



**THE  
RESTORATION  
RUNDOWN**



**IRONCLAD**  
RESTORATION MARKETING

# YOUR **NO B.S.** INTERNET MARKETING PLAN

For Water, Fire, Smoke, & Mold Remediation Contractors

**HOW TO MAXIMIZE YOUR LEADS AND SALES FROM THE WEB**



# What We'll Cover

1. Goals
2. Common problems when it comes to online marketing
3. The Importance of Being Omnipresent
4. The Fundamentals of Marketing
5. The channels you should be tapping into to get more leads

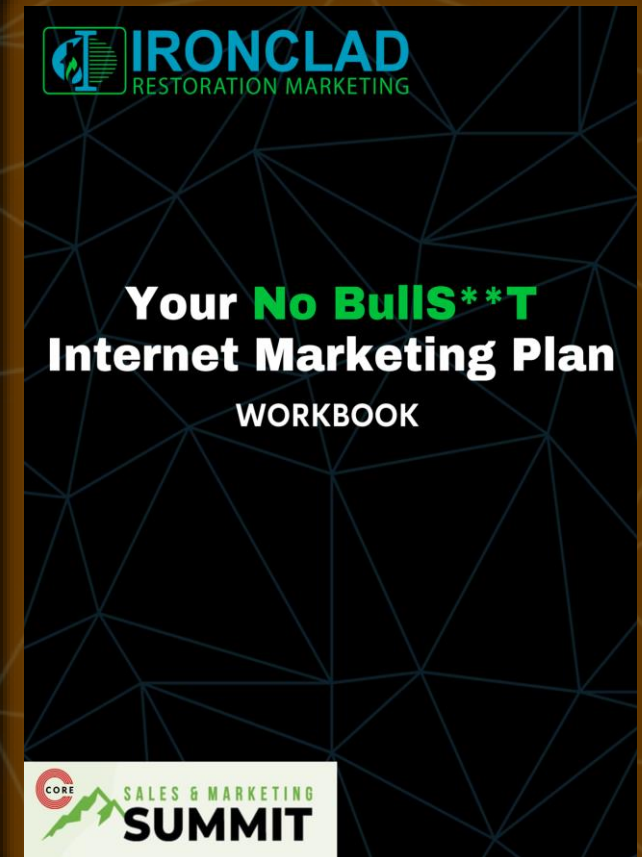


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# Rules of Engagement

- Take a lot of notes
- Be Present

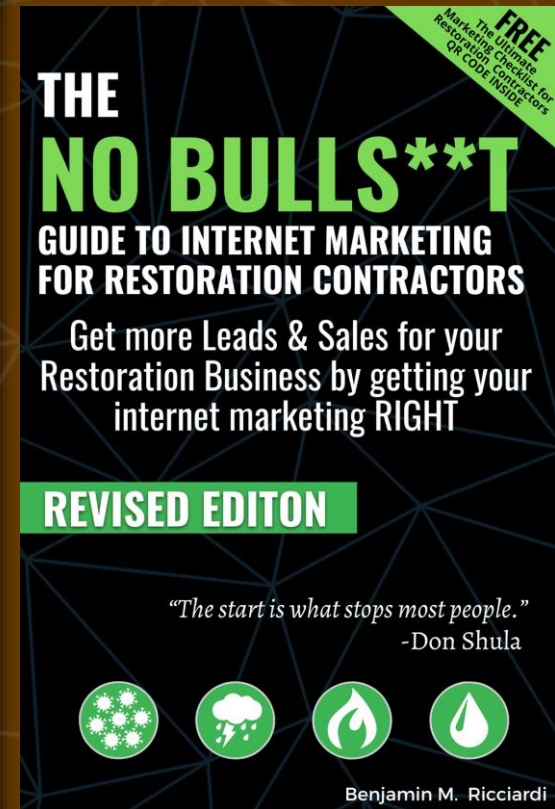
Download Workbook:



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# Benjamin Ricciardi

- Founder of Ironclad Restoration Marketing
- Author of “The No Bulls\*\*T Guide to Internet Marketing for Restoration Contractors” (available on Amazon)
- Host of The Restoration Rundown Podcast
- Contributor to R&R Magazine & C&R Magazine
- Own/Operate Commercial Site Development Company
- Student



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# Question

What are the most common reasons that digital marketing efforts fail?



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- To many options – unclear where to spend a budget
- Shiny New Object Syndrome
- Treat marketing as a magic pill
- Unclear goals or lack of plans
- A lot of tasks
- Head in the sand / Checking boxes
- Mismatched Expectations
- Lack of CONSISTENCY



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# The Opportunity

If you can

- Create clear goals with a plan of action
- Utilize the proper online channels

You will generate a perpetual pipeline of leads, proper systems, have a great ROI, and scale your business



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Goals are the results that you want to get,  
but the systems and your why are the  
catalysts that will get you there.  
Without proper systems in place, you're  
destined to be stuck at the starting line.

A goal without a plan is just a wish.



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# What are your Goals for 2024?

## Things to consider

- Projected Revenue – how will you get there
- Sales Goals – How many leads do you need to meet these goals?
- What is your close / conversion rate?
- Marketing Budget – what does it need to be to get the leads to attain your revenue goal



## WHATS YOUR PLAN?

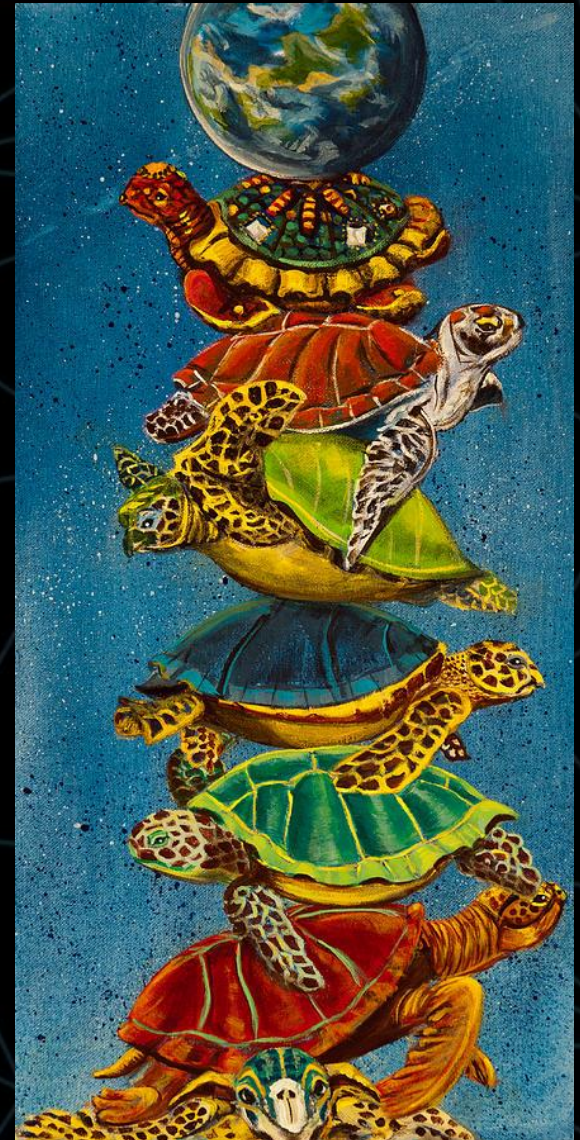
Your website, Google properties, and other digital channels exist to get people to fulfill your main business goals.



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# Digital Marketing Strategy

- 1) Drive Leads
- 2) Maximize Conversion
- 3) Optimize Results
- 4) Track and Measure
- 5) More Optimization
- 6) Track
- 7) Optimize.....



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# Be Omnipresent



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# Be Omnipresent

Dominate the different areas consumers focus on online with an omnichannel approach

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/LSA
- Social media
- LinkedIn
- YouTube

## IRONCLAD RESTORATION MARKETING'S DIGITAL OMNIPRESENCE METHOD

for the maximum flow of leads for your Restoration Business



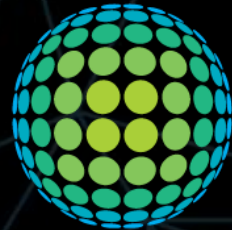
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# Be Omnipresent

## Get Involved!



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



**IICRC**  
**CERTIFIED**



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# Market, Message, Media



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# Market: Who is your ideal customer?

Who are you speaking to



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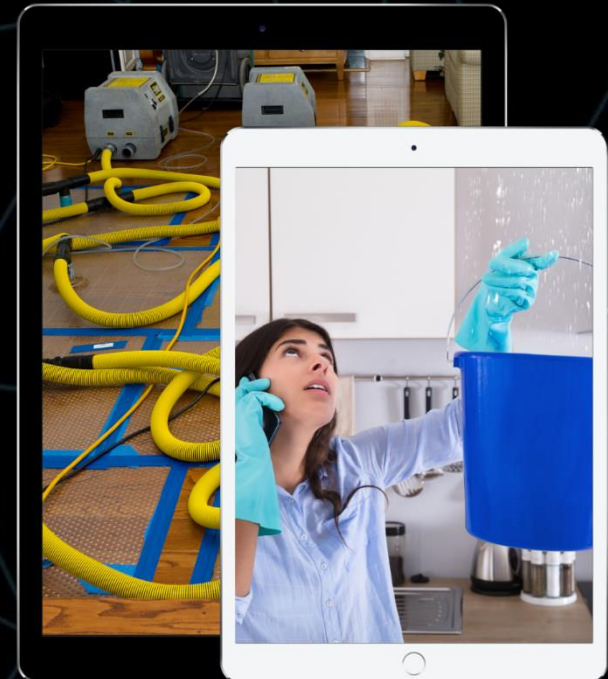
# Who is your ideal customer?

## Who?

- Home Owner with property damage?
- Property Managers?
- Insurance agencies?
- Plumbers / Roofers
- Housewife/Husband
- Income Level?

## Fears

- Being ripped off or overcharged
- Having home damaged by faulty workmanship
- Having to wait around for the you to arrive at the home
- Being inconvenienced trying to coordinate with you



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# Next, Craft Your Message



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# What's Your USP (message)

Why should someone choose to do business with you vs. the competition? And how will you show them?

What benefits do you offer that your target customer will resonate with?

1. Same Day Service or Emergency Services or 24 Hour Service or On-Time Service
2. Straightforward Pricing or Upfront Pricing
3. Satisfaction Guaranteed
4. Fully Licensed and Insured
5. Trustworthy Experienced Technicians

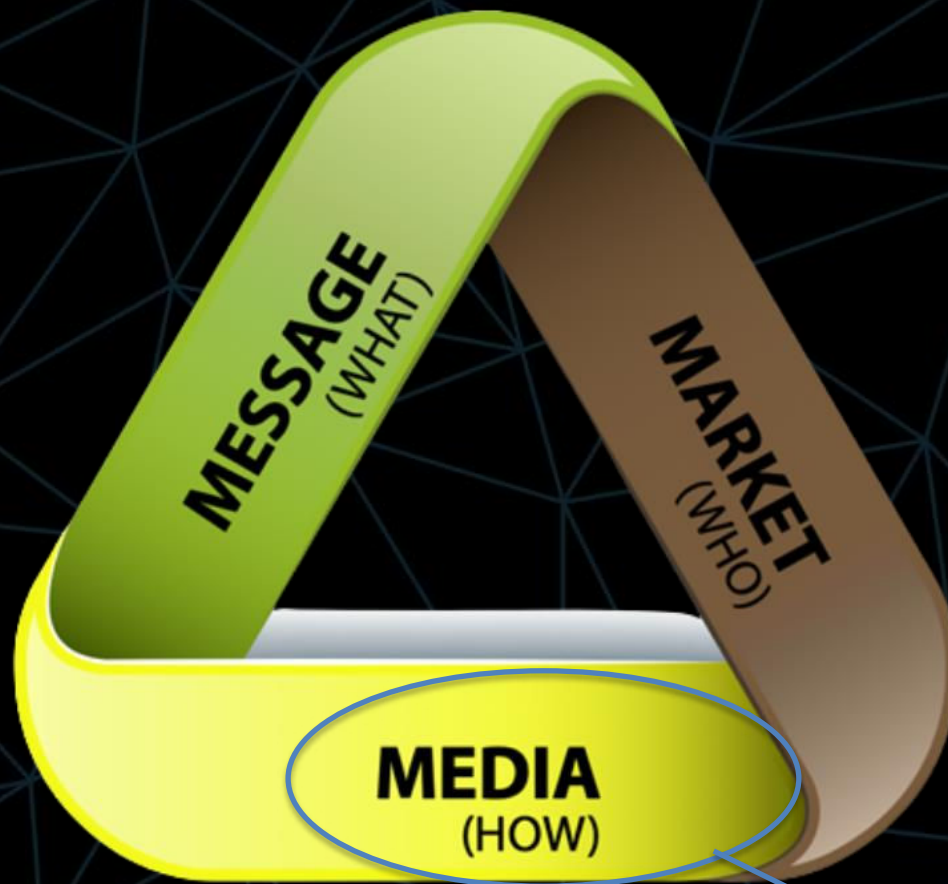


How will you share your message or inform the market of why they should be doing business with you?



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# Now let's look at your media

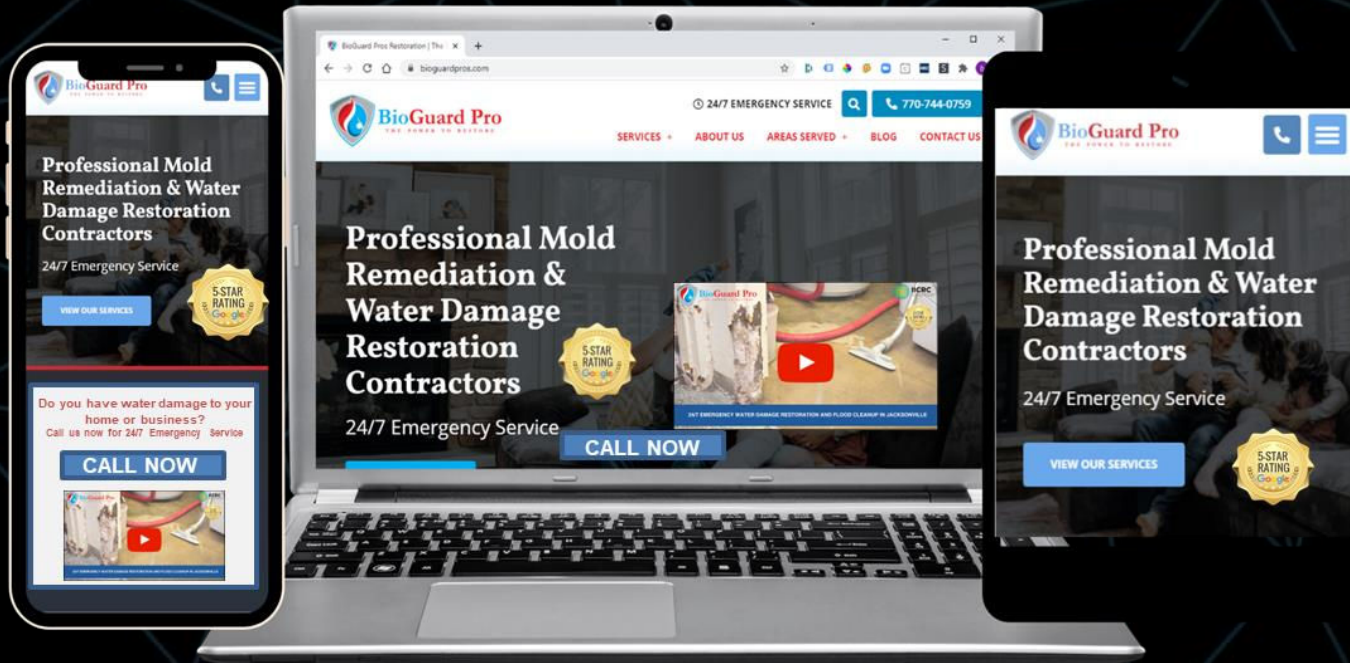


Your Website



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## Your Website is Your Hub



Make sure you're setup for success with the right messaging and structure



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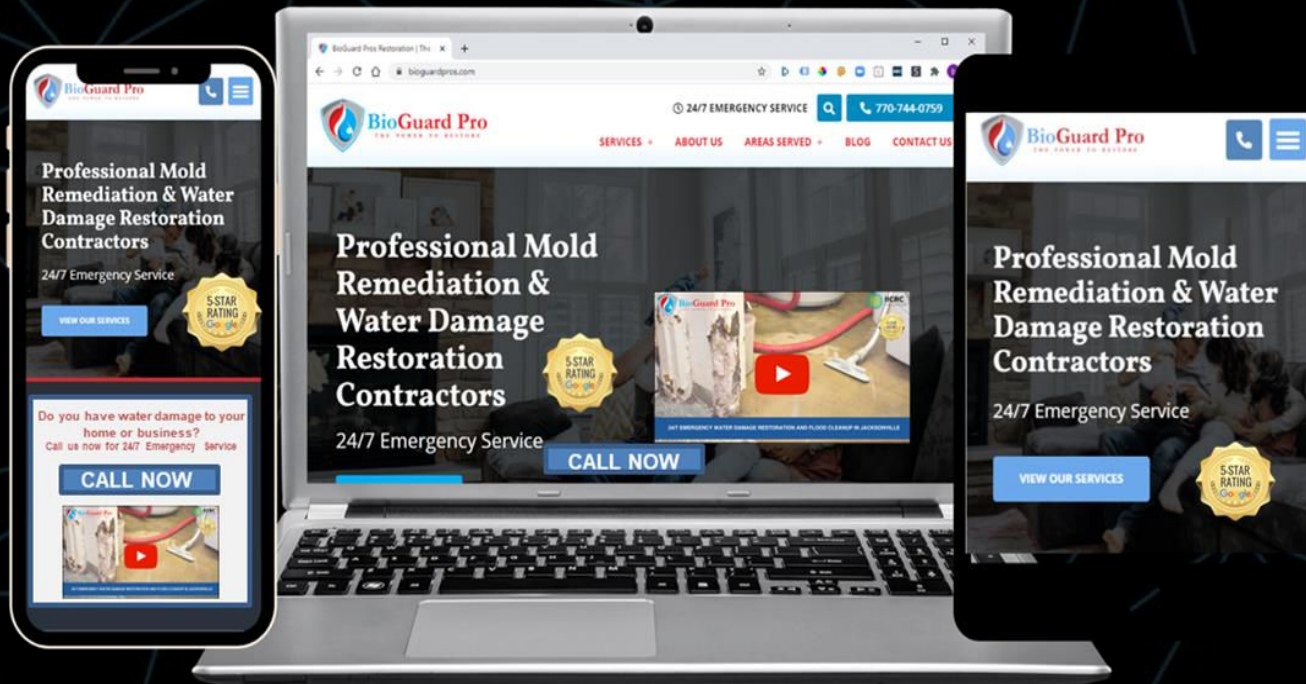
- Purchase your own domain (Godaddy etc.)
- Setup/Manage your own hosting (HXC Hosting etc)
- Use Wordpress CMS
- Optimize for UX and Page speed
- Update Plugins and Back Up website
- Scan systems for malware (can be built into hosting solution)
- Build to convert!



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# Need to have the basics in order

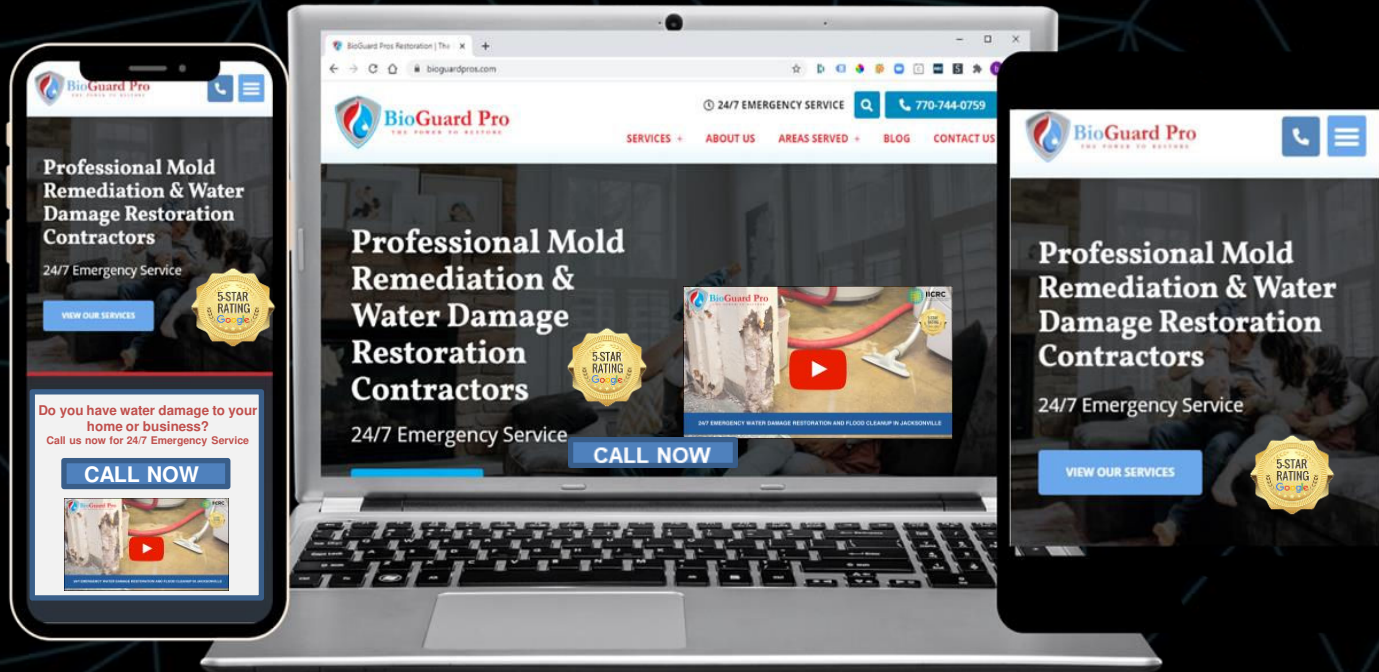
- Professional looking
- Important information “above the fold”
- Clickable phone numbers – easy to get in touch
- CTA/USP
- Fast loading



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# Is your website setup to CONVERT?

Converting traffic into leads



Conversion % is more important than traffic

Traffic cost money conversions make money

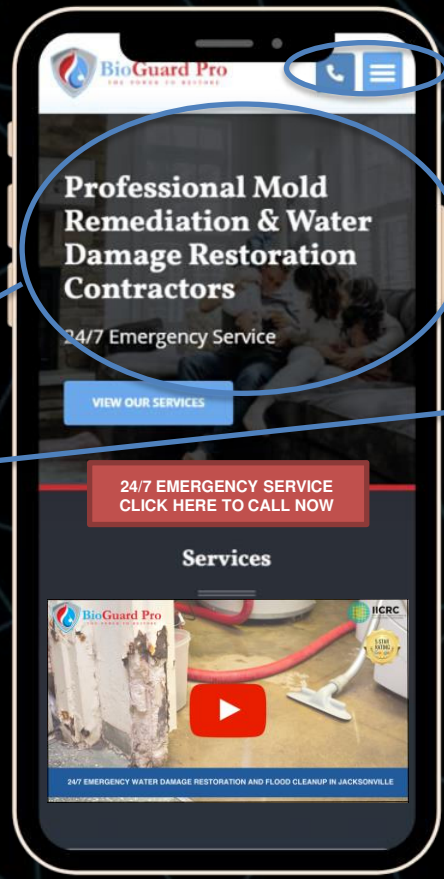


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# Are you mobile ready or not? OPTIMIZE FOR MOBILE!!!!!!

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

Clickable Number



Important information  
"above the fold"



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# Helpful Website Tools

- WP-Rocket (caching)
- Imagify (image and file system compression)
- Pagespeed.web.dev (check your score)
- HXCHosting.com (fast SEO optimized and malware protection hosting services)
- Canva (free tool for graphic design)



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## KEY TAKEAWAYS

- Do you know your target customer
- What is your messaging?
- Does your website speak to your target customer?
- Is it built to convert?
- Is it optimized for mobile
- How's your page speed? (<https://pagespeed.web.dev/>)
- Are the basics in order? Logo, clickable phone number, straightforward content (images, messaging)

Remember, your conversion rate is more important than  
how much traffic you're getting

Traffic cost money conversions make money



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# Dominate **Google**

Attention = \$



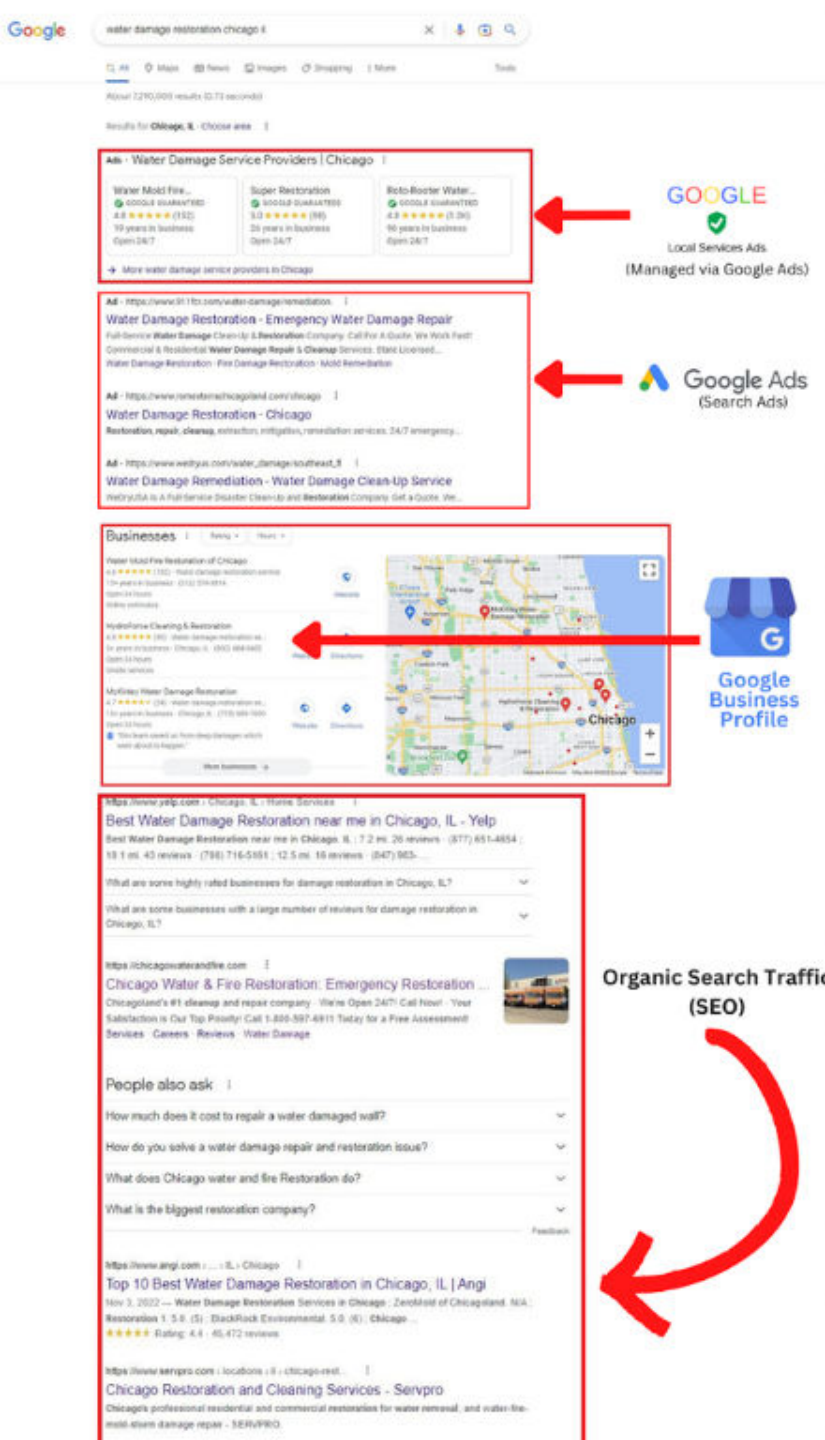
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# Google's

## Search Engine Dominance



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# 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.

Organic Search Traffic (SEO)



# Utilize **SEO**

Build your garden



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# 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.

SEO is a Garden – PPC / LSA is the Grocery Store



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# WHY DO YOU NEED SEO

- 90% of people use a search engine to find a service
- 69% of website traffic comes from local and organic search (organic/maps listings - non paid sections)
- 58% of companies still don't optimize for local search

When people are searching for your services, in most cases, they have an IMMEDIATE need!!  
You need to have a footprint where the attention is



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**The best place to hide a  
dead body is page 2 of  
Google search results**



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# NO GUARANTEES!



What's new Case studies Help

Advanced SEO

### Helpful guidelines

- Be wary of SEO firms and web consultants or agencies that email you out of the blue.

Amazingly, we get these spam emails too:

*"Dear google.com,  
I visited your website and noticed that you are not listed in most of the major search engines and directories..."*

Reserve the same skepticism for unsolicited email about search engines as you do for "burn fat at night" diet pills or requests to help transfer funds from deposed dictators.

- **No one can guarantee a #1 ranking on Google.**

Beware of SEOs that claim to guarantee rankings, allege a "special relationship" with Google, or advertise a "priority submit" to Google. There is no priority submit for Google. In fact, the only way to submit a site to Google directly is through our [Add URL](#) page or by submitting a [Sitemap](#) and you can do this yourself at no cost whatsoever.

- Be careful if a company is secretive or won't clearly explain what they intend to do.

Ask for explanations if something is unclear. If an SEO creates deceptive or misleading content on your behalf, such as doorway pages or "throwaway" domains, your site could be removed entirely from Google's index. Ultimately, you are responsible for the actions of any companies you hire, so it's best to be sure you know exactly how they intend to "help" you. If an SEO has FTP access to your server, they should be willing to explain all the changes they are making to your site.



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**Google made more than 5,000 changes to search just in 2021.**



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# Helpful SEO Tools

- Bright Local (reporting \$\$)
- Google Analytics
- Google Search Console
- All In One SEO/ Yoast SEO (Wordpress plugins)
- SEO Quake (chrome extension)
- Liftify (reputation management/ Google Reviews)



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# Dominate Google Maps w/ Google Business Profile

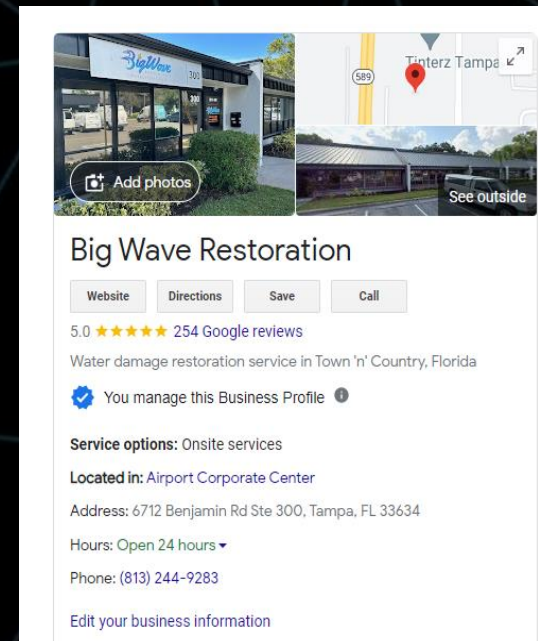
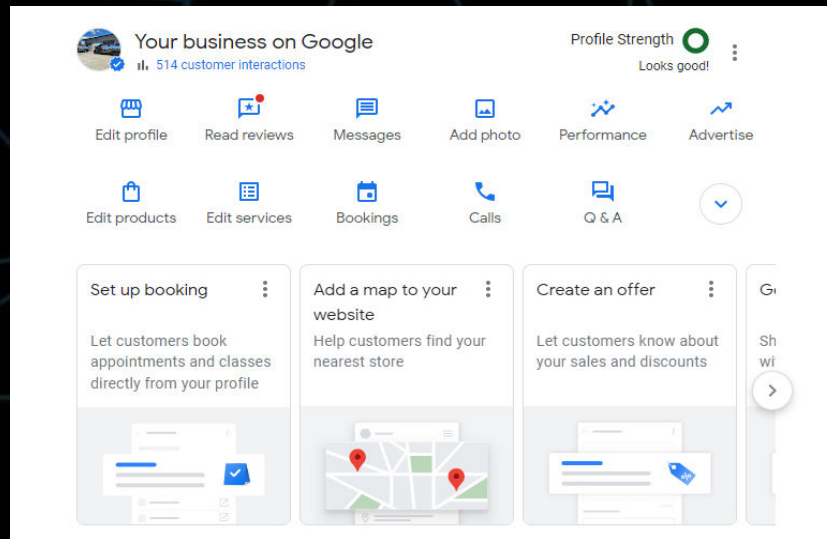


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# GOOGLE BUSINESS PROFILE / MAPS

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 show social proof
- Post job photos and company updates



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**Google Business Profile is directly tied into your Maps Rankings and is now tied to your organic search results.**

- **Maps are the most prominent section on mobile search results**
- **A late 2021 algorithm update allowed the GBP more power and correlation with organic rankings**
- **GBP is mostly based on proximity**
- **Utilize and Optimize for your service area by uploading project photos then link them to a specific city page on your site and vice versa**



# GOOGLE BUSINESS PROFILE / MAPS BEST PRACTICES

## 1. Claim/Verify your Google Business Profile

- Please note that your address has to be a legitimate physical location
- Google will not accept PO Boxes or virtual offices. If you do, Google may suspend your account.
- If your profile gets suspended you will have to provide documentation that your business is located at the address provided
- How to Guide: <https://shorturl.at/fnzJX>

## 2. Properly Optimize Profile

- Add service area, company description, phone number, & services
- Add photos including logo, cover, jobsite photos etc.
- Setup and build out GBP website

## 3. Enable call tracking and messaging

## 4. Add photos and optimized company updates consistently (the more the better)

NOTE: Your GBP gets best rankings when tied into your website with internal and external links

## 5. Get reviews !!!!!

Review hack: have customers upload photos with their reviews.



# Google Reviews (reputation matters)

- 87% of customers read online reviews for local businesses
- 73% of consumers pay attention to reviews written only in the last month
- Help LSA rankings
- Consistent reviews are key
- Build social proof and trust – think buyers journey!



# Utilize **PPC/LSA**

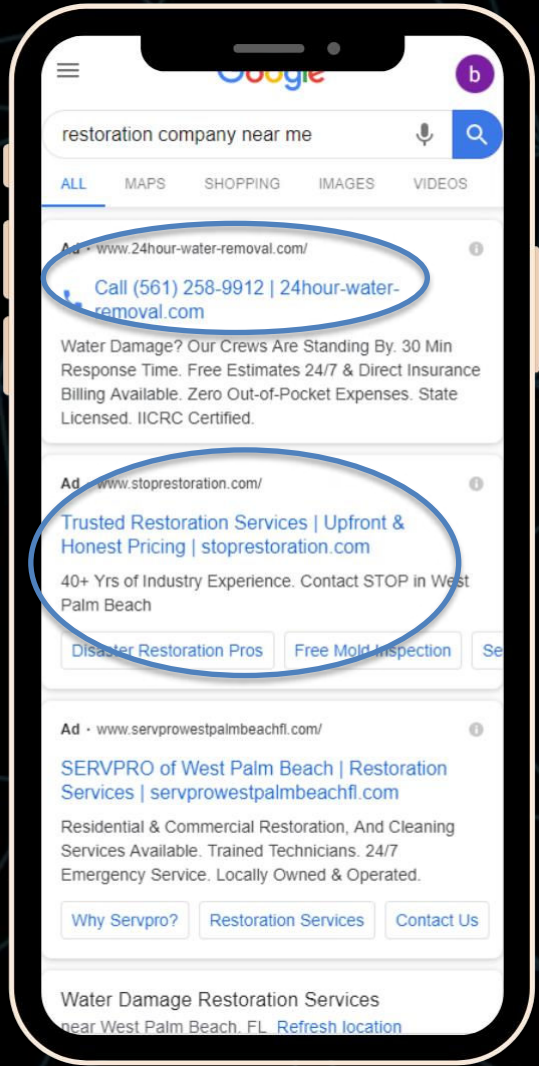
The Grocery Store



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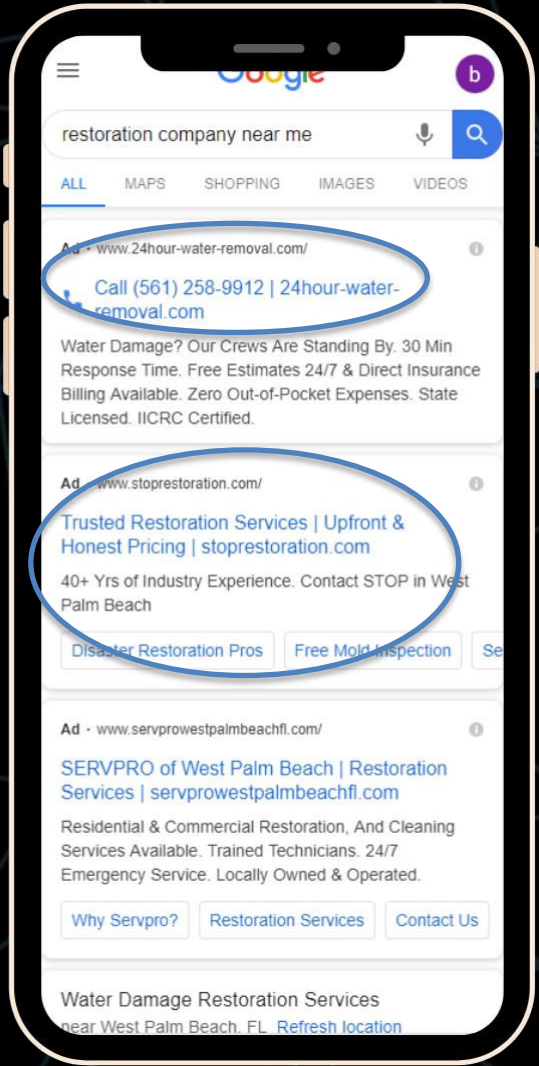
# The Basics – What is PPC

- PPC stands for Pay Per Click
- This is where you bid on keywords like "water damage restoration". This is very competitive, prices are just getting more expensive.
- Very effective if you are storm chasing for targeted campaigns outside of your service area or need to bump up your coverage for "frozen pipes".



# Google Ads – PPC Tips

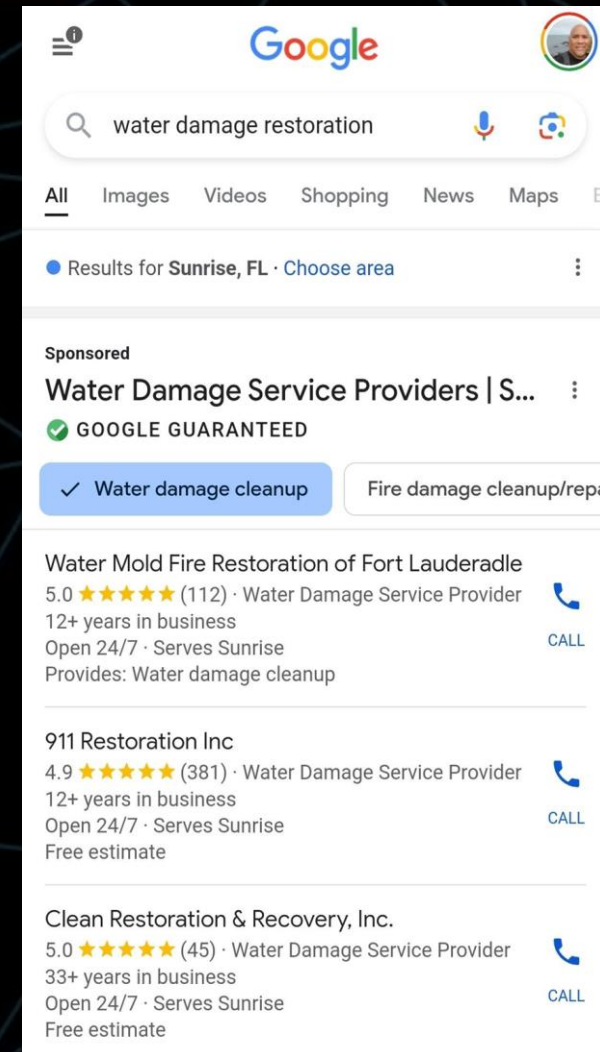
- **Setup Best Practices:**
  - ClickCease (Click fraud protection)
  - Negative keywords ( we start at 1000 for our clients)
  - Local extension ads (Google map section)
  - Separate tracking # (Call Rail)
- Call Tree
- Send traffic to landing page for that specific service (ex. water damage service page, not the home page).
- Optimize results – PPC requires constant monitoring and optimization to ensure optimal results and ROI



# 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.

- This has been very effective for our clients
- First results on a Google Search
- Pay per lead model
- Only pay for qualified leads
- Average cost per lead for "water damage" is \$90 – 300



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# LSA (LOCAL SERVICE ADS (GOOGLE ADS))

- **Approval Process:**

- Licensed: IICRC Certified
- Proof Of Insurance
- Pass background check
- Need at least 3 Google Reviews

- **Top Ad Rank Factors:**

- Google reviews (especially consistency)
- Responsiveness to calls (don't let them go to voicemail or wait too long to answer).

|   |   |        |
|---|---|--------|
| ✓ | Water Damage Service Provider License Pa... |        |
| ✓ | Proof Of Insurance                          | Passed |
| ✓ | Background Check                            | Passed |
| ✓ | Customer Reviews                            | Done   |
| ✓ | Budget                                      | Done   |
| ✓ | Billing Information                         | Done   |

✓ **GOOGLE GUARANTEED**

Congratulations! Your Google Guaranteed ad is now live.

[Learn more](#)

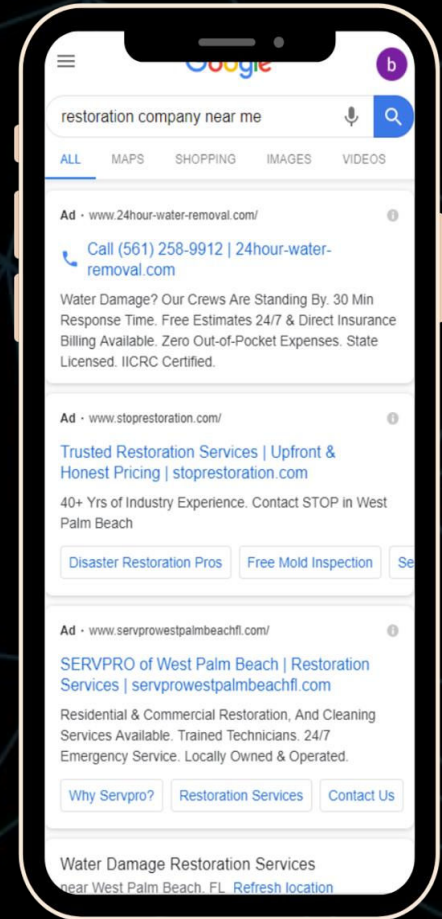
Verification progress 100%



# How to dominate Google

## UTILIZE **SEO, GBP, LSA, & PPC**

- **Optimized Website with keyword rich content**
- **Build a solid foundation with SEO**
- **SEO can take months to get ranked**
- **PPC/LSA will get you leads TODAY!**
- **Take over the entire 1st page of Google**
- **Maps, Organic, Ads, YouTube, GBP**



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# Social Media



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# 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



# VIDEO



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# Leverage Video Content

- YouTube is the 2<sup>nd</sup> largest search engine
- Create helpful video content
- People engage with video more
- Build case studies, testimonials, videos explaining your company/services



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# Email Marketing



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# Email Marketing

## QUICK TIPS

- List: Use past customers. But don't scrape emails or buy lists or else you will get your domain blacklisted.
- Email Platform: Mailchimp is free up to 1,000 monthly email sends. Do not use Gmail, Microsoft, etc.
- Frequency: 1x/month fine unless there's a big weather event.
- Content: Keep it simple. No more than one graphic and 2-3 sentences tops. Subject line should be something that will catch their attention.



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# SYNDICATE

make math work for you



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# Make 1 equal 5

Syndicate your content to all of your digital channels

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



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# Make 1 equal 5

## Helpful Syndication/Content Tools

- Descript
- Chat GPT
- InShot
- Cap Cut



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# Track & Measure

what gets measured improves



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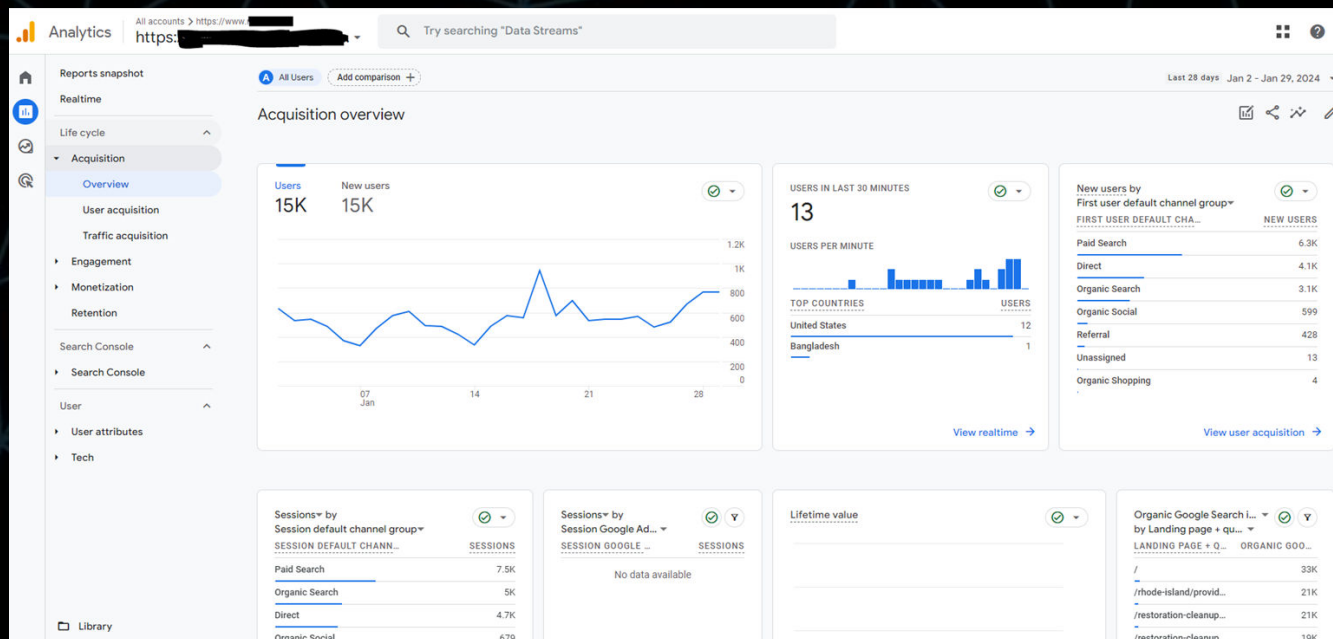
# Track Your Results

## Use Call Tracking & Analytics

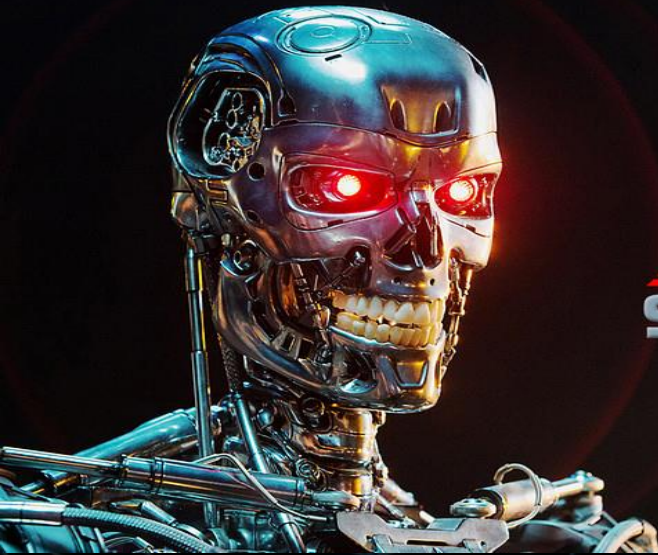
- Incorporate call tracking – Recommend Call Rail
- Setup separate phone # for all channels
- Track where calls/leads are coming from (make it part of your processes)

## Analyze Google Analytics look at Organic Vs. Paid traffic

- Make sure you are on G4 (you wont see any data post 7/2023)
- Use GSC to make sure pages are being indexed
- Check bounce rates and other conversion metrics
- Monitor frequently



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# The Future of Marketing

- Voice Search
- More impact for long tail keywords

## A.I.

- There are a lot amazing AI programs you can use for video, social media posts, and content generation.
- Be sure to make it exclusive to your company, area, and specific processes. Google wants authenticity above all.
- Don't use it as a crutch, use it to enhance your results and improve efficiency.



# Recap

1. Identify Target Client
2. Website Built to Convert
3. Implement SEO, PPC, GBP
4. Social Media
5. Be Omnipresent



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# Take Aways

What did you learn?

What would you like to share?



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# Action Steps

What are the top 3 things you are prioritizing to implement next?

Set Your Goal, Make Your Plan, Execute



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# Workbook / Q&A Time



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