



Konok Ray

SEO Specialist for Local Businesses Rank #1 on Google and Top 3 Map Packs | 120%+ Organic Traffic, Calls, & Leads in 3-6 Months

9k followers • [View Profile](#)

6

POSTS / WEEK

1 PM, UTC

MAIN POSTING TIME

40

AVG REACTIONS
10 comments

76%

CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

Everything is built around one clear promise: "more calls and leads from Google." The profile makes that promise believable in seconds, and the content repeatedly teaches it through simple either/or takes, quick diagnoses, and proof-with-numbers images that are easy to scan and share. Then most posts turn that attention into conversations (comment/DM) that lead naturally to a booked consultation.

FORMAT BREAKDOWN

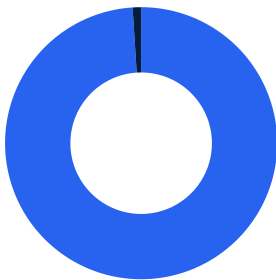


Image	99%	40 avg reactions
Text Only	1%	20 avg reactions

7 Tactics You Can Steal

01 [Start with an either-or choice people can argue about](#)

02 [Turn advice into a checklist people can grade themselves with](#)

03 Name one problem, then give step-by-step fixes anyone can follow

04 Prove your point with real numbers and a clear time window

05 Explain the customer's steps, then fix what makes them quit

06 Ask people to comment one word to get the free resource

07 Use one simple image style so your posts are easy to spot

7 Tactics You Can Steal

1 Start with an either-or choice people can argue about

They often open with a clear choice like “paid vs organic” or “traffic vs leads,” then list simple pros and cons. This works because people can react fast: they either agree, disagree, or add a “it depends” comment. These comparison-style posts are proven winners here (the “SEO vs ads” group averages about 1.54x engagement across 4 posts). To copy it, pick two options your buyers compare, write 3–5 short contrast lines, then end with a question like “Which one would you pick?”

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

2 Turn advice into a checklist people can grade themselves with

Many high performers read like a quick self-test: “If you’re not getting calls, check these 4 things.” People like this because it’s fast to scan and it creates an “oh no, we missed that” moment that drives saves and comments. In this dataset, problem-led diagnostics in local topics average about 1.25x engagement (7 posts) versus generic “do these steps” posts at about 0.81x (5 posts). To copy it, write a short problem headline, list 4–7 common mistakes, then add a simple “fix” list at the end.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

3 Name one problem, then give step-by-step fixes anyone can follow

When they go technical, the winning style is simple troubleshooting: one clear problem name, then steps to fix it using common tools. This works because it removes fear—readers feel like they can actually take action today. Their step-by-step troubleshooting posts average about 1.12x engagement (4 posts), while narrower tech topics average about 0.73x (5 posts). To copy it, use a “What it means / Why it hurts / How to fix” layout and keep each step one sentence.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

4 Prove your point with real numbers and a clear time window

Instead of saying “SEO works,” they show numbers over a tight window (like 28 days or 30 days) and explain what changed. This works because numbers make results feel real, and the short time window makes the story easy to believe and retell. Metric-backed case studies are the strongest proof content in this feed (about 1.17x engagement across 7 posts). To copy it, share 3–4 key numbers, add one sentence on the ‘before’ problem, then list the exact steps you took.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

5

Explain the customer's steps, then fix what makes them quit

They often describe what a real buyer does step-by-step, then point out the few things that stop that buyer from calling or buying. This works because people recognize their own situation quickly, even if they don't understand the technical details. The "intent beats volume" idea performs best when it's short (two concise posts average about 1.28x, while the long framework version drops to about 0.48x). To copy it, write the buyer's 3–5 steps in plain words, then list 3 quick fixes that remove friction.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**6**

Ask people to comment one word to get the free resource

They use "comment a keyword" as a simple opt-in for audits, reviews, and checklists, which turns public engagement into private conversations. It works because commenting is easier than clicking a link, and the extra comments help the post travel further. They do some kind of CTA in about three-quarters of posts (76%), but the audience actually engages slightly more when there's no ask (about 56.4 interactions without CTAs vs 54.2 with CTAs), so the best move is to give real value first and keep the ask small. To copy it, teach the idea, then offer one clear free item and ask for a one-word comment to receive it.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**7**

Use one simple image style so your posts are easy to spot

Nearly the entire feed is the same easy-to-scan format: one image that holds the main points. This works because people can understand the post in seconds while scrolling, and it's easy to save and share. In this dataset, single-image posts are basically everything (99 out of 100) and perform far better than the lone text-only post (median likes about 42 for image vs 18 for none). To copy it, use one template, keep text large, and make the image tell the whole story even if nobody reads the caption.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

PART 2

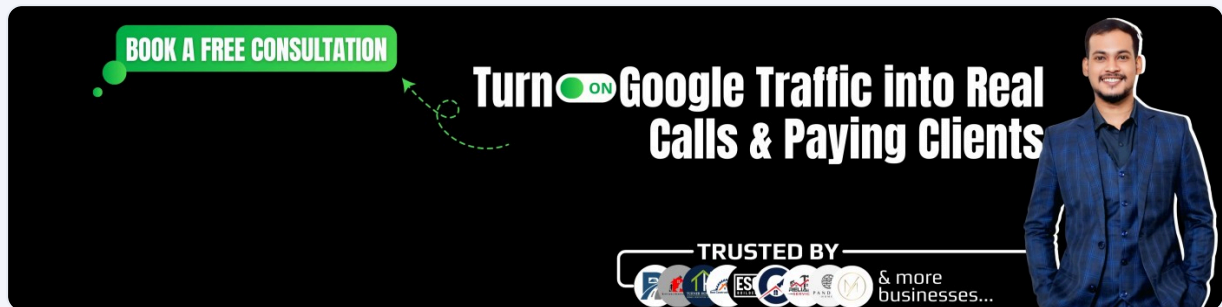
Profile Breakdown

HEADLINE FORMULA

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[Specialist role] for [specific buyer] helping you get [clear outcome buyers want] | [quantified proof] in [time window]. Why it works: it's buyer-first (calls/leads, not vanity metrics), niche-specific (local/service businesses), and it lowers risk with a number + timeframe that signals a repeatable process.

BANNER STRATEGY



Landing-page-style hero: big promise ("turn traffic into calls/clients") + one obvious action ("Book a Free Consultation") + trust markers ("Trusted by" logos) + your face. Why it works: it repeats the same outcome language as the headline/About, adds instant social proof, and gives visitors a single next step without making them hunt.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
SEO beliefs and buying choices (myths, pricing, SEO vs paid traffic)	31%	Myth-busting and head-to-head comparisons are the strongest plays here: "SEO vs ads" style posts average about 1.54x engagement across 4 posts, and myth-busting/comparison hooks inside this pillar average about 1.31x across 13 posts. Posts that stay abstract (site structure theory or vague update commentary) tend to lag at roughly 0.71x across 5 posts—without a clear conflict, people don't feel pulled in.	Post 1 Post 2 Post 3
Local visibility that brings calls (Maps/Google Business Profile, local keywords, reviews)	30%	Problem-led local "diagnosis" posts win: when the content answers "here's why you're not showing up" it averages about 1.25x engagement across 7 posts. Generic starter advice ("do these steps") underperforms at roughly 0.81x across 5 posts, especially when it reads like a broad checklist without a sharp pain point (calls/leads missing, not showing for 'near me,' etc.).	Post 1 Post 2 Post 3
Website fixes that turn traffic into leads (technical + intent + conversion)	26%	This content works best when it's a simple "here's what's broken + here's how to fix it" list. Step-by-step troubleshooting posts average about 1.12x engagement across 4 posts, while narrower, more fragmented tech topics trend lower at about 0.73x across 5 posts. On the conversion/intent side, short "intent beats volume" posts average about 1.28x (2 posts), while the long framework version drops to about 0.48x—keeping it punchy performs better.	Post 1 Post 2 Post 3
Proof and trust (results, reviews, quick personal updates)	13%	The strongest trust-builders are metric-backed case studies (screenshots/numbers) at about 1.17x engagement across 7 posts. Personal/relationship-only updates are weaker overall at about 0.84x across 4 posts, so the safest version of "personal" is still tied to a business lesson, number, or clear takeaway.	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

Done-for-you Local SEO services for service-based/local businesses (Google Business Profile + website SEO) focused on driving calls, leads, and Top 3 Map Pack visibility.

Free SEO audit / website review (often triggered by commenting a keyword)

Free checklists/guides/frameworks sent via comments or DMs

Occasional hiring/referral requests

How They Promote in Posts

CTAs show up in about three-quarters of posts (75–76%), usually placed at the end after the checklist/framework. The most common ask is “comment a keyword” or “DM me,” which keeps people on LinkedIn and starts a sales conversation privately. CTAs aren’t required for reach here: posts with CTAs average about 54.22 total interactions versus about 56.42 without CTAs, so the strongest version is value-first with a small, optional ask.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile acts like a simple funnel: the headline makes a specific, time-bound outcome promise; the banner repeats the same promise and pushes “Book a Free Consultation” with trust logos; the About section diagnoses pains, shows proof, and ends with “Message me”; and the Featured section gives a direct booking link (Calendly) so interested visitors can schedule immediately.

[View Profile →](#)

Top 10 Posts

1



🐢 SEO vs 🐇 Ads

This post compares SEO and paid ads using the “tortoise vs hare” story. It frames SEO as slower but long-lasting, and ads as fast but dependent on ongoing spend. It ends by inviting readers to agree or disagree and encourages sharing.

♡ 95 💬 42 ↻ 3

2



Happy New Year 2026 🎂

This is a short New Year greeting wishing people growth, success, and new opportunities. The message is supportive and universal rather than instructional. The post uses a celebratory New Year cake image that matches the text.

♡ 85 💬 12 ↻ 2

3



SEO is dead.

This post opens with the provocative claim that SEO is dead, then explains why that claim comes up every year. It lists what tactics have “died” versus what still works, with concrete examples. It closes by asking readers to share the biggest SEO myth they’ve heard.

♡ 64 💬 25 ↻ 1

4



SEO works.

This post argues that SEO works and explains why it might not be working for a home service business. It lists common mistakes, then follows with a clear “what actually works” set of actions focused on local visibility and lead generation. It ends with an invitation to comment or message for help if leads are quiet.

♡ 66 💬 22 ↻ 2

5



Inaccurate or Inconsistent Business Listings

This post explains how inconsistent business listings across platforms can quietly hurt local visibility. It defines the problem, shows how it impacts trust and rankings, and lists common places where errors show up. It then gives a simple step-by-step plan to audit and fix listings.

♡ 55 💬 23 ↻ 2

6



My SEO Process Before I Touch Rankings

This post lays out a four-step process the creator follows before chasing rankings. It covers auditing, mapping intent, fixing technical issues, and building a content plan. It ends by asking others to share their own SEO approach.

♡ 53 💬 25 ↻ 1

7



No ads.

This post shares a mini case study about improving search performance without ads. It describes the “before” situation, the key changes made, and the “after” results using specific metrics over a defined time window. The lesson is that consistent systems beat random tactics.

♡ 58 💬 19 ↻ 1

8



SEO Is Expensive... If You Do It Wrong.

This post reframes the objection that SEO is expensive by arguing that cheap SEO is what costs more. It lists common “cheap” offers and the damage they can cause, then outlines what real SEO includes. It ends with an invitation to comment or DM for help.

♡ 51 💬 20 ↻ 1

9



Local Customer Behavior

This post explains how local customers find and choose service businesses. It maps a simple path from search to maps to checking a business profile, then highlights what makes people call right away. It ends with a straightforward fix focused on clarity, trust, and direct action.

♡ 50 💬 21 ↻ 1

10



How One Local Business

This post shares a simple case-style breakdown of getting more leads without running ads. It lays out a clear sequence of actions across website basics, local visibility, helpful content, and trust signals. It ends by inviting readers to follow and comment to see more case breakdowns.

♡ 49 💬 20 ↻ 2