Know Before You Go

You are about to see how Go Smart turns a business, its local market and its growth goals into a detailed 12-month roadmap - from the initial analysis to the numbers behind the plan.

BEST VIEW

Page-wide view: Press Ctrl + 2 in Adobe Acrobat/Reader.

Continuous scrolling: View > Page Display > Enable Scrolling.

Jump around: Open Page Thumbnails or Bookmarks to move directly to any section.

READY TO MAKE IT YOURS?

Run Go Smart with your own business, market, numbers and growth goal.

Different location? Different growth goal? Run it again and compare.

VISIT GOSMART.FYI

GO TO GO SMART GPS

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Now run your own numbers.

Let's grow your business 🚀 I'll analyze your marketing based on real data (no AI fluff) and share exactly how we'll generate new business for you, and how much it will cost. Providing real cost-per-lead you can depend on.

If you like the plan, I'll execute it and start sending business your way.

To get started, **how many clients would you like to generate per month?** (you can type in a custom number, e.g. another 37 per month)

5 | 10 | 20 | 50

10

Great — I can work with that. **What's your name?**

Mike

What is your website URL?

I don't have a website

https://www.planetroofcompany.com/

I have a few questions, so I can run an analysis on your business and tell you exactly how I'll generate clients — and how much it will cost.

Ready?

Yes

Yes

Do you have a Google Business Profile (GBP)?

Yes | No

Yes

What's your business name as it appears in your GBP?

Planet Roof Company

What is your email address?

planetroofcompanytx@gmail.com

What's your main (HQ) address as it appears in your GBP?

📍 The input switches to a Google Places autocomplete — the user picks a verified address, no typos possible.

5633 Richmond Ave Suite 100, Houston, TX 77057, USA

Select up to four main service areas in addition to your HQ. **Increased coverage allows us to deliver more jobs at a lower cost.**

✕**5633 Richmond Ave Suite 100, Houston, TX 77057** HQ · Office

✕Katy, TX

✕Sugar Land, TX

✕Pearland, TX

✕The Woodlands, TX

✓ Confirm Service Areas

5633 Richmond Ave Suite 100, Houston, TX 77057, USA (HQ office)
Katy, TX · Sugar Land, TX · Pearland, TX · The Woodlands, TX

Thanks! Let me quick-analyze your website.

Analyzing your website

Planet Roof Company · conversion readiness

✓ Done · 0:56

📷 Capturing your homepage✓

HReading your hero headline and offer✓

Checking your above-the-fold call-to-action✓

☆Scanning for trust signals — reviews, badges✓

Looking for chat and booking widgets✓

Judging design and layout✓

Scoring against Roofing Contractor benchmarks✓

⏱ Your conversion snapshot



32 / 100

Your site is leaving a lot of leads on the table

The biggest wins are in your hero message and calls-to-action — full breakdown in your plan.

✓ Analysis complete — scored across 8 conversion signals

Last few questions — these are about how fast you get back to leads, which has a real impact on lead cost.

What % of calls do you answer? (i.e. don't go to voicemail)

10% | 20% | 30% | 40% | 50% | **60%** | 70% | 80% | 90% | 100%

60%

For the calls that do go to voicemail, how quickly do you typically call them back?

1-5 min | 5-15 min | 15-30 min | 30-60 min | **1-4 hours** | Same day (>4h) | Next day+

1-4 hours

How quickly do you typically respond to website form submissions or email inquiries?

1-5 min | 5-15 min | 15-30 min | 30-60 min | 1-4 hours | **Same day (>4h)** | Next day+

Same day (>4h)

⚡ **Speed-to-lead is costing you.** At your current response times you're losing about **25% of leads** — translating to roughly **33% higher cost per lead** you win. Don't worry, that's one of the first things we fix.

I have all the answers I need. I'm ready to run the full analysis to estimate your cost per lead and what it would take to get you **10 jobs per month**.

I'll share what I find as I go, then summarize what we should do.

This might take a few minutes and I may need your input along the way. Ready?

Ready

Ready

Finding your top keywords

Planet Roof Company · showing Houston, TX · 5 areas

✓ Done · 2:25

🗺️ Mapping your service areas **5 areas** ✓

💡 Brainstorming keyword ideas **300 ideas** ✓

📈 Checking real search volume **61 with real demand** ✓

📄 Grouping keywords into pages **19 pages** ✓

📢 Filtering out low-intent searches **~12% low-intent** ✓

🏆 Ranking your top keywords ✓

🏆 Your top keywords · Houston, TX

1	Roofer Houston	3,480/mo	Score 2581
2	Roof repair Houston	2,280/mo	Score 1539
3	Roofer near me	1,920/mo	Score 896
4	Home remodeling Houston	880/mo	Score 783
5	Roof repair near me	708/mo	Score 543

These are your highest-opportunity terms by demand and share-of-search — the full list across every area is in your plan.

✓ Your full keyword plan is in your plan

Sizing up your reviews

Planet Roof Company · Google reviews vs. top local competitor

✓ Done · 0:40

✓Sized up your review gap✓

YOUR BUSINESS

★★★★☆ **4.2** · 10 reviews

TOP NEARBY COMPETITOR

★★★★★ **5.0** · 1,800 reviews

↘ **+1,790 reviews and +0.8★ behind the local leader**

You're trailing on rating and volume, and that gap is dragging your local visibility — closing it should lift your leads.

✓ **Full review impact is in your plan**

📍

Scanning your Google Maps ranking

Planet Roof Company · the map pack around you

✓ **Done · 0:44**

📍 Finding your business on Google Maps **Roofing Contractor** ✓

🔎 Learning how nearby customers search **6 local terms** ✓

📊 Checking local search demand **~475 / mo** ✓

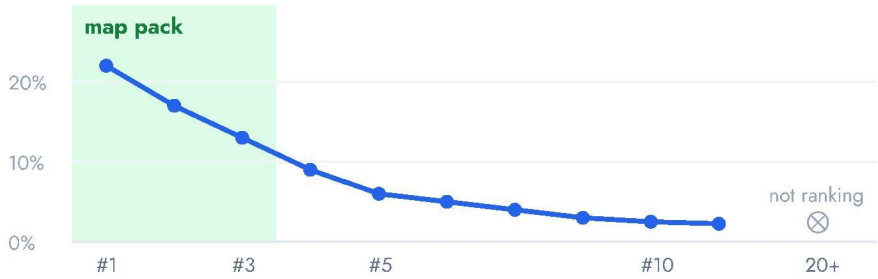
🧭 Mapping your service radius **2.5 mi · 179k people** ✓

🗺 Checking your rank across the map **49 grid points** ✓

🏆 Checking who owns the top 3 map pack **Not showing up** ✓

🧮 Calculating what the top 3 is worth to you ✓

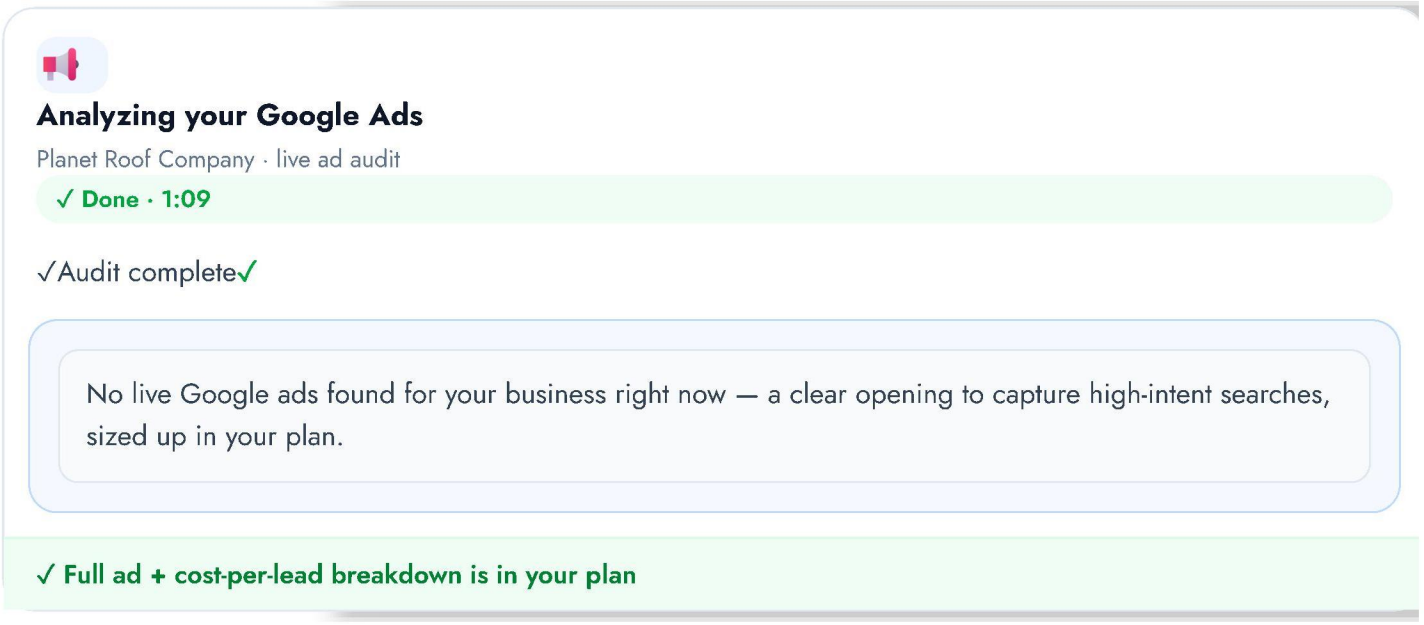
📍 **Your Google Maps snapshot**



You're not on the map for these searches yet

The top 3 pull about 58% of nearby clicks. Right now you don't appear at all for these terms — so that top-3 spot is wide open.

✓ **Your climb-into-the-top-3 plan is in your plan**



Based on the full gap analysis, I've mapped out how to bring you 10 new jobs a month — and more.

Your full impact report — leads per month, cost per lead, and projected revenue — is ready.

Review Impact Report →

DEMO COACH · STEP 14 OF 14 — FINAL

The discovery is complete and the chat has everything it needs. From here the business moves to the **Impact Report**, where the findings turn into numbers: leads per month, cost per lead, and projected revenue.

Clicking **Review Impact Report** opens the report and wraps up this part of the demo.

FINAL CALL-TO-ACTION

Review Impact Report →

End of walkthrough: open Impact Report

QUESTION 1 OF 2

Do you have a CRM? (Planet Roof Company LLC)

This helps us determine how your lead capture and follow-up should be configured.

Yes ✓
I use an existing CRM

No
I don't have a CRM

Next →

QUESTION 2 OF 2

How many leads per month do you currently generate (ballpark)?

Rough estimate of the total inquiries, phone calls, or form submissions you receive.

25

Next →

Call

Impact report: **Planet Roof Company LLC**

First-generated plan — Fastest

Based on the gap analysis we can generate **11 clients a month** and more. We will bring **49 leads/mo.**, translating to **$733K** in year-one revenues, and **$930K** over the lifetime of the clients you win.

11 clients a month

We can generate up to 79 clients per month. $854 per client

Edit

Marketing gap snapshot Click on the score cards for detailed information.

Reviews	Website Conversion	Website accessibility	GEO	Business listings	Google PPC Ads
33/100	32/100	69/100	0/100	30/100	19/100

SEO performance	Near me SEO	Speed to Lead
0/100	38/100	57/100

Business data

Edit

Updating this data affects the plan. Update as needed and **specifically note the system generated data**.

25%	65%	1-4 hours	Same day (>4h)	$11,000 (System generated)	$14,000
Lead-to-client conversion	Call answer rate	Missed-call response time	Form response time	Average ticket value	Customer lifetime value

Review detailed growth plan →

33 **Reviews** Sample Plan Demo

You have a **4.2 star** ranking with **10 reviews**. The top ranking competitor in a map search in your area has **422 reviews**. We can increase your reviews to **1800+** which will lift your Google Business Profile conversion rate by **202%**. Adding **68 leads** for every **1K views**.

Location: HQ: 5633 Richmond Ave, Houston, TX 77057, USA

Projected Monthly Impact

Closing the performance gap to become the local market leader

RATING STRATEGY

4.2 → **5.0** STARS

YOU COMPETITOR

10 → **1800** [+1790]

YOU COMPETITOR

PROFILE CTR

+202% 4.8% → 14.4%

VISIBILITY LIFT

NEW GROWTH

+68 Leads

+16 Clients

PROJECTED MONTHLY GAIN

Per 1,000 monthly views

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← All results

Next: Website Conversion ›

32 Website Conversion

Sample Plan Demo

Your site converts just **2.7%** of visitors, well below the **8%** benchmark for top local competitors. Fixing your above-fold CTA, hero copy, and adding conversion widgets and social proof can lift conversion to **8%**, adding **55 leads** and **11 clients** for every **1K views**.

planetroofcompany.com

Projected Monthly Impact

Estimated growth potential after optimization

CONVERSION RATE	ADDED LEADS	NEW CLIENTS
8% +208%	+55 +204%	+11
SHIFT FROM 2.7% BASELINE	PER MONTH	PER MONTH

PROJECTION DATA: BASED ON AN AVERAGE OF 1,000 SITE VISITORS PER MONTH.

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Website conversion breakdown

What's working, and what's costing you leads.

Hero title and subtitle copy — 7/1(
Hero title 'We Are Your Roofing Experts' is clear and relevant to roofing. No subtitle or USP visible in the hero section.

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General website copy — 6.5/10
Service descriptions, company info, and value propositions are clearly presented in multiple sections. Text is concise and relevant to roofing.

CTA niche fit — 4/10
A 'Contact Us' button is visible in the 'Our Services' section, which fits the niche, but no CTA is present above the fold.

Above fold CTA — 0/10
No visible buttons or forms above the fold. Only the hero headline is present.

Graphic appeal — 8/10
Clean layout, strong color contrast, clear section separation, and good use of images. Visual hierarchy is maintained.

Conversion widgets — 0/10
No visible live chat, booking widgets, popups, or floating buttons.

Social proof — 0/10
No visible badges, certifications, testimonials, reviews, ratings, or case studies.

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69 **Website accessibility** Sample Plan Demo

Your site has **3 high-risk accessibility issues** exposing you to potential lawsuits, with **34 WCAG failures** in the Perceivable category alone. Fixing these brings your score from **69 → 90+** and expands your reachable audience by up to **15%**.

planetroofcompany.com

Accessibility analysis results

Legal risk exposure and WCAG 2.1 compliance scores.

LAWSUIT RISK

HIGH LAWSUIT RISK

3 issues are exposing this website to an accessibility lawsuit, immediate actions required.

KEY RISK FACTORS:

- Insufficient color contrast
- Missing accessible names for interactive controls
- Incorrect heading structure / semantic markup

WCAG 2.1 SCORES

Perceivable 34 issues Many insufficient color contrast failures (≈19), two interactive controls lacking accessible names (critical), and multiple heading/semantic structure warnings affecting perceivability.	6/10	Averag
Operable	8/10	Good
Understandable	7/10	Average
Robust	6.5/10	Average

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0 **GEO** Sample Plan Demo

Your Google Business Profile currently drives **0 calls** a month. Optimized, it can reach **31 calls**, adding **8 new clients**.

Search term

"Best roofer in Houston"

Projected Monthly Impact

Estimated growth potential

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CURRENT CALLS	POTENTIAL CALLS	NEW CLIENTS
+0	+31	+8
PER MONTH	PER MONTH	PER MONTH

GEO analysis results

Competitor ranking analysis.

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Company	Consistency	SOV	Stability	Est. Monthly Calls
achillesroofinghouston.com	4/4	100%	Rockstar	179
cactusjaxroofing.com	4/4	100%	Rockstar	163
bestpickreports.com	4/4	100%	Rockstar	73
ontoplist.com	4/4	100%	Rockstar	31
braunsroofing.com	2/4	50%	Emerging	2
gaf.com	2/4	50%	Emerging	2

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30 **Business listings** Sample Plan Demo

Your combined directory presence scores **30%**, with your Google Business Profile at **89%**. You appear on **4** of **10 top directories** — completing and correcting the rest builds the consistency search engines reward with local visibility.

Business listings analysis

Where your business appears — and where it's missing or inconsistent.

Main listing score: 88.89%

For your top 2 listings

Goog Maps **Google Maps**

- Planet Roof Company
- 5633 Richmond Ave Ste 201
- 8329658710

4.2 ★★★★☆ 10 reviews

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- Planet Roof Company
- 5633 Richmond Ave
- 8327731562

No reviews found

Total listings score: 29.63%

This score takes into consideration your business visibility across 50 listings sites (we show below just a few)

No listing found

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- Planet Roof Co
- 5633 Richmond Ave
- 8325825098

No reviews found

No listing found

No listing found

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- Planet Roof Company L.L.C
- 5633 Richmond avenue #100
- not found

No reviews found

We couldn't verify this listing.

No listing found

No listing found

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19 **Google PPC Ads** Sample Plan Demo

Your Google Ads are live — but sharper, niche-fit creative and tighter targeting could add **87 leads** and **26 new clients** every month.

Monthly Projected Impact

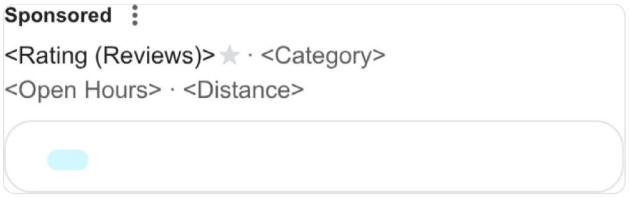
Projected lift from ad optimization

PREDICTED LIFT

+203.3%

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If you can't see Ad images here, please disable your ad blocker.



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Evaluation

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Factor	Comments	Score
Relevance	The ad only shows metadata placeholders (rating, category, hours, distance) and no product/service headline, so it does not align with high-intent search queries.	2
Clarity	There is no stated value proposition or descriptive headline—only small metadata and a blank/pulse element—so users cannot immediately understand the offer.	2
Urgency/Offer	No promotional language, discounts, or time-sensitive messaging are present to create urgency.	1
Trust Building	A rating icon and 'Sponsored' label are visible which hint at credibility, but there are no concrete trust signals like review counts, logos, or certifications.	3
CTA (Call To Action)	There is no visible call-to-action or directive text guiding the user to take the next step.	1

Total Score: 9/50

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Insights

- Volume effect — A 203.3% lift equates to roughly a 3.03× CTR increase. With the same search volume that means about three times more clicks (calls/forms/contacts) from the same impressions, immediately increasing lead flow and producing more conversion data to refine landing pages and bids without upping spend.
- Quality Score & cost dividend — Tripling CTR will materially boost the Expected CTR component of Quality Score, which raises ad rank and reduces the average CPC required to win auctions. The net effect is more clicks and lower cost-per-conversion for the same budget, freeing budget to scale or reinvest in local call-focused assets.
- Competitive advantage — Improving relevance plus stronger CTA and urgency makes your ads more attractive in auction signals and in-time searches, letting you win higher positions or equivalent positions at lower bids versus local competitors. That increases impression share for urgent crisis queries, captures intent-rich traffic, and makes it harder for rivals to displace you during high-value moments.

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0 **SEO performance** Sample Plan Demo

Improving your search rankings can add **423 clicks**, **34 leads** and **8 new clients** every month.

planetroofcompany.com

Location: All Locations

Projected Monthly Impact

Estimated growth potential

ADDED CLICKS	ADDED LEADS	NEW CLIENTS
+423	**+34**	**+8**
PER MONTH	PER MONTH	PER MONTH

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Keyword ranking analysis

Where you rank today for the searches that matter.
Only showing keywords with at least 20 SV.

	Current position	Target
roofer Houston 4,320 searches per month in Houston	Not found	Top 10
roofer near me 1,560 searches per month in Houston	Not found	Top 10
roof repair 1,200 searches per month in Houston	Not found	Top 10
roof replacement Houston 1,056 searches per month in Houston	Not found	Top 10
Roofer Katy 590 searches per month in Katy	Not found	Top 10
roof replacement 468 searches per month in Houston	Not found	Top 10
roof inspection 468 searches per month in Houston	Not found	Top 10
Roofer Sugar Land 390 searches per month in Sugar Land	Not found	Top 10
roof installation 384 searches per month in Houston	Not found	Top 10
roof replacement near me 384 searches per month in Houston	Not found	Top 10

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38 **Near me SEO** Sample Plan Demo

Ranking in the local map pack for nearby searches can add **21 clicks**, **6 leads** and **2 new clients** every month — a **+999%** lift over where you are today.

Location: HQ: 5633 Richmond Ave, Houston, TX 77057, USA

Projected Monthly Impact

Estimated growth potential after optimization

ADDED CLICKS	ADDED LEADS	NEW CLIENTS
+21	+6	+2
PER MONTH	PER MONTH	PER MONTH

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Near me analysis

How you rank in the map pack for nearby searches.

Top Priority Keywords

Ranked by Growth Potential

- General contractor Houston — Rank: #21 NOT IN MAP PACK
- General contractor — Rank: #21 NOT IN MAP PACK
- Roofing contractor — Rank: #20.8 NOT IN MAP PACK
- Roofing contractor near me — Rank: #20.8 NOT IN MAP PACK
- General contractor near me — Rank: #21 NOT IN MAP PACK
- Roofing contractor Houston — Rank: #19.9 NOT IN MAP PACK

General contractor Houston

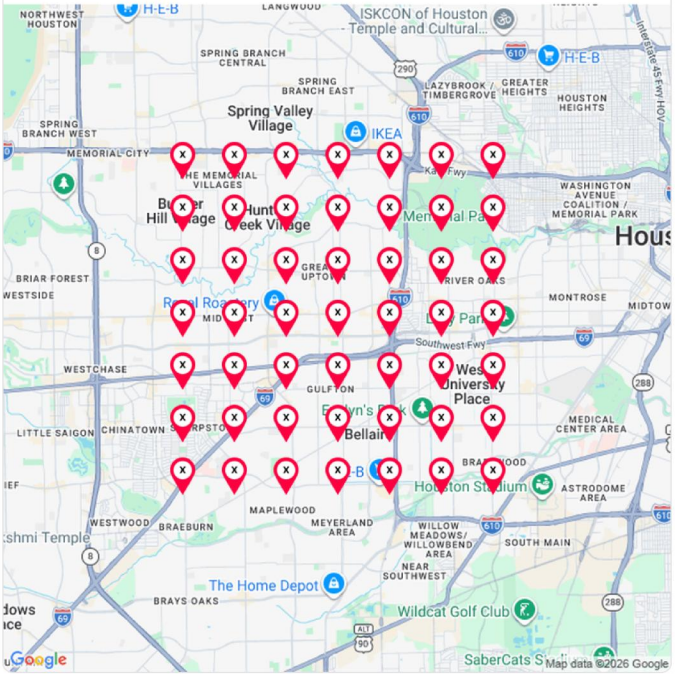
148 searches per month

Rank: 21 | Score: 37

Planet Roof Company — 17 Jun 2026

Place ID: ChIJG94VLFnDQIYRSfwbqdgDa9A
Search Term: general contractor houston

5 mi	3 mi	1 mi	
21.0	21.0	21.0	21.0



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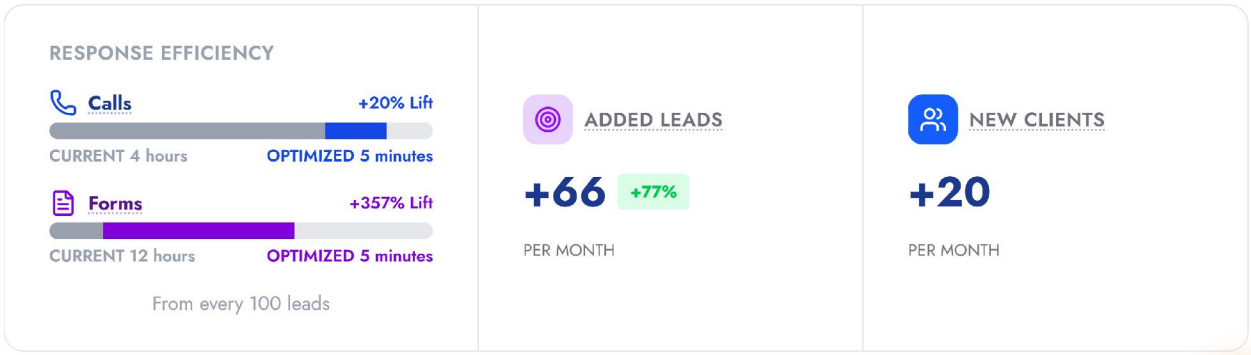
▶ Demo tour

57 **Speed to Lead** Sample Plan Demo

You currently respond to call leads in **4 hours** and form leads in **12 hours**. Cutting both to **5 minutes** reaches prospects before your competitors do, recovering **66 leads** and **20 clients** every month.

Projected Monthly Impact

Estimated growth potential from speed optimization



Demo tour

All results

Previous: Near me SEO

Your plan · 5.5 clients/mo in 4 months

12-Month Growth Roadmap: Planet Roof Company LLC

1st Year Revenue	1st Year Budget	Lifetime Value	1st Year Clients	1st Year Leads
$726,000	**$56,738**	**$914,100**	**66**	**351**
1,180% ROI		1,511% ROI		

PLAN OVERVIEW

This plan will generate quality leads and optimize sales.

Quality lead generation

We'll start by optimizing your website and tracking so every visitor counts, then layer in paid and organic traffic to generate leads from day one while your organic presence compounds and lowers your overall cost per lead.

Sales optimization

Speed matters — responding to leads within minutes dramatically improves close rates. We'll make sure every lead gets an immediate response and consistent follow-up, recouping conversations and sales that would otherwise be lost.

**Find monthly, detailed service breakdown below.*

Month 1: Foundation & Full-Funnel Launch

Establishing a comprehensive marketing infrastructure across traffic generation, conversion optimization, lead follow-up, and performance tracking.

$0 REVENUE · CLIENTS · +0 LEADS

BUSINESS IMPACT

This month focuses on building a robust digital presence from the ground up, ensuring that all aspects of attracting, converting, and following up with potential customers are addressed. The simultaneous launch of various traffic, conversion, and follow-up tools creates a comprehensive ecosystem designed for immediate and sustained lead generation.

TACTICAL OBJECTIVES

- Launching **Reviews** — Initiating efforts to build trust and social proof, which supports conversion by influencing potential customers.
- Launching **Website Conversion** — Establishing dedicated resources to optimize the website for turning visitors into leads.
- Launching **Website accessibility** — Implementing tools to ensure the website is usable by all visitors, enhancing the conversion experience.
- Launching **SEO performance** — Beginning strategic efforts to improve organic search rankings and visibility, driving traffic.
  **Result based - outside the initial setup fee you'll only be billed if we rank the KWs on the first page. The cost presented is the projected cost on success.*
- Launching **Near me SEO** — Starting optimization for local search queries to attract nearby customers, increasing organic traffic.
- Launching **Business listings** — Establishing and optimizing online business profiles to enhance local search visibility and traffic.
- Launching **GEO** — Initiating geographically targeted marketing efforts to reach specific local audiences, driving traffic.

BUDGET	$6,825 fees
Google PPC Ads	$2,100
SEO performance	$1,125
Near me SEO	$975
Tracking	$525
AI Voice Agent	$443
AI Chatbot	$390
GEO	$338
Google Local Service Ads	$338
Website Conversion	$188
Reviews	$165
Business listings	$111
CRM HubOne	$75
Website accessibility	$54

Launching **Google Local Service Ads** — Starting paid advertising specifically for local service providers to generate qualified leads, driving paid traffic.

Launching **Google PPC Ads** — Initiating paid search campaigns to immediately drive targeted traffic to the business.

Launching **Tracking** — Implementing systems to monitor and measure the effectiveness of all marketing channels.

**Result based - outside the initial setup fee you'll only be billed on actual leads tracked. The cost presented is the projected cost on success.*

Launching **AI Voice Agent** — Deploying an AI-powered system to ensure 24/7 lead answering and follow-up.

**Result based - outside the initial setup fee you'll only be billed if the AI answers calls and generates leads. The cost presented is the projected cost on success.*

Launching **CRM HubOne** — Establishing a CRM system to manage customer relationships and automate lead follow-up processes.

Launching **AI Chatbot** — Introducing an AI chatbot to engage website visitors and convert them into leads.

Month 2: Traffic Growth & Efficiency Pivot

Prioritizing increased paid traffic while optimizing existing organic and conversion elements for efficiency and lead capture.

$11,000	+1	+10
+$11,000 new REVENUE	CLIENTS	LEADS

Month 3: Strategic Traffic & Conversion Expansion

Expanding both paid and organic traffic channels while reintroducing and optimizing key conversion and follow-up tools.

$44,000	+4	+19
+$44,000 new REVENUE	CLIENTS	LEADS

Month 4: Scaling Paid Traffic & Lead Nurturing

The main goal is to significantly increase paid traffic while maintaining existing organic and conversion efforts and slightly enhancing lead follow-up.

$55,000	+5	+27
+$55,000 new REVENUE	CLIENTS	LEADS

Month 5: Optimizing Paid Traffic & Sustaining Growth

The main goal is to optimize paid traffic efficiency while maintaining strong organic presence and consistent lead conversion and follow-up processes.

$55,000	+5	+27
+$55,000 new REVENUE	CLIENTS	LEADS

Month 6: Boosting Organic Reach & Efficiency

The main goal is to significantly increase organic traffic and efficiency through enhanced SEO, while drastically reducing paid traffic spend.

$55,000	+5	+27
+$55,000 new REVENUE	CLIENTS	LEADS

Month 7: Sustained Organic Growth

The main goal is to maintain strong organic traffic generation and lead conversion while strategically reducing paid advertising spend.

$55,000	+5	+27
+$55,000 new REVENUE	CLIENTS	LEADS

Month 8: Enhance Organic Engagement

The main goal is to incrementally improve tracking capabilities and lead follow-up while maintaining a strong organic traffic and conversion infrastructure.

$66,000	+6	+32
+$66,000 new REVENUE	CLIENTS	LEADS

Month 9: Optimize Organic Lead Flow

The main goal is to enhance organic search performance and tracking capabilities to further optimize the lead generation and follow-up process.

$88,000 +$88,000 new REVENUE | +8 CLIENTS | +41 LEADS

Month 10: Sustained Organic Growth & Lead Nurturing

The primary focus is on maintaining robust organic traffic generation and consistent lead conversion and follow-up mechanisms.

$99,000 +$99,000 new REVENUE | +9 CLIENTS | +46 LEADS

Month 11: Steady-State Organic & Lead Management

The primary focus remains on maintaining established organic traffic channels and consistent lead conversion and follow-up processes.

$99,000 +$99,000 new REVENUE | +9 CLIENTS | +46 LEADS

Month 12: Refined Organic & Enhanced Follow-up

The primary focus is on maintaining strong organic traffic generation while strategically

$99,000 +$99,000 new | +9 CLIENTS | +49 LEADS

Start execution

Planet Roof Company LLC

Call

CAC & Plan

We've calculated your Customer Acquisition Cost (CAC) based on your revenue goal and timeline to goal. Choose your priority — speed to goal, budget, or the best of both.

Monthly revenue goal
$50,000

Modify goal

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Fastest

Achievable goal: **+$50K/mo** | Time to goal: **3/mo**

The faster you want to reach your goal, the higher the Customer Acquisition Cost (CAC) usually is because it's more dependent on advertising.

UNIT ECONOMICS

$366	$82
cost per client	cost per lead (CPL)

Yearly ROI:	2,901%
Lifetime ROI:	3,678%

YEARLY RETURN

Revenue:	$1,298,000
Ad spend:	$6,077
Agency fees:	$37,176
ROI:	2,901%

LIFETIME RETURN

Revenue:	$1,634,300
ROI:	3,678%

**The revenue you'll make on the customers acquired in the first year, over the lifetime of being your customers.*

▶ Demo tour

Go to Growth Plan →

Cheapest

Achievable goal: **+$50K/mo** | Time to goal: **5/mo**

This plan is dependent on organic efforts like SEO — however it might not produce enough traffic without advertising to get to your goal. You might need to reduce your goal.

UNIT ECONOMICS

$290	$65
cost per client	cost per lead (CPL)

Yearly ROI:	3,672%
Lifetime ROI:	4,649%

YEARLY RETURN

Revenue:	$1,232,000
Ad spend:	$0
Agency fees:	$32,660
ROI:	3,672%

LIFETIME RETURN

Revenue:	$1,551,200
ROI:	4,649%

**The revenue you'll make on the customers acquired in the first year, over the lifetime of being your customers.*

Go to Growth Plan →

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Your Turn

You have seen what Go Smart can map out for one business, one market and one growth goal.

Now Run Your Numbers

Different location? Different growth goal? Run another.

Compare as many scenarios as you like.

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Now You Know—Now Go