# SEO That Helps Your Garage Door Company Generate More Calls

## WHAT IS SEO?

Search Engine Optimization (SEO) is the process of improving your website so it appears higher in Google and other search engines when homeowners are looking for garage door repair, garage door installation, spring replacement, opener repair and other services you provide.

Simply put, SEO helps more qualified people find your business without paying for every click.

Unlike Google Ads, where traffic stops when you stop spending, SEO builds a long-term asset that can continue generating leads month after month.

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## WHY DOES SEO MATTER?

Most homeowners begin their search online.

When someone searches:

- Garage door repair near me
- Broken garage door spring
- New garage door installation
- Garage door opener repair
- Emergency garage door service

...they're usually looking to hire someone soon.

The companies that consistently appear near the top of search results receive the majority of those clicks, phone calls and estimate requests.

Good SEO helps your business:

- Generate more qualified leads
- Increase phone calls and form submissions
- Reduce dependence on paid advertising
- Build long-term visibility in your service area
- Grow revenue year after year

***Our goal isn't to improve rankings just for the sake of rankings.***

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*Our goal is to help your business book more profitable jobs.*

## WHAT WE DO

A successful SEO campaign includes many moving parts working together.

Our program focuses on:

- Optimizing your website for important garage door services
- Building strong city and service area pages
- Improving site speed and user experience
- Fixing technical SEO issues
- Publishing helpful content that answers homeowners' questions
- Optimizing your Google Business profile
- Strengthening your website's authority through quality backlinks
- Monitoring rankings, traffic and lead generation

*Everything is designed around attracting homeowners who are actively searching for garage door services.*

## SEO NOW INCLUDES AI (AEO)

Search is changing.

Google's AI overviews and AI-powered search tools increasingly answer questions before users even click on a website. Other platforms like ChatGPT, Gemini and Perplexity are also becoming popular ways for homeowners to research projects and find local businesses.

This is where Answer Engine Optimization (AEO) comes in.

Rather than creating content only for traditional search rankings, we also structure your website so AI platforms can easily understand, reference, and recommend your business.

That means creating:

- Clear service pages
- Helpful homeowner resources
- Well-organized website content
- Strong local business signals
- Trusted information that search engines and AI systems can confidently reference

*Today's SEO isn't just about ranking in Google. It's about increasing your visibility wherever people search for answers.*


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## HOW LONG DOES SEO TAKE?

SEO is a long-term growth strategy.

While every market is different, most businesses can expect something like this:

### Months 1–2

- Website improvements
- Technical optimization
- Content planning
- Initial local SEO work

### Months 3-6

- Increased keyword rankings
- More organic website traffic
- Growth in phone calls and quote requests

### Months 6-12+

- Stronger local authority
- More consistent lead generation
- Continued growth as additional content and authority are built

Competitive markets may take longer, while smaller markets can often see momentum sooner.

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## WHAT SHOULD YOU EXPECT?

SEO is not an overnight solution.

It requires consistent work, ongoing optimization, and patience.

What you can expect from us is:

- A clear strategy
- Transparent reporting
- Continuous improvements
- Honest communication
- A focus on generating real business results

We don't chase vanity metrics.

We measure success by increased visibility, qualified leads, booked jobs and revenue growth.


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## SEO WORKS EVEN BETTER ALONGSIDE GOOGLE ADS

Many of our clients run both Google Ads and SEO.

Google Ads generates leads immediately while SEO builds long-term visibility and lowers your reliance on paid advertising over time.

Together, they create a stronger online presence and help your business capture customers at every stage of their search.

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## THE BOTTOM LINE

SEO is an investment in the future of your business.

Done correctly, it helps your garage door company become easier to find, more trusted by homeowners, and better positioned to generate consistent leads for years to come.

Our objective is simple:

Help your garage door company earn more visibility, more qualified calls, more booked jobs and more revenue.


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# SEO That Opens Doors to More Business

## MORE VISIBILITY. MORE CALLS. MORE GARAGE DOOR JOBS.

Our SEO program helps garage door companies get found by homeowners who are actively searching for your services — so you can generate more calls, book more jobs and grow your revenue.

- **Attract More Qualified Leads**
- **Increase Phone Calls and Quote Requests**
- **Build Long-Term Visibility**
- **Reduce Dependence on Paid Ads**
- **Drive More Revenue Year After Year**

## WHAT IS SEO?

Search Engine Optimization (SEO) is the process of improving your website so it ranks higher in Google and other search engines when homeowners look for garage door services like repair, installation, spring replacement, opener repair and more.

When your website shows up at the top, you get more clicks, more calls and more customers.

## WHAT WE DO

- Optimize your website for garage door services
- Create strong city and service area pages
- Improve site speed and user experience
- Fix technical SEO issues
- Publish helpful content that homeowners love
- Optimize your Google Business profile
- Build quality backlinks and local authority
- Track rankings, traffic and leads

## SEO NOW INCLUDES AI (AEO)

Search is evolving. AI overviews on Google and AI tools like ChatGPT, Gemini and Perplexity are changing how people find answers and businesses.

**We optimize your website so both search engines AND AI platforms can understand, trust and recommend your business.**

### THIS MEANS:

- Clear, helpful service pages
- Well-structured content
- Strong local signals
- Trustworthy information AI can reference

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## HOW LONG DOES SEO TAKE?

### MONTHS 1-2

+ Website improvements
+ Technical optimization
+ Content planning
+ Initial local SEO work

### MONTHS 3-6

+ Keyword rankings improve
+ More organic traffic
+ More calls and quote requests

### MONTHS 6-12+

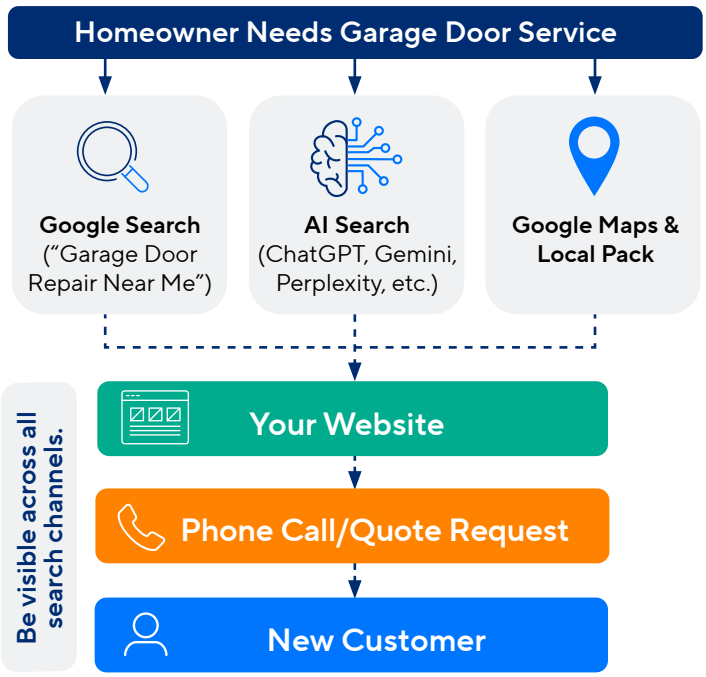
+ Stronger local authority
+ Consistent lead generation
+ Continued growth & higher revenue

*Timelines vary by market and competition.*
*Consistent effort creates compounding results.*

## SEO, GOOGLE ADS & LOCAL SERVICE ADS
### HOW THEY COMPARE

| FEATURE | GOOGLE ADS | SEO + AEO | LOCAL SERVICE ADS |
|---|---|---|---|
| Time to Results | Days | 3-12 Months | Days |
| Traffic Source | Paid | Organic & AI Search | Paid (Google Guaranteed) |
| Builds Long-Term Value? | Limited | ✓ Yes | Limited |
| Best For | Immediate Calls | Sustainable Growth | Immediate Calls & Visibility |

## WHERE CUSTOMERS FIND YOU




## WHAT TO EXPECT

- SEO is a long-term strategy that produces lasting results.
- You'll receive transparent reporting and clear updates.
- We focus on real business results, not vanity metrics.
- We're your partner in growth for the long haul.

We measure success by more visibility, qualified calls, booked jobs and revenue.

## WHAT SUCCESS LOOKS LIKE




**WE HELP GARAGE DOOR COMPANIES GROW.**
**LET'S OPEN THE DOOR TO YOUR NEXT LEVEL OF GROWTH.**

GO Partners®

By investing in a true partnership, we are all committed to the same goal:

# INCREASED SALES FOR YOU

Explore Website Template

**https://growth.go2partners.com/clopay-sample-sites**

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## We have several packages to choose from.

+ Subscription based model based on our current templates that just includes the Website Package.
    - The pricing is $199.00/month plus a $599.00 one-time setup fee
+ Subscription based model based on our current templates that includes a new website and our SEO (Search Engine Optimization) package
    - The pricing is $750.00/month plus a $799.00 one-time setup fee
+ Custom Packages
+ Digital Marketing Packages
    - PPC Pricing Only (Paid Per Click Advertising)
        - The pricing is only for the management fee. This does not include the ad spend. The client is responsible for paying Google directly for the total per month ad spend. The pricing ranges between $349.00-$2,495.00+/month based on the total ad spend.


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