



# A SEASON OF POSTS, NONE OF THEM NEW.

Every guide on the site already carries three posts under SHARE THIS. 16 guides, three posts a week, 16 weeks, then two weeks of the torch and a re-run. This sheet is the order and the rules; the sheets after it are the posts, ready to paste. When a guide changes, rebuild and reprint, and the calendar changes with it.

## THE ORDER

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**W01** GOOGLE · STEP BY STEP

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**W02** PRICES · STRAIGHT

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**W03** PRICES · THE SITE

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**W04** WEB PRESENCE · WHICH WAY

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**W05** NEW LLC · NEBRASKA

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**W06** WEB PRESENCE · PLAIN

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**W07** PLUMBING · THE SITE

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**W08** HVAC · DAY ONE

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**W09** ELECTRICAL · THE SITE

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**W10** LANDSCAPING · THE SITE

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**W11** CLEANING · THE SITE

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**W12** FOOD TRUCKS · THE SITE

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**W13** GOOGLE · REVIEWS

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**W14** THE LOGO · ONE COLOR

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**W15** THE FILES · WHAT YOU OWN

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**W16** THE TRUCK · WHICH ONE

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**W17** THE TORCH · A BEFORE-PICTURE VIDEO

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**W18** THE TORCH · A BEFORE-PICTURE VIDEO

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**W19** THE SEASON'S BEST POST, RE-RUN

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## THE RULES

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**01** One guide is one week. Post the three in order — the hook is the post, the body is the first comment or the second paragraph.

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**02** Every post links to its guide with the campaign tag printed under it. That tag is how the inbox and the counter know a call came from a group.

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**03** Weeks 11 to 13: the torch. Two before-picture videos and one re-run of the quarter's best post, with the client's OK where a client is in it.

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**04** Answer every comment within the day. A question in a group is a lead; the answer is the guide's link, not a pitch.

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**05** Once a quarter, re-read each guide. If it still holds, bump its LAST CHECKED date. If it doesn't, fix it first. Nothing gets a 'posted on' date, ever.

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**06** Nothing here promises a result, quotes a statistic, or names a client without their OK. If a post needs one of those to land, it doesn't run.

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## WEEK 01 · GOOGLE · STEP BY STEP

7 MIN GUIDE

POST 01

### Your Google listing says 'Contractor'. That's why the furnace calls go to the other guy.

The primary category decides which searches you show up in. 'HVAC contractor' gets furnace and AC searches; 'Contractor' gets almost nothing. Ten minutes to fix. The full setup, in order, is on the site.

[https://opticburner.com/guides/google-business-profile-setup-contractors?utm\\_source=facebook&utm\\_medium=group&utm\\_campaign=google-business-profile-setup-contractors](https://opticburner.com/guides/google-business-profile-setup-contractors?utm_source=facebook&utm_medium=group&utm_campaign=google-business-profile-setup-contractors)

POST 02

### You don't need a shop to be on the map.

Google lets a business that works out of a truck hide its address and list the towns it serves. Bellevue, Papillion, La Vista, Gretna. You show up there without telling the internet where you park.

POST 03

### Verification takes as long as it takes. Start it first.

Nothing on a new Google listing goes public until Google has verified the business, usually by video. It runs on their clock. Create the listing before the logo is final and build the rest while you wait.

## WEEK 02 · PRICES · STRAIGHT

6 MIN GUIDE

POST 01

### A \$30 logo costs \$300 the first time it goes on a truck.

Vinyl is cut from one sheet. Embroidery charges by thread color. If the logo only works as a gradient with a glow, you pay more everywhere it goes. Ask for the one-color version first.

[https://opticburner.com/guides/how-much-should-a-logo-cost?utm\\_source=facebook&utm\\_medium=group&utm\\_campaign=how-much-should-a-logo-cost](https://opticburner.com/guides/how-much-should-a-logo-cost?utm_source=facebook&utm_medium=group&utm_campaign=how-much-should-a-logo-cost)

POST 02

### If you don't have the vector file, you don't own your logo.

You're renting a picture of it. SVG or AI master, PDF, transparent PNG, one-color in black and in white, and the color codes written down. That's the list. Anyone who won't hand it over is keeping your business.

POST 03

### What to send a designer: a photo of the truck and the name on the LLC.

Plus your trade, the towns you work, and two logos you like from any industry. That's the brief. You don't need a mood board, and you don't need six directions.

## WEEK 03 · PRICES · THE SITE

7 MIN GUIDE

POST 01

### A website quote that doesn't say who owns the domain is missing the most expensive line.

If the web company registers the domain in their name, they own your address. Fall out with them and the site goes dark. Before you pay anyone, ask whose name the domain is in and whose card it renews on. The answer should be yours, both times.

[https://opticburner.com/guides/how-much-does-a-website-cost?utm\\_source=facebook&utm\\_medium=group&utm\\_campaign=how-much-does-a-website-cost](https://opticburner.com/guides/how-much-does-a-website-cost?utm_source=facebook&utm_medium=group&utm_campaign=how-much-does-a-website-cost)

POST 02

### A one-page website for a trade business can cost less than a tank of diesel.

Ours is \$100 a page, plus \$50 for the local SEO on it. That gets the phone number, the services, the towns and real photos, built by someone who does it every week, with the domain in your name. For most shops with one or two trucks, one page is enough.

POST 03

### The free website costs you every evening for a month and then it's still not up.

The builders are free until the point where you need your own address and no ads on the page. Then they're a monthly fee, plus the domain, plus the hours. There's nothing wrong with that if you enjoy it. Most people we talk to would rather be on a job.



## WEEK 04 · WEB PRESENCE · WHICH WAY

7 MIN GUIDE

### POST 01

#### **There's nothing wrong with building your own site on Wix. Just count the evenings.**

The builder is a fine tool. The question is whether you want to spend fifteen or thirty hours learning it and then keep the site up yourself. Some owners like that. Most of the ones we talk to would rather be on a job and have it done in a week.

[https://opticburner.com/guides/wix-squarespace-or-a-designer?utm\\_source=facebook&utm\\_medium=group&utm\\_campaign=wix-squarespace-or-a-designer](https://opticburner.com/guides/wix-squarespace-or-a-designer?utm_source=facebook&utm_medium=group&utm_campaign=wix-squarespace-or-a-designer)

### POST 02

#### **The free website plan is free the way a free puppy is.**

Their ads on your page and an address that ends in their name. The paid plan fixes both, and then it's a monthly fee plus the domain, every month, for as long as the site is up. Add it up over three years before you call it the cheap option.

### POST 03

#### **Most DIY trade sites we see were started in January and never finished.**

The template is picked, the home page is half done, the phone number is a placeholder, and it's been that way since spring. A site that's live and plain beats a site that's perfect and not up. Whichever way you go, set a launch date.

## WEEK 05 · NEW LLC · NEBRASKA

8 MIN GUIDE

### POST 01

#### **Clear the name before you letter the truck.**

Search it at the Nebraska Secretary of State, then on Google Maps, then as a .com. A name another LLC holds can't be filed. A name a shop two counties over already uses is a repaint. Day one, before the logo.

### POST 02

#### **The Google listing goes in before the website. Here's why.**

Verification runs on Google's clock, not yours. Create the listing, start the video verification, and build the logo and the site while you wait. Do it the other way round and the site is live for weeks before anyone can find it.

### POST 03

#### **Register the domain yourself, with your own card.**

A domain someone else registered for you is a domain you might have to buy back. Your account, your name, your card. Then the email at that domain, the same day.

[https://opticburner.com/guides/new-nebraska-llc-first-30-days?utm\\_source=facebook&utm\\_medium=group&utm\\_campaign=new-nebraska-llc-first-30-days](https://opticburner.com/guides/new-nebraska-llc-first-30-days?utm_source=facebook&utm_medium=group&utm_campaign=new-nebraska-llc-first-30-days)

## WEEK 06 · WEB PRESENCE · PLAIN

5 MIN GUIDE

### POST 01

#### **A Facebook page doesn't show up for 'plumber near me'.**

When someone searches your trade and town, the results are Google listings and websites. The page rarely appears and never in the map. Keep the page for the jobs and the messages; add the listing and a one-page site for the strangers.

### POST 02

#### **The page is a room in someone else's building.**

It can be restricted, hidden, or lost with the account. The domain and the site are property you own. That's the difference, and it's the reason to have both.

### POST 03

#### **Booked out on referrals and don't want more work? You don't need a website.**

Honestly. Spend the afternoon on the Google Business Profile instead; it's free and it's what shows up in the map. The site is for when you want people who don't know you yet.

[https://opticburner.com/guides/do-i-need-a-website-if-i-have-facebook?utm\\_source=facebook&utm\\_medium=group&utm\\_campaign=do-i-need-a-website-if-i-have-facebook](https://opticburner.com/guides/do-i-need-a-website-if-i-have-facebook?utm_source=facebook&utm_medium=group&utm_campaign=do-i-need-a-website-if-i-have-facebook)



## WEEK 07 · PLUMBING · THE SITE

8 MIN GUIDE

### POST 01

**The person on your plumbing website at 2am is standing in water. Put the phone number where their thumb is.**

They are not reading the About page. They want a number that dials when tapped, a town that matches theirs, and one photo of a real truck. Build the top of the page for that person and the rest of the site is easy.

[https://opticburner.com/guides/plumber-website-checklist?utm\\_source=facebook&utm\\_medium=group&utm\\_campaign=plumber-website-checklist](https://opticburner.com/guides/plumber-website-checklist?utm_source=facebook&utm_medium=group&utm_campaign=plumber-website-checklist)

### POST 02

**People search for the thing that broke. Put each one on your site.**

Water heater replacement, drain cleaning, sewer line repair, sump pump. Each one is a line on your site with a sentence under it. A paragraph that says 'full-service residential and commercial plumbing' matches none of them.

### POST 03

**If your site says 24/7 and goes to voicemail at midnight, you'll read about it in a review by breakfast.**

Say the hours you answer. A customer who calls at 11pm and gets a straight answer about when you can come will call you next time. One who reads 24/7 and gets voicemail leaves a one-star.

## WEEK 08 · HVAC · DAY ONE

9 MIN GUIDE

### POST 01

**Before you print anything, say the company name out loud over a phone.**

If you have to spell it, or the customer can't tell you do furnaces, it's the wrong name for an HVAC company. Check the .com is free and that it fits a van door in letters you can read from the road. If it passes those three, print it.

[https://opticburner.com/guides/hvac-startup-branding-checklist?utm\\_source=facebook&utm\\_medium=group&utm\\_campaign=hvac-startup-branding-checklist](https://opticburner.com/guides/hvac-startup-branding-checklist?utm_source=facebook&utm_medium=group&utm_campaign=hvac-startup-branding-checklist)

### POST 02

**The second van is where most HVAC brands fall apart.**

The first one gets lettered with care. The second one gets a different sign shop, a slightly different blue, and the phone number in a new spot. Now you have two companies on the road. Keep the vector file and the layout and send the same two files to every shop.

### POST 03

**The furnace call in Papillion at 9pm on a Sunday goes to whoever looks open.**

That means hours on the Google listing that say you answer at night, a phone number that's the first thing on the site, and the word emergency on both. If the listing says closed, the call goes to the next name down.

## WEEK 09 · ELECTRICAL · THE SITE

8 MIN GUIDE

### POST 01

**Nobody searches for "electrician". They search for the thing that's dead.**

Half the house lost power. The outlet by the sink is warm. The breaker won't reset. Each one is a search someone types on a phone, and each one should be a line on your site with a sentence under it. A paragraph that says "full-service electrical contractor" matches none of them.

[https://opticburner.com/guides/electrician-website-checklist?utm\\_source=facebook&utm\\_medium=group&utm\\_campaign=electrician-website-checklist](https://opticburner.com/guides/electrician-website-checklist?utm_source=facebook&utm_medium=group&utm_campaign=electrician-website-checklist)

### POST 02

**EV charger, panel upgrade, generator. Three jobs people plan for months. Give each one a line on the site.**

The emergency call pays the bills, but the planned job is the good one. Someone pricing a Level 2 charger reads the whole page and checks the reviews before calling. Make sure the page has the job on it by name.

### POST 03

**Your electrical license number goes on the site the way the state writes it. Not from memory.**

A customer letting a stranger open the panel wants a reason to trust you, and a license number they can check is one. Copy the wording from the license itself and check it against the renewal every year.



## WEEK 10 · LANDSCAPING · THE SITE

8 MIN GUIDE

### POST 01

**A landscaping website has one advantage no plumber gets: the work is photogenic.**

A patio, a retaining wall, a yard in May that was mud in March. Take the before and the after from the same spot, in daylight, and put them side by side. Nobody needs a paragraph after that.

### POST 02

**If you plow, the website should say so in October, not in the first snow.**

Snow removal is a second business on the same trucks. Put it on the site with its own line and its own form, and turn the line on before the first forecast. The customer who books in October is the one who doesn't call at 5am in December.

### POST 03

**The lawn quote form is the one place where asking for the address is right.**

You can't price mowing without seeing the lot, and a satellite view from the address gets you most of the way. Ask for it. Every other trade should leave that field off; you shouldn't.

[https://opticburner.com/guides/landscaping-website-checklist?utm\\_source=facebook&utm\\_medium=group&utm\\_campaign=landscaping-website-checklist](https://opticburner.com/guides/landscaping-website-checklist?utm_source=facebook&utm_medium=group&utm_campaign=landscaping-website-checklist)

## WEEK 11 · CLEANING · THE SITE

7 MIN GUIDE

### POST 01

**A cleaning company sells one thing: a stranger in your house while you're at work. The website has to sell trust first.**

That means real faces, not stock photos of gloves. The owner's name. The crew's first names. Who you're insured with, if you are. A page with none of that is asking someone to hand over a key to a logo.

### POST 02

**"Call for a quote" on a house cleaning site loses to "starting at" every time.**

The homeowner is comparing three companies on a phone at 9pm. The one with a starting price gets the form. The one that makes them call to find out gets skipped. Put a starting rate for a standard recurring clean on the page and quote the exact number after the walkthrough.

### POST 03

**The best customer for a cleaning company is the one who books every two weeks. Make that the first thing on the page.**

Deep cleans and move-outs are one-time jobs. Recurring is the business. Lead with it, price it, and put the one-time services under it, not the other way round.

[https://opticburner.com/guides/cleaning-business-website-checklist?utm\\_source=facebook&utm\\_medium=group&utm\\_campaign=cleaning-business-website-checklist](https://opticburner.com/guides/cleaning-business-website-checklist?utm_source=facebook&utm_medium=group&utm_campaign=cleaning-business-website-checklist)

## WEEK 12 · FOOD TRUCKS · THE SITE

7 MIN GUIDE

### POST 01

**Instagram tells your followers where the truck is. A website tells everyone else.**

The person searching "tacos near me" at noon on a Tuesday doesn't follow you. Google doesn't read your stories. A one-page site with this week's schedule, the menu as text, and a catering form is the difference between the people who already know you and the people who don't yet.

### POST 02

**Put the menu on the site as words, not as a photo of the board.**

A photo of the menu board can't be searched, can't be read by someone with bad eyesight on a phone, and goes out of date the day you change a price. Type it. Item, one line, price. It takes twenty minutes and it's the most-read thing on the page.

### POST 03

**Catering is where a food truck makes real money, and it's the one thing Instagram can't book.**

A company picnic, a wedding, a graduation party. The person planning it wants a form: date, headcount, location, budget. Put that on the site with a line that says how fast you reply, and the truck has a second business.

[https://opticburner.com/guides/food-truck-website-checklist?utm\\_source=facebook&utm\\_medium=group&utm\\_campaign=food-truck-website-checklist](https://opticburner.com/guides/food-truck-website-checklist?utm_source=facebook&utm_medium=group&utm_campaign=food-truck-website-checklist)



## WEEK 13 · GOOGLE · REVIEWS

8 MIN GUIDE

### POST 01

#### **The review link is in your Google profile. It has been the whole time.**

Open the Business Profile, tap Read reviews, then Get more reviews, and copy the link. Text it to the customer while you're still in the driveway. That's all there is to it, and you don't have to buy anything to run it.

### POST 02

#### **You have to ask everyone for a review, including the customer you're not sure about.**

Google's policy says a business can't selectively ask the happy ones and skip the rest. Send the same link to every job. The good ones show up on their own, and a listing with one honest three-star reads as real.

### POST 03

#### **Don't offer a discount for a Google review. Google names that as prohibited.**

Cash, free work, or ten percent off the next visit for a review is against Google's policy, and Google can suspend a profile over policy violations. Ask plainly, thank them either way, and go to the next job.

[https://opticburner.com/guides/first-10-google-reviews?utm\\_source=facebook&utm\\_medium=group&utm\\_campaign=first-10-google-reviews](https://opticburner.com/guides/first-10-google-reviews?utm_source=facebook&utm_medium=group&utm_campaign=first-10-google-reviews)

## WEEK 14 · THE LOGO · ONE COLOR

7 MIN GUIDE

### POST 01

#### **Print your logo in solid black before you buy shirts.**

Set everything to black on white and print it on plain paper. If the name is still readable and the mark is still one shape, it's fine. If it turned into a smudge, the embroiderer is going to find that out for you at a worse time.

### POST 02

#### **A sign shop asking for a 'simplified version' of your logo is telling you something.**

It means the strokes are too thin to cut in vinyl or there are too many colors to layer on a door. The fix is usually a clean-up of the mark you already have. Customers keep recognizing it and the shop has nothing left to charge extra for.

### POST 03

#### **Shrink your logo to one inch and see what's left.**

That's the size of it on a business card and on your Google listing. Thin lines and small taglines disappear at that size. If a stranger can't tell what it is, the detail is costing you money every time it gets printed.

[https://opticburner.com/guides/one-color-logo-test?utm\\_source=facebook&utm\\_medium=group&utm\\_campaign=one-color-logo-test](https://opticburner.com/guides/one-color-logo-test?utm_source=facebook&utm_medium=group&utm_campaign=one-color-logo-test)

## WEEK 15 · THE FILES · WHAT YOU OWN

7 MIN GUIDE

### POST 01

#### **If your logo only exists as a JPEG, you don't have your logo yet.**

Sign shops, embroiderers and web designers all ask for a vector file, SVG or AI. Without it each of them has to redraw the logo, and most will charge you for the hour. Check the file extensions in the folder before the next order.

### POST 02

#### **Paying for a logo doesn't automatically mean you own it.**

Under US copyright law the person who drew it owns it unless it's assigned to you in writing. Ask the designer for a one-line assignment now, while you're still on good terms with them.

### POST 03

#### **The blue on the truck doesn't match the blue on the website. Usually that's a missing file.**

The color codes should be written on one page: Pantone, CMYK and hex. Send that page to the sign shop and the web person and the blues match. If you never got that page, ask for it.

[https://opticburner.com/guides/brand-files-you-should-own?utm\\_source=facebook&utm\\_medium=group&utm\\_campaign=brand-files-you-should-own](https://opticburner.com/guides/brand-files-you-should-own?utm_source=facebook&utm_medium=group&utm_campaign=brand-files-you-should-own)



## WEEK 16 · THE TRUCK · WHICH ONE

10 MIN GUIDE

### POST 01

#### **Magnets are the only truck graphic that comes off for you and for whoever walks past in the parking lot.**

If the truck is leased or you're selling it next year, magnets make sense. If it parks on the street overnight, budget for losing one.

Lettering costs more up front and stays on the door.

[https://opticburner.com/guides/truck-lettering-vs-magnets-vs-wrap?utm\\_source=facebook&utm\\_medium=group&utm\\_campaign=truck-lettering-vs-magnets-vs-wrap](https://opticburner.com/guides/truck-lettering-vs-magnets-vs-wrap?utm_source=facebook&utm_medium=group&utm_campaign=truck-lettering-vs-magnets-vs-wrap)

### POST 02

#### **The sign shop can't cut a JPEG.**

Cut vinyl needs the logo as one-color vector shapes. If yours is a picture with a drop shadow, they'll redraw it for a fee or print it on a white panel. Get the one-color version before you get a quote.

### POST 03

#### **A full wrap on a one-truck shop is usually money that should have gone on the website first.**

It makes the truck look like a bigger company, and it doesn't make the phone ring on its own. Letter the doors and the tailgate, spend the difference on the site and the Google listing, and wrap when the second truck shows up.