SAMPLE CLIENT BLUEPRINT

DIGITAL GROWTH BLUEPRINT

ABC Plumbing

Multi-location plumbing, drain and sewer company

90 days	$497	$1,000
Complete implementation window	Credited toward implementation	Standard setup fee waived

Sample disclosure. This is an anonymized composite created to demonstrate the depth, format and decision-making value of a Revved Digital Growth Blueprint. Organic, analytics, local, authority and AI patterns are derived from a real multi-location home-service account, with names, markets, URLs and selected values modified to protect confidentiality. Paid-media examples are illustrative. The report does not represent any client's exact confidential performance.

Prepared for Sample Client
Prepared August 14, 2026
Analysis windows vary by source and are stated throughout.

FROM FINDING TO EXECUTION

**FOUND.
CHOSEN.
BOOKED.**

APPLY THE PLAN WITH REVVED ↗

REPORT GUIDE

TABLE OF CONTENTS

Each section explains the evidence in plain English and ends with a one-page owner takeaway: what is working, what needs attention, why it matters and what to do next.

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HOW TO USE THIS REPORT

You do not need to understand the marketing platforms. Read the bold conclusion, the plain-English explanation and the section takeaway. The technical details are included so the work can be implemented and verified.

01

BLUEPRINT SECTION

EXECUTIVE DIRECTION

This section gives the short version: what is already working, what is holding growth back and which five actions should come first.

01 Executive summary

02 Evidence coverage

03 Growth scorecard

04 Five priorities

05 Plain-English section takeaway

EXECUTIVE SUMMARY

THE BUSINESS IS VISIBLE. THE MAIN PROBLEM IS TURNING THAT VISIBILITY INTO MEASURABLE, PROFITABLE WORK.

- **More people are clicking the company in Google search.** In the comparable set we reviewed, clicks increased 33% while the number of times the company appeared increased only 4%. That usually means the search listing is doing a better job of earning attention.
- **The company is highly visible in its established market, but not across every growth market.** It appears near the top of Google's local map results close to the main office. Visibility falls as searchers move farther from the newer locations.
- **Google and AI tools already treat parts of the website as useful sources.** The next job is making those educational pages lead people toward the right service page, location and phone call.
- **Paid advertising is large enough that tracking mistakes can waste substantial money.** In the sample Google Ads model, the system reports costs from $50 to $160 for each recorded lead action. Some of those actions may not be real sales opportunities.
- **The highest-priority work can be completed in 90 days.** First make the numbers trustworthy. Then improve the pages and campaigns closest to producing revenue. Increase budgets only after real leads and booked jobs can be verified.

WHAT THIS MEANS	**Visibility means being seen.** Conversion means turning that attention into a call, form submission or booked job. The business is doing well at the first part and needs better control of the second.
RECOMMENDED DECISION	Keep the marketing channels that are already producing visibility. Do not make a large increase in advertising or content volume until the company can reliably tell which calls, forms and booked jobs came from each channel. Use the first 30 days to repair tracking and the most obvious conversion problems.

Want Revved to implement this plan in 90 days? Book a call. ↗

SCOPE AND DATA QUALITY

WE REVIEWED SEVERAL SOURCES, BUT SOME FINDINGS ARE MORE CERTAIN THAN OTHERS.

WHAT THIS MEANS

Confidence describes how certain the finding is. High confidence means the evidence is direct and consistent. Medium confidence means the pattern is useful but should be confirmed during implementation. Illustrative means the numbers are included to demonstrate what a real audit would examine.

SOURCE	WHAT WE REVIEWED	CONFIDENCE	WHAT IT TELLS THE OWNER
Google Search Console	Comparable recent search-query samples	Medium	What people searched, how often the company appeared and how often they clicked
Google Analytics 4	Visits from unpaid Google search and recorded lead actions	Medium	What visitors did after reaching the website
Website review	Live pages and representative page layouts	Medium	Whether the site is clear, persuasive, secure and easy to use
Google Maps profiles	Three office markets and public business profiles	High	Where the company appears locally, how it ranks and how reviews compare
Links from other websites	Current link count and recent movement	High	How much outside trust and authority supports the website
AI search records	Google AI and ChatGPT source matches	Medium	Which subjects already cause AI systems to mention or cite the company
Google Ads	Illustrative 12-month sample model	Illustrative	How spending, lead costs and tracking quality should be evaluated

How conclusions are written

Directly observed facts are stated as facts. A likely explanation is presented as an interpretation and given a confidence level.

How totals are handled

Incomplete or repeated rows are not added together as if they represent the entire business. That prevents a partial dataset from creating a misleading total.

GROWTH SCORECARD

THE COMPANY IS EASY TO FIND, BUT THE SYSTEMS THAT CONNECT MARKETING TO REVENUE ARE WEAKER.

CATEGORY	SCORE	STATUS	CONFIDENCE
Measurement and attribution	48/100	Weak	High
Website and conversion	63/100	Fair	Medium
Organic search visibility	78/100	Strong	Medium
Local search and Maps	81/100	Strong / uneven	High
Paid search	62/100	Fair	Illustrative
Reputation and authority	84/100	Strong	High
AI search visibility	86/100	Strong	Medium
Competitive position	76/100	Strong / defend	Medium

HOW TO READ THE SCORE

The score is a decision aid, not a grade. A high score means the area is a business asset worth protecting and improving. A lower score means it can distort decisions or block growth if it is ignored.

FIRST PRIORITY

Fix measurement

This is the lowest score. If lead tracking is wrong, every channel can look better or worse than it really is.

SECOND PRIORITY

Widen local reach

The established market is strong. The newer markets need more local proof before they can produce the same results.

TOP FIVE FINDINGS

THESE FIVE ACTIONS SHOULD GUIDE THE NEXT 90 DAYS.

01 **Make lead reporting trustworthy**

Count real calls, forms and booked jobs. Do not let a phone-number click or duplicate event count as a full lead.

02 **Get more value from current Google visibility**

Improve the words people see in Google and make the next step clearer on pages that already receive attention.

03 **Build proof in two growth markets**

Add recent reviews, accurate services, local job photos and stronger links to each location page.

04 **Stop similar pages from competing with each other**

Choose one main page for each search topic before publishing more pages about the same question.

05 **Judge each paid campaign by the work it produces**

Separate emergency, drain, sewer, water-heater and brand campaigns because their lead values and closing rates can be very different.

Why the order matters

If the company buys more traffic before fixing measurement, Google Ads and the internal team may make decisions using inflated or incomplete lead numbers. First define and verify a real lead. Then improve the pages and campaigns that produce those leads. Increase volume only after the company can see which work turns into booked revenue.

Want Revved to implement this plan in 90 days? Book a call. ↗

SECTION TAKEAWAY

KEY POINTS FOR THE BUSINESS OWNER.

OVERALL: STRONG FOUNDATION WITH ONE SERIOUS CONTROL PROBLEM

This page translates the section into the business decision it supports.

WHAT IS WORKING

The company already has strong search visibility, reviews, website authority and signs of AI visibility. It is not starting from zero.

WHAT NEEDS ATTENTION

Lead and revenue tracking are not reliable enough to support aggressive scaling. Performance also weakens outside the established local market.

WHY IT MATTERS

Without trustworthy tracking, the company can spend more while believing low-value clicks or duplicate actions are real leads. That hides which marketing work is profitable.

WHAT TO DO NEXT

Use the first 30 days to fix lead definitions and reporting. Then improve high-intent pages, growth-market proof and campaign structure before increasing volume.

BOTTOM LINE

The marketing foundation is good. The next 90 days should focus on control and conversion, not adding more activity for its own sake.

02

BLUEPRINT SECTION

MEASUREMENT AND ATTRIBUTION

This section explains whether the company can trace a marketing visit through to a real lead, booked job and completed revenue.

01 What counts as a lead

02 Where leads came from

03 Booked-job feedback

04 Verification standard

05 Plain-English section takeaway

MEASUREMENT AND ATTRIBUTION

THE COMPANY CANNOT SAFELY INCREASE MARKETING SPEND UNTIL IT CAN VERIFY WHAT PRODUCED REAL WORK.

WHAT THIS MEANS

Attribution means identifying where a lead came from. For example, a call may have come from Google Ads, an unpaid Google result or a Google Maps profile. Good attribution connects that source to the eventual booked job and revenue.

CURRENT SCORE

48/100

The highest-priority repair

REQUIRED REPORTING

3 STAGES

Real lead, booked job, completed revenue

REPAIR WINDOW

30 DAYS

Complete before major scaling

WHAT WE FOUND	WHY THE OWNER SHOULD CARE	WHAT TO CHANGE
Not every recorded conversion is a real lead	A phone-number click, duplicate form event or other small action may be reported as if a customer contacted the business.	Make completed calls and valid forms the main lead actions. Keep smaller website interactions for diagnosis only.
Some calls lack complete source and outcome data	The report may count a call without showing which channel produced it or whether it was a qualified customer.	Use source-specific call tracking and save the outcome: qualified, booked, unqualified or existing customer.
Ad platforms do not receive booked-job and revenue results	A campaign can look inexpensive even if its leads rarely book or produce low-value jobs.	Send booked jobs and completed revenue back from the customer-management or dispatch system.
Some landing-page data may be repeated	Adding repeated rows can overstate how much traffic or how many leads a page produced.	Remove duplicate page rows before calculating totals.

HOW WE WILL KNOW IT IS FIXED

Every main conversion represents a real call or valid form. Each major channel can then be compared using qualified leads, booked jobs and completed revenue, not platform-reported activity alone.

SECTION TAKEAWAY

KEY POINTS FOR THE BUSINESS OWNER.

OVERALL: NEEDS IMMEDIATE REPAIR

This page translates the section into the business decision it supports.

WHAT IS WORKING

The company already collects enough information to build a useful reporting system. The required call, form, website and sales data appears to exist across the current tools.

WHAT NEEDS ATTENTION

The tools do not connect cleanly from marketing source to qualified lead, booked job and revenue. Some low-value actions may be counted as leads.

WHY IT MATTERS

Bad measurement can train automated advertising toward the wrong actions. It can also make the company cut a profitable channel or scale an inefficient one.

WHAT TO DO NEXT

Define a real lead, separate main conversions from diagnostic actions, track call outcomes and connect booked-job and revenue data within 30 days.

BOTTOM LINE

This is the first repair because every later budget, SEO and campaign decision depends on these numbers being trustworthy.

03

BLUEPRINT SECTION

WEBSITE AND CONVERSION

This section looks at whether website visitors can quickly understand what the company does, trust it and take the next step from a phone or computer.

01 Path from visit to lead

02 Mobile calls and forms

03 Local trust proof

04 Technical and security checks

05 Plain-English section takeaway

WEBSITE AND CONVERSION

THE WEBSITE ATTRACTS ATTENTION, BUT IT DOES NOT GUIDE EVERY VISITOR TOWARD A CALL OR REQUEST CONSISTENTLY.

WHAT THIS MEANS

Conversion rate is the percentage of visitors who take the desired next step. For this business, the most valuable next steps are a qualified phone call, a valid service-request form or a booked appointment.

- **Educational pages attract visitors, but the path to hiring the company is inconsistent.** Some pages answer the question well without clearly showing the relevant service, location or next step.
- **Several page addresses and search listings use dated wording.** Even when the page itself has been updated, old-looking dates can make searchers assume the information is stale.
- **A prior website scan found unexplained third-party embedded code.** This does not prove the site was compromised, but it warrants a prompt security and ownership review.
- **Local proof is not shown consistently.** Relevant reviews, nearby job photos, service availability and the correct tracked phone number should appear where a customer is deciding whom to call.

What should be changed

ACTION	EFFORT	OWNER	HOW TO VERIFY IT
Review website code, user accounts, plugins, page templates and tracking scripts	Moderate	Developer	Security review finds no unexplained access or code
Use the same easy-to-find call and request-service buttons on mobile pages	Small	Developer	Test both actions on common phone sizes
Add market-specific reviews and job proof to priority service pages	Moderate	Marketing	More visitors from those pages call or submit a valid form
Refresh dated search titles or page addresses only when redirects can be tested safely	Moderate	SEO	Google clicks improve and old addresses send visitors to the correct page

SECTION TAKEAWAY

KEY POINTS FOR THE BUSINESS OWNER.

OVERALL: GOOD ASSET WITH AVOIDABLE FRICTION

This page translates the section into the business decision it supports.

WHAT IS WORKING

The website already has useful content and enough authority to attract search traffic. That is the difficult part to build from scratch.

WHAT NEEDS ATTENTION

Calls to action, local proof, old-looking page details and a technical security question reduce trust or make the next step less obvious than it should be.

WHY IT MATTERS

A small increase in the percentage of existing visitors who call or submit a valid request can create more revenue without buying more traffic.

WHAT TO DO NEXT

Complete the technical review, standardize mobile contact actions, add local proof to priority pages and update stale-looking search information carefully.

BOTTOM LINE

The site does not need a complete reinvention. It needs tighter sales-path control and proof placed where customers make decisions.

04

BLUEPRINT SECTION

ORGANIC SEARCH PERFORMANCE

This section explains how the company performs in Google's unpaid search results and where existing visibility can produce more customers.

01 Comparable search performance
02 Ranking opportunities
03 Overlapping content
04 Plain-English section takeaway

UNPAID GOOGLE SEARCH

MORE PEOPLE ARE CLICKING THE COMPANY EVEN THOUGH ITS AVERAGE RANKING CHANGED VERY LITTLE.

WHAT THIS MEANS

Organic search means Google's unpaid results. An impression occurs when the company appears in a search result. A click occurs when the searcher visits the website. Click-through rate, or CTR, is the percentage of appearances that become clicks.

CLICKS	GOOGLE APPEARANCES	CLICK RATE	AVERAGE GOOGLE POSITION
+33%	+4%	+28%	6.13
72 to 96 in comparable search rows	The company was shown slightly more often	A larger share of searchers chose the company	Almost unchanged overall

The click gain is encouraging because the company did not need a large ranking increase to earn it. Searchers were more likely to choose the company when it appeared. The comparison uses the same selected, high-value search opportunities in both periods, so it shows direction rather than a complete total for the entire website.

What to do next

- Start with pages that already appear between positions 4 and 20. They are close enough to the first results page to improve without starting over.
- Test the page title and short description shown in Google before publishing another article about the same subject.
- Link successful educational articles to the relevant service and location pages where a customer can request help.
- Track valid calls and forms from each page before treating higher traffic as a business win.

IMPLEMENTATION PROFILE

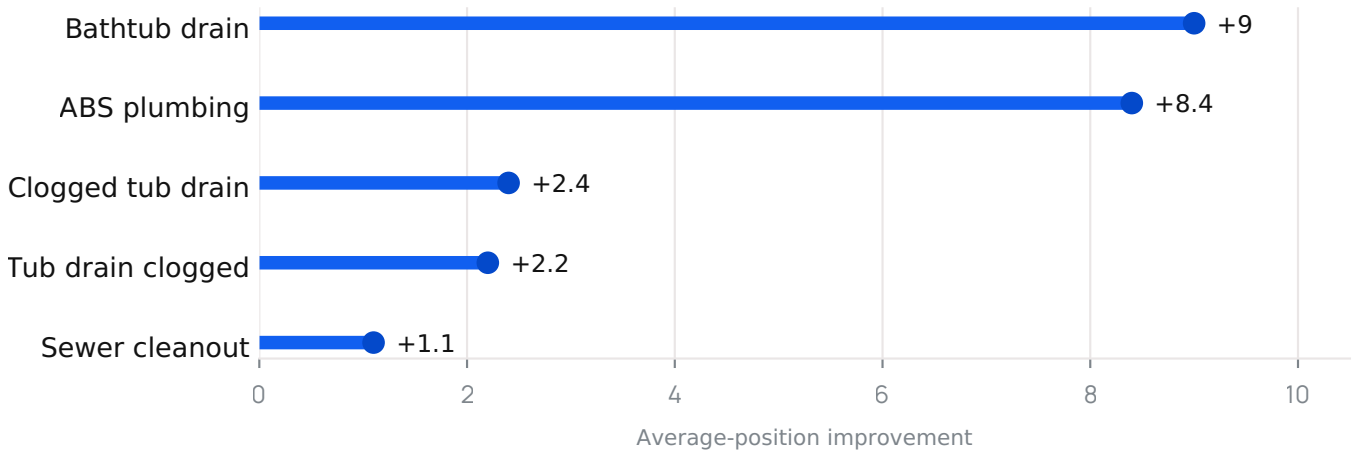
Priority: high / Effort: moderate / Owner: SEO and content team / Confidence: medium

SEARCH OPPORTUNITIES

SEVERAL VALUABLE SEARCHES MOVED CLOSER TO THE TOP OF GOOGLE.

WHAT THIS MEANS

A lower position number is better. Position 1 is the first unpaid result. Position 10 is normally near the bottom of the first page. Position 11 or lower is usually on a later page or requires more scrolling.



Selected search movement from comparable recent periods. Values are modified for confidentiality while preserving direction and relative pattern.

WHAT PEOPLE SEARCHED	EARLIER POSITION	RECENT POSITION	TIMES SHOWN	BEST NEXT STEP
Bathtub drain	18.4	9.4	1,025	Improve the Google description and link to drain service
ABS plumbing	19.5	11.1	295	Add a clear repair-versus-replacement section
Clogged tub drain	8.9	6.5	524	Separate diagnosis from repair and add a clear service action
Bathtub drain clogged	4.8	2.6	982	Protect the ranking and improve the words shown in Google
Sewer cleanout	6.2	5.1	6,264	Test the Google title and links to the relevant service

CONTENT QUALITY

THE COMPANY IS PUBLISHING ENOUGH. THE RISK IS HAVING SEVERAL PAGES COMPETE FOR THE SAME SEARCH.

WHAT THIS MEANS

Content overlap occurs when multiple pages target nearly the same question. Google may struggle to decide which page is the main answer. Rankings and links can become divided across several weaker pages instead of supporting one stronger page.

RECENT ARTICLES	PUBLISHING INCREASE	OVERLAPPING TOPICS
28	**+65%**	**6**
Latest 30-day sample	Versus preceding period	Need one clearly assigned main page

OVERLAPPING TOPIC	RISK	HOW TO SEPARATE THE PAGES
Tree roots in sewer lines	High	Use one main explainer, with separate pages only for cost and local prevention
Clogged bathtub drain	High	Use one page for diagnosis and another only if it serves a different repair need
Plunger types	High	Choose one main page; combine pages only after search data confirms the safer option
Washing-machine drains	High	Separate hose cleaning from a blocked wall or standpipe drain
Leach bed / field	High	Choose one main page for the core subject
ABS vs. PVC	Medium	Keep a definition page separate from a material-comparison page

SAFE APPROACH

Do not delete or combine pages immediately. First choose the main page for each topic, update page titles and internal links, then watch Google Search Console results for six to eight weeks before making a permanent move.

SECTION TAKEAWAY

KEY POINTS FOR THE BUSINESS OWNER.

OVERALL: POSITIVE MOMENTUM WITH A CONTENT-MANAGEMENT RISK

This page translates the section into the business decision it supports.

WHAT IS WORKING

More searchers are choosing the company, several valuable rankings improved and the website already has enough content to compete across many service questions.

WHAT NEEDS ATTENTION

Some useful pages still sit just below the strongest positions, and at least six topic groups contain pages that may compete with one another.

WHY IT MATTERS

Improving pages that already rank is usually faster and less expensive than publishing from scratch. Uncontrolled overlap can divide Google's trust and reduce the return from the existing content library.

WHAT TO DO NEXT

Improve the titles, Google descriptions, internal links and calls to action on near-winning pages. Assign one main page to each overlapping topic before publishing more.

BOTTOM LINE

Organic search is moving in the right direction. The next gains should come from improving and organizing existing assets, not increasing article volume alone.

05

BLUEPRINT SECTION

LOCAL SEARCH AND MAPS

This section measures where each location appears in Google's map results and how quickly that visibility weakens as a customer searches farther from the office.

01 How the three markets compare

02 Established-market defense

03 First growth market

04 Second growth market

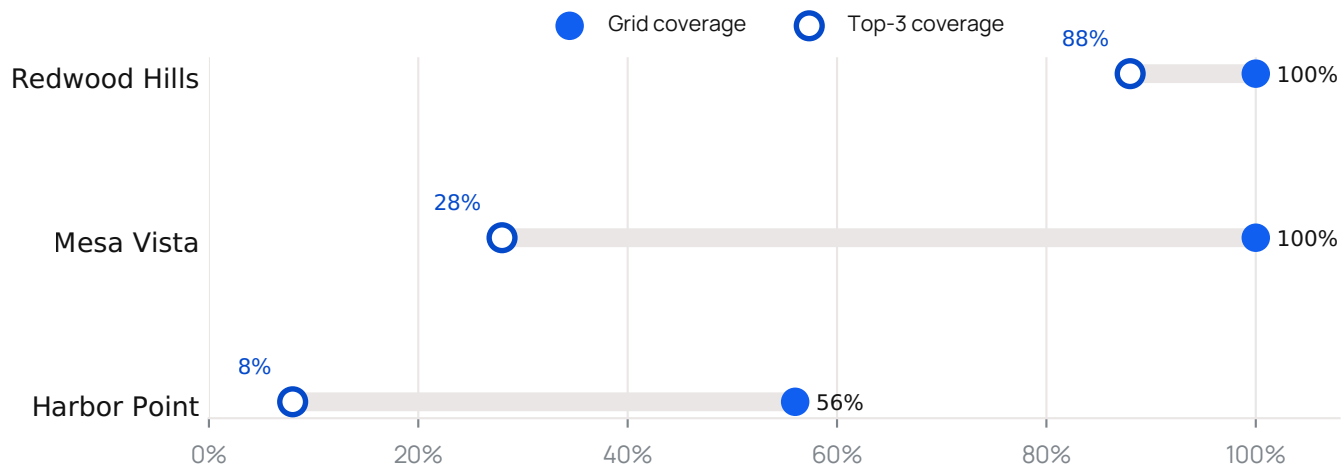
05 Plain-English section takeaway

GOOGLE MAPS VISIBILITY

THE ESTABLISHED LOCATION DOMINATES ITS MARKET. THE TWO GROWTH LOCATIONS LOSE VISIBILITY TOO QUICKLY.

WHAT THIS MEANS

The local map results are the business listings shown with a map in Google. We tested searches from multiple points around each office. Coverage means the business appeared somewhere in the local results. Top-three coverage means it appeared in one of the three most visible map positions.



Coverage shows whether the profile appeared at each measured point. Top-three coverage shows how often it appeared among the first three map results.

MARKET	ROLE	AVERAGE MAP POSITION	REVIEWS	MAIN BUSINESS DECISION
Redwood Hills	Established market	1.9	1,480	Protect the lead and convert more of the visibility
Mesa Vista	Growth market 1	7.8	226	Add fresh reviews and stronger local job proof
Harbor Point	Growth market 2	9.8 when visible	261	Improve services and relevance beyond the office

RECOMMENDED 90-DAY EFFORT

Use about 45% of local-search work on Mesa Vista, 35% on Harbor Point and 20% on protecting Redwood Hills.

ESTABLISHED MARKET

REDWOOD HILLS IS THE MARKET POSITION TO PROTECT.

LOCAL-RESULT COVERAGE	TOP-THREE COVERAGE	AVERAGE MAP POSITION	REVIEWS
100%	88%	1.9	1,480
Found at every measured point	Best position was number 1	Broad market leadership	4.9-star profile

The established Google Business Profile has enough reviews and geographic reach to hold a durable advantage. The main opportunity is no longer appearing in more places. It is converting that visibility into more qualified calls for priority services.

What to do

- Correct the profile website link so it uses the secure, preferred website address.
- Maintain steady review requests and response quality.
- Add service-specific local proof without creating weak pages that only swap city names.
- Track calls and forms from the profile and priority local landing pages separately.

SUCCESS TARGET Remain visible at every measured point and stay in the top three at least 85% of the time, while increasing qualified calls and forms.

GROWTH MARKET 1

MESA VISTA APPEARS ACROSS THE MARKET, BUT IT RARELY REACHES THE THREE MOST VISIBLE POSITIONS.

LOCAL-RESULT COVERAGE	TOP-THREE COVERAGE	AVERAGE MAP POSITION	REVIEWS
100%	**28%**	**7.8**	**226**
Found at every measured point	The main growth opportunity	The position weakens with distance	Below the typical leading competitor

Google already recognizes this as a legitimate business for the market because the profile appeared at every test point. The next job is moving more searches from positions 8 through 16 into the first ten results, and eventually into the top three. Recent reviews, nearby project evidence and stronger location-specific website links should help.

What to do

- Restart a steady review campaign tied to completed jobs in this market.
- Publish weekly project photos with specific service context.
- Link relevant drain, sewer and water-heater articles to this market's service pages.
- Repeat the same map test after 90 days from the same locations.

SUCCESS TARGET Increase the share of test points ranking in the first ten results from about 72% toward 85%, while also improving top-three visibility.

GROWTH MARKET 2

HARBOR POINT RANKS WELL NEAR THE OFFICE BUT DISAPPEARS FROM TOO MANY SEARCHES FARTHER AWAY.

LOCAL-RESULT COVERAGE	TOP-THREE COVERAGE	AVERAGE POSITION WHEN VISIBLE	REVIEWS
56%	**8%**	**9.8**	**261**
The largest geographic gap	Strong mainly near the office	Searches where it did not appear are excluded	Strong trust base

The strong result near the office proves the profile can compete. The wider test shows that Google does not yet connect the business strongly enough with the surrounding area and priority services.

What to do

- Correct any description text copied from another office.
- Add other accurate Google service categories that the business is eligible to use.
- Publish recurring local project proof and maintain monthly review velocity.
- Add the surrounding county and priority services to appropriate site copy.
- Link relevant service articles to this market's location and service pages.

SUCCESS TARGET Increase visibility across the measured area from 56% toward 70% while keeping the strong position near the office.

SECTION TAKEAWAY

KEY POINTS FOR THE BUSINESS OWNER.

OVERALL: EXCELLENT IN ONE MARKET, UNDERDEVELOPED IN TWO

This page translates the section into the business decision it supports.

WHAT IS WORKING

The established market is exceptionally strong: the company appeared at every test point and ranked in the top three 88% of the time. Both growth profiles also have meaningful review bases.

WHAT NEEDS ATTENTION

Mesa Vista appears widely but not high enough. Harbor Point disappears from nearly half of the tested area and reaches the top three only 8% of the time.

WHY IT MATTERS

Customers often choose from the first few map results. Weak visibility outside the office radius limits calls from the exact markets the company wants to grow.

WHAT TO DO NEXT

Protect Redwood Hills while directing most local-search work toward fresh reviews, accurate categories, nearby job proof and stronger website connections for Mesa Vista and Harbor Point.

BOTTOM LINE

Local search is a major strength, but that strength has not transferred evenly to the expansion markets. The next growth opportunity is geographic.

06

BLUEPRINT SECTION

GOOGLE ADS AND LSAS

This section shows how paid Google traffic should be judged: not by clicks or platform-reported leads, but by qualified calls, booked jobs and completed revenue.

01 How spending changed

02 Cost by service campaign

03 Local Services Ads lead quality

04 What should count as a lead

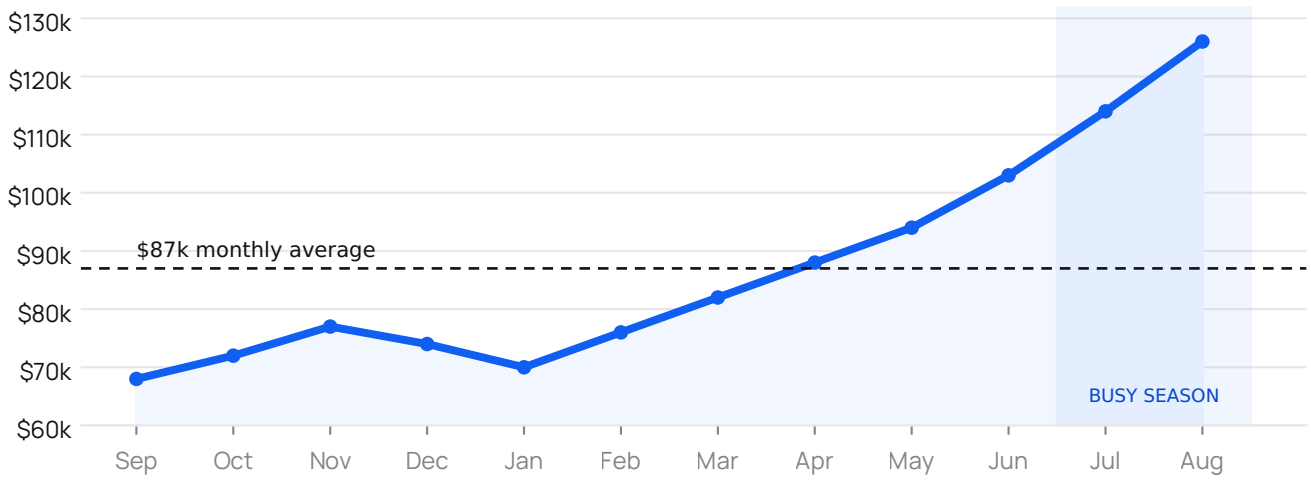
05 Plain-English section takeaway

GOOGLE ADS

ADVERTISING SPEND IS RISING INTO THE BUSY SEASON. TRACKING MUST IMPROVE BEFORE THE NEXT INCREASE.

WHAT THIS MEANS

Google Ads charges for paid visibility in Google search and other Google placements. Local Services Ads, or LSAs, are the separate local listings that often appear above regular search ads. Both systems can automatically adjust bids based on the conversion actions they are told to pursue.



Illustrative paid-media model. The 12-month total is $1.044M, averaging $87k per month, with seasonal movement and a current busy-period high of $126k.

12-MONTH SPEND	MONTHLY AVERAGE	REPORTED COST PER LEAD ACTION
$1.04M	**$87K**	**$91**
Illustrative account model	Spend rose into busy season	Before checking lead quality

MAIN RISK

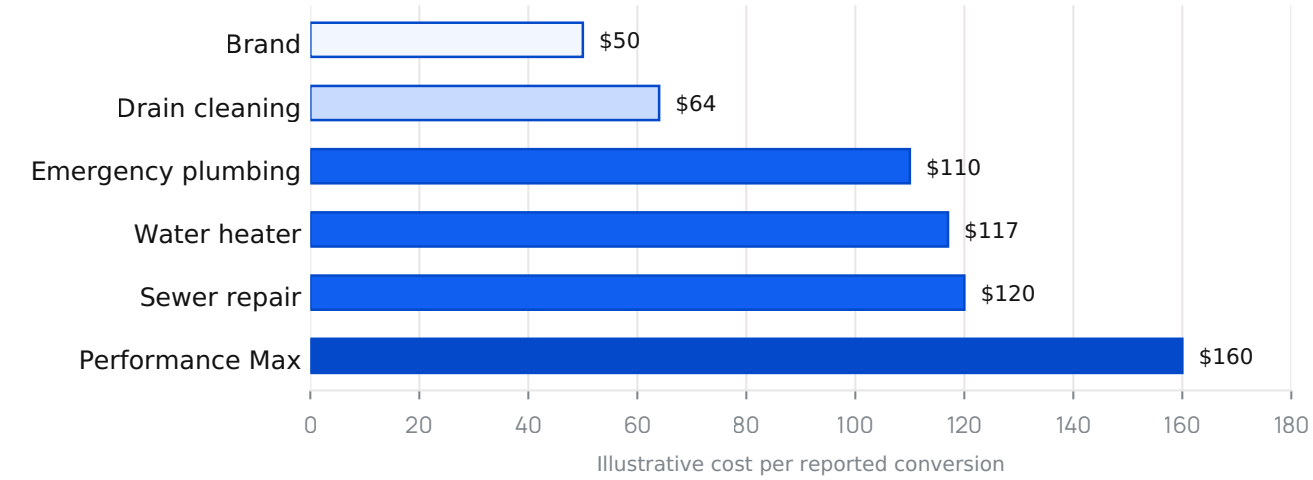
If Google is told that phone-number clicks, duplicate events or unqualified calls are successful leads, its automated system can spend more money finding those actions. The dashboard may still show an acceptable cost even when booked work does not improve.

CAMPAIGN COMPARISON

DIFFERENT SERVICES PRODUCE VERY DIFFERENT REPORTED LEAD COSTS AND SHOULD NOT BE MANAGED AS IF THEY ARE EQUAL.

WHAT THIS MEANS

Cost per lead is advertising spend divided by the number of recorded leads. The figure is only useful when those recorded leads are real and comparable. A $120 sewer-repair lead may be more profitable than a $64 drain-cleaning lead if it books more often or produces a much larger job.



Reported costs range from $50 to $160 by campaign. A live Blueprint replaces these sample figures with verified qualified-lead and booked-job results.

CAMPAIGN	SPEND	RECORDED LEAD ACTIONS	REPORTED COST EACH	BUSINESS DECISION
Drain cleaning	$252k	3,938	$64	Protect the volume, but confirm how many leads were qualified
Emergency plumbing	$325k	2,954	$110	Separate results by market and time of day
Sewer repair	$181k	1,508	$120	Judge by qualified leads, booked jobs and job value
Water heater	$147k	1,256	$117	Separate repair inquiries from replacement opportunities
Performance Max	$70k	438	$160	Limit this automated campaign until booked outcomes are available

LOCAL SERVICES ADS AND LEAD QUALITY

PAID PLATFORMS SHOULD BE TRAINED TO FIND BOOKED WORK, NOT EVERY INBOUND INTERACTION.

PROBLEM	WHAT IT CAN DO TO THE BUSINESS	RECOMMENDED CONTROL
A phone-number click is counted as a lead	The dashboard reports more leads even when nobody completed a call.	Count verified calls and valid forms as main conversions. Keep clicks as diagnostic information only.
Call length is treated as proof of quality	A long call can still be spam, an existing customer or someone outside the service area.	Save the actual outcome of each call and whether it booked.
Poor Local Services Ads leads are not reviewed and disputed	The business may pay for invalid leads and give Google no feedback about lead quality.	Assign an owner, set a fast response target and review disputes every week.
Different services are valued the same way	A low-cost drain inquiry and a higher-cost sewer opportunity can produce very different revenue.	Report qualified-lead cost, booked-job cost and completed revenue for each service.

Main success actions

Qualified calls, valid forms and booked appointments. These are the actions Google should use when deciding how to bid.

Diagnostic actions

Phone clicks, direction requests, chat starts and similar interactions. They are useful for understanding behavior, but they are not automatically leads.

Revved can rebuild tracking and paid-media controls inside the 90-day plan ↗

SECTION TAKEAWAY

KEY POINTS FOR THE BUSINESS OWNER.

OVERALL: POTENTIALLY PRODUCTIVE, BUT TOO EXPENSIVE TO TRUST WEAK TRACKING

This page translates the section into the business decision it supports.

WHAT IS WORKING

The account has enough scale and service demand to produce meaningful lead volume. Several service campaigns show plausible costs for a large home-service advertiser.

WHAT NEEDS ATTENTION

The current reporting may treat low-value actions as leads and does not reliably connect campaigns to qualified calls, booked jobs and revenue. Service campaigns are also too different to judge by one blended number.

WHY IT MATTERS

At an average of $87k per month, even a small tracking or bidding error can waste tens of thousands of dollars over a year. A cheap reported lead is not necessarily a profitable customer.

WHAT TO DO NEXT

Clean up conversion goals, return booked-job results to Google, review Local Services Ads leads weekly and manage each major service by its own lead quality and job value.

BOTTOM LINE

Do not increase spend because the dashboard shows more conversions. Increase it only when qualified leads, booked jobs and revenue improve.

07

BLUEPRINT SECTION

AUTHORITY AND REPUTATION

This section looks at the outside trust signals supporting the business: customer reviews and links from other websites.

01 Website-link baseline

02 Review advantage

03 Authority-building assets

04 Plain-English section takeaway

AUTHORITY AND REPUTATION

THE WEBSITE HAS A STRONG TRUST BASE, BUT RECENT LINK GROWTH HAS NOT YET STRENGTHENED THE NEWEST CONTENT.

WHAT THIS MEANS

A backlink is a link from another website to this website. A referring domain is one unique website providing one or more links. Search engines often treat relevant, legitimate links as outside evidence that a company or page is credible.

LINKS FROM OTHER WEBSITES	UNIQUE LINKING WEBSITES	NET LINK CHANGE	THIRD-PARTY AUTHORITY SCORE
2,180	**503**	**+171**	**33**
Modified total for this sample	A broad outside trust base	More links gained than lost recently	Healthy for a local service company

This outside trust helps the website rank in regular Google results and appear as a source in AI answers. Most recent link movement, however, points to older pages, directories or republished material rather than the newest articles. That means publishing more has not automatically created more outside authority.

What to do

- Create two or three resources that other local organizations would genuinely want to reference, using real projects, homeowner checklists or useful local infrastructure data.
- Keep directory listings accurate, but do not treat automatically republished listings as the same thing as an editorial recommendation.
- Track which unique websites are newly linking or have removed links each month, not only the total number of links.
- Use the established market's large review base as visible trust proof on the service pages where customers make decisions.

HOW WE WILL JUDGE IMPROVEMENT

Increase relevant links from legitimate websites and increase calls or forms from the pages that receive those links. Do not pursue link volume that has no connection to customers, services or markets.

SECTION TAKEAWAY

KEY POINTS FOR THE BUSINESS OWNER.

OVERALL: STRONG AND WORTH PROTECTING

This page translates the section into the business decision it supports.

WHAT IS WORKING

The company has a broad base of links from other websites and a large customer-review advantage in its established market. These assets are difficult for a competitor to copy quickly.

WHAT NEEDS ATTENTION

Recent link growth is concentrated in older pages, directories or republished sources rather than the newest strategic content.

WHY IT MATTERS

Outside trust helps Google and AI systems decide whether the company is credible. Relevant links can also send referral traffic and strengthen priority service pages.

WHAT TO DO NEXT

Create a small number of useful, reference-worthy local resources; track new and lost linking websites; keep listings accurate; and place review proof on priority service pages.

BOTTOM LINE

Authority is already a strength. The goal is to direct it toward growth pages and earn better links, not chase the largest possible raw count.

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BLUEPRINT SECTION

AI SEARCH VISIBILITY

This section looks at whether Google AI and ChatGPT use the company's content when answering customer questions, and whether that visibility leads toward hiring the business.

01 Current AI visibility

02 Subjects AI systems recognize

03 Path from answer to service

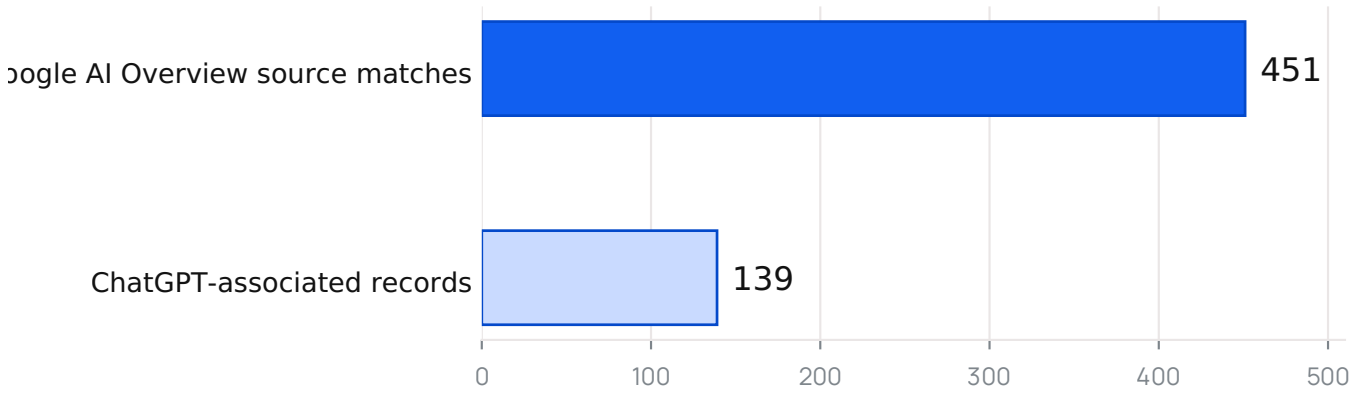
04 Plain-English section takeaway

AI SEARCH VISIBILITY

AI SYSTEMS ALREADY USE THE COMPANY'S INFORMATION. THE MISSING PIECE IS A CLEARER PATH FROM THE ANSWER TO THE SERVICE.

WHAT THIS MEANS

AI visibility means appearing as a mentioned company or cited source in an AI-generated answer. It is different from a normal Google ranking. A citation shows that the system found the content useful enough to reference, but it does not prove that a customer visited or booked service.



This is a current anonymized baseline. The two tools measure different-sized collections, so their totals should not be compared as if they use the same denominator.

Subjects already suitable for AI answers

- Septic maintenance and system basics
- Bathroom sink and drain troubleshooting
- Water-heater leaks and failure signals
- Pressure regulators, slab leaks and hydro jetting
- Plain-English definitions and replacement guidance

What to add next

Name the expert who reviewed important content, state clear facts about the company and service area, answer common questions directly, add original job evidence and link readers to the correct service page.

Review AI visibility every quarter. Do not assume one recent change caused every new citation.

Want Revved to implement this plan in 90 days? Book a call. ↗

SECTION TAKEAWAY

KEY POINTS FOR THE BUSINESS OWNER.

OVERALL: STRONG EARLY POSITION WITH UNCLEAR REVENUE IMPACT

This page translates the section into the business decision it supports.

WHAT IS WORKING

Google AI and ChatGPT already recognize parts of the company's educational content as useful source material. This gives the business a head start as customer search behavior changes.

WHAT NEEDS ATTENTION

The content does not always make the company, expert, market and relevant service clear enough. AI citations also are not yet connected cleanly to calls or booked jobs.

WHY IT MATTERS

AI visibility can build familiarity and trust before a customer visits the website. Its business value is limited if the answer does not lead toward the correct service or if results cannot be measured.

WHAT TO DO NEXT

Add named expert review, concise answers, original job evidence, clear local facts and links to appointment-ready service pages. Review citations quarterly.

BOTTOM LINE

The company is already visible in AI answers. The next step is turning that information authority into clear commercial and local relevance.

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BLUEPRINT SECTION

COMPETITIVE POSITION

This section compares the company's hardest-to-copy advantages with the areas where competitors can still win.

01 Market comparison

02 Defensible strengths

03 Where competitors can gain ground

04 Plain-English section takeaway

COMPETITIVE POSITION

THE COMPANY HAS A DURABLE ADVANTAGE IN ITS ESTABLISHED MARKET. GROWTH MARKETS STILL NEED STRONGER LOCAL PROOF.

AREA	ABC PLUMBING	TYPICAL COMPETITOR	WHAT IT MEANS
Established-market reviews	1,480	About 120 at the middle of the comparison group	A major trust advantage that is difficult to copy
Growth-market reviews	226 to 261	About 70 to 330	Competitive, but not consistently dominant
Google Maps coverage	56% to 100%	Changes with distance from the office	Each market must be improved and measured separately
Educational content	Large and active	Often smaller	The priority is organizing and converting the library, not publishing the most pages
AI source visibility	Established baseline	Often inconsistent	Connect useful answers to the company and relevant services
Paid-advertising scale	$87k per month sample model	Varies	Small efficiency improvements can be financially meaningful

What competitors cannot copy quickly

A competitor can imitate an ad or publish a similar service page in a few days. It cannot quickly reproduce years of reviews, broad local visibility, a useful content library and a reporting system that shows which marketing creates booked revenue.

COMPETITIVE PLAN Protect the established market, build visible local proof in the growth markets and use trustworthy lead reporting to make faster, better budget decisions than competitors.

SECTION TAKEAWAY

KEY POINTS FOR THE BUSINESS OWNER.

OVERALL: STRONG ADVANTAGE, BUT NOT EQUALLY PROTECTED EVERYWHERE

This page translates the section into the business decision it supports.

WHAT IS WORKING

The review base, established-market visibility, educational content and AI source presence create an advantage that most local competitors cannot reproduce quickly.

WHAT NEEDS ATTENTION

The growth locations have smaller review advantages and weaker map coverage. Measurement problems also prevent the company from using its marketing scale as effectively as it could.

WHY IT MATTERS

Competitors do not need to beat the company everywhere. They can win specific growth markets or services where local proof and lead handling are weaker.

WHAT TO DO NEXT

Protect the established market, build reviews and job evidence around growth locations, organize the content library and fix reporting so budget moves follow booked revenue.

BOTTOM LINE

The company has the stronger foundation. The risk is allowing competitors to win narrower local battles while internal reporting remains unclear.

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BLUEPRINT SECTION

SEVEN-DAY QUICK WINS

These are the highest-value tasks that can be completed or started in one week without waiting for the full 90-day plan.

01 Lead-tracking review

02 Technical checks

03 Google profile corrections

04 Content ownership

05 Plain-English section takeaway

SEVEN-DAY QUICK WINS

START WITH REPAIRS THAT MAKE THE DATA MORE TRUSTWORTHY OR REMOVE OBVIOUS CUSTOMER FRICTION.

#	ACTION	WHY IT COMES FIRST	ESTIMATED WORK
01	Review every action currently counted as a main lead	Prevents false or duplicate leads from guiding budgets	2 to 4 hours
02	Verify unexplained third-party website code and embedded frames	Resolves a possible security and ownership concern	2 to 6 hours
03	Correct the secure website link on the established Google profile	Removes an easy trust and tracking inconsistency	15 minutes
04	Correct location wording copied onto the wrong growth profile	Prevents Google and customers from receiving conflicting local information	30 minutes
05	Choose one main page for six overlapping search topics	Stops similar pages from weakening each other	2 to 3 hours
06	Rewrite three Google listings that appear often but receive too few clicks	Gets more value from visibility the company already has	2 hours
07	Add reporting fields for qualified leads and booked jobs	Creates the bridge from marketing activity to sales results	Half day

WHEN A TASK IS COMPLETE

Assign one person, a due date and a test for every item. Changing a setting is not enough. The team must confirm that calls, forms, links, pages and reports now behave as intended.

SECTION TAKEAWAY

KEY POINTS FOR THE BUSINESS OWNER.

OVERALL: HIGH VALUE AND LOW DELAY

This page translates the section into the business decision it supports.

WHAT IS WORKING

Several important problems can be corrected in minutes or hours. The team does not need to wait for a redesign, new campaign or large content project.

WHAT NEEDS ATTENTION

These tasks are easy to postpone because each one looks small by itself. Together, they affect data quality, customer trust, local accuracy and search performance.

WHY IT MATTERS

Completing these repairs creates a safer foundation for every larger 30-, 60- and 90-day decision.

WHAT TO DO NEXT

Assign owners immediately, complete the seven listed tasks in order and require a specific test before marking each one finished.

BOTTOM LINE

The first week should remove uncertainty and prevent avoidable waste. It should not be spent adding more marketing volume.

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BLUEPRINT SECTION

90-DAY ROADMAP

The plan is intentionally sequenced: repair the foundation, build missing proof, then increase only the work that produces verified leads and revenue.

01 Days 1 to 30

02 Days 31 to 60

03 Days 61 to 90

04 Decisions at day 90

05 Plain-English section takeaway

90-DAY IMPLEMENTATION ROADMAP

REPAIR FIRST, BUILD SECOND AND INCREASE ONLY WHAT PRODUCES VERIFIED RESULTS.

TIME PERIOD	MAIN GOAL	WORK TO COMPLETE
Days 1 to 30	Make the foundation safe and measurable	Test lead tracking; define qualified calls and forms; review website security; correct Google profiles; assign one main page to each search topic; test high-opportunity Google titles.
Days 31 to 60	Build the proof that is missing	Generate reviews and job photos in growth markets; add proof to service pages; separate paid campaigns by service; add expert review to important AI-ready content; connect sales outcomes to reporting.
Days 61 to 90	Increase the work that proved itself	Repeat Google Maps tests; expand pages and campaigns with verified outcomes; create resources worth linking to; report qualified leads, booked jobs and completed revenue.

What should be true by day 90

- Every main conversion represents a real lead action, and booked-job results are available for the largest marketing channels.
- Redwood Hills maintains at least 85% top-three coverage.
- Mesa Vista appears in the first ten map results more often and receives a steady flow of new reviews.
- Harbor Point increases visibility across the measured area toward 70%.
- Each major search topic has one clearly assigned main page.
- Paid budgets increase or decrease according to qualified-lead cost, booked-job cost and completed revenue.

Revved can implement the complete roadmap in 90 days ↗

SECTION TAKEAWAY

KEY POINTS FOR THE BUSINESS OWNER.

OVERALL: PRACTICAL IF COMPLETED IN SEQUENCE

This page translates the section into the business decision it supports.

WHAT IS WORKING

The required work fits into a 90-day implementation window because much of the foundation already exists. The plan does not depend on rebuilding every channel from scratch.

WHAT NEEDS ATTENTION

The company will create more waste if it jumps to growth work before fixing tracking, security questions and basic profile or content errors.

WHY IT MATTERS

The order protects the budget. Each phase creates the information needed to make the next phase safer and more profitable.

WHAT TO DO NEXT

Finish measurement and repair work in days 1 to 30, build missing local and conversion proof in days 31 to 60, then increase only verified winners in days 61 to 90.

BOTTOM LINE The timeline is aggressive but realistic. The main risk is not the amount of work; it is doing the phases out of order.

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BLUEPRINT SECTION

IMPLEMENTATION OPTIONS

The business can assign this plan to its own team or have Revved manage the 90-day implementation. This section explains the practical difference.

01 Internal implementation

02 Revved implementation

03 Blueprint credit

04 Setup-fee waiver

05 Plain-English section takeaway

IMPLEMENTATION OPTIONS

USE THE BLUEPRINT AS THE INTERNAL PLAN, OR HAVE REVVED COORDINATE THE WORK.

DIY IMPLEMENTATION	REVVED 90-DAY IMPLEMENTATION
Assign people inside the company or existing vendors to tracking, website changes, unpaid Google search, Google Business Profiles, content, ads and reporting. Use this Blueprint to control order, deadlines and testing.	Revved coordinates the work across tracking, website, local visibility, content, Google Ads, Local Services Ads and reporting under one 90-day plan.
Best for a company that already has capable specialists, dependable project management and enough internal time to coordinate several types of work.	Best for an owner who wants one accountable team to manage the sequence without personally coordinating several employees or vendors.

APPLIED AS CREDIT

$497

Blueprint price reduces implementation cost

SETUP FEE WAIVED

$1,000

Prior onboarding is already complete

EXECUTION WINDOW

90 DAYS

Build, repair and validate

There is no obligation to hire Revved. The company may keep the findings and implement them internally. If Revved handles the work, the $497 Blueprint price is credited toward implementation and the normal $1,000 new-client setup fee is waived because the research and onboarding have already been completed.

Book your implementation call at revved.digital/book/ ↗

SECTION TAKEAWAY

KEY POINTS FOR THE BUSINESS OWNER.

OVERALL: TWO VALID PATHS

This page translates the section into the business decision it supports.

WHAT IS WORKING

The Blueprint is specific enough to use as an internal work plan. The priorities, owners, timing and verification standards do not depend on hiring Revved.

WHAT NEEDS ATTENTION

Internal implementation requires several skills and one person who can coordinate the sequence, test the work and prevent vendors from making conflicting changes.

WHY IT MATTERS

The difference is not whether the plan can work. It is who owns coordination, execution and accountability during the 90 days.

WHAT TO DO NEXT

Choose the internal path if the company has the necessary specialists and project-management capacity. Choose Revved if the owner wants one team to manage the entire sequence.

BOTTOM LINE

The Blueprint stands on its own. Revved implementation is optional, with the $497 credited and the $1,000 setup fee waived.

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BLUEPRINT SECTION

MEASUREMENT PLAN

This section defines the small set of numbers the owner should receive regularly so marketing performance can be judged by real business results.

01 What each number means

02 How often to review it

03 Who owns it

04 When to increase investment

05 Plain-English section takeaway

MEASUREMENT PLAN

FUTURE REPORTS SHOULD SHOW WHETHER MARKETING VISIBILITY BECAME QUALIFIED LEADS, BOOKED WORK AND COMPLETED REVENUE.

NUMBER TO REPORT	PLAIN-ENGLISH DEFINITION	REVIEW	PERSON RESPONSIBLE
Qualified calls	Calls from potential new customers who need a service the company can provide	Weekly	Sales or call-handling manager
Qualified forms	Valid service requests from customers inside the service area, excluding spam	Weekly	Sales or call-handling manager
Booked jobs	Qualified leads that scheduled an appointment	Weekly	Dispatch or customer-management system owner
Completed revenue	Revenue from finished jobs connected back to the original marketing source	Monthly	Finance and customer-management system owner
Cost per booked job	Advertising spend divided by the number of jobs that booked	Weekly	Paid-advertising manager
Unpaid-search leads	Qualified calls and forms that began on an unpaid Google result	Monthly	Search-marketing owner
Google Maps coverage	How often each location appears across the measured service area and how high it ranks	Quarterly	Local-search owner
AI source visibility	Whether Google AI and ChatGPT continue to mention or cite the company for important subjects	Quarterly	Search and AI-visibility owner

RULE FOR INCREASING BUDGET

Do not increase investment because a platform reports more clicks, appearances or conversions. Increase it when the channel produces more qualified leads and booked jobs at an acceptable cost, and preferably when completed revenue confirms the result.

Want Revved to implement this plan in 90 days? Book a call. ↗

SECTION TAKEAWAY

KEY POINTS FOR THE BUSINESS OWNER.

OVERALL: SIMPLE ONCE THE SYSTEMS ARE CONNECTED

This page translates the section into the business decision it supports.

WHAT IS WORKING

The owner does not need dozens of marketing numbers. A short report built around qualified calls, valid forms, booked jobs, completed revenue and cost per booked job is enough to control most decisions.

WHAT NEEDS ATTENTION

The current systems do not yet connect all of those stages consistently, so platform dashboards can still overstate success.

WHY IT MATTERS

A clear reporting rhythm gives the owner one version of the truth and makes employees, vendors and automated ad systems accountable to the same business outcomes.

WHAT TO DO NEXT

Assign an owner to every number, review lead and booking data weekly, review revenue monthly and repeat local and AI visibility checks quarterly.

BOTTOM LINE Judge marketing by the work and revenue it creates, not by the amount of activity reported by each platform.

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BLUEPRINT SECTION

CAVEATS AND SOURCES

This section explains what the sample can and cannot prove, which data was used and what must be confirmed in a live client Blueprint.

01 Important limitations

02 Source inventory

03 Next step

04 Plain-English section takeaway

CAVEATS AND SOURCES

USE THE FINDINGS AS A PRIORITIZED OPERATING PLAN, NOT A PROMISE OF SPECIFIC REVENUE.

What this sample cannot prove

- This sample is an anonymized composite. Names, locations, URLs and selected values have been altered to protect the source company.
- The Google Ads section uses an illustrative 12-month model designed to demonstrate a real paid-media audit.
- Search comparisons use the same selected opportunity rows in both periods. They are not complete totals for the entire website.
- Google Analytics page values can repeat across search-query rows, so duplicates must be removed before calculating totals.
- AI visibility is a current snapshot. It does not prove that one recent change caused every mention or citation.
- Rankings, ads and competitor conditions change. Verify recommendations again at implementation.

Information used

- Anonymized Google Search Console and Google Analytics opportunity samples from August 2026.
- Anonymized Google Maps tests, Google Business Profile information and review samples from August 2026.
- Anonymized website-link and AI-visibility snapshots from August 2026.
- Revved Digital website design tokens and public positioning reviewed August 2026.
- Illustrative paid-media dataset prepared for this sample Blueprint.

WHAT CHANGES IN A CLIENT BLUEPRINT

A live Blueprint uses the client's connected accounts, website, service areas and real competitors. If Revved implements the plan, the $497 Blueprint price is credited toward the work and the normal $1,000 setup fee is waived.

Book a call to get your own Blueprint or discuss implementation ↗

SECTION TAKEAWAY

KEY POINTS FOR THE BUSINESS OWNER.

OVERALL: USEFUL FOR DECISIONS, WITH CLEAR LIMITS

This page translates the section into the business decision it supports.

WHAT IS WORKING

The sample is based on realistic, multi-source evidence and shows the depth, reasoning and implementation detail a client should expect from a live Blueprint.

WHAT NEEDS ATTENTION

Names, locations and selected values were changed to protect the source company. The paid-advertising figures are illustrative, and some analytics samples are directional rather than complete business totals.

WHY IT MATTERS

These limits prevent the report from promising exact revenue or treating incomplete data as certain. They do not remove the value of the identified priorities and implementation sequence.

WHAT TO DO NEXT

For a paying client, replace the sample inputs with connected account data, confirm the correct business and service areas, and recheck rankings, competitors and platform settings before implementation.

BOTTOM LINE

Use the Blueprint to make and sequence decisions. Verify changing conditions during implementation and measure results against qualified leads, booked jobs and revenue.