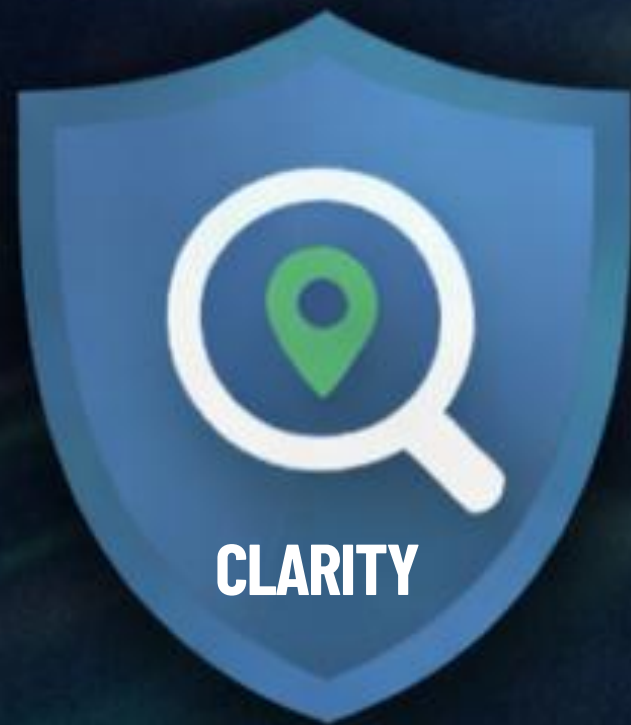


BUILT TO WIN



HOW RESTORATION CONTRACTORS DOMINATE
ONLINE & KEEP TRUCKS ON THE ROAD



THE IRONCLAD DOMINATION SYSTEM

WHO WE ARE



Ben Ricciardi
CEO / FOUNDER

- Founder of Ironclad Restoration Marketing
- Author of "The No Bulls**T Guide to Internet Marketing for Restoration Contractors" Series of books.
- Host of The Restoration Rundown Podcast
- Contributor to R&R Magazine & C&R Magazine
- Work with Restoration Businesses across the US
- Own/Operate Commercial Site Development Company



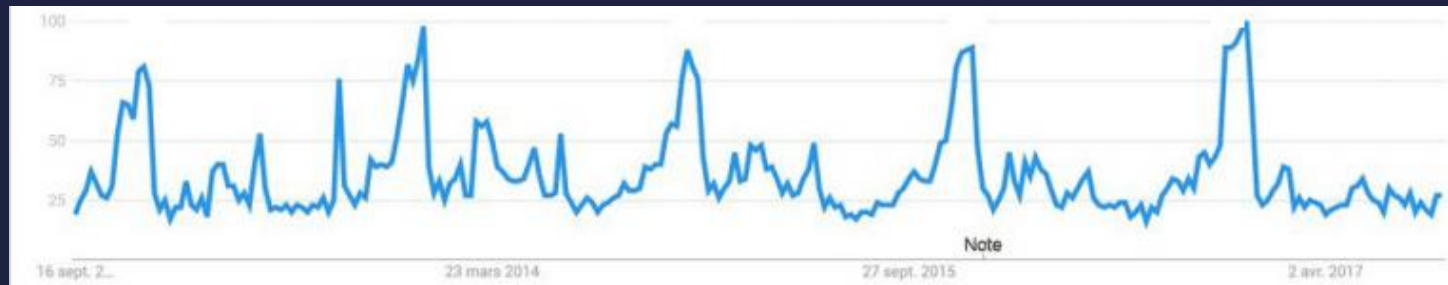
CORE PERKS



BUSY ISNT THE SAME AS **Predictable.**

The companies that win don't wait for demand, they control how it shows up

- Busy $\neq$ controlled
- Storms/CAT Season create the illusion of growth
- Real growth = consistency when conditions aren't perfect



seasonal spikes



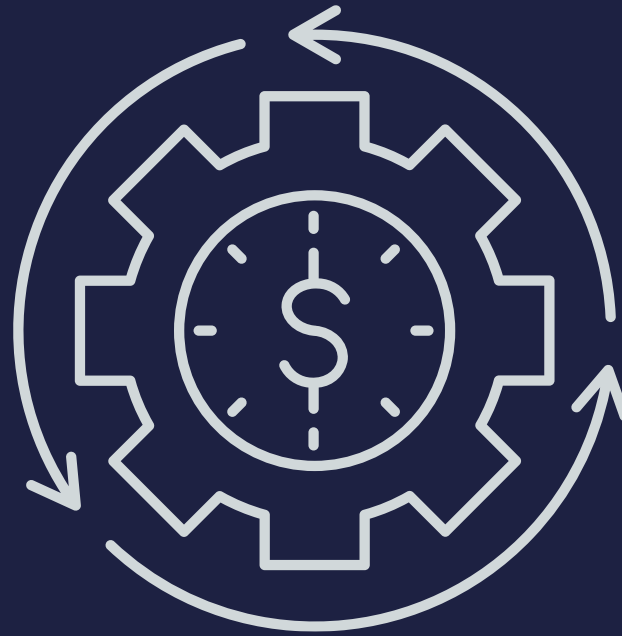
steady growth

“If your business only works when the weather cooperates, you don't own demand you rent it.”

Parked Trucks Cost More Than Bad Marketing

CONSIDER

- The cost of down time, too much downtime affects scalability
- Idle trucks = idle labor, lost momentum, stressed crews.
- Dispatch chaos
- Missed opportunity when demand exists but visibility doesn't

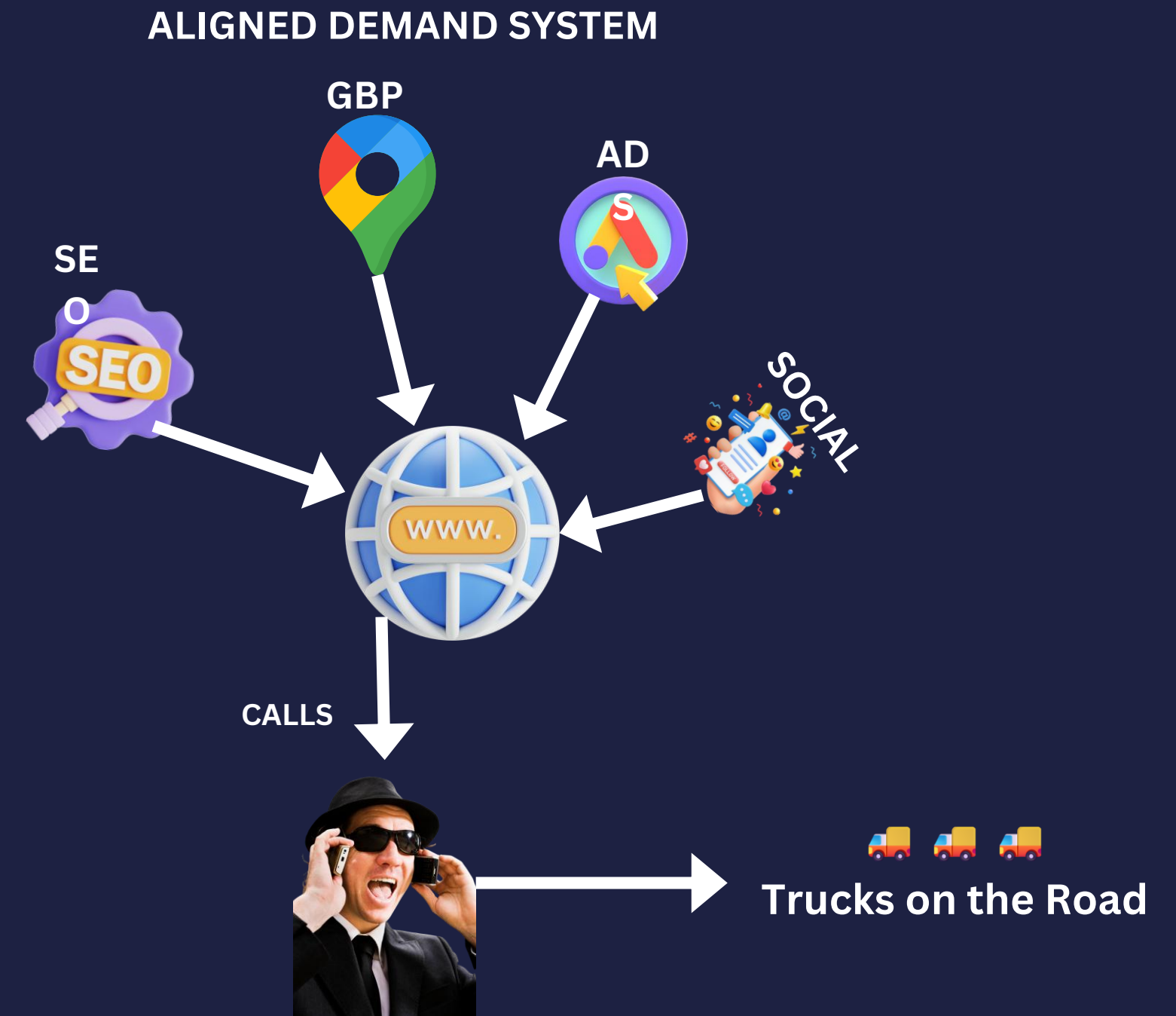
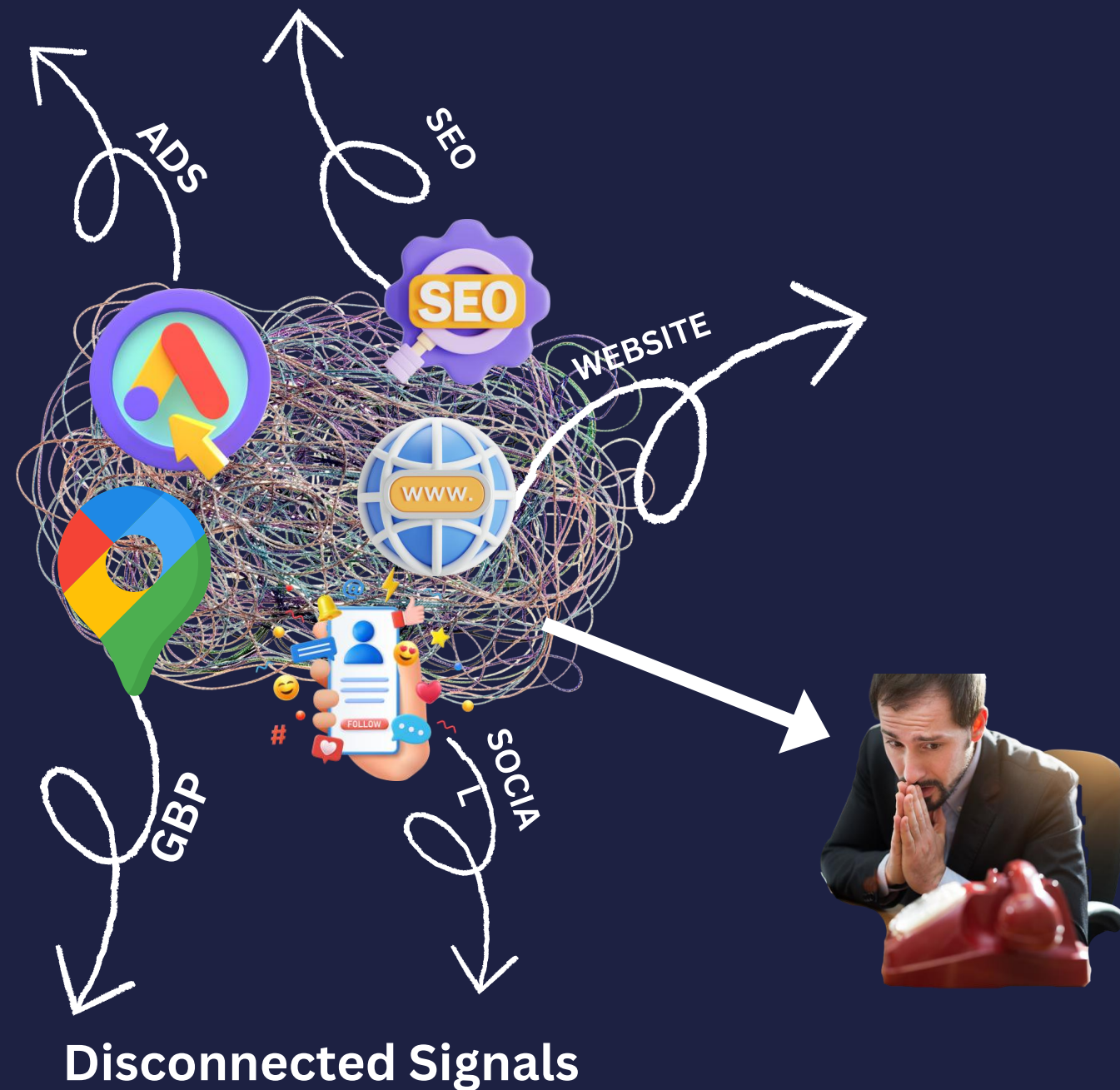


Google isn't random



MOST STRATEGIES ARE

Google responds to signals. A lot of companys send mixed signals.



Google isn't unpredictable it's just responding to inconsistent signals.

MORE **LEADS** ISN'T THE GOAL

it's the right jobs, in the right places, at the right time.

Wrong Jobs

more often means

- low-value jobs, cash-pay tire kickers , or calls outside your preferred loss types

Wrong Locations

a flood of leads from areas where:

- travel time is high, crews aren't staged, margins are thin

Leads outside your operating zone don't grow your business

Wrong Timing

even good jobs at the wrong time cause stress

- Too many calls during storms then nothing during dry weeks

Volume without timing control is just whiplash

**More phone calls don't help if they don't
turn into work you actually want**



GOALS
NEXT EXIT →

THE IRONCLAD **DOMINATION** SYSTEM



CLARITY

Can Google Clearly Understand You?



**IF GOOGLE DOESN'T UNDERSTAND YOUR BUSINESS
CLEARLY, IT HESITATES. HESITATION COSTS JOBS**

WHAT YOU DO



Service Focus

WHERE YOU DO IT



Geographic Intent

DO YOU ACTUALLY DO IT
OVER & OVER & OVER AGAIN



Proof of Real Work



CLARITY IN 2026

THE 4 SIGNALS

Google understands you. AI recommends you. Customers choose you.



SERVICE FOCUS

What you do

- When Google guesses, it hesitates
- Google sends work to the most clearly defined company

Google doesn't reward versatility.
It rewards relevance.



GEOGRAPHIC INTENT

Where you do it

- Your digital footprint should reflect WHERE you want jobs from
- Google should see signals, pages, and reviews that match those locations

Look local on purpose



PROOF

That you actually do it

- Show evidence that you handle real losses & people trust you consistently
- If Google can't see the work happening, it assumes that it isn't

Consistent signals over time



NEW

AI VISIBILITY

AEO + GEO

- AEO — Answer Engine Optimization, you're the source behind the answer
- GEO — Generative Engine Optimization, you're the recommendation

AI doesn't return a list. It makes a recommendation.

"The same signals that make Google trust you make AI recommend you."

AEO & GEO

THE NEW VISIBILITY GAME

AI doesn't return a list, it makes a choice.

AEO (Answer Engine Optimization)

Someone asks:

How long does water damage remediation take?

Google or AI answers directly. Are you the source?

- FAQ and Q&A content on your website
- Service pages that answer real questions
- Authority content AI learns from

GEO (Generative Engine Optimization)

Someone asks:

Who's the best fire damage company near me?

AI makes a recommendation not a list. Are you the recommendation?

- Consistent business info across the web
- Location-specific content and reviews
- Enough digital presence for AI to cite you confidently

"There is no page two in an AI recommendation. You're either in the answer or you're invisible."

TRUST

WOULD GOOGLE SEND YOU
AN EMERGENCY LOSS?



**RJ**
9 reviews

★★★★★ 5 months ago

Kevin and his team are fantastic. Had a large multi story loss- his teams were on site immediately and walked us through the whole process. Communication, Intergity and hard work define this company! Highly recommend.

 Hover to react 

**Greg**
4 reviews

★★★★★ 5 months ago

did a fantastic job with my basement flood. On top of the high quality water damage remediation including drywall and trim repair, the team was courteous and professional. As an engineer, I loved the technology the team used to show ... [More](#)

 Hover to react 

**Kinder Restoration Services (Owner)**
2 months ago

Thank you for the detailed and thoughtful review! We're thrilled to hear that our team's professionalism, technology, and expertise made a difference in your basement restoration. Helping our clients navigate the insurance process smoothly is something we take pride in, and we're glad that guidance was valuable to you. We truly appreciate your trust in Kinder Restoration Services!

e're glad Kevin and the team were able to respond quickly
Communication, integrity, and hard work are values we take
recognized. We truly appreciate the recommendation and are
iture.

Trust either compounds...or it erodes

The 3 Core Trust Signals

1 Reviews That Reference Real Losses

Reviews that prove loss experience

- A review that says 'They handled our flooded kitchen at 2am' builds trust.
- Google trusts reviews that mention, water damage, fire loss, mold, emergency response, insurance claims, etc

2 Consistent GBP Activity

Active, accurate GBP

- Photos, updates, & review responses from real jobs
- Accurate information

3 Proof That Work Is Happening Regularly

Consistent signals over time

- Google looks for patterns like steady reviews, ongoing photo uploads, & consistent engagement
- Google doesn't trust spikes. It trusts consistency.



CONTROL

Can You Turn the Dial ?



Volume



Geography



Service Type



CONTROL IS THE ABILITY TO KEEP TRUCKS ROLLING WHEN THE MARKET GOES QUIET.

The 3 Control Levers

Volume Control

The ability to create demand when you need it & the discipline to stop when you don't

- Paid ads, fastest lever, not the only one
- Only works if Clarity & Trust are already built
- Fills gaps
- Temporary

Geographic Control

The ability to prioritize demand in areas where your business actually wins

- prioritize 8–12 core zones
- aligning Google visibility with crew staging
- reducing windshield time and burnout
- Stop letting Google choose where you work.

Service Mix Control

Service mix control is the ability to shape inbound demand toward the work you actually want

- Decide which services support your business model
- Align your visibility to those services
- Avoid being “everything to everyone”

If you don't choose your service mix, the market chooses it for you



CONTR

A job that looks good online can still lose money in the field



Volume

Fills
gaps



Geography

Protects margin



Service Type

Protects
profitability

WHY TRADITIONAL TACTICS FAIL WITHOUT A SYSTEM

Most Restoration Companies don't fail at marketing because they do the wrong things, they fail because they do the right things in isolation

- SEO alone is slow
- Ads alone are expensive
- GBP alone is fragile

Each one works, just not alone.



CONTROL BEATS

When you control the system, you don't wait for work.

HOPE

- systems
- planning
- leverage
- intentional demand



HOPE

- storms
- referrals
- waiting
- "things will pick up"



CONTROL

“When you control the system, *you control the work.*”



**Winning online isn't about
being everywhere, it's about
staying busy on purpose.**

NEED HELP?

CALL TODAY 855-976-3759 OR



Follow us and subscribe on

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- Apple Podcasts
- Amazon Music
- Any of your favorite streaming services

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