

Week of	Suggested edits checked	Hours right	Reviews replied	Messages answered	New photo	Post	Anything new	Notes

w7 Review request plan

USED IN LESSON 3.2

Ask every customer the same way. No rewards, no targets, no suggested words.

Part of the plan	Your answer
The moment you ask	
Who asks	
Channel (text, email, in person, card)	
Timing (minutes or hours after)	
One reminder (when)	
Your wording	
Where the QR code goes	
Review link	

✓ Staff briefing

#	Check	Briefed
1	Ask every customer, happy or not	
2	No targets or bonuses for reviews	
3	No discounts, gifts or prize draws for reviews	
4	Never suggest what to write	
5	Never ask only the happy ones	

W8 Reply bank and report log

USED IN LESSONS 3.3 AND 3.4

Write your five templates once, then make each reply personal. Report a review once, with the facts.

Type	Your template
Positive	
Mixed	
Negative	
Confidential (health, legal)	
Wrong business	

Review (who, date)	Rule it breaks	Reported on	Outcome

w9 Website page plan

USED IN LESSON 4.1

One page per main service (and per area, if you serve several). Each needs something only you can say.

Page	Search it answers	What's unique on it	Photos	Call / book button	Status

USED IN LESSON 4.2

W11 Local links and mentions

USED IN LESSON 4.3

Real local relationships: suppliers, associations, sponsorships, local news. Never buy links.

Idea	Contact	Date asked	Result

w12 **AI answer check**

USED IN LESSON 4.4

Ask the assistants what your customers would ask. Fix wrong facts at the source.

Assistant	Question asked	Mentioned?	What it said	Sources cited	Wrong facts	Fix

W13 **Lead response check**

USED IN LESSON 5.1

Test your own business like a customer would.

Test (date)	Call answered?	Rings	Voicemail OK?	Text reply time	Booking link works?	Fix

Your target reply time: _____

USED IN LESSONS 5.2 AND 5.3

W15 Troubleshooting and evidence

USED IN LESSON 5.4

Don't panic, don't make big edits. Check, collect evidence, then act once.

1 Suspended profile

#	Check	Done
1	Read Google's email and note the reason	
2	Check name, address and category against W3	
3	Collect proof: business licence, utility bill, signage photo	
4	Appeal once, through the official form	

2 Ranking drop

#	Check	Done
1	Re-check the same searches from the same place	
2	Look for recent edits (yours or suggested)	
3	Compare with the top three (W1, box C)	
4	Wait for a full month of data before big changes	

3 Wrong edit or lost access

#	Check	Done
1	Check suggested edits and change it back	
2	Find who holds owner access (W3)	
3	Request access through Google's process	

4 Evidence folder

#	Check	Have
1	Licence or registration	
2	Recent utility bill or bank statement	
3	Photos of sign, entrance, inside	
4	Screenshots of the profile, dated	

W16 Monthly routine and re-score

USED IN LESSON 5.5

Put these in your calendar. Then re-score W1 and compare.

W Every week

#	Check	✓
1	Run the W6 weekly check	
2	Reply to every new review	
3	Answer every message	

M Every month

#	Check	✓
1	Fill in a row of W14	
2	One new post and a few photos	
3	Check your starred searches (W2)	
4	Ask every customer for a review (W7)	

Q Every quarter

#	Check	✓
1	Re-check listings (W10)	
2	Run the AI answer check (W12)	
3	Test your lead response (W13)	
4	Review your website pages (W9)	

R Your re-score

	Start (W1)	Now	Change
Profile score			
Reviews			
Rating			
Calls (period)			