



APEX

2025 RESTORATION MARKETING CHECKLIST

8 Free Fixes to Get 5+ More Calls Per Week
Without Spending a Dollar on Ads

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STEP 1: Optimize Your Google Business Profile (GBP) for Keywords + Proximity

Add service keywords like "Water Damage Restoration," "Mold Removal," and "Emergency Water Extraction" in your business description, services section, and even photo captions. Also: Make sure your **primary category** is "Water Damage Restoration Service" - not "Contractor" or "Cleaning Service." Use Chat GPT to make what you currently have better.

STEP 2: Add Photos Weekly

Take jobsite photos and you can also Geo-tag them with city and service info: "Water damage cleanup - Boca Raton, FL - Shoreline Restoration." Upload at least 3 new photos per week to your GBP. Google reads that metadata.

STEP 3: Post to Google Weekly with Location + Service Terms

Use the "Updates" or "What's New" section. Post before/after photos with captions like: "24/7 Water Damage Cleanup in Tampa - Emergency Call Completed in 90 Minutes." Google uses these posts to validate relevance and activity.

STEP 4: Get at least 3 Reviews Per Week With Keywords + Cities

Don't just get reviews. Train clients to mention your service and the city. Example: "Shoreline Restoration saved us after a flood in Palm Beach Gardens. Their emergency response was fast and professional."

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STEP 5: **Make a City-Specific Landing Page (Not Just 'Areas Served' List)**

Build a full page for each target city you want to rank in - include a headline like: "Water Damage Restoration in Delray Beach, FL - 24/7 Emergency Service." Add testimonials, photos, a Google Map embed, and links to your GBP.

STEP 6: **Make Sure Your Name, Address, Phone (NAP) Are Consistent Everywhere**

Check your NAP on Yelp, BBB, Angi, HomeAdvisor, and Facebook. Any inconsistencies confuse Google and hurt your map rankings. Use a tool like BrightLocal or do it manually.

STEP 7: **Speed Up Your Website**

Google wants fast, mobile-friendly sites. Use tools like PageSpeed Insights or GTMetrix. Make sure your homepage loads in under 3 seconds - especially on mobile.

STEP 8: **Add Click-to-Call Buttons on Every Page**

Every page, especially on mobile, should have a sticky "Call Now" button. Bonus: Add a tracking number (like CallRail) so you can see where your calls are coming from. This shows ROI for your marketing.

Done right, these 8 moves can generate 5-15 extra calls per week without touching ads.

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