



Free Marketing Tools Bundle

Designed to help local businesses grow with websites, SEO, and smart marketing strategies.

Local Visibility Checklist (Google Business Profile Must-Haves)

- ☐ Claim and verify your Google Business Profile
- ☐ Add accurate business name, address, phone, website
- ☐ Select the correct primary & secondary business categories
- ☐ Upload at least 5 high-quality photos (interior, exterior, team, products/services)
- ☐ Post updates at least 2x per month
- ☐ Collect & reply to customer reviews quickly and often
- ☐ Ensure hours are updated (especially holidays)
- ☐ Add services/products with descriptions

10 Content Ideas for Local Businesses

- ☐ Customer testimonial spotlight
- ☐ 'Behind the scenes' at your business
- ☐ Staff introduction (humanizes brand)
- ☐ Local event shout-out
- ☐ FAQ post (answer most common customer question)
- ☐ Quick tip related to your service

10 Content Ideas for Local Businesses Cont.

- ☐ Before & after photo/video
- ☐ Myth-busting ('Top 3 misconceptions about [service]')
- ☐ Seasonal post ('Spring Cleaning Tips from a Pro')
- ☐ 'Did you know?' stat about your industry

Website Health & SEO Quick Audit Guide

- ☐ Mobile Friendly? → Test on your phone: does it load fast & look good?
- ☐ Clear Contact Info? → Is your phone/email on every page?
- ☐ Local Keywords? → Does your homepage mention '[city] + [service]'?
- ☐ Speed Test? → Use Google PageSpeed Insights (aim for 80+ score).
- ☐ Call to Action? → Every page should guide visitors (e.g., 'Call Now' / 'Book Online')

Bonus: Want to know where you rank on Google Maps? Click the link and follow directions.

[Click HERE](#)



Email Marketing Starter Templates

Pro Tip: Use these as a base, then create a simple 3-email sequence:

- Email 1: Welcome & free resource
- Email 2: Quick tip + soft CTA (Call To Action 'Buy Now' or 'Book Now')
- Email 3: Direct invite for free audit/consultation

Starter Follow-Up Email

Subject line: “Thanks for stopping by — here’s something for you!”

Body:

Hi [First Name],

Thanks for choosing [Your Business]! We’re here to make [service/benefit] easier for you.

Here’s a quick resource we thought you’d like: [insert tip/offer/link].

If you have any questions, reply to this email — we actually read and respond .

Looking forward to helping you,

- [Your Name / Business]

Promotion / Offer Email

Subject line options:

“Special offer just for our local customers”

“For [City] neighbors only — don’t miss this”

“Limited-time [Service] offer inside”

Body:

Hi [First Name],

We’re excited to share something special with our local community. For a limited time, we’re offering [your promotion or service] to help [solve key problem / deliver benefit].

Here’s what’s included:

- [Benefit 1 — e.g., Free consultation / audit]
- [Benefit 2 — e.g., Discounted service or bundle]
- [Benefit 3 — e.g., Bonus add-on like free setup]

This offer is only available until [date] — so don’t wait!

[Button: Claim My Offer]

We’d love to help you [achieve result, e.g., “get more local customers”].

Talk soon,

[Your Name]

[Your Business]

Why This Works

Flexible: Can be used for seasonal promos, new service launches, or “neighbors only” deals.

Urgency: Uses a deadline to push action.

Benefit-driven: Focuses on what the client gets, not just features.