NEW LOCATION LAUNCH · MAINTENANCE

Output Maintenance Schedule

Recurring upkeep for every marketing output once it's live, grouped by the asset itself. Pair with the full Marketing Channel Playbook for setup and strategy.

DAILY · WEEKLY · MONTHLY

APPLIES EVERYWHERE

Cross-Channel (all outputs)

The single highest-leverage habit — it feeds every output on this page at once.

DAILY

- Answer every lead — call, message, or form — within minutes, not hours.

MONTHLY

- Audit NAP consistency — hours, address, services — identical across every platform.

Google Business Profile

TIER 1 · FOUNDATION

DAILY

- Respond to profile messages within 15 minutes during business hours.
- Monitor the Q&A section for wrong answers sitting at the top, if it's active on your profile.

WEEKLY

- Upload new job photos — a steady drip beats a one-time upload.
- Respond to every review, good or bad, within 48 hours.

MONTHLY

- Publish 2-4 posts for the trust and click-through they build, not for direct ranking.

LSA Campaign

TIER 1 · FOUNDATION

DAILY

- Answer every call within 60 seconds to protect your responsiveness score.

WEEKLY

- Dispute every invalid or spam lead — creditable and lowers cost per lead.
- Review cost-per-booked-job and adjust budget after a full week of data.

MONTHLY

- Upload new job photos and hold review pace at 8+ new reviews per month.

Review Generation System

TIER 1 · FOUNDATION

DAILY

- Trigger the automated review request within hours of every completed job — no exceptions.

Google Search Ads

TIER 2 · BUILD IN PARALLEL

WEEKLY

- Review search term reports, especially through the first month, to catch wasted spend.

MONTHLY

- Review cost-per-booked-job and reallocate budget toward what's converting.

Yelp Profile

TIER 2 · BUILD IN PARALLEL

WEEKLY

- Spend 10 minutes refreshing something on the profile — freshness is a ranking signal.

Nextdoor Page

TIER 2 · BUILD IN PARALLEL

DAILY

- Scan neighborhood threads for "does anyone know a good plumber" asks.

MONTHLY

- Use both free monthly posts and ask happy customers for new recommendations.

SEO / Website

TIER 3 · LONGER BURN

MONTHLY

- Spend a few focused hours on citations, local backlinks, and landing-page content.

Meta Ads

TIER 3 · LONGER BURN

DAILY

- Respond to every Meta lead within 15 minutes, before it goes cold.

MONTHLY

- Review ad budget against results and refresh creative (before/after shots, video).

Reddit Presence

TIER 3 · LONGER BURN

WEEKLY

- 15-20 minutes of genuine participation in the local subreddit, a few times a week.