

THE LOCAL VISIBILITY PLAYBOOK

THE GET FOUND, TRUSTED & CHOSEN SYSTEM

The simple, streamlined system that makes your business easier to find, easier to trust and easier to choose online.

Built for local and service-based business owners who are great at the work, but feel invisible online.

Social Rabble
AGENCY

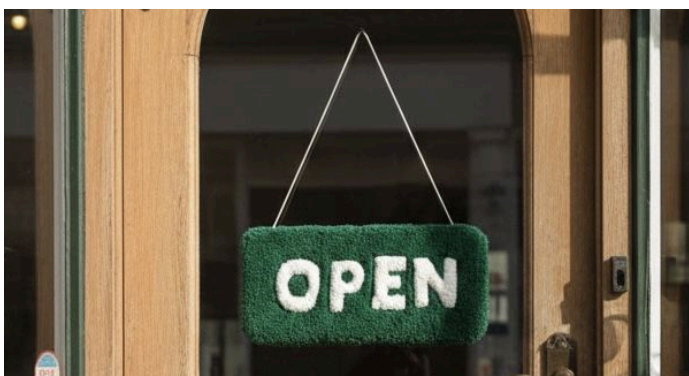
Welcome!

LET'S MAKE YOU EASIER TO CHOOSE!

IF YOU'VE PICKED THIS UP, YOU ALREADY KNOW YOUR BUSINESS IS GOOD. THE PROBLEM IS NOT YOUR WORK. THE PROBLEM IS THAT YOUR ONLINE PRESENCE IS NOT SHOWING PEOPLE HOW GOOD YOU ACTUALLY ARE.

Here is the uncomfortable truth that this playbook is built on. People are not always choosing the best business for the job. They are choosing the one that looks easiest to trust and easiest to deal with. Your competitor down the road might not be better than you are. They just look clearer online, so they get the call.

That's actually good news, because clarity is fixable. You do not need to dance on reels, post every single day or become a marketing expert. You need a small set of fixes that make a big difference, done in the right order.



HOW TO USE THIS PLAYBOOK?

You don't have to do everything at once. Work through it in order. Find first, then Trust, then Choose. Each part has a clear action you can finish in one sitting. Do the 30-point audit early so you know exactly where your gaps are, then use the templates and scripts to fix them fast.

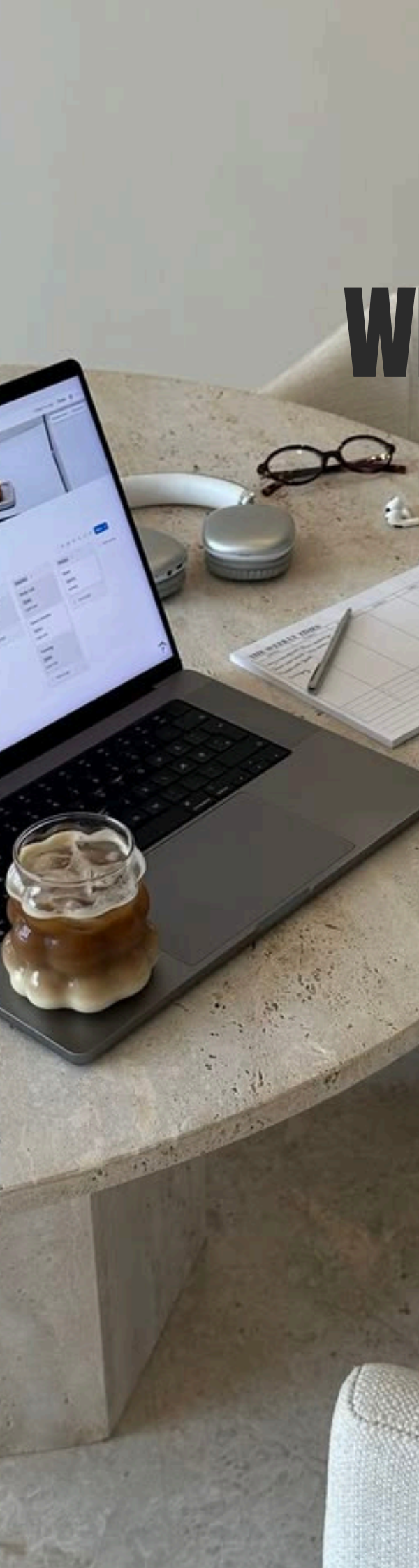


WHO IS THIS FOR?

- Local and service-based businesses: home services, professional and B2B services, health & wellness, personal services, etc.
- Owners who are time-poor and a little embarrassed by how their online presence looks right now.
- Anyone getting word-of-mouth referrals but not getting enough enquiries coming in cold from online.



WHAT'S INSIDE



The Big Idea: Find, Trust, Choose **01**

Part 1: Find **02**

 The 30-point GBP Self-Audit **06**

Part 2: Trust **07**

 IG & FB Checklist **11**

Part 3: Choose **14**

 The Weekly Visibility Check **17**

Troubleshooting Guide **18**

BONUSES **19**

THE BIG IDEA: FIND, TRUST, CHOOSE

Every customer who finds you online runs through three silent checks before they enquire. If you fail any one of them, you lose the job. This is the whole system.

1. FIND

Can people locate you when they are actively searching? If you don't appear on Google and Maps for your service and area, the rest doesn't matter. No one trusts or chooses a business they cannot see.

2. TRUST

When they land on you, do you look credible, active, and professional? Reviews, photos, a clear bio and recent activity decides this in about five seconds.

3. CHOOSE

Is it obvious what you offer and dead easy to take the next step? A clear offer, a price signal and a one-tap way to book or enquire turns lookers into bookings.

WHY MOST BUSINESS OWNERS GET STUCK

Most people pour their energy into posting more content. But posting more is a 'trust pillar' activity, and it's wasted if people can't find you in the first place, or can't easily choose you at the end. That is why this playbook fixes things in the correct order. You will get far more enquiries from a complete Google profile and a clear booking link than another month of reels.

A MESSY ONLINE PRESENCE CREATES DOUBT. DOUBT DELAYS DECISIONS. DELAYED DECISIONS BECOME LOST CUSTOMERS.



QUICK CHECK



Open your phone, search your main service plus your suburb, and look at the results as if you were a brand new customer. Would you pick you? Hold that feeling → We are about to fix everything that made you hesitate!

Part 1

FIND

**BEFORE ANYONE CAN TRUST OR CHOOSE
YOU, THEY HAVE TO BE ABLE TO SEE YOU.**

**THIS PART GETS YOUR BUSINESS SHOWING
UP WHEN LOCAL CUSTOMERS ARE ACTIVELY
SEARCHING FOR WHAT YOU DO.**

WHY PEOPLE CAN'T FIND YOU

It's rarely one big thing. It's usually five small gaps stacking up so that Google doesn't know what you do, where you work, or whether you are still trading.

When someone searches "electrician near me" or "lash tech brisbane", Google has to decide who to show first. It rewards businesses that are clear, complete and active. If your profile is half-empty, your category is wrong, or you haven't touched your Google Business Profile in a year, you get buried below competitors who look more reliable to Google, even if your work is better.



THE FIVE THINGS QUIETLY BURYING YOU

- 01 No claimed Google Business Profile, or a bare one.**
This is the single biggest local lever, and most small businesses leave it half-done.
- 02 Wrong or missing categories.**
Google uses your primary category to decide which searches you show up for. Pick the wrong one and you are invisible for the searches that matter.
- 03 No service area or unclear location signals.**
If Google is not sure where you work, it will not confidently serve you to people nearby.
- 04 Few or old reviews.**
Reviews are both a trust signal and a ranking signal. Quiet profiles slide down.
- 05 Inconsistent details across platforms.**
If your name, number or address differ on Google, Facebook and your website, it weakens confidence in all of them.

REALITY CHECK



You don't need to "beat the algorithm". You need to be the clearest, most complete, most active option in your suburb. That is almost always a lower bar than it feels.

GOOGLE BUSINESS PROFILE

For local businesses, your Google Business Profile often does more for enquiries than your whole social media presence combined. People who search on Google are usually ready to act now.

Think of it this way → Instagram helps people get a feel for your business. Google helps people find you when they are ready to book. You need both, but if you only have time for one this week, it is Google.

THE PARTS THAT ACTUALLY MOVE THE NEEDLE

GET FOUND

- **Primary category:** the closest match to your core service.
- **Secondary categories:** add every other genuine service you offer.
- **Service area:** list the suburbs and towns you actually cover.
- **Services and products:** fill these out with real names people search for.

BUILD TRUST

- **Photos:** recent, clear images of your work, team and premises.
- **Reviews:** ask regularly and reply to every one.
- **Description:** clear, keyword-aware, says who you help.
- **Updates:** post occasionally so it looks active.

MAKE IT EASY TO ACT

- Add a booking or enquiry link, or make sure your phone number is correct and tappable.
- Set accurate hours, including public holidays, so people never get a closed-door surprise.
- Turn on messaging only if you can reply quickly. A slow reply is worse than no button.

DO THIS TODAY

If you do nothing else from this page: check your primary category is correct, add 5 recent photos, and reply to any reviews you have not answered. Fifteen minutes, real impact!

LOCAL SEARCH QUICK WINS

Beyond your Google profile, a handful of small moves help you show up more often when locals search. None of these are technical. They are about being clear and consistent.

GET YOUR NAME, NUMBER AND ADDRESS IDENTICAL EVERYWHERE

This is called consistency, and it quietly matters more than people think. When your business name, phone number and address are exactly the same on Google, Facebook, Instagram and your website, search engines trust you more and rank you higher. Mismatched details create doubt for both Google and customers. Pick one correct version and make everything match it.

MENTION YOUR SUBURBS IN PLAIN LANGUAGE.

- Name the suburbs and towns you serve in your descriptions, services and the occasional post.
- Write the way customers search: “[service] in [suburb]”, not industry jargon.
- Do it naturally. You are writing for humans first, search second.

LET REVIEWS DO DOUBLE DUTY

Reviews that mention your service and area help you appear for those searches. You cannot script reviews, but you can prompt them. When you ask, you might gently say “if you could mention the job we did, it really helps”. Real words from real customers are gold for both trust and local search.

CLAIM THE OBVIOUS DIRECTORIES

- Make sure you are listed accurately anywhere your customers look, with consistent details.
- Quality beats quantity. A few accurate listings beat dozens of half-finished ones.



THE 80/20

If your Google profile is complete and consistent, your details match everywhere, and reviews are coming in, you have done 20% of local search that drives 80% of the results.



THE 30-POINT GOOGLE PROFILE AUDIT

SCORE YOURSELF OUT OF 30. TICK EACH ITEM YOU HAVE FULLY DONE. BE HONEST, THIS IS FOR YOU. YOUR TOTAL TELLS YOU EXACTLY WHERE TO START.

FOUND: CAN PEOPLE LOCATE YOU?

Tick the box only if the item is fully done, not "sort of". One point each.

- 01 Profile is claimed and verified**
You have access and the "claim this business" prompt is gone
- 02 Primary category is the best possible match**
It names your core service, not a vague catch-all
- 03 All relevant secondary categories added**
Every genuine service you offer is represented
- 04 Business name is your real name only**
No keyword stuffing, which can get you suspended
- 05 Service area lists the suburbs you cover**
Or a clear address if customers come to you
- 06 Service section is filled out**
With names and short descriptions people would search
- 07 Products added where relevant**
With prices or "from" pricing if it suits your business
- 08 Opening hours are accurate**
Including special hours for public holidays
- 09 Phone number is correct and tappable**
Matches the number on your other platforms
- 10 Website or booking link is added and works**
Points to a live, relevant page, not a dead link

TRUSTED: DO YOU LOOK CREDIBLE?

These are the items that decide whether someone believes you before they call.

- 11** **Business description is written and clear**
Says what you do and who you help in plain words
- 12** **Description includes natural keywords**
Your service and area, written for humans not robots
- 13** **Logo and cover photo are set**
Clear, on-brand, not blurry or stretched
- 14** **At least 10 recent photos of real work**
Job results, premises, team, not stock images
- 15** **Photos added in the last 90 days**
Recent activity signals you are open and busy
- 16** **You have 10 or more reviews**
Enough that people feel reassured by the volume
- 17** **Reviews are recent, not all from years ago**
A steady trickle beats one old burst
- 18** **You reply to reviews, good and bad**
Replies show you are present and you care
- 19** **You have a system to ask for reviews**
A repeatable message you send after every job
- 20** **The Q&A section is seeded**
You have added and answered a few common questions

CHOSEN: IS IT EASY TO ACT?

21

There is one obvious next step

Call, book or enquire, not three competing options



22

Booking link is added if you take bookings

Connected and tested end to end



23

A price signal is visible somewhere

“From \$X”, a range, or “free quote”, so people self qualify.



24

Messaging is on only if you reply fast

Otherwise it sets an expectation you cannot meet.



25

You post Google updates occasionally

Offers, news or recent jobs once or twice a month



26

Name, number and address match everywhere

Identical across Google, Facebook, Instagram and Website



27

Attributes are set

Things like “wheel chair accessible” or “women-owned” where true



28

You have checked how you rank

Searched your service plus suburb and seen where you sit



29

No duplicate listings exist

Only one profile, so reviews and signals are not split



30

Profile reviewed in the last 30 days

You keep it current rather than set-and-forget





YOUR SCORE

0 - 12 POINTS

Big quick wins.
Start with the first section today.

13 - 21 POINTS

Solid base.
Tighten trust signals next.

22 - 30 POINTS

Strong.
Polish the gaps and stay consistent.

Part 2

TRUST

PEOPLE DECIDE WHETHER TO TRUST YOU IN ABOUT FIVE SECONDS. THIS PART MAKES SURE THOSE FIVE SECONDS WORK IN YOUR FAVOUR, ON GOOGLE, INSTAGRAM AND FACEBOOK.

THE FIVE-SECOND TRUST TEST

When a stranger lands on your profile, they are silently asking three questions. If they cannot answer all three quickly, they leave and book the clearer competitor instead.

- What do you actually do? Not your business name. Your service, in plain words.
- Can I trust you? Reviews, real photos, recent activity, a clear face or team.
- What do I do next? One obvious action, not a guessing game.

This is where most local businesses leak enquiries. The work is great, but the page makes a new visitor work too hard, so they bounce. Your job is to remove every moment of “hang on, what is this?”

WHAT KILLS TRUST INSTANTLY

TRUST KILLERS

- A bio that is just your name or a quote.
- Last post months ago, so the business looks closed.
- No reviews, or reviews you never reply to.
- Blurry, dark or stock-looking photos.
- No clear way to contact or book you.
- Different details on every platform.

TRUST BUILDERS

- A bio that states what you do, who for, and the next step.
- Recent activity, even if it's simple.
- A steady stream of recent reviews with replies.
- Clear, well-lit photos of your real work.
- One tappable booking or enquiry link.
- Consistent name, number and look everywhere.

YOUR CONTENT IS NOT JUST CONTENT. IT IS EVIDENCE THAT YOU ARE ACTIVE, CREDIBLE AND WORTH BOOKING.

INSTAGRAM FIRST- IMPRESSION CHECKLIST

Work top to bottom, the way a new visitor reads your profile. Tick what is done, fix what is not.

THE BIO BLOCK

- Name field includes a keyword, for example: “Sam - Brisbane Electrician”.
- First line says exactly what you do and who you help.
- Second line adds proof, point of difference or location.
- There is a clear call to action with an arrow pointing to the link.
- The link works and goes somewhere useful, not a dead or generic page.

THE VISUAL FIRST IMPRESSION

- Profile photo is a clean logo or a clear face, recognisable when tiny.
- The top row of posts makes sense together and shows what you do.
- Highlights are set up and named clearly: Reviews, Before & After, Services, FAQs.
- Highlight covers look tidy and consistent.
- Most recent post is within the last two weeks, so you look active.

THE TRUST LAYER

- A pinned post explains your offer or shows your best proof.
- Reviews or testimonials appear somewhere visible.
- At least a few posts show real results, not just stock images or quotes.
- Contact buttons are set up so people can call, email or message in a tap.

FASTEST FIX



Rewrite your bio first, then add one highlight called “Reviews”. Those two changes alone lift trust more than a week of new posts.

HIGHLIGHTS AND PINNED POSTS THAT SELL

Most people scroll past your posts and never see your best work. Highlights and pinned posts fix that by putting your strongest proof exactly where new visitors look first.

THE FOUR HIGHLIGHTS EVERY LOCAL BUSINESS NEEDS

1. Reviews - screenshots of happy customers → this is your trust shortcut.
2. Before & After - your results, side by side → proof beats promises
3. Services - what you offer and who it is for, in simple terms.
4. FAQs - answer the questions that stop people booking, like pricing direction, area covered and how to start.

Name them clearly. "Reviews" works better than a cute emoji nobody understands. Keep covers tidy and consistent so the top of your profile looks considered, not chaotic.

YOUR PINNED POST IS PRIME REAL ESTATE

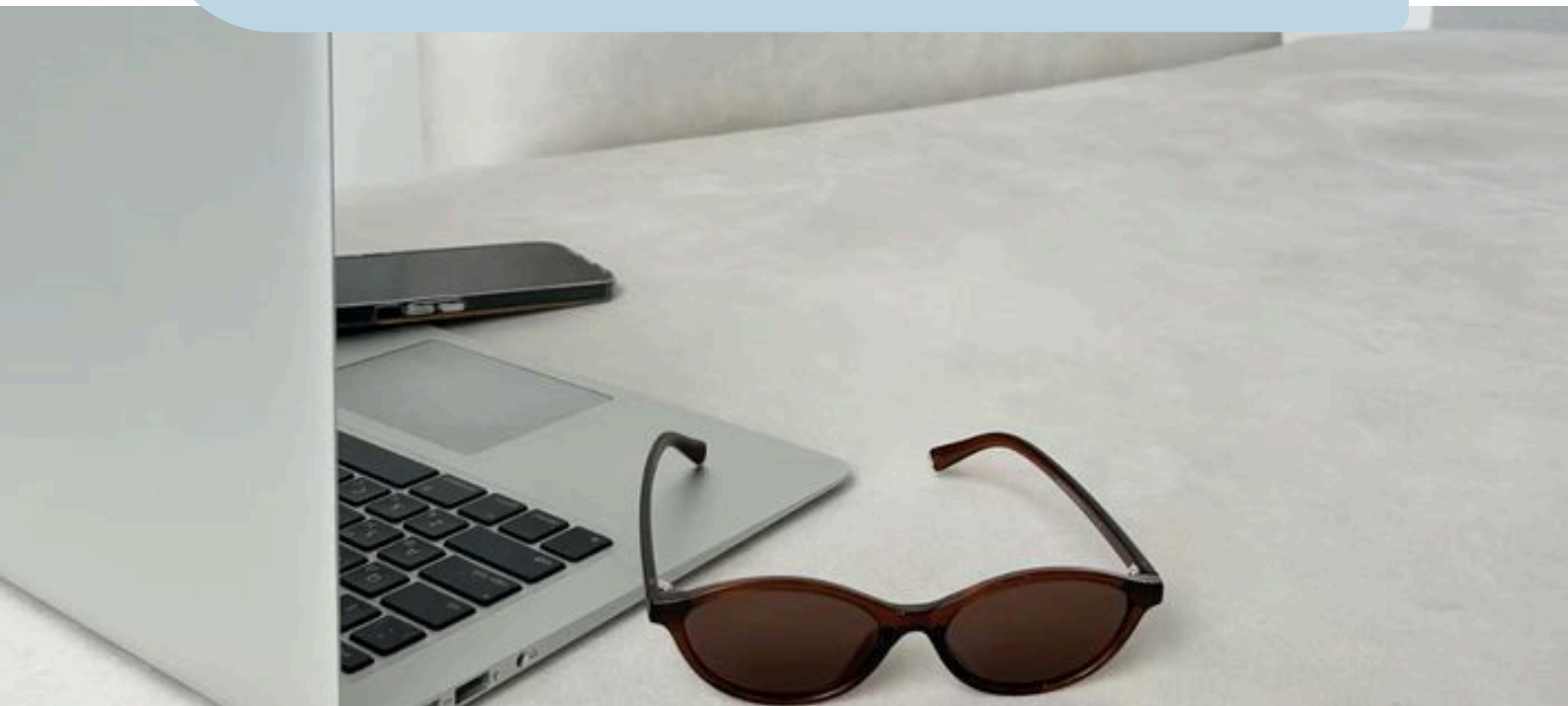
On Instagram you can pin up to three posts to the top of your grid. On Facebook you can pin one to the top of your page. This is the first thing a new visitor reads, so do not waste it on a random photo. Use it for one of these:

- A clear explainer: what you do, who for, and how to book.
- Your best before and after or result.
- A glowing review or a round-up of them.
- Your current offer or availability.

15-MINUTE WIN



Screenshot your three best reviews, make a "Reviews" highlight, and pin a post that says exactly what you do and how to book. That is a stronger first impression than 90% of your local competitors, done before lunch!



FACEBOOK PAGE CHECKLIST

Facebook is still where a lot of local customers check you out and ask around in community groups. A tidy page does quiet heavy lifting.

THE ESSENTIALS

- Page name is your real business name, matching Google and Instagram.
- Category is set correctly so you appear in the right searches.
- Profile and cover images are clear and on-brand.
- The “About” and “Services” sections are filled out in plain language.
- Contact details, hours and address all match your other platforms.

MAKE IT EASY TO ACT

- The page button is set to “Book Now”, “Call Now”, or “Send Message”, whichever you can deliver on.
- If you use messaging, you reply quickly, ideally within a few hours.
- A pinned post shows your offer, a recent result or a strong review.

LOOK ACTIVE AND TRUSTED

- You have posted in the last two weeks, even something simple.
- Reviews and recommendations are turned on and you have a few.
- You reply to comments and recommendations.
- Recent photos of your work are uploaded.

LOCAL GROUP TIP



When people ask for recommendations in local Facebook groups, a tidy, active page is what they click through to. Get the page right first, then show up helpfully in those groups.



REVIEWS AND PHOTOS: YOUR PROOF ENGINE

Reviews are not just nice feedback, they are decision-making evidence. Photos are not just decorative, they are proof your work is real and good. Together they do more for trust than anything you can say about yourself.

REVIEWS, THE SIMPLE WAY

- **Ask every happy customer, every time.** The single biggest reason businesses have few reviews is that they do not ask. Build it into the end of every job.
- **Make it one tap.** Send your direct Google review link by texting while you are still front of mind. Do not make them search for you.
- **Reply to all of them.** A short, warm reply to good reviews, and a calm, professional reply to any negative one. Future customers read your replies as closely as the reviews.
- **Use them as content.** Turn a great review into a post or a highlight. Proof works even harder when more people see it.

PHOTOS THAT ACTUALLY BUILD TRUST

- Show real work: before and afters, finished jobs, your premises, your team.
- Good light beats a fancy camera. Natural light and a steady hand is plenty.
- Keep adding them. Fresh photos signal an active, busy business.
- Faces build trust. A friendly photo of you or your team makes you feel safe to deal with.



THE COMPOUNDING EFFECT

One review this week does little. A habit of asking every single customer turns into a steady stream that lifts your ranking, your trust and your enquiries, all at once. Systems beat bursts.

Part 3

CHOOSE

YOU CAN BE FOUND AND TRUSTED AND STILL
LOSE THE JOB IF THE NEXT STEP IS UNCLEAR.
THIS PART REMOVES THE FRICTION BETWEEN
“I LIKE THEM” AND “I HAVE BOOKED”

MAKE IT EASY TO SAY YES

Every extra step, every moment of confusion, every “I will work it out later” is a chance for someone to drift to a clearer competitor. Your goal is one obvious, friction-free next step.

THE ONE CLEAR ACTION RULE

Pick the single action you most want a new customer to take, then make it the easiest thing on every profile. For most local businesses that is one of three: call now, book online, or send an enquiry. Choose one as your primary, and stop burying it under five competing links.

FRICION THAT LOSES JOBS

- “DM me for details” with no link.
- A contact form three clicks deep.
- No price signal, so people stall.
- Hours that are wrong or missing.
- Slow replies to enquiries.

SMOOTH PATHS THAT BOOK

- One tappable booking or call button.
- A clear “here is how to start” line.
- A “from \$X” or “free quote” signal.
- Accurate, visible hours.
- A fast, friendly first reply.

CALLS TO ACTION THAT WORK

A good call to action is specific and low-pressure. “Book your free quote”, “Message us the word PLAN”, “Tap the link to check availability”. Put one in your bio, one in your pinned post, and one at the end of your key posts. Consistency trains people to know what to do.

TEST IT YOURSELF



From a fresh phone, try to book or enquire as if you were a stranger. Time how long it takes and count the taps. If it is more than two or three taps, that is your next fix.

OFFER AND PRICE CLARITY

People do not enquire when they are unsure what you offer or what it costs. A little clarity removes the hesitation and filters out the wrong fit enquiries that waste your time.

MAKE YOUR OFFER OBVIOUS

- Name your core services in plain words, the way a customer would say them.
- Spell out who it is for. "For busy families", "for tradies", "for small salons".
- Show the outcomes, not just the task. People buy the result, not the hours.

GIVE A PRICE SIGNAL

You don't have to publish a full price list. You just need to stop leaving people guessing. A simple signal helps the right people lean in and the wrong people self-select out, so you spend less time quoting jobs that were never going to happen.

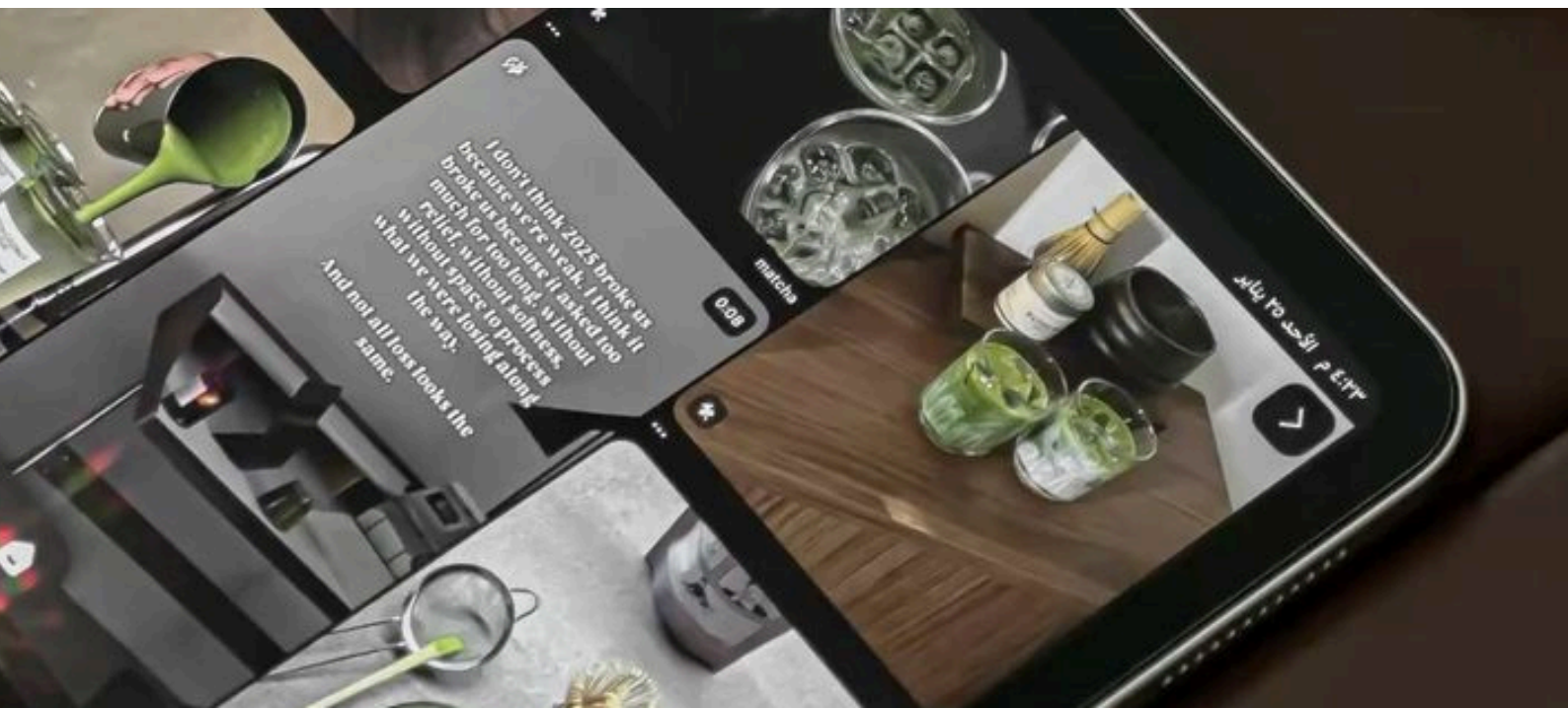
- "From \$X" sets a floor and frames value.
- A range like "\$X to \$Y" works for variable jobs.
- "Free quote" works when pricing genuinely depends on the job, as long as the next step is easy.

If someone lands on your page and has to work too hard to understand what you do, they will probably leave.

OBJECTION-HANDLING CONTENT



The fastest way to make people choose you is to answer their silent worries before they ask. "Worried about mess?", "Not sure if you cover my area?", "Wondering how long it takes?". Answer those in your posts and FAQs and watch your enquiries get warmer.



7 MISTAKES QUIETLY COSTING YOU CUSTOMERS

These are the small, invisible leaks. None of them feel urgent, which is exactly why they sit there losing you jobs for months. Fix any one and you will feel the difference.

01

Treat your bio like a name tag

A bio that is just your business name tells a stranger nothing. It should say what you do, who for and what to do next. This is the cheapest, fastest fix.

02

Going quiet

An account that has not posted in months reads as possibly closed. You don't need to post daily, but you need to look open, even a simple post once a week keeps the doubt away.

03

Hiding your prices completely

No price signal at all makes people assume "expensive" to "too much hassle to ask". A simple "from \$X" or "Free quote" keeps the right people leaning in.

04

Making people hunt to contact you

If booking or enquiring takes more than a couple of taps, you lose the ones who were only half decided, which is most of them. One clear, obvious next step beats five buried links.

05

Never asking for reviews

You do brilliant work and then say nothing. Meanwhile your competitor with average work has 60 reviews looks safer to book. Asking is the whole game.

06

Inconsistent details across platforms

Different numbers, names or hours on different platforms create doubt and weaken your local search. Pick one correct version and match everything to it.

07

Posting without a next step

Content that does not tell people what to do next is just decoration. End your key posts with a clear, low-pressure call to action so interest has somewhere to go.

THE PATTERN



Notice that none of these are about working harder or posting more. They are about removing friction and doubt. That is what makes a business easier to choose.

COPY, PASTE, CUSTOMISE

**DONE-FOR-YOU WORDING SO YOU NEVER
STARE AT A BLANK BOX AGAIN.
SWAP THE BRACKETED PARTS FOR YOUR OWN
DETAILS AND YOU ARE LIVE IN MINUTES.**

10 INSTAGRAM BIO TEMPLATES

Swap anything in the [brackets] for your own details. Keep it to three short lines plus a call to action.

01

THE CLASSIC CLEAR BIO

[What you do] for [who you help] in [area]
Helping you [main outcome]
Book your [free quote/appointment] below

02

THE PROBLEM-LED BIO

Tired of [the problem you solve]?
[What you do] that actually [solves it]
Tap the link to [get started]

03

THE LOCAL-LED BIO

[Area]'s [service] you can rely on
Servicing [suburb], [suburb] & surrounds
Call or book online below

04

THE PROOF-LED BIO

[Number]+ happy [customers/clients] in [area]
[What you do] done properly
See reviews + book below

05

THE OFFER-LED BIO

[What you do] in [area]
Now booking [current offer or season]
Tap below to grab a spot

10 INSTAGRAM BIO TEMPLATES CONTINUED.

Swap anything in the [brackets] for your own details. Keep it to three short lines plus a call to action.

06

THE FRIENDLY EXPERT BIO

Your friendly local [role]
Helping [who] feel [desired feeling]
Book your [appointment] below

07

THE NICHE-SPECIALIST BIO

Specialising in [specific service]
For [specific customer] across [area]
Enquire below

08

THE TRANSFORMATION BIO

Turning [before state] into [after state]
[Service] in [area]
See the transformations + book below

09

THE SEARCH-FRIENDLY BIO

Name field: [Your Name] - [Service] [Area]

Bio:
[What you do], done right
[Who you help] - Book below

10

THE CLEAN MINIMALIST BIO

[Service] - [Area]
[One-line promise]
Book below

BIO EXAMPLES FOR YOUR INDUSTRY

Prefer something written for your exact industry? Grab the one that fits, swap the [brackets], and you are done.

HAIRDRESSER

[Salon name] · [suburb]
Hairdresser cuts, colour and styling that suit real life
Book your chair below

BEAUTY SALON

[Business] · [suburb] beauty salon
Helping you feel polished and pampered
Book your appointment below

LASH + BROW

Lashes & brows in [suburb]
Wake up ready, every single day
Book your set below

MASSAGE THERAPIST

Remedial massage in [suburb]
Relief, recovery and real relaxation
Reserve your spot below

CLEANER

[Suburb] cleaning you can trust
Homes and offices left spotless
Get your free quote below

TRADIE

[Trade] in [suburb]
Reliable, tidy work and clear pricing
Call or book a quote below

CAFE

[Cafe name] · [suburb]
Great coffee, fresh food, friendly faces
Open [days] · Come say hi!

ALLIED HEALTH

[Profession] in [suburb]
Caring, evidence-based care for [who]
Book online below

ACCOMMODATION

Stays in [area]
Your comfortable base to explore [region]
Check availability below

FITNESS STUDIO

[Studio] · fitness for [who]
Stronger, fitter, supported every step
Book your first class below

10 GOOGLE BUSINESS DESCRIPTIONS

Natural, keyword-aware descriptions by business type. Swap the [brackets], keep it human, and weave in your service and area early.

01

TRADIE/GENERAL

[Business name] is a trusted [trade] serving [area] and surrounding suburbs. We help [homeowners and businesses] with [main services], with reliable workmanship, clear pricing and a tidy job every time. Get in touch for a free quote.

02

ELECTRICIAN

Licensed electrician based in [area], covering [suburbs]. From [switchboard upgrades and lighting to fault finding and safety checks], we turn up on time and do it right. Friendly, fully insured and happy to explain things in plain English. Call or book online.

03

PLUMBER

Reliable plumbing for [area] homes and businesses. We handle [blocked drains, hot water, leaks and renovations], with upfront pricing and no surprises. Local, prompt and easy to deal with. Book a time or call for a quote.

04

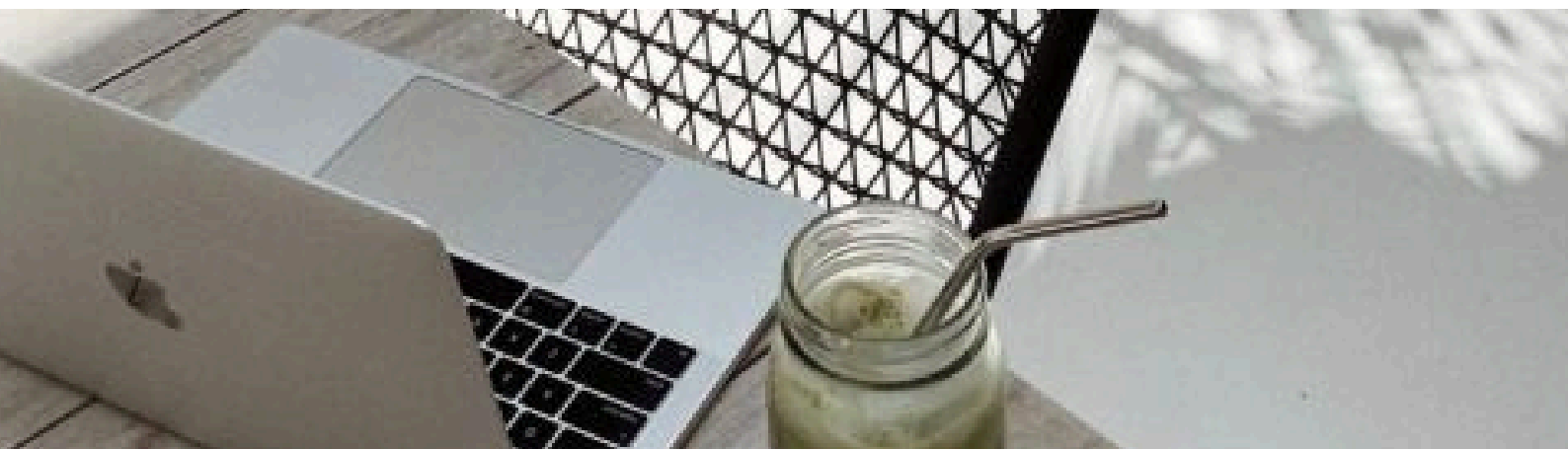
CLEANER

[Business name] provides dependable cleaning across [area]. Whether it is [regular home cleans, end-of-lease or commercial], we leave your space spotless and stress-free. Trusted by local [families and offices]. Get your free quote today.

05

HAIR/SALON

A welcoming [hair salon] in [area]. We specialise in [cuts, colour and styling] for [who you serve], in a relaxed space where you leave feeling like yourself again. Book your appointment online.





10 GOOGLE BUSINESS DESCRIPTIONS CONT.

06

BEAUTY/ LASH/ BROW

[Business name] is a [lash and brow studio] in [area]. We help you look and feel your best with [lashes, brows and tinting], using quality products and a gentle, unhurried approach. Book your appointment below.

07

MASSAGE/ ALLIED HEALTH

Professional [remedial massage] in [area]. We help [who] with [pain relief, recovery and relaxation] through tailored, evidence-based treatment. Caring, qualified and easy to book. Reserve your spot online.

08

CAFE/ HOSPITALITY

A local favourite in [area]. [Business name] serves [great coffee and fresh food] in a warm, welcoming space. Whether it is your morning [coffee run] or a relaxed catch-up, we would love to see you. Open [days/hours].

09

FITNESS STUDIO

[Business name] is a friendly [fitness studio] in [area], helping [who] get stronger and feel better, whatever your starting point. Expert coaching, a supportive community and sessions that fit real life. Book your first class below.

10

COACH/ SERVICE PROVIDER

I help [who you help] in [area] to [main outcome] through [your service]. Practical, supportive and results-focused, without the overwhelm. Get in touch to see if we are the right fit.

5 REVIEW REQUEST SCRIPTS

The reason most businesses have few reviews is simple: they don't ask. Use these, send your direct Google review link, and make it one tap (so it's easy for your customers).

THE TEXT STRAIGHT AFTER THE JOB

Hi [name], thanks so much for having us today. If you were happy with the work, a quick Google review would mean the world and helps other locals find us. Here is the link, it takes about 30 seconds: [your link]. No worries at all if not. Cheers, [your name].

THE WARM, PERSONAL ASK

Hi [name], it has been lovely working with you. We are a small local business and reviews genuinely help us keep going. If you have a spare minute, a few words on Google would mean a lot: [your link]. Thank you so much.

THE IN-PERSON ASK

"I am so glad you are happy with it. We are a local business and reviews really help us. Would you mind leaving a quick Google review? I will text you the link now so it is easy." Then send: Thanks again [name], here is that link: [your link].

THE GENTLE REMINDER

Hi [name], no pressure at all, just popping this back up in case it got buried. If you have a spare moment for a quick Google review it would genuinely help us out: [your link]. Thanks so much either way, [your name].

THE EMAIL VERSION

Subject: A quick favour?

Hi [name], thanks again for choosing [business name]. If you were happy with everything, would you mind leaving us a short Google review? It helps other people in [area] feel confident booking us. Here is the link: [your link]. Really appreciate it. Warm regards, [your name].

THE 30-DAY CONTENT PROMPT LIST

No more staring at a blank screen. 30 prompts that build trust and lead to enquiries, organised so you cover all the right angles without overthinking it. Post 3-5 a week, in any order.

WEEK ONE: GET FOUND & INTRODUCE YOURSELF

DAY 1 - INTRO

Reintroduce yourself: what you do, who you help and the area you cover.

DAY 2 - EDUCATE

One thing people in [area] get wrong about [your service].

DAY 3 - PROOF

Share a recent job or result with a before and after.

DAY 4 - TRUST

Post a review with a quick note on the job behind it.

DAY 5 - HELPFUL

Answer the question you get asked most often.

DAY 6 - BEHIND THE SCENES

A day in the life or a peek at how you work.

DAY 7 - CTA

Remind people exactly how to book or enquire.

WEEK TWO: BUILD TRUST

DAY 8 - MYTH-BUST

Bust a common myth in your industry.

DAY 9 - PROOF

Another before and after or finished result.

DAY 10 - STORY

Why you started, or what you love about the work.

DAY 11 - EDUCATE

A quick tip your customers can use themselves.

DAY 12 - TRUST

Show your process step by step so it feels safe to book.

DAY 13 - LOCAL

Shout out the area you serve or a local you admire.

DAY 14 - CTA

Share your current offer or availability.

THE 30-DAY CONTENT PROMPT LIST CONT.

WEEK THREE: HANDLE OBJECTIONS

DAY 15 - OBJECTION

"Is it worth the money?" Show the value behind your price.

DAY 16 - PROOF

A testimonial that speaks to a common worry.

DAY 17 - OBJECTION

"Do you cover my area?" Make your service area crystal clear.

DAY 18 - EDUCATE

What to look for when choosing a [your service].

DAY 19 - OBJECTION

"How long does it take?" Set expectations on timing.

DAY 20 - BEHIND THE SCENES

Meet the team, or the tools of the trade.

DAY 21 - CTA

Low-pressure invite: "DM the word [keyword] to get started."

WEEK FOUR: CONVERT

DAY 22 - PROOF

Round up a few recent jobs or wins.

DAY 23 - EDUCATE

A mistake that costs people money or time, and how to avoid it.

DAY 24 - TRUST

Share your guarantee, insurance or qualifications

DAY 25 - STORY

A customer transformation, start to finish.

DAY 26 - OFFER

Open a limited number of spots or a seasonal offer.

DAY 27 - FAQ

Answer three quick questions in one post.

DAY 28 - PROOF

A glowing review, front and centre.

DAY 29 - HELPFUL

A free tip that shows your expertise.

DAY 30 - CTA

A clear, friendly "here is how to work with us".

30 CAPTION HOOKS FOR SERVICE BUSINESSES

The first line decides whether anyone reads the rest. These are openers for your own posts: drop in your [service] or [suburb], add one clear point and a next step, and you have a caption that stops the scroll.

SPEAK TO THEIR PROBLEM

- 01 Tired of [the problem you fix]? You are not the only one.
- 02 If [common frustration] sounds familiar, this one is for you.
- 03 Still putting up with [the problem]? It rarely sorts itself out.
- 04 Here is what most people do not realise about [your service].
- 05 The real reason your [thing] keeps [doing the problem].
- 06 Booked the wrong [type of business] before? Here is what to look for.
- 07 That [job] you keep meaning to sort? Let us get it done.
- 08 Worried about [common worry]? Here is how we make it easy.

BE HELPFUL

- 01 [Number] things to do before your [appointment or service].
- 02 Save this for the next time you need [your service].
- 03 How to make your [result] last longer
- 04 The mistake most people make with [thing], and how to avoid it

30 CAPTION HOOKS FOR SERVICE BUSINESSES CONT.

BE HELPFUL (CONTINUED)

- 05 Quick tip if you are [the customer's situation].
- 06 What to expect at your first [appointment] with us.
- 07 Wondering [common question]? Here is the honest answer.
- 08 Do this the week before your [service] for the best result.

SHOW YOUR PROOF

- 01 Before and after: [the job] in [suburb].
- 02 Another happy [customer type] in [suburb].
- 03 Swipe to see the difference [your service] makes.
- 04 Real review from a real [suburb] customer.
- 05 This is exactly the kind of result we love to get.
- 06 A little behind the scenes of how we [do your service].
- 07 Meet the friendly face behind [your business].

30 CAPTION HOOKS FOR SERVICE BUSINESSES CONT.

INVITE THEM TO BOOK

- 01 Now booking [your service] for [month]. A few spots left.
- 02 [Day] availability just opened up. Want it?
- 03 Booking up fast for [season]. Lock in your spot.
- 04 New here? Here is how to book your first [service].
- 05 Treat your [self, home, car or pet] this [season].
- 06 [Gift vouchers or your offer] now available. Tap to grab one.
- 07 Ready when you are. Tap the link to book in under a minute.

HOW TO USE THEM



Pair a hook with one clear point and one call to action. Hook, value, next step. That simple three part shape turns a scroll-past into an enquiry.



THE WEEKLY VISIBILITY CHECK

Ten minutes, once a week, keeps your visibility healthy and stops small problems becoming big ones. Put it in your calendar and tick it off.

MINUTE	TASK	WHY IT MATTERS
1-2	REPLY TO ANY NEW REVIEWS	Shows you are present and lifts trust.
3-4	REPLY TO COMMENTS AND DMS	Fast replies turn interest into enquiries.
5	SEND REVIEW REQUESTS FOR THE WEEK'S JOBS	Keeps your review flow steady.
6	ADD ONE OR TWO RECENT PHOTOS TO GOOGLE	Signals an active, busy business
7	POST OR SCHEDULE ONE GOOGLE UPDATE	Keeps your profile looking alive.
8	CHECK YOUR HOURS FOR THE WEEK AHEAD	Avoids closed-door surprises.
9	SEARCH YOUR SERVICE PLUS SUBURB	See where you rank and spot any issues.
10	LINE UP TWO OR THREE POSTS FOR THE WEEK	Consistency without the daily scramble.



THE HABIT THAT COMPOUNDS

None of these tasks is impressive on its own. Done every week, they quietly stack into a business that looks far more visible, active and trustworthy than the competitor who only touches their profile twice a year.

5 GOOGLE UPDATE IDEAS

A google update is a quick post on your Business Profile. It keeps your listing looking active and gives Google fresh signals. You don't need many. One or two a month is plenty. Here is what to post when you're stuck.

A RECENT JOB OR RESULT

"Just finished a [job] in [suburb]. Here is the before and after. If you are after [service] in the area, get in touch for a free quote."

A CURRENT OFFER OR AVAILABILITY

"Now booking [service] for [timeframe]. A few spots left this [week/month]. Tap to book or call us to lock in a time."

A HELPFUL TIP

"Quick tip: [simple, useful advice related to your trade]. Save yourself the hassle and give us a call if you would like a hand."

A REVIEW OR TESTIMONIAL

"Thank you [name] for the kind words. We love helping locals in [area] with [service]. Reviews like this make our day"

A SEASONAL OR TIMELY PROMPT

"With [season/event] coming up, now is the time to sort your [service]. Book early to get a spot that suits you."

KEEP IT SIMPLE



Add a clear photo, one or two short sentences, and a next step. That is all a good Google update needs. Done is better than perfect.

TROUBLESHOOTING GUIDE

When something isn't working, it's almost always one of the Find, Trust or Choose pillars leaking. Match your symptom to the likely cause and the fix.

“I AM NOT SHOWING UP ON GOOGLE”

- Check your profile is claimed and verified.
- Fix your primary category, this is the most common cause.
- Add your service area and fill out services.
- Start getting recent reviews and adding photos.

“I GET VIEWS AND LIKES BUT NO ENQUIRIES”

- Your 'CHOOSE' pillar is leaking. Add one clear, repeated call to action.
- Make sure there is an obvious, tappable way to book or contact you.
- Add a price signal so people stop hesitating.

“PEOPLE LAND ON MY PAGE AND LEAVE”

- Rewrite your bio so it instantly says what you do and for whom.
- Add recent posts so you don't look inactive.
- Put reviews and real photos where they can be seen fast.

“I HAVE HARDLY ANY REVIEWS”

- You are almost certainly not asking. Use the review script after every job.
- Send your direct review link so it is only one tap for your customer.
- Make asking a fixed part of finishing a job, not an afterthought.



TROUBLESHOOTING GUIDE CONTINUED.

“I AM POSTING BUT NOTHING IS HAPPENING”

- Check people can actually find you first. Posting doesn't fix visibility.
- Shift from random posting to the 30-day prompts, which are built to convert.
- End posts with a clear next step, every time.

THE GOLDEN ORDER



If you are ever unsure what to fix next, go in order: Find, then Trust, then Choose. Fix the earliest leaking pillar first and the rest gets easier.

Bonuses

EXTRAS, TO GIVE YOU THE EDGE

**A 60 SECOND SELF-TEST, A VAULT OF REVIEW
REPLIES AND THE FOLLOW-UP SCRIPTS THAT
TURN QUIET ENQUIRIES INTO BOOKED JOBS.**

THE CONFUSED CUSTOMER TEST

A 60 second test you can run today. Hand your phone to someone who doesn't know your business, open your profile, and give them exactly 10 seconds to look. Then ask these questions:

1. **What does this business do?** If they hesitate, your offer is not clear enough.
2. **Who is it for?** If they are not sure, sharpen your bio and description.
3. **What area does it cover?** If they cannot tell, add your service area everywhere.
4. **Would you trust it?** If not, ask what put them off. Usually it's no reviews, old activity or unclear photos.
5. **How would you book or get in touch?** If they cannot find it fast, fix your call to action.

Every “umm” or “I’m not sure” is a place you are losing real customers. The beauty of this test is that it shows you your blind spots, the things you cannot see because you already know your own business inside out.



RUN IT TWICE

Do the test now to find your gaps, then again after you have worked through this playbook. The difference in their answers is the difference in your enquiries.



REVIEW REPLY VAULT

Replying to reviews builds trust with everyone who reads them later. Here are ready replies for every situation. Keep them warm, short and human.

Glowing five-star review

Thank you so much, [name]. It was a pleasure working with you and we are thrilled you are happy. We really appreciate you taking the time to share this. See you next time.

Short five stars, no words

Thanks for the five stars, [name]. It means a lot to a local business like ours. We appreciate your support.

Review that mentions a team member

Thanks so much, [name]. [Team member] will be over the moon to read this. We are so glad you had a great experience and we look forward to seeing you again.

Repeat customer

Always lovely to see you, [name]. Thank you for your continued support, it genuinely keeps small businesses like ours going. See you again soon.

Lukewarm review (3 to 4 stars)

Thanks for your honest feedback, [name]. We are glad you were mostly happy, and we are always looking to improve. If there is anything we could have done better, we would love to hear from you directly at [contact].

Negative review, your fault

Hi [name], thank you for letting us know, and we are sorry this fell short. That is not the standard we hold ourselves to. We would really like to make it right, please reach out to us at [contact] so we can sort this out.



REVIEW REPLY VAULT CONTINUED

Negative review, unfair or unclear

Hi [name], thank you for the feedback. We want every customer to have a great experience, and we would like to understand what happened here. We cannot find a record matching this, so please get in touch at [contact] so we can look into it properly

Review from a no-show or wrong business

Hi [name], thanks for reaching out. We do not have a record of working with you and wonder if this may have been meant for another business. If we can help in any way, please contact us at [contact].

THE FOLLOW-UP SCRIPTS

Most lost jobs are not lost at “no”. They are lost at silence. These scripts gently follow up so quiet enquiries turn into booked work, without ever feeling pushy.

Someone enquired then went quiet - send 2-3 days later

Hi [name], just following up on your enquiry about [service]. Still keen to help whenever suits you. Did you have any questions, or would you like me to lock in a time? No rush at all.

You sent a quote, no reply - send 3-4 days after the quote

Hi [name], just checking the quote I sent for [job] landed okay. Happy to walk you through anything or adjust it if needed. Let me know if you would like to go ahead and I will get you booked in.

Reactivate a past customer - for customers you haven't seen in a while

Hi [name], it has been a little while. Just popping in to see if you are due for [service] again. Happy to find a time that works. Lovely to hear from you either way.

Turn a comment into an enquiry - when someone engages but doesn't act

Hi [name], thanks for your comment. Would you like me to send through some details on [service]? Happy to answer any questions and find a time that suits.

Ask a happy customer for a referral - after a great job

Hi [name], so glad you are happy with [job]. If you know anyone else in [area] who could use a hand with [service], we would love an introduction. Word of mouth means everything to a small business like ours. Thank you again.



ONE FOLLOW-UP IS PLENTY

You're not chasing, you're being helpful. One friendly follow-up recovers a surprising number of jobs that would otherwise quietly disappear.

YOUR 7 DAY ACTION PLAN

One small job a day for a week. By Sunday your business will look clearer, more trusted and easier to choose. Tick each off as you go.

MONDAY

Run the 30-point Google Audit

Score yourself and note your three biggest gaps.



TUESDAY

Fix your Google basics

Primary category, service area, hours and contact link.



WEDNESDAY

Add photos and reply to reviews

Upload 5 - 10 recent photos and answer every review.



THURSDAY

Rewrite your Instagram bio

Use template. Set up a "Reviews" highlight and pin a post.



FRIDAY

Tidy your Facebook page

Match details, set the right button, pin your best post.



SATURDAY

Send review requests

Message your last few customers using the scripts.



SUNDAY

Batch your content

Plan or film a week of posts from the 30-day prompts.



ONLY GOT A BIT OF TIME? START HERE.

You don't need a free week to make a difference. Here is exactly what to do with whatever time you have available, in priority order, so even 30 minutes moves the needle.

IF YOU HAVE 30 MINUTES

- Check your Google primary category is correct
- Reply to every review you haven't answered
- Add five recent photos to your Google profile

IF YOU HAVE AN HOUR

- Everything in the 30 minute list
- Rewrite your Instagram bio using a template
- Set up a "Reviews" highlight and pin one strong post
- Send review requests to your last three customers.

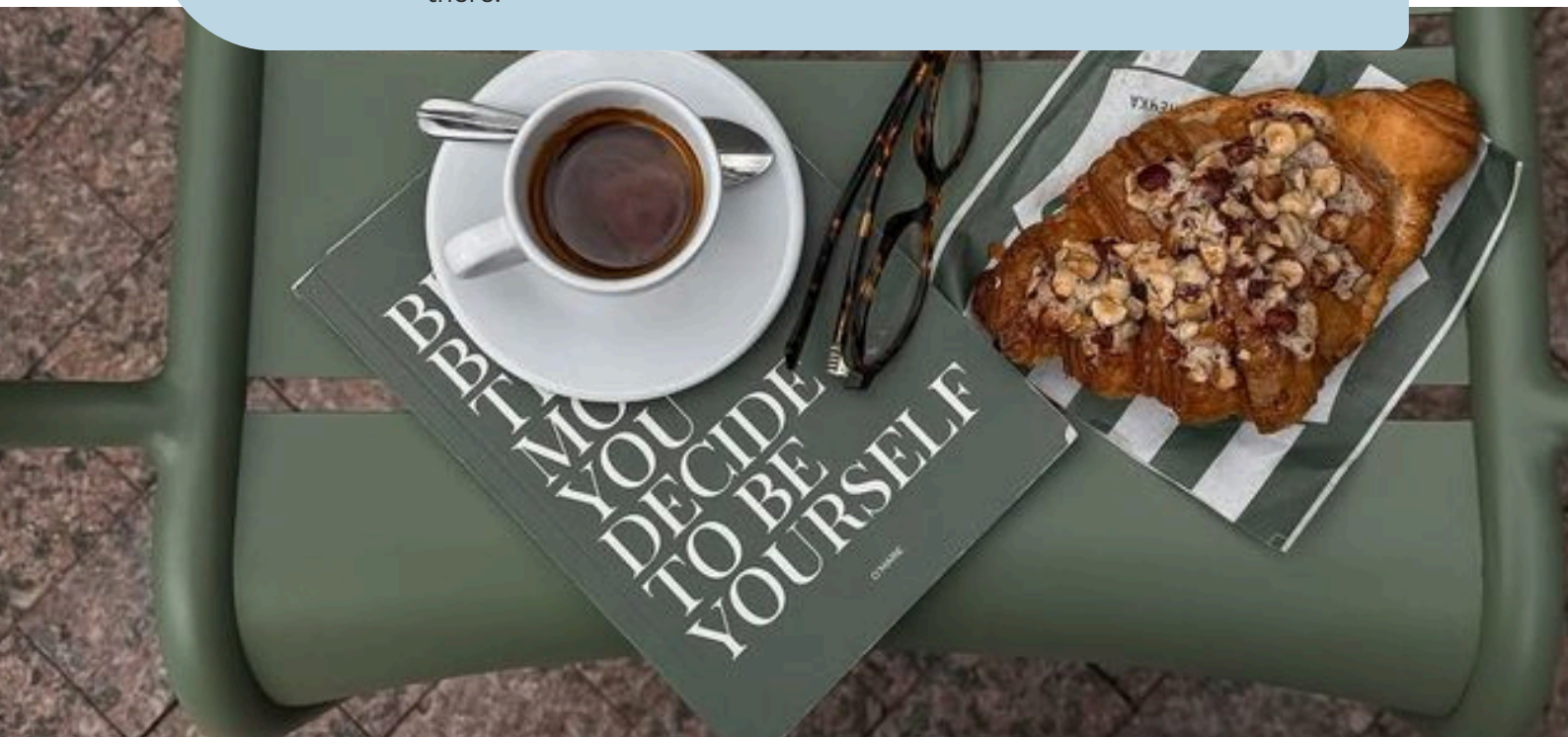
IF YOU HAVE A WEEKEND

- Everything above
- Run the full 30-point audit and fix the gaps
- Tidy your Facebook page to match
- Add a price signal and one clear booking link everywhere
- Batch a week or two of content from the 30-day prompts

REMEMBER



Visibility is not won in one heroic effort. It is won by doing the small, boring things consistently. Start with 30 minutes today and keep going from there.





HOW TO TELL IT'S WORKING


You do not need fancy analytics. A few simple numbers, checked monthly, tell you whether your visibility is improving. Write down where you are today, then check back in 30 and 90 days.

<u>WHAT TO TRACK</u>	<u>WHERE TO FIND IT</u>	<u>WHAT GOOD LOOKS LIKE</u>
<i>Google reviews</i>	<i>Your Google Profile</i>	<i>A steady increase by month</i>
<i>Profile views & searches</i>	<i>Google profile insights</i>	<i>Trending up over time</i>
<i>Calls, clicks & direction requests</i>	<i>Google profile insights</i>	<i>More actions from visitors</i>
<i>Where you rank</i>	<i>Search your services + suburb</i>	<i>Moving up the local results</i>
<i>Enquiries from online</i>	<i>Ask a new customer how they found you</i>	<i>More people saying "I found you on Google"</i>

THE QUESTION THAT TELLS YOU EVERYTHING

Ask every new customer one thing: "How did you find us?" Over a couple of months, that single question tells you exactly which of your fixes are bringing in real work

BE PATIENT WITH THE RIGHT THINGS



Reviews and rankings build over weeks, not days. Bio clarity and a clear booking link work immediately. Do the instant wins first, then let the slow-burn wins compound.

THE GLOSSARY

A few terms get thrown around in marketing. Here is what they actually mean, in plain language, so nothing in this playbook trips you up.

TERM	WHAT IT REALLY MEANS
GOOGLE BUSINESS PROFILE	Your free Google listing that shows up in search and on Maps. The most important local tool you have.
MAP PACK	The little box of three local businesses with a map that Google shows at the top of local searches.
CATEGORY	The label that tells Google what your business does.
SERVICE AREA	The suburbs and towns you tell Google you work in, so you show up for people nearby.
KEYWORDS	The words customers actually type when searching, like "plumber near me". You weave these naturally into your profile.
CALL TO ACTION (CTA)	The clear next step you ask people to take, like "book now" or "call for a quote"
TRUST SIGNALS	Anything that makes you look credible: reviews, photos, recent activity, replies.
CONSISTENCY (NAP)	Your Name, Address and Phone being identical everywhere online. Boring, but it matters.
HIGHLIGHTS	The little saved circles at the top of your Instagram profile where you keep your best content.
PINNED POSTS	A post you fix to the top of your profile so new visitors see it first.
CONVERSION	When a viewer becomes an enquiry or a booking. The whole point of all of this.

THE CHEAT SHEET

Pin this somewhere. It is the entire playbook boiled down to what matters most.

FIND - CAN PEOPLE LOCATE YOU?

- Claim and complete your Google Business Profile
- Get your primary category right.
- Add your service area
- Keep name, number and address identical everywhere
- Build a steady flow of recent reviews

TRUST - DO YOU LOOK CREDIBLE?

- Bio says what you do, who for, and the next step
- Recent, clear photos of real work
- Reviews visible, with replies to every one
- Highlights and a pinned post showing your best proof
- Look active. Post something every week or two

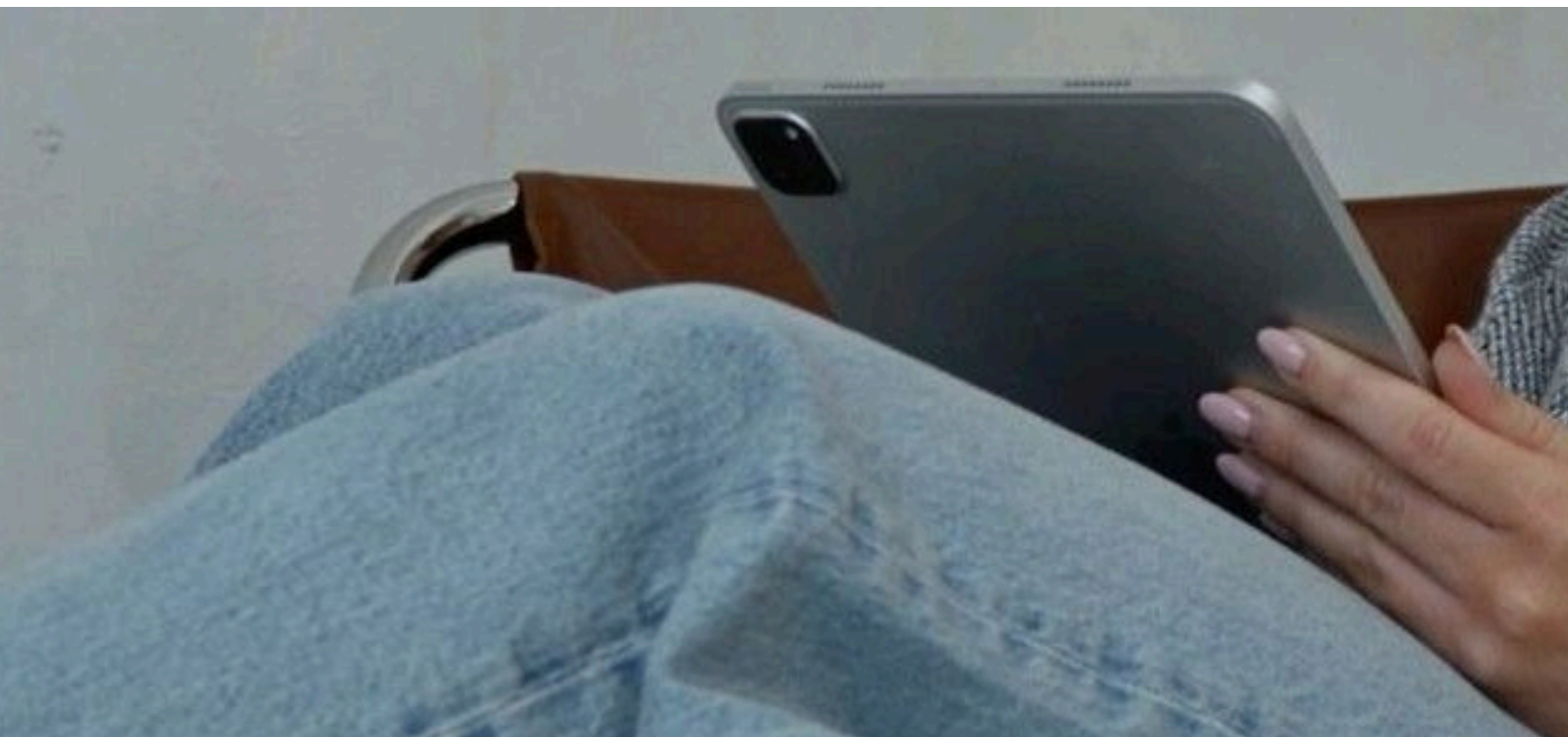
CHOOSE - IS IT EASY TO ACT?

- One obvious next step: call, book or enquire
- A booking or contact link that takes two taps, not ten
- A price signal so people stop hesitating
- A clear call to action on your bio, pinned post and key posts



IF YOU FORGET EVERYTHING ELSE

Fix in order, Find then Trust then Choose. Do the small things weekly. Ask every customer for a review. Make the next step obvious. That is 90% of local visibility, sorted.



YOU HAVE THE SYSTEM. NOW USE IT.

You don't need to do all of this today. You need to start. Pick the earliest leaking pillar, fix one thing, and let the wins build from there.

YOUR FASTEST THREE WINS THIS WEEK

1. Run the 30-point Google audit and fix your category, photos and review replies.
2. Re-write your bio using a template so it says what you do, who for and the next step.
3. Send review requests to your last few customers using the scripts.

Do those three things and you will already look like a clearer, more trustworthy business to every person who finds you. Keep going through the rest at your own pace, and run the weekly check to hold your ground.

WANT IT DONE FOR YOU?

If you would rather have a fresh set of eyes and find exactly what is costing you enquiries, a Local Visibility Quick Fix from Social Rabble reviews your Google, Instagram and Facebook, and hands you a short, prioritised list of fixes. Same system, done for you. Get in touch to grab a spot.



THANK YOU



I started Social Rabble because I kept seeing the same thing: brilliant businesses being overlooked online, not because their work was lacking, but because their online presence did not show how good they really were. So much marketing advice tells small business owners to post more, chase trends and be everywhere at once. Most of you do not have time for that, and frankly you should not need to. What you need is for the people already searching for what you do to be able to find you, trust you and book you without friction. That is the whole job, and it is what Social Rabble is built around.

This playbook is the same system I use with clients, written so you can work through it yourself. No rubbish, no pressure to become a content machine. Just the practical fixes that quietly turn lookers into enquiries.

I genuinely hope it helps you feel proud of how your business shows up.

You have earned it!

Thankyou,

Kali



P.S

Tag us & share your progress, we'd love to celebrate YOU!

And if you would kindly leave a review, with our QR Code

