

Online Marketing Mastery for Radon Professionals

Peter Ruchti, Founder/President, AdeptPlus Web Marketing

ABOUT

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Today's Goal

Where contractors go wrong in their marketing

Depend on referrals

Poor experience with marketing agencies

Attempt DIY solutions

Entrepreneur challenges

- Competitors are pulling ahead
- Depending on referrals leads to feast and famine
- Business growth is impossible without control of sales
- Marketing online can be daunting

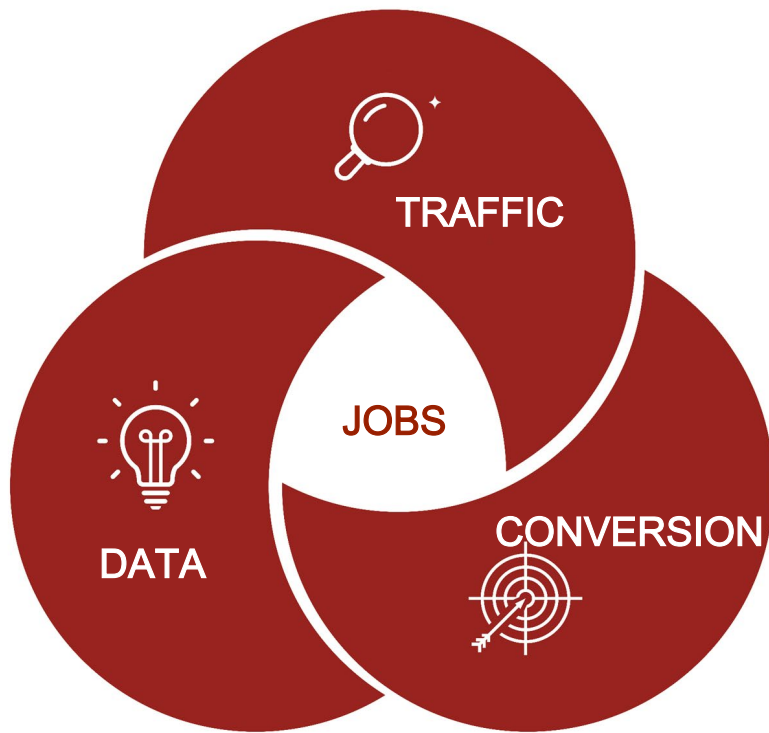
WHAT WE WILL COVER

- How to make the phone ring constantly
- How to get found on search engines
- How to make a website better than your competitors



Let's dive in.

RADON MARKETING SYSTEM



TRAFFIC

Get ranked higher and more clicks



CONVERSION

Get those who clicked to call you



DATA

Know which marketing dollars became jobs



1. Get More Traffic

radon mitigation near me



ADS

Sponsored



All Star Pros

<https://www.allstarpros.com>

Inexpensive Radon Remediation - We Handle Any Project

Get Radon Remediation Service From Trusted Local Professionals. Get an...

Contact Us

Get Estimate

Radon Testing

Mold Inspection

Places

VSI Radon Reduction Corp

4.8 ★★★★★ (38) · Environmental engineer

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

Open · Closes 5 PM

"Few days after installation, radon in my house reduced to 1, very happy"



Website



Directions

Pro Radon Mitigations

5.0 ★★★★★ (65) · Contractor

5+ years in business · 12.6 mi · Johnsburg, IL · (81...

Open · Closes 6 PM

"Chris, the owner and his crew with Pro Radon Mitigations were phenomenal!"



Website



Directions

Radon Remedy, LLC

4.6 ★★★★★ (32) · Environmental consultant

10+ years in business · 12.3 mi · Pleasant Prairie, ...

Open · Closes 5 PM

"Received my post mitigation test today and the result was at 1.0 pCi/L!!!!"

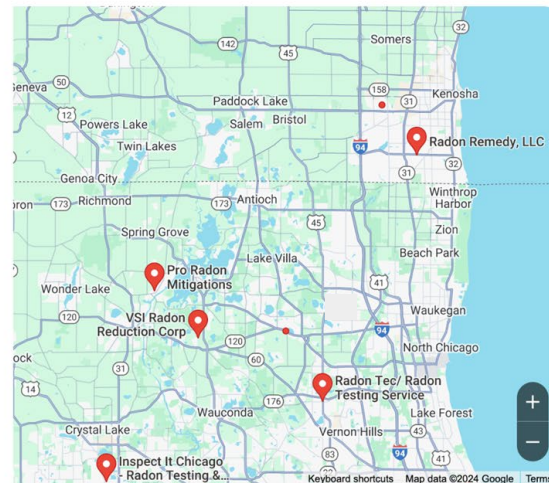


Website



Directions

More places →



MAPS

ORG
ANIC



Yelp

<https://www.yelp.com> > ... > Home Services

TOP 10 BEST Radon Mitigation in Arlington Heights, IL

Top 10 Best Radon Mitigation Near Arlington Heights, Illinois · Professional Radon Systems ·

VSI Radon Reduction · Real Seal Basement Waterproofing & Foundation ...

GET MORE TRAFFIC

	TIME TO RESULTS	IMPACT	PROS	CONS
ADS	24 Hours	High	Fast, Get ROI	Pay Per Click
ORGANIC (SEO)	Months To Years	High	Free Clicks	Time, Competitors
MAP PACK	Weeks	Moderate	Easy, Fast	Needs Reviews

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TRUE Google Ads is best for getting inquiries this week, while SEO is better for getting inquiries in the long term.

GOOGLE ADS

- Pick Buyer-Intent Keywords
 - Good: Radon mitigation, radon removal, radon abatement
 - Poor: Radon gas, how dangerous is radon, radon tests
- Add Negative Keywords
 - Example: DIY, cheap, test kit
- Write Persuasive Ads
 - Good: Expert Radon Mitigation Near Me, 4.0 Low-Level Guarantee
- Target area: start close to home, then expand

Organic Rankings

Let's understand how Google prioritizes rankings.

EEAT: Google's Fundamentals

EEAT* used by SEO professionals for how Google chooses to rank content:

Experience : Demonstrates firsthand involvement or knowledge in the topic being discussed, showing practical understanding.

Expertise : Reflects the depth of knowledge or skill in a specific subject area, indicating a high level of competence.

Authoritativeness : Establishes credibility through recognized credentials, affiliations, or reputation in the field.

Trustworthiness : Ensures the reliability and integrity of the content, fostering confidence in its accuracy and safety.

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EEAT Quiz Question

Organic

Applications:

High Quality Content

Give depth and differentiators
on your service pages

Blog Posts

Educate on radon

Location Landing Pages

Include localized radon facts

Backlinks

Quality and relevant links

Do still make sure the technical work (page speed, meta, alt tags, etc) is done.

Organic

Use ChatGPT!

Organic

Use ChatGPT!

You are an expert SEO analyst. Your job is to review my website and help me make it better.

My website is: [INSERT ADDRESS HERE] and the target keyword is [KEYWORD]

First, in a chart comparison, give me my current headlines and a recommendation on how I can improve them.

Then, complete an analysis of my SEO and grade each component. Where the score is low, provide recommendations on how to improve it. Include both technical and the content.

Thank you!



Memory updated

Headline Comparison and Recommendations

Current Headline	Recommended Headline	Improvement Suggestion
"Radon Mitigation"	"Expert Radon Mitigation Services in [City/Area]"	Add local SEO keyword for better targeting and relevance.
"Why Radon Mitigation?"	"Why Radon Mitigation Matters for Your Home Safety"	Make it more compelling by addressing the reader's concerns.
"Our Radon Mitigation Process"	"Our Proven Radon Mitigation Process: Step-by-Step"	Emphasize a unique approach or proven process to build trust.
"Contact Us for Radon Mitigation"	"Get a Free Quote on Radon Mitigation Today"	Include a call to action (CTA) with urgency to increase conversions.

SEO Analysis and Grading

Component	Score (out of 10)	Analysis	Recommendations
Keyword Usage	6	The keyword "radon mitigation" appears but lacks prominence in subheadings and body content.	Increase keyword density naturally in headers, subheaders, and throughout the body content. Focus on variations like "professional radon mitigation services."
Meta Title and Description	5	Meta title is generic and the description lacks a strong CTA or unique value proposition.	Revise meta title to include primary keywords and location (e.g., "Radon Mitigation Services in [City] - MK Radon Specialists"). Enhance the description with keywords and a compelling CTA.
Content Quality	7	Content provides good information but lacks depth in certain areas like explaining the dangers of radon or benefit your services.	Add more detailed sections (e.g., health risks, success stories, FAQs). Use headers and bullet points for readability. Incorporate multimedia like images or videos.



Message ChatGPT





Memory updated

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Give it a try!

- Great for DIYers
- Great if you hired an agency and want to do an assessment

You can also give it prompts like:

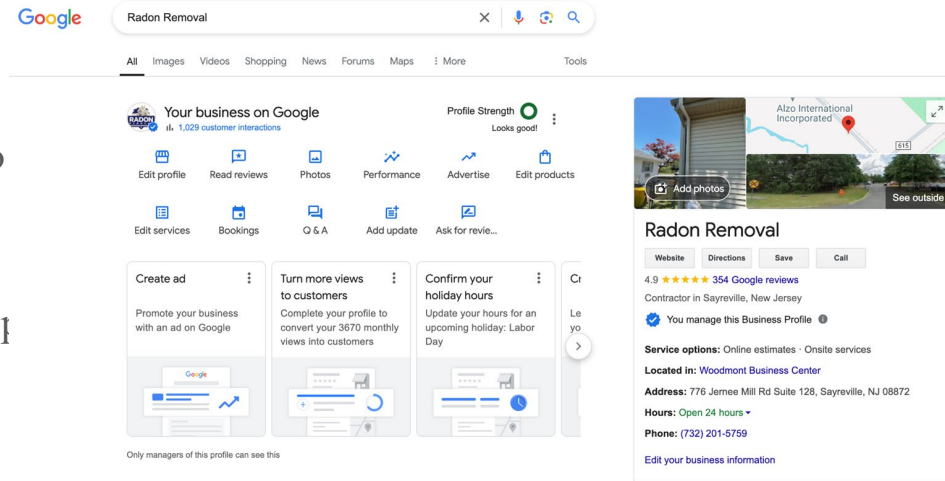
- Assess my website based on EEAT standards.
- I am giving you [PAGE] based on [KEYWORD]. Write a new meta title and description.

GMB Optimization

GMB (Google My Business)

- Complete all the information po
- Upload photos
- Post frequently
- Get more reviews than the comp

💡 Over 1/3 of leads generated come from the GMB Profile.

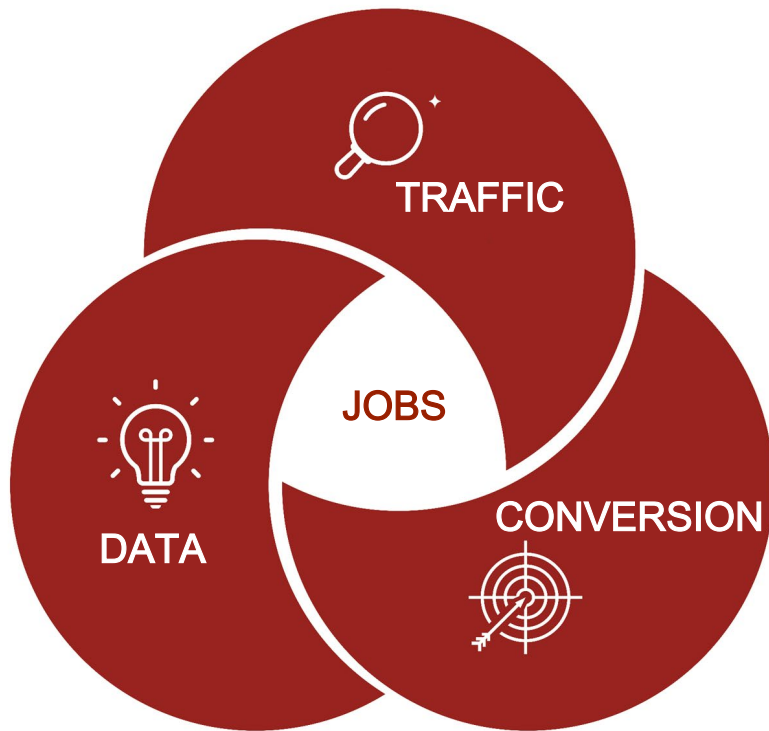


GMB Optimization

Getting reviews - pro tips:

- Automate it
- The best results come on the second follow up
- Send it by text message
- Don't beg. Talk about the *impact* of the review

RADON MARKETING SYSTEM



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2. Convert Clicks To Calls

How do we get conversions?

1. Better design
2. Better content

BETTER DESIGN

DO THIS:

- Headlines
- Bullet points
- Images
- Design that matches branding
- Focus on mobile

DON'T DO THIS:

- Large paragraphs of text
- Lots of text on an image
- Design for desktop, then a quick check of mobile

BETTER DESIGN

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

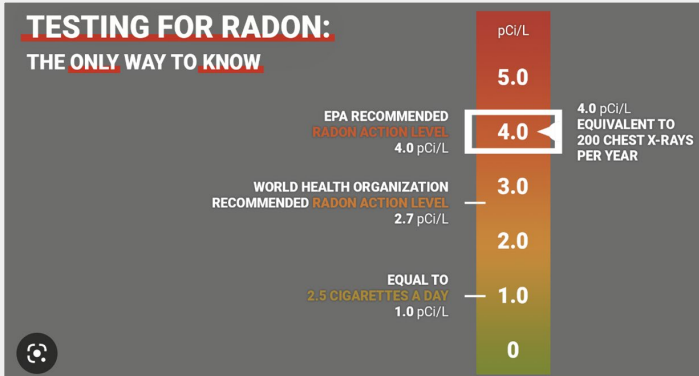


What is considered a dangerous radon level in your home?

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**



BETTER CONTENT

Better Web Copy

1 Short descriptive headline

3 Quick Visual Credibility

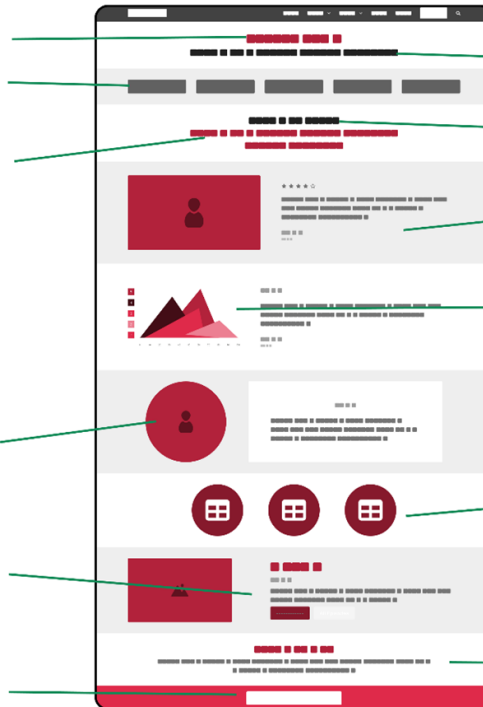
5 Answers to top Questions

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)

Better Web Copy

Use ChatGPT!

1. First, write how you're different in a bullet point list
2. Give AI your content with these instructions

You are a copywriting expert. Your job is to make my web page compelling, SEO-rich and conversion focused. I am giving you my introduction to my website along with ways we are different.

I want you to re-write it and propose 2 different ideas. Implement our differentiators. Use bullet points and descriptive headlines.

3. Upgrade your page

Example with ChatGPT

Give it the proper context:

Differentiators provided:

- 3.9 Low-Level Guarantee
- Transferable Warranties
- 5,000 Systems Mitigated
- Amazing customer service

Before/After Table:

Element	Original	Version 1	Version 2
Headline	Radon Mitigation	Protect Your Home with Expert Radon Mitigation	Your Trusted Radon Mitigation Experts
Introduction	Our company provides radon mitigation solutions. We have many years of experience in the industry and are committed to helping you reduce radon levels in your property.	Our radon mitigation solutions are designed to ensure your home is safe. With over a decade of experience, we guarantee to reduce radon levels effectively, protecting your family's health.	We specialize in radon mitigation, offering industry-leading solutions backed by years of experience. Our mission is to make your home radon-free, with guaranteed results.
Differentiators	None included	3.9 Low-Level Guarantee, 5,000 Systems Installed, Transferable Warranties, Top-Rated Customer Service	Guaranteed Results, Experience You Can Rely On, Warranties That Go Further, Unmatched Customer Care

Continued on next slide

Here are two re-written versions of your website introduction, focusing on making it more compelling, SEO-rich, and conversion-focused:

Version 1:

Protect Your Home with Expert Radon Mitigation

Our radon mitigation solutions are designed to ensure your home is safe. With over a decade of experience, we guarantee to reduce radon levels effectively, protecting your family's health.

- **3.9 Low-Level Guarantee:** We're committed to keeping radon levels at or below 3.9 pCi/L, ensuring your home remains safe.
- **5,000 Systems Installed:** With a track record of over 5,000 successful radon mitigation systems, we have the expertise you can trust.
- **Transferable Warranties:** Our warranties transfer to new homeowners, adding value and peace of mind.
- **Top-Rated Customer Service:** Our commitment to excellence means you'll receive unparalleled customer care from start to finish.



Better Web Copy

Prompts to copy for ChatGPT:

- I am giving you X, I want you to make it more clear, concise and persuasive. First, ask me for the things that make me different from my competitors. Then, propose two versions of my web copy.
- I am giving you a website that is a competitor to mine. My website is [INSERT WEBSITE] and my competitor's website is [INSERT WEBSITE]. Complete an analysis comparing the two websites.
- Analyze my website based on EEAT Standards.

Testimonials / Reviews

- Grab them from your GMB Profile
- Edit them
 - Preserve integrity and intent of review
 - Make it shorter. Then shorter again!
 - Bolden part of the text.
 - If possible, list the location.

What Our Customers Say About Our Radon Services

★★★★★

Adam was **wonderful to work with** from the very start. Answered all our questions and after he installed **the radon system levels are below 1.0!**



Kevin Hyde
Green Bay, Wisconsin

★★★★★

A-1 lowered our radon levels **from over 10.0 pCi/l to below 1.3**. Fast and friendly installers. Thanks again for keeping my family safe from radon!



Karen Kroening
Green Bay, Wisconsin

★★★★★

We had very high radon levels. Within two days levels went **from 4.8 to 0.4 and still are going down**. I was also impressed with the professionalism of A-1 Radon.



Jeff Penkwitz
Milwaukee, Wisconsin

★★★★★

These guys are great. Highly recommend! Mitch and David explained everything to me. We found a great place to vent the system through the garage and now **the levels are below 1.0**.



Kathy K.
Green Bay, Wisconsin

★★★★★

Service was quick and professional. And best yet, the radon abatement system installed brought **my radon levels from 8.9 down to below 0.3** in the basement.



Nathan Roenitz
Appleton, Wisconsin

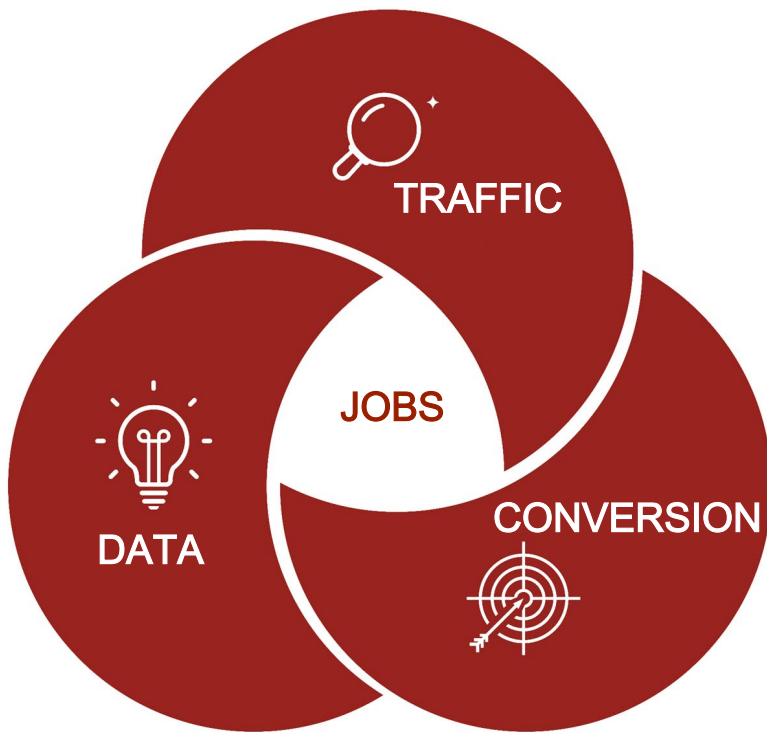
★★★★★

The team listened and were knowledgeable about my concerns. They were efficient and cleaned up after themselves. **The radon level, which was above 20, dropped to less than 2.**



Dave Franson
Appleton, Wisconsin

HERE'S THE PLAN TO GET MORE JOBS



TRAFFIC

Get ranked higher and more clicks



CONVERSION

Get those who clicked to call you



DATA

Know which marketing dollars became jobs



3. Know Your Data

Track Leads

Why track leads?

- End goal of every marketing dollar you spend
- Helps you improve quality of sales process
- Shows you which channels are working and which need improvement

Example

Inbound Leads

Qualified leads are unique leads expressing interest in your services.

Month	Evaluation	Goal	Qualified Leads	Total Volume
7/1/2024	Good	75	74	117
6/1/2024	Good	75	79	163
5/1/2024	Good	75	80	145
4/1/2024	Below Target	75	71	175
3/1/2024	Good	75	75	158
2/1/2024	Great	75	96	176

Monthly Reports

- Do a monthly report with your web agency 1x/mo
- Agenda
 - Results vs Goals
 - Go through each channel (SEO, Google Ads, Etc)
 - Wins
 - Areas for improvement
 - Competitor Analysis

Pro Tips If You Decide To Hire

1. Who owns my website? Can I transfer it away?
2. What happens if I want to make updates to my website, like adding new photos or testimonials/reviews?
3. Can I see examples of your work?
 - a. Take the time to read the content!
4. Google Certified

A stylized illustration of a laptop computer. The screen shows a rocket launching upwards, surrounded by low-poly, geometric shapes representing rocks or debris. The background is a dark, deep blue space with some light streaks. The text 'What can I expect if I implement this?' is centered on the screen in a white, sans-serif font.

What can I expect if
I implement this?

Today's Goal

Remember the *why*:

Pull ahead of your competitors.

Make the phone to ring *consistently* .

Grow your business.

THANK YOU!



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