



## The Importance In Being Ranked In The Top 3 Search Results in Google (Add Your #'s Here)

Total Number Of Monthly Leads For All Keywords (Get Results From Our Keyword Analysis Report):

Your Average Closing Rate:

Net Total Number Of Leads (NTNOL):

Average Value Of A Service Call (AVOSC):

$NTNOL \times AVOSC =$  Total Potential Gross Monthly Revenue Increase:

Potential Yearly Income Increase:

What Is Your Goal For Doing This Business Both Personally and Professionally?



## The Importance In Being Ranked In The Top 3 Search Results in Google (EXAMPLE FORM)

**(Example-Results Will Vary Per Location & Market/Niche)**

**Total Number Of Monthly Leads For All Keywords (Get Results From Our Keyword Analysis Report): 200**

**Your Average Closing Rate: 65%**

**Net Total Number Of Leads (NTNOL): 130**

**Average Value Of A Service Call (AVOSC): \$300**

**NTNOL X AVOSC = Total Potential Gross Monthly Revenue Increase: \$39,000.00**

**Potential Yearly Income Increase: \$468,000.00**

**What Is Your Goal For Doing This Business Both Personally and Professionally?** To be able to spend more time with family.