FREE TOOLS GUIDE - v1

Find the leak.
Use the right diagnostic.

A practical use and interpretation guide for the six Mosaic Electrical free tools. The browser tools remain the primary experience; this PDF is supporting documentation, not a separate commercial offer.

01 - Start with the Audit

Use the 27-Point Audit when you do not yet know which part of the lead journey is leaking.

02 - Use the specific tool

Use a calculator or scorecard when you want to quantify or inspect one known problem.

03 - Answer from reality

Score the current operating system, not the process you intend to have later.

04 - Fix the smallest leak

Fix the smallest high-value failure before adding more traffic, tools or broad retainers.

Commercial routing principle

Result -> relevant 27-Point Audit -> specific DIY product or implementation service. The free tools provide standalone value before any purchase.

01 - PRIMARY DIAGNOSTIC

27-Point Google Lead Leak Audit

Use this first when the problem is not yet isolated. The Audit is the routing engine for the Mosaic Electrical ecosystem.

Lead Machine Score

A structured view of the system rather than a vague marketing opinion.

#1 leak

The most important current failure point.

Confidence + first corrective action

A prioritized next step rather than a generic list of tactics.

Existing audit preserved

The Tally-based audit remains the current live diagnostic surface and result-delivery mechanism.

How to answer

Use what actually happens today. If you do not know a fact, do not assume the best case. Use the result to choose the smallest credible fix.

URL: mosaiclabsprotocol.com/electrical/free-tools/27-point-google-lead-leak-audit/

02 - RESPONSE / FOLLOW-UP

Lead Response Revenue Calculator

Models the monthly and annualized opportunity behind missed calls and estimates that go cold.

```
Calls x missed-call rate x recoverable rate x booking rate x average booked job revenue
```

```
Estimates sent x cold-estimate rate x recovery rate x average accepted estimate revenue
```

Interpretation

The output is a modeled opportunity, not a forecast or guarantee. Use conservative assumptions when data quality is weak. The model does not account for lead quality, capacity, service mix, refunds, margin or attribution errors.

Route: Audit -> Lead Recovery Kit $99 -> Lead Response Automation Install $950

03 - GBP / LOCAL VISIBILITY

GBP Local Visibility Score

A weighted self-assessment of the Google Business Profile and local visibility foundation. It is not a rank predictor.

Identity + eligibility

Real-world business name and correct operating model.

Categories + core info

Primary category, phone, website and hours.

Services + service area

Revenue services and truthful operating footprint.

Reviews + media

Neutral review process and recent real imagery.

NAP + measurement

Conflicting business data, trackability and baselines.

Score bands

90-100: Strong foundation.
75-89: Targeted gaps.
55-74: Material gaps.
Below 55: Rebuild the foundation.

Route: Audit -> GBP Local Visibility Fix Kit $99 -> GBP + Local Visibility Fix $650

04 - WEBSITE CONVERSION

Website Conversion Score

A weighted scorecard for the path between a website visit and a reachable lead.

Offer & intent

Clarity, substantiated differentiation and one primary action.

Mobile action

Tap-to-call, CTA visibility, usable controls and unobstructed action.

Trust

Real proof, accurate credentials and truthful claims.

Lead capture

Form friction, confirmation state and monitored routing.

Page relevance

Dedicated service intent and practical buying information.

Speed & UX

Core Web Vitals, responsive layout and stable interactions.

Measurement

Call/form attribution, UTMs and end-to-end QA.

Lead handoff

Named owner, response target and escalation path.

Priority rule

Fix critical capture or tracking failures before lower-priority cosmetic CRO work.

Route: Audit -> Website Conversion Fix Kit $99 -> Website Conversion Sprint $950

05 - SERVICE PAGE SEO

Service Page SEO Score

Scores one service page for useful intent, proof, conversion readiness, technical quality and local relevance.

Intent + depth

One primary service intent, useful scope, process and practical buyer questions.

Proof + conversion

Real proof, accurate claims and a working primary action.

On-page + links

Unique metadata/headings and useful internal crawl paths.

Technical + local quality

Canonical/indexability plus truthful, distinct local context.

Schema + measurement

Structured data that matches visible content and measurable organic conversions.

Guardrails

No doorway pages. No bulk city swapping. No unsafe DIY electrical instructions. No ranking guarantee.

Route: Audit -> Service Page SEO Builder $149 -> SEO Foundation Sprint $1,500

06 - REVIEWS / TRUST

Review Velocity Calculator

```
Eligible completed jobs = completed jobs x eligible job rate
Requests sent = eligible completed jobs x request coverage
Delivered requests = requests sent x request delivery rate
Modeled reviews/month = delivered requests x customer completion rate
Modeled reviews over period = modeled reviews/month x months modeled
```

Policy-first guardrails

Use genuine customer experiences. No incentives. No positive-only review gating. Do not tell customers what rating or content to leave.

Route: Review Engine Kit $79 -> GBP/local visibility support when the broader profile system is weak

INTERPRETATION RULES

What these tools do - and do not do

They do

Provide standalone diagnosis, quantify or score a known leak, explain the result, and route toward a relevant next step.

They do not

Guarantee revenue, ranking, review volume, conversion lift or platform action.

Default decision sequence

- Use the result to identify the largest operational gap.
- Run the 27-Point Audit when the issue may span multiple modules.
- Choose DIY, done-for-you, ongoing monitoring/operator or software based on the actual leak and desired level of help.

Public contact

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Mosaic Electrical is a distinct commercial vertical under Mosaic Labs Protocol. Crypto and Electrical customer journeys remain separate.

Free Tools hub: mosaiclabsprotocol.com/electrical/free-tools/