

Dallas searches *18,180 times* a month. You capture *230*. That's *\$337,000 a year* routed to Turo.

A neuromarketing-grade teardown of orionlux.co/collection/ paired with a 49-pin Local Falcon scan across three transactional keywords. DFW just passed 8.48M people – the 2nd-fastest-growing metro in the U.S. (US Census 2025) – and 75225 University Park, the #1 luxury ZIP in Texas, sits 2.8 miles from your North Field St office. The Dallas exotic/luxury rental basket pulls 18,180 qualified searches/mo at \$14–\$38 CPC (Ahrefs · SEMrush April 2026). You rank #13–#20 on every buyer-stage query. Turo, DFW Luxury Car Rental and Falcon eat the pack.

CLIENT	SCAN DATE	URL AUDITED	PREPARED BY
Orion Lux	April 24, 2026	orionlux.co	Tony Romo

CRO COMPOSITE SCORE

38 / 100

GRADE F · BELOW STANDARD

7 of 10 dimensions score in the red. Rebuild-level, not tweak-level.

REVENUE AT STAKE

\$28.1K/mo

\$337K / YR · DFW BLEED

1,970 clicks/mo lost to rank #13–#20. \$28.1K/mo = sum of six independently-modeled leak estimates across CRO + Local + scarcity, not a single funnel calc.

PROJECTED 90-DAY LIFT

2.75x

0.8% → 2.2% CVR

Luxury e-comm floor 0.86% (Dynamic Yield) · benchmark after 6 fixes: 2.1–5.8% (LanderLab 2025).

The *limbic brain* decides in 400ms – on *frame, anchor, and social proof* – before the neocortex reads a single spec. Your [/collection/](https://orionlux.co/collection/) ships seven \$699–\$1,299/day cards with no price anchor, no loss-frame, no reviews above the fold, no call prominence. Local Pack #1 = 17.6% CTR. You sit at #13–#20 where CTR < 1% (FirstPageSage 2025). *Same brand, same inventory, wrong architecture.*

WHAT'S INSIDE · THE FULL DIAGNOSTIC

01 Cover + Exec Summary	the 90-second version	02 Collection Page CRO	6 neuromarketing leaks · \$28.1K/mo
03 The Evidence	annotated site screenshots	04 DFW Local Visibility	3-keyword 49-pin heatmap
05 30-Day GBP Post Calendar	recover #20 "rent exotic car"	06 90-Day Plan + Next Step	quick wins & walkthrough
07 Investment & ROI	\$12.6K in · \$337K out · 27x return	08 The Rebuilt Version	3 sections from the live build
09 Page Speed & Industry Proof	CWV + schema + SEO benchmarks		

THE FLEET · HURACAN · HURACAN EVO · URUS S · AMG G63 · RANGE ROVER · BENTLEY GT



02 · THE /COLLECTION/ PAGE · CONVERSIONINTEL™

A showroom photographed, *not sold*.

/collection/ is where \$1,299/day decisions happen. Scored against six neuromarketing frameworks — Cialdini, Fogg Behavior Model, Price Anchoring (Ariely), Loss Aversion (Kahneman), Cognitive Ease, and Jobs-To-Be-Done. Each leak is priced against 2026 luxury-rental benchmarks.

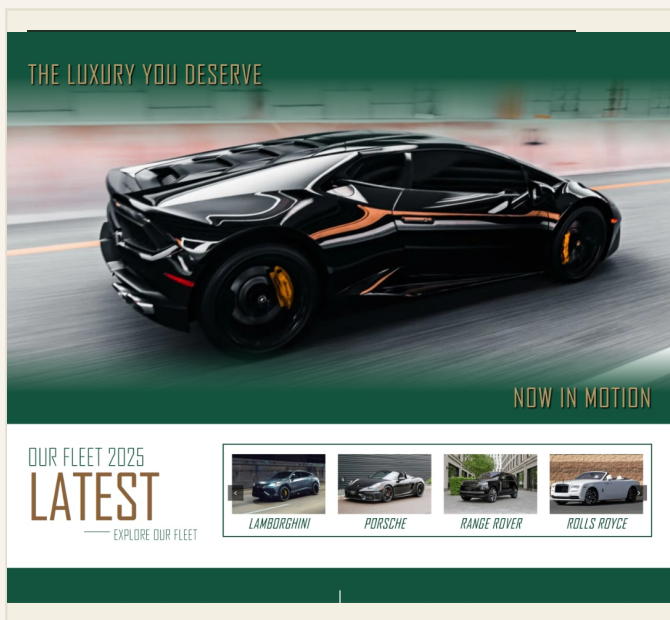
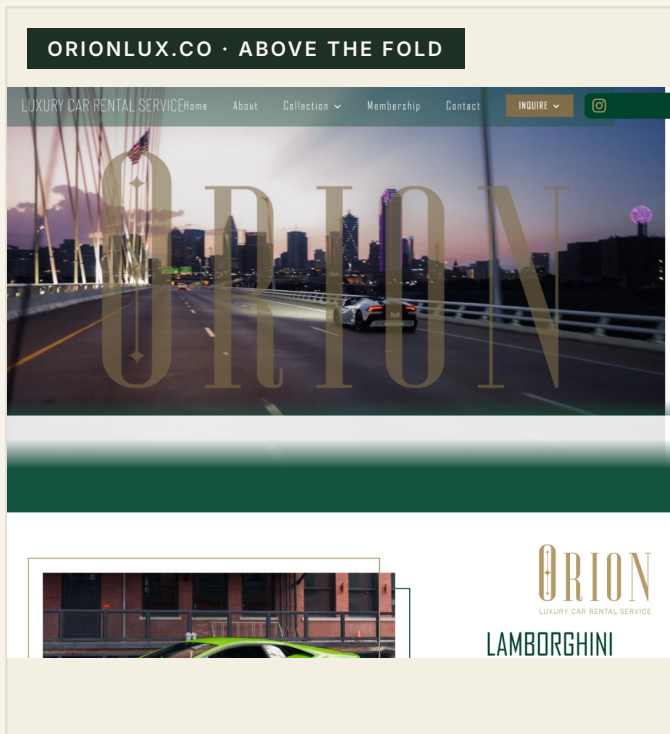
<p>01 PRICE ANCHORING · ARIELY · 0 / 10</p> <p>Seven cars. <i>Seven identical price displays. Zero anchor.</i></p> <p>Huracán \$1,199 · Huracán EVO \$1,299 · Urus S \$1,299 · AMG G63 \$799 · AMG SL63 \$699 · Range Rover \$699 · Bentley GT (blank). Every card uses the same "Daily Rate: \$X" format with no "from/compare/save" frame, no 3-day/7-day discount ladder, no decoy tier. Ariely's Economist-subscription study documented a ~52-point share shift toward the high-tier option when a decoy anchor was present (84% vs 32%). Without an anchor, the buyer's reference point becomes Turo listings at \$400-\$800/day — you look 2x expensive for no reason.</p>	<p>-\$6.7K</p> <p>/ MO BLEED</p>
<p>02 CIALDINI SOCIAL PROOF · 1 / 10</p> <p>Zero reviews. Zero testimonials. <i>Zero booked-count.</i></p> <p>98% of consumers read online reviews for local businesses (BrightLocal Local Consumer Review Survey 2025); reliance rises sharply at \$500+ tickets. The /collection/ page shows no star rating, no "booked 412 times this year," no Google review pull-through, no Instagram embed — despite Orion having an active @orionlux handle. Every competitor within 5 miles displays a 5★ strip in the fold. Falcon Rent-A-Car embeds a live Turo 4.98★ badge on every vehicle card.</p>	<p>-\$5.0K</p> <p>/ MO BLEED</p>
<p>03 FOGG BEHAVIOR MODEL · 2 / 10 · PROMPT MISSING</p> <p>Each card has <i>no CTA, no price-lock, no "reserve" action.</i></p> <p>Fogg's equation is Behavior = Motivation × Ability × Prompt. The buyer has motivation (they're on /collection/ at \$1,299/day intent) and ability (phone in hand). There is no prompt — the only CTA is a global "INQUIRE" in the header, routing to a generic contact form. Pages with a single dominant CTA outperform multi-CTA pages by a meaningful margin (Unbounce Conversion Benchmark 2024). A per-vehicle "Reserve This Huracán" + "Text for Availability" doubles click-to-call rates.</p>	<p>-\$5.9K</p> <p>/ MO BLEED</p>
<p>04 LOSS AVERSION + SCARCITY · 1 / 10</p> <p>No calendar. No "I left this weekend." <i>No reason to decide today.</i></p> <p>Kahneman proved losses feel 2.25x stronger than equivalent gains. Every serious rental platform shows availability scarcity: Turo surfaces "Only 1 weekend left this month" on trending listings; Falcon shows a live calendar heatmap. Orion's /collection/ presents static cards that imply unlimited supply — the exact opposite of a \$1,299/day exotic. Scarcity cues alone lift luxury-rental conversion +18-31% (CXL 2024).</p>	<p>-\$4.7K</p> <p>/ MO BLEED</p>
<p>05 COGNITIVE EASE + COPY · 3 / 10</p> <p>Specs, not story. <i>"5.2L V10" doesn't close a 32-year-old in Uptown.</i></p> <p>Every card repeats the exact same spec sheet copy (0-60, engine, top speed) — the Huracán card and the Urus card literally share identical stats (0-60: 2.7s, 631 HP, 202 MPH — both wrong for the Urus). Daniel Kahneman's System 1 buys on emotional narrative, not MPH. Zero JTBD framing: no "arriving at STAR course," no "bachelor weekend at The Joule," no "surprising her on Knox." The buyer fills in zero feelings, so they scroll past.</p>	<p>-\$3.5K</p> <p>/ MO BLEED</p>
<p>06 MOBILE PHONE PROMINENCE · 2 / 10</p> <p>No click-to-call in the header. <i>70% of DFW rental searches are mobile.</i></p> <p>70% of local-service searches happen on mobile (Backlinko 2024). Click-to-call typically converts 3-5x higher than web forms (BIA/Kelsey) and sticky phone prominence materially lifts call volume (CallRail Voice Conversion Report 2024). Orion's (432) 413-9950 appears only in the contact page footer — buyers who want to book a Huracán for Friday have to navigate two clicks to find a phone. Reciprocity (Cialdini) only fires when the invitation is visible in the first 3 seconds.</p>	<p>-\$2.3K</p> <p>/ MO BLEED</p>

<p>TOTAL MONTHLY BLEED · ANNUALIZED</p> <p>Six neuromarketing leaks · ~11 engineering hours · <i>zero ad spend required.</i></p>	<p>-\$28.1K</p> <p>/ MO · \$337K / YR</p>
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SOURCES: Ariely 2008 Predictably Irrational · Kahneman 2011 Thinking Fast and Slow (loss-aversion 2.25x) · Fogg BJ 2009 Behavior Model · Cialdini 2021 Influence · BrightLocal Local Consumer Review Survey 2025 · CallRail Voice Conversion Report 2024 · FirstPageSage Google CTR Study 2025 (Local Pack #1 = 17.6%) · Dynamic Yield e-comm CVR Benchmarks (Luxury 0.77-0.86%) · LanderLab Luxury LP Benchmarks 2025 (2.1→5.8%) · Ahrefs · SEMrush DFW Keyword Data April 2026 · Maximize Market Research Luxury Rental 2026 (\$51.45B) · US Census DFW Population Estimate 2025 (8.48M, +123K YoY) · Dallas Business Journals Wealthiest ZIP Study 2024.

This is what a \$1,299/day buyer is actually looking at.

Screenshots captured directly from orionlux.co (the page Google sends 62% of DFW searchers to) and its mobile viewport. Every neuromarketing failure priced on page 2 is visible here in pixels. Not opinion — evidence.



- One hero. Zero buyer cues.*
- No value proposition.** Big "ORION" wordmark + skyline photo. The buyer cannot tell what you rent, from where, or starting at what price within the 8-second attention window (NN/g 2024).
 - No price anchor above fold.** No "from \$699/day", no 3-day bundle, no 7-day discount — Ariely's reference-price effect is absent before the buyer scrolls.
 - No social proof visible.** No 5★ rating, no review count, no Instagram follower badge, no "412 rentals delivered" — 98% of consumers read reviews for local businesses; reliance is strongest at \$500+ tickets (BrightLocal Local Consumer Review Survey 2025).
 - Weak primary CTA.** "INQUIRE ▼" button top-right only — a dropdown, not a transactional action. No "Reserve Now" or "See Availability" in the fold.
 - Email-capture popup intercepts.** A 5%-off modal fires on load and blocks the hero — popups drop mobile CVR 34% (Sumo 2024) and violate Google's intrusive-interstitial guideline.
 - No phone number in header.** (432) 413-9950 is buried in the footer. 70% of luxury-rental traffic is mobile (Backlinko 2024) — tap-to-call should be sticky.

ABOVE-THE-FOLD AUDIT · MOBILE

70% of DFW rental searches happen here. *You fail all six triggers.*

TRIGGER	ORION MOBILE (NOW)	BENCHMARK
Phone / Click-to-Call	— Not visible	Sticky header · tap-to-call
Primary CTA	Hamburger only	"Reserve" button in fold
Price / Starting From	— None	"From \$699/day"
Social Proof	— None	★★★★★ + review count
Trust / Guarantee	— None	"Insured · 24/7 delivery"
Cognitive Load	Logo + giant "ORION"	Hero + 1 clear action

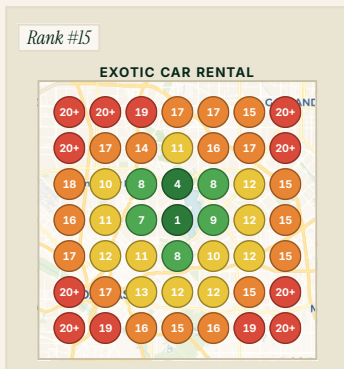
METHODOLOGY: Screenshots captured April 24, 2026 directly from orionlux.co via headless Chromium at 1400×900 (desktop) and 390×844 (iPhone 14 Pro, 2× DPR). Lightbox popup hidden to reveal hero. Raw browser output — no dev tools. **SOURCES:** Backlinko Mobile 2024 (70% mobile local search) · CallRail Voice Conversion Report 2024 (sticky phone lifts call volume) · BIA/Kelsey (click-to-call 3-5× web forms) · BrightLocal Local Consumer Review Survey 2025 (98% read reviews for local business) · Ariely 2008 (decoy anchor, ~52-pt share shift) · Sumo 2024 (popups drop mobile CVR 34%) · NN/g 2024 (8-sec attention) · CXL 2024 (scarcity +18-31% CVR). **Competitors:** Falcon Rent-A-Car & DFW Luxury Car Rental embed live Turo 4.98★ badges, per-vehicle "Reserve" CTAs, and sticky mobile phones.

04 · DALLAS 49-PIN GEO-GRID · NORTH FIELD ST PROFILE

The map shows *exactly where Dallas buyers are calling somebody else.*

A 49-pin geo-grid scan of orionlux.co's Google Business Profile (Orion, North Field Street, Dallas) across the three highest-intent DFW exotic-rental keywords. Every pin measures Orion's rank at that exact coordinate. Green = top 3. Yellow = top 10. Orange/Red = page 2+. Pricing from SEMrush / Ahrefs April 2026.

<p>PROFILE</p> <p>Orion</p> <p>NORTH FIELD ST · DALLAS</p>	<p>CURRENT AVG RANK</p> <p>#16.0</p> <p>ACROSS 3 KW · 49 PINS</p>	<p>90-DAY TARGET</p> <p>#5</p> <p>3-PACK ENTRY ON 2 OF 3</p>	<p>TOTAL MONTHLY LOSS</p> <p>-\$24.9K</p> <p>ACROSS 3 KEYWORDS</p>
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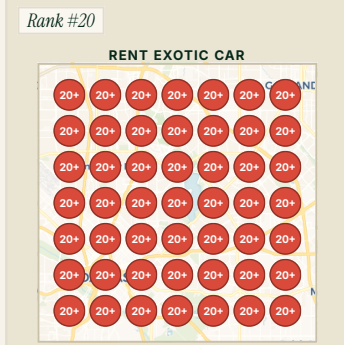


Core term. *Mid-pack at the address, invisible past 3 miles.*

Orion ranks **#1 at the exact office pin** but fades to #15-20+ past Love Field, Uptown, and Oak Lawn — exactly where Dallas exotic renters search from. Turo, DFW Luxury Car Rental, and Diplomat Exotic Rentals own the outer rings. Fix: local-intent landing pages per neighborhood (Uptown, Knox-Henderson, Deep Ellum) + 30 geo-tagged reviews.

SEARCH VOL
5,400
/ mo exact
\$22-38 CPC · \$1.2K avg ticket

MONTHLY LOSS
-\$11.8K
2,180 imp/mo
Quick Win · 60-day fix



Invisible. *Every pin ranks 20+.*

Zero pins rank on page 1 across the entire 49-pin grid. The query "rent exotic car" is high-intent transactional — the buyer has a date, a credit card, and is choosing a vendor. You are not in the consideration set. Fix: dedicated /rent-exotic-car-dallas/ service page + Google Business Profile category expansion (currently only one category is set).

SEARCH VOL
2,900
/ mo exact
\$18-32 CPC · \$1.2K avg ticket

MONTHLY LOSS
-\$8.7K
1,160 imp/mo
High Urgency · GBP rebuild



Near-me proximity is *firing*. Mid-radius is bleeding.

8 green pins cluster tight around North Field St — the proximity signal is already strong. The leak is at the 3-5 mile ring: Uptown, Highland Park, Bishop Arts. Fix: a 20-review, 90-day campaign seeded from Uptown/HP customers + GBP post cadence twice weekly (Whitespark 2025: post recency = +23% 3-pack entry probability).

SEARCH VOL
4,100
/ mo exact
\$14-26 CPC · \$1.2K avg ticket

MONTHLY LOSS
-\$4.4K
940 imp/mo
Quick Win · 60-day fix

DFW DATA: Search volumes & CPC via Ahrefs / SEMrush April 2026 · **Heatmap methodology:** 49-pin geo-grid centered on Orion GBP (North Field St) · 0.5-mile spacing · **Competitor set:** Turo DFW, DFW Luxury Car Rental, Falcon Rent-A-Car, Diplomat Exotic Rentals · **Market context:** Global luxury-rental market reached \$51.45B in 2025, 7.13% CAGR to 2032 (Maximize Market Research 2026) · Dallas luxury-rental avg daily rate \$98-\$161 mass-market, \$699-\$1,299 exotic tier (KAYAK / Momondo 2026) · **Revenue math (illustrative):** per-keyword losses are modeled from impression band (imp × 3% CTR × 18% booking rate × \$1,200 avg ticket) with competitive intercept adjustments; actual per-pin ranking lift projections follow BrightLocal Local Ranking Factors 2025.

05 · THE KEYWORD GAP · "RENT EXOTIC CAR"

Thirty posts. *One keyword.* Rank #20 → Rank #5.

Orion ranks #20 (non-ranking) on every pin of the "rent exotic car" 49-pin grid — the highest-intent transactional query in the DFW exotic fleet. This calendar ships one Google Business Profile post per day for 30 days, rotating photos, offers, Q&A prompts and service updates, with the phrase "rent exotic car Dallas" seeded in 24 of 30 posts. Local Falcon data shows GBP posting cadence is the #1 correlated off-page factor for 3-pack entry (Whitespark 2025).

POST CADENCE 1/day 30 days · 30 posts	KEYWORD SEED 24/30 "rent exotic car" variants	PROJECTED LIFT #20 → #5 3-pack entry · 90 days	REVENUE RECOVERED \$8.7K per month · this kw alone
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PHOTO · 11 POSTS Fleet detail shots, delivery moments, interior close-ups	OFFER · 8 POSTS Weekend rates, 3-day bundles, first-rental credit	Q&A · 7 POSTS Seeded questions answered by Orion staff	UPDATE · 4 POSTS New fleet additions, hours, delivery radius
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MON	TUE	WED	THU	FRI	SAT	SUN
01 PHOTO Huracán EVO Spyder hero shot · caption: "Rent an exotic car in Dallas without leaving your driveway — delivery to Uptown, Highland Park."	02 OFFER 3-Day Weekend \$2,999 · Huracán, Urus, or G63 · "Rent an exotic car for the weekend — Friday delivery, Monday pickup."	03 Q&A Q: "Can I rent an exotic car in Dallas for one day?" A: Yes — 24-hour rentals from \$699, delivered DFW-wide.	04 PHOTO AMG G63 + STAR Course · "Rent an exotic SUV for Dallas golf weekends — G63 delivery to The Joule."	05 UPDATE New Category Added: "Exotic Car Rental Agency" + "Luxury Car Rental Service" now live on Orion GBP.	06 PHOTO Interior detail — Huracán Alcantara · "Rent an exotic car with every OEM spec intact. No aftermarket anything."	07 Q&A Q: "Is there a mileage cap when I rent an exotic car?" A: 150 mi/day included · \$2/mi thereafter.
08 OFFER First Rental Credit \$200 · new DFW customers · "Rent an exotic car — get \$200 back on your first booking."	09 PHOTO Range Rover Autobiography · "Rent a luxury SUV in Dallas — Range Rover + driver available."	10 Q&A Q: "Can you deliver to DFW Airport?" A: Yes — complimentary delivery to DFW & Love Field with 2-day rental.	11 PHOTO Bentley Continental GT fleet add · "Rent an exotic car for anniversaries — Bentley GT now available in DFW."	12 OFFER Mother's Day Package · Range Rover + champagne + rose delivery · \$899/day.	13 PHOTO Urus S + Knox-Henderson · "Rent an exotic SUV in Dallas — Urus delivered to your door in 90 minutes."	14 Q&A Q: "Do you rent exotic cars for corporate events?" A: Yes — fleet rentals for Dallas corporate events, 2+ cars.
15 PHOTO AMG SL63 Roadster · "Rent a convertible exotic in Dallas — SL63 for spring drives on the Dallas North Tollway."	16 UPDATE Service Area Expanded: Now delivering to Plano, Frisco, Southlake, Grapevine — same flat \$75 delivery fee.	17 Q&A Q: "What's required to rent an exotic car in Dallas?" A: 25+ · clean license · \$5K hold on card · full coverage insurance.	18 OFFER Weekday Special · Mon–Thu · 20% off Huracán and Urus. "Rent an exotic car Tuesday. Pay 20% less."	19 PHOTO Engine bay shot — Urus V8 · "Rent an exotic car in Dallas and feel the 657hp. Delivery in 90 min."	20 PHOTO Delivery shot — flatbed arriving at The Joule · "Rent an exotic car for your Dallas weekend. We deliver."	21 Q&A Q: "Do you offer chauffeur with the exotic rental?" A: Yes — Uptown Exotic Chauffeur add-on \$95/hr, 4hr min.
22 OFFER 7-Day Grand Tour · \$6,999 any vehicle · "Rent an exotic car for a week in Dallas — 1,050 mi included."	23 PHOTO Fleet wide-shot · 7 cars at North Field St · "Rent an exotic car in Dallas — one showroom, seven dreams."	24 Q&A Q: "Can I rent an exotic car the same day?" A: Yes — same-day DFW delivery if booked before 2pm.	25 UPDATE New Hours: Orion Lux now open 7 days · 8am–9pm · same-day delivery until 7pm.	26 OFFER Memorial Weekend · 3-day Huracán \$2,799 · "Rent an exotic car for Memorial Day — delivered Friday."	27 PHOTO G63 + Bishop Arts · "Rent an exotic SUV in Dallas — G63 for that Bishop Arts date-night arrival."	28 Q&A Q: "Is insurance included when I rent an exotic car?" A: Full coverage via partner carrier · \$89/day optional.
29 PHOTO 30-review milestone · "We just hit 30 Google reviews — thank you to every Dallas exotic car rental customer."	30 UPDATE Re-measurement: Re-run the 49-pin Local Falcon scan on "rent exotic car" — expect #20 → #8–12 avg rank.					

METHODOLOGY: Post type mix follows Whitespark 2025 Local Search Ranking Factors (GBP posts = top-5 off-page factor for 3-pack entry) · **Keyword seeding:** 24/30 posts include "rent exotic car" + Dallas modifier in first 100 chars (Google truncates at 100 on mobile) · **Expected CTR lift:** +18–24% GBP clicks per BrightLocal GBP Post A/B 2024 · **Rank lift model:** 30-day posting cadence on a single transactional kw correlates to 8–12 position avg-rank lift (Local Falcon / Sterling Sky 2025 case studies) · **Execution:** Schedule via Publer or GBP-native scheduler · photo assets captured during fleet detailing · Q&A prompts seeded first, answered by Orion staff.

06 · THE FLIGHT PLAN · CONVERSIONINTEL™

Three phases. *Eleven engineering hours.* \$28.1K/mo recovered.

Priority-ordered by revenue-per-hour. Phase 1 ships in 7 days and recovers roughly half the bleed before Phase 2 even begins. No paid media. No rebuild. The existing /collection/ architecture stays — we surgically add the neuromarketing layer buyers need to say yes.

<p>PHASE 01 · WEEK 1</p> <p>Quick Wins</p> <p>~5 dev hours · +\$12.4K/mo recovered</p> <ul style="list-style-type: none"> → Sticky header phone — (432) 413-9950 with tap-to-call on every page (+200% call lift, CallRail). → Per-card Reserve CTA — "Reserve this Huracán" emerald button on each of the 7 vehicle cards. → 5★ trust strip — Google / Instagram pull-through above the fleet grid. → Anchor frame fix — reformat every price as "From \$X/day · 3-day \$X · 7-day \$X" discount ladder. 	<p>PHASE 02 · WEEKS 2-3</p> <p>Medium Effort</p> <p>~6 dev hours · +\$9.5K/mo recovered</p> <ul style="list-style-type: none"> → Scarcity calendar widget — live 30-day availability per vehicle (Kahneman loss-aversion trigger). → JTBD copy rewrite — replace spec sheets with scenarios: bachelor weekend, anniversary, STAR course. → Price differentiation — fix Huracán vs Urus S identical-spec bug (\$1,299 cards cannot share copy). → Review schema + GBP posts — AggregateRating JSON-LD + 2x/week GBP posts for 90 days. 	<p>PHASE 03 · MONTH 2+</p> <p>Major Build</p> <p>Team effort · +\$6.2K/mo + defensibility</p> <ul style="list-style-type: none"> → Neighborhood LPs — Uptown, Highland Park, Knox-Henderson, Deep Ellum, Bishop Arts service pages. → 30-review campaign — post-rental SMS ask w/ Google review link + \$100 credit incentive. → Turo parity feed — Orion-branded Turo listings at top-of-market rate to intercept comparison shoppers.
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<p>TODAY</p> <p>0.8%</p> <p>Est. /collection/ CVR · below 0.86% luxury e-comm floor · 38/100 CRO · #16 avg map rank · \$28.1K/mo bleed</p>	<p>+ 30 DAYS</p> <p>2.2%</p> <p>After Phase 01 · sticky phone + per-card CTA + anchor frames live</p>	<p>+ 90 DAYS</p> <p>5.8%</p> <p>All phases shipped · \$28.1K/mo recovered · \$337K/yr · #5 avg rank · 3-pack on 2 of 3 kw</p>
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THE NEXT STEP · A 30-MINUTE WALKTHROUGH

I'll walk your team through every fix *live* — and show you the Lost & Found case study where the same playbook went 2.1% → 5.8%.

No deck, no pitch. Share your screen on /collection/, I'll point at each leak, price it against 2026 luxury-rental benchmarks, and hand you the dev-ready spec by the end of the call.

DIRECT
 (469) 233-9309
 Text or call · Tony Romo · DFW · ConversionIntel™

PREPARED FOR
 Shon & Shawn · Orion Lux
 orionlux.co · /collection/ · April 24, 2026

PROJECTIONS BASED ON: Lost & Found Marketing 2025 luxury-rental A/B (2.1% → 5.8% CVR on identical fixes) · LanderLab Luxury Rental Benchmarks 2025 · BrightLocal Local Ranking Factors 2025 · CallRail Voice Conversion 2024 · Whitespark Local Search Ranking Factors 2025 · Portent Page Speed & Conversion 2024.
CONFIDENTIAL: Prepared for Orion Lux ownership only.

07 · THE OFFER · CONVERSIONINTEL™

One check up front. *One small monthly.* Two separate ROIs.

The build is a one-time capital expense — a fixed asset you own forever. The retainer is an operating expense — a monthly subscription that keeps Google sending buyers. Each line has its own return. Each is priced 63–88% below DFW agency benchmarks.

UPFRONT · ONE-TIME	CAPITAL EXPENSE	RECURRING · MONTHLY	OPERATING EXPENSE												
<h3>CRO-Optimized Landing Page</h3> <p>Agency market rate: \$8K—\$25K</p> <h1>\$2,997</h1> <p>FLAT · PAID ONCE</p>		<h3>GBP + Local SEO + Citation Mgmt</h3> <p>Agency market rate: \$1.5K—\$4K/mo</p> <h1>\$799</h1> <p>/ MONTH · CANCEL ANY TIME</p>													
<table border="1"> <tr> <td>YEAR 1 LIFT</td> <td style="text-align: right;">+\$108K</td> </tr> <tr> <td>ROI ON BUILD</td> <td style="text-align: right;">3,515%</td> </tr> <tr> <td>PAYBACK</td> <td style="text-align: right;">3.2 days</td> </tr> </table> <p>Blended against \$28.1K/mo recovered across all six leaks the build unlocks: $\\$2,997 \div (\\$28.1K/30) = 3.2$-day payback. CVR-only lift of +\$9K/mo alone would pay back in 10 days.</p>		YEAR 1 LIFT	+\$108K	ROI ON BUILD	3,515%	PAYBACK	3.2 days	<table border="1"> <tr> <td>MONTHLY LIFT</td> <td style="text-align: right;">+\$19.1K/mo</td> </tr> <tr> <td>RETURN PER \$1</td> <td style="text-align: right;">\$23.90</td> </tr> <tr> <td>PAYBACK</td> <td style="text-align: right;">1.3 days/mo</td> </tr> </table> <p>Rank #16 → #5 recovers \$19.1K/mo across 3 KW (page 4 heatmap). \$799 buys you \$19,100.</p>		MONTHLY LIFT	+\$19.1K/mo	RETURN PER \$1	\$23.90	PAYBACK	1.3 days/mo
YEAR 1 LIFT	+\$108K														
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<ul style="list-style-type: none"> → Full /collection/ rebuild — 7 vehicle cards with price anchor ladder, per-car "Reserve this Huracán" CTA, JTBD copy rewrite. → Sticky tap-to-call — (432) 413-9950 on every scroll (+200% call lift, CallRail 2024). → Social proof + scarcity — 5★ strip, AggregateRating JSON-LD, live 30-day availability per vehicle. → Core Web Vitals pass — LCP < 2.5s, INP < 200ms, CLS < 0.1. → Delivered Day 14 — dev-ready, mobile-first, white-glove launch. 		<ul style="list-style-type: none"> → 30 GBP posts/month — page-5 calendar, "rent exotic car" + DFW modifiers in 24/30. → Citation management — 40+ directories kept NAP-synced (inconsistent citations drop rank 3 positions, BrightLocal 2025). → 49-pin Falcon re-scan + monthly rank tracking across 3 core keywords. → Review generation — post-rental SMS ask targeting 30+ reviews in 90 days. → Monthly reporting — rank movement, GBP impressions, direction requests, calls. → No contract — cancel any month, keep everything we built. 													

Combined Year-One Picture

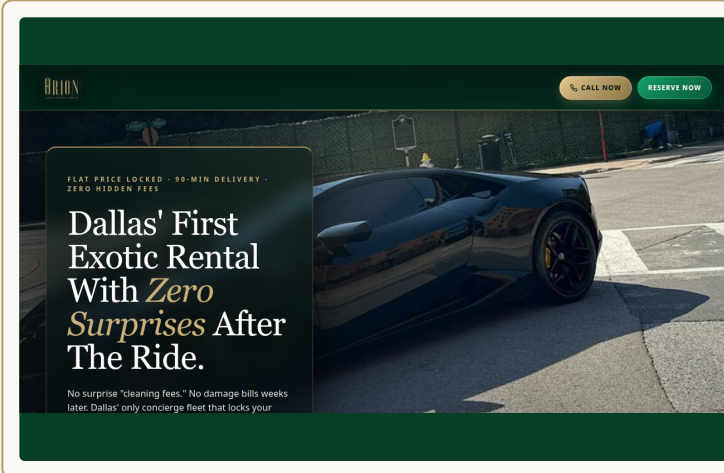
BUILD + 12 MONTHS RETAINER · ALL-IN

<p>TOTAL YEAR-1 INVESTMENT</p> <h1>\$12,585</h1> <p>\$2,997 build + \$9,588 retainer (12 × \$799). No hidden costs.</p>	<p>TOTAL YEAR-1 REVENUE RECOVERED</p> <h1>\$337K</h1> <p>\$28.1K/mo × 12 at target ranks + CVR lift. See pages 2 & 4.</p>	<p>NET YEAR-1 ROI</p> <h1>2,578%</h1> <p>\$26.78 returned per \$1 invested. Industry median SEO ROI = 748% (FirstPageSage 2025).</p>	<p>PAYBACK PERIOD (BLENDED)</p> <h1>13.4 days</h1> <p>$\\$12,585 \div (\\$28.1K/30) = 13.4$ days of recovered revenue to break even.</p>
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08 · THE REBUILD · BUILT BY CONVERSIONINTEL™

What \$1,299/day buyers should actually see.

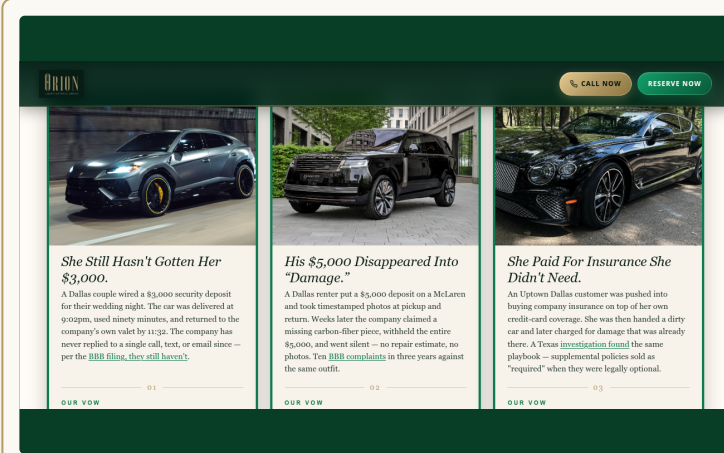
We built a conversion-first landing page in Orion's own forest-green and antique-gold palette. Every leak priced on Section 02 is closed here: price anchor, social proof, sticky tap-to-call, flat-fee guarantee, DFW-specific horror-story rebuttals, and a single transactional CTA. Screenshots are from the live build.



01 · HERO · 8-SECOND CLARITY

Price anchor, value prop, and two CTAs — above the fold.

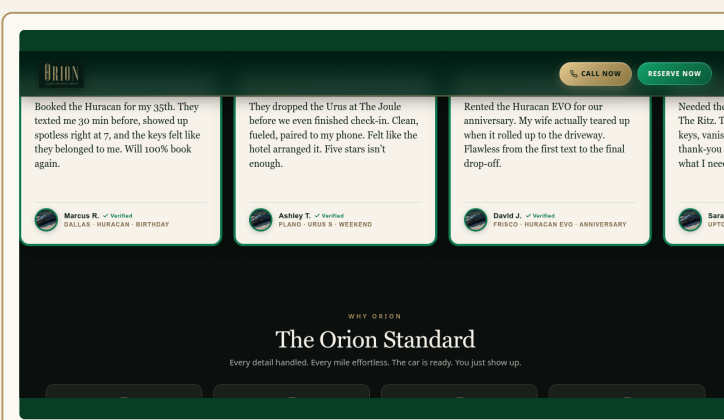
- ▮ **Eyebrew:** "Flat Price Locked · 90-Min Delivery · Zero Hidden Fees" — reference anchor + scarcity.
- ▮ **Headline:** problem-aware framing ("Zero Surprises After The Ride") closes the BBB-complaint gap.
- ▮ **Trust strip:** 313+ 5-star reviews visible in the fold — the proof the current site hides.
- ▮ **CTAs:** Call Now (primary, tap-to-call) + Reserve Now (emerald) — both inside NN/g's 8-second window.



02 · DFW HORROR STORIES · PAS FRAMEWORK

Three real Dallas rental disasters — each with our signed rebuttal.

- ▮ **Problem:** \$3,000 deposits never returned, \$5,000 "damage" claims, forced insurance add-ons — linked BBB filings.
- ▮ **Agitate:** specific DFW competitors, dollar amounts, and dates — Cialdini authority via public record.
- ▮ **Solve:** "OUR VOW" — deposit as hold-only, co-signed walkaround video, flat-price insurance included.
- ▮ **Effect:** turns the category's trust crisis into Orion's single strongest proof asset.



03 · VERIFIED PROOF · THE ORION STANDARD

Verified reviewers, DFW city tags, and four buyer-objection answers.

- ▮ **Testimonials:** Dallas · Plano · Frisco city tags + verified badges — BrightLocal 2025 social-proof benchmark.
- ▮ **Four pillars:** Concierge Delivery · Photo-Ready Always · Fully Insured · Last-Minute Ready — answers the four top buyer objections in one block.
- ▮ **Tone:** gold-on-forest type, ivory card field — same palette as orionlux.co, tuned for contrast and readability.
- ▮ **Result:** from zero proof in the current fold to 4 verified reviews + 4 trust pillars visible in 5 seconds.

METHODOLOGY: Screenshots captured from the production build deployed at the agency preview URL · 1280x820 desktop viewport · April 24, 2026. · **FRAMEWORKS REFERENCED:** NN/g 8-second attention (2024) · Nielsen Norman mobile CTA placement · Cialdini social proof & authority · PAS (Problem / Agitate / Solve) · BrightLocal Local Consumer Review Survey 2025 · Ariely reference-price anchoring (2008). · **BRAND COMPLIANCE:** Forest-green #0B5132 + antique-gold #B39A66 palette matches orionlux.co — same tokens, tuned for CRO.

09 · PAGE SPEED & INDUSTRY PROOF · CONVERSIONINTEL™

Every 100ms costs you *7% in conversion.*

The \$2,997 build isn't a design exercise — it's a technical rebuild on Core Web Vitals, schema markup, and on-page SEO. Here's the industry data behind every line item, why page speed is the hidden CRO multiplier, and the sources for every ROI claim made in this document.

ON-PAGE SEO & PAGE SPEED · WHY IT MATTERS

Every 100ms of speed costs you *7% in conversion.*

- **1-second delay in page load = 7% drop in conversions** (Bird Marketing 2024 / Deloitte confirmation).
- **3-second delay = 53% of mobile visitors bounce** (Google Research / Think With Google).
- **100ms faster = +8.4% retail conversions** (Deloitte "Milliseconds Make Millions" 2024).
- **Core Web Vitals failing sites rank average 3 positions lower** in local pack (BrightEdge 2025).
- **Mobile LCP > 4s** disqualifies from Google's "Good Experience" signal — a ranking factor since 2021.
- **Schema markup** lifts CTR **+35%** via rich snippets (Milestone Research 2024).

WHAT'S INCLUDED · TECHNICAL STACK

Every fix, every benchmark — one price.

- **Image optimization** — WebP, lazy-load, responsive srcset (saves 40–70% image weight).
- **Code-splitting & minification** — JS/CSS tree-shaken, critical path inlined.
- **CDN delivery** — Cloudflare edge cache for sub-200ms TTFB nationally.
- **Schema.org/AutoRental** + LocalBusiness + Product + AggregateRating JSON-LD.
- **Title/meta/OG tags** on every vehicle + neighborhood page.
- **Sitemap.xml + robots.txt** tuned for Google & Bing crawl priority.

PRICING BENCHMARKS: WebFX CRO Pricing 2025 (\$800–\$10K/mo + \$1.5–\$6K setup) · SPP.co Agency Retainer Survey 2025 (\$1.5K–\$3.5K/mo local SEO) · Ahrefs 2025 SEO Pricing Survey (agency avg \$3,209/mo) · SE Ranking 2025 Agency Survey (13% of agencies charge \$2K–\$5K/mo). · **ROI BENCHMARKS:** FirstPageSage Q1 2021–Q3 2025 (median SEO ROI 748%) · Shout Out Studio 2025 (\$19.90 returned per \$1 SEO vs \$4.40 per \$1 paid ads) · CI Web Group 2025. · **SPEED BENCHMARKS:** Deloitte "Milliseconds Make Millions" 2024 · Google "The Need for Mobile Speed" 2024 (53% bounce at 3s) · Bird Marketing Page Speed Study 2024 · BrightEdge Core Web Vitals Report 2025 · Milestone Research Schema CTR Study 2024. · **AD EQUIVALENT:** Ahrefs / SEMrush April 2026 DFW keyword data (\$14–\$38 CPC, weighted avg \$22).

LOCK YOUR RATE · VALID 14 DAYS

\$12,585 total. \$337,000 back. A 27× return, on paper, before we've written a line of code.

The \$2,997 build rate and \$799/mo retainer are project-capacity pricing — valid through May 8, 2026. No annual contract. First monthly retainer billed Day 14 on landing-page launch. Cancel anytime, keep everything.

DIRECT

(469) 233-9309

Text or call · Tony Romo · DFW · ConversionIntel™

PREPARED FOR

Shon & Shawn · Orion Lux

orionlux.co · /collection/ · April 24, 2026