

How To Increase Your Market Using The Internet

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ABOUT



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ADEPTPLUS WEB MARKETING

Based in Chicago
Hundreds of Websites
Specializing In Radon
10+ Years



ABOUT PETER & ADEPTPLUS



MIDWEST AARST SPEAKER



FEATURED IN THE RADON REPORTER



GOOGLE PARTNER



CLUTCH LEADING AGENCY



AARST MEMBER



THE ONE THING:

Turn Clicks into Action





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Turn Clicks into Action



THREE STRATEGIES



1. Target The *Right* Clicks



Global volume

260K

 United States	63K	24%
 France	35K	13%
 Germany	33K	12%
 Sweden	16K	6%
 Canada	12K	4%

260,000

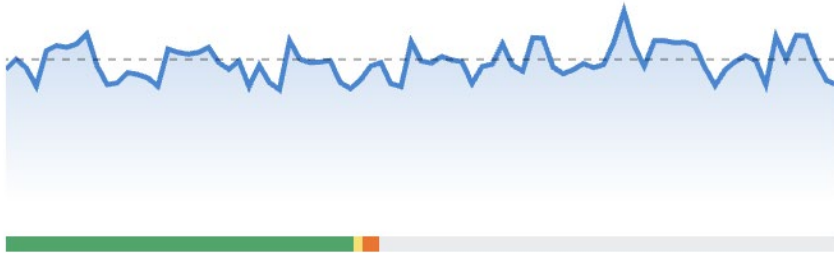
Searches per month globally
for “radon”.



Volume

63K

84K



Clicks 33K

Cost per click \$2.50

Clicks per search 0.53

63,000

Searches per month in the US.



63,000

Monthly USA
Google Searches
For "Radon"

"What is radon?"

"How dangerous is radon?"

50,000

Monthly USA
Google Searches
Related To "Radon
Testing"

"Radon testing near me"

"Radon test kit"

45,000

Monthly USA
Google Searches
Related To "Radon
Mitigation"

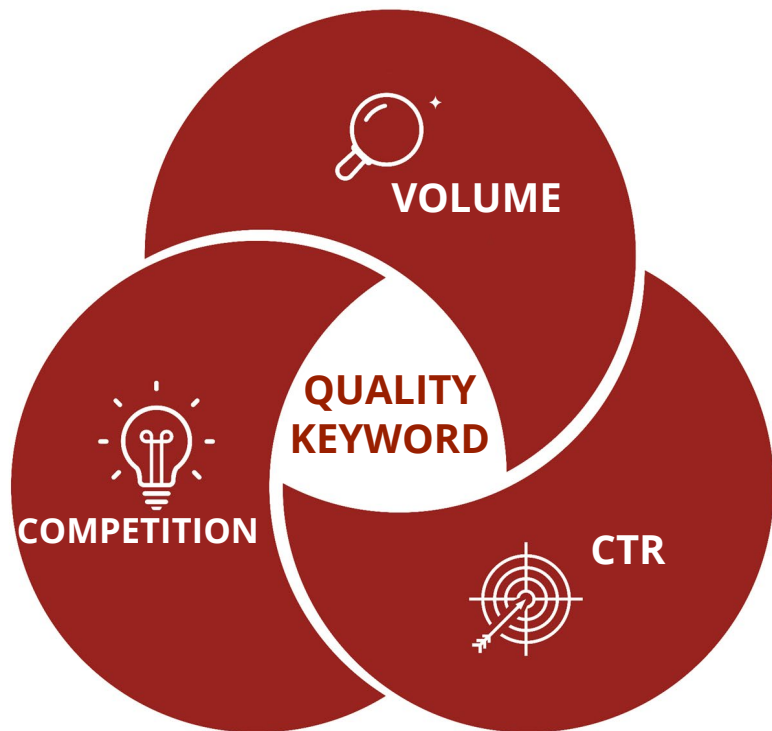
"How do I remove radon?"

"Radon mitigators near
me"



ADEPT FRAMEWORK:

QUALITY KEYWORD SCORE™



VOLUME

"Are people searching for this?"



CLICK THROUGH RATE (CTR)

"Are people clicking on results?"



COMPETITION

"Do I have a realistic chance at ranking?"





KEYWORD RESEARCH

CATEGORY	CATEGORY	Difficulty	Volume
radon mitigation system	Mitigation	29	27000
radon mitigation system cost	Mitigation	13	4800
radon mitigation near me	Mitigation	15	3300
radon mitigation systems	Mitigation	31	1900
radon mitigation cost	Mitigation	7	1600
radon mitigation system near me	Mitigation	19	1000
radon mitigation companies near me	Mitigation	5	600
how much does radon mitigation cost	Mitigation	22	600
radon mitigation system installers near me	Mitigation	12	500
radon mitigation companies	Mitigation	21	350
radon mitigation system installation	Mitigation	31	300
radon mitigation installation	Mitigation	27	250



Use ChatGPT



Use ChatGPT

AdeptPlus Disclaimer: Rule #3

Thou shalt not copy/paste content from ChatGPT without fully reading, thinking and using a plagiarism check.



Use ChatGPT





I install radon mitigation systems in Chicago, Illinois. What keywords should my website target?



If you install radon mitigation systems in Chicago, Illinois, focusing on specific keywords can significantly improve your website's visibility and traffic. Here are some keyword categories and examples that could be relevant for you:



Location-Based Keywords:

1. "Radon mitigation Chicago"
2. "Chicago radon mitigation services"
3. "Illinois radon mitigation"
4. "Radon mitigation systems Chicago IL"
5. "Radon testing Chicago"
6. "Chicago radon removal"

Service-Based Keywords:

1. "Radon mitigation installation"
2. "Radon system installation"
3. "Radon testing services"
4. "Radon reduction systems"
5. "Home radon mitigation"
6. "Commercial radon mitigation"

Problem/Solution Keywords:

1. "How to reduce radon levels"

🔄 Regenerate

📧 Send a message



Problem/Solution Keywords:

1. "How to reduce radon levels"
2. "Radon health risks"
3. "Is my home at risk for radon"
4. "Radon solutions"
5. "Reduce radon in basement"
6. "Safe radon levels"

Long-Tail Keywords:

1. "Best radon mitigation systems in Chicago"
2. "How much does radon mitigation cost in Illinois"
3. "Steps to install a radon mitigation system"
4. "DIY vs professional radon mitigation"
5. "How to test for radon in Chicago homes"
6. "Chicago regulations for radon mitigation"

Industry-Specific Jargon:

1. "Sub-slab depressurization"
2. "Passive radon systems"
3. "Active soil depressurization"
4. "Radon fan installation"
5. "Sump pit radon mitigation"
6. "Sealing radon entry points"

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📧 Send a message



1. Target The *Right* Clicks



2. Upgrade Your Content



ADEPT FRAMEWORK:

Anatomy of the Perfect Radon Website

1 Short descriptive headline

3 Quick Visual Credibility

5 Answers to top Questions

6 Short Paragraphs

9 Faces of Your People

11 Clean Simple Flow

13 Compelling call to action



2 Keyword Focus
(title, header, body, text)

4 Meaningful Subheads

7 Testimonials and Social Proof

8 Strong Supportive Visuals

10 Data & Statistics

12 Depth & Detail
(likely 800+ words)



Use ChatGPT





I am giving you a radon mitigation website. Our target personas are homeowners who care about their home's air quality and just found out that they tested high for radon. Analyze the page and give me recommendations for improvements, both so that we get more inquiries and so we rank higher on search engines.

https:// .com/radon-mitigation/



Finished browsing

To improve the given radon mitigation website for better user inquiries and SEO rankings, consider these suggestions:

1. **Content Improvement:**

- Expand on educational content about radon, its risks, and mitigation solutions.
- Include client testimonials and case studies to build trust.
- Incorporate targeted keywords naturally within the content for SEO.

2. **Technical SEO:**

- Ensure the website is mobile-friendly and loads quickly.
- Implement proper HTML tags (header tags, meta descriptions, alt text for images).

3. **User Experience (UX):**

- Improve navigation by clearly categorizing services.
- Include clear calls-to-action (CTAs) like "Get a Free Estimate" or "Contact Us Now"

4. **Local SEO:**

- Add local business categories

Stop generating

Send a message





Give me the text changes you'd recommend making on the page. Highlight them.



Certainly! Here are some specific text changes for the page:



1. Title Change:

- From: "Effective Radon Mitigation Systems"
- To: "**Nashville's Leading Radon Mitigation Systems**"

2. Call to Action Change:

- From: "Get Started"
- To: "**Request Your Free Consultation**"

3. Service Description Update:

- From: "Our top-notch radon mitigation systems are affordable and hassle-free."
- To: "Our **state-certified radon mitigation systems are affordable, effective, and installed by experienced technicians.**"

These changes aim to add local keywords, enhance clarity, and provide a more compelling call to action to encourage user inquiries.



CALL TO ACTIONS

- Take the first step to protect your family from radon
- Request a radon test today
- Get a free, on-site estimate
- Start a conversation with our VI design team
- Schedule a discovery call with our engineering team





Give me 10 call to actions



Certainly! Here are 10 Call to Action (CTA) suggestions:



1. **Schedule Your Free Inspection**
2. **Get Your Free Estimate Now**
3. **Talk to a Radon Expert**
4. **Book Your Radon Testing**
5. **Start Your Radon Mitigation Journey**
6. **Request a Custom Quote**
7. **Download Our Radon Guide**
8. **View Our Success Stories**
9. **Join Our Radon Mitigation Webinar**
10. **Secure Your Home Today**

Is this conversation helpful so far?  

 Regenerate

Send a message



EDUCATE ABOUT RADON



EDUCATE ABOUT RADON

HOW

Website (Service Pages)

Blog Posts

Social Media

Marketing Printed Assets

Sales Printed Assets

TOPICS

How Dangerous Is Radon

Where Does It Come From

The Acceptable Levels

How To Remove Radon

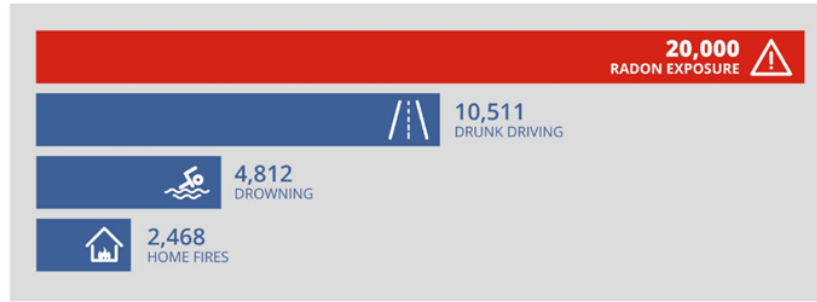
How To Hire A Mitigator



Why don't I hear more about the dangers of radon?

Despite being a major risk factor for lung cancer, radon awareness education from the EPA and state health organizations is limited.² Although many people are unaware of the dangers of radon gas, radon education and awareness is only getting better as more people test. By educating yourself on the potential dangers of radon and taking precautionary measures with radon testing and mitigation, you will ensure the safety of yourself and your loved ones against radioactive gas in your home.

FATALITIES FROM RADON COMPARISON



What is considered a dangerous radon level in your home?

The EPA sets the level of unsafe radon gas exposure at or above 4 pCi/L.² If your home has radon gas levels exceeding this action level, it's recommended that you undergo mitigation efforts to reduce exposure. If testing reveals a much higher level, you'll definitely need mitigation systems to remediate the radon gas. While any level of radon can have an effect, the EPA says readings below 2 pCi/L is considered normal and only carries a relatively small increased risk of lung cancer.³ It is possible, but often difficult, to reduce radon gas below these levels.

TESTING FOR RADON: **THE ONLY WAY TO KNOW**

**EPA RECOMMENDED
RADON ACTION LEVEL**
4.0 pCi/L

**WORLD HEALTH ORGANIZATION
RECOMMENDED RADON ACTION LEVEL**
2.7 pCi/L

**EQUAL TO
2.5 CIGARETTES A DAY**
1.0 pCi/L

pCi/L

5.0

4.0

3.0

2.0

1.0

0

4.0 pCi/L
EQUIVALENT TO
200 CHEST X-RAYS
PER YEAR





Prevent radon from being in your basement

Radon gas is present in every home in varying levels and it is nearly impossible to have a radon level of 0.

However, there are things you can do to lower your radon levels.

what is an acceptable level of radon



All



Images



Videos



Books



News



More

Tools

About 1,540,000 results (0.47 seconds)

4 pCi/L

All systems should reduce radon below the EPA action level of 4 pCi/L.



“Reuse Recycle Repurpose”

Content: “Is Radon Dangerous?”

- Blog Post
- Callout on your testing/mitigation pages
- 20+ Social Media Posts
- Flyer / Trifold
- Postcards / Door Hangers



EDUCATE ABOUT RADON

HOW

Website (Service Pages)

Blog Posts

Social Media

Marketing Printed Assets

Sales Printed Assets

TOPICS

How Dangerous Is Radon

Where Does It Come From

The Acceptable Levels

How To Remove Radon

How To Hire A Mitigator



GET REVIEWS ON GOOGLE



GET REVIEWS ON GOOGLE

radon mitigation near me



Places

Rating

Hours

Sort by

VSI Radon Reduction Corp

4.8 ★★★★★ (25) · Home inspector

9.7 mi · Ingleside, IL · (815) 344-1100

Opens soon · 7AM

"... everything related to the radon remediation system and the sump ..."



Website



Directions

Bee Sure Home Inspection Services

5.0 ★★★★★ (123) · Home inspector

15+ years in business · 3.6 mi · Grayslake, IL · (7...

Closed · Opens 8AM

"John was quick to answer and was able to schedule a radon test the same day."



Website



Directions

Pro Radon Mitigations

5.0 ★★★★★ (52) · Contractor

3+ years in business · 12.6 mi · Johnsburg, IL · (...)

Closed · Opens 8AM

"If you're looking for radon mitigation, this is the company."

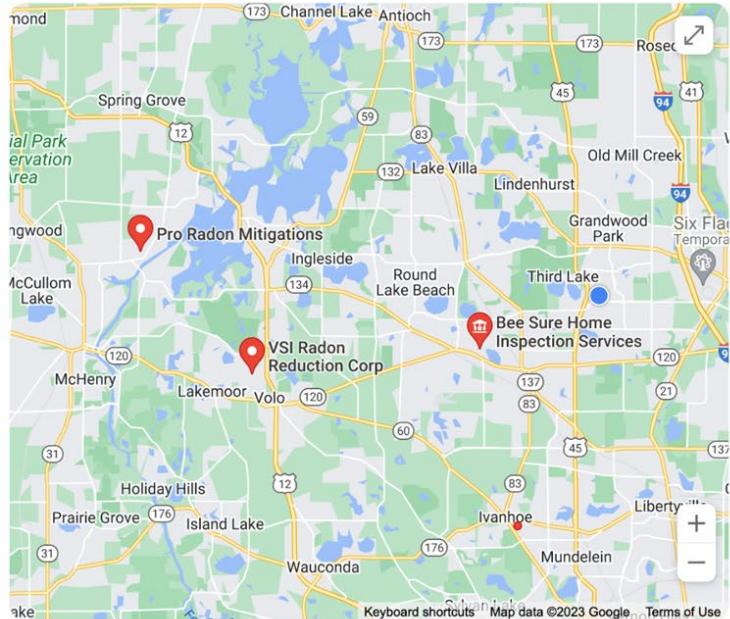


Website



Directions

More places →



GET REVIEWS ON GOOGLE

**TESTERS &
MITIGATORS**

**FOLLOW UP
EMAIL**
(AUTOMATE IT?)

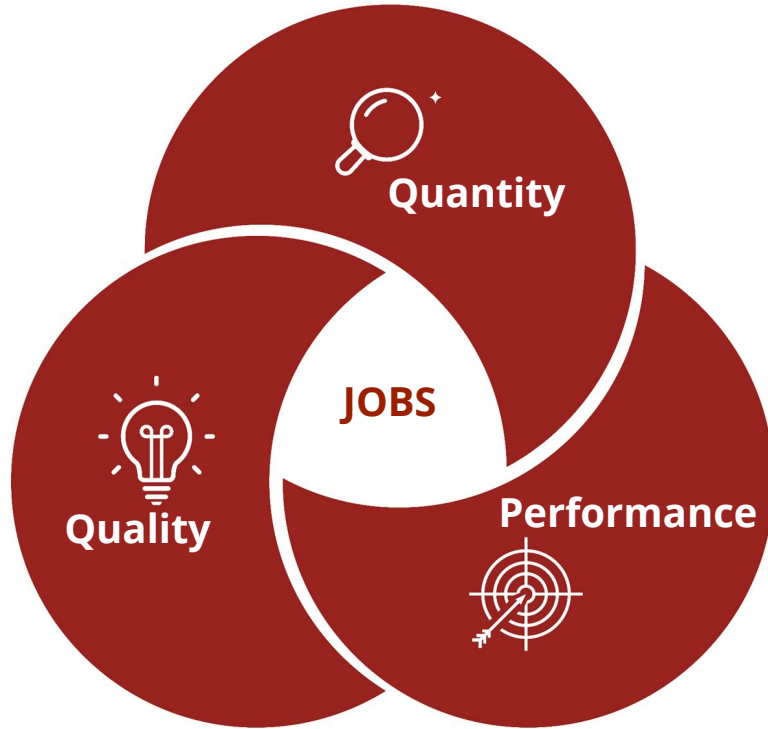


3. Measure Your Impact



ADEPT FRAMEWORK:

Measuring Your Results



QUANTITY

"How many inquiries did we receive?"



QUALITY

"Are they seeking our services?"



PERFORMANCE

"Did we book them on the calendar?"



CREATE A SCORECARD

	January 1	January 8	January 15
# of Website Views	803	945	912
\$ spent in Google Ads	\$208	\$201	\$215
# of Leads Generated	12	15	14
Cost per new lead	\$42	\$36	\$39



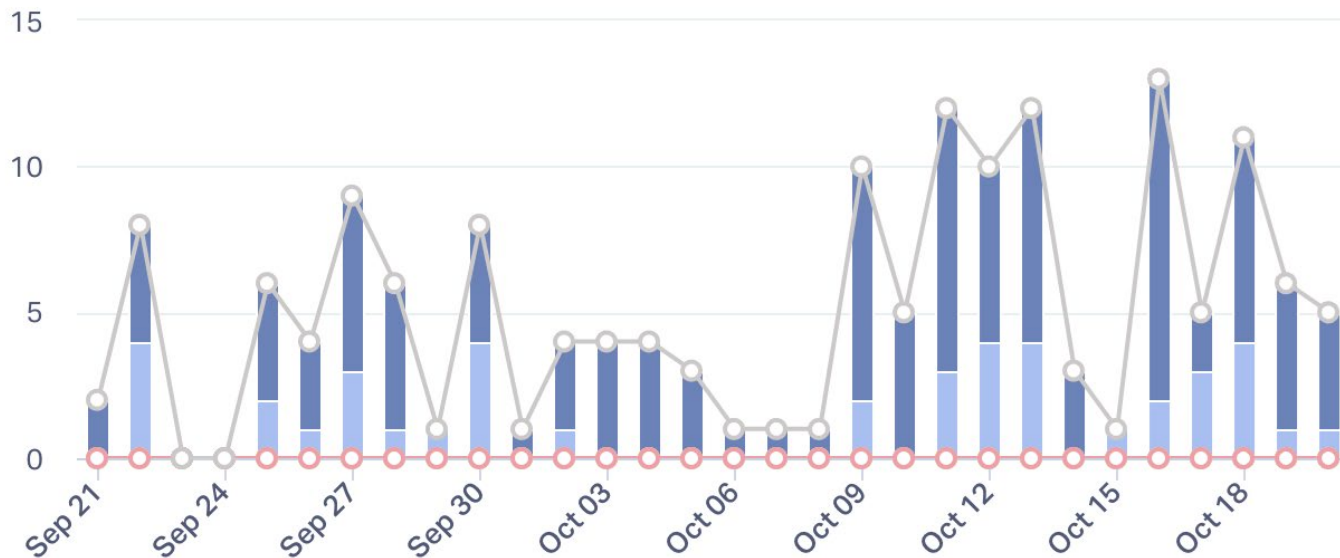
156 Leads

Day

Week

Month

● Unique ● Repeat ● Quotable ● Pending ● Not Quotable ● Not Set





Conversions

Our top indicators of performance.

Total Leads
25
↑ 92.3%

Conversion Rate
7.52%
↑ 7.7%

Phone Calls
18
↑ 200.0%

Goal For The Week: 20 Leads
Our week performance

125%

Contact Forms
7
0.0%

Goal For The Month: 100 Leads
Our month-to-date performance

43%



Google Ads Performance

How the visitors turned into leads.

Ad Spend
\$752.48
↑ 10.4%

Clicks
84
↑ 3.7%

Leads
12
↑ 100.0%

Cost Per Conversion
\$62.71
↓ 44.8%

Cost per Click
\$8.96
↓ 6.5%

Conversion Rate
14.29%
↑ 92.9%



Website Statistics

Detailed indicators of website behavior and source.

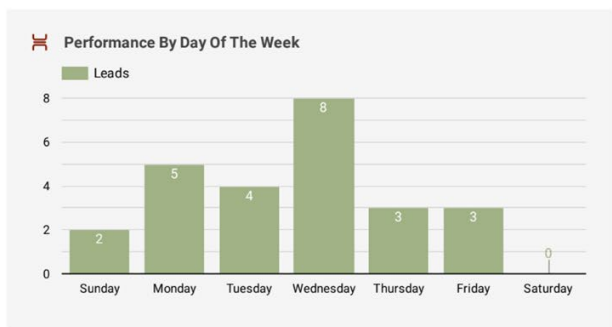
Sessions
306
↑ 77.9%

Users
286
↑ 90.7%

Avg. Session Duration
00:00:52
↑ 30.0%

Performance By Source Traffic by Google Ads (CPC), Direct (None) & More

Medium	Users	Contact Form	Phone Calls
organic	100	3	6
(none)	90	0	2
cpc	75	4	7
referral	24	0	1





Lead Manager

+ Add Lead

First Click Attribution **ELITE**

Export Leads

Sep 21, 2023 - Oct 20, 2023

Default View

Google Ads

Organic Search

Unique Contacts

Unique Phone Calls

This view contains 156 Leads. Use the filters below to specify what leads you want to see.

Choose Columns

Save View

Manage Views

	Time	Type	Status	Source	Medium	Campaign	Content	Keyword	Duration	Record
		<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
	Fri, Oct 20, 1:15 PM		Unique Lead	google	organic	GoogleMyBusiness	-	-	1 minute and 23 seconds	
	Fri, Oct 20, 12:27 PM		Unique Lead	google	cpc				3 minutes and 23 seconds	
	Fri, Oct 20, 9:20 AM		Repeat Lead	google	cpc				-	
	Fri, Oct 20, 9:09 AM		Unique Lead	google	cpc				-	
	Fri, Oct 20, 8:05 AM		Unique Lead	google	organic	GoogleMyBusiness	-	-	-	
	Thu, Oct 19, 4:57 PM		Unique Lead	(direct)	(none)	-	-	-	6 minutes and 59 seconds	
	Thu, Oct 19, 1:52 PM		Unique Lead	Google My Business	not set	-	-	-	3 minutes and 6 seconds	
	Thu, Oct 19, 12:12 PM		Unique Lead	google	organic	GoogleMyBusiness	-	-	-	



THE IMPACT





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