57 Clicks
DIGITAL MARKETING AGENCY

PREPARED FOR Personal Mini Storage

12-MONTH GROWTH PLAN · NOVEMBER 2026

MORE RENTERS FINDING YOU, RENTING ONLINE

What happens each month across your 20 locations, why it matters, and the goals we work toward together.

4
phases, from foundation to growth

20
locations in the program from day 1

27
high-value rental searches with monthly goals



WHERE YOU STAND TODAY

A STRONG BUSINESS WITH ROOM TO REACH MORE RENTERS

0 of 27

high-value local rental searches where you appear in Google's top 3 today

Extra Space is #1 on 91 of the 111 searches where you are outside the top 100

63%

of your estimated organic traffic comes from searches with your name

Searches without your name are the growth opportunity

~25%

of rentals completed online

More than half start online but finish another way

4.88 ★

average rating across your 20 locations

Your strongest asset: we put it in front of more renters

OUR FIRST PRIORITY

Fruitland Park #1 is the location that needs the most help. It is in the first group we work on, and the first one we review in month 1.

Source: Semrush (US, Nov 15, 2026) and Google Maps ranking grids. The sale of 30 locations in November 2024 limits comparisons with 2024. In month 1 we set the baseline for your 20 locations with Search Console, Analytics and your rental data. Full detail, including competitors and demand by market, is in your Local Search Audit.

GOOGLE MAPS TODAY

MISSING WHERE RENTERS SEARCH ON THEIR PHONES

The share of an 81-point map where each location shows in Google Maps' top 3. Where the town name is typed, Fruitland Park and Davenport win; in Orlando and Kissimmee even the city name reaches just 2–7% of the map. On **"near me"** searches, even Davenport, the strongest, covers only a quarter to a third of its map. Results vary by search and by where the searcher stands.

FRUITLAND PARK 2394 US-441	**99%** self storage fruitland park avg. rank 1.1	**89%** storage units fruitland park avg. rank 2	**17%** storage units near me avg. rank 13.4	**15%** storage near me avg. rank 14	**8%** self storage near me avg. rank 19
FRUITLAND PARK 2281 US-441	**74%** self storage in fruitland park avg. rank 2.6	**61%** storage units in fruitland park avg. rank 3.3	**15%** storage facility near me avg. rank 13.9	**15%** storage near me avg. rank 15.1	**9%** self storage near me avg. rank 17.3
ORLANDO 4252 N Orange Blossom Trl	**2%** storage units orlando avg. rank 29.4	**15%** personal storage near me avg. rank 13.2	**10%** mini storage near me avg. rank 14.7	**2%** self storage near me avg. rank 35	**1%** storage units near me avg. rank 53.1
KISSIMMEE 2852 Michigan Ave	**7%** storage units kissimmee avg. rank 15.2	**14%** personal storage near me avg. rank 12.3	**10%** mini storage near me avg. rank 14.6	**2%** storage units near me avg. rank 36.5	**1%** self storage near me avg. rank 37.3
DAVENPORT 41040 US-27	**71%** self storage davenport fl avg. rank 2.9	**36%** storage units near me avg. rank 7.5	**30%** storage near me avg. rank 9.1	**26%** storage places near me avg. rank 8.9	**24%** self storage near me avg. rank 9.6

Strong (50%+) Partial (20–49%) Weak (under 20%)

Source: Google Maps ranking grids (9×9, 1 mile apart, 81 points), Nov 15–16, 2026. We run the same grids every month for all 20 locations.

THE GOALS

WHERE WE AIM TO BE BY MONTH 12

MAP VISIBILITY

Grid points in Google Maps' top 3 (group 1)

35–45%

BY MONTH 12

Today	set month 1
Month 3	10–15%
Month 6	20–30%

NON-BRANDED CLICKS

Search Console clicks from queries without your name

+40–60%

BY MONTH 12

Today	baseline
Month 3	+10–15%
Month 6	+20–30%

PROFILE INTERACTIONS

Call-button, direction and website clicks, not completed calls or rentals

+40–60%

BY MONTH 12

Today	baseline
Month 3	+10–20%
Month 6	+25–35%

ONLINE RENTALS

Share of rentals completed online

30–35%

BY MONTH 12

Today	~25%
Month 3	~25%
Month 6	27–30%

Goals, not promises. They are provisional targets informed by results we have measured for other local businesses; in month 1 we confirm the group-1 locations, search terms and grid settings, and set the baseline. Every month we report your real numbers against them, and we also count total rentals so a shift to online is never mistaken for growth.

THE YEAR IN FOUR PHASES

WHAT HAPPENS, AND WHEN



FOUNDATION

Fix the basics on all 20 locations and measure exactly where you stand.



PRIORITY LOCATIONS

Make the first ten locations the easiest to find and rent, and show up across Apple, Bing and AI.



EVERY LOCATION

Bring all 20 locations to the same standard, using what worked first.



CONVERT & GROW

Turn more visits into online rentals, lift the locations that lag, plan year 2.

CHECKPOINTS

Month 3
90-day report

Month 6
Mid-year review

Month 9
Conversion report

Month 12
Annual report & year-2 plan

EVERY MONTH, ALL 20 LOCATIONS

ALWAYS ON, FROM DAY 1

3

Google posts a week on every location: rate lock, sizes, U-Haul, supplies, local news

<12h

to answer every review, personally, positive or negative

1

blog post a month, written to be found on Google and in AI answers

5

rental searches tracked on a map grid for every location

20

profiles with business info and approved offers kept current

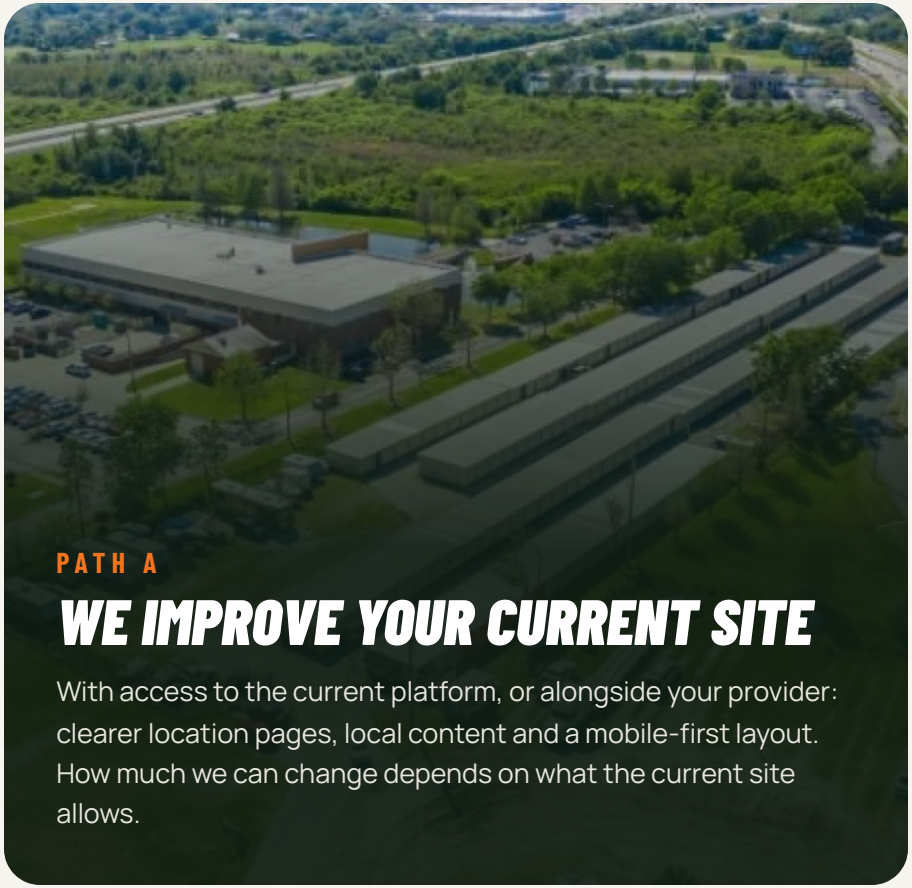
1

monthly report, strategy call and action plan with you

On top of this, the work below moves through your locations in groups of five, so each one gets full attention.

YOUR WEBSITE

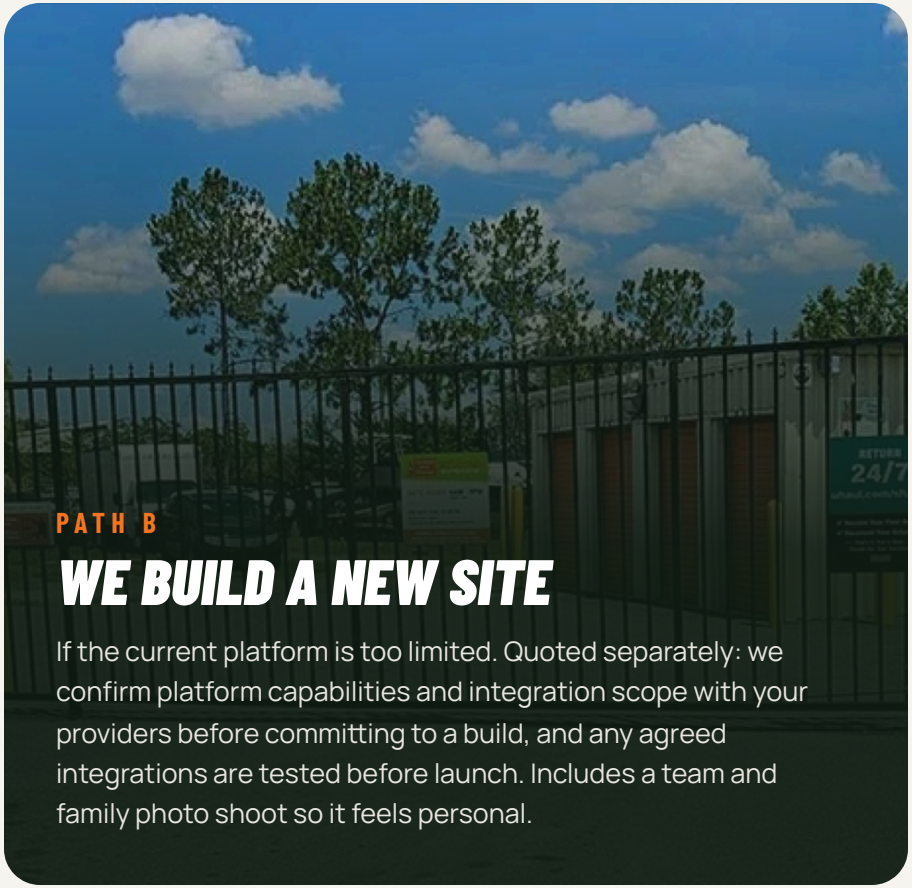
TWO PATHS, ONE GOAL: MORE RENTALS ONLINE



PATH A

WE IMPROVE YOUR CURRENT SITE

With access to the current platform, or alongside your provider: clearer location pages, local content and a mobile-first layout. How much we can change depends on what the current site allows.



PATH B

WE BUILD A NEW SITE

If the current platform is too limited. Quoted separately: we confirm platform capabilities and integration scope with your providers before committing to a build, and any agreed integrations are tested before launch. Includes a team and family photo shoot so it feels personal.

We decide the path with you in month 1. The full comparison is in the separate website document.



PHASE 1 · FOUNDATION

01

MONTH 1 OF 12

START WITH ALL 20. PUT FRUITLAND PARK #1 FIRST.

YOU RECEIVE

Your starting scorecard and the first action list

WHY IT MATTERS

Before anything moves, we fix the basics on every location and measure exactly where you stand today.

WHAT WE DO THIS MONTH

1. All 20 Google profiles optimized: services, hours, description and rental link
2. 3 posts a week on every location, and every review answered in under 12 hours
3. Fruitland Park #1 reviewed first: its profile, its listings and its page
4. Website access and online-rental tracking checked; Path A or B decided with you
5. Keyword research and a technical audit; Search Console, indexing and a first AI-visibility snapshot
6. Confirm the 20 locations and pages, Fruitland Park #1 by address and the four groups; quick fixes (duplicate titles, test page; phone routing checked first)

BLOG POST

Choosing the right unit size

SEARCH TARGETS THIS MONTH · DIRECTIONAL, NOT GUARANTEED · NOV 2026 SNAPSHOT

All 27 high-value local searches	storage units clermont fl	“near me” on the map · Fruitland Park
30,400 searches a month · today tracked	1,900 searches a month · today #1	today 8–17% of the map
Target: baseline set	**Target: hold #1**	**Target: tracked monthly**



PHASE 1 · FOUNDATION

02

MONTH 2 OF 12

MAKE THE FIRST FIVE LOCATIONS EASY TO FIND AND EASY TO RENT

YOU RECEIVE

A before-and-after of your first five locations

WHY IT MATTERS

Renters compare on their phones. Correct information and a smooth rental path win the click.

WHAT WE DO THIS MONTH

1. Group 1 (Fruitland Park #1, Orlando, Kissimmee + 2 you choose): name, address and local phone consistent everywhere
2. Their location pages improved where your current site allows: titles, content, schema, internal links
3. Mobile rental path reviewed step by step; easy obstacles removed
4. Bing Places for all 20 and IndexNow where the site supports it; offers kept current; new photos shot on site where profiles fall short

BLOG POST

Climate-controlled storage in Florida

If Path B is approved, design and build follow a separately agreed schedule

SEARCH TARGETS THIS MONTH · DIRECTIONAL, NOT GUARANTEED · NOV 2026 SNAPSHOT

storage units kissimmee fl 590 searches a month · today #5 **Target: top 3**	storage units in orlando fl 880 searches a month · today #9 **Target: top 5**	mini storage leesburg 390 searches a month · today outside top 100 **Target: top 10**



PHASE 2 · PRIORITY LOCATIONS

03

MONTH 3 OF 12

YOUR FIRST 90 DAYS, MEASURED

YOU RECEIVE

90-day report: what improved, what needs attention, what changes next

CHECKPOINT · GOAL BY NOW

10–15% of map grid points in the top 3 on group 1 · non-branded clicks +10–15%

WHY IT MATTERS

We compare results with your month-1 baseline to show what moved, and adjust where it did not.

WHAT WE DO THIS MONTH

1. Group 1 pages: rent and reserve up front, reviews, rate lock and answers to real Google questions
2. Group 2 (Gainesville, St. Augustine + 3 more): business details audited
3. Apple Maps place cards for all 20 locations
4. Local links for group 1 from chambers and community groups; backlink risks reviewed

BLOG POST

The complete moving checklist

Path B launch needs successful rental-flow testing and your approval; no launch month is committed in this plan

SEARCH TARGETS THIS MONTH · DIRECTIONAL, NOT GUARANTEED · NOV 2026 SNAPSHOT

storage units kissimmee	storage units orlando fl	storage units orlando
1,000 searches a month · today #10	590 searches a month · today #9	2,900 searches a month · today #20
Target: top 5	**Target: top 5**	**Target: top 10**



PHASE 2 · PRIORITY LOCATIONS

04

MONTH 4 OF 12

BE FOUND FOR EVERY SERVICE YOU OFFER

YOU RECEIVE

New service pages live and group 2 listings clean

WHY IT MATTERS

People search for RV parking, climate control and business storage, not only "storage units."

WHAT WE DO THIS MONTH

1. Service pages where demand exists: RV & boat parking, climate-controlled, business storage, U-Haul
2. Group 2 location pages improved
3. Group 2 directories cleaned up and new citations added
4. ChatGPT Business Hub: eligibility checked, claims submitted for eligible locations; approval is up to OpenAI

BLOG POST

RV & boat storage in Florida

SEARCH TARGETS THIS MONTH · DIRECTIONAL, NOT GUARANTEED · NOV 2026 SNAPSHOT

storage units gainesville fl	self storage gainesville	mini storage st augustine
2,900 searches a month · today #8	1,000 searches a month · today #8	880 searches a month · today #6
Target: top 5	Target: top 5	Target: top 3



PHASE 2 · PRIORITY LOCATIONS

05

MONTH 5 OF 12

WIN YOUR BIGGEST MARKETS, AND SHOW UP IN AI ANSWERS

YOU RECEIVE

City pages live and an AI-visibility comparison

WHY IT MATTERS

Orlando is your largest search opportunity, and more renters now ask ChatGPT and Google's AI before they call.

WHAT WE DO THIS MONTH

1. City pages for Orlando and Kissimmee that connect every nearby location
2. Renter guides: sizes, what fits, moving checklist, your rate lock explained
3. AI snapshot reviewed and the content we control improved; local links for group 2
4. Group 3: business details audited; one consistent brand name everywhere

BLOG POST

What fits in a 10x15 storage unit

SEARCH TARGETS THIS MONTH · DIRECTIONAL, NOT GUARANTEED · NOV 2026 SNAPSHOT

storage facility orlando fl	climate controlled storage orlando	10x15 storage unit
2,400 searches a month · today #28	880 searches a month · today #84	22,200 searches a month · today #11
Target: top 10	Target: top 20	Target: top 5



PHASE 3 · EVERY LOCATION

06

MONTH 6 OF 12

MID-YEAR REVIEW: DOUBLE DOWN ON WHAT WORKS

YOU RECEIVE

6-month report and the plan for months 7–12

CHECKPOINT · GOAL BY NOW

20–30% of grid points in the top 3 on group 1 · non-branded clicks +20–30% · profile interactions +25–35%

WHY IT MATTERS

Six months of data show which locations and searches respond best, so we put more effort there.

WHAT WE DO THIS MONTH

1. Mid-year comparison of the monthly ranking grids, location by location
2. Pages adjusted with Google data; mobile speed and Core Web Vitals checked
3. Group 3 location pages improved; group 3 directories cleaned up
4. Plan adjusted with your occupancy and online-rental numbers

BLOG POST

How to pack a storage unit

SEARCH TARGETS THIS MONTH · DIRECTIONAL, NOT GUARANTEED · NOV 2026 SNAPSHOT

storage units gainesville fl	storage facilities st augustine	storage units orlando
2,900 searches a month · today #8	880 searches a month · today #10	2,900 searches a month · today #20
Target: top 3	Target: top 5	Target: top 5



PHASE 3 · EVERY LOCATION

07

MONTH 7 OF 12

BRING THE LAST FIVE LOCATIONS UP TO SPEED

YOU RECEIVE

All four groups in the deeper improvement cycle

WHY IT MATTERS

We apply what we learned with the first three groups to the final five locations.

WHAT WE DO THIS MONTH

1. Group 4: business details audited and corrected
2. Group 4 location pages improved
3. Local links for group 3
4. Posts, offers and reviews keep running on all 20

BLOG POST

Storage during a home renovation

SEARCH TARGETS THIS MONTH · DIRECTIONAL, NOT GUARANTEED · NOV 2026 SNAPSHOT

gainesville self storage units
1,600 searches a month · today #12
Target: top 5

storage units gainesville
1,600 searches a month · today #12
Target: top 5

storage units ocala fl
1,300 searches a month · today outside top 100
Target: top 10



PHASE 3 · EVERY LOCATION

08

MONTH 8 OF 12

EVERY LOCATION PAGE WORKING FOR YOU

YOU RECEIVE

Clean listings and a strong page for all 20 locations

WHY IT MATTERS

Each page should rank for its own city and send renters straight to rent.

WHAT WE DO THIS MONTH

1. Group 4 directories cleaned up and new citations added
2. Every location page reviewed, with quality images
3. City and service pages linked to every location
4. Local links for group 4

BLOG POST

Student storage in Gainesville

SEARCH TARGETS THIS MONTH · DIRECTIONAL, NOT GUARANTEED · NOV 2026 SNAPSHOT

orlando storage facility	storage space gainesville fl	storage units melbourne fl
1,600 searches a month · today #29	1,900 searches a month · today #42	1,600 searches a month · today outside top 100
Target: top 10	**Target: top 10**	**Target: top 10**



PHASE 4 · CONVERT & GROW

09

MONTH 9 OF 12

TURN MORE VISITS INTO ONLINE RENTALS

YOU RECEIVE

Online rentals before and after, with your numbers

CHECKPOINT · GOAL BY NOW

All 20 locations in the full program · online rentals moving toward 30%

WHY IT MATTERS

More qualified traffic should lead to more rentals, online, by phone or in person. We make renting online easier without losing the calls.

WHAT WE DO THIS MONTH

1. Mobile rental path reviewed again; remaining obstacles removed
2. First screen tested: offer, rate lock, reviews, call vs. rent online
3. Rental links and offers checked on every profile
4. Bing and Apple Maps listings re-checked; ChatGPT claim status reviewed

BLOG POST

Understanding your rate-lock options

SEARCH TARGETS THIS MONTH · DIRECTIONAL, NOT GUARANTEED · NOV 2026 SNAPSHOT

storage units orlando	storage units kissimmee	“near me” on the map · Fruitland Park
2,900 searches a month · today #20	1,000 searches a month · today #10	today 8–17% of the map
Target: top 3	**Target: top 3**	**Target: 35%+ of the map**



PHASE 4 · CONVERT & GROW

10

MONTH 10 OF 12

LIFT THE LOCATIONS THAT LAG

YOU RECEIVE

A scorecard for every location

WHY IT MATTERS

Not every map moves at the same speed. Extra effort goes where it is weakest.

WHAT WE DO THIS MONTH

1. Extra posts and offers for the weakest locations
2. More citations and local links where the map is weakest
3. Content added to the pages and searches that moved least
4. Second AI-visibility check and fixes

BLOG POST

What fits in a 10x20 storage unit

SEARCH TARGETS THIS MONTH · DIRECTIONAL, NOT GUARANTEED · NOV 2026 SNAPSHOT

storage facility orlando fl	vehicle storage orlando	10x20 storage unit
2,400 searches a month · today #28	590 searches a month · today #38	12,100 searches a month · today #70
Target: top 5	Target: top 10	Target: top 20



PHASE 4 · CONVERT & GROW

11

MONTH 11 OF 12

REFRESH CONTENT AND OFFERS FOR UPCOMING DEMAND

YOU RECEIVE

Priority content and approved offers refreshed around your rental patterns

WHY IT MATTERS

We time updates to your real rental patterns, local events and approved offers.

WHAT WE DO THIS MONTH

1. Posts and offers timed to your rental patterns
2. Best-performing pages and guides refreshed
3. Seasonal offers on the location pages
4. Listings re-checked for consistency

BLOG POST

Hurricane season: protecting what you store

SEARCH TARGETS THIS MONTH · DIRECTIONAL, NOT GUARANTEED · NOV 2026 SNAPSHOT

climate controlled storage orlando	orlando storage
880 searches a month · today #84	720 searches a month · today #33
Target: top 10	Target: top 10



PHASE 4 · CONVERT & GROW

12

MONTH 12 OF 12

ONE YEAR IN: YOUR RESULTS AND THE YEAR-2 PLAN

YOU RECEIVE

Annual report and the year-2 plan

CHECKPOINT · GOAL BY NOW

35–45% of grid points in the top 3 on group 1 · non-branded clicks +40–60% · 30–35% of rentals completed online

WHY IT MATTERS

We compare the year with your month-1 baseline and build year 2 from your own numbers.

WHAT WE DO THIS MONTH

1. Full re-audit of all 20 profiles and directory listings
2. Full technical and content review of the website
3. Year in review: map, clicks, profile interactions, online rentals
4. Year-2 plan built with you

BLOG POST

Vehicle storage in Orlando

SEARCH TARGETS THIS MONTH · DIRECTIONAL, NOT GUARANTEED · NOV 2026 SNAPSHOT

High-value local searches in the top 3	Non-branded organic clicks
30,400 searches a month · today 0 of 27	today baseline
Target: 9 of 27	**Target: +40–60%**

NEXT STEPS

READY TO START

1

Review the monthly estimate

2

Confirm which address is Fruitland Park #1 and the 2 extra locations for group 1

3

Approve kickoff: we start on all 20 locations

WHAT WE NEED FROM YOU

- ✓ Manager access to the 20 Google profiles
- ✓ Website access, or a contact at your web provider
- ✓ Search Console and Analytics access
- ✓ A contact for your facility software

HOW IT WORKS

- ✓ Month-to-month, no long-term contract
- ✓ One report, call and action plan every month
- ✓ Your real numbers against every goal



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EVERY TASK, MONTH BY MONTH

