

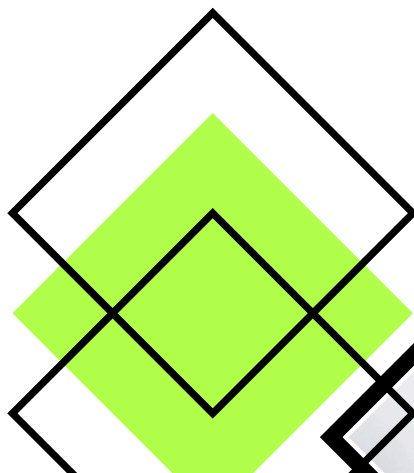
A woman wearing a blue cap and blue gloves is pointing at a large, brown, water-damaged area on a white ceiling. The background is a mix of white and brown, indicating significant water damage. The image is framed by a green and black geometric design.

DIGITAL MARKETING PLAYBOOK FOR RESTORATION COMPANIES



A TACTICAL GUIDE TO SEO, PPC, AUTOMATION, AND CONVERSIONS

Your restoration business deserves every chance to shine—when disaster hits, you’re the expert clients need, but standing out takes more than skill. We understand the grind: brutal competition, unpredictable jobs, and the constant juggling of operations. This playbook’s your advocate—rooted in a deep grasp of your world—offering clear, proven strategies to secure leads, close jobs, and scale smart in 2025’s unforgiving digital battlefield.



CHAPTER 1: MASTERING LOCAL SEO & GOOGLE BUSINESS PROFILE

Be the First They Find

- **Google Business Profile (GBP) Optimization:** A sharp GBP puts you where clients look first—keep it loaded with crisp photos, detailed service lists, and up-to-date contact info to grab local searches. Post weekly updates—storm prep tips, service highlights—answer queries fast, and tackle reviews head-on—active profiles signal trust and climb rankings. Consistency across your online presence ties it all together—because every detail boosts your shot at the top spot.
- **Local SEO Strategies:** Clients don't scroll far—win “near me” searches with backlinks from local directories, city-specific pages, and laser-focused keywords like “flood repair [your town].” Embed maps, stack testimonials, and even add a blog on regional flood risks—relevance is your edge. Don't let a competitor's sharper local game steal your calls—we'll show you how to own it.

- **On-Page SEO Checklist:** Your site's your storefront—nail metadata with intent-rich keywords like “emergency water cleanup,” structure it with clear H1-H3 headings, and keep it blazing fast. Compress images, ditch bloated code—and check speeds weekly; every second lost is a lead gone. We'll point you to tools to keep it tight—visibility's too critical to slip.
- **Google Reviews & Reputation:** Reviews are your lifeline—push happy clients to share theirs, and don't shy away from asking after a tough job well done. Craft polite, quick replies to every comment—good or bad—showing you're all-in for service. We'll guide you to turn feedback into a trust magnet—because credibility is your currency.
- **Citations & Backlinks:** Consistent NAP (name, address, phone) across Yelp, BBB, and beyond—search engines need that clarity to trust you. Hunt backlinks from local chambers, news sites, or blogs—think guest posts on “flood prep 101.” It's grunt work, but we're here to point you to the wins—authority builds your rank brick by brick.

CHAPTER 2: HIGH-ROI PAY-PER-CLICK ADVERTISING

Make Every Dollar Count

- **Google Local Service Ads vs. Google Ads:** LSAs grab urgent leads—pay only for real calls, perfect for “my basement’s flooded” moments. Google Ads hit broader searches—“restoration near me”—with tighter control; blend both to snag jobs at every stage. We’ll help you weigh where your budget bites hardest—because wasted clicks aren’t an option.
- **High-Converting Ad Copy:** Ads need to cut through—hit panic with “24/7 Flood Cleanup—Call Now” and trust cues like “Licensed Pros.” Test headlines—“Emergency Help” vs. “Fast Response”—and tweak descriptions for punch. We’re in your corner to find what sticks—no guesswork, just results.
- **Landing Page Optimization:** Ditch the homepage dump—build lean landing pages with bold “Call Now” CTAs, service perks, and client quotes. Strip distractions—focus on one goal: booked jobs—and add a quick form. We’ll steer you to layouts that turn clicks into cash fast—every visitor’s a chance.

- **Negative Keywords & Budget:** Stop junk clicks—negative keywords like “DIY” or “cheap” filter the noise; we’ll walk you through search term audits. Shift budget to top performers—peak storm hours, high-intent terms—and review weekly. It’s your money—let’s make it work smarter, not harder.
- **Retargeting Ads:** Lost a visitor? Retargeting on Google or Facebook keeps you in sight—show ‘em “Still Need Help?” ads tied to their last click. Set it up tight—don’t spam, just remind—and tweak timing. We’ll help you nail it—because second chances seal deals.

CHAPTER 3: AI AGENTS: YOUR PLAYBOOK POWERHOUSE SMART TOOLS TO LIGHTEN YOUR LOAD

You're stretched—jobs pile up, phones ring off-hours, marketing lags. AI agents step in as your tireless partners—Voice AI, Digital AI, and Marketing AI—crafted to tackle the chaos so you can focus on the work that matters.

- **Voice AI:** Catches every call, day or night—books jobs answers FAQs—never misses a beat when you're on-site. It's your virtual assistant, keeping clients locked in while you're knee-deep in a fix—because no call should go unanswered.
- **Digital AI:** Watches your online game—updates profiles, syncs directories, tracks chatter—quietly boosting your visibility. It's the silent booster, handling details you don't have time for, ensuring you're seen where it counts.

- **Marketing AI:** Sharpens your campaigns—targets hot zones, tweaks ads, mines data—without the grind. It's your strategist, turning clicks into jobs with precision, so you're not stuck guessing what works.

These aren't gimmicks—they're built by folks who grasp restoration's stakes, advocating for your success with tools that work as hard as you do—elevating every strategy in this playbook.

CHAPTER 4: CONVERSION OPTIMIZATION & WEBSITE MUST-HAVES

Turn Visitors into Jobs

- **Fast, Mobile-Friendly Website:** Slow sites kill leads—keep it quick, and mobile-first, because clients don't wait on clunky pages. Optimize images, and cut code bloat—check speeds weekly with free tools; we'll point you to what works. A sharp site keeps them hooked—don't let tech lag cost you.
- **Strong CTAs & Forms:** Every page needs a “Call Now” punch—short forms grab Name, Phone, done—no friction. Place 'em high, make 'em bold, test placement—we're here to ensure they hit home every time. Clarity turns browsers into bookers.
- **Trust Signals:** Reviews, certs, before-after shots—prove you're legit with visuals that pop. Stack 'em where eyes land—add a client quote or two; we'll guide you to showcase what closes deals. Trust isn't optional—it's your dealmaker.
- **Analytics:** Track clicks, bounces, conversions—don't guess what's working when data tells the tale. Heatmaps show where they linger, session recordings catch snags—we'll help you spot leaks and plug 'em fast. Insight's your edge—use it.

CHAPTER 5: LONG-TERM GROWTH & RETENTION

Build a Business That Thrives

- **Email & SMS Campaigns:** Ping past clients—tips like “winter pipe checks,” referral perks—keep ‘em close without spamming. Craft sharp messages, time ‘em right—think post-job follow-ups or seasonal nudges; we’ll show you what sticks. Loyalty’s your ace—play it smart.
- **Authority Content:** Blogs on “mold risks” or “flood fixes”—solve their woes, boost SEO, own the expert lane. Update monthly with case studies, FAQs, or “TPA survival tips”—Google loves fresh meat; we’ll steer you to topics that rank and resonate. Authority builds trust—and jobs.
- **Strategic Partnerships:** Link with insurers, and property managers—steady B2B leads beat scrambling for scraps. Pitch value—quick claims, reliable fixes—and lock deals with a handshake or discount; we’re your playbook to make ‘em stick. Relationships fuel your future.

YOUR NEXT MOVE: LET'S MAKE IT HAPPEN

This playbook's your foundation—now it's time to turn insight into action. Schedule a no-cost strategy session with us, and we'll craft a plan to bring these tactics to life—tailored to your business, and your goals. We'll be there every step of the way—your partners in turning strategy into success.

[Schedule Your Strategy Session Now](#)

WHO WE ARE AT RESTORATIONBOOST

We're not just another faceless agency—we're your advocates, driven by a mission to see restoration pros like you succeed. With a team that's dissected your industry's toughest knots—competition, TPAs, operational chaos—we're here to deliver real solutions, not empty promises. We do this because your wins matter—every job you land, every hurdle you clear, fuels our purpose to stand by you and build something lasting.



www.restorationboost.com