



CodeCompliant SEO

NEW PARTNER / READ BEFORE YOU TOUCH IT

Your First Lead

Your Team Lead just handed you a name, a number, and exactly what is broken about that contractor web presence. Here is how to not waste it.

REFERRAL PARTNER KIT / FIRST LEAD INSERT

Everything below takes about twenty minutes. Do it in order. The whole point is that your first contact goes out sharp instead of going out fast, because a contractor gives you one shot and then he is gone.

01

Verify the break yourself, on your phone

Your lead sheet says what is broken. Confirm it before you say it out loud, because if you quote a problem he fixed last month you are done in one sentence. Sixty seconds:

1

Search his business name

Look at the Google listing panel on the right of the results.

2

Tap the website link

Dead link, 404, or nothing there at all? That is your opener, and now you have seen it with your own eyes.

3

Load the site on your phone

Time it. Slow load, pinch-to-zoom text, no tap-to-call button, or a not-secure warning are all real breaks.

4

Read his reviews

You need two things: proof the business is real and busy, and the number of reviews, because that number goes in your first message.

WHAT YOU ARE LOOKING FOR

A real business with a broken web presence. You need both halves. Great reviews and nothing findable online is the whole target. If the break is already fixed, tell your Team Lead and ask for the next one instead of forcing a pitch that is not true.

02

Write four sentences, not a paragraph

One problem, one consequence, one question. Four sentences maximum. Lead with the specific thing you just verified, never a generic opener, because the specific detail is the only proof you actually looked at his business instead of blasting a list.

THE SHAPE THAT WORKS

You have got 132 five-star reviews and no website. That is jobs walking to whoever has one. My buddy is a licensed electrician who builds them for \$499 flat. Want the link?

That is a fact he can check, a consequence he can feel, who you are, and a question he can answer with one word. Compare it to the version that dies: Hi, I am with a digital marketing agency and we help contractors grow their online presence. He deleted that before you finished typing it.

THE SWAP TABLE, MEMORIZE IT

Never say SEO

Say where you show up when people search

Never say keywords

Say what people type in

Never say traffic

Say people finding you

Never say optimize, leverage, online presence

Say nothing. Those words are the tell.

One exception. If he says a word first, you can use it back once. He says SEO is a scam, you can talk about SEO for one sentence. Then translate to plain talk and stay there.

03

Send it to your Team Lead before you send it to him

This is the rule that makes the difference between a first lead and a wasted one. Your first text is your worst text. Everybody first text is. Copy your opening message and send it to your Team Lead first. It comes back sharpened in minutes and it costs you nothing.

WHY THIS IS NOT OPTIONAL

A tighter open means more replies, more conversations, more closes and more money in your pocket. The lead in your hand is researched, it is finite, and once you have burned it with a bad opener there is no second attempt with that contractor. There is zero downside to the review and one very expensive downside to skipping it.

04

Send it, then be patient in the right way

Text beats calling for a first touch, because contractors live in text and cannot answer a phone from inside a panel. If you call, aim for 8 to 9 in the morning before the first job or 4:30 to 6 in the evening on the drive home. Never between 10 and 3.

- Touch two, three days later, with a new angle. Never the words just following up.
- Touch three, a week later, with the demo link open to his trade page and one line.
- Then park him for thirty days. Three touches, then stop. Contractors respect persistence and despise pestering, and the line between them is exactly there.

- If he says stop, or not interested, that number is done permanently. Log it and move on. One complaint costs more than ten closes earn.

05

When he replies, do not pitch. Ask.

A reply is not a close, it is a conversation. The fastest way to lose it is to start listing features. Ask instead, because the questions are what make you sound like an operator instead of a marketer:

- When somebody gets your name from a neighbor, what do they do next?
- Where is your work coming from right now?
- What jobs do you actually want more of?
- Who answers your phone, and how much of their day is the same six questions?
- What are you paying for leads right now?
- Last guy who called you about marketing, what did he say?

That last one is gold. It tells you exactly which pitch already failed on this man, so you never repeat it, and it lets you agree with his skepticism instead of arguing against it.

WHEN HE ASKS SOMETHING TECHNICAL, DO NOT BLUFF

Say it straight: honestly, I do not know. I would guess and I would be wrong and you would catch me. Let me get you ten minutes with Jason and he will tell you straight. Contractors trust I do not know more than almost anything else you can say. Bluffing is the fastest way to lose one.

06

Close it, and make sure it is yours

- 1 On a website sale**
Walk him to the form at codecompliantseo.com while you are with him. Three minutes. Momentum is the close, and I will do it tonight closes half as often.
- 2 Watch him type your name**
The Who Referred You box is the only tracking on a sale you sourced. Verbal confirmation is worth nothing. Watch the name go in before he submits.
- 3 On a plan sale**
Get the yes, then text your Team Lead the name, number, and one line of context. That text is the handoff and the paper trail at the same time.
- 4 Never touch money**
Every payment runs through the official links. If he offers cash, redirect it. No record means no commission.

07

Report it, whatever happened

When the lead lands somewhere, text your Team Lead the status in one line. Name plus one word is enough.

THE FORMAT

Tavella, CLOSED. Almeida, talking, quoted him. Penn Mech, dead, has a nephew who does websites.

Report every lead you are given, including the dead ones, because a clean report is what unlocks your next batch. Dead leads are information, not failure. The only real failure is silence.

YOUR COMMISSION IS PROTECTED ON ASSIGNED LEADS**Leads from your Team Lead**

Logged to your name the day they are assigned

Leads you find yourself

Tracked only by the Who Referred You box, so watch them type it

Either way

Paid on collected money, first plan payout after their second payment clears

Questions on any of this, or a live one you cannot crack, text your Team Lead. If you do not have one yet, text Jason at 610-656-7126.