



TAYA + Advanced SEO and AEO + Pricing Tool 16 Step Playbook

For Custom Backyard Design (Pools, Outdoor Kitchens, or Both)

714Web — Strategy Team

"The moment you stop hiding price, you start building trust." — TAYA Mindset

Intended Audience: Owners, Marketing Leaders, Sales Leads

1 Executive Summary

Goal: Leverage They Ask, You Answer (TAYA), advanced SEO, and a high-intent Pricing Calculator to drive qualified traffic and convert leads for custom backyard projects (pools, outdoor kitchens, luxury landscaping, and hardscaping).

Why It Works:

- TAYA's transparency builds trust and captures search demand for real buyer questions.
- Entity-first, semantic SEO establishes topical authority and boosts local visibility.
- A pricing calculator reduces friction, delivers tailored insights, and collects sales-ready data in exchange for client information.

KPI North Stars:

- Qualified organic sessions to the pricing tool.
- Calculator starts → completions (and form submissions).
- Marketing Qualified Lead (MQL) → Sales Qualified Lead (SQL) conversion rate and pipeline value.
- Revenue influenced by calculator-driven journeys.

2 TAYA in 90 Seconds

Core Idea: Answer buyer questions with radical honesty, especially about cost, trade-offs, and concerns. Create a content library that empowers buyers and aligns sales and marketing.

The Big 5 Content Pillars:

- **Cost & Pricing:** Transparent breakdowns of budgets and factors.
- **Problems/Cons (with Solutions):** Address potential issues proactively.
- **Comparisons & Versus:** Clarify options (e.g., gunite vs. fiberglass pools).
- **Reviews & Best-of:** Evaluate products, materials, or brands.

- **"Best in" / "Top" Lists:** Highlight top choices for specific needs or locations.

Culture Shift: Align sales and marketing, prioritize speed to publish, and embrace price transparency.

"Teach them first. Trust follows. Sales follow trust."

3 Map TAYA to Backyard Buyers

Jobs-to-Be-Done: Deliver cooling, hosting, home value, wow factor, and low-maintenance lifestyles through custom pools, outdoor kitchens, and hardscaping.

Decision Moments to Own:

- "How much does a gunite pool cost vs. fiberglass?"
- "What's the budget for a pool + outdoor kitchen combo?"
- "Saltwater vs. chlorine pool maintenance costs?"
- "What are permitting timelines in [City/County]?"
- "Who are the best pool builders in [Metro]—pros, cons, and differences?"

Sample Content Matrix:

- **Cost:** "Fiberglass vs. Gunite Pool Costs (2025, with Regional Ranges)"
- **Problems:** "7 Common Outdoor Kitchen Design Mistakes—And How We Avoid Them"
- **Comparisons:** "Stamped Concrete vs. Travertine Patios: Heat, Slip, and Cost Analysis"
- **Reviews:** "Top Pool Heater Brands for [Climate Zone] in 2025"
- **Best:** "Best Backyard Upgrades for Resale Value in [Metro]"

4 Semantic & Entity-First SEO (Advanced)

Objective: Build topical authority by optimizing for entities (e.g., "gunite pool," "outdoor kitchen") and user intent.

Key Strategies:

- Map content to buyer journey stages (awareness, consideration, decision).
- Use schema markup to define entities (e.g., Pool, Outdoor Kitchen, Hardscaping).
- Optimize for semantic search with related keywords and question-based queries.
- Create content clusters around core topics to dominate search results.

5 Technical SEO That Moves Revenue

Objective: Ensure the website is crawlable, fast, and conversion-focused.

Tactics:

- Optimize site speed (e.g., compress images, leverage CDN).
- Implement clean URL structures (e.g., /pools/cost/fiberglass-vs-gunite).
- Use internal linking to guide users to the pricing calculator.
- Ensure mobile-first indexing and responsive design.

6 Local SEO for Service-Area Businesses

Objective: Dominate local search for high-intent queries in service areas.

Tactics:

- Optimize Google Business Profile with service-specific categories.
- Create location-specific landing pages (e.g., "[City] Custom Pools").
- Earn local backlinks from community sites, directories, and partners.
- Target "near me" and city-specific queries (e.g., "best pool builders in [Metro]").

7 The Pricing Calculator: Strategy & UX

Objective: Deliver a user-friendly tool that provides personalized cost estimates and captures lead data.

How It Works:

- Users input project details (e.g., pool type, size, outdoor kitchen features, hardscaping preferences).
- Calculator processes inputs using predefined ranges and local cost data.
- Outputs a tailored estimate with clear next steps (e.g., "Request a Consultation").
- Collects user info (name, email, phone) in exchange for detailed results.

UX Principles:

- Simple, intuitive interface with minimal steps.
- Visual progress indicators to encourage completion.
- Mobile-optimized design for accessibility.

8 Behavioral Science: Why Calculators Convert

Why It Works:

- **Anchoring:** Providing cost ranges sets realistic expectations.
- **Reciprocity:** Delivering valuable insights prompts users to share contact info.
- **Commitment:** Starting the calculator increases likelihood of form submission.

Design Tips:

- Use conversational prompts to mimic a sales dialogue.
- Highlight value (e.g., "Get a custom estimate in under 2 minutes").
- Include trust signals (e.g., testimonials, certifications).

9 Calculator Output & Conversion Design

Output Structure:

- Summary of user inputs (e.g., "Gunite Pool, 20x40ft, with Outdoor Kitchen").
- Estimated cost range with clear disclaimers (e.g., "Final costs depend on site conditions").
- Visual breakdown (e.g., charts for material vs. labor costs).
- Call-to-action (CTA): Form to unlock detailed report or schedule consultation.

Conversion Optimization:

- Minimize form fields (name, email, phone).
- Use urgency (e.g., "Limited consultation slots available this month").
- Offer a downloadable PDF report for lead capture.

10 Data Layer, CRM, and Lead Scoring

Objective: Integrate calculator data with CRM for seamless lead management.

Implementation:

- Track calculator inputs and outputs via a data layer (e.g., Google Tag Manager).
- Sync leads to CRM (e.g., HubSpot, Salesforce) with details like project type and budget.
- Score leads based on inputs (e.g., high budget = high intent).
- Automate follow-up emails with personalized content (e.g., "Your Pool Estimate Details").

11 Content Engine & Cadence

Objective: Maintain a consistent flow of TAYA content to fuel SEO and lead generation.

Plan:

- Publish 2–3 pieces of Big 5 content weekly (e.g., blog posts, videos).
- Repurpose content into multiple formats (e.g., blog to video, infographic).
- Use a content calendar to align with seasonal trends (e.g., summer pool projects).

12 Advanced Organic Acquisition

Objective: Scale organic traffic through strategic content and link-building.

Tactics:

- Guest post on home improvement and luxury lifestyle blogs.
- Create shareable infographics (e.g., "Cost of a Dream Backyard in 2025").
- Leverage HARO (Help a Reporter Out) for backlinks.
- Build content partnerships with local real estate or design influencers.

13 Paid Traffic to the Pricing Tool

Objective: Amplify calculator reach with targeted ads.

Channels:

- Google Ads: Target high-intent keywords (e.g., "custom pool cost [City]").
- Social Media (Facebook, Instagram): Use lookalike audiences of high-value homeowners.
- Retargeting: Re-engage users who visited the calculator but didn't convert.

14 CRO Tactics on the Pricing Page

Objective: Maximize calculator completions and form submissions.

Tactics:

- A/B test CTA button text (e.g., "Get Your Estimate" vs. "See Your Price").
- Use exit-intent popups to capture abandoning users.
- Add social proof (e.g., "Join 500+ homeowners who got their estimate").

15 Measurement & Experimentation

Objective: Track performance and optimize continuously.

Metrics:

- Organic traffic to TAYA content and calculator page.
- Calculator completion rate and form submission rate.
- Lead-to-close rate and average deal size.
- ROI from paid campaigns driving to the calculator.

Experiments:

- Test new calculator inputs (e.g., adding hardscaping options).
- Vary content formats (e.g., video vs. text for TAYA answers).
- Adjust form fields to balance lead quality and quantity.

16 90-Day Rollout (Minimal Viable Momentum)

Phase 1 (Days 1–30):

- Launch 5–10 TAYA content pieces (focus on Big 5 pillars).
- Deploy pricing calculator with basic inputs and CRM integration.
- Optimize Google Business Profile and local landing pages.

Phase 2 (Days 31–60):

- Publish 8–12 more TAYA pieces and start content repurposing.
- Launch paid campaigns targeting calculator page.
- Begin A/B testing on calculator UX and CTAs.

Phase 3 (Days 61–90):

- Scale content engine to 2–3 pieces weekly.
- Expand local SEO with additional location pages.
- Analyze lead data and refine lead scoring model.

17 Appendices

Resources:

- TAYA content templates for pools and outdoor kitchens.
- Recommended SEO tools (e.g., Ahrefs, SEMrush).

- Sample calculator wireframes and CRM integrations.

Case Studies:

- Example: "How [Pool Builder] Doubled Leads with a Pricing Calculator."
- Example: "Local SEO Success for [Hardscaping Contractor] in [Metro]."

"Answer the questions your competitors avoid, and you'll own the trust your competitors lack."

"Price transparency isn't a risk; it's a moat."