The AI Tool Belt for Marketers: Practical AI for Growing Your Business

Peter Ruchti | AdeptPlus Web Marketing

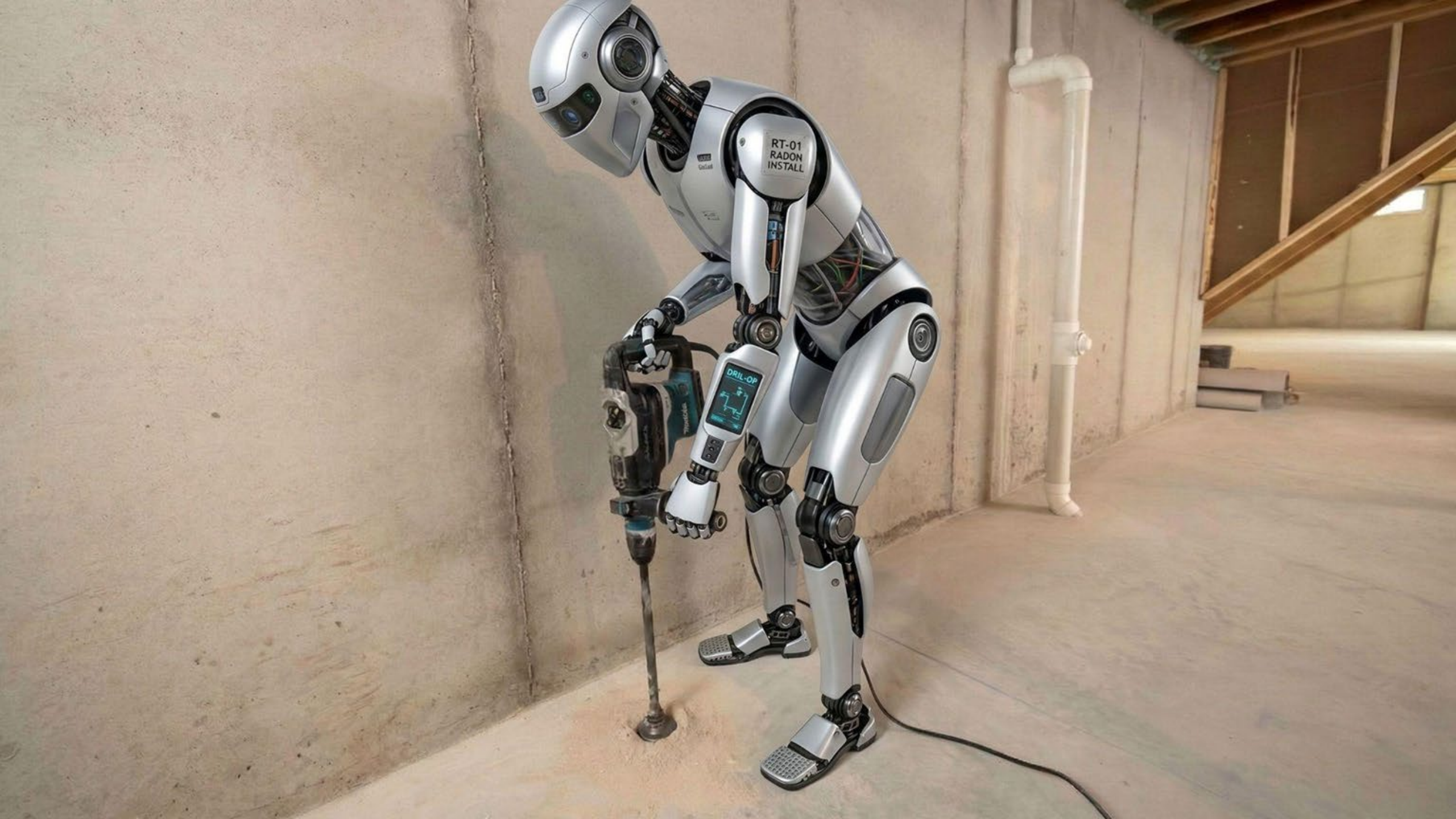



AI IN RADON MITIGATION: YOUR NEW TOOLKIT
CONTINUOUS RADON MONITOR (CRM)
AI PREDICTIVE MODELING & FORECASTING
AI CUSTOMER COMMUNICATION TOOL & QUOTING
AI MITIGATION SYSTEM OPTIMIZATION
AI SITE ANALYSIS & DIAGNOSTICS
AI DATA ANALYTICS & TRENDS
AI MITIGATION SYSTEM OPTIMIZATION
AI TOOLKIT for RADON CONTRACTORS
AI PROCESS FLOW IN RADON MITIGATION
DATA INGESTION
MACHINE LEARNING MODELS
SYSTEM DESIGN AUTOMATION
DATA INGESTION
SYSTEM DESIGNS AUTOMATIOTION
MACHINE LEARNING MODELS
PREDICTIVE RISKS MODELING
COMPLIANCE REPORTING
CRM INTEGRATION
SYSTEM DESIGN AUTOMATION
ACTIVE SOIL DEPRESSURIZATION SUCTION POINT
DRAIN TILE

Why does AI feel challenging?

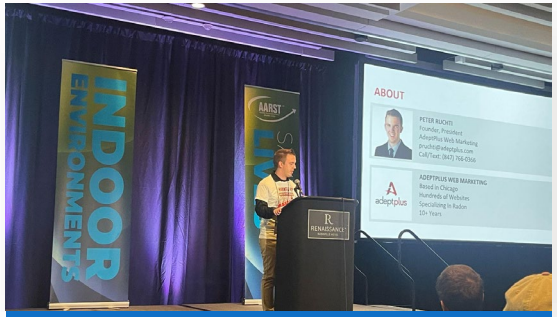
1. **Techie -lingo** - "I don't even know what ChatGPT stands for!"
2. **Moving super fast** - hard to keep up.
3. **Not your focus** - "I just want to install systems!"
4. **"It probably(?) won't take my job"**


TESLA
TESLA


RT-01
RADON
INSTALL
DRIL-OP


TESLA
TESLA

ABOUT



AARST/IEA SPEAKER



FEATURED IN THE RADON REPORTER

INDOOR ENVIRONMENTS ASSOCIATION

AARST / IEA MEMBER



MIDWEST IEA SPEAKER

- 70+ Radon Entrepreneurs Helped
- Team Size: 35
- Midwest IEA Member
- Based in Chicago (Gurnee)
- National Symposium (4 Years)
- IEA Membership Committee Member (Peter Ruchti)
- Rocky Mountain AARST Golf Fundraiser Sponsor (4 Years)
- National IEA Committee (Zan Jones)

AARST™ RADON PROFESSIONALS SAVING LIVES

Google Partner

Clutch Leading Agency

nicejob

INDOOR ENVIRONMENTS ASSOCIATION

AI Search is moving FAST!

“How do I even know what to use when it’s going to change next week?”

“How can I use AI to *actually* help me make decisions?”

Today’s Goal

3 Tools For Your AI Toolbelt

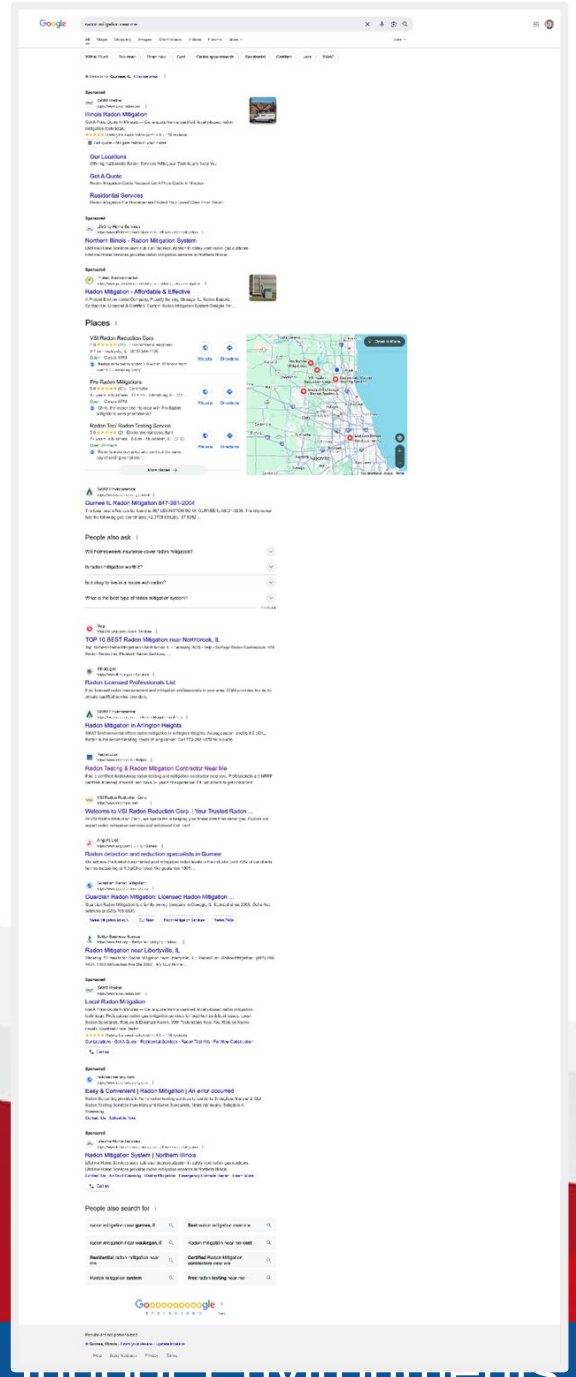
1. Get Found (AI recommends you)
2. Get Chosen (your site converts)
3. Sell Better (AI coaches your sales)

3 Tools For Your AI Toolbelt

1. Get Found (AI recommends you)
2. Get Chosen (your site converts)
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Buyers are changing how they search.

“Traditional” Google search is becoming like the Yellow Pages.

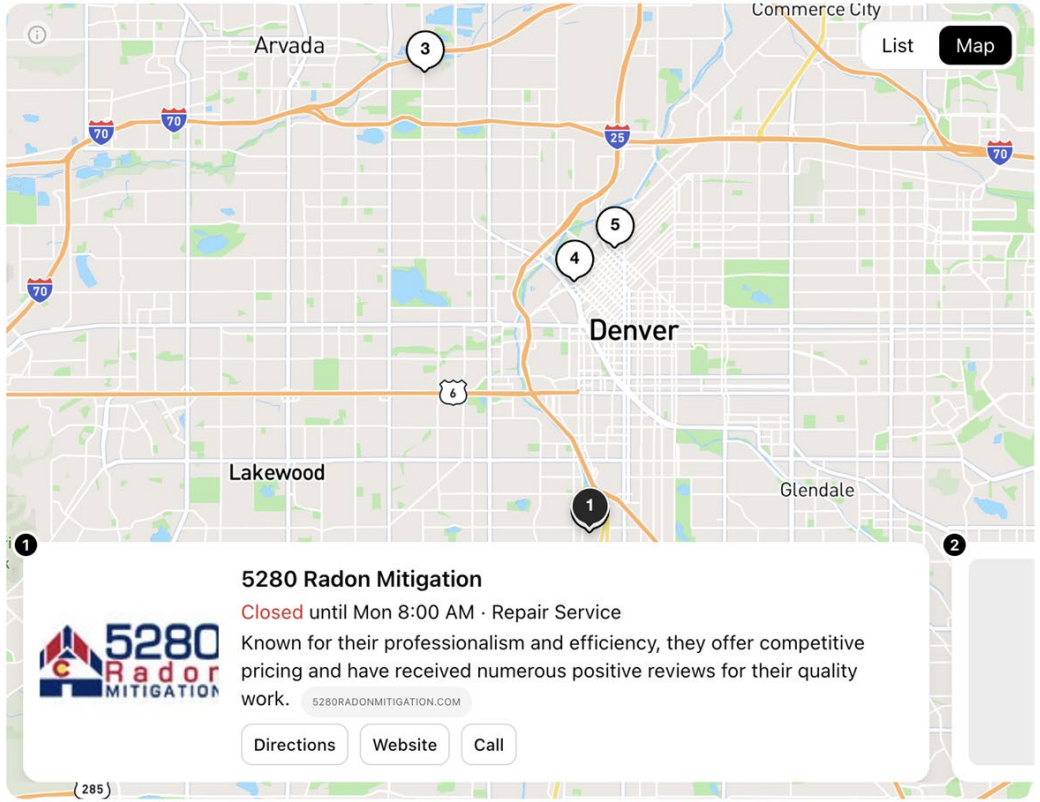


Google search for “radon mitigation near me” results with:

- 3 Ads
- 8 organic listings
- 3 map pack listings
- 3 People Also Ask (PAA)
- ~1,000 Words

Find radon mitigation contractors to hire around Denver, CO. Reviews are important to me. Tell me who I should reach out to for a quote.

Ensuring your Denver, CO, home has safe radon levels is essential for health and safety. Several reputable radon mitigation contractors in the area have received positive reviews:



When selecting a contractor, it's advisable to verify their certifications, read recent customer reviews, and obtain multiple quotes to ensure you're making an informed decision.

Sources

So, how do we “rank” in AI?

Authoritative Content (The E-E-A-T Principle)

Action: Move from "Marketing" to "Education."

E-E-A-T = Experience, Expertise, Authoritativeness, Trust:

- Detailed case studies (e.g., "Mitigating a 50 pCi/L basement in [City]").
- Staff bios highlighting certifications (NRPP).

Long-tail Q&A: Create content that answers specific questions like, "Will a radon system affect my resale value?"

The AI Logic: "This site provides the most comprehensive answer to the user's specific worry."

Talk About Pricing

Understanding The Cost Breakdown: How Much Do Radon Systems Cost?

When narrowing down your choices, it's essential to get estimates and quotes for your property. A reputable company, like A-1 Radon, should offer you an estimate of the cost before any service or installation begins. **On average, residential radon mitigation system costs typically range from $900 to $1,600.** It's crucial to remember that the cost isn't solely about the price; it also reflects the quality of work and the expertise you receive. Factors such as the age of your home and its construction can also significantly impact the cost.

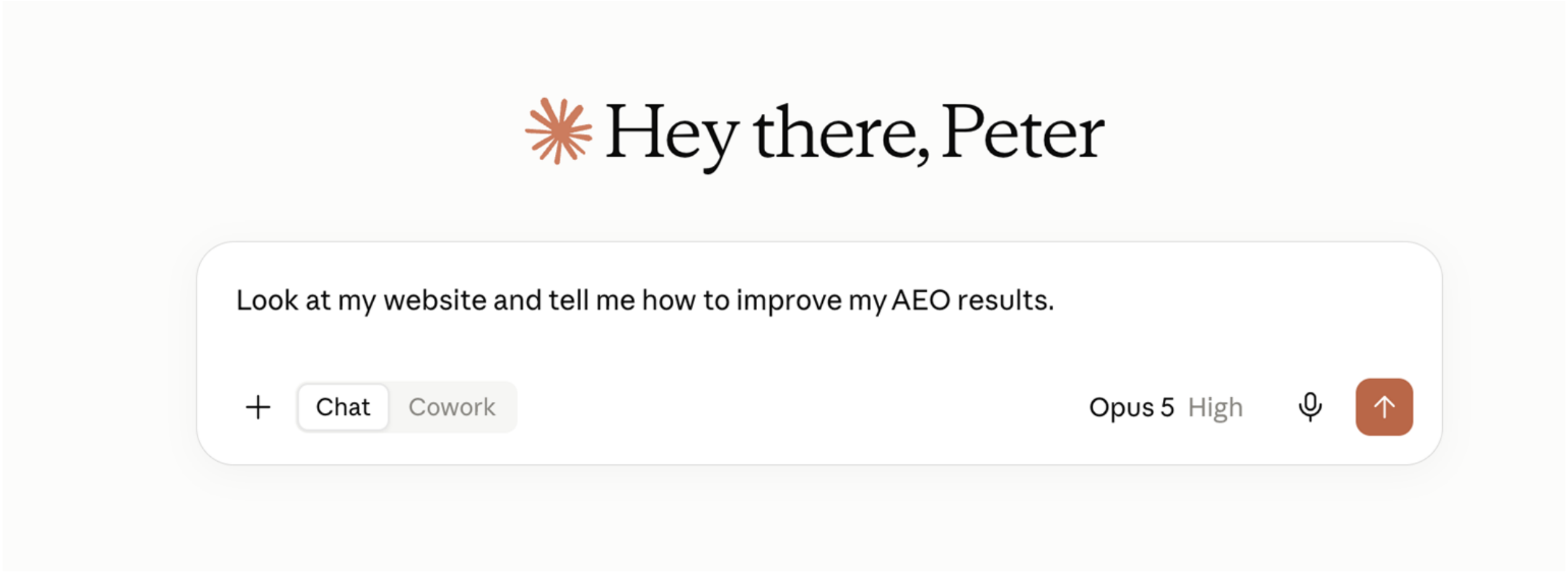


WHEN CONSIDERING HOW MUCH DO RESIDENTIAL RADON MITIGATION SYSTEMS COST, BE SURE THE CONTRACTOR'S AESTHETICS OF THE SYSTEM WILL MATCH YOUR HOME.

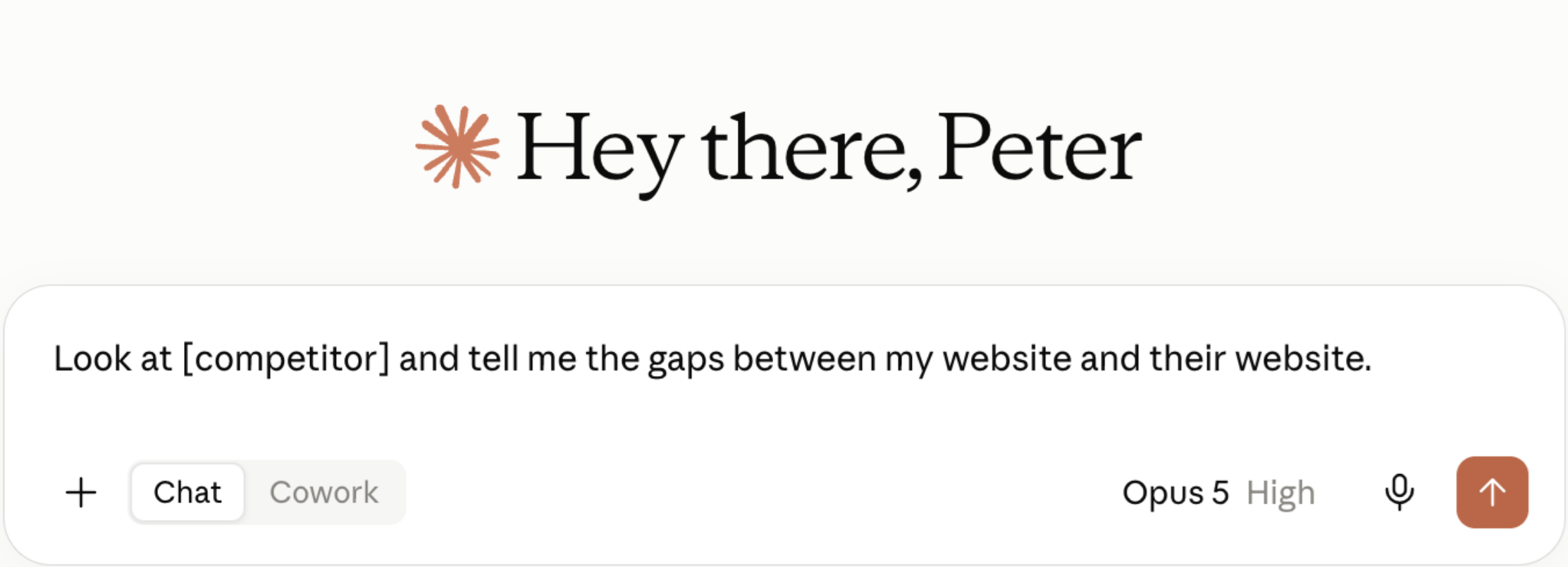
Guarantee A Smooth Process

Clear and responsive communication is vital throughout the radon mitigation process. Pay attention to how well the specialist communicates with you and addresses your questions and concerns. Any red flags in communication should be taken seriously, as they may indicate potential issues during the project. Understanding the timeline for the mitigation process is essential, as it can impact your daily life and planning. Specialists should be able to provide you with an estimated timeframe for completing the project. Setting clear expectations regarding the timeline is crucial for a smooth mitigation experience.

Tips To Use


Hey there, Peter
Look at my website and tell me how to improve my AEO results.
Chat
Cowork
Opus 5 High

Tips To Use


Hey there, Peter
Look at [competitor] and tell me the gaps between my website and their website.
Chat
Cowork
Opus 5 High

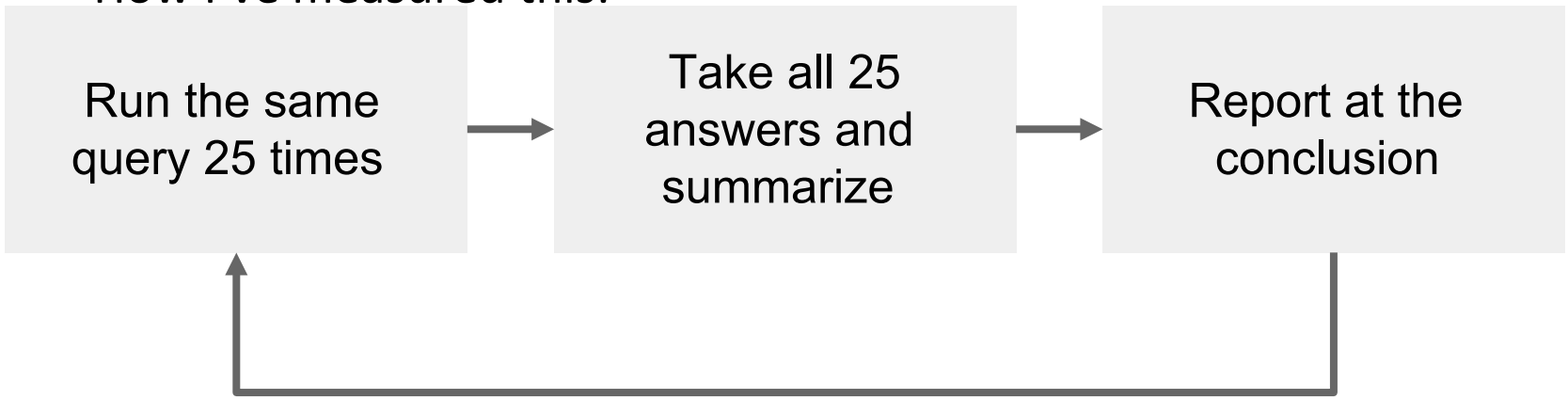
Variances with results

However, now that we know what AI Search is looking for, you'll see that it "thinks" each time you ask it something… and **it has different conclusions**.

In other words, go into "Private" mode and search the same thing 10x.
You'll see different results!

Variances with results

How I've measured this:



Conclusion:

"How many times are they mentioned?"

"When they are mentioned, what position are they?"

Rinse and repeat with a different model

Variances with results

I requested from AI, **“Who are the best radon mitigation companies in Norfolk, VA?”**

- Ran 100x per model
- Same query
- Same time
- Incognito / private mode

Competitor Frequency

Other companies mentioned alongside JK Radon

1	SWAT Environmental	84% mentioned	avg #1.1
2	Commonwealth Environmental Associates	60% mentioned	avg #2.4
3	The BrickKicker of Virginia	48% mentioned	avg #4.08
4	Honor Builders, LLC	36% mentioned	avg #3.33
5	'58 Foundations & Waterproofing	28% mentioned	avg #2.71
6	Commonwealth Environmental Associates, Inc.	24% mentioned	avg #2.83
7	HomeAdvisor	20% mentioned	avg #2
8	SWAT Environmental, Inc.	12% mentioned	avg #1.67
9	Fast PICRAs / Pro-Home Builders	8% mentioned	avg #3.5
10	Emergency Restoration Services LLC	8% mentioned	avg #3.5

#1 SWAT Environmental | #2 Commonwealth Environmental Associates | #3 The BrickKicker of Virginia | #4 DeTect Termite & Moisture | #5 Honor Builders, LLC

Based on current local listings, certifications, and available customer-review data, I'd start with these **Norfolk/Hampton Roads options**:

1. SWAT Environmental

Best for: A dedicated radon-mitigation contractor with extensive experience.

- In business since **1988** and specifically focused on radon mitigation. (swat-radon.com)
- Listed as serving Norfolk, with a **4.4/5 rating from 77 HomeAdvisor reviews** and 91% homeowner recommendation. (homeadvisor.com)
- Offers residential and commercial systems, testing, and mitigation.

Caveat: It is a larger, multi-region company, so ask who will perform the work locally and whether the installer's current NRPP/NRSB credentials can be verified.

2. Commonwealth Environmental Associates

Best for: A Virginia-based environmental firm handling radon along with other hazards.

- Family-owned Virginia company operating since **1992**, offering radon testing, installation, remediation, and environmental consulting. (commonwealthenvironmental.com)
- Its service area covers Virginia and surrounding states, but confirm that they currently dispatch to Norfolk. (commonwealthenvironmental.com)
- The company is listed by the BBB under environmental consulting and radon mitigation with an **A+ rating**. (bbb.org)

For **radon mitigation in Norfolk/Hampton Roads**, I'd start with these companies:

1. **Commonwealth Environmental Associates, Inc. (CEA) — Best overall fit for a comprehensive environmental company**
   - BBB **A+**, listed for radon mitigation, and serves Virginia.
   - In business since **1992**; handles testing, mitigation, and other environmental hazards.
   - Phone: **804-275-9320**.
   - Richmond-based, so confirm availability and travel charges for Norfolk. (bbb.org)
2. **SWAT Environmental — Best established specialist / easiest first call**
   - Specializes in radon mitigation and has installed systems since **1988**.
   - Offers residential and commercial mitigation and has an online quote request for Norfolk-area properties.
   - Phone: **800-667-2366**.
   - HomeAdvisor lists SWAT as serving Norfolk, with a **4.4/5 rating from 77 reviews** and 91% homeowner recommendation. (swat-radon.com)
3. **John W. S. Davis Jr. — Worth including as a local/regional independent quote**
   - BBB lists the company for radon mitigation and testing, with an **A+ rating**, serving areas of Virginia.

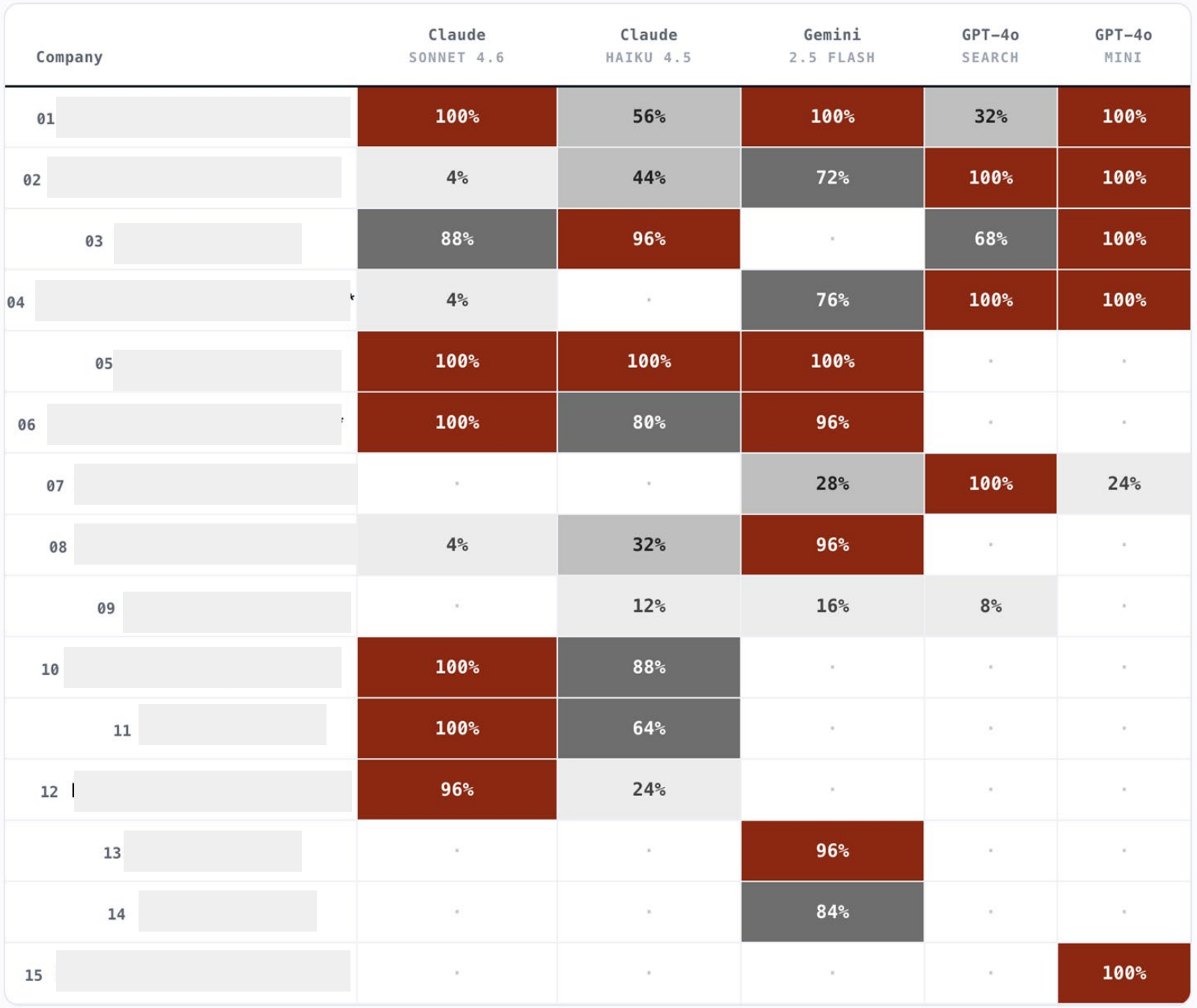
#1 Radon Installation Contractors LLC / Radon One | #2 Commonwealth Environmental Associates, Inc. | #3 SWAT Environmental, Inc. | #4 The BrickKicker of Virginia | #5 Honor Builders, LLC

Here are the **best candidates I'd contact first for radon mitigation in Norfolk**, based on certification, local availability, business history, and review evidence. I wouldn't treat this as a definitive ranking—radon contractor quality can vary by crew and by the home's foundation type.

Company	Why consider them	Contact / notes
Radon Installation Contractors LLC / Radon One	The strongest credentials I found: the company states it is **NRPP- and NRSB-certified**, Virginia-licensed, bonded and insured, and offers installation, service, repairs, warranties, and transferable guarantees.	Ask whether they currently serve your Norfolk ZIP code and request the individual mitigator's current certification number. (radonone.net)
Commonwealth Environmental Associates, Inc.	Established in 1992, offers both radon testing and mitigation, holds an **A+ BBB rating**, and appears in the NRPP professional directory. It serves Virginia from its North Chesterfield base.	**(804) 275-9320**. A good option if you want a larger environmental-services firm or have a complicated crawlspace, multi-foundation, or commercial property. (commonwealthenvironmental.com)
SWAT Environmental, Inc.	Listed as serving Norfolk and surrounding areas, with **4.4/5 from 77 HomeAdvisor reviews** and 91% homeowner recommendation in the available listing. It has operated since 1988.	Confirm current NRPP/NRSB certification and Virginia licensing before signing; directory listings can change. (homeadvisor.com)
The BrickKicker of Virginia	A local Norfolk business at **9605 Granby St.** with an A+ BBB rating and radon-testing services.	Best suited as a testing/inspection contact unless they confirm that they directly install mitigation systems. **(757) 285-5788**. (bbb.org)

Mention Rate

What percent of the queries was the brand name provided as a result.

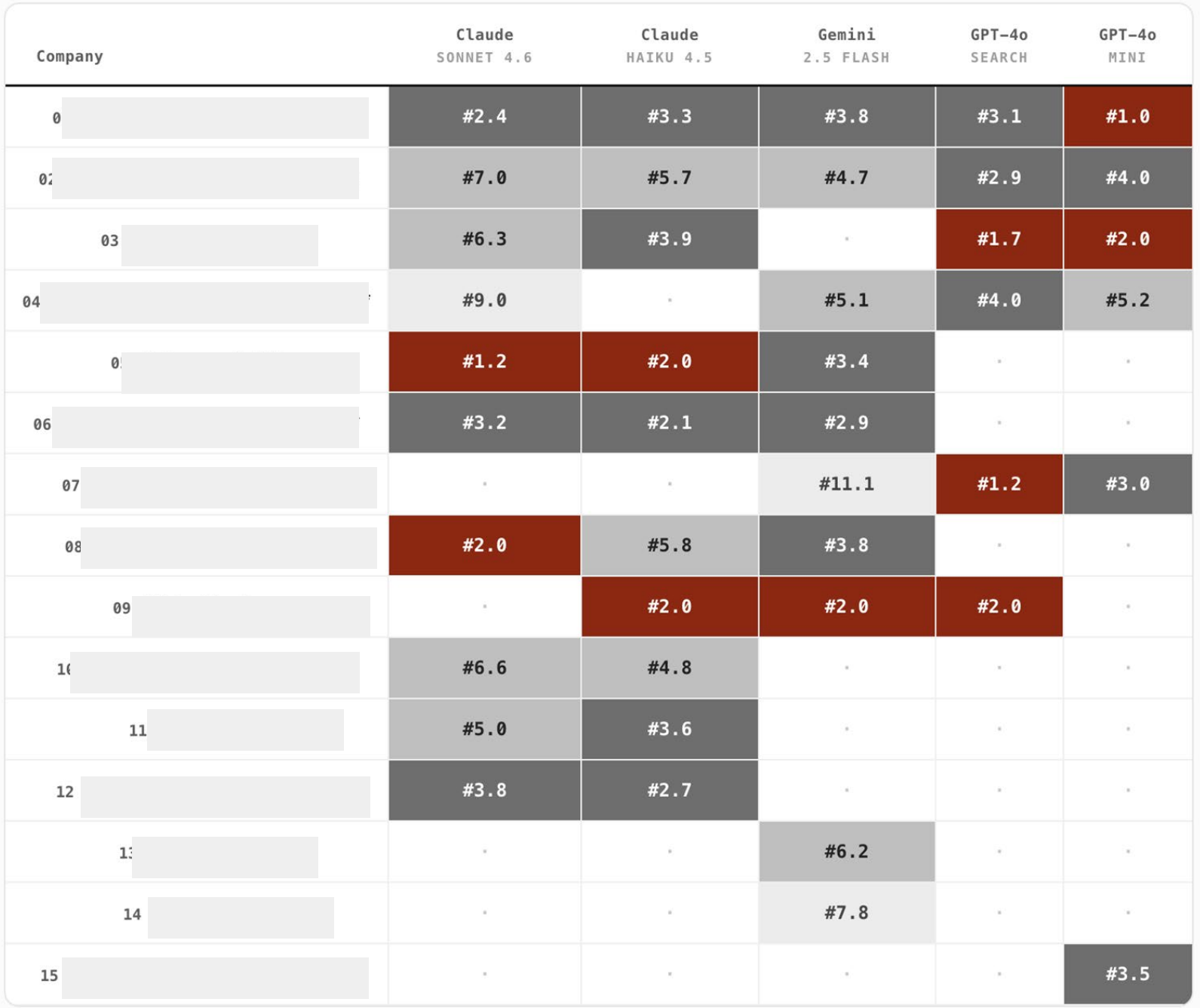


Company	Claude SONNET 4.6	Claude HAIKU 4.5	Gemini 2.5 FLASH	GPT-4o SEARCH	GPT-4o MINI
01	100%	56%	100%	32%	100%
02	4%	44%	72%	100%	100%
03	88%	96%	·	68%	100%
04	4%	·	76%	100%	100%
05	100%	100%	100%	·	·
06	100%	80%	96%	·	·
07	·	·	28%	100%	24%
08	4%	32%	96%	·	·
09	·	12%	16%	8%	·
10	100%	88%	·	·	·
11	100%	64%	·	·	·
12	96%	24%	·	·	·
13	·	·	96%	·	·
14	·	·	84%	·	·
15	·	·	·	·	100%

Mention rate: 1–25% 26–60% 61–90% 91–100%

Avg Position

What position were they typically recommended in?



Company	Claude SONNET 4.6	Claude HAIKU 4.5	Gemini 2.5 FLASH	GPT-4o SEARCH	GPT-4o MINI
0	#2.4	#3.3	#3.8	#3.1	#1.0
02	#7.0	#5.7	#4.7	#2.9	#4.0
03	#6.3	#3.9	·	#1.7	#2.0
04	#9.0	·	#5.1	#4.0	#5.2
0	#1.2	#2.0	#3.4	·	·
06	#3.2	#2.1	#2.9	·	·
07	·	·	#11.1	#1.2	#3.0
08	#2.0	#5.8	#3.8	·	·
09	·	#2.0	#2.0	#2.0	·
10	#6.6	#4.8	·	·	·
11	#5.0	#3.6	·	·	·
12	#3.8	#2.7	·	·	·
13	·	·	#6.2	·	·
14	·	·	#7.8	·	·
15	·	·	·	·	#3.5

Avg. position: 1.0–2.0 (top) 2.1–4.0 4.1–7.0 7.1+ not named

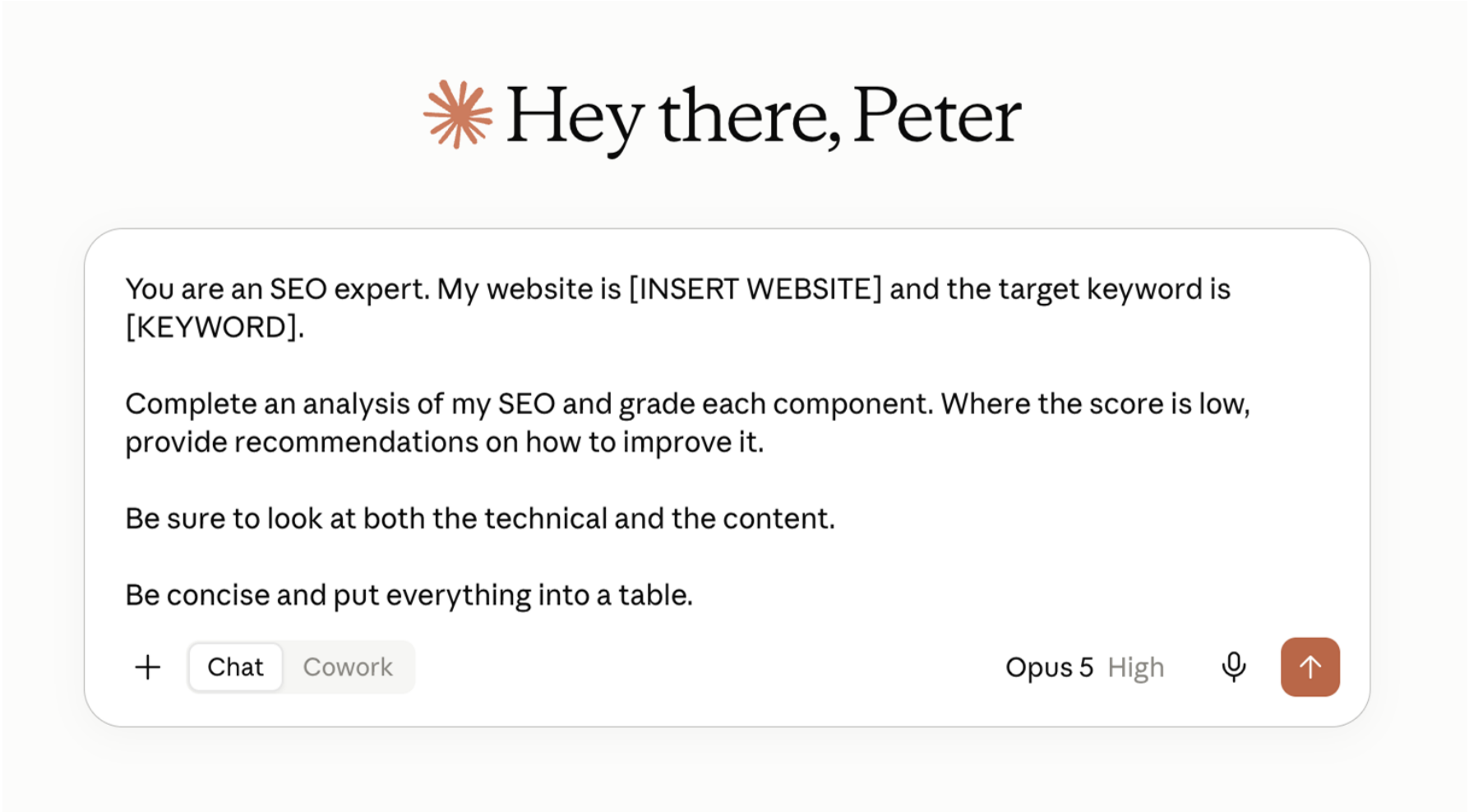
Organic Search & AI Search: Differences

Focus Area	Organic SEO	AI Search Optimization
Goal	Rank pages for keywords like “radon mitigation Norfolk”	Be the source AI tools quote when customers ask questions
Content Style	Longer pages, blogs, service area pages	Short, direct answers, FAQs, comparison charts, specs
Structure	Headlines, paragraphs, images	Bullet points, Q&A blocks, tables AI can read
Authority Signals	Reviews, location pages, branded copy	Credentials, certifications, manufacturer ties
Outcome	People click your site from Google	AI cites you as the expert —and sends leads your way

3 Tools For Your AI Toolbelt

1. Get Found (AI recommends you)
2. Get Chosen (your site converts)
3. Sell Better (AI coaches your sales)

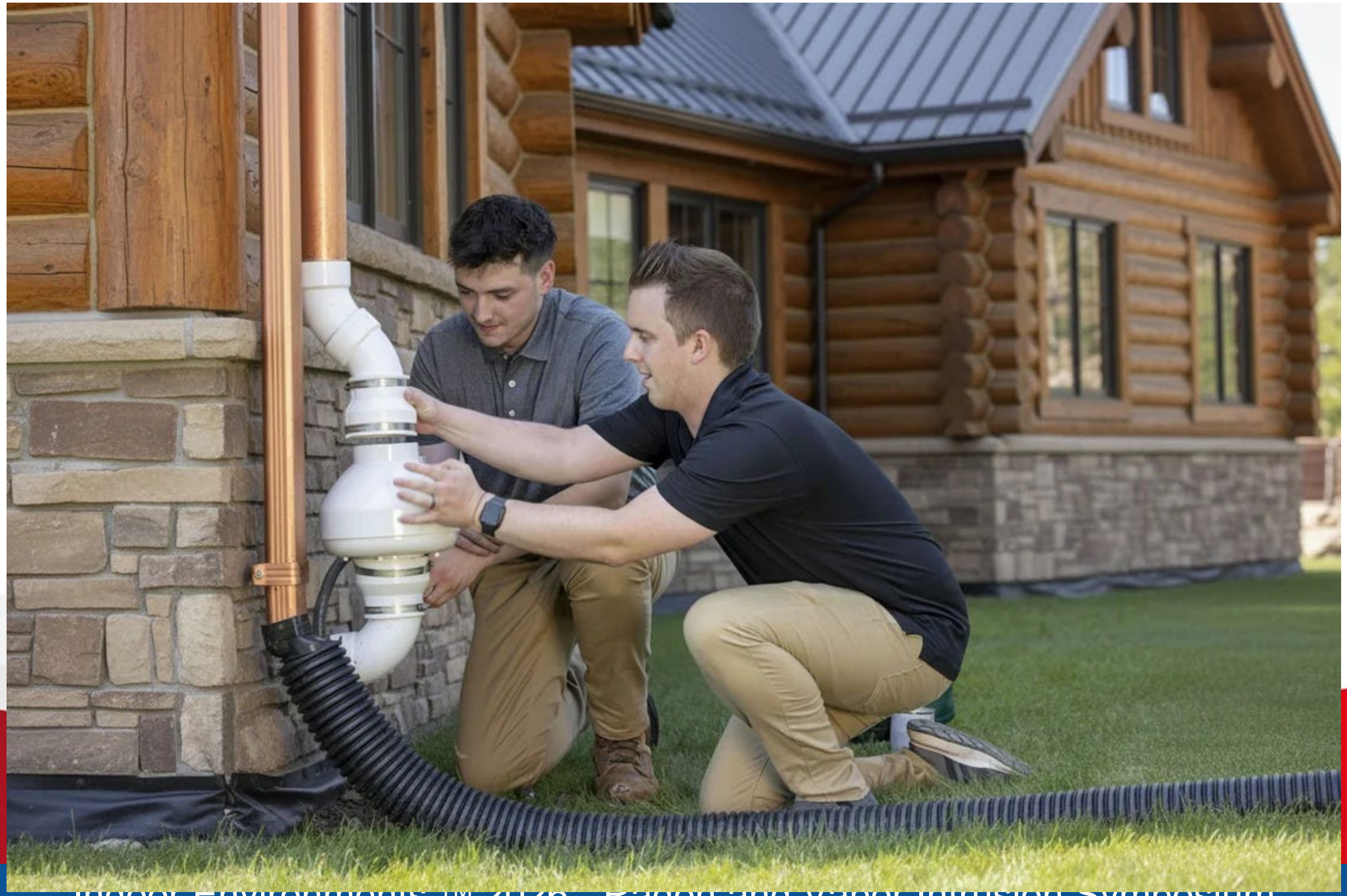
Optimize Web Pages



Tips To Use

Have a messy photo? Ask it to clean it up!







3 Tools For Your AI Toolbelt

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USING AI TO MEASURE

Record your phone calls.

Use the transcripts for research; the secret weapon no competitor has access to!

A few examples on next slides.

FAQs

Use call transcriptions to improve your own marketing.

There’s great power to saying what your customer wants to know before they can ask.

> Attached are transcripts of my customer phone calls. Analyze them to identify: (1) the most common questions and concerns callers raise, and (2) the recurring knowledge gaps about radon these calls reveal. Based on both, recommend a set of FAQs I should add to my website.

[Example on next slide]

Common caller questions about water systems

Share

I am giving you my phone calls with the call transcription. Help me understand: what are callers asking every time? What FAQs should I add to my website based on the callers' education about water systems?

Synthesized call patterns and architected FAQ framework for website

I dug through all 132 calls with transcriptions in your file (the other 204 leads are web forms/text). Here's what's actually happening on the phone.

What callers ask, ranked by how often it comes up

1. "How much does it cost?" — By far the most common thread (~22 distinct price questions across the calls). It shows up every possible way: *"How much would it be?"*, *"What's the average price of a ?"*, *"How much to install one?"*, *"What price range does your system usually run?"*, *"What do you charge for ?"* Almost no one gets an answer on the phone — the intake agent takes their info and says a supervisor will call back. So every one of these callers hangs up with their #1 question unanswered.

2. "How do I actually get a quote / what's the process?" — Callers are confused about the mechanics: *"How does it work to get a quote?"*, *"Do you send someone out, or is it over the phone/email?"*, *"What's the next step?"*, *"Will someone actually call me back?"* They don't know whether this is an in-home visit, a phone estimate, or an online thing.

3. "Do you service my area?" — People aren't sure your coverage. One caller literally said the website says "North Texas" and asked *"is it all of North Texas or just certain cities?"* Others rattle off zip codes hoping to qualify.

Write a message...

Opus 4.8 High

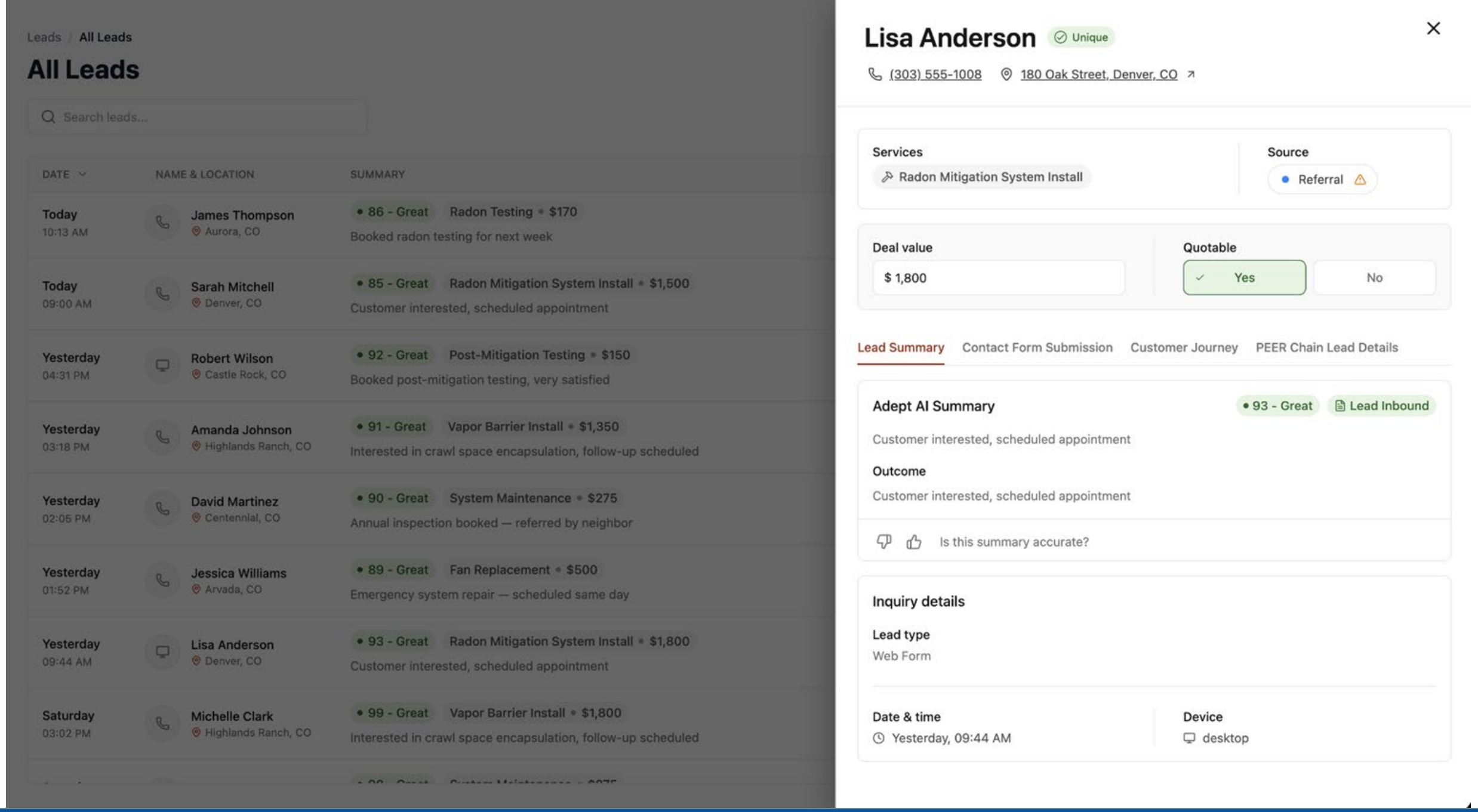
Claude is AI and can make mistakes. Please double-check responses.

Lead Grade & Intake Handling Grade

Attached are my call transcripts. Analyze each call across two scores:

1. Lead Quality (0–100) — based on: (a) whether the caller needs a service I offer within my service area, (b) their intent to buy versus shopping around, and (c) any signals they're a returning customer versus new.

2. Intake Performance (0–100) — how well my staff handled the call, based on: (a) adherence to my BANT framework [paste the BANT steps here so the model can grade against them], (b) whether they clearly delivered our value proposition and differentiation, and (c) most importantly, the outcome — did they book an appointment?


Leads / All Leads
All Leads
Search leads...
DATE
NAME & LOCATION
SUMMARY
Today 10:13 AM
James Thompson
Aurora, CO
• 86 - Great Radon Testing • $170
Booked radon testing for next week
Today 09:00 AM
Sarah Mitchell
Denver, CO
• 85 - Great Radon Mitigation System Install • $1,500
Customer interested, scheduled appointment
Yesterday 04:31 PM
Robert Wilson
Castle Rock, CO
• 92 - Great Post-Mitigation Testing • $150
Booked post-mitigation testing, very satisfied
Yesterday 03:18 PM
Amanda Johnson
Highlands Ranch, CO
• 91 - Great Vapor Barrier Install • $1,350
Interested in crawl space encapsulation, follow-up scheduled
Yesterday 02:05 PM
David Martinez
Centennial, CO
• 90 - Great System Maintenance • $275
Annual inspection booked — referred by neighbor
Yesterday 01:52 PM
Jessica Williams
Arvada, CO
• 89 - Great Fan Replacement • $500
Emergency system repair — scheduled same day
Yesterday 09:44 AM
Lisa Anderson
Denver, CO
• 93 - Great Radon Mitigation System Install • $1,800
Customer interested, scheduled appointment
Saturday 03:02 PM
Michelle Clark
Highlands Ranch, CO
• 99 - Great Vapor Barrier Install • $1,800
Interested in crawl space encapsulation, follow-up scheduled
Lisa Anderson
Unique
(303) 555-1008
180 Oak Street, Denver, CO
Services
Radon Mitigation System Install
Source
Referral
Deal value
$ 1,800
Quotable
Yes
No
Lead Summary
Contact Form Submission
Customer Journey
PEER Chain Lead Details
Adept AI Summary
• 93 - Great
Lead Inbound
Customer interested, scheduled appointment
Outcome
Customer interested, scheduled appointment
Is this summary accurate?
Inquiry details
Lead type
Web Form
Date & time
Yesterday, 09:44 AM
Device
desktop

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1. Get Found (AI recommends you)
2. Get Chosen (your site converts)
3. Sell Better (AI coaches your sales)

Today’s Goal

THANK YOU!



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