

# THE START UP

A micro sitcom  
for  
a digital age

by Jim Kinloch



# Episode 1

In this episode

## The Entrepreneur Meets Angry SEO Guy



SCENE 1:

OFFICE OF AN ESTABLISHED SEO AGENCY, IN A CONVERTED BARN. VEGAN WATER IS ON TAP



**MARY:**

So I want to be number one in Google for 'cake.'

**DAVE:**



Pardon, did you say 'cake?'



**MARY:**

That's right. That's how SEO works doesn't it? We choose the word and then you make us number one in Google.

**DAVE:**



No. It does not work like that. We have to look for keywords with intent, in fact do a lot of research, then create content...



**MARY:**

All I want is 'cake.'



**DAVE:**



Well it doesn't...work like...



**MARY:**

Come on Dave. Of course, you can do it!

**DAVE:**



What sort of cake?



**MARY:**

All of them.

**DAVE:**



Well you'll have to narrow it down. You can't dominate the SERPs, sorry Search Engine Results Page...




**MARY:**

Is that Google?



**DAVE:**   
WELL! [HE SIGHS DEEPLY] Yes SERPs  
means Google.

 **MARY:**  
Why didn't you say?

**DAVE:**   
I just did! Let me...start again.  
What is your start up business?

 **MARY:**  
Mainly cake.

DAVE GETS UP AND POURS SOME VEGAN WATER

**DAVE:**   
Water?





**MARY:**

No. Just cake.

DAVE SETS A GLASS NEXT TO MARY

**DAVE:**

Your business is?



**MARY:**

O' I see what you mean. This one?

**DAVE:**

You have more than one start up?



**MARY:**

Seven this week. This one is cake for bodybuilders.

**DAVE:**

Bodybuilders?





**MARY:**

It has protein powder in it. How long before we are number one?

**DAVE:**

For cake?



**MARY:**

Yes. One week? We also need ten thousand views a day. It's in my business plan.

**DAVE:**

Have you any idea? For ffff, f...




**MARY:**


O' yes. We have all the main flavours, chocolate, carrot, Champagne...

DAVE ABRUPTLY STANDS UP




**DAVE:**   
I...HAVE...TO...VENT!


 **MARY:**  
Is that an SEO term?

**DAVE:**   
NO IT IS NOT AN SEO TERM! Deep breath.  
I'm alright. I'm alright.  
Happy place, bunnies, kittens, puppies...

DAVE STANDS AT A WINDOW TWITCHING

 **MARY:**  
OK. Perhaps, er nine thousand a day.

**DAVE:**   
No problem..

 **MARY:**  
[GETTING UP TO LEAVE] That's better!  
I look forward to working with you loads  
See you tomorrow! Have to dash. Having a  
Pilates picnic with the girls.





MARY EXITS WITH A CHEERY WAVE

DAVE REACHES INTO A POCKET AND  
TAKES OUT AN IPHONE

**DAVE:**  
[INTO PHONE] Police? I'd like to report  
a murder.



When?

Tomorrow.

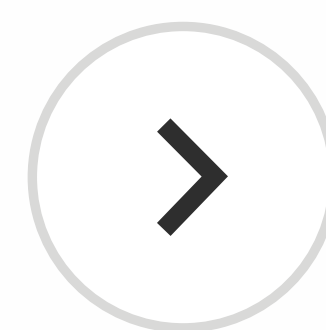
[A BEAT]

Yes Mum it's me.

[A BEAT]

Yes Mum. One of those days.

END OF EPISODE



# TITLES ROLL

Written  
by  
Jim KInloch



Conversion Detectives is a full service digital marketing agency. We create strategy, tactics and actions backed with top notch creative and original content.

w: [conversiondetectives.com](http://conversiondetectives.com)  
e: [hello@conversiondetectives.com](mailto:hello@conversiondetectives.com)  
t: +44(0)1707 594 596