



FREE LAUNCH CALENDAR · V5.1 CHAPTER 19

The 90-Day SEO Launch Calendar

Week by week. From V5.1 Chapter 19. The exact 90 days that compound local SEO from \$0 to organic traffic — sequenced, not parallel. The honest alternative to a **\$500–\$3,000/mo** agency engagement that runs every item at once and reports on rankings instead of calls.

LocalServiceBusinessSEO
The 23-chapter V5.1 Playbook

Free Audit
localservicebusinessseo.com

SEO is sequenced. A checklist is not a plan.

Local SEO has roughly 47 things you "should" do: GBP claim, categories, services list, weekly Posts, attributes, owner-led review replies, geo-tagged photos, citation cleanup, service-area edits, location pages, problem-solution content, E-E-A-T signals, video proof, citation-worthy paragraphs, schema markup, technical foundation, internal linking, content refreshes, AI-citation monitoring, competitive scans, the list keeps going.

Most of them only work if the ones before them have already landed. Completing your services and attributes in week 1 is wasted if your GBP isn't claimed. Content refreshes in week 2 are wasted if the page they're refreshing doesn't have the right H1. Backlinks in week 3 are wasted if your map-pack rank hasn't started moving yet — you'll never know whether the link did anything.

The canonical name for this is *sequenced execution* — the discipline of running steps in the order that compounds, not in parallel. Most agencies in the **\$500–\$3,000/mo** bucket run items in parallel because that's how they bill hours, and they report on rankings + impressions because that's the dashboard the SEO software they bought sells them. The owner can't tell which of the 47 things is doing the work, so the engagement renews on faith.

The 90-Day Launch Calendar is the opposite shape: three phases, twelve weeks, items in priority sequence. By week 4 your foundation is solid. By week 8 you're seeing first map-pack movement. By week 13 you're in the cross-over zone where SEO call volume starts catching up to whatever paid leads you were running. Each week earns the next one. The calendar is your sequence — the playbook (**V5.1 Chapter 19**) is the depth on each item.

Four items. Six hours of owner time.

If you remember nothing else from this guide, remember this: **week 1 is not "everything at once."** Week 1 has exactly four things, and they're the four that unlock every other item in the calendar.

1. Run the free audit at localservicebusinessseo.com.

It scores your live GBP + site against the six cadence categories Chapter 22 calls out — Posts, services & attributes, review velocity, photos, service-area, and call-tracking. The result is your baseline. Without a baseline you cannot tell whether week 8 is working.

2. Claim and verify your Google Business Profile.

If it's already verified, confirm the categories, services list, hours, and service area are correct. The most underrated item in local SEO — wrong categories alone will kneecap your map-pack rank no matter what else you do.

3. Confirm your top three services have dedicated pages.

Each page needs the city name + service name in the H1 (e.g., "Emergency Plumber in Phoenix, AZ"). If you don't have these pages, week 2 is when you write them — not week 6.

4. Install call-tracking.

CallRail or CallTrackingMetrics, ~\$50/mo. Without it you cannot honestly attribute calls to SEO vs. paid leads vs. word-of-mouth, and the week-13 measurement decision becomes a guess.

Four items. ~6 hours of owner time. That's week 1. Everything else in the calendar earns its slot by building on this base.

Phase 1 — Foundation

Theme: Clarity, not perfection. By day 30, every Google-facing surface should be honest about what you do, where you do it, and who runs the business. No Posts, no FAQ buildout, no link-building — those come next phase. This phase is about not bleeding ranking signal through wrong configuration.

WEEK 1

Baseline + GBP

- Run the free audit at localservicebusinessseo.com (baseline).
- Claim + verify GBP if not already. Confirm categories, services, hours, service area.
- Confirm top 3 services each have a dedicated page with city + service in the H1.
- Install CallRail or CallTrackingMetrics (~\$50/mo).

WEEK 2

Service Page Foundation

- Write or rewrite the top 3 service pages: 600–900 words each, city + service in H1, problem-solution copy structure, at least one photo of the actual work.
- Add LocalBusiness + Service schema to each page.
- Confirm site loads on mobile in under 3 seconds (PageSpeed Insights).

WEEK 3

Citation Cleanup + NAP

- Pull your current citation list from Moz Local or Whitespark. Identify any with the wrong name, address, or phone (NAP).
- Fix the top 10 highest-authority citations first (Yelp, BBB, Yellow Pages, Foursquare, industry-specific directories).
- Confirm the website footer matches the GBP exactly — same NAP, same hours format.

WEEK 4

Foundation Audit

- Re-run the free audit. Compare against your week-1 baseline. GBP completeness, schema presence, and NAP consistency should all show movement.
- Document one operator-level photo for each service. These get used in the Phase 2 cadence.

Expected ranking movement this phase: Usually none yet. Foundation is invisible to Google in the short term. If your competition has weaker GBP categories or worse NAP consistency, you may see a 1–3 position lift in the map pack by day 30 — that's the floor effect, not the cadence effect.

Phase 2 — Activity

Theme: Cadence, not bursts. Phase 2 is where Google's freshness signals start firing. Every item in this phase is a weekly repeat for the rest of the year — not a one-time fix. By day 60 you should have a 4-week rhythm you can run in 2 hours/week steady-state.

WEEK 5

GBP Posts Cadence Goes Live

- Publish 1 Update Post + 1 Offer Post per week, every week. Update Posts highlight a recent job (with a photo from week 4). Offer Posts highlight one service with a clear "Call now" CTA.
- Posts are 150–300 words, owner-voiced (no agency copy), with a real CTA — not "Learn more." This is the V5.1 Ch 22 cadence.

WEEK 6

Services/FAQ Buildout + Owner-Led Reviews

- Add 3 high-value FAQ answers to your website — the questions actual customers ask you on the phone — and confirm those services + attributes are complete on your GBP. These are the inputs Ask Maps reads now that the peer Q&A box is retired (2025-11-03). Write the answers in the owner's voice ("here's how I think about that").
- Owner-led review-request automation goes live. Trigger fires on every completed job. Owner replies to every review within 24 hours.
- Hit the review-velocity floor for your trade: 4+/month for plumbing/HVAC, 2+/month for roofing.

WEEK 7

Geo-Tagged Photos + Service-Area Refresh

- Upload 1 geo-tagged photo per completed service call. Use the GBP mobile app (the EXIF data is the signal Google reads).
- Confirm service area accuracy — if you've added or removed a city in the past 12 months, update GBP + site to match.
- Add one secondary-city service page if your service area is broader than your primary city.

WEEK 8

Cadence Re-Audit + Map-Pack Checkpoint

- Re-run the free audit. The six cadence scores (Posts, services & attributes, review velocity, photos, service-area, call-tracking) should all show movement against the baseline.
- Map-pack movement checkpoint — by day 60, primary service in primary city typically lifts 2–5 positions if the cadence has been run honestly. If it hasn't moved, the most common reason is that the Posts cadence broke in

week 6 — not that SEO doesn't work for your trade.

Expected ranking movement this phase: First real signal. 2–5 position lift in the map pack for primary service in primary city, by day 60 in most markets. Long-tail organic traffic (city-name + service-name searches) starts trickling in.

Phase 3 — Compound

Theme: Measurement and doubling-down. Phase 3 is where the cross-over zone happens — where SEO call volume starts catching up to whatever paid leads you were running. By day 90 you should have enough call-attribution data to make the "where do I spend my next marketing dollar" decision with numbers, not vibes.

WEEK 9

E-E-A-T + Citation-Worthy Paragraphs

- Add the "About the owner" block to your three top service pages. Real name, photo, license number, years in business, the work history that earns trust.
- Write one citation-worthy paragraph per service page — an 80–120 word block that answers a specific operator-level question and reads well as a quoted answer in an AI Overview or featured snippet. This is the AI-citation SEO layer (V5.1 Ch 23).

WEEK 10

Competitive Scan + Backlink Layer

- Run your first real competitive scan: pull the top 3 map-pack competitors in your primary city. Look at their GBP category mix, review count, Posts cadence, and the citations they're listed in that you aren't.
- Identify 3–5 local backlink targets — chamber of commerce, supplier websites, local trade-association directories, sponsorship listings. Highest-authority links a local business can earn, at roughly zero cost.

WEEK 11

Content Refresh + AI-Citation Monitoring

- Refresh the top 3 service pages with anything you've learned since week 2 — new before/after photos, FAQ items pulled from real customer phone calls, updated pricing or scope.
- Start AI-citation monitoring — paste your primary service query (e.g., "best plumber in Phoenix AZ") into ChatGPT, Perplexity, and Google AI Overviews monthly. Log whether you're cited.

WEEKS 12–13

90-Day Audit + Cross-Over Decision

- Re-run the free audit. Compare against the week-1 baseline and the week-8 mid-point. All six cadence scores should be at or above floor.
- Pull call-tracking data for the 90-day window. SEO-driven calls vs. paid-lead calls vs. word-of-mouth. This is the number that earns the next 90 days of attention.
- Cross-over decision: if primary-service primary-city map-pack rank is top-3, review velocity is at floor, and SEO-driven calls now equal or exceed the calls you'd otherwise be paying for, you've hit the cross-over zone. Action: lock in the cadence as 2 hours/week steady-state, and consider phasing down any paid-leads spend or

\$500–\$3,000/mo agency engagement that was running in parallel.

Expected ranking movement this phase: Cross-over zone for most markets. Map-pack top-3 for primary service in primary city. Long-tail organic traffic now bringing 6–15 calls/month at zero marginal cost. The cadence is now a steady-state 2-hour/week routine, not a project.

What to do next

Step 1 — Run the free audit (today)

Go to localservicebusinessseo.com and run the free audit. It scores your live GBP + site against the same six cadence categories the calendar above is built around — Posts, services & attributes, review velocity, photos, service-area, and call-tracking. ~3 minutes. No login. The audit result is your day-1 baseline — without it you can't tell what the calendar moved.

Step 2 — Block your calendar

Open your calendar for the next 13 weeks. Block 2 hours/week (recurring) for the cadence. Block 4 extra hours in week 1 for the foundation items. That's the only time commitment the calendar asks for.

Step 3 — Get the full system

The V5.1 Playbook (\$197 one-time) is the 23-chapter system. **Chapter 19** is this 90-Day Launch Calendar (you have the public version above). **Chapter 22** is the GBP Cadence (the depth on every Phase 2 item). **Chapter 23** is AI-Citation SEO (the depth on the week-9 citation-worthy paragraphs). Run it yourself, hand the cadence to a single VA, or use the AI Workforce module to operate it for you — typically replaces a **\$500–\$3,000/mo** agency engagement at roughly the agency's monthly cost.

Run your free audit at localservicebusinessseo.com

Six cadence categories. ~3 minutes. No login. The audit scores your live GBP against the same items in this calendar and tells you which are dormant.

Or read the framework first — the 23-chapter V5.1 Playbook lives at localservicebusinessseo.com/playbook.