

SHOW ME RESULTS ONLY • \$299 FULL AUDIT

# Show Me Results Only — Results-Only Audit

Business reviewed: **Show Me Results Only** • Simpsonville / Greenville / Upstate SC • <https://showmeresultsonly.com/>

Fourth pass on our own website. The two findings that led the last three reports are closed: a real card has been through the live checkout, and the confirmation email sends. Score moves from 80 to 82.

Review date: August 8, 2026

Sector: Marketing and AI readiness audit service

Overall score: 82/100 — Strong

Prepared by John Such

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# 1. How to use this guide

Start here

## **Executive summary**

The short version of what works and what is leaking.

Then

## **Priority list**

Work top to bottom. Priority 1 is first for a reason.

Then

## **Area sections**

Each explains the score, why it matters, and what to change.

**Simple rule:** do not buy more traffic until the top three priorities are fixed. More visitors against the same leaks just costs more.

## 2. Executive summary

This is the fourth audit of Show Me Results Only, and the first where the two oldest findings are closed. A real card has been put through the live checkout and the charge arrived. The confirmation email the site describes is now actually sent. Both had been open since the second pass on August 7, and the second one had been open in a different form since the first. Quote path moves from 70 to 88 and the overall score from 80 to 82.

The checkout matters more than the number suggests. Earlier in this project the site ran a test-mode payment link for weeks and nobody noticed, because an untested checkout produces no symptom at all until a customer complains. It is now verified twice over: the owner put a personal card through it, and the endpoint was confirmed independently to create live Stripe sessions rather than test ones.

Fixing the email surfaced a second problem that had been invisible. The intake success page was hardcoded as the paid confirmation, so anyone submitting the free form was told they had submitted a paid audit and promised a report within 5 to 7 business days. A free enquirer was being promised the paid deliverable. That page now adapts to the flow the visitor actually used.

Accessibility remains at 82 and is capped there deliberately. Every finding in that area came from a scanner, and automated tooling catches roughly a third of real WCAG issues. The skip link has been confirmed working by hand, but nobody has completed a purchase using only a keyboard. Until somebody does, claiming more than 82 would be claiming more than was measured.

The structural weakness is now the only significant one left, and it cannot be fixed by editing the website. There are still zero reviews, no testimonials and no published client outcomes. Social proof scores 45 and holds down trust and local discovery alongside it. Four audits have been delivered to real businesses. None of those four has been asked for a review.

One transaction is not a track record. The payment path is proven to work; it is not yet proven to be reliable, and no conversion number on this site means anything until there is enough traffic to trend.

### 3. What is already working

#### WORKING

#### **AI systems can now read the site, and most local competitors cannot say that**

All eight crawlers tested return 200: ClaudeBot, GPTBot, OAI-SearchBot, PerplexityBot, Google-Extended, Googlebot, Bingbot and Applebot. A month ago four of those were being refused at the edge.

#### WORKING

#### **The scoring method is published in full**

Every weight, band and check is on a public page. A buyer can verify the arithmetic on their own report. No competitor checked does this.

#### WORKING

#### **A complete sample report is readable before purchase**

The previous audit is public in full, including the areas that scored badly. This is the strongest asset on the site and it costs nothing to maintain.

#### WORKING

#### **The offer stack is genuinely buyer-sortable**

Three named monthly plans with fixed prices, printed exclusions, priced add-ons, and a table mapping each plan to the audit areas it covers.

#### WORKING

#### **Lead source is captured per lead, not just in aggregate**

Referrer and any utm\_ parameters are recorded on first landing and written into the intake record. Most small businesses cannot say where an individual inquiry came from.

#### WORKING

#### **The site is fast**

323ms server response, 73KB homepage, 100 percent of Core Web Vitals samples in the Good band for Largest Contentful Paint.

## 4. Priority list

1

### Ask the four delivered clients for a Google review

**Why it matters:** This is now the largest constraint on the score by a wide margin and the only one the website cannot influence. Social proof sits at 45 and drags trust and local discovery with it. Every other claim on the site is self-issued. It also has the longest lead time of anything left, so starting it late costs the most.

**First move:** Email the four clients this week using the template in `audit-system/delivery-email.md`. Send the review request on its own, about a week after delivery, never attached to the report. Three replies would move the overall score more than any further website work.

2

### Complete a purchase using only a keyboard

**Why it matters:** Accessibility is capped at 82 because everything reported came from a scanner, and scanners find roughly a third of real problems. This matters commercially as well as ethically: the business now sells this exact check, and every client report has to say the check was run by machine.

**First move:** Unplug the mouse. Tab from the homepage through pricing, into checkout, and through the intake form. Note anywhere the focus outline disappears or Tab gets stuck. Then add the step to the audit process so client reports can say it was performed by hand.

3

### Watch the next two payments as closely as the first

**Why it matters:** One successful transaction proves the wiring. It does not prove the wiring holds. The failure mode here is silent, which is exactly how the test-mode payment link survived for weeks.

**First move:** For the next two real payments, confirm three things by hand: the charge in Stripe, the intake record created, and the confirmation email delivered.

4

### Publish something nobody has to take on trust

**Why it matters:** With the mechanics finished, the remaining gap is evidence. Four audits have been delivered and nothing about any of them is public. A single before-and-after with a named business would do more than another page of copy.

**First move:** Ask one of the four clients for permission to publish their score, what was found and what changed. Offer to anonymize the business if they prefer.

5

## Keep the two greens on the right backgrounds

**Why it matters:** The brand carries two greens: #15803D for light backgrounds and button fills, and #16A34A for text on the navy sections. Nothing in the build enforces the split, so the wrong one can be used and nothing will look broken.

**First move:** When adding a green element, check what sits behind it, and re-run an accessibility scan before publishing any redesign.

## 5. Score overview



### Overall: 82/100 — Strong

Everything that could be fixed by working on the website has now been fixed. What is left is the part no amount of editing reaches: nobody outside this business has said anything about it in public. Zero reviews, zero testimonials, one transaction. The site argues its case well and every claim on it is still self-issued.

Twelve areas, each scored 0–100 and combined using fixed published weights. The full rubric is at [showmeresultsonly.com/methodology.html](https://showmeresultsonly.com/methodology.html)

### The shape of the business

Every area at once, against a typical local business.



### Where fixing actually pays

Weight against how far below “Strong” each area sits.



Numbers in brackets are the points the overall score would gain if that area reached “Strong”.

### Homepage conversion

88/100 · Strong

Weighted importance: 11% of the final score.

### Quote path & lead capture

88/100 · Strong

Weighted importance: 11% of the final score.

### Trust & review leverage

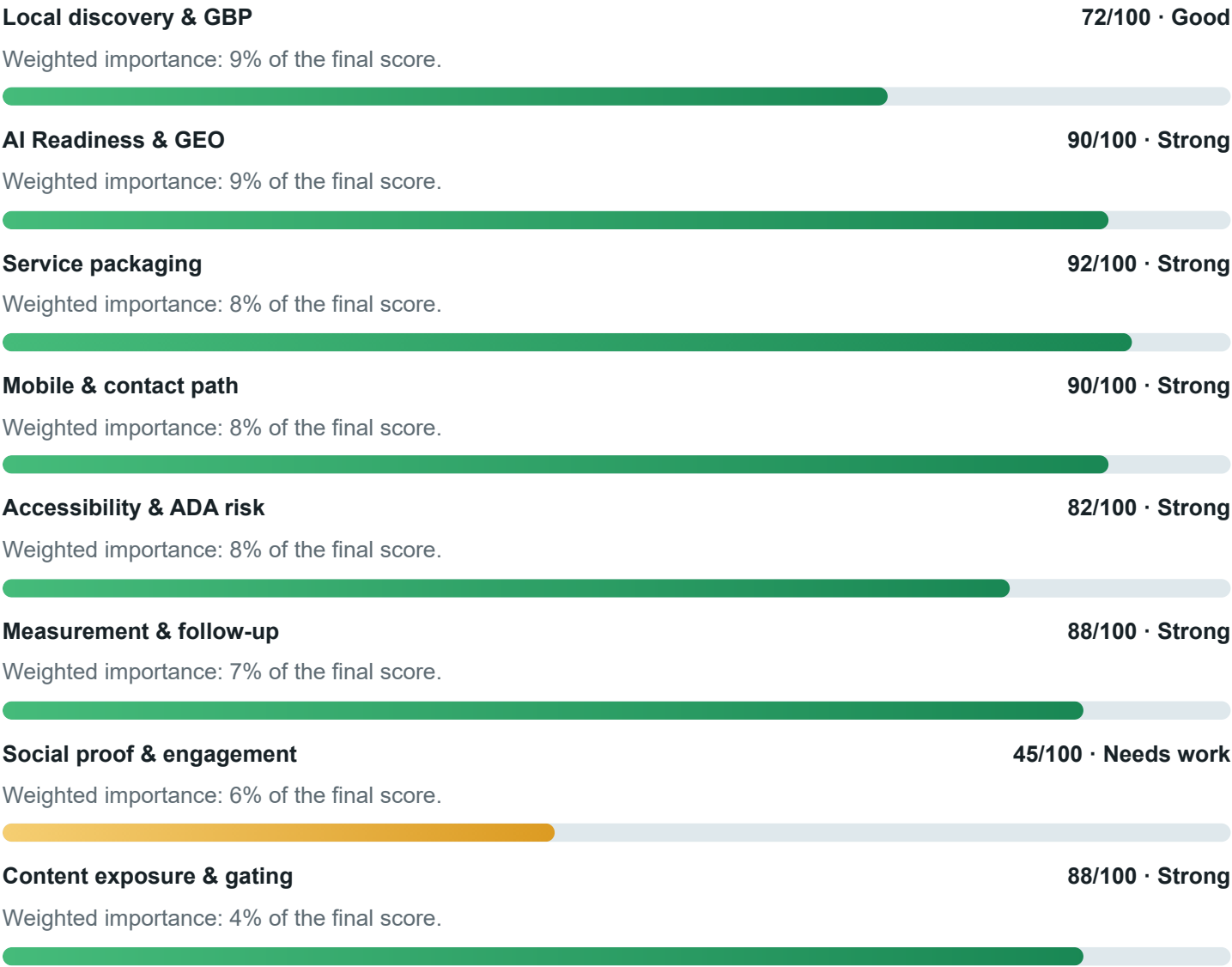
70/100 · Good

Weighted importance: 10% of the final score.

### Brand clarity

88/100 · Strong

Weighted importance: 9% of the final score.



## 6. Homepage conversion

88/100 — Strong

What is being measured

How well the first screen moves a stranger toward the right next step.

**Quick read:** Rewritten from the owner's problem rather than the product, and it is now doing real work. The one gap is that nothing on the page captures an inquiry directly.

### What is working

- Opens on the buyer's problem rather than the service description
- A recognition section quotes six things owners actually say, including having been burned by an agency
- Three-step process and a full sample report both above the midpoint of the page
- 323ms response and 73KB total, so nothing is lost to load time
- Single H1, correct viewport, all three images carrying alt text

### What to fix

- No form anywhere on the homepage, so every inquiry requires a click-through first
- The proof on the page is still all self-issued, with no third-party voice
- Twelve scored areas plus three plans plus an FAQ is a long page for a first-time visitor on a phone



FOR GREENVILLE & UPSTATE SC OWNERS

# People are looking for what you sell. Something is getting in the way.

It is almost never one big thing. It is a phone number that will not tap on a phone. A Google listing missing half its information. A page that never says which towns you serve. Each one quietly costs you customers, and none of them are visible from the inside.

For \$299, we find every one of them and hand you the fix list in the order that will bring the most people through your door.

[Show Me What to Fix \(\\$299\)](#)

[See a Sample Report](#)

- ✓ Answers in 5-7 business days
- ✓ One payment, no retainer ever
- ✓ Read a full report before you buy

## WHAT YOU RECEIVE

Roughly 20 pages, web + PDF

\$299

- 1 Your score, area by area**  
One number out of 100, plus all ten areas broken out.
- 2 The evidence behind it**  
Screenshots and test results for every finding.
- 3 How you compare locally**  
Side by side with real competitors in your city.
- 4 A 30/60/90-day fix plan**  
In priority order, with copy you can paste.

You can read one before you buy. We publish a complete sample report. The real thing, not a redacted teaser.

[See a full sample report →](#)

Homepage as it stands. The problem statement leads, the deliverable sits in the right-hand card, and the sample report is one click away.

FOR GREENVILLE & UPSTATE SC OWNERS

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Show Me What to Fix (\$299)

Get My Audit (\$299)

☎ Call

Mobile view with the sticky bar carrying both the buy action and a tap-to-call button.

**Do this:** Add a two-field capture beside the \$299 pricing card: business name and website, with the button reading "Send me my score". A decided visitor should never have to navigate to convert.

## 7. Quote path & lead capture

88/100 — Strong

What is being measured

How easily somebody can buy the audit or raise a hand, and what happens after they do.

**Quick read:** Held at 70 for four days by two things the software did not do. Both are now done. A real card has been through the live checkout, and the confirmation email sends for real. The path is now end-to-end complete and verified rather than assumed.

### What is working

- A real card has been put through the live checkout and the charge arrived. Until August 8 nobody had ever watched money move, and this project had already shipped a test-mode payment link once without noticing
- The checkout creates a live Stripe session, confirmed independently by the session prefix rather than taken on trust
- The confirmation email is sent and delivered. Resend is verified on a sending subdomain, which leaves the existing inbox untouched
- The success page now tells the truth about which flow was used. It previously told a free enquirer they had submitted a paid intake and promised them a 5 to 7 day report
- The inquiry form is on-site, replacing the external Google Form that leaked trust in the first audit
- Response time is stated publicly as one business day rather than left implied
- A two-field capture sits on the homepage, so a decided visitor does not have to navigate first
- Submissions are stored automatically rather than landing in an inbox that can be missed

### What to fix

- The paid intake form carries 20 visible fields with 8 required. That is defensible after payment, when the buyer is already committed, but it is worth watching for drop-off
- Only one live transaction has ever run. One is enough to prove the path works and not enough to know it is reliable
- A bad product identifier posted directly to the checkout endpoint returns a 500 rather than a 400. Not reachable through normal use, and cosmetic

**Do this:** Watch the second and third real payments as closely as the first. One success proves the wiring; it does not prove the wiring holds.

## 8. Trust & review leverage

70/100 — Good

What is being measured

How strongly proof, examples and confidence cues close doubt at the point of decision.

**Quick read:** Everything that can be done without other people has been done. Everything that requires other people has not.

### What is working

- A complete audit is published for anyone to read before buying, including its low scores
- The scoring rubric is public, so a client can check the arithmetic on their own report
- Weights are fixed and stated as never adjusted per client
- A named owner, a working phone number and a stated refund position
- No guarantee of leads or revenue is offered anywhere, which is rarer than it should be

### What to fix

- Zero Google reviews
- No testimonials, quotes or named clients anywhere on the site
- No published outcomes from the four audits already delivered
- Every claim on the site is still self-issued

**Do this:** Email the four clients already delivered to using the review template. Three short quotes plus three reviews would move this area more than any further copywriting.

## 9. Brand clarity

88/100 — Strong

What is being measured

How quickly a stranger understands the offer, the audience and the promise.

**Quick read:** Among the clearest positioning of anything checked in this market. Two metadata fields are letting it down in search results.

### What is working

- The headline names the buyer's problem, not the seller's product
- Simpsonville, Greenville and the Upstate are stated in words rather than implied
- The owner is named on every page with a phone number and an email
- The ten audit areas are written in owner language, each led by something a real owner would say

### What to fix

- Title tag is 93 characters and truncates in search at around 60
- Meta description is 237 characters and truncates at around 160
- The word 'audit' is doing a lot of work for buyers who may not think of their problem that way

**Do this:** Retitle the homepage to something like "\$299 Marketing Audit | Greenville & Upstate SC" at 47 characters, and cut the description to a single sentence naming the outcome.

## 10. Local discovery & GBP

72/100 — Good

What is being measured

How strong the business looks in local search, maps and service-area relevance.

**Quick read:** The profile exists and is properly connected to the website, which is more than most businesses manage. It is also brand new and empty.

### What is working

- Google Business Profile is live and Google holds a Knowledge Graph entity for the business
- The profile is referenced from the site schema via sameAs plus the Knowledge Graph identifier
- Name, address and phone match exactly between the site and the listing
- Seven Upstate cities named in areaServed schema
- A visible link to the profile in the footer of every public page

### What to fix

- Zero reviews on the listing
- No photos and no posts
- Too new to rank for anything competitive
- Not yet appearing in third-party search results for the business name

**Do this:** Add ten photos this month, publish one post a week, and get the first five reviews. Those three actions are the entire gap between 72 and the high 80s here.

# 11. AI Readiness & GEO

90/100 — Strong

What is being measured

How completely modern search and AI systems can reach, parse and describe the business.

**Quick read:** From the worst contradiction on the site to its strongest technical area. This is now better than anything else checked in the Upstate.

## What is working

- All eight crawlers tested return 200, including ClaudeBot, GPTBot, OAI-SearchBot and PerplexityBot
- The Cloudflare managed robots.txt block that was disallowing AI crawlers is gone
- Four schema types on the homepage with zero invalid blocks: ProfessionalService, WebSite, HowTo and FAQPage
- llms.txt publishes the full weighting table, what AI readiness tests, and explicit limitations
- Every core page has a Markdown twin served on Accept: text/markdown, roughly 80 percent smaller than the HTML
- Missing URLs now return a real 404 instead of 200 with the homepage

## What to fix

- Nothing outside the site references the business, so there is no corroboration for an assistant to draw on
- A search for the business name returns no result in third-party indexes yet
- Content depth is still one explainer article plus the methodology page

## PUBLISHED RUBRIC

# How we score a business from 0 to 100

This is the entire rubric behind the \$299 audit: every area, every weight, every score band, and the things we deliberately refuse to score. It is public so you can check our work, and so you can see whether the method is worth paying for before you pay for it.

## The formula

Ten areas. Each scored 0–100 on its own merits, then multiplied by a fixed weight and added together. The weights reflect how much each area affects whether a stranger becomes a paying customer, not how interesting the area is to talk about.

$$\text{Overall} = \sum (\text{area score} \times \text{area weight}) \div 100$$

| Area                      | Weight | Why this weight                                                  |
|---------------------------|--------|------------------------------------------------------------------|
| Homepage conversion       | 12%    | Most visitors decide here. Everything downstream depends on it.  |
| Quote path & lead capture | 12%    | The single most common place a ready buyer gives up.             |
| Brand clarity             | 11%    | If people cannot describe what you do, nothing else compensates. |

The published scoring rubric. This page is both the trust asset and the most quotable content on the site for an AI assistant.

**Do this:** The technical work here is finished. What moves it now is being mentioned somewhere other than your own domain: reviews, a LinkedIn presence with real posts, or a local directory listing.

## 12. Service packaging

92/100 — Strong

What is being measured

How clearly the site turns capability into something a buyer can choose and price.

**Quick read:** The strongest area on the site, and stronger than anything found in the local competitive set.

### What is working

- Three named plans at \$297, \$597 and \$997 with setup fees stated up front
- Every plan prints what is not included directly beside what is
- A table maps all twelve audit areas to which plan watches versus improves each one
- Add-ons are priced and deliberately kept outside the plans
- Commercial terms are on the page: audit first, 90 days then monthly, stated change allowances, one location means one location

### What to fix

- The one-time fix sprint has no price or range, so the middle of the ladder is invisible
- "Most popular" appears on Results Capture, which is a forward-looking claim rather than a fact

[AFTER THE AUDIT](#)

## The audit tells you what is broken. This is who keeps it fixed.

I keep your digital front door healthy, make sure leads get a response, and keep improving the parts most likely to affect calls, quotes and bookings. Three plans, fixed prices, and a written list of what is not included so nobody is guessing.

Plenty of owners do the fixes themselves and never buy any of this. That is fine. The report is written so they can.

[See the three plans](#)[Help me pick one](#)

### How this goes

Nobody skips step one. It is how I know what I would be taking on.

Three plans with prices, exclusions printed beside inclusions, and a table mapping each plan to the audit areas it covers.

**Do this:** Give the fix sprint a starting-from figure. A buyer who is not ready for a monthly plan currently has nothing between \$299 and \$297 a month.

## 13. Mobile & contact path

90/100 — Strong

What is being measured

How easily a phone visitor understands the offer and reaches a human.

**Quick read:** Went from having no tap-to-call anywhere to having it in every sensible position. This is now a strength.

### What is working

- (864) 531-2488 is a tap-to-call link on every page
- The mobile sticky bar carries both the buy action and a Call button
- The phone number is in the ProfessionalService schema and in contactPoint
- Correct viewport, no horizontal overflow at 390px, business hours published

### What to fix

- No text-message option, which many contractors prefer over a call
- No booking or calendar link, so scheduling still requires a back-and-forth

**Do this:** Add an SMS link beside the call button. For trades buyers, a text is a lower-friction first contact than a phone call.

## 14. Accessibility & ADA risk

82/100 — Strong

What is being measured

Whether someone using a screen reader, a keyboard, or simply needing larger text can use this site, checked against WCAG 2.1 Level AA.

**Quick read:** Fixed during this audit rather than after it. Every AA contrast failure is gone and the site now passes a full automated scan. It is held below 90 because nobody has yet tried to use it with a keyboard.

### What is working

- Zero WCAG 2.1 AA violations across all seven pages tested with axe-core, down from 42
- Every structural check passes: lang attribute, alt text on all images, programmatic labels on all form fields, one H1 per page, no skipped heading levels
- A skip-to-content link is now the first focusable element on every page, closing a Level A bypass-blocks failure
- Pinch-zoom is not disabled, which is a common and serious failure elsewhere
- No positive tabindex, so keyboard order follows the visual order
- Text over the navy gradient sections was checked by sampling rendered pixels rather than assumed, with the tightest margin measuring 5.01:1 against a 4.5 requirement

### What to fix

- Keyboard operability and focus visibility have still not been tested by a human. Automated tooling finds roughly a third of WCAG issues, so a clean scan is not a pass
- Screen reader announcement order has not been checked with an actual screen reader
- The brand now carries two greens and there is nothing in the build to stop the wrong one being used on the wrong background in future

**Do this:** Unplug the mouse and complete the buy flow start to finish. Note anywhere focus disappears or gets stuck. That single test is worth more than another scan, and it is the difference between this area scoring in the 80s and scoring above 90.

## 15. Measurement & follow-up

88/100 — Strong

What is being measured

How visible tracking, response discipline and follow-up are from the public surface.

**Quick read:** Analytics, per-lead source capture and conversion events are all live, and the automatic response that was missing now sends. What is left cannot be fixed with code: there is not enough traffic yet for any of these numbers to mean anything.

### What is working

- Cloudflare Web Analytics collecting traffic and Core Web Vitals with no script of our own
- GA4 tracking begin\_checkout, generate\_lead, contact\_click, view\_plan, view\_sample\_report and scroll depth
- Referrer and utm parameters captured on first landing and written into every intake record
- A one-business-day response promise published beside every contact path
- Intake submissions stored automatically rather than depending on an inbox

### What to fix

- No tracking of what happens after an intake arrives, so time-to-first-reply is still not measured
- Conversion events are live but there is not yet enough traffic for the numbers to mean anything
- One transaction is not a conversion rate. Nothing here can be trended until volume exists

**Do this:** Send the receipt email, then record the timestamp of the first human reply. A business that sells response discipline should be able to prove its own.

## 16. Social proof & engagement

45/100 — Needs work

What is being measured

How much public presence outside the website makes the business look chosen and real.

**Quick read:** The weakest area by a wide margin, and the least fixable from a keyboard. A LinkedIn company page now exists, which is a start and not much more.

### What is working

- A LinkedIn company page exists
- No abandoned or half-finished profiles creating a bad impression, which is its own kind of tidy

### What to fix

- No posting history or engagement anywhere
- No verified presence on any other platform
- Nothing outside the site corroborates that the business exists or that anyone has bought from it
- The LinkedIn page is not yet referenced from the site schema

**Do this:** Post the sample report to LinkedIn with two sentences on what the audit found. One real post a week for a month beats a content calendar nobody sustains.

## 17. Content exposure & gating

88/100 — Strong

What is being measured

Whether the things that are supposed to be private actually are, checked by requesting them as a stranger with no credentials.

**Quick read:** Clean today. It was not clean yesterday, and the failure is the reason this area now exists in the rubric at all.

### What is working

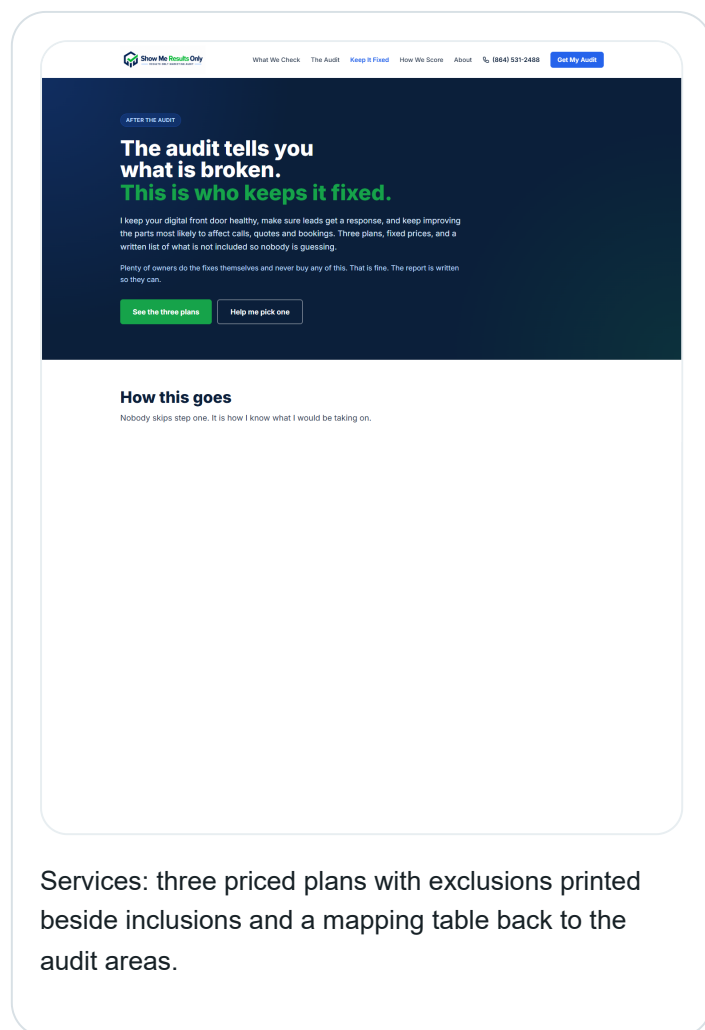
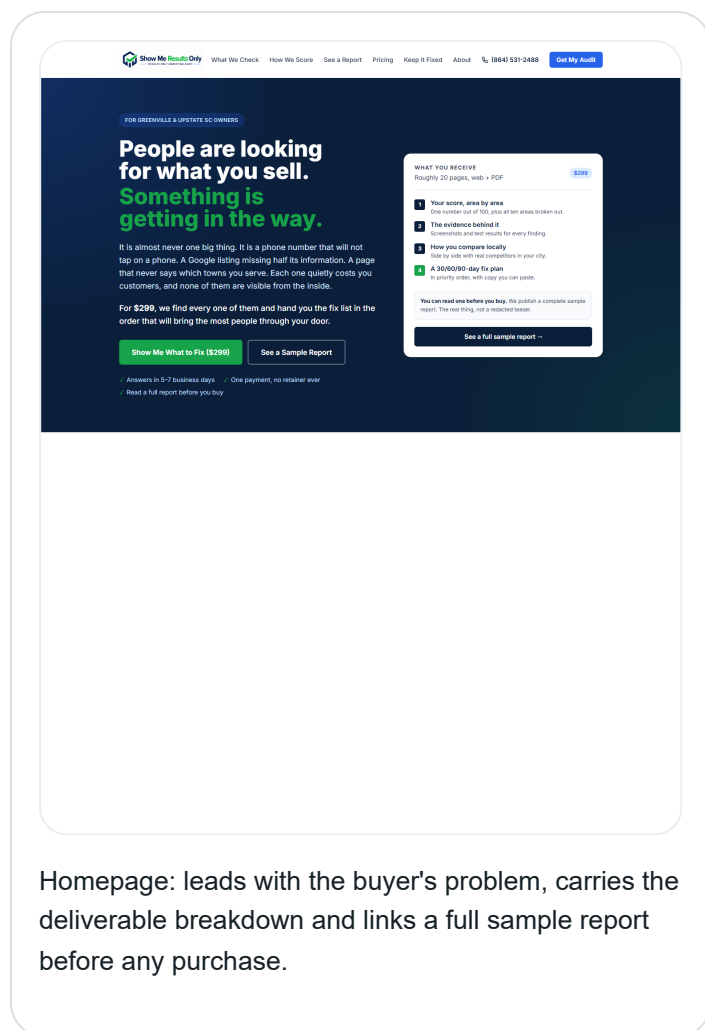
- None of the 14 standard exposure paths returns anything readable
- The client area returns 401 without credentials, including the report images inside it
- Paid guides are locked by pattern as well as by folder, so one filed in the wrong place stays protected
- Build scripts, the probe, the rubric source and the project notes all return 404
- robots.txt keeps client deliverables out of the index without relying on robots for access control

### What to fix

- This scored roughly 25 the day before. Every paid client report sat in a public folder beside the free version that gets emailed out, and one free report linked to the paid guide with a button
- The report builders were readable at their URLs, and each contains the full text of a paid report in source form, so moving the HTML would not have been enough on its own
- Nothing had been checked, which is the actual finding. The exposure was a year old in principle and was found by looking rather than by anything failing

**Do this:** Request your own paid deliverable in a private browser window once a quarter. It takes a minute and it is the only check that catches this before a customer does.

## 18. Evidence exhibits



Share My Results Only

What We CheckSee a Report📞 (866) 531-2488Get My Audit

PUBLISHED RUBRIC

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| Quote path & lead capture | 12%    | The single most common place a ready buyer gives up.             |
| Brand clarity             | 11%    | If people cannot describe what you do, nothing else compensates. |

Methodology: the complete rubric published, including the things the audit deliberately refuses to score.

Share My Results Only

Secure checkout by Stripe

ONE-TIME PAYMENT

### Results-Only Audit

## \$299.00

One business, one location. No retainer, no subscription, nothing recurring.

- ✓ Score out of 100 across all ten weighted areas
- ✓ Every finding explained in plain English
- ✓ Screenshot evidence behind each finding
- ✓ Local competitor comparison
- ✓ AI Readiness testing across ChatGPT, Claude, Perplexity and Google
- ✓ 30/60/90-day fix plan in priority order
- ✓ Web report and PDF, both yours to keep

Pay \$299 and start my audit

You will be taken to Stripe to pay. We never see or store your card details.

#### What happens after you pay

- You land on a short intake form.**  
About five minutes. Your website, service area, what you sell, and what is frustrating you.
- You get a confirmation email immediately.**  
If it does not arrive within a few minutes, check spam, then email John.
- Your report arrives in 5 to 7 business days.**  
A web link and a PDF. Nothing else is required from you in between.

#### If this is the wrong purchase, we will say so

If your business is outside what this audit can usefully evaluate, we will tell you and refund you rather than send a padded report. That covers having no website, or any situation where the report would not tell you anything you do not already know.

Not sure yet? [Ask John](#), or call [\(866\) 531-2488](tel:(866)531-2488). Questions go to John directly and get answered within one business day.

#### Want to see one before you buy?

We publish a complete sample report in the identical format you will receive: every section, every score, every screenshot.

[Read the full sample report](#)  
[See how the scoring works](#)

Checkout: rebuilt with what-happens-next and a refund position. The payment behind it remains untested with a real card.

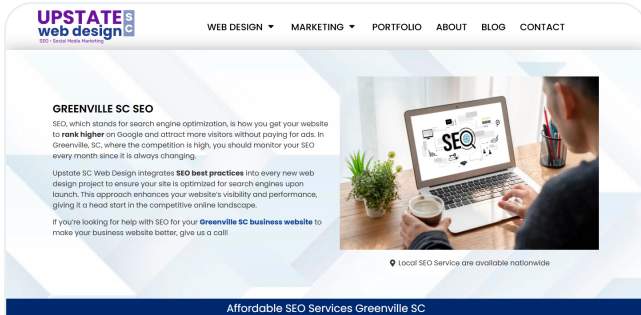
## 19. Competitor and substitute read

The screenshot shows the Sprout Sage Solutions website. The header includes navigation links for Services, About, Process, and Contact, along with a 'Sign a Custom Quote' button. A sidebar on the left lists various topics under 'ON THIS PAGE'. The main content area features a 'KEY FACT' section stating that as of June 2026, the 'HVAC marketing Greenville SC' query is won mostly by HVAC contractors and BBB directories rather than agencies. Below this is a blog post titled 'HVAC Marketing in Greenville: Founder-Led, From \$1,500/Mo Flat, No Contract' by Handeep Singh, Founder of Sprout Sage Solutions. The post includes a sub-header 'I searched "HVAC marketing Greenville SC" before writing this page. What Google returned: as of June 2026, was mostly HVAC contractors themselves. Hoffman & Hoffman, Corley Davis Services, plus two BBB directory pages and exactly one local agency. The marketers have largely skipped this market while the market itself exploded: Greenville-Anderson-Greer just became South Carolina's first million-person metro at 1,014,101 residents last.' and a 'Work with me' button.

**Sprout Sage Solutions:** HVAC marketing for Greenville, from \$1,500 a month with no contract, and a free audit including a 30-minute session over WhatsApp. This is the closest direct competitor found: same city, same contractor buyer, price stated openly, and the diagnostic given away to open the conversation.

The screenshot shows the Media Spearhead website. The header includes navigation links for Services, Industries, Locations, and About, along with a 'Free Consultation' button. The main content area features a large headline 'Digital marketing built for Greenville businesses.' and a sub-headline 'Locally based, and operational -Anderson metro. Local SEO, websites for manufacturing, of estate, and the booming Main Street and beyond.' Below this is a 'Get Up to \$1,000 In Free Ad Credit' offer for new Google Ads accounts through their Premier Partner program. A table lists three pricing options: \$350/mo, \$750/mo, and \$1,000/mo. A 'Claim My Free Ad Credit' button is prominently displayed. The bottom right corner features a 'Free Consultation' button.

**Media Spearhead:** Greenville digital agency offering one free audit spanning SEO, Google Ads and the website, positioned as knowing what needs fixing before committing. Bundles services under one team and claims a materially lower blended cost per lead as the reason to consolidate.



**Upstate SC Web Design:** Free website and SEO audit for Greenville businesses, competing explicitly on affordability. Thinner on method than the others, but it occupies the same first search result a price-sensitive local buyer will land on.



**GreeneBarr Strategic Enterprises:** Free marketing audit packaged with a custom checklist and a blueprint e-book. The clearest example of the audit used purely as a lead magnet, with the deliverable itself treated as content rather than as the product.

## What they do better

- All four give an audit away free. Show Me Results Only charges \$299 for one and never explains why on the site.
- Sprout Sage publishes a monthly starting price, so a buyer can self-qualify before making contact.
- Every one of them has been operating long enough to have reviews, history and an established local footprint.
- Several offer an immediate human conversation, by WhatsApp or phone, as the first step rather than a form.

## What you can own

- A published scoring rubric. None of the four shows how its audit reaches a conclusion.
- A complete sample report readable before purchase. None of the four will show you one.
- A paid audit carries no obligation. Their free audits exist to sell a retainer, which is a real cost the buyer pays later.
- AI readiness tested rather than claimed, at a moment when none of the four mentions it at all.
- One named person accountable, versus an agency where the buyer does not know who does the work.

## 20. Off-site footprint

### Confirmed

- Google Business Profile is live with a Knowledge Graph entity, /g/11zhbn90r7
- Name, address and phone are consistent between the site and the listing
- A LinkedIn company page exists
- Owner identity and Simpsonville location are stated openly on every page

### Not confirmed in accessible checks

- Any review on any platform
- Any social engagement, posting rhythm or follower base
- Any third-party mention, citation or directory listing
- Any search result for the business name in third-party indexes

“Not confirmed” means a public check could not verify it — not that it does not exist. Where a login blocked the check, that is stated rather than guessed.

## 21. Copy you can paste

### Answering the free-audit objection

**Try:** Most audits around here are free because they are advertising. The free one tells you enough to worry you and not enough to act. This one costs \$299, takes 5 to 7 business days, scores you against a rubric you can read before you buy, and comes with no obligation to hire anyone afterwards. Plenty of people buy it, fix the list themselves, and never speak to me again. That is a fine outcome.

### Homepage title, under 60 characters

**Try:** \$299 Marketing Audit | Greenville & Upstate SC

### Meta description, under 160 characters

**Try:** We score your business 0-100 across twelve areas and tell you exactly what to fix first. Plain English, 5-7 days, no retainer.

### The confirmation email that should exist

**Try:** Your intake is in. Here is what you sent me, and here is what happens next: I start work today, and your report lands within 5 to 7 business days at this address. Nothing else is needed from you. If anything changes, reply to this email or call (864) 531-2488.

### Inline homepage capture

**Try:** Not ready to buy? Tell me your website and I will tell you the single biggest thing costing you customers. No charge, one business day, no sales call attached.

## 22. 30 / 60 / 90-day roadmap

This week

### **Stop the two things that can lose a customer silently**

- Send the confirmation email, or remove the promise from all three pages
- Put a real card through the checkout and confirm the money lands
- Email the four delivered clients asking for a review
- Rewrite the homepage title and meta description to fit search

30 days

### **Get outside evidence on the board**

- First five Google reviews live
- Ten photos and four posts on the Business Profile
- Add the free-audit objection block to the homepage
- Add an inline capture form near the pricing card
- Publish the LinkedIn page properly and add it to the site schema

60 to 90 days

### **Turn delivered work into visible proof**

- Two client case studies published with permission
- Price the one-time fix sprint so the middle of the ladder exists
- Three more articles in the AI readiness cluster
- Track time-to-first-reply on every inquiry and publish the actual number
- Re-run this audit and compare against 81

## 23. If you want this handled for you

### Fix the intake receipt

Add an email send to the intake worker so every submission gets a receipt with the delivery window, and record the timestamp so response time becomes measurable rather than merely promised.

**Best when:** Immediately. This is a broken promise to paying customers, not an optimization.

### Proof sprint

Collect reviews and testimonials from the four delivered audits, write two case studies with permission, and place them next to the pricing card and the checkout.

**Best when:** The website has run out of ways to argue for itself and needs other people to do it.

### Local visibility build-out

Business Profile photos, weekly posts, review capture, citation basics, and a LinkedIn presence that actually publishes.

**Best when:** The listing exists but is empty, which is exactly where this business is now.

**No obligation.** Everything in this report is written so you or your own web person can do it. These exist only if you would rather not.

### Questions about anything in here?

Reply to the delivery email or write to [john@showmeresultsonly.com](mailto:john@showmeresultsonly.com). If you disagree with a score, say so — several findings in past audits changed once the owner explained something that was not visible from outside.

Show Me Results Only • [showmeresultsonly.com](https://showmeresultsonly.com) • Prepared by John Such • August 8, 2026

Scored against the published rubric at [showmeresultsonly.com/methodology.html](https://showmeresultsonly.com/methodology.html). No guarantee of leads or revenue is offered or implied.