

Sample Pest Co.

Audited page: facebook.com/samplepestco

Prepared by: Chris Colbert, Field Post Co.

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SCORE BREAKDOWN

Posting Frequency 4/20

Last post was 11 weeks ago

Real Photos vs. Stock 8/15

Mostly stock bug photos, no team shown

Review Count & Response Rate 10/20

31 reviews, 60% never answered

Profile Completeness 12/15

Hours and booking link missing

Content Variety 3/15

No tips, before/after, or seasonal posts

Cross-Platform Consistency 5/15

Instagram inactive since 2024

3 QUICK WINS THIS WEEK

- 1 Reply to your last 12 unanswered reviews this week — even a short thank-you moves your rating and shows up in AI summaries.
- 2 Post 3 real photos of your trucks or techs on a job this month. Real faces outperform stock bugs every time.
- 3 Add your service hours, coverage area, and a booking link to your Facebook "About" section — it's free and takes 5 minutes.

WHAT A GOOD POST LOOKS LIKE

Termite swarm season is here on the Gulf Coast. If you're seeing winged bugs near your windows, don't wait — call us today for a free inspection.

Want these fixed for you?

Field Post Co. runs your posts, replies, and photos so you don't have to. First month trial: \$300–\$500.

chris@fieldpostco.com | fieldpostco.com | 20+ years in pest control