



MARKETING MASTERY · V0.1 PILOT

User Guide

Purpose, Goals, and How to Use the App

A practical guide for location operators and MMOs who want stronger local visibility on Google, in the neighborhood, and in AI search answers.

Restoration / home-services edition
Includes AI Search exception checklist
Agentic Solutions · Marketing Mastery Pilot

Purpose, Goals, and How to Use the App

Edition: Restoration / local home-services pilot **Version:** v0.1 Pilot (includes AI Search) **Audience:** Location operators, MMOs, franchise owners, and coaches

1. Purpose

Marketing Mastery is a **local visibility command center**. It helps a restoration (or home-services) location run the weekly habits that make homeowners more likely to find, trust, and call the business—on Google, in the neighborhood, and increasingly through AI assistants such as ChatGPT and Grok.

The app is built for **execution**, not for storing jobs or leads. It answers one practical question every week:

Did this location complete the lead measures that make local calls more likely?

What this app is

- A **weekly scorecard** for visibility work
- A **content and review coach** with copy-ready drafts
- A **GBP health checklist** and **AI Search exception checklist**
- A **territory guardrail** so posts stay inside approved ZIP codes
- A **multi-location rollout** for MMOs and multi-unit operators

What this app is not

- Not a CRM
- Not a job management or estimating system
- Not a paid ad buyer or ranking guarantee
- Not a full website builder

Leads, calls, production, and estimating stay in the systems you already use. Marketing Mastery stays focused on the public presence that feeds those systems.

2. Goal

Primary goal: Increase local visibility so the right homeowners in the right territory choose you when they need help.

That goal breaks into three outcomes:

- **Found** — Your business appears in local search, maps, neighborhood feeds, and AI recommendations.
- **Trusted** — Reviews, photos, consistent name/address/phone (NAP), and clear service pages make the business easy to verify.
- **Chosen** — Answer-first content, fast review replies, and storm/event readiness turn attention into calls.

Why AI Search is part of the goal

More customers ask tools like ChatGPT and Grok for “best emergency water damage help near me.” Those tools do not sell a special ad slot. They recommend businesses from **consistent public proof** across the web: listings, reviews, website content, and clear service + location match.

Marketing Mastery treats AI Search as a **management-by-exception** layer: finish GBP, reviews, photos, and weekly posts first; use the AI checklist only for gaps those areas do not already cover (directories like Foursquare/Bing/Apple/Yelp, website FAQ/schema, crawler access, and review wording quality).

Results are never guaranteed—AI is selective and changes—but locations that keep a clear, accurate public record show up more often over time.

3. How the weekly rhythm works

Lead measures (Today)

Each week the location works a short list of scored actions, for example:

Lead measure	Why it matters
Publish one Google Business Profile post	Fresh, local proof on the #1 local surface
Add at least 3 visibility-ready photos	Visual trust for Google, social, and AI
Send review requests	Volume and recency of social proof
Reply to reviews within 48 hours	Trust + indexed service/city language
Share one Facebook or Nextdoor post	Neighborhood discovery
Complete GBP profile / Q&A check	Entity health
Ship one AI-quotable answer	Content AI can cite (FAQ / Q&A style)
Re-test AI search queries (monthly)	Measure whether assistants recommend you
Storm/freeze playbook when triggered	Demand-matched visibility

Completing tasks raises the **Weekly Visibility Score**. Status labels (Excellent, Strong, Slipping, At Risk) are based on percent of the week's maximum points—not vanity metrics.

Streaks and badges

- **Post / photo / review streaks** reinforce consistency.
- **Badges** (Review Engine, Photo Machine, GBP Healthy, AI Ready, Storm Ready, and others) mark durable habits, not one-off clicks.

Territory guardrails

Before content can be marked shared, it must use an **approved ZIP**. Restricted or out-of-territory ZIPs are blocked so neighboring franchisees are protected. Configure approved and restricted ZIPs in **Setup**.

4. First-time setup (about 10 minutes)

- Open the app (browser or deployed pilot URL).
- Complete onboarding **or** choose **Use Demo Setup** to explore.
- Enter:

- Business name
- Market name
- Phone
- Google review link
- Approved ZIP codes
- Cities served
- Services offered
- In **Setup**, add Facebook and Nextdoor URLs, tone, communities, and any restricted ZIPs.
- Switch to **GBP** and work the profile health checklist.
- Open **AI** and note exception items (directories, site FAQ/schema, NAP master format).
- Start the week on **Today**.

Tip: Multi-location operators use **Add Location** and the location switcher. Each location keeps its own tasks, checklists, posts, and photos in this browser's storage.

5. Screen-by-screen guide

Today (Dashboard)

- Weekly score ring and coaching status
- Territory compliance summary
- **AI Search summary card** — open exceptions without leaving the weekly rhythm
- Lead-measure checklist (click task text to jump to the related workspace)
- Badges

Best use: Start every week here. Finish high-point items first (reviews, photos, GBP post).

Content

Generate channel-specific drafts for:

- Google Business Profile
- Facebook Page
- Nextdoor
- Facebook group replies

Choose topic, service, city, ZIP, and CTA. Territory checks run on the ZIP field.

AI buyer question (answer-first FAQ) topic produces citeable FAQ / Q&A / AI-style blurbs and can complete the **Ship one AI-quotable answer** task when you mark drafts shared.

Platforms

Step-by-step posting guide for GBP, Facebook, and Nextdoor: connection status, setup steps, copy, open link, mark posted.

Photos

Queue job photos with type, city, permission, and caption. Aim for three marketing-approved photos per week. Use **Use In Post** to jump into Content with notes filled.

Reviews

- Saved Google review link
- Counters: requests sent, reviews received, replies completed
- Request script that asks customers to mention **service + city/neighborhood** (helps AI quote you accurately)
- Paste a review → draft a professional reply

GBP

Profile health checklist (claim/verify, categories, services, hours, service area vs territory, photos, Q&A, review SLA, monthly audit). This is the foundation for Google **and** a major signal for AI systems.

AI (AI Search)

Exception checklist only—items **not** owned by GBP, Reviews, Photos, Content, Platforms, or Weather.

Typical items:

- Canonical NAP locked in Setup
- No unresolved duplicate listings
- Foursquare, Bing Places, Apple Business Connect, Yelp (and key home-services directories) claimed and NAP-matched
- Answer-first service pages and plain-text service areas on the website
- Buyer FAQ; LocalBusiness / Service / FAQ schema
- AI crawlers not blocked in robots.txt
- Review request wording asks for service + city + result

Open items sort first. Progress shows how many remain. Earn the **AI Ready** badge when most items are complete.

“Owned elsewhere” links jump back to GBP, Reviews, Today, or Weather so you never double-check the same work.

Weather

Build pre-event, during-event, and post-event messages for freeze, storm, flood, or wind/hail—still inside approved ZIPs.

MMO

Rollup table by location: this week’s score, 4-week context, posts, photos, reviews, status. Use for coaching conversations, not micromanagement of every draft.

Setup

Location profile: business, market, phone, website, review link, social URLs, tone, cities, ZIPs, communities, services. This data powers drafts and compliance.

6. Recommended weekly workflow

Monday (or start of week)

- Open **Today**. Note score and open AI exceptions.
- Confirm territory ZIPs still match reality.
- Plan one GBP post and one neighborhood post.

During the week

- After completed jobs: send review requests; log counters.
- Reply to every new review within 48 hours.
- Add three approved photos to the queue.
- Publish GBP + social; mark Platforms posted.
- Ship one AI-quotable answer (FAQ / Q&A) if not done.

If weather triggers demand

- Run the Weather playbook (pre / during / post).

Monthly

- GBP profile audit.
- AI query retest: ask ChatGPT and Grok three real customer questions for your service + city; note who appears.
- Spot-check Foursquare / Bing / Apple / Yelp NAP match.

Reset Week clears weekly tasks and counters for a fresh score period. Foundation checklists (GBP / AI) are not wiped by a normal week reset—they are longer-lived health records.

7. Multi-location and franchise notes

- Each location should have its **own approved ZIP list**.
- Do not post into blocked communities or restricted ZIPs.
- MMOs coach from the **MMO** table: reward consistency, not one viral post.
- Corporate can use the AI and GBP checklists as a shared standard without turning the app into a CMS.

8. Data and privacy (pilot)

- This pilot stores data in the **browser (local storage)** on the device you use.
- Clearing browser data can erase location progress—export/backup habits may be added in later builds.
- Do not paste secrets, card numbers, or confidential job files into content notes.
- Privacy, Terms, and Refund links appear in the app footer where deployed.

9. Tips for stronger local (and AI) visibility

- **Consistency beats volume.** One solid week every week beats a burst then silence.
- **Be specific.** Name services, cities, and outcomes in posts and review replies.
- **One NAP everywhere.** Same name, phone format, and website on every directory.
- **Answer first.** Lead important pages and FAQs with a direct 40–60 word answer.
- **Never buy reviews** or spam groups. Platforms and AI systems detect patterns.
- **Territory is a feature.** Staying in-bounds protects the brand and the franchise system.
- **Measure AI monthly**, not hourly. Retest the same query set and track change over 30–60 days.

10. Quick FAQ

Do I need an install? No. Open the app in a modern browser. The pilot is static front-end software.

Will this make ChatGPT recommend us? No tool can promise that. Completing GBP, reviews, directories, and answer-first content improves the odds by making your business easier to find, verify, and quote.

Can I use this for multiple brands? Use separate browser profiles or clear storage carefully; the pilot is optimized per location list in one browser profile.

What if I only have 20 minutes this week? Do review requests, one GBP post, and reply to open reviews. Those three move trust fastest.

Where do I download this guide again? From the app footer or **Setup** help link: *Download User Guide (PDF)*.

11. Closing

Marketing Mastery exists so local teams stop guessing what “marketing” means this week. Run the lead measures, keep GBP healthy, close AI exceptions without duplicating work, and stay inside territory. Do that consistently, and local visibility compounds—on Google, in the neighborhood, and in the AI answers customers increasingly trust.

Start today on the Today screen. Finish the week with a higher score than you started.

Marketing Mastery v0.1 Pilot User Guide — for operators and coaches