



WANT MORE CALLS? HERE'S WHAT ACTUALLY WORKS.

Optional add-ons for when you're ready to grow. None are required — and I'll tell you straight which ones make sense for your business. Some don't.

★ GET FOUND — \$100/MO *(the one most clients add)*

The problem: when someone searches "plumber near me," Google shows three businesses on a map — and mostly picks them by reviews. If your competitor has 87 reviews and you have 12, that's the main reason they're above you.

What it does: every finished job automatically sends your customer a friendly text asking for a Google review. You don't have to remember anything — it just happens. On top of that:

- ✓ Every review gets a response (I draft it, you approve it)
- ✓ Your Google listing stays active: fresh photos and posts every month
- ✓ A recent job added to your website gallery every month
- ✓ Your monthly report now shows your review count and how many calls came straight from the Google map

What I won't do: buy reviews, fake reviews, or only ask happy customers — that stuff gets businesses suspended from Google. And anyone who promises you'll be "ranked #1" is lying. What I will do is make the honest version automatic, so your review count climbs every month.

TOWN PAGES — \$500–750 ONE-TIME, PER BATCH OF 5–6 PAGES

When someone searches "water heater repair Cambridge," Google wants to show a page about exactly that. I write pages for your real services in the real towns you work — including jobs you've actually done there. Best for businesses covering several towns who want to show up beyond their home base. One-time project, no monthly fee.

OFFICE TUNE-UP — \$250–500 ONE-TIME

The software you already pay for — Jobber, QuickBooks, Square — can send appointment reminders and payment nudges automatically. Most owners never turn it on. I set it up once, show you how it works, and you stop chasing no-shows and slow payers. No monthly fee, because you already own the tools.

Not sure what's worth it for you? That's a five-minute conversation, and "none of it yet" is a fine answer. Start with the site, watch the monthly report, and add these when the numbers say it's time.