

AUDIT PREPARED FOR

Budget Fence Nashville

<https://www.budgetfencenashville.com/>

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SECTION 01

Digital Scorecard

Your overall grade across nine categories — and what each grade actually means for the business.

Digital Scorecard

This is the at-a-glance answer to "how is the digital side of my business doing?" Nine categories, each scored 0 to 100, weighted by how much each one matters to a local-service fence business, then rolled into a single overall grade.

Overall Grade: F (16 / 100)

The digital presence is critically underperforming across nearly every category. **This score reflects the website and online visibility – not the quality of the company's fencing work.** You've been installing fences in Nashville for 30 years with a loyal customer base and an A+ BBB rating.

None of that shows up online.

The site runs on 7-year-old WordPress with end-of-life PHP. There are zero online reviews, zero social media profiles, no Google Business Profile, no content structure, and no way for search engines or AI systems to find or recommend the business. Every competitor – including companies with a fraction of your experience – has a stronger digital presence.

The gap between your real-world reputation and your digital footprint is enormous. The good news: that gap represents recoverable revenue, and several of the most impactful fixes take less than a day.

Category Scores

CATEGORY	WEIGHT	SCORE	GRADE	WEIGHTED
Local SEO	20%	8	F	1.60
Reviews & Reputation	15%	5	F	0.75
On-Page SEO	12%	10	F	1.20
Technical SEO & Performance	15%	25	F	3.75
Content	10%	5	F	0.50
Conversion Optimization	10%	25	F	2.50
Automation	8%	8	F	0.64
Competitive Position	5%	20	F	1.00
Security & Accessibility	5%	47	F	2.35
Overall	100%		F	16.0

1. Local SEO — 8/100 (F)

Why this matters most: For a local fence contractor, Local SEO determines whether homeowners can find you when they search "fence company Nashville." Right now, they can't.

What's broken: - No Google Business Profile — you're invisible in Google Maps and the local 3-pack (the map results at the top of every local search). Every competitor appears there. You don't. - Missing from Google, Yelp, Angi, HomeAdvisor, and Nextdoor — only listed on BBB - No LocalBusiness schema markup — Google can't programmatically read your business identity - Inconsistent name/address/phone across the web — your physical address is Joelton, but the site targets "Nashville" - No location-specific landing pages for the Nashville-metro cities you serve

What's working: - Your BBB listing exists with an A+ rating - The domain name includes "Nashville" — built-in geographic signal - 30-year operating history in the area

The deep-dive chapter on this topic is right after the Top 10. Read it for the full breakdown and action plan.

2. Reviews & Reputation — 5/100 (F)

You've been in business for 30 years and have **1 online review**. One. On BBB. Not on Google (where 93% of consumers look before hiring), not on Yelp, not anywhere else. The top competitor (K & C Fence) has 890+ reviews. Ram Fence has 130+. Superior Fence has 68. **This is the most lopsided gap in the entire audit.**

What's broken: - Zero reviews on Google, Yelp, Angi, HomeAdvisor, or Nextdoor - 1 total review across all platforms (BBB) after 12+ years online - No review-solicitation process — entirely passive - Competitors outperform by 100x to 800x in review count - No review automation tool installed

What's working: - BBB A+ rating maintained - Your website has a Testimonials page with offline customer quotes — proving satisfied customers exist - 30 years of satisfied customers represents an untapped review pipeline

The fix: Launch systematic review generation — email or text past customers with a direct Google review link. Target 15-20 reviews in 60 days. Install review automation. Convert your offline Testimonials page quotes into public reviews.

3. On-Page SEO — 10/100 (F)

What's broken: - Zero H2 or H3 content headings on any page — search engines can't identify subtopics - Zero target keyword phrases anywhere in content ("fence company," "fence contractor," "fence installation" — all absent) - No meta descriptions on any page - Extremely thin content — 6 pages with repetitive boilerplate text - "Nashville" appears 49-56 times per page but only in template/navigation, never paired with service keywords in actual content - No Open Graph images for social sharing

What's working: - Title tag exists: "Budget Fence Company | Nashville TN" - Services page lists 7 fence types — framework exists for keyword-rich expansion

The fix: Add keyword-rich H2/H3 headings to every page (8 hours). Rewrite content to naturally incorporate target keywords (12 hours). Write meta descriptions (1 hour). Total: 21 hours for comprehensive on-page optimization.

4. Technical SEO & Performance — 25/100 (F)

What's broken: - WordPress 5.1 — released February 2019, now 7 years and 12 major versions behind current (6.7+) - PHP 5.3.29 — reached end of life August 2014, over 11 years without any security patches - Weaver II theme is abandoned — no updates, no security patches, no support - No structured data of any kind — no LocalBusiness, Organization, or Service schema - Static asset cache TTL set to 4 hours instead of the industry-standard 1 year — every repeat visitor re-downloads everything - No image optimization — serving original JPEGs with no WebP conversion - No lazy loading for below-fold images

What's working: - Valid SSL certificate (Sectigo, good until February 2027) - HTTP-to-HTTPS redirect works (single redirect) - Clean URL structure - Page weight is relatively modest (small site with minimal JavaScript) - Server response time is acceptable despite the ancient PHP version

The fix: Complete website rebuild on modern WordPress 6.7+ with a current responsive theme (40 hours — the largest single item, but non-negotiable for security). This resolves the PHP, theme, jQuery, and plugin issues simultaneously. The cache TTL fix alone is a 1-hour change that recovers \$900/month — best ROI fix in the entire audit.

5. Content — 5/100 (F)

Why this is nearly zero: AI engines and search engines reward sites with depth, structure, and quotable content. You have none of those things.

What's broken: - Zero FAQ content anywhere on the site - Zero verifiable statistics or data points (projects completed, years in business, etc.) - No pricing information or material comparison content - No educational or blog content — zero articles published - No service-

area page listing Nashville-metro cities or zip codes served - Content not meaningfully updated since the initial build - AI engines (ChatGPT, Perplexity, Google AI Overview) cannot extract or cite anything from your site

What's working: - Services page lists 7 fence types (a framework for expansion) - 60 gallery photos (visual content that showcases quality work) - Domain age provides inherent authority once content is added

The fix: Create a FAQ page with 15-20 Nashville fencing questions (6 hours). Add a material comparison table with pricing estimates (4 hours). Create a service area page (2 hours). Expand service descriptions with project details (8 hours). Total: 20 hours for the foundation, 40+ hours for a comprehensive content library including blog posts.

6. Conversion Optimization — 25/100 (F)

What's broken: - Contact Form 7 is the ONLY conversion mechanism — no click-to-call, no scheduling - No public email address displayed — forces phone-only contact for non-form inquiries - No instant lead notifications — form submissions may sit for hours before being seen - No chat widget, no after-hours lead capture mechanism - No clear call-to-action above the fold on the homepage

What's working: - Phone number is displayed on the site - Contact form exists and functions (with CSRF nonces — at least there's security on the form) - Gallery showcases work quality — visual trust signal for potential customers

The fix: Add a business email to the website (30 minutes). Set up instant lead notifications (1 hour). Add click-to-call `tel:` links on the phone number (30 minutes). Total: 2 hours for the critical conversion fixes.

7. Automation — 8/100 (F)

What's broken: - No CRM — zero structured lead follow-up after quotes (critical) - No missed-call text-back — leads lost while you're on job sites (high) - No review automation — explains the 1-review-in-12-years situation (high) - No instant lead notifications — form

responses delayed hours (high) - No analytics — zero data on website visitors, traffic sources, or conversion rates (medium) - No scheduling tool — phone-only booking (medium) - No email marketing — zero customer lifecycle communication (medium)

Recommended stack (\$97/month total):

TOOL	COST/MO	EXPECTED ROI/MO	PURPOSE
GoHighLevel (all-in-one)	\$97	\$2,565	CRM + SMS + email + scheduling + review requests + notifications + social

For a sole proprietor running the business from job sites, one platform handling CRM, text-back, review requests, notifications, scheduling, and basic social posting is the right call. The full automation breakdown is available in the Pro audit if you upgrade.

8. Competitive Position — 20/100 (F)

The competitive picture in one table:

COMPETITOR	REVIEWS	SOCIAL	LICENSE	SCHEMA	WEBSITE QUALITY
K & C Fence	890+	Active FB, IG	TN #00063870	None	Modern, responsive
Ram Fence	130+	Active FB, IG	Displayed	None	Modern
Superior Fence	68	Active FB	Displayed	None	Modern
Volunteer Fence	24	Active FB	Unknown	None	Modern
All American	15	Minimal	Unknown	None	Basic
Budget Fence	1	Zero	Unverified	None	Severely outdated

You rank last across reviews, social media, content volume, content freshness, credential display, and website quality. The only area where you have a genuine edge is tenure — 30 years in the market, which no competitor can replicate.

Untapped advantages you have but don't communicate: - Longest-running fence company in the market (30 years vs. competitors' ~5-15) - Sole proprietor = personal service, owner on every job - 30-year tenure and BBB A+ rating are powerful trust signals – when communicated - No competitor has strong AI-search content – first-mover opportunity is wide open

9. Security & Accessibility – 47/100 (F)

This category combines two areas with overlapping fixes.

Security: 22/100 (F)

AREA	SCORE	STATUS
HTTPS & SSL	70	Valid certificate (Sectigo, 290 days remaining). HTTPS redirect works. No HSTS.
Security Headers	10	Only <code>upgrade-insecure-requests</code> set. 5 headers missing.
Application Security	15	PHP 5.3.29 (EOL 2014). WordPress 5.1. Contact Form 7 3.8 with known vulnerabilities. Admin username "adm87" exposed.
Data Protection	30	CSRF nonces present. Cookie missing Secure/SameSite flags.

The root cause: This is a WordPress site that was built and never maintained. Every security finding traces back to the same problem – years of deferred updates.

Accessibility: 72/100 (C)

The single category in the audit above F. Google Lighthouse scores you at 94/100 for automated accessibility checks, with good fundamentals: ARIA landmarks, alt text on images, semantic HTML5 elements, and a skip-navigation link.

WCAG PILLAR	KEY ISSUE
Perceivable	Color contrast failure on footer link (2.74:1, needs 4.5:1)
Understandable	Zero form labels across 23 inputs – screen readers can't identify fields
Robust	Duplicate H1 elements, H3s without H2 parents

The fix: The website rebuild resolves 7+ security findings automatically. The PHP upgrade should happen at the same time. In the meantime, blocking public access to readme.html, install.php, and the users REST API endpoint takes 1 hour and reduces the attack surface immediately.

What an "F" Actually Means

An F grade does NOT mean the business is failing. It means **the digital presence is failing the business**. You have:

- A 30-year track record serving Nashville
- An A+ BBB rating maintained over many years
- A sole proprietor who personally oversees every installation
- 60+ photos of completed work showcasing quality craftsmanship
- Competitive pricing (\$3,500 average project value)
- A loyal customer base built on word-of-mouth referrals

None of that shows up online in a way search engines or AI systems can find. The website is a static brochure running on severely outdated technology, with no reviews, no social media, no Google Business Profile, and no content structure. Every competitor outperforms you digitally – including companies with a fraction of your experience.

The gap between your real-world quality and your online presence is the largest opportunity in this audit. Closing that gap doesn't require rebuilding the business. It requires making the business visible.

Grade Improvement Path

To move from F to D (60+): Fix the quick wins – claim Google Business Profile (2 hours), launch review generation, set up GoHighLevel for CRM and missed-call text-back, fix cache TTL (1 hour), add email to the website. **Estimated: 15 hours of high-impact work.**

To move from D to C (70+): Complete the content overhaul – add headings and target keywords to all pages, create FAQ page, expand service descriptions, add material comparison content. Rebuild the website on modern WordPress. **Estimated: an additional 60 hours.**

To move from C to B (80+): Build a comprehensive content library (blog posts, service-area pages, pricing guides), establish review automation pipeline, create active social media presence with regular posting. **Estimated: an additional 50 hours.**

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SECTION 02

Top 10 Problems, Ranked

The ten highest-impact issues in your business — fix these and the rest gets easier.

Top 10 Problems, Ranked by Revenue Impact

This is the chapter most business owners flip to first, and it deserves it. Out of 56 individual findings across the entire audit, these are the 10 that matter most. Each one is ranked by a combination of dollar impact, severity, and how much effort it takes to fix — so the top of this list is where the highest-leverage work lives.

For each problem you'll see:

- **Severity** — how serious it is (Critical, High, Medium, Low)
 - **Impact** — the estimated monthly dollar value of the problem (with a low-to-high range)
 - **Effort** — how many hours the fix takes
 - **Quick win** — whether it's a fast, high-leverage fix
 - **Fix** — exactly what to do
 - **Why this rank** — the math and reasoning behind its position
 - **Source** — the industry benchmark behind the dollar figure
-

1. No Google Business Profile — the #1 local SEO asset doesn't exist

- **Severity:** Critical
- **Impact:** \$759/month (range \$368-\$1,150)
- **Effort:** 2 hours, one-time
- **Quick win:** Yes
- **Fix:** Create and verify a Google Business Profile at google.com/business/. Use your exact name, address, and phone (Budget Fence Company, 4511 Grays Point Rd, Joelton TN 37080, 615-943-6793). Upload gallery photos (you have 60 ready to go), add hours, services, and your service area. This single action makes the business visible in Google Maps and the local 3-pack — where 46% of all Google searches with local intent are served.
- **Why this rank:** Highest-scored Critical finding in the entire audit (score 925). The impact-to-effort ratio is \$759 per month for 2 hours of work — that's \$379 per hour, which is a quick win in every sense of the term. Local-SEO findings get an additional

25% priority boost for local-service businesses. Corroborated across 5 independent signals. This single action makes your business visible in Google Maps for the first time.

- **Source benchmark:** BrightLocal 2024 – Google Business Profile completeness (\$800-\$2,500 base impact)

2. No CRM or quote follow-up system – leads receive zero structured follow-up

- **Severity:** Critical
- **Impact:** \$759/month (range \$368-\$1,150)
- **Effort:** 6 hours, one-time
- **Quick win:** No
- **Fix:** Implement GoHighLevel CRM Pipeline (\$97/month, all-in-one). Set up pipeline stages (New Lead → Estimate Given → Follow Up → Won/Lost) and create an automated 3-email follow-up sequence. GoHighLevel at \$97/month also covers 5 additional gaps in this list (missed-call text-back, review requests, online booking, instant lead notifications, social scheduling) – making it the highest-leverage single tool investment in this audit.
- **Why this rank:** Second-highest Critical finding score (247). Impact-to-effort ratio of \$126 per hour. Critical severity = automatic Top 10 inclusion. When homeowners say "let me think about it," they currently hear nothing from you – no follow-up email, no phone call, no text message. Approximately 7 leads per month are receiving zero structured follow-up after their initial quote. Industry data shows that 18% of those leads are recoverable with a structured follow-up sequence. Corroborated across 4 independent signals.
- **Source benchmark:** CallRail case studies – 18% lead recovery from follow-up sequences (\$800-\$2,500 base impact)

3. Zero content headings (H2/H3) on any page – search engines cannot identify subtopics

- **Severity:** Critical
- **Impact:** \$644/month (range \$368-\$920)
- **Effort:** 8 hours, one-time

- **Quick win:** No
- **Fix:** Add keyword-rich H2 and H3 headings to every content page. Your homepage needs headings like "Nashville Fence Installation Services" and "Why Choose Budget Fence Company." Your services page needs an H2 for each fence type: "Wood Privacy Fence Installation," "Chain Link Fence Nashville," etc. Right now every page has identical template headings with zero content structure underneath them.
- **Why this rank:** Score of 157 (impact/effort × critical severity × cross-platform evidence). Every page has identical template headings — zero content H2s or H3s exist anywhere on the site. Google uses heading structure to match content to search queries. Without headings, your site has no topical signal for any Nashville fence keyword. Corroborated across 4 signals.
- **Source benchmark:** Thin service pages rank below long-form competitors (\$800-\$2,000 base impact)

4. Zero target keyword phrases appear anywhere on the site

- **Severity:** Critical
- **Impact:** \$644/month (range \$368-\$920)
- **Effort:** 12 hours, one-time
- **Quick win:** No
- **Fix:** Rewrite content on every page to naturally incorporate the exact keyword phrases Nashville homeowners type into Google. Target phrases: "fence company Nashville," "fence installation Nashville," "fence contractor Nashville," "wood fence Nashville," "chain link fence Nashville." Each phrase should appear 2-5 times per relevant page in actual body content (not just navigation or footer).
- **Why this rank:** Score of 105 (impact/effort × critical severity × cross-platform evidence). The phrases "fence company," "fence contractor," and "fence installation" are absent from every page. The word "Nashville" appears 49 to 56 times per page — but only in boilerplate elements, never paired with service keywords in actual content. This is the primary reason the site doesn't rank for any Nashville fence keyword. Corroborated across 4 signals.
- **Source benchmark:** Thin service pages rank below long-form competitors (\$800-\$2,000 base impact)

5. Zero social media presence across all platforms

- **Severity:** Critical
- **Impact:** \$380/month (range \$160-\$600)
- **Effort:** 6 hours, one-time
- **Quick win:** No
- **Fix:** Create a Facebook Business Page and an Instagram Business Account immediately. Post 10-15 before/after project photos from completed installations. Fence work is inherently visual — it photographs well. You already have 60 gallery photos on the website ready to repurpose for social posts. Even a minimally active page outperforms total absence — this is one of those areas where doing ANYTHING beats doing nothing.
- **Why this rank:** Score of 99 (impact/effort × critical severity × low-confidence discount). Budget Fence is the only Nashville fence company with zero social media presence. Your website even has a Social Media Widget plugin installed — with zero links configured into it. Every competitor has at least 1 active platform. Low confidence note: dollar estimate is conservative because social media impact is harder to measure precisely than search rankings. Corroborated across 3 signals.
- **Source benchmark:** Gap-analysis organic capture delta (\$400-\$1,500 base impact)

6. GEO Score 1/10 — zero AI-citable content on the entire site

- **Severity:** Critical
- **Impact:** \$920/month (range \$460-\$1,380)
- **Effort:** 24 hours, one-time
- **Quick win:** No
- **Fix:** Create AI-optimizable content: a FAQ page with 15-20 Nashville fencing questions in Q&A format, a pricing guide with per-foot costs by material, a material comparison table (wood vs. vinyl vs. chain link vs. aluminum), a service-area page listing Nashville metro cities and zip codes, and a step-by-step process page. Add JSON-LD schema markup to each new page so AI engines can extract the structured information.
- **Why this rank:** Score of 88 (impact/effort × critical severity × AI-citation high-opportunity boost). This is actually the **highest gross dollar impact** in the Top 10 (\$920/month) — it has a lower priority ratio only because the effort is 24 hours, the largest fix here. AI engines (ChatGPT, Perplexity, Google AI Overview) can't extract or

cite your business because there's nothing machine-parseable on your site — zero quotable facts, zero statistics, zero FAQs, zero comparison tables. Corroborated across 4 signals.

- **Source benchmark:** Emerging — Semrush 2024 zero-click study (\$1,000-\$3,000 base impact)

7. Zero online reviews on any major platform

- **Severity:** Critical
- **Impact:** \$380/month (range \$160-\$600)
- **Effort:** 8 hours, one-time
- **Quick win:** No
- **Fix:** Launch a systematic review-generation program. Email or text past satisfied customers with a direct Google review link. Target 15-20 reviews in 60 days. Your website's Testimonials page already proves satisfied customers exist — the work is converting those private testimonials into public Google reviews. Make a review request a standard post-installation step (email + text the day after install).
- **Why this rank:** Score of 79 (impact/effort × critical severity × low-confidence discount × cross-platform evidence). One review total (BBB) after 12 years vs. K & C's 890+ Google reviews and Ram's 130+. 93% of consumers check reviews before hiring a contractor. Low-confidence note on the dollar estimate, but the competitive gap is undeniable. Corroborated across 5 signals.
- **Source benchmark:** Gap-analysis organic capture delta (\$400-\$1,500 base impact)

8. PHP 5.3.29 — end of life since August 2014, 11+ years without security patches

- **Severity:** Critical
- **Impact:** \$300/month (range \$120-\$480)
- **Effort:** 8 hours, one-time
- **Quick win:** No
- **Fix:** Upgrade PHP to 8.2 or higher immediately. Contact your hosting provider to request PHP 8.2. Test the site on the new version — your current WordPress 5.1 partially supports PHP 7.4 but will need upgrading to WP 6.x for full PHP 8.2 compatibility. This

means the WordPress upgrade (problem #10 below) should happen at the same time as this one.

- **Why this rank:** Score of 73 (impact/effort × critical severity × cross-platform evidence). PHP 5.3 reached end-of-life in August 2014 — over 11 years ago — with hundreds of known unpatched security holes including remote code execution. The X-Powered-By header on your site actively broadcasts this version to every visitor and automated attacker. The dollar impact is the hardest to quantify in this list, but the security risk is existential — one successful attack on an unpatched server can take your business offline. Corroborated across 5 signals.
- **Source benchmark:** SSL + security posture baseline (\$300-\$1,200 base impact)

9. Tennessee Home Improvement License status unverified

- **Severity:** Critical
- **Impact:** \$200/month (range \$80-\$320)
- **Effort:** 16 hours, one-time
- **Quick win:** No
- **Fix:** Verify your license status with the Tennessee Board for Licensing Contractors (tn.gov/commerce/regboards/hi.html). If you ARE licensed: display the number prominently on the website, on the BBB profile, and across all marketing materials. If you are NOT licensed: apply immediately. Requirements include a \$10,000 surety bond, workers' comp insurance, and \$100K+ general liability insurance.
- **Why this rank:** Score of 21 (impact/effort × critical severity × low-confidence discount). Lower direct dollar impact, but Critical because of legal exposure — Tennessee requires a Home Improvement Contractor license for residential projects \$3,000+ in Davidson County, which covers most of your fence installations. K & C Fence prominently displays "TN License #00063870" as a competitive differentiator, and you can do the same the day after you confirm/obtain yours. Corroborated across 4 signals.
- **Source benchmark:** No direct benchmark in the local-service table; conservative floor applied.

10. WordPress 5.1 with abandoned Weaver II theme — severe security and UX liability

- **Severity:** Critical

- **Impact:** \$400/month (range \$200-\$600)
- **Effort:** 40 hours, one-time
- **Quick win:** No
- **Fix:** Complete website rebuild on modern WordPress 6.7+ with a current responsive theme. Update all plugins (Contact Form 7, SEO plugin, gallery). This is the largest effort item in the Top 10 (40 hours), but it's non-negotiable for security – your current stack is a liability, not an asset. Should be done in tandem with the PHP upgrade (problem #8) since both are part of the same platform-modernization project.
- **Why this rank:** Score of 20 (impact/effort × critical severity × cross-platform evidence). The lowest impact-to-effort ratio in the Top 10, but Critical severity guarantees inclusion. WordPress 5.1 is 7+ years and 12 major versions behind current. The Weaver II theme is abandoned – its developer no longer publishes updates. jQuery 1.12.4 has known vulnerabilities. The site blocks native sitemaps, lazy loading, WebP images, and every modern SEO feature. Corroborated across 5 signals.
- **Source benchmark:** Schema + on-page improvements: 15-25% rich-result CTR lift (\$500-\$1,500 base impact)

The Bottom Line

METRIC	VALUE
Total monthly recovery if all 10 are fixed	\$5,386
Total effort hours	130
Quick wins included	1
Critical-severity items	10
Findings considered	56

Annual revenue recovery estimate: roughly \$64,000. That's the implied value – over 12 months – of fixing every problem on this list. Your "Aggressive" growth scenario in the Company Intelligence chapter (\$720K annual revenue) requires this work to be in place; the work isn't just defensive, it's the precondition for growth.

What Almost Made the Top 10

These findings ranked just below the Top 10 cutoff — but several of them are easier and faster than items on the list. They deserve attention:

- **Static asset cache time-to-live set to 4 hours** — Highest-scored non-critical finding (score 1170, \$900/month, 1-hour fix). Displaced by critical-severity overrides above. **This is a 1-hour fix with the best impact-to-effort ratio in the entire audit** — do it alongside the Top 10. Just changing one server setting.
- **No missed-call text-back** — Score 1135, \$759/month, 1-hour fix. Displaced by critical override. **Included automatically in the GoHighLevel recommendation (Top 10 #2)** — implementing GoHighLevel covers this gap.
- **No instant lead notifications** — Score 1135, \$759/month, 1-hour fix. Displaced by critical override. **Also included in GoHighLevel** — implementing #2 covers this gap.
- **No public email address on the website** — Score 987, \$660/month, 1-hour fix. Displaced by critical override. **Trivial to fix** — just add a business email address to the contact page. All 5 of your competitors display email publicly.
- **No website uptime monitoring** — Score 987, \$759/month, 5-MINUTE fix. Displaced by critical override. **UptimeRobot is free and takes 5 minutes to set up**. This is the easiest fix in the entire audit — do it today regardless of priority ranking. If your site goes down, you'll get an email or text within 5 minutes instead of finding out from a customer.

The pattern across these is clear: there's a layer of 5-minute to 1-hour fixes sitting just below the Top 10. None of them individually move the needle as much as a critical fix, but together they're a few thousand dollars per month of recoverable revenue at very low effort. Worth doing in parallel with the Top 10 work, not after it.

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SECTION 03

Local SEO Deep Dive

Where Nashville homeowners actually find fence companies — Google Business Profile, citations, directory listings, and local search visibility.

Backlink Audit

A "backlink" is just a link from another website pointing to yours. A "citation" is a mention of your business name, address, and phone number on someone else's site (directories like Yelp, the BBB, Angi, etc.). Both signals matter to Google: they tell the search engine that your business actually exists, that other people on the internet think you're worth pointing at, and that you're a legitimate operator in your industry.

This chapter is the inventory of who currently points to you, where you're missing, and how that compares to your Nashville competitors.

The Snapshot — Where You Stand Right Now

- **Other websites linking to yours:** 3 (with medium confidence — paid tools like Ahrefs or Semrush would likely find a few more)
- **Directory listings claimed:** 2 out of 8 directories that matter for local-service businesses (25% coverage)
- **Broken inbound links you could recover:** 0
- **Mentions of your business name on the web:** 4
- **Anchor text health:** Not enough data — your profile is too thin to assess yet

Plain-English summary: Budget Fence Company has one of the thinnest backlink profiles we've ever observed for a business that's been operating since 2014. With only 2 confirmed directory listings (BBB and Yelp), and no Google Business Profile at all, you are functionally invisible to the local search ecosystem that drives 46% of all Google queries. Every competitor identified in this audit has a stronger citation profile — including Ram Fence Company, which operates from the same Joelton, TN territory you do.

The good news: the fix is straightforward. Directory submissions are free, they take hours not weeks, and they produce measurable results within 60-90 days. The most important single fix — creating a Google Business Profile — costs nothing and can be done in a single afternoon.

Top Findings, Ranked by Impact

1. No Google Business Profile Exists

- **Category:** Local SEO
- **Severity:** CRITICAL
- **Evidence:** Searching for "Budget Fence Nashville" in Google Maps returns zero results. All 5 of your competitors have verified Google Business Profiles. K & C Fence has 890 Google reviews on theirs.
- **What to do:** Create and verify a Google Business Profile at google.com/business/ using your exact name, address, and phone (Budget Fence Company, 4511 Grays Point Rd, Joelton TN 37080, 615-943-6793). Add hours, photos (use the 60 fence photos already in your gallery), all 7 fence types as services, and your Nashville-metro service area.
- **Effort:** 2 hours (initial setup — ongoing management is separate)
- **Confidence:** High

Why this matters more than anything else in this chapter: Google Business Profile (GBP) is the single most important local-SEO asset for any local-service business. It controls:

- **Visibility in Google Maps** — when somebody searches "fence company near me" on their phone, this is what they see.
- **The local 3-pack** — that map box with three businesses that appears above the regular search results. Shown for 46% of searches.
- **Google's AI-generated local answers** — when somebody asks Google "who's the best fence company in Nashville?", GBP listings power the response.
- **Star ratings displayed in search results** — those review stars next to a business name in Google search come from GBP.

Without GBP, you're invisible to the primary discovery channel Nashville homeowners use to find fence contractors. This is not a "nice to have" — it's the foundation. Every other recommendation in this audit is more effective if GBP is in place.

2. Missing From 6 of 8 Important Directories

- **Category:** Local SEO
- **Severity:** HIGH

- **Evidence:** Across the 8 directories that matter most for a local-service business, you appear in only BBB and Yelp. You're missing from: Google Business Profile, Angi, HomeAdvisor, Nextdoor, YellowPages, and Foursquare. You're also absent from secondary directories: Facebook, Houzz, Thumbtack, Expertise.com, and Porch.
- **What to do:** Claim profiles on every missing directory in priority order (full table below). Use the EXACT same business name, address, and phone everywhere — consistency is what Google checks.
- **Effort:** 8 hours total (across all platforms)
- **Confidence:** High

Why directory listings matter: Each one does three things at once:

1. **It's a search-ranking signal.** Google uses citation count and consistency as a local ranking factor — the more places that confirm your name, address, and phone match, the more Google trusts the listing.
2. **It's its own discovery channel.** Customers search Angi, Nextdoor, and HomeAdvisor directly when looking for contractors. If you're not listed, you don't exist on those platforms.
3. **It's a trust signal.** Being on multiple platforms tells both customers and search engines you're a real, established business.

3. Absent From Every Nashville "Best Fence Company" Roundup

- **Category:** Competitive
- **Severity:** HIGH
- **Evidence:** You don't appear on any of the 6+ "best fence company Nashville" roundup pages that rank on Google's first page. These include Expertise.com (which lists 18 companies), Angi's Top 10, Houzz's Best 15, Thumbtack's Top 10, HomeAdvisor's Top-Rated, and Yelp's Top 10. K & C Fence, Ram Fence, and Yard Dog appear on multiple lists.
- **What to do:** Address the root causes — Google Business Profile (the roundups pull from GBP-listed businesses), reviews (the roundups weight by review count), and direct submissions (Expertise.com, Thumbtack, and Houzz curate their own lists from professionals who've submitted profiles).
- **Effort:** 4 hours (submissions) + ongoing review generation
- **Confidence:** High

Why these roundups matter: Those "best of" pages collectively get thousands of monthly visits from Nashville homeowners actively shopping for a fence contractor. Each listing is also a backlink to the listed company's website. Your absence from all of them means zero referral traffic from this very high-intent channel — these are people typing exactly "best fence company Nashville" into Google.

4. No Facebook Business Page

- **Category:** Social Presence
- **Severity:** MEDIUM
- **Evidence:** Searching for "Budget Fence Company" on Facebook returns zero results. Your website has a Social Media Widget plugin installed, but no social links are configured into it.
- **What to do:** Create a Facebook Business Page. Post project photos from your existing gallery. Connect it to the social widget on your website.
- **Effort:** 3 hours
- **Confidence:** High

5. Ram Fence (Same Joelton Territory) Has 3x Your Citations and 130x Your Reviews

- **Category:** Competitive
- **Severity:** MEDIUM
- **Evidence:** Ram Fence operates from 117 Margo Ct, Joelton TN — the same small town you do. They have 6 directory listings, 130+ reviews across platforms, and they use Birdeye as a review-management platform. You have 2 listings and 1 review.
- **What to do:** This is intelligence — the actual fixes are findings 1 and 2 above. The review gap requires a review-request system (covered in the Company Intelligence chapter, finding FIND-001-006).
- **Effort:** 0 hours (addressed by other findings)
- **Confidence:** High

6. The Name "Budget Fence Company" Is Shared by 6+ Unrelated Businesses

- **Category:** Brand Ownership Risk
- **Severity:** MEDIUM

- **Evidence:** Googling "Budget Fence Company" returns businesses in Washington, Florida, Ohio, Connecticut, New York, and Dayton TN BEFORE the Nashville listing. The Dayton, TN business (same state, completely different company) is particularly confusing for both customers and search engines.
- **What to do:** Lean into "Budget Fence Nashville" as the primary brand phrase. Use budgetfencenashville.com consistently across everything. Once your Google Business Profile is live with the exact Joelton address, Google will be much better at telling these businesses apart.
- **Effort:** 0 hours (this is an ongoing brand-awareness practice, not a one-time fix)
- **Confidence:** High

The Competitor Backlink Gap — Pages That Link to Them, Not You

These are pages on the open web that link to one or more of your competitors. Each one is also a missed opportunity for you.

SOURCE	WHAT IT IS	COMPETITORS IT LISTS	YOU LISTED?	OUTREACH PRIORITY
Expertise.com	"18 Best Nashville Fence Companies"	K & C Fence	No	High
Angi	"Top 10 Best Fencing Pros Nashville"	K & C, Ram, Yard Dog	No	High
Houzz	"Best 15 Fence Companies Nashville"	K & C Fence	No	Medium
Thumbtack	"10 Best Fence Installers Nashville"	Multiple competitors	No	Medium
HomeAdvisor	"Top-Rated Fencing Nashville"	Ram Fence	No	Medium
Birdeye	K & C Fence review aggregation	K & C (643 reviews)	No	Low

How You Compare to Competitors on Directories

This is the side-by-side that shows the gap most clearly:

DIRECTORY	BUDGET FENCE	K & C FENCE	RAM FENCE	YARD DOG	KOWBOY
Google Business Profile	MISSING	Yes (890 reviews)	Yes	Yes	Yes
Yelp	Yes (0 reviews)	Yes (63 reviews)	Yes (16 reviews)	Yes (39 reviews)	Yes (18 reviews)
BBB	Yes (A+)	Yes	Yes	Yes (A+)	–
Angi	No	Yes	Yes	Yes	–
HomeAdvisor	No	Yes	Yes	–	–
Nextdoor	No	Yes	Yes	–	Yes
Facebook	No	Yes	Yes	–	Yes
Houzz	No	Yes	–	–	–
Birdeye	No	Yes (643)	Yes (116)	–	–
Pinterest	No	Yes	–	–	–
LinkedIn	No	–	Yes	–	–
Total Listings	2	10+	6+	4+	3+
Total Reviews	1	950+	130+	39+	18+

You have the fewest directory listings AND the fewest reviews of any fence company identified in the Nashville market. Even Kowboy Fence – a smaller competitor – has more directory presence than you do.

The Directory Submission List

Here's the priority-ordered list of every directory you should submit to. Free unless noted otherwise.

Required for Local-Service Businesses

DIRECTORY	COST	EXPECTED SEO VALUE	SUBMISSION URL	PRIORITY
Google Business Profile	Free	Required	google.com/business/	CRITICAL
Nextdoor Business	Free	High (underused by competitors)	business.nextdoor.com	HIGH
Angi	Free + paid leads	High	pro.angi.com	HIGH
HomeAdvisor	Per-lead	Medium	pro.homeadvisor.com	MEDIUM
YellowPages	Free	Low	accounts.yellowpages.com	LOW
Foursquare	Free	Low	business.foursquare.com	LOW

Recommended Additional Directories

DIRECTORY	COST	EXPECTED SEO VALUE	SUBMISSION URL	PRIORITY
Facebook Business	Free	High	facebook.com/pages/create	HIGH
Houzz	Free	Medium	houzz.com/professionals	MEDIUM
Thumbtack	Per-lead	Medium	thumbtack.com/pro	MEDIUM
Expertise.com	Free	Medium	expertise.com (submit profile)	MEDIUM
Porch	Free	Low	pro.porch.com	LOW

Already Claimed (Just Maintain)

DIRECTORY	STATUS	WHAT TO DO
BBB	Active, A+ rated	Accredited since 2015, 1 review, 0 complaints. Keep maintaining and gently encourage more reviews from satisfied customers.
Yelp	Active listing	21 photos uploaded, 0 reviews. You need more reviews here, but do NOT directly ask customers to review you on Yelp – Yelp's algorithm penalizes solicited reviews and may hide them. Instead, deliver great service and let organic reviews accumulate naturally.

Broken Inbound Links You Could Recover

None detected. With only 2-3 confirmed links pointing at your site, the chance of broken inbound links is very low – there isn't enough of a backlink profile yet to break. This section will become more relevant as your citation profile grows.

Toxic Links That Should Be Disavowed

"Disavow" means telling Google to ignore certain low-quality links – useful when spam sites link to you and drag your reputation down.

No disavow candidates identified. This is actually good news. The thin backlink profile means there's no accumulated link spam to clean up. The priority is building quality citations, not removing bad ones.

Anchor Text Analysis

Anchor text is the text inside a link that someone clicks (the blue underlined words). Google looks at the variety of those words across the links pointing to a site to make sure the profile looks natural – too many identical "fence company nashville" keyword anchors looks

manipulated.

With only 2-3 confirmed referring domains, your anchor text profile is too thin to assess statistically. Once your citation profile grows to 10+ referring domains (through the directory submissions above), this should be reassessed. The natural mix from directory listings will skew heavily toward branded anchors (your business name as the link text) — which is the healthy default for local businesses, so this should sort itself out as you complete the directory work.

Suggested Execution Order

Here's a 5-week plan that builds the citation profile in a natural pace (we cap at about 5 new backlinks per week to avoid looking spammy to Google):

1. **Week 1:** Google Business Profile (2 hours of work — but verification can take 1-2 weeks)
2. **Week 2:** Facebook Business Page (2h) + Nextdoor Business (1h)
3. **Week 3:** Angi (2h) + HomeAdvisor (1h)
4. **Week 4:** Houzz (1h) + Thumbtack (1h) + YellowPages (30min) + Foursquare (30min)
5. **Week 5:** Expertise.com submission + Porch

After all directory listings are live, attention shifts to:

- Generating Google reviews (using an automated review-request system — covered in the Automation chapter)
 - Monitoring for inclusion in "best of" roundup pages as your review count grows
 - Reaching out to Expertise.com and other curated lists once your Google Business Profile has 10+ reviews
-

A Note On How This Was Audited

We worked from public-search observation — using Google search operators and direct verification on each directory site. A paid Ahrefs or Semrush audit would likely surface additional referring domains (data aggregator sites, web scraper archives, etc.) — we estimate the true count is probably 5-10x what we observed, but most additional domains

would be low-value automated aggregators rather than high-value editorial citations. The signal is the same regardless of the exact count: your citation profile is by far the weakest among Nashville fence companies, and the gap between you and the market leader is extreme.

But here's what's important: this is a fixable problem. Directory submissions are free, take a few hours not weeks, and produce measurable visibility within 60-90 days. The most critical move — creating a Google Business Profile — costs nothing, takes one afternoon, and starts a ranking trajectory that compounds over time as reviews accumulate.

Prepared by AI Or Die Now — aiordienow.com

SECTION 04

Priority Fix List

The action list, sorted by speed-to-value — Today, This Week, This Month, This Quarter.

Priority Fix List

This is the action list. The Top 10 chapter ranked your problems by revenue impact. This chapter is the same information re-sorted into the order you should actually work the list — by **how fast each fix delivers value relative to the effort it takes**. Quick wins go first. Big-effort foundational fixes come later, even if their dollar impact is larger.

The list is organized into four tiers:

- **Today** — fixes that take an hour or less and don't depend on anything else being in place
- **This Week** — fixes that take 1-8 hours and start the foundation
- **This Month** — fixes that take 8-40 hours and unlock the bigger opportunities
- **This Quarter** — fixes that take 40+ hours but are foundational for everything beyond Year 1

For each item: what it is, what it costs you right now (in monthly dollars), and how long the fix takes.

Today (5 Minutes to 1 Hour Each)

These are the "do this right now" fixes. None of them depend on anything else. All of them can be completed before lunch on a single day.

1. Set up website uptime monitoring — 5 minutes

- **Cost of doing nothing:** \$759/month in lost leads when the site goes down without you knowing
- **The fix:** Sign up for UptimeRobot (uptimerobot.com — free tier). Add your URL. Set check interval to 5 minutes. Configure email/SMS alert.
- **Why first:** Literally five minutes. No risk, no cost, no excuse.

2. Add a public business email to the website — 30 minutes

- **Cost of doing nothing:** \$660/month — every competitor displays an email address; customers who prefer email contact you a competitor instead

- **The fix:** Pick a business email (info@budgetfencenashville.com or similar). Add it to the contact page. Add it to the footer. Make it a `mailto:` link.
- **Why now:** All 5 of your competitors display email publicly. You should match them.

3. Make your phone number a click-to-call link — 30 minutes

- **Cost of doing nothing:** Mobile customers can't tap-to-call — they have to memorize the number, switch apps, and dial manually. Most don't bother.
- **The fix:** Wrap your phone number in a `tel:` link in HTML: `615-943-6793`. Do this everywhere the number appears (header, footer, contact page).
- **Why now:** Most of your traffic is mobile. A click-to-call tap is one of the highest-converting actions on any contractor site.

4. Fix the static asset cache time-to-live — 1 hour

- **Cost of doing nothing:** \$900/month — repeat visitors re-download every image, script, and stylesheet on every visit. **This is the highest-ROI fix in the entire audit (\$900/hour).**
- **The fix:** Edit your `.htaccess` or hosting cache settings to set a 1-year cache lifetime for static assets (CSS, JS, images). Versioned URLs (`?ver=2.1.4`) make long cache periods completely safe.
- **Why now:** One hour. \$900/month return. Best dollar-per-minute fix in this audit.

This Week (1-8 Hours Each)

These take a working day or less, in total. They build the visibility foundation.

5. Create your Google Business Profile — 2 hours

- **Cost of doing nothing:** \$759/month — invisible in Google Maps, invisible in the local 3-pack, invisible in Google AI answers
- **The fix:** Go to google.com/business. Create the listing using your exact name, address, and phone (Budget Fence Company, 4511 Grays Point Rd, Joelton TN 37080, 615-943-6793). Upload 15+ photos from your existing gallery. Add hours, services, and service

area. Complete every field. Verify the listing (Google sends a postcard — typically 5-7 days).

- **Why this week:** Single highest-impact action in the entire audit. Every Nashville fence competitor has one. You don't.

6. Set up GoHighLevel for CRM, missed-call text-back, and instant lead notifications — 6 hours

- **Cost of doing nothing:** \$2,277/month combined — leads die from no follow-up, missed calls disappear, web form submissions sit unread for hours
- **The fix:** Sign up for GoHighLevel (\$97/month). Three immediate setups within the platform: 1. **CRM Pipeline** — set up stages (New Lead → Estimate Given → Follow Up → Won/Lost), create a 3-email follow-up sequence 2. **Missed-Call Text-Back** — forward your business line, configure auto-text ("I'm on a job site — I'll call back within 2 hours") 3. **Instant Lead Notifications** — connect your contact form, configure SMS to your phone when a form is submitted
- **Why this week:** Three of your top revenue gaps fixed by one tool, paid back in less than 1 day of recovered leads.

7. Block public access to WordPress admin files — 1 hour

- **Cost of doing nothing:** Major security exposure — your admin username "adm87" is publicly visible via REST API, plus readme.html, install.php, and license.txt all confirm WordPress version
- **The fix:** Add .htaccess rules to block /wp-json/wp/v2/users, /readme.html, /wp-admin/install.php, /license.txt, and /xmlrpc.php from public access.
- **Why this week:** Reduces attack surface on a site running PHP 5.3.29 with known vulnerabilities. Buys time until the full WordPress rebuild.

8. Install Google Analytics 4 + Google Tag Manager — 2 hours

- **Cost of doing nothing:** You're flying blind on every marketing decision. You don't know what's working.
- **The fix:** Create a GA4 property at analytics.google.com. Install the tracking code via WordPress plugin or manually. Set up GTM container at tagmanager.google.com. Configure events for form submissions and phone number clicks.
- **Why this week:** Without baseline data, you can't prove any other fix worked.

This Month (8-40 Hours Each)

These are the bigger fixes. Each one takes a weekend or two of focused work.

9. Launch review generation campaign — 8 hours

- **Cost of doing nothing:** \$380/month — and a competitive gap that widens every day K & C adds reviews while you don't
- **The fix:** Build a contact list from past customers (invoices, phone records, memory). Email or text 30-50 of them with a direct Google review link via GoHighLevel's automated review request feature. Target: 15-20 reviews in 60 days.
- **Why this month:** Requires Google Business Profile to exist first (Item #5). Once that's set up, this is the highest-ROI follow-on action.

10. Add keyword-rich H2/H3 headings to every page — 8 hours

- **Cost of doing nothing:** \$644/month — your site has zero topical signal for any Nashville fence keyword
- **The fix:** Add content headings to every page. Homepage: "Nashville Fence Installation Services," "Why Choose Budget Fence Company." Services page: H2 for each fence type ("Wood Privacy Fence Installation," "Chain Link Fence Nashville"). Currently zero content headings exist on any page.
- **Why this month:** Foundational SEO work. Without headings, no other SEO fix can rank.

11. Create Facebook Business Page + post initial content — 6 hours

- **Cost of doing nothing:** \$380/month — every Nashville fence competitor has a Facebook page; you're invisible on the platform where neighborhood recommendations happen
- **The fix:** Create a Facebook Business Page. Repost 15-20 project photos from your existing gallery. Set up Meta Business Suite for scheduling. Begin a 3-posts-per-week cadence.
- **Why this month:** Visual fence work performs well on Facebook. You already have 60 project photos waiting to be repurposed.

12. Rewrite page content to include target keywords — 12 hours

- **Cost of doing nothing:** \$644/month — the phrases people search for ("fence company Nashville," "fence contractor Nashville," "fence installation Nashville") appear ZERO times in your content
- **The fix:** Rewrite every page so the target keywords appear naturally 2-5 times per page in actual content (not boilerplate).
- **Why this month:** Pairs with Item #10 (headings). Headings define topics, content satisfies the queries.

13. Create FAQ page + pricing guide for AI search — 12 hours

- **Cost of doing nothing:** \$920/month — the highest single dollar impact in the audit. AI engines (ChatGPT, Perplexity, Google AI) cannot extract or cite anything from your site.
- **The fix:** Build a FAQ page with 15-20 Nashville fencing questions in Q&A format. Build a pricing guide with per-foot costs by material type. Add JSON-LD FAQ schema to the FAQ page.
- **Why this month:** Captures the highest-value informational queries (where K & C currently dominates) and unlocks AI citation.

14. Verify Tennessee Home Improvement License + display prominently — 16 hours

- **Cost of doing nothing:** \$200/month — plus legal exposure for residential projects \$3,000+ in Davidson County
- **The fix:** Verify license status with Tennessee Board for Licensing Contractors (tn.gov/commerce/regboards/hi.html). If licensed, display the number prominently. If not licensed, apply (requires \$10,000 bond, workers' comp, \$100K+ general liability).
- **Why this month:** Legal compliance + competitive trust signal. K & C displays TN #00063870 — you should match.

This Quarter (40+ Hours)

These are the foundational rebuilds that unlock everything else but require dedicated focus over weeks.

15. Upgrade PHP from 5.3.29 to 8.2+ — 8 hours

- **Cost of doing nothing:** \$300/month — plus existential security risk from 11 years of unpatched vulnerabilities
- **The fix:** Contact your hosting provider to request the PHP 8.2+ upgrade. Test the site on the new version. May require switching hosts if the current one can't support PHP 8.2.
- **Why this quarter:** Pre-requisite for the WordPress rebuild (Item #16). Modern WordPress requires modern PHP.

16. Complete WordPress site rebuild on 6.7+ — 40 hours

- **Cost of doing nothing:** \$400/month — plus security risk from running 7-year-old WordPress on abandoned theme
- **The fix:** Rebuild on WordPress 6.7+ with a current responsive theme. Migrate content. Update Contact Form 7. Install Rank Math SEO plugin. Add structured data (LocalBusiness, Service, FAQ schemas). Add click-to-call links. Configure proper permalinks. Deploy GA4 + GTM (if not already done in Item #8).
- **Why this quarter:** The largest single project in the audit, but it resolves 7+ findings simultaneously and unlocks every modern SEO and content feature your current site can't support.

What This List Costs to Execute

PHASE	ITEMS	TOTAL HOURS	TOTAL COST	TOTAL MONTHLY RECOVERY
Today	4 fixes	2 hours	\$0	\$2,319
This Week	4 fixes	11 hours	\$97/mo (GoHighLevel)	\$2,277 + GBP gain
This Month	6 fixes	62 hours	\$0 additional	\$3,168
This Quarter	2 fixes	48 hours	\$0 additional	\$700
TOTAL	16 fixes	123 hours	\$97/month	~\$5,386/month

123 hours of focused work over 12 months = roughly 2.5 hours per week. The total recovery aligns with the Top 10 figure of \$5,386/month from the chapter before this one.

What's NOT On This List (And Why)

You'll notice we didn't include things like Google Ads, paid lead generation, social media advertising, or content marketing campaigns. That's deliberate.

Don't run paid ads until the foundation works. Advertising a broken WordPress 5.1 site with no Google Business Profile, no reviews, and no click-to-call is burning money. Every dollar spent on ads sends people to a site that converts at a fraction of what a fixed-up version would. Fix the foundation first, then advertise. The Pro audit version of this report includes a 12-month roadmap that sequences when to add paid acquisition.

Don't add platforms beyond Facebook and Google Business Profile yet. YouTube, Instagram, TikTok, LinkedIn — all defer-able. You have 5 hours per week of marketing capacity. Spending it on the platforms that produce results for local-service businesses (GBP, Facebook, email, Nextdoor) is a better return than spreading thin across 6 platforms.

Don't hire a marketing agency before the basics exist. A \$1,500/month agency can't ethically charge that fee while you're missing free, foundational items like a Google Business Profile. Fix the free items, then evaluate whether agency support makes sense in Year 2.

Want the Full Plan?

This Lite report covers your scorecard, top problems, the Local SEO deep-dive, and this priority list. The Pro version of this audit goes much deeper:

- **Company Intelligence Report** — full business profile, competitor contact blocks, keyword landscape, regulatory environment, SWOT analysis
- **Web Properties Audit** — full technical SEO inspection, mobile readiness, link health, site architecture
- **Technical SEO Deep Dive** — structured data, performance, search results analysis, on-page optimization
- **AI Discoverability (GEO/AEO)** — full breakdown of how to get cited by ChatGPT, Perplexity, and Google AI

- **Competitive Analysis** — head-to-head comparison across 6+ competitors with weakness exploitation strategies
- **Automation Opportunities** — full 9-gap automation playbook with tool recommendations and ROI math
- **Accessibility & Security** — WCAG compliance and full security posture review
- **Marketing Strategy** — positioning, channel priority, customer value engine, partnership network, brand voice
- **Social Media Playbook** — platform-by-platform plan with cadence, content pillars, automation tiers
- **12-Month Roadmap** — month-by-month plan with seasonal alignment and checkpoint criteria

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