



Singing River AI

## Local Visibility & Lead Recovery Program

### Proposal for Rittenworx Handyman Services

<b>Prepared for</b>	Roy Rittenberry, Owner
<b>Prepared by</b>	Todd Frederickson, Singing River AI
<b>Proposed start date</b>	February 1, 2026
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**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.

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## 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)	<b>\$697/mo</b>	Rank + convert	Everything in P1 + <b>3 city hub pages</b> (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; <b>\$300/week</b> 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.	<b>Respond quickly to new opportunities.</b> 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	<b>3 hubs in 90 days</b>	<b>3 hubs in 90 days</b> (accelerated support)
Review system setup	Basic	Full automation setup	Full automation + monitoring
Google LSA setup + management	Not included	Optional add-on	Included ( <b>\$300/week</b> starting ad spend)

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