



# IRONCLAD

RESTORATION MARKETING

SEO | PPC | WEB DESIGN | SOCIAL

Our Mission is  
to Triple the Sales

of 1,000

Restoration Contractors




# Let the journey begin!

First and foremost, I would like to take this time to thank you for considering Ironclad Restoration Marketing as your marketing partner.

As one of the Nation's only Restoration Industry specific marketing companies, you can be confident that Ironclad Restoration Marketing's Teams have the skills and experience to understand the digital marketing potential for your industry.

We are a team of creative, passionate individuals who have helped hundreds of Restoration Businesses across the U.S. grow and thrive. Our mission is to triple the sales of 1,000 Restoration companies, and we're working hard to see your name on that list.

Benjamin Ricciardi  
CEO -Ironclad Restoration Marketing



Are you ready to get started?



# Partner Services ADVANCED SEO

The visibility of your website in the search engines organic results pages is essential for any business selling products or providing services. Ironclad's advanced SEO services are designed to cover both on page optimization with the meta-tags and also the off page optimization with the backlinks and social signals to get you the maximum organic search engine visibility with the goal getting your keywords to the 1st page of the major search engines.

## ADVANCED SEO INCLUDES:

- **Optimized service area landing pages:** Designed to increase the client's visibility in the search engines for their service area and priority services. This includes info relevant to the specific city/town, Google Map embed, on-page optimization which is done on an ongoing basis. We'll target the top 10 cities within each territory, then expand beyond that once we get 1st page rankings.
  - On page optimization to include meta-tags, H1 headers, linking and priority keywords.
  - Optimize with the proper keywords, content, internal links, external links, meta-tags, URL and image optimization/alt-tags.
- Add Core Service Landing Pages for main location
- **Optimized service satellite pages**
  - Create separate service area specific service pages.
- **Citations:** The main purpose of directories is to help give the clients website more authority. Submission to the top citations including Apple Maps, Bing, Houzz, Manta, Next Door, Merchant Circle, etc

## FEES

**\$500 SETUP | \$750/MONTH**

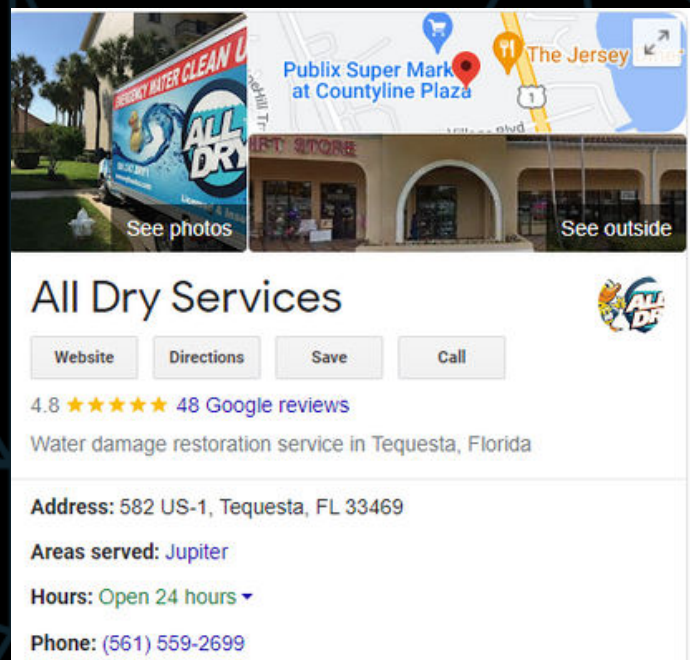


# Partner Services

## GOOGLE BUSINESS PROFILE MANAGEMENT

Google Business Profile is one of the most important channels for any local service-based company. A properly managed and optimized Google Business Profile helps increase maps rankings, organic rankings, traffic to your website and conversions into calls. With their new messaging features, customers can interact directly with you from their app. Ironclad will set up, optimize, & manage this to get you the best possible placement in the maps section and accelerate your organic rankings. This includes optimizing the account with posts, photos and linking to your website.

- **Posts:** Ironclad will post content designed to increase your visibility for your priority services and service area. These posts will include links to the client's website.
- **Profile optimization**
- **Profile management**



## FEES

\$500 SETUP

\$750/MONTH - ADVANCED | \$500/MONTH - BASIC



# Partner Services

## GOOGLE ADS MANAGEMENT

Our Google Ads Management program is a “fully managed” program that is designed to get you targeted traffic fast. Results are instant because Google will display your ads quickly. This program includes everything from the account set up to keyword bid management. It is designed to do all the heavy lifting for you so that you can focus on doing what you do best which is running your business and we can do what we do best which is driving targeted traffic to your website.

### Includes:

- **Keyword Research:** Detailed keyword research to find the keyword phrases that your best prospects would search for in Google. We utilize the best tools including SpyFu, Google Ad Planner and more.
- **Negative Keywords:** Add all the negative keywords that we’ve acquired over the years to keep the campaigns as targeted as possible.
- **Optimized Google setting:** Default settings with Google campaigns can often be very inefficient and often waste huge dollars. We have found a strong combination of settings that work the best.
- **Ad Writing:** Google is in the process of phasing out Expanded Text ads and moving exclusively to Responsive Search Ads at least for the text ad portion. We are currently building campaigns with Responsive Search Ads with primary keywords pinned to the Headline 1 and testing different call to actions or offers pinned to Headline 2.
- **Google Ad Extensions:** These improve click through rates on the ads and extend the size of the ads without adding to the cost.
- **Click Fraud Protection:** We will set up a pixel on your website for fraud protection so that competitors and bots can’t waste your advertising budget.

### Monthly Management and Optimization Includes:

- **Optimizing bids and ad positions to get as many qualified visitors to the site as possible within the target budget**
- **Evaluating the potential success rate of transitioning from manual bidding to one of the Google automated or assisted strategies**
- **Evaluating the optimal time to transition to one of the Google automated or assisted strategies**
- **Split testing ads to maximize leads**
- **Reviewing search terms for additional negative keywords & phrase match keywords to add**
- **Reviewing and optimizing Display Network Placements and ads**
- **Focus on optimizing quality and number of leads**
- **Optimizing ad extensions**
- **Implementation of new Google features and settings that fit the objectives of your account**

## FEEES

**\$250 SETUP | \$500/MONTH**

**\*\*\*FEE DOES NOT INCLUDE AD SPEND WHICH IS PAID DIRECT TO GOOGLE BY THE CLIENT.**



# Partner Packages

**Save money by combining services. Ironclad's packages are custom made for All Dry Franchises to accelerate their growth and help them dominate their service areas. Take a look at the table below for your custom All Dry Marketing options.**

## DIGITAL DOMINATOR BASIC

Help boost your rankings by increasing your visibility on Google's 1st page including organic, maps and ads section

### PACKAGE INCLUDES

#### ADVANCED SEO

- Create separate optimized satellite city landing pages for priority service area
- Create optimized service X city satellite pages per service area

#### GOOGLE ADS MANAGEMENT

#### GOOGLE BUSINESS PROFILE OPTIMIZATION

**\$500 SETUP**  
**\$1,000/MONTH**

**\$250/MONTH SAVINGS!**

## DIGITAL DOMINATOR GOLD

Ironclad's most aggressive package. Dominate your entire service area and save over \$500/month on services.

### PACKAGE INCLUDES

#### ADVANCED SEO PLUS

- Create separate optimized satellite city landing pages for priority service area
- Create optimized service X city satellite pages per service area
- increased citations

#### GOOGLE ADS MANAGEMENT

#### GOOGLE BUSINESS PROFILE OPTIMIZATION

#### ADVANCED GOOGLE BUSINESS PROFILE MANAGEMENT

- create up to 6 optimized GBP posts/month.
- ongoing advanced optimization
- Link to relevant service/city pages on website

**\$500 SETUP**  
**\$1,500/MONTH**

**\$500/MONTH SAVINGS!**



## DIGITAL DOMINATOR SILVER

Help boost your rankings by increasing your visibility on Google's 1st page including organic, maps and ads section

### PACKAGE INCLUDES

#### ADVANCED SEO

- Create separate optimized satellite city landing pages for priority service area
- Create optimized service X city satellite pages per service area

#### GOOGLE ADS MANAGEMENT

#### BASIC GOOGLE BUSINESS PROFILE OPTIMIZATION

#### BASIC GOOGLE BUSINESS PROFILE MANAGEMENT

- create 2 optimized GBP posts/month.
- Link to relevant service/city pages on website

**\$500 SETUP**  
**\$1,250/MONTH**  
**\$350/MONTH SAVINGS!**



# Partner à la carte Pricing

## **BASIC GOOGLE BUSINESS PROFILE MANAGEMENT**

**\$250 SETUP | \$400/MONTH**

- Setup/Optimize page for best results.
- Posts: Create up to 2 optimized posts per month (based off keyword/service area priority and need) link to corporate website, relevant satellite page(if applicable), & relevant service page (if applicable).
- Optimize posts for maps rankings
- Ongoing optimization

## **ADVANCED GOOGLE BUSINESS PROFILE MANAGEMENT**

**\$250 SETUP | \$500/MONTH**

- Setup/Optimize page for best results.
- Posts: Create up to 4 optimized posts per month (based off keyword/service area priority and need) link to corporate website, relevant satellite page(if applicable), & relevant service page (if applicable).
- Optimize posts for maps rankings
- Ongoing optimization

## **ADVANCED SEARCH ENGINE OPTIMIZATION**

**\$500 SETUP | \$750/MONTH**

- Create separate optimized satellite city landing pages for priority service area
- Create optimized service X city satellite pages per service area
- Advanced backlink
- Citation building

## **GOOGLE ADS MANAGEMENT**

**\$250 SETUP | \$650/MONTH**

- Keyword Research
- Negative Keywords
- Optimized Google setting
- Ad Writing
- Google Ad Extensions
- Click Fraud Protection

# The Ironclad Restoration Marketing Digital Omnipresence Method

