

Heart & Hustle Blueprint

Online Presence Playbook

Helping people find your business through consistency, credibility, and connection.

PAGE 1 - Build Your Google Presence

- Claim or verify my Google Business Profile
- Confirm business information is accurate
- Add at least 10 quality photos
- Write a keyword-friendly business description
- Ask my next five customers for Google reviews
- Post one Google Business update each week

Heart & Hustle Tip: People often discover your business on Google before they ever visit your website.

PAGE 2 - My Social Media Home Base

The platform I'll focus on first:

Why this platform fits my customers:

Content Ideas

- Behind the scenes
- Customer success story
- Helpful tip
- Before & after
- FAQ
- Meet the owner
- Community involvement
- Other _____

Weekly posting goal: _____

PAGE 3 - Testimonial & Review Tracker

Customers I'll ask for a review this week:

How will I ask?

Where will I share great testimonials?

Repurpose Every Win

- Google Review
- Facebook
- Instagram
- LinkedIn
- Website
- Email

PAGE 4 - My Online Visibility Plan

One thing I'll improve on Google this week:

One post I'll create this week:

One customer story I'll share:

One marketing habit I'll repeat every week:

Heart & Hustle Reminder

You don't need a bigger marketing budget. You need to show up consistently where your customers are.

Small actions. Real relationships. Lasting visibility.

— Stephanie Sherouse