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EPISODE 35 BUILD PLAN

The Fall Build Season Plan: 90 Days That Decide Your Spring

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Hosts: Cube Creative Design

Set aside 45 minutes. Bring Google Search Console and your customer list.

Fall is not the slow season. It is the build season. Content and local pages published between September and November are what carry your first and second quarter, because organic and AI visibility runs on a lag of roughly three to six months. This plan gets your fall build committed to a calendar with a name next to every item.

WORKSHEET TIP

The Six Month Rule: publish about six months ahead of the demand you want to capture.

Work the plan in order. Step 5 is a stop sign, not a suggestion. Read it before you commit a dollar.

Step 1: Run your calendar backwards

For each season you want to win, write the month the demand peaks, then subtract six months to get your publish deadline.

Termite swarmers peak in (month): Publish by:

Ants peak in (month): Publish by:

Mosquitoes peak in (month): Publish by:

Rodents peak in (month): Publish by:

Overwintering pests peak in (month): Publish by:

Your biggest commercial contract renewal window: Outreach starts:

BENCHMARK

- New service pages and local pages on pest control sites typically take three to six months to settle where they will rank. Source: Cube Creative Design client observation across pest control accounts.
- Organic traffic is down roughly 27% overall as AI answers absorb clicks. Source: HubSpot, 2026.
- AI referral traffic is up about 3x year over year. Source: Search Engine Land.

Step 2: Fall page audit

Check what you actually have on the site right now. A mention inside a general services page does not count as a page.

Pages you should have before October

- ☐ A dedicated rodent page: exclusion versus baiting, what happens on visit one, what it costs, what happens if they come back
- ☐ A spider page
- ☐ An overwintering pest page or pages: stink bugs, boxelder bugs, cluster flies
- ☐ A winter service page that makes the case for treating in cold months
- ☐ A seasonal pest calendar page built for your actual service area, month by month
- ☐ Local pages for every town you serve, not just the biggest three
- ☐ A commercial page aimed at the fourth quarter budget conversation

For every page above, is it real?

- ☐ Written for this service area, not lifted from a national blog
- ☐ Includes what you actually do, step by step
- ☐ Includes pricing or a price range
- ☐ Includes FAQs
- ☐ Linked from the main services navigation, not buried
- ☐ Has a clear next step on the page

Which one page from Step 2 are you building first, and who is writing it?

Step 3: The 90-day publishing plan

Assign a page, an owner, and a publish date. Three to four items per month is a realistic pace for a small team. An empty line here is a decision, not an oversight.

September

Page 1 / owner / publish date

Page 2 / owner / publish date

Page 3 / owner / publish date

October

Page 1 / owner / publish date

Page 2 / owner / publish date

Page 3 / owner / publish date

November

Page 1 / owner / publish date

Page 2 / owner / publish date

Page 3 / owner / publish date

WORKSHEET TIP

The seasonal pest calendar for your service area is the highest-value item on this list. A rodent page, any competitor can write. A month-by-month calendar for your county is content nobody can copy off a national site, which is exactly what an AI answer engine treats as authority.

Step 4: Fall revenue from the customers you already have

The fastest revenue in a shoulder season is not a cold lead. Build two lists this week.

List A: current customers with no rodent history

- ☐ Pulled the list from the field service software
- ☐ Sorted by plan type so the offer matches what they already pay for
- ☐ Wrote one message tied to the season, not to your calendar
- ☐ Assigned an owner and a send date

How many accounts are on List A?

List B: everyone who cancelled in the last 24 months

- ☐ Pulled the list with cancellation dates
- ☐ Read the cancellation note on each one before contacting
- ☐ Removed anyone who left over a service failure that has not been resolved
- ☐ Wrote a reactivation message that gives a seasonal reason to call, not a discount
- ☐ Assigned an owner and a send date

How many accounts are on List B?

WORKSHEET TIP

If a cancelled account has no note explaining why they left, that is the finding. Fix the reporting before you work the list.

Episode 34 covered the math on this. One percentage point of annual retention has a dollar value. Reactivation is the same lever pulled backwards.

Step 5: The capacity check (read before you spend)

This plan falls apart in one specific case. If you shed technicians in the winter and cannot service a January rodent surge, marketing hard into fall demand generates leads you will disappoint and reviews you will regret. Answer these honestly first.

- ☐ We keep enough technicians through the winter to handle a rodent surge
- ☐ We can add a same-week appointment slot in December and January
- ☐ Somebody answers the phone live during winter business hours
- ☐ Our exclusion work does not depend on one person who takes the winter off

If you could not check all four, what is the capacity fix and who owns it?

Step 6: The 15-minute check from the episode

Do this one today. It takes less time than reading the rest of this page.

1. Open Google Search Console.
2. Set the date range to the last 12 months.
3. Filter your queries for the word rodent. Then repeat for mice, then rat.
4. Look at which page on your site is showing up for those queries.

Which page is ranking for your rodent queries?

Total impressions on rodent-related queries in the last 12 months:

Average position:

If the answer to the first question is your homepage, or nothing at all, you just found your fall project. Build the rodent page this month, not in January.

Next steps

You have the worksheet. Here is what to do with it.

1. Get your free pest control marketing audit

We will show you what is working, what is costing you money, and what to fix first. No pitch deck, no pressure.

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2. Get your Cube Score

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