

Growth Architecture Blueprint

A clearer path from local demand to accepted work.

CONCEPTUAL BUSINESS

An illustrative home-services business. This document demonstrates the format of an AGS strategic deliverable. It contains no client information, measured outcomes, or performance promises.

WORKING HYPOTHESIS

The first constraint may be qualification and handoff rather than a shortage of traffic. Validate that hypothesis before increasing acquisition spend.

PRIORITY DECISION

Map service capacity, define a qualified inquiry, and inspect the journey from search to accepted work.

Evidence before recommendations.

Separate what is known from what needs to be established.

BUSINESS DIAGNOSTIC

Inputs required: service categories, genuine coverage, capacity, contribution by job type, and customer questions. Status in this sample: not supplied.

BRAND GAP

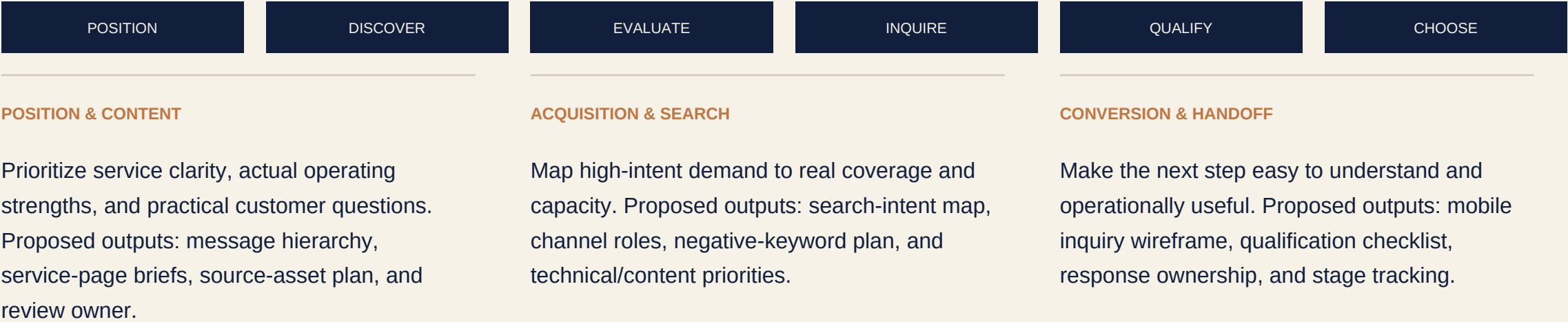
Review whether the homepage, service pages, search presence, and inquiry process communicate the same value. Validate with source materials and customer-facing staff.

MEASUREMENT GAP

Define inquiry, qualified lead, assessment, estimate, and accepted job. Record source and stage consistently before interpreting channel performance.

One promise. One connected journey.

Positioning > Discovery > Service fit > Inquiry > Qualification > Accepted work



Sequence the decisions.

Illustrative 90-day implementation roadmap; actual timing depends on scope and inputs.

DAYS 1-30 / DEFINE

Business lead: validate services, capacity, and contribution. AGS: inspect the journey and define the positioning hypothesis. Approval gate: one agreed constraint and a measurement baseline.

DAYS 31-60 / BUILD

AGS and implementation owner: develop the priority landing path, campaign briefs, and handoff specification. Dependency: approved claims, assets, and tracking access. Gate: test readiness, not a revenue promise.

DAYS 61-90 / REVIEW

Business and AGS: review inquiry quality, accepted work, and economics. Decide to refine, continue, stop, or expand. Record the reason and the next test before increasing scope.

What happens after the blueprint?

The document should support a decision, not create a dependency.

IMPLEMENTATION OPTIONS

Use the blueprint with your internal team.
Commission a defined specialist workstream.
Or discuss an AGS strategic growth partnership. A retainer is not required.

MEASUREMENT STANDARD

Review qualified inquiries, booked assessments, accepted estimates, gross contribution, and cost per accepted job.
Document the period, source, definitions, and attribution limitations.

NEXT CONVERSATION

Confirm the business objective, available evidence, review owner, and implementation capacity. Scope, timing, responsibilities, and investment are agreed before an engagement begins.