DIGITAL SERVICES
& PRICING STRATEGY

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Introduction

In today's digital-first economy, local businesses are more aware than ever of the importance of being seen, trusted, and chosen online. Yet most business owners don't have the time, knowledge, or clarity to navigate the complex world of digital marketing. That's where you — the digital service provider — come in.

This book is designed to give you a complete, practical understanding of the most valuable and in-demand digital services you can offer to local businesses. Whether you're building a new agency, expanding your freelance offerings, or looking to productize services, this guide lays out everything you need to confidently present, price, and deliver results.

Each chapter focuses on one core digital service — from Google Business Profile optimization to SEO, reputation management, website building, PPC ads, and beyond. Inside every section, you'll find:

- A **clear explanation** of the service and why it matters to local businesses
- A **full breakdown** of sub-services and deliverables you can offer
- Suggested **pricing models** based on industry standards
- Logical **cross-sell opportunities** to expand the value of each engagement
- A ready-to-use **sales pitch** to introduce the service to potential clients
- Supporting **templates** such as audit checklists and monthly reports

This book doesn't just describe what each service is — it gives you a framework for how to approach it professionally, price it profitably, and position it in a way that resonates with business owners.

You'll also gain insight into how services relate to and support each other — for example, how website building leads into SEO, how citations feed into local rankings, or how PPC campaigns benefit from conversion-focused landing pages.

Whether you're starting from scratch or scaling up, this guide will help you build trust, deliver value, and close deals with confidence.

How to Price Digital Services for Local Clients

One of the most important — and often most challenging — parts of selling digital services is setting the right price. Price too high, and you risk scaring away budget-conscious clients. Price too low, and you undervalue your work and struggle to grow. This page will help you think strategically about how to price your services effectively, based on your experience level, the client's profile, and your local market.

1. Consider the Client's Location, Market, and Business Size

Not all clients are equal when it comes to pricing tolerance.

- **Location matters.** A dentist in Los Angeles will expect different pricing than a landscaper in a rural town. Urban, competitive, and high-income areas can support higher service fees.
- **Industry matters.** Certain industries (like law, medical, real estate) have higher customer lifetime value and greater competition, so clients often expect to invest more.
- **Business size matters.** A solo operator with a basic website need will have a very different budget than a multi-location business with paid ads, SEO, and video marketing campaigns.

2. Know Where You Stand: Freelancer or Agency?

- **If you're new or just starting out**, your goal should be to price competitively while still covering your time and showcasing value. This might mean starting at the lower end of typical price ranges and including a few bonuses to sweeten the deal.

- **If you're an established freelancer or agency**, you can charge more — but it must be backed up with proof of results, testimonials, or professional presentation.

You're not just charging for time — you're charging for outcomes, peace of mind, and professionalism.

3. Research Local Pricing

It's smart to understand the pricing landscape in your area before setting your rates. Here are a few ways to do that:

- **Check local competitors' websites.** Some freelancers and agencies publish "starting at" pricing on their service pages.
- **Look at freelance platforms.** Sites like Upwork or Fiverr (filter by location) can show you what others are charging for similar services.
- **Call or email anonymously.** Request quotes from 2–3 local providers as if you were a customer to get a feel for the market rate.

Remember, your goal is not necessarily to be the cheapest — but to understand the range so you can position yourself smartly within it.

4. Should You Undercut Competitors?

Undercutting can be a short-term tactic, but it's not a sustainable pricing model. Instead of lowering your prices, try to **increase your perceived value**:

- **Offer more support** — include setup help, guidance, or follow-up.
- **Bundle related services** — for example, GBP + citation building, or SEO + content.
- **Include bonuses** — like free audits, strategy sessions, or a

welcome pack.

- **Frame your offer as a solution, not a service** — business owners buy results, not tasks.

Price isn't the only factor in decision-making — trust, presentation, and clarity matter just as much.

5. Offer Tiered Packages

A smart pricing strategy is to offer **3 clear packages** for each service:

- **Starter** – a basic entry-level option with limited features
- **Standard** – your ideal package (most value for price)
- **Premium** – high-touch, all-inclusive version for larger clients

This makes it easier for customers to choose without needing custom quotes every time, and helps anchor your value higher.

6. Build In Flexibility (Especially Early On)

Especially in the early stages, be open to adjusting your price depending on:

- The complexity of the project
- The relationship potential (recurring work, referrals)
- Your current portfolio needs (building case studies)

You can always raise prices later — but it's harder to recover after quoting too high and losing trust.

Test, Track, and Adjust

Pricing is not set in stone. Test different approaches, watch how clients respond, and don't be afraid to adjust as you grow. What matters most is that you clearly communicate the **value behind**

your pricing and deliver results that make the investment feel worth it.

What To Sell And Why

Here's a suggested **priority list**, ranked by what's typically **easiest to sell and/or most in demand among local businesses**

1. Google Business Profile (GBP) Optimization

Why it's first:

- Most local businesses already have a listing (or need one).
- Immediate, visible ROI (appears in Google Maps & local search).
- Easy to explain value: more visibility = more foot traffic or calls.

2. Reputation Management

Why:

- Reviews directly impact conversion.
- Businesses feel pain quickly from bad reviews.
- Most don't know how to respond or generate good ones consistently.

3. Citations & Local Listings

Why:

- Pairs naturally with GBP.
- Seen as “checklist SEO” — makes the business look more legit online.

- Affordable and easy to outsource/deliver.

4. On-Page & Technical SEO

Why:

- Slightly more technical but helps improve organic rankings.
- Many local businesses have websites but don't understand SEO.
- Audit tools give you tangible reports to upsell from.

5. Website Building

Why:

- High demand, especially among newer businesses or those with outdated sites.
- A strong visual portfolio makes it easier to sell.
- Leads to cross-sells (SEO, security, accessibility, etc.)

6. Website Security

Why:

- Rising awareness of cyber threats.
- Easy win after a site audit.
- Pairs well with web hosting or maintenance plans.

7. Accessibility Services

Why:

- Growing legal pressure (ADA compliance in the U.S.).
- More appealing to businesses in regulated sectors (law, healthcare, education).

- Slightly technical to sell, but powerful positioning.

8. Link Building

Why:

- Harder to explain to non-technical clients.
- Considered “advanced SEO.”
- More of a secondary upsell after on-page SEO shows results.

9. PPC Marketing

Why it's lower:

- Higher cost barrier (ad spend + your fee).
- Requires trust in you and a healthy budget.
- Best sold once you’ve proven results from SEO, GBP, or website optimization.

10. Video Marketing

Why it's last (in terms of easy sale):

- Higher creative cost.
- Businesses often don’t see it as essential until they’re more mature or investing in branding.
- Great for upsells and showcasing success stories/testimonials.

Digital Services Descriptions, Detail & Pricing

Google Business Profile Optimization: Full Breakdown

Why Local Businesses Care

- It's **free real estate on Google**, but often underused.
- Appears in **local "map pack"** (above regular search results).
- Drives **calls, visits, and reviews** — all trackable.
- Businesses often "claim" their listing but leave it half-filled or outdated.

Core Services / Sub-Services

Here's a structured breakdown of what you can offer under GBP optimization:

1. Profile Claiming & Verification

- Claiming ownership of an unverified GBP listing.
- Verifying new listings (via postcard, phone, etc.).

2. Profile Audit & Fixes

- NAP consistency check (Name, Address, Phone).
- Duplicate listing removal.
- Suspension recovery (if account is flagged).

3. Profile Optimization

- Writing keyword-rich business descriptions.
- Correct category selection.
- Uploading high-quality business photos.
- Business hours, special hours, holiday updates.
- Services and product listings (with keywords).

4. Review Management

- Strategy to encourage 5-star reviews.
- Responding to existing reviews professionally.
- Review widget for website or email signature.

5. GBP Posting

- Weekly Google Posts (offers, events, updates).
- Promoting specials or seasonal announcements.

6. Q&A Management

- Posting & answering common questions (proactively controlling messaging).

7. Performance Reporting

- Monthly insights (calls, views, direction requests).
- Before/after screenshots.

Suggested Pricing Structure

Pricing can scale with business size and competition:

Package	Description	Monthly Price
Starter	One-time setup + optimization	$149–$199 (one-off)
Standard	Monthly optimization + 1 post/week + review replies	$99–$149/month
Premium	Includes Q&A, posts, full review mgmt + monthly reporting	$199–$299/month

Sales script for pitching **Google Business Profile (GBP) Optimization** to local businesses. You can use this via **cold calls, emails, in-person chats, or discovery calls**.

Google Business Profile Optimization Sales Script

Opening (Warm + Value-Driven)

> *Hi [Name], I work with local businesses to improve their visibility on Google — especially in the map listings that show up when people search things like "plumber near me" or "best café in [town]."*
>
> *I wanted to check: have you ever taken a close look at your **Google Business Profile**? That's usually the first thing customers see when they search for your service — even before your website.*

Problem Identification (Personalize If Possible)

I had a quick look at your listing and noticed a few opportunities:

- *Some sections look incomplete or outdated.*
- *Your reviews aren't being responded to (or there's room to get more).*
- *It's not showing up in the top 3 spots for local searches.*

Solution + Offer

*I offer a **Google Business Optimization Service** that helps make your listing look great and rank higher. That includes:*

- *Fixing and completing your profile*
- *Adding photos, posts, and services*
- *Helping generate and respond to reviews*
- *And giving you a monthly report of views, calls, and more.*

*I can also do a **free audit** of your profile and let you know exactly where you stand — no obligation.*

Call to Action (Low Barrier)

Would you be open to a quick 10-minute call later this week so I can show you what we found and what we'd

recommend?

Or I can send you a free audit report to review first.

Bonus: Email Version (Condensed for Outreach)

Subject: Quick audit of your Google listing ?

Hi [Name],
I help local businesses like yours improve their visibility in Google Maps and local search. I noticed your Google Business Profile could benefit from a few key updates — and I'd love to send over a quick, free audit.

With just a few tweaks, you could be getting more calls, reviews, and traffic — without spending a cent on ads.

Would you like me to send the audit over?

Best,
[Your Name]
[Your Website or Contact Info]

Google Business Profile Audit Checklist

Client Name: _____
Business Name: _____
Date of Audit: _____

1. Ownership & Verification

☐ Business is claimed and verified
☐ Business owner has login access
☐ Suspended or flagged status (if any)

2. Core Information Accuracy (NAP)

☐ Name is consistent across web
☐ Address is accurate & formatted correctly
☐ Phone number is clickable and local
☐ Website link is present and working

3. Category & Services

☐ Primary category is relevant
☐ Secondary categories added (if applicable)
☐ Products/services listed and detailed

4. Visual Content

☐ Logo uploaded
☐ Cover photo uploaded
☐ At least 5–10 business photos
☐ Updated team/interior/exterior images
☐ 360° or video content (optional)

5. Business Description

☐ Keyword-rich, engaging description
☐ Includes value proposition & local area focus
☐ No policy violations (e.g., phone # in description)

6. Hours & Operations

☐ Business hours are current
☐ Special/holiday hours listed
☐ No inconsistencies across listings

7. Reviews & Reputation

☐ Star rating: _____ / 5
☐ Number of reviews: _____
☐ Owner replies to reviews (especially negative)
☐ Recent reviews (within last 30 days)

8. Posts & Engagement

☐ Latest post date: _____
☐ Weekly posts (offers, updates, events)
☐ Posts use keywords and include links or CTAs
☐ Post images are clear & branded

9. Questions & Answers Section

☐ Questions posted by customers
☐ Answers provided by owner (proactive Q&A)
☐ No misleading or spammy content

10. Performance Insights (Optional if client gives access)

☐ Profile views in last month: _____
☐ Direction requests: _____
☐ Phone calls: _____

☐ Website clicks: _____

Summary Score

☐ ☐ ☐ Poor (Needs major help)
☐ Fair (Some updates needed)
☐ ☐ ☐ Good (Just needs regular posts/review help)
☐ ✓ Excellent (Fully optimized)

Suggested Next Steps

☐ Briefly outline 2–3 recommendations here.

Google Business Profile Monthly Report

Client Name: _____
Business Name: _____
Report Month: _____

1. Summary Overview

This report outlines the key performance metrics and optimization work completed for your Google Business Profile this month.

2. Performance Metrics

• Total Profile Views: _____
• Website Clicks: _____
• Phone Calls: _____
• Direction Requests: _____
• Photo Views: _____
• Post Views: _____
• Customer Actions (clicks, calls, etc.): _____

3. Optimization & Updates Completed

☑ Updated business information (hours, categories, etc.)
☑ Uploaded new business photos
☑ Published Google Posts
☑ Responded to customer reviews
☑ Answered customer Q&A
☑ Adjusted service/product listings
☑ Monitored profile for inconsistencies or flags

4. Review Summary

New Reviews Received: _____
Average Star Rating: _____
Number of Reviews Responded To: _____

5. Recommendations for Next Month

• Add more photos (e.g., seasonal images, staff, products)
• Encourage more 5-star reviews through outreach
• Highlight upcoming promotions or services in Posts
• Consider integrating video content

Reputation Management: Full Breakdown

Why Local Businesses Care

- **Customer reviews** directly affect trust, sales, and local rankings.
- A few **negative reviews** can damage their reputation, even if they're old or unfair.
- Most business owners feel **overwhelmed**, unsure how to respond, or are too busy to manage reviews properly.
- Google, Yelp, Facebook, TripAdvisor, and industry-specific sites (like Healthgrades or Houzz) all play a role.

Core Services / Sub-Services

1. Review Monitoring

- Track reviews across Google, Facebook, Yelp, and other key platforms.
- Notify client immediately when new reviews come in.
- Highlight urgent or negative reviews for fast response.

2. Review Response Management

- Draft and publish professional responses to positive and negative reviews.
- Tailor responses to the business tone and industry standards.
- Mitigate the impact of bad reviews with thoughtful public replies.

3. Review Generation Campaigns

- Email or SMS campaigns requesting reviews from happy customers.
- QR codes and review links for physical locations or receipts.
- “Leave us a review” website widget or landing page.

4. Review Gatekeeping (Ethical + Legal)

- Guide customers to the right platform based on satisfaction.
- Avoid illegal practices (like blocking bad reviews), but still help filter angry responses constructively.

5. Competitor Benchmarking

- Analyze how the client’s review score, volume, and frequency compare to top competitors.
- Identify what others are doing right and where there’s an opportunity to stand out.

6. Monthly Reporting

- Number of new reviews
- Star rating trends
- Response rate
- Keyword sentiment analysis (optional upgrade)

Suggested Pricing Structure

Package	Features Included	Monthly Price
Starter	Review monitoring + alerts + basic templates	$99–$129
Standard	Everything in Starter + response management + review generation campaign	$149–$199
Premium	All Standard features + competitor analysis + custom dashboards + 2 campaigns/month	$249–$349

Cross-Sell Opportunities

- **GBP Optimization**: “We can boost your Google visibility and reviews at the same time.”
- **Website Embeds**: “Let’s display your best reviews directly on your homepage.”
- **SEO**: “Reviews are a ranking factor. Let's pair this with on-page improvements.”
- **Email Marketing**: “We can automate review requests after a customer visits or buys.”
- **Video Marketing**: “Turn your 5-star reviews into short testimonial videos.”

Simple Sales Pitch

“Your online reviews are the first thing people check before choosing a local service. I’ll help you stay on top of reviews, respond professionally, and consistently earn more 5-star ratings — so customers trust you before they even call.”

Reputation Management Sales Script

Opening (Relatable + Pain-Driven)

Hi [Name], I help local businesses take control of their online reputation — especially when it comes to reviews on Google, Yelp, Facebook, and other platforms.

Most people check reviews before ever contacting a business — and a single negative review or a low average score can scare off new customers.

Problem Identification (Customized if Possible)

I had a quick look at your profile and noticed:

- *You've got some great reviews, but not many recent ones.*
- *A few 3-star or negative reviews haven't been responded to.*
- *Your competitors are showing up higher just because they have more 5-star reviews.*

Solution + Offer

*I offer a **Reputation Management service** that helps you:*

- *Monitor reviews across platforms*
- *Respond professionally to every review (especially negative ones)*
- *Run ethical campaigns to get more 5-star reviews from*

happy customers

- *And track it all with a simple monthly report*

We'll make sure your best customer experiences turn into powerful testimonials.

Call to Action (Low Risk / Low Barrier)

Would you be open to a free review audit? I'll show you how your business stacks up, and where we can quickly improve your rating and customer perception.

It only takes about 10 minutes, and there's no obligation.

Bonus: Email Version (Short Format)

Subject: Let's boost your review score ?

Hi [Name],
I help local businesses protect and grow their online reputation by tracking and responding to reviews, encouraging more 5-star ratings, and making sure your business stands out online.

I noticed [business name] has a few opportunities to boost your average rating and respond to recent feedback — would you like me to send over a quick, free review audit?

Best,
[Your Name]
[Your Contact Info / Website]

Reputation Management Audit Checklist

Client Name: _____
Business Name: _____
Date of Audit: _____

1. Review Presence & Volume

☐ Google review count: _____
☐ Facebook review count: _____
☐ Yelp review count: _____
☐ Industry-specific sites (e.g., TripAdvisor, Healthgrades): _____
☐ Average star rating: _____
☐ Any listings with no reviews?

2. Review Freshness

☐ Most recent review within 30 days
☐ Consistent flow of new reviews (monthly)
☐ No long gaps between reviews

3. Review Quality

☐ Majority of reviews are 4 or 5 stars
☐ Negative reviews are isolated (not recurring themes)
☐ Positive reviews contain useful keywords (services, staff, location)

4. Review Responses

☐ Business responds to most or all reviews
☐ Negative reviews are addressed professionally

☐ Response tone is friendly and professional
☐ No auto-generated or generic replies

5. Review Generation Strategy

☐ Client currently asks customers for reviews
☐ Automated system in place (email/SMS follow-ups)
☐ QR codes or links in-store or on receipts
☐ No incentives or non-compliant practices

6. Summary & Recommendations

Strengths observed: _____
Opportunities for improvement: _____
Suggested action steps: _____

Reputation Management Monthly Report

Client Name: _____
Business Name: _____
Report Month: _____

1. Overview

This report summarizes your online reputation performance for the month, including new reviews, responses, and campaign efforts.

2. Review Metrics

• Total new reviews this month: _____
• Average star rating this month: _____
• Total reviews responded to: _____
• Total review platforms monitored: _____
• Positive reviews: _____
• Neutral reviews: _____
• Negative reviews: _____

3. Review Highlights

Example 5-star review:

_____

Example negative review addressed:

_____

Notable trends or customer mentions:

_____

4. Campaign Activity

• Review request emails/SMS sent: _____
• New reviews attributed to campaign: _____
• Review link/QR code usage: _____
• Landing page performance: _____

5. Responses & Engagement

Average response time to reviews: _____
Percentage of reviews responded to: _____
Response quality (brief notes):

_____

6. Recommendations for Next Month

• Continue regular review requests after customer interactions
• Improve response time to negative reviews
• Encourage more keyword-rich reviews
• Consider spotlighting best reviews on your website or social media

Citations & Local Listings: Full Breakdown

Why Local Businesses Care

- Citations are **mentions of the business name, address, and phone (NAP)** on directories and websites.
- They **boost local SEO** and help validate the business to Google.
- Inconsistent or missing listings **hurt search rankings** and confuse customers.
- It's one of the easiest "set-it-and-forget-it" SEO foundations — which makes it easy to sell.

Core Services / Sub-Services

1. Citation Audit

- Identify all current listings (correct and incorrect).
- Spot inconsistencies in NAP details.
- Detect duplicate or outdated entries.

2. Citation Cleanup

- Correct or remove incorrect listings.
- Consolidate multiple listings for the same business.

3. Citation Building (Manual or Automated)

- Submit business info to top national directories (e.g., Yelp, Yellow Pages, Bing, Apple Maps).
- Submit to niche-specific or regional directories (e.g., Houzz for

contractors, Avvo for lawyers).

- Submit to local chamber of commerce, industry associations, etc.

4. Consistency Monitoring

- Monthly or quarterly checks to ensure accuracy.
- Fix any changes or new incorrect listings that appear over time.

5. Aggregator Submissions (optional add-on)

- Submit to data aggregators (e.g., Foursquare, Neustar/Localeze, Infogroup).
- Let aggregators push the business info to dozens of platforms automatically.

Suggested Pricing Structure

Package	Features Included	Price
Audit Only	One-time report of citation status	$49–$99 (one-off)
Basic Build	Top 30–50 directories (manual or automated)	$149–$249
Complete	Includes cleanup, building, and 60–100 citations	$299–$499
Ongoing Monitoring	Monthly updates + fixes for changes or duplicates	$49–$79/month

Cross-Sell Opportunities

- **GBP Optimization**: “Let’s sync your Google listing with everything else.”
- **SEO**: “This gives you a stronger foundation to rank higher.”
- **Website Services**: “Let’s make sure your contact info matches across every platform.”
- **Review Generation**: “We’ll make sure customers find you — then help you turn them into 5-star reviews.”

Simple Sales Pitch

“Your business info is scattered across the web — and if any of it is outdated or inconsistent, it can hurt your rankings and confuse customers. We’ll clean up and build accurate listings so Google trusts your business more and your customers can find you everywhere.”

Citations & Local Listings Sales Script

Opening (Clear Value Focus)

Hi [Name], I help local businesses like yours improve their visibility on Google and other platforms by making sure your business details are consistent across the web.

Most businesses are listed on dozens of directories — but many of those listings are outdated, incomplete, or inconsistent — which can actually hurt your search rankings.

Problem Identification (Educate and Relate)

I did a quick check and found some inconsistencies in your listings:

- *Your phone number or address is different on a few sites.*
- *Some major directories don't list your business at all.*
- *Or you may have duplicate listings, which confuse Google and potential customers.*

Solution + Offer

*I offer a **Citation Cleanup and Building Service** that includes:*

- *A full audit of all your current listings*
- *Fixing incorrect or duplicate information*

- *Submitting your correct info to the top 50+ directories*
- *Ongoing monitoring to keep everything consistent*

This helps improve your local search rankings and makes your business more trustworthy to both Google and customers.

Call to Action (Simple and Actionable)

Would you like me to send you a free listing audit? I can show you exactly where your business appears online, and where you're missing out.

It's quick to generate and gives you a clear picture of what needs fixing.

Bonus: Email Version

Subject: Found some incorrect business listings for you

Hi [Name],
I help local businesses improve their visibility by cleaning up their online listings. I noticed that your business has some inconsistencies across popular directories — things like outdated phone numbers or missing listings.

If you'd like, I can send over a free report showing where your business is listed (or not), and what we'd recommend fixing.

This is one of the easiest ways to boost your Google rankings and help new customers find you.

Best,

[Your Name]
[Your Contact Info / Website]

Citations & Local Listings Audit Checklist

Client Name: _____
Business Name: _____
Date of Audit: _____

1. Presence on Key Directories

☐ Listed on Google Business Profile
☐ Listed on Yelp
☐ Listed on Facebook
☐ Listed on Apple Maps
☐ Listed on Bing Places
☐ Listed on Yahoo Local
☐ Listed on Yellow Pages
☐ Listed on Foursquare
☐ Listed on MapQuest
☐ Listed on Local Chamber of Commerce
☐ Listed on Industry-specific directories (e.g., Houzz, Avvo, TripAdvisor)

2. NAP (Name, Address, Phone) Consistency

☐ Business name is consistent across all directories
☐ Address is formatted the same everywhere
☐ Phone number is local and consistent
☐ Website URL is the same and live on each listing

3. Listing Quality

☐ Each listing includes a business description
☐ Categories are relevant and accurate

☐ Listings include logo or business images
☐ Hours of operation are up to date
☐ No broken or duplicate listings found

4. Citation Score Summary

Total directories checked: _____
Accurate listings found: _____
Inaccurate listings found: _____
Missing listings: _____
Duplicate listings: _____

5. Recommendations

• Fix NAP inconsistencies on all platforms
• Build new citations on missing directories
• Remove or merge duplicate listings
• Add images and business details to incomplete listings

Citations & Local Listings Monthly Report

Client Name: _____
Business Name: _____
Report Month: _____

1. Overview

This report outlines the citation and directory status of your business, including new listings created, inconsistencies resolved, and ongoing monitoring efforts.

2. Directory Presence Summary

Total directories monitored: _____
New listings added this month: _____
Directories with complete and correct info: _____
Directories needing attention: _____

3. Inconsistencies Resolved

Incorrect business names fixed: _____
Incorrect addresses corrected: _____
Incorrect phone numbers updated: _____
Incorrect website URLs updated: _____

4. New Citations Built

Total new citations submitted this month: _____
Notable directories added:

_____
Industry/niche-specific sites added:

_____

5. Duplicate Listings Resolved

Duplicate listings identified: _____
Duplicates removed or merged: _____

6. Recommendations for Next Month

• Monitor new listing changes or inconsistencies
• Add business to additional local or niche directories
• Maintain monthly accuracy check to stay consistent across the web
• Consider pairing with GBP optimization for stronger local SEO impact

On-Page & Technical SEO: Full Breakdown

Why Local Businesses Care

- Many businesses have a website, but it's **not optimized to rank** in Google search.
- SEO boosts **organic traffic**, which means more leads without paid ads.
- Business owners often don't understand SEO — making it easy to demonstrate value through audits and reporting.
- Technical issues like slow speed or poor mobile usability can quietly kill rankings.

Core Services / Sub-Services

1. SEO Audit & Site Health Check

- Crawl the site to identify issues (broken links, duplicate content, missing tags)
- Keyword analysis: current rankings, gaps, and opportunities
- Competitor SEO comparison

2. Keyword Optimization

- Keyword research tailored to local searches
- Page-by-page optimization (title tags, meta descriptions, H1s, image alt tags)
- Internal linking improvements

3. Content Optimization

- Rewrite or improve thin or low-quality content
- Add localized content (city/region-specific pages or sections)
- Include FAQs and schema where appropriate

4. Technical Fixes

- Page speed optimization (image compression, caching, script minification)
- Mobile-friendliness and responsive design checks
- SSL installation (HTTPS), broken link fixing
- XML sitemap and robots.txt setup

5. Structured Data / Schema Markup

- Add schema for local business, products, reviews, etc.
- Helps with rich results in search (stars, prices, FAQs, etc.)

6. Indexing & Crawlability

- Ensure all key pages are indexable
- Fix crawl errors via Google Search Console
- Submit sitemap and monitor coverage reports

7. Monthly Reporting

- Keyword ranking changes
- Traffic stats (via Google Analytics)
- Technical improvements log
- Recommendations for next month

Suggested Pricing Structure

Package	Features Included	Monthly Price
Audit Only	Full technical and keyword audit (one-off)	$149–$299
Basic SEO	Monthly keyword optimization + content updates + light reporting	$299–$499/month
Advanced SEO	Includes technical fixes, schema, full reporting, and ongoing optimization	$599–$999/month

Cross-Sell Opportunities

- **GBP Optimization**: “Let’s make your website rank alongside your map listing.”
- **Citations**: “We’ll align your site SEO with accurate directory listings.”
- **Web Design**: “Your SEO would perform better with a faster, mobile-friendly site.”
- **Content Services**: “We can write blog posts and service pages targeting your top keywords.”
- **Link Building**: “To beat the competition, we’ll need to boost your site authority.”

Simple Sales Pitch

“Your website may look good, but if it’s not optimized for search engines, it’s missing out on free traffic and leads. I’ll help improve your rankings with a combination of keyword research, technical fixes, and content updates, and you’ll get a report every month showing your progress.”

On-Page & Technical SEO Sales Script

Opening (Clarity + Curiosity)

Hi [Name], I help local businesses like yours improve their Google search rankings so they get more website traffic — without paying for ads.

Most businesses already have a website, but very few are actually optimized to rank well for the keywords their customers are searching for.

Problem Identification (Highlight Missed Opportunity)

I had a quick look at your site and noticed a few things:

- *It doesn't show up in the top results for important local keywords (e.g., "[service] in [city]").*
- *Pages may be missing key SEO elements like optimized titles, meta tags, or internal links.*
- *There may be technical issues slowing the site down or preventing it from ranking.*

Solution + Offer

I offer a monthly SEO service that includes:

- *Fixing the technical issues behind the scenes (like site speed and mobile usability)*
- *Optimizing every page on your site with keywords people are actually searching*

- *Improving your content so Google and customers both find it more useful*
- *Tracking keyword rankings and sending you clear monthly reports*

It's a long-term growth strategy — and it's completely trackable, so you'll know what's working.

Call to Action (Free Audit Approach)

*Would you be interested in a **free SEO audit** of your site? I can show you exactly where you stand and what it would take to improve your rankings.*

It's no-obligation and can be delivered as a short report or quick call.

Bonus: Email Version

Subject: Quick SEO check on your website

Hi [Name],
I took a quick look at your site and noticed a few things that could be affecting your Google rankings — missing keywords, some technical issues, and a few content gaps.

I offer SEO services that help local businesses get more free traffic from search engines, without spending on ads.

Would you like me to send over a free SEO audit to show what we found and how we can improve it?

Best,
[Your Name]

[Your Website / Contact Info]

On-Page & Technical SEO Audit Checklist

Client Name: _____
Website URL: _____
Date of Audit: _____

1. Keyword Optimization

☐ Target keywords identified for homepage and key service pages
☐ Title tags include relevant keywords and are unique
☐ Meta descriptions are compelling and contain keywords
☐ H1 and H2 tags used appropriately and include keywords
☐ URL structure is clean and includes relevant terms

2. Content Quality

☐ Main pages have at least 300–500 words of relevant content
☐ Content includes local references (e.g., city/region names)
☐ No duplicate content across site
☐ Pages include FAQs, testimonials, or unique value propositions

3. Technical SEO

☐ Website loads in under 3 seconds
☐ Mobile-friendly and responsive design
☐ Secure connection (HTTPS enabled)
☐ No broken links (internal or external)
☐ XML sitemap is present and submitted to Google
☐ Robots.txt is properly configured

4. Internal Linking & Navigation

☐ Internal links connect key pages naturally

☐ Navigation is simple and user-friendly
☐ No orphan pages (pages not linked from anywhere else)

5. Structured Data / Schema Markup

☐ Local business schema is implemented
☐ Review or rating schema used (if applicable)
☐ FAQ or service schema added to key pages

6. Indexing & Tracking

☐ Google Search Console is set up and verified
☐ Google Analytics (or GA4) is installed
☐ Key pages are indexed by Google
☐ No major crawl errors or warnings

7. Summary & Recommendations

Top 3 SEO priorities to address immediately:
1. _____
2. _____
3. _____

On-Page & Technical SEO Monthly Report

Client Name: _____
Website URL: _____
Report Month: _____

1. Overview

This report provides an overview of your website's SEO progress, including keyword rankings, traffic insights, and technical improvements.

2. Keyword Performance

Primary Keywords Tracked:

_____

Top 5 Keywords with Position Gains:
1. _____ (from ___ to ___)
2. _____ (from ___ to ___)
3. _____ (from ___ to ___)
4. _____ (from ___ to ___)
5. _____ (from ___ to ___)

Keywords Dropping in Ranking:
1. _____ (from ___ to ___)
2. _____ (from ___ to ___)
3. _____ (from ___ to ___)

3. Traffic Insights (from Google Analytics)

• Total organic visits this month: _____

• New users: _____
• Average session duration: _____
• Top landing pages: _____

4. Technical Improvements

☑ Page speed optimization completed
☑ Mobile responsiveness improved
☑ Broken links fixed
☑ Schema markup added
☑ Sitemap submitted or updated
☑ Other: _____

5. Content Updates

• Pages optimized this month: _____
• New content created or expanded: _____
• Blog/articles posted (if any): _____

6. Recommendations for Next Month

• Focus on improving content for underperforming pages
• Add more internal links to key service pages
• Continue tracking mobile speed improvements
• Explore topic clusters or local landing pages

Website Building: Full Breakdown

Why Local Businesses Care

- Many businesses still have **outdated, DIY, or poorly built websites** that drive away customers.
- Others have **no website at all**, relying entirely on Facebook or word-of-mouth.
- A modern, responsive site builds **trust**, improves **conversion**, and helps with **SEO and lead capture**.
- Website projects often lead to **long-term service contracts** (hosting, maintenance, SEO, security, etc.).

Core Services / Sub-Services

1. Website Strategy & Planning

- Identify business goals and conversion objectives
- Define target audience and brand style
- Structure site map and user journey

2. Website Design

- Custom or template-based design (based on budget)
- Mobile-responsive layouts
- Visual branding elements (colors, typography, imagery)

3. Website Development

- Build pages using WordPress, Webflow, or custom code
- Setup blog, forms, booking systems, or eCommerce (as

needed)

- Integrate tools like Google Analytics, contact forms, social media

4. Content Creation (Optional Add-On)

- Write or rewrite page content (home, about, services, etc.)
- Include SEO-friendly formatting and keywords
- Add service area pages or FAQs

5. Hosting & Launch

- Set up hosting or transfer to client's host
- Connect domain, install SSL certificate
- Launch with performance testing

6. Maintenance & Support (Ongoing)

- Monthly updates, backups, and uptime monitoring
- Fixes, plugin updates, and minor tweaks
- Security monitoring and spam protection

Suggested Pricing Structure

Package	Features Included	Price Range
Starter Site	1–3 pages, template-based, mobile responsive	$399–$799 (one-time)
Standard Site	5–10 pages, semi-custom design, includes contact form	$999–$1,499
Premium Website	Fully custom, 10+ pages, blog, integrations, SEO-ready	$1,999–$3,500+
Monthly Maintenance	Updates, backups, monitoring	$49 - $149/month

Tip: Offer flexible payment options or packages with optional add-ons (content, SEO, hosting).

Cross-Sell Opportunities

- **On-Page SEO**: “Now that your site is live, let’s help it rank.”
- **Reputation Management**: “We’ll integrate reviews into your site.”
- **Google Business Profile**: “Your site and map listing should be perfectly aligned.”
- **Security Services**: “Let’s keep your site protected from spam and hacks.”
- **PPC or Landing Pages**: “Now you have a place to send ad traffic.”

Simple Sales Pitch

“Your website is your digital storefront, it should build trust, answer questions, and convert visitors into customers. We’ll build a site that not only looks great on any device but also helps you grow your business.”

Would you like the **sales script** for website building next?

Website Building Sales Script

Opening (Appeal to Image & Trust)

Hi [Name], I help local businesses create modern, professional websites that help them attract more customers, build trust, and stand out from competitors.

Your website is often the first impression people get — and if it's outdated, slow, or missing key info, it could be costing you business.

Problem Identification (Use Real or Assumed Insight)

I took a quick look at your current website (or noticed you don't have one), and here are a few opportunities:

- *It's not mobile-friendly or loads slowly.*
- *Important pages like services or contact details are hard to find.*
- *It's missing trust-builders like reviews, certifications, or recent photos.*
- *Or, maybe you're relying only on social media or word of mouth.*

Solution + Offer

I offer custom-built websites that are:

- *Mobile-optimized and designed to convert visitors into leads*

- *Branded to your business — with your logo, colors, and messaging*
- *Connected to Google, social media, forms, maps, and more*
- *SEO-ready and built to grow with your business*

You can choose from a basic package or something more advanced — and we handle everything from design and content to launch and support.

Call to Action (Low Commitment Ask)

Would you like me to send a quick mockup idea or schedule a 10-minute call to go over what your site could look like and cost?

I also offer a free homepage review if you'd like some honest feedback first.

Bonus: Email Version

Subject: Your website could be doing more for you

Hi [Name],
I help local businesses build professional, mobile-friendly websites that turn visitors into paying customers.

I looked at your current site (or noticed you may not have one yet) and saw a few ways we could help — from improving speed and layout to adding clear calls to action and local SEO.

Would you like a free homepage review or a quick mockup

idea to see what's possible?

Best,
[Your Name]
[Your Contact Info / Website]

Website Building Audit Checklist

Client Name: _____
Website URL: _____
Date of Audit: _____

1. Design & Layout

☐ Modern, professional design that reflects the brand
☐ Consistent fonts, colors, and spacing throughout
☐ Clear call-to-action on homepage
☐ Mobile-responsive layout (works well on all devices)

2. Navigation & Structure

☐ Simple, easy-to-use navigation menu
☐ All key pages accessible within 1–2 clicks
☐ Contact page easily found and includes correct info
☐ Logical site structure with clear hierarchy

3. Content & Messaging

☐ Homepage clearly explains what the business does
☐ Service pages describe offerings clearly and concisely
☐ About page with relevant story or background info
☐ Trust signals (reviews, certifications, testimonials) included
☐ No spelling or grammar issues

4. Functionality

☐ Contact form works properly and sends confirmation
☐ Clickable phone number and email for mobile users
☐ Live chat or other lead capture elements present (if applicable)

☐ Social media links working and visible

5. Performance & Technical

☐ Website loads in under 3 seconds
☐ SSL certificate installed (HTTPS)
☐ No broken links or 404 errors
☐ Basic SEO in place (titles, descriptions, image alt text)

6. Recommendations

Top improvements to consider for better performance and conversion:

1. _____
2. _____
3. _____

Website Building Monthly Report

Client Name: _____
Website URL: _____
Report Month: _____

1. Overview

This report summarizes the progress and status of your website project, including completed tasks, ongoing work, and recommendations.

2. Project Milestones

☑ Site map and layout approved
☑ Design mockups created and reviewed
☑ Development phase started
☑ Pages completed: _____ / _____
☑ Forms and integrations tested
☑ Website launched

3. Content Updates

Pages completed this month:

_____
_____

Images or media added:

_____

4. Technical Setup

☑ Domain connected and DNS configured

☑ SSL certificate installed
☑ Site tested for mobile responsiveness
☑ Google Analytics & Search Console set up
☑ SEO basics implemented (titles, meta, alt text)

5. Client Notes & Approvals

Client feedback received: _____
Pending items awaiting approval: _____

6. Next Steps for Upcoming Month

• Complete remaining pages and content
• Final client review and edits
• Performance testing and final launch
• Offer optional maintenance or SEO services

Website Security: Full Breakdown

Why Local Businesses Care

- A hacked or broken site damages **trust**, hurts SEO, and causes **lost sales**.
- Many local business owners **don't update** their websites regularly or even know if their site is secure.
- Offering this service builds **trust and recurring revenue** — especially when bundled with maintenance plans.
- You can often **identify visible issues** (e.g., no SSL, spam in forms) to start the conversation.

Core Services / Sub-Services

1. Security Audit

- Scan for malware, vulnerabilities, and blacklisting
- Check for out-of-date software/plugins
- Evaluate password protection and user access controls

2. SSL Certificate Setup

- Verify or install an active SSL certificate (HTTPS)
- Ensure full site redirects to secure version
- Update mixed content (HTTP assets on HTTPS pages)

3. Firewall & Protection Setup

- Install a website firewall (e.g., Cloudflare, Wordfence)
- Enable brute-force attack protection

- Block suspicious IP addresses or countries (as needed)

4. Backups & Recovery

- Set up daily or weekly off-site backups
- Provide easy restore options in case of hack or crash

5. Spam & Bot Prevention

- Add Google reCAPTCHA to forms
- Install anti-spam plugins (e.g., Akismet for WordPress)
- Monitor form submissions and email behaviors

6. Ongoing Monitoring & Maintenance

- Weekly or monthly malware scans
- Monitor uptime and server performance
- Regular plugin/theme/core updates (for CMS sites)

Suggested Pricing Structure

Package	Features Included	Price
One-Time Fix	Security audit + SSL + basic hardening	$149–$299 (one-off)
Standard	Ongoing scans, plugin updates, backups	$49–$99/month
Advanced	Includes firewall, malware removal, uptime & bot tracking	$129–$199/month

Cross-Sell Opportunities

- **Website Maintenance**: “Let’s keep your site fast and safe month to month.”
- **Website Building**: “Your current site may need rebuilding with better security.”
- **SEO**: “Google punishes hacked or unsecure websites.”
- **Hosting Services**: “We can move your site to a faster, more secure environment.”

Simple Sales Pitch

“A hacked or unsecure website doesn’t just hurt your reputation — it can stop your business cold. We’ll secure your site, protect it from bots and hackers, and make sure you’re always backed up and running safely.”

Website Security Sales Script

Opening (Risk-Based Appeal)

Hi [Name], I help businesses keep their websites secure, protected from hackers, spam bots, and data loss.

You might not see security issues right away, but even small vulnerabilities — like outdated plugins or missing SSL — can lead to major downtime, lost leads, or even your site being blacklisted by Google.

Problem Identification (Reveal Risks They Didn't Know)

I did a quick scan of your website and noticed a few concerns:

- *You don't currently have a valid SSL certificate (or it's not properly configured).*
- *Your forms aren't protected from bots — you may be getting spammed.*
- *Your CMS or plugins look out of date, which increases risk of being hacked.*

Solution + Offer

*I offer a **Website Security Service** that protects your website from threats before they become costly problems. That includes:*

- *A full security audit and malware scan*

- *Installing SSL and firewalls*
- *Securing your contact forms and admin login areas*
- *Setting up regular backups, plugin updates, and monitoring*

We also provide a monthly report so you know everything is running safely.

Call to Action (Free Scan or One-Time Fix)

Would you like a free scan of your site to see where the vulnerabilities are?

Or I can offer a one-time cleanup and hardening service if you're looking for a quick fix.

Bonus: Email Version

Subject: Is your website protected from bots, spam, and hacks?

Hi [Name],
I help local businesses protect their websites from downtime, spam, and cyber threats. I noticed your site may not have SSL configured correctly, and some other areas may be exposed to vulnerabilities.

I offer a quick security audit and a monthly service that includes malware scans, updates, backups, and form protection.

Would you like me to run a free check and send over the results?

Best,
[Your Name]
[Your Website / Contact Info]

Website Security Audit Checklist

Client Name: _____
Website URL: _____
Date of Audit: _____

1. SSL & HTTPS

☐ Valid SSL certificate is installed
☐ All pages redirect to HTTPS
☐ No mixed content warnings (HTTP assets on HTTPS pages)

2. CMS & Plugins (if using WordPress, Joomla, etc.)

☐ Core CMS is up to date
☐ Plugins and themes are updated
☐ Unused plugins/themes are removed
☐ Admin login URL is protected or customized

3. Malware & Vulnerability Scanning

☐ Malware scan completed (no issues found)
☐ Site not blacklisted by Google or security vendors
☐ No suspicious or modified core files

4. Spam & Bot Protection

☐ Google reCAPTCHA installed on contact forms
☐ Comment spam is blocked (if applicable)
☐ Firewall rules in place to prevent brute-force attacks

5. Backup & Recovery

☐ Backup system is active (daily or weekly backups)

☐ Backups stored off-site (not on same server)
☐ Restore process is tested and documented

6. Monitoring & Alerts

☐ Uptime monitoring system is in place
☐ Security plugin or service sends alerts for issues
☐ Admin receives email or SMS notifications

7. Summary & Recommendations

Top vulnerabilities or missing features:
1. _____
2. _____
3. _____

Website Security Monthly Report

Client Name: _____
Website URL: _____
Report Month: _____

1. Overview

This report summarizes the website security status and activities completed this month, including scans, updates, and ongoing monitoring.

2. SSL & HTTPS Status

• SSL certificate is active and valid: Yes / No
• All site URLs redirect to HTTPS: Yes / No
• Mixed content issues resolved: Yes / No

3. Malware Scan Results

• Date of last malware scan: _____
• Malware found: Yes / No
• Actions taken (if any): _____

4. Plugin & CMS Updates

• Core CMS updated: Yes / No
• Plugins updated: Yes / No
• Outdated/inactive plugins removed: Yes / No

5. Spam & Bot Protection

• reCAPTCHA active on forms: Yes / No
• Firewall or security plugin active: Yes / No

• Comment spam handled: Yes / No

6. Backup & Recovery

• Backup system status: Active / Inactive
• Last backup date: _____
• Backup tested/restored this month: Yes / No

7. Uptime & Monitoring

• Uptime monitoring status: Active / Inactive
• Alerts received and addressed: Yes / No
• Downtime incidents: _____

8. Recommendations for Next Month

• Address remaining vulnerabilities or risks
• Improve spam controls or upgrade firewall
• Continue regular updates and scans

Accessibility Services: Full Breakdown

Why Local Businesses Care

- Accessibility ensures a website can be used by people with disabilities (e.g., visual, auditory, motor, or cognitive).
- Increasing risk of **legal action** under the ADA (especially in the U.S.).
- Improves **user experience** for all visitors — not just those with impairments.
- It's a **value-driven service** that positions your agency as thoughtful and professional.

Core Services / Sub-Services

1. Accessibility Audit

- Scan for WCAG 2.1 (or 2.2) compliance issues
- Identify errors like missing alt tags, low color contrast, improper form labeling, keyboard traps, etc.
- Use tools like WAVE, Axe, or manual testing

2. Remediation Services

- Fix front-end accessibility issues:
    - Add alt text to images
    - Improve color contrast
    - Ensure proper heading structure
    - Label forms correctly

- Ensure keyboard navigability and screen reader compatibility

3. Accessibility Widget Installation (Optional)

- Install tools like UserWay or accessiBe (depending on compliance preferences)
- These are overlays, not full compliance solutions, but can be useful as a temporary measure

4. Ongoing Monitoring & Reporting

- Monthly scans for new accessibility issues
- Reports with compliance score trends and fixes made

5. Accessibility Statement Creation

- Write and publish an Accessibility Statement on the website
- Include contact information for accommodation requests

6. Training & Documentation (Optional)

- Educate client on how to maintain accessibility with new content
- Provide documentation/checklists for staff uploading content

Suggested Pricing Structure

Package	Features Included	Price Range
Audit Only	Full accessibility audit + summary report	$149–$399 (one-time)
Remediation Package	Audit + front-end fixes + statement + testing	$499–$999
Monthly Monitoring	Ongoing scans, updates, reports	$49–$149/month

Tip: Position this as a compliance **and** customer experience upgrade.

Cross-Sell Opportunities

- **Website Redesign**: “Let’s rebuild your site to be accessible from the ground up.”
- **SEO**: “Accessible sites tend to rank better because they’re more structured.”
- **Security & Maintenance**: “Accessibility updates pair well with ongoing site maintenance.”
- **Legal Protection**: “This helps reduce the risk of costly ADA lawsuits.”

Simple Sales Pitch

“An accessible website not only protects your business from legal risk, it opens the door to more customers — including the millions who rely on screen readers, keyboard navigation, and assistive tools. I’ll audit your site and help make sure it’s inclusive, compliant, and user-friendly.”

Accessibility Services Sales Script

Opening (Inclusive + Protective Framing)

Hi [Name], I help businesses make sure their websites are accessible to everyone — including people with disabilities — and that they're protected from legal risk.

Web accessibility is increasingly important, especially with rising lawsuits under the Americans with Disabilities Act (ADA) and new web content guidelines (WCAG).

Problem Identification (Use Real Examples or Risk Framing)

I took a quick look at your site and noticed a few potential accessibility issues:

- *Images without alt text or poor color contrast that screen readers can't interpret.*
- *Forms that aren't labeled correctly for keyboard navigation.*
- *No accessibility statement published, which is now considered a basic standard.*

These things don't just affect compliance — they also turn away potential customers who can't use the site easily.

Solution + Offer

*I offer a complete **Accessibility Audit and Remediation Service**, which includes:*

- *Scanning your site for WCAG issues using professional tools and manual checks*
- *Fixing common issues like images, headings, forms, and contrast*
- *Installing optional accessibility tools and creating your accessibility statement*
- *And monthly reports if you want to maintain compliance over time*

Call to Action (Low Barrier Ask)

Would you like a free accessibility scan? I can show you exactly where your site stands and how we could improve it.

Or I can send you a sample report from a similar business so you can see what we deliver.

Bonus: Email Version

Subject: Is your website accessible (and compliant)?

Hi [Name],
I help local businesses make sure their websites are accessible to everyone, including people with disabilities. I noticed your site may have some accessibility gaps that could affect both usability and legal compliance.

I offer audits and simple fixes to help you meet ADA and WCAG standards — and avoid the risk of lawsuits that are on the rise for small business websites.

Would you like a free scan or quick demo of what we typically find?

Best,
[Your Name]
[Your Contact Info / Website]

Website Accessibility Audit Checklist

Client Name: _____
Website URL: _____
Date of Audit: _____

1. General Accessibility

☐ Website includes an Accessibility Statement
☐ All pages are reachable via keyboard navigation
☐ Language of the document is defined in HTML
☐ Consistent navigation across pages

2. Visual Design

☐ Sufficient color contrast between text and background
☐ Text can be resized without breaking layout
☐ No information conveyed by color alone
☐ Avoids flashing or blinking content

3. Alternative Text & Media

☐ Images have appropriate alt text
☐ Decorative images are marked accordingly
☐ Videos include captions or transcripts
☐ Audio content includes a transcript

4. Structure & Navigation

☐ Proper use of heading tags (H1, H2, etc.)
☐ Skip navigation link is available
☐ Descriptive and unique page titles
☐ Breadcrumbs or indicators of current location on the site

5. Forms & Inputs

☐ Form fields have clear labels
☐ Error messages are descriptive and easy to identify
☐ Keyboard navigation works for all inputs
☐ CAPTCHAs include accessible alternatives

6. ARIA & Advanced Markup

☐ ARIA landmarks used appropriately (e.g., role='main')
☐ Interactive elements have ARIA labels if needed
☐ Dynamic content updates announced to screen readers

7. Summary & Recommendations

Top accessibility issues found:
1. _____
2. _____
3. _____

Website Accessibility Monthly Report

Client Name: _____
Website URL: _____
Report Month: _____

1. Overview

This report summarizes the accessibility status of your website, including fixes, compliance status, and ongoing monitoring efforts.

2. Accessibility Scan Results

- Date of most recent scan: _____
- Overall accessibility score (if applicable): _____ / 100
- Number of critical issues found: _____
- Number of issues resolved this month: _____

3. Fixes and Improvements

- Alt text added to missing images: _____
- Color contrast issues fixed: _____
- Heading structure corrected: _____
- Forms and labels updated for accessibility: _____
- Other improvements: _____

4. Accessibility Statement & Documentation

- Accessibility Statement added/updated: Yes / No
- Statement location: _____
- Contact method for accessibility requests in place: Yes / No

5. Ongoing Monitoring

• Monitoring tool(s) in use: _____
• Frequency of scans: Weekly / Monthly / Quarterly
• Alerts or incidents detected since last report:

_____

6. Recommendations for Next Month

• Resolve remaining accessibility issues
• Train content editors on accessibility best practices
• Regularly audit new content for compliance

Link Building: Full Breakdown

Why Local Businesses Care

- Backlinks (links from other websites) are one of Google's **top ranking factors**.
- Local businesses often **have few or no backlinks**, which limits their ability to rank—even if their on-page SEO is solid.
- Quality link building boosts **search engine visibility, traffic, and credibility**.
- It's technical and time-consuming, which makes outsourcing a natural choice.

Core Services / Sub-Services

1. Link Profile Audit

- Evaluate existing backlinks for quality and toxicity
- Identify broken or spammy links
- Benchmark against local competitors

2. Citation-Based Link Building

- Build local business citations that include a do-follow or no-follow link
- Submit to niche directories and chamber listings

3. Guest Posting & Outreach

- Identify relevant local blogs, industry publications, or partner websites

- Write and pitch guest post content with embedded backlinks
- Build long-term relationships with publishers

4. Local PR & Sponsorship Links

- Get links from sponsoring events, local charities, schools, etc.
- Submit to community calendars and local business news sites

5. Content-Driven Link Building

- Create and promote linkable content (guides, infographics, resources)
- Share across social platforms and contact bloggers or journalists

6. Link Monitoring & Disavow (optional)

- Monitor backlinks gained/lost
- Disavow low-quality or spammy links to prevent SEO penalties

Suggested Pricing Structure

Package	Features Included	Monthly Price
Starter	5–10 links from directories or citation sources	$149–$249/month
Standard	Includes outreach-based guest posts (1–2 per month)	$299–$499/month
Premium	PR-based links, high DA guest posts, ongoing disavow file	$600–$1,000+/month

Tip: Emphasize that this is a **long-term investment**, not a quick fix — results compound over time.

Cross-Sell Opportunities

- **On-Page SEO**: “We’ll boost your site’s authority and optimize your pages for better ranking.”
- **Content Marketing**: “Let’s create blog posts and guides that naturally attract links.”
- **Local PR & Reputation**: “We’ll help you earn links while promoting your brand locally.”
- **Technical SEO**: “Let’s ensure your site is crawlable and worth linking to.”

Simple Sales Pitch

“Backlinks are like votes of confidence for your website. The more trusted websites that link to yours, the higher you rank on Google. I’ll help build those links using ethical, proven methods — so your website gets more authority and more traffic.”

Would you like the **sales script** for link building next?

Link Building Sales Script

Opening (Educate and Establish Authority)

Hi [Name], I specialize in helping businesses improve their Google rankings by building high-quality backlinks — links from other websites that point to yours.

Backlinks are one of Google's biggest ranking factors. Without them, even the best-looking website can struggle to rank well — especially in competitive local markets.

Problem Identification (Highlight Missed Opportunities)

I did a quick analysis of your website's link profile, and compared to your local competitors, you have:

- *Fewer referring domains (sites linking to you)*
- *Limited presence in local directories or publications*
- *No content that's attracting backlinks organically*

That means your competitors could be ranking higher simply because they've earned more trust from other websites.

Solution + Offer

*I offer a **Link Building Service** that includes:*

- *Identifying opportunities to get you listed in trusted directories and local sources*

- *Writing guest posts for blogs or local publications that include backlinks to your site*
- *Monitoring your link profile to avoid spam and low-quality links*

This not only boosts your rankings — it builds long-term SEO authority and traffic.

Call to Action (Low Commitment Ask)

Would you like me to send a free backlink audit showing where your site stands today, and how you compare with competitors?

It's a great starting point for planning a strategy that builds ranking strength over time.

Bonus: Email Version

Subject: Found a few backlink gaps holding your site back

Hi [Name],
I help businesses rank higher on Google by building ethical, high-quality backlinks — one of the biggest SEO ranking factors.

I checked your website's current link profile and saw that your competitors have more referring domains — meaning they're likely getting more search traffic.

I can send you a free backlink audit and a strategy to start fixing that. Interested?

Best,

[Your Name]
[Your Contact Info / Website]

Link Building Audit Checklist

Client Name: _____
Website URL: _____
Date of Audit: _____

1. Backlink Profile Overview

☐ Total number of backlinks: _____
☐ Number of referring domains: _____
☐ Backlink growth trend (last 6 months): _____
☐ Percentage of do-follow vs no-follow links: _____

2. Link Quality Assessment

☐ Majority of links come from trusted sources (DA 30+)
☐ No spammy or irrelevant referring domains
☐ Anchor text is varied and natural
☐ No toxic links or over-optimized anchor text

3. Competitor Comparison

☐ Top 3 competitors identified
☐ Competitor backlink totals benchmarked
☐ Key sites linking to competitors but not to client

4. Local & Industry Listings

☐ Listed in key local directories (Yelp, Bing, etc.)
☐ Citations on niche or industry-specific sites
☐ Chamber of commerce or community site listings

5. Link Opportunities

☐ Guest post opportunities identified
☐ Unlinked brand mentions found
☐ Broken backlink reclamation opportunities
☐ Local sponsorships or event partnerships

6. Summary & Action Plan

Top opportunities to build links:

1. _____
2. _____
3. _____

Link Building Monthly Report

Client Name: _____
Website URL: _____
Report Month: _____

1. Overview

This report provides a summary of link building activity and progress for the month, including new backlinks acquired, domain authority improvements, and outreach status.

2. Backlink Growth

- Total backlinks this month: _____
- New referring domains acquired: _____
- Total do-follow links gained: _____
- Domain Authority (DA) change: _____

3. Links Acquired

- Source 1: _____
- Source 2: _____
- Source 3: _____
- Anchor text used: _____

4. Outreach Summary

- Guest post pitches sent: _____
- Responses received: _____
- Posts published: _____

• Sponsorship/event link acquired: _____

5. Competitor Benchmarking

• Competitor 1 backlink count: _____
• Competitor 2 backlink count: _____
• Gap closing progress: _____

6. Link Quality Monitoring

• Toxic or spammy links found: _____
• Disavow file updated: Yes / No
• Backlink loss this month: _____

7. Recommendations for Next Month

• Target more industry/niche guest posts
• Follow up on unlinked mentions
• Increase outreach to local publications or partners

PPC Marketing: Full Breakdown

Why Local Businesses Care

- It delivers **instant visibility** — unlike SEO which takes time.
- Many business owners have **tried Google Ads or Facebook Ads and failed** due to poor setup or lack of tracking.
- PPC is especially attractive for **seasonal promotions**, **urgent lead generation**, or **launches**.
- It can be positioned as a **growth accelerator** once foundational digital assets (like the website and SEO) are in place.

Core Services / Sub-Services

1. Campaign Strategy & Planning

- Define goals: calls, form fills, walk-ins, bookings
- Identify platforms (Google Ads, Facebook/Instagram, YouTube, Bing)
- Build buyer personas and targeting criteria

2. Keyword & Competitor Research

- Discover profitable search terms (local + service-focused)
- Analyze competitors' ad copy and landing pages
- Avoid high-cost or low-intent keywords

3. Ad Copywriting & Creative

- Write compelling headlines and descriptions

- Design image or video ads (for social campaigns)
- Match language to target audience intent

4. Campaign Setup

- Create search, display, or remarketing campaigns
- Set budgets, geo-targeting, bid strategies
- Install conversion tracking with Google Tag Manager or Facebook Pixel

5. Landing Page Optimization (optional add-on)

- Design or refine landing pages to improve conversions
- A/B test layouts, messaging, and CTAs

6. Monitoring, Testing & Optimization

- Ongoing bid adjustments, ad copy tweaks, and negative keyword management
- Monitor click-through rates (CTR), cost-per-click (CPC), and return on ad spend (ROAS)
- Monthly reporting with transparent metrics

Suggested Pricing Structure

Package	Features Included	Price Range
Setup Only	Full campaign setup + tracking + launch	$299–$799 (one-time)
Monthly Management	Optimization, reporting, split testing	$199–$599/month
Ad Spend	Typically paid directly by client to platform	Client-controlled

Tip: Always clarify that your fee is separate from the ad budget.

Cross-Sell Opportunities

- **Landing Page Design**: “Let’s ensure your ad traffic goes to a high-converting page.”
- **Website Design**: “If your site isn’t converting well, ads won’t fix that.”
- **Reputation Management**: “Let’s back your ads with strong social proof.”
- **Retargeting Campaigns**: “Let’s re-engage visitors who didn’t convert the first time.”

Simple Sales Pitch

“PPC is the fastest way to drive targeted traffic to your business — but it only works if it’s managed properly. I’ll help you get the most out of your ad budget with proven strategies, compelling ads, and transparent reporting.”

PPC Marketing Sales Script

Opening (ROI-Focused Hook)

Hi [Name], I help businesses like yours get more leads and customers quickly through targeted PPC advertising on platforms like Google and Facebook.

If you've ever tried running ads and felt like they didn't work — chances are it wasn't the ad itself, but the strategy or setup behind it.

Problem Identification (Highlight the Common Pitfalls)

Most businesses waste money on ads because:

- *They're targeting the wrong keywords or audience*
- *The ad copy doesn't match what people are searching for*
- *There's no tracking in place to measure real results (like calls or bookings)*
- *The landing page isn't optimized to convert visitors into customers*

Does that sound familiar to any past ad campaigns you've run?

Solution + Offer

*I offer a complete **PPC Management Service** that includes:*

- *Strategy and keyword research tailored to your goals*
- *Professional ad creation and split testing to find what works*
- *Conversion tracking so you know exactly what's working*
- *Ongoing optimization to improve your ROI every month*

You'll get clear monthly reports, and you stay in control of your ad budget.

Call to Action (Low Risk Offer)

Would you like a free ad audit or a sample campaign plan so you can see how we'd set this up for your business?

It's a great way to identify where ad spend might be going to waste — and how to turn that around.

Bonus: Email Version

Subject: Want to get more from your ad spend?

Hi [Name],
I work with businesses like yours to set up and manage Google or Facebook ad campaigns that actually deliver results — more leads, more calls, and better ROI.

If you've run ads before and felt like they didn't work, I'd be happy to run a quick audit or send you a sample strategy for free.

Let me know if you'd like to take a look!

Best,
[Your Name]
[Your Website / Contact Info]

PPC Marketing Audit Checklist

Client Name: _____
Business Name: _____
Website URL: _____
Audit Date: _____

1. Account Setup

☐ Google Ads or Meta Ads account properly configured
☐ Billing and payment settings active
☐ Account linked to analytics/tracking tools (GA, Tag Manager, etc.)
☐ Conversion tracking installed and verified

2. Campaign Structure

☐ Campaigns are segmented by goal/service/product
☐ Ad groups are tightly themed
☐ Geo-targeting is accurate and reflects business reach
☐ Budget is appropriately distributed across campaigns

3. Keywords & Targeting (for Search Campaigns)

☐ Relevant keywords selected (intent-based, local)
☐ Negative keywords added to prevent waste
☐ Match types are used strategically (exact, phrase, broad)
☐ Search terms reviewed regularly for optimization

4. Ad Copy & Creatives

☐ Ad headlines and descriptions are compelling and relevant
☐ Ad extensions are utilized (callouts, site links, location, etc.)
☐ Visual assets are optimized (for display/social ads)
☐ Ads follow platform policies and best practices

5. Landing Page Review

☐ Landing page matches the ad message and offer
☐ Fast loading time and mobile-optimized
☐ Includes strong CTA (call, form, booking, etc.)
☐ Conversion events are tracked accurately

6. Reporting & Optimization

☐ Regular reports generated with CTR, CPC, ROAS, conversions
☐ Underperforming ads paused or adjusted
☐ A/B testing performed (ad variations or landing pages)
☐ Budget adjusted based on performance

7. Recommendations

Key issues to address or opportunities to improve:
1. _____
2. _____
3. _____

PPC Marketing Monthly Report

Client Name: _____
Business Name: _____
Report Month: _____
Platform(s): Google Ads / Facebook / Instagram / Other

1. Overview

This report outlines campaign performance for the month, including spend, conversions, top-performing ads, and key optimization actions taken.

2. Campaign Summary

• Total ad spend: _____
• Total clicks: _____
• Total conversions (calls/forms/bookings): _____
• Average cost per click (CPC): _____
• Conversion rate: _____ %
• Return on ad spend (ROAS): _____

3. Top-Performing Campaigns

• Campaign 1: _____
  - CTR: ___% | CPC: ___ | Conversions: ___
• Campaign 2: _____
  - CTR: ___% | CPC: ___ | Conversions: ___

4. Optimization Actions Taken This Month

☑ Paused underperforming ads
☑ Updated keywords and negative keywords

☑ Tested new headlines and ad descriptions
☑ Adjusted bids or targeting settings
☑ Created/adjusted landing pages

5. Recommendations for Next Month

• Increase budget on high-performing campaigns
• Expand or refine keyword list
• A/B test new offers or calls to action
• Explore remarketing or local targeting strategies

Video Marketing: Full Breakdown

Why Local Businesses Care

- Video boosts **engagement, conversion, and trust** — especially for local services.
- Videos can dramatically improve results from social media, websites, Google listings, and paid ads.
- Most businesses know they need video but don't have the time, skills, or confidence to produce and use it correctly.
- It's a **visual proof of professionalism**, and builds a competitive edge in nearly every industry.

Core Services / Sub-Services

1. Video Strategy & Planning

- Identify goals: brand awareness, lead generation, education, or conversion.
- Define ideal video types (intro, testimonial, service explainer, promo, FAQ, etc.)
- Choose distribution platforms: website, YouTube, social, GBP, ads, etc.

2. Scripting & Storyboarding

- Write simple, engaging scripts or talking points.
- Structure videos with intro–value–call-to-action flow.
- Plan visuals, text overlays, and callouts.

3. Video Creation

- Record videos remotely or onsite (or guide DIY with your script/direction).
- Edit raw footage, add branding, music, transitions, and captions.
- Deliver in multiple formats optimized for web, social, and mobile.

4. Video Distribution & Uploads

- Upload to YouTube, Facebook, Instagram, TikTok, Google Business Profile.
- Embed on the business website, email signatures, and landing pages.
- Optimize titles, descriptions, and thumbnails for views and clicks.

5. Campaign Integration

- Use videos in ads, newsletters, blog posts, or follow-up funnels.
- Create short clips or reels from long videos for better social reach.

6. Analytics & Reporting

- Track views, engagement, and conversions.
- Identify top-performing formats or topics.

Suggested Pricing Structure

Package	Features Included	Price
Basic Video	1-minute promo or intro video, script + editing	$199–$399
Standard Package	2–3 branded videos (intro, service, testimonial), optimized for web/social	$499–$899
Ongoing Video Plan	2 new videos/month + publishing + reports	$299–$499/month
Add-on Options	Reels, verticals, captions, YouTube SEO, thumbnails	$25–$75 each

Tip: Offer a "video starter bundle" or discounted add-on to GBP/SEO clients.

Cross-Sell Opportunities

- **GBP Optimization**: "Let's upload these to your Google listing — it helps boost views."
- **PPC Ads**: "Video ads often get lower costs and more clicks."
- **Website Services**: "A homepage video increases conversions by 30%+."
- **Reputation Management**: "Let's turn your best reviews into video testimonials."
- **Email Marketing**: "Adding a video thumbnail can double your open rates."

Simple Sales Pitch

"Video is the fastest way to build trust and show what makes your business special. I'll help you create simple, professional videos — and make sure they're actually seen by the right people."

Video Marketing Sales Script

Opening (Build Excitement and Relevance)
Hi [Name], I help local businesses use video to attract more attention, build trust, and turn browsers into buyers.
Most people would rather watch a short video than read a bunch of text — and video content performs better on websites, social media, and even Google listings.

Problem Identification (Highlight the Missed Opportunity)
I took a look at your business online and noticed you're not using much video, or at least it's not front and center.
That's a huge opportunity because:
– People are 2–3x more likely to engage with a video than an image or block of text.
– Google favors pages with video content.
– And video builds trust fast — especially for local service businesses.

Solution + Offer
I offer a simple Video Marketing Service where we:
– Help script short videos like a business intro, service overview, or testimonial
– Edit and brand them with your logo, text overlays, music, and captions
– Upload them to the right platforms — your website, Google profile, YouTube, and social media
– And track how they perform over time

We can even repurpose one video into multiple formats for better reach.

Call to Action (Low Commitment Ask)
Would you like to see a few video ideas or examples from similar businesses I've worked with?

I can also do a quick video audit and show you how to get started without needing to be on camera, if you prefer.

Bonus: Email Version

Subject: A great video could boost your local visibility

Hi [Name],
I help local businesses create short, effective videos that boost their visibility, conversions, and trust.
I noticed your website and Google listing aren't using much video — which means you may be missing out on easy engagement and leads.
Would you like a few free video content ideas that are working well for other businesses in your industry?
Best,
[Your Name]
[Your Contact Info]

Video Marketing Audit Checklist

Client Name: _____
Business Name: _____
Website or Social Channel: _____
Audit Date: _____

1. Video Presence & Usage

☐ At least one promotional video exists
☐ Videos are visible on the homepage or service pages
☐ Business has a YouTube channel or equivalent
☐ Videos shared on social media platforms

2. Video Quality & Branding

☐ Clear visuals and professional-quality audio
☐ Consistent branding (logo, colors, style)
☐ Length appropriate for platform and audience
☐ Includes intro/outro or branded elements

3. Messaging & CTAs

☐ Clear value proposition or story is communicated
☐ Target audience is identified and addressed
☐ Strong call to action included (e.g., call, book, visit)
☐ Videos are captioned or have text overlays

4. SEO & Distribution

☐ YouTube titles, descriptions, and tags are optimized
☐ Videos embedded on key website pages
☐ Videos posted regularly on social media

☐ Transcripts or summaries available for accessibility and SEO

5. Performance Tracking

☐ Views, engagement, and watch time tracked
☐ Lead conversions from videos measured (if possible)
☐ Top-performing videos identified
☐ Videos linked to from ad campaigns or email marketing

6. Recommendations

Top opportunities to improve video presence and results:
1. _____
2. _____
3. _____

Video Marketing Monthly Report

Client Name: _____
Business Name: _____
Report Month: _____

1. Overview

This report summarizes video production, publishing, and performance metrics for the month, including video engagement insights and recommendations.

2. Videos Produced

• Number of videos created: _____
• Types of videos: _____
• Length(s) and format(s): _____
• Scripts/storyboards provided: Yes / No

3. Distribution Summary

• Platforms used: Website / YouTube / Facebook / Instagram / GBP
• Embedded on website pages: Yes / No
• Shared on social media: Yes / No
• Video thumbnails customized: Yes / No

4. Engagement & Performance

• Total views this month: _____
• Average watch time: _____ seconds
• Top-performing video: _____
• Click-through rate (if applicable): _____

5. Optimizations & Notes

• Captions or text overlays added: Yes / No
• Thumbnails adjusted: Yes / No
• Repurposed short-form clips created: Yes / No
• Suggestions made to improve future engagement

6. Recommendations for Next Month

• Plan next round of videos (topics, promos, FAQs)
• Add videos to GBP or more web pages
• Consider testimonial or behind-the-scenes videos
• A/B test video length or format