

Objection FAQ Library (BOFU)

25 founder questions, honest answers. Use this as a pre-call qualifier, proposal companion, or on-page FAQ module.

Generated: 2026-05-31

Fit & approach

Q: Is this just an SEO audit?

No. An audit tells you what's wrong. A diagnosis identifies the bottleneck and the first move that will change outcomes. If a rebuild is needed, we translate findings into implementation-ready direction (page roles, ownership, rebuild copy/modules, consolidation).

Q: What's different about an SEO "diagnosis" versus a typical audit report?

Most audits list hundreds of issues and leave you with more uncertainty. A diagnosis prioritizes: (1) what's blocking leads, (2) what to fix first, (3) which service path fits (rebuild, funnels, local, technical, Search + AI), and (4) what implementation should look like.

Q: Are you a fit for my business?

We're best for service businesses that want qualified inquiries and are willing to fix foundation (page clarity, ownership, structure) before scaling activity. If you want a "set-and-forget" blog retainer without structural work, we're usually not the best fit.

Q: What if we have multiple services or multiple locations?

That's common—and it's exactly where ownership rules matter. We map service vs location intent, reduce duplication, and design a structure where one page owns each core intent and other pages support it without cannibalization.

Q: We already have an agency/in-house marketer. Can you work alongside them?

Yes. Many clients keep their team/agency and use us for the diagnosis-first rebuild and structural direction. We deliver a dev-ready package your team can implement, plus guidance/QA as needed.

Timeline & results

Q: When will we see results?

Results timing depends on go-live speed, crawl/index cycles, and market competition. Early signals can appear within weeks (indexing, query alignment, lead quality), while stability and compounding outcomes typically develop over 30/60/90 days.

Q: What changes can happen in the first 30 days after go-live?

Common early changes: priority pages index cleanly, the right pages start appearing for the right queries, user behavior improves (more clicks into service pages), and lead quality can improve before lead volume.

Q: Do you guarantee rankings or leads?

No. We don't guarantee rankings, lead volume, or AI citations. We improve structure, ownership, clarity, proof placement, and routing so your site has a stronger base to earn and convert demand.

Q: What if rankings drop after changes?

Some volatility is normal after consolidation, redirects, and major page updates. The key is whether the site moves toward clearer ownership and stronger conversion routes. We watch indexing, canonical alignment, and query-to-page mapping to validate direction.

Q: What if we need leads immediately?

If you need leads next week, you usually need a parallel channel (referrals/partners/paid) while the rebuild stabilizes your long-term conversion system. A rebuild improves the foundation so future traffic converts more efficiently.

Process & deliverables

Q: What exactly is included in a Lead Gen Rebuild?

A rebuild is a foundation engagement: entity/service definition, page-role map, dev-ready rebuild copy + modules, consolidation plan (keep/merge/remove/create), navigation/structure refinements, internal linking guidance, schema guidance, and an implementation handoff.

Q: What do you need from us to start?

The basics: website URL, your main service(s), target market/location, what feels broken, what a good outcome looks like in 90 days, and who will implement changes. Optional: GSC/GA4 screenshots, GBP link, proof assets, and CRM notes.

Q: Who writes the copy?

We provide dev-ready copy and module guidance as part of rebuild scope. If you have brand constraints or regulated language, we work within those and coordinate approvals so the copy is publishable.

Q: Do you implement the changes or just hand them off?

Both options exist. Many clients prefer handoff-first (their dev/team implements). Others prefer guided rollout with review and structural guardrails. The key is shipping cleanly without reintroducing overlap.

Q: What happens after the rebuild?

After the foundation is stable, growth work compounds more effectively: content funnels (buyer-question support pages), local architecture expansion (where justified), technical refinement, proof asset publishing, and ongoing iteration.

Pricing & scope

Q: How much does it cost?

It depends on scope: number of core URLs, complexity (multi-location, legacy overlap), and how much consolidation is required. The Free Diagnosis clarifies whether a rebuild is needed and what scope makes sense.

Q: Is this a monthly retainer?

Not necessarily. A rebuild is typically a focused engagement to fix foundation first. Ongoing work can follow (Ongoing Growth) once the base is stable.

Q: What's included vs not included?

Included: strategic structure + dev-ready deliverables. Not automatically included: full custom design builds, unlimited revisions, or implementation by default (implementation support can be added based

on scope).

Access & security

Q: Do you need access to Search Console/GA4/CRM?

Not to start. Screenshots/exports are often enough for diagnosis. If deeper work is needed, we use view-only access where possible.

Q: Do you need admin access to our website?

Usually no for diagnosis. For implementation support, it depends on your workflow. We prefer your team/agency to keep admin access and we provide dev-ready direction + QA.

Q: How do you handle security and credentials?

We don't request passwords via email. Use role-based access (view-only where possible) or secure credential sharing if implementation requires it.

Content, local pages & AI

Q: Should we keep blogging?

Yes—if it supports the right owner pages and doesn't compete with them. Blogs work best as buyer-question support content that routes to service pages, not as replacements for service pages.

Q: How do you prevent keyword cannibalization?

We prevent overlap by assigning page roles and ownership first. Then we consolidate duplicates, align canonicals/redirects, and design internal linking routes so support pages reinforce one winner per intent.

Q: Do we need city pages or industry pages?

Only when they add real unique value (proof, constraints, logistics). Mass-duplicated city/industry pages often create thin content and cannibalization. The right architecture depends on your model (single-location, service-area, multi-location).

Q: How do you think about AI Overviews and AI visibility?

You can't force AI Overviews to show or guarantee citations. You can improve eligibility (indexing), clarity, cite-worthiness (answer-ready structure + unique proof), and routing so visibility turns into leads.