



Local Service Spotlight – Marketing Strategy & Positioning

Purpose and Mission

Local Service Spotlight (LSS) exists to celebrate and amplify the work of **remarkable local service businesses**—the plumbers, roofers, landscapers, dentists and other contractors who consistently delight their customers. We shine a digital spotlight on these operators so that search engines and generative AI tools recommend them, and so that prospective customers see genuine proof of their reputation rather than generic marketing fluff.

Our mission boils down to three points:

1. **Elevate reputation** – turn real customer stories, reviews and community contributions into structured digital assets that build trust and authority.
2. **Standardize the process** – provide a repeatable system (the four-stage Content Factory) so that reputation assets are captured, repurposed, published and promoted consistently.
3. **Empower the ecosystem** – work in tandem with agencies and our training partner, High-Rise Influence, so contractors get best-in-class marketing services and education while we supply the technology.

What We Do

LSS is a **technology platform**, not an agency. We provide tools and processes that make it easy to take your existing reputation and turn it into digital proof that drives calls and bookings. Core components include:

- **Reputation MRI / Quick Audit** – A 20-minute assessment that inventories your reviews, ratings, Google Business Profile, website content, social proof and brand traffic. You receive a one-page report with strengths, gaps and a 90-day action plan.
- **Four-Stage Content Factory** – A systematic process for turning raw stories into multiple digital assets:
- **Capture** – Gather your best reviews, video testimonials, case stories, FAQs and owner expertise through interviews and Zoom sessions.
- **Repurpose** – Edit and segment this material into articles, blog posts, Google Business Profile updates, social clips, personal brand site pages and more.
- **Publish** – Distribute the repurposed content across your owned channels (website, Google Profile, personal brand site) and earned channels (local PR, community groups).
- **Promote** – Syndicate the proof assets via networks and partnerships to amplify reach, driving more brand searches and inbound calls.
- **Personal Brand Sites** – We spin up a simple but powerful website for the founder/owner, separate from the company's main site, to tell your story and build authority.

- **Structured Data & Schema** – We add the metadata and schema markup that help Google and ChatGPT understand each piece of content and connect it to your business, improving rankings and AI-powered recommendations.
- **Dashboards & Reports** – Measure the number of brand searches, reviews, social proof posts and inbound calls. See before-and-after comparisons to track ROI.

What We Don't Do

- We **don't run your ads or handle SEO**. Your agency or in-house team continues to manage paid and organic campaigns.
- We **don't replace agencies**. Instead, we enhance their efforts by providing tools and structured processes they can use for their clients.
- We **don't deliver bespoke creative work** outside the standardized Content Factory. Our focus is on repurposing and structuring existing content and reputation assets.

Who We Work With

- **Established contractors** – Typically have **200+ reviews** with an average rating of **4.5★ or higher**. These businesses already have a strong reputation but need help showcasing it.
- **Local service businesses** – Any trade or professional service that serves a local community and values long-term customer relationships.
- **Agencies** – Marketing agencies that run ads, SEO and content for contractors can leverage our platform to provide structured proof, personal brand sites and enhanced reporting.
- **Owners building their personal brand** – Entrepreneurs who want to separate their individual expertise from their company brand can use our personal brand site builder.

Businesses with zero brand traffic or minimal reviews are usually not a fit; the platform multiplies existing reputation rather than creating it from scratch.

How We Partner With Agencies

Many contractors already work with marketing agencies. We **partner** with those agencies rather than compete with them. Here's how:

- **Shared clients, clear roles** – The agency continues to manage ads, SEO, creative and day-to-day communication. LSS provides the tech platform to repurpose content and structure the proof.
- **Quick Audit reports** – Agencies can run Quick Audits on their clients to identify reputation gaps, then present a 90-day plan that integrates with their existing services.
- **Personal brand websites** – Agencies can offer personal brand sites as a premium add-on using our platform, strengthening relationships with the business owners.
- **Better reporting** – By leveraging our dashboards, agencies can show increases in brand searches, improved call volume and enhanced online presence to prove ROI.

Ecosystem: The Tripod Model

LSS is one leg of a three-part ecosystem that ensures a balanced, scalable service for contractors:

Component	Primary Role
Local Service Spotlight	The platform – technology and processes for reputation audits, content repurposing, personal brand sites and structured data.
Agencies	The service providers – handle PPC, SEO, creative and account management; use our tools to amplify their clients' results.
High-Rise Influence	The training & certification arm – offers courses, coaching and certifications for contractors and agency teams on reputation marketing, content creation and digital strategy.

How It Fits Together

- A contractor signs up for a **Quick Audit** via **High-Rise Influence**. They learn where they stand and receive a 90-day plan.
- Their **agency** (or a recommended partner) executes the plan: capturing stories, running ads and creating fresh content.
- **Local Service Spotlight** provides the technology to repurpose that content, publish it to multiple channels and measure results.
- Agencies and contractors can also take training through **High-Rise Influence** to level up their skills and become certified in the Content Factory process.

Team

We're builders, trainers and technologists united by a passion for local businesses.

- **Dennis Yu – Co-founder & CTO.** A pioneer in digital marketing and analytics, Dennis architected the Content Factory process. He ensures the platform uses data-driven insights to maximize reputation impact.
- **Sam McLeod – Co-founder & CEO.** A seasoned entrepreneur in the home services space, Sam sets the vision and leads partnerships. He bridges the gap between contractors' needs and technology.
- **Dylan Haugen – Co-founder & COO.** Dylan manages operations and works closely with agencies to ensure consistent execution of audits and content repurposing. His focus is on process and quality.
- **Our extended team** – Certified VAs and marketing specialists trained through High-Rise Influence who run the Content Factory on behalf of our clients.

Qualifications & Onboarding Process

1. **Pre-qualification** – We look at your review count, average rating and brand search volume. Contractors with fewer than 200 reviews or a rating below 4.5★ generally aren't ready.
2. **Quick Audit** – Conducted by us via High-Rise Influence. We review your reputation assets and provide a one-page MRI report.
3. **Setup & Strategy** – If you qualify, we set up your personal brand site, connect your existing channels and work with your agency (or refer one) to plan content capture.
4. **Content Factory Execution** – We run the four stages in cycles, continuously capturing and amplifying your stories. You see increases in brand searches, inbound calls and community recognition.

Why Contractors Choose LSS

- **Authenticity over hype** – Your marketing is built on real customer stories and proof, not generic claims.
- **Comprehensive yet simple** – One platform ties together website, Google Business Profile, social channels and reporting.
- **Agency-friendly** – Keep your current agency; we just give them better tools.
- **Clear ROI** – We track brand searches, review velocity and inbound calls so you see exactly how reputation affects revenue.
- **Expert training** – Access to High-Rise Influence's courses ensures your team (or agency) can execute at a high level.

Call to Action

Ready to see where your reputation stands? **Book your Quick Audit (software report)** via Local Service Spotlight. Your report will be generated automatically by our platform. If you want to talk about the results, need consulting services or wish to certify a team member, contact your agency or **High-Rise Influence** for training and coaching. If you're an **agency**, contact us to learn how to integrate our platform into your offering and become certified in our process.

Key Web Pages & Content Outline

Below is a starting outline for the key pages on localservicespotlight.com. Use these as a blueprint for your website. Where you see brackets, please provide the specific information (e.g., stats, partner names, case studies) or confirm copy.

Home

- **Hero section** – A bold headline summarizing LSS's mission (e.g., "Put Your Reputation in the Spotlight"), a brief subheadline and a compelling graphic/diagram illustrating the Content Factory process.
- **Why reputation matters** – A short explanation of why genuine reviews and stories beat generic marketing, referencing the need to stand out in AI and search results.
- **How it works** – Summarize the Four-Stage Content Factory in a few sentences. Link to a more detailed platform page for contractors.
- **Call to action** – Invite visitors to book a Quick Audit (software report) and explain that for consulting or training they can contact their agency or High-Rise Influence.

About

- **Mission and vision** – Capture the purpose of LSS and why the founders created the platform.
- **The tripod model** – Briefly introduce the three components (Platform, Agencies, High-Rise Influence) with a link to the detailed Ecosystem section.
- **Team bios and photos** – Include headshots and short bios for Dennis Yu, Sam McLeod and Dylan Haugen. Placeholder: [Insert headshot and extended bio here].
- **Company history/values** – Optionally, add a section about how LSS was born and the core values driving it.

Platform (for Contractors)

- **Quick Audit** – Explain that the audit is run by software on the LSS platform. Highlight what's measured and how the report looks.
- **Content Factory** – Outline each stage (Capture, Repurpose, Publish, Promote) with bullet points or icons.
- **Personal Brand Sites** – Describe why separate personal brand sites matter and show examples.
- **Proof & Results** – Provide statistics or case studies demonstrating increased brand searches, call volume or conversions. Placeholder: [Insert metrics/testimonials].
- **Pricing & onboarding** – If needed, outline pricing tiers or direct visitors to contact for a quote. Placeholder: [Add pricing/contact info].

Agencies

- **Agency-friendly explanation** – Make it clear that LSS does not compete with agencies. Emphasize that agencies use the platform to enhance their own work.
- **Benefits to agencies** – Bullet points summarizing improved reporting, personal brand sites, and Quick Audit tools.
- **How to partner** – Describe the process for an agency to become a partner. Placeholder: [Add partner application info].
- **Agency success stories** – Include testimonials or mini-case studies from agencies using LSS. Placeholder: [Insert agency case studies].

Partners

- **Overview** – Explain the importance of partners in different verticals (plumbing, roofing, dentistry, etc.) and why LSS curates these relationships.
- **Partner listings** – Provide a table or list of agencies by vertical. For example:
 - *Plumbing*: [Agency Name] – [description]
 - *Roofing*: [Agency Name] – [description]
 - *Dentistry*: [Agency Name] – [description]

Placeholder: [Fill in partner agencies and descriptions here]. - **Become a partner** – Briefly invite agencies to contact LSS if they want to be listed.

Contact

- **General contact** – Provide a simple form or email address for general inquiries.
- **Schedule a Quick Audit** – Link to High-Rise Influence's booking form or scheduler.
- **Agency inquiries** – Provide a separate contact option for agencies interested in partnering.

Linking Between Strategy & Marketing Documents

At present, canvases (documents) cannot be hyperlinked within this tool. Once your website pages are live, you can embed links between them (e.g., link the strategy page to the marketing page or vice versa). For

internal reference, keep this marketing document alongside the strategy document and update both when significant changes occur.

If the ability to link canvases becomes available later, simply add hyperlinks at appropriate sections (e.g., "See our full strategy document [here](#)").

Case Studies & Lighthouses

LSS is built on real results and trusted voices from across the trades. To inspire new visitors and reassure qualified contractors, we plan to create a **case study page** for each of our "lighthouse" partners. These pages will include quotes, photos, videos and metrics demonstrating how the Content Factory and Quick Audit have amplified their reputations. Below are some of the key figures you've mentioned; please provide more details where needed (quotes, statistics, images). Each name will link to its own industry-specific case study page.

- **Tommy Mello – Garage Door Services** – [Insert summary of his story here, e.g. how leveraging repurposed customer stories and structured data doubled inbound calls]. *Placeholder for quote/photo/video.*
- **Sal Sciorto – Plumbing Pros** – [Insert details of his plumbing company's success with LSS; include before/after metrics].
- **Sam DeMayo – Showcase Remodels** – [Describe how a remodeling business used personal brand sites and content repurposing].
- **Anthony Hilb – Anthony's Lawn Care & Landscaping** – [Notes on increased brand searches and Google Business Profile engagement].
- **Roger Wakefield** – [Add context about collaborative videos and his influence in plumbing].
- **Jeremy Newman** – [Summary of water restoration case study and what resonated with contractors].
- **Glenn Vo – Dentistry** – [Key points from our work together in the dental industry].
- **Tom – Real Estate Coaching** – [Placeholder for correct name and case study details].

We have dozens more lighthouses across other categories; once you provide names and details, each will get its own page.

Industry Pages & Google LSA Categories

The home page should allow visitors to select their industry and navigate to a dedicated page. Each industry page will include:

- An overview of typical customer pain points and reputation challenges in that industry.
- Highlights from relevant case studies/lighthouses.
- Metrics illustrating how reputation marketing drives ROI in that trade (e.g., increases in brand searches, call volume, or booking rates).
- FAQ specific to that trade and how the Content Factory applies.
- A call to action tailored for that industry (e.g., "Schedule your Garage Door Quick Audit").

We only serve companies in **Google Local Service Ads (LSA) categories**. Below is a starter list of common LSA categories; please confirm or expand as needed:

- Plumbing
- Electrical Services
- HVAC (Heating, Ventilation & Air Conditioning)
- Lawn Care & Landscaping
- Remodeling & Home Improvement
- Roofing & Gutters
- Garage Door Services
- Carpet & Rug Cleaning
- Water Restoration
- Pest Control
- Real Estate Services
- Dental Services
- Legal & Professional Services (if covered by LSA)

Placeholder: [Add or remove categories based on the official Google LSA list and the verticals you intend to serve].

Frequently Asked Questions (FAQ)

Use this section to address common questions contractors and agencies may have. Below are suggested questions and short answers; please edit or add specifics.

- **Do you offer custom website development?** No. We provide standardized personal brand sites. You can customize the content, but the design and structure remain consistent to ensure SEO friendliness and ease of maintenance.
- **Do you provide consulting or marketing services?** No. We are a technology platform. For strategy, consulting or services (ads, SEO, content creation), please work with your existing agency or one of our partner agencies.
- **Do you serve businesses that aren't local?** No. Our platform is designed for local service businesses in eligible Google LSA categories.
- **Can I use the platform if I'm not a contractor?** The platform is optimized for local service business owners and agency owners serving them. While anyone can technically build a personal brand site, our tools and support are focused on trades and related services.
- **Who do I talk to if I have questions about my Quick Audit?** Your report is generated by our software. For interpretation, coaching or training, contact your agency or High-Rise Influence.

Internal Note (Team Use Only)

The personal brand site builder could, in theory, be used for influencers, authors or coaches outside the local services space. However, without a clear revenue model and niche-specific support, it would likely generate disproportionate support demands and distract from our core mission. We should discourage general use and focus resources on local service businesses and the agencies that serve them.

Why LSS vs. Other Solutions

There are many tools and agencies claiming to manage reviews or generate leads. LSS stands apart because it combines **automated content repurposing**, **personal brand site creation**, and **agency-friendly collaboration** under one roof. Most other platforms either offer software without strategic guidance or provide full agency services that compete with your existing partners. By focusing on software and process—while relying on agencies for execution and High-Rise Influence for training—we remain firmly in your corner.

Pricing & Packages (Placeholder)

Clients often want to know costs up front. While pricing can vary based on the number of locations or features used, having a transparent framework will help agencies and contractors budget accordingly. Consider laying out basic tiers—e.g., Starter (single location, core content repurposing), Professional (multiple locations, custom reporting), and Enterprise (agency or multi-location groups)—with a note that detailed pricing is provided upon request. *Placeholder*: [Define subscription tiers, payment models and any set-up fees here].

Support & Onboarding Experience

Success depends on how smoothly clients get started. A clear onboarding process should outline:

1. **Kickoff & Orientation** – Introduce the Quick Audit software, the Content Factory process and key contacts.
2. **Platform Set-Up** – Connect their Google Business Profile, website and review sources; create the personal brand site.
3. **Training & Resources** – Provide self-service tutorials and documentation. Point agencies to High-Rise Influence for advanced coaching and certification.
4. **Ongoing Support** – Define communication channels (email, chat, ticketing) and typical response times. Consider offering periodic check-ins or quarterly review calls (handled by agencies or through High-Rise Influence).

Data Privacy & Security

Contractors trust us with their customer stories and personal brand information. Addressing privacy and security builds confidence. Briefly describe:

- **Data handling** – How the platform collects, stores and processes review data, images and videos.
- **Compliance** – Any adherence to data protection laws (e.g., GDPR, CCPA) and Google's policies for Local Services Ads. Highlight that only relevant data is used for reputation assessment and reporting.
- **Access control** – Ensure that agencies and contractors can manage permissions and that personal information is protected.

Partner Program Structure

To formalize relationships with agencies, create a structured partner program:

- **Partner tiers** – Outline levels (e.g., Certified Partner, Gold Partner) based on criteria like number of shared clients, training completion and retention rates.
- **Benefits** – List advantages such as co-branding opportunities, access to beta features, lead referrals and joint marketing campaigns.
- **Requirements** – Set expectations for partners (e.g., maintaining a certain number of active clients, adhering to our process, completing High-Rise Influence training).
- **Application & onboarding** – Explain how agencies apply, how they are vetted and what onboarding entails.

Future Roadmap & Internationalization

To keep users engaged and attract long-term commitments, share a glimpse of planned enhancements. Possible roadmap items include:

- **Integrations** – CRM and booking software connections to streamline lead tracking.
- **AI enhancements** – Smarter content suggestions and automated quality checks.
- **Expanded verticals & geographies** – Adapting the platform for additional Google LSA categories and, eventually, markets outside the United States ¹.
- **Enhanced analytics** – More granular metrics and benchmarking tools across industries.
- **Partner portal** – A dedicated dashboard for agencies to manage multiple clients at once and access training resources.

Scalability & Considerations

As adoption grows, ensure the platform and business model scale effectively. Key considerations include:

- **Infrastructure & support** – Invest in cloud infrastructure and customer support to handle spikes in usage. Automate as many workflows as possible to reduce manual labour.
- **Dependency on Google** – Monitor changes to Local Services Ads categories and guidelines ² and plan for potential shifts in how reviews or badges are used ³.
- **Content quality control** – Develop a consistent review process or AI-powered quality checker so repurposed content reflects the client's voice and complies with all policies.
- **Retention & churn management** – Offer continuous value beyond the initial audit (e.g., quarterly audits, ongoing story capture) to prevent customer churn.
- **Agency alignment** – Communicate clearly that LSS enhances, rather than competes with, agency services, and clarify roles upfront to avoid confusion.
- **Mission focus** – Stay dedicated to local service businesses. Resist diluting resources by expanding prematurely into unrelated niches.

¹ ² ³ Getting started with Local Services Ads - United States - Local Services Help
<https://support.google.com/localservices/answer/6224841>