Marketing Portfolio

Prepared By:
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Ryan Benson
November 2026

Prepared For:
Bobo Family Group
Seville Place Apartments

About **Us**

Jess Benson

Education background

- master's degree in education (curriculum, instruction & assessment)
- english teacher – clear, simple writing people actually read
- research, planning & organizing a project step by step
- finished setting up our Google Business Profile

Ryan Benson

Business & AI background

- owner of The Flooring Folks, Florence, AL
- 17 years installing floors across the Shoals
- builds websites, tracking & reports using AI tools
- knows what local customers search for – because they call him

Together

- in the last 6 months we took our own business, The Flooring Folks, from nothing on Google to the top of Google Maps and ChatGPT
- $0 spent on ads
- this portfolio shows how we did it – and how the same plan fits Seville Place

Where We **Started**

The Flooring Folks – May 2026

Google

- website did not show up in Google searches at all (0 times from January to June)
- Google Business Profile not yet verified
- 0 reviews
- a few old photos

AI-ChatGPT

- nothing online for ChatGPT or other AI tools to find

Website

- brand-new website, just started – not on Google yet
- no prices posted, no job photo gallery

Local Directory

- no local Shoals flooring directory existed

What We **Did**

Google/Maps Business Profile	• verified our Google listing • added services, 20 service towns, logo, cover photo • uploaded 22 photos of real jobs • posted updates on the profile • asked customers for reviews (5.0 stars) • same name, address & phone everywhere
Website theflooringfolks.com	• built by us – fast & mobile friendly • 62 pages: 11 services, 18 towns, 24 how-to guides • prices posted up front • real job photo gallery • free estimate form + tap-to-call on every page
AI-ChatGPT AI Search	• wrote pages that answer real questions (cost, timing, which floor to pick) • added hidden “business info” code that Google & AI read • added a simple summary file just for AI tools
Directory Supporting Site	• built shoalsflooringdirectory.com • 54 local flooring businesses, 12 Shoals cities, 16 guides • The Flooring Folks listed with a clear “we own this” note
Tracking Reports	• Google Search Console + Google Analytics • weekly ranking report

6 Month **Timeline**

May

- starting point: nothing showing on Google
- new website built: service pages, town pages, first guides

June

- shoalsflooringdirectory.com goes live – on Google by June 17

July

- theflooringfolks.com shows up on Google for the first time (July 19)
- tracking set up for calls & estimate requests

August

- prices posted, how-to guides written, real job photos added
- first Google reviews

September

- Google profile verified & filled out (photos, services, posts)
- profile views up 68% from August

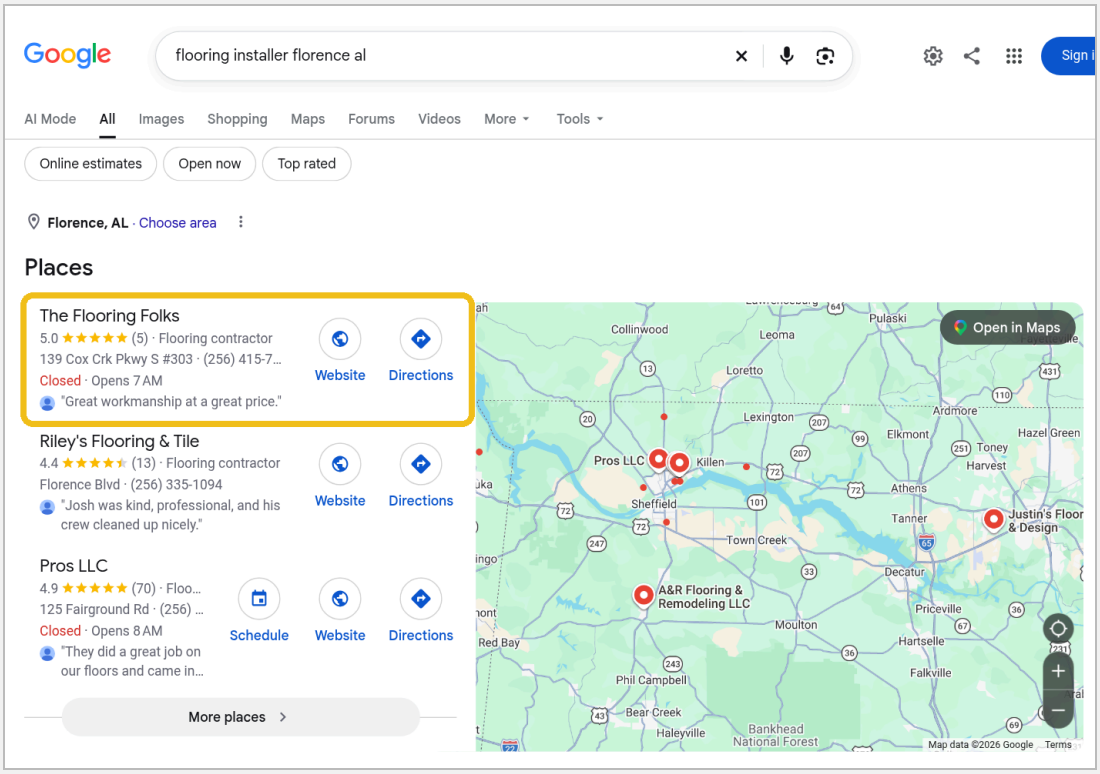
October

- 6 town pages rebuilt (Muscle Shoals, Sheffield, Tuscumbia…)
- Google profile setup finished

November

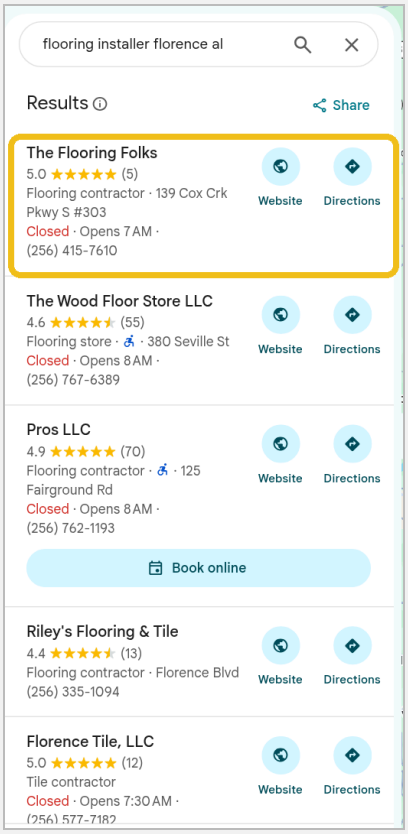
- #1 on Google Maps for “flooring installer florence al”
- ChatGPT names The Flooring Folks first

Google



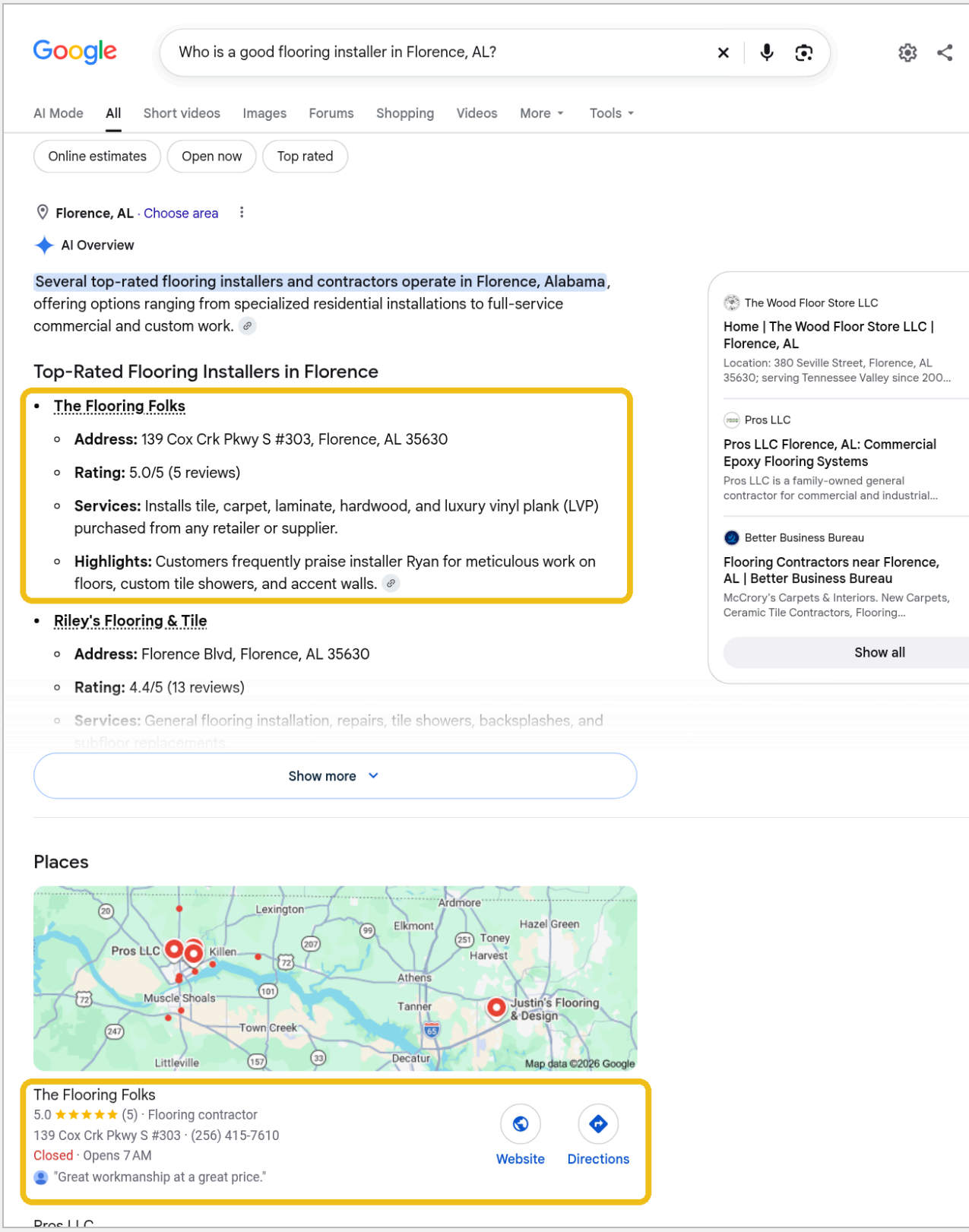
"flooring installer florence al" – #1 in Google's map box

Google Maps



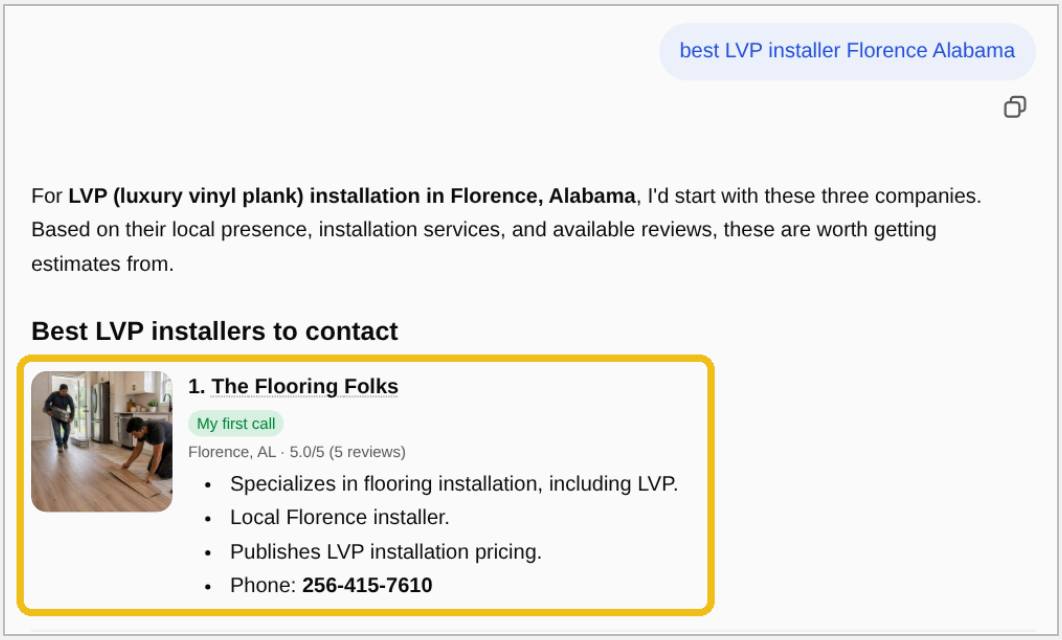
"flooring installer florence al" on Google Maps – #1 on the list

Google AI Overview

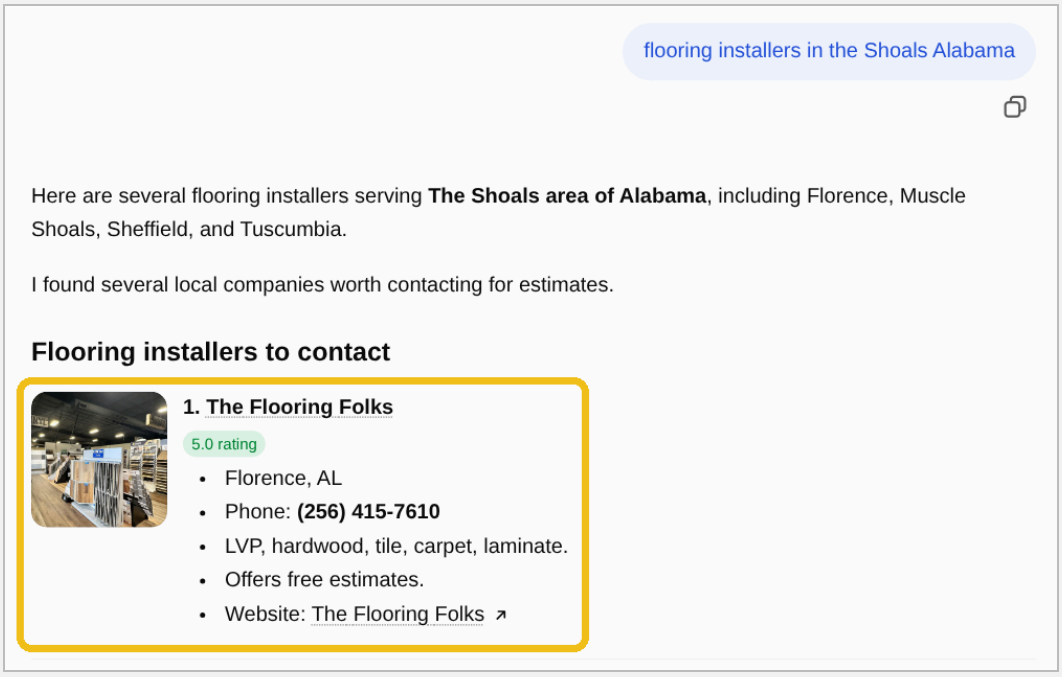


"Who is a good flooring installer in Florence, AL?" – Google's AI answer lists us first, and we're #1 in the map box below it

AI-ChatGPT

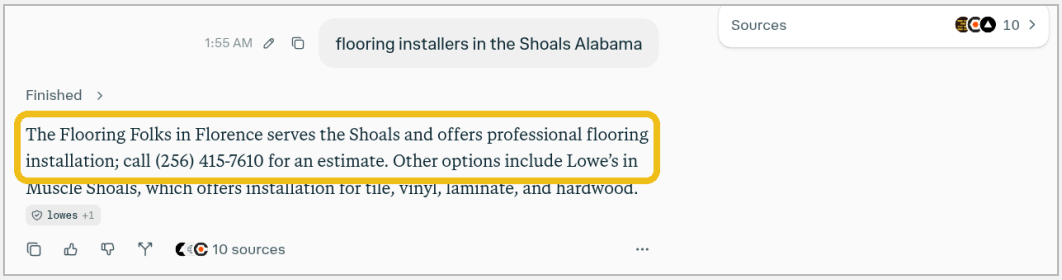


"best LVP installer Florence Alabama" – ChatGPT: "I'd call The Flooring Folks first"



"flooring installers in the Shoals Alabama" – #1, using our website & directory as sources

AI-Perplexity



named first, with our phone number

The **Results**

#1
Google Maps – “flooring installer florence al”

#1
ChatGPT – “best LVP installer Florence Alabama”

$0
spent on ads

Google

- 0 Google appearances (Jan–June) → 1,100 in October alone
- 48 different searches now land on page 1 (14 in the top 3)

Google Maps & Business Profile

- #1 for “flooring installer,” “tile installation” & “flooring contractor” in Florence
- 5.0 stars
- September: 274 profile views (up 68%), 61 people asked for directions

AI-ChatGPT

- #1 for “flooring installers in the Shoals” and “best LVP installer”
- #2 for “Who is a good flooring installer in Florence, AL?”
- Google’s AI answer lists us first; Perplexity names us first for Shoals installers
- people are already clicking through to our website from ChatGPT

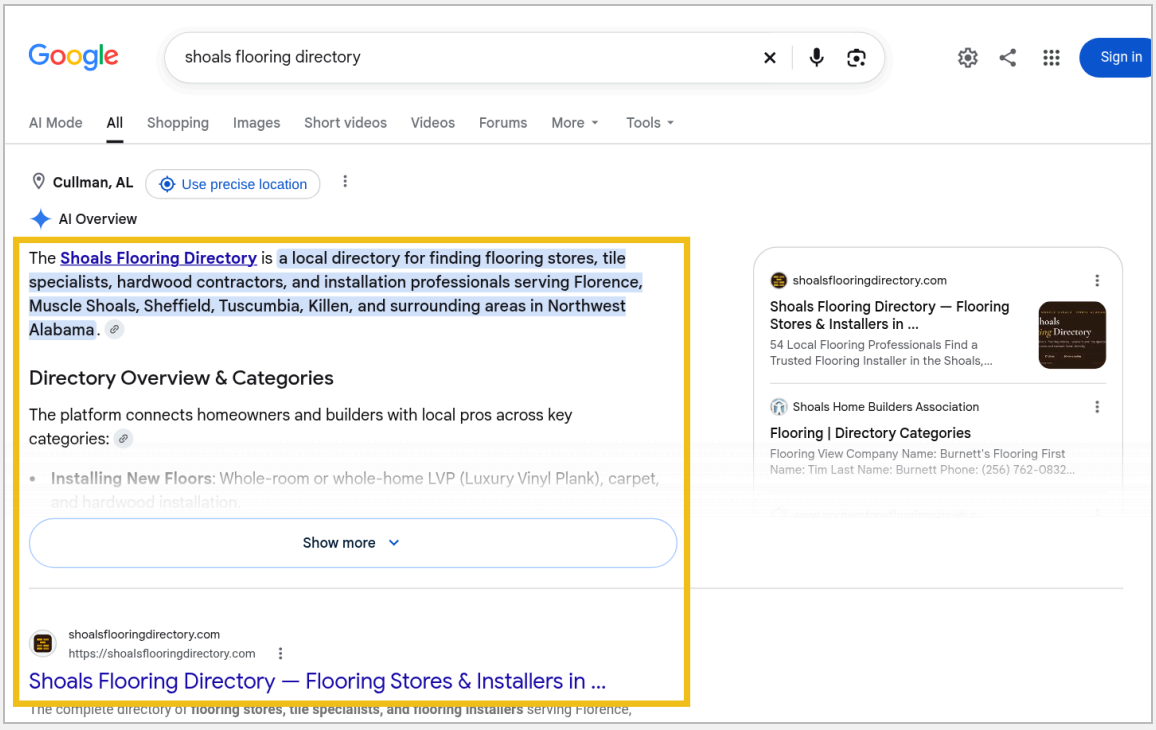
Rankings checked live November 6, 2026 (screenshots on pages 5–7). Search numbers from Google Search Console; profile numbers from Google Business Profile reports.

Supporting **Site**

Goal: more places Google & AI see our name

shoalsflooringdirectory.com

- free local directory of 54 Shoals flooring businesses
- #1 on Google for “shoals flooring directory”
- 30,000+ Google appearances in the last 90 days
- our listing page shows on Google next to our own website
- ChatGPT & Perplexity use its pages as sources



For Seville

- same idea: Seville listed the same, correct way on Google, Apple Maps, Bing, Apartments.com, RentCafe & Zillow
- every correct listing is one more place Google & AI can trust

Same Plan **For Seville**

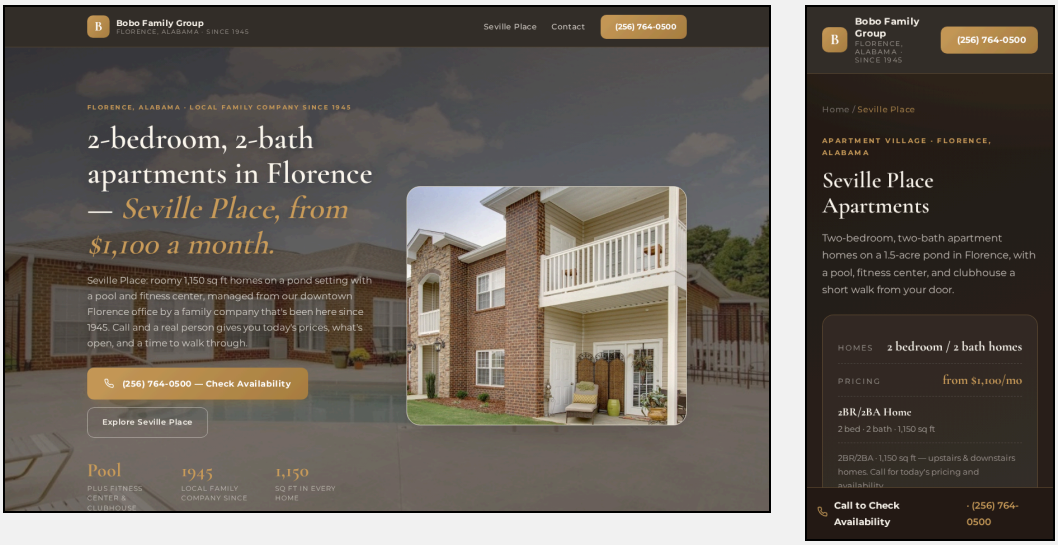
Google Seville today	• 4th for “apartments in Florence, AL” • listing unclaimed, few reviews & photos
What we did for The Flooring Folks	• claimed & verified, 22 photos, posts, real reviews • result: #1 on Google Maps
AI-ChatGPT Seville today	• 7th for “apartments in Florence, AL”
What we did for The Flooring Folks	• clear pages that answer real questions • result: ChatGPT names us first
Website Seville today	• apartment-specific website is nonexistent
What we did for The Flooring Folks	• 62-page website with prices, photos & an easy way to call

Seville is starting ahead of where we started.

- we started at zero – Seville already shows up
- same plan, same people, same tools

Already Built **For You**

Goal: show, not just tell



Seville Place website – preview, computer & phone (bobo-family-group.pages.dev)

Website

- Seville Place website: floor plan, pricing, amenities, photos, tap-to-call
- easy staff page to change prices, specials & photos – no tech skills needed
- room to add Pinebrook or any other community later

Google

- full check of all 3 Bobo Google listings (what's wrong & how to fix it)
- step-by-step plan to claim & run the Seville listing every month
- ready-to-post: profile description, 8 Google posts, 5 Q&As
- review-ask texts, emails & QR card + 6 reply templates

Research

- Florence apartment market snapshot (prices, new competition)
- furnished-rental tax & permit rules

Monthly **Report**

Sample – one page, every month. Shown with our real numbers.

1,100
times we showed on Google search (Oct)

274
Google profile views (Sept, up 68%)

61
people asked for directions (Sept)

Where We Rank

“flooring installer florence al”	Google Maps #1 · ChatGPT #2
“flooring contractor florence al”	Google Maps #1
“flooring installers in the Shoals”	ChatGPT #1 · Google AI #1
“best LVP installer Florence”	ChatGPT #1

What We Did This Month

- rebuilt 6 town pages (Muscle Shoals, Sheffield, Tuscumbia, Killen, Russellville, Rogersville)
- new homepage title for “flooring florence al”
- added a “featured installer” spot on the directory’s 2 busiest pages

Next Month

- set up Bing & Apple Maps listings
- ask recent customers for reviews
- 2 new Google posts with job photos

For Seville, we’d track

- Google & ChatGPT rank for “apartments in Florence, AL”
- calls, direction requests & website visits
- new reviews & our replies