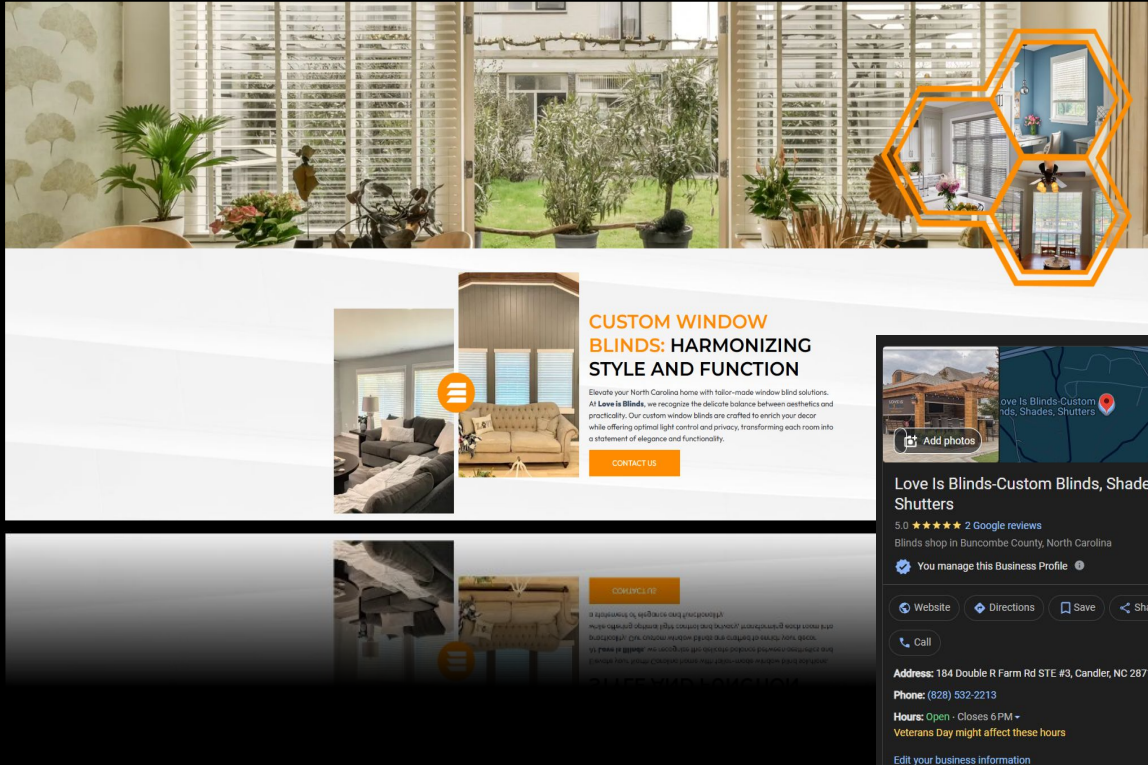


EASY WINS MORE LEADS

A **Practical** Playbook for Local SEO, Content & Measurement





HOW BUYERS ACTUALLY FIND Window Treatments

3 High-Intent Surfaces

- 1.) Google Business Profile (Map Pack)
- 2.) Your **TOP** service pages (e.g., “Blinds”, “Shutters”)
- 3.) Reviews & photos (on GBP and your site)

GBP FACTS



↓ 46% of ALL Google Searches

have local intent (e.g., "plumber near me," "best pizza in Brooklyn").

↓ ~48-56% of users

click the "Website" button.

↓ 42% to 44% of all clicks

on a local search results page go to the Local 3-Pack listings.

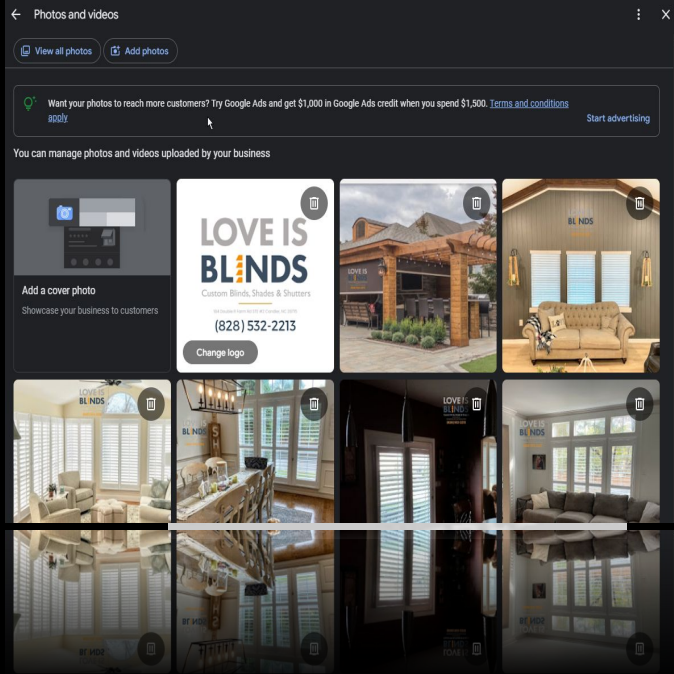
↓ ~24% of users "Click to Call"

the business directly from the listing.

↓ ~20-22% of users click for "Directions"

or perform other actions (like messaging or viewing photos).

The other half (40-50%) are direct leads that happen on the GBP listing itself, such as phone calls, direction requests, and direct messages.



01

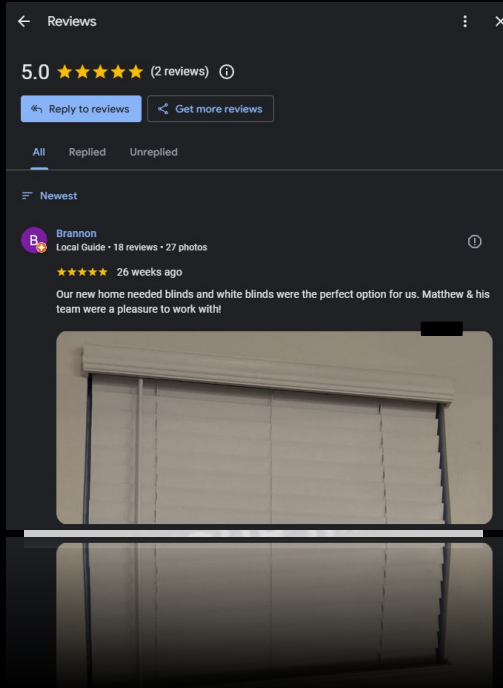
Reviews

If you were a consumer?
Would you schedule a
consultation based on your
Google Reviews?

02

Photos & Videos

Are your photos high
quality? Do you post often?
Rarely? Never?



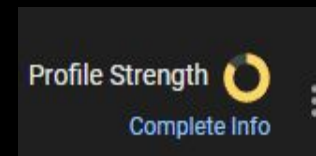
03

Set up & categories

Primary category +
supporting services.

1/2

Profile Strength



GBP LISTING(S)
3 1/2 QUICK FIXES
More Calls. Better Rankings.

SO...

WHAT REALLY DRIVES TRAFFIC?

A.I.M

ACTION

INVOLVEMENT

MOMENTUM

Reviews

Action: QR code card + follow-up text/email.

Involvement: Thank + specific detail + next-step CTA.

Momentum: In house contest for the most reviews generated in 30-days.

Photos & Videos

Action: Upload fresh project photos weekly.

Involvement: High quality photos reflecting brand vision.

Momentum: add 1 short 20–40 sec video walkthrough per month.

GBP Posting

Action: Before/After photos with industry buzz words

Involvement: How-To/Ownership: “How to Measure a Bay Window for Cellular Shades”

Momentum: Build syndicated blog content around posts weekly.

DON'T GET BLINDS SITED

GOOD VS BAD REVIEWS



Good Reviews:

Picture/Video: Adds visual representation of product

Product/Service Mentioned: Example: Roller Shades

Local Modifier: [City] or [Neighborhood]

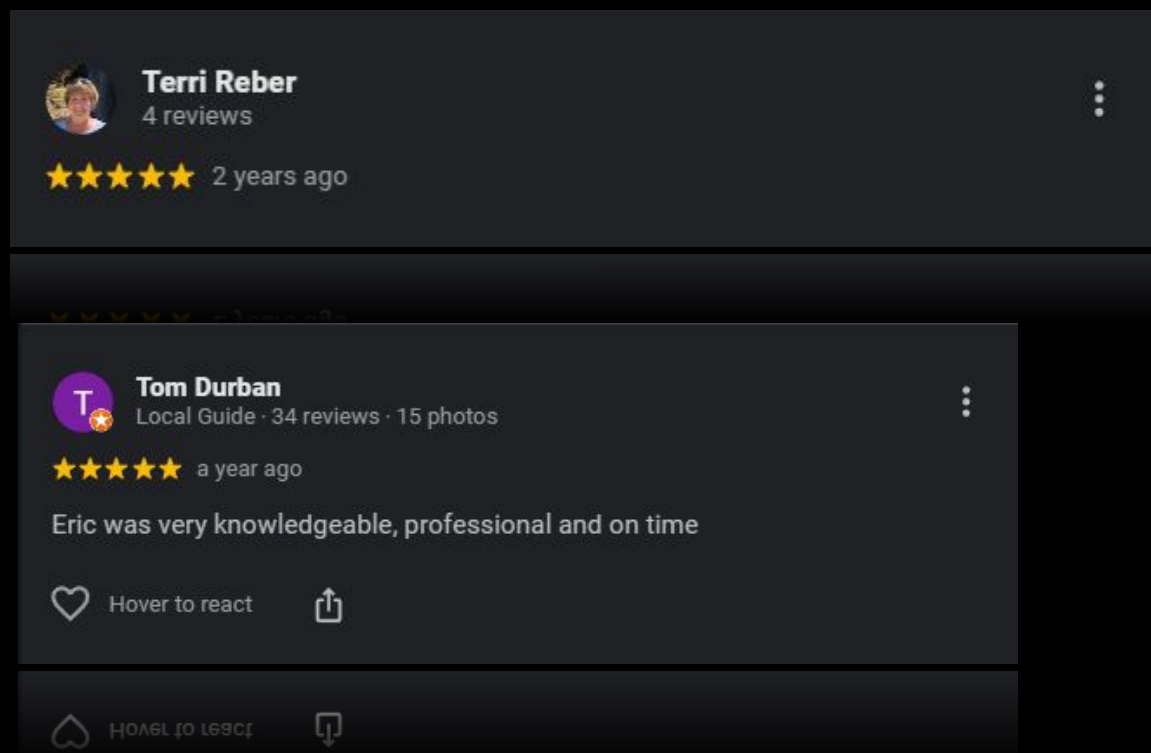
Length: Under 3 sentences.



DEMO TIME

DON'T GET BLINDS SITED

GOOD VS BAD REVIEWS cont..



Bad Reviews:

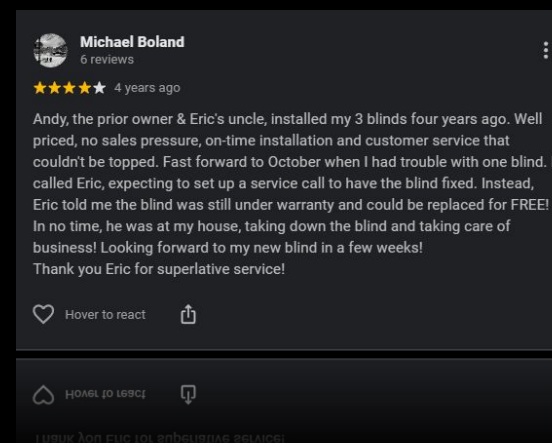
Picture/Video: Nothing listed

Product/Service Mentioned: Nothing listed

Local Modifier: Nothing listed

Length: 1 sentence or 3+.

Rating: Anything below 5 stars



PHOTOS & VIDEOS

WHAT'S ACTUALLY IMPORTANT?

Quality and consistency are key—your images should accurately represent your business, showcase **real work**.

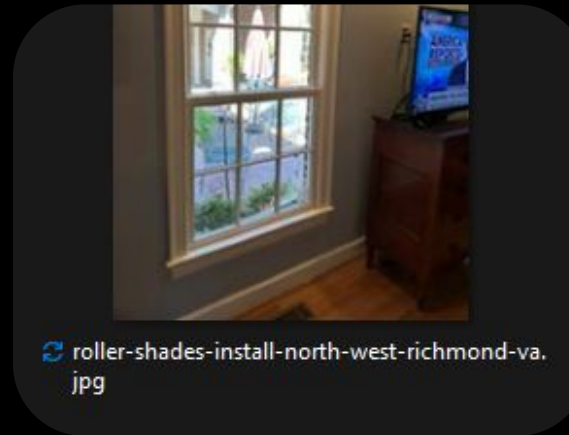
Authenticity



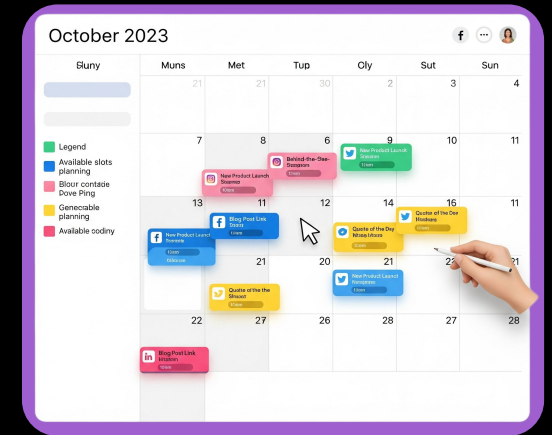
Variety & Context



Search Engine Optimized



Post Consistently



OPTIMIZATION MADE EASY

Correct Formatting: JPG ONLY

Naming of the Image:

Roller-Shades-install-north-west-ga

Correct Upload + Download: Android users, you can sit this one out.

Add geo-tagged, high-resolution images (ideally 1200×900 px). Use descriptive file names (e.g., motorized-shades-richmond-va.jpg) and add captions or alt text when possible. This helps Google associate your images with local searches and your key services.



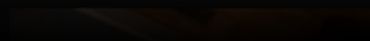
IMG_0313.HEIC



roller-shades-install-north-west-richmond-va.jpg



IMG_0313.HEIC



roller-shades-install-north-west-richmond-va.jpg

DEMO TIME



VIDEO CONTENT MADE EASY?

Topic: What service/product are you highlighting?

Location: Where are you while taking this video?

Visual representation: Is there a visual representation of product on hand?

Length: 2-3 Minutes or Shorter.

Script: Simple, to the point. N.A.P mentions during opening and closing of video.

DEMO TIME



Installing a NEW roller in the Biltmore Forest Community today! One roller wasn't rolling correctly, so we took care of it for this customer! When you choose us, we take care of you from start to finish no matter the situation! Notice how much natural light these roller shades bring into the home when they're pulled down! It's brighter when they're down and still provides privacy! Call us today for all your roller shades needs!

[Call now](#)


Pulling together some amazing Roller Shade Screen Fabric renders today for a local commercial property! Yes! We cover your businesses windows too! From interior roller shades, to exterior patio shades. [REDACTED] has it all! Call today to get your businesses windows covered!

[Call now](#)

GBP POST CONSISTENTLY

Add 3–5 new photos every week. Regular updates tell Google your business is active and improve ranking consistency in the map pack. Treat your GBP like a social feed—fresh content keeps both Google and potential customers engaged.

DEMO TIME



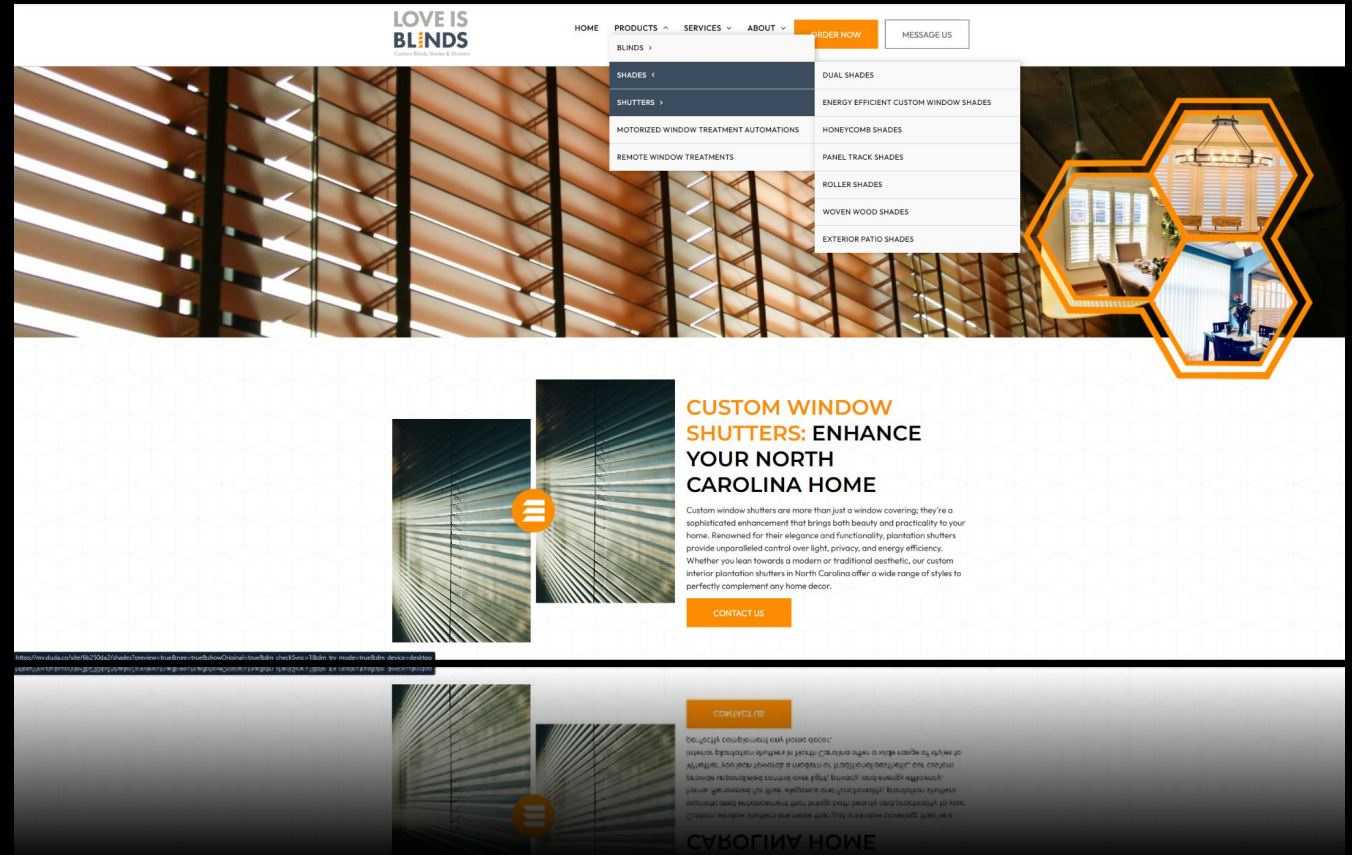
WEBSITES THAT

Above-the-fold fix:

Clear headline ("Custom [Product] in [City]"), social proof (stars/badges), primary CTA (Book In-Home Consult), secondary CTA (Call).

Service pages:

One page each for Blinds, Shades, Shutters, Motorization; include 3 elements: benefit bullets, comparison table, and 6–12 real project photos.



CLEAR VISUAL PRODUCT REPRESENTATION

All Services Listed:

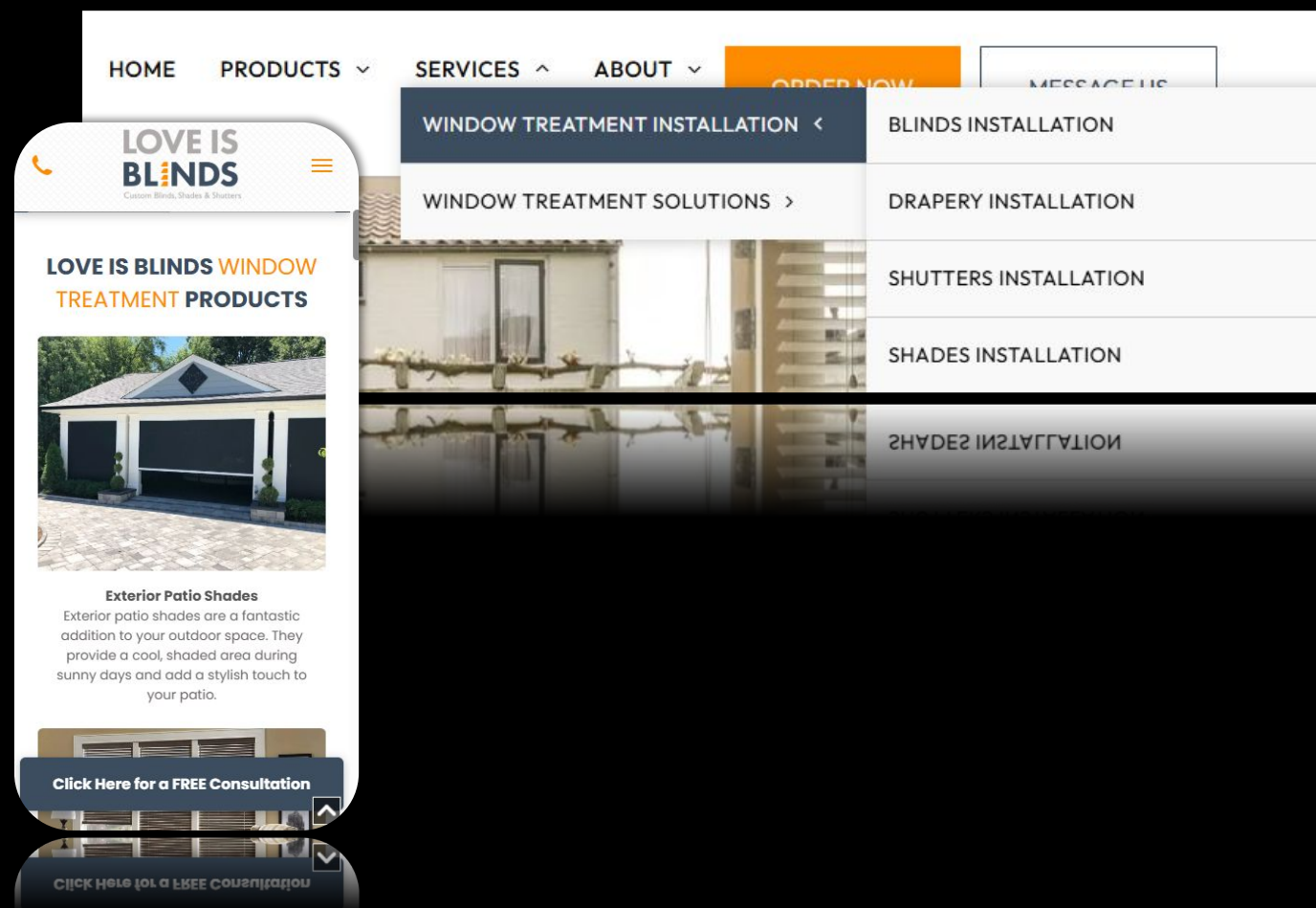
FEED THE BEAST. Google is your consumer, feed the machine.

1 Click Nav:

Can ALL of your services be reached quickly?

Sticky Button on Mobile:

1 Click contact solutions – quick – to the point.



Okay. Who's. Ready?

DRUM ROLL

PLEASE