BETOGRAPY · GROWTH INTELLIGENCE

FULL ANALYSIS

Astro Kids Daycare

Walnut Creek, Ca

33 /100

Local SEO	2
Website trust	3
Reviews & proof	4
Lead capture	3
Booking ease	5

Significant untapped growth. This report shows exactly what is costing you customers, and how to fix it.

BIGGEST OPPORTUNITY

Local SEO scores 2 out of 10 — the lowest of the five, and the fastest thing to change.

01

Where you stand

Your Google presence, website and reviews, measured against the businesses you compete with.

02

What it is costing

The customers going elsewhere, and the arithmetic behind that number.

03

What to do first

A 90-day plan in order, starting with the change that moves the most.

Table of Contents

Mid-term / trading battle plan

1	Score at a Glance	2	Executive Summary ★	3	Your Industry, 20 Years On One Page
4	What's Really Going On	5	Your Words, Addressed	6	Your Unit Economics
7	What One Sale Actually Earns You	8	Pricing & Focus Strategy	9	Retention & Customer Value
10	What Your Month Actually Looks Like	11	When To Hire, And What It Costs	12	Your 12-Month Projection
13	What Your Neighbours Can Afford	14	Local Industry Revenue Benchmarks	15	Your Digital Sales Funnel
16	You vs. The Market	17	Digital Health Check ★	18	The Competitors Near You
19	Where the Competition Clusters	20	Recommended Strategy	21	Who You Are Actually For
22	Your Two Buyers	23	The Space You Can Own	24	SWOT → Strategy
25	Your Prioritized Roadmap	26	Your Marketing Budget Plan	27	Risks, Assumptions & Confidence
28	Your Ideal Customer & Local Economics	29	Your Community	30	Keyword Strategy
31	Your Social Plan	32	Your Playbooks	33	90-Day Plan
34	What to Track	35	What We Analyzed	36	What Betograpy Actually Does
37	The Rest Of What Runs	38	What To Expect, And When	39	Appendix: How We Built This
40	Appendix: Data We Had vs Missing	41	Exclusive Client Offer		

READING ORDER

★ sections = start here if you are busy. Evidence sections come *before* the 90-day plan so you understand **why** each task matters.

YOUR SCORECARD

Score at a Glance

One number, the five areas behind it — read it by color

33 /100

OVERALL GROWTH SCORE

High-Upside Fixes Ahead



A 33 is a starting point, not a verdict. The lowest bar below is local seo, and that one number is dragging the other three down with it.

2	3	4	3
Local SEO	Website trust	Reviews & proof	Lead capture

5
Booking ease

Green is strong, amber needs work, red is urgent. Your lowest score is your highest-ROI fix — start there.

START HERE

Executive Summary

Your biggest leak and your top 3 moves

REVENUE YOU ARE LIKELY LEAVING ON THE TABLE

$4,600 to $10,800 / month

How we got this: ~780 local searches a month that competitors rank for and you do not, times your ~$1,650 average sale. We assume you would capture 8 to 16 percent of the clicks if you ranked, and 3 to 7 percent of those become customers, which gives the range above. It is the size of the opportunity, not a promise.

BIGGEST LEAK RIGHT NOW

Local S E O scores 2/10. Locals cannot find you in Google Maps and local search as easily as competitors.

Top 3 priorities

1. Verified — Improve Local SEO (scored 2/10 from your website audit, Google profile, and intake).
2. Verified — Improve on-page SEO: scored 0/100 (title, meta, structure from live audit).
3. Modeled — You need about 4 places filled to cover your bills, at $1,650 each, worked out from the price and cost you gave us.

01

What Constrains You

Before a single marketing decision, one question: what is actually holding this business back? Not what scores lowest, but what caps everything else. Fix the wrong thing and every dollar after it works less hard.

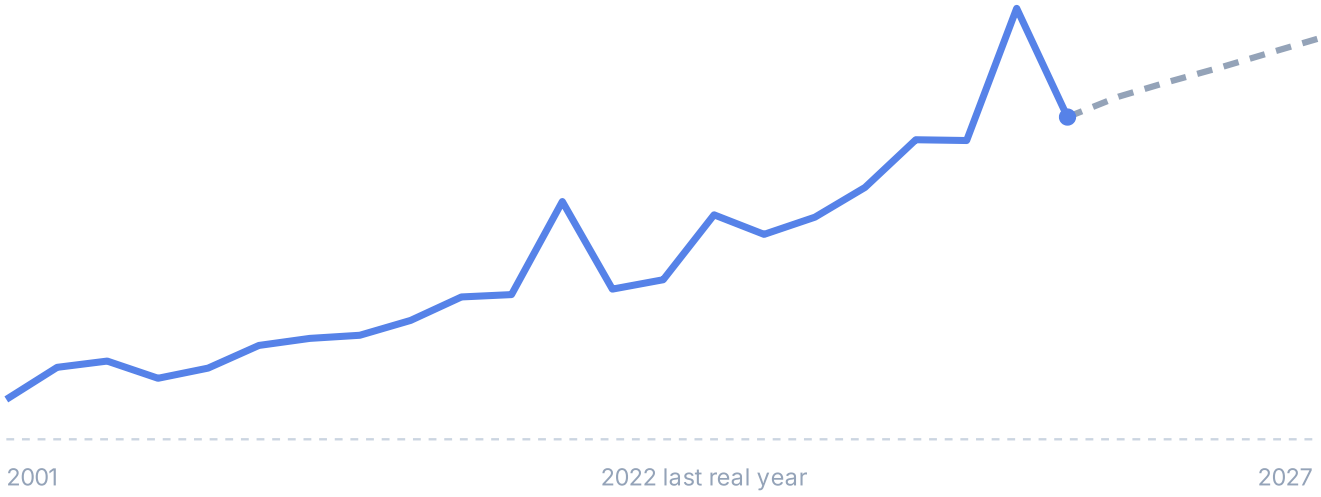
IN THIS CHAPTER

- Twenty years of your industry on one chart
- The story your numbers tell
- What you told us, and how this plan answers it

THE LONG VIEW

Your Industry, 20 Years On One Page

Your trade, **Daycare or childcare**, sits inside the sector **Health and Social Services**. This is the net income declared to the tax authority by every business in that sector in California, 2001 to 2022.



Solid is what happened. **Dashed** is that same line carried forward five years. It is arithmetic on the real points, not a prediction, and the section below says how much weight it deserves.

22	+10.4%	0.87
Years of real data	A year, compounded, across those years	How well a straight line fits, 0 to 1

What the line says: your sector has been rising for 21 years. Carried forward at the same rate, 2027 sits about **+22%** above where the trend line stands today. The fit is **strong**, so the pattern is consistent enough to plan against.

WHAT THIS MEANS FOR YOUR PLAN

A sector trending up brings new entrants as well as new demand. Growth alone will not protect you: the businesses that keep it are the ones that got visible and got proof in place before the crowd arrived.

Verified California Franchise Tax Board table C-10, net income by industry, 2001 to 2022. Sector level, not your exact trade. The projection is a least-squares line fitted in code to those points and extended, with its R-squared printed above. Nobody can know the future; this is what the last twenty years point at.

THE BIG PICTURE

What's Really Going On

The story your numbers tell, in one page

1 · Where you stand

Your overall growth score is **33/100**. Your strongest area is **how easy it is to buy from you**, which gives you a foundation to build on. But on reviews you sit at **8** versus a local average of **9** — that gap is visible to every customer comparing you to the Map Pack.

2 · The root cause

Almost everything traces back to one thing: **showing up in local search and Maps** (your weakest area at 2/10). It is not that you need more of everything — it is that this one weak link caps the return on all the rest.

3 · The path forward

Shorten your payment terms or take a deposit before chasing more customers. Then compound: reviews, price, and acquisition in that order once the constraint is loose.

Synthesized from your growth scores, reviews vs competitors, and unit economics. · September 21, 2026

WE LISTENED

Your Words, Addressed

What you told us, and how this plan responds to each

YOUR GOAL

“More money kept per month -”

Our response: The whole plan is built backward from this. Your 90-Day Plan is the first quarter of the path to it.

YOUR BIGGEST CHALLENGE

“Not enough customers, A competitor is winning”

Our response: On these terms each new customer widens a cash gap before it closes one, which is how a business fails in its best year. Fixing when you get paid comes before selling more.

THE OPPORTUNITY YOU SEE

“A whole new area or town”

Our response: Your instinct here is worth pursuing. Fold it into the Grow phase once your foundations are fixed.

From your intake answers. · September 21, 2026

02

Your Economics

What one sale actually earns you, how many you need to keep the doors open, and where your price sits against what your neighbours can afford. This chapter decides how much of anything else you can afford to do.

IN THIS CHAPTER

- What one sale earns
- Break-even
- Pricing and the lever that pays fastest
- What a customer is worth over time
- What your month looks like in cash
- When to hire and what it costs
- What your neighbours can afford

THE NUMBERS

Your Unit Economics

What one place is really worth, and what that means you should do

1. What you keep from one place

They pay you	**$1,650**
It costs you to deliver	**−$250**
You keep	**$1,400**

That **$1,400** is the only money that exists to pay rent, wages and yourself. Not the $1,650. This is the number to think in. As a percentage it is 85%.

2. How many places cover your bills

Your monthly bills come to **$5,000** (the payroll and expenses you gave us). At **$1,400** kept per place, you need about **4 places filled** before you have earned anything at all.

3. Where you are against that

YOU ARE ABOVE BREAK-EVEN

You need 4, you are doing **4**. Those 0 extra places are worth about **$0 a month** in real terms, and they are the only part of the month that is actually yours.

4. Where your next dollar comes from

MOVE	WORTH
Raise your price 10% No new customers, no extra work. Almost all of a price rise lands in what you keep. A 10 percent rise would leave you level even if 0 of your 4 customers left over it.	**$660 a month**
Win 2 more places a month Costs whatever the marketing costs, so compare it against the price move before spending.	**$2,800 a month**
Cut 10% off delivery cost Usually the slowest of the three, and the only one that also helps when you are full.	**$100 a month**

THE NUMBER TO JUDGE NEW WORK BY

You are earning about **$1,400 per place a month**. When you are deciding whether a new job or service is worth taking, this is the figure to beat. Two jobs at the same price are not worth the same if one takes twice as long.

5. Where these numbers came from

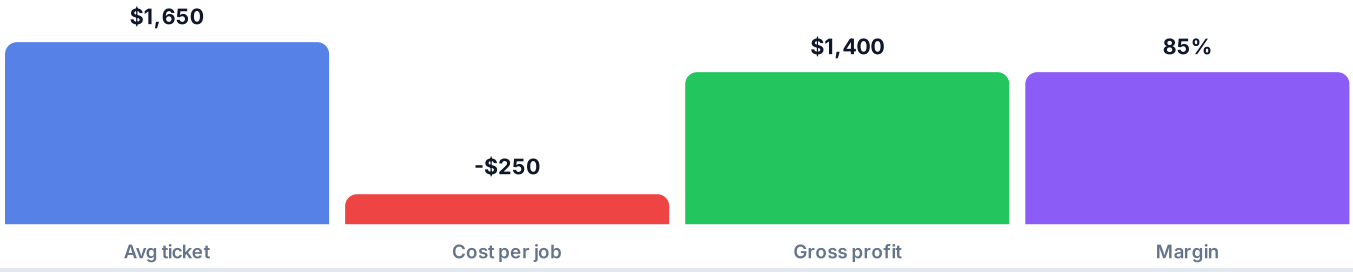
Price of one place	your answer
Cost to deliver one place	your answer
places per month	your answer
Monthly bills	your answer

Every figure above is either your own answer or is labelled as an estimate with its source. Nothing on this page is filled in from an industry average. · September 21, 2026

UNIT ECONOMICS

What One Sale Actually Earns You

Everything else in this report costs money or time. This page is what decides how much of either you can afford.



Your margin: At 85% you keep more of every sale than the 73% typical for your industry. That is headroom: you can afford to spend on getting found where a thinner-margin competitor cannot, and that advantage compounds.

4	$1,400	73%
Sales a month to break even	You keep, per sale	Industry typical margin

Break-even: 4 sales a month is about **0.9 a week**. Everything above that line is profit, and everything below it is the business paying to stay open. Knowing this number is what turns marketing spend from a gamble into arithmetic: you can work out what a new customer is worth before you decide what one is worth paying for.

WHERE YOU SIT LOCALLY

You reported **$5K/mo** against a county typical of **$70K/mo**. You are running at 7% of the county typical for businesses like yours. That gap is not a verdict on the work — it usually means fewer people know you exist, which is exactly what the rest of this report is about.

Modeled Your ticket is your own figure; your margin is calculated from the per-sale cost you gave us; break-even uses the payroll and expenses you reported. Tier prices are calculated from your ticket. Nothing on this page is filled in with a stand-in number presented as yours.

THE MONEY DECISION

Pricing & Focus Strategy

What to charge, and the one lever that grows your income fastest

WHAT TO CHARGE

Your area is more price-sensitive (only 25% earn $75k+). Do not race to the bottom — compete on proof and results, and raise prices in small steps as your reviews grow.

Where your next dollar comes from

You run about **3 places/mo** at a **$1,650** ticket, keeping **$1,400** profit per place. Here is what each growth move is worth per month:

WHY THERE IS NO PROFIT FIGURE HERE

The revenue we hold was worked out from the price and volume of your main service, so it covers that one line rather than the whole business. Taking your entire payroll and rent out of a single service line would show you a loss you are not making. Reply with your total monthly turnover and this becomes a real profit figure.

MOVE	MONTHLY GROSS PROFIT	CHANGE
Today	**$4,200**	—
Raise price 10% (to $1,815)	**$4,695**	**+$495**
Win 2 more places/mo	**$7,000**	**+$2,800**
Do both	**$7,825**	**+$3,625**

The insight: Winning 2 more jobs a month adds about $2,800/mo. Chasing more leads is not always the fastest money — protect your price first.

YOUR ONE FOCUS THIS QUARTER

Shorten your payment terms or take a deposit before chasing more customers.

Based on your reported costs Pricing and profit scenarios computed from your reported revenue, payroll, and expenses, plus Census income for your ZIP. Figures are planning estimates, not a guarantee. · September 21, 2026

KEEP, DON'T JUST CHASE

Retention & Customer Value

Keeping a customer is far cheaper than winning a new one

$1,650	12×/yr	$19,800	$59,400
AVG SALE	REPEAT PURCHASES	VALUE PER CUSTOMER / YR	~3-YEAR LIFETIME VALUE

THE RETENTION LEVER

Your **~4** customers are each worth about **$19,800/year**. Getting each to buy just **one more time a year** adds roughly **$6,600/year** in revenue (about $5,600 in profit) — with customers you already have, no new leads needed.

Your retention playbook

- **Fix the leak you named.** Families who leave over hours or pickup will not be won back with a coupon.
- **Ask for a review after a good week.** Not after they leave — while they are still happy.
- **Check in at renewal.** A 30-day "how is this working" message is cheaper than filling an empty seat.
- **Ask happy families for referrals.** Enrollment businesses grow from parents talking to parents.

Based on your intake Lifetime value modeled from your reported sale price and repeat rate. A planning estimate. · September 21, 2026

MONEY IN, MONEY OUT

What Your Month Actually Looks Like

Profit is an opinion until the money arrives. This is the month as your bank account sees it, not as the invoices do.

$5,200	$5,000	$200
Comes in, a typical month	Fixed costs, owed whether you sell or not	Left after fixed costs, before the cost of the work

How this squares with the other pages. The pricing page says your work throws off about **$4,200** a month in gross profit, which is what is left of the sales after the cost of doing them and *before* the $5,000 of fixed costs above. This page runs the other way round: revenue minus those fixed costs, *before* the cost of the work. Same month, two different cuts of it, and both are worth seeing. The one figure neither page can give you honestly is the two subtractions applied together, because your payroll almost certainly pays for some of the work itself, and taking it off twice would understate what you make. If you tell us how much of that $5,000 is people doing the billable work, this becomes a single, exact bottom line.

The month: about **$5,200** arrives and **$5,000** leaves whether you sell anything or not, which leaves **$200**. That is what pays you, funds anything in this report, and absorbs a bad month.

WHEN THE MONEY ACTUALLY LANDS

You told us: **About 30 days later**. That gap is where profitable businesses die. The work is done and paid for by you, weeks before the customer pays you, so every extra job you win makes the hole bigger before it makes it smaller. Two fixes cost nothing: take a deposit up front, and invoice the day the work finishes rather than at month end.

Seasonality: you said **About the same all year -**. The cash that carries a quiet month has to be put aside in a busy one, on purpose. The commonest small-business mistake is treating a strong month as income rather than as the float for the weak one coming.

Based on your own figures Revenue, costs and payment timing are your intake answers. Nothing here is a projection: it is your own month, arranged so you can see it.

THE GROWTH DECISION

When To Hire, And What It Costs

Growth in this business means another pair of hands. This is what that pair of hands has to earn before it pays for itself.

$35,030
Average wage for this job in the United States

$3,649
Real cost a month, with payroll taxes and insurance

3
Extra places a month to cover them

The arithmetic: you keep **$1,400** from every sale. One more person costs about **$3,649** a month once payroll taxes and insurance are counted, which is roughly a quarter on top of the wage itself and the part most owners forget. Divide one by the other and that person has to bring **3 extra places a month**, about **0.7 a week**, before they have paid for themselves. Everything above that is yours.

SHOULD YOU HIRE NOW? NO. FILL WHAT YOU HAVE FIRST

You are about 20% full. Another person would spend most of the week idle and cost you $3,649 a month for the privilege. The cheaper move is filling the room you already have.

The order most owners should go in

BEFORE YOU HIRE	WHY IT COMES FIRST
Raise your price	A 10% rise costs nothing and lands entirely in the money that pays the wage. Doing it after you hire means carrying the cost for a quarter first.
Sell more to the customers you already have	No acquisition cost, no extra hands, and it tests whether demand is really there before you commit to a salary.
Take on part-time or contract help	It is the same work at a fraction of the commitment, and it tells you whether the workload is permanent or was just a busy month.
Then hire	By this point the 3 extra places a month are already happening, so the hire is covered from day one instead of from month six.

Verified US Bureau of Labor Statistics, Occupational Employment and Wage Statistics 2025, SOC 39-9011, the United States. The 25% added for payroll taxes, workers compensation and insurance is a standard employer-cost loading, not a figure from your accounts. The break-even sale count is your own margin divided into that cost.

THE PAYOFF

Your 12-Month Projection

What acting on this plan is worth, versus doing nothing

DO NOTHING

No changes

$5,200/mo

run-rate by month 12

baseline

EXPECTED

Follow this plan

$7,414/mo

run-rate by month 12

+$11,571 profit / yr

ALL-IN

Full execution

$10,463/mo

run-rate by month 12

+$25,999 profit / yr

Following the plan at a steady pace (the Expected path) adds about **$11,571 in profit over the next year** versus standing still. The gap between the grey column and the others is the real cost of waiting.

AGAINST YOUR STATED GOAL

You told us success looks like: **More money kept per month -**. The Expected path is built to move you toward exactly that — the 90-day plan later in this report is the first quarter of it.

Estimate Projected from your reported monthly revenue and margin, compounding at conservative (3%/mo) and aggressive (6%/mo) rates. Real results depend on execution. · September 21, 2026

PRICING POWER

What Your Neighbours Can Afford

Census household income for ZIP , and what it says about the price you should be asking.

What this means: 25% of households around you earn $75k or more. That is enough of a premium segment to support a higher tier, but not enough to build the whole business on: the right shape is a mainstream offer with a premium option beside it, rather than one high price.

25%	$50,000–$74,999	$1650
Households $75k+	Most common bracket	Your current ticket

THE THREE-TIER MOVE

Put three prices in front of people instead of one: **$1403** stripped back, **$1650** as you sell it today, **$2228** with the extras that cost you least and are worth most. Two things happen. The middle option starts looking like the sensible choice rather than the expensive one, which is why most buyers land there. And the 25% of local households who can afford the top tier finally have something to buy — today they are being offered the same single price as everyone else, so the extra money they were willing to spend simply goes somewhere else.

Verified Regional industry estimate, ZIP . Tier prices are calculated from your own stated ticket, not from a benchmark.

Local Industry Revenue Benchmarks

County Census data + competitor revenue models

How much similar businesses in your area likely earn — transparent models, not tax filings.

County industry average (Census CBP)

Verified US Census County Business Patterns (2021), national, NAICS 624410

77383	875114	11.3	$298K
BUSINESSES IN THE UNITED STATES	PEOPLE THEY EMPLOY	AVG EMPLOYEES / BUSINESS	AVG PAYROLL / BUSINESS (YR)

TYPICAL SIMILAR BUSINESS IN YOUR COUNTY

$49K–$91K/mo per business

Census CBP payroll + industry revenue-to-payroll ratio (42%)

Your intake You reported **$5K/mo** revenue. That is approximately **7%** of the county median modeled for this industry.

Named competitors — modeled monthly revenue

Model Based on Google review volume × $1650 avg ticket (your intake). Range shown, not exact.

BUSINESS	REVIEWS	MODELED REVENUE RANGE	MAP RANK
Stepping Stones Child Care	8	$1,808–$5,425/mo	1
Tiny Explorers Bilingual Family Home Day Care in Walnut Creek	10	$2,022–$6,065/mo	2
Walnut Boulevard KinderCare	9	$1,918–$5,754/mo	3
Growing Hearts & Minds Childcare	8	$1,808–$5,425/mo	4
Walnut Creek KinderCare	12	$2,215–$6,645/mo	5
Sunny Town Family Daycare	8	$1,808–$5,425/mo	6
Blue Castle Daycare	5	$1,429–$4,288/mo	7
Love & Care Learning Center	12	$2,215–$6,645/mo	8

Method: ~8% of customers leave reviews; reviews accumulated over ~30 months; multiplied by your stated ticket price. Actual revenue varies by team size, contracts, and off-Google sales.

03

Where The Money Leaks

Your economics say what a customer is worth. This chapter is about the ones you are not getting: where they fall out of the journey, and what the businesses ranking above you are doing that you are not.

IN THIS CHAPTER

- Your funnel, stage by stage
- You against the three above you
- Whether people can find and trust you online
- Who ranks locally and where they are weak

THE PLAN

Your Digital Sales Funnel

What it takes to turn a Google search into a paying customer, and how long each step really takes. Modelled on 1,000 people searching for what you sell in a month.

1. Get found

You rank in the top 3 of the Map Pack or page 1 organic



28% benchmark (25-32%)

Fed by: Local SEO + Google Business Profile, or paid search
Timeline: 6-12 months for SEO. Ads buy the same slot in 48 hours.

2. They visit

The click lands and the page holds them

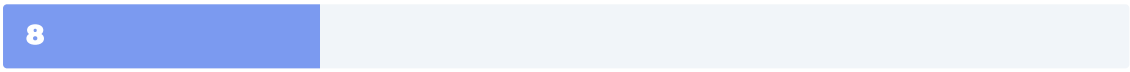


75% benchmark (65-85%)

Fed by: Site speed, mobile layout, an offer above the fold
Timeline: 2-6 weeks. The fastest stage to fix.

3. They ask

They call, book, or fill in the form

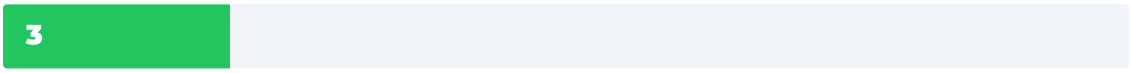


4% benchmark (2-5%)

Fed by: Visible phone number, booking link, short form
Timeline: 1-2 weeks to change, then 90 days to read.

4. They buy

The enquiry becomes a paying job

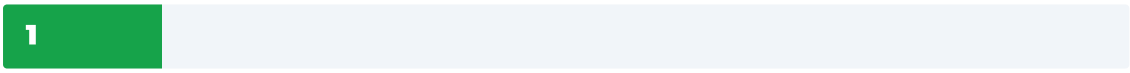


40% benchmark (30-50%)

Fed by: Reviews, response speed, how you quote
Timeline: Immediate. Answering within 5 minutes moves this most.

5. They return

They come back, and they refer someone



30% benchmark (20-40%)

Fed by: Follow-up email, reminders, a reason to return
Timeline: One full purchase cycle before you can read it.

READ THIS AS A BUILD ORDER, NOT A REPORT CARD

Out of 1,000 searches, benchmark rates put about **3 paying jobs** at the end. At your average sale of $1,650, that is roughly **$4,950 a month** from this one pool of searches once the funnel is built. Stage 1 is the slow one: page 1 is a 6 to 12 month investment, not a switch you flip. Paid search is the shortcut, it puts you at the top within days, but the traffic stops the day the budget does. The usual play is to run ads while the SEO compounds underneath, then taper the ad spend as the rankings hold. Stages 2, 3 and 4 are the cheap ones: they cost weeks rather than months, and they multiply everything stage 1 delivers, which is why fixing them BEFORE you buy traffic is the difference between paying for customers and paying for clicks.

Benchmark Bar lengths are compressed so the later stages stay readable; the counts printed inside them are exact. Conversion rates are published local-search and small-business ranges shown at their midpoint. They describe what a well-run funnel achieves, not a measurement of yours: your own rates stay unknown until call tracking and analytics goals are in place, which is step one of the 90-day plan.

HEAD TO HEAD

You vs. The Market

The three businesses Google puts above you, measured on the four things a buyer actually compares. Every number here is live Google or PageSpeed data.

MEASURE	YOU	THEIR TOP 3	VERDICT
Google reviews	8	9	BEHIND

You are 1 reviews behind their average. At five asks a week that is about 1 weeks of work, not a budget line. Reviews also lift Map Pack rank, so this number moves two things at once.

MEASURE	YOU	THEIR TOP 3	VERDICT
Star rating	5	4.9	AHEAD

You are rated at or above the leaders. This is your strongest asset on the page: the problem is volume, not quality, and volume is the cheaper of the two to fix.

MEASURE	YOU	THEIR TOP 3	VERDICT
Mobile speed	—	44/100	LEVEL

PageSpeed did not return a usable score for you or the rivals on this run, so we are not calling a winner. A 0 is missing data, not a finding.

THE THREE BUSINESSES ABOVE YOU

BUSINESS	REVIEWS	RATING	SPEED	EST. REVENUE/MO
YOU	8	5	—	$5200 a month from Daycare or childcare, worked out from the price and volume you gave for that one service. This is that service line only, not the whole business.
Stepping Stones Child Ca	8	5	61	$1,808–$5,425/mo
Tiny Explorers Bilingual	10	5	39	$2,022–$6,065/mo
Walnut Boulevard KinderC	9	4.6	33	$1,918–$5,754/mo

WHAT THIS PAGE IS TELLING YOU

Close the review gap first. It is the widest of the three and the only one a competitor cannot undo by spending money next month. None of these numbers require a bigger budget than the businesses above you have — they require doing one of them consistently for a quarter.

Verified Reviews, ratings and competitor identity from Google Places, live. Speed scores from Google PageSpeed Insights. Estimated revenue is modelled from review volume and your stated ticket, not reported figures.

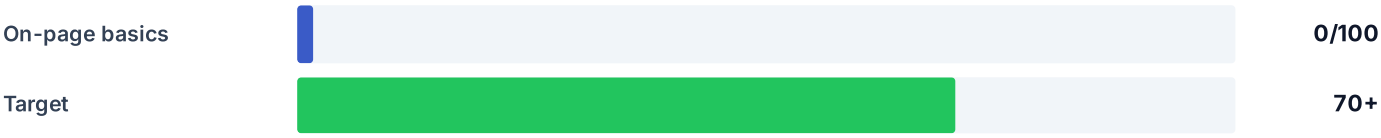
Digital Health Check

Can customers find and trust you online?

Mobile speed · not measured

PageSpeed did not return a usable mobile score (a 0 here is missing data, not a last-place result). We are not diagnosing speed on this run.

On-page SEO basics · 0/100



This means: Title, meta, or structure needs work so Google understands your pages. **Fix by:** Fix title tag, meta description, one H1, and add robots.txt + sitemap.

TITLE TAG

n/a

HTTPS

Fix

COMPETITIVE LANDSCAPE

The Competitors Near You

Who ranks locally, what they earn, and where they're weak

Verified · Census About **77383** similar businesses operate in the United States — a crowded market.

1 **Walnut Creek KinderCare**
4.6 ★ | 12 reviews | Speed 32/100
Weak spot: Slow website (32/100) — outrank on speed
$3,574 /mo est.

2 **Love & Care Learning Center**
4.3 ★ | 12 reviews | Speed 53/100
Weak spot: Only 12 reviews — within reach of a review push
$3,574 /mo est.

3 **Tiny Explorers Bilingual Family Home Day Care in Walnut Creek**
5 ★ | 10 reviews | Speed 39/100
Weak spot: Slow website (39/100) — outrank on speed
$3,263 /mo est.

4 **Walnut Boulevard KinderCare**
4.6 ★ | 9 reviews | Speed 33/100
Weak spot: Slow website (33/100) — outrank on speed
$3,095 /mo est.

5 **Stepping Stones Child Care**
5 ★ | 8 reviews | Speed 61/100
Weak spot: Only 8 reviews — within reach of a review push
$2,918 /mo est.

6 **Growing Hearts & Minds Childcare**
5 ★ | 8 reviews | Speed 100/100
Weak spot: Only 8 reviews — within reach of a review push
$2,918 /mo est.

7 **Sunny Town Family Daycare**
5 ★ | 8 reviews | Speed 46/100
Weak spot: Slow website (46/100) — outrank on speed
$2,918 /mo est.

8 **Blue Castle Daycare**
5 ★ | 5 reviews | Speed n/a
Weak spot: Only 5 reviews — within reach of a review push
$2,307 /mo est.

Where you stand: the local leaders average 9 reviews. Reviews + speed are the two levers that move you up the Map Pack.

WHAT THEIR CUSTOMERS COMPLAIN ABOUT

* High teacher turnover and staff instability
• Lack of adequate employee training and administrative support
•



Walnut Creek KinderCare has 12 reviews and you have 8. That is 4 asks, not 4 years, and it is the cheapest number on this page to move.

These revenue figures are calculated, not known. Nobody publishes what a private business earns, so this is arithmetic on public numbers: their Google review count, divided by roughly 30 months of trading, divided by the share of customers who leave a review (about 1 in 12), times YOUR average sale. It tells you whether a competitor is bigger or smaller than you and by roughly how much. It is not their accounts, it could be wrong in either direction, and it should never be quoted as fact. The same calculation is used everywhere in this report, so the pages agree with each other.

YOUR MOVE

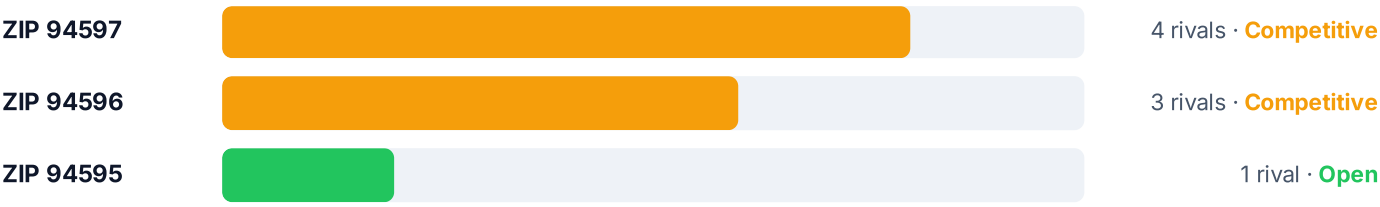
Go after Walnut Creek KinderCare first: at 12 reviews they are inside reach of a single quarter of asking. Automate the review request so it happens without you remembering.

Source: Google Places / Maps (rating + reviews + speed, live). Revenue is **estimated** from review volume × ticket. September 21, 2026

LOCAL MARKET

Where the Competition Clusters

Same-type businesses by area, from live Google Places. Fewer rivals means more room to stand out.



YOUR OPENING

ZIP 94595 has the fewest same-type competitors (1 rival). If it is in your service area, target it first with a Google Business post and a local page that names the area.

Source: Google Places competitor addresses, live.

04

What To Do About It

Three ways forward for a mid-term / trading, the proven one we recommend, and the reason. Then who you are actually for, what to be known for to them, and what to do first this quarter.

IN THIS CHAPTER

- Three strategies and our pick for this stage
- Who you are actually for
- Your two buyers
- The position you can own
- Strengths against openings
- Everything ranked by cost, time and return
- Where to put the money
- What this plan depends on

YOUR GAME PLAN

Recommended Strategy

Three ways forward for a mid-term / trading — the recommended one is the historically proven play at this stage, not a guess.

Mid-term / trading. You are already trading. The proven play at this stage is to fix the weakest conversion leak, then compound — not to restart as if you were new. Trading local businesses grow fastest by closing the trust and conversion leak they already have, then taking the easy local searches rivals already rank for. Head-on keyword wars and ads both work later — after proof and the site can hold a visitor.

A **Reputation + low-difficulty local keywords** RECOMMENDED

Best when: Competitive market, thin proof, decent site · **Timeline:** 8–12 weeks to traction

Trade-off: Slower on the biggest head terms

B **Aggressive keyword push**

Best when: Low competition and strong site authority · **Timeline:** 3–6 months

Trade-off: Wasteful in a saturated market

C **Paid ads first**

Best when: You need leads this week and the page already converts · **Timeline:** Immediate

Trade-off: Stops the moment you stop paying

WHY WE RECOMMEND OPTION A

It is the proven sequence for a mid-term / trading. The other two work in other situations; they are on this page so you can see what we are not asking you to do this quarter.

What this looks like for you

1. **Close the review gap.** You have 8 Google reviews; the local average is 9. Add about 3 over the next 8 weeks by asking every happy customer (see the review scripts in your Playbooks).
2. **Win the easiest keywords first.** Target "daycare walnut creek", "daycare in walnut creek", "daycare in walnut creek ca" — the lowest-difficulty terms your rivals already rank for. Put each in a page title, an H1, and a Google Business post.

What to expect: Weeks 1–4, fix the foundations (reviews, Google Business Profile, a clear offer). Weeks 5–8, publish pages for the easy keywords. Weeks 9–12, measure what ranks and double down. Traction usually shows around week 8–12.

Stage: Mid-term / trading. Live audit: reviews, keyword-gap difficulty, and site speed. September 21, 2026

The business decisions, in order

These come before any channel. A business fixed on the inside makes every dollar of marketing worth more, and a business that is not makes marketing an expensive way to reach the same ceiling faster.

THE MOVE	WHY IT IS ON THIS LIST, FOR YOU
1. Raise the price again	Ten percent is about $660 a month at your current volume, with no new customers, no extra work and no marketing spend. It is the only move in this report that costs nothing and starts immediately.
2. Spread the income	You told us: About a quarter. A business where one customer can end the year by leaving is not a growth problem, it is a risk problem. Winning two mid-sized customers is worth more than winning one large one.
3. Get paid sooner, on purpose	Deposits up front and invoicing the day work finishes cost nothing and change the shape of every month. Profitable businesses fail on timing far more often than on margin.
4. Fill the room you already pay for	You are about 20% full with space for 16 more. That capacity is already costing you whether it is used or not, so filling it is the highest-margin growth available: no new costs, only new revenue.

WHICH CHANNEL, FOR A BUSINESS SHAPED LIKE YOURS: PAID SEARCH FIRST, SEO UNDERNEATH IT

A customer is worth about $16800 to you. At that value you can afford to pay for clicks and still be ahead, which most local businesses cannot. Ads buy the top of the page in 48 hours while the slow work compounds beneath them.

CHANNEL	WHY THIS ONE, FOR YOU
Google Ads on your buying keywords	Immediate, measurable, and affordable at your customer value
Local SEO and reviews	The compounding half. Start it now, taper the ads as it holds
Follow-up within 5 minutes	At this price point the fastest responder usually wins, not the cheapest

CHOOSE YOUR GROUND

Who You Are Actually For

Three groups you could serve, sized from real data, and the one worth chasing

A business that is for everybody is for nobody, and it competes on price because price is the only thing left to compare. Below are the kinds of household your market actually contains, how many of each, and what each one can realistically pay against your $1,650 ticket.

The comfortable middle

Recommended

Fit score 84/100

HOW MANY	36% of households in ZIP your area
WHO THEY ARE	Households earning $75k to $150k
WHAT THEY BUY	Value they can justify. They will pay above the cheapest quote if the reason is visible.
YOUR TICKET	A $1,650 sale sits inside what this group spends without hesitating.

The premium household

Fit score 75/100

HOW MANY	25% of households in ZIP your area
WHO THEY ARE	Households earning $150k and above
WHAT THEY BUY	Outcome and certainty. They are buying the problem going away, not the hours.
YOUR TICKET	A $1,650 sale sits inside what this group spends without hesitating.

The price-led buyer

Fit score 48/100

HOW MANY	39% of households in ZIP your area
WHO THEY ARE	Households earning under $75k
WHAT THEY BUY	The lowest number that gets the job done.
YOUR TICKET	A $1,650 sale is above what this group typically commits to. Winning them means discounting, which is the same as not winning them.

YOUR INSTINCT MATCHES THE DATA

You told us the customer you would take ten more of is **“The ones who refer other people -”**. The numbers agree, and that is worth knowing: it means you can commit to the comfortable middle without second-guessing it, and stop spreading the same budget across groups that will never pay your price.

THE DECISION

Point everything at **the comfortable middle** for the next two quarters: the words on your homepage, the jobs you photograph, the reviews you ask for, and who you follow up first. You do not have to turn the others away. You have to stop paying to reach them.

Verified · Census ACS Segment sizes are the US Census ACS 5-Year household income brackets for ZIP , unchanged. The fit score is arithmetic, weighted 40 on whether the group can pay your ticket, 30 on how many of them there are, and 30 on whether they suit a business at your capacity. Nothing here is a survey and nobody was interviewed. · September 21, 2026

WRITE TO SOMEBODY

Your Two Buyers

The segments above, described closely enough to write a headline to

Copy written for "local customers" reads like every competitor on your map. These are the two groups worth writing to, in the order they are worth it. There are no names or photographs on this page on purpose: everything below is either measured in your ZIP or clearly marked as inference.

The comfortable middle

Primary

WHO THEY ARE	Households earning $75k to $150k
WHAT THEY TYPE INTO GOOGLE	"daycare or childcare Walnut Creek", "daycare or childcare near me", then two or three of you compared side by side
WHAT STOPS THEM BUYING	Not being able to tell you apart from the next three on the list.
WHAT WINS THEM	Reviews, a straight answer on price, and replying before anyone else does.
WHAT THEY ARE WORTH	$1,650 a sale, about 12 times a year, so roughly $19,800 a year each.

The premium household

Secondary

WHO THEY ARE	Households earning $150k and above
WHAT THEY TYPE INTO GOOGLE	"best daycare or childcare Walnut Creek", "daycare or childcare reviews", and often your name directly after a referral
WHAT STOPS THEM BUYING	Doubt that you are the safe choice. They are not counting the cost, they are counting the risk of picking wrong.
WHAT WINS THEM	Proof: reviews that name a specific result, work you have done for people like them, and a fast, confident reply.
WHAT THEY ARE WORTH	$1,650 a sale, about 12 times a year, so roughly $19,800 a year each.

HOW TO USE THIS PAGE

Before you publish anything — a page, a post, a quote, a reply to an enquiry — read it back and ask whether the primary buyer above would recognise themselves in it. If it would suit either of them equally, it is too general to move either.

Verified · Census Occupation, industry, housing and education are US Census ACS 5-Year figures for ZIP . What they search, what stops them and what wins them are inference from the segment and your own trade, not measurements. No persona here is a real or invented individual: they are the groups from the previous page, described. · September 21, 2026

OWN A POSITION

The Space You Can Own

One group, one promise, and the customers you stop chasing to keep it

Across the 8 competitors we found near you: **most of your local rivals have thin reviews, several of them run slow, dated websites**. That is the opening, and it is the same opening for all of them until one takes it.

YOUR POSITIONING STATEMENT

For **the comfortable middle** in Walnut Creek, Ca, Astro Kids Daycare is the **Daycare or childcare** that wins on the quality is genuinely better, We specialise where others are general.

Read it aloud. If it could be said word for word by any of the 8 businesses on your competitor page, it is not a position yet — it is a description.

And who you are not for

You told us: **“Anyone shopping only on price, People who want it done yesterday”**. Put that to work. Every enquiry from that group costs you the same hour as a good one and converts worse, so the job of your website and your listing is to let them screen themselves out before they reach you. A visible starting price does more of that work than any other single change.

Where this position has to show up

WHERE	WHAT CHANGES
Homepage headline	The statement above, in one line, above the fold. Not "we do daycare or childcare".
Google Business Profile description	The same sentence. It is the first thing a searcher reads and most businesses leave it generic.
Every review you ask for	Ask the customer to mention the specific thing you did better. A review that names it is proof; a five-star with no words is not.
How you answer an enquiry	Lead with the promise, then the price. Reversing those two is what turns you into a quote to compare.

WHY THIS WINS

Competing on "we do that too" is a race to the bottom, and the bottom is whoever is cheapest. Owning one position for one group means the right buyer chooses you before they compare price, and the wrong buyer never calls. Both of those are wins.

Verified · Google Places Competitor reviews and site speeds are live. The group named in the statement is the recommended segment from the previous page. The promise is your own answer, quoted, never generated. · September 21, 2026

THE MIRROR

SWOT → Strategy

Your position, from real data — and the plays it points to

STRENGTHS

- You keep 85% of every sale, above the 73% your industry files
- Room for 16 more places before you are full
- Each customer returns about 33.6x what it costs to win them
- A clear differentiator you stated

WEAKNESSES

- Income concentration: About a quarter
- Getting paid: About 30 days later
- Barely ranking on Google (thin keyword footprint)
- We could not measure your website, so none of this report is based on it

OPPORTUNITIES

- A 10% price rise is worth about $660 a month at your current volume
- Your sector has grown for 21 years, so the tide is with you
- win the 3 low-difficulty keywords your rivals rank for
- Automate reviews to break into the Map Pack
- Tailor messaging to your area's dominant community

THREATS

- A rising sector attracts new entrants as fast as it attracts customers
- Competitors investing in Google visibility and reviews
- Rising ad costs squeezing paid acquisition

Your plays

GROW

THE STRENGTH TO PRESS
You keep 85% of every sale, above the 73% your industry files

→

WHERE TO PRESS IT
A 10% price rise is worth about $660 a month at your current volume

FIX

THE GAP TO CLOSE
Income concentration: About a quarter

→

WHAT CLOSING IT UNLOCKS
A 10% price rise is worth about $660 a month at your current volume

DEFEND

THE STRENGTH TO LEAN ON
You keep 85% of every sale, above the 73% your industry files

→

THE THREAT IT HOLDS OFF
A rising sector attracts new entrants as fast as it attracts customers

PROTECT

THE GAP THAT EXPOSES YOU
Income concentration: About a quarter

→

WHAT IT EXPOSES YOU TO
A rising sector attracts new entrants as fast as it attracts customers

Derived from your live audit: site speed, reviews vs competitors, and keyword rankings. September 21, 2026

DO THIS, IN THIS ORDER

Your Prioritized Roadmap

Every initiative ranked by cost, time, and expected return

INITIATIVE	COST	TIME	ROI	PRIORITY
Raise price / add tiers	None	1 week	High	★★★★★
Complete Google Business Profile	Low	1 week	High	★★★☆☆
Automated review requests	Low	2 weeks	Medium	★★☆☆☆
Retention follow-up sequence	Low	2 weeks	Medium	★★☆☆☆
Local landing pages + content	Medium	4-8 weeks	Medium	★★☆☆☆
Fix mobile site speed	Medium	2-3 weeks	Low	★★☆☆☆



Row one is the whole page. Raise price / add tiers costs none and takes about 1 week, and nothing further down this table pays back faster.

START AT THE TOP

The first row is your highest-return, lowest-cost move — do it this week. Work down the list, and do not spend money or time on the lower rows until the 5-star items are done.

Modeled Priority ranks each initiative by expected impact against cost and effort, scored from your weakest areas and economics. · September 21, 2026

WHERE THE MONEY GOES

Your Marketing Budget Plan

How to spend about $500 a month for the best return. That figure is the monthly budget you gave us.

WHERE	SHARE	PER MONTH	WHY
Reviews & reputation	**25%**	**$125**	The fastest trust and Map Pack lever
Local SEO & Google Business	**33%**	**$165**	Get found when locals search
Website & speed	**29%**	**$145**	Convert the visitors you already get
Content & social posts	**13%**	**$65**	Stay visible and build authority

Why Local SEO & Google Business gets the biggest share: every area is scored out of 10 in your scorecard, and the share each one receives is proportional to how far below 10 it sits. Local SEO & Google Business is your weakest, so it takes 33% ($165). As that score improves the split changes with it, which is why this page is worth rebuilding every quarter rather than treating as fixed.

THE RULE

Put the most money where you score lowest — that is where each dollar buys the biggest jump. Reassess this split every 90 days as your scores improve, and shift budget toward whatever is working.

Based on your own figures The total is the monthly budget you gave us. The split is weighted by your growth-score gaps: the weaker an area scores, the larger the share it gets, because that is where each dollar buys the biggest jump. · September 21, 2026

READ THE FINE PRINT

Risks, Assumptions & Confidence

What this plan depends on, and how sure we are

HOW CONFIDENT TO BE

High confidence on the live market data (your competitors, reviews, site speed, local income, keyword gaps) — these are pulled straight from Google and the US Census. **Medium confidence** on the money projections — they are based on the real costs you reported, but still depend on execution. Treat dollar figures as direction and size, not exact promises.

What we assumed

- Your average sale is about $1650 and your gross margin is 85% from the costs you gave us.
- If you ranked for the local searches you are missing, you would capture a single-digit to low-double-digit share of the clicks, and a small share of those become paying customers.
- Your competitors stay roughly where they are while you improve. In reality they move too, which is why speed matters.
- You (or your team) actually execute the plan. Every number here assumes the work gets done.

What could go wrong

- **Slow execution.** The biggest risk is not the plan, it is not doing it. Reviews and content only compound if they are consistent.
- **Competitors respond.** If a rival launches a review push or ads at the same time, traction takes longer. Move first.
- **Seasonality.** Local demand rises and falls through the year, so results will not be a straight line.
- **One-off costs.** A website rebuild or paid ads can change the math. Start with the free, high-return moves first.

THE HONEST TAKEAWAY

This is a planning tool built from real market data and reasonable assumptions, not a guarantee. The safest bet is the top of your roadmap: low cost, fast, and high return even in a worst case.

Assumptions and confidence stated in the interest of transparency. · September 21, 2026

05

How Marketing Supports It

Marketing is one chapter, not the book. Everything here exists to serve the constraint named in chapter one and the position chosen in chapter four: where those buyers are, the searches worth winning, and the exact words to use.

IN THIS CHAPTER

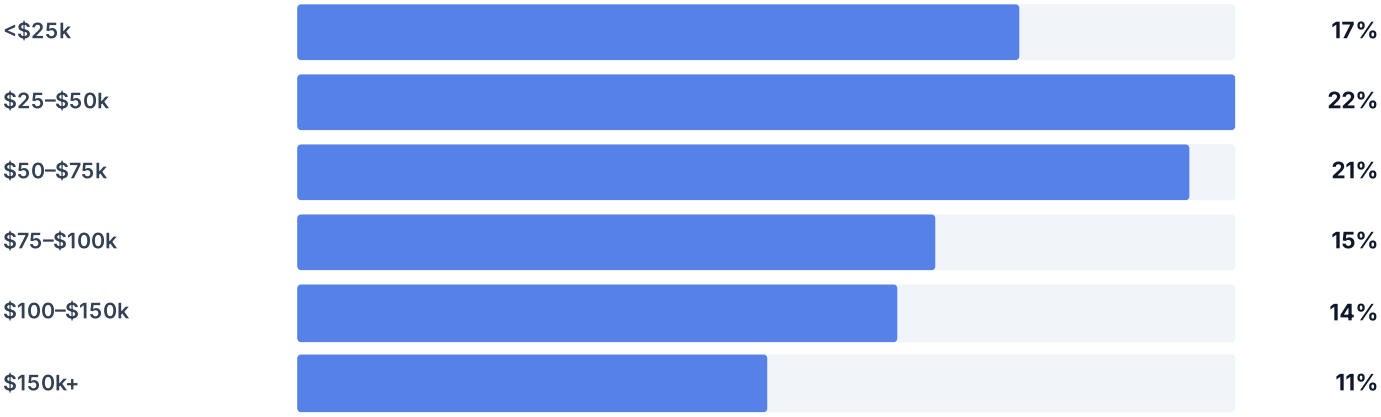
- Who your buyers are and what they can pay
- The community you are marketing to
- The searches to win
- Two platforms and what to post on them
- Scripts you can copy and send today

Your Ideal Customer & Local Economics

Income data · where to find buyers · what similar businesses earn

Household income in your area Census

ZIP · Regional industry estimate



25% of households earn $75k+. Focus marketing on this group if your ticket is $1650+.

WHO TO FOCUS ON

25% of households in ZIP earn **$75k+** (dominant bracket: $50,000–$74,999). These buyers pay for speed, proof, and professionalism — not the cheapest quote.

Where to find these customers

CHANNEL	WHY IT WORKS HERE
Google Search + Maps	Most local buyers start here when they need daycare or childcare nearby
Google Business Profile	Free listing in Maps and the local 3-pack for ZIP Walnut Creek, Ca
Your website + reviews	Higher-income buyers compare 2–3 options before they call
Facebook local groups	Budget-conscious buyers ask for recommendations and compare prices

What daycare or childcare typically earn in Ca Census CBP

77383	875114	$49K–$91K/mo per business	$35,030/yr (about $16.84/hr)
DAYCARE OR CHILDCARE IN THE UNITED STATES	PEOPLE THEY EMPLOY	TYPICAL REVENUE PER BUSINESS	INDUSTRY WAGE BENCHMARK (BLS)

Daycare or childcare in Ca typically run about **$49K–$91K/mo per business**, with typical job tickets around **$800-$2000** (industry benchmark).

YOUR POSITION VS COUNTY TYPICAL

You reported **$5K/mo**. County typical for similar businesses is about **$70K/mo** — you are at roughly **7%** of that benchmark.

WHO LIVES HERE

Your Community

The people in your service area — tailor your message to them



Your service area is diverse — the largest groups are **White 58% and Hispanic 19%** (ZIP). Marketing that reflects and welcomes your whole community builds trust.

YOUR MOVE

Use photos, testimonials, and language that represent your actual neighborhood, and consider multilingual content or ads if a large share of your area speaks another language. Inclusive, local-feeling marketing outperforms generic stock imagery.

Verified · Census U.S. Census ACS 5-Year (race/ethnicity, occupation, industry, housing by ZIP) · September 21, 2026

Keyword Strategy

The searches to win on Google, and where you stand today

WHERE YOU STAND

Your site does not yet rank for the tracked local search terms in your market. That is the opportunity, and the keywords below are where to start.

Real search terms where **mylittlegeniusacademy.com and kindercare.com** already rank on Google's first page and you do not. Best opportunities: high searches, low difficulty.

These are your **search** rivals, not the businesses on your competitor page. Those were the ones nearest you on the map; these are whoever Google actually puts in front of a person typing these words, which is not always the same list and is the one that matters for this page.

START HERE

Go after "daycare walnut creek", "daycare in walnut creek", "daycare in walnut creek ca" first. They have the lowest difficulty of your gaps. Put each one in a page title, an H1, and a Google Business post.

KEYWORD	SEARCHES / MO	DIFFICULTY	THEY RANK	YOU
daycare walnut creek	260	0	#1 mylittlegeniusacademy.com	**not ranking**
daycare in walnut creek	260	0	#2 mylittlegeniusacademy.com	**not ranking**
daycare in walnut creek ca	260	0	#2 mylittlegeniusacademy.com	**not ranking**

Source: DataForSEO Labs (ranked_keywords) · Sep 21, 2026. Difficulty is 0-100 (lower is easier to rank for).

WHERE TO SAY IT

Your Social Plan

Two platforms, a cadence you can hold, and what to post on each

Social media does not sell for a business like yours. It does something narrower and more useful: it is the proof a buyer checks after they have found you and before they call. A dead page costs you the sale that search already won. That is the whole job, and it is why the plan below is two platforms rather than five.

Google Business Profile

Once a week, every week

Not optional and not really social, but it is the one feed your buyers see at the exact moment they are choosing. Posts here move Map Pack rank; posts anywhere else do not.

Facebook

Once a week

Still where local recommendation actually happens in your area: neighbourhood groups, local pages, and the people who ask their friends before they search.

AND NOTHING ELSE, FOR NOW

TikTok, YouTube, X, Pinterest, Nextdoor: all of them work for somebody, and none of them are worth your next ninety days. A business posting well in two places beats the same business posting badly in five, and the second one is how most owners end up posting nowhere at all by March. You told us you are on **Nextdoor, Facebook** today. Anything on that list that is not one of the two above should be left exactly as it is, not deleted: a dormant page with your correct phone number on it still answers the question a buyer came to ask.

The only three things to post

PILLAR	WHAT IT LOOKS LIKE	SHARE
Proof	A job you finished. What the problem was, what you did, what changed. A photograph of real work beats any graphic.	Half
Useful	One thing your buyer does not know and would be glad to. It costs you nothing to give away and it is what makes the account worth following.	A third
Ask	The offer, the availability, the booking link. Only after the other two have earned it.	The rest

The ratio matters more than the volume. An account that is mostly asking gets muted, and a muted account is worse than no account because the buyer checking you out sees the silence rather than the posts.

YOUR MOVE THIS WEEK

Pick one finished job. Photograph it, write three sentences about what the customer needed and what changed, and post it on both platforms above. That single post is worth more than a content calendar you will not keep, and it is the format you will repeat every week from here.

Recommendation Platform choice follows your buyer, not platform size: a local household buyer checks the two places their neighbours already use. Cadence is sized to the time you told us you have. Nothing on this page is a measurement of your current accounts. · September

21, 2026

COPY, PASTE, DONE

Your Playbooks

The exact words, tools, and timing — use them as-is

Review request (text to a parent)

SEND AFTER A GOOD WEEK, NOT AFTER A "JOB" · ONE ASK PER HAPPY FAMILY

> "Hi [name], we loved having [child] this week. If you have 30 seconds, a Google review helps other local families find us: [your Google review link]. Thank you!"

Google Business Profile post (weekly)

POST ONCE A WEEK · NAME WALNUT CREEK EVERY TIME

> "Looking for childcare in Walnut Creek? Here is one thing parents ask us every week: [useful tip]. Message us for a tour."

Win-back / hours check-in

SEND TO FAMILIES WHO LEFT OR MENTIONED PICKUP TIME

> "Hi [name], we miss you. If pickup time was the issue, reply and tell us what would actually work — we would rather fix hours than lose a family."

Referral ask

ASK YOUR HAPPIEST FAMILIES, IN PERSON OR BY TEXT

> "So glad Walnut Creek is working for you. If you know another family who needs a spot, I would be grateful if you passed my name along."

Templates — swap the [brackets] for your details. Never invent results or reviews. · September 21, 2026

06

Your 90 Days

The whole report reduced to what happens in the next three months, in order. It is sequenced from chapter four, which is the diagnosis, not from chapter five, which is the marketing.

IN THIS CHAPTER

- Phase 1 fix, Phase 2 grow, Phase 3 scale
- The five numbers to check every month

90-Day Plan

Phase 1 Fix · Phase 2 Grow · Phase 3 Scale

This is the standard opening sequence for a trading local business, not a plan written from a full P&L on this run. It is still the right order to work in. Reply to your report email if you want the version rebuilt from cost, volume and bills.

Phase 1 · Days 1-30 · Fix About 4-6 hours in total, spread across the month

Low effort, highest return. Mostly filling in forms and asking people you already know.

If you skip it: Everything after it underperforms. You would be sending traffic to a profile and a site that are not ready to convert it, which means paying for visitors twice.

Phase 2 · Days 31-60 · Grow About 2-3 hours a week

Steady effort. This phase needs consistency far more than intensity.

If you skip it: Phase 1 slowly decays. Rankings and reviews both fade without new activity, so the month you stop is the month the compounding stops.

Phase 3 · Days 61-90 · Scale About 3-4 hours, plus whatever you choose to spend

Optional effort, and the only phase that can cost real money.

If you skip it: You keep everything Phases 1 and 2 built and simply grow more slowly. This is the one phase it is genuinely safe to postpone.

Phase 1 · Fix

- Ask for a deposit or shorter terms on the next five jobs before you take more work.

Phase 2 · Grow

- Do not spend to win extra customers while each new job widens the cash gap.

Phase 3 · Scale

- Revisit volume only after new work is funded up front or within a week.

Ninety days is three moves, not thirty. Phase 1 is the only one that matters right now, and if you only ever finish Phase 1 you will still be further ahead than most of the businesses on your competitor page.



What to Track

Check these monthly

KPI	WHY
Phone calls	Are people reaching out?
Form fills	Is your website converting?
Google Map views	Are locals finding you?
New reviews	Trust signal for search and buyers
Lead source	Know what is actually working (GBP, web, referral)

What We Analyzed

Tools we ran for your business

Data confidence **71/100** (10 of 14 modules collected).

It is not 100 because we could not collect: **competitor ad library, live GA4 / Search Console**. Nothing below is filled in to cover for them.

SOURCE	STATUS	RESULT
Google Map Pack / Places	Verified	8 competitors
Google PageSpeed + SEO	Verified	No website audited
US Census demographics	Verified	ZIP unavailable
Business density	Verified	77383 businesses in the United States
Local search keywords	Verified	5 terms checked
Client intake	Intake	Revenue, offer, goals
Unit economics model	Modeled	$1,650 ticket
Growth Score engine	Verified	From verified facts above

Recommendations in this report use Verified and Modeled data first. Missing modules are marked Unavailable, never invented.

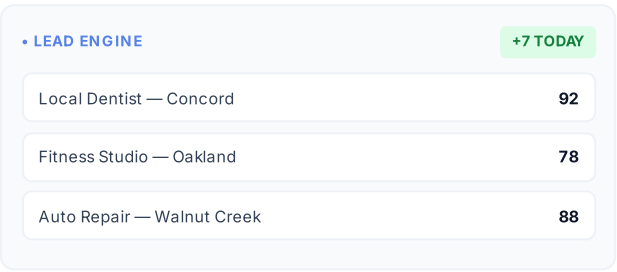
IF YOU WANT HELP DOING IT

What Betograpy Actually Does

The report tells you what to fix. This page is about who does the fixing.

Everything in this report is work you can do yourself, and the 90-day plan is written so you can. The reason most owners do not is not that the list is hard. It is that it never stops: reviews have to be asked for every week, the Google profile has to be posted to every week, and the month you stop is the month it starts sliding back. Betograpy is the thing that keeps doing it when you are busy running the business.

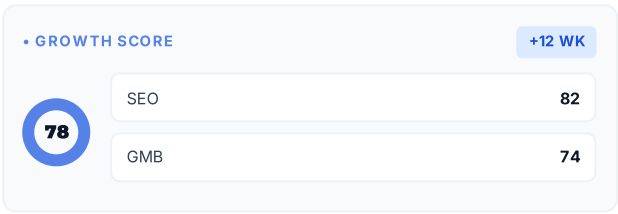
Twelve engines. Six here, six on the next page.



Lead Engine

Finds local prospects by ZIP code, scores them, and feeds your CRM with hot leads. Auto-emails go out, replies tracked.

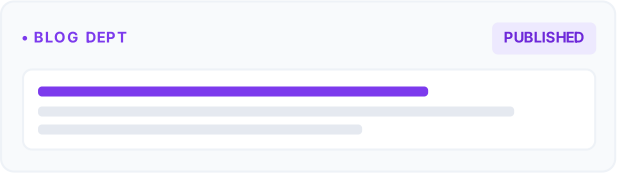
DAILY · AUTO SEARCH



Local SEO Engine

Tracks your keyword rankings, finds low-hanging local keywords, gives you a weekly action list. Pulls live data from Google Search Console.

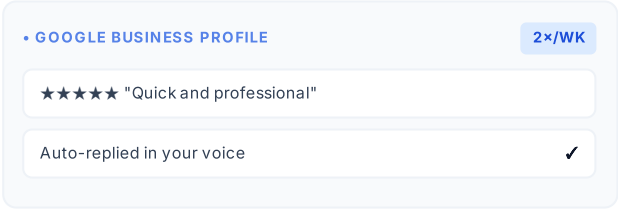
LIVE DATA · WEEKLY TASKS



AI Auto Blog Posts

2 to 3 blog posts per week, written in your voice with smart internal links and AI-generated infographics. Auto-published to WordPress.

1-3× PER WEEK



Google Business Profile

Twice-weekly GMB posts, automatic review replies in your voice, quarterly photo uploads. Stops your Google Business Profile going stale.

2× PER WEEK

• EMAIL ENGINE SENDING

Intro email	Sent
Value follow-up	Opened
Last chance	Queued

Cold Outreach + Newsletter

Finds local prospects from Google Places, sends sequenced cold emails, runs your monthly newsletter. Pixel-tracked opens.

DAILY · AUTO SEQUENCE

• SOCIAL AUTO-POST 3-5×/WK

DM auto-reply	24/7

Social Auto-Posting + AI Replies

Facebook, Instagram and LinkedIn posts 3 to 5 times weekly. AI auto-replies to comments and DMs in your brand voice, 24/7.

3-5× PER WEEK

Verified Everything listed above is built and running today. The dashboard reads the same Growth Score engine that produced the 33/100 on page 3 of this report.

IF YOU WANT HELP DOING IT

The Rest Of What Runs

Six more engines, all built and running today, none of them anything you have to operate yourself.

• VIDEO ENGINE — RENDERING

AI Video Explainers

Short vertical videos built from your own content, with captions and voiceover, for the feeds that push video hardest.

MONTHLY

• REVIEW ENGINE — AUTO

Request sent	Day 0
Reminder if no review	Day 7-14
Thank-you when it lands	Auto

Review Engine

You add the customer, the ask goes out the same day, one reminder follows, and the thank-you sends itself when the review appears.

PER CUSTOMER

• CAROUSEL DEPT — DESIGNED

Slide deck built	✓
Posted to FB, IG, LI	✓

Image Carousels

Multi-slide image posts designed and published for you, in the format the platforms reward, with no designer involved.

WEEKLY

• INDEXING — SUBMITTED

New post published	✓
Sent to Google	Same day

Google Indexing

Every new page is submitted to Google the day it goes live, instead of waiting weeks to be found on its own.

EVERY POST

• RANK TRACKER — WEEKLY

marketing agency walnut creek	#7 ↑
agency near me	#12 ↑

Rank Tracking + Keyword Research

Your positions checked every week and new low-competition keywords found for you, so the plan updates itself instead of ageing.

WEEKLY

• DASHBOARD — LIVE

78

Growth Score	Live
Tasks from this report	Tracked

Your Growth Dashboard

One page showing your Growth Score, the tasks from this report, and what each engine did this month. Every number in this document, kept current.

ALWAYS ON

WHAT STAYS YOURS

Answering the phone, doing the work, and deciding what you charge. Nothing here touches how you run the business, and nothing here invents customer names, results or reviews. The reviews are real ones from real customers, asked for at the right moment.

BEFORE YOU DECIDE

What To Expect, And When

This does not pay you back next month. Here is the honest shape of it.

WHEN	WHAT ACTUALLY HAPPENS
Month 1	Foundations. Profile completed, photos added, review requests start going out, site speed fixed. Your revenue does not move. What moves is the number of things that are finally in place.
Months 2 to 3	The review gap starts closing. You hand over the customers you served, the request goes out the same day, and one reminder follows a week or two later if they have not left one. About one in three people asked this way leave a review, so 1 reviews is roughly 3 asks, spread over the quarter rather than all at once, because a sudden burst looks exactly like what it is. You start appearing in the Map Pack for searches you were invisible for.
Months 4 to 6	The compounding part. Rankings hold instead of spiking, content built in month 2 starts ranking, and the reviews are now the first thing a comparing customer sees. This is where it usually starts paying for itself.
Months 7 to 12	The gap widens rather than closes, because a competitor starting now is where you were in month 1. This is the only part that is genuinely hard to buy back once you have it.

WHAT IT WILL NOT DO

It will not bring customers next week. Paid ads do that, and they stop the day you stop paying. It will not fix a price that is too low, or a service people do not come back to. If the numbers earlier in this report say your problem is margin or capacity, fix that first: marketing a business that loses money on every sale just loses money faster.

How to decide: look at your 90-day plan. If you will genuinely do Phase 1 yourself in the next thirty days, do that and keep your money. If you read it and know you will not, that is not a character flaw, it is what having a business to run does. That is the case for handing it over.

Betograpy for Astro Kids Daycare

Weekly SEO, Google Business posts, automated review requests, and the live dashboard showing the Growth Score and the tasks from this report.

50% OFF YOUR FIRST MONTH · VALID 30 DAYS

BETO-24TJ9V

https://www.betograpy.com/auto-marketing/?code=BETO-24TJ9V

Your dashboard is included either way: log in at betograpy.com/dashboard with the email you used for this consultation.

Appendix: How We Built This

Methodology and sources

We combine **your intake answers** with **live public APIs** where available. Scores are calculated from facts, not invented.

SOURCE	USED FOR
Google Places / Maps	Competitors, ratings, reviews
Google PageSpeed	Mobile speed + on-page SEO signals
US Census	ZIP income and county business density
Client intake	Business profile, goals, pricing
Deterministic scoring	Growth Score and dimension bars

Data confidence: **71/100** (10 of 14 modules).

Appendix: Data We Had vs Missing

Transparent limits · no raw API dumps

What we collected Verified

MODULE	RESULT	USED IN REPORT
Google Map Pack / Places	8 competitors	Local market + search rankings
Google PageSpeed + SEO audit	n/a	Digital health + Growth Score
US Census demographics	n/a	Ideal Customer & income page
Business density	77383 similar businesses in the United States	Typical revenue + industry count
Local search keywords	5 terms	Customer intent section
Client intake questionnaire	Full questionnaire	Business profile + recommendations
Unit economics model	$1,650 ticket	Pricing context (modeled)

What we did not have access to

MODULE	STATUS	WOULD IMPROVE
GA4 / Search Console live pull	Unavailable	Would improve traffic accuracy
Private revenue / CRM data	Unavailable	Would improve conversion tracking

This report is for planning, not audited financial or legal advice. Connect GA4 and your dashboard for live tracking.