

FROM THE KIT

Packages, pricing, and a real proposal.

Two documents in one file.

Part 1 is the packages and pricing sheet SetRise sends after a call. Every service, every tier, every price, exactly as prospects see it. Reprice it for your market and put your name on it.

Part 2 is a real proposal sent to a real prospect, name and details blurred. One scope, one price, said once. It is the same \$3,000 offer described in the playbook, laid out the way it actually goes to a client.

HOW TO USE THEM

Send the packages sheet only when someone asks what else you do.
Send the proposal the same night as the call. One page is enough.
Never send either one before a finding has landed.

Build your plan around what needs fixing.

Every gap your audit surfaced maps to a service below. Take the managed plan, or pick only the pieces you need. Nothing here is a contract you cannot leave.

MOST POPULAR

Authority Engine

The default plan. Fully managed end to end, with no grunt work left on your side.

- 3 DR 50+ authority backlinks every month, guest posts or niche edits depending on availability
- 10 SEO blog posts every month, roughly 500 to 750 words each
- Outreach, writing, and placement all handled

\$1,995
per month

The same work bought piece by piece runs about
\$3,675.

AI Optimized Local Websites

Fast, template built sites with multi page service and area structure baked in. Built to be read by AI search as well as Google.

PACKAGE	COVERAGE	SETUP	ONGOING
AI Website Standard	Up to 20 pages of service and area coverage, plus hosting and care	\$2,950 one time	\$199 per month
AI Website Scale	Up to 50 pages, for multi location businesses with deep geographic reach	\$4,950 one time	\$299 per month

Service Area Pages

A page for every service and city combination, written to capture local search traffic.

TIER	WHAT YOU GET	PRICE
Single page	One page to fill a single gap in your coverage	\$95 one time
Starter	5 pages every month	\$400 per month
Growth	10 pages every month	\$750 per month
Scale	20 pages every month, for deep multi city coverage	\$1,400 per month

Blog Writing

Content written for the long tail questions your customers actually ask. Monthly, or one off when a single question is worth answering.

TIER	WHAT YOU GET	PRICE
Single post	One post answering a specific question your audit surfaced	\$150 one time
Starter	2 posts every month, researched, drafted, and optimized	\$240 per month
Growth	4 posts every month	\$480 per month
Scale	10 posts every month	\$1,200 per month

Website Copywriting

Positioning copy for service pages, About, and location pages. Written to rank and to convert.

TIER	WHAT YOU GET	PRICE
Single page	A complete rewrite of any one page	\$130 one time
5 page pack	Homepage plus a service page refresh	\$600 saves \$50
10 page pack	A site wide refresh with cohesive positioning throughout	\$1,150 saves \$150

Local Citations

Listed on the directories that matter, including Yelp, BBB, Apple Maps, Bing Places, and the platforms specific to your trade. Every listing built by hand and verified against your name, address, and phone.

TIER	WHAT YOU GET	PRICE
Starter	50 citations	\$295
Growth	100 citations	\$445
Scale	300 citations	\$895

Community Mentions

Brand mentions on Reddit and niche industry forums, posted by hand rather than by bots. These are the sources AI assistants read when describing what people say about a brand.

TIER	WHAT YOU GET	PRICE
Basic	10 Reddit mentions	\$1,295
Pro	15 Reddit mentions plus 5 niche industry forum mentions	\$1,995
Ultimate	30 Reddit mentions plus 10 niche industry forum mentions	\$2,995

Guest Posts

Bigger packs cost less per link

A custom written article of roughly 500 to 750 words, published on a hand picked blog with a do follow link back to your site.

AUTHORITY	SINGLE	3 PACK	5 PACK	10 PACK
DR 30+	\$325	\$895 \$298 each	\$1,395 \$279 each	\$2,595 \$260 each
DR 40+	\$550	\$1,525 \$508 each	\$2,395 \$479 each	\$4,450 \$445 each
DR 50+	\$895	\$2,475 \$825 each	\$3,895 \$779 each	\$7,250 \$725 each

Niche Edits

Bigger packs cost less per link

A do follow link added into an existing, aged article on an established blog. Every host article is hand picked. Placement is usually quicker than a guest post because the article already exists and already has history.

AUTHORITY	SINGLE	3 PACK	5 PACK	10 PACK
DR 30+	\$295	\$850 \$283 each	\$1,395 \$279 each	\$2,700 \$270 each
DR 40+	\$575	\$1,675 \$558 each	\$2,695 \$539 each	\$5,200 \$520 each
DR 50+	\$895	\$2,575 \$858 each	\$4,175 \$835 each	\$8,250 \$825 each

What DR means. Domain Rating scores a website's authority from 0 to 100. A link from a DR 50+ site carries more weight than one from a DR 30+ site, which is why the tiers are priced differently. If you are not sure which tier fits, start at DR 30+ and move up once you can see what it is doing.

Brand Listicles & Review Articles

Same pricing, different formats

Brand listicle placement puts your business inside a "Top 10 [service] in [city]" style article on a DR 30+ publication with a real audience. **Brand review articles** are a standalone piece about your business on a real publication. Both are written by the editorial team and both are the exact page type AI assistants quote when someone asks who the best option is.

FORMAT	SINGLE	3 PACK	5 PACK	10 PACK
Brand listicle	\$795	\$2,295 \$765 each	\$3,795 \$759 each	\$6,995 \$700 each
Review article	\$795	\$2,295 \$765 each	\$3,795 \$759 each	\$6,995 \$700 each

Not sure where to start

You have no website, or one that cannot be fixed

Start with AI Website Standard. Everything else works better once the site underneath it is right, and there is no point sending authority to a page that cannot convert.

Your site is fine but nobody cites you

Start with Authority Engine. This is the most common case. The site is not the problem, the absence of third party sources talking about you is.

Your details are wrong across the web

Start with Local Citations. Inconsistent name, address, and phone details are what stop an assistant confirming you are a real, single business worth naming.

You are invisible for one specific service or city

Start with Service Area Pages plus a Brand Listicle in that city. Narrow and cheap, and it tells you whether the wider work is worth doing.

How this is measured

Before anything starts, we run your EchoCheck baseline: the real buying questions in your market, asked across ChatGPT, Claude, Gemini, and Perplexity, with a record of how often you come up and who gets named instead. We rerun the same questions afterward so you can see whether it moved.

Nobody in this industry can trace one specific customer from an AI answer to a booked job, and we say so openly. What we can show you is the same measurement before and after. Measured, not promised.

Dominick Martino · SetRise · 267-526-0328 · hello@setrise.io · setrise.io

PROPOSAL

Making [REDACTED] the answer in South Orange County

An AI optimized website, one clean identity across Google, Bing and 100 verified directories, and your 25 years of five star reviews finally wired into the places ChatGPT, Claude, Gemini and Perplexity actually read.

PREPARED FOR

[REDACTED]
[REDACTED]
South Orange County, CA

PREPARED BY

Dominick Martino, Owner
SetRise LLC
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INVESTMENT

\$3,000

one time, all in
delivered in 2 weeks

WHERE YOU STAND TODAY

The AI assistants barely know you exist

On September 9 we ran EchoCheck, our AI visibility audit, on [REDACTED]. It asks ChatGPT, Claude, Gemini and Perplexity the same ten questions a homeowner in Lake Forest types when they need heating, cooling or plumbing help, then records who each assistant recommends.

16 /100**AI visibility score**

Named in 7 of 40 answers across the four assistants. Competitors like Alicia Air, John Stevenson Plumbing and McMaster were named far more often, and for the exact jobs you want: burst pipes, air quality, duct sealing, heating installs.

Assistant	Score	[REDACTED] named
ChatGPT	43 / 100	5 of 10 answers
Claude	10 / 100	1 of 10 answers
Gemini	9 / 100	1 of 10 answers
Perplexity	0 / 100	0 of 10 answers

WHY, IN PLAIN TERMS

You have the reviews. The machines cannot connect them to you.

The frustrating part is that [REDACTED] has everything the assistants look for: 25 years in business, NATE certified technicians, a CSLB license, 24/7 live answering, roughly 600 Yelp reviews that are mostly five stars and well over a thousand Google reviews. The audit shows the assistants read Yelp 24 times and Google 22 times while answering these questions. Your proof is sitting on the sources they read. It just is not attached to one clean version of who [REDACTED] is and where [REDACTED] is.

THREE THINGS WE FOUND ON YOUR SITE TODAY

Scattered identity is the whole problem

Every finding below was checked against the live site and live listings on September 10, 2026. All three share one cause: there is no single agreed version of [REDACTED]'s name, address, phone and hours for the assistants to trust.

Four addresses, none of them where your reviews live

Your website lists offices in Laguna Niguel, San Clemente, Laguna Hills and Rancho Santa Margarita with one phone, [REDACTED]. Your largest Google listing, the one directories show with roughly 1,095 reviews at 4.8 stars, sits at [REDACTED] in Lake Forest with a different phone, 949 259 6132. That address does not appear anywhere on [REDACTED]. The assistants see two different companies.

A second listing with a second name

A listing called just ' [REDACTED] Air' in Laguna Niguel carries 203 more reviews, a third phone number ([REDACTED]), is categorized as appliance repair, and shows 7:30 to 6 hours while your site says open 24 hours. Every mismatch is a reason for an assistant to hedge or pick a competitor with a cleaner record.

The reviews are not on the site

The homepage has a "What Our Customers are Saying" section, but in the raw HTML the assistants read, it is empty. Your 14 question FAQ page has no FAQ schema, there is no llms.txt, your social profiles are not declared in your structured data, and the contact email is on [REDACTED] while the site is [REDACTED]. None of these is hard to fix. Together they are why a 25 year old company scores 16.

WHAT IT COSTS YOU

The jobs going to competitors are the profitable ones

[REDACTED] was named zero times for burst pipe repair, indoor air quality, heating installation, plumbing inspection and duct sealing, even though every one of those is a page on your site. Those are the high ticket calls. Alicia Air, John Stevenson and McMaster are being handed them by default because the assistants can verify who they are in one lookup.

THE PROGRAM

What SetRise delivers, all in, in two weeks

One project, one price, one point of contact. Everything below is included. Nothing is a placeholder for an upsell.

1

AI optimized website rebuild

A full revamp of [REDACTED] built to be read by machines as easily as by people. We keep your brand, your service pages and your URLs, and rebuild the foundation underneath: every service and service area page gets a factual first paragraph, mirrored FAQ schema (your existing 14 questions first), HVACBusiness and Plumber structured data that names every real office and phone, declared social profiles, a visible updated date, tightened titles, an llms.txt file, and a review section that actually loads. Roughly 20 to 30 pages, launched on your existing hosting.

2

Google reviews fixed and connected to the site

We straighten out the listings first so the reviews point at one company: consolidate or correctly link the Lake Forest and Laguna Niguel profiles, match names, phones, hours and categories to the site, and add the Lake Forest office to [REDACTED]. Then we wire a live Google review feed into the homepage and service pages so the proof is on the page the assistants quote, plus a one tap review link for your techs to use after every job.

3

Google Business Profile and Bing Places optimization

Every profile rewritten to the same canonical description, categories set to HVAC contractor and plumber (not appliance repair), all services and 18 service areas listed, 24/7 hours set correctly, photos refreshed, and Bing Places claimed and matched so Copilot and Perplexity get the same answer Google does.

4

100 NAP verified citations

[REDACTED] listed on 100 directories and data aggregators with name, address, phone and hours matching character for character. Existing wrong listings get corrected, not duplicated. This is the layer that makes assistants confident enough to name you.

5

One authority placement

A written placement about [REDACTED] on a relevant home services or Orange County site with a domain authority of 30 to 40, giving the assistants an independent third party source that describes you the way you describe yourself.

6

Measurement

We rerun the same ten questions across all four assistants at launch, day 30 and day 60 and send you the score each time. Progress is a number, not a promise.

TIMELINE

Two weeks from kickoff to launch

Days 1 to 2	Kickoff call, access to WordPress, Google Business Profile and Bing. We lock the canonical name, address, phone and hours sheet with you.
Days 3 to 7	Site rebuild in a staging environment. Listing corrections and citation submissions begin in parallel.
Days 8 to 11	Review feed connected, structured data validated, profiles rewritten, authority placement drafted for your approval.
Days 12 to 14	Your review of staging, launch, launch day audit sent. Citations continue to publish over the following weeks as directories approve them.

INVESTMENT

One price, everything included

Item	Standalone
AI optimized website rebuild, 20 to 30 pages	\$2,500
Google review cleanup and live review integration	\$400
Google Business Profile and Bing Places optimization	\$600
100 NAP verified citations	\$800
Authority placement, DA 30 to 40	\$500
Launch, day 30 and day 60 audits	\$200
Standalone value	\$5,000

YOUR PRICE, ALL IN

\$3,000

\$1,500 to begin, \$1,500 at launch. No monthly fee is required. You own the site, the listings and every citation outright.

Optional after launch: ongoing management (monthly audits, GBP posts, review responses, new content) is available and quoted separately. It is not needed to get the results above.

WHAT HAPPENS NEXT

Three steps to start

- **Reply yes** to this proposal or book a 15 minute call at setrise.io. We answer any questions and confirm the canonical office list with you.
- **Invoice for \$1,500** arrives the same day. Work starts the business day after it is paid.
- **Launch in 14 days**, second invoice at launch, first rerun audit in your inbox that week.

A note on honesty: SetRise measures how often the assistants recommend you and fixes the signals they use to decide. We do not promise a ranking, because nobody controls what ChatGPT says. What we can show you is the score moving, in the same ten questions, on the same four assistants, before and after.

WHO YOU ARE WORKING WITH

Dominick Martino, Owner, SetRise

SetRise is an AEO company in New Jersey. We make businesses the answer when people ask AI who to hire. EchoCheck, the audit that produced your score, is our own tool. The site, the listings and the citations are all built and verified by hand, and the same audit that found the problem is the one that proves it is fixed.

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Accepted for [REDACTED]

For SetRise LLC

Name / Title / Date

Dominick Martino, Owner / Date