

# 30 Day Content Calendar

A Comprehensive Guide by Optymizer

# 30 Days of Content Ideas for Local Service Businesses

## Never Run Out of Blog Post Ideas Again

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### What's Included

This content marketing toolkit includes:

1. **30 Blog Post Ideas** - Organized by category with headlines
2. **Content Planning Framework** - How to create a sustainable content strategy
3. **SEO Optimization Checklist** - Ensure every post ranks on Google
4. **Content Repurposing Guide** - Turn one blog post into 10+ pieces of content
5. **Excel Content Calendar Template** - Track and schedule your content

**Download the Excel template:** `30-day-content-calendar.xlsx`

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### Why Content Marketing Matters for Local Businesses

#### The Stats:

- Companies that blog generate 67% more leads than those that don't
- 72% of customers research online before visiting a business
- Local businesses that publish 2-4 blog posts per month see 3.5x more traffic
- Content marketing costs 62% less than traditional advertising

#### The Reality:

Your potential customers are searching Google right now for answers to their questions. If your competitors are providing helpful content and you're not, they're winning those customers.

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## How to Use This Content Calendar

### Step 1: Choose Your Content Pillars

Pick 3-4 main content categories:

#### Pillar 1: Educational Content (40% of posts)

- How-to guides
- Tips and best practices
- Common mistakes to avoid
- Industry education

#### Pillar 2: Local Focus (30% of posts)

- Neighborhood guides
- Local events and sponsorships
- City-specific information
- Local customer success stories

#### Pillar 3: Commercial/Service Content (20% of posts)

- Service explanations
- Pricing guides
- Process walkthroughs
- Before/after showcases

#### Pillar 4: Seasonal/Timely Content (10% of posts)

- Holiday preparation
- Seasonal maintenance
- Weather-related tips
- Time-sensitive offers

### Step 2: Create Your Publishing Schedule

## Frequency Recommendations:

### Minimum (Growth Mode):

- 2 posts per month (every 2 weeks)
- 800-1,200 words per post
- 1 hour writing + 30 min optimization

### Recommended (Competitive Mode):

- 4 posts per month (weekly)
- 1,000-1,500 words per post
- Results in 6-12 months

### Aggressive (Market Domination):

- 8-12 posts per month (2-3 per week)
- 1,200-2,000 words per post
- Results in 3-6 months

**Reality Check:** Consistency beats frequency. Publishing 2 posts/month for 12 months beats 8 posts for 3 months then nothing.

## Step 3: Download and Use the Excel Template

### Template Columns:

1. **Date** - Scheduled publish date
2. **Title** - Working headline
3. **Category** - Which pillar (Educational, Local, Commercial, Seasonal)
4. **Primary Keyword** - Main search term to rank for
5. **Target Word Count** - Aim for 1,000-2,000 words
6. **Writer** - Who's responsible (you, staff, freelancer)
7. **Status** - Draft / In Review / Scheduled / Published
8. **Publish Date** - Actual publish date
9. **Promotion Plan** - How you'll promote (email, social, ads)

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## 30 Blog Post Ideas

### Week 1: Educational Content (5 Ideas)

These posts establish you as an expert and rank well on Google.

#### Idea 1: Signs You Need [Your Service]

**Headline:** "5 Warning Signs You Need a [Professional Service] in [City]"

**Template:**

- Introduction (why catching problems early matters)
- Sign 1: [Specific symptom] (explain what it means)
- Sign 2: [Another symptom] (explain what it means)
- Sign 3: [Third symptom]
- Sign 4: [Fourth symptom]
- Sign 5: [Fifth symptom]
- What to do if you notice these signs (CTA to call you)

**Example (Plumber):**

"5 Warning Signs You Need a Plumber in Austin"

1. Slow drains throughout the house
2. Water pressure has decreased significantly
3. Water bill suddenly increased
4. You hear gurgling sounds from drains
5. Visible water damage on walls or ceilings

**Keywords:** "[service] warning signs [city]", "signs you need a [service]"

**Word Count:** 1,200-1,500

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#### Idea 2: Pricing Guide

**Headline:** "How Much Does [Service] Cost in [City]? (2026 Pricing Guide)"

**Template:**

- Why pricing varies (factors that affect cost)
- Average price ranges by service type
- Basic service: \$X-\$Y
- Standard service: \$X-\$Y
- Premium service: \$X-\$Y
- What's included in each price tier
- Hidden costs to watch out for
- How to get accurate quote (CTA)

**Example (HVAC):**

"How Much Does Air Conditioning Repair Cost in Phoenix? (2026 Guide)"

- AC tune-up: \$79-\$150
- Freon recharge: \$200-\$500
- Compressor replacement: \$1,200-\$2,500
- Full system replacement: \$3,500-\$8,000

**Keywords:** "[service] cost [city]", "how much does [service] cost"

**Word Count:** 1,500-2,000 (comprehensive)

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#### Idea 3: DIY vs Professional

**Headline:** "DIY vs Hiring a Pro: When to Call for [Service]"

**Template:**

- Introduction (it's tempting to DIY)
- 5-10 scenarios with DIY vs Pro recommendations
- Scenario 1: Simple fix (DIY OK, instructions provided)
- Scenario 2: Moderate issue (Hire pro, explain why)
- Scenario 3: Emergency (Call immediately, here's why)
- Risks of DIY gone wrong (cost, safety, time)

- When it's smart to hire a professional (CTA)

**Example (Electrical):**

"DIY vs Hiring an Electrician in Dallas"

- Changing light bulbs: DIY
- Installing a ceiling fan: DIY (if comfortable)
- Replacing outlets: Hire pro (safety risk)
- Panel upgrades: Hire pro (dangerous + code requirements)

**Keywords:** "DIY [service]", "when to hire [service professional]"

**Word Count:** 1,000-1,500

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#### Idea 4: Common Mistakes

**Headline:** "10 Common [Industry] Mistakes Homeowners Make (And How to Avoid Them)"

**Template:**

- Mistake 1: [Common error] (why it's bad, what to do instead)
- Mistake 2: [Another error]
- Mistake 3: [Third error]
- Continue through 10 mistakes
- Conclusion: How professional service prevents these mistakes

**Example (Roofing):**

"10 Roofing Mistakes Austin Homeowners Make"

1. Ignoring small leaks (they become big leaks)
2. Choosing cheapest contractor (you get what you pay for)
3. Not maintaining gutters (causes roof damage)
4. Walking on roof (dangerous + damages shingles)
5. Ignoring attic ventilation (shortens roof life)

**Keywords:** "[service] mistakes", "common [industry] problems"

**Word Count:** 1,500-2,000

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#### Idea 5: Ultimate Guide

**Headline:** "The Ultimate Guide to [Service] for [City] Residents"

**Template:**

- What is [service]? (explain for beginners)
- Why it matters (benefits, consequences of neglect)
- How it works (process explanation)
- Types of [service] available
- How to choose a provider (what to look for)
- Pricing expectations
- Maintenance tips
- When to call a professional (CTA)

**Example (Pest Control):**

"The Ultimate Guide to Pest Control for Houston Homeowners"

- Common Houston pests (mosquitoes, roaches, termites, rodents)
- Prevention strategies
- Treatment options (chemical, natural, IPM)
- How to choose pest control company
- Average costs
- Seasonal pest calendar

**Keywords:** "[service] guide [city]", "everything about [service]"

**Word Count:** 2,000-3,000 (pillar content)

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## **Week 2: Seasonal Content (5 Ideas)**

Timely content that ranks during specific times of year.

#### #### Idea 6: Seasonal Preparation

**Headline:** "Preparing Your [Home/Business] for [Season] in [City]"

**Template:**

- Why [season] preparation matters in [city] (local weather/climate)
- 10-15 item checklist for preparation
- What happens if you don't prepare (problems, costs)
- How professional service helps (CTA)

**Example (HVAC - Spring):**

"Preparing Your AC for Summer in Phoenix"

- Replace air filters
- Clean outdoor condenser unit
- Check refrigerant levels
- Test thermostat
- Clear drain lines
- Schedule professional tune-up

**Keywords:** "[season] [service] [city]", "prepare for [season]"

**Word Count:** 1,000-1,500

**Best Published:** 4-6 weeks before season starts

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#### #### Idea 7: Seasonal Maintenance Checklist

**Headline:** "[Season] Maintenance Checklist for [Service]"

**Template:**

- Introduction (why seasonal maintenance matters)
- Printable checklist (15-20 items)
- Detailed explanation of each item
- Recommended frequency

- DIY vs professional items
- Schedule your maintenance (CTA)

**Example (Landscaping - Spring):**

"Spring Landscaping Checklist for Austin Homeowners"

- Prune trees and shrubs
- Fertilize lawn
- Aerate soil
- Plant seasonal flowers
- Repair sprinkler system
- Edge walkways

**Keywords:** "[season] maintenance checklist", "[service] checklist [city]"

**Word Count:** 1,200-1,800

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##### Idea 8: Best Time for Service

**Headline:** "Why [Season] is the Best Time for [Service]"

**Template:**

- Benefits of [season] service (cost, availability, weather)
- Why other seasons are less ideal
- Limited-time seasonal offer (urgency)
- Customer testimonials from past [season]
- Book now (CTA)

**Example (Roofing - Fall):**

"Why Fall is the Best Time for Roof Replacement in Chicago"

- Mild temperatures (ideal for installation)
- Less demand (better pricing, faster scheduling)
- Prepare before winter (avoid ice dams, leaks)
- Spring/summer are busiest (longer wait times)

**Keywords:** "best time for [service]", "[season] [service] benefits"

**Word Count:** 1,000-1,500

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##### Idea 9: Weather-Specific Tips

**Headline:** "Emergency [Service] Tips for [City] [Weather Event]"

**Template:**

- What to do immediately during [event]
- Safety precautions
- Temporary fixes to prevent damage
- When to call emergency service (CTA)
- Preparation for next time

**Example (Plumbing - Freeze):**

"Emergency Plumbing Tips for Austin Freeze"

- How to prevent frozen pipes (let faucets drip)
- What to do if pipes freeze (don't thaw too fast)
- Signs of burst pipe (shut off water immediately)
- Emergency plumber on call 24/7 (CTA)

**Keywords:** "[city] [weather] emergency", "[service] during [weather]"

**Word Count:** 800-1,200

**Best Published:** Right before or during weather event (timely!)

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##### Idea 10: Holiday Preparation

**Headline:** "[Holiday] Prep: Don't Forget About [Service]"

**Template:**

- Why [service] matters during [holiday]

- What could go wrong (horror stories)
- Pre-holiday checklist
- Emergency service availability
- Book before holiday rush (CTA)

**Example (Plumbing - Thanksgiving):**

"Thanksgiving Plumbing Tips: Don't Let Guests Ruin Your Pipes"

- Don't put grease down drain
- Run cold water with garbage disposal
- Avoid flushing wipes (even "flushable" ones)
- Spread out showers (avoid overwhelming system)
- Have emergency plumber number ready

**Keywords:** "[holiday] [service] tips", "[city] [holiday] preparation"

**Word Count:** 1,000-1,200

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### **Week 3: Local Focus (10 Ideas)**

These establish you as a LOCAL business and rank for location-specific searches.

#### Idea 11: Best Companies List

**Headline:** "Best [Service] Companies in [City] (2026)"

**Template:**

- Criteria for "best" (what to look for)
- Your company profile (of course you're #1)
- 2-4 other reputable competitors (be generous)
- What makes a great [service] company
- How to choose (CTA to contact you)

**Example (Electrician):**

"Best Electricians in Portland (2026)"

1. [Your Company] - 20 years serving Portland, A+ BBB, 500+ 5-star reviews
2. [Competitor 1] - Specializes in residential
3. [Competitor 2] - Great for commercial work

**Keywords:** "best [service] [city]", "top [service] companies [city]"

**Word Count:** 1,500-2,000

**Note:** Being fair about competitors builds trust. You're still #1.

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##### Idea 12-20: Neighborhood Guides

**Headline:** "[Service] in [Specific Neighborhood]: What You Need to Know"

**Template:**

- About [neighborhood] (history, character, demographics)
- Common [service] issues in [neighborhood] (old houses, tree roots, etc.)
- What homeowners should know
- Local landmarks or references
- We serve [neighborhood] (CTA)

**Examples:**

12. "Plumbing in Hyde Park Austin: Old Home Plumbing Challenges"
13. "HVAC in Scottsdale: Cooling Your Desert Home Efficiently"
14. "Roofing in French Quarter New Orleans: Historic Home Considerations"
15. "Landscaping in Beverly Hills: Drought-Tolerant Luxury Design"
16. "Electrical in Brooklyn Heights: Upgrading Brownstone Wiring"
17. "Pest Control in Miami Beach: Tropical Pest Challenges"
18. "Locksmith Services in Downtown Chicago: Urban Security Solutions"
19. "Pool Service in Orange County: Coastal Saltwater Pool Care"
20. "Tree Service in Pacific Northwest: Wet Climate Tree Health"

**Keywords:** "[service] [neighborhood]", "[neighborhood] [service professional]"

**Word Count:** 1,000-1,500 each

**Strategy:** Create one for each neighborhood/city you serve (10-20 posts)

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#### Idea 21: Building Codes/Regulations

**Headline:** "How [City] Regulations Affect [Service]"

**Template:**

- Overview of local codes
- Permit requirements
- Inspection process
- What homeowners need to know
- Why hiring licensed pro matters (we handle permits)

**Example (Electrician - Austin):**

"Austin Electrical Codes: What Homeowners Need to Know"

- When permits are required
- Common code violations
- Inspection process
- Why DIY electrical is risky (code + safety)

**Keywords:** "[city] [service] codes", "[city] [service] permits"

**Word Count:** 1,200-1,800

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#### Idea 22: Local Success Story

**Headline:** "Case Study: [Service] Success in [Neighborhood]"

**Template:**

- Customer background (with permission)
- Problem they faced
- Solution you provided

- Results and testimonial
- Before/after photos
- Contact us for similar results (CTA)

**Example (Landscaping):**

"Before & After: Transforming a Westlake Austin Backyard"

- Customer: Jones family, moved in 2024
- Problem: Overgrown, unusable yard
- Solution: Complete redesign with native plants
- Result: Beautiful, low-maintenance outdoor living space
- Testimonial + photos

**Keywords:** "[service] before after [city]", "[city] [service] case study"

**Word Count:** 1,000-1,500

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##### Idea 23: Company History

**Headline:** "Serving [City] Since [Year]: Our Story"

**Template:**

- How company started (founder's story)
- Growth over the years
- Community involvement
- Team introduction
- Our values and mission
- Why we love serving [city]
- Contact us (CTA)

**Example:**

"Serving Austin Since 2008: The Optimizer Story"

- Started by Offer Ben Saadon
- From solo operation to team of 15

- 500+ local businesses served
- Community involvement (Chamber, sponsorships)
- Our commitment to Austin businesses

**Keywords:** "[service] [city] since [year]", "about [company name]"

**Word Count:** 1,500-2,000

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##### Idea 24: Local Event Involvement

**Headline:** "[City] Events We're Sponsoring This Month"

**Template:**

- Event 1: [Name, date, details]
- Why we're involved (community commitment)
- Event 2: [Name, date, details]
- Event 3: [Name, date, details]
- Come meet us (booth, sponsorship mention)
- We're proud to support [city]

**Example:**

"Austin Events ABC Plumbing is Supporting This Spring"

- Austin Marathon (water station sponsor)
- South by Southwest (local business showcase)
- Zilker Park cleanup (volunteer day)

**Keywords:** "[city] events", "[company] sponsors [event]"

**Word Count:** 800-1,200

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##### Idea 25: Local Landmarks

**Headline:** "Before & After: [Service] Projects Near [Local Landmark]"

**Template:**

- About [landmark] (local relevance)
- Project 1 near [landmark]
- Project 2 near [landmark]
- Project 3 near [landmark]
- We serve the [landmark area] community
- Contact us (CTA)

**Example (Roofing - Seattle):**

"Roofing Projects Near Pike Place Market"

- Historic building roof restoration
- Condo complex reroof (waterproofing challenges)
- Commercial property (Space Needle views)

**Keywords:** "[service] near [landmark]", "[landmark area] [service]"

**Word Count:** 1,000-1,500

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##### Idea 26: Supporting Local

**Headline:** "Why Choose Local: Supporting [City] Businesses"

**Template:**

- Benefits of choosing local (economy, community, service)
- Our local partnerships (suppliers, subcontractors)
- Involvement in [city] community
- National chains vs local: the difference
- Keep [city] dollars in [city]

**Example:**

"Why Hire a Local Austin Plumber (Not a National Chain)"

- We live here, care about reputation
- Support other Austin businesses
- Faster response times

- Personalized service
- Invested in community

**Keywords:** "local [service] [city]", "why choose local [service]"

**Word Count:** 1,200-1,500

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##### Idea 27: Meet Our Team

**Headline:** "Meet Our [City]-Based Team"

**Template:**

- Team member 1: Name, role, background, fun fact
- Team member 2: Name, role, background, fun fact
- Team member 3: Name, role, background, fun fact
- Continue for all team members
- Why our team is special
- Join our team (if hiring)

**Example:**

"Meet the ABC Plumbing Team"

- John Smith, Lead Plumber (20 years experience, Austin native, loves BBQ)
- Sarah Johnson, Office Manager (UT Austin grad, runner, dog mom)
- Mike Rodriguez, Apprentice Plumber (learning the trade, soccer fan)

**Keywords:** "[company] team [city]", "about [company] staff"

**Word Count:** 1,000-1,500

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##### Idea 28-29: Area-Specific FAQs

**Headline:** "[City] [Service] FAQs: Everything You Need to Know"

**Template:**

- Question 1: [Local-specific question] (detailed answer)

- Question 2: [Another question]
- Continue for 15-20 FAQs
- Organized by category (pricing, process, service area, etc.)
- Still have questions? Contact us (CTA)

**Example (HVAC - Phoenix):**

"Phoenix Air Conditioning FAQs"

- Q: How often should I service my AC in Phoenix heat? (A: Twice yearly)
- Q: What temperature should I set my thermostat? (A: 78°F during summer)
- Q: Do I need a bigger AC unit for Phoenix? (A: Possibly, depends on home size)

**Keywords:** "[city] [service] FAQ", "[service] questions [city]"

**Word Count:** 2,000-2,500

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#### Idea 30: Local Partnerships

**Headline:** "Partnering with [City] Businesses for Complete Solutions"

**Template:**

- Why partnerships matter (one-stop solutions)
- Partner 1: [Company, what they do, why we recommend]
- Partner 2: [Company, what they do, why we recommend]
- Partner 3: [Company, what they do, why we recommend]
- Our network of trusted [city] pros
- Contact us for referrals (CTA)

**Example (General Contractor - Austin):**

"Our Austin Partner Network"

- ABC Plumbing (trusted for 10+ years)
- XYZ Electrical (licensed, reliable)
- 123 HVAC (fair pricing, quality work)
- We coordinate with trusted pros for complete remodels

**Keywords:** "[city] [service] partnerships", "[service] referrals [city]"

**Word Count:** 1,000-1,500

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## **Week 4: Commercial/Service Content (10 Ideas)**

These drive conversions by explaining your services and moving customers to action.

##### Idea 31: Service Overview

**Headline:** "[Service] in [City]: Process, Pricing & What to Expect"

### **Template:**

- What is [specific service]?
- When do you need it?
- Our process (step-by-step)
- Timeline expectations
- Pricing ranges
- Why choose us
- Get started (CTA)

### **Example (Drain Cleaning):**

"Drain Cleaning in Austin: What You Need to Know"

- Signs you need drain cleaning
- Our 5-step process
- Typical service time: 1-2 hours
- Pricing: \$150-\$400 depending on severity
- Why we're the best choice
- Schedule now (CTA)

**Keywords:** "[specific service] [city]", "[service] process"

**Word Count:** 1,500-2,000

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#### #### Idea 32-35: Service Comparisons

**Headline:** "[Service Option A] vs [Service Option B]: Which is Right for You?"

**Template:**

- Overview of both options
- Option A: Pros, cons, cost, best for...
- Option B: Pros, cons, cost, best for...
- Comparison table
- Our recommendation based on situation
- Free consultation to decide (CTA)

**Examples:**

- 32. "Tankless vs Tank Water Heaters: Austin Homeowner's Guide"
- 33. "Asphalt vs Metal Roofing: Best Choice for Texas"
- 34. "Traditional Braces vs Invisalign: Which to Choose?"
- 35. "Gas vs Electric Furnace: Heating Your Portland Home"

**Keywords:** "[option A] vs [option B] [city]", "compare [service options]"

**Word Count:** 1,500-2,000 each

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#### #### Idea 36-37: Preventive Maintenance

**Headline:** "How Often Should You [Service] Your [Equipment]?"

**Template:**

- Importance of maintenance
- Recommended frequency (monthly, seasonal, annual)
- DIY maintenance tasks
- Professional maintenance tasks
- Cost of maintenance vs cost of neglect
- Schedule maintenance plan (CTA)

**Examples:**

36. "How Often Should You Service Your AC in Phoenix?"

37. "Gutter Cleaning Frequency for Seattle Homes"

**Keywords:** "[service] frequency [city]", "how often [service]"

**Word Count:** 1,000-1,500

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#### Idea 38-39: Emergency Service

**Headline:** "24/7 Emergency [Service] in [City]: When to Call"

**Template:**

- What constitutes an emergency
- Emergency vs non-emergency (help customers decide)
- What to do before we arrive (safety, damage control)
- Our emergency response time
- Emergency pricing (transparent)
- Call now (prominent CTA)

**Examples:**

38. "Emergency Plumber Austin: When to Call 24/7"

39. "Emergency Locksmith Chicago: Fast Response Times"

**Keywords:** "emergency [service] [city]", "24/7 [service] [city]"

**Word Count:** 1,000-1,500

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#### Idea 40-41: Product Selection Guides

**Headline:** "Choosing the Right [Product] for Your [City] Home"

**Template:**

- Factors to consider (climate, home size, budget, efficiency)

- Option 1: Budget-friendly (pros, cons, cost)
- Option 2: Mid-range (pros, cons, cost)
- Option 3: Premium (pros, cons, cost)
- Our recommendations by situation
- Free consultation (CTA)

**Examples:**

40. "Choosing the Right AC Unit for Your Phoenix Home"

41. "Best Roofing Materials for Florida Climate"

**Keywords:** "best [product] [city]", "choosing [product]"

**Word Count:** 1,500-2,000

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#### Idea 42-43: Warranty & Guarantees

**Headline:** "Our [Service] Guarantee: What's Covered & Why It Matters"

**Template:**

- Overview of guarantee/warranty
- What's covered (specific)
- What's not covered (be honest)
- Duration of coverage
- How to make a claim
- Why we offer this (confidence in work)
- Get your guaranteed service (CTA)

**Examples:**

42. "Our Lifetime Plumbing Repair Guarantee"

43. "Roofing Warranty: What's Really Covered?"

**Keywords:** "[service] warranty [city]", "[service] guarantee"

**Word Count:** 1,200-1,500

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##### Idea 44-45: Common Repairs

**Headline:** "Most Common [Service] Repairs in [City] (And Costs)"

**Template:**

- Repair 1: [Name] (description, causes, typical cost, timeline)
- Repair 2: [Name]
- Repair 3: [Name]
- Repair 4: [Name]
- Repair 5: [Name]
- How to prevent these repairs
- Get your repair estimate (CTA)

**Examples:**

44. "Most Common AC Repairs in Phoenix (And What They Cost)"

45. "Top 5 Plumbing Repairs in Austin Homes"

**Keywords:** "[service] repairs [city]", "common [service] problems [city]"

**Word Count:** 1,500-2,000

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##### Idea 46-47: Replacement vs Repair

**Headline:** "Repair vs Replace: When to Replace Your [Equipment]"

**Template:**

- Factors to consider (age, cost, efficiency, frequency of repairs)
- When repair makes sense
- When replacement makes sense
- Break-even calculation
- Financing options for replacement
- Free assessment (CTA)

**Examples:**

46. "Should You Repair or Replace Your AC Unit?"

47. "Water Heater Repair vs Replacement: The Math"

**Keywords:** "[equipment] repair or replace", "when to replace [equipment]"

**Word Count:** 1,500-2,000

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#### Idea 48: Maintenance Plans

**Headline:** "[Service] Maintenance Plans: Save Money & Prevent Problems"

**Template:**

- What's included in plan
- Benefits (priority service, discounts, peace of mind)
- Pricing (monthly or annual)
- Comparison: Plan vs à la carte
- Customer testimonials
- Sign up today (CTA)

**Example:**

"ABC Plumbing Maintenance Plan: \$19/Month"

- Annual drain cleaning
- Water heater inspection
- Leak detection check
- 15% off all repairs
- Priority scheduling

**Keywords:** "[service] maintenance plan [city]", "[service] membership"

**Word Count:** 1,200-1,500

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#### Idea 49: Financing Options

**Headline:** "Financing Your [Service]: Flexible Payment Options"

**Template:**

- Why we offer financing (make service accessible)
- Financing partners (Synchrony, Wells Fargo, etc.)
- Typical terms (12-months same as cash, etc.)
- Application process (simple, fast approval)
- What credit score you need
- Apply now (CTA)

**Example:**

"Financing Your Roof Replacement"

- 12 months same as cash
- Up to 60-month terms
- As low as 5.99% APR
- Approval in minutes

**Keywords:** "[service] financing [city]", "payment plans for [service]"

**Word Count:** 1,000-1,500

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##### Idea 50: Customer Testimonials Showcase

**Headline:** "What Our [City] Customers Are Saying"

**Template:**

- Introduction (we let our work speak for itself)
- Testimonial 1 (name, neighborhood, service, quote, star rating)
- Testimonial 2
- Testimonial 3
- Continue for 10-15 testimonials
- Link to more reviews
- Become our next happy customer (CTA)

### Example:

"What Austin Homeowners Say About ABC Plumbing"

- "Fast response, fair pricing, cleaned up after themselves. Highly recommend!" - John S., Hyde Park ■■■■■■
- "Solved a problem 3 other plumbers couldn't figure out." - Sarah M., Westlake ■■■■■■

**Keywords:** "[company] reviews [city]", "[service] testimonials [city]"

**Word Count:** 1,500-2,000

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## Content Planning Framework

### The 4-Week Rotation

#### Week 1: Educational Post

- Establishes expertise
- Ranks well on Google
- Drives organic traffic

#### Week 2: Seasonal Post

- Timely and relevant
- High engagement
- Drives immediate calls

#### Week 3: Local Post

- Shows community involvement
- Ranks for "[service] [neighborhood]"
- Builds local authority

#### Week 4: Service/Commercial Post

- Drives conversions
- Bottom-of-funnel content

- High commercial intent

**Repeat this 4-week cycle indefinitely for consistent growth.**

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## SEO Optimization Checklist

Use this checklist for EVERY blog post you publish:

### Keyword Research & Targeting

#### ■ **\*\*Primary keyword identified (search volume 100+ per month)\*\***

- Use Google Keyword Planner or Semrush
- Target: "[service] [city]" or specific long-tail keywords
- Check competition (aim for medium competition)

#### ■ **\*\*Secondary keywords identified (2-3 related keywords)\*\***

- Use Google "People Also Ask" and "Related Searches"
- Include in subheadings and body text

#### ■ **\*\*Search intent understood (informational, commercial, transactional)\*\***

- Informational: "how to", "what is", "guide"
- Commercial: "best", "review", "comparison"
- Transactional: "cost", "near me", "emergency"
- Match your content to intent

### On-Page SEO

#### ■ **\*\*Title tag optimized (under 60 characters, includes primary keyword)\*\***

- Formula: [Primary Keyword] | [Secondary Keyword/Benefit] | [City]
- Example: "Emergency Plumber Austin | 24/7 Service | ABC Plumbing"

#### ■ **\*\*Meta description optimized (155 characters, includes CTA)\*\***

- Include primary keyword

- Mention city/location
- Add compelling benefit
- Include CTA ("Call today", "Get free quote")
- **\*\*URL slug is clean and includes primary keyword\*\***
- BAD: [yoursite.com/blog/post-12345](https://yoursite.com/blog/post-12345)
- GOOD: [yoursite.com/blog/emergency-plumber-austin](https://yoursite.com/blog/emergency-plumber-austin)
- **\*\*H1 tag includes primary keyword + location\*\***
- Only one H1 per page
- Make it compelling and descriptive
- **\*\*H2 and H3 subheadings include related keywords\*\***
- Use H2 for main sections
- Use H3 for subsections
- Include keywords naturally, not forced
- **\*\*Primary keyword in first 100 words\*\***
- Signals to Google what the post is about
- Natural placement, not keyword stuffing
- **\*\*Keyword density 1-2% (natural, not stuffed)\*\***
- If 1,000 words, primary keyword appears 10-20 times
- Should read naturally to humans
- **\*\*Internal links to 3-5 other pages on your site\*\***
- Link to related service pages
- Link to other blog posts
- Use keyword-rich anchor text
- **\*\*External links to 1-2 high-authority sources\*\***
- Link to studies, statistics, or authoritative sources
- Adds credibility

## Images & Media

### ■ **\*\*Featured image added (1200x630px for social sharing)\*\***

- Eye-catching and relevant
- Compressed (under 200KB)

### ■ **\*\*2-5 images throughout post (break up text)\*\***

- Screenshots, diagrams, photos of your work
- Compressed for fast loading

### ■ **\*\*All images have descriptive file names\*\***

- Before upload: "emergency-plumber-austin-leak-repair.jpg"
- Not: "IMG\_1234.jpg"

### ■ **\*\*All images have optimized alt text\*\***

- Describe the image
- Include keywords naturally
- Example: "ABC Plumbing emergency plumber repairing burst pipe in Austin home"

### ■ **\*\*Video embedded (if applicable)\*\***

- YouTube or Vimeo embed
- Increases time on page
- Great for how-to content

## Content Quality

### ■ **\*\*Word count 1,000+ words (aim for 1,500-2,000 for pillar content)\*\***

- Longer content ranks better
- But quality > quantity

### ■ **\*\*Content is original (not copied or thin)\*\***

- Google penalizes duplicate content
- Add unique insights and local perspective

### ■ **\*\*Content is comprehensive (answers all related questions)\*\***

- Cover topic thoroughly
- Answer common follow-up questions
- Include examples
- **\*\*Content is scannable (short paragraphs, bullet points, subheadings)\*\***
  - Paragraphs 2-4 sentences max
  - Use bullet points and numbered lists
  - Whitespace makes it readable
- **\*\*Content includes examples and data\*\***
  - Statistics add credibility
  - Examples make it relatable
  - "Studies show..." or "In Austin, we see..."

## **Calls to Action**

- **\*\*Primary CTA at end of post (contact us, get quote, call now)\*\***
  - Clear and specific
  - Button or prominent text link
- **\*\*Secondary CTA mid-post (subtle, non-intrusive)\*\***
  - Could be sidebar form
  - Or text link within content
- **\*\*Phone number and contact info in post\*\***
  - Make it easy to reach you
  - Click-to-call on mobile

## **Schema Markup & Technical**

- **\*\*Article schema markup added\*\***
  - Helps Google understand content type
  - Shows publish date, author, etc. in search results
- **\*\*FAQ schema added (if post has FAQ section)\*\***

- Can appear in Google's "People Also Ask"
- Use FAQ schema generator
- **\*\*Local business schema on page (NAP, service area)\*\***
- Reinforces your location
- Helps with local SEO

## **Before Publishing**

- **\*\*Proofread for spelling and grammar\*\***
- Use Grammarly or similar tool
- Read aloud to catch errors
- **\*\*Check all links work (internal and external)\*\***
- Click every link
- Ensure no 404 errors
- **\*\*Preview on mobile (most readers are on mobile)\*\***
- Readable text size
- Images display correctly
- CTAs are tappable
- **\*\*Social media preview looks good\*\***
- Use Facebook Debugger or Yoast SEO plugin
- Check title, description, and image

## **After Publishing**

- **\*\*Submit URL to Google Search Console\*\***
- Request indexing
- Speeds up appearance in search results
- **\*\*Share on social media (Facebook, LinkedIn, Twitter)\*\***
- Write compelling social post
- Tag relevant accounts

■ **\*\*Email to your list (if you have one)\*\***

- "New blog post: [Title]"
- Drive immediate traffic

■ **\*\*Update regularly (refresh content every 6-12 months)\*\***

- Update statistics and dates
- Add new information
- Maintain "freshness" for Google

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## Content Repurposing Guide

**One blog post can become 10+ pieces of content.**

### **From Blog Post to Social Media (1 post → 10 social posts)**

**Strategy:** Turn sections of blog post into standalone social posts.

**Example: If blog post is "5 Signs You Need a Plumber"**

**Social Post 1:** (Facebook/LinkedIn)

■ **Sign #1 You Need a Plumber: Slow Drains Throughout Your House**

If one drain is slow, it might be a clog. But if MULTIPLE drains are slow, you likely have a main line issue.

DIY drain cleaners won't fix this. Call a professional before it becomes a sewage backup. ■

Read our full guide: [link to blog post]

**Social Posts 2-5:** Repeat for other 4 signs

**Social Post 6:** Infographic summarizing all 5 signs

**Social Post 7:** Video explaining sign #1

**Social Post 8:** Customer testimonial about issue #3

**Social Post 9:** Behind-the-scenes fixing issue #2

**Social Post 10:** "Which sign have you noticed? Comment below!"

## **From Blog Post to Email Newsletter (1 post → 4 emails)**

**Email 1:** Week post published

- Subject: "New blog post: [Title]"
- Summary + link to read more

**Email 2:** Week 2 (send to non-openers)

- Subject: "[Benefit/Question]"
- Angle from different perspective

**Email 3:** Month later (to new subscribers)

- Part of welcome sequence or content roundup

**Email 4:** Quarterly (content refresh reminder)

- "In case you missed this..."

## **From Blog Post to Video Content (1 post → 3 videos)**

**Video 1:** YouTube long-form (5-10 min)

- Full walkthrough of blog post content
- Use blog as script
- Film yourself or screen record with voiceover

**Video 2:** Instagram Reel / TikTok (30-60 sec)

- Key takeaway or "tip #1"
- Attention-grabbing hook
- Link in bio to full blog post

**Video 3:** Facebook / Instagram Story series (6-10 slides)

- One slide per main point
- Text overlay on branded background
- Swipe-up link to blog

## **From Blog Post to Lead Magnet (pillar post → downloadable PDF)**

**If blog post is 2,000+ words:**

- Reformat as PDF checklist
- Add cover page and branding
- Gate behind email form
- Use as lead magnet

**Example:**

- Blog: "Ultimate AC Maintenance Guide"
- PDF: "AC Maintenance Checklist" (downloadable)

## **From Blog Post to Presentation (1 post → 1 slide deck)**

**Use case:** Local chamber of commerce talks, webinars

**Example:**

- Blog: "5 Signs You Need a Plumber"
- Presentation: "Home Plumbing Basics for Homeowners"
- Slide 1: Title
- Slides 2-6: Each sign (one per slide)
- Slide 7: When to call a pro
- Slide 8: Contact info

## **From Blog Post to Podcast Episode (1 post → 1 episode)**

**If you have a podcast or appear on others:**

- Use blog post as episode outline
- Expand with stories and examples
- Link to blog in show notes

**Example:**

- Blog: "How Much Does AC Repair Cost?"
- Podcast: "AC Repair Pricing: What You Really Pay" (20 min)

## Content Repurposing Calendar

### Day 1: Publish blog post

- Post on website
- Submit to Google Search Console

### Day 2: Social media blast

- Facebook post
- LinkedIn post
- Tweet/thread

### Days 3-9: Daily social posts

- Break blog into 7 social posts (one section per day)

### Week 2: Email newsletter

- Send to email list

### Week 3-4: Video content

- Film and publish YouTube video
- Create Reels/TikToks

### Month 2: Repurpose

- Update and republish on Medium or LinkedIn Articles
- Submit to industry publications

### Month 3: Refresh and re-promote

- Update any outdated info
- Share again on social

**Result:** One blog post provides 3 months of content across all channels.

---

## Tools for Content Creation

## Writing & Editing

- **Google Docs** (Free) - Collaborative writing
- **Grammarly** (Free/Paid) - Grammar and spelling
- **Hemingway Editor** (Free) - Readability
- **ChatGPT / Claude** (Free/Paid) - Idea generation, outlines (edit heavily!)

## Keyword Research

- **Google Keyword Planner** (Free) - Search volume data
- **Ubersuggest** (Free/Paid) - Keyword ideas
- **Semrush** (\$119/mo) - Comprehensive SEO toolkit
- **Ahrefs** (\$99/mo) - Competitor analysis

## Images & Graphics

- **Canva** (Free/Paid) - Easy graphic design
- **Unsplash** (Free) - Stock photos
- **Pexels** (Free) - Stock photos and videos
- **TinyPNG** (Free) - Image compression

## SEO & Analytics

- **Yoast SEO** (Free WordPress plugin) - On-page SEO
- **Google Search Console** (Free) - Track rankings
- **Google Analytics** (Free) - Traffic analysis
- **Google Rich Results Test** (Free) - Schema validation

## Social Media Management

- **Buffer** (\$6/mo) - Schedule posts
- **Hootsuite** (\$99/mo) - Multi-platform management
- **Later** (Free/Paid) - Instagram scheduling

## Content Calendar

- **Trello** (Free) - Kanban board for content planning

- **Asana** (Free/Paid) - Project management
- **Google Sheets** (Free) - Simple spreadsheet tracking
- **Excel Template** (Included) - Use our template!

---

## Content Success Metrics

### Track These KPIs Monthly

#### Traffic Metrics:

- Total blog pageviews
- Organic search traffic (from Google)
- Top 10 performing posts
- Average time on page (aim for 2+ minutes)

#### Engagement Metrics:

- Comments on posts
- Social shares (Facebook, LinkedIn, Twitter)
- Email clicks from newsletter
- Video views (if embedded)

#### Conversion Metrics:

- Leads from blog posts (track with UTM codes)
- Phone calls from blog traffic (use call tracking)
- Form submissions from blog CTAs
- Revenue attributed to blog (ask customers "how did you find us?")

#### SEO Metrics:

- Keyword rankings (track top 10-20 keywords)
- Backlinks to blog posts
- Domain authority (Moz or Ahrefs)
- Featured snippets earned

## What "Good" Looks Like

### Month 3:

- 500-1,000 monthly blog visitors
- 5-10 keywords ranking on page 2-3 of Google
- 1-2 leads per month from blog

### Month 6:

- 1,500-3,000 monthly blog visitors
- 10-20 keywords on page 1 of Google
- 5-10 leads per month from blog

### Month 12:

- 3,000-10,000 monthly blog visitors
- 20-50 keywords on page 1
- 15-30 leads per month from blog
- Blog is your #2 lead source (after Google Ads)

**Reality Check:** Content marketing is a long game. Don't expect overnight results. Consistency over 6-12 months wins.

---

## Overcoming Common Content Obstacles

### "I don't have time to write"

#### Solutions:

1. **Batch content:** Write 4 posts in one day, schedule for the month
2. **Hire a freelancer:** \$100-300 per post on Upwork or Fiverr
3. **Use AI as assistant:** ChatGPT for outlines, you edit and add expertise
4. **Repurpose existing content:** Turn FAQ page into 10 blog posts
5. **Start small:** 2 posts/month (800 words each) = 3 hours total

## "I'm not a good writer"

### Solutions:

1. **"You're an expert:"** You know more than customers, just explain it simply
2. **"Talk, then transcribe:"** Record yourself explaining topic, transcribe, edit
3. **"Use the templates:"** Fill in the blanks, adapt examples
4. **"Hire an editor:"** Write rough draft, pay editor to polish (\$50-100)
5. **"Practice:"** First post will be rough, 10th post will be much better

## "I don't know what to write about"

### Solutions:

1. **"Use this list:"** 50 ideas provided, adapt to your industry
2. **"Customer questions:"** Answer the same 10 questions you get every day
3. **"Google 'People Also Ask':"** Search your service, see what Google shows
4. **"Competitor analysis:"** See what competitors are writing about
5. **"Seasonal calendar:"** Winter prep, spring maintenance, summer tips, fall checklist

## "I'm not seeing results"

**Reality Check:** Content marketing takes 6-12 months to pay off.

### Troubleshooting:

1. **"Are you optimizing for SEO?"** Use the checklist above
2. **"Are you promoting?"** Post on social, email list, share everywhere
3. **"Are you consistent?"** 2-4 posts/month, every month, no gaps
4. **"Are you tracking?"** Use Google Analytics and Search Console
5. **"Are you local enough?"** Every post should mention your city/area

### If yes to all above and still no results after 6 months:

- Hire SEO professional for audit (might be technical issues)
- Consider more competitive budget (Google Ads while SEO builds)

---

## Content Templates (Copy & Paste)

### Template 1: "How Much Does [Service] Cost?"

# How Much Does [Service] Cost in [City]? (2026 Pricing Guide)

Last updated: [Date]

If you're searching for "[service] cost," you're probably wondering what you'll pay. The short answer: \$[X] to \$[Y] depending on several factors.

In this guide, we'll break down exact pricing for [service] in [City], what affects the cost, and how to get the best value.

## Quick Answer: [Service] Pricing in [City]

- **Basic [service]:** \$[X] - \$[Y]
- **Standard [service]:** \$[X] - \$[Y]
- **Premium [service]:** \$[X] - \$[Y]
- **Emergency [service]:** \$[X] - \$[Y] (after hours)

## Factors That Affect [Service] Cost

### Factor 1: [Factor Name]

[Explanation of how this affects price]

### Factor 2: [Factor Name]

[Explanation]

### Factor 3: [Factor Name]

[Explanation]

## [Service] Cost Breakdown

### Service Type 1: [Name] (\$X-\$Y)

What's included:

- [Item 1]
- [Item 2]
- [Item 3]

**Best for:** [Situation]

**Timeline:** [Duration]

### Service Type 2: [Name] (\$X-\$Y)

[Repeat structure]

### Service Type 3: [Name] (\$X-\$Y)

[Repeat structure]

## Hidden Costs to Watch Out For

Many companies add surprise fees. Here's what to ask about:

- [Hidden cost 1]
- [Hidden cost 2]
- [Hidden cost 3]

**Our Promise:** We provide upfront, flat-rate pricing. No surprises.

## How to Get the Best Value

1. [Tip 1]
2. [Tip 2]
3. [Tip 3]
4. [Tip 4]

5. [Tip 5]

## Financing Options

We offer flexible payment plans:

- [Option 1]
- [Option 2]
- [Option 3]

## Get Your Free Quote

Ready for accurate pricing for your specific situation?

- Call us: [(XXX) XXX-XXXX]
- Email: [email]
- Or fill out our quick quote form: [link]

We'll provide a detailed estimate within 24 hours.

---

**About [Company Name]:** Serving [City] since [Year]. [Brief credibility statement]. [Review count] five-star reviews.

## Template 2: "How To" Guide

# How to [Do Something]: A [City] Homeowner's Guide

[Introduction paragraph: Why this matters]

**In this guide, you'll learn:**

- [Benefit 1]
- [Benefit 2]
- [Benefit 3]

**Time required:** [Duration]

**Difficulty:** Easy / Moderate / Difficult

**Cost:** \$[X] - \$[Y] (DIY) or \$[X] - \$[Y] (professional)

## When to [Do This Task]

[Explanation of timing, frequency, or triggers]

## What You'll Need

### Tools:

- [Tool 1]
- [Tool 2]
- [Tool 3]

### Materials:

- [Material 1]
- [Material 2]

## Step-by-Step Instructions

### Step 1: [Action]

[Detailed explanation with tips]

### Step 2: [Action]

[Detailed explanation]

### Step 3: [Action]

[Detailed explanation]

[Continue for all steps]

## Common Mistakes to Avoid

■ **Mistake 1:** [What not to do]

■ **Instead:** [What to do]

■ **Mistake 2:** [What not to do]

■ **Instead:** [What to do]

■ **Mistake 3:** [What not to do]

■ **Instead:** [What to do]

## When to Call a Professional

This is a good DIY project if [conditions]. However, call a pro if:

- [Condition 1]
- [Condition 2]
- [Condition 3]

## Get Professional Help in [City]

If you'd rather have an expert handle this, we're here to help.

■ Call [Company]: [(XXX) XXX-XXXX]

■ Visit: [website]

**Our service includes:**

- [Benefit 1]
- [Benefit 2]
- [Benefit 3]

---

**About [Company]:** [Brief description and credentials]

---

## Next Steps: Your 90-Day Content Plan

## Month 1: Setup & First Posts

### Week 1:

- Download and customize Excel template
- Choose your 3-4 content pillars
- Identify 10 target keywords

### Week 2:

- Write blog post #1 (Educational)
- Optimize with SEO checklist
- Publish and promote

### Week 3:

- Write blog post #2 (Seasonal)
- Optimize and publish
- Create social posts from post #1

### Week 4:

- Write blog post #3 (Local)
- Optimize and publish
- Send email newsletter

## Month 2: Build Momentum

**Goal:** 4 blog posts (one per week)

- Post #4: Educational
- Post #5: Commercial/Service
- Post #6: Local
- Post #7: Seasonal
- Repurpose all posts into social content

## Month 3: Optimize & Scale

- Analyze which posts are performing best (Google Analytics)

- [ ] Double down on winning topics
- [ ] Update older posts with new info
- [ ] Continue weekly publishing

---

## Need Help with Content Marketing?

**Optymizer offers full-service content marketing for local businesses.**

### **What We Do:**

- ✓ Keyword research and content strategy
- ✓ Professional blog writing (4-8 posts/month)
- ✓ SEO optimization (on-page + technical)
- ✓ Content repurposing (social, email, video)
- ✓ Monthly analytics and reporting

### **Our Results:**

- Average traffic increase: 300% in 12 months
- Average ranking improvement: Page 1 for 20+ keywords
- 500+ local businesses served since 2008

### **Pricing:**

- Content Strategy (one-time): \$1,500
- Blog Writing: \$300/post (1,500 words, SEO optimized)
- Full Content Marketing: \$2,000-\$4,000/month (strategy + writing + promotion)

---

## Free Content Marketing Audit

**We'll analyze your current content and provide:**

- Keyword opportunity analysis (what you should be writing about)
- Competitive content gaps (what competitors are ranking for)

- Quick-win recommendations (posts that could rank fast)
- Custom 90-day content calendar

■ **Schedule Your Free Audit:** <https://optimizer.com/content-audit>

■ **Email us:** [hello@optimizer.com](mailto:hello@optimizer.com)

■ **Visit:** <https://optimizer.com>

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Helping local service businesses attract customers with content since 2008.

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