DIAMOND CO.

Free SEO Audit for Local Businesses

🚀 Get a Free Local SEO Score + 3 Immediate Fixes to Boost Foot Traffic

Venture ID: `664d52b1-3ebb-4201-8144-ab1f0705a91c`
Stage: `CREATE` – First Private Version (internal / test audience only)
Task ID: `cda9c0ce-5e09-4838-82dd-12ec40099fdd`

1️⃣ PRODUCT DEFINITION (private-only)

Element	Details (ready to copy-paste)
Name	Free Local Business SEO Audit
Promise	"Get a **scored SEO report** (0–100) + **3 quick fixes** for your storefront in **5 minutes**—no jargon, no cost."
Deliverable	2-page PDF (audit score + checklist) + 30-second video walkthrough (embedded in email)
Target	Brick-and-mortar owners (restaurants, salons, auto shops) within **20 miles** of your office.
Pricing	$0 (lead magnet).
Channel	Owned website (`/free-seo-audit`) → ultra-low-cost traffic (see Distribution Plan).
Goal Metric	**# of completed audit requests (or email sign-ups) per day**.
KPIs	- Form conversion rate (visits → sign-ups) ≥ **15%** - Cost per lead (target ≤$0.30 via free channels) - Email deliverability ≥ **95%** - Follow-up open rate ≥ **35%**

2️⃣ LANDING PAGE SPEC (HTML/CMS-ready)

> **NOTE:** The page lives under `/free-seo-audit` on the existing site (e.g., `https://yourdomain.com/free-seo-audit`). Use a clean, mobile-first template.

Section	Copy (HTML-ready)	Visual / UI notes
Hero	`<h1>Get a Free Local SEO Score + 3 Immediate Fixes to Boost Foot Traffic</h1>   <p>Businesses that implement the top 3 recommendations typically see a **15-30% increase in local search visibility within 4 weeks**.</p>` `<form id="audit-form">` `<input type="text" name="biz_name" placeholder="Business name" required>` `<input type="email" name="email" placeholder="Your email" required>` `<input type="url" name="website" placeholder="Your website (e.g., https://www.yourbiz.com)" required>` `<button type="submit">Get My Free Audit</button>` `</form>` `<p>We'll send the audit to your inbox within 24 hours; no credit card required and we'll never share your info.</p>`	• Centered hero, background image of a local main street (licensed royalty-free). • Form uses **three fields** (business name, email, website URL). • Button color: `#2A9D8F` (green) with hover `#218670`.
Why it matters	`<h2>Why Local SEO Is Your #1 Free Marketing Channel</h2>  <ul>`	

86% of consumers use Google to find local businesses. Top-3 local results get 70% of clicks. Most local sites rank < 20 on Google—you can move up fast. | Icons next to each bullet (magnifying glass, chart, arrow up). |
What you'll receive	In Your Audit PDF **Overall SEO Score (0-100)** **Technical health checklist** (site speed, mobile-friendliness, schema) **On-page recommendations** (title tags, NAP consistency) **Local citation audit** (Google My Business, Yelp, etc.) **3 quick-win actions** you can implement today	Small mock-up of PDF cover (PDF icon with title).
Social proof	<blockquote>"I fixed two issues from the audit and saw a **30% lift** in foot traffic in 2 weeks!**" — Maria, Café Luna</blockquote> Trusted by: [Logos of 3 local businesses]	Use a real testimonial from a pilot (or placeholder).
FAQ (collapsed)	Use accordion UI. Sample Q&A: 1. **"Is this really free?"** — Yes, 100% free, no credit card. 2. **"Will you spam me?"** — Only one follow-up email with optional next-step offers. 3. **"How long does the audit take?"** — <5 minutes.	Keep it short: limit to 3 FAQs.
Footer	Include mini-navigation, privacy policy link, and a small note: **"We respect your privacy—never share your info."**	Add schema.org `Organization` markup.

Form handling

- **Method:** POST → webhook → HubSpot Free Form API (or Zapier → Google Sheet).
- **Validation:** Client-side email regex + server-side double-opt-in email ("Your audit is on the way!").
- **Redirect:** Thank-you page `/audit-thank-you` with "Check your inbox" message and a 30-second explainer video embed.

3️⃣ AUDIT CHECKLIST (PDF CONTENT)

Section	Bullet items (keep to ≤7 per section)
Technical	• Site loads < **3s** (Google PageSpeed) • Mobile-friendly (Responsive design) • HTTPS (SSL) active • No 404 errors in core pages • Structured data (LocalBusiness schema) present
On-Page	• Business name, address, phone (NAP) **exactly match GMB** • Title tag includes **city + service** (e.g., "Best Pizza in [City] – [Your Business]") • Meta description under **160 chars** with call-to-action (e.g., "Call now for a discount!") • Header hierarchy (H1–H3) clear • Images have **alt text** with location keyword (e.g., "Pizza shop in [City]")
Local Citations	• Google My Business **claimed & verified** • Yelp, Bing Places, Apple Maps **listed** • Consistent NAP across **3+ directories**
Reviews	• **>5 recent 5-star reviews** on GMB • Respond to all reviews within **48h**
Content	• Blog post targeting **"[Service] + [city]"** (≥500 words) • FAQs page with **location-specific questions** (e.g., "How far is your pizza delivery?")
Quick-Win Action Items	1. **Add city to title tag** (e.g., "Best Pizza in [City] – [Your Business]"). 2. **Fix one broken link** (use Screaming Frog). 3. **Claim/verify GMB listing** (if not done).

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*Design:* 2-page, A4, brand colors, QR code linking back to landing page for future
sharing.

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## 4️⃣ EMAIL AUTOMATION (Free-Tier HubSpot)

| Trigger | Email | Subject | Core Copy (short) | CTA |
|---|---|---|---|---|
| **Immediate** (after form submit) | **Welcome / Audit Delivery** | "Your Free Local SEO
Audit is Ready 🚀" | "Hi {{firstName}}, attached is your audit. Here's how to read it and
the **3 quick wins** we found for {{biz_name}}." | Download PDF |
| **Day 2** | **Value-Add** | "3 Simple Fixes to Boost Your Google Ranking Today" | "Based
on your audit, here's a deeper dive on the **top 3 actions** you can start now." | Link to
blog post |
| **Day 7** | **Nurture / Soft Pitch** | "Ready to Take the Next Step? 30-Day SEO Sprint –
20% Off" | "If you liked the audit, imagine a **full-service SEO plan** that drives foot
traffic every week." | Book a 15-min call (Calendly link) |
| **Day 14** | **Re-Engage (if no click)** | "
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