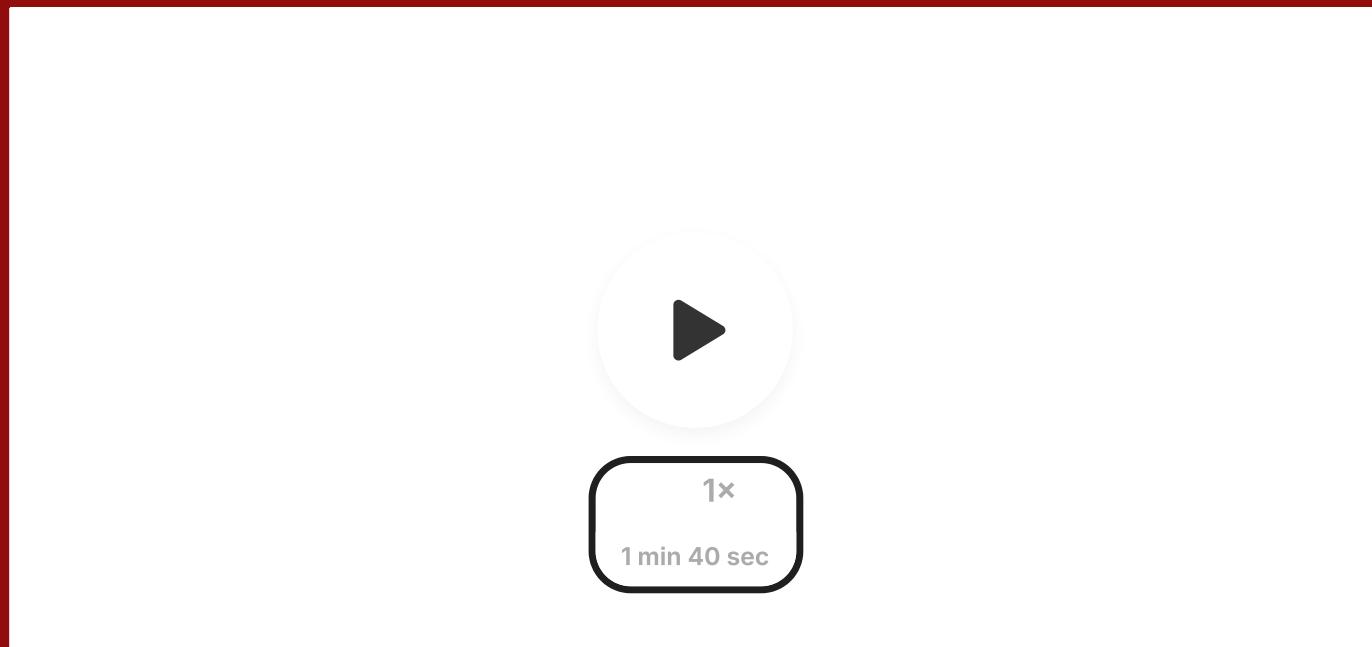


How To Rank #1 on Google

👉 Watch before starting 👈

ⓘ My name is Andy. I am the one who created this local SEO guide for you.

- I work with over 150 home service businesses.
- This includes some of the top franchises in the country.
- I create weekly YouTube videos and send out emails on how to grow your local business.



[Free SEO Strategy Session](#) 👉

This is for serious business owners only. If you're not ready to grow your business without wasting money on ads or bad LSA calls, do not schedule a call.

We don't have time for those who aren't committed to real results.

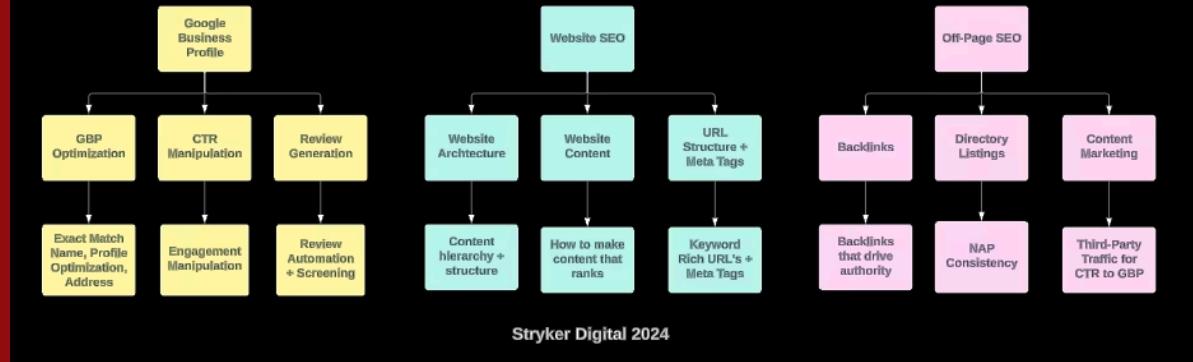
The image shows a Calendly booking card. On the left, there is a white square containing the Stryker Digital logo, which consists of three blue overlapping bars forming an 'X' shape, with the text "STRYKER DIGITAL" below it. To the right of this is a dark grey rectangular area containing booking information. At the top, it says "Calendly" next to its logo (a blue 'C' inside a circle). Below that is the title "Discovery Call – Bodhi Gallo". Underneath the title is a brief description: "If your home service business is over \$100k/year, select a time that works for you in the calendar. On the call, we'll explore the current sta...". In the top right corner of the dark area, there is a small blue square icon with a white checkmark.

Stryker Digital 7-Figure SEO Playbook

- ⓘ The 7-Figure SEO Playbook is a proven strategy designed to help home service businesses scale to 7 figures with organic leads.

We've helped over 150 home service businesses rank #1 on Google, driving significant growth through targeted, ROI-focused SEO campaigns.

Home Service SEO Blueprint



Here's why our SEO Playbook delivers results:

- **Expert-Led, Done-For-You SEO:** Our team of SEO experts takes care of everything, from keyword research to content optimization and link building. We craft a tailored SEO strategy that drives traffic and conversions without wasting time or money.
- **Tailored Local SEO Solutions:** We focus on ranking your business at the top of local search results, ensuring you dominate your area and attract more customers.
- **Proven Strategies for Rapid Growth:** Backed by over \$10M in generated revenue for clients, our SEO tactics are refined, data-driven, and results-focused to guarantee long-term success.
- **Real-Time Tracking & Reporting:** You'll receive detailed, transparent reporting showing exactly how your SEO campaign is performing, with clear steps on what's next.
- **Success Stories That Speak for Themselves:** Our SEO Playbook has helped scale businesses across the U.S. to 7 figures, with proven case studies and measurable outcomes.

Why Should You Look at This Training?

- ⓘ This is the co-founder of Stryker Digital, Bodhi Gallo.

In just 2 years, Bodhi successfully scaled a dumpster rental business to a **7-figure exit** while maintaining significant profit margins. This might seem impossible for a 22-year-old with limited business experience, but Bodhi achieved it by following the **7-Figure Growth Playbook**.



[Don't Believe me yet? Hear it from our clients](#) ↗



Felipe 3:22 PM

We got a gmb lead three months ago with the UAW. Big project, real complex.

Finally came back to roost

188,500



David Miller 11:41 AM

Love these notifications 💪

\$3k post construction job starting today from SEO lead!

Biggest single job ever for us

The Google Ads Hamster Wheel

- ⓘ If you are reading this you are probably in the same position as most business owners.

You are stuck in an endless loop of paying for leads and want off the hamster wheel.

Luckily you found me. I am going to change your life.

This document is your key to escaping the rat race of paying for leads.

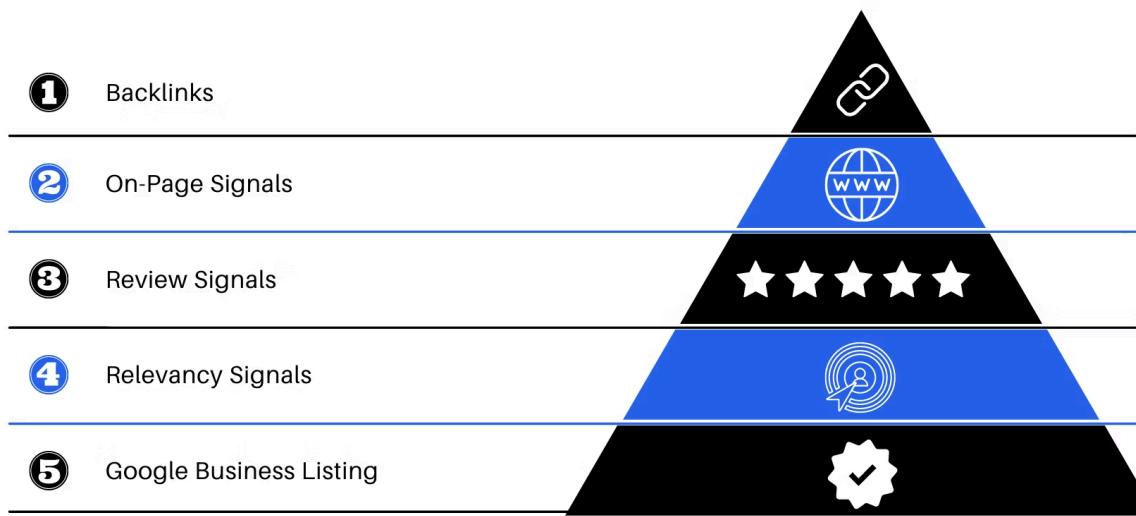


The Top SEO Ranking Factors

ⓘ Do This Right, and You Will Rank Higher—No Exceptions.

There is absolutely no scenario in the world where you do not rank higher on Google, get more leads, and make more money if you nail down these factors.

Local SEO Ranking Factors



Top Three Local SEO Ranking Factors Explained 🎉

[video]

How Google Chooses Who Ranks #1

ⓘ Relevancy and Trust: The Two Pillars of Ranking on Google

Google is built for the consumer experience. If Google does not think your business is relevant to users search or that you are not trustworthy they will not show your business in the search.

Lucky for you I am going to show you exactly how to ensure your business is relevant and trusted.

How To Make Google Trust You ↗

The Foundation of Your SEO Success

① Get Keyword Research Wrong, and Your SEO Will Fail.

Your Entire SEO Strategy Hinges on This Step.

Keyword research is the foundation of everything that follows. It's how you ensure that your SEO strategy aligns with what your ideal customers are actively searching for. When you nail this step, you're laying the groundwork for long-term success—bringing in traffic that's not just looking, but *ready to buy*.

The **right keywords** are the difference between ranking #1 and never being found.

This Is Where Most Businesses Fail.

They don't take the time to find the right keywords, leaving money on the table and letting competitors scoop up their leads. But that's not going to be you.



2

Find high-intent local keywords that will put your business in front of ready-to-buy

SERP Analysis

Analyze the top-ranking content in your market to find what Google favors and identify gaps you can exploit.

3

Content Strategy

Develop laser-targeted content that dominates local search results and turns traffic into leads.

How To Do Keyword Research Like A Pro

The Best Free Tool for Keyword Research

Google Keyword Planner is my go-to tool for three key reasons:

- **Find the Exact Search Terms Your Customers Use**

It reveals the precise keywords your target audience is searching for, allowing you to tailor your content to match their needs perfectly.

- **See How Often They're Being Searched**

The search volume data shows how often each keyword is used. This helps you focus on terms that not only bring traffic but also attract high-intent customers.

- **Filter by Your Exact Location**

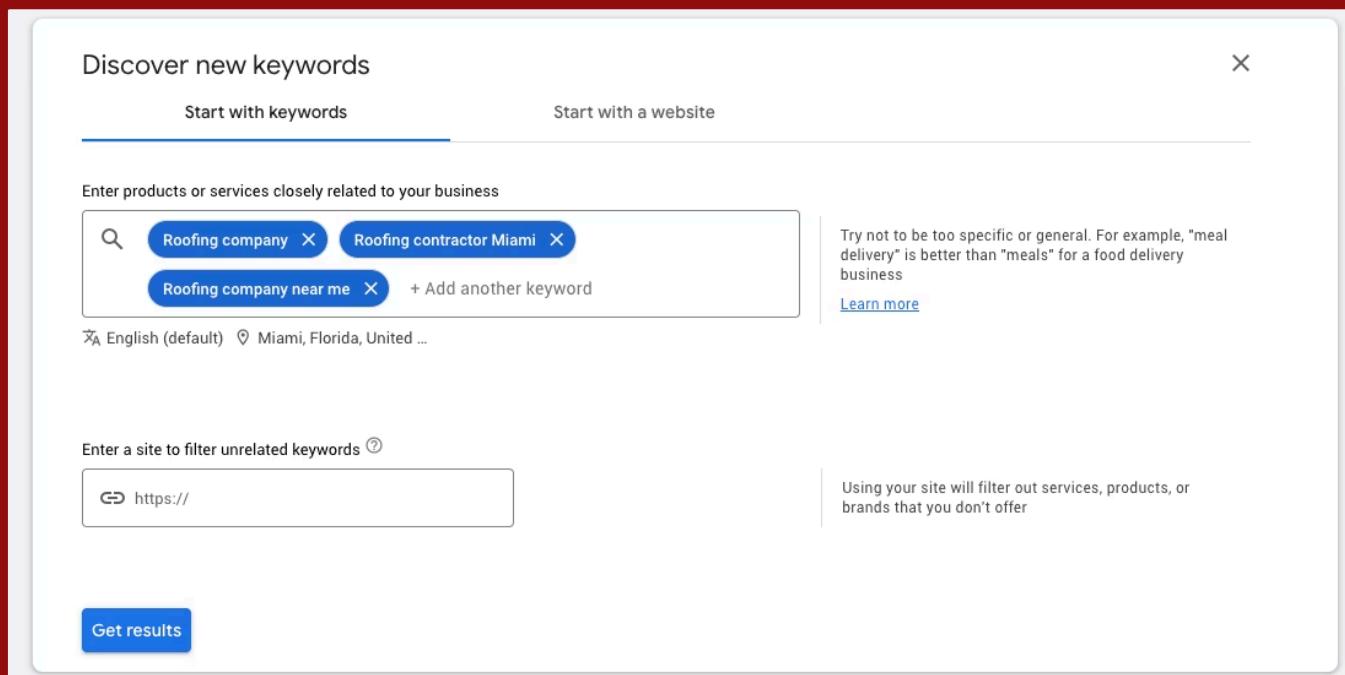
You can narrow your research to specific geographic areas, targeting keywords your local

customers are using. This gives you a competitive edge in your local market by zeroing in on what matters most.

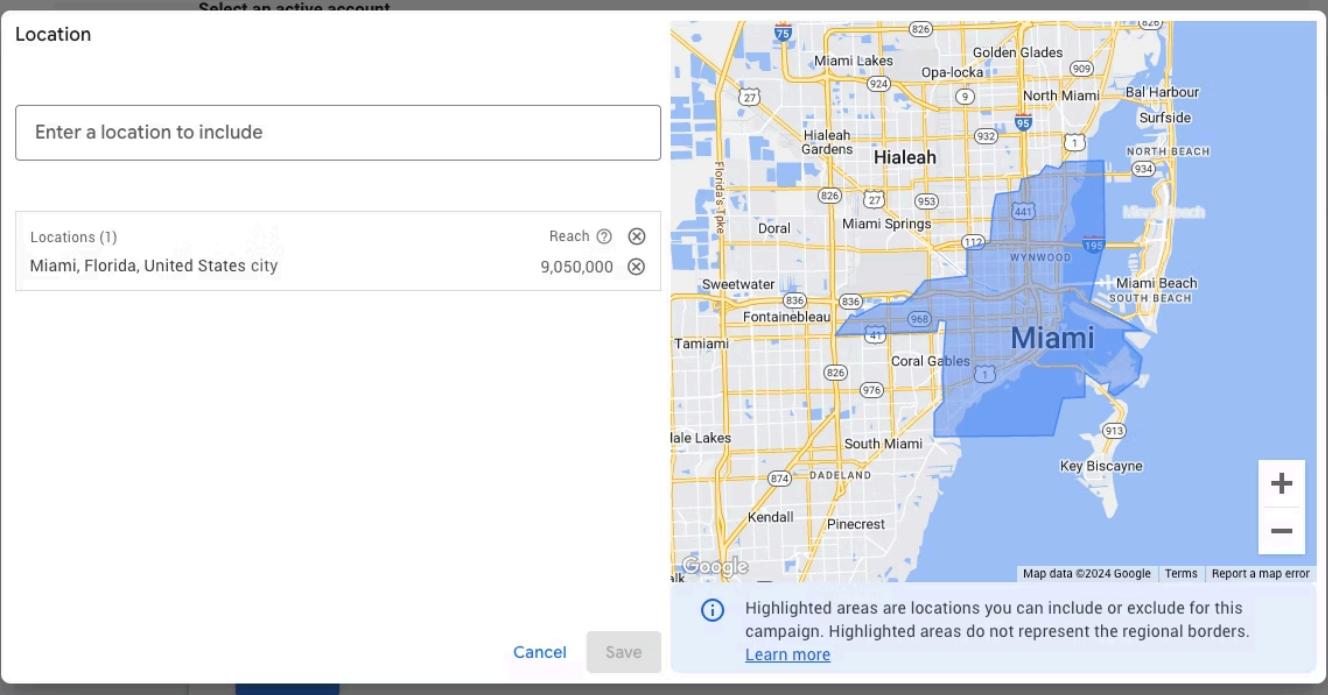
How To Use Google Keyword Planner

Here's how to use it effectively:

1. Pick the Right Keywords Start by entering words or phrases related to your service. Google Keyword Planner will instantly show you keyword ideas that your potential customers are actively searching for.
2. Analyze Search Volume See how often each keyword is searched for. This gives you real data on which terms are worth targeting. You want to focus on keywords with decent search volume but low competition for maximum ROI.



3. Narrow your keyword search to your specific city or region to find out exactly what your local customers are searching for. This ensures you're targeting the right audience in your area, helping you outrank competitors and drive local traffic.



4. Look at the average monthly search volume to identify which keywords are worth targeting. Focus on high-intent keywords—those most likely to bring you leads and customers.

Screenshot of a keyword research tool interface showing search results for "Roofing company, Roofing contractor Miami, Roofing company near me".

Key elements visible:

- Header: Keyword ideas, Forecast, Saved keywords, Negative keywords, Organize keywords.
- Search bar: Roofing company, Roofing contractor Miami, Roofing company near me.
- Location: Miami, Florida, United States.
- Language: English.
- Google button.
- Broaden your search suggestions: + roofing contractor, + commercial roofing contractor, + siding company, + surfaces company, + commercial roofing contractor near me.
- Filter icon: Exclude adult ideas (X), Add filter.
- Result count: 1,451 keyword ideas available.
- Table headers: Keyword (by relevance), Avg. monthly searches, Three month change, YoY change, Competition.
- Table data:

Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition
roofing company	1,300	-32%	-54%	Medium
roofing contractor mi...	720	-54%	+22%	Low
roofing company near...	1,300	-34%	+164%	Low

- Keyword ideas section.

Exact Match: Insane Search Relevancy

ⓘ Why Exact Match Names Give You an Unfair Advantage

The reason **Exact Match Domains** and **Exact Match Google Business Profile Names** work so well is simple: Google can't tell if users are searching for your service or your specific business. When your company's name or domain contains the exact keywords people are searching for, Google sees your business as highly relevant to their search.

Here's why this gives you a massive advantage:

If my business is called **Andy's Dumpster Rental Miami**, and someone searches for "dumpster rental Miami," Google sees an exact match. It can't differentiate if they're making a general search or looking for my business specifically. This makes me incredibly relevant and dramatically increases my chances of ranking higher.

Google will naturally want to show my business because it's the most relevant result for that search query.

Exact Match Evidence 🖐

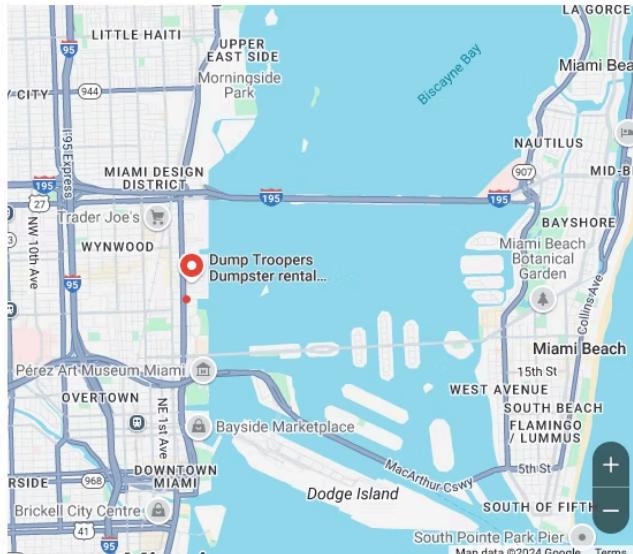
Places :

USA Dumpster Rentals Miami
4.7 ★★★★★ (70) · Dumpster rental service
3147 NW N River Dr Suite #2 · (305) 493-8793
[Open](#) · Closes 7 PM
"They delivered the **dumpster** promptly and picked it up without any hassle."

Dump Troopers Dumpster rental Miami
5.0 ★★★★★ (34) · Dumpster rental service
423 NE 23rd St Suite 507 · (786) 384-5871
[Open](#) · Closes 7 PM
"Ordering was easy, price was right and delivery and pick up were on time."

Orange Dumpster Rental Miami
5.0 ★★★★★ (8) · Dumpster rental service
2957 NW 24th St · (305) 927-7701
[Open](#) · Closes 7 PM
"Their **rental** process was straightforward, and their pricing was transparent."

[More places →](#)

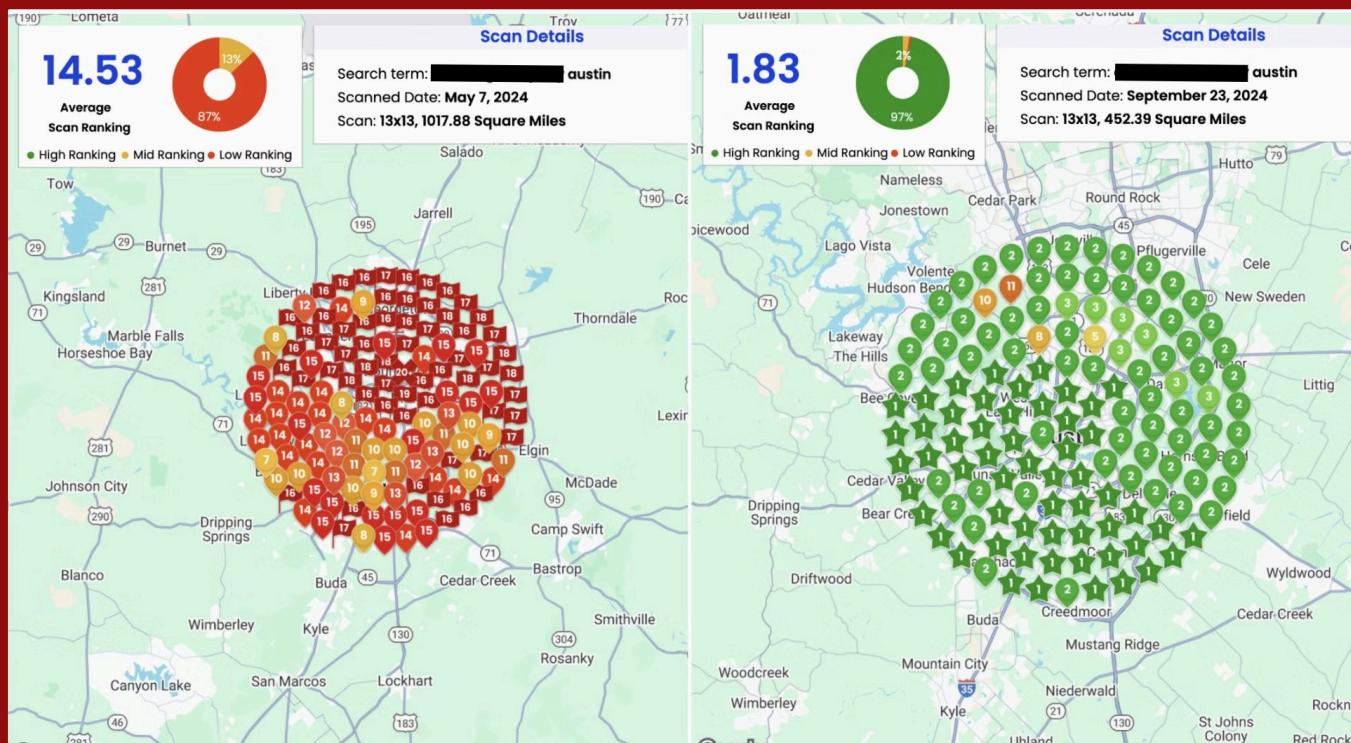


How To Dominate The Map Pack



If you rank like this your life will be changed forever.

This isn't a fluke—it's a system. Our client in Austin, TX, are ranking in the top 3 across the entire city. And they're pulling in 100+ calls every single month.



Here's Exactly How We Make This Happen: Step-by-Step Breakdown

We're about to break down the exact steps we take to get businesses ranking in the top 3, driving 100+ calls every month. This isn't guesswork—it's a proven process that we've used across multiple cities and industries.

Here's what we'll cover:

- **Profile Optimization:** How to make your Google Business Profile impossible for Google to ignore.
- **CTR Manipulation:** Why engagement on your profile skyrockets your rankings, and how to boost clicks fast.

- **Review Generation:** The secret to getting a flood of reviews that build trust and authority.
 - **Exact Match Strategy:** Why having your keywords in your business name and domain is a game-changer.
-



Dialing in Your GBP for Top 3 Rankings

① Lock in Your Top 3 Spot with a Fully Optimized Google Business Profile

If you want to land in the top 3 on Google Maps, your Google Business Profile has to be dialed in. Every field counts—fill it out completely, add products that link back to your site, and get reviews flowing every week. Google rewards businesses that stay active and relevant, and this is how you make sure they notice you. Optimize your profile, generate trust, and watch your rankings climb.

1

2

3

Profile Optimization

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

Review Generation

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim

Goal

Sed ut perspiciatis unde omnis iste natus error sit volupta tem accusa ntium eius modi tempora

Optimize Your GBP To Get More Leads

① Four Steps to Maximizing Organic Lead Flow



Profile optimization is the first step to ranking higher and generating more leads. If you want Google to push you in front of customers here is exactly what you need to do.

1. Exact Match Business Name

If possible, include keywords in your business name. Exact match business names signal Google that you are the most relevant option, increasing your chances of ranking higher.

2. Use Keywords Naturally

Your business description should include your primary services and location, but it has to sound natural. No keyword stuffing—just make sure Google understands what you do and where.

3. Fill Out Every Section

Don't leave anything blank. Google rewards complete profiles, so make sure every detail—name, address, phone number, business hours, and categories—is filled out.

4. Add Services and Products

List your services or products and link them to the corresponding pages on your website. This not only helps Google rank you but also drives more traffic to your site.

This should not be that hard.

Don't be this guy 



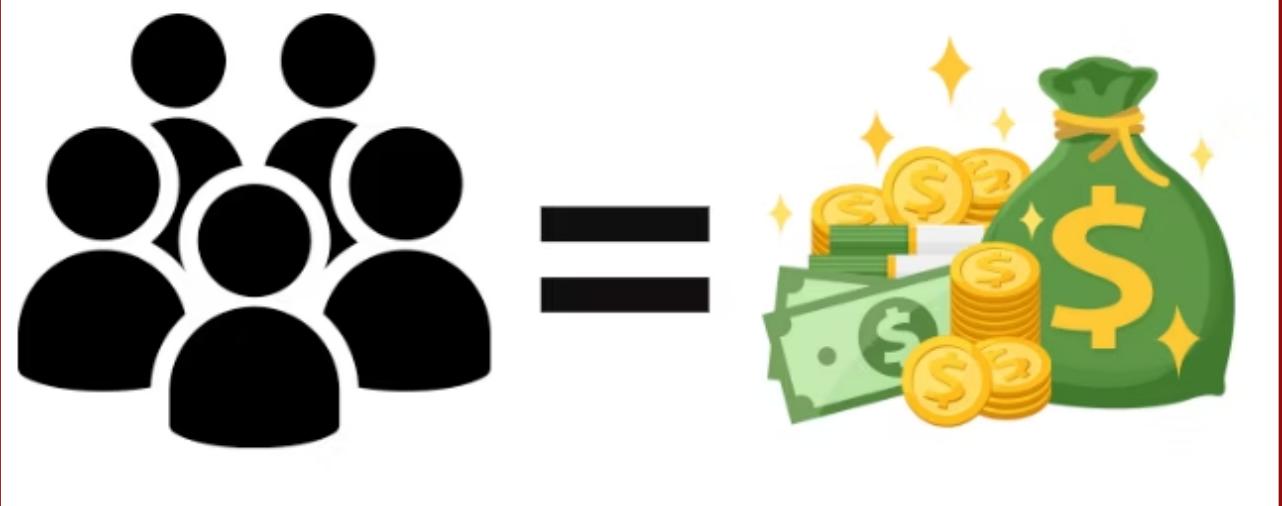
You Will Not Rank Without Reviews

ⓘ More Reviews = More Money. Period.

I don't care how optimized your profile is, the CTR, or even how many backlinks you have. If your competitors have 500 reviews and you have 7, you will lose in more than one way.

First, **you won't rank well**—Google prioritizes businesses it trusts, and reviews are a key signal of trustworthiness. The more reviews you have, the more confident Google is in showing your business to searchers.

Second, **even if people do find you, they won't trust you**. A business with hundreds of reviews will always look more credible than one with just a handful. In the eyes of Google and potential customers, reviews are everything.



Dominate Google with CTR Manipulation

ⓘ How CTR Drives Rankings—But Don't Go Too Far

Google uses click-through rate as a signal to determine how relevant and engaging your business is, and it rewards profiles with higher engagement. Here's how to leverage it carefully:

1. Why CTR Matters

CTR tells Google how many people find your profile relevant enough to click on it. The more clicks you get, the more Google assumes you're what people are searching for—pushing your business higher in the rankings.

2. The Risks of Manipulation

Be cautious. Using third-party tools to artificially boost clicks (especially in high volumes) can trigger Google's spam filters. Fake clicks or excessive activity can lead to penalties—or worse, profile suspension.

3. Safe CTR Strategies

The best way to boost CTR is to do it naturally. Encourage customers to search for your business and click on your profile. If you're experimenting with manipulation, do it slowly and steadily, mimicking organic growth. Focus on branded searches (where people search for your business name directly) rather than generic terms.

4. Avoid Suspicious Patterns

Too much activity too fast will raise red flags. If you're located in a smaller area and suddenly have a massive spike in clicks, Google will take notice and could flag your profile.



Website SEO: Rank #1 in Your Area



The Three Key Elements of Website SEO for Success

Your website is the foundation of your SEO strategy. It's not just about having a website; it's about having a website that's built to rank and convert. Here's what to focus on:

1. Website Architecture

A well-structured website makes it easy for Google to crawl and understand your content. Use a clean hierarchy with clear categories, pages, and subpages that are logical and easy to navigate. This not only helps SEO but improves user experience.

2. Content that Ranks

Your content needs to be optimized with the right keywords while providing real value to visitors. Google rewards high-quality, relevant content that answers user questions and solves their problems. Don't just write for Google—write for your audience.

3. URL Structure and Meta Tags

Use clean, keyword-rich URLs and meta tags that describe exactly what each page is about. Title tags and meta descriptions are what show up in search results, so make them compelling and relevant to both users and search engines.



Hawx Pest Control
<https://hawxpestcontrol.com> › Locations › Florida ::

Hawx Pest Control Fort Lauderdale FL

Eliminate pests and save big with Hawx Pest Control. Get \$150 off your first service using code FL150 at checkout.

5.0 ★★★★★ (282)



Orkin
<https://www.orkin.com> › Locations › Florida FL ::

Pest Control in Ft Lauderdale, fl - Orkin

With over 120 years of experience, Orkin proudly serves Ft. Lauderdale with home pest control and termite treatment solutions.



Yelp
<https://www.yelp.com> › Local Services › Pest Control ::

THE BEST 10 Pest Control in FORT LAUDERDALE, FL

Best Pest Control in Fort Lauderdale, FL - Native Pest Management, Optimus Pest Control, Excellent Results, My Son & I Pest Control, Pest Boys, ...



Native Pest Management
<https://www.nativepestmanagement.com> › fort-lauderda... ::

Fort Lauderdale, FL Pest Control

Providing pet-friendly pest control in Fort Lauderdale, we are familiar with pests in our area and know how to stop them. Call today for a FREE inspection!



How To Build A Site That Ranks #1

- ⓘ To rank at the top, your site's structure needs to be airtight.

Here's how to optimize key elements to ensure Google understands and prioritizes your site.

1. Meta Tag Optimization

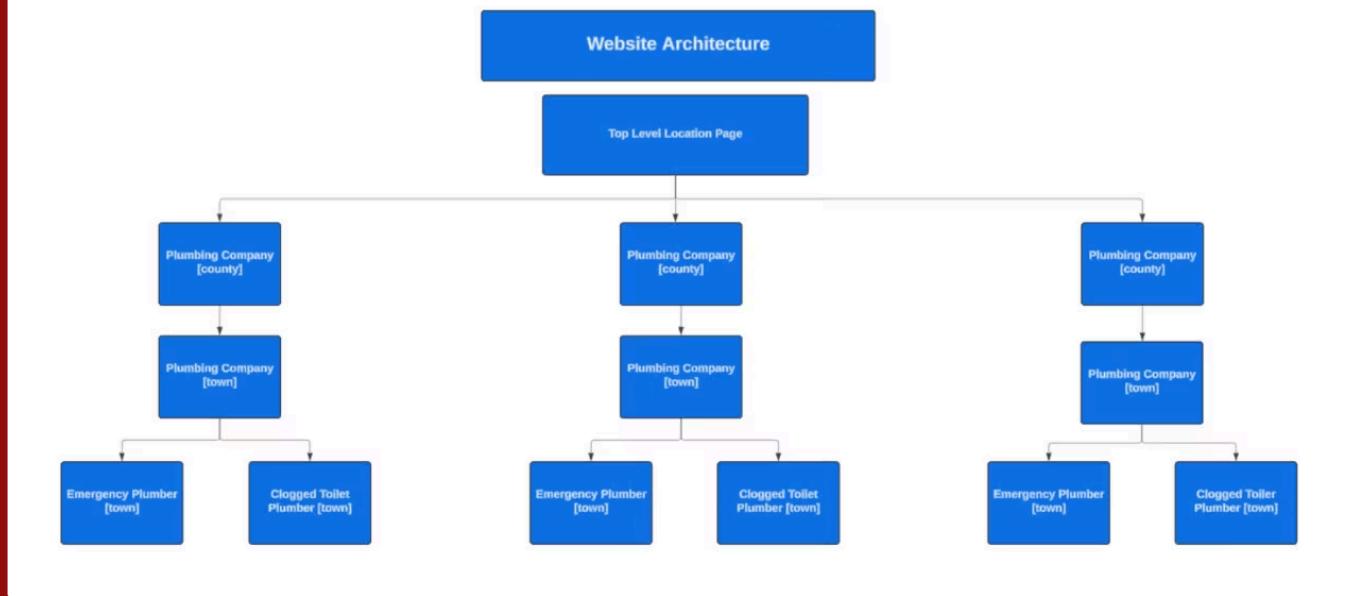
These are the first things search engines see. Your meta title and description should be concise and target your primary service + location you are targeting.

- a. For example: You are a pest Control Company
 - i. **Title Tag:** [primary service] + [Location] = Top Rated Pest Control in Miami
 - ii. **Meta Description:** Affordable pest control in Miami for bed bugs, termites, and more.
Expert exterminators ready to solve your pest problems. Call today for fast, reliable service!
 - b. Make sure every page has unique meta tags that accurately reflect its content.
-

2. Page Internal Linking

Good internal linking between your on-page content is non-negotiable. This will benefit your SEO in two primary ways.

- a. Page Indexing: When Google crawls your website it needs to be able to seamlessly navigate to each page to identify it and allow it on the search engine. Without this it will be challenging to get your content showing on Google.
- b. User experience: Google Optimizes for user experience. Having good internal linking to content on your site provides a good user experience which means good SEO.



3. URL Structure

Keep your URLs clean, short, and keyword-focused. Avoid unnecessary characters or lengthy strings. Clear, simple URLs help search engines and users understand what each page is about.

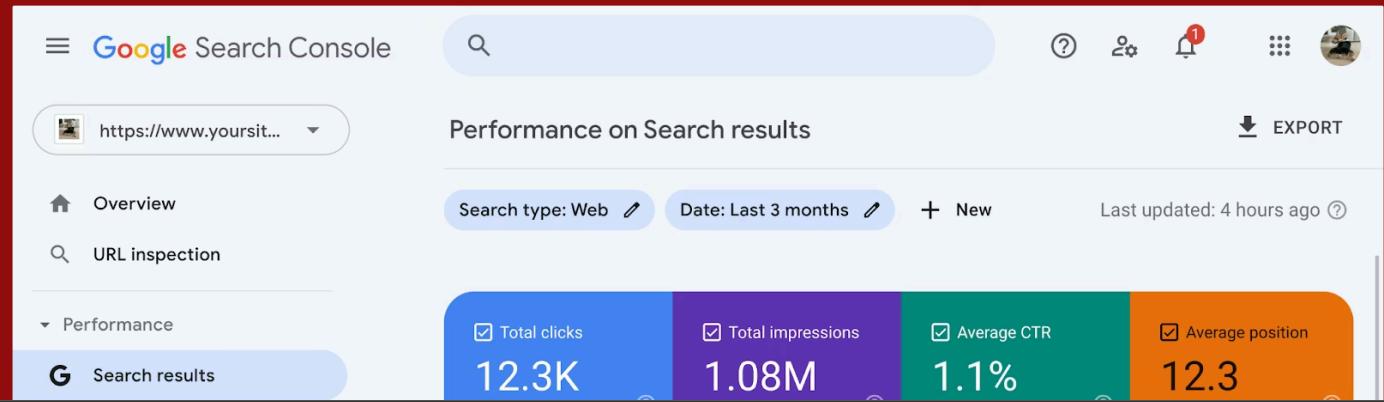


4. Sitemap

A sitemap is like a roadmap for search engines. It tells Google which pages on your site are most important. Create and submit a sitemap to ensure all critical pages are indexed properly. On WordPress you can use a plugin like Yoast SEO to handle this for you.

5. Google Search Console (GSC)

If you don't have GSC connected to your site then you are not doing SEO. This is a critical set up in order to submit your sitemap for page indexing, monitor rankings, and organic traffic. GSC will allow you to compare time periods of organic traffic and see how you are ranking for individual search terms.



The screenshot shows the Google Search Console interface for a website. The left sidebar includes links for Overview, URL inspection, Performance (selected), and Search results. The main area displays "Performance on Search results" with filters for "Search type: Web" and "Date: Last 3 months". It shows four key metrics: Total clicks (12.3K), Total impressions (1.08M), Average CTR (1.1%), and Average position (12.3).

Metric	Value
Total clicks	12.3K
Total impressions	1.08M
Average CTR	1.1%
Average position	12.3

On-Page SEO Video [Full System]

SEO Content That Makes \$\$

ⓘ Targeting Your Service Areas with Precision

To rank locally, you need to tell Google exactly where you offer your services. For every single service you offer and every single location there should be content built for it.

If you don't give this information to Google through the form of content they will not rank you for those locations or those services.

The more specific you are about your target locations and services, the better Google will understand and rank you.

Here's how to structure your website to dominate local searches:

- 1. Identify Your Target Counties & Locations**

Choose the top three counties you want to focus on, and within each, select five key locations. Over time, you can expand, but this is the foundation for targeted local SEO.

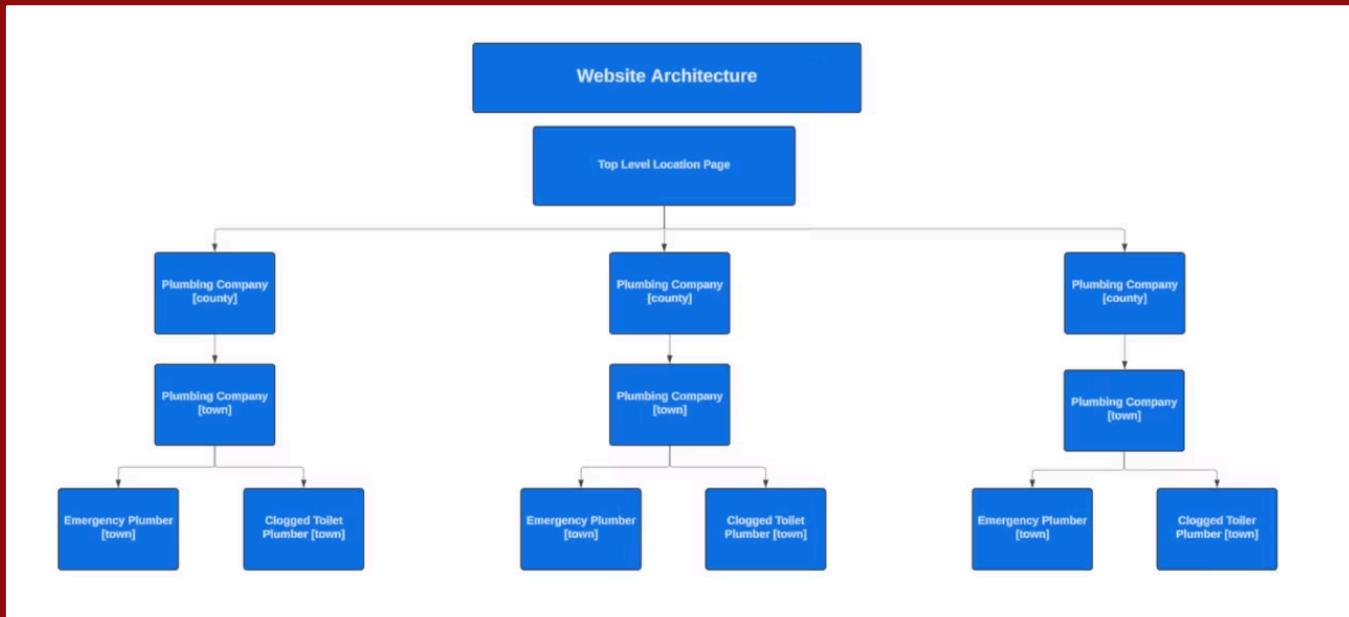
- 2. Build a "Service Areas" Page**

Centralize all your locations on a single "Service Areas" page. List the counties and the

services you provide there. This tells Google—and visitors—that you are active and available in these areas.

3. Create Location + Service Pages

For each of the five locations within a county, create a page dedicated to your primary service. Each page should have content specifically tailored to that location, making it clear to both Google and potential customers where you operate.



Why It Works: Google's algorithm responds to geographic signals. If you don't explicitly communicate where and what you service, Google won't know to rank you for those searches, costing you potential traffic and revenue.

No Off-Page SEO, No Rankings—Period

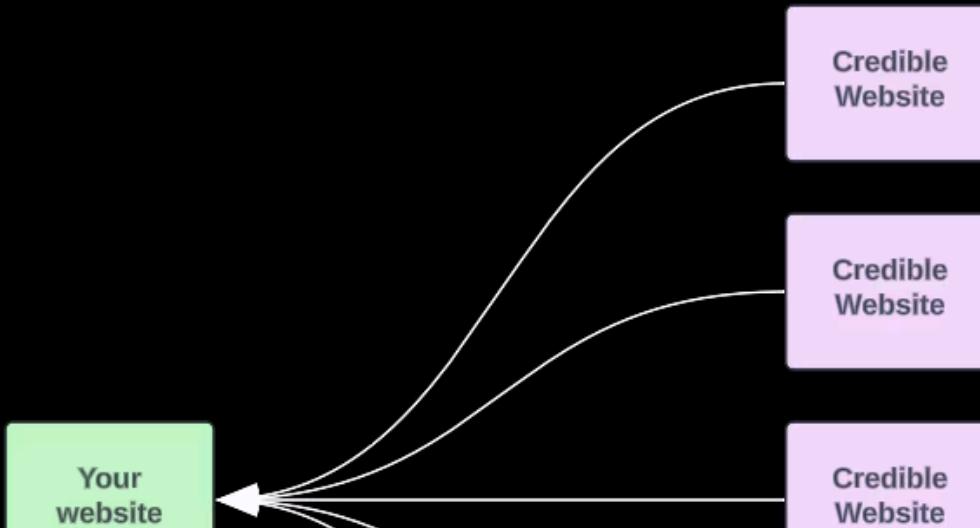
This is how you build trust with Google

Off-Page SEO is what separates top-ranking websites from those lost in the search results.

It's not just about your site—it's about how the web views and trusts your business. Google uses off-page signals like backlinks and directory mentions to gauge your credibility and authority.

The more trusted websites that link to you, the more confident Google is in showing your site at the top. Without these endorsements, even the best on-page SEO won't get you there. Off-page SEO builds the trust and authority that Google rewards with higher rankings.

- **Backlinks:** High-quality links from authoritative sites tell Google your business is trusted and worth ranking.
- **Directory Listings (Citations):** Accurate listings across directories help boost your local visibility and search rankings.
- **Content Creation:** Sharing valuable content across social platforms drives traffic to your website and Google Business Profile, indirectly improving your rankings.



You Can't do SEO Without Backlinks

ⓘ Why Quality Backlinks Are the Key to Higher Rankings

You can think of backlinks as a voting system.

Google sees them as a vote of confidence—if a reputable site links to you, it tells Google that your content is trustworthy. But here's the catch: not all backlinks are created equal.

One good backlink is worth 1,000 bad backlinks. Don't believe me? Here is the evidence:

How High-Quality Backlinks Will Skyrocket Your SEO

In this video I will walk you through everything you need to know about backlinks from A-Z.
What type of backlinks you want, the content in the article, and how to safely use anchor text.

Builds Trust & Drive Rankings

Accurate Listings, Consistent Results

You need to ensure that your business information is up to date and accurate across the internet.

This means having your:

- Business name
- Address
- Phone
- Business hours

Matching everywhere.

Why? Trust & Credibility. Throughout this training I've stressed how important trust is. When Google scans across all of these directories and your business information is consistent there will be instant increase in trust.

On a side note, this will also benefit you in Google Business verification or suspension reinstatement.

Free 25 Business Citations 

25 Directory Listings To Use Right Now

Free Local SEO Citations List

<https://www.techdirectory.io/>

<https://us.enrollbusiness.com/>

<https://ebusinesspages.com/>

<https://www.callupcontact.com/>

<https://www.tupalo.com/>

<https://www.company.com/>

<http://www.salespider.com/>

<https://citysquares.com/>

<https://www.n49.com/>

<https://yellow.place/>

<https://www.hotfrog.com/>

<https://www.storeboard.com/>

<https://www.merchantcircle.com/>

<https://www.chamberofcommerce.com/>

<https://www.bizmakersamerica.org/>

<http://www.place123.net/>

<https://trueen.com/>

<https://businesslistingplus.com/>

<https://www.freelistingusa.com/>

<https://www.b2bco.com/>

<https://teleadreson.com/>

<http://www.travelful.net/>

<https://www.detroitbusinesscenter.com/>

<https://connect.releasewire.com/>

<https://www.brownbook.net/>

How We Generated \$240,000 for a Home Service Business

[Full Process]

C

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