

# Google Bootcamp Workbook

Stop guessing. Start showing up.

This workbook has one job: make sure you walk out of here with more than notes.

Every worksheet has two parts — assess where you stand right now, then identify what you're going to do about it.

## WHAT'S INSIDE

Module 01	Google Business Profile
Module 02	Website & GA4
Module 03	Keywords & SEO
Module 04	Advertising on Google
Master Action Plan	

# GBP WORKSHEET

Business: \_\_\_\_\_

Date: 10th June 2026

Your most valuable free tool — let's see how it's actually set up.

## PART 1 — ASSESS YOUR GBP RIGHT NOW

Pull up your Google Business Profile. Rate each item honestly. 1 = not done / 5 = fully optimized.

Business description (750 chars, includes services + location)	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
_____					
All services listed individually (not just a general category)	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
_____					
Photos (10+ photos, updated in last 90 days)	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
_____					
Hours complete (including special/holiday hours)	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
_____					
Q&A section populated (you've added your own Q&As)	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
_____					
Review count & recency (10+ reviews, most recent within 60 days)	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
_____					

\_\_\_\_\_ |

My Current Review Count

\_\_\_\_\_ |

My Average Star Rating

\_\_\_\_\_

Date Of Most Recent Review

## PART 2 — TAKE ACTION

**The #1 quick win:** If your business description is blank or generic, rewrite it right now. Include your main services, your city/region, and one thing that makes you different. Use all 750 characters.

My Updated Business Description (Draft It Here)

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Top 3 Fixes I Need To Make This Week

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My Review Ask — Who Will I Text First?

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# WEBSITE & GA4 WORKSHEET

Website Url: \_\_\_\_\_

Date: 10th June 2026

Find out if your website is actually working — or just sitting there.

## PART 1 — YOUR 4 NUMBERS

Log into GA4. Navigate to Reports » Acquisition » Overview. Fill in last 30 days

<b>ORGANIC USERS</b> _____ Found you via Google search	<b>DIRECT USERS</b> _____ Typed your URL directly	<b>CONVERSION EVENTS</b> _____ Calls, forms, clicks to phone	<b>AVG. SESSION DURATION</b> _____ Found you via Google search
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### Website Health Check

- My website loads in under 3 seconds on mobile  
Test at [pagespeed.web.dev](https://pagespeed.web.dev) — note your score: \_\_\_\_\_
- My phone number is clickable on mobile (tap-to-call)  
Test it on your phone right now
- My contact form is working and I receive the submissions  
Test-submit a form — did you get it?
- I have a separate page for each main service I offer  
Not just one "Services" page — individual pages for each
- I have conversion tracking set up  
(calls and/or form fills tracked in GA4)

## PART 2 — TAKE ACTION

### Biggest Gap I Found Today

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Service Pages I Still Need To Create

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### My Conversion Tracking Status

- Set up & working
- Not set up yet

### The One Fix That Would Most Improve My Site

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# KEYWORDS & SEO WORKSHEET

Business: \_\_\_\_\_

Location: \_\_\_\_\_

Find out what your customers are actually searching — and whether you show up.

## PART 1 — YOUR KEYWORD REALITY CHECK

Open an incognito browser window. Search each term below with your city added. Write what you find.

SEARCH TERM (ADD YOUR CITY)	DO YOU APPEAR?	POSITION	WHO RANKS #1?
[your trade] near me	<input type="checkbox"/> Y <input type="checkbox"/> N		
[your trade] [your city]	<input type="checkbox"/> Y <input type="checkbox"/> N		
[specific service] [your city]	<input type="checkbox"/> Y <input type="checkbox"/> N		
[specific service] [your city]	<input type="checkbox"/> Y <input type="checkbox"/> N		

### COMPETITOR ANALYSIS

Pick the competitor ranking above you. What do they have that you don't?

Competitor Url

\_\_\_\_\_

They Have Dedicated Pages For

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Their Review Count Vs. Mine

\_\_\_\_\_

The Biggest Difference I Noticed

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## PART 2 — TAKE ACTION

Service Pages I Need To Create (One Per Keyword )

Month 1 \_\_\_\_\_

\_\_\_\_\_

Month 2 \_\_\_\_\_

\_\_\_\_\_

My Realistic Seo Timeline

- Starting fresh (12+ months)
- Some foundation (6–12 months)
- Already ranking, optimizing (3–6 months)

# GOOGLE ADS WORKSHEET

Business: \_\_\_\_\_

Date: 10th June 2026

Figure out if Google Ads makes sense for your business — and what it would actually take.

## PART 1 — THE BUDGET REALITY CHECK

Fill this in to figure out your minimum viable Google Ads budget before anything else.

My Average Job Value (\$)

\_\_\_\_\_

My Current Close Rate From Leads (%)

\_\_\_\_\_

Leads I Need Per Month To Hit My Goal

\_\_\_\_\_

### The Math

Max Cost-Per-Click = Avg Job Value × Close Rate × 0.10

Example: \$800job × 30%close × 0.10 = \$24max CPC

My Max Cpc: \_\_\_\_\_

Suggested Monthly Budget: \_\_\_\_\_

## IS GOOGLE ADS RIGHT FOR ME RIGHT NOW?

- My Google Business Profile is complete and optimized  
GBP must come before Ads — if it's weak, fix it first
- My website has dedicated landing pages for my main services  
Sending ad clicks to a homepage is a budget leak
- I have call tracking set up so I can measure results  
Without this, you can't prove ads are working
- My average job value is high enough to support ad spend  
Low-ticket jobs (<\$200) are hard to make profitable
- I have budget to test for 60–90 days before judging results

**MY VERDICT:** Based on what I checked above, Google Ads is:

\_\_\_\_\_

## PART 2 — TAKE ACTION

If I Run Ads: My Top 3 Keywords To Target

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Things I Need To Fix Before I Run Ads

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# MY MASTER ACTION PLAN

Business: \_\_\_\_\_

Date: 10th June 2026

Pick the most important things from each module. Then actually do them.

**THE RULE:** Don't write down everything. Write down the three things that will move the needle most. You can always come back for the rest. Trying to do it all at once is how nothing gets done.

THIS WEEK — QUICK WINS ONLY. SHOULD TAKE LESS THAN 2 HOURS TOTAL.

1. What I'm Doing:

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2. What I'm Doing:

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3. What I'm Doing:

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THIS MONTH — BIGGER FIXES SCHEDULE TIME ON THE CALENDAR NOW.

GBP

WEBSITE

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SEO

ADS

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## THE BIG QUESTION: DIY OR GET HELP

I'll handle this myself

My Plan For Staying Accountable:

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I want someone to handle it for me

**BOOK A FREE GOOGLE PRESENCE AUDIT**

kaeraemarketing.com

welcome@kaeraemarketing.com

Notes & Questions From Today

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