

Your Business, On the Rise: The Keyword & Views Timeline

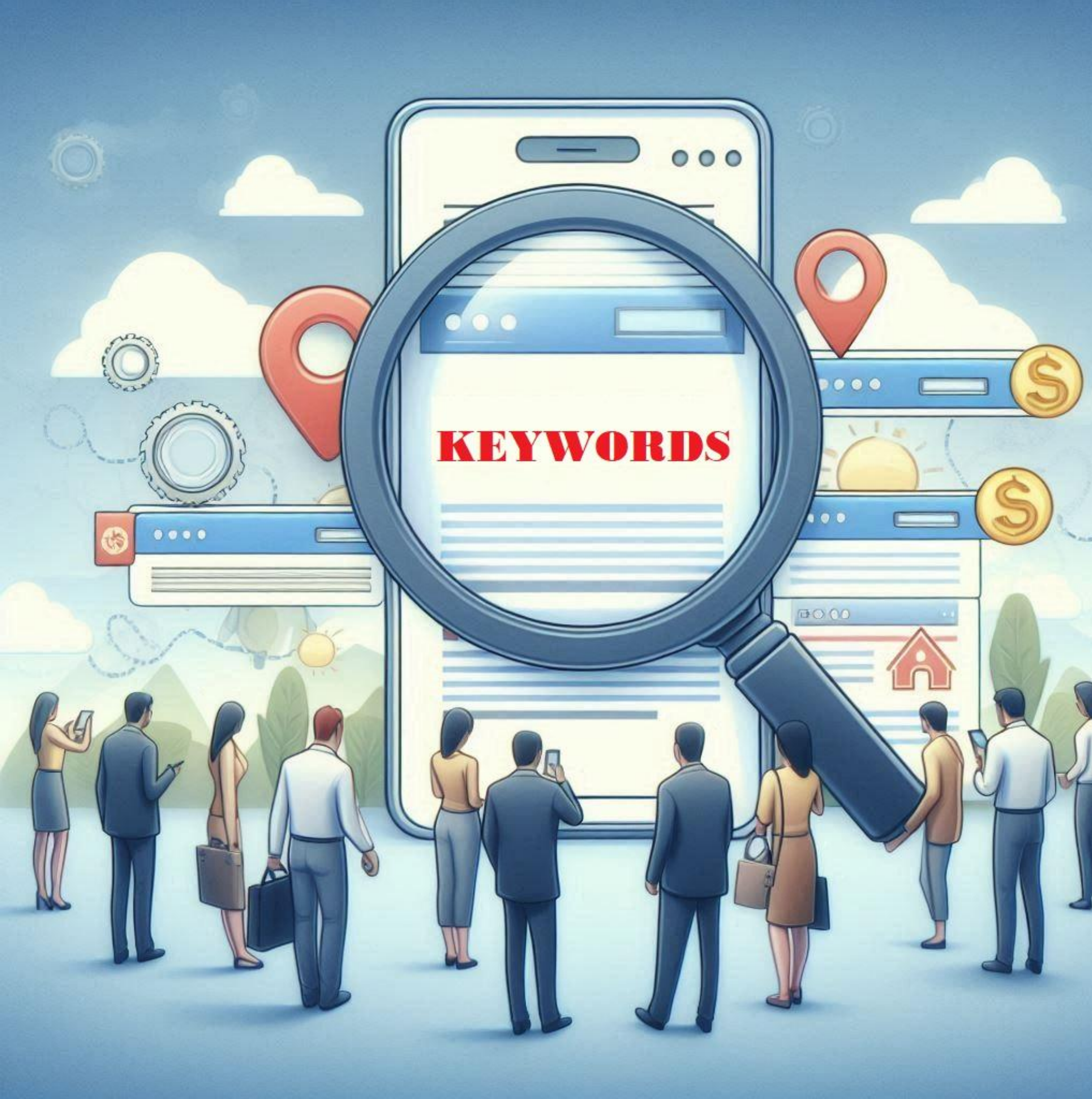
- **Month 1-3: Foundation Building** (lower numbers, but steady progress)
- **Month 4-6: Momentum Grows** (keywords and views begin to climb)
- **Month 7-9: Taking Off** (significant increases in both metrics)
- **Month 10-12: Dominating the Search Results** (high numbers, continued growth potential)



411 Locals
Business Services

From Clicks to Customers: The Power of Keywords & Views

- Keywords = Visibility: The right keywords ensure your business gets found when potential customers search online.
- Views = Opportunities: More views translate into more potential customers discovering your services.
- 411 Locals' Expertise: We'll research, optimize, and manage your keywords to drive targeted traffic to your website.



Turning Views into Calls: The Power of Reviews

- Reviews Build Trust: Positive reviews convince potential customers that your business is trustworthy and reliable.
- More Reviews = More Calls: The higher your review count and rating, the more likely people are to contact you.
- 411 Locals Can Help: We'll guide you on how to get more reviews, manage your online reputation, and make your business irresistible to customers.



Script example - Let's practice

- Sir, I'm sending you a graph right now to represent keywords and views that will grow over time if you choose to work with our company.
- To help you understand this better, the message I just sent you is an example of one of our existing clients which we're still actively working with. Now check on that visual, you can see that it represents the amount of keywords that our client is going to have during any given month during the time they are with our company. This graph also shows the growth in the number of views that their business will potentially receive as a result of these keywords.
- As you can see from the graph, initially, the number of keywords and views will be low. However, as we work together, we will research and optimize the keywords that will bring the most traffic and conversions to your business. This will result in an increase in the number of keywords and views over time.
- We will constantly monitor and analyze the performance of your keywords to ensure that they are generating the desired results. We will also adapt our strategies as needed to maximize the impact of your keywords. You can also see that in the end it produces amazing results.
- Now, keep in mind, it is also important to remember that the conversion of views to calls is dependent on the quality of your online reviews and honestly, the more reviews the better. With that said, we need at least 5 reviews from your customers per month, pictures of your work and attractive offers."



Questions?

