

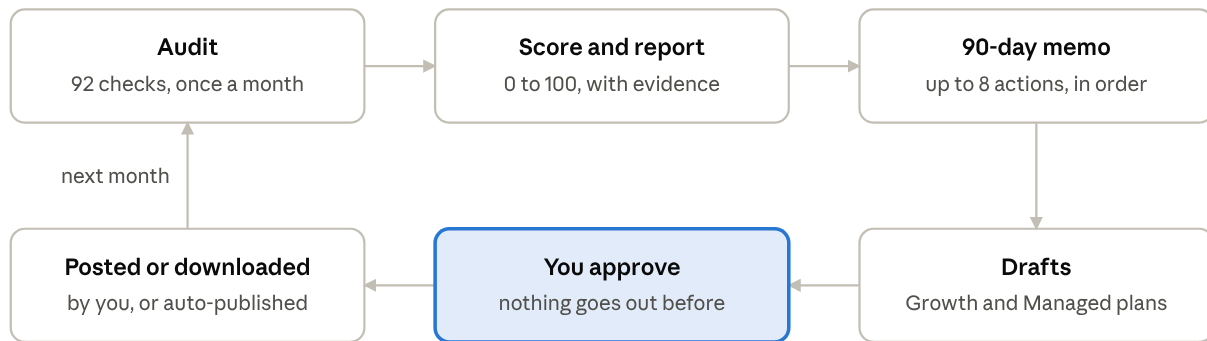
EchoPilot: A Plain-English Guide

What EchoPilot is

EchoPilot checks how a small business looks online and tells you, in plain language, what to fix first. It lives at echopilot.echorank360.com and is a sister product of Echorank360.

Every month it runs an audit of 92 checks across your website, Google listing, reviews, social profiles and AI visibility. It then writes a 90-day action plan (the "memo"). On higher plans it also drafts your social posts, Google Business updates and review replies. You approve every draft before anything goes out.

Every month EchoPilot measures, plans and drafts, and you approve



the monthly cycle · 6 steps

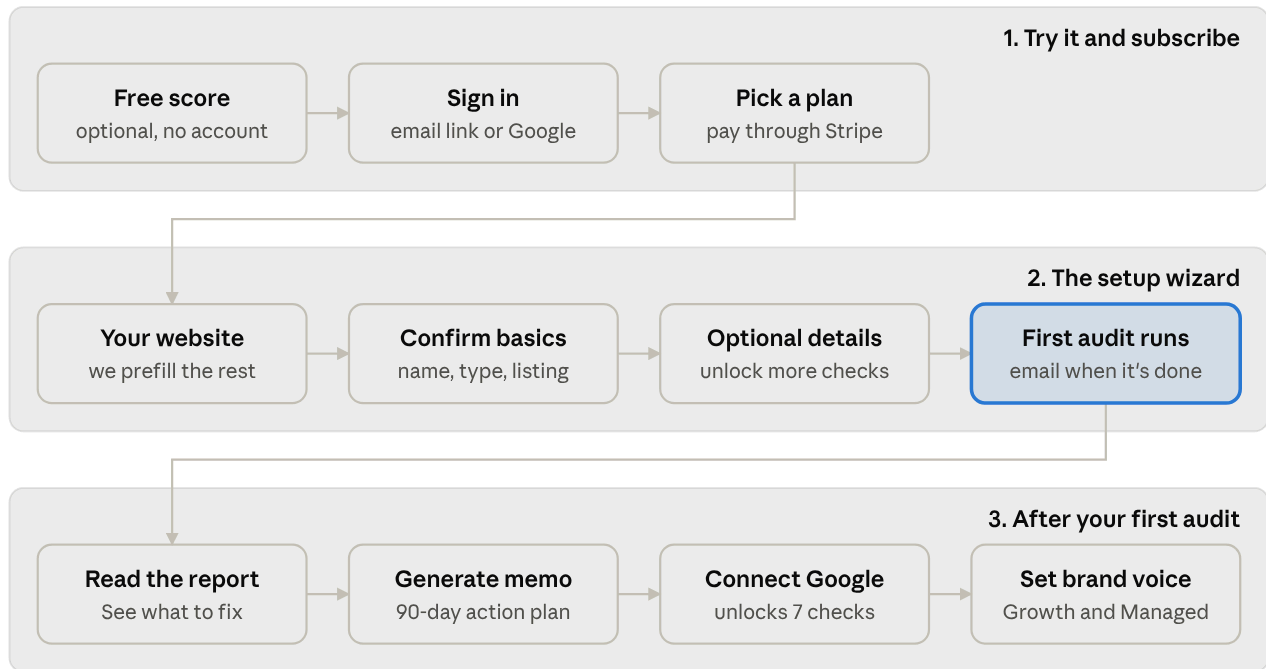
On the Audit plan the cycle stops at the memo; Growth and Managed add the drafting and approval steps.

EchoPilot never promises rankings, traffic, leads or revenue. It shows what is present, missing or broken, with the evidence for each finding.

Getting started, step by step

You can try it free in about three minutes, then subscribe to get the full monthly audit. Your first full audit starts the moment you finish setup.

From free score to first results in three stages



getting started · 3 stages, 11 steps

The numbered steps below walk through each box in order.

- 1. Try the free score (optional, no account).** Go to `/score`. Enter your website and an email address. In 1 to 3 minutes you get a score from 40 of the 92 checks, your top three fixes, and an emailed copy. You can download it as a PDF. Each internet connection gets 3 free scores a day, and a result is reused for 7 days.
- 2. Sign in.** Go to `/login`. Choose "Continue with Google" or type your email and click the link we send you. There are no passwords.
- 3. Pick a plan.** On `/pricing`, choose Audit, Growth or Managed, monthly or yearly. You pay through Stripe. Growth and Managed start with a 7-day free trial; your card is charged when the trial ends.
- 4. Step 1 of setup: your website.** The setup wizard (`/app/setup`) asks for your web address. EchoPilot reads your homepage, Contact and About pages, and looks up your Google listing. It fills in what it finds within about 12 seconds.
- 5. Step 2: confirm the basics.** Check the pre-filled fields. A small badge shows where each value came from, so you know what to double-check. Required: business name, kind of business (11 plain choices), city, country, and your Google listing. Pick the right listing card, paste a Google Maps link, or say you don't have one. Also set your time zone. Dates and post times use it, and New York time is used if you leave it blank.

6. **Step 3: optional details.** Add your social accounts, main service, typical customer spend, ad budget, newsletter habits and whether Google Search Console is set up. Each group says which checks it unlocks. Blank answers just mark those checks "not assessable"; you can add them later.
7. **Step 4: your first audit runs.** Saving the business starts the audit. A progress screen shows each stage. When it finishes, everyone on the account gets an "audit ready" email with the score and a link.
8. **Read your report and memo.** Open the report from the dashboard (/app). Start with "See what to fix". The 90-day memo follows on its own after scheduled audits; after this first run, click "Generate memo" on the dashboard.
9. **Connect Google Business Profile (recommended).** Go to Integrations and click "Connect Google Business Profile". This unlocks 7 more checks. EchoPilot only reads your profile. Google hasn't approved EchoPilot's access yet, so for now the card shows "Waiting on Google" and those checks stay "not assessable". Importing your reviews (see Reviews below) covers some of them in the meantime.
10. **On Growth or Managed: set your brand voice.** Visit /app/voice to adjust tone, emoji use, words to avoid and competitors never to mention. Your first month of post drafts then appears under Content.

The wizard saves your progress after every step for 14 days, so you can stop and pick up on another device. To change details later, use /app/business/edit.

Plans and prices

There are three plans, priced in US dollars before tax. Paying yearly saves 20%. Each subscription covers one business.

	Audit	Growth	Managed
Monthly price	\$99	\$299	\$499
Yearly price	\$950	\$2,870	\$4,790
Free trial	None (14-day money-back guarantee instead)	7 days	7 days
Scheduled audit	1 a month	1 a month	1 a month

	Audit	Growth	Managed
Extra "Run audit now"	1 a month	2 a month	Up to 30 a month
90-day memo	Yes	Yes	Yes
AI visibility check	Yes	Yes, plus AI answer checks	Yes, plus weekly benchmark vs competitors
Drafted social posts	None	12 a month, 2 channels	24 a month, 4 channels
Google Business update drafts	None	None	4 a month
Review reply drafts	None	None	Yes
Browser extension fills Google for you	No	No	Yes
Competitor watch and market reports	No	No	Yes, up to 5 competitors
Telegram alerts and webhooks	No	No	Yes

Every plan allows at most one extra audit per 24 hours. The channels for posts come from Facebook, Instagram, LinkedIn, X and Google Business; EchoPilot picks the ones that suit your business and says why. Managed can also publish approved posts automatically to Facebook and LinkedIn. That works today, but the pricing page may still call it "Arriving later" until its update is deployed.

Features, explained

The monthly audit

The audit runs 92 checks in 10 areas: website foundation, technical SEO, local presence, reviews and reputation, social media, conversion (how visitors contact you), content and email, analytics and ads, brand consistency, and AI visibility. Each check passes, partly passes, or fails, and shows the evidence it found plus a one-line fix.

Some checks can't be judged, for example when you haven't connected Google. Those are marked "not assessable" with the reason. They are left out of the score and never counted as failures.

Three "gating" checks run first. If one fails, your overall score is capped at 40 until it's fixed. The report shows what the score would be without the cap.

Your score

Scores run from 0 to 100: green at 75 and up, gold from 50 to 74, red below 50. Each area has its own bar. Small arrows show the change since your last audit.

The dashboard (/app)

The dashboard reads top to bottom. Health is your current score, Change is how it moved, Next moves lists up to three things to do now, then Progress and Recent audits. From here you can "Run audit now", "Generate memo", and see the date of the next scheduled audit. A progress report PDF is one click away.

The 90-day memo

After each scheduled audit, EchoPilot writes a plain-language plan. It has a summary, up to 8 top actions (each with why, steps, effort and the week to do it), quick wins and a watchlist. You tick actions off as done or dismiss them. The memo arrives by email and downloads as a PDF. If its wording needs a human check first, it shows "in review" until released.

Sharing and PDFs

Every report downloads as a PDF. You can also create a public "scores only" link (/r/...) to send to a web designer or partner. It hides the evidence and memo, and you can revoke it any time. Copy the link when it appears; it's shown once.

AI visibility (by Echorank)

Every audit checks whether AI crawlers such as GPTBot, ClaudeBot and PerplexityBot are allowed to read your site, and whether your text is readable without JavaScript. Growth and Managed also ask Claude 3 questions about your service and city to see whether it names your business. Managed adds a weekly comparison against your competitors.

Google Business Profile

Without a connection, EchoPilot reads public data about your listing (categories, rating, review count, hours, photos). Connecting under Integrations unlocks 7 more checks, such as recent posts, Q&A, services and how fast you answer reviews. EchoPilot only reads; it never posts through this connection. If the connection expires, you get one email asking you to reconnect.

Status today: Google has not yet approved EchoPilot's access to the Business Profile API. A connected profile therefore shows "Waiting on Google", and the 7 checks stay not assessable until Google says yes. Nothing on your side needs fixing.

Reviews (Managed)

Bring in your existing reviews four ways: the browser extension, a CSV file, Google Takeout, or the Google connection. Imported reviews appear under Reviews (/app/reviews), each with a reply draft to approve. They also let the review checks score you before Google grants full access.

The browser extension (Managed)

The extension works in Chrome, Edge, Brave, Opera and Vivaldi. Install it from Integrations → Browser extension, create a key (it starts with ep_ext_ and is shown once) and paste it into the extension's Settings. A green dot means it's connected.

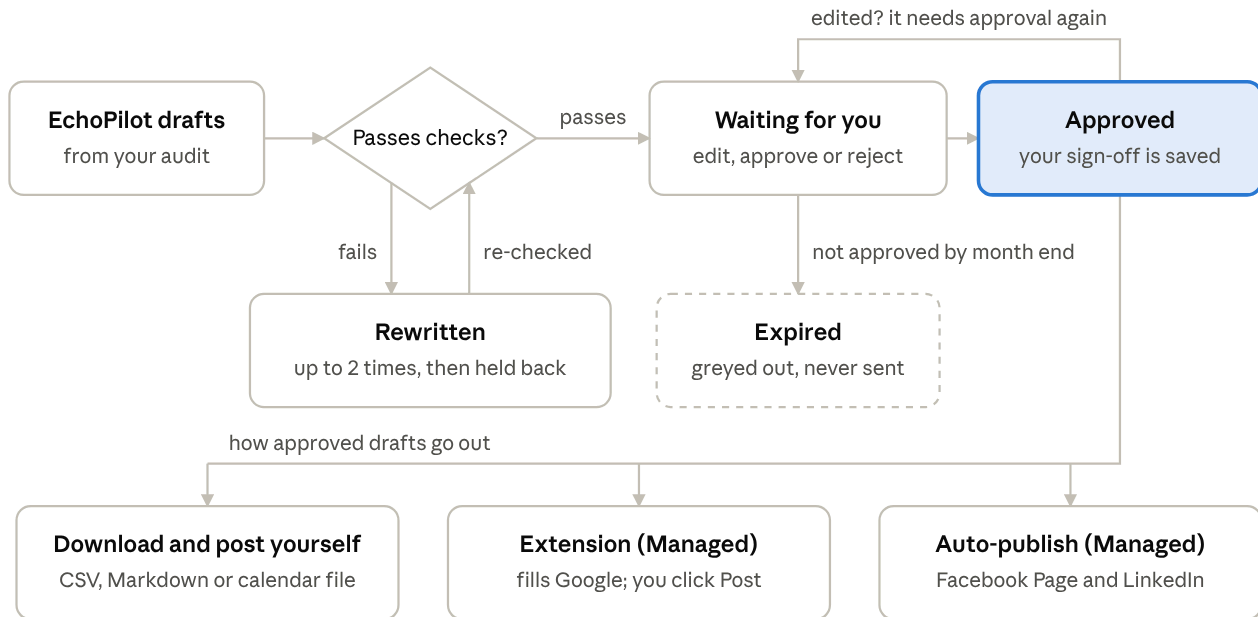
- **To import reviews:** open your business's own listing on Google Maps (not a search results page), scroll to load reviews, click the EchoPilot button, then "Scan & Import Reviews". Re-scanning is safe; duplicates are skipped.
- **To post replies and updates:** sign in as the listing's manager, open the EchoPilot button's Queue tab, and click "Fill reply" or "Fill update". The approved text appears in Google's box. You read it and click Post yourself.

Content drafts (Growth and Managed)

Each month EchoPilot drafts your posts from what your audit found, in your brand voice. Next month's drafts arrive a week early. Each draft shows the channel, suggested date, hashtags, a photo idea and alt text. You can edit, approve, reject, or "Approve all".

Every draft is checked before you see it: no promised results, no invented facts, no competitor names, no medical, legal or financial claims, no engagement bait, and nothing too similar to the last 90 days. Links must work. A draft that keeps failing is held back.

Only drafts you approve ever leave EchoPilot



draft approval flow · 1 check, 3 ways out

A draft reaches you only after it passes the checks, and it leaves only after you approve it.

Download approved posts on `/app/content` as Markdown, CSV or a calendar file (.ics), or use the copy button on each draft. Drafts not approved by month-end expire and turn grey.

Google Business updates (Managed)

Four update drafts a month appear on `/app/posts`. Approve them, then post them with the browser extension.

Brand voice (`/app/voice`)

EchoPilot first learns your voice from your website. You can change the tone, sentence length, emoji use (none, sparing or free), words to keep or avoid, topics, and how you ask people to act. This page also holds the list of competitors a draft must never name.

Research (Managed)

EchoPilot finds up to 5 local competitors from search results; you can remove or add them at `/app/research/competitors`. It then sends:

- a **weekly competitor watch** on Mondays: what changed on their public websites;

- a **monthly market report** on the first Monday;
- a **review sentiment digest** every other week.

Each claim in a brief links to the stored reading it comes from. Briefs are on </app/research> and download as PDF. EchoPilot does not scrape social media.

Social publishing (Managed)

Managed can post approved drafts automatically to a Facebook Page and LinkedIn. This has been live since Oct 7, 2026, through a posting partner called Zernio. Instagram, X and TikTok can't be connected yet.

1. Go to Integrations → Publishing channels and click Connect next to Facebook or LinkedIn.
2. Facebook asks you to approve "Social Media Connector", the app Zernio uses. Choose "Opt in to current Pages only" and tick only the Page you want posts to go to.
3. Approve a draft on </app/content>. It's scheduled for 10:00 on its suggested date, in your business's time zone. If that time has already passed, it posts right away.
4. Each draft then shows "Scheduled for ...", "Posted" with a link, or "Failed" with the reason. Use "Change time" or "Cancel scheduling" to adjust it.

Editing or rejecting a scheduled draft cancels it, and so does disconnecting the account. Channels you haven't connected show "Manual", so you download and post those yourself. LinkedIn refuses text it has seen before, so a repeated post fails there.

Notifications and webhooks

You get emails when an audit, memo, drafts or brief is ready, plus a reminder 3 days before month-end if drafts are waiting. On Managed you can also link Telegram and turn each brief type on or off at </app/settings/notifications>. Developers can add up to 3 signed webhook endpoints at </app/settings/webhooks>, for events like `audit.completed`, `score.changed`, `review.negative` and `drafts.ready`.

Free tools (no account)

</tools> offers eight free tools: meta tag checker, meta description generator, robots.txt, sitemap.xml and schema generators, UTM builder, AI draft editor and llms.txt generator. Help articles live at </kb>, and a 2-minute video is at </how-it-works>.

Billing: trial, pause, cancel, delete

Everything is one click on </app/billing>, with no retention offers. "Manage billing" opens Stripe for your card, invoices and plan changes.

Action	What happens
Free trial (Growth, Managed)	7 days, one per account. Audits, memos, drafting and approving all work. Downloads and the extension queue open after the first paid invoice. A trial is not covered by the money-back guarantee.
Money-back guarantee (Audit)	14 days on the first payment.
Pause (30 days)	No charge. Audits and memos stop; your history stays visible. Billing resumes by itself 30 days after the paid period, or click "Resume now".
Cancel at end of period	Audits continue until the paid period ends. "Keep my subscription" undoes it. Your data is kept 30 days, then deleted; your sign-in stays.
Failed payment	You get an email and 7 days of grace while audits keep running. Click "Update card".
Delete account	Type DELETE and click "Delete my account". Cancels billing now and erases everything at once. It can't be undone.

Cancelling does not refund the current period. Removing a business from the dashboard only hides it; its history is kept.

Limits and what isn't live yet

- **One business per subscription.** A second business needs its own account.
- **Nothing is posted without you.** Every draft needs your approval, and approval can't be turned off. Editing an approved draft means approving it again.
- **Automatic publishing covers Facebook Pages and LinkedIn only, on Managed. For other channels you download approved posts and post them yourself.**
- **Posting to Google through its API waits on Google's approval.** The browser extension fills the text in for you until then.

- **The extension imports Google reviews only.** For Facebook or Trustpilot reviews, use a CSV file.
- **Duplicate Google listings aren't checked,** and photo-age checks can only partly pass without a Google connection.
- **Region limits.** Paid sign-up and audits are unavailable in some territories listed in the terms. The free score works everywhere.
- **The site crawler is polite.** It reads up to 60 pages per audit, one request per second, and respects robots.txt. It identifies itself as EchoRankBot.
- **Data retention.** Free-score results last 7 days. Audit logs and free-score records are deleted after 90 days. After cancelling, business data is deleted after 30 days.