



FOUNDATION

REPAIR &

WATERPROOFING

CHECKLIST

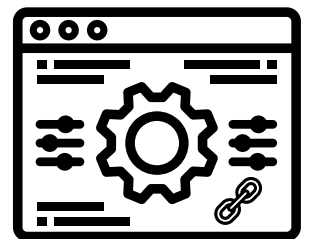


THE ULTIMATE INTERNET MARKETING CHECKLIST

FOR FOUNDATION REPAIR & WATERPROOFING

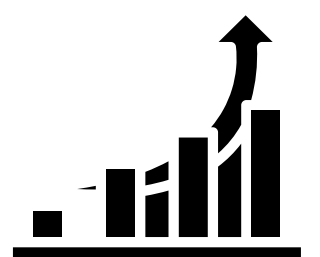
HOW TO WIN ONLINE & MAXIMIZE YOUR LEAD FLOW VIA THE INTERNET

Is your website optimized for conversion (visitor to caller)?



- Do you have the phone number in the top right corner on every page?
- Are you using authentic images / videos / photos of the owner, your trucks, photo of your team, etc?
- Do you have a compelling Call to Action after every block of text?
- Are you giving customers the option to engage via chat or 2-way text?
- Is your website mobile friendly with an easy click-to-call button?
- Is your website fast loading on desktop & mobile?

Is your website optimized for search engine rankings?



- Do you have your main keyword in the Title Tag on every page of your website? e.g. City, Foundation / your Company Name
- Do you have pages for each of your core services?
- Do you have pages for each of the sub-cities that you service?
- Do you have pages for the brands that you service/install?
- Do you have unique content on every page of your website?
- Does your website come up for the most important keywords? e.g. "Foundation Repair, Waterproofing" and other similar keywords?
- Are you consistently creating new content, blogging and creating new inbound links back to your website?

Schedule Your 2025 Internet
Marketing Plan Review

Space is Limited, Schedule Today!
Foundationmarketingpro.com



Is your company optimized to rank on Google Maps?



- Have you claimed & verified your Google My Business listing? Do you have the login?
- Have you properly optimized your Google My Business listing?
- Are you on all the major online directory listings with the same company name, address & phone number? (consistent NAP)
- How many online reviews do you have?
- Do you have a proactive strategy for getting new online reviews every day?
- Are you posting to Google My Business weekly & responding to questions?

Are you taking advantage of paid online marketing?



- Are you running Google Local Service Ads with a maxed out budget?
- Are you running retargeting ads to your unconverted leads?
- Are you running Google Ads?
- Are you strategically targeting with specific ad groups, text ads & landing pages?
- Do you have conversion tracking in place to track leads back to the ad group/keyword?
- Are you running targeted Facebooks ads to your ideal prospect base?
- Do you have a premium ad on Angie's List, Yelp, CitySearch, YP.com?
- Are you buying pay-per-lead services - Home Advisor, eLocal, Thumbtack, etc.?

Are you active on Social Media?



- Do you have your business profiles set up on Facebook, Twitter, LinkedIn, YouTube & Instagram?
- Are you getting engagement on Facebook?
- Are you updating your social profiles on a consistent basis?

Schedule Your 2025 Internet
Marketing Plan Review

Space is Limited, Schedule Today!
Foundationmarketingpro.com

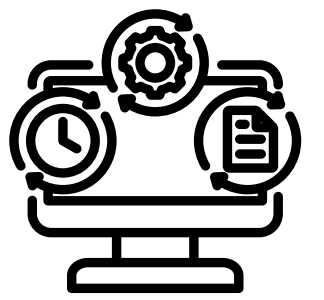


THE ULTIMATE INTERNET MARKETING CHECKLIST

FOR FOUNDATION REPAIR & WATERPROOFING

HOW TO WIN ONLINE & MAXIMIZE YOUR LEAD FLOW VIA THE INTERNET

Are you leveraging email & marketing automation?



- Are you following up with your leads within 5 minutes or less via phone, SMS & email?
- Do you have conversion campaigns in place that follow up with unconverted leads 5-7 times via Phone, SMS & email until they book their service call or estimate?
- Are you giving customers the option to engage via chat or 2-way text?
- Are you sending out a monthly email newsletter?
- Are you leveraging email to get online reviews & to draw customers into your social media profiles?

Do you have the tracking in place to gauge your ROI?



- Google Analytics
- Keyword ranking tracking
- Call tracking
- Dashboard showing cost per lead, total spend & projected ROI
- CRM/dispatch system to track leads to the source & revenue (ServiceTitan)

Schedule Your 2025 Internet
Marketing Plan Review

Space is Limited, Schedule Today!
Foundationmarketingpro.com





Your

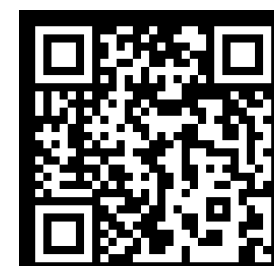
2025

Foundation

INTERNET MARKETING PLAN

Schedule Your 2025 Internet
Marketing Plan Review

Space is Limited, Schedule Today!
Foundationmarketingpro.com



KEY INSIGHTS AND ACTIONS

SUMMARIZE WHAT YOU GET OUT OF THIS WORKBOOK

GOALS AND TARGETS

**YOUR MARKETING
FOUNDATION MARKET -
MESSAGE - MEDIA**

**WEBSITE
CONVERSION
OPTIMIZATION**

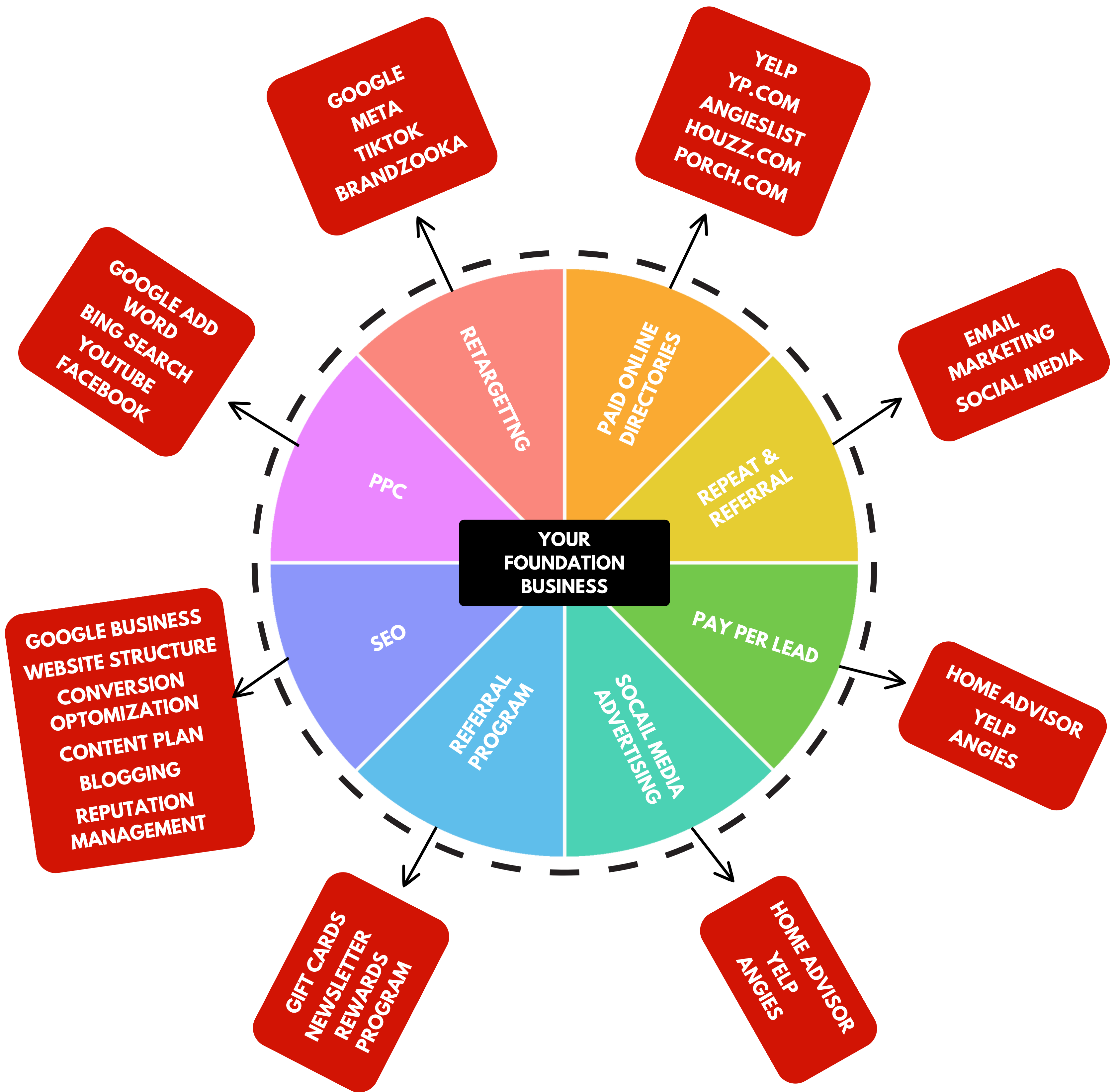
**YOUR 2025
PLAN & BUDGET**

Schedule Your 2025 Internet
Marketing Plan Review

Space is Limited, Schedule Today!
Foundationmarketingpro.com



THE DIGITAL DOMINANCE METHOD



Schedule Your 2025 Internet Marketing Plan Review

Space is Limited, Schedule Today!
Foundationmarketingpro.com



YOUR 2025 INTERNET MARKETING PLAN



“If your business depends on you, you don't own a business, you have a job, and it's the worst job in the world”

~ Mike Gerber

Schedule Your 2025 Internet Marketing Plan Review

Space is Limited, Schedule Today!
Foundationmarketingpro.com



YOUR 2025 INTERNET MARKETING PLAN

WHAT ARE YOUR GOALS FOR 2025?

- 1. How much revenue will your company generate this year?**
- 2. How much revenue does that equal to monthly? (Divide the annual by 12)**
- 3. How many booked calls will that require?**
- 4. What is your average transaction value?**
- 5. What is your average lifetime customer value?**
- 6. How many technicians/foundation will you need to hit that goal**
- 7. How many leads will you need to generate to hit your goal?**
- 8. What is your average conversion rate from caller to booked job?**
- 9. Multiply your call target by your conversion rate -**

Schedule Your 2025 Internet
Marketing Plan Review

Space is Limited, Schedule Today!
Foundationmarketingpro.com



YOUR 2025 INTERNET MARKETING PLAN GOALS AND BUDGET ALLOCATION WORKSHEET

LEAD GENERATION TARGET PLANNER

NOTE: THIS IS FOR FORECASTING AND EXPECTATIONS. LEAD COSTS AND AVERAGE TICKETS WILL VARY OVER TIME. EDIT THE ITEMS IN BLUE

Step 1: Revenue & Booked Jobs Target	
Annual Revenue Goal / Target	\$1,000,000.00
Monthly Revenue Target	\$83,333.33
What is your average ticket value?	\$1,000
How many service calls would be required to hit your monthly goal?	83

Step 2: # of leads required to hit target	
What is your average conversion rate from caller/lead to booked job?	90.00%
Monthly # of leads needed to hit target	93
Monthly # of leads needed to hit target	1111

Step 3: Consider the Path	
Average cost per lead industry Average \$115 in 2023, Paid & Organic)	\$122
Monthly Budget Required to Hit Target	\$11,296
Current Monthly Budget	\$12,500.00
Difference	\$1,203.70

Schedule Your 2025 Internet
Marketing Plan Review

Space is Limited, Schedule Today!
Foundationmarketingpro.com





MARKET

The first thing you have to determine is 'who is the market?' Most would say, "we sell to everyone with a foundation problem." As the saying goes, when you try to sell to everyone you are selling to no one. Get it out of your mind that everyone is your customer. So, who is your customer? Is this the coupon clipper, the middle-class suburbanite, or the high-end multi-million dollar homeowner? You have to find your market known as your avatar.

MESSAGE

Once you define your avatar, you then need to define our message. When you know who exactly your customer is, you can craft the message to them. If your customers feel like you are talking to them, they can relate to you. The person that lives in a multi-million dollar home has different priorities than someone looking for the lowest price.

MEDIA

When you have your avatar and message in place, you can figure out where and how to deliver the media. Where do they spend their time, get their entertainment, and news.

Schedule Your 2025 Internet Marketing Plan Review

Space is Limited, Schedule Today!
Foundationmarketingpro.com



YOUR 2025 INTERNET MARKETING PLAN

WHAT IS YOUR TARGET CUSTOMER AVATAR?!



Meet Mr. Carter. He's constantly dealing with tight project deadlines, demanding clients, and the daily stress of running his business. His patience is thin, and he can't handle one more thing...like a foundation issue. He wants it fixed...now...and he's willing to pay whatever it takes to get it done right.

CONSIDER THE FOLLOWING FACTORS WHEN DEFINING YOUR CUSTOMER AVATAR:

DEMOGRAPHICS

- Homeowner
- 35+ years old
- Typically female
- Married with 2-3 kids
- Head of household
- \$65K+ Annual Household Income
- Family oriented
- Reliable
- Easily frustrated
- Likes to please people & expects the same in return
- Not handy
- Likes gardening, crafting & arts
- Lives in the suburbs - upper middle class neighborhood
- Takes an interest in her community

PAINS AND FRUSTRATIONS

- Foundation not working
- Can't get a foundation company on the phone or to return her call
- Need to get the foundation issue resolved
- Too busy to deal with it
- Worried that the situation at the house could be unhealthy for family

FEARS AND IMPLICATIONS

- Being ripped off or overcharged
- Paying too much for something she could have gotten elsewhere
- Having home damaged by faulty workmanship
- Having to wait around for the foundation to arrive at the home
- Being inconvenienced trying to coordinate with the foundation
- May cause a disaster in the house
- Bill will be too high or more than expected

DREAMS AND ASPIRATIONS

- Be well respected by family and friends
- Buy that nicer home or car
- Retire at 65 without any worries
- Kids grow up healthy, happy & successful

GOALS AND DESIRES

- Get the foundation fixed
- Have the issue behind them
- Have a well kept home
- Take care of her family
- More income, money, wealth
- Live in a nicer more luxurious car
- Drive a nicer car
- Spend more time with family
- Respect and approval of friends, family and relatives
- Peace of mind

WANTS FROM A FOUNDATION COMPANY?

- Friendly, affordable, honest & convenient
- Work with a foundation who can accommodate her schedule (after hours or during the weekend if needed)
- To find that "great" guy that does such a good job she can proudly recommend him to her friends and look like a hero

EVERY ASPECT OF YOUR COMPANY SHOULD LET THIS AVATAR KNOW. FROM THE MARKETING, TO THE SALE, TO THE REQUEST FOR REVIEW AND FOLLOW UP APPOINTMENTS.

Schedule Your 2025 Internet Marketing Plan Review

Space is Limited, Schedule Today!
Foundationmarketingpro.com



YOUR 2025 INTERNET MARKETING PLAN

WHAT IS YOUR MESSAGE?

Why should Mr. Carter choose to do business with you vs. the competition?

- 1.
- 2.
- 3.

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

- 1.
- 2.
- 3.

Sell the benefits, not the feature

With a clear understanding of your customer avatar, you can focus on crafting messaging for your company that resonates with the customer!

Think about what matters to her. It's not the work, it's not the complexity of the job, it's the benefits that your solution will bring.

Schedule Your 2025 Internet
Marketing Plan Review

Space is Limited, Schedule Today!
Foundationmarketingpro.com



YOUR 2025 INTERNET MARKETING PLAN

YOUR WEBSITE IS THE HUB WHERE EVERYONE ENDS UP. IS YOUR WEBSITE OPTIMIZED TO CONVERT SEARCHERS INTO BUYERS?

Does your website speak to your target avatar? Does it address her fears and frustrations? Does it explain why she should choose your company?

Does your website have real authentic images of your team on the homepage and throughout the site?

Does your website include video elements:

Welcome video

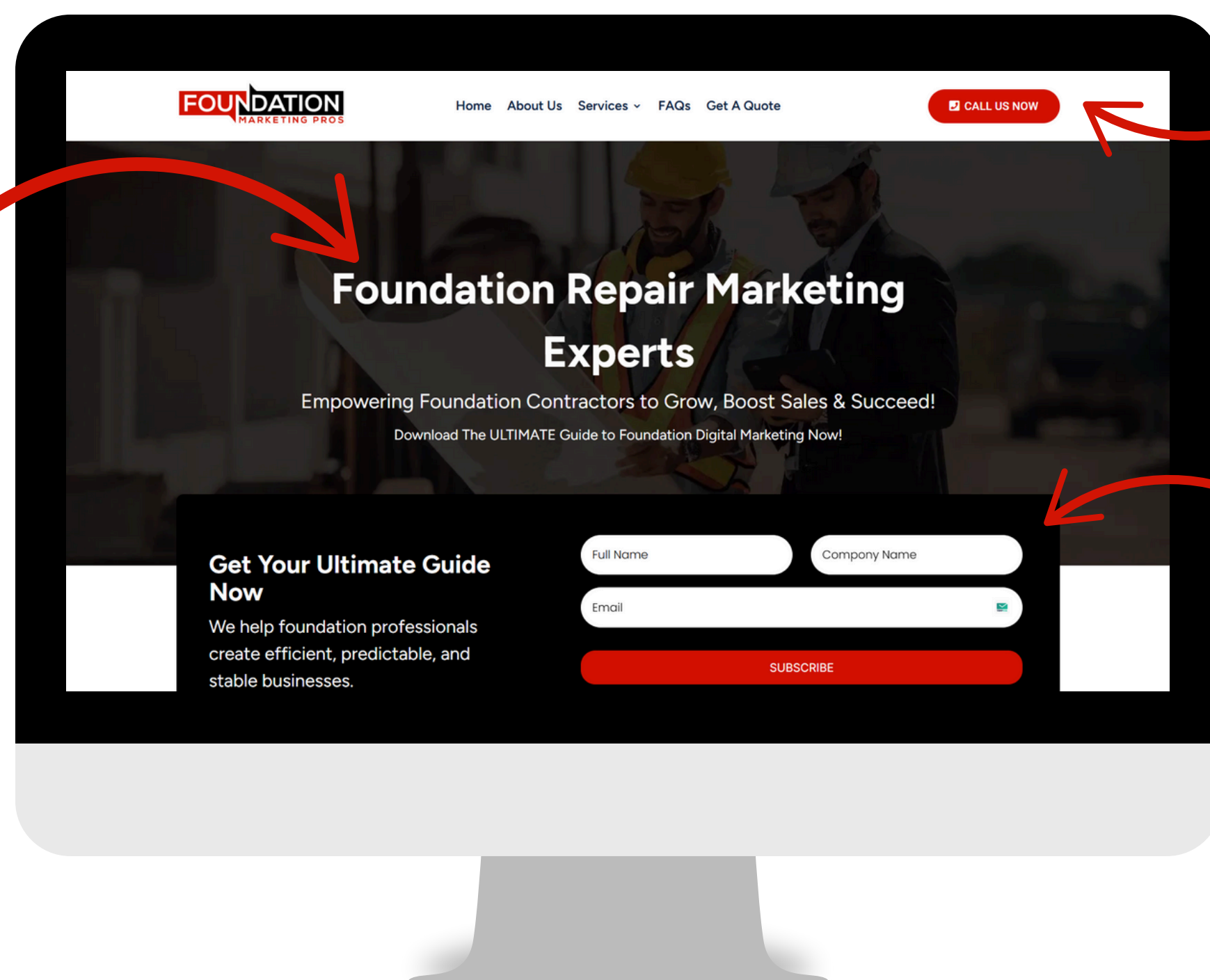
Video for each of your services

Video explaining why someone should contact your company vs. a competitor.

Does your website showcase live customer reviews?

**LARGE
CONTACT
BUTTONS IN
HEADER**

**IMPORTANT
CONVERSION
MESSAGING**



**EASY ACCESS
CONTACT
FORM**

**Schedule Your 2025 Internet
Marketing Plan Review**

**Space is Limited, Schedule Today!
Foundationmarketingpro.com**



YOUR 2025 INTERNET MARKETING PLAN

Does your website make it easy for potential customers to take action and contact your company?

Make sure the basics are in order

Large phone number in the top right hand corner of every page

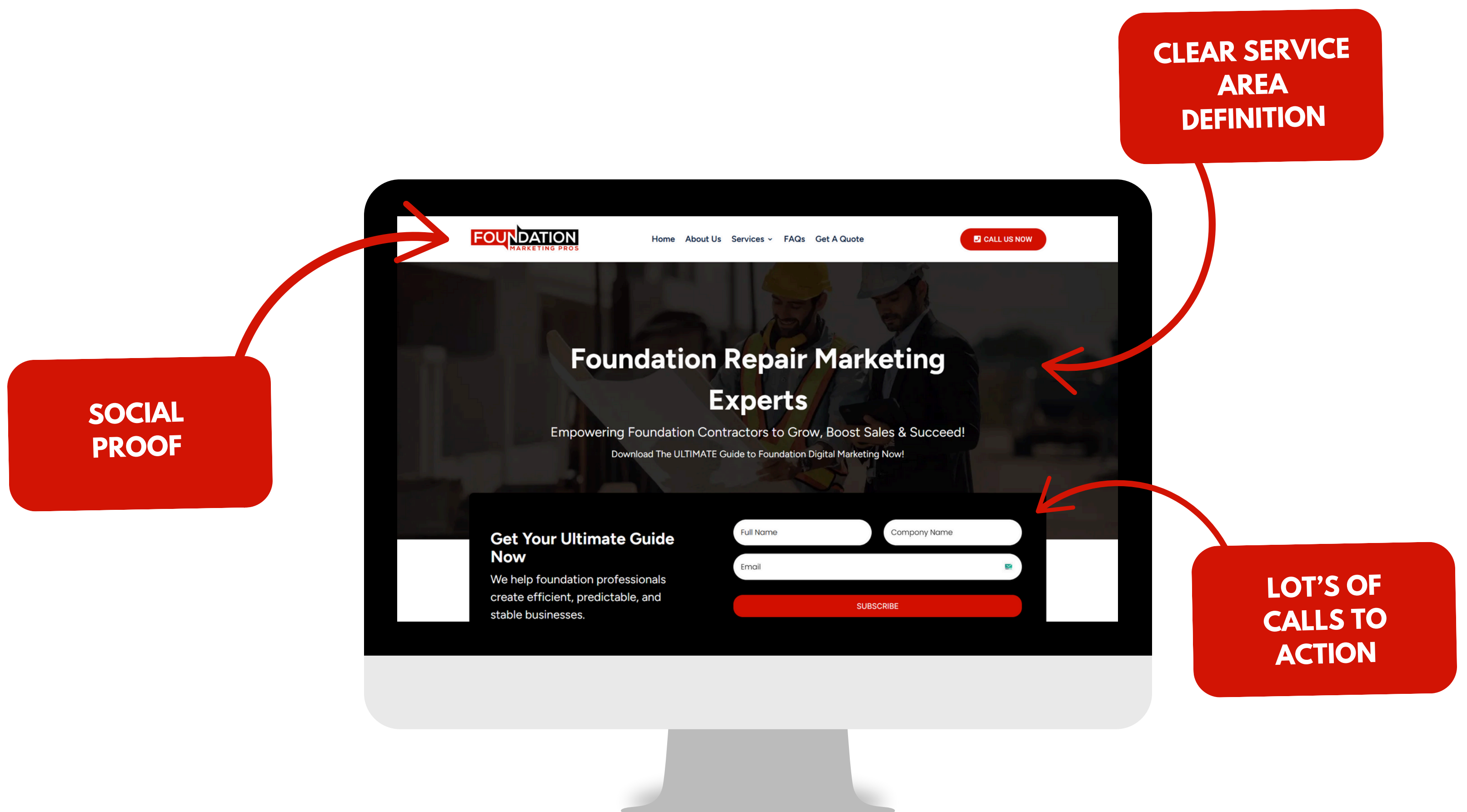
Website contact form above the scroll of the page

Credibility with authority logos like BBB, Angies List, Associations, etc.

Easy one click navigation

Fast loading webpages

Have a call to action on every page of your website that speaks to your customer avatar.



Schedule Your 2025 Internet Marketing Plan Review

Space is Limited, Schedule Today!
Foundationmarketingpro.com



YOUR 2025 INTERNET MARKETING PLAN

DO YOU HAVE KPI TRACKING IN PLACE?

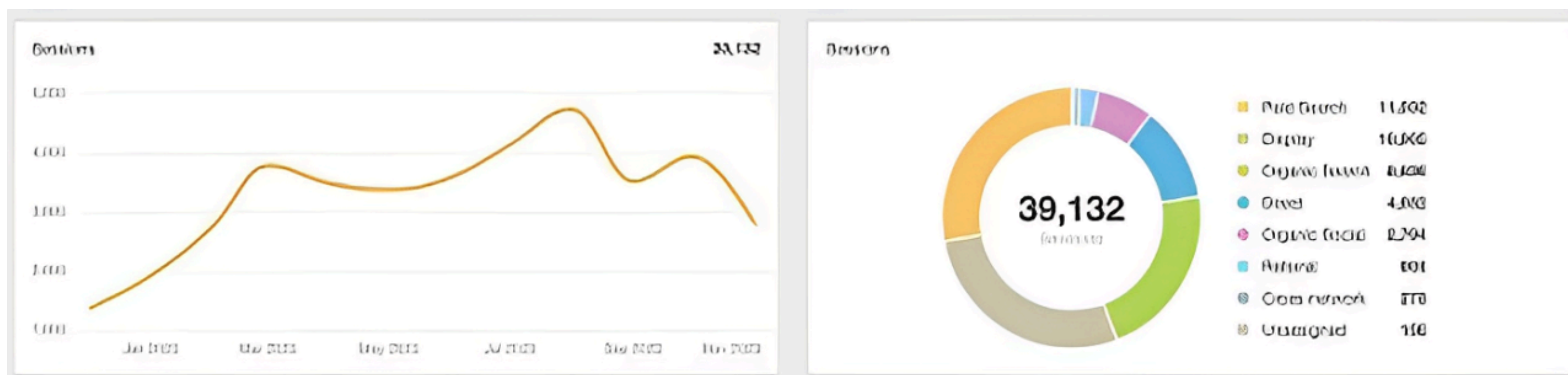
1.Call tracking - In order to measure your Internet Marketing Campaign's success you need to have call tracking in place. Call tracking not only allows your company to see the number of inbound calls generated but also allows you to listen to the recorded calls. Have you missed opportunities? Could you implement training for your dispatchers?

2.Average cost per call generated - Does the amount of money you spend on advertising deliver the right amount of calls? Get as granular as possible knowing exactly the average cost of each call and lead.

3.Visitors to website - How many visitors do you have on a daily, weekly and monthly basis? You need to be aware of the amount of traffic that comes to your website. Does more traffic result in more calls? Are you targeting the right keywords to attract better traffic?

4.Most visited pages - What are your most profitable services? Which pages are getting the most traffic? Which pages are giving you the best conversion?

Implementing simple website analytics with reports delivered in an easy to read dashboard make seeing all this data easy to consume.



Schedule Your 2025 Internet Marketing Plan Review

Space is Limited, Schedule Today!
Foundationmarketingpro.com



YOUR 2025 INTERNET MARKETING PLAN

INTERNET MARKETING INITIATIVES

What are the top 3 internet marketing initiatives that you need to focus on?

1.

2.

3.

Who on your team or externally do you need to meet with to take action on these 3 initiatives?

SEO Strategy

SEO is not a 'set it and forget it' project. This is a foundation many foundation companies face. They either try to implement a campaign on their own or they hire a company that may not be the best choice for their industry.

In order to succeed with a successful SEO campaign you need an action plan. Using the checklist on the last page will ensure you are starting in the right place.

1. Who will you have run an assessment to determine where you rank today for your most important keywords?

2. Who will track and monitor your ongoing SEO activities?

Schedule Your 2025 Internet Marketing Plan Review

Space is Limited, Schedule Today!
Foundationmarketingpro.com



YOUR 2025 INTERNET MARKETING PLAN

PAID INTERNET MARKETING CAMPAIGNS

Although a good website and a solid SEO plan is important for a long-term plan, it's also beneficial to employ solid paid campaigns along the way

WHAT PAID INITIATIVES WILL YOU IMPLEMENT?

Pay-Per-Click - Google Adwords, Bing Search
Retargeting (Banner Ads, YouTube)

Premium advertising on Authoritative directories:

Angie's List

Yelp YP.com

Houzz

Porch

Social Sources

Meta

TikTok

Expanded Audience Networks (Brandzooka, Groundtruth)

WHY MOST PAY-PER-CLICK CAMPAIGNS FAIL

- You set-up only one ad group for all services (foundation, emergency foundation, drain cleaning, water heaters, etc.)
- You don't use specific text ads and landing pages for groups of keywords
- You don't have a strong call to action or offer on the landing page

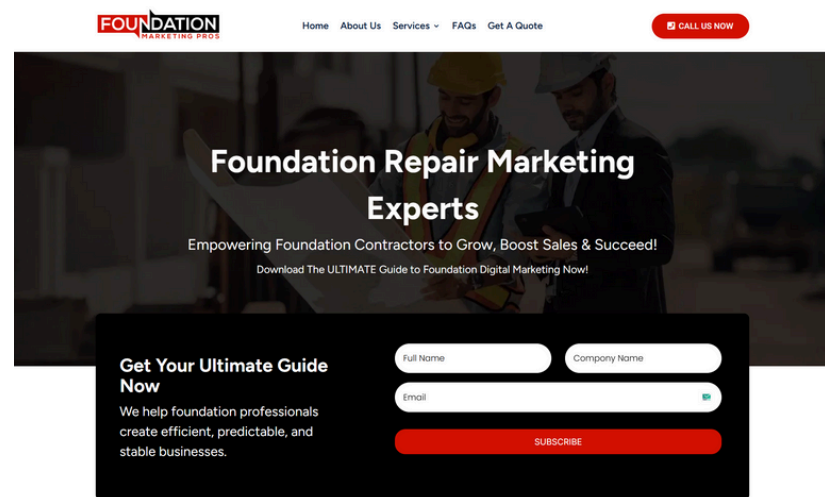
Schedule Your 2025 Internet
Marketing Plan Review

Space is Limited, Schedule Today!
[Foundationmarketingpro.com](https://foundationmarketingpro.com)

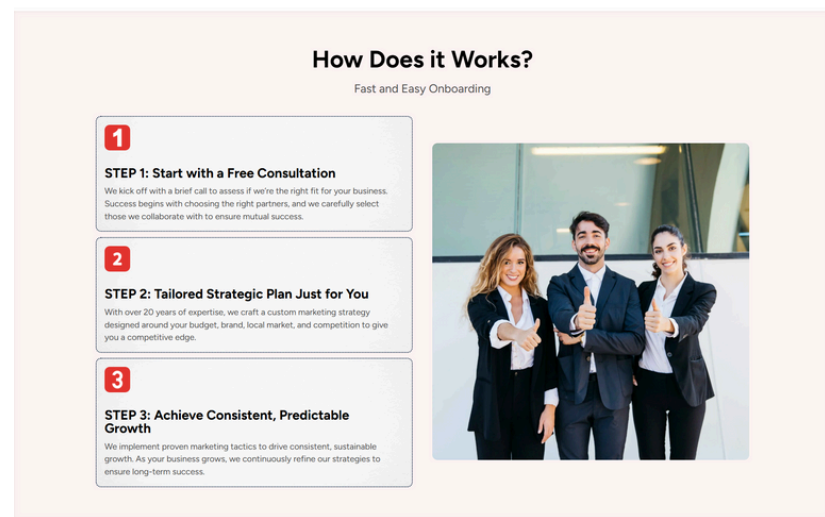


YOUR 2025 INTERNET MARKETING PLAN

PPC LANDING PAGE STRUCTURE

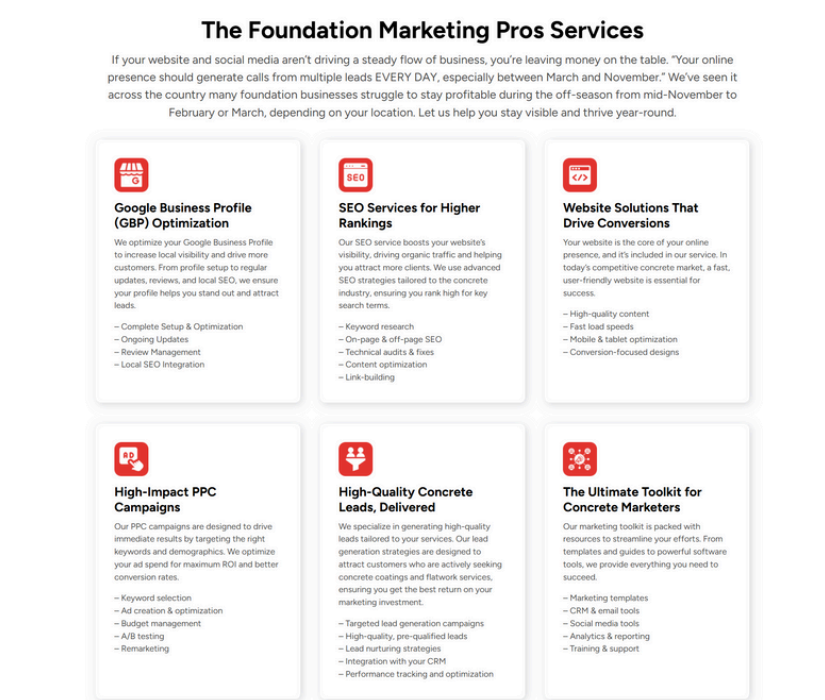


← Contact in Header

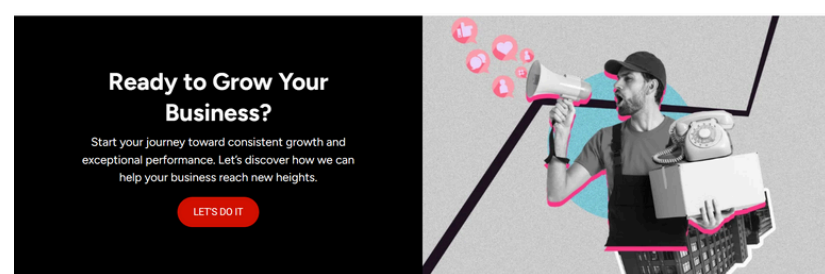


← Form at Top

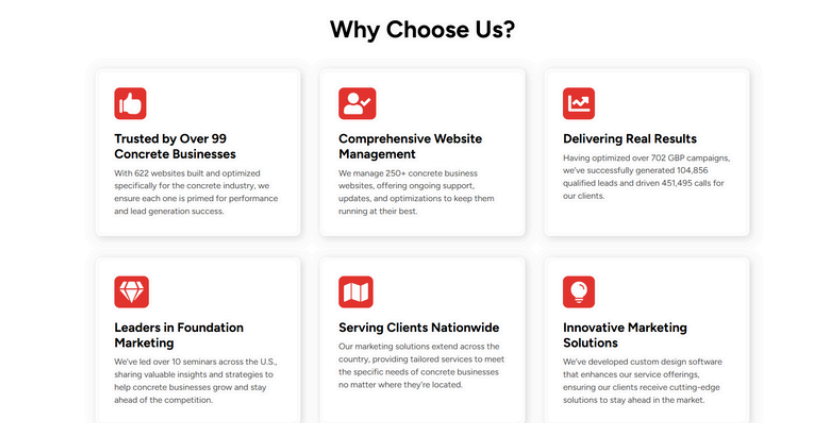
← Build Credibility
Call to Action



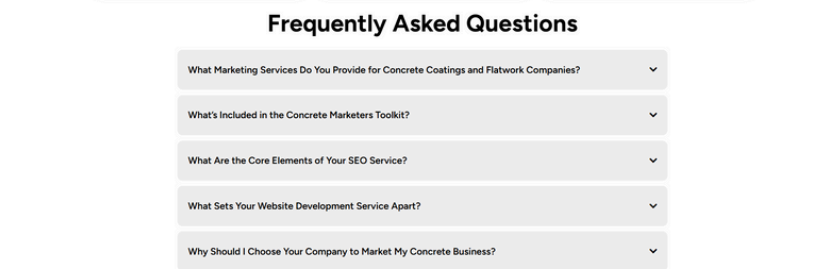
← Services Showcase
Call to Action



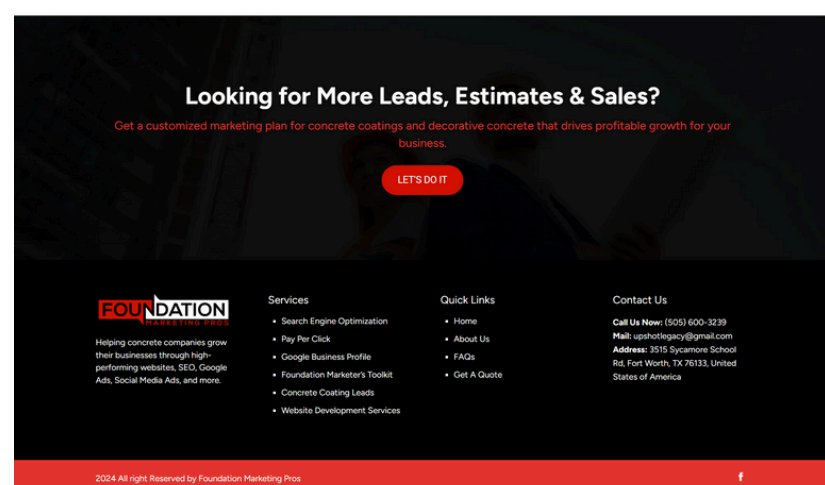
← Human Information
Call to Action



← Promise
Call to Action



← Q&A for Google Quality
Call to Action



Schedule Your 2025 Internet Marketing Plan Review

Space is Limited, Schedule Today!
Foundationmarketingpro.com





SCHEDULE YOUR FREE
MARKETING
CONSULT

GET EXPERT INSIGHT FOR YOUR BUSINESS

Schedule Your 2025 Internet
Marketing Plan Review

Space is Limited, Schedule Today!
Foundationmarketingpro.com

