Glover Local

MARKETING · MARIETTA, GA

LOCAL MARKETING · MARIETTA, GA

Services Guide

SPECIAL OFFER **New websites starting at $350**

How each Glover Local package works, what is included, what we need from you and what you receive every month.



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AT A GLANCE

How working with us works

1

Free consultation

We review how your business shows up on Google today, compared with your top competitors.

2

Pick a package

Choose the plan that fits where your business is now. No setup fee, upgrade any time.

3

Month 1: setup

We fix the foundation: profile, listings, reviews and, depending on the plan, ads and social.

4

Every month

Ongoing work plus a plain-English report on calls, clicks, reviews and rankings.

Compare the three packages

	Get Found	Get Calls GROWTH PLAN	Own Marietta
Best for	You have few reviews, an incomplete Google profile or you rarely show up on Google Maps.	Your profile is in good shape and you want more phone calls now.	You are an established business and want to be the obvious choice in your area.
Monthly fee	$600/month	$1,200/month	$2,000/month
Ad spend	Not required	Paid directly to Google	Paid directly to Google and Meta
Setup fee	None	None	None
Google Business Profile overhaul + monthly care	✓	✓	✓
Listings fixed on 300 directories	✓	✓	✓
Review-request system + review replies	✓	✓	✓
Google Ads / Local Services Ads management	—	✓	✓
Call tracking + landing page	—	✓	✓
Monthly results call	—	✓	✓
Facebook & Instagram (12 posts + 2 Reels/month)	—	—	✓
Meta retargeting ads	—	—	✓
Local SEO service-area pages (2 per quarter)	—	—	✓
Quarterly strategy session	—	—	✓
Monthly report	✓	✓	✓

You own your Google profile, ad accounts, website and data from day one. Ad spend is billed directly to your own Google or Meta account; we never mark it up.

PACKAGE

Get Found

For businesses with a weak or neglected Google profile

$600/month

No setup fee

Best if: You have few reviews, an incomplete Google profile or you rarely show up on Google Maps. **Goal:** Strengthen your local visibility and present a credible profile when customers search.

How it works

1. **Kickoff call**
   We learn your services, the areas you want to work in and your best customers. You add us as a manager on your Google Business Profile — it stays in your name.

2. **Month 1: setup**
   We fully rebuild your Google Business Profile, fix your name, address and phone on 300 directories, set up your review-request system (QR card plus text and email templates) and record where you rank today for 5 key searches.

3. **Every month**
   4 Google posts, 10+ new photos, replies to every review within 48 hours and monitoring of questions and messages, so your profile stays active and trusted.

4. **Your monthly report**
   A 1-page, plain-English report: calls, direction requests, website clicks, new reviews and ranking changes.

What's included

SETUP (MONTH 1)

- Full Google Business Profile overhaul: categories, services, service areas, description, hours, attributes, photos
- Name, address, and phone made consistent on 300 directories (Apple Maps, Bing, Yelp, BBB, Nextdoor, Facebook)
- Review-request system: QR card plus text and email templates
- Baseline ranking report for 5 key searches

EVERY MONTH

- 4 Google Business Profile posts (offers, projects, seasonal tips)
- Replies to every Google review within 48 hours
- 10+ new photos uploaded
- Q&A and message monitoring
- 1-page report: calls, directions, clicks, reviews, rankings

What we need from you

- Manager access to your Google Business Profile
- Photos of real jobs (phone photos are fine)
- Send our review request to happy customers

PACKAGE · GROWTH PLAN

Get Calls

For businesses ready to generate leads now

$1,200/month

No setup fee. Ad spend billed separately to Google.

Best if: Your profile is in good shape and you want more phone calls now. **Goal:** Build a measurable path from local search and paid media to phone calls and inquiries.

How it works

1. **Kickoff and goals**
   We agree on the services and areas to target, your average job value and a monthly ad budget you are comfortable with.

2. **Month 1: setup**
   Everything in Get Found, plus Google Ads and/or Local Services Ads set up in your own account, keyword research, negative keywords, call tracking and 1 landing page built to get phone calls.

3. **Every month**
   We run the Get Found work and manage your ads: new ad copy tested, junk searches blocked and budget moved to what brings calls.

4. **Monthly results call**
   A 30-minute call plus your report: how many calls came from ads, what each lead cost and which searches bring real jobs.

What's included

EVERYTHING IN GET FOUND, PLUS

- Google Search Ads and/or Local Services Ads management
- Keyword research and negative-keyword cleanup so you don't pay for junk clicks
- Ad copy written and A/B tested monthly
- Call tracking, so every ad lead is counted
- 1 landing page built to get phone calls
- 30-minute monthly results call

What we need from you

- A monthly ad budget, billed by Google to your own card
- Answer the calls and tell us which leads became jobs
- Licenses and insurance documents if you qualify for Google Guaranteed

PACKAGE

Own Marietta

For established businesses that want to lead their area

$2,000/month

No setup fee. Google and Meta ad spend billed separately.

Best if: You are an established business and want to be the obvious choice in your area. **Goal:** Be the obvious local choice everywhere your customers look.

How it works

1. **Strategy session**
   We review your competitors, pick your priority neighborhoods and build a 90-day plan.
2. **Month 1: setup**
   Everything in Get Calls, plus Facebook and Instagram set up for growth, Meta retargeting ads and a content calendar.
3. **Every month**
   12 Facebook and Instagram posts, 2 short videos/Reels edited from your clips, retargeting and seasonal-offer ads, and 2 new local SEO service-area pages every quarter.
4. **Quarterly strategy**
   A strategy session and competitor check every quarter, a monthly report and results call, and priority same-business-day response.

What's included

EVERYTHING IN GET CALLS, PLUS

- Facebook and Instagram management: 12 posts per month
- 2 short videos / Reels per month, edited from your clips
- Meta retargeting and seasonal-offer ads
- 2 local SEO service-area pages per quarter (e.g., "Roof Repair in East Cobb")
- Quarterly strategy session and competitor check
- Priority same-business-day response

What we need from you

- Short phone videos from your jobs (we edit them)
- Monthly ad budgets for Google and Meta
- A quick review of posts before they go live, if you want

SERVICE · SPECIAL OFFER

Website design

Just need a website? No monthly plan required.

from **$350**

Final price depends on pages and features

Your website is where a customer decides to call you or the next business on the list. We design and build fast, mobile-first websites for local service businesses — clear about what you do and where you work, easy to contact from any phone, and built from day one to show up in local Google searches.

How it works

1. **Free consultation and quote**
   We talk about your services, areas and goals, then send a clear quote based on the pages and features you need.
2. **Content and design**
   You send your logo and photos; we write search-friendly text and design the pages around getting calls.
3. **Review**
   You review a preview of the site and we make your changes.
4. **Launch**
   We connect your domain, set up secure hosting, submit your sitemap to Google and link your Google Business Profile.

What's included

- Custom, mobile-first design with your logo, colors and real photos
- Click-to-call, WhatsApp and quote-request forms on every page
- Built for local SEO: service pages, city and service-area pages, schema markup, sitemap and fast loading
- Secure HTTPS hosting setup and domain/DNS connection
- Connected to your Google Business Profile and analytics, so you can see calls and visits
- Website redesigns: we rebuild outdated sites while keeping your content and search history
- You own your website, content and domain

Pricing: Special offer: if you only need a website, new websites start at just $350, with no monthly plan required. The final price depends on the number of pages and features; we send a clear quote after a free consultation.

Other services (included in the packages)

Google Business Profile optimization
Rank higher on Google Maps with a complete, active profile.

Local SEO
Consistent listings, service-area pages and "near me" visibility.

Google Ads & Local Services Ads
Search ads and Google Guaranteed leads, with call tracking.

Facebook & Instagram marketing
12 posts a month, Reels and Meta retargeting ads.

FLEXIBLE OPTIONS

Add-ons and one-time services

Service	Description	Price
Google Visibility Snapshot	15-minute ranking review against your top 3 competitors	**Free**
Google Business Profile overhaul	One-time profile rebuild, no monthly commitment	**$400**
Full local marketing audit	Written plan; credited toward setup if you sign within 14 days	**$500**
New website design (special offer)	Custom, mobile-first website built for local SEO, no monthly plan required	**From $350**
Standalone landing page	1 mobile-first page with a call button and form	**$750**
Review Booster	Automated review-request texts and emails, plus monthly review report	**$200/mo**
Social media only	2 platforms, 12 posts per month	**$700/mo**
Google Ads only	Up to $2,000 ad spend; 12% of spend above that	**$700/mo**
Extra short video edit	From your supplied clips	**$75 each**
Hourly consulting	Strategy, training, or one-off fixes	**$90/hr**

Common questions

Do you mark up ad spend?

No. Ad spend is billed directly to your own Google or Meta account. You see every dollar, and we never mark up media.

Is there a long-term contract or setup fee?

There is no setup fee on any plan, and you can upgrade any time. Ask us about terms during your free consultation.

Who owns my profiles and ad accounts?

You do. Your Google profile, ad accounts, landing pages and data are yours from day one. No lock-in, no hostage assets.

How do you report results?

Every month you get a plain-English report with calls, clicks, direction requests, reviews gained, ranking changes and what we are doing next. Get Calls and Own Marietta clients also get a monthly results call.

Ready for the next step?

Schedule a free consultation. We review your local presence and recommend the package that fits.

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