

# Dominance Playbook

# Local Marketing

# Health Snapshot

A diagnostic report on your current market position  
and immediate growth opportunities.

Prepared For

**{{Business\_Name}}**

Service Area

**{{City\_or\_Service\_Area}}**

Date

**{{Report\_Date}}**

# Your **Local Marketing** Score

This score reflects how effectively your business attracts and converts local customers online.

**{{Total\_Score}}**  
out of 100

**{{Segment\_Name}}**

**{{Segment\_One\_Liner}}**

# Marketing Performance Snapshot

- Local Visibility **{{Visibility\_Score}} / 20**
- Conversion & Contact **{{Conversion\_Score}} / 20**
- Reputation & Trust **{{Reputation\_Score}} / 20**
- Marketing Consistency **{{Marketing\_Score}} / 20**
- Tracking & Performance **{{Tracking\_Score}} / 20**

● Needs Attention (0-10)      ● Improving (11-15)      ● Strong (16-20)

Your Biggest Growth Opportunity  
**{{Lowest\_Pillar\_Name}}**  
{{Lowest\_Pillar\_Impact\_Statement}}

# What Your **Score** Means

{{Segment\_Description\_Block}}

[Developer Note: This area populates with the detailed analysis text block based on the user's specific segment.]

Most businesses grow fastest by fixing one high-impact area first.

# Your **Next Best** Move

- Identify your top growth blocker
- Strengthen visibility and trust
- Improve lead consistency
- Measure what works

## **Priority Focus**

Based on your results, your priority focus should be **{{Primary\_Focus\_Area}}**.

# Unlock the **Full Dominance** Playbook

This snapshot shows where you stand. The full Dominance Playbook shows exactly how to dominate your local market.

Businesses like **{{Business\_Name}}** typically grow fastest by fixing **{{Primary\_Focus\_Area}}** first.

**Unlock My Full Strategy**

Clicking this button will open your complete roadmap.