Local Link Strategy Worksheet

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1. Business snapshot

Fill this in once; every outreach message below pulls from it. This plan assumes your Google Business Profile is already claimed and verified (confirm in the last row).

Field	Your answer
Business name (exactly as on Google)	
Street address	
Phone number	
Website	
Hours	
Neighborhood / city	
What you sell (one line)	
The hook: what makes you worth a visit (one line)	
Owner / contact for outreach	
Google Business Profile claimed and verified? (yes/no)	

2. Goal and weekly rhythm

The goal is more foot traffic, and the budget is one hour a week. That favors links and mentions that put your name in front of local people (events, neighbors, local press) over generic directory submissions.

Split the hour the same way every week so it becomes a habit:

Minutes	Activity	Why
10	Check the tracking log and follow up on anything pending	Most wins come from the second contact
35	Send new outreach to 2-3 targets from section 4	Steady volume beats bursts
10	Ask for or respond to reviews and local mentions	Reviews and shares drive visits directly
5	Log results in section 7	Keeps the monthly review honest

Two rules keep this realistic. First, prefer targets that can send actual customers (a school fundraiser, a neighborhood newsletter) over ones that only add a link. Second, if a target needs more than 15 minutes of setup, schedule it as that week's entire outreach block.

3. Foundation checklist

Start by confirming your Google Business Profile is claimed and verified. Then make sure your name, address, and phone number (NAP) read identically everywhere else, because mismatches weaken every link you earn later. Use the exact format from section 1.

- [ ] Google Business Profile claimed and verified
- [ ] Apple Business Connect listing claimed (feeds Apple Maps and Siri)
- [ ] Bing Places listing claimed
- [ ] Yelp page claimed, hours and photos current
- [ ] Facebook page and Instagram bio show the same NAP and hours
- [ ] Website footer and contact page show the same NAP, linked to your Google Maps listing
- [ ] Food service only: menu links on Google, Yelp, and your site point to the same current menu
- [ ] Food service only: delivery or reservation platforms you appear on (DoorDash, OpenTable, etc.) show correct details
- [ ] Holiday hours set on every listing before each holiday

Time estimate: about 3 weeks at the weekly rhythm above, since each item is a short task. See the 12-week plan in section 5.

4. Local link target list

These are the places most likely to link to a local retail or food service business, ordered by likely foot-traffic payoff. Fill in 2-3 real names per category from your own area, then work down the list.

Priority	Target type	What to ask for	Your local names
1	Local events (farmers markets, street fairs, holiday walks)	Vendor or sponsor listing with a link and a booth	
1	Schools, youth sports, and PTAs	Sponsor page link in exchange for a fundraiser night or donation	
1	Neighborhood newsletters and community blogs	Feature, event mention, or a coupon listing	
2	Chamber of Commerce and merchants' association	Member directory listing with link	
2	Local news sites and city magazines	Story pitch: new item, owner story, event; or inclusion in a "best of" list	
2	Nearby complementary businesses	Cross-promo and a link on each other's "local favorites" page	
3	Charities and nonprofits	Donation partnership listed on their sponsor or thank-you page	
3	Local food and shopping bloggers, Instagram accounts	Visit and review, or inclusion in a roundup	
3	City tourism or visitor bureau	Directory or "where to eat/shop" listing	
3	Local colleges and employers	Discount partnership listed on their perks page	

Priority 1 targets send people through your door. Priority 3 mostly build search visibility, so take them when time allows.

5. 12-week plan at 1 hour per week

Write your start date in the first row and fill in the rest of the dates from there. Time outreach around local events and shopping holidays when you can. The order matters more than the calendar.

Week	Week of (date)	The hour goes to	Done
1		Fill in section 1. Claim Apple Business Connect and Bing Places.	
2		Claim and clean up Yelp, Facebook, Instagram. Match the website footer to your NAP.	
3		Fill in local names for every Priority 1 row in section 4. Note any application deadlines.	
4		Ask local newsletters and the merchants' association to mention you for the next local shopping day or event.	
5		Contact 2-3 schools or youth teams about a fundraiser night in the coming weeks.	
6		Pitch 2 neighborhood newsletters or blogs. Join or update your Chamber listing.	
7		Follow up on weeks 4-6. Set upcoming holiday hours on every listing. Ask recent customers for reviews.	
8		Light week: thank-yous and logging only.	
9		Approach 3 nearby businesses about a cross-promotion.	
10		Pitch one local news site or city magazine with a seasonal angle (new item, owner story, event).	

Week	Week of (date)	The hour goes to	Done
11		Propose a charity or nonprofit partnership. Ask a nearby college or large employer about a discount listing.	
12		Follow up on everything open. Run the first monthly review in section 8.	

If a week is missed, do not double up. Slide the plan one week and keep the rhythm.

6. Outreach templates

Keep every message under 100 words, name one specific ask, and make the benefit to them obvious. Replace the bracketed parts using section 1.

Schools and youth groups (fundraiser night)

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Subject: Fundraiser night for [School/Team] at [Business]

Hi [Name],

I own [Business] on [Street]. We'd like to host a fundraiser night where [10-20]% of sales that evening go to [School/Team]. We can promote it on our social pages and in the store, and we'd love a mention and link on your sponsor or news page. Would a [weekday] in [month] work?

[Your name], [phone]
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Newsletters, blogs, and local press

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Subject: [New item/Event] at [Business] in [Neighborhood]

Hi [Name],

I enjoy [specific thing they published]. [Business] is [one-line hook], and this [season/month] we're [event, new item, or owner story]. I can send photos and a quick interview. Would this fit your readers?

[Your name], [phone]
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Nearby businesses (cross-promotion)

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Subject: Cross-promo idea, [Business] + [Their business]

Hi [Name],

We're neighbors, and our customers overlap. I'd like to put a small flyer for your shop at our counter and share your page on ours, if you'd do the same. We could also list each other on our websites' local favorites pages. Interested?

[Your name], [phone]
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Events, Chamber, and directories

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Subject: Listing request for [Business]

Hi [Name],

We'd like to be listed in your [directory/event vendor list]. Details: [Business], [address], [phone], [website], [one-line description]. Please let me know if you need anything else, such as a logo or photos.

[Your name]
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7. Tracking log

One row per target. Add rows as you go, and set the status each week. A "Won" is any listing, mention, or event slot, with or without a link.

Target	Type	Date contacted	Status	Link or mention URL	Notes
			Not started		
			Not started		
			Not started		
			Not started		
			Not started		
			Not started		

8. Monthly review

Spend the hour on the first week of each month on this table instead of outreach. Foot traffic is the goal, so the first three measures matter most. Record the baseline before week 1, then compare monthly.

Measure	Where to find it	Baseline	Month 1	Month 2	Month 3
Direction requests and calls	Google Business Profile performance tab				
"How did you hear about us?" answers at the register	Tally marks on a notepad by the till				
Fundraiser, coupon, or event redemptions	Register notes or a coupon code per partner				
Google reviews added	Google Business Profile				
Wins (listings, mentions, events)	Section 7				
Website visits from local sources	Analytics referral report, if you track it				

After three months, keep the two target types with the most redemptions or register mentions, and cut the rest from the weekly rotation.