Website Marketing Strategies for More Leads & Better Jobs

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ABOUT

PETER RUCHTI

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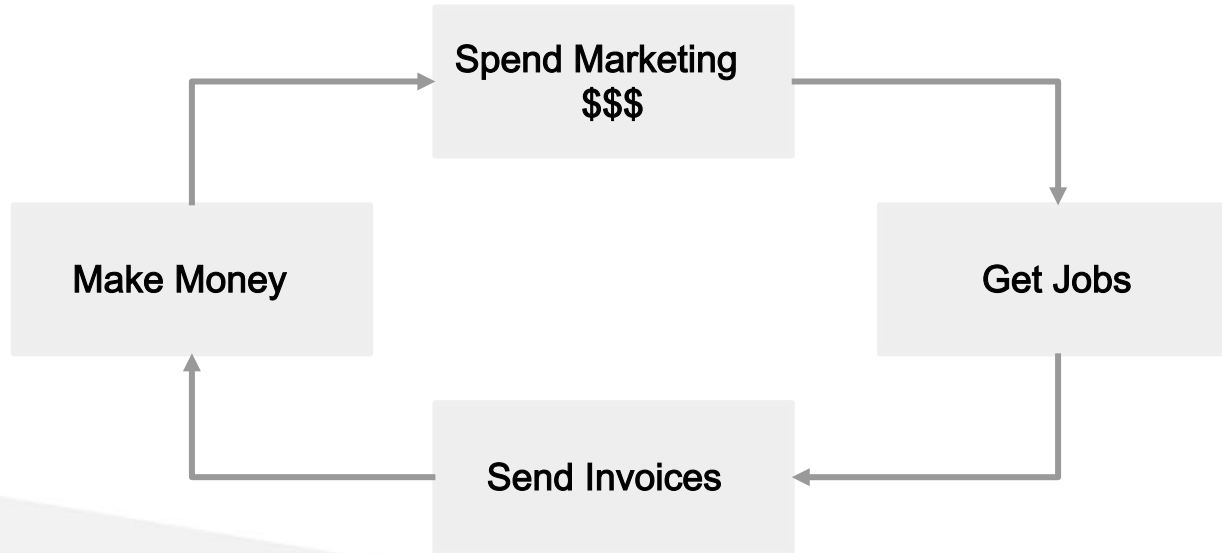*pruchti@adeptplus.com*
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Today's Goal

Marketing Obstacles

- 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

Business Revenue Cycle

Spend Marketing $$$
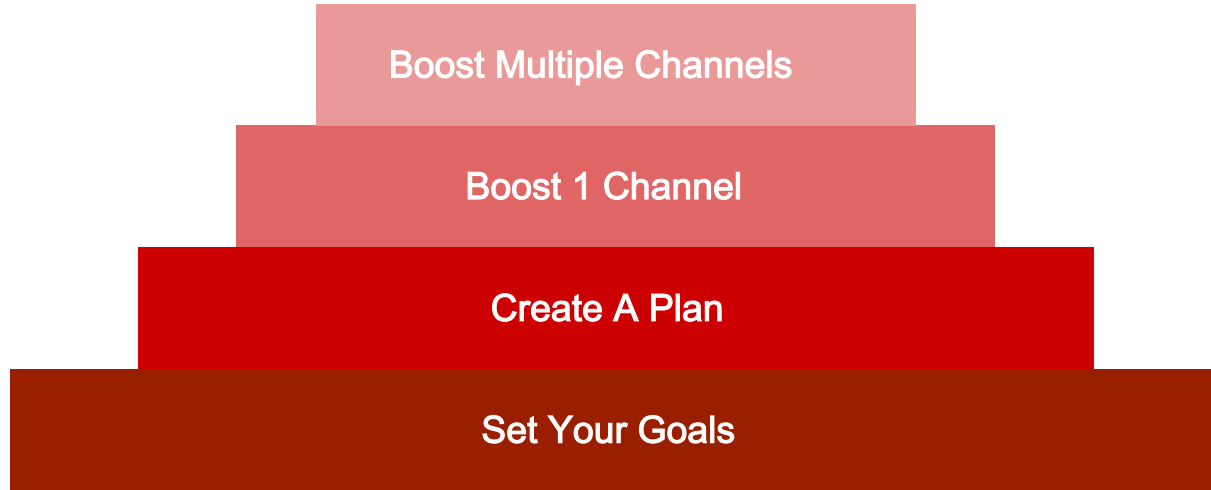
Make Money

Get Jobs

Send Invoices

What We Will Cover Today

- How to get the Business Revenue Cycle started

- How to make the phone ring constantly

- How to get found on AI Search

Let's dive in.

Radon Marketing Prioritization Ramp

Boost Multiple Channels

Boost 1 Channel

Create A Plan

Set Your Goals

1. Set Your Goals

4 Steps Set Your Goals

1. List your services

2. Determine your revenue goal

3. Set your sales win rate goal

4. Calculate Lead Goal

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Create Your Monthly Goal

Service	Priority	Average Revenue	Revenue Goal	# Of Jobs	Sales Win %	Leads Goal
Mitigation	Primary	$1,500				
System Repair	Primary	$500				
Testing	Secondary	$125				
Crawlscaping	Secondary	$2,000				

Create Your Monthly Goal

Service	Priority	Average Revenue	Revenue Goal	# Of Jobs	Sales Win %	Leads Goal
Mitigation	Primary	$1,500				
System Repair	Primary	$500				
Testing	Secondary	$125				
Crawlscaping	Secondary	$2,000				

Revenue Goal: $84,000 per month

Create Your Monthly Goal

Service	Priority	Average Revenue	Revenue Goal		...ads Goal
Mitigation	Primary	$1,500	$74,000		
System Repair	Primary	$500	$10,000		
Testing	Secondary	$125	$0		
Crawlscaping	Secondary	$2,000	$0		

Ratios:
~90% Mitigation
10% Service

Revenue Goal: $84,000 per month

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Create Your Monthly Goal

Service	Priority	Average Revenue	Revenue Goal	# Of Jobs	
Mitigation	Primary	$1,500	$74,000	50	**Formula:**
System Repair	Primary	$500	$10,000	20	Revenue Goals divided by Average Revenue
Testing	Secondary	$125	$0		
Crawlscaping	Secondary	$2,000	$0		

Revenue Goal: $84,000 per month

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Create Your Monthly Goal

Service	Priority	Average Revenue	Revenue Goal	# Of Jobs	Sales Win %	Leads Goal
Mitigation	Primary	$1,500	$74,000	50	57%	88
System Repair	Primary	$500	$10,000	20	75%	27
Testing	Secondary	$125	$0			
Crawlscaping	Secondary	$2,000	$0			

Revenue Goal: $84,000 per month

Recap: Our Monthly Goal

Leads: 115 (27 per week)

Jobs: 70 (15 per week)

      Mitigation: 50 (11-12 per week)

      Repair: 20 (4-5 per week)

Revenue: $84,000 ($1,000,000/yr)

2. Create Your Plan

Goal: 27 Leads Per Week

Ask Yourself:

"What marketing channels do I currently have, and what's their performance?"

"What marketing channels am I not utilizing?"

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List Your Current Channels

Channel	Current Leads/Week	Goal Leads/Week	Priority & Impact
Realtor Referrals	1	5	Low
Google Ads	12	10	High
Organic AI Search	5	7	High
Truck Wrap	2	0	Low
Yard Signs	2	2	Medium

Pick 1 Channel

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Pick 1 Channel

- You can only be good at starting one channel at a time

- All it takes is 1 good channel to hit these goals

- Some channels are scalable; others aren't. Pick wisely.

Pick 1 Channel: Example

Channel	Current Leads/Week	Goal Leads/Week	Priority & Impact
Realtor Referrals	1	5	Low
Google Ads	12	10	High
Organic AI Search	5	7	High
Truck Wrap	2	0	Low
Yard Signs	2	2	Medium

The Plan:

Increase Google Ads from 12 Leads Per Week to 27 Leads Per Week in order to hit our $84,000 monthly revenue goal.

[How we do it is the next section.]

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3. Ramp 1 Channel

4 Possible Ways To Increase A Channel

- **Increase Your Inputs**
  Marketing budget, volume of effort, or inventory "# of yard signs"

- **Improve Conversion Rates (Effectiveness)**
  Better landing pages, ad copy, faster speed-to-lead

- **Reduce Cost per Unit of Output**
  $75/lead → $50/lead

- **Increase Quality of Output**
  Better audience, closer jobs, etc

Example: Google Ads

	Current	Goal	Notes
Increase Your Inputs	$500/mo	$1,000/mo	Increase budget
Improve Conv Rates	7%	15%	Get better ads and landing page
Reduce CPA	$75/lead	$40/lead	Get better ads and landing page
Increase Quality of Output	3 / 10 Quality	8 / 10 Quality	Better service area and home values

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For Our Google Ads Example

	Goal
Budget	$1,080 per week
Cost Per Click	$10
Clicks	108
Conv Rates	25%
CPA	$40/lead
# Of Leads	27

Bonus: How To Ramp AI Search

1. Think in Questions, Not Keywords

AI search answers *questions*, not just searches.

- **Example:** Instead of just targeting "radon mitigation near me," create pages answering:

    - "How do I know if I have radon in my home?"

    - "What does a radon mitigation system cost in [City]?"

    - "Is radon really dangerous? What levels are safe?"

- Build FAQ sections that go deep; AI systems scrape and summarize these.

2. Long -Form, Authoritative Content

AI wants trusted, detailed answers it can summarize.

- Action: Write **2,000+ word guides** like:

  - "The Complete Homeowner's Guide to Radon Mitigation in Illinois"

  - "How to Choose the Right Radon Contractor in [State]"

- Include **statistics, images, and charts** (AI loves citing sources).

- Add **schema markup** (FAQ, How-To, Review schema) so it's machine-readable.

3. Technical Tactics

Utilize the following. It's technical, but necessary to note!

- Structured Data & Schema

- Local Authority Signals

- Speed & Technical Health

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4. Ramp Multiple Channels

How to know you're ready:

1. You have scorecards set up for each channel.

2. You have delegated a channel to someone on your team.

3. You consistently hit or exceed the goal 90%+ of the time.

What can I expect if I implement this?

Today's Goal

THANK YOU!

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