



## 90-Day Strategy - Google Business Profile (GBP Optimization)

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**Objective:** Our goal is to help improve your Google Business Profile's performance on the local finder and map pack. A large part of this GBP strategy will be optimizing your listing, building visibility through citations, and creating map stacks guided by your core keywords. Here are the tasks that we will be doing for the first 90 days:

### First Month

- Access Confirmation
- Core Keyword Identification
- Local Search Grid Setup (3x3)
- Google Optimization
- Citation Building (50 Citations)
- GBP Calendar (4 posts)
- GBP Post - #1
- GBP Post - #2
- GBP Post - #3
- GBP Post - #4
- Monthly Report

### Second Month

- Google Map Stacks Creation (3 circles) - 1st Core Keyword
- Google Map Stacks Creation (3 circles) - 2nd Core Keyword
- Citation Audit
- GBP Calendar (4 posts)
- GBP Post - #1
- GBP Post - #2
- GBP Post - #3
- GBP Post - #4
- Monthly Report

### Third Month

- Google Map Stacks Creation (6 circles) - 1st Core Keyword
- Google Map Stacks Creation (6 circles) - 2nd Core Keyword
- Local Search Grid Increase (7x7)
- GBP Calendar (4 posts)
- GBP Post - #1
- GBP Post - #2
- GBP Post - #3
- GBP Post - #4
- Monthly Report