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?

# The Ironclad Restoration Marketing Digital Omnipresence Method

www.IroncladRestorationMarketing.com | 855-921-2384

# Partner Services
# LOCAL SEARCH EXPANSION

**The visibility of your website in the search engines organic results pages is essential for any business selling products or providing services. Ironclad's local search expansion services are designed to get you the maximum organic search engine visibility in your entire service area. This program is built to supplement the extensive SEO services which have already been implemented by ADS to establish a massive digital footprint for your business and drive more sales through organic search. a**

## LOCAL SEARCH EXPANSION INCLUDES:

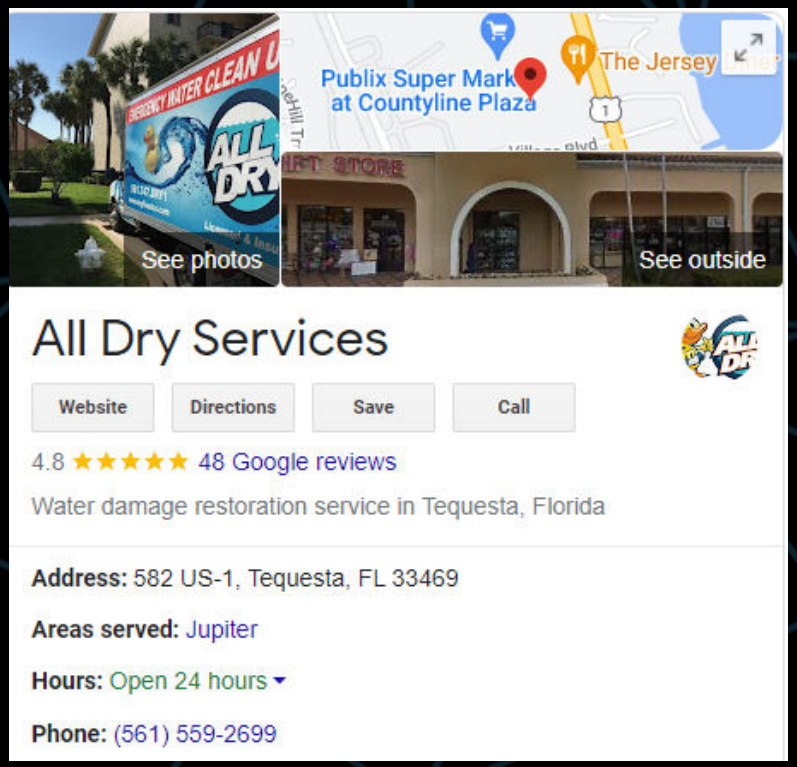
- **Additional optimized landing pages.** Designed to increase your visibility and page one rankings for your entire coverage. This includes city/town indicators, Google Map embeds, and ongoing on-page optimization . We'll target the top 10 cities within each territory, then expand beyond that once we get 1st page rankings.
- Add Core Service Landing Pages for your Mini Site. These keyword rich landing pages aim to target your priority services built within in your main location's mini site
- **Optimized service satellite pages:** Ironclad will create separate service pages for each of your priority towns/cities within your coverage area.
- **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

# 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**



# 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.**

# Partner Services
## GOOGLE ADS MANAGEMENT

**WHAT WE DO**

- **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.

# Partner Services
## GOOGLE ADS MANAGEMENT

**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.

# Partner à la carte Pricing

## GOOGLE BUSINESS PROFILE MANAGEMENT
## $250 SETUP | $500/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

## LOCAL EXPANSION SERVICES
## $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

# 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**

### LOCAL EXPANSION

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

### GOOGLE BUSINESS PROFILE OPTIMIZATION

### GOOGLE BUSINESS PROFILE MANAGEMENT

**$500 SETUP**
**$1,050/MONTH**
**$200/MONTH SAVINGS!**

## DIGITAL DOMINATOR GOLD

Ironclad's most aggressive package. Dominate your entire service area and save over $350/month on services.

**PACKAGE INCLUDES**

### LOCAL EXPANSION

- 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

### GOOGLE BUSINESS PROFILE MANAGEMENT

- create monthly optimized Google Business Posts.
- ongoing advanced optimization
- Link to relevant service/city pages on website

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

BEST SELLER

## DIGITAL DOMINATOR SILVER

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

**PACKAGE INCLUDES**

### LOCAL EXPANSION

- 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

### 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!**

# Ready to Get Started?

855-976-3759

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