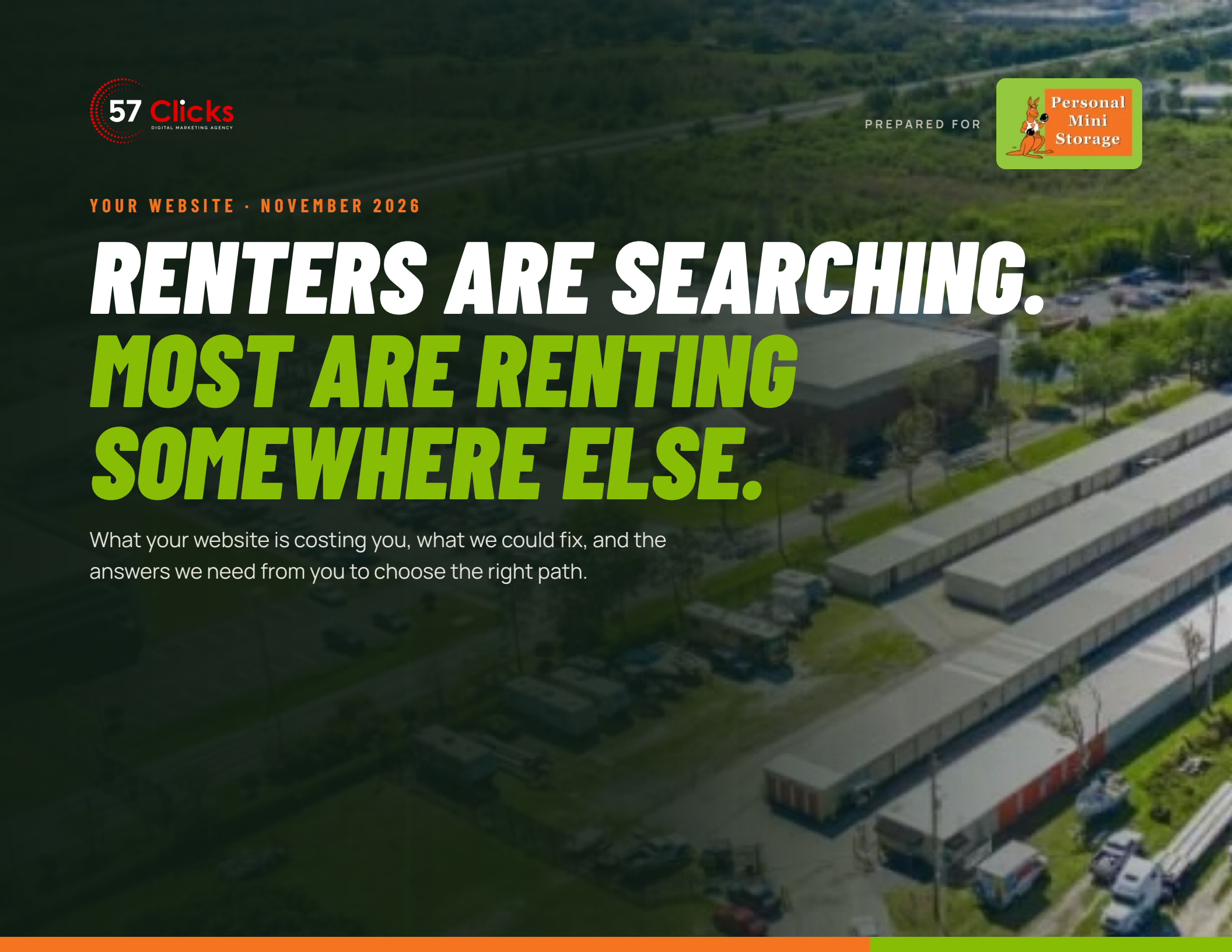
57 Clicks
DIGITAL MARKETING AGENCY

PREPARED FOR Personal Mini Storage

YOUR WEBSITE · NOVEMBER 2026

RENTERS ARE SEARCHING. MOST ARE RENTING SOMEWHERE ELSE.

What your website is costing you, what we could fix, and the answers we need from you to choose the right path.



WHERE YOU STAND

THE SEARCHES ARE THERE. THE RENTERS GO ELSEWHERE.

−32%

organic visits in the last 12 months, after the sale of 30 locations

8,106 → 5,541 a month

0 of 27

high-value searches where you rank in Google's top 3

"storage units orlando", "storage units kissimmee"…

111

storage searches in your markets where you are not in the top 100

20,300 searches a month

91

of those 111 are won by Extra Space at #1

Public Storage wins 15 more

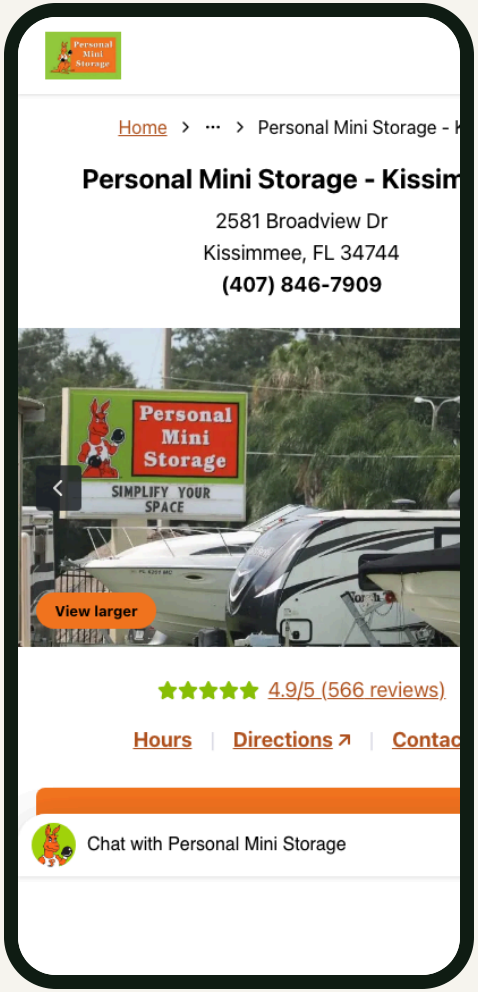
A 4.88★ AVERAGE ACROSS 20 LOCATIONS. YET THEIR WEBSITES WIN THE SEARCH AND THE RENTAL.

Source: Semrush (US), Nov 15–16, 2026. Estimates; full detail in your Local Search Audit.

WHERE RENTERS DROP OFF

THE FIRST SCREEN ON A PHONE

- ✓ Address, phone, photo, rating
- ✗ No sizes or prices
- ✗ No Rent button
- ✗ Rate lock not visible



5 seconds

is what a renter gives a page to answer: what is it, where is it, how do I rent?

9th section

is where units and rates appear on your Fruitland Park #1 page

Kissimmee · Broadview and Fruitland Park #1 pages, Nov 16, 2026. More traffic from Google, Maps and AI pays off most when this screen turns visitors into rentals.

YOUR WEBSITE TODAY

A GOOD BASE WITH GAPS THAT COST RENTALS

ALREADY IN PLACE

- ✓ A page for every location
- ✓ Local content and FAQs
- ✓ Structured data with address and phone
- ✓ Live units, prices and promos
- ✓ Online rental already works

MISSING TODAY

Sizes, price and Rent on screen one
Conversion

Reviews linked to Google
Conversion

Old pages cleaned (test page, Titusville, DeLand)
Search

Lighter page code
Search · Conversion

Pages for RV & boat parking and sizes by city
Search

One title format: service + city + brand
Search

Every rental step tracked
Measurement · to confirm

Changes tested with real rentals
Conversion · to confirm

Checked against our local SEO and conversion method on your public site, Nov 16, 2026.

WHAT WE DON'T KNOW YET

FIVE ANSWERS DECIDE THE BEST PATH



WHAT YOUR CONTRACT ALLOWS

Notice, fees, who owns the content



WHAT THE PLATFORM LETS US CHANGE

Text only, or layout and rental steps too



WHETHER YOUR RENTAL SOFTWARE OPENS ITS API

For another website, with payments and gate codes



WHY THE PLATFORM MAY NEED TO STAY

Integrations, staff routines, other vendors



WHAT WE CAN MEASURE

Analytics, Search Console, rentals by location

WE DON'T ASSUME EITHER PATH IS POSSIBLE. YOUR ANSWERS TELL US WHICH ONE IS.

ESTIMATED IMPACT · IF THE ACCESS EXISTS

WHAT EACH PATH COULD DELIVER

	IF A1 CURRENT SITE · TEXT ONLY	IF A2 CURRENT SITE · FULL ACCESS	IF B NEW SITE · RENTAL API AUTHORIZED
Google rankings	Medium	High	High
Map pack support	Medium	High	High
AI answers	Medium	High	High
Rentals per visit	Low	Medium	High
Measure & improve	Low	Medium	High
What it means	Titles, text and FAQs improve. The phone screen and rental steps stay as they are.	Most fixes are possible: first screen, new pages, tracking. The platform sets the limits.	Every fix is possible, plus testing with real rentals. Built in about 15 days once access is confirmed.

Our estimate, not a guarantee. Each column applies only if that access is confirmed. Results are measured in rentals by location, against a month-1 baseline.

THE QUESTIONS THAT DECIDE IT

SEVEN ANSWERS WE NEED FROM YOU



01	Does your website contract let you change providers or give us edit access? Any fees or notice?	Contract
02	Can the current platform change page layout, the phone screen and rental buttons, or only text?	Current site
03	Can we add pages, edit titles, structured data and redirects, and test before publishing?	Current site
04	Which rental software do you use, and is its API authorized for another website?	New site
05	Does that API cover units, prices, payments, insurance and gate codes, with a test environment?	New site
06	Is there a reason the current platform must stay (integrations, staff routines, other vendors)?	Both
07	Can you share Search Console, Analytics and monthly rentals by location?	Both

WHAT FITS YOU BEST

YOUR ANSWERS POINT TO THE PATH

IF THE PLATFORM ONLY ALLOWS TEXT

We improve what we can now and plan the next step with you.

IF THE PLATFORM ALLOWS FULL CHANGES

We improve your current site. No migration needed.

IF THE RENTAL API IS AUTHORIZED AND PASSES TESTING

A new site gives you full control of search and rentals.

Will we lose rankings or content?
We keep pages, content and URLs, and redirect any that change.

Will rentals stop?
Nothing switches until each location passes testing.

Is it secure?
HTTPS, firewall and DDoS protection; payments stay in your rental software.

Who decides?
You do, with the answers above and our recommendation.

The Google profile, review, post and listing work starts on day 1 on every path.

NEXT STEP

ANSWER SEVEN QUESTIONS. WE SHOW YOU THE PATH.

1

Answer the questions, or forward them to your providers

2

Share Search Console, Analytics and Tag Manager

3

We recommend the path and start with five locations



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