

No Calls/No Value

- What were your expectations?
- Where did that expectation come from?
- In what timeframe do you expect that to happen?
- How have you marketed before? Let's discuss the importance of Google's first page placement.
- Where do you normally get your jobs
- How do you know how your customers are finding you?
- How do your customers find your contact information?
- How many jobs do you need to make our service profitable?
- Have you done SEO in the past?
- When people call, do you ask where they found your contact info?
- What intrigued you to sign up with us?
- Have you seen the website?
- When was the last time someone showed it to you?
- Has anyone shown you the important parts of the website?
- Have you seen your business on Google?
- Do you know how to find your business on Google?
- What kind of advertisement have you done before?
- Are you aware that we submitted your business to over 50 of the leading online directories?
- Do you know the value of having many ways of your business being found on Google?
- How do your customers currently find you?
- Do you know how your competitor got all of these reviews?
- Do you know why your competition wants to be on the first page?
- How far can you travel to offer your service?
- Do you do residential, commercial or both?
- Are you the only one taking phone calls?
- Do you always have your phone with you?
- Do you answer calls while on the job site?
- Do you take calls if you are with a client?
- Are there instances where your phone may be left in your vehicle?
- When was the last time you received a phone call?
- Do you ask your customers how they got your number?
- Do you frequently check your VM?
- Do you work in an area where noise pollution may cause you not to hear your phone?
- In the middle of a job will you take a call?
- When you signed up, how many calls did you expect?
- How did you set up your voicemail?
- What intrigued you to sign up?
- What do you like about the Campaign/Website/etc?
- If I were in your local area, how would I find you?
- How were you advertising before?
- How will you advertise now?
- What worked for you in the past?
- If you were marketing yourself, what would you do differently?
- Is there a specific reason why you wouldn't want to be on Google?
- Did you have an online presence prior to this campaign?
- What are your goals in the next 6-12 months?
- What do you think your competitors are doing for advertising?
- Do you know who your competitors are and where they are placed on Google?

- How will taking your online presence down affect/hurt your business?
- Do you know what your campaign includes/looks like?
- Are you asking customers how/where they found you?
- How do you know where they are finding you?
- Is your VM set up?
- What does your VM sound like?
- Are you returning missed/VM calls?
- Do you work in a good service area?
- What is the best contact method for you during the day?
- Do you text?
- What does 'No Calls' mean to you?
- Do you give estimates? Are your prices competitive to get customers to call back?
- Are you answering only local numbers?
- Can you describe your ideal customer or target audience in detail?
- What specific keywords or search terms do you believe your potential customers use when looking for your services online?
- Have you received any feedback from customers who found your business online but didn't contact you?
- Are there any particular geographic areas or regions where you would like to see an increase in customer inquiries?
- Have you explored any paid advertising options, such as Google Ads or social media advertising, to complement your online presence?
- Can you share any customer testimonials or success stories related to your services?
- Have you considered offering any special promotions or discounts to attract more customers?
- What is your preferred method of communication with potential customers (phone calls, emails, contact forms, etc.)?
- Are there any specific online directories or platforms where you believe your business should have a presence?
- Have you implemented any unique selling points or value propositions in your marketing efforts?
- How do you handle leads or inquiries once they contact your business?
- Are there any specific challenges or pain points you've encountered when trying to convert leads into paying customers?
- Can you describe any recent changes or updates to your website that you believe might impact its performance?
- Have you conducted any competitor analysis to understand how your online presence compares to similar businesses in your industry?
- How do you currently track the ROI (Return on Investment) of your online marketing efforts?
- Are there any industry-specific trends or developments that you believe could affect your business's online visibility?
- What is your long-term vision for your business's online presence and marketing strategy?
- How do you plan to stay updated with evolving digital marketing strategies and technologies?

Placement Issues

- What type of device did you use to perform the search, a mobile device or a desktop?
- When did you perform the search for the keyword?
- Did you perform the search or did you ask someone else to do it for you?
- Did you make sure you were using Google.com and not another browser such as Safari?
- Did you include city and state abbreviation after the keyword?
- Are there any services that you provide that we can provide additional keywords for?

Competition

- May I ask the name of the competitor that has reached out to you?
- Is this their first attempt at contacting you?
- What was it about the offer they presented to you that peaked your interest?
- Was this their first offer to you or did the offer change each time you declined?
- What were the timeframes for achieving first page placement they disclosed?
- Does their service require a contract?
- What pricing was offered to you for the setup fee?
- What pricing was offered to you for the monthly fee?
- Did they make any guarantees?
- Do they allow you to make changes or send in images to improve the overall quality of the advertising?
- How long have they been a company?
- Do you know any of their credentials?
- Are they a Google Certified Partner?
- Any idea how long they have been helping their customers reach the first page of Google and remain stable?
- Have you seen examples of their website or campaigns that they have successfully managed for other (Customer industry)
- Do you know how satisfied their customers are based on the percent that stay month after month?

Change Keywords

- Are you receiving phone calls?
- What made you want to make keyword changes?
- How much do you know about SEO?
- Do you know what your current keywords are?
- Do you remember how many months it took to initially optimize the five original keywords?
- Do you focus on residential or commercial jobs?

Website Changes

- Do you know the parts of the website which we can change at any time?
- Do you know the parts of the website that we ask not be changed once the website goes live?
- Have you had a website before?
- How much did you pay for your other website?
- Has your other website brought you new paying customers?
- What do you like about your previous website?
- What other questions do you have about your current website?

Account Status

- What were the timeframe expectations for optimization that you were presented with during the initial sales call?
- Has anyone explained the timeframe expectations for optimization that you should expect?
- Did you have questions about the timeframe expectations?
- I see we called on mm/dd/yy and you weren't available. Is there a better time to reach you during the day?

Misunderstanding With Sales

- What are the expectations you were provided with by our sales team?
- What is it that I can clarify for you?

How long have you been in business?

- How did you decide to go into business? – *To get them talking*
- How did the economy affect your business? – *To get them talking*
- Did you have any other businesses before? – *What happened?*
- Is this a family owned business? – *You can make your whole family rich if you have customers.*
- Do you want your kids to take over the business? – *You can leave a good business for the kids.*
- Do you have any friends or relatives that have big businesses? – *Are they advertising?*

Do you do residential or commercial jobs? – ROI leading question

- What are your most profitable jobs? – *ROI on the close*
- Which are your best customers? – *We will aim for them*
- Which are your worst customers? – *You don't have to deal with them any more*
- Do you take a lot of small jobs? – *You will be able to pick and choose*
- How far are you willing to travel for a job? – *We will limit your exposure to that area*
- Do you have slow seasons? – *Now you can minimize it.*
- Are there jobs that you don't want to take? – *We will do our best to make sure you don't have to get them.*

How many employees do you have?

- Is your employee's working time fully occupied – *Now you can do that*
- Do you keep them always busy? – *Now you will*
- Can your employees work independently? – *So you can take a lot of jobs.*
- Do you often have to hire and fire your employees? – *With good marketing you will not have to do that*
- Is it easier to find employees or jobs? – *If employees – Let me give you some jobs then!*

What kind of marketing have you done? – Hot buttons

- Do you refer to business? – *Affiliate marketing*
- Do you get a lot of referrals? – *Affiliate, Social Marketing*
- Do you get a lot of word of mouth? – *Social marketing*
- How do you measure the effectiveness of your marketing – *Online have the best ROI*
- Do you get a lot of offers to market your business? – *We are not like the others*
- Do you do your taxes or do you have an accountant? – *Why do you do your marketing then?*
- Do you keep in touch with your customers once the job is done? – *Email marketing*
- How realistic is it for you to do 20% more business in 2024? – *Online marketing can do it.*

Who are your major competitors? – ROI

- What do they offer that you do not? – *ROI*
- Do they do a better job than you? – *ROI*
- Do they offer better prices than you? – *ROI*
- Do you know if they are struggling to get customers?
 - What are they doing that you are not and that we can provide you with?
- Why would people pick you versus the competition?

Do you do your sales or do you have salespeople? – relate as "salesperson to salesperson"

- If you get 10 calls how many will you close? – You will use it in the ROI
- Do you lose more deals because of the prices that you offer or because they don't feel comfortable working with you? – *We can help you look more reliable and then the price will not be a problem.*
- What month do you have the most sales? – *we will help you with the slow months.*

Have you seen the Pro Marketing website that was provided to you by 411 Locals?

- Do your customers ever ask to see your before and after pictures?
- What jobs are you proud of and would love to show to your prospects?
- How often can we work together to keep the website FRESH!
- Do you like the current design of the website?
- Do you know what the purpose of the website is?
- Have you seen your competitor's websites? – bring curiosity
- Have you seen special offers on your competitors' websites?

Customer is a SEO Expert

- How much do you know about SEO
- How did you learn about it
- What sites have you optimized previously
- How long did it take you - total hours
- Where do you get the newest updates for the algorithm changes
- What are the main issues that you are facing
- How did you get affected by Panda and Penguin and other algorithm changes?

What jobs do you prefer:

- **Commercial or Residential?**
- A lot of small jobs or a few big ones?
- Is there a type of job that you prefer?
- What areas do you service
- Are there jobs that you absolutely will not take?
- Do you have a team or do you do the jobs yourself?
 - Can your team members work independently on different jobs?
- If you can't take or do the job do you have a network that you can refer or outsource it to?
- Who is answering your business phone?
 - If they say "me": how about when you're busy or on the other line?
- Besides the phone, how can potential customers contact you? E-Mail, Facebook, LinkedIn?
- What information can we provide potential customers with about your business before they contact you?
- Where will you allow us to place that information
- Do you offer free estimates or quotes?****>>>Leads to A/B Testing
- How long does it usually take for you to give an estimate or a quote?*****
- Do you do sales yourself or do you have a sales team?
- If you get in 10 calls, how many do you think you will close?
- Do you track where the phone calls are coming from?
- How do you convince your customer that you are the best game in town?
- Do you sign contracts with your customers or is it a handshake deal?
- Do your competitor's (name them) have better prices than you?
- Can you have multiple locations in the future?
- How much do you know about marketing and advertising?
- How much do you know about online advertising?
- Have you tried it?
- Why?/ What were the results?
- Have you worked with other forms of advertising that find clients for you?
- WHAT QUESTIONS DO YOU HAVE FOR ME?