

GETTING STARTED GUIDE · KINGDOM ROOFING

WHAT WE NEED FROM YOU

About 30 minutes in your first week, then about 15 minutes a month. We have already gathered most of what we need. This guide covers only what has to come from you.

Prepared by Anthony Scott Digital

Website + SEO/AEO plan

PART 01

HOW THIS WORKS

You keep ownership of everything. You add us as a helper on your accounts, check the details we already have, answer a few questions only you can answer, and we do the rest.

30 min
of your time in the first week, spread over a few short steps.

15 min
a month after that: a few photos, a quick yes on new pages, any news.

1 habit
asking every customer for a review with the link we give you.

Three safety rules. Never email or text us a password. We never need one, because every step below adds us as a helper instead. You can remove us from any account at any time. And if anyone calls or emails claiming to be "Google" and asks for money or a code, do not answer them. Forward it to us.

WHERE TO SEND THINGS

Send everything to **anthony@anthonyscottdigital.com** or call **(920) 224-5244**. When a step says "add us", that is the email address to type in.

PART 02

YOUR FIRST WEEK, STEP BY STEP

1

5 MINUTES

ADD US TO YOUR GOOGLE BUSINESS PROFILE

1. On a computer, sign in to the Google account you use for your business.
2. Go to google.com and search your exact business name.
3. Above the results you will see a panel that says "Your business on Google". Click the three dots, then **Business Profile settings**.
4. Click **People and access**, then **Add**.
5. Type **anthony@anthonyscottdigital.com**, choose **Manager**, and click **Invite**.

Why: this is the listing that puts you on Google Maps. It is the most important thing we work on. If you do not see that panel, or you are not sure which Google account owns your listing, tell us and we will sort it out together.

2

5 TO 15 MINUTES

CONNECT YOUR WEBSITE ADDRESS

We look up which company your website address, kingdomroofingwi.com, is registered with and tell you. Then pick whichever of these suits you. All three get the same result, and none of them means sending us a password.

A. WE DO IT FOR YOU

You invite us as a helper on the account, the same way you did for Google. We send the exact clicks for your company. After that we handle everything and you do nothing else.

BEST IF
you want it off your plate.

B. YOU KEEP IT PRIVATE

A 10 minute call. You sign in yourself and share your screen. We tell you what to click. We never see or hold your login.

BEST IF
you would rather nobody else has access.

C. WE DO IT TOGETHER

We sit down with you, or get on the phone with you and the company's support line, and walk through it. You only have to confirm you are the owner.

BEST IF
computers are not your thing.

Not sure who has the login? That is common, especially if someone else set up your website years ago. Tell us and we will help you get it back. It is your address and you

are entitled to it.

Why: this points your address at your new website and lets Google and Bing confirm the site is yours. It is a one time step. Once it is done we do not need to ask again.

3

2 MINUTES EACH

APPROVE OUR ACCESS REQUESTS

We will send requests to manage your Facebook page and, if you have them, your Yelp and Better Business Bureau pages. Each one arrives as an email or a notification with an **Approve** or **Accept** button. Tap it.

Why: Bing and several AI tools read your Facebook and Yelp reviews instead of your Google ones, so those pages need to be right too.

4

1 MINUTE

PASS ALONG VERIFICATION CODES

When we claim your listings on Bing, Apple Maps and others, those companies check that the business is real. They do it with a phone call or text to your business line, an email, or a postcard in the mail with a code on it.

1. Tell whoever answers your phone that these calls are coming this month.
2. When a code arrives, call or text it to us the same day. Most codes expire.

Why: until a listing is verified we cannot fix it. These codes only confirm a business listing. They are not bank or password codes, and we will always tell you ahead of time which ones to expect.

5

5 MINUTES

CHECK THE DETAILS WE ALREADY HAVE

Part 03 lists what we found on your website, your Google listing and your other listings. Put a tick beside anything that is right and write in anything that is wrong. A photo of the page sent by text is fine.

Why: we copy these exact details onto every listing. Where your current listings disagree with each other, we need you to tell us which one is true.

6

10 MINUTES

ANSWER EIGHT QUESTIONS ONLY YOU CAN ANSWER

They are in part 03 too. Write the answers, or call us and say them out loud.

Why: these are the things nobody can look up, like which phone line is your real one and which jobs you want more of.

7

5 MINUTES

ADD US TO THE TRACKING YOU ALREADY HAVE

Your website already has Google Analytics, Google Search Console and CallRail call tracking. We send you an access request for each one. Approve them the same way as step 3.

Why: these hold your real history of visits and calls. With them your monthly report can show how many calls the website and Google brought you, measured against where you started.

What you do not need to send. Your logo, your current photos, your reviews, your service list and your service area. We already have them from your website and your Google listing. New job photos start in month two, and only a few at a time.

PART 03

CHECK WHAT WE HAVE, THEN EIGHT QUESTIONS

Tick what is right. Write over what is wrong.

DETAIL	WHAT WE FOUND	RIGHT?
Appleton office	2323 E Capitol Dr, Ste 123, Appleton, WI 54911	☐
Second office	Your website says you also work from Horicon. We could not find a street address for it.	☐
Hours	Monday to Friday, 8:30 am to 5:00 pm	☐
Services	Residential roofing, roof replacement, roof installation. Roof repair for storm, wind and hail damage. Commercial roofing, flat roof repair, commercial shingle replacement. Siding, windows, gutters, garage doors.	☐
Service area	Appleton, Neenah, Menasha, Kaukauna, Oshkosh, Winneconne, New London, De Pere, Green Bay, Howard, Manitowoc, Horicon, Beaver Dam, Mayville, Waupun, Fond du Lac, Ripon, Berlin, Stevens Point, Sturgeon Bay	☐
Certification	Malarkey Certified Pro, since 2024	☐
Financing	Offered. Your website has a financing page.	☐
Google reviews	5.0 stars from 241 reviews. No action needed.	HAVE IT
Logo and photos	Copied from your current website. No action needed.	HAVE IT

EIGHT QUESTIONS ONLY YOU CAN ANSWER

1. We found four phone numbers: (920) 404-5760, (920) 956-9740, (920) 764-8931 and (920) 851-5684. Which is your main line, and do the others still ring?	
2. What is the Horicon street address, and can customers visit either office?	
3. Who adds pages to your current website today? New ones have gone up most weeks since May.	
4. You are a Malarkey Certified Pro. Are you certified with any other brands?	
5. What are your warranty terms, in your own words?	
6. Do you install metal roofing? Do you offer a maintenance plan?	
7. Which three services make you the most, and which towns do you want more work in?	
8. What is an average job worth, and how many jobs do you win out of 10 calls?	

Question 8 stays private. We use it only to show you what the extra calls on your report are worth.

PART 04

THE ONE HABIT: REVIEWS

This is the single thing we cannot do for you, and it is the biggest lever you control.

HOW TO ASK

We give you a short link and a printed code customers can scan with a phone camera.

WHEN

Right when the job is finished and the customer is happy. Same day beats next week.

WHAT TO SAY

"Reviews are how local families find us. Would you mind leaving one? It takes about a minute. I will text you the link right now."

ONE EXTRA ASK

"If you can, mention what we did and what town you are in." Google reads those words.

THE RULES

Google removes reviews and can take down a listing when these are broken.

ASK EVERYONE

Not only the customers you think will give five stars.

NO REWARDS

No discounts, gift cards or drawings in exchange for a review.

REAL CUSTOMERS ONLY

No reviews from staff, family or friends who were not customers.

LET THEM DO IT

On their own phone, in their own words. Do not hand them a company tablet.

BAD REVIEW?

Do not reply angry and do not ignore it. Tell us. We write a calm reply for you to approve, and if the review breaks Google's rules we report it.

PART 05

EVERY MONTH AFTER THAT

1

Send a few photos

Three to five from that month's jobs, with the town and the service for each.

2

Look over new pages

We send a link to anything new. Reply with a yes or a change within 5 business days. If we do not hear back, we publish it so your plan stays on schedule. Any page can be changed later.

3

Tell us your news

A new service, a new hire, an award, a big or unusual job, a charity project, a price change.

TELL US BEFORE YOU CHANGE ANY OF THESE

- Your business name
- Your address, or adding a second location
- Your phone number
- Your hours
- Services you add or stop offering
- Who has the login for your domain or Google account
- Hiring anyone else to work on your website, ads or listings
- Your email address

A change made in one place and not the others is the most common way a business slips in the rankings. Tell us first and we update everything at once.

PART 06

YOUR CHECKLIST

Tick these off as you go. When the first seven are done, your setup is complete.

- [ ] Added Anthony Scott Digital as a manager on our Google Business Profile
- [ ] Connected our website address using option A, B or C
- [ ] Approved the Facebook, Yelp and BBB access requests
- [ ] Warned whoever answers the phone that verification calls and postcards are coming
- [ ] Checked the details in part 03 and sent back any corrections
- [ ] Answered the eight questions
- [ ] Approved access to Google Analytics, Search Console and CallRail
- [ ] Received our review link and scan code, and started asking every customer
- [ ] Know who at our business sends the monthly photos and approves pages

WHAT HAPPENS ON OUR SIDE

WHEN	WHAT WE DO
Week 1	Record your starting point: map ranks, calls, reviews, AI answers. Start rebuilding your Google profile.
Weeks 2 to 4	Claim and correct your listings as the codes come in. Connect your call tracking and set up your review link. Launch your site with every old page address pointed to its new page.
Day 30	Your first monthly report.

ANTHONY SCOTT DIGITAL

1313 Midway Rd, Suite A · Menasha, WI 54952
(920) 224-5244 · anthony@anthonyscottdigital.com
anthonyscottdigital.com