

Maps Visibility System — Qualification Flow (Updated)

Purpose

This qualification flow exists to:

- Filter out businesses we cannot reliably help
- Ensure only established local service businesses reach Calendly
- Protect team time while staying transparent and defensible

Only qualified businesses ever see the Quick Audit booking link.

Step 1: Qualification Form (Public)

This is the only page most applicants will see.

Questions (Current Version)

1. **Full Name**
(Short answer)
2. **Email Address**
(Email field)
3. **Business Name**
(Short answer)
4. **Website URL**
(Short answer)
Used to review Location Service Pages.
5. **Google Business Profile Link**
(Short answer)
Full GBP URL required.
6. **Primary Service Type**
(Short answer — examples shown)
Examples: HVAC, Plumbing, Roofing, Electrical, Landscaping, Medical, etc.
7. **Does your Google Business Profile have at least 200 five-star reviews?**
(Yes / No)

We use **200+ five-star Google reviews** as the primary qualifier because it's one of the clearest signals of an established operation, and it lets us quickly estimate business maturity without requiring self-reported revenue.

Internal Qualification Logic (Not Shown to User)

- Reviews = **No** → Jump to *Disqualified Page*
- Reviews = **Yes** → Jump to *Qualified Page*

This keeps the flow simple and prevents edge cases or logic leaks.

Outcome 1: Disqualified Message (End Screen)

Title:

Thank You for Your Interest.

Message:

Based on your responses, the Maps Visibility System isn't the right fit at this time.

This typically happens because:

- Your Google Business Profile does not yet have **200+ five-star reviews**
- Your operation is still early-stage or in build mode

These requirements aren't arbitrary — they are the baseline signals we need to reliably improve Google Maps visibility.

What to Focus on Next

If you're working toward qualifying, focus on:

- Continuing to collect legitimate five-star Google reviews
- Strengthening your Google Business Profile with photos, updates, and accurate information
- Building real E-E-A-T on your Location Service Pages using customer proof and experience

If you believe there was a mistake, or once you meet these criteria, you're welcome to submit the form again.

We work with a narrow set of businesses so we can deliver consistent results, and we hope to work together when the timing is right.

Outcome 2: Qualified Message (Success Screen)

Title:

Congratulations! You Appear to Be a Fit.

Message:

Based on what you shared, your business appears to be a strong candidate for the Maps Visibility System.

The next step is a **free Quick Audit call**. This is not a sales call and there's no obligation.

On this call, we will:

- Review your current Google Maps visibility
- Look at where you're already performing well (and where you're not)
- Discuss which keywords and service areas make sense to test
- Explain the free initial phase of work

After this call:

- We run the first phase of Maps visibility work at **no cost**
- This phase typically takes **1–2 weeks**
- No access is required during this phase
- We then meet again to review results and movement

If the results are strong and continued improvement makes sense, we'll discuss the **ongoing Maps Visibility System (\$1,500/month)**.

If not, we part ways — no pressure, no stress.

CTA:

Book Your Quick Audit below to continue.

[Calendly Embed / Book Your Quick Audit Button]

Summary (Internal)

Landing page CTA → Qualification Form

Form filters out non-fits automatically (based on GBP reviews)

Only qualified users see Calendly

First call = free audit + explanation of free work

Second call = results review + discussion of \$1,500/month ongoing service