TL Tax Local

Your first hour, first day and first week with Tax Local

Go through this guide in order. Every step tells you where to click, how long it takes and how to know it's done. By the end of the week every review on Google has a reply, your profile is complete, and clients are getting your review link.

FIRST HOUR

See it work

Create your login, connect Google, see where you stand and reply to the reviews that are waiting.

FIRST DAY

Fix your profile

Set categories, hours, description and photos, then send your review link and put the QR card on your desk.

FIRST WEEK

Let it run

Track competitors and search rank, post on Google every week, and keep a 10-minute weekly check.

Three things to know before you start

1. **Tax Local changes your Google profile only when you press a button.** That covers posting a reply or a post, saving categories, hours or a description, and adding a photo. The only exception is the automatic thank-you for 5★ reviews, and that stays off until you switch it on.
2. **Nobody can promise you a rank, and we don't.** Google decides which firm shows first. Tax Local helps with the parts you control: a complete profile, steady reviews and replies, fresh posts and photos, and a clear view of where you stand.
3. **Your "before" picture is saved the day you connect Google.** Profile score, reviews, rating and photos change from day one. Calls, views and clicks need a full month, so your first monthly results open about 34 days after you connect.

Tax Local by PracticeGuru · Help: WhatsApp 91366 67325 · practicegurupro@gmail.com
Screenshots show a sample firm with sample reviews.

BEFORE YOU START

Keep these ready

With these at hand, the first hour is about 30 minutes of clicking.

- [ ] The Google account that manages your firm's Google Business Profile, the one you use at business.google.com.
- [ ] Your email and mobile for the login. If you already use OneClick Branding, WebifyTax or Learnings, you already have a login.
- [ ] Your office hours, the holidays you close on, and a few lines on what your firm does. Your website address if you have one.
- [ ] About 10 recent photos of your office, signboard and team, taken on a phone.
- [ ] A list of about 10 clients you have worked with recently, with their WhatsApp numbers.

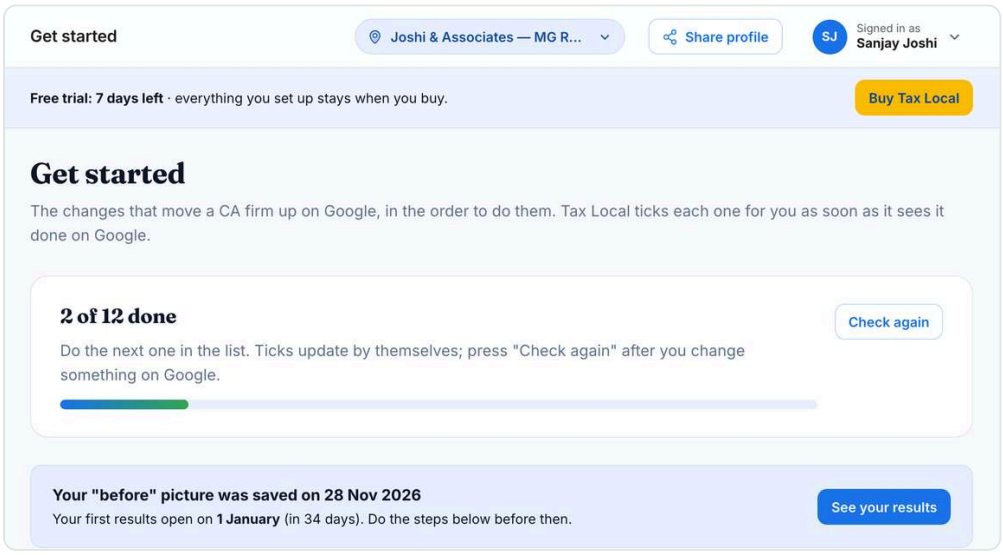
What it costs

Plan	What you get	Price a year
Free trial	Almost everything for 7 days	Free. No card. It starts by itself when you connect Google.
Tax Local	Your main office	₹2,999 + GST
Tax Local Premium	Tax Local plus city map, profile watch, more AI drafts and more	₹4,999 + GST
Extra branch	Each other office of the same firm	₹999 + GST (₹1,499 with Premium)

There are no other charges. When the trial ends, the features lock but nothing is deleted: your replies on Google stay, and your settings, "before" picture and checklist wait for you. Buying switches everything back on.

Your Get started list

Once Google is connected, Tax Local opens **Get started**: 12 changes in the order to make them, grouped as Day 1, Week 1 and Weeks 2 to 4. Most tick themselves when Tax Local sees the change on Google. This guide follows the same list.



DECIDE FIRST

Which profile is your main office?

Tax Local works for one main profile: the first one you use it with. Changing it later needs a WhatsApp message to us (once a month at most), and your "before" picture starts again. So pick it before you connect.

One office

Your firm has one Google profile

- Connect the Google account that manages it.
- Tax Local picks it as your main office.
- Everything in this guide is for that office.

Cost: ₹2,999 + GST a year after the trial.

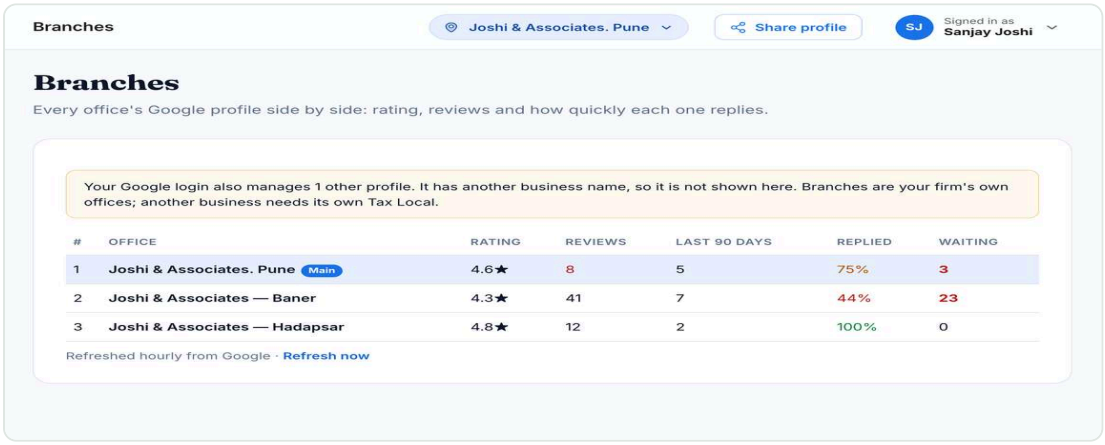
More than one office

Your Google login manages several profiles

- Tax Local asks you to choose one. Choose the office that brings the most work.
- Other offices with the same firm name show on **Branches**. Add each one for ₹999 + GST a year (₹1,499 with Premium).
- A profile with another business name needs its own Tax Local.

Each added branch gets its own reviews, alerts, posts, photos, Competitors and Search rank. You switch with the office button at the top.

Use the right Google account. Sign in with the Google account you use at business.google.com for your firm. If a staff member or an outside agency set up the profile, use the account that manages it.



The Branches page shows every office side by side: rating, reviews and how many wait for a reply.

FIRST HOUR

See it work

By the end of this hour Google is connected, your free trial is running and the reviews that were waiting have replies.

1 Create your free login

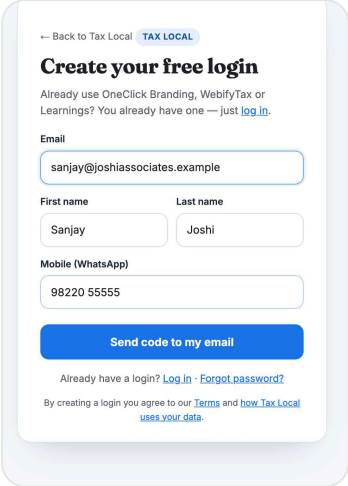
3 min

Go to **practiceguru.pro/taxlocal** and press **Create your free login**

Enter your email, first and last name and mobile (WhatsApp), then press **Send code to my email**.

Type the 6-digit code from the email, choose a password of at least 8 characters and press **Create my login**.

Already use OneClick Branding, WebifyTax or Learnings? Skip this. Log in with the same username or email and password.



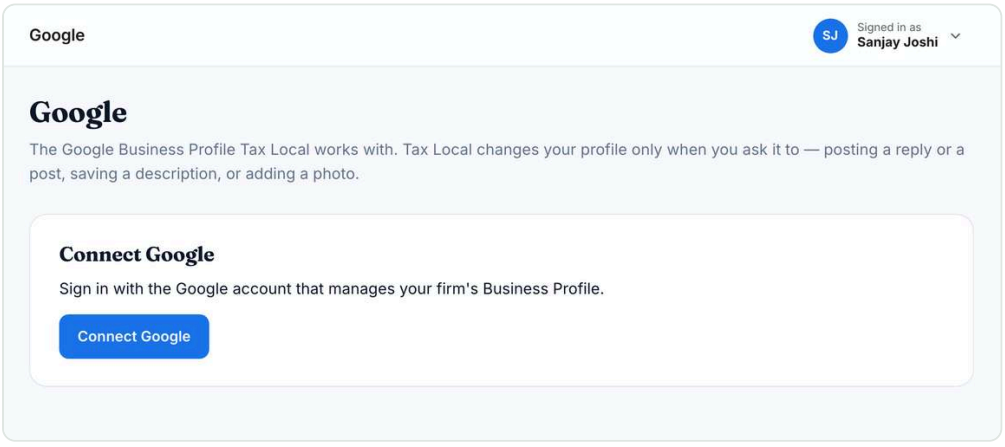
- [ ] You're inside Tax Local, on the Overview page.

2 Connect Google

2 min

Menu: **Account → Google → Connect Google**

Sign in with your firm's Google account and allow access. If that account manages more than one profile, choose your main office (see "Decide first"). Your 7-day free trial starts now, and Tax Local saves your "before" picture.



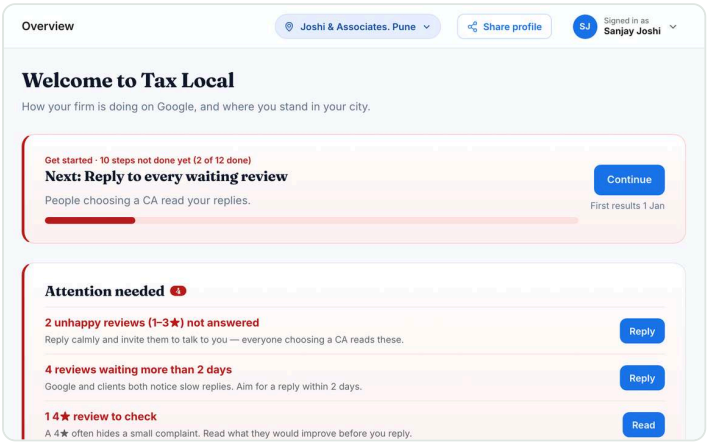
- [ ] The Google page says **Google connected**, and the bar at the top says "Free trial: 7 days left".

3 See where you stand

5 min

Menu: **Overview**

- **Attention needed:** the few things that need you today, like unhappy reviews without a reply or missing office hours. Each one has a button that takes you to the fix.
- **Google strength:** one score out of 100 and the fixes worth the most points.
- **Your Google numbers:** profile views, calls, website clicks and direction requests, for 7, 28 or 90 days. Google sends these 2 to 3 days late.



- [ ] You know your Google strength score and what Attention needed asks you to do.

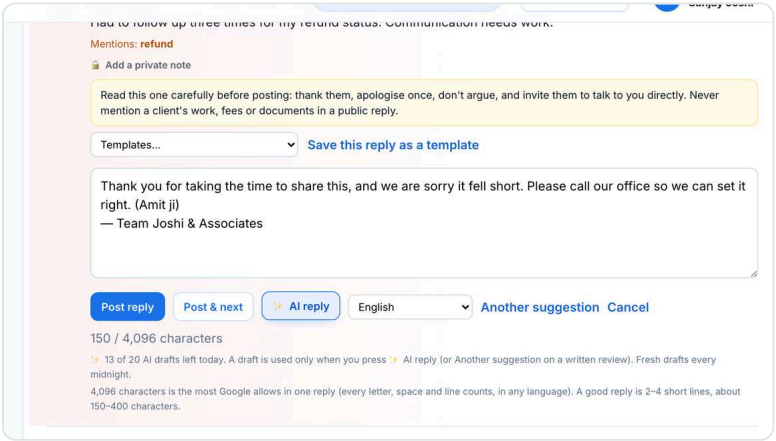
4 Reply to every waiting review

15 min

Menu: **Reviews** → **Reviews** (Get started: **Reply now**)

1. Open **Reply settings** once: your sign-off, reply language and tone.
2. Unhappy clients come first. Press **Reply**, then ✨ **AI reply** for a draft, or pick one of the **Templates**.
3. Read and edit the draft, then press **Post reply** (or **Post & next**).

Replies are public under your firm's name. If a reply seems to contain a client detail (PAN, GSTIN, mobile, an amount), Tax Local asks before posting. In the trial you get 3 AI drafts a day; with Tax Local, 20 a day for each office. You can always type a reply yourself.



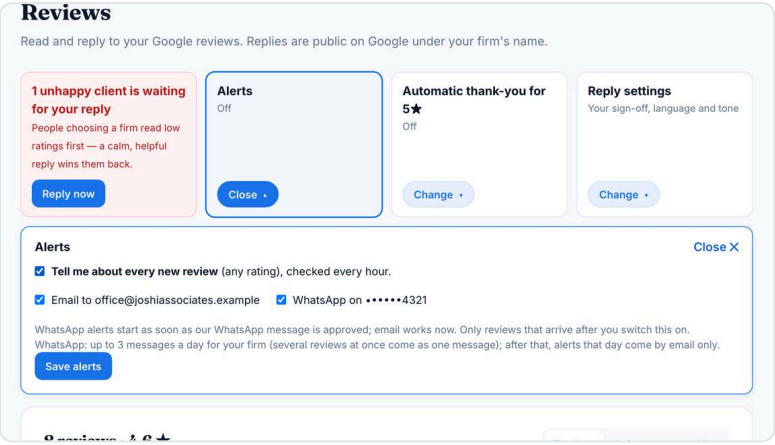
- [ ] The **To do** tab on Reviews is empty, and "Reply to every waiting review" is ticked on Get started.

5 Switch on new-review alerts

1 min

Menu: **Reviews** → **Reviews**, the **Alerts** box

Tick **Tell me about every new review** and **Email**, then press **Save alerts**. Tax Local checks every hour and emails you about each new review, so none waits weeks for a reply. WhatsApp alerts are coming soon; the switch is already there.



- [ ] The Alerts box says **On for every new review**.

Automatic thank-you for 5★: once you buy Tax Local, you can let it reply to new 5★ reviews within an hour, thanking each client for what they wrote. Low ratings are never answered on their own; you always read those yourself.

End of the first hour: check these

- [ ] Login created, Google connected, free trial running
- [ ] Google strength score and Attention needed read
- [ ] Every waiting review has a reply
- [ ] Email alerts on for every new review

FIRST DAY Fix your profile, ask for reviews

By the end of the day your Google profile is complete and your first clients have your review link.

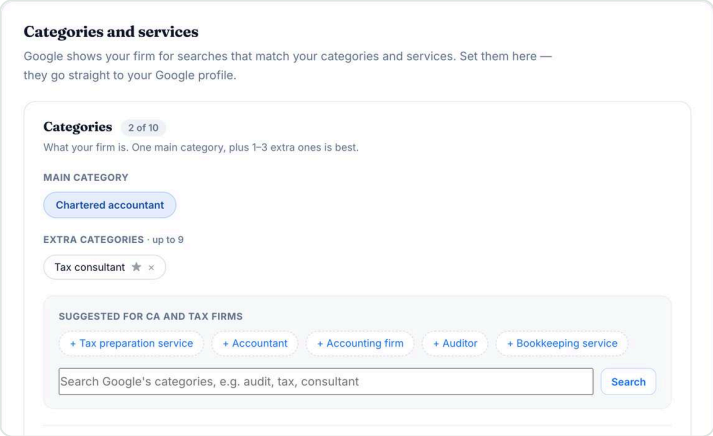
6 Set your categories and services

10 min

Menu: **Your profile → Google strength → Categories and services**

- **Categories:** one main category (for most firms "Chartered accountant" or "Tax Advisor") and 1 to 3 extra ones from the suggestions. Press **Save categories to Google**.
- **Services:** tap the common CA services you offer, or type your own. Press **Save services to Google**.

Google checks every change, so it can show as "pending review" for up to a day. Change the main category only if the current one is wrong, because Google may check your whole profile again.



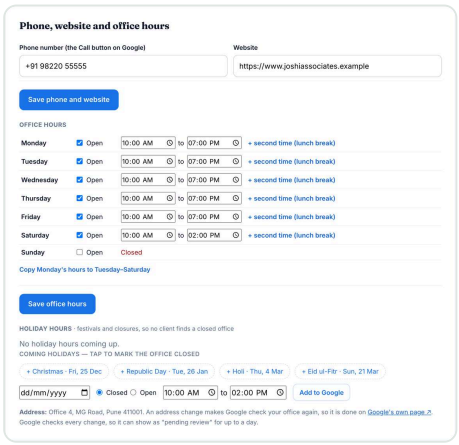
- [ ] "Main category + 1–3 extra categories" is ticked on Get started.

7 Phone, website, office hours and holidays

10 min

Menu: **Google strength → Phone, website and office hours**

1. Type the phone (a 10-digit mobile, or a landline with its STD code; we add +91) and website. Press **Save phone and website**.
2. Tick the days you're open and set the times. Add a second time for a lunch break. **Copy Monday's hours** fills Tuesday to Saturday. Press **Save office hours**.
3. Under **Holiday hours**, tap a coming festival to mark the office closed, or pick any date, then press **Add to Google**.



Your address is the only thing you change on Google's own page, because Google checks the office again after an address change.

- [ ] "Phone, website, address and office hours" is ticked on Get started.

8 Write a full description

5 min

Menu: **Google strength → Profile description → Write it for me with AI**

Write a line or two under **What your firm does**, add your website if you have one, pick the language and press **Write a draft**. Read and edit it, then press **Save to Google**. Aim for 250 characters or more; Google allows up to 750, with no phone numbers or links.

- [ ] "A full description (250+ characters)" is ticked on Get started.

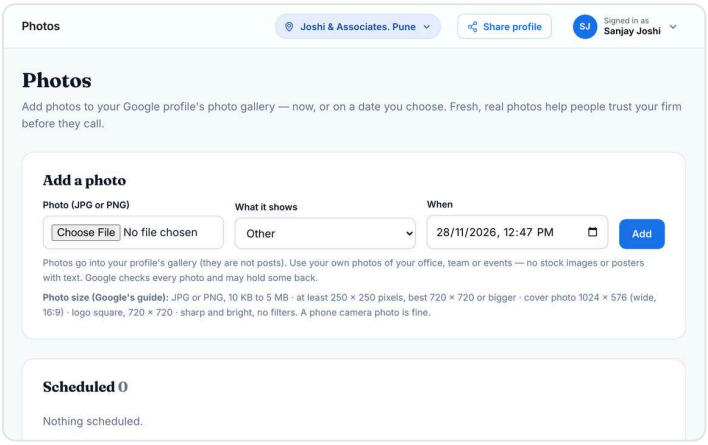
9 Add 10 or more photos

10 min

Menu: **Your profile → Photos**

Choose a photo, say what it shows (office, team, signboard and so on), pick when it should go up and press **Add**. Use your own sharp, bright photos with no filters or text. A normal phone photo is fine: JPG or PNG, 10 KB to 5 MB, at least 250 × 250 pixels.

Spread them out: a new photo each month also counts towards your Google strength score.



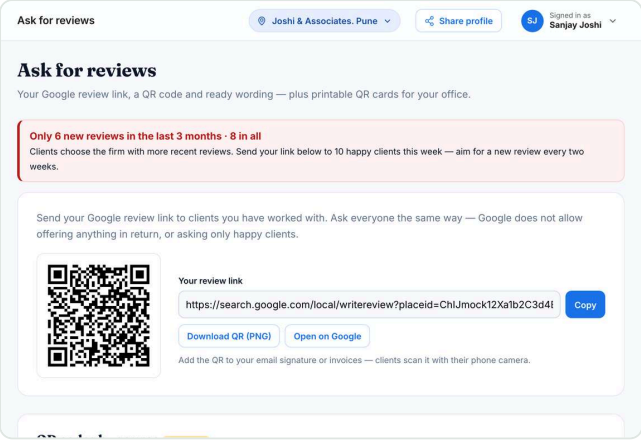
- [ ] "10 or more photos" is ticked on Get started.

10 Send your review link to 10 clients

15 min

Menu: **Reviews → Ask for reviews**

Press the **WhatsApp** button. WhatsApp opens with the message ready; pick the client and send. Do this for about 10 clients you have worked with recently. Google doesn't allow offering anything in return, or asking only happy clients, so ask everyone the same way.



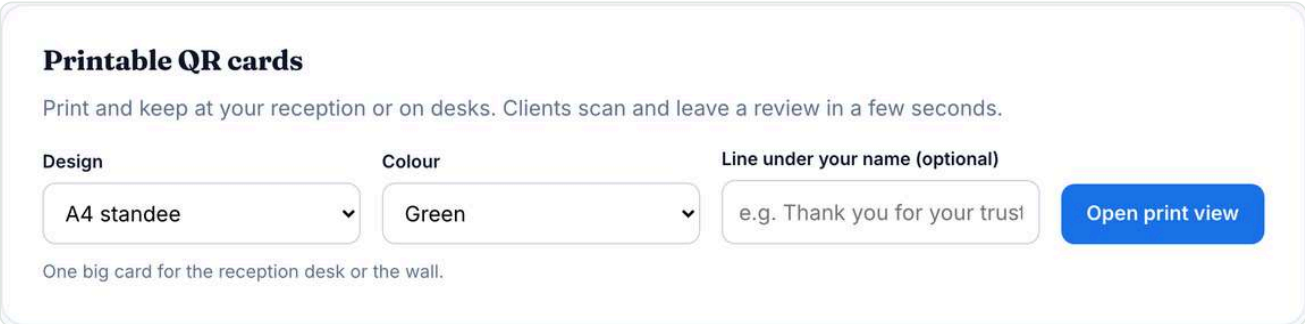
- [ ] You've sent it to 10 clients and pressed ✓ **Mark as done** on Get started. Tax Local can't see WhatsApp, so you tick this one yourself.

11 Put the review QR card on your desk

10 min

Menu: **Ask for reviews → Printable QR cards**

Pick a design (an A4 standee for reception, desk cards that you cut into four, or a table tent that stands when folded) and a colour, then press **Open print view** and print. Clients waiting at your office scan it with their phone camera and review you in about 30 seconds.



- [ ] The card is on your desk, and you've pressed ✓ **Mark as done** on Get started.

End of the first day: check these

- [ ] Main category, 1 to 3 extra categories and your services saved
- [ ] Phone, website, office hours and coming holidays saved
- [ ] Description of 250+ characters saved
- [ ] Photos added (10 or more, or some now and more on later dates)
- [ ] Review link sent to 10 clients and the QR card printed

FIRST WEEK

Let it run

By the end of the week you know where you rank, Google sees a fresh post from you, and you have a weekly routine.

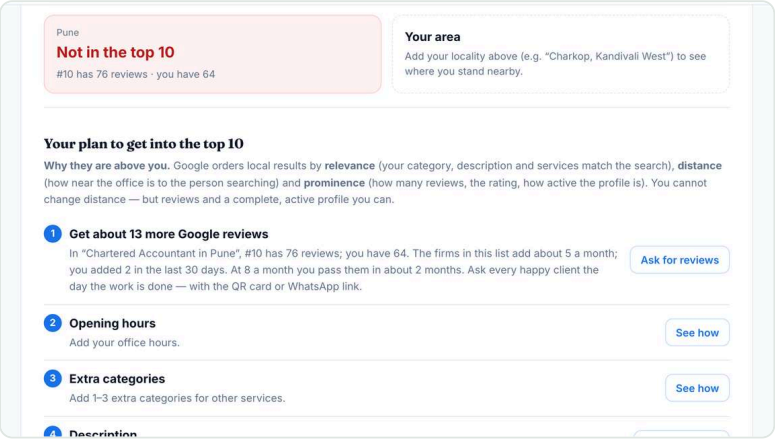
12 Set your city and see your competitors

Day 2 · 10 min

Menu: **Results → Competitors**

Check your city, add your area (for example "MG Road") and how you want to be searched (for example "Chartered Accountant"), then press **Show my competitors**. You see the top 10 firms for that search, where you stand, and a plan to get into the top 10.

Each office gets 5 Google searches a calendar month: a city change uses 1 and an area change uses 1. Results refresh by themselves on the 2nd of every month. In the free trial you get 1 search, for your city.



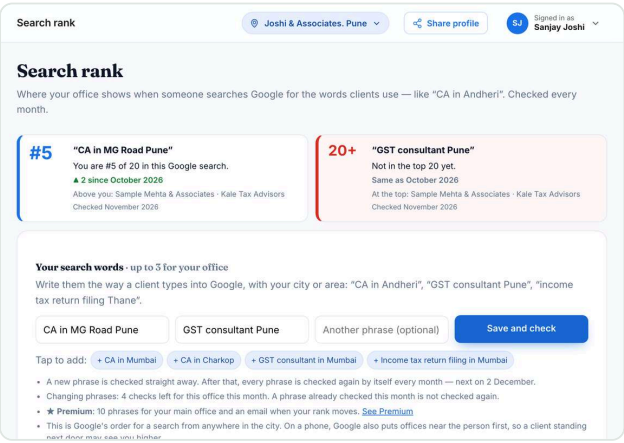
- [ ] "Set your city to track competitors" is ticked on Get started.

13 Track the words clients search

Day 2 · 5 min

Menu: **Results → Search rank**

Type up to 3 phrases the way a client searches, with your service and area: "CA in Andheri", "GST consultant Pune". Press **Check my rank**. A new phrase is checked straight away, then again early every month (only once in the free trial). "20+" means you're not in Google's first 20 for it yet.



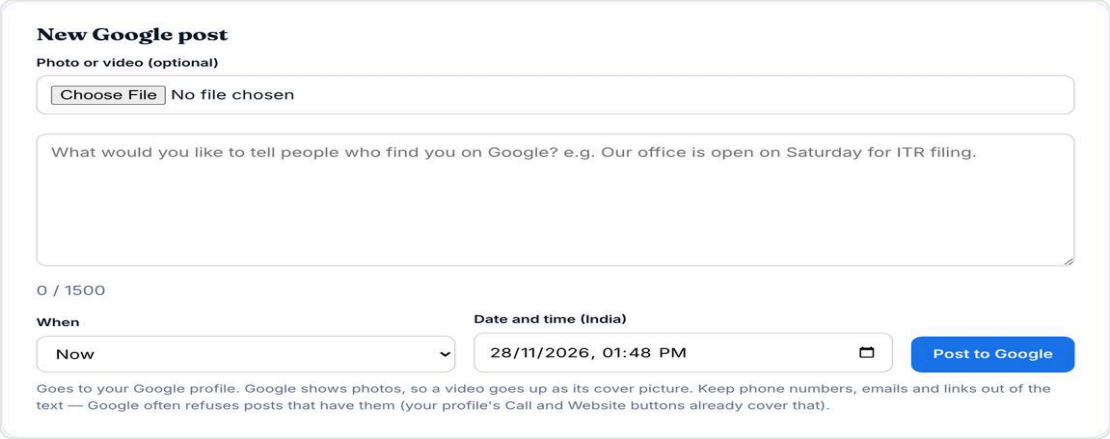
- [ ] Your phrases show a rank, like #5 or 20+.

14 Make your first Google post

Day 3 · 5 min

Menu: **Posts** → **New Google post**

Add a photo or video if you like, write a short update (a due date, your Saturday hours, a common question) and press **Post to Google**, or choose a date and time. Keep phone numbers, emails and links out of the text: Google often refuses posts with them, and your Call and Website buttons already cover that.



- [ ] The post shows under **Last 60 days**. Post once a week: "4 Google posts (one a week)" ticks after the fourth.

15 Add the review link to your signature and invoices

Day 4 · 10 min

Menu: **Ask for reviews**, then **Copy** or **Download QR (PNG)**

Paste the review link into your email signature, and put the QR picture on your invoice template. The downloaded QR shows your firm's name above it and "Scan to review us on Google" below it. Then every bill and email you send carries the link. Press ✓ **Mark as done** on Get started.

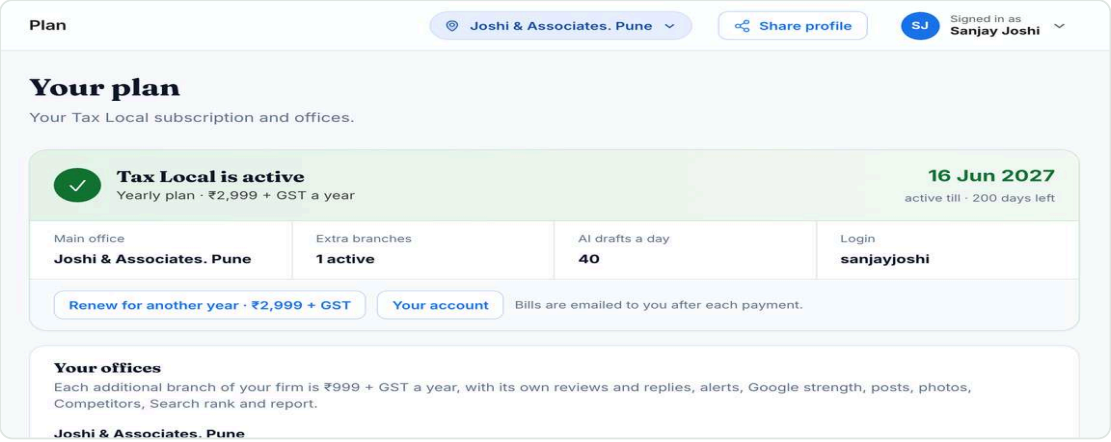
- [ ] "Add the review link to your email signature and invoices" is ticked.

16 Buy before the trial ends

Day 6 or 7 · 3 min

The yellow **Buy Tax Local** button at the top, or **Plan** in your profile menu

Pay online on the Plan page, or by UPI or QR on WhatsApp. Tax Local switches on within a few minutes and your GST bill is emailed to you. Everything you set up in the trial stays. With the plan you also get the automatic 5★ thank-you, the monthly PDF report, monthly competitor searches for your area, and your month 1, 2 and 3 results.



- [ ] The Plan page says **Tax Local is active**, with the date it runs to.

When you're ready

Page	What it does
Your results	Where your firm stood the day you connected Google next to where it stands now. Month 1 opens about 34 days after you connect, then months 2, 3, 6 and year 1. Download it as a PDF.
Monthly report	Views, calls, reviews and city rank compared with the month before. Save it as a PDF for your partners.
Review health	Your reviews over 12 months: rating, how fast you reply and the words clients use.
Branches	Every office side by side. Add a branch from the Plan page for ₹999 + GST a year.
Premium ★	City map from 9 places around your office, a daily profile watch with an email when anything changes, 10 search phrases, 50 AI drafts a day, AI drafts for all waiting reviews in one go, and more. ₹4,999 + GST a year.

Your 10-minute weekly check (every Monday)

1. **Overview:** anything under Attention needed.
2. **Reviews:** reply to every new review in the To do tab.
3. **Posts:** one Google post for the week, or check the one you scheduled.
4. **Ask for reviews:** send the WhatsApp link to two or three clients you served last week.
5. **Get started:** press **Check again** and do the next unticked step.

QUICK HELP

If this happens

If this happens	Do this
It says my Google connection expired	Google sometimes stops accepting an old connection. Open **Google** and press **Connect Google** again. It takes a few seconds.
One of my profiles is missing	Branches are your firm's own offices, with the same firm name as your main profile. A profile with another business name needs its own Tax Local.
Google refused my post	Most often the text has a phone number, email or link in it. Remove them and post again.
My post doesn't show on Google	Google doesn't show posts for a listing that isn't verified yet. Finish Google's verification first.
A step on Get started isn't ticked	Press **Check again**; Google can take a few minutes to show a change. For the three steps Tax Local can't see (review link, QR card, signature), press ✓ **Mark as done**.
My change says "pending review" on Google	Google checks every change to categories, hours and contact details. It can take up to a day.
No AI drafts left today	You get 20 a day for each office (3 in the free trial, 50 with Premium). They start again at midnight. You can still type or edit replies yourself.
I want a different main profile	WhatsApp us and we change it, once a month at most. Your "before" picture starts again for the new profile.

Still stuck?

On any page, the **Help** button at the bottom right explains that page. The **Help** menu has answers for the whole product.

WhatsApp us on **91366 67325** or write to practicegurupro@gmail.com.