

ALL OF THE REQUIREMENTS FOR THE COPY REVIEW AIKIDO CHANNEL!

100 PUSHUPS: [link](#)

Content Requirements:

1. Answer the four questions from the winner's writing process.

a. Who am I talking to?

i. Name: Tom Roberts

ii. Age: 50

iii. Occupation: Architect (recently started his own firm)



iv.

b. Where are they now?

i. Tom's current driveway is cracked, uneven, and weeds are starting to push through the deteriorating asphalt.

ii. Feeling overwhelmed by the sheer number of interlocking companies and unsure of the quality they offer.

iii. Recent reviews online have mentioned hidden costs and unprofessional service, further fueling his anxiety.

iv. Lack of knowledge and confusion after research.

v. "I got burned by a contractor last time, and I'm worried about someone I can trust." - Tom

vi. Values: Reputation - transparency - efficiency

vii. Tom envisions a stunning, modern interlocking driveway that complements the architectural style of his house. He wants a design that incorporates geometric patterns and a color scheme that pops.

viii. Tom dreams of a seamless experience with clear communication, transparent pricing, and a company that respects his vision and budget - project portfolio + reviews

- c. Where do I want him to go?
 - i. I want Tom to visit my page, fill out a form to get in touch with us to have a beautiful driveway that adds value to his house that he wants to feel confident, accomplished and proud about.
- d. What are the steps I need to take in order to take him where he is now to where I want him to go?
 - i. I want to catch and keep their attention with objective beauty all over the website (nice pics of driveways)
 - ii. I need him to realize that we are credible with social proof all over the website
 - iii. I need to crack his pain right at the end to get him to act now and not delay this with urgency.
2. List the reader's roadblocks and the solutions/mechanisms to solve them.
 - a. Roadblock: Does not know how to do interlocking
 - i. OR does not have material
 - ii. OR doesn't know who to trust to do it for him
 - b. Mechanism: Hire an interlocking company to do it for you
 - i. OR Watch videos on YT on how to do interlocking on your own and put yourself in danger.
3. Include your personal analysis of your copy's weaknesses and how you plan to improve them.
 - a. I think that my biggest weakness is that my client doesn't have many online reviews to share online because he does door to door knocking.
 - i. FIX: Make a google maps account and tell him to get some of his past customers to leave a good review which i can use as social proof on the website
4. Identify your copy's weaknesses and make an effort to fix them before submission.
 - a. I added a little "5 star rated on Google maps" button at the top to boost their trust and certainty.
5. Explain how you attempted to fix your issues and ask for feedback on your efforts.
 - a. I added a little "5 star rated on Google maps" button at the top to boost their trust and certainty.

6. Indicate if you test your copy and its performance results.
 - a. Yes, I will have 2 versions of CTAs at the top to start off and see whichever one people click on more and then I will test every single element of the website to make sure the conversion rate is the highest as I can possibly take it.
7. Explain how your product's strengths and weaknesses play into the value equation
 - a. Desire: My service's desire is pretty high since they are actively searching for this. People really want this because it boosts their home value and makes them and people around them admire their own driveway.
8. Explain where the reader is in terms of awareness, sophistication, their thought process, and where they are inside the funnel
 - a. Awareness: Product Aware - They know about interlocking companies and their mechanisms.
 - b. Sophistication: Stage 2 - Second to market - everyone is making the same simple claims.
 - c. They are actively searching for a company with a website that shows that they are credible, know what they are doing, they have what they want and we just need to push them over the edge with urgency.
9. Show and explain the full funnel.
 - a. Funnel:
 - i. They search up the domain from a business card
 - ii. OR they find them because we have good SEO
 - iii. OR they click on the sponsored results website
 1. They fill out a form to get in touch
 - a. They get a call to schedule a quote
 - i. They get a quote and make a decision.

If you're submitting a website for review, do this:

Content Requirements:

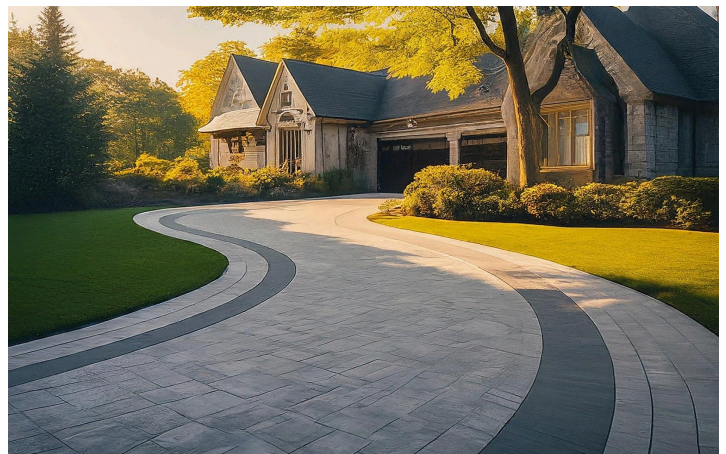
- a) Copy the website copy, and paste it into the Google Doc
Done
- b) Screenshot the website design, and put it in the same Google Doc
Don't have the design yet. Just the copy.

WEBSITE:



Disrupt:

Headline: Elegance Can Be Affordable.
Top Right Corner: 6000+ Driveways Done
7 years experience
Big Button Moving: "Get a free quote"



Intrigue:

Design a Driveway You Deserve + pics all around of work + maybe do a before n after

Your driveway is more than just a portal to your garage; your driveway is an extension of your home. We know that a driveway serves many purposes, and that is why we are here to make you feel confident and proud of your safe and beautiful driveway that adds value to your house at a price you can afford.

[YES, I want that!]

Why choose us?

The Right Tools For Every Job

We are always ready, no matter how big or challenging the job is. Any environment, any conditions.

Competitive Pricing

We are always a step ahead of our competitors, ensuring we have very competitive prices.

Industry Experience

All of our professionals have experience in different construction sectors.

Professional Technicians

All the work on your property will be completed by knowledgeable professionals with years of experience.

Close:

Get a visual inspection! (form)

In selecting the driveway paving surface most suitable for your needs, we recommend a visual inspection of your property before going any further. This allows our trained design professionals to evaluate the existing surface, noting any landscape or grading issues that may negatively affect the success of the resurfacing project.

From there, we educate each client on the kinds of driveway paving surfaces that are available, including concrete or solid surfaces, pavers, gravel, or even heated driveways. Each project utilizes top-quality materials and benefits from attention to detail that many other contractors only approach as an afterthought. No risk, no fees, just an inspection.

(name, phone number, address)

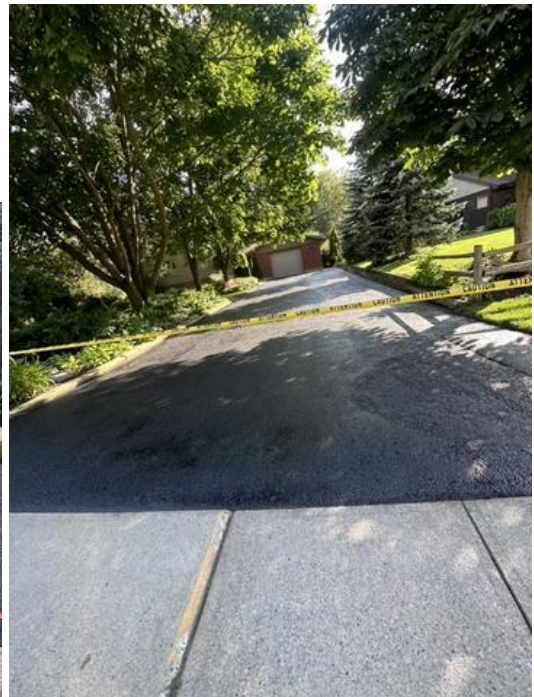
[Get a FREE visual inspection] (movement)

Or get in touch at Phone number 416.543.4774

gmail is Interlockontario@gmail.com

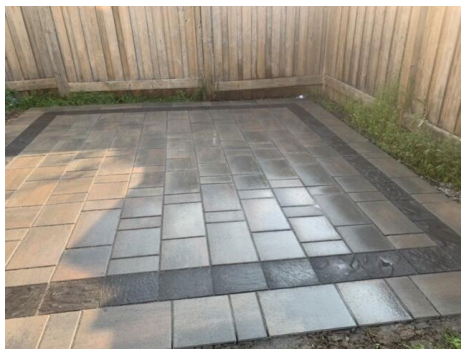
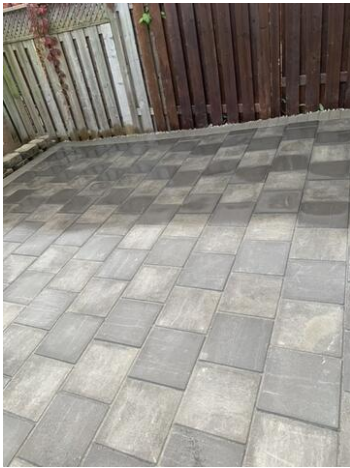
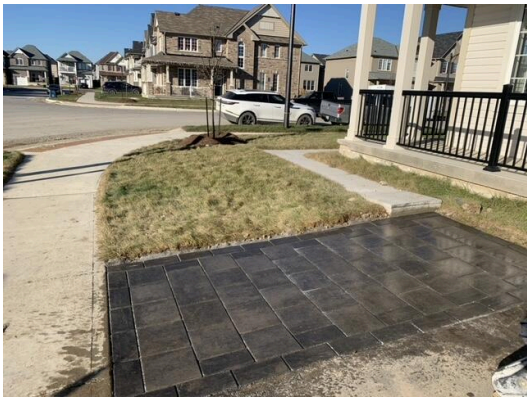
instagram is [@interlockontario](#) only social media

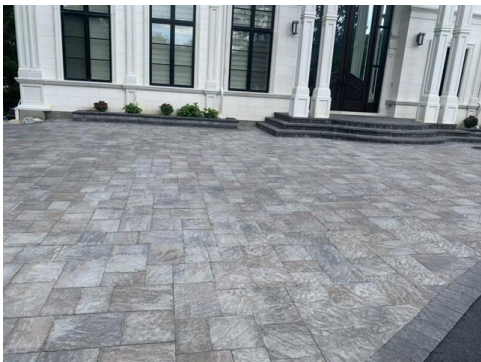
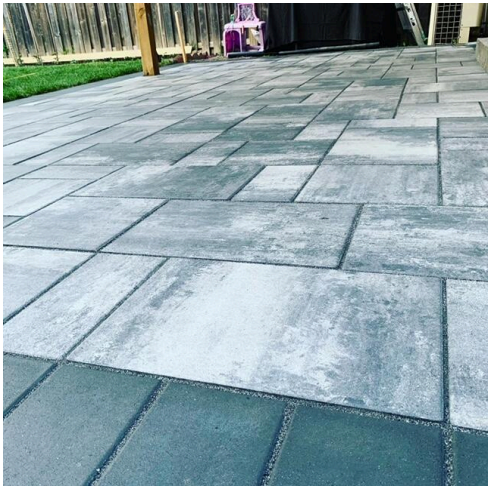
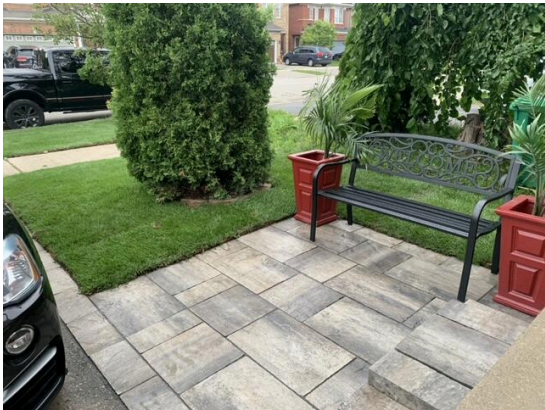
Our Work:











Services Page:

Welcome to our services section, where we don't just promise results—we deliver them with a meticulous process that ensures your complete satisfaction:

Interlocking Driveway: Watch as your vision comes to life with our precise planning and expert installation of interlocking pavers, meticulously crafted for durability and beauty.

Interlocking Patio: From initial design consultation to final touches, we transform your outdoor space into a stunning retreat using premium interlocking materials that blend seamlessly with your landscape.

Interlocking Walkway: Step-by-step, we design and install interlocking walkways that not only enhance accessibility but also add charm and functionality to your property.

Asphalt Repair: Our thorough assessment and skilled repair process address asphalt damage promptly, restoring your driveway to its smooth and safe condition.

Pressure Washing and Sealing: Witness the revitalization of your driveway through our rigorous pressure washing and precise sealing techniques, ensuring long-lasting protection and a refreshed appearance.

Snow Removal: With strategic planning and efficient equipment, we clear snow and ice swiftly from your driveways and walkways, keeping them accessible and safe throughout winter.

Landscaping: From conceptualization to ongoing maintenance, our landscaping process enhances your outdoor space, integrating seamlessly with your driveway and patio for a cohesive look.

Driveway Sealing: Experience the difference with our methodical sealing process, applying premium sealants that safeguard your driveway against weather elements and wear.

Residential Asphalt Repair: Our dedicated team tackles residential asphalt repairs with precision, resolving issues promptly to maintain the integrity of your home's surfaces.

Commercial Asphalt Sealing: We apply our commercial-grade sealing techniques to protect high-traffic areas, ensuring your business's driveways and parking lots remain durable and visually appealing.

Asphalt Sealcoating: Discover the longevity of your asphalt surfaces with our professional sealcoating process, expertly applied to extend their lifespan and maintain their pristine condition.

Crack Sealing: Prevent future damage with our meticulous crack sealing service, addressing vulnerabilities in your asphalt surfaces with durable solutions.

Line Painting: Our precise line painting process defines and organizes your outdoor spaces with clear markings, ensuring safety and efficiency for both vehicles and pedestrians.

At Interlock Ontario, we combine expertise with a commitment to excellence at every stage. From a visual inspection, to a successful completion, trust us to transform your driveway and outdoor areas into spaces you'll love to come home to.

[\[Get a FREE visual inspection\] \(movement\)](#)

About Us:

Welcome to Interlock Ontario, where craftsmanship meets dedication in transforming your outdoor spaces. With over 7 years of experience, we specialize in interlocking and asphalt work, proudly serving residential and commercial projects throughout Ontario.

As a family-owned business, we prioritize quality and affordability, treating each project as if it were our own home. Our commitment to excellence is reflected in our extensive portfolio, which includes over 6,000 driveways sealed and more than 100 completed interlocking jobs.

We understand that your driveway and outdoor areas are more than just functional spaces—they're extensions of your home's beauty and value. That's why we strive for perfection in every detail, from initial consultation to final installation or repair.

Whether you're looking to enhance your home's curb appeal with an interlocking driveway or need reliable asphalt repair for your commercial property, we're here to exceed your expectations. Trust us for unparalleled expertise, personalized service, and results that stand the test of time. Discover why countless customers across Ontario choose us for their outdoor renovation needs.

Let's transform your vision into reality — contact us today or fill out this form and experience the difference with Interlock Ontario.

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