ASD
Anthony Scott Digital

COMPETITOR BREAKDOWN AND 12 MONTH GAME PLAN

# The studio *vs* the Fox Cities field

Who shows up ahead of you when a local owner looks for video and marketing help, exactly why, and the pages, reviews and listings it takes to pass them.

Prepared for Anthony Scott · Menasha, WI

Checks run Nov 25, 2026

PART 01

# The short version

WHERE YOU STAND

You hold first place in the Google map box for "marketing agency menasha wi", and Google's AI answer names you first for it. That is the only one of the four service searches we ran where you appear. Change the town to Appleton, or the service to video, and other companies are shown. Your website did not appear in Google at all when we checked, so it cannot help yet. And you have 5 reviews, against 26 and 27 for the two agencies leading Appleton and 86 for WebCitz.

**1 of 3**

Google map boxes you appear in. A fourth search showed no map box, only an AI answer that left you out.

**0**

pages of your website found in a Google search on Nov 25. Your own name brings up Facebook, not your site.

**5 vs 86**

Your Google reviews against the most reviewed agency in Menasha. Your rating is higher than theirs.

## Three reasons, in order

**1. Google cannot see the website.** A search for its pages returned nothing, there is no sitemap, and the page code shows no sign the site was submitted to Google. Every other fix depends on this one.

**2. Five reviews.** A 5.0 rating gets you chosen. Count and a steady monthly flow get you shown. The top two spots in the Appleton map box are held by agencies with 26 and 27.

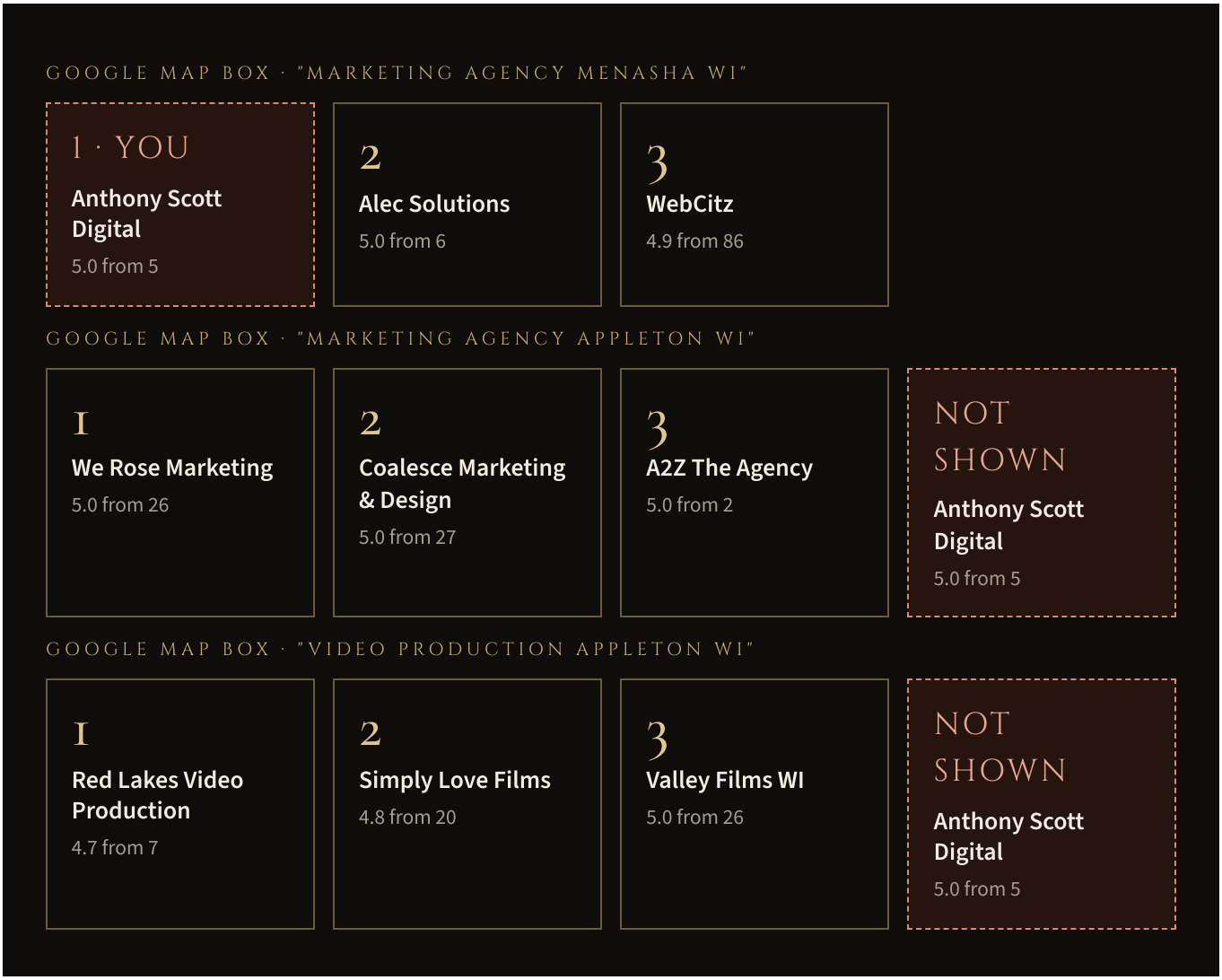
**3. One page for eight services, and no page for any town.** For a Menasha video search, Google's AI answer named Image Studios of Appleton and Beverly Boy Productions. Each has a page written about Menasha. You have a studio in Menasha and no page that says so.

**The good news.** The gap here is small. The video map box is held by companies with 7, 20 and 26 reviews. The leaders are a few dozen reviews and a few dozen pages ahead, not hundreds. A steady year can close it.

PART 02

# Who shows up today

*Checked Nov 25, 2026. Results shift with the searcher's exact location and from one AI answer to the next, so we rerun this every month.*



## The full picture

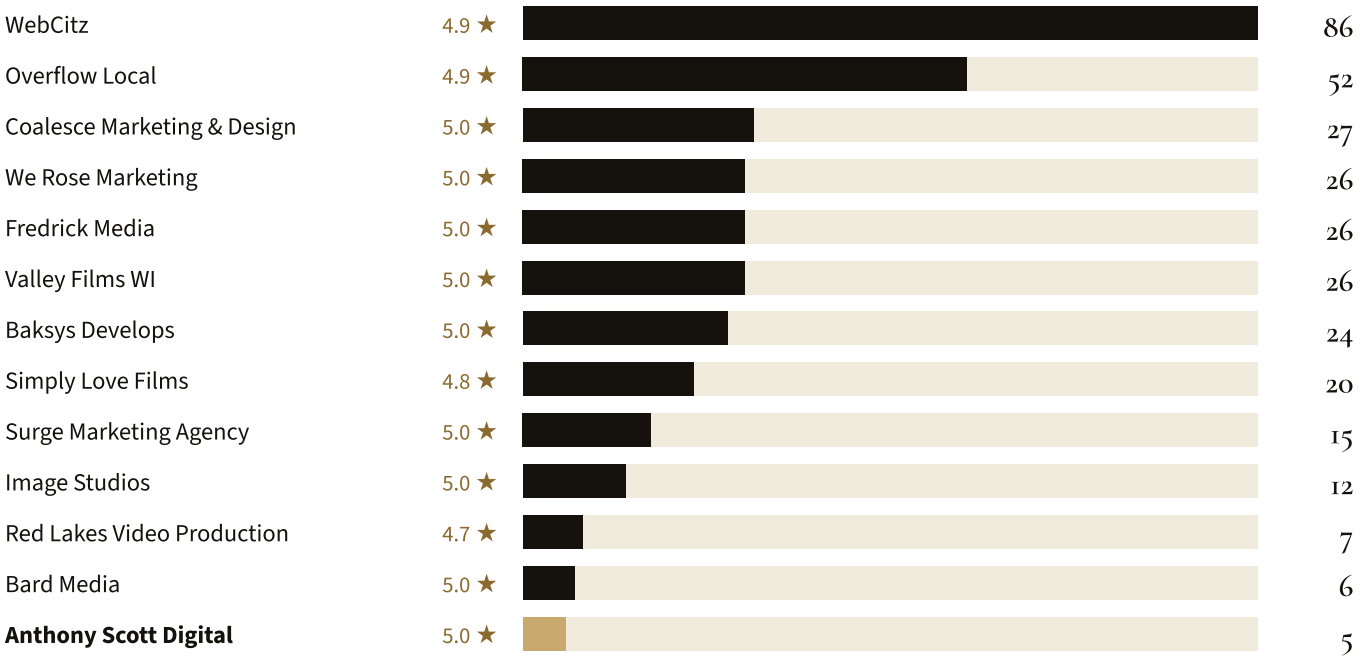
| WHERE | WHO WAS SHOWN, IN ORDER | YOU |
|---|---|---|
| **Google AI answer** "marketing agency menasha wi" | You, Alec Solutions, WebCitz. It described you as video production and marketing for service businesses and contractors. | NAMED FIRST |
| **Google regular results** same search | Prime Media Consulting, Northpointe Marketing, StrideUp Marketing, Yelp, MapQuest, WebCitz on Facebook, Inc.com | WEBSITE NOT SHOWN |
| **Google AI answer** "marketing agency appleton wi" | We Rose Marketing, Coalesce Marketing & Design, A2Z The Agency | NOT NAMED |
| **Google regular results** same search | We Rose, A2Z, Coalesce, Semrush agency list, MetaMartini, Red Shoes, Yelp, Weidert Group | WEBSITE NOT SHOWN |
| **Google AI answer** "video production appleton wi" | Red Lakes, Simply Love Films, Valley Films WI, Image Studios, Shift Visuals | NOT NAMED |
| **Google regular results** same search | Image Studios, Shift Visuals, ProductionHUB, Bard Media, Yelp, Creative Edge Productions, BLARE Media, Red Lakes | WEBSITE NOT SHOWN |
| **Google AI answer** "video production menasha wi" (no map box shown) | Ark Media Group, Meza Media, Image Studios, Beverly Boy Productions | NOT NAMED |
| **ChatGPT** "best marketing and video production companies for a small business in Menasha or Appleton" | Coalesce, We Rose Marketing, Overflow Local, WebCitz, Bard Media, IBEX Productions, Image Studios, Unusual Media Group. Then one closing line: "a few other agencies worth investigating include Anthony Scott Digital". | CLOSING LINE ONLY |

**What the pattern says.** In these searches Google showed you when the search matched your town and your profile's category. ChatGPT's four marketing picks have 26 to 86 reviews each. Both are things we can work on.

PART 03

# The review race

*Google reviews as of Nov 25, 2026. Gold is you. A perfect rating, and far fewer reviews than the leaders.*




## Your review target

| PACE | COUNT AT MONTH 12 | WHERE THAT PUTS YOU |
|---|---|---|
| 2 new reviews a month | About 29 | Just past We Rose and Coalesce as they stand today |
| **4 new reviews a month** (our target) | **About 53** | **Past both by month 7. Past where Overflow Local stands today by month 12.** |
| 6 new reviews a month | About 77 | In reach of WebCitz, the most reviewed agency in Menasha |

The pace depends on how many clients you finish work for, so we set the final number together in month 1. The goal is an ask after every finished project, sent by you with the link and wording we give you. Past clients count too. A studio with more than 10,000 Facebook followers has plenty of people to ask. The wording also invites clients to mention the service and their town, because Google reads the words in reviews.

Competitors keep adding reviews too, so a steady monthly pace matters more than any single push. Counts are from Google listings on Nov 25, 2026.

PART 04

# Competitor by competitor

## WebCitz · Menasha · 4.9 from 86

**What they have:** an office at 1981 Midway Rd, the same road as you. Google shows 20+ years in business. Their website has about 38 service pages and about 20 industry pages, a Clutch badge, and they sell answer engine optimization by name. Mobile speed score 83 against your 94.
**Why they win:** the most reviews of any agency near you and pages for dozens of services and industries. ChatGPT called them the best Menasha based digital agency.
**How we pass them:** not on size. They are listed as a website designer and do not lead with video. You do. A separate page for each of your eight services, your films playable on the site, and a steady review flow give you a strong claim to Menasha video and content searches.

## We Rose Marketing · Appleton · 5.0 from 26

**What they have:** first place in the Appleton map box and first in the regular results. Their home page title reads "#1 Marketing Agency In Appleton, WI" and names social media, web design and content creation. Google shows 5+ years in business.
**Why they win:** a home page built around the exact words people type, a perfect rating, and reviews that mention social media and photo shoots by name.
**How we pass them:** they are your closest match in what they sell. The difference to show is video shot on location with cinema cameras. Pages for Appleton and Neenah, with films from clients there who agree to be shown, are how you compete for the same results.

## Coalesce Marketing & Design · Appleton · 5.0 from 27

**What they have:** 20+ years in business per Google, a home page that says "AI-ready marketing", and profiles on the Semrush agency list, BrightLocal's agency directory and BBB. The Semrush list shows projects starting from $2,500.
**Why they win:** ChatGPT put them first. They have profiles on outside agency lists, and we found no profile for you on the directories we searched.
**How we pass them:** submit you to the same lists with complete profiles, and give AI tools a clear facts page to quote.

### Overflow Local · Appleton · 4.9 from 52

**What they have:** the second highest review count among the Fox Cities agencies we tracked, a BBB listing rated A+, and an offer of a free preview of a new website before a client commits.
**Why they win:** review count and a no risk first step. ChatGPT ranked them third.
**How we pass them:** your own no risk first step already exists: a relaxed 30 minute conversation at the studio. Put it beside results from clients who agree to be named.

### The video companies · Image Studios, Bard Media, Red Lakes, Simply Love Films, Valley Films WI

**What they have:** Image Studios (5.0 from 12) is the first regular result for Appleton video and has a page written for Menasha. Bard Media (5.0 from 6) is in Menasha and was the first video company ChatGPT listed. The three in the map box have 7, 20 and 26 reviews, and the reviews shown for Simply Love Films and Valley Films WI are about weddings.
**Why they win:** Google shows the three in the map box as video production services. It shows you as a marketing agency.
**How we pass them:** add the video category to your profile once you confirm it, give commercial video its own page with films on it, and aim past 26 reviews. No company in that map box is far ahead.

Also tracked from month 1: Fredrick Media (Neenah, 5.0 from 26), Baksys Develops (Appleton, 5.0 from 24), Surge Marketing Agency (Appleton, 5.0 from 15), Alec Solutions (Menasha, 5.0 from 6), Weidert Group (Appleton, 4.8 from 6), A2Z The Agency (Appleton, 5.0 from 2). Competitor details are from their Google listings, search results and, for WebCitz, their own website.

PART 05

# Your website: what we found

*Every page was read on Nov 25, 2026. The site is fast and well built. It is also small, and Google has not listed it.*

| FINDING | DETAIL | WHAT WE DO |
|---|---|---|
| **Not in Google** | No pages listed. No sitemap. No verification tag in the page code. | Add a sitemap, verify the site with Google and Bing once the domain step is done, and request listing for every page. |
| **Five pages, about 2,100 words** | Home, About, Services, Portfolio, Contact. | Grow it page by page, each one about a single service, town or client. |
| **Eight services on one page** | Each gets a short paragraph and a list. | One full page per service with what it is, how a shoot runs, what it includes and questions answered. |
| **Films live on Facebook** | The portfolio links out to Facebook and Instagram to watch. | Put the films you choose on the site itself so visitors can press play. |
| **Three named clients** | Glass Nickel Pizza Co., Ope! Brewing Co., Elevated Curb Creations. Seven other items have no name. | A short story page for each client who agrees to be named. |
| **No reviews shown** | Five strong Google reviews, none on the site. | Show them on the home and services pages. |
| **Hours and address** | The site and the Google profile disagree. | You tell us which is true. We match the site, the code and the profile to it. |
| **Nothing measured** | No analytics or call tracking. | Add both so your report shows visits, calls and form requests. |

## Coverage at a glance

**SERVICES**

- Brand and commercial video
- Social media marketing
- Photography and headshots
- Drone photography
- Real estate video
- Websites
- Brand strategy
- Local search

**TOWNS**

- Menasha
- Neenah
- Appleton
- Fox Crossing
- Oshkosh
- Kaukauna
- Little Chute
- Green Bay
- De Pere

**WHO YOU WORK FOR**

- Restaurants and breweries
- Contractors and trades
- Real estate agents
- Events and trade shows

**CLIENT STORIES**

- Glass Nickel Pizza Co.
- Ope! Brewing Co.
- Elevated Curb Creations

**Red** no page of its own yet **Gold** named on the portfolio today, ready to become a full story once the client agrees

## Pages others have that you do not

| PAGE TO BUILD | WHO HAS IT | WHEN |
|---|---|---|
| Commercial video page | Image Studios, Shift Visuals, Creative Edge Productions | Month 2 |
| A page for each service | WebCitz (about 38) | Month 2 |
| Menasha page | Image Studios, Beverly Boy Productions, StrideUp Marketing, Prime Media Consulting | Month 3 |
| Appleton video page | Shift Visuals, Creative Edge Productions (from Green Bay), Beverly Boy Productions | Month 3 |
| Industry pages | WebCitz (about 20) | Month 4 to 6 |

PART 06

# Your 12 month plan

## Month 1

BASELINE AND PROFILE

- Map rank grid across the Fox Cities for 10 searches. AI scoreboard across ChatGPT, Gemini, Perplexity, Copilot, Claude and Google's AI answers.
- Address and hours matched on the website and the Google profile, to whichever you confirm is true.
- Google profile rebuilt, once we have manager access, against We Rose, Coalesce and the video companies: categories you confirm, services, photos, posts.
- Bing Places, Apple Business Connect, Yelp and Nextdoor listings submitted, each claimed as its code arrives.
- Sitemap and canonical tags added. Site verified with Google and Bing once the domain step is done, and every page submitted for listing.
- Analytics and call tracking added. Review link, QR card and ask wording delivered, target set with you.

## Month 2

BUILD THE CORE

- One page for each of the eight services, with direct answers up top.
- The films you choose placed on the site. Your Google reviews shown on the home and services pages.
- Story pages for Glass Nickel Pizza Co., Ope! Brewing Co. and Elevated Curb Creations, each one once the client agrees.
- Weekly profile posts begin, built from the work you send us.

## Month 3

BUILD THE CORE

- Town pages for Menasha, Neenah and Appleton, built from real shoots in each.
- Facts page and question blocks on the main pages.
- Agency directory profiles submitted: Clutch, UpCity, DesignRush. A free BBB profile requested.
- 90 day comparison against the baseline.

## Month 4 to 6

BUILD THE GAP

- Two town or industry pages a month: Fox Crossing, Oshkosh, Kaukauna, restaurants and breweries, contractors and trades, real estate agents.
- Two answer articles a month, starting with what a commercial video costs in the Fox Valley, how a shoot day runs, and how often a business should post.
- Submissions to the agency lists AI tools quote, such as Expertise.com and the Semrush and BrightLocal directories.
- Facebook review link added to the wording we give you.
- Month 6: full recheck of this report against the same competitors.

## Month 7 to 9

WIDEN

- New client story pages from the shoots you send us, with the film on each.
- Two pages and two articles a month continue through month 12: Little Chute, Green Bay and De Pere if you want work there.
- Fox Cities Chamber listing, if you choose to join. Announcements written and sent to local outlets when you have real news.

## Month 10 to 12

DEFEND AND EXTEND

- First service pages refreshed with new films, reviews and the names of clients who agree.
- Corrections sent for anything the AI scoreboard still gets wrong.
- Year in review and year two plan.

## What we are aiming for

| BY | TARGET |
|---|---|
| **Day 90** | Website listed in Google and shown for your own name. Address and hours matching on the site and the profile. 8 service pages and 3 town pages live. 15 or more reviews. |
| **Month 6** | Map box appearances for marketing searches in Neenah and Fox Crossing and for video searches in Menasha. In ChatGPT's main list on some checks. About 29 reviews. |
| **Month 12** | Top 3 map position across most of the Menasha and Neenah grid for marketing and video searches. Named by Google's AI answer for at least one video search. Around 53 reviews at the target pace. |

**These are targets, not guarantees.** Google and the AI tools decide the order, and it changes with the searcher's location. What we commit to is our work above, on schedule, with this same scoreboard in front of you every month. Steps that need your access, films, client permission or approval move as soon as we have them.

PART 07

# What one more client is worth

*Run this with your own numbers. We fill in lines D and E together after the baseline week.*

| LINE | YOUR NUMBERS | YOU | WORKED EXAMPLE |
|---|---|---|---|
| A | Average value of a new client in their first year | $ _____ | $6,000 |
| B | Clients you win out of every 10 conversations | _____ of 10 | 3 of 10 |
| C | Value of one extra conversation (A times B, divided by 10) | $ _____ | $1,800 |
| D | Extra calls and requests a month from search and AI, measured on your report | _____ | 3 |
| **E** | **Added sales a month (C times D)** | **$ _____** | **$5,400** |

The example column is an illustration of the math, not a forecast for your business. Line D comes from the call tracking and form counts on your monthly report, so the answer is measured, not guessed.

PART 08

# Your first 30 days

## What we need from you

ONE DECISION

Which address and which hours are true.

ACCESS

Manager access to your Google profile and Facebook page, and one short step to confirm the website address with Google and Bing. You stay the owner.

NINE ANSWERS

The short list in your Getting Started Guide.

FIVE FILMS

Your best finished work, with the client, the town and whether they can be named.

ONE HABIT

Send the review link we give you when you deliver each project.

## What you get by day 30

BASELINE

Your map rank grid, AI scoreboard and competitor numbers on record.

WEBSITE

Sitemap in place, and every page submitted to Google and Bing once the address is confirmed.

PROFILE

Address and hours matched to what you confirm. Google profile rebuilt once we have access.

REVIEWS

Your review link, QR card and ask wording in hand, and your monthly target agreed.

REPORT

Your first monthly scoreboard.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Sources: Google Search and Google Business Profile data checked Nov 25, 2026; one ChatGPT answer with web search, signed out, same date; every page of anthonyscottdigital.com on the same date; Google PageSpeed Insights mobile tests; competitor Google listings, search results and the WebCitz website. Search and AI results vary by location, device and time, which is why every figure here is remeasured monthly.