# SOP: Bio-One Webpage Copy Rewrite from Owner Interview & Questionnaire Extracts

## What it is designed to do

It governs Bio-One location-specific rewrites for:

- Homepage sections
- Service pages such as suicide cleanup, hoarding cleanup, undiscovered death cleanup, biohazard cleanup, crime scene cleanup
- Owner/about modules
- “From the Owners” tabbed content
- CTA support copy
- FAQs, services, reviews, areas served, and trust sections

The goal is to make the copy feel like it comes from the **local Bio-One owner**, not from a corporate template or generic AI rewrite.

## Main operating idea

The SOP says the AI is **not the author**. The owner is the author. The AI’s job is to:

1. Extract verified owner language.
2. Map that language to the right webpage section.
3. Match each section to the visitor’s emotional state.
4. Preserve the wireframe structure.
5. Ensure the section fulfills its assigned **Micro-Yes Gate**.
6. Avoid unsafe, sensational, or generic language.
7. Track quote usage so the same owner phrase is not reused across sections or pages.

## Key workflow

The process is:

| Step | What happens |
|---|---|
| Pre-execution | Confirm all required docs are uploaded: EEAT interview, marketing questionnaire, territory questionnaire, reviews, wireframe, SEO/page metadata |
| Step 1 | Build a **Local Style Guide** using only the EEAT interview |
| Step 2 | Rewrite each webpage section section-by-section |
| Step A | Identify the section, original copy, word count, Micro-Yes Gate, and visitor situation |
| Step B | Source exact owner content from approved documents only |

| | |
|---|---|
| Step C | Draft the rewrite using 80% direct owner phrasing |
| Step D | Apply tone, safety, SEO, CRO, quote, and visitor-emotion filters |
| Step E | Place final rewrite in a required 3-column table |
| Step 3 | Build five “From the Owners” tabs |
| Step 4 | Run final QA, quote tracking, word count, tone safety, and Micro-Yes checks |

## What makes it strict

The SOP is very controlled. It prohibits:

- Generic corporate-sounding copy
- Fabricated owner language
- Paraphrased owner quotes being treated as direct quotes
- Reusing the same owner quote across sections
- Pulling language from another franchise rewrite
- Red-flag trauma language like overly graphic, fear-based, or sensational phrasing
- Overusing “we” in a way that centers the company instead of the visitor
- Using reviews as the main voice source instead of owner language

## The strategic purpose

This SOP is trying to solve a very specific problem:

**How do you create emotionally safe, locally authentic, SEO/CRO-ready Bio-One copy at scale without making every franchise page sound templated, generic, or AI-written?**

It is also built to protect Bio-One’s brand in trauma-sensitive contexts. The tone must stabilize the visitor, not dramatize the situation.

TO INITIATE EXECUTION: use the following command prompt: "Strictly follow the Bio-One Webpage Rewrite SOP. Begin at Step 1: Style Guide using the EEAT interview only. Do not proceed to Step 2 until the style guide has been approved. Use all table formats and rules exactly as outlined."

STRICT INSTRUCTIONS FOR AI: This section governs how to rewrite any Bio-One webpage using real owner language, mapped to visitor needs, SEO goals, and emotional safety.

Note: The Bio-One Webpage Wireframe Template is your source of truth for structure and Micro-Yes mapping. Use it in parallel with the SOP mapping matrix throughout Steps A through E. For every section, your job is not to write. Your job is to extract, assemble, and verify exact owner phrasing. You are not the author—the Bio-One owner is. Your only job is to structure and source their voice for the visitor's moment, ensuring it flows well.

OBJECTIVE To rewrite the webpage copy for a Bio-One franchise using 80% direct owner phrases or sentences extracted from their: - EEAT Interview Transcript - Marketing Enrichment Questionnaire - Territory Optimization Questionnaire - Location Reviews and the remaining 20% of copy to be write according to style guide created from EEAT interview.

Each section must match its assigned Micro-Yes Gate and fulfill its psychological intent using structure and tone mapped to emotional states (shock, overwhelm, grief, shame, helper mode). Questionnaire Micro-Yes Gates Mapping Matrix and support EEAT, SEO, and CRO goals. Below is your strictly formatted SOP for executing Bio-One webpage rewrites, now enhanced with explicit section references (e.g., Section 1, Section 6, APPENDIX) for each step. This enables direct alignment with the master SOP, ensuring consistency across all contributors. REQUIRED: Validate you understand what is in the project custom instructions.

REQUIRED: Validate you understand what is in the steps and requirements of the Owner Extract Rewrite SOP REQUIRED: Validate you understand what the checklists, filters, and output requirements of the Owner Extract Rewrite SOP

SOP PRE-EXECUTION CHECK: REQUIRED DOCUMENTS (Ref: Section 1, Section 7) Before any rewrite begins, confirm all five of the following documents are uploaded. If even one is missing, execution must pause.

| Document | Verified? | Purpose |
|---|---|---|
| EEAT Interview Transcript | Yes / No | Source of lived experience and phrasing |
| Marketing Enrichment Questionnaire | Yes / No | Value props, contrast phrasing |
| Territory Optimization Questionnaire | Yes / No | |

| Document | Verified? | Purpose |
|---|---|---|
| | | Local names, services, SEO relevance |
| Location Reviews | Yes / No | Social proof, reinforce Micro-Yes gates |
| Webpage Copy Wireframe Template | Yes / No | Structural map, Micro-Yes map, word counts |
| SEO Page Title, Description, Business Owner, Business Location, Business Name, Business Phone | Yes / No | Used in helping to optimize the webpage for EEAT, CRO, SEO and clarity |

STEP 1: LOCAL STYLE GUIDE (Ref: Section 2) Command: "Using only the EEAT interview, create and present the full Local Style Guide."

| Element | Output Requirement |
|---|---|
| Voice & Tone | 1–2 paragraph summary of emotional posture, first-person phrasing, natural cadence |
| Core Messaging Pillars | 3–5 short bullets with bolded owner phrasing |
| Emotional Positioning | Summary of themes (grief, overwhelm, shame, trauma) with matched bolded phrases |
| Language Preferences | Approved phrases + rejected terms from owner input |
| Situational Insights | 2–4 bullets from the interview showing how owners respond to scenarios (suicide, hoarding, estate, etc.) |

Must be explicitly approved before proceeding to Step 2. STEP
2: SECTION-BY-SECTION REWRITE (Ref: Section 6)
STEP A: IDENTIFY & CONTEXTUALIZE (Ref: Sections 1, 6, 8, 10, APPENDIX) - Identify the webpage section from the Wireframe Template - Match to the correct Micro-Yes Gate using the Mapping Matrix - Confirm original copy and word count - Use the Visitor Situation & Tone Matrix (APPENDIX) to anchor emotional framing - Define dominant

visitor situation: - Trauma event just occurred - Shame or isolation - Overwhelm/family support role - Estate or professional helper (case worker, police, etc.)

STEP B: SOURCE THE RIGHT OWNER CONTENT (Ref: Sections 1, 2, 7, 9, 11) - Use the Micro-Yes > Question Mapping Matrix to locate relevant interview answers - Extract only from: - EEAT Interview Transcript - Marketing Questionnaire - Territory Questionnaire - Location Reviews (aligned to same Micro-Yes) - Do not paraphrase. Only exact phrases and sentences should be used - AVOID DUPLICATE CONTENT: Do NOT reuse exact phrases or sentences in multiple sections - Prioritize emotionally grounded, situation-relevant content

STEP C: DRAFT THE REWRITE (Ref: Sections 6, 11, Section 3: Tone Safety, Section 4: Owner Voice) - Use 80% bolded owner phrasing - Match the original structure exactly: headline, subhead, bullets, paragraph, CTA supporting micro-texts - Up to +20 words but no less than -1 words per element - Headings: - Must reflect the owner's direct phrasing or emotional tone - Must not sound generic, corporate, or templated - Must match visitor situation and Micro-Yes intent - Comply with SEO/keyword practices - REQUIRED: CTA supporting micro-texts: - Reflect the owner's direct phrasing - Must not sound generic, corporate, or templated - Must match visitor situation and Micro-Yes intent - Comply with CRO best practices - Include owner name and image thumbnail -

### CTA Process Section – Step-by-Step Formatting Requirements

To ensure emotional clarity, scanability, and visitor-centered trust-building, each Step in the “Work With Us” section must follow this exact structure:

| Element | Required Output |
|---|---|
| **Step Label** | Numbered or labeled (“Step 1”, “Step 2”, “Step 3”) |
| **Bolded Subheadline (Value Prop)** | Each step must begin with a short bolded phrase that communicates the visitor’s core emotional or practical benefit (e.g., **Ready to help 24/7**). This acts as a **value-forward headline** to guide scanning behavior. |
| **Supporting Paragraph** | Each bolded phrase must be followed by 1–2 sentences using **80% direct owner phrasing**. The paragraph must describe **what the visitor sees, hears, or experiences** — not internal team actions. |
| **Tone** | Calm, clear, and visitor-first. Avoid templated or service-centered phrasing (e.g., “We schedule a visit”) unless it directly supports emotional relief. |
| **Voice** | Use “we” where needed for presence and support, but always prioritize the visitor’s comfort, clarity, and control. |

Format output using the 3-column structured table below

Table Format Required:

| Webpage Section | Original Copy (with word count) | Owner Extracted Rewrite (with word count; bolded quotes only) |
|---|---|---|
| | | |

STEP D: APPLY ALL FILTERS (Ref: Section 3, Section 4, Section 11, APPENDIX) - Local Style Guide applied - Tone Safety rules followed (no red-flag language or visual triggers) - Visitor situation matched - First-person voice used - Local references used (location, services, owners' names) 2–3 times per page - CTA supporting micro-texts micro-text is friction-reducing, action-oriented, emotionally safe - Headings match visitor situation and Micro-Yes intent

STEP E: FINALIZE AND PLACE IN TABLE (Ref: Sections 6, 11) - REQUIRED: When all sections are created and approved, place each section in a complete, self-contained 3-column table with no special characters (*, etc) - Ensure all elements are included (Headings, bullets, CTA supporting micro-texts micro-texts, etc.) - Run final checks:

| QA Item | Confirmed? |
|---|---|
| Micro-Yes fulfilled? | Yes / No |

| QA Item | Confirmed? |
|---|---|
| Structure matched? | Yes / No |
| All webcopy matches tone and guidelines of EEAT style guide? | Yes / No |
| 80% direct phrasing used? | Yes / No |
| Flow is emotionally supportive? | Yes / No |
| Business Name, Location, Owner, Phone used throughout copy for EEAT, SEO, CRO | Yes / No |

STEP 3: FROM THE OWNERS TABBED SECTION (Ref: APPENDIX: From the Owners Tabbed Copy Plan)

5 Tabs Required: 1. Why We Do This 2. What Happens When You Call 3. How We Protect Your Privacy 4. Real Situations We've Helped 5. What We Look For Before We Leave

| Requirement | Description |
|---|---|
| Word Count | 150–200 words per tab |
| Owner Phrasing | 80% direct bolded phrases |
| Unique Language | Must not reuse webpage copy |
| Style Guide & Emotional Tone | Must be applied fully |
| Formatting | Label each tab clearly and format as standalone sections |

STEP 4: FINAL QA CHECKLIST (Ref: Section 11)

| QA Item | Confirmed? |
|---|---|
| All webpage sections completed? | Yes / No |
| Each Micro-Yes Gate fulfilled? | Yes / No |
| No missing owner phrasing? | Yes / No |
| All quotes bolded (no quotes used)? | Yes / No |
| Tabbed section completed (5 tabs)? | Yes / No |

| QA Item | Confirmed? |
|---|---|
| Owner Name, Phone, Territory included? | Yes / No |
| Flow and tone emotionally appropriate? | Yes / No |
| Is the copy in each table cell? | Yes / No |

PROHIBITED PRACTICES (Ref: Section 3: Tone Safety & Section 5: Formatting) - Do not use emojis - Do not paraphrase owner content - Do not fabricate copy - Do not use placeholder or corporate-sounding language - Do not use red-flag phrasing (e.g., "scene," "horror," "when neighbors ask…") - Do not overuse contrast phrasing (only 1–2 strategic uses per page) - Do not use the same direct owner quote in multiple webpage sections - Do not rely on a small subset of quotes for multiple sections

SOURCE VALIDATION REQUIREMENTS

1. Use Only These 4 Sources Only extract phrasing from Alabama's own:
2. EEAT Interview Transcript
3. Marketing Enrichment Questionnaire
4. Territory Optimization Questionnaire
5. Local Reviews

Never pull from other rewrites — not even if they "sound good."

1. Bold Only Verified Owner Language Only bold phrases that come directly from those Alabama source docs. No paraphrasing. No reuse. No guesswork.

2. Cross-Check Every Line Before Finalizing If a phrase already appears in another franchise's rewrite (like OKC), flag it unless it also exists in Alabama's EEAT materials. Even similar lines like: "We come in with compassion, not judgment." Must not be used unless that exact phrase is in Alabama's interview or reviews.

3. Don't Use OKC GOOD as a Copy Source Use OKC GOOD as a model for tone, structure, and emotional pacing — not for language. Treat it like a style guide, not a quote bank.

4. Use SOP Step-by-Step to Stay Clean Follow the Owner Extract Rewrite SOP, especially:

5. Step 1: Build Alabama's Local Style Guide from the EEAT interview
6. Step 2: Extract all copy section-by-section using only Alabama voice
7. Step 3: Apply filters to check for non-local reuse

REFERENCED SOP SECTIONS BY TASK - Local Style Guide Creation → Section 2: Local Messaging & Style Guide - Section-by-Section Rewrite → Section 6: Structured Copywork Template / Outputs - Micro-Yes Mapping + Psychological Purpose → Section 9: Questionnaire Micro-Yes Gates Mapping Matrix - Owner Quote Extraction → Section 7: Source Materials & Section 4: Owner Voice Guidelines - Bold Quote Formatting Rules → Section 5: Contrast Phrasing + Formatting - Review Integration → Section 9 + Appendix: Visitor Situation–Section Matrix - Tabbed Owner Section → Appendix: 'From the Owners' Tabbed Section Copy Plan - Tone Safety and Red Flag Language → Section 3: Tone Safety & Emotional Integrity Guidelines - Visitor Situation Matching → Appendix: Visitor Situation–Section Matrix - QA Requirements and Copy Consistency → Section 11: Quality Checklist

This SOP governs execution of Bio-One location-specific webpage rewrites including homepage, service pages, and owner modules.

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# DETAILED SECTIONS REFERENCED IN SOP

## Section 2: Local Messaging & Style Guide Development

Purpose: To ensure that all copy written for a Bio-One franchise reflects the authentic tone, values, and language of the local owner(s). This step guarantees alignment with E- E-A-T (Experience, Expertise, Authority, Trust) principles and improves consistency across every web and content asset.

Step 1: Create a Local Style Guide (from EEAT Interview) For each franchise location, extract the following from the EEAT interview:

| Element | Description |
|---|---|
| Voice & Tone | Identify emotional tone (e.g., calm, respectful, human, steady). Extract signature phrases the owner uses to describe their work. |
| Core Messaging Pillars | Identify their key beliefs and value statements (e.g., "Help First, Business Second", "Owner on Every Job", "Discretion Always"). |
| Emotional Positioning | Clarify what emotional need the owner addresses: shame, overwhelm, confusion, fear, grief, etc. |
| Language Preferences | Include any phrases the owner repeats, rejects, or uses frequently (e.g., avoids "trauma scene", prefers "challenging situation"). |

| Element | Description |
|---|---|
| Situational Insights | Highlight how the owner approaches different client scenarios (e.g., estate cleanup, hoarding, unattended death). |

Output: 1-page style guide summarizing the above. This should guide all messaging for that location.

Step 2: Apply the Style Guide to All Web Copy & Extracts Use this guide across all Webpage sections, service pages, FAQs, CTA supporting micro-textss, GBP posts, and email/social content to ensure: - Voice stays consistent with the owner's identity - Emotional tone matches what the customer needs to hear - Messaging reflects real experience, not generic promises - Phrasing builds trust, not fear or sensationalism - SEO and CRO goals are met without compromising empathy or discretion - Copy flows well and is not just stacked jagged owner extracts

# Section 3: Tone Safety & Emotional Integrity Guidelines

Purpose: To ensure every line of copy affirms the visitor's dignity, emotional state, and readiness—not the company's toughness, exposure, or capability. The goal is to build trust through calm, compassionate communication—not to highlight shocking situations or sensational language.

Guiding Principle: Write as if the person reading just lost someone—or is helping a loved one in crisis. The words should stabilize, not sensationalize.

The visitor is the hero. Use “we” only when it stabilizes or reassures. Never let “we” replace their emotional moment.

Tone Filter Checklist Before approving or publishing any copy, ask: 1. Does this line validate the visitor's courage or expose their vulnerability? 2. Would this make someone who just experienced a suicide or loss feel steadier—or more triggered? 3. Am I describing what we do or how we help? 4. Am I picturing the emotional state of the visitor, not just the logistics of the job? 5. Does this incite fear?

Red Flag Language to Avoid

| Category | Examples (Avoid These) | Why It Fails |
|---|---|---|
| Visual/Sensory Detail | "Scenes most people can't walk into", "Horrific odors" | Overwhelms the visitor, evokes trauma |
| Superiority Framing | "Most people can't handle this", "Only we are equipped to…" | |

| Category | Examples (Avoid These) | Why It Fails |
|---|---|---|
| | | Centers your strength, not their need |
| Exposure-Based Authority | "We've seen it all", "We're used to the worst" | Feels desensitized, not caring |
| Fear-Linked What-Ifs | "If neighbors ask…", "When police leave, the horror remains…", "No questions from neighbors", "Worst day of your life" | Injects unnecessary shame/fear |
| Trauma Labels | "Crime scene" (in marketing headline), "Victim" | Feels impersonal, graphic, or clinical |

Safe, Grounded Language to Use Instead

| Use This Kind of Language | Why It Works |
|---|---|
| "We come in with compassion, not judgment." | Human, clear, and deeply reassuring |
| "We've walked through loss and hardship too." | Peer-level empathy; shared humanity |
| "You've already done the hardest part—calling." | Builds courage, affirms their agency |
| "We'll walk you through what to expect." | Removes fear of unknowns, builds trust |
| "We stay until it's done right." | Practical, confidence-building without pressure |
| "We look for what matters—keys, quilts, bibles." | Grounds the work in care and personal meaning |

Final Rule: If it sounds like it belongs in a documentary, it does not belong on the Webpage.

# Section 4: Owner Voice Guidelines

REQUIRED: First-Person, Empathetic, One-on-One Voice Purpose: To ensure that all Bio-One webpage rewrites sound like a calm, human conversation from the owner to the visitor — especially during moments of emotional overwhelm, grief, shame, or confusion. Use this when rewriting any section in first person ("we" or "I").

What to Do - Use first-person voice from the owner: "We're here…" / "I've been there…" - Speak directly to the visitor — but without assuming their emotional state - Let the tone feel like a steady conversation, not a pitch - Include real-life phrasing from the owner (bolded), especially when describing how they respond to calls or show up on-site - If the owner shared a story, tell it from their POV, but make the visitor the emotional center
- Use simple, natural, paragraph-level cadence — not headlines + bullets when a deeper tone is required

For Steps Sections: Use a bolded visitor-facing benefit phrase followed by quote-supported explanation. Focus on emotional relief and clarity.

What to Avoid - Don't stack "We…" sentences in a row — use natural transitions and vary pacing - Don't assume the visitor is overwhelmed, grieving, ashamed — instead, state that the owner is "here to help in moments like this" - Don't list features — build presence: explain what it feels like to call, to meet, to finish - Don't sound scripted or overly polished

## Use “We” as a Tool—Not the Focus (NEW REQUIRED RULE)

Avoid “We-We-We” Syndrome- Even though you use “we,” avoid starting every sentence with it. Vary sentence structure to stay natural, grounded, and human.

Make it about the person reading and what they’re going through but absolutely no fear priming or trigger language. Never say “worst day of your life” more than once and always a “this may” or “could be” a worst day.

The “we” voice must be used to convey ownership, compassion, and presence—but must not displace the visitor’s experience as the emotional and narrative center. Every section must support the visitor’s emotional clarity, not the owner's process, history, or ego.

- ✅ **Use “we” to build trust and guidance:**
  “We’re here when others aren’t.”
  “We’ll walk through this together.”

- ❌ **Avoid centering your actions or team:**
  Not: “We’ve done hundreds of these.”
  Instead: “You’ll have someone who knows exactly how to help.”

**Rule of Thumb:**
If the sentence doesn’t **serve the visitor’s relief, safety, or next step**, revise—even if it’s from the owner transcript.

# Section 5: Contrast Phrasing + Formatting

Contrast Phrasing Formats & Usage Guidelines - Identify key contrasts in owner's

perspective vs. industry norms - Use "Not just [industry standard], but [owner's unique approach]" format - Highlight owner's unique values through contrast statements - Apply in sections where differentiation is key (Why Choose Us, Brand Anthem)

Formatting Requirements - Use bold formatting only (no quotes) for all direct owner language - No special characters (*, etc) in final table output - Maintain consistent table structure across all sections - Ensure proper word count documentation for each section

## Section 6: Structured Copywork Template / Outputs

Final Output Format Present all section rewrites in the required 3-column table format:

| Webpage Section | Original Copy (with word count) | Owner Extracted Rewrite (with word count; bolded owner language only) |
|---|---|---|
| [Section name] | [Original copy exactly as it appears in wireframe, including headings, subheadings, and formatting notes] | [Rewritten copy with bolded owner language] |

Notes column should include: - Word count comparison (Original: X, Rewrite: Y) - Owner language percentage calculation (Z%) - Micro-Yes Gate identification - Brief notes on key changes or compliance verification

### RULE: 'Areas We Serve' Must Include Cities + Verified Local Partners

To fulfill E-E-A-T, local relevance, and trust-building in the "Areas We Serve" section:

**Each rewrite must include:**

| Required Element | Source |
|---|---|
| ✅ Full list of cities, towns, and counties served (primary + secondary) | Extracted from updated questionnaire territory fields |
| ✅ Named local agencies and organizations the franchise engages with (e.g., police departments, fire, chambers, community partners) | Extracted from questionnaire "Partners & Departments" section |
| ✅ Public-facing URL for each mentioned partner | Required if included for hyperlinking |
| ✅ First-person framing that centers **community trust and visitor reassurance**, not promotional self-description | Rewrite formatting rule |

## Section 7: Source Materials

Required Source Documents 1. EEAT Interview Transcript - Primary source for authentic owner voice and experience 2. Marketing Enrichment Questionnaire - Value propositions

and contrast phrasing 3. Territory Optimization Questionnaire - Local names, services, SEO relevance 4. Location Reviews - Social proof and reinforcement of Micro-Yes gates 5. Webpage Copy Wireframe Template - Structural map, Micro-Yes mapping, word counts

Source Validation Process - Extract only from verified source documents - Document source of each quote with unique ID - Verify authenticity of all owner language - Cross- reference against other franchise materials to ensure uniqueness - Maintain source tracking throughout the rewrite process

# Section 9: Questionnaire Micro-Yes Gates Mapping Matrix

## 9.1 Micro-Yes Gates Definition

Psychological decision points in the visitor journey that each section must fulfill:

| Micro-Yes Gate | Psychological Intent | Visitor Thought |
|---|---|---|
| YES, I WILL ENGAGE | Initial trust building | "I'll spend time on this site" |
| YES, I UNDERSTAND | Comprehension of service | "I see what they do" |
| YES, I BELIEVE | Credibility establishment | "I trust they can help" |
| YES, I WANT | Desire creation | "This is what I need" |

| Micro-Yes Gate | Psychological Intent | Visitor Thought |
|---|---|---|
| YES, I WILL ACT | Conversion trigger | "I'm ready to contact them" |

## 9.2 Webpage Section to Micro-Yes Gate Mapping

| Webpage Section | Primary Micro-Yes Gate | Secondary Micro-Yes Gate |
|---|---|---|
| Hero | YES, I WILL ENGAGE | - |
| Brand Anthem | YES, I UNDERSTAND | - |
| Services | YES, I UNDERSTAND | YES, I WANT |
| CTA supporting micro-texts Section | YES, I BELIEVE | YES, I WILL ACT |
| Reinforcement | YES, I BELIEVE | - |
| Why Choose Us | YES, I BELIEVE | YES, I WANT |
| Local Owners | YES, I BELIEVE | - |
| Our Team | YES, I BELIEVE | - |
| Customer Reviews | YES, I BELIEVE | YES, I WANT |
| Areas We Serve | YES, I UNDERSTAND | - |
| FAQs | YES, I UNDERSTAND | YES, I BELIEVE |
| End CTA supporting micro-texts | YES, I WILL ACT | - |

## 9.3 Bio-One Alabama: Question Mapping Matrix

**Complete EEAT Interview Question to Micro-Yes Gate Mapping**

| # | Question | Micro-Yes Gate | Quote Source | Section Fit |
|---|---|---|---|---|
| 1 | What does Help First, Business Second mean to you? | YES, I UNDERSTAND | EEAT Interview | Brand Anthem, Why We Do This (Tab) |
| 2 | What does Help First, Discretion Always mean to you? | YES, I BELIEVE | EEAT Interview | How We Protect Your Privacy (Tab) |

| # | Question | Micro-Yes Gate | Quote Source | Section Fit |
|---|---|---|---|---|
| 3 | What does Compassion, Experience, Respect mean to you? | YES, I WANT THIS FROM YOU | EEAT Interview | Why Choose Us, Owner Tabs |
| 4 | What do you wish more people understood about the situations you handle? | YES, I UNDERSTAND | EEAT Interview | Services Section |
| 5 | Why is Bio-One the right team for the job? | YES, I WANT THIS FROM YOU | EEAT Interview | Why Choose Us |
| 6 | What can a customer expect when they call Bio-One? | YES, I BELIEVE | EEAT Interview | CTA supporting micro-texts Section, What Happens When You Call (Tab) |
| 7 | What measures do you take to ensure every job is completed thoroughly? | YES, I BELIEVE | EEAT Interview | What We Look For Before We Leave (Tab) |
| 8 | How do you handle sensitive cleanup situations with discretion and empathy? | YES, I BELIEVE | EEAT Interview | How We Protect Your Privacy (Tab), Services |
| 9 | What certifications or licenses does your team have? | YES, I BELIEVE | EEAT Interview | FAQs Section |
| 10 | What transparency do you provide about cleanup and pricing? | YES, I BELIEVE | EEAT Interview | CTA supporting micro-texts Section, FAQs |
| 11 | How does Bio-One assist with insurance claims? | YES, I BELIEVE | EEAT Interview | FAQs, CTA supporting micro-texts Section |

| | | | | |
|---|---|---|---|---|
| 12 | What would you say to make a customer call you first? | YES, I WILL ENGAGE | EEAT Interview | Hero Section, Why Choose Us |

| # | Question | Micro-Yes Gate | Quote Source | Section Fit |
|---|---|---|---|---|
| 13 | What's the biggest fear you hear from customers? | YES, I AM RESOLVED | EEAT Interview | FAQs, End CTA supporting micro-texts Section |
| 14 | What do you do if a customer isn't satisfied? | YES, I AM RESOLVED | EEAT Interview | What We Look For Before We Leave (Tab), End CTA supporting micro-texts |
| 15 | Memorable customer experience highlighting team impact | YES, I WANT THIS FROM YOU | EEAT Interview | Real Situations We've Helped (Tab), Why Choose Us |
| 16 | What qualities do you look for when hiring? | YES, I WANT THIS FROM YOU | EEAT Interview | Our Team Section |
| 17 | How do people find out about working with you? | N/A (Contextual Only) | EEAT Interview | Our Team Section (supporting) |
| 18 | How do you train or evaluate new hires? | YES, I WANT THIS FROM YOU | EEAT Interview | Our Team Section |
| 19 | Specific challenging cleanup case | YES, I BELIEVE | EEAT Interview | Real Situations Tab, Services Section |
| 20 | How do you handle complex/multi-scene jobs? | YES, I BELIEVE | EEAT Interview | Services, What We Look For Before We Leave |
| 21 | What red flags should customers look for? | YES, I AM RESOLVED | EEAT Interview | FAQs Section, End CTA supporting micro-texts |
| 22 | How do you build B2B or agency referral relationships? | YES, I WANT THIS FROM YOU | EEAT Interview | Areas We Serve, Why Choose Us |
| 23 | Territory-specific challenges | YES, I UNDERSTAND | Questionnaire | Services, Hero Section |

| | | | | |
|---|---|---|---|---|
| 24 | How quickly do you respond? | YES, I BELIEVE | Questionnaire | Hero, CTA supporting micro-texts Section, FAQs |

| # | Question | Micro-Yes Gate | Quote Source | Section Fit |
|---|---|---|---|---|
| 25 | What happens after I call? | YES, I BELIEVE | Questionnaire | CTA supporting micro-texts Section, What Happens Tab |
| 26 | Why should I choose you? | YES, I WANT THIS FROM YOU | Questionnaire | Why Choose Us |
| 27 | What is the outcome of choosing you? | YES, I AM RESOLVED | Questionnaire | End CTA supporting micro-texts Section |
| 28 | Specific memorable customer experience? | YES, I WANT THIS FROM YOU | Questionnaire | Real Situations Tab |
| 29 | Local agency mentions | YES, I BELIEVE | Questionnaire | Areas We Serve |
| 30 | Top services, cities, trends | YES, I UNDERSTAND | Questionnaire | Services Section |
| 31 | Common emergency call types | YES, I AM RESOLVED | Questionnaire | FAQs, CTA supporting micro-texts Section |
| 32 | Common objections (insurance, cost) | YES, I AM RESOLVED | Questionnaire | FAQs, End CTA supporting micro-texts Section |

## 9.4 Bio-One Micro-Yes Quote Mapping Implementation & Enforcement

**Purpose:** Ensure that all copy written for Bio-One uses quotes only once per section/tab, matches each quote to the correct Micro-Yes Gate, and is structured according to the Owner Extract Rewrite SOP.

### 9.4.1 Quote Usage Rules

- Each quote from the Question Mapping Matrix must be used only once across all sections
- Quotes must only be used in sections that match their assigned Micro-Yes Gate
- All owner phrasing must be bolded—no quotation marks
- Never repeat quotes across sections or tabs
- If a section has been completed, do not reuse any of its quotes

### 9.4.2 Implementation Workflow

**Step 1 – Style Guide Creation** - Uses only the EEAT interview - Ignores quote matrix— free to create style guide without restrictions

**Step 2 – Webpage Section Extraction** - Filter quotes by Micro-Yes Gate matching current section - Use only quotes tagged as approved for that section - Lock quote after use and mark as "Used" - Track usage in section assignment log

**Step 3 – Owner Tabs Builder** - Filter quote matrix for unused quotes only - Pull only from correct EEAT Questions per tab - Prevent reuse of any webpage section quote

**Step 4 – QA Validation** - Audit for quote reuse violations - Verify correct Micro-Yes Gate mapping - Check structural requirements (headlines, bullets, word count) - Confirm all owner language is properly bolded - Flag and block if errors exist

#### 9.4.3 Quote Tracking Matrix Template

| Quote Text | Source | EEAT Question # | Micro-Yes Gate | Approved For Section | Used | Section Used In |
|---|---|---|---|---|---|---|
| [Exact phrase from interview] | EEAT Interview / Questionnaire / Review | [Number] | [Gate] | [Section tags] | [True/ False] | [Section name] |

#### 9.4.4 Enforcement Instructions for AI Implementation

**For ChatGPT/AI Systems:**

> You are executing Bio-One's Webpage Rewrite SOP. Use only quotes from the "Bio-One Question Mapping Matrix" document. Each quote is pre-mapped to a Micro-Yes Gate and must be used only once. For each Webpage Section or Owner Tab, use only quotes from the questions aligned to its gate. Never repeat quotes across sections. All owner phrasing must be bolded—no quotation marks. You must include the section's H2 headline, follow the correct paragraph and bullet structure, and match word count per SOP. If a section has been completed, do not reuse any of its quotes.

**For Advanced AI Systems:** - Filter quote list by "Micro-Yes Gate" matching current section - Exclude quotes marked "Used = true" - Use only quotes tagged as "Approved For Section" - After usage, update the "Used" field to true and log the "Section Used In" - Output all owner phrasing in bold - Do not allow duplicate quote usage - Prevent export if SOP structure (headline, word count, quote density) is not met

### 9.5 Quote Tracking and Uniqueness Verification

1. Document all owner language used in the Quote Tracking Matrix
2. Each direct owner language segment must be used only once across all webpage sections, with limited exceptions:
3. Business name, owner name, and contact information
4. Core service offerings (single mention allowed in Hero and Services sections)
5. Core value statements (single repetition allowed between Brand Anthem and one other section)
6. When a question maps to multiple Micro-Yes Gates, segment the answer into distinct quotes:
7. Identify natural breaks in the owner's response
8. Ensure each segment maintains proper context and meaning
9. Document segment boundaries in the tracking matrix
10. Assign unique segment IDs (e.g., Q3-Segment A, Q3-Segment B)
11. Assign each segment to only one section based on best psychological fit:
12. Evaluate which quotes best fulfill each Micro-Yes Gate's psychological intent
13. Consider the visitor's journey stage when determining placement
14. Prioritize quotes that directly address the visitor's emotional state at that gate
15. When multiple quotes could serve the same gate, use this prioritization framework:
16. Quotes that directly address visitor emotions
17. Quotes that clearly communicate unique value
18. Quotes that establish credibility
19. Quotes that provide practical details

## Section 10: Visitor Situation–Section Matrix

### 10.1 Visitor Situation & Psychological Context Mapping

All copy must remain visitor-centered. Use “we” for support and guidance only when it helps the visitor feel safer, heard, or reassured. Match content to the visitor's emotional state and situation:

| Visitor Situation | Psychological Context | Tone Approach |
|---|---|---|
| Trauma event just occurred | Shock, grief, overwhelm | Calm, direct, supportive, no graphic details |
| Shame or isolation (hoarding) | Embarrassment, fear of judgment | Non-judgmental, privacy-focused, dignified |
| Overwhelm/family support role | Stress, decision fatigue, helper burden | Practical, step-by-step, burden-reducing |

| Visitor Situation | Psychological Context | Tone Approach |
|---|---|---|
| Estate or professional helper | Task-oriented, professional responsibility | Efficient, professional, process-focused |

### 10.2 Detailed Visitor Scenarios

**Trauma Event Just Occurred:** - Description: Visitor is dealing with a suicide, homicide, unattended death, or overdose - Emotional State: Shocked, grieving, overwhelmed, afraid of doing something wrong - Strategic Messaging Approach: Lead with compassion and confidence. Use calm, steady language. Reassure that there's a clear process and that help is immediate and non-judgmental

**Shame or Isolation (Hoarding):** - Description: Visitor is dealing with hoarding situation, either their own or a loved one's - Emotional State: Embarrassed, ashamed, fearful of judgment, isolated - Strategic Messaging Approach: Emphasize dignity, respect, and non-judgment. Focus on collaboration and preservation of meaningful items

**Overwhelm/Family Support Role:** - Description: Visitor is helping a family member or friend through a difficult situation - Emotional State: Stressed, decision-fatigued, burdened by responsibility - Strategic Messaging Approach: Provide practical, step-by- step guidance. Emphasize burden reduction and support

**Estate or Professional Helper:** - Description: Visitor is a case worker, property manager, or other professional - Emotional State: Task-oriented, focused on professional responsibility - Strategic Messaging Approach: Efficient, professional communication with clear processes and timelines

## Section 11: Quality Checklist

### 11.1 Pre-Submission Verification

- [ ] All sections rewritten with 80% direct owner language
- [ ] All owner language properly bolded (no quotes)
- [ ] Word count within +20/-1 of original for each section
- [ ] No duplicate owner language used across sections (except allowed exceptions)
- [ ] Quote Tracking Matrix completed with all segments documented
- [ ] All sections presented in required 3-column table format
- [ ] Local Style Guide applied consistently throughout
- [ ] "From the Owners" tabs created with unique content
- [ ] All headlines and bullets completely rewritten

- [ ] CTA supporting micro-texts section maintains required three-step format
- [ ] First-Person Balance Audit completed (max 30% "We" sentences)
- [ ] Local references included 2-3 times per page
- [ ] No red-flag language or visual triggers
- [ ] All sections match assigned Micro-Yes Gate intent
- [ ] Page type and visitor situation properly identified and addressed
- [] Areas we serve section Must include named cities and public-facing partner references (e.g. police, chamber, nonprofit), with hyperlinks when available, to reinforce local credibility and trust.

### 11.2 Final Delivery Requirements

- [ ] Complete rewrite of all sections in 3-column table format
- [ ] Five "From the Owners" tabs with unique content
- [ ] Local Style Guide document
- [ ] Quote Tracking Matrix with all sources documented
- [ ] Word count verification for all sections
- [ ] Micro-Yes Gate compliance verification
- [ ] Tone safety audit completed
- [ ] Final review by second party (when possible)

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# APPENDIX

## Appendix A: From the Owners Tabbed Section Copy Plan

Create five standalone tabs, each with 150-200 words of unique content using 80% direct bolded owner language:

### Tab 1: Why We Do This

- Focus on personal motivation and mission
- Include formative experiences that led to this work
- Connect to core values and purpose
- Extract primarily from EEAT Interview questions about background and motivation

### Tab 2: What Happens When You Call

- Detailed step-by-step process from first contact
- Emphasis on immediate response and support
- Include specific owner protocols for initial contact

- Extract primarily from EEAT Interview questions about process and procedures

### Tab 3: How We Protect Your Privacy

- Specific measures taken for discretion
- Unmarked vehicles and plain clothes options
- Confidentiality practices and commitments
- Extract primarily from EEAT Interview questions about customer experience

### Tab 4: Real Situations We've Helped

- Anonymized case studies of challenging situations
- Focus on problem-solution-outcome format
- Highlight unique approaches to difficult scenarios
- Extract primarily from EEAT Interview questions about challenging situations

### Tab 5: What We Look For Before We Leave

- Quality control measures and standards
- Final inspection process details
- Commitment to thoroughness and satisfaction
- Extract primarily from EEAT Interview questions about service approach and philosophy

## Appendix B: Visitor Situation & Tone Matrix

### B.1 Emotional State Mapping

| Visitor Situation | Emotional State | Strategy | Language Messaging | Example Owner Messaging |
|---|---|---|---|---|
| Trauma event just occurred | Shocked, grieving, overwhelmed | Lead with calm confidence and clarity | "We handle everything so you don't have to worry about the details." | |
| Shame/ isolation (e.g., hoarding) | Ashamed, fearful, uncertain | Emphasize discretion, | "We approach every situation with respect and | |

| Visitor Situation | Emotional State | Strategy | Language Messaging | Example Owner Messaging |
|---|---|---|---|---|
| | | dignity, no judgment | without judgment." | |
| Overwhelm/ family support role | Drained, unsure how to help | Focus on empathy, preservation, reassurance | "We understand you're trying to help someone you care about." | |
| Professional helper (advocate, property manager) | Practical, urgent | Emphasize speed, reliability, credentials | "We work efficiently with all stakeholders to restore the property quickly." | |

## B.2 Implementation Guidelines

**For Trauma Situations:** - Use calm, steady language - Avoid graphic details - Focus on immediate support and clear process - Emphasize compassion and non-judgment

**For Shame/Isolation Situations:** - Lead with dignity and respect - Emphasize privacy and discretion - Focus on collaboration, not judgment - Highlight preservation of meaningful items

**For Overwhelm/Support Situations:** - Provide step-by-step clarity - Emphasize burden reduction - Focus on practical support - Acknowledge the helper's caring role

**For Professional Helper Situations:** - Use efficient, professional language - Focus on credentials and reliability - Emphasize speed and coordination - Provide clear timelines and processes

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# ADDITIONAL CONTENT FROM COMPREHENSIVE CONSOLIDATED SOP

*The following sections provide additional frameworks and detailed processes from the Comprehensive Consolidated Bio-One Webpage Rewrite SOP that extend beyond the core Bio-One Webpage Copy Rewrite SOP.*

## COMPREHENSIVE SECTION 1: INTRODUCTION & OVERVIEW

### 1.1 Purpose

This SOP governs how to rewrite any Bio-One webpage using authentic owner language, mapped to visitor needs, SEO goals, and emotional safety. All sections must be presented in the required 3-column table format with complete rewrites using 80% direct owner language.

### 1.2 Objective

To rewrite webpage copy for Bio-One franchises using 80% direct owner phrases extracted from provided documents, ensuring each section matches its assigned Micro- Yes Gate and fulfills its psychological intent while creating a one-on-one conversational experience with the owner.

### 1.4 Process Overview

1. Pre-execution document check
2. Page-Specific Context Analysis
3. Cross-Page Quote Management
4. Local Style Guide creation
5. Section-by-Section rewrite using 3-column table format
6. From the Owners tabbed section creation
7. Final QA verification

# COMPREHENSIVE SECTION 2: EXECUTION PROCESS

## 2.1 Pre-Execution Validation

- Validate understanding of project custom instructions
- Validate understanding of SOP steps and requirements
- Validate understanding of checklists, filters, output requirements
- Verify all required documents are available

## 2.2 Page-Specific Context Matrix

### 2.2.1 Page Type Classification and Purpose

| Page Type | Primary Purpose | Visitor Intent | Primary Micro-Yes Gates |
|---|---|---|---|
| Homepage | Establish trust, orient visitor, emotionally connect, provide service overview | General research, seeking reassurance | YES, I WILL ENGAGE; YES, I UNDERSTAND |
| Service Pages | Detail specific solutions for particular problems | Situationally heightened emotional state, seeking specific help | YES, I UNDERSTAND ; YES, I WANT |
| About/ Team Pages | Build credibility and personal connection | Evaluating trustworthiness, seeking reassurance | YES, I BELIEVE |
| Contact/ CTA supporting micro-text s | Convert interest to action | Ready or nearly ready to reach out | YES, I BELIEVE; YES, I WILL ACT |
| FAQ Pages | Answer common questions, overcome objections | Seeking specific information, evaluating options | YES, I UNDERSTAND ; YES, I BELIEVE |

### 2.2.2 Service-Specific User States

**Suicide Cleanup Page** - Emotional State: Grieving, overwhelmed, shocked, possibly traumatized - Decision Stage: Urgent need, emotionally vulnerable - Information Needs: Process details, timing, privacy, what to expect - Trust Barriers: Fear of judgment, concern about privacy, worry about additional trauma - Language Approach: Calm,

direct, compassionate; avoid graphic details - Key Owner Language Focus: Compassion, dignity, care for the family

**Undiscovered Death Cleanup Page** - Emotional State: Shocked, distressed, possibly dealing with guilt - Decision Stage: Urgent need, seeking immediate solution - Information Needs: Odor removal, sanitization process, timeline - Trust Barriers: Concern about effectiveness, worry about lingering issues - Language Approach: Direct, reassuring, solution-focused - Key Owner Language Focus: Technical expertise balanced with emotional support

**Hoarding Cleanup Page** - Emotional State: Shame, embarrassment, or trying to help a loved one - Decision Stage: Contemplative, hesitant, information-gathering - Information Needs: Process, approach to possessions, non-judgment - Trust Barriers: Fear of judgment, concern about possessions, privacy worries - Language Approach: Non- judgmental, empowerment-focused, dignified - Key Owner Language Focus: Dignity, respect, collaborative approach

**Biohazard Cleanup Page** - Emotional State: Concerned, potentially overwhelmed by technical aspects - Decision Stage: Seeking expert guidance, evaluating options - Information Needs: Safety protocols, certification, thoroughness - Trust Barriers: Technical competence, regulatory compliance - Language Approach: Professional, educational, confidence-building - Key Owner Language Focus: Expertise, thoroughness, safety standards

**Crime Scene Cleanup Page** - Emotional State: Traumatized, dealing with unexpected situation - Decision Stage: Urgent need, often directed by authorities - Information Needs: Process, coordination with authorities, timeline - Trust Barriers: Concern about additional trauma, privacy issues - Language Approach: Professional, supportive, process-oriented - Key Owner Language Focus: Experience with authorities, discretion, thoroughness

### 2.2.3 Visitor Situation & Psychological Context Matrix

| Visitor Situation | Emotional State | Strategy | Language Messaging | Example Owner Messaging |
|---|---|---|---|---|
| Trauma event just occurred | Shocked, grieving, overwhelmed | Lead with calm confidence and clarity | "We handle everything so you don't have to worry about the details." | |

| Visitor Situation | Emotional State | Strategy | Language Messaging | Example Owner Messaging |
|---|---|---|---|---|
| Shame/ isolation (e.g., hoarding) | Ashamed, fearful, uncertain | Emphasize discretion, dignity, no judgment | "We approach every situation with respect and without judgment." | |
| Overwhelm/ family support role | Drained, unsure how to help | Focus on empathy, preservation, reassurance | "We understand you're trying to help someone you care about." | |
| Professional helper (advocate, property manager) | Practical, urgent | Emphasize speed, reliability, credentials | "We work efficiently with all stakeholders to restore the property quickly." | |

#### 2.2.4 Implementation Process

**Step 1: Identify Page Type and Purpose** 1. Determine if the page is a Homepage, Service Page, About/Team Page, Contact/CTA supporting micro-texts Page, or FAQ Page 2. Identify the primary purpose and visitor intent for that page type 3. Note the primary Micro-Yes Gates associated with that page type

**Step 2: Define the Dominant Visitor Scenario** 1. For Homepage: Consider all potential visitor scenarios 2. For Service Pages: Identify the specific emotional state and needs associated with that service 3. Use the Visitor Situation & Psychological Context Matrix to frame emotional tone

**Step 3: Apply the Micro-Yes Gate Framework** 1. Match each section to the correct Micro-Yes Gate using the Mapping Matrix 2. Pull owner quotes that specifically address: - The page type's purpose - The dominant visitor scenario - The psychological intent of the Micro-Yes Gate 3. Track each quote with the Quote Tracking Matrix to ensure uniqueness and compliance

**Step 4: Align with Wireframe Template** 1. Follow the exact section order specified in the Wireframe Template 2. Adhere to the assigned Micro-Yes Gate for each section 3. Maintain word counts, CTA supporting micro-texts positions, and emotional journey mapping as specified

#### 2.2.5 Page-Specific Rewrite Checklist

- [ ] Page type and purpose clearly identified
- [ ] Dominant visitor scenario defined
- [ ] Emotional tone aligned with visitor situation
- [ ] Each section matched to correct Micro-Yes Gate
- [ ] Owner quotes selected based on page context and visitor needs
- [ ] Quote Tracking Matrix updated to ensure uniqueness
- [ ] Wireframe Template structure followed
- [ ] Language approach appropriate for the specific service type
- [ ] Trust barriers for this page type specifically addressed
- [ ] Information needs for this visitor scenario fulfilled

## 2.3 Cross-Page Quote Management Framework

### 2.3.1 Purpose and Objective

This framework governs how to manage owner language across multiple webpage rewrites for the same Bio-One franchise location (Homepage, Crime Scene, Suicide, Hoarding, etc.) to ensure each page maintains uniqueness while preserving authentic owner voice.

Core Principle: Each page must reflect a unique visitor journey and scenario, not merely reuse content by service type.

### 2.3.2 Quote Uniqueness Requirements

**Fundamental Rule** Each direct owner quote must be used only once across all webpage sections and pages.

**Limited Exceptions** - Business name, owner name, and contact information - Core service offerings (single mention allowed in Hero and Services sections) - Core value statements (single repetition allowed between Brand Anthem and one other section) - Maximum 20% duplication of core brand messaging across all pages

### 2.3.3 Cross-Page Quote Tracking System

**Master Quote Library** 1. Extract and catalog ALL usable quotes from the EEAT interview and questionnaires 2. Assign each quote a unique Quote ID (e.g., Q3-S2 for Question 3,

Segment 2) 3. Tag each quote with: - Topic/service relevance - Emotional tone - Micro-Yes Gate alignment - Page type suitability

**Cross-Page Quote Tracking Matrix**

| Quote ID | Source | Quote Text | Primary Topic | Emotional Tone | Micro-Yes Gate | Used In Page | Used In Section |
|---|---|---|---|---|---|---|---|
| Q1-S1 | EEAT | [Quote text] | Motivation | Compassionate | YES, I BELIEVE | Homepage | Why Us |
| Q1-S2 | EEAT | [Quote text] | Process | Reassuring | YES, I UNDERSTAND | Crime Scene | Process |

**Quote Segmentation Process** 1. Identify natural breaks in longer owner responses 2. Ensure each segment maintains proper context and meaning 3. Document segment boundaries in the tracking matrix 4. Assign unique segment IDs (e.g., Q3-Segment A, Q3-Segment B)

### 2.3.4 Strategic Quote Allocation Framework

**Quote Allocation Hierarchy** 1. Primary Quotes: Assign the most powerful, unique quotes to the Homepage (highest visibility) 2. Service-Specific Quotes: Reserve service- specific language exclusively for those service pages 3. Shared Value Quotes: Allow limited sharing (20% max) of core value statements across pages 4. Emotional Response Quotes: Allocate based on page-specific visitor emotional states

**Page-Specific Quote Focus**

| Page Type | Primary Quote Focus | Secondary Quote Focus | Duplication Limit |
|---|---|---|---|
| Homepage | Core values & mission | Overview of all services | Base page (N/A) |
| Crime Scene | Authority & process | Coordination with authorities | 20% from Homepage |
| Suicide | Family support | Compassion & dignity | 20% from Homepage |
| Hoarding | Non-judgment & respect | Possession handling | 20% from Homepage |

| Page Type | Primary Quote Focus | Secondary Quote Focus | Duplication Limit |
|---|---|---|---|
| Biohazard | Technical expertise | Safety protocols | 20% from Homepage |
| Undiscovered Death | Odor remediation | Discretion & thoroughness | 20% from Homepage |

**Visitor Journey-First Approach** Think: Visitor Journey First, not "service type" reuse. Each page must reflect a unique scenario: - Homepage = All-encompassing introduction - Suicide = Grief support and family validation - Hoarding = Dignity, memory preservation, no judgment - Crime Scene = Process trust, insurance help, compassion

### 2.3.5 Acceptable Duplication Categories

**Permitted 20% Duplication** - Core brand values and mission statements - Owner credentials and background - Quality assurance processes - Privacy/discretion commitments

**Zero Duplication Categories** - Emotional responses to specific situations - Service- specific technical processes - Unique client stories or examples - Page-specific CTA supporting micro-textss

### 2.3.6 Quote Transformation Techniques

When concepts must repeat across pages but direct quotes cannot be reused:

**Alternative Expression Methods** 1. Use a different quote expressing the same core idea 2. Use partial quote combinations from different answers 3. Segment another relevant answer addressing the same concept 4. Maintain 80% owner phrasing rule—do not paraphrase without direct phrasing

**Transformation Strategies** 1. Apply different framing to the same core concept 2. Pair quotes with different supporting language 3. Focus on different aspects of the same value (e.g., "discretion" from privacy angle vs. professional angle) 4. Use quotes that express similar sentiment but in different contexts

### 2.3.7 Implementation Process

**Pre-Writing Quote Allocation** 1. Review all available owner language and create Master Quote Library 2. Identify page-specific visitor scenarios and emotional states 3. Pre- allocate quotes to pages based on best psychological fit 4. Document allocation in Cross- Page Quote Tracking Matrix 5. Verify maximum 20% duplication between any two pages

**During Writing Process** 1. Reference Cross-Page Quote Tracking Matrix before using any quote 2. Mark quotes as "used" immediately upon placement in a section 3. When needing to express a concept already used, apply Quote Transformation Techniques 4. Document all quote usage and transformations

**Post-Writing Verification** 1. Calculate actual duplication percentage between pages 2. Verify no direct quote is used more than once (except allowed exceptions) 3. Confirm each page maintains a unique visitor journey focus 4. Document justification for any necessary duplication

#### 2.3.8 Prohibited Practices

- Do not reuse any direct quote in multiple sections or pages (except limited allowed exceptions)
- Do not use same quote segment in multiple sections or pages
- Do not ignore the psychological intent of a Micro-Yes Gate just to reuse language
- Do not lean on a small set of quotes to "carry" multiple pages
- Do not exceed 20% duplication between any two pages
- Do not sacrifice visitor journey focus for convenience of reuse

#### 2.3.9 Cross-Page Quote Management Checklist

- [ ] Master Quote Library created with all available owner language
- [ ] Cross-Page Quote Tracking Matrix established and maintained
- [ ] Quotes pre-allocated to pages based on visitor journey focus
- [ ] Quote segmentation applied to longer responses
- [ ] Duplication limited to acceptable categories only
- [ ] No direct quote reuse except for allowed exceptions
- [ ] Quote transformation techniques applied where needed
- [ ] Duplication percentage calculated and verified under 20%
- [ ] Each page maintains unique visitor journey focus
- [ ] All quote usage documented in tracking matrix

## 2.5 Enhanced Section-by-Section Rewrite Process

#### 2.5.3 Complete Rewrite Process

1. **Owner Language First:** Use compiled owner quotes as the foundation (80% of content) the remaining 20% to be rewriting according to style guide.
2. **Create Structure:** Arrange quotes in logical order to create narrative flow
3. **Add Minimal Connecting Language:** Only after owner language foundation is established

4. **Match Original Format:** Maintain headlines, subheads, bullets, paragraphs, CTA supporting micro-texts
5. **Headlines/Bullets:** Must be completely rewritten while reflecting owner's direct phrasing or emotional tone
6. **Format Owner Language:** Use bold formatting only (no quotation marks) for all direct owner language
7. **Word Count Compliance:** Must be within +20/-1 words of original per element
8. **Local Relevance:** Include territory, city, relationships, and partnerships (2-3 times per page)
9. **CTA supporting micro-texts micro-texts/helpers:** Must reflect the owner's direct phrasing and comply with CRO best practices

#### 2.5.4 Verification Process

1. **Side-by-Side Comparison:** Place original and rewritten copy in separate columns to verify no phrases are carried over
2. **Structure Check:** Confirm paragraph structure, sentence patterns, and transitions are completely different from original
3. **Terminology Audit:** Highlight any identical phrases and verify they are only industry-standard terms or proper nouns
4. **Fresh Eyes Review:** Have a second reviewer verify no original copy elements remain

#### 2.5.5 Word Count Management

1. **Pre-Writing Word Budget:** Document exact word count and calculate limits
2. **Trimming Hierarchy:** If word count exceeds limits, trim connecting words first, then less impactful owner language, then least essential quotes
3. Never trim below minimum word count

# Original Copy Referencing Requirement (New Addition)

**Rewrite Structuring Rule: Original Copy Guidance**

Before executing a section rewrite, the original wireframe copy must be reviewed for:

1. **Narrative intent and emotional framing**
2. **Key ideas or transitions (even if phrasing is discarded)**
3. **Pacing, structure, and implied micro-promises**

Although none of the original phrasing may be reused, the rewrite must preserve its:

- **Emotional contour** – What does the visitor feel as they move through it?
- **Information hierarchy** – What ideas are introduced in what order, and why?
- **Messaging rhythm** – Where does it build tension or provide resolution?

This step ensures that rewrites meet the psychological and CRO standards inherent in the wireframe's original copy design. It must be applied during Step 2C: Draft the Rewrite, before quote extraction and formatting begin.

# IMPROVE OUTCOME + PERFORMANCE

## 1. Explicit Quote Pacing Rules (Placement Structure)

**Quote Pacing Rule:**
Quotes must not be stacked in unnatural succession. Insert spacing language (non-bolded) between major ideas to preserve conversational tone.

- Every paragraph must feel like one speaker, one moment
- Do not open with more than two bolded quotes in a row
- Use supporting lines to create rhythm and context
- Integrate short transitions between quotes when moving emotional registers (e.g., grief to resolution)

*Why it matters:* Avoids the “jagged quote block” problem and ensures rewrites feel like real human speech, not a quote dump.

---

## 2. Quote Significance Triage System

**Quote Tiering System:**
In the Master Quote Library, tag each quote by:

- Tier 1: Primary conversion or emotional breakthrough quotes
- Tier 2: Reinforcement or clarification quotes
- Tier 3: Transitional or detail support quotes

Prioritize Tier 1 quotes in high-leverage sections (Hero, CTA supporting micro-texts, Brand Anthem, Why Choose Us).
Tier 3 quotes should not appear in these sections unless no Tier 1 or 2 options remain.

*Why it matters:* Prevents weak quotes from occupying high-impact copy positions and ensures the most emotionally potent language is used where it will convert best.

---

## 3. AI Error Recovery Flagging Protocol

**AI Error Recovery Rule:**
If any section fails QA due to:

- Quote reuse
- Incorrect bolding
- Missing H2
- Out-of-range word count

> ...the entire section must be redone from scratch—not patched. The rewrite must start from raw quotes, without referencing the failed draft to avoid quote echo.

*Why it matters:* Prevents the temptation to “repair” a broken section in place, which can introduce duplicate phrasing or tonal drift.

---

## 4. Headline Rewrite Scoring Rubric

> **Headline Rewrite Rubric:**
> Every headline must score 3/3 on this test:
>
> - Reflects the owner’s tone, not the template
> - Anchored to the Micro-Yes psychological state
> - Speaks directly to the visitor’s emotional moment
>
> If the headline could appear on another location’s page unchanged, it must be rewritten.

*Why it matters:* Ensures headlines are emotionally personalized and convert by context—not just structure.

---

## 5. Conversion Opportunity Tagging per Section

**Conversion Cue Identification:**
In each section rewrite, tag the sentence or phrase that:

- Builds the strongest emotional turning point (e.g., from fear to relief)
- Presents the most clear and frictionless next step
  Tag with: // Key conversion cue (internally or in notes column)

*Why it matters:* Helps teams spot the emotional peak or CTA supporting micro-texts leverage point for CRO testing, variant generation, or design emphasis.

---

## 6. Red Flag Language Auto-Filter Checklist

**Red Flag Autocheck Phrases:**
Before submission, search for any of the following in the rewrite:

- “crime scene”
- “victim”
- “gruesome” / “horrific” / “blood”
- “worst day of your life”
- “only we can...” or “most people can’t…”

If found, the section fails and must be rewritten.

*Why it matters:* Prevents violations that could cause brand, legal, or trauma-related fallout—without relying on memory or subjective interpretation.

---

## 7. Review-Only Quote Licensing System

**Review Quote Rule:**
Quotes from reviews may only be used to reinforce—not originate—section tone. Review quotes must:

- Appear after owner language
- Be placed in quotes (for legality)
- Be clearly attributed (e.g., "—Customer, Orange CA")

*Why it matters:* Ensures review quotes are supportive, not narrative-driving, and maintains the 80% owner voice standard.

---

## 8. Fast-Check QA Summary Line

**QA Summary Line (added at bottom of each section table):**

- Word Count: Original (X), Rewrite (Y)
- Owner Language: Z%
- Micro-Yes: [Gate]
- Emotional Tone: [Match / Needs Review]
- H2: Present / Missing

*Why it matters:* Makes it dead simple for a second reviewer or external stakeholder to validate quality in seconds.

# INTEGRATION SUMMARY

This complete SOP now includes:

**ORIGINAL BIO-ONE WEBPAGE COPY SOP (Complete):** - All original steps, procedures, and requirements - Complete Section 2: Local Messaging & Style Guide Development - Complete Section 3: Tone Safety & Emotional Integrity Guidelines - Complete Section 4: Owner Voice Guidelines - Complete Section 9: Questionnaire Micro-Yes Gates Mapping Matrix - Complete Section 10: Visitor Situation–Section Matrix - Complete Section 11: Quality Checklist - Complete Appendix sections

**ADDITIONAL COMPREHENSIVE SOP CONTENT:** - Enhanced Page-Specific Context Matrix - Service-Specific User States for all cleanup types - Cross-Page Quote Management Framework - Strategic Quote Allocation Framework - Enhanced verification and quality control processes

This combined document provides both the streamlined execution approach of the original Bio-One SOP and the comprehensive frameworks needed for complex multi- page implementations.