

CONTENT CALENDAR & GBP CHECKLIST

Local Content & Search Domination System

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PART 1: GOOGLE BUSINESS PROFILE OPTIMIZATION CHECKLIST

Complete every item. Incomplete profiles lose placement to competitors who have done this work. Revisit quarterly.

- Business name matches your license exactly (no keyword stuffing)
- Primary category set to "Real Estate Agent"
- Secondary categories added (e.g., "Real Estate Agency")
- Service area defined with all zip codes you serve
- Business description written (750 chars) — keyword-rich, client-focused
- All services listed with descriptions
- Phone number verified and matches your website
- Website URL linked and working
- At least 10 high-quality photos uploaded (interior, exterior, headshot, team)
- Q&A; section populated with 5+ common questions you've answered yourself
- Google Posts published (at least 1 per week consistently)
- Review response — replied to every existing review (positive and negative)
- Review generation system in place (post-close ask process documented)
- Messaging enabled and response time under 24 hours
- Products/services section complete with pricing ranges if applicable
- Hours set accurately and holiday hours updated seasonally

GBP Optimization Notes / Priority Items:

PART 2: MONTHLY CONTENT CALENDAR

Plan 4–6 pieces of content per month. Aim for: 2 market/data posts, 1 neighborhood spotlight, 1 educational piece, 1 personal/humanizing post.

— MONTH 1 —				
Week 1				
Week 2				
Week 3				
Week 4				
— MONTH 2 —				
Week 1				
Week 2				
Week 3				
Week 4				
— MONTH 3 —				
Week 1				
Week 2				
Week 3				
Week 4				

PART 3: NEIGHBORHOOD GUIDE CONTENT PLANNER

Each guide should cover: Market stats, school info, walkability, community character, recent sold data, and one local business spotlight.

NEIGHBORHOOD / GUIDE TITLE	TARGET KEYWORD	PUBLISH DATE	MONTHLY VIEWS	LEADS FROM

PART 4: GOOGLE REVIEW TRACKER

Log every review request. Track who you asked, when, and whether they left a review. Target: 2 new reviews per transaction closed.

CLIENT NAME	DATE CLOSED	ASK DATE	METHOD	REVIEW LEFT?