

FunnelTide Insights

Client Welcome Packet

For service businesses that want content built from real buyer questions, local intent, and authority signals - not random blog topics pulled from a hat.

What this packet helps you do

Understand how FunnelTide researches your niche, turns buyer questions into blog content, and uses service/location strategy to help your business show up where customers are already looking.

Inside this packet: welcome notes, how the blogging service works, client checklist, publishing instructions, content strategy template, and brand voice worksheet.

Business focus: local and service-based businesses that need practical content built around what buyers actually ask before they call, book, request a quote, or compare providers.

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1. Welcome Packet

Welcome to FunnelTide Insights

You hired FunnelTide Insights because your business needs more than another generic blog post. Generic content is the beige wallpaper of the internet: technically there, emotionally invisible.

Our philosophy is simple: people do not wake up craving a blog post. They search because they have a problem, a question, a fear, a budget, a deadline, or a decision to make. Your content should meet them there.

The FunnelTide content philosophy

- Buyer questions come first. Keywords matter, but questions reveal intent.
- Services and locations matter. A roofing company in Roseville needs different content than a remodeling company in Rocklin.
- Every blog should help a buyer make a smarter decision, not just stuff a phrase into a paragraph and hope Google claps.
- Authority is built by answering the questions customers already ask across search engines, websites, videos, podcasts, social platforms, and AI tools.
- Good content should support real sales conversations. If it would not help a customer understand the service, it probably should not be published.

What you can expect

- Research based on your business niche, primary services, service areas, and buyer intent.
- Blog topics shaped around practical questions customers ask before they contact a business.
- Clear, useful content that can support both search visibility and trust-building.
- A content direction that connects service pages, local relevance, and customer decision-making.
- Delivery in a format you can review, approve, and publish or have published for you.

What we need from you

- Your correct website URL and business name.
- Your top services, locations, and ideal customers.
- Any services you do not want promoted.
- Your preferred tone, offers, proof points, and differentiators.
- Access details only if you want FunnelTide to upload content directly to your website.

FunnelTide in one sentence

We turn the questions your buyers already have into helpful content that makes your business easier to find, easier to trust, and easier to choose.

2. How the Blogging Service Works

The blogging service is built around a practical research-to-publishing workflow. The goal is not to create content for content's sake. The goal is to create useful answers that support buyer trust and search discovery.

Step 1: Intake and business mapping

We begin with your business basics: what you sell, where you work, who you serve, what jobs are most profitable, and what makes you different. This prevents the content from sounding like it was written by someone who met your business in an elevator for eight seconds.

Step 2: Service and location research

We organize your content around the services people are actively looking for and the locations where they need those services. This includes core services, related problems, high-intent phrases, common comparisons, and local modifiers such as city, neighborhood, county, or region.

Step 3: Buyer-question discovery

Next, we look for the questions customers ask before they contact a business. Examples include cost, timing, materials, process, mistakes, comparisons, maintenance, signs of a problem, and how to choose the right provider.

Step 4: Topic selection

Topics are selected by matching buyer intent with your services and locations. A good topic should answer a real question, support a real service, and give the reader a reason to trust your business.

Step 5: Blog creation

Each blog post is written to explain the topic clearly, answer likely follow-up questions, and naturally connect the reader to the relevant service or next step. The content should sound helpful, not like a robot wearing a nametag.

Step 6: Linking and authority support

Where appropriate, blogs can link to relevant service pages, related articles, examples, contact pages, and helpful resources. Internal links help users move through your site, while outside mentions and distribution can support broader authority signals over time.

Step 7: Delivery and publishing

You can receive the blog in a document for review, or you may give FunnelTide access to publish it directly to your website. If we publish it, we use the agreed title, content, links, category, image guidance, and formatting details.

The research path

Research Area	What We Look For	Why It Matters
Business niche	Industry, services, customer types, buying situations	Keeps content relevant to real buyers.
Services	Primary offers, related problems, profitable jobs	Connects blogs to what the business actually sells.
Locations	Cities, neighborhoods, regions, service radius	Supports local relevance and buyer trust.
Buyer questions	Cost, process, comparison, timing, pain points	Turns search behavior into useful blog answers.
Content gaps	Questions not answered clearly on the website	Creates opportunities for stronger helpful content.
Linking opportunities	Service pages, contact pages, related articles, proof points	Helps guide readers from question to next step.

3. Client Checklist

Use this checklist to make sure FunnelTide has what it needs before research and writing begin.

Business basics

Item	Client Notes	Done
Business name		
Website URL		
Main phone/email/contact page		
Primary service area		
Top 3-5 services to promote		
Services to avoid or de-emphasize		

Authority and proof

Item	Client Notes	Done
Years in business / experience		
Licenses, certifications, insurance, awards		
Before/after examples or case studies		
Customer testimonials or review themes		
Unique process, materials, guarantee, or promise		

Publishing access

Publishing Choice	Details Needed	Done
FunnelTide publishes directly	Temporary WordPress/admin or contributor access, image access, category guidance	
Client publishes manually	Preferred file format: Google Doc, Word Doc, PDF, or HTML copy	
Approval process	Who reviews drafts and how quickly changes are returned	

4. Publishing Instructions

There are two clean ways to publish your blog content. Choose the one that best fits your comfort level and website workflow.

Option A: FunnelTide publishes for you

Best for clients who want the content uploaded and formatted without handling the website work themselves.

1. Provide temporary website access or a user role with permission to add/edit posts.
2. Confirm the website platform, usually WordPress for most small business sites.
3. Send any required images, brand guidelines, or preferred categories.
4. FunnelTide uploads the blog, formats headings, adds links, and prepares the post.
5. Client reviews the live preview or draft before final publishing when needed.

Option B: Client publishes manually

Best for clients who already have a web person or prefer to control publishing internally.

6. FunnelTide sends the completed blog in the agreed format.
7. Client copies the title, blog content, suggested meta description, and links into the website editor.
8. Client adds images, categories, tags, and any internal links they want included.
9. Client previews the post on mobile and desktop.
10. Client publishes the post and sends the live URL back to FunnelTide if tracking or follow-up is needed.

Blog publishing quality check

Publishing Item	Why It Matters	Done
Title is clear and specific	Helps readers understand the topic quickly.	
Main service/location appears naturally	Connects the content to buyer intent.	
Headings break up the article	Makes the post easier to scan.	
Internal links are added	Guides readers to service pages or contact steps.	
Call to action is included	Tells interested readers what to do next.	
Post is checked on mobile	Most people will not politely wait for a messy page to behave.	

Preferred delivery rule

For custom blog posts, email delivery with a Google Doc, Word Doc, PDF, or direct website publishing is usually cleaner than using downloadable files in the customer dashboard.

5. Content Strategy Template

Use this template to organize a blog topic around a service, location, buyer question, and next step. This is the bridge between “we should blog more” and “this topic may actually help someone choose us.”

Strategy Field	Fill-In Notes
Business niche	Example: residential landscaping, HVAC, roofing, plumbing, real estate, remodeling
Primary service	Example: backyard drainage, roof replacement, AC repair, bathroom remodeling
Target location	Example: Roseville CA, Rocklin CA, Lincoln CA, Placer County
Buyer problem	What is the customer worried about or trying to solve?
Main question	What would the buyer type, ask, or say before calling?
Supporting questions	What else do they need to know before making a decision?
Best answer angle	What should the article explain clearly?
Proof points	Experience, examples, local knowledge, testimonials, credentials
Internal link target	Relevant service page, contact page, estimate page, related article
Call to action	What should the reader do next?

Sample topic map

Service	Location	Buyer Question	Blog Angle
Hardscape installation	Roseville CA	What is the best patio material for hot summers?	Compare pavers, concrete, stone, and maintenance needs for local homeowners.
HVAC repair	Rocklin CA	Why is my AC running but not cooling?	Explain common causes, warning signs, and when to call a technician.
Roofing	Lincoln CA	How do I know if I need roof repair or replacement?	Help homeowners understand signs, cost factors, and inspection steps.
Plumbing	Greater Sacramento	Why does my drain keep clogging?	Explain causes, prevention, and when the problem may be deeper than the drain.

Article outline template

11. Opening: State the buyer problem in plain language.
12. Quick answer: Give a useful summary without making the reader dig for it.
13. Main explanation: Break down causes, options, costs, process, or decision factors.
14. Local/service context: Explain what matters in the buyer's area or situation.
15. Common mistakes: Show what to avoid.
16. When to contact a professional: Give clear signs and next steps.
17. Call to action: Invite the reader to request help, schedule, call, or learn more.

6. Brand Voice Worksheet

Your brand voice helps the blog sound like your business instead of a generic article factory. Answer these prompts before writing begins or whenever the tone needs tuning.

Voice Question	Client Answer
How should customers feel after reading your content?	
Which tone fits your business best? Friendly, expert, premium, practical, local, direct, reassuring, bold?	
What phrases or claims do you use often?	
What phrases should we avoid?	
What makes your business different from competitors?	
What does your ideal customer care about most? Price, speed, quality, safety, trust, design, durability, convenience?	
What objections do customers usually have before buying?	
What proof should appear in content? Years in business, local projects, reviews, licenses, process, examples?	

Brand voice sliders

Voice Trait	Lean Left	Lean Right	Preferred Direction
Tone	Casual	Professional	
Style	Simple and direct	Detailed and educational	
Personality	Warm and conversational	Polished and authoritative	
Selling style	Soft guidance	Clear direct offer	
Local flavor	Light mention	Strong local expertise	

FunnelTide voice principle

Helpful does not mean boring. The goal is clear, trustworthy, human content that answers the buyer before they have to chase the answer across six tabs and a Reddit thread from 2017.

7. Source Notes

This packet is built around FunnelTide's service philosophy and practical client workflow. The SEO and local-search principles align with publicly available guidance from Google and SureCart documentation.

- Google Search Central explains that search systems prioritize helpful, reliable, people-first content created to benefit people rather than manipulate rankings.
- Google's SEO Starter Guide frames SEO as helping search engines understand content and helping users find and decide whether to visit a site.
- Google Business Profile documentation explains that local results are based primarily on relevance, distance, and prominence.
- SureCart documentation explains that digital downloads can be attached to products and accessed by customers from the customer dashboard.

References

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