FREE GUIDE

hey

The 25-Minute Marketing System

The 4 things the top business on your Google map does every day (and your AI tools don't)

PART 1
A job

PART 2
A schedule

PART 3
An approver

PART 4
A scoreboard



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THE PROBLEM

You bought the tools. You're still doing the marketing.

If you run a local service business, you have tried to fix your marketing more than once. Tick the ones you recognise.

- [ ] **ChatGPT, Gemini or Copilot** to write a post or a review reply.
- [ ] **Canva's AI** for a graphic or a flyer.
- [ ] **The AI writer** inside your website builder.
- [ ] **A chatbot or AI receptionist** on your site or phone line.
- [ ] **An SEO or review tool** you logged into twice.
- [ ] **An agency or a freelancer** on a monthly fee.

You are in good company. In one 2026 survey, 57% of owners used ChatGPT and 56% used Gemini.[3] In another, 73% of owners who use AI run more than one tool.[6]

76%
of small business owners say they use AI.[1]

14%
have fully integrated it into core operations.[1]

56%
say marketing tasks pull them from their core business at least weekly.[2]

The gap between 76% and 14% is where most owners sit. Every one of those tools works when you open it. But you have to open it, think of what to ask, check what it wrote and post it. You have become the link between your tools.

Hiring it out has not fixed it either. In a 2025 survey, 52% of owners outsourced some marketing, down from 70% two years before. Of those who did, 4 in 10 left their agency, and 6 in 10 of the leavers said they could not see a return.[4] In another study, owners' top marketing frustration was not knowing what is working.[5]

> **The trap:** buying one more tool. If the last one only worked when you opened it, the next one will too.

The fix is a system: a few jobs that run on a schedule, with you approving what goes out and one page that shows what it produced. Owners are right to want that approval. 78% say they don't fully trust AI on even simple tasks without oversight.[3]

THE IDEA

A tool waits for you. A system doesn't.

Every working marketing system, in any trade, has the same four parts. If one is missing, the work falls back on you.

PART 1

A job

One thing it does every time, the same way. "Reply to every new Google review" is a job. "Do social media" is not.

PART 2

A schedule

It runs on set days whether or not you have time. If it only happens when you remember, it is a chore.

PART 3

An approver

A named person says yes before anything goes out. For most local businesses that is the owner, for a couple of minutes at a time.

PART 4

A scoreboard

One page that shows what the job produced. If you can't see the result, you can't tell whether to keep paying for it.

WORKED EXAMPLE

The job	Reply to every new Google review.
The schedule	New reviews are checked every day. A draft reply is ready within a day.
The approver	You read the drafts and tap approve, or change a word first.
The scoreboard	Reviews this month, share answered, average days to reply.

> **The trap:** letting AI post with nobody watching. It is your name on the reply. Keep a person in the approver seat, even for two minutes a week.

Run your current tools through those four questions. Most owners find they have the tool for the job, and nothing for the other three.



Illustration. One town, three competitors, and a different winner in each part of it.

BEHIND THE CURTAIN

What an agency does to get you ranked

Google says local results come down to three things: relevance, distance and prominence.[7] Nobody can move your distance to the customer. The work goes into the other two, and it splits into a set-up done once and a short list repeated every week.

DONE ONCE. TAKES JUDGMENT.

The set-up

1. **Pick the right categories.**
   One primary category, plus every extra one that honestly fits.
2. **List every service.**
   In the words your customers type, not trade jargon.
3. **Finish the profile.**
   Hours, holiday hours, service area, description, booking link, photos.
4. **Match your details everywhere.***
   The same name, address and phone on every directory.
5. **Give each service a page.***
   One page on your website per service and per area you serve.
6. **Take a baseline.**
   Your rank from dozens of spots across town, not just one.

REPEATED EVERY WEEK.

The upkeep

- **Answer every review.**
  Good and bad, within a day or two.
- **Ask every customer.**
  A review request after each finished job.
- **Add something new.**
  A post or a fresh job photo.
- **Check the facts.**
  Hours, services, the next holiday.
- **Read the score.**
  Calls, direction requests, map rank.

* Standard agency practice. Google does not publish these two as ranking rules. Everything else on this page comes from Google's own help page for businesses.[7]

Here is what most owners are never told. The set-up needs someone who knows what they are doing, once. The upkeep is where rank is kept or lost, and it is plain repetition. It is also the part that quietly stops when the owner gets busy or the agency moves on to its next client.

Repetition is exactly what a system is for. The next page takes the upkeep column and turns it into four habits that run without you starting them.

THE FOUR HABITS

What the top business on your map does every day

We can't see inside any competitor's office. But put a top-ranked local business next to the rest, and these four habits are what shows up on the public record.

1 They answer every review

Google tells businesses to reply to reviews, and says positive reviews and helpful replies can help a business stand out.[7] A reply is also read by the next customer deciding between you and the pin beside you.

As a system: a draft reply is ready within a day of each review. You approve it.

2 They ask every customer for a review

Google says more reviews and positive ratings can help your local ranking.[7] The businesses with hundreds of reviews did not get lucky. They ask after every finished job. Ask everyone, never offer a reward, and never ask only the happy ones. Google's review rules don't allow either.[8]

As a system: a review request goes out after every completed job, automatically.

3 They keep the profile complete and fresh

Google asks for complete business information, accurate hours including holidays, and photos.[7] A profile with last month's job photos looks open for business. One with a wrong holiday hour costs a call.

As a system: a post or photo each week, and a monthly check of hours and services.

4 They look at the score

Your Google Business Profile reports calls, direction requests and website clicks. Your rank also changes across town, because distance to the searcher is one of Google's three factors.[7] The top business knows both numbers.

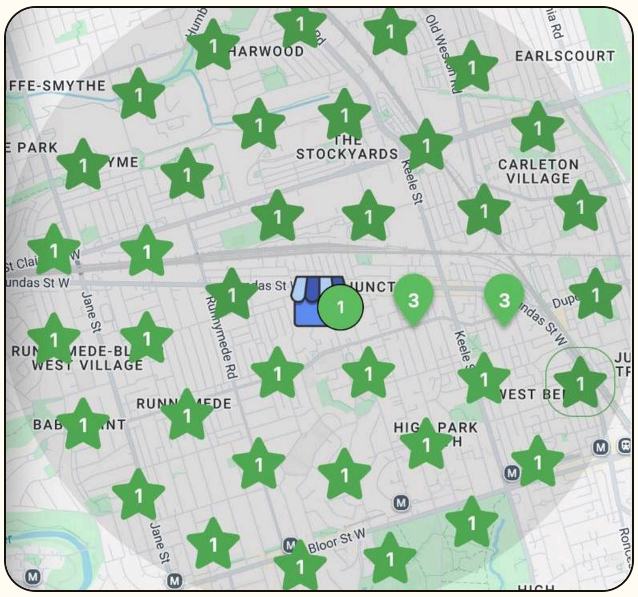
As a system: one page a month with reviews, replies, calls, direction requests and map rank.

A REAL SCOREBOARD

The search you check is not the search they type

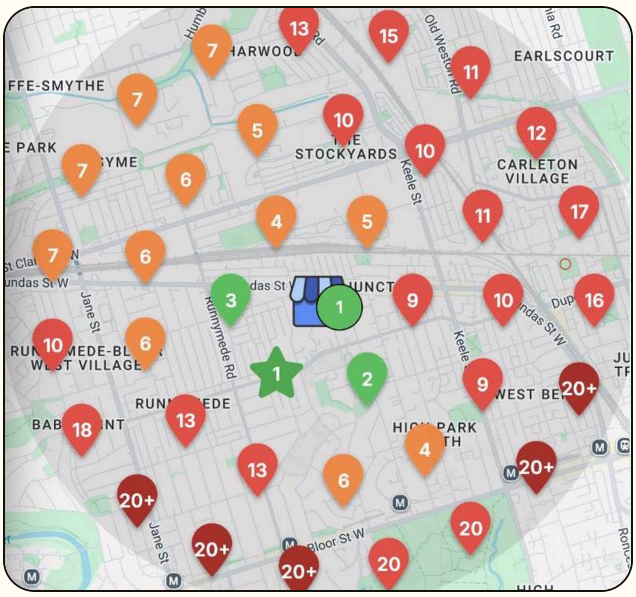
Both maps below are the same Toronto dental clinic, one day apart. Each pin is a spot within a mile of its door, and the number is the clinic's rank on Google Maps for someone searching from there. Swap "dentist" for your own trade as you read.

What the owner checks
Average rank 1.1



"dentist junction". The neighbourhood's name, which is also in the clinic's name. People who type this already know where they are going. Top 3 at 39 of 39 spots.

What a new customer types
Average rank 10.7



"dentist near me". No name, no loyalty. This is a stranger with a toothache picking from the first three results. Top 3 at 4 of 39 spots.

We chose "near me" on purpose. It is the search where a business wins customers it has never met, so it is the one worth measuring. The left map is what owners type to check on themselves.

This clinic has a 4.8 rating and more than 550 Google reviews. From its own front desk both searches look perfect. A mile south, a new customer is shown at least twenty other names first.

> **The trap:** checking your rank from your own office. Google shows results for where the searcher is standing. Check from where your customers are.

Real data, not an illustration.[9] Local rank grids captured with Search Atlas on 26 October 2026 (left) and 25 October 2026 (right). Map data ©2026 Google.

YOUR PART

Turn your map green in 25 minutes a month

Top 3 is where the calls are. The system does the weekly work that gets you there. Your part is to say yes and to watch the pins change.

The target

Top 3 in more of your map every month, starting with the spots closest to your door and working outward.

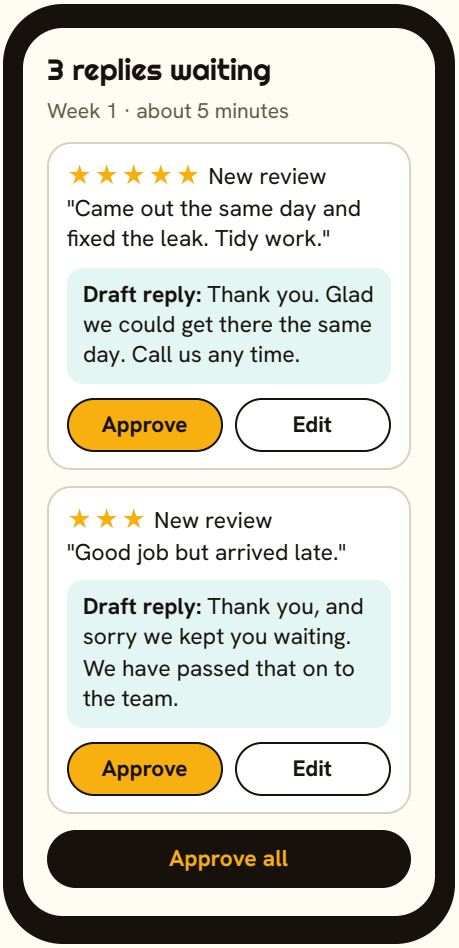
The honest part

Nobody can promise you a rank. Google decides it. What a system can promise is the work: every review answered, every customer asked, something new on your profile each week.

WHEN	WHAT YOU DO	TIME
Week 1	Open one message. Read the review replies waiting for you. Tap approve.	**5 min**
Week 2	Look through this month's posts and photos in one sitting. Approve or swap one.	**8 min**
Week 3	Approve replies again. Glance at the list of review requests that went out.	**5 min**
Week 4	Read the one-page scoreboard. Count the green pins. Pick one thing to change.	**7 min**
	Your month	**25 min**

What you never do again: open a blank box and wonder what to post. Remember to ask for a review. Write a reply at 10pm. Guess whether any of it worked.

What you see instead: a map like the one on the last page, once a month, beside last month's. More green means it is working.



Example screen, for illustration.

25 minutes is the target we design for once a system is running. Set-up takes longer, and a month with a lot of reviews will take a few minutes more.

DO IT YOURSELF

Scorecard: you against your top 3

You don't need us for this. Give it half an hour with your phone and a pen. Fill in your own number first, then the three businesses that show up above you most often.

CHECK	YOU	#1	#2	#3	TIME
1 Map rank from 3 places. Search your main service from three parts of your area. Write each rank.					6 min
2 Reviews in the last 90 days. Sort by newest and count.					5 min
3 Replies on the last 20 reviews. How many have an answer from the owner?					5 min
4 Hours and next holiday set? Yes or no.					2 min
5 Photos added this month. Count the ones dated in the last 30 days.					4 min
6 Named by AI? Ask ChatGPT and Gemini: "Who is the best [trade] in [town]?"					4 min
7 Calls and direction requests. From your own profile's performance page. This is your starting line.					4 min

Read your result

Circle every row where you beat all three. Five or more: you are the one to catch. Two or fewer: you now know exactly which habits to start.

Half an hour, three places

You just checked 3 spots by hand. The clinic two pages back was checked from 39. That is the difference between a hunch and a map.

SAMPLE

What a Competitor Check looks like

This is the same Toronto clinic, set beside the three businesses that rank around it for "dentist near me". The competitors are real. We have left their names off.

	THE CLINIC	COMPETITOR A	COMPETITOR B	COMPETITOR C
Average map rank, 39 spots	**10.7**	**7.6**	10.5	11.6
Spots in the top 3	**4**	**10**	6	4
Spots where it shows at all	**34**	**37**	31	31
Google rating	**4.8**	**4.9**	**4.9**	4.6
Google reviews	**555**	343	211	332
Categories on the profile	**1**	**8**	*in the full check*	
Who AI recommends	*in the full check, not shown in this sample*			
Who is paying for ads	*in the full check, not shown in this sample*			

WHAT THIS OWNER LEARNS IN ONE PAGE

Reviews are not the gap.

The clinic has the most reviews of the four by a wide margin. Asking for more is not where the next win is.

Reach is.

Competitor A is in the top 3 at 10 spots against 4, with over 200 fewer reviews.

One thing to test first.

The clinic lists 1 category. Competitor A lists 8. That is step 1 of the set-up on page 4.

We can't say the categories are the reason. Google does not explain its rankings. But it is a visible difference that costs nothing to fix, and next month's map will show whether it moved anything. That is how a scoreboard turns guessing into testing.

Without the check, this owner would have spent the year chasing more reviews.

Real data.[9] Rank figures from the 25 October 2026 grid. Ratings, review counts and categories as shown on Google at the time.



Want to see what your competition is up to?

The free Competitor Check is the page you just read, built for your business and your top 3. You see where you win, where you are invisible, and the first thing worth fixing.

Your map
Your rank from dozens of spots across your service area, beside your top 3.

Your reviews
Count, rating and how many get answered, yours against theirs.

Your AI answers
Who ChatGPT and Gemini name when asked for your trade in your town.

Their ads
Which of your competitors are paying to sit above you.

1. Tell us who you are
Business name, trade and town. No login, no password, no card.

2. We run the scan
About half an hour of scanning public information, then a person checks it.

3. You get one page
In your inbox within one business day, with a 15-minute call to walk through it.

heytaylor.com/competitor-check

We work with one business per trade per area. If your trade is already taken where you are, we will tell you before we build anything.

Sources. 1. Goldman Sachs 10,000 Small Businesses Voices, 1,256 owners, 27 Jan to 4 Feb 2026. 2. Adobe Express with Talker Research, 1,000 US owners, 29 Apr to 3 May 2026. 3. Bluevine 2026 Business Owner Success Survey, 942 US owners, 7 to 9 Apr 2026. 4. vcita 2025 SMB Marketing Report, 500 US owners, Apr 2025. 5. Constant Contact small business study, 2025, as reported by MarketingProfs. 6. Network Solutions survey of 187 US owners who use AI, 2026. 7. Google Business Profile Help, "Tips to improve your local ranking on Google", support.google.com/business/answer/7091. 8. Google Maps user-contributed content policy, support.google.com/contributionpolicy. 9. Search Atlas local rank grids for one Toronto dental clinic we track, 39 points within one mile, 25 and 26 Oct 2026. This guide is general information. It does not promise a ranking, a number of reviews or a level of revenue. Results depend on your trade, your area and your competitors.