FREE CHECKLIST + PROMPT · WORDSATSCALE

The Five-Check Niche Sheet

Run these five checks on a city **before you build** a grease trap site, or any niche where a city forces the purchase. The search strings and the prompt find the local rule and the approved hauler list.

Sioux City's own sheet lists **11 approved haulers, with phone numbers**. That's a call sheet the city already wrote.

1 Tick each check per city 2 Run the prompt with search 3 Call three haulers

1. The law

- [ ] Search **[city] FOG program** and open the city's own page.
- [ ] Write down the rule: pump every N days, or a percentage rule like 25% of the tank.
- [ ] Note who enforces it: water, wastewater, utility or health.
- [ ] Note what the inspector asks for: trip tickets, manifests, records on site.

2. The volume

- [ ] Pull **near me** and **[niche] [city]** volume in any keyword tool.
- [ ] City shows tiny or no volume? Plan a region or route page, not one city page.
- [ ] Would a few leads a month excite an operator? If not, skip the niche.

3. The city

- [ ] Search **[niche] [city]** yourself. Note the weakest site in the top 3.
- [ ] Count the reviews on the map pack leaders.
- [ ] List the plumbers, septic firms and franchises ranking. Competitors now, customers later.
- [ ] Check whether an AI Overview shows.

4. The buyer

- [ ] Search **[city] approved grease waste hauler list**.
- [ ] Copy every hauler into a call sheet: company, phone, website, on page one?
- [ ] No list? Find who runs ads in Google's Ads Transparency Center.
- [ ] Mark the national companies. They are the hardest to sell to.

5. The price and the call

- [ ] Call 3 haulers: **How do you get new restaurants right now?**
- [ ] Ask what a pump costs and what a restaurant is worth to them in a year.
- [ ] Ask how many more restaurants their route has room for.
- [ ] Price the rent as a share of that contract value. Then decide: go or no go.

SEARCH STRINGS: PASTE INTO GOOGLE, SWAP IN YOUR CITY ~22 words

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[city] FOG program
[city] grease interceptor ordinance
[city] grease trap pumping frequency
[city] approved grease waste hauler list
[city] licensed grease hauler
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COPY EVERYTHING IN THIS BOX ~242 words

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You are helping me check one US city before I build a grease trap cleaning rank and rent site. Many
cities force restaurants to pump their grease traps on a schedule. I want the exact local rule and the
list of approved haulers, from official sources only.

MY CITY: [e.g. Nashville, TN]
NEARBY CITIES TO COMPARE: [e.g. Murfreesboro, Clarksville]

Use web search. Never invent a rule, number, company or URL. If an official page does not say it,
write NOT FOUND.

STEP 1. FIND THE RULE. Run these searches:
- [city] FOG program
- [city] grease interceptor ordinance
- [city] grease trap pumping frequency
Return how often traps must be pumped (days, or a rule like 25 percent of the tank), the exact
sentence, and the official URL.

STEP 2. WHO ENFORCES IT. Name the department (water, wastewater, utility or health) and what an
inspector asks to see (trip tickets, manifests, records on site, yearly certification). Quote it and
link it.

STEP 3. FIND THE BUYERS. Run these searches:
- [city] approved grease waste hauler list
- [city] licensed grease hauler
Return a table: company, phone, website, source URL. Mark any national company.

STEP 4. COMPARE. Repeat steps 1 and 3 for my nearby cities. Keep it to one row each.

DELIVERABLE: one table, one row per city: rule, enforcer, what the inspector checks, number of
approved haulers, and GO or NO GO on one question: does this city publish its buyers?
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SearchGAP Method community
Rank a low-authority site fast, with live calls, rank-and-rent playbooks and custom SEO tools.
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CLAUDE SKILL
DataGap Method
Finds the data gap, checks it against Google, and builds the sourced article for you.
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Faceless Reviews Ninja
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ICP Keywords
Keywords scored against your ideal customer, mined from Reddit, YouTube comments and AI fan-out queries.
icpkeywords.com



Vlad Ivanov · WordsAtScale. From the video "Local Lead Generation Niche: Grease Trap Cleaning Pays $20 a Click on Google (The City Forces the Buyer)". Every free prompt and guide: **wordsatscale.com/free**. Disclosure: the products above are mine.