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The Renovator With Great Work and No Leads

Turning real work into proof that gets found

HYPOTHETICAL STORY

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STORY 5 OF 5

The Renovator With Great Work and No Leads

HYPOTHETICAL STORY

The people and the business in this story are invented to show how search works. It is not a real client result.

The story

Marco's crew builds beautiful basements and kitchens in the Edmonton area. His website has a gallery of photos and a phone number. Most of his work comes from friends of past clients. When business slows down, he has nothing else to lean on.

A homeowner searches *basement development Edmonton*. Marco's best project is on his site, but it's a photo with no description. Google can't tell what it is, and the homeowner can't tell if it's what they need.

> **WHAT THIS MEANS FOR YOU**
>
> *Great work that isn't explained is hard to find and hard to trust.*

The investigation

- Which services bring the best projects? Kitchens, bathrooms, basements?
- Which areas does Marco really serve, and which does he want to?
- How fast does the site load on a phone with all those photos?
- How easy is it to ask for a quote?

The turning point

Marco's best asset is proof. The plan turns his projects into short stories: what the homeowner wanted, what the challenge was, what was done, photos, and a clear link to request a quote. Each project page supports a service page. Together, they show what Marco does and where.

Move	Why it matters
One page per core service	Matches what people actually search
Project pages with real photos and context	Shows the work and helps Google understand it
Compress photos for phones	Faster pages keep visitors
Only name areas he truly serves	Honest, and avoids copy-paste suburb pages
Short quote form	Easy for a busy homeowner

> **WHAT NOT TO DO**
>
> *No fake projects, no made-up addresses, no pages for towns he doesn't serve. That kind of shortcut can harm a site and a reputation.*

What to expect

Lead quality matters as much as quantity. Marco should track which enquiries fit his work. No timeline or result is guaranteed.

> **IF YOU ARE A REALTOR**
>
> *Your version of project proof is your local knowledge: real neighbourhood pages written from experience, never copied and swapped with a different area name.*

The lesson

Show real work, be honest about where you operate, and make it easy to ask for a quote.

QUICK REFERENCE

Plain-English glossary

Term	What it means
Search intent	What the person is really trying to do when they type a search: learn, compare, or hire.
Internal links	Links between the pages of your own site that guide visitors, and Google, to the next useful page.
Indexing	Google adding your page to its giant catalogue. If a page isn't in it properly, nobody can find it by searching.
Conversion	A visitor taking the step you want, such as booking a call or requesting a valuation.
Organic	Results you earn by being useful and well set up, as opposed to paid ads.

NEXT STEP

How I help you get found, then chosen

Being found is only the first job. A good search strategy also makes you easy to trust and easy to contact.

Step	What it looks like for your business
1. Found	You appear for the searches your ideal clients really make: your neighbourhoods, your services, your city.
2. Trusted	Your pages and your Google profile show real local knowledge, real proof and honest information.

Step	What it looks like for your business
3. Chosen	Visitors see a clear, low-pressure next step: a valuation chat, a consultation, a call.
4. Measured	We track enquiries that matter, not just visits, and adjust from there.

SEO works alongside your referrals, networking and social media. It does not replace them, and nobody can promise a ranking or a timeline. What it can do is make sure that when someone searches for what you offer, you are there and you look like the right choice.

> LET'S TALK
>
> *If you'd like to see how this could work for your business, reach out. I'm happy to take a look at how you show up in search today and tell you honestly what I see.*

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