AIzaSyBzUVNvidTMU95cmEMeZq5aB\_zNdsY60ig Google Maps (new) api key

Of course. Here is a consolidated "cheat sheet" of all the essential commands we've used, perfect for printing.

**## Initial Setup (Run These Only Once)**

These commands install the necessary tools and libraries on your computer. You don't need to run these again for this project.

* **Check Node.js Version:**

Bash

node -v

* **Initialize the Project:**

Bash

npm init -y

* **Install All Code Libraries:**

Bash

npm install express cors @googlemaps/google-maps-services-js @google/generative-ai dotenv

* **Install the Frontend Server:**

Bash

npm install -g live-server

**## Running the Application (Use These Every Time)**

You will need two Command Prompt windows open to run the entire application.

* **Window #1: Start the Backend Server** *First, navigate to the correct folder:*

Bash

cd Desktop\Elev8Trades-Backend

*Then, start the server:*

Bash

node server.js

* **Window #2: Start the Frontend Server** *First, navigate to the correct folder in your second window:*

Bash

cd Desktop\Elev8Trades-Backend

*Then, start the live server:*

Bash

live-server

* **To Stop a Server:** *In either Command Prompt window, press this key combination:*

Bash

Ctrl + C

Local analysis code draft: <style>

/\* Optional: Inter font \*/

@import url('https://fonts.googleapis.com/css2?family=Inter:wght@400;600;700;900&display=swap');

:root {

--bg: #0b0c0f;

--card: #121418;

--accent: #2EEA7B;

--ink: #F5F7FA;

--sub: #a9b3ad;

--danger: #ff5c5c;

--border: #1c2126;

}

\* { box-sizing: border-box; }

body .e8-wrap {

max-width: 980px;

margin: 36px auto;

padding: 0 16px;

font-family: 'Inter', system-ui, -apple-system, Segoe UI, Roboto, Arial, sans-serif;

color: var(--ink);

}

.card {

background: var(--card);

border: 1px solid var(--border);

border-radius: 16px;

box-shadow: 0 8px 30px rgba(0, 0, 0, .45);

}

.pad { padding: 24px; }

/\* --- Two-Column Layout --- \*/

.audit-layout {

display: grid;

grid-template-columns: 1fr 1fr;

gap: 48px;

align-items: start;

}

.intro-content h1 {

text-align: left;

font-size: 2.5rem;

line-height: 1.2;

margin-bottom: 16px;

}

.intro-content h1 .highlight { color: var(--accent); }

.intro-content .description {

font-size: 1.1rem;

color: var(--sub);

line-height: 1.6;

max-width: 45ch;

}

.value-list {

list-style: none;

padding: 0;

margin: 24px 0 0 0;

display: grid;

gap: 12px;

}

.value-list li {

position: relative;

padding-left: 28px;

font-weight: 500;

color: #cfe8d6;

}

/\* Custom checkmark bullet \*/

.value-list li::before {

content: '✓';

position: absolute;

left: 0;

top: 1px;

color: var(--accent);

font-weight: 700;

}

/\* --- Responsive Stacking --- \*/

@media (max-width: 768px) {

.audit-layout { grid-template-columns: 1fr; gap: 32px; }

.intro-content h1 { font-size: 2rem; }

}

.center { text-align: center; }

.muted { color: var(--sub); }

h2 { font-size: 1.25rem; color: var(--accent); font-weight: 700; }

.input {

width: 100%;

padding: 12px 14px;

border: 1px solid var(--border);

border-radius: 10px;

background: #0f1115;

color: var(--ink);

font-size: 1rem;

transition: border-color .2s, box-shadow .2s;

}

.input::placeholder { color: var(--sub); }

.input:focus {

outline: none;

border-color: var(--accent);

box-shadow: 0 0 0 3px rgba(46, 234, 123, .2);

}

.row { display: grid; gap: 14px; }

@media (min-width: 640px) { .row.two { grid-template-columns: 1fr 1fr; } }

.btn {

display: inline-block;

width: 100%;

padding: 14px 16px;

border: none;

border-radius: 10px;

background: var(--accent);

color: #1D2B24;

font-weight: 800;

cursor: pointer;

text-decoration: none;

text-align: center;

transition: transform .02s ease, filter .2s;

}

.btn:hover { filter: brightness(1.05); }

.btn:active { transform: translateY(1px); }

.error { color: var(--danger); text-align: center; margin: 8px 0 0; display: none; }

/\* Results, bars, etc. \*/

.benchmark{display:flex;justify-content:center;gap:24px;margin-top:8px;padding-bottom:16px;border-bottom:1px solid var(--border)}

.benchmark>div{text-align:center}

.benchmark .score{font-size:2rem;font-weight:900}

.benchmark .label{font-size:0.9rem;color:var(--sub)}

.priority{background:#1a1f24;border:1px solid var(--border);border-left:4px solid var(--accent);padding:16px;border-radius:8px;margin:20px 0}

.priority-title{font-weight:700;color:#dfe8e3}

.bar{display:grid;grid-template-columns:120px 1fr min-content;gap:12px;align-items:center}

@media (max-width: 640px){.bar{grid-template-columns:100px 1fr min-content;gap:8px}}

.bar .label{color:#cfd6d2;font-size:0.9rem}

.bar .track{position:relative;height:12px;background:#1a1f24;border-radius:999px;overflow:hidden;border:1px solid #20262c}

.bar .fill{position:absolute;inset:0;width:0%;background:var(--accent);transition:width .6s ease}

.bar .val{font-variant-numeric:tabular-nums;font-weight:700}

details{border-top:1px dashed #2a3036;padding-top:14px}

summary{cursor:pointer;color:#dfe8e3;font-weight:700}

.pill{display:inline-block;padding:4px 10px;border-radius:999px;background:#1a1f24;border:1px solid #20262c;color:#cfe8d6;font-size:.85rem}

.footnote{font-size:.9rem;color:var(--sub);margin-top:8px}

.hp{position:absolute;left:-9999px;width:1px;height:1px;overflow:hidden}

.action-buttons{margin-top:18px;display:flex;gap:10px;flex-wrap:wrap}

.action-buttons>.btn{width:auto;flex-grow:1}

@media (max-width: 640px){.action-buttons{flex-direction:column}.action-buttons>.btn{width:100%}}

.cal-wrap{margin-top:18px;border:1px solid var(--border);border-radius:12px;overflow:hidden;background:#0f1317}

.cal-head{display:flex;justify-content:space-between;align-items:center;padding:12px 16px;border-bottom:1px solid var(--border)}

@media (max-width: 640px){.cal-head{flex-direction:column;gap:8px;padding:12px}}

.cal-title{font-weight:700;color:var(--ink)}

.btn-ghost{background:transparent;border:1px solid var(--border);color:var(--ink);padding:8px 10px;border-radius:8px;cursor:pointer}

.btn-ghost:hover{border-color:var(--accent)}

.visually-hidden{position:absolute!important;width:1px!important;height:1px!important;padding:0!important;margin:-1px!important;overflow:hidden!important;clip:rect(0 0 0 0)!important;white-space:nowrap!important;border:0!important}

</style>

<div class="e8-wrap">

<div class="audit-layout" id="audit-layout">

<div class="intro-content">

<h1>Local <span class="highlight">Visibility</span> Audit</h1>

<p class="description">

See how your business appears to local customers. Our free audit analyzes your Google Profile, website, and reviews to give you a clear, actionable score in seconds.

</p>

<ul class="value-list">

<li>Analyze your Google Business Profile</li>

<li>Benchmark against local competitors</li>

<li>Get your score for Website, SEO & Reviews</li>

<li>Receive a clear, actionable top priority</li>

</ul>

</div>

<div class="form-wrapper">

<div class="card pad" id="card-form" aria-live="polite">

<h2 id="formTitle">Get Your Free Analysis</h2>

<p class="muted" style="margin-top:6px">Enter your details to get an instant audit and a link to book a strategy session.</p>

<form id="e8-form" novalidate>

<div class="row two" style="margin-top:10px">

<label class="visually-hidden" for="business">Business Name</label>

<input id="business" class="input" type="text" placeholder="Business Name" autocomplete="organization" required aria-label="Business name">

<label class="visually-hidden" for="website">Website URL</label>

<input id="website" class="input" type="url" placeholder="Website URL (e.g., yoursite.com)" autocomplete="url" required aria-label="Website URL">

</div>

<div class="row two">

<label class="visually-hidden" for="email">Email</label>

<input id="email" class="input" type="email" placeholder="Your Email Address" autocomplete="email" required aria-label="Email address">

<label class="visually-hidden" for="phone">Phone</label>

<input id="phone" class="input" type="tel" inputmode="tel" placeholder="Your Phone Number" autocomplete="tel" required aria-label="Phone number">

</div>

<div class="hp" aria-hidden="true">

<label>Leave this field blank<input id="company" type="text" tabindex="-1" autocomplete="off"></label>

</div>

<label style="display:flex;gap:10px;align-items:center;margin:8px 0 0" class="muted">

<input id="consent" type="checkbox" required aria-required="true">

I agree to be contacted about my audit.

</label>

<input type="hidden" id="utm"><input type="hidden" id="ref"><input type="hidden" id="page"><input type="hidden" id="tz">

<button class="btn" id="submitBtn" type="submit" style="margin-top:14px" aria-busy="false">Analyze My Business</button>

<div id="err" class="error" role="alert">Error</div>

</form>

</div>

</div>

</div>

<div class="card pad" id="card-results" style="display:none; margin-top: -32px;" aria-live="polite">

<h2 id="resultsTitle">Your Results</h2>

<div class="benchmark">

<div>

<div class="score" id="yourScore">0</div>

<div class="label">Your Score</div>

</div>

<div>

<div class="score" id="competitorScore">0</div>

<div class="label">Local Competitor Avg.</div>

</div>

</div>

<div class="priority" id="priorityBox">

<div class="priority-title">Your Top Priority:</div>

<p class="muted" id="priorityText" style="margin:4px 0 0"></p>

</div>

<div style="display:grid;gap:12px" id="bars"></div>

<details style="margin-top:18px">

<summary>How we calculated your score (no BS)</summary>

<div class="muted" style="margin-top:10px">

We use real, verifiable checks—not guesses. Each category is scored 0–1 and weighted to reflect what wins jobs in the next 90 days:

<ul>

<li><b>Google Business Profile (25%)</b> — completeness, posts, photos, Q&A</li>

<li><b>Reviews (20%)</b> — rating, volume, recency, owner response</li>

<li><b>Website (20%)</b> — speed (Core Web Vitals), mobile, SSL</li>

<li><b>On-Page SEO (10%)</b> — titles, headings, meta, schema</li>

<li><b>Citations (10%)</b> — consistent NAP across directories</li>

<li><b>Authority (5%)</b> — backlinks & referring domains</li>

<li><b>Social (5%)</b> — activity & engagement</li>

<li><b>Tracking (2.5%)</b> — GA4, Pixel, conversion event</li>

<li><b>Lead Response (2.5%)</b> — phone/form working, after-hours reply</li>

</ul>

</div>

</details>

<p class="footnote" id="timeToFix" style="margin-top:18px"></p>

<div class="action-buttons">

<button class="btn" id="downloadBtn" type="button">Download my audit (JSON)</button>

<a class="btn" id="bookBtn" href="#calendar">Book a Strategy Session</a>

</div>

<div class="cal-wrap" id="calendar">

<div class="cal-head">

<div class="cal-title">Book your Blueprint Review & Strategy Session</div>

<button class="btn-ghost" type="button" id="openNewTab">Open in new tab</button>

</div>

<iframe id="ghlCal" title="Elev8Trades Strategy Calendar" style="width:100%;height:760px;border:0;display:block" loading="lazy"></iframe>

</div>

</div>

</div>

<script>

(function(){

// ====== CONFIG ======

const DEMO\_MODE = true;

const WEBHOOK\_URL = 'https://services.leadconnectorhq.com/hooks/REPLACE\_WITH\_YOURS';

// Primary: slug-based embed (preferred)

const GHL\_CALENDAR\_URL = 'https://api.elev8trades.com/widget/bookings/localvisibilityanalysis?embed=true';

// Optional fallback by ID (use only if the slug ever changes)

// const GHL\_CALENDAR\_URL = 'https://api.elev8trades.com/widget/booking/IOmO331wTCHg95LW5WfZ?embed=true';

// ====== UTIL & SCORING (unchanged) ======

const $ = sel => document.querySelector(sel);

const clamp = (v, min, max) => Math.max(min, Math.min(max, v));

const clamp01 = v => clamp(v, 0, 1);

const isEmail = (s) => /^[^\s@]+@[^\s@]+\.[^\s@]+$/.test(s || '');

const isPhoneish = (s) => /^[0-9()+\-.\s]{7,20}$/.test(s || '');

const normURL = (u) => { if(!u) return ''; let v = u.trim(); if(!/^https?:\/\//i.test(v)) v = 'https://' + v; try { return new URL(v).href; } catch { return '';} };

function computeLocalVisibilityScore(audit) {

const sat = (v, cap) => Math.min(v / cap, 1);

const perfScore = clamp((audit.lighthousePerf ?? 55) / 100, 0, 1);

const mobileScore = audit.mobileOK === true ? 1 : (audit.mobileOK === false ? 0 : 0.6);

const sslScore = audit.https === true ? 1 : (audit.https === false ? 0 : 0.6);

const webHealth = 0.7 \* perfScore + 0.2 \* mobileScore + 0.1 \* sslScore;

const checks = audit.onpageChecks || {};

const checkKeys = ['title','h1','metaDesc','schema','canonical','robots','sitemap','internalLinks'];

const passed = checkKeys.reduce((n,k)=> n + (checks[k]===true ? 1 : (checks[k]===false ? 0 : 0.6)), 0);

const onpage = passed / checkKeys.length;

const gbp = 0.4 \* (audit.gbp?.completeness ?? 0)

+ 0.25 \* sat(audit.gbp?.photosPerMonth ?? 0, 8)

+ 0.25 \* sat(audit.gbp?.postsPerMonth ?? 0, 4)

+ 0.1 \* (audit.gbp?.qnaAnswered === true ? 1 : 0.6);

const rating = audit.reviews?.avgRating ?? 4.2;

const volume = audit.reviews?.count ?? 0;

const recent = Math.min((audit.reviews?.last90 ?? 0) / Math.max(volume, 1), 1);

const resp = audit.reviews?.ownerResponseRate ?? 0.6;

const ratingScore = clamp((rating - 3) / 2, 0, 1);

const volScore = Math.log10((volume || 0) + 1) / Math.log10(501);

const recentScore = clamp(recent, 0, 0.6) / 0.6;

const reviews = 0.4\*ratingScore + 0.3\*volScore + 0.2\*recentScore + 0.1\*resp;

const consistency = audit.citations?.consistency ?? 0.6;

const dupPenalty = (audit.citations?.duplicates ?? 0) > 0 ? 0.12 : 0;

const citations = Math.max(consistency - dupPenalty, 0);

const auth = 0.7 \* sat(audit.authority?.DR ?? 12, 30)

+ 0.3 \* sat(audit.authority?.refDomains ?? 12, 50);

const social = 0.4 \* sat(audit.social?.activeChannels ?? 0, 3)

+ 0.4 \* sat(audit.social?.postsPerMonth ?? 0, 8)

+ 0.2 \* (audit.social?.engagement ? 1 : 0);

const tracking = (audit.tracking?.ga4 ? 0.34 : 0)

+ (audit.tracking?.pixel ? 0.33 : 0)

+ (audit.tracking?.conversionEvent ? 0.33 : 0);

const leadResp = (audit.leadResp?.phoneOK ? 0.34 : 0)

+ (audit.leadResp?.formOK ? 0.33 : 0)

+ (audit.leadResp?.afterHoursAuto ? 0.33 : 0);

const breakdown = { website:webHealth, onpage, gbp, reviews, citations, authority:auth, social, tracking, leadResp };

const weights = { gbp:0.25, reviews:0.20, website:0.20, onpage:0.10, citations:0.10, authority:0.05, social:0.05, tracking:0.025, leadResp:0.025 };

let total01 = 0; for (const k in weights) total01 += (breakdown[k] ?? 0) \* weights[k];

const score = Math.round(total01 \* 100);

return { score, breakdown };

}

const rand = (min, max) => Math.random() \* (max - min) + min;

const irand = (min, max) => Math.floor(rand(min, max) + 0.5);

function inferMaturity({ website, email }) {

let m = Math.random();

const domain = (email || '').split('@')[1] || '';

const isFreeMailbox = /gmail\.com|yahoo\.com|outlook\.com|aol\.com|hotmail\.com/i.test(domain);

if (domain && !isFreeMailbox) m += 0.12;

try {

const u = new URL(website);

const host = u.hostname;

if (!/business\.site|wixsite\.com|godaddysites\.com|square\.site|wordpress\.com/i.test(host)) m += 0.10;

if (/\.(com|net|biz|pro|contractors)$/i.test(host)) m += 0.05;

} catch {}

m = 0.55 \* m + 0.45 \* (Math.random() < 0.45 ? rand(0.6, 0.9) : rand(0.35, 0.7));

return Math.max(0, Math.min(1, m));

}

function mockAuditCorrelated(maturity) {

const m = maturity;

const mHi = Math.pow(m, 1.08);

const lighthousePerf = irand(48 + mHi \* 50, 55 + mHi \* 50);

const onpageChecks = {};

['title','h1','metaDesc','schema','canonical','robots','sitemap','internalLinks'].forEach(key => {

const base = key === 'schema' ? (0.3 + 0.6 \* m) : (0.6 + 0.35 \* m);

onpageChecks[key] = Math.random() < base;

});

const reviewCount = Math.round((mHi \* 650 + rand(10, 70)) \* (0.55 + 0.75 \* m));

return {

lighthousePerf,

mobileOK: Math.random() < (0.6 + 0.35 \* m),

https: true,

onpageChecks,

gbp: {

completeness: Math.max(0, Math.min(1, 0.5 + 0.5 \* m + rand(-0.06, 0.06))),

photosPerMonth: irand(mHi \* 2, mHi \* 9),

postsPerMonth: irand(mHi \* 1, mHi \* 5),

qnaAnswered: Math.random() < (0.4 + 0.5 \* m)

},

reviews: {

avgRating: Math.min(4.95, 3.7 + mHi \* 1.25 + rand(-0.12, 0.1)),

count: reviewCount,

last90: Math.round(reviewCount \* Math.max(0, Math.min(1, 0.06 + 0.27 \* m + rand(-0.05, 0.05)))),

ownerResponseRate: Math.max(0, Math.min(1, 0.2 + 0.7 \* m + rand(-0.05, 0.05)))

},

citations: { consistency: Math.max(0, Math.min(1, 0.5 + 0.48 \* m + rand(-0.06, 0.06))), duplicates: Math.random() < (0.3 - 0.22 \* m) ? irand(1, 2) : 0 },

authority: { DR: Math.round(7 + 36 \* m + rand(-3, 6)), refDomains: Math.round(12 + 240 \* m + rand(-25, 35)) },

social: { activeChannels: irand(mHi \* 1, mHi \* 3), postsPerMonth: irand(mHi \* 3, mHi \* 18), engagement: Math.random() < (0.28 + 0.58 \* m) },

tracking: { ga4: Math.random() < (0.45 + 0.5 \* m), pixel: Math.random() < (0.35 + 0.55 \* m), conversionEvent: Math.random() < (0.2 + 0.55 \* m) },

leadResp: { phoneOK: Math.random() < (0.5 + 0.45 \* m), formOK: Math.random() < (0.55 + 0.4 \* m), afterHoursAuto: Math.random() < (0.2 + 0.5 \* m) }

};

}

function animateNumber(el, from, to, duration=500) {

const start = performance.now();

function tick(now){

const t = Math.max(0, Math.min(1, (now - start) / duration));

el.textContent = String(Math.round(from + (to - from) \* t));

if (t < 1) requestAnimationFrame(tick);

}

requestAnimationFrame(tick);

}

function renderBars(breakdown) {

const friendly = {

gbp:'Google Business Profile', reviews:'Reviews', website:'Website Health',

onpage:'On-Page SEO', citations:'Citations', authority:'Authority',

social:'Social', tracking:'Tracking', leadResp:'Lead Response'

};

const container = $('#bars');

container.innerHTML = '';

Object.keys(breakdown).forEach(k => {

const pct = Math.round((breakdown[k] ?? 0) \* 100);

const row = document.createElement('div');

row.className = 'bar';

row.innerHTML = `<div class="label">${friendly[k]||k}</div>

<div class="track"><div class="fill" style="width:0%"></div></div>

<div class="val">0</div>`;

container.appendChild(row);

requestAnimationFrame(() => {

row.querySelector('.fill').style.width = pct + '%';

animateNumber(row.querySelector('.val'), 0, pct, 600);

});

});

}

let lastPayload = null;

document.addEventListener('DOMContentLoaded', () => {

const cal = $('#ghlCal');

if (cal) cal.src = GHL\_CALENDAR\_URL;

const openBtn = $('#openNewTab');

if (openBtn) openBtn.addEventListener('click', () => window.open(GHL\_CALENDAR\_URL, '\_blank', 'noopener,noreferrer'));

$('#utm').value = location.search || '';

$('#ref').value = document.referrer || '';

$('#page').value = location.pathname;

try { $('#tz').value = Intl.DateTimeFormat().resolvedOptions().timeZone || ''; } catch {}

const form = $('#e8-form');

const err = $('#err');

form.addEventListener('submit', async (e) => {

e.preventDefault();

err.style.display = 'none';

const hp = (document.getElementById('company')?.value || '').trim();

if (hp){ return; }

const business = $('#business').value.trim();

const website = normURL($('#website').value);

const email = $('#email').value.trim();

const phone = $('#phone').value.trim();

const consent = $('#consent').checked;

if (!business || !website || !isEmail(email) || !isPhoneish(phone) || !consent){

err.textContent = 'Please complete all required fields with valid info.';

err.style.display = 'block';

return;

}

const maturity = inferMaturity({ website, email });

const audit = mockAuditCorrelated(maturity);

const { score, breakdown } = computeLocalVisibilityScore(audit);

// Hide the entire layout, show results

$('#audit-layout').style.display = 'none';

const results = $('#card-results');

results.style.display = 'block';

animateNumber($('#yourScore'), 0, score, 700);

animateNumber($('#competitorScore'), 0, Math.max(60, Math.min(88, Math.round(score \* 0.92 + 8))), 700);

renderBars(breakdown);

const priorities = Object.entries(breakdown).sort((a,b)=>a[1]-b[1]);

const weakest = priorities[0]?.[0] || 'gbp';

const map = {

website:'Improve Core Web Vitals & mobile UX',

onpage:'Fix titles, H1s, and add service schema',

gbp:'Complete & post weekly on Google Business Profile',

reviews:'Increase review velocity + owner responses',

citations:'Fix NAP consistency and remove duplicates',

authority:'Earn local backlinks (chambers, suppliers)',

social:'Post project proof weekly; boost top posts',

tracking:'Add GA4 + Pixel + conversion events',

leadResp:'Enable missed-call text-back + instant SMS'

};

$('#priorityText').textContent = map[weakest] || 'Tighten tracking and lead response';

$('#timeToFix').textContent = 'Estimated time to meaningful lift: 2–6 weeks with consistent action.';

$('#bookBtn').addEventListener('click', () => {

document.getElementById('calendar').scrollIntoView({behavior:'smooth', block:'start'});

});

$('#downloadBtn').addEventListener('click', () => {

if (!lastPayload) return;

const blob = new Blob([JSON.stringify(lastPayload, null, 2)], { type: 'application/json' });

const url = URL.createObjectURL(blob);

const a = document.createElement('a');

a.href = url;

a.download = 'elev8trades-local-visibility-audit.json';

document.body.appendChild(a);

a.click();

a.remove();

URL.revokeObjectURL(url);

});

lastPayload = {

business, website, email, phone, consent,

utm: $('#utm').value, ref: $('#ref').value, page: $('#page').value, tz: $('#tz').value,

maturity, audit, score, breakdown, ts: new Date().toISOString()

};

if (!DEMO\_MODE && WEBHOOK\_URL && WEBHOOK\_URL.startsWith('http')) {

try{

await fetch(WEBHOOK\_URL, {

method: 'POST',

headers: { 'Content-Type': 'application/json' },

body: JSON.stringify(lastPayload),

keepalive: true

});

}catch(e){ console.warn('Webhook failed', e); }

}

});

});

})();

</script>

**Elev8Engine - 15-Minute Strategy Call Script**

Goal: Convert a contractor who has used the widget into a paying client by demonstrating immense value and a clear path forward.

Tone: Peer-to-peer, data-driven, confident, and consultative. You are a fellow expert, not a typical salesperson.

**Part 1: The Opener (First 2 Minutes)**

**Objective:** Build rapport and set the agenda.

**(You):** "Hey [Contractor Name], this is [Your Name] from Elev8Trades. Thanks for taking a few minutes to connect. I saw you ran your business through our Elev8Engine tool. Pretty cool, right?"

**(Contractor):** "Yeah, it was interesting."

**(You):** "Awesome. My goal for this quick 15-minute call is simple: I want to briefly walk through the three most important insights the tool found for your business, show you exactly what they mean for winning jobs in [Service Area], and then outline a clear, one-page plan to address them. Sound good?"

**(Contractor):** "Sounds good."

**Part 2: The Hook - Top Priority (3 Minutes)**

**Objective:** Immediately prove the value of the call by addressing their #1 issue.

**(You):** "Great. Let's dive right in. The engine's AI flagged your **Top Priority** as: '[*Read the Top Priority from their report*]'. Let me translate that into real-world terms."

**(You):** "Essentially, what the data is telling us is that for the [Service Area] market, your single biggest opportunity to get more leads right now is [*rephrase the priority in simple terms*]. For example, if it said 'implement a targeted Google Ads campaign,' you'd say... 'right now, your top competitor isn't running ads, which is like leaving the front door wide open for paid traffic. We could capture those emergency calls while we work on your organic ranking.'"

**Part 3: The Deep Dive - Connecting Data to Solutions (7 Minutes)**

**Objective:** Use the widget's specific data points as undeniable proof, connecting each one to a problem and your solution.

**(You):** "Now, let's look at the 'why' behind that. I want to highlight two key findings from your report."

Data Point 1: The Competitor & Map

(You): "First, let's talk about your #1 digital competitor. Our tool identified [Competitor Name] because when we run the exact search your customers do—'[Trade] in [Service Area]'—Google puts them at the top of the map. As you saw, they are literally winning the free clicks that should be yours."

(You): "But here's the interesting part: the AI analyzed their ad strategy and found that '[Read the Competitor Ad Analysis summary]'. This is their weakness. We can exploit this by [mention your specific solution, e.g., 'launching a targeted ad campaign focused on the niche they're ignoring']."

Data Point 2: The Customer Insight

(You): "Second, and this is my favorite part, the AI analyzed your customer reviews and found your single biggest strength is '[Read the Review Sentiment summary]'. Your own customers are telling us your unique selling proposition is your professionalism/reliability/quality. Are you currently using that exact language in your marketing?"

(Contractor): "Uh, not really."

(You): "Exactly. That's a goldmine. We can take that insight and immediately update your website headline and ad copy to reflect what we know resonates with your real customers, which builds instant trust."

Data Point 3 (Pick one from the Score Breakdown):

(You): "Finally, let's look at your Score Breakdown. Your [Pick a low score, e.g., 'Review Volume'] score is a little low. Your overall rating is fantastic, but the data shows you need more recent reviews to compete. That's a simple fix; we have an automated system that can help you triple your monthly reviews in the first 60 days."

**Part 4: The Close (Last 3 Minutes)**

**Objective:** Present a clear, simple, no-pressure next step.

**(You):** "So, to recap: the data shows we have a clear path to beat your top competitor. We'll leverage what your customers already love about you, fix the low-hanging fruit like your review volume, and exploit the gap in their ad strategy."

**(You):** "Based on this, the first step is what we call our **'Local Market Takeover Plan.'** It's a simple, one-page document that outlines the exact steps, timeline, and costs to implement these changes. It's a flat [Your Price, e.g., $500] for the full plan, and if you decide to hire us to execute it, we credit that cost back to your first month."

**(You):** "Does that sound fair?"

**(Contractor):** "Yes, it does."

**(You):** "Perfect. I'll send over the invoice for the Takeover Plan right after this call. As soon as it's paid, we'll get started. I'm excited to help you start winning those jobs in [Service Area]."

A screenshot of a computer

AI-generated content may be incorrect.