

The 5-Minute Marketing Checklist

For local UK businesses — the free, foundational fixes worth doing before spending a penny on ads. From BJR Marketing Consultancy.

Your Google Business Profile

- ☐ Business name matches your real, legal signage exactly
- ☐ Every field filled in — hours, phone, website, description
- ☐ At least 5 real, recent photos uploaded

Businesses with more photos consistently get more engagement on their listing.

- ☐ Primary category is the most specific accurate option
Not just "Restaurant" if "Italian Restaurant" fits better.
- ☐ Booking or ordering link added, if applicable

Reviews

- ☐ Replied to every review from the last 3 months
Yes — including the positive ones.
- ☐ No unanswered negative review older than 2 weeks
- ☐ A simple, consistent way to ask happy customers for a review

A short verbal ask, a card, or a follow-up text — anything repeatable.

Your Website

- ☐ Phone number visible without scrolling, on mobile
- ☐ Loads in under 3 seconds on a phone
- ☐ Address and opening hours accurate and easy to find
- ☐ At least one clear call to action per page

Book, call, or buy — not just "learn more."

Local Consistency

- ☐ Business name, address, and phone match exactly everywhere online
Directories, social profiles, your website footer — word for word.
- ☐ You know who your 3 real, nearby competitors actually are

Not guessed — actually looked at their listings and reviews recently.

Want the full picture, not just the checklist?

This checklist covers the free foundational fixes. A full BJR marketing audit report goes further — real local competitor comparison, a ranked priority list, and a platform-by-platform quick-wins breakdown, built from your business's actual data. Free snapshot in about two minutes at bjrmarketingconsultancy.com.

BJR Marketing Consultancy

bjrmarketingconsultancy.com · ben@bjrmarketingconsultancy.com