

SHOW ME RESULTS ONLY • \$299 FULL DIY GUIDE

Show Me Results Only Full DIY Growth Guide

Business reviewed: **Show Me Results Only** • Greenville / Simpsonville / Upstate SC • <https://showmeresultsonly.com/>

This guide combines website review, trust and conversion analysis, off-site footprint research, local competitor comparison, SEO/GEO interpretation, AI-readiness fixes, and plain-English next steps for tightening the SMRO client acquisition surface.

Review date: August 5, 2026

Business type: marketing + AI readiness audit service

Overall score: 61/100

Audit style: full paid SMRO guide

1. How to use this guide

Start here

Executive summary

Read this first for the short version of what already works and what still leaks trust or momentum.

Then go to

Priority list

Work top to bottom. Priority 1 should move before the others for a reason.

Then use

Category pages

Each page explains the score, what it means, and what to do in plain English.

Simple rule: do not add more traffic before the trust, proof, off-site footprint, and checkout clarity are tighter. More traffic on a thin proof surface just scales the leak.

2. Executive summary

Show Me Results Only already has a cleaner point of view than most local marketing sites. The homepage says what the business is. The services page explains scope with unusual honesty. The founder identity is visible. The AI-readiness angle is not bolted on as random jargon. That foundation matters.

The main issue is not confusion. The main issue is corroboration. A first-time buyer can understand the offer, but they still do not see enough third-party proof, public traction, or independent echoes confirming that this service works in the wild. The site asks the buyer to trust the voice before it shows enough outside evidence.

The second issue is conversion confidence. The call-to-action structure is clear, but the free-call path leaves the domain for a Google Form and the checkout page is almost too clean. It works, but it does not answer enough of the questions a careful buyer will have right before committing.

The third issue is strategic consistency. The business teaches AI readiness, yet the robots policy blocks several major AI crawlers. That may be intentional, but if the goal is to be found, summarized, and recommended by modern systems, the public policy and the marketing promise need to agree.

3. What is already working

WORKING

The promise is clearer than most agency sites

The homepage tells the buyer this is about leaks, trust, conversion friction, and AI readability. That is concrete.

WORKING

The services page is unusually honest

In-scope and out-of-scope notes reduce vague-agency energy and make the offer stack easier to trust.

WORKING

Founder identity is visible

John Such is named directly and tied to Simpsonville / Upstate SC instead of being hidden behind generic company language.

WORKING

Structured data and metadata are already better than average

The site has real schema blocks, local metadata, and sensible page descriptions across the core pages.

4. Priority list

1

Put visible proof beside every buying decision

Why it matters: this brand explains itself well, but still does not prove itself enough in public.

First move: add testimonials, short case snapshots, and sample outcome tiles on the homepage, services page, and checkout surface.

2

Decide whether AI-crawler blocking still matches the offer

Why it matters: the current robots file blocks major AI crawlers even though AI discoverability is part of the pitch.

First move: make a conscious policy decision, then align the public message with it.

3

Keep lead capture on-site and raise pre-submit confidence

Why it matters: the external Google Form and minimal checkout create avoidable trust loss at decision points.

4

Build a real public footprint outside the website

Why it matters: strong websites still convert better when buyers can find GBP, LinkedIn, reviews, or active proof elsewhere.

5

Expand the authority surface

Why it matters: one good AI article is a start, not a durable expertise moat.

6

Instrument measurement and follow-up basics

Why it matters: if the business sells clarity, it should also model visible conversion discipline.

5. Score overview

61
OVERALL SCORE

Brand clarity	78/100
How fast a small-business owner understands what Show Me Results Only does and why it is different.	
Weighted importance: 11% of the final score.	
Service packaging	81/100
How clearly the offer stack turns audits, fixes, and support into easy-to-buy lanes.	
Weighted importance: 10% of the final score.	
Homepage conversion	68/100
How well the homepage moves a first-time visitor toward the right next step.	
Weighted importance: 12% of the final score.	
Quote path and lead capture	62/100
How easy it is to request help, buy the audit, or understand what happens next.	
Weighted importance: 12% of the final score.	
Mobile/contact path	72/100
How easy it is for a phone visitor to understand the offer and act quickly.	
Weighted importance: 9% of the final score.	
Trust and review leverage	46/100
How well proof, examples, reviews, and confidence cues help the buyer say yes.	
Weighted importance: 11% of the final score.	
Local discovery and GBP	52/100
How strong the business looks in local search, maps, and service-area trust signals.	
Weighted importance: 11% of the final score.	
Social proof and engagement	34/100
How much real off-site presence supports credibility and referral confidence.	
Weighted importance: 7% of the final score.	

AI readiness and GEO

61/100

How clearly search engines and AI systems can ingest, classify, and summarize the business.

Weighted importance: 10% of the final score.

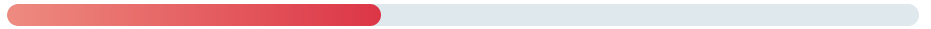


Measurement and follow-up

41/100

How visible tracking, follow-up, and conversion assurance signals are from the public surface.

Weighted importance: 7% of the final score.



6. Brand clarity

78/100

What is being measured

How quickly a small-business owner understands the offer, audience, and promise.

Quick read: this is one of the strongest parts of the site. The language is cleaner and more specific than most local agency copy.

Highlights

- Hero promise is direct and memorable
- The audit is framed as a decision tool, not generic marketing help
- Local market and AI angle are both visible

Room to improve

- Add one proof-driven subhead under the hero
- Clarify exactly who the best-fit buyer is in one sentence
- Use more examples of business types served

Example hero support line: "Built for Greenville and Upstate service businesses that need to know what is hurting trust, calls, and AI discoverability before they spend more money."

7. Service packaging

81/100

What is being measured

How clearly the site turns capabilities into offers a buyer can actually choose.

Quick read: the services catalog is one of the strongest assets on the whole site.

Highlights

- Clear separation between audit, one-time fixes, and recurring lanes
- In-scope / out-of-scope lists reduce ambiguity
- AI-focused offers feel intentional, not stapled on

Room to improve

- Add entry price ranges or starting points to more offers
- Show when each service is the right next step after the audit
- Add proof examples beside the highest-value offers

Implementation cue: add a small line under each offer saying "Best for owners who..." so the buyer can self-sort faster.

8. Homepage conversion

68/100

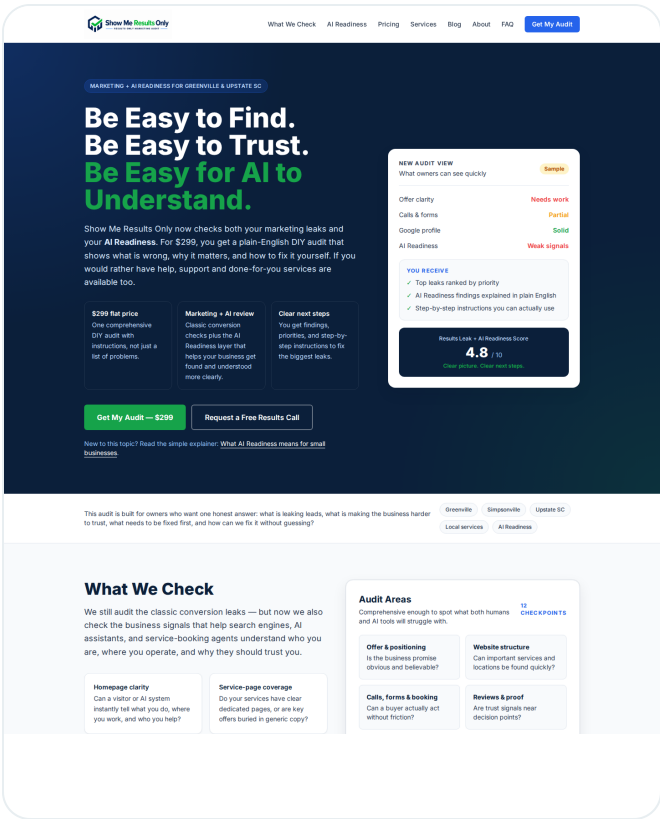
What is being measured

How well the homepage moves a first-time visitor toward the right action.

Quick read: the homepage explains well, but it still needs more confidence-building proof and more obvious buyer outcomes.

DIY fixes

- Add a proof strip directly below the hero: testimonials, number of audits, or sample categories improved
- Put a short "who this is for" box near the main CTA
- Add one client-story teaser block before the FAQ section



Evidence: strong promise, clean layout, and visible CTAs. The main missing piece is third-party proof near the ask.

Sample proof strip: "Plain-English reports • Built for Greenville & Upstate businesses • Prioritized fixes, not agency fluff" plus one real testimonial and one example deliverable thumbnail.

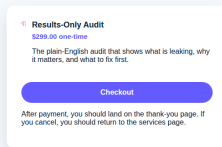
9. Quote path and lead capture

62/100

What is being measured

How easy it is to buy the audit or raise a hand for help without friction.

Quick read: the core paths work, but the trust sequence is thinner than it should be right before submission or purchase.



Evidence: the checkout card is clean and functional, but sparse. It gives little reassurance beyond price and a button.

Main leaks

- Free call sends users to an external Google Form
- Checkout lacks FAQ, proof, guarantee, and sample deliverable framing
- No visible response-time promise near the free-call path

Immediate fix: add three short lines above checkout — "What you get," "What happens after payment," and "Who this is best for." Then put one testimonial and one tiny report-preview image underneath.

10. Mobile/contact path

72/100

What is being measured

How easily a phone visitor can understand the offer and reach the right next step.

Quick read: the site is reasonably mobile-friendly and CTAs are visible, but some next-step reassurance is still missing.

What helps

- Sticky / repeated CTAs are visible
- Navigation is simple
- Pages are not overloaded with giant walls of copy

What to tighten

- Add a tap-to-email or short contact assurance in more places
- Surface one FAQ snippet higher on mobile checkout
- Make the free-call path feel more native to the site

11. Trust and review leverage

46/100

What is being measured

How strongly the site uses proof, testimonials, examples, and confidence cues to close doubt.

Quick read: this is the largest trust gap on the site.

What is missing

- Prominent testimonials
- Short case studies or before/after examples
- Review counts, screenshots, or outside validation
- Public proof doing work on checkout and service pages

DIY fixes

- Add 3 short testimonial tiles with business type + result
- Create a "sample audit wins" block using anonymized but specific examples
- Add a small "why buyers trust this process" section to checkout

Sample case card: "Local contractor audit — clarified service pages, trust strip, and GBP fixes. Result: cleaner quote path and stronger local credibility."

12. Local discovery and GBP

52/100

What is being measured

How strong the business looks in local search, maps, and service-area relevance.

Quick read: the on-site local cues are decent, but the public local footprint still looks light.

What is already present

- Greenville / Simpsonville / Upstate language on-site
- Area-served cities in schema
- Founder location context on the About page

What was not strongly verified

- No strong accessible GBP evidence surfaced during checks
- No review base was clearly verified
- No citation layer was visibly reinforcing the brand

Local fix sequence: claim/clean GBP, add service categories, upload brand-consistent images, publish 3-5 early reviews, and create a short Greenville / Upstate proof section on-site that mirrors the listing.

13. Social proof and engagement

34/100

What is being measured

How much public social presence helps the brand look chosen, active, and real.

Quick read: this is more absent than broken. The footprint is simply thin or hard to verify.

Grounded findings

- No verified LinkedIn, X, or YouTube company presence was found at tested canonical handles
- Facebook and Instagram could not be confidently verified because of login / rate-limit barriers
- No visible engagement or posting rhythm was grounded from accessible checks

Best next move

- Prioritize LinkedIn company presence and one controlled social lane
- Post short audit insights, before/after examples, and buyer FAQs
- Use social mostly as proof and referral reinforcement, not as content theater

14. AI readiness and GEO

61/100

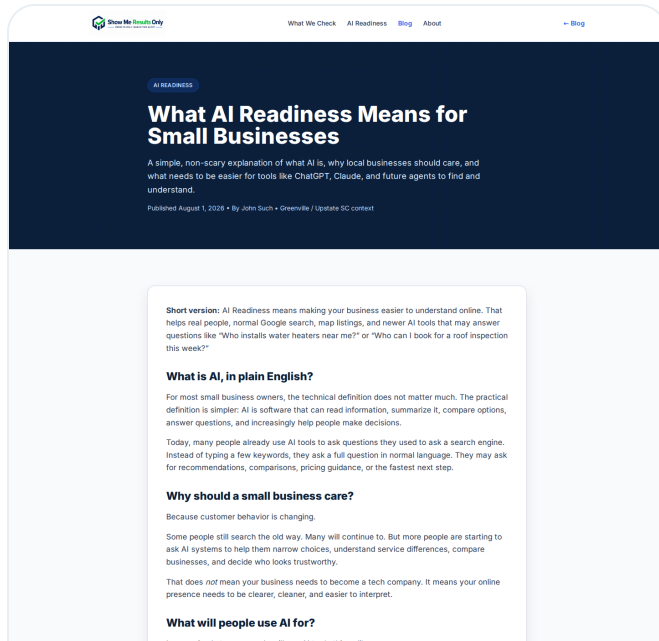
What is being measured

How clearly modern search and AI systems can summarize, classify, and retrieve the business.

Quick read: the site has better-than-average AI-readiness language and schema, but the crawler policy undermines some of that work.

Main issues

- Robots file blocks several major AI crawlers
- Very light content depth beyond one flagship explainer
- Limited off-site entity corroboration



Evidence: the AI explainer is a good authority asset, but the broader AI-content surface is still shallow.

AI consistency fix: if the policy remains blocked, explain why. If discoverability matters, relax the crawler blocks selectively and add more example-rich pages that show what the service actually evaluates.

15. Measurement and follow-up

41/100

What is being measured

How visible tracking, response discipline, and post-lead process signals are from the public experience.

Quick read: little public evidence was visible that conversion tracking or follow-up discipline is being surfaced as part of the buyer experience.

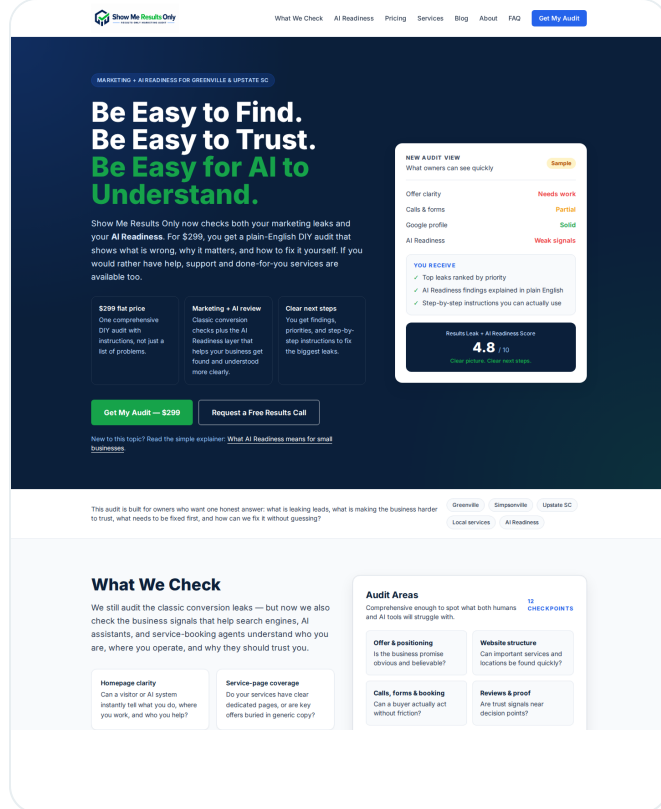
Publicly visible gaps

- No clear response-time promise
- No visible missed-call / follow-up assurance
- No visible measurement or reporting proof around the purchase path

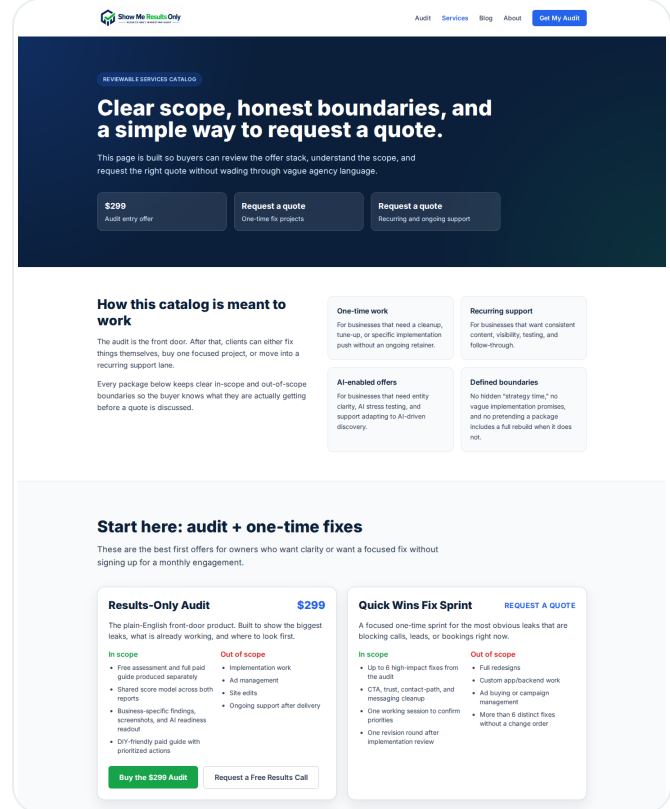
DIY fixes

- Add a line: "You will get a confirmation and next-step email after purchase"
- Add a service-level expectation for free-call requests
- Track source, CTA, and completed purchase or form events cleanly

16. Evidence exhibits



Homepage exhibit: clear positioning and modern design, but still light on social proof.



Services exhibit: unusually strong offer architecture for a small service brand.

ABOUT THE SERVICE

Built for owners who want clarity before spending more.

Show Me Results Only was built for local businesses that are tired of noisy reports, vague recommendations, and unclear priorities — and now want to understand how AI-driven discovery changes what their business should make easy to find and trust.



John Such
Simpsonville, SC
Founder, Show Me Results Only

Why this exists

If a business is already spending time or money on marketing, what is actually helping, what is hurting, and what should be fixed first?

John Such built Show Me Results Only around that question. The goal is to give local owners a simpler, more useful answer than a isolated agency deck or a vague monthly report, and to turn that answer into a report they can actually use.

Now that customer discovery is starting to shift toward AI tools, the audit also looks at whether the business is easy for systems like ChatGPT, Claude, search engines, and future agents to understand accurately.

Local market context

Built for Greater Greenville and Upstate SC businesses, not copied from a generic national template.

Plain-English reporting

Owners should not need a marketing degree to understand the findings or the fix instructions.

Results over activity

The focus is where leads, calls, and conversions actually break down.

AI Readiness added

The audit now checks whether your business is easy for AI-driven discovery to find and summarize correctly.

[Get My Audit](#)[Read the AI explainer](#)

What the service is designed to do

Get owners a clearer point of view before they commit to more spend, more content,

Results-Only Audit

\$299.00 one-time

The plain-English audit that shows what is leaking, why it matters, and what to fix first.

[Checkout](#)

After payment, you should land on the thank-you page. If you cancel, you should return to the services page.

About exhibit: helpful founder identity and local-market framing.

Checkout exhibit: functional, but too minimal for a trust-sensitive purchase step.

17. Competitor and substitute read

Show Me Results Only does not compete only with classic agencies. It competes with three overlapping substitute types: local agencies that offer audits as a lead-in, AI-forward local marketers, and non-local AI-readiness specialists with clearer category labels.

Wilson Digital

HOMEGROWTH SYSTEMSSERVICESAREASINDUSTRIESRESOURCESPROOFPRICINGWILSON AUDITCONTACT

SPARTANBURG, GREENVILLE, AND UPSTATE SC

AI-Enabled Digital Marketing for Local Service Businesses in Spartanburg SC

Wilson Digital helps local businesses get found, earn trust, turn website visitors into calls, and follow up faster through local SEO, conversion-focused websites, reviews, content, reporting, and practical AI automation.

Get Your Free Wilson Audit

Explore Local SEO Services

WILSON LOCAL GROWTH AUDIT

Find out why your website is not generating more calls.

Wilson checks visibility, conversion signals, local trust, and AI readiness, then recommends what to fix first.

Website URL

https://example.com

Main marketing challenge

Select one

Continue

BUILT TO HELP LOCAL BUYERS FIND AND CHOOSE YOU

Strategic positioning plus useful pages for real customer questions.

Your website should explain your offer clearly while giving Google useful service, location, and industry pages to rank. Home and Local Growth Systems explain the full offer, while dedicated service, city/industry, and resource pages give buyers specific answers.

website design Spartanburg SC

Conversion-focused website design for Spartanburg and Upstate SC service businesses that need more calls, quote requests, trust, and local search visibility.

website design Spartanburg SC

SEO services Spartanburg SC

Local SEO services for Spartanburg and Upstate SC businesses that need better Google visibility, map prominence, service-area pages, reviews, and AI search readiness.

SEO services Spartanburg SC

digital marketing Spartanburg SC

Digital marketing for Spartanburg and Upstate SC service businesses, including SEO, websites, content, ads, reviews, reporting, and AI-enabled follow-up.

digital marketing Spartanburg SC

social media marketing Spartanburg SC

Social media marketing for Spartanburg and Upstate SC service businesses, including local content, reputation support, lead nurture, and campaigns tied to growth.

social media marketing Spartanburg SC

Wilson Digital: very clear AI-enabled local-service positioning with a visible free-audit funnel and stronger city/service-page depth.

Louislynn

SERVICESWORKABOUTBLOGCONTACTBOOK NOW

SMALL BUSINESS MARKETING SERVICES THAT WORK.

Seven disciplines pointed at one number on your P&L. Branding, local search engine optimization, AI content, websites you own outright, Google Ads, demand intelligence, and fractional CMO leadership.

BOOK A CALL WITH US

SEE OUR LATEST LOCAL SEO CASE STUDY

WE GOT TIRED OF WATCHING GOOD BUSINESSES GET

We built louislynn after owning and scaling two businesses of our own. Real employees, real overhead, and seasons where growth stalled and someone had to figure out why. That someone was us.

THE SCOREBOARD

+175% revenue YoY

for a consulting client, Inc. 5000 two years running

11,534 SC businesses

audited in our 2020 Digital Presence Index

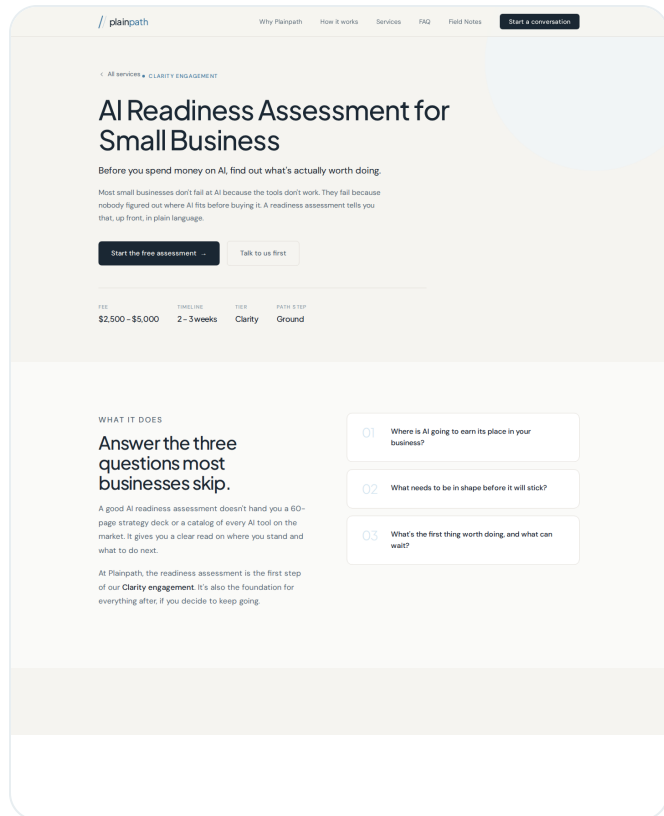
Top 3 in 44 of 49

map grid points for our latest local SEO client

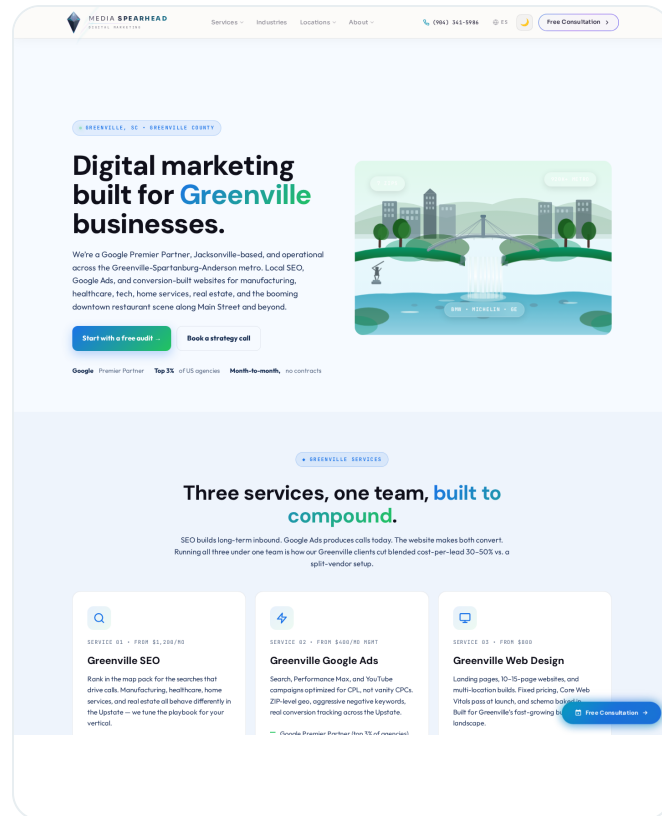
90 in paid ads

to build our own two companies

Louis Lynn & Co: stronger Greenville-local framing plus a more visible SMB-operator credibility angle.



Plainpath: not local, but much more explicit about the AI-readiness product category, pricing range, and assessment mechanics.



Media Spearhead: polished free-audit funnel, stronger partner / badge trust stack, and heavier conventional agency proof.

What these substitutes do better

- They show more obvious proof or partner credibility
- They often make the free-audit entry path feel more native and guided
- They use more public confirmation that the business exists beyond its own site

What SMRO can own

- Plain-English diagnosis without retainer-first agency energy
- Greenville / Upstate specificity plus AI-readiness clarity
- A productized audit that feels practical instead of bloated

18. Off-site footprint summary

Public off-site evidence is currently the weakest part of the brand story. In accessible checks, no strong GBP/review stack or verified multi-platform social presence clearly surfaced. That does not prove the profiles do not exist. It does mean the brand is not yet easy to corroborate from the outside.

What was grounded

- Founder + location cues are strong on-site
- Contact emails are visible
- Local-market positioning is explicit

What was not grounded cleanly

- Meaningful social engagement metrics
- Verified review counts or ratings
- A strong accessible Google Business Profile surface

Practical next move: make LinkedIn + GBP the first two public proof surfaces to harden. They are the cleanest fit for this kind of offer.

19. Copy examples and templates

Homepage proof strip

Try: "Plain-English audits • Built for Greenville & Upstate businesses • Prioritized fixes you can actually use"

Checkout trust copy

Try: "After payment, you will land on a short intake and get a confirmation email with the next step. The audit is delivered as a clear HTML + PDF guide."

Free-call reassurance

Try: "Tell me what feels broken. I will review it and reply with whether an audit, a fix sprint, or no purchase is the right next step."

Case-study teaser

Try: "Example: contractor website with strong work but weak proof. We tightened the homepage, quote path, and local trust cues so buyers could understand the value faster."

20. 30 / 60 / 90-day roadmap

30 days

Trust surface first

- Add testimonials / sample outcomes
- Strengthen checkout copy
- Replace or improve external free-call path

60 days

Off-site and local proof

- Launch / clean GBP
- Create LinkedIn company presence
- Publish first review / proof requests

90 days

Authority and AI consistency

- Publish 3-5 authority articles
- Decide on crawler policy
- Turn sample audits into repeatable proof assets

21. Implementation options

Quick trust + CTA cleanup

Homepage proof strip, checkout reinforcement, testimonial placement, free-call path cleanup.

Best when: the site already converts some traffic but needs stronger confidence cues.

Local proof and entity cleanup

GBP setup / cleanup, LinkedIn presence, citation basics, schema and policy alignment.

Best when: the brand needs stronger public corroboration outside its own domain.

Authority content sprint

Turn the current AI-readiness angle into a proper article cluster, case examples, and verticalized examples.

Best when: the business wants stronger SEO, GEO, and sales-proof depth.

Simple recommendation: if only one package moves first, start with trust + CTA cleanup. That is the fastest way to make the current traffic work harder.