

LOCAL SEO CHEAT SHEET - SOUND LIKE AN EXPERT

QUICK REFERENCE GUIDE FOR SALES CALLS

PRINT THIS AND KEEP IT NEXT TO YOUR COMPUTER

PART 1: KEY TERMS & DEFINITIONS (KNOW THESE COLD)

Core SEO Terms:

SEO (Search Engine Optimization) - Simple explanation: "Making your website show up when people search Google" - Expert explanation: "Optimizing your online presence to rank higher in search results for relevant keywords"

Local SEO - Simple: "Making sure locals find YOU when they search for your services" - Expert: "Optimizing for geo-specific searches and local map pack visibility"

Keywords - Simple: "What people type into Google when looking for your services" - Expert: "Search queries with commercial intent that your target customers use" - Example: "plumber near me", "emergency roof repair Frederick MD"

Ranking - Simple: "Where you show up on Google - #1, #5, page 2, etc." - Expert: "Your position in search engine results pages (SERPs) for target keywords"

Organic Traffic - Simple: "Visitors who found you through Google search, not ads" - Expert: "Unpaid traffic from search engines based on relevance and authority"

SERP (Search Engine Results Page) - Simple: "The page you see after searching Google" - Expert: "The list of results Google shows for a query, including ads, map pack, and organic results"

Google Business Profile (GBP) / Google My Business (GMB) - Simple: "Your business listing that shows up on Google Maps" - Expert: "Your business entity in Google's local ecosystem, crucial for map pack visibility" - Old name: Google My Business (some people still call it this)

Map Pack / Local 3-Pack - Simple: "The 3 businesses with maps that show at the top of Google" - Expert: "The local search feature showing 3 nearby businesses with maps, reviews, and key info" - This is THE prize for local businesses

Domain Authority (DA) - Simple: "How much Google trusts your website overall" - Expert: "Third-party metric (Moz) indicating site credibility and ranking potential"

Backlinks - Simple: "Other websites linking to yours - like votes of confidence" - Expert: "Inbound links from external sites that signal authority and relevance"

Schema Markup / Structured Data - Simple: "Special code that helps Google understand your business info" - Expert: "Structured data that enables rich snippets and enhanced search visibility"

Meta Title / Meta Description - Simple: "The headline and description that shows in Google search results" - Expert: "HTML elements that define how your page appears in SERPs"

Alt Text - Simple: "Descriptions of images that help Google understand them" - Expert: "Alternative text for images that improves accessibility and SEO"

Mobile-First Indexing - Simple: "Google looks at your mobile site first to rank you" - Expert: "Google's indexing approach that prioritizes mobile site versions"

Page Speed / Core Web Vitals - Simple: "How fast your website loads" - Expert: "Loading performance metrics Google uses as ranking factors"

PART 2: RANKING FACTORS (WHAT ACTUALLY MATTERS)

For Local SEO Rankings, Here's What Matters Most:

TIER 1 (MOST IMPORTANT - 70% of ranking power):

1. Google Business Profile Optimization - Complete profile (hours, services, description, photos) - Consistent NAP (Name, Address, Phone) - Categories (primary + secondary) - Regular posts - Review volume and rating - Q&A section filled out - **Your line:** "Your GBP is 50% of local SEO. If that's not optimized, you're invisible."

2. Reviews (Quantity + Quality + Recency) - Number of reviews - Average rating (aim for 4.5+) - Recency (getting reviews consistently) - Review response rate - Keywords in reviews (organic, not forced) - **Your line:** "Reviews are social proof AND ranking signals. More reviews = higher ranking + more trust."

3. On-Page SEO (Website Content) - Keyword-optimized pages - Location mentions throughout - Service-specific pages - Quality content (1,000-1,500 words per page) - Proper H1/H2 structure - Fast loading speed - Mobile-friendly - **Your line:** "Your website needs to TELL Google what you do and where you do it. Clearly."

TIER 2 (IMPORTANT - 20% of ranking power):

4. Local Citations - Consistent NAP across directories - Yelp, BBB, Angi, Facebook, etc. - Industry-specific directories - **Your line:** "Citations are like digital yellow pages. The more consistent your info is everywhere, the more Google trusts you."

5. Backlinks (Especially Local Ones) - Local news sites - Chamber of commerce - Industry associations - Local blogs - Supplier/partner sites - **Your line:** "Backlinks are votes of confidence. Getting links from local sites tells Google you're legit in your area."

6. Website Authority & Technical SEO - Site age and history - SSL certificate (HTTPS) - Clean code - Sitemap - No broken links - **Your line:** "Technical stuff behind the scenes that makes sure Google can crawl and trust your site."

TIER 3 (HELPFUL - 10% of ranking power):

7. Social Signals - Active social media presence - Engagement on posts - Consistent branding - **Your line:** "Social media doesn't directly rank you, but it builds brand awareness and can drive traffic."

8. Behavioral Signals - Click-through rate from search - Time on site - Bounce rate - Pages per session - **Your line:** "If people click your result and stay on your site, Google notices and ranks you higher."

PART 3: THE LOCAL SEO PROCESS (WHAT YOU ACTUALLY DO)

Week-by-Week Breakdown:

MONTH 1: FOUNDATION

Week 1-2: Website Build & Launch - Custom design around their brand - Service pages optimized for keywords - Location pages for each service area - Contact forms with lead capture - Mobile optimization - Speed optimization - **Your line:** "First, we build the foundation - a website that's designed to convert visitors into customers."

Week 3: Google Business Profile Optimization - Claim/verify GBP - Complete all fields - Add photos (20+ high-quality) - Select categories carefully - Write keyword-rich description - Add services with descriptions - Set up booking/messaging - Create first post - **Your line:** "Then we optimize your Google Business Profile - this is what shows up in the map pack."

Week 4: Citation Building - Submit to top 20 directories - Ensure NAP consistency - Industry-specific directories - **Your line:** "We get your business info listed consistently across the web so Google trusts your location."

MONTH 2-3: OPTIMIZATION & GROWTH

Ongoing Weekly Tasks:

Week 1: - Keyword research for their market - Analyze competitor rankings - Identify quick wins - Optimize homepage for main keyword - **Report:** Current rankings, opportunities identified

Week 2: - Optimize service page #1 - Add location-specific content - Internal linking structure - Add schema markup - **Report:** Rankings update, traffic metrics

Week 3: - Optimize service page #2 - Create new blog post (if applicable) - GBP post creation - Review generation outreach -
Report: Rankings update, GBP insights

Week 4: - Location page optimization - Technical SEO fixes - Backlink outreach - Monitor and adjust - **Report:** Monthly progress summary

Your line: “Every week, we’re making improvements. SEO is like compound interest - small gains add up to big results over time.”

PART 4: TIMELINE & EXPECTATIONS (SET REALISTIC EXPECTATIONS)

What to Tell Prospects:

MONTH 1:

What’s happening: - Website live - GBP optimized - Citations building - Foundation set

What they’ll see: - New website live - Improved GBP appearance - First weekly reports

Rankings: - Minimal movement (this is normal)

Your line: “Month one is building the foundation. You won’t see dramatic ranking changes yet, but everything is being set up properly.”

MONTH 2:

What’s happening: - Weekly optimization - Content additions - Review generation - Ongoing monitoring

What they’ll see: - Rankings start to improve (slight) - More GBP views - Possibly first leads from website

Rankings: - 5-10 position improvements on some keywords - Showing up for more searches

Your line: “Month two is when Google starts noticing the improvements. You’ll see some rankings moving up.”

MONTH 3:

What’s happening: - Continued optimization - Building momentum - Refining strategy - More content

What they’ll see: - Noticeable ranking improvements - Increased organic traffic - Regular leads coming through

Rankings: - 10-20 position improvements - Breaking into top 10 for some keywords - More map pack appearances

Your line: “Month three is when things really start clicking. This is typically when clients see meaningful lead flow.”

MONTH 4-6:

What's happening: - Maintaining and improving rankings - Targeting new keywords - Building authority - Consistent optimization

What they'll see: - Top 5 rankings for main keywords - Consistent map pack visibility - Steady lead flow - ROI becoming clear

Rankings: - Top 3-5 for main keywords - Top 10 for many variations - Strong map pack presence

Your line: "By month 4-6, you should be ranking in top 5 for your main keywords and getting consistent leads from your website."

The Honesty Speech:

Use this when they ask about timeline:

YOU: "Here's the honest truth about SEO:

Anyone who promises you #1 rankings in 30 days is lying. SEO takes time because Google doesn't trust new signals immediately.

Here's what to expect:

Month 1: Foundation building. Minimal ranking changes. **Month 2:** Rankings start moving. Google notices your site. **Month 3:** Breaking into top 10 for some keywords. First real lead flow. **Month 4-6:** Top 5 rankings for main keywords. Consistent leads.

The good news? Once you rank, it's hard to knock you down. It's an asset that keeps paying off.

The bad news? You need patience for the first 60-90 days.

Can you commit to that timeline?"

PART 5: COMPETITIVE ANALYSIS (WHAT TO LOOK FOR)

Before Every Call, Check These:

Quick 5-Minute Competitive Analysis:

1. Google Their Main Keyword Search: "[their service] [their city]"

Note: - Who ranks #1-3 in map pack? - Who ranks #1-3 in organic results? - What do those sites look like? - What's their opportunity?

Your line: "I just searched '[plumber Frederick MD]' and here's what I saw: [competitors] are ranking #1-3. Your opportunity is to outrank them by [specific strategy]."

2. Check Their Current GBP - Do they even have one? - Is it verified? - How many reviews? (count them) - Rating? (note it) - Photos? (how many, recent?) - Posts? (when was last one?)

Your line: “I pulled up your Google Business Profile. You have [X] reviews at [Y] stars. Your top competitors have [Z] reviews. To compete, we need to get you to at least [Z+10] reviews.”

3. Check Their Website (if they have one) - When was it last updated? (check copyright date, blog dates) - Is it mobile-friendly? (check on phone) - How fast does it load? (use GTmetrix or just your feel) - Do they have service pages? Location pages? - Any SEO effort visible?

Your line: “I looked at your current site. Last update was [year]. It loads in [X] seconds - Google wants under 3 seconds. No service-specific pages. This is why you’re not ranking.”

4. Check Top Competitor’s Site - What are they doing right? - Content depth? - User experience? - Call-to-actions?

Your line: “Your top competitor has [X] pages of content], [Y] reviews featured, and [Z] clear CTAs. That’s the bar we need to beat.”

Common Competitive Scenarios:

SCENARIO 1: No One is Doing SEO Well

What you’ll see: - Old websites (2015 design) - Minimal content - Few reviews - No GBP optimization

Your pitch: “Great news - your competitors aren’t doing SEO either. That means this is a HUGE opportunity. We can dominate this market in 90 days because there’s no real competition.”

SCENARIO 2: One Dominant Player

What you’ll see: - One company ranks #1 for everything - 200+ reviews - Modern website - Clear SEO effort

Your pitch: “Right now, [Competitor] owns this market. But here’s the thing - they probably built that position over 3-5 years. We can catch up faster because SEO has evolved. Plus, there’s room for multiple players in top 3. We’re not trying to beat them overnight - we’re trying to get you on page 1 with them.”

SCENARIO 3: Everyone is Doing SEO

What you’ll see: - Multiple modern sites - Everyone has 50+ reviews - Competitive GBP profiles - Content-heavy sites

Your pitch: “This is a competitive market. Everyone’s doing SEO. Which means if you DON’T do it, you’re invisible. The good news? I know how to compete in tough markets. It’ll take longer (4-6 months instead of 2-3), but we can get you in the game.”

SCENARIO 4: They’re Already Ranking Decent

What you’ll see: - They’re on page 1, positions 5-10 - Decent GBP - Some SEO effort

Your pitch: “You’re close. You’re on page 1, but positions 5-10. Studies show 75% of clicks go to top 3 positions. We need to get you from position 7 to position 3. That’s easier than going from page 3 to page 1. This is actually the perfect time to invest because you’re ALMOST there.”

PART 6: COMMON QUESTIONS & EXPERT ANSWERS

Master These Responses:

Q: “How long until I rank #1?”

WRONG ANSWER: “Uhh, it depends...”

RIGHT ANSWER: “Here’s the honest answer: If your market is competitive, 4-6 months to break into top 3. If it’s less competitive, 2-3 months.

But here’s what matters more than #1: being in the top 3. Studies show the top 3 positions get 75% of all clicks. Position #1 gets about 30%, position #2 gets 15%, position #3 gets 10%.

So our goal is top 3 within 90 days. #1 is the cherry on top, but top 3 is where the money is.

Sound fair?”

Q: “Can you guarantee #1 rankings?”

WRONG ANSWER: “Yes!” (Never promise this)

RIGHT ANSWER: “No, and anyone who does is lying to you. Here’s why:

Google’s algorithm has over 200 ranking factors and changes constantly. No one can guarantee specific rankings.

What I CAN guarantee: - I’ll do the work every single week - Your rankings WILL improve over time - You’ll get detailed reports showing progress - We’re month-to-month, so if it’s not working, you can leave

I rank based on results I can control - effort, strategy, and consistency. The rankings are Google’s decision, but I’ll give them every reason to rank you higher.

Fair enough?”

Q: “Why does SEO take so long?”

WRONG ANSWER: “That’s just how it is.”

RIGHT ANSWER: “Great question. Here’s why:

Think of SEO like building trust with a person. You can’t meet someone and instantly be best friends. Trust builds over time through consistent positive interactions.

Google is the same way. When you optimize your site, Google doesn't trust it immediately. They need to see: - Consistent signals over time - Real user engagement - Quality content - Positive reviews - No manipulation

It typically takes 60-90 days for Google to fully evaluate and rank new signals.

The good news? Once you earn those rankings, they're stable. You're not starting from scratch every month like with paid ads.

Make sense?"

Q: "Can't I just pay for Google Ads instead?"

WRONG ANSWER: "No, SEO is better."

RIGHT ANSWER: "You absolutely can, and honestly, ads + SEO together is the ideal approach."

But here's the difference:

Google Ads: - Instant visibility - Pay per click (\$5-\$50 per click) - Stop paying = disappear immediately - Great for short-term campaigns

SEO: - Takes 2-3 months - Free clicks after that - Keeps working even if you pause - Builds long-term asset

Think of ads as renting and SEO as buying. Both have their place.

For most home service businesses, I recommend: - Start with SEO (build the foundation) - Add ads later for scale (if needed)

But if you're only going to do one, SEO gives you better long-term ROI.

Make sense?"

Q: "What's the difference between SEO and Google Business Profile?"

WRONG ANSWER: "They're basically the same."

RIGHT ANSWER: "Great question. They work together but they're different:

Google Business Profile (GBP): - Your listing on Google Maps - Shows up in the "map pack" (the 3 businesses with maps at top of search) - Free to set up - Focuses on: reviews, photos, business info, location

SEO (Search Engine Optimization): - Your website ranking in the regular search results below the map pack - Focuses on: content, keywords, backlinks, technical optimization

Here's the power move: You need BOTH.

Your GBP gets you in the map pack (top visibility). Your website ranks below in organic results (second chance to catch them).

Together, you dominate the entire first page.

That's what I do - optimize both so you own the search results."

Q: “How do I know this will work for MY business?”

WRONG ANSWER: “It works for everyone.”

RIGHT ANSWER: “Fair question. Let me ask you this:

Do people in [their city] search Google for ‘[their service]’?

[They say yes]

Then yes, this works.

Here’s the proof: Google ‘[their service] [their city]’ right now. See those businesses ranking #1-3? They’re not smarter than you. They just invested in SEO.

The question isn’t ‘will this work’ - it will.

The question is: Are you willing to invest the time (2-3 months) and money (\$597/month) to get there?

Because your competitors already are.”

Q: “Can you just do the Google Business Profile and skip the website?”

WRONG ANSWER: “Sure, whatever you want.”

RIGHT ANSWER: “I could, but I won’t. Here’s why:

Your GBP is super important - it gets you in the map pack. But here’s what happens:

Someone sees you in the map pack → Clicks on your profile → Clicks ‘Website’ to learn more → Lands on a crappy site or no site → Backs out → Calls your competitor.

You just lost the sale at the finish line.

Your GBP is the hook. Your website is the close.

You need both to actually convert customers.

Plus, having a strong website actually HELPS your GBP rank higher. Google sees them as one entity.

So no, I don’t offer GBP-only service. But the good news is my pricing includes both, so you’re covered.”

Q: “What keywords should I target?”

WRONG ANSWER: “I’ll figure it out.”

RIGHT ANSWER: “Great question. We’ll target two types:

1. High-Intent Service Keywords: These are people ready to hire: - ‘[your service] [your city]’ - Example: ‘plumber Frederick MD’ - ‘[your service] near me’ - ‘emergency [your service] [your city]’ - ‘[specific problem] repair [your city]’

These have high commercial intent. Lower search volume, but high conversion.

2. Informational Keywords: These are people in research mode: - 'how much does [service] cost' - 'signs you need [service]' - 'best [service] company [city]'

These have higher volume but lower immediate conversion. But they build authority and catch people early.

We'll focus on #1 first (get you leads fast), then layer in #2 (build long-term authority).

I'll send you a full keyword list in our first report.

Sound good?"

Q: "My competitor ranks #1 and they have a terrible website. Why?"

WRONG ANSWER: "I don't know."

RIGHT ANSWER: "Great observation. That actually tells us something important.

They're probably ranking because of one or more of these:

1. **They've been around forever** - Google values age and history
2. **They have way more reviews** - Check their GBP. Bet they have 100+ reviews
3. **Their domain is old** - Even a bad site on a 10-year-old domain has trust
4. **They have backlinks** - Maybe from local news, Chamber of Commerce, years of accumulation

Here's the good news: A great website + reviews + optimized GBP beats an old crappy site eventually.

They're ranking on legacy. We'll outrank them on optimization.

Within 6 months, you'll be above them. Guaranteed."

PART 7: POWER PHRASES (USE THESE)

Copy These Word-For-Word:

On Rankings:

- "We're not chasing #1. We're chasing top 3, because that's where 75% of clicks happen."
- "Rankings are a lagging indicator. We focus on the leading indicators - content, optimization, reviews."
- "You don't need to rank #1 for everything. You need to rank top 3 for the keywords that actually drive business."

On Timeline:

- "SEO is a compound interest play. Small improvements every week add up to big results over 90 days."
- "The first 60 days are investment. Days 61-365 are payoff."
- "This isn't a sprint. It's a marathon where you get stronger every

mile.”

On Competition:

- “Your competitors aren’t better than you. They just started earlier. We’re going to catch up.”
- “Every day you wait is another day your competitor gets calls that should be yours.”
- “The best time to start SEO was 2 years ago. The second best time is today.”

On Value:

- “This isn’t an expense. It’s an asset. Your website and rankings are something you OWN.”
- “HomeAdvisor is renting. This is buying. Which would you rather do?”
- “If we get you ONE extra job per month, this pays for itself 5X over.”

On Process:

- “I’m not going to promise overnight results. I’m going to promise consistent work and transparent reporting.”
- “Every week, you’ll know exactly what I did and where you stand. No black box.”
- “SEO isn’t magic. It’s systematic optimization applied consistently over time.”

On Trust:

- “I did this for my own business. I had skin in the game. It worked.”
 - “My competitor kept my system for 18 months because he couldn’t improve it. That’s validation.”
 - “I’m not a marketer theorizing. I’m a business owner who figured this out with my own money on the line.”
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PART 8: RED FLAGS (WHEN TO WALK AWAY)

Don’t Take These Clients:

RED FLAG 1: They Want Instant Results

They say: “I need to be #1 by next month.”

Your response: “I appreciate the urgency, but that’s not realistic. SEO takes 60-90 days minimum. If you need instant results, Google Ads is better for you. But if you want sustainable, long-term lead generation, I’m your guy.”

If they insist on instant: Walk away. They’ll blame you when it doesn’t happen.

RED FLAG 2: They Have Terrible Reviews

They say: “Yeah I’ve got like 2 stars on Google but that’s not my fault.”

Your response: “Here’s the thing - I can get you ranked higher, but if people see 2 stars, they won’t call. We need to fix your reputation first. Are you willing to address whatever’s causing the bad reviews?”

If they blame customers or make excuses: Walk away. SEO can’t fix a bad business.

RED FLAG 3: They Can’t Afford It

They say: “I’m really tight on cash right now. Can you do it for \$200/month?”

Your response: “I get it. But \$200/month doesn’t cover the cost of delivering quality service. My rate is \$597. If that doesn’t work, let’s reconnect when you’re in a better financial position.”

If they keep negotiating down: Walk away. They’ll be painful clients.

RED FLAG 4: They’re Difficult/Controlling

They say: “I need to approve every single change before you make it. And I need daily updates.”

Your response: “I appreciate attention to detail, but that level of involvement would slow us down significantly. I send weekly reports and I’m available for questions, but I need autonomy to do my job well. Can you work with that?”

If they insist on micromanagement: Walk away. Not worth the headache.

RED FLAG 5: They’re Shopping on Price Only

They say: “I found someone on Fiverr who’ll do it for \$300.”

Your response: “Great. Work with them. But when that doesn’t work out, come back and we’ll fix it.”

If they mention price 5+ times: Walk away. They’re price shoppers, not value buyers.

PART 9: CONFIDENCE BUILDERS (STUDY THIS)

Facts to Memorize:

Industry Statistics (Use These):

1. Local Search Stats: - “46% of all Google searches are local” (Source: Google) - “76% of people who search on their phone for something nearby visit a business within 24 hours” (Google) - “28% of local searches result in a purchase” (Google)

Your line: “Almost half of all Google searches are local. If you’re not showing up, you’re missing out on thousands of potential customers every month.”

2. Review Stats: - “88% of consumers trust online reviews as much as personal recommendations” (BrightLocal) - “Businesses with 100+ reviews get 3X more conversions than those with fewer” (BrightLocal) - “73% of consumers only read reviews from the last month” (BrightLocal)

Your line: “Reviews aren’t just social proof - they’re ranking signals AND trust builders. We need to get you to 50+ reviews in the next 6 months.”

3. Click-Through Rate Stats: - “Position #1 gets 27.6% of clicks” (Backlinko) - “Position #2 gets 15.8% of clicks” - “Position #3 gets 11% of clicks” - “Together, top 3 = 54.4% of ALL clicks” - “90% of users don’t go past page 1”

Your line: “If you’re not on page 1, you’re basically invisible. And if you’re not in top 3, you’re missing out on 54% of potential clicks.”

4. Mobile Stats: - “60% of searches happen on mobile devices” (Google) - “57% of users won’t recommend a business with a poorly designed mobile site” (Google) - “53% of mobile users abandon sites that take longer than 3 seconds to load” (Google)

Your line: “Most of your customers are searching on their phones. If your site isn’t mobile-friendly or loads slow, you’ve already lost them.”

5. ROI Stats: - “SEO leads have a 14.6% close rate” (HubSpot) - “Paid ads leads have a 1.7% close rate” - “Organic search drives 10X more traffic than social media” (BrightEdge)

Your line: “SEO leads close at 14.6%. That’s 10X better than paid ads. Why? Because people searching Google have high intent - they’re READY to hire.”

Your Proof Points (Memorize Your Story):

The Junk Removal Story:

Memorize this word-for-word:

“In 2020, I started a junk removal business in Richmond, VA. I was spending \$2,000/month on HomeAdvisor and getting garbage leads.

So I said screw it, I’ll figure this out myself.

I built a website, optimized my Google Business Profile, did SEO every single week.

Within 90 days, I ranked #1 for ‘junk removal Richmond VA.’

Within 6 months, I was generating 50+ leads per month from my website and I completely stopped paying for leads.

In January 2024, I sold that business.

And here's the crazy part: My competitor - the guy who bought it - has kept my website EXACTLY as I built it for 18 months. Hasn't changed a single thing.

Why? Because it still ranks #1. It still generates leads every single day.

I still get the email notifications when someone fills out a quote request.

That's the system I'm offering you."

Practice this until you can say it conversationally in 60 seconds.

PART 10: QUICK REFERENCE CARDS

CARD 1: THE LOCAL SEO CHECKLIST

What You'll Do for Every Client:

- ☐ **Website:** - Custom design - 5-10 pages (Home, Services, About, Contact, Locations) - Mobile-optimized - Fast loading (<3 seconds) - SSL certificate - Clear CTAs and quote forms
 - ☐ **Google Business Profile:** - Claim and verify - Complete all fields - 20+ photos - Accurate categories - Keyword-rich description - Weekly posts - Q&A populated
 - ☐ **On-Page SEO:** - Keyword research - Title tags optimized - Meta descriptions - H1/H2 structure - Alt text on images - Internal linking - Schema markup
 - ☐ **Content:** - Service pages (1,200-1,500 words each) - Location pages (1,000-1,200 words each) - Blog posts (optional)
 - ☐ **Citations:** - Top 20 directories - NAP consistency - Industry-specific listings
 - ☐ **Reviews:** - Review generation strategy - Response template - Ongoing monitoring
 - ☐ **Weekly Work:** - Keyword tracking - Content optimization - Technical fixes - GBP posts - Report generation
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CARD 2: OBJECTION QUICK RESPONSES

Objection: "Too expensive" **Response:** "What's an average job worth? [\$X] So if this gets you ONE extra job per month, it pays for itself 5X over."

Objection: "How long?" **Response:** "60-90 days to see meaningful results. Anyone promising faster is lying."

Objection: "Guarantee?" **Response:** "I guarantee the work. Google controls the rankings. But if I don't deliver, you can cancel anytime."

Objection: “DIY instead” **Response:** “You could. But is that the best use of your time? You’re great at [their trade]. I’m great at SEO. Trade?”

Objection: “Competitor cheaper” **Response:** “Sure. But they didn’t build and sell a successful business using this system. I did. Worth \$3/day extra?”

CARD 3: POWER NUMBERS

Memorize These: - 46% of Google searches are local - 75% of clicks go to top 3 positions - 90% of users don’t go past page 1 - 60% of searches happen on mobile - 88% trust online reviews like personal recommendations - SEO leads close at 14.6% (vs 1.7% for paid ads)

CARD 4: YOUR PROOF POINTS

The System: - Built junk removal business 2020 - Ranked #1 in 90 days - Sold business January 2024 - Competitor kept website 18+ months unchanged - Still generates daily leads - 100+ 5-star testimonials on YouTube

Your Authority: - Former business owner (not just marketer) - Skin in the game (used own money) - Proven results (competitor validation) - Transparent (weekly reports) - Risk-free (month-to-month)

FINAL TIPS FOR SOUNDING EXPERT

DO:

✓ Speak confidently about timelines (60-90 days) ✓ Use statistics to back up claims ✓ Reference your junk removal success often ✓ Admit what you don’t know and offer to research ✓ Use simple language (avoid jargon unless they use it first) ✓ Sound like you’ve done this 100 times (because you will)

DON’T:

✗ Promise #1 rankings ✗ Say “it depends” without explaining what it depends on ✗ Use too much technical jargon (makes you sound insecure) ✗ Bash competitors (makes you look petty) ✗ Oversell (let the facts speak) ✗ Sound desperate for the sale

THE CONFIDENCE STATEMENT

Before every call, say this to yourself:

“I know local SEO better than 95% of web designers because I actually DID it for my own business.

I have proof it works.

I'm not guessing. I'm not theorizing. I'm replicating a proven system.

If they don't want it, that's their loss. I'm only taking 10 clients anyway.

I'm the expert. They need me more than I need them."

NOW GO SOUND LIKE THE EXPERT YOU ARE 🎧