



IRONCLAD
RESTORATION MARKETING



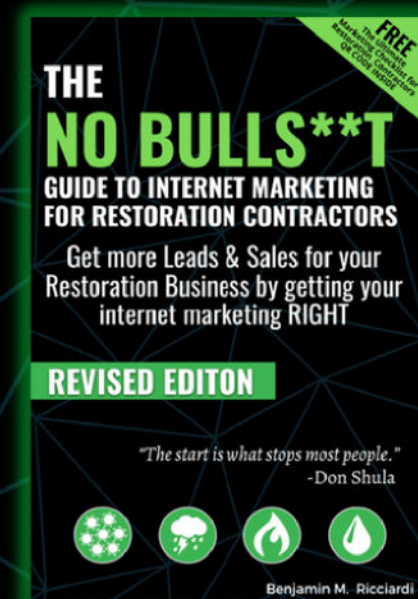
**USING THE
OMNIPRESENCE METHOD**
TO MAXIMIZE THE FLOW OF LEADS FOR YOUR RESTORATION BUSINESS

WHO WE ARE

BENJAMIN RICCIARDI



- **Founder of Ironclad Restoration Marketing**
- **Author of "The No Bulls**T Guide to Internet Marketing for Restoration Contractors"**
- **Host of The Restoration Rundown Podcast**
- **Speaker at Industry events and trade shows**
- **Monthly contributor to R&R Magazine**
- **Contributor to C&R Magazine**



IRONCLAD RESTORATION MARKETING'S DIGITAL OMNIPRESENCE METHOD

for the maximum flow of leads for your Restoration Business



Don't put all of your eggs into one basket, there are tons of digital marketing options out there, use them ALL start with the basics:

- Website
- SEO
- GBP
- PPC
- Social media
- LinkedIn
- YouTube

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for the maximum flow of leads for your Restoration Business



In today's market, most of our attention is online, and visibility is key. Just about every buying decision flows through a cell phone or a computer, which presents a lot of great opportunities for businesses that want to connect with their target consumers. But you do not want to limit yourselves to just online channels, you gotta spread those eggs around even more.

REMEMBER, IT TAKES A MINIMUM OF 7 IMPRESSIONS FOR SOMEONE TO MAKE A BUYING DECISION, SO JUST LEVERAGING SEO AND PPC WON'T CUT IT - YOU NEED TO BE OMNIPRESENT.

When someone needs to find a Restoration Contractor or cleaning business, they turn to where 99% of people turn to, Google. Having page 1 placement is crucial.

Dominate the search engines

Google water damage restoration chicago il

Results for Chicago, IL - Choose area

Ads - Water Damage Service Providers [Chicago]

Water Mold Fire...	Super Restoration	Roto-Rooter Water...
GOOGLE GUARANTEED 4.8 ★★★★★ (152) 19 years in business Open 24/7	GOOGLE GUARANTEED 5.0 ★★★★★ (98) 26 years in business Open 24/7	GOOGLE GUARANTEED 4.8 ★★★★★ (1,304) 96 years in business Open 24/7

→ More water damage service providers in Chicago

Ad - https://www.911for.com/water-damage/remediation
Water Damage Restoration - Emergency Water Damage Repair
Full-Service Water Damage Clean-Up & Restoration Company. Call For A Quote. We Work Fast! Commercial & Residential Water Damage Repair & Cleanup Services. State Licensed...
Water Damage Restoration · Fire Damage Restoration · Mold Remediation

Ad - https://www.homesteadchicagoand.com/chicago
Water Damage Restoration - Chicago
Restoration, repair, cleanup, extraction, mitigation, remediation services. 24/7 emergency...

Ad - https://www.wedryus.com/water_damage/southeast_il
Water Damage Remediation - Water Damage Clean-Up Service
WedryUSA is a Full-Service Disaster Clean-up and Restoration Company. Get a Quote. We...

Businesses

Water Mold Fire Restoration of Chicago
4.8 ★★★★★ (152) Water damage restoration service
19 years in business - (773) 674-9814
Open 24 hours
Online estimates

HydroForce Cleaning & Restoration
4.8 ★★★★★ (90) Water damage restoration se...
3+ years in business - Chicago, IL - (800) 484-0402
Open 24 hours
On-site services

Multi-Water Water Damage Restoration
4.7 ★★★★★ (24) Water damage restoration se...
15+ years in business - Chicago, IL - (773) 925-7000
Open 24 hours
"We work based on how deep damages which were about to happen"

More businesses →

Organic Search Traffic (SEO)

Best Water Damage Restoration near me in Chicago, IL - Yelp
Best Water Damage Restoration near me in Chicago, IL : 7.2 mi. 26 reviews - (877) 651-4654 ;
10.1 mi. 43 reviews - (780) 716-5161 ; 12.5 mi. 16 reviews - (847) 963-...

What are some highly rated businesses for damage restoration in Chicago, IL?

What are some businesses with a large number of reviews for damage restoration in Chicago, IL?

https://chicagowaterandfire.com
Chicago Water & Fire Restoration: Emergency Restoration
Chicagoland's #1 cleanup and repair company - We're Open 24/7! Call Now! Your Satisfaction is Our Top Priority! Call 1-800-597-6911 Today for a Free Assessment!
Services · Careers · Reviews · Water Damage

People also ask

How much does it cost to repair a water damaged wall?

How do you solve a water damage repair and restoration issue?

What does Chicago water and fire Restoration do?

What is the biggest restoration company?

https://www.angi.com ... IL, Chicago
Top 10 Best Water Damage Restoration in Chicago, IL | Angi
Nov 3, 2022 — Water Damage Restoration Services in Chicago : ZeroMold of Chicagoland, N/A;
Restoration 1, 5.0 (5); BlackRock Environmental, 5.9 (6); Chicago ...
★★★★★ Rating: 4.4 - 45,472 reviews

https://www.servpro.com ... locations ... IL · Chicago-rest...
Chicago Restoration and Cleaning Services - Servpro
Chicago's professional residential and commercial restoration for water removal, and water fire-mold-storm damage repair - SERVPRO.

THE GOOGLE LEGEND

3 MAIN COMPONENTS

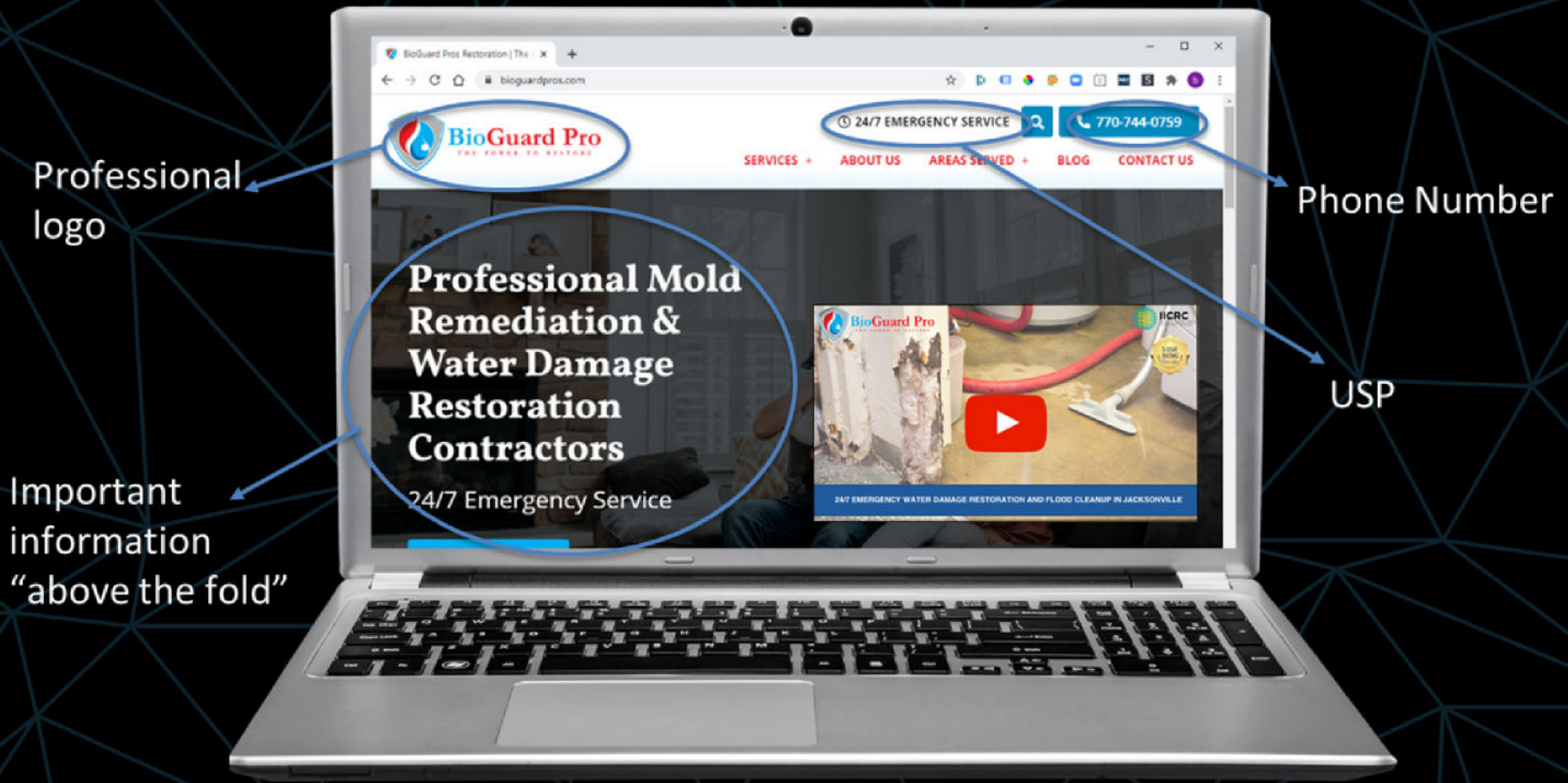
- **GOOGLE ADS/LSA**
 - 1st results on desktop & mobile
 - Bid on keywords
 - Pay to play
- **GOOGLE BUSINESS PROFILE / MAPS**
 - Tied directly to your GBP
 - Rankings based off proximity & proper optimization
 - Most service based companies rely on maps rankings heavily
- **ORGANIC SEARCH**
 - Non paid listing
 - Foundation of your marketing plan
 - Now more strongly correlated with Google Business Profile

The goal is to have as much real estate on page 1 of Google as possible. Each of the 3 areas on Google work with each other but the positioning is achieved through different methods.

Ranking Factors

- **A secure, optimized, and Accessible Website**
- **Page Speed and UX**
- **Mobile Friendliness**
- **Optimized Content**
- **Technical on page SEO**
- **Links (Backlinks, Outbound and Internal)**
- **Real Business Information**

Have a website That's built to convert



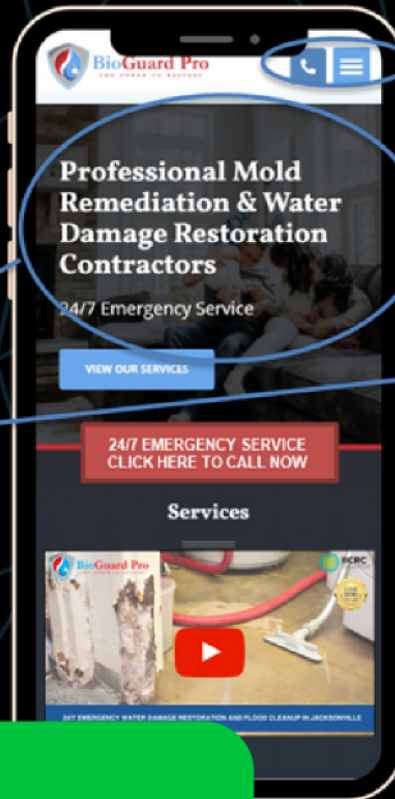
Are you mobile ready or not?

OPTIMIZE FOR MOBILE!!!!!!

- Most users are coming from a mobile device these days
- Optimize for UX on mobile
- Make it easy to get in touch

Important information
"above the fold"

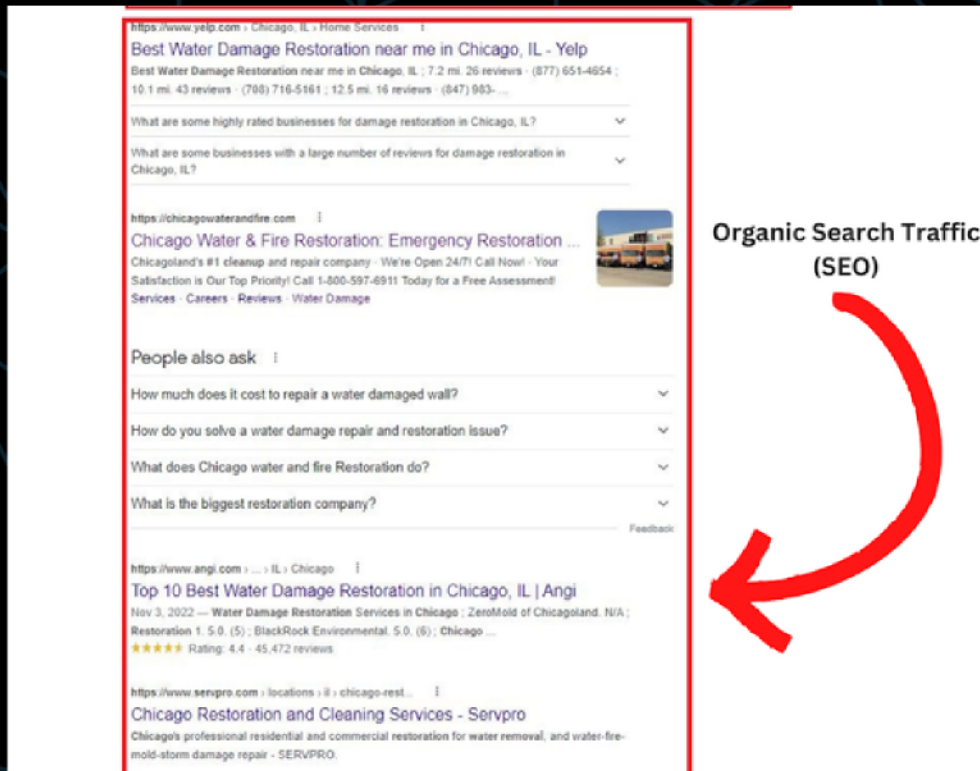
Clickable Number



Key takeaways:

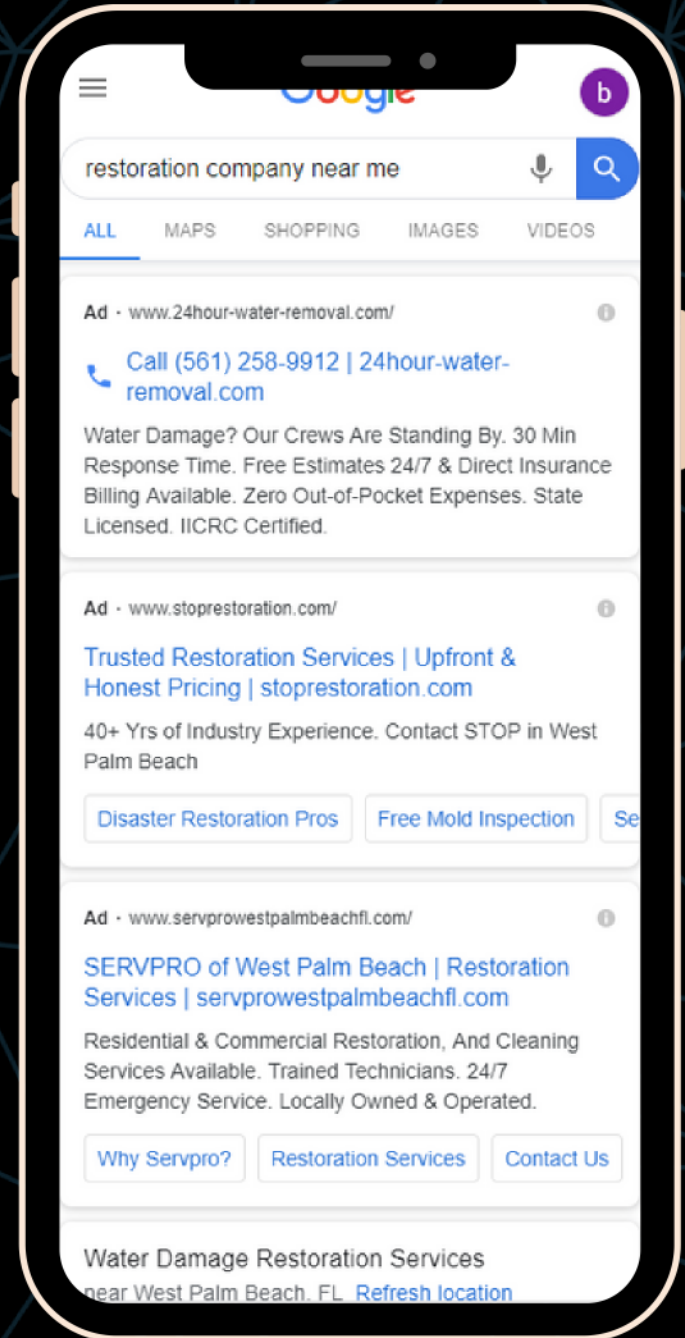
- Make sure you own your domain/content
- MOBILE OPTIMIZED
- Get basics in order, Name, Logo, Phone #, CTA
- Position content to speak to target customer
- Utilize SEO tactics
- Content is King

Implement SEO/PPC



Key takeaways:

- Build a solid foundation with SEO
- SEO can take months to get ranked
- PPC will get you leads TODAY!
- Take over the entire 1st page of Google
 - Maps, Organic, Ads, YouTube, GMB



WHAT'S THE DIFFERENCE?

LSA/PPC

- First section in Google Search Result
- PPC requires constant investment, maintenance, and manipulation.
- You'll get quick results. But it will be short-lived.
- Money that goes toward a paid search campaign generates a more immediate result because campaigns can be managed daily – even hourly – which is why SEM often gets a bigger share of the budget.

GBP/SEO (ORGANIC)

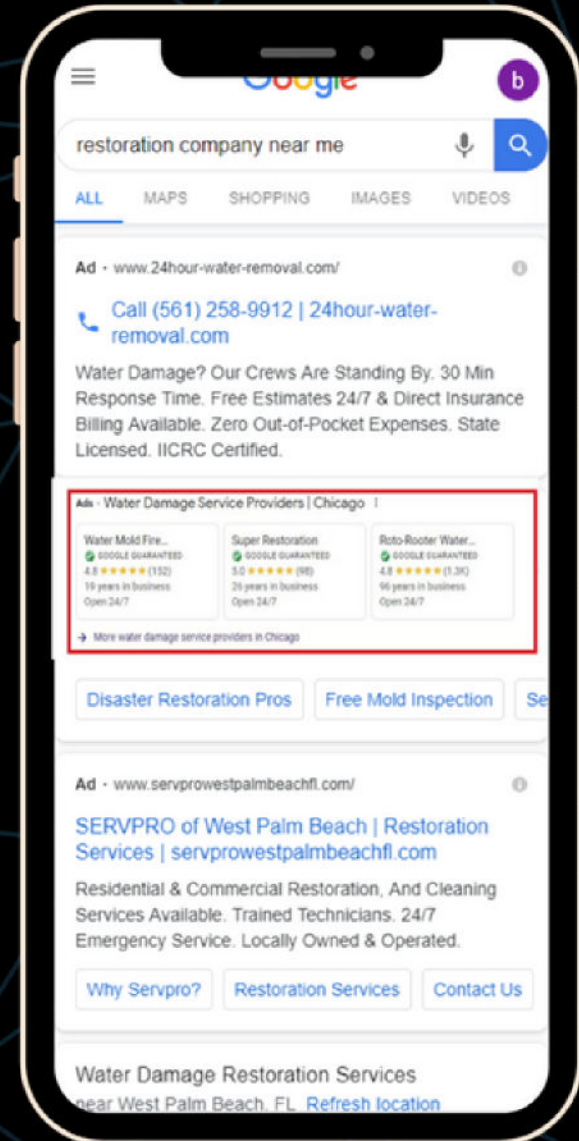
- Organic (SEO/GBP) can take months to rank
- ITS FREE!
- More sustainable in the long run
- The SEO landscape is ever changing. You can't just "set and forget" your traffic system. The algorithms and ranking factors evolve.
- The moment you stop pumping cash into paid traffic or lead gen sites like 33 mile, you lose all momentum. Organic traffic, on the other hand, is evergreen.

**Think of SEO/Maps as a garden &
PPC/Ads as the grocery store.**

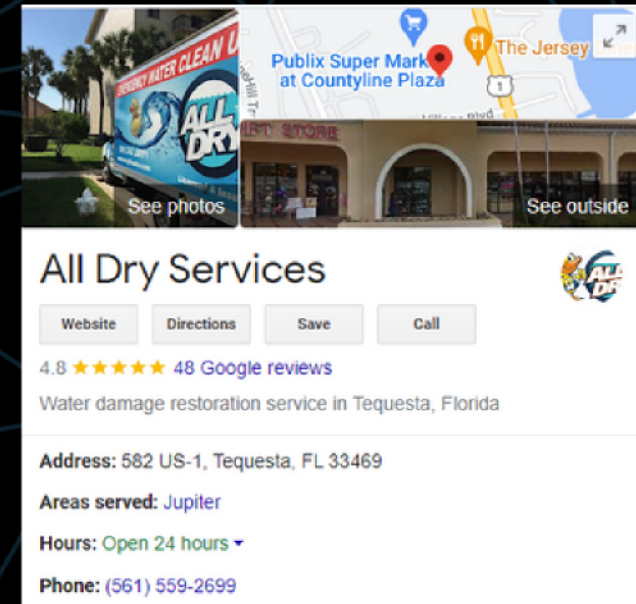
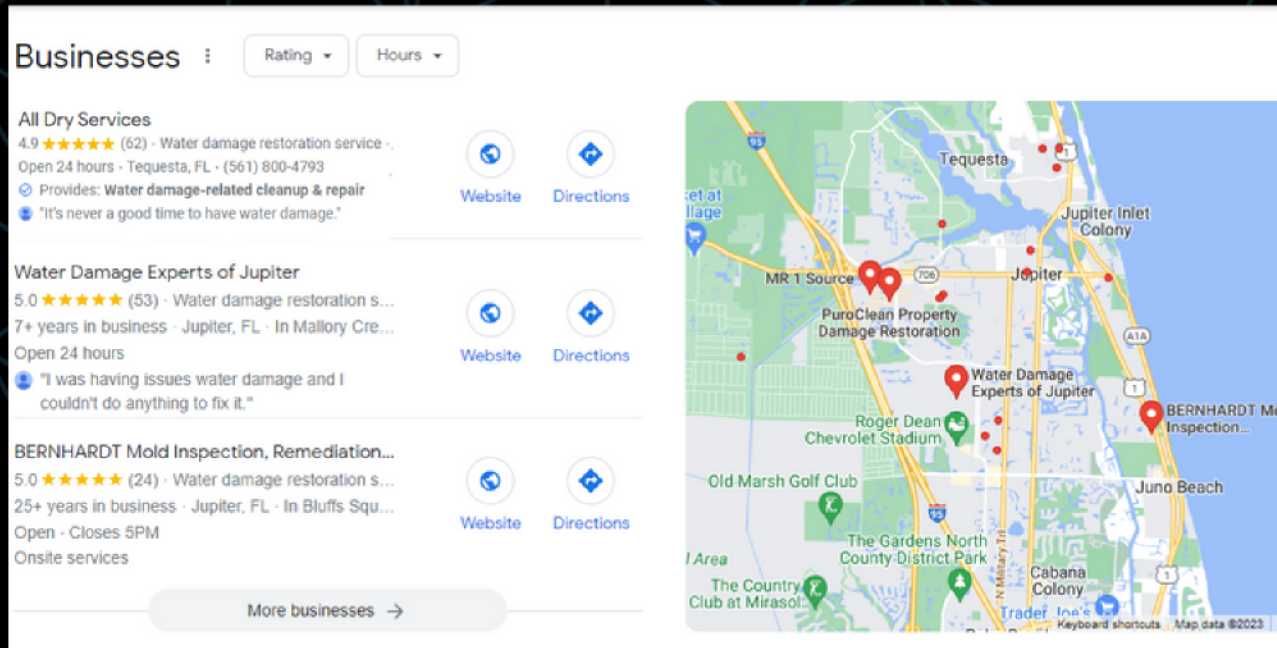
LSA (LOCAL SERVICE ADS (GOOGLE ADS)

LOCAL SERVICES ADS HELP YOU CONNECT WITH PEOPLE WHO SEARCH ON GOOGLE FOR THE SERVICES YOU OFFER. YOU ONLY PAY IF A CUSTOMER CALLS, BOOKS, OR MESSAGES YOU DIRECTLY THROUGH THE AD.

- LSA – Local Service Ads (Google Guarantee)
- Pay per lead
- Comprehensive vetting process through Google
- Must be accredited, insured, and licensed
- Need at least 3 Google Reviews
- Must follow up on leads within 15 minutes
- This gets you leads NOW! Think another grocery store



GOOGLE BUSINESS PROFILE / MAPS



Your GBP is an integral piece of your online marketing strategy.

- It helps list your business in the maps section on Google.
- ITS FREE!
- Most home services leads come directly from a Google Business Profile / Maps Results.
- Track calls and message directly with customers
- Get reviews
- Post job photos and company updates

Make sure you're active on the social media channels your target customers are on and then some. Post frequently and engage. Show off your work and post testimonials. Be sure to provide value with your posting rather than sell your services. Social media is a great way to keep your business at the top of people's minds and having those channels for your business makes for good backlinks to your business.

Leverage Social Media to get more repeat and referral business – top of mind mentality

What to post?

- Post things relative to the types of jobs you want to get
- Show off before during and after
- Answer FAQs
- Teach something (answer questions, tips, best practices)
- **USE VIDEO!!!**
- Run Ads – Video is most impactful and will get the most engagement



YouTube

- YouTube is the 2nd largest search engine
- The emergence of AI will put more value on video content
- Syndicate content across all platforms BE OMNIPRESENT
- Create helpful video content
- Explain services/company

Make 1 equal 5

Syndicate content to all of your digital channels

- Blogs
- Social Media
- YouTube
- LinkedIn
- Website
- Google Business Profile

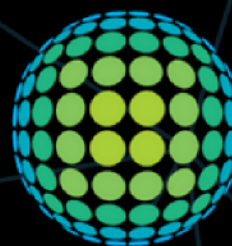
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Get Involved!

- Join national associations
- Join regional associations
- Get involved in your community
- Create helpful video content



IICRC
CERTIFIED



Even though we are living in the digital age, the old school methods are still important too. Drop off some coffee and donuts to property managers, plumbers, roofers, and general contractors. Shake some hands, donate to some charitable events, or sponsor a local sports team. Just get out there and make your business known in your service area. Be a farmer, not a consumer.

In the big picture of growing your business, taking an omni-channel approach will give you the most visibility and get you much further ahead than most. Try to stay consistent and focus on taking up as much real estate for your brand as possible.

Omnipresence recap

- **Dominate the search engines**
- **Join Industry Associations /Get involved with your community**
- **Properly utilize Social Media**
- **Leverage Video**
- **Build relationships**

NEED HELP?



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