



The Business Growth Association
Of America

COURSE 5

Online Presence Optimization

Make your business easy to find, easy to trust,
and easy to contact everywhere customers look online.

\$200 - \$1,000

estimated monthly savings
by doing it yourself

5% - 20%

potential
sales growth

A 12-month program | 30-60 minutes per week | Simple tools only

Course Overview

THE PROMISE Make your business easy to find, easy to trust, and easy to contact everywhere customers look online (Google, maps, social media, review sites), using a simple weekly routine.

Core Idea

Customers check you out online before they ever call. If your information is missing, inconsistent, or outdated, you lose them quietly. Optimization means three things:

Be found

Visibility

Be trusted

Reviews and proof

Be consistent

Same details and look everywhere

How This Connects to Earlier Courses

The website course builds your site, the design course builds your brand look, and this course makes sure all of it works together and gets seen. It can also be taught standalone.

Format for Every Step

- 30-60 minutes per week, basic tools only
- Each step ends with a clear "**done when**" checkpoint

Roadmap

Phase	Timeline	Goal	Output
1. Foundation	Month 1	Know where you stand online and fix the most damaging gaps	Scorecard + 10 consistent listings
2. Visibility and Reviews	Months 2-3	Show up in searches and build proof you're the right choice	Search presence + review system
3. Content and Social	Months 4-6	Stay visible and show your expertise without spending hours a day	Posting rhythm + email list
4. Measure and Improve	Months 7-12	Turn your online presence into a managed system	Online Presence Plan

Why Run It Yourself?

Agencies and freelancers often charge monthly retainers to manage listings, reviews, and social posts. A simple weekly routine lets you handle the essentials yourself.

\$200 - \$1,000

Estimated monthly savings when you manage your online presence yourself instead of sourcing it out

5% - 20%

Potential sales growth from being easier to find, trust, and contact online

Where the Savings Come From

- **No retainer for the basics.** Claiming your Google profile and listings, keeping details consistent, and replying to reviews are all things you can do yourself.
- **Free tools do the heavy lifting.** Google Business Profile, Analytics, Search Console, and a Google Sheets dashboard cost nothing.
- **A review system replaces paid reputation help.** Request scripts, direct links, and reply templates keep reviews coming in-house.
- **Fix the basics before buying ads.** Starting with a small test budget avoids wasting money on ads that send people to a weak listing.
- **Hire smarter.** Knowing what to ask a freelancer or agency means paying only for work you actually need.

Where the Sales Growth Comes From

- **Being found:** a complete Google profile, consistent details, and the right search phrases bring more customers to you.
- **Being trusted:** steady reviews, prompt replies, and proof make you the easy choice.
- **Staying visible:** consistent posting, an email list, and monthly improvements guided by five key metrics keep leads coming.

Track Your Results	Month 1 baseline	Month 6	Month 12
Monthly marketing spend			
Review count and rating			
Calls and form leads per month			
Sales growth vs. baseline (%)			

Savings and growth figures are estimates of potential, not guarantees. Actual results vary by business, industry, and how consistently the plan is carried out.

Audit and Fix the Basics (Foundation)

***Goal:** Know exactly where you stand online and fix the most damaging gaps.*

Week 1: Run your online audit

- Google your business name, your main service plus your city, and your competitors. Note what shows up, what's wrong, and what's missing.
- Use the provided "Online Presence Scorecard" to rate yourself on website, Google listing, social media, reviews, and directories.

DONE WHEN you have a scorecard with your top 5 gaps.

Week 2: Create your "Master Business Info" sheet

- Write down your exact business name, address, phone, website, hours, services, and a short and long description.
- This is called NAP consistency (name, address, phone), and it must match everywhere.

DONE WHEN the sheet is saved and shared with your team.

Week 3: Claim and complete your Google Business Profile

- Claim it, verify it, and fill in every field: categories, services, hours, photos, and description.

DONE WHEN the profile is 100% complete and verified.

Week 4: Claim your business names everywhere

- Secure your business name on the main social platforms and the top directories for your industry (checklist provided), using your Master Business Info exactly.

DONE WHEN at least 10 listings are claimed and consistent.

DELIVERABLE Scorecard, Master Business Info sheet, a complete Google profile, and 10 consistent listings.

Get Found and Get Trusted

Goal: Show up in searches and build proof that you're the right choice (Visibility and Reviews).

Month 2: Search basics (SEO made simple)

- Find the 5-10 phrases customers type to find businesses like yours (keyword worksheet provided).
- Add those phrases naturally to your website's page titles, headings, and descriptions.
- Add a "Service Areas" or location page if you serve specific places.
- Set up Google Analytics and Search Console (step-by-step guide).

Month 3: Reviews and reputation

- Create your simple "Review Request System": when to ask, a short script, and a direct review link (QR code for in-person, text or email for online).
- Set a target of 2-4 new reviews per month.
- Learn to reply to every review, positive or negative (reply templates provided).

DONE WHEN you've collected at least 5 new reviews and replied to all existing ones.

CHECKPOINT Improved search presence, tracking in place, and a review system running.

Build Content and Social Presence

Goal: Stay visible and show your expertise without spending hours a day.

Month 4: Choose your platforms and set a rhythm

- Pick 1-2 social platforms where your customers actually are (guide provided), not all of them.
- Set a realistic posting schedule (e.g. 3 posts per week) using a simple content calendar and the 4 post types: educate, show proof, show behind the scenes, make an offer.

Month 5: Create helpful content for search

- Write or record answers to the 5 questions customers ask most (FAQ page, short blog posts, or short videos).
- Reuse each piece across your website, social media, and email.

Month 6: Add email and local visibility

- Start a simple email list with a sign-up form on your website and a monthly newsletter template.
- Add local touches: Google posts, local directories, and partner mentions.
- Run your 6-month review.

CHECKPOINT Consistent posting, a growing email list, and a comparison of your scorecard from Month 1 to now.

Measure, Improve, and Protect

Goal: Turn your online presence into a managed system that keeps improving.

Months 7-8: Read your numbers

- Learn the 5 key metrics (website visitors, search appearances, calls or form leads, review count and rating, social engagement).
- Build a one-page monthly dashboard in Google Sheets.

Months 9-10: Improve and test

- Each month, make one improvement based on your data (new page title, better photos, new offer, different posting time).
- Learn the basics of simple paid options (Google Ads, social ads, local service ads) and when they make sense, starting with a small test budget.

Month 11: Protect your reputation and accounts

- Set up Google Alerts for your business name, and set a plan for handling negative reviews or false listings.
- Secure all accounts with strong passwords and two-factor authentication, and assign who manages what in your team.

Month 12: Annual review

- Redo the audit scorecard, compare to Month 1, celebrate wins, fix the gaps, and set next year's goals and online marketing budget.
- Learn when to hire a freelancer or agency and what to ask them.

DELIVERABLE A one-page Online Presence Plan with a monthly routine, owner roles, and a dashboard you can review in 20 minutes.

Resources and Pitfalls

Course Materials to Build

- Online Presence Scorecard
- Master Business Info sheet (NAP)
- Google Business Profile completion checklist
- Directory and social platform checklist
- Keyword worksheet
- Review request scripts and reply templates
- Content calendar and post-idea bank
- Monthly dashboard (Google Sheet)
- Account security checklist
- "How to hire a marketing freelancer or agency" guide
- Common Mistakes (a short bonus lesson)

Common Mistakes to Avoid

- Having different business details on different sites
- Never asking customers for reviews
- Posting on every platform and keeping up with none
- Ignoring negative reviews instead of answering them
- Paying for ads before the basics are fixed
- Not tracking any results