



FREE GUIDE

The Local Business Marketing Roadmap

**5 steps. The right
order.**

Most owners do these backwards and wonder why it leaks. Here's the order that actually works.

Swipe →



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Order beats effort

You can do all the right things and still get nothing back if you do them in the wrong sequence. Each step here makes the next one work harder.

→ Start at step 1, not step 5.

1. Tracking first

Before a dollar goes anywhere. If you can't see which calls and forms came from where, you're guessing. Tracking turns marketing from a cost into a decision.

→ Set up call and form tracking before you spend on ads.

2. Google Business Profile

Free, and the best return a local business gets. It's what shows up when someone nearby searches for what you do.

→ Claim it, add real photos, get five recent reviews.

3. A website that does its job

Loads fast, says what you do and where, makes it dead easy to contact you. Pretty is optional. Clear and quick is not.

→ Cut your load time and put your phone number up top.

4. SEO, the slow engine

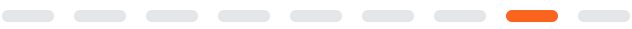
It compounds. Start it early so it's mature by the time you lean on it. Months of quiet, then it brings people in for free while you work.

→ **Begin now, even if the results are months away.**

5. Then ads

Now you're paying for leads you can measure, pointed at a site that converts. Ads run last, not first.

→ Only scale spend once steps 1 to 4 are solid.



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Where most go wrong

They start at step 5. Ads first, no tracking, a slow site, no reviews. The leads leak out every gap before anyone ever calls.

→ Fix the order before you spend another dollar.



YOUR NEXT STEP

Want to see where you stand?

Get a free 60-second scan of your business's online presence. It shows exactly which step to fix first.

audit.dossisdigital.com.au