

What Your Business Is Losing Right Now

American Septic Tank Services Inc · Lafayette / Carencro, LA

Every month without a strong online presence, here's what's going to your competitors:

\$3,750–\$5,600	\$2,250–\$3,375	\$6,000–\$9,000
est. lost/mo · low star rating ¹	est. lost/mo · no website ²	total estimated monthly loss

Annual projection: \$72,000–\$108,000 in preventable lost revenue

YOUR 3.3-STAR RATING — VERIFIED GOOGLE MAPS, MAY 2026

97% of consumers read reviews before using a local business.³ Harvard Business School research shows every 1-star increase drives 5–9% revenue growth. ■ 68% of consumers will only use a business with 4+ stars — and 31% require 4.5 stars or higher.³

Rating	What consumers do	Your estimated impact
3.3★ (you today)	Majority skip to next listing (68% require 4.0+) ³	~20–25% of inbound calls lost/mo
4.0★ (threshold)	Most will consider calling	+8–12 extra calls/month
4.5★ (60-day goal)	Near-universal trust; 31% of consumers require this minimum ³	+15–20 extra calls/month

NO WEBSITE

46% of all Google searches have local intent. ■ When someone searches 'septic pumping Lafayette,' Google strongly favors businesses with a website. Without one, your listing competes at a structural disadvantage — and searchers who want to vet you before calling click away to a competitor who has one.

HOW YOUR COMPETITORS RANK RIGHT NOW — GOOGLE MAPS, MAY 2026

When a homeowner has a septic emergency at 11pm, they call the top result with a website and good reviews. That call will never reach you — you're invisible at the moment they're ready to buy.

Competitor	Website	Google rating	Advantage over you
Luke's Tank Pumping	Yes (lukespumping.com)	4.8★	Top-ranked, 5-star tier trust
American Wastewater Sys.	Yes	4.3★	Website + above 4.0 threshold
D & M Septic Tanks	Limited	3.7★	Still ranks above you in Maps
American Septic (you)	None	3.3★	—

¹ Rating loss estimate: assumes 20–25% call deflection at 3.3★ (BrightLocal 2026: 68% of consumers filter out <4.0★ businesses) × est. 50–60 monthly inquiries × avg. ticket \$375.

² Website loss estimate: Google local pack favors businesses with websites; assumes 15–20% organic traffic gap vs. competitors with sites × same ticket assumptions.

³ BrightLocal Local Consumer Review Survey 2026. brightlocal.com/research/local-consumer-review-survey

■ Luca, M. (2016). Reviews, Reputation, and Revenue: The Case of Yelp.com. Harvard Business School Working Paper 12-016. hbs.edu/faculty/Pages/item.aspx?num=41233

■ Google, Secrets of Local Search 2018 — 46% local intent. seroundtable.com/google-46-of-searches-have-local-intent-26529.html. Competitor ratings verified via Google Maps, May 2, 2026.

The Solution

American Septic Tank Services Inc · Lafayette / Carencro, LA

WHAT WE BUILD

One-time setup

- Custom website — residential + commercial, 4–6 service-area pages
- Google Business Profile — photos, services, Q&A; categories optimized
- Facebook + Instagram business pages — branded, ready to post day one
- 50+ local directory citations (Yelp, Angi, BBB, etc.)
- Local SEO foundation — schema markup, on-page optimization
- Lead form + instant SMS alert to Cody within 30 seconds of inquiry

Ongoing monthly

- Hosting + security + uptime monitoring
- Local SEO — GBP posts, citation upkeep, keyword rankings
- Automated review requests after every job (SMS/email)
- AI-drafted review replies in your voice — approve in one tap
- 8 social posts/month — Facebook + Instagram
- 4 Google Business Profile posts/month
- Monthly performance snapshot

TIMELINE

- **Days 1–14:** Website live, GBP optimized, review system active
- **60–90 days:** Rating climbing toward 4.5, more inbound calls
- **3–6 months:** SEO traction, ranking for service keywords
- **Year 1+:** Website paying for itself many times over

WHAT YOU OWN

You own the website permanently — not renting a page on Angi or HomeAdvisor.

INVESTMENT

One-Time Setup	\$1,995
Monthly Service	\$497/mo
Year 1 Total	\$7,959

QUICK ROI

Avg residential ticket■	\$350–\$500
Extra jobs to break even	1–2 / mo
Call increase at 4.5★ ³	+20–40%
Install job value■	\$4K–\$10K

■ Average septic tank pumping cost in Lafayette, LA: \$300–\$600 (residential). Source: homeyou.com/la/septic-service-lafayette-costs (Feb 2026). Ticket midpoint of \$375 used in projections.

■ Septic tank installation in Lafayette, LA: \$5,000–\$20,000. Source: homeyou.com/la/septic-tank-installation-lafayette-costs (Apr 2026).

Return on Investment

Full revenue-recovery projection for American Septic Tank Services

REVENUE RECOVERY SCENARIO

Based on Lafayette market service pricing, average septic ticket values, and published research on the revenue impact of Google ratings and local SEO. All figures are estimates; actual results depend on call volume and job mix.

Scenario	Why it works	Extra jobs/mo	Extra revenue/mo
Rating 3.3★ → 4.5★	68% of consumers filter out <4.0★; at 4.5★ you pass 97% of buyers ³	+10–15 jobs	\$3,750–\$5,625
Website live (new)	Google local pack heavily favors businesses with websites; captures 46% local search intent■	+6–9 jobs	\$2,250–\$3,375
Social presence (new)	Referral amplification, community trust, seasonal campaigns	+2–4 jobs	\$750–\$1,500
Total monthly gain (est.)		+18–28 jobs	\$6,750–\$10,500

YEAR-OVER-YEAR PROJECTION

Year	Your investment	Conservative gain (est.)	Net ROI
Year 1	\$7,959	\$81,000	~10x return
Year 2+	\$5,964/yr	\$100,000+	~17x return

WHAT YOU'RE ACTUALLY BUYING

Reputation asset	50+ reviews at 4.5★ is a permanent competitive moat. Competitors can't buy it. You earn it once — it compounds forever.
Own the asset	You own the website, not Angi or HomeAdvisor. No platform fee, no lead tax, no terms-of-service risk.
Instant lead capture	New form inquiry → SMS to your phone in 30 seconds. No lead sitting in an email inbox overnight.
Price positioning	A professional site lets you charge more. Contractors with no web presence compete on price. Ones with strong reputations compete on trust.
Hands-off system	Review requests fire automatically after every job. Social posts publish on schedule. You focus on work — the marketing runs itself.
Year 2 momentum	Once you hit 4.5★ and rank on page 1, the system costs less and earns more. SEO compounds — the website gets more valuable every month.

Revenue projections are estimates based on published research and Lafayette market pricing data. Actual results vary by call volume, close rate, and job mix. Conservative annual gain of \$81,000 = 18 extra jobs/mo × \$375 avg ticket × 12 months.

What It Looks Like

Website, Facebook, and Instagram — built for American Septic Tank Services

YOUR WEBSITE

Custom-built for American Septic Tank Services — your branding, your service areas, your photos. Tap the link below to see it live:

VIEW LIVE DEMO → demo.rontigerdigital.com

Homepage	Service Pages	Service Area Pages
Hero with click-to-call CTA, star rating badge, emergency availability, and trust signals (licensed, insured, local).	Pump-out, drain cleaning, leak detection, outdoor plumbing — each page with clear pricing guidance and a quote form.	Lafayette, Carencro, Broussard, Scott, Youngsville — targeted pages that rank for '[city] septic service' searches.

SOCIAL MEDIA STRATEGY

FACEBOOK	INSTAGRAM	LINKEDIN
Recommended	Recommended	Not recommended
Primary channel for your customers. Lafayette homeowners and property managers are heavy Facebook users. Branded page with cover photo, services, review cross-posting, and 4 posts/month.	Visual platform — before/after job photos perform exceptionally well. 4 posts/month: job photos, tips, community shoutouts. Builds brand trust with homeowners 25–55.	LinkedIn is B2B. Your customers are homeowners — not business decision-makers. Your time and budget are better on Facebook and Instagram. Skip it.

WHAT 8 POSTS/MONTH LOOKS LIKE

Week	Content	Where
Week 1	Before/after job photo — 'Another clean pump-out in Carencro!'	FB + IG
Week 2	Educational tip — 'Signs your septic tank needs pumping soon'	FB + IG
Week 3	Customer shoutout / review highlight (with permission)	FB + IG
Week 4	Seasonal / community post — 'Spring is septic season in Lafayette'	FB + IG

Ready to get started?

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