

DIGITAL REACH · WAILUKU, MAUI

The Hawaii SEO Workbook.

Five worksheets that turn the Hawaii SEO Guide into a plan you can run yourself — the 90-day plan, your Google Business Profile, island keywords, review replies, and the only tracking log you need.



Companion to digitalreach.co/hawaii-seo-guide/ · 2026 edition

The companion to the Hawaii SEO Guide. The guide explains how Hawaii search works; this workbook is where you do the work. Print it, fill it in by hand, and keep it somewhere you'll see it — a workbook that lives in a downloads folder never earns anything back.

Worksheet 1 – Your 90-Day Hawaii SEO Action Plan

Work one phase at a time and resist the urge to jump ahead — each phase depends on the one before it. Give yourself a couple of focused hours a week rather than one heroic weekend. Check the box the day you finish a task and write the date beside it.

Phase 1 · Days 1-30 – Foundation

✓	TASK	WHY IT MATTERS
☐	Claim your Google Business Profile and complete verification	Nothing else in local search works until you control the profile
☐	Write your name, address, and phone once in a note you copy from every time	Typing it fresh each time is how inconsistencies start
☐	Check that exact NAP against Apple Maps, Bing Places, and Yelp	Conflicting listings make you look like two businesses
☐	List every island and town you genuinely serve	You can't build geo pages until you know your real footprint
☐	Mark each service as visitor-facing, resident-facing, or both	This one decision shapes every page you write later
☐	Set up Google Search Console and verify your site	It's the only place you see what people actually typed
☐	Confirm your analytics records form submits and click-to-call	Untracked leads become invisible leads
☐	Rewrite your homepage title tag and single H1	The two lines Google reads first, and the cheapest fix you own
☐	Publish accurate hours everywhere, holidays included	Wrong hours cost you the customer standing at your door
☐	Shoot fresh phone photos: storefront, team, recent work	You'll need these for the profile, the site, and posts
☐	Ask three recent happy customers for a review	Momentum starts with people who already like you
☐	Write the ten searches you'd type if you were your own customer	Your keyword list starts in plain language, not a tool

Phase 2 · Days 31-60 – Structure

✓	TASK	WHY IT MATTERS
☐	Build or rewrite one page per island you serve	Each island behaves like its own market

✓	TASK	WHY IT MATTERS
☐	Name your real sub-markets on each island page	Someone in Kihei searches differently than someone in Wailuku
☐	Split any page trying to serve visitors and residents at once	A page that serves both usually serves neither
☐	Put a tap-to-call button above the fold on mobile	Most local searches happen on a phone, mid-errand
☐	Add an FAQ to each island page using questions you actually get asked	Real questions beat invented ones every time
☐	Add LocalBusiness or Service schema listing each island served	It tells Google plainly where you work
☐	Link your island pages to and from your main service page	Internal links pass signal between related pages
☐	Test your site on cell service, not office wifi	That's how your customers experience it
☐	Compress oversized images and remove unused plugins or scripts	Speed is a conversion lever before it's a ranking one
☐	Publish your first profile post and set a weekly reminder	An active profile reads as an open business
☐	Upload new profile photos and describe each one honestly	Photos are often the first thing a searcher judges
☐	Fill out your services list using customer words, not industry words	People search the words they'd say out loud

Phase 3 · Days 61-90 – Momentum

✓	TASK	WHY IT MATTERS
☐	Add the review ask to your closing routine, in writing	Consistency beats campaigns
☐	Reply to every review you have, oldest to newest	Replies are public proof you pay attention
☐	Publish one supporting article behind each island page	Depth is what turns a page into a cluster
☐	Add a seasonal note where relevant — hours, weather, event traffic	Hawaii details go stale fast, and stale content shows
☐	Claim remaining directories, including Hawaii and chamber listings	Local sources carry local credibility
☐	Ask one local partner, supplier, or club for a mention and link	Community mentions compound quietly
☐	Read your Search Console queries and highlight the surprises	The surprises are usually your next page
☐	Update anything outdated: staff, services, prices, hours	Accuracy is the cheapest trust signal you have
☐	Add descriptive alt text to your job and product photos	It helps both search engines and real people
☐	Log your first month of numbers in Worksheet 5	You can't judge progress you never recorded
☐	Refresh your profile photos with new work	Recent work reads as a working business
☐	Sit down with all five worksheets and decide: continue solo, or get help	Ninety days in, you'll know honestly which one fits

Worksheet 2 – Google Business Profile Checklist

Go through this in one sitting with your profile open in another window. Every item is something you control directly, and none of it depends on tricks or shortcuts. Nothing here promises a ranking — it makes sure the profile is complete, accurate, and inside Google's rules.

Profile basics

- ☐ Business name matches your signage and paperwork, with no extra keywords
- ☐ Address shown if customers come to you; service area set if you go to them
- ☐ Local phone number that a real person answers
- ☐ Website link points to the most relevant page, not always the homepage
- ☐ Hours accurate, with holiday and seasonal hours added ahead of time
- ☐ Description written for a human deciding whether to call you

Categories and services

- ☐ Primary category matches what customers call your main service
- ☐ Secondary categories cover only work you genuinely do
- ☐ Every service listed with a plain-language description
- ☐ Attributes set honestly (accessibility, payment, appointments)
- ☐ Service area lists the towns and islands you truly cover

Photos

- ☐ Exterior shot that helps someone recognize the place
- ☐ Interior or workspace shot
- ☐ Team photo with real people
- ☐ Recent work samples, added regularly rather than all at once
- ☐ Logo and cover image sized correctly and current

Reviews

- ☐ Your short review link saved somewhere you can send in seconds
- ☐ A written routine for when and how you ask
- ☐ Every review answered, positive and negative alike
- ☐ Reviews that violate Google's policies reported, not argued with
- ☐ Nothing offered in exchange for a review — no discounts, no gifts, no draws

Posts and Q&A

- ☐ A post published on a regular schedule you can actually keep
 - ☐ Q&A seeded with genuine questions customers ask
 - ☐ New questions answered promptly, in your own voice
 - ☐ Suggested edits from the public reviewed and corrected when wrong
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Worksheet 3 – Island Keyword Worksheet

Drop your service into the bracket on each row, then write the version a real customer would say out loud. Flag whether the searcher is a visitor or a resident, because that single letter decides how the page gets written. Leave a row blank if it doesn't apply to you — a short honest list beats a long invented one.

#	PATTERN	SUB-MARKET	V / L	YOUR VERSION	PAGE TO BUILD
1	[service] Maui	islandwide	L		
2	[service] Kihei	South Maui	L		
3	[service] Lahaina	West Maui	L		
4	best [service] Maui	islandwide	V		
5	[service] near Wailea	South Maui	V		
6	[service] Honolulu	urban Oahu	L		
7	[service] Kailua	Windward Oahu	L		
8	[service] near Waikiki	urban Oahu	V		
9	[service] Oahu	islandwide	L		
10	[service] North Shore Oahu	North Shore	V		
11	[service] Kona	West Hawaii Island	V		
12	[service] Hilo	East Hawaii Island	L		
13	[service] Hawaii Island	islandwide	L		
14	[service] Waimea	Hawaii Island	L		
15	[service] Kauai	islandwide	L		
16	[service] Lihue	East Kauai	L		
17	[service] Poipu	South Kauai	V		
18	same-day [service] [your town]	your base	L		
19	[service] for vacation rentals [town]	your base	V		
20	[service] near me	your base	L		
21					
22					
23					
24					
25					
26					

V = visitor intent — planning or mid-trip, comparing options, converts on booking. **L = local intent** — a resident solving a problem now, converts on a call or form.

Worksheet 4 – Review Response Scripts

Fill the brackets with real specifics before you send anything — a reply that names the actual job always reads better than a polished one that doesn't. Vary the wording each time; identical replies stacked down a profile look automated because they are. Never offer anything in return for a review, and never write one under a name that isn't yours.

1 • Positive review, detailed

Thank you, [first name]. We're glad [specific service] worked out for you, and [team member] will be happy to hear the note about [detail they mentioned]. If [related need] ever comes up, you know where to find us. Mahalo for taking the time.

2 • Positive review, short or stars only

Mahalo for the [rating], [first name] — we appreciate you taking a moment. It was a pleasure helping with [service or job], and we're here whenever you need us again.

3 • Mixed review — good outcome, rough edge

Thank you for the honest feedback, [first name]. We're glad [what went well], and you're right that [what fell short] should have gone better. Here's what we've changed since: [specific change]. If you'd like to talk it through, call us at [phone] and ask for [name].

4 • Negative review — a fair complaint

[First name], I'm sorry. [Restate the problem in one plain sentence] isn't the standard we hold ourselves to, and I'd like to make it right. I'm [your name], [your role], and you can reach me directly at [phone] or [email]. Thank you for telling us — it's the only way we find out.

5 • Negative review — you don't recognize the customer or disagree

Thank you for the feedback. We're not finding a record matching this experience, and we'd genuinely like to look into it. If you'll contact [name] at [phone] or [email] with the date and service, we'll review what happened and follow up. If this was meant for another business, no hard feelings — we'd still appreciate a note.

6 • The review request ask

Hi [first name] — [your name] from [business]. Thanks again for trusting us with [specific job]. If you have a minute, an honest review helps other [island or town] folks decide who to call: [review link]. However it reads, we're grateful. Mahalo.

Worksheet 5 – Monthly Tracking Log

Fill one row at the end of every month, at the same time, from the same sources — the habit matters more than the precision. Booked jobs is the column that pays your bills, so record it even on months you'd rather not. Keep this log for a full year before you judge the program.

MONTH	PROFILE CALLS	WEBSITE CALLS	FORM FILLS	BOOKED JOBS	NOTES – WHAT CHANGED THIS MONTH

What good movement looks like

Read the direction across several rows, never the gap between two. A single flat month says almost nothing; a run of rows that drift the same way says plenty. Compare a month to the same month last year rather than the one before it, because Hawaii demand moves with seasons, visitor patterns, and weather that have nothing to do with your website. Watch the right-hand columns hardest — calls and form fills that never become booked jobs point at your intake or your pricing, not your SEO. And write the notes column faithfully: six months from now, the reason a row jumped will be the most valuable thing on this page.

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