



Singing River AI

Local Visibility & Lead Recovery Program

Proposal for Rittenworx Handyman Services

Prepared for	Roy Rittenberry, Owner
Prepared by	Todd Frederickson, Singing River AI
Proposed start date	February 1, 2026
Singing River AI	singingriverai.com 256-740-3195 info@singingriverai.com

Purpose: Increase calls and booked jobs by improving local discoverability (maps, voice assistants, and Google) and tracking results inside GoHighLevel.

Recommendation: Package 2 (\$697/month) is the best fit to restore consistent visibility and build durable ranking assets in Madison, Huntsville, and Athens.

Executive Summary

Rittenworx has the real-world reputation and craftsmanship. This engagement is about making that reputation easy to find and easy to contact for homeowners searching in Madison, Huntsville, and Athens — and measuring results in one place.

What we will do in the first 90 days:

- Stabilize your business presence across the local discovery ecosystem (maps, directories, and voice).
- Build and publish **three** city hub pages (Madison, Huntsville, Athens) designed to rank and convert.
- Implement lead tracking and simple reporting in GoHighLevel, so you can see what is producing calls.

Success Outcomes (Directional)

- Improved discovery across maps and voice assistants for the priority cities.
- Improved visibility for city + service searches (e.g., handyman Madison, drywall repair Huntsville).
- Calls and form leads tracked by source in GoHighLevel.
- Consistent monthly review growth and improved recency across key platforms.

Optional: If you want a faster lead valve, Package 3 adds Google Local Services Ads management. We recommend starting at **\$300/week** in ad spend (paid directly to Google).

90-Day Roadmap (High Level)

We execute in focused sprints. Platform verification timelines can vary, but the sequence stays consistent.

Phase	Weeks	Focus	Outcome
Foundation	1-4	Visibility + data trust	Aligned presence + tracking foundation in GoHighLevel
Local Engine	5-8	Rank + convert	Publish city hub pages for Madison and Huntsville; conversion paths
Authority	9-12	Scale + optimize	Publish Athens hub page; review system + authority growth; optimization

Monthly Subscription Packages

All packages include a GoHighLevel sub-account for reporting and lead tracking. Month-to-month; upgrade or downgrade any time.

Package	Investment	Primary Focus	Includes (Summary)
Pkg 1: Visibility Essentials	\$297/mo	Stabilize + measure	Presence alignment, tracking/reporting, priority remediation
Pkg 2: Local Growth (Recommended)	\$697/mo	Rank + convert	Everything in P1 + 3 city hub pages (Madison/Huntsville/Athens over 90 days), on-site optimization, review system setup
Pkg 3: Domination + Paid Lead Valve	\$1,297/mo	Fastest to leads	Everything in P2 + LSA setup/management and weekly optimization; \$300/week recommended starting ad spend

Working Relationship

Singing River AI	Rittenworx
Execute the program, publish assets (per package), and report performance in GoHighLevel.	Provide access to platforms as needed and supply a small set of job photos for local pages.
Set up tracking, dashboards, and a compliant review system.	Respond quickly to new opportunities. Response time materially impacts close rates and booked jobs.

Commercial Terms (Summary)

- Monthly subscription billed in advance; month-to-month.
- 30 days written notice to cancel.
- Ad spend (if used) is separate and paid directly to platforms (e.g., Google).
- No guarantees of rankings or lead volume; we commit to execution, measurement, and optimization.
- Confidentiality for non-public business information.
- Client owns approved deliverables created during the engagement.
- Limitation of liability: limited to fees paid in the prior 30 days.

Next Steps

- Approve Package 2 (\$697/month) to begin.
- Complete onboarding + access (we provide a checklist).
- Kickoff call (30 minutes).
- Work begins on 2/1/2026.

Acceptance

Rittenworx Handyman Services	Singing River AI
Roy Rittenberry, Owner Signature: _____ Date: _____	Todd Frederickson Signature: _____ Date: _____

Appendix A: Package Deliverables (At-a-Glance)

This matrix summarizes delivery by package. Detailed task lists are managed in the project workspace after kickoff.

Deliverable Area	Pkg 1 (\$297/mo)	Pkg 2 (\$697/mo)	Pkg 3 (\$1,297/mo)
Presence alignment (maps/voice ecosystem)	Essential coverage	Expanded coverage	Expanded + priority
GoHighLevel lead tracking + reporting	Included	Included	Included + weekly insights
Local website optimization	Baseline	Full on-site pass	Full on-site pass
City hub pages	Not included	3 hubs in 90 days	3 hubs in 90 days (accelerated support)
Review system setup	Basic	Full automation setup	Full automation + monitoring
Google LSA setup + management	Not included	Optional add-on	Included (\$300/week starting ad spend)

Client inputs needed: job photos for local pages, and prompt responses to new leads (response time impacts close rate).