



CRUSH YOUR GOOGLE REVIEW GOALS

 **empowering you**[®]



SOCIAL MEDIA

GROUP EXPERTS

the process

STEP ONE

1

Recognize that gathering reviews significantly influences your ranking on Google, making them a crucial part of your marketing strategy all year round. Your goal is to be consistent each month in getting reviews on your GMB Listing.

STEP

2

Using this worksheet below, plan out the next 6 months of your review gathering strategy in full detail. Include all the steps needed in order for your review strategy to be deployed each month.

STEP TWO

STEP

3

STEP THREE

Stay committed to your plan. A steady flow of recent reviews, as opposed to a bunch from a year ago and then nothing, shows potential clients that your salon continues to maintain high standards. Google's algorithm also rewards businesses that regularly receive new reviews with higher visibility, making your salon easier to find.

6 MONTH PLANNER

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

JANUARY

ADDITIONAL NOTES
