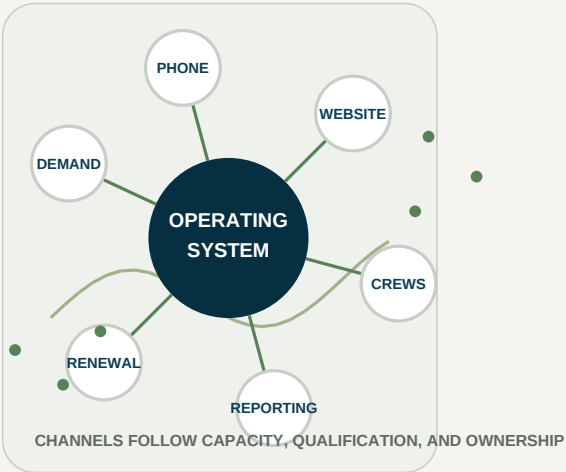


LOCAL SEO

Google Business Profile for Multi-Location Operators

A branch governance model for ownership, services, reviews, content, and duplicate control.



THE CONSTRAINT

Multi-location profiles drift when each branch changes categories, hours, phone numbers, and service areas without one standard. Central control without branch input is also weak because local operations change first.

USE THIS WHEN

Use this when two or more branches share one brand and central marketing team.

DO NOT START HERE

Do not create a location profile for a mailbox, temporary yard, or place without genuine operations.

Inputs to gather before the first meeting

- 1 Profile ownership and manager access
- 2 Branch data and service standards
- 3 Review and photo process
- 4 Duplicate and suspension response owner

The five-step playbook

Run the steps in order. A channel should never move faster than the operation that receives the work.

01 Set central governance

Central marketing owns standards, access, naming, categories, reporting, and escalation. Branches own local changes, photos, service alerts, and customer issue context.

02 Create a branch record

Maintain one source for phone, address, hours, territory, services, manager, page URL, and verification status.

03 Align website and profile

Each profile links to a useful branch page with matching data, services, team context, and proof.

04 Standardise reviews and responses

Trigger review requests after completed work, assign issue escalation, and keep responses specific. Never copy the same reply across every branch.

05 Audit monthly

Check edits, duplicates, services, photos, hours, access, and branch performance. Resolve conflicts before they spread.

Measure the operating result

These measures keep the playbook tied to booked work, delivery capacity, and client retention.

01
Profile accuracy

02
Qualified actions / branch

03
Review velocity

04
Booked work / branch

Thirty-day rollout

WEEK 1
secure access and build branch records.

WEEK 2
align pages, data, and services.

WEEK 3
launch review and photo standards.

WEEK 4
begin monthly audit.

Stop and scale rules

- Central standards, local operating input.
- Every profile maps to a real branch page.
- No invented locations, reviews, or service claims.

Launch checklist

- ☐ Access centralised
- ☐ Branch record complete
- ☐ Pages matched
- ☐ Review process ethical
- ☐ Duplicate log active
- ☐ Monthly audit owned

One playbook fixes one constraint. We run the whole growth system. AI, website and reporting from \$2,000/mo. Ad spend is excluded.

BOOK A GROWTH AUDIT