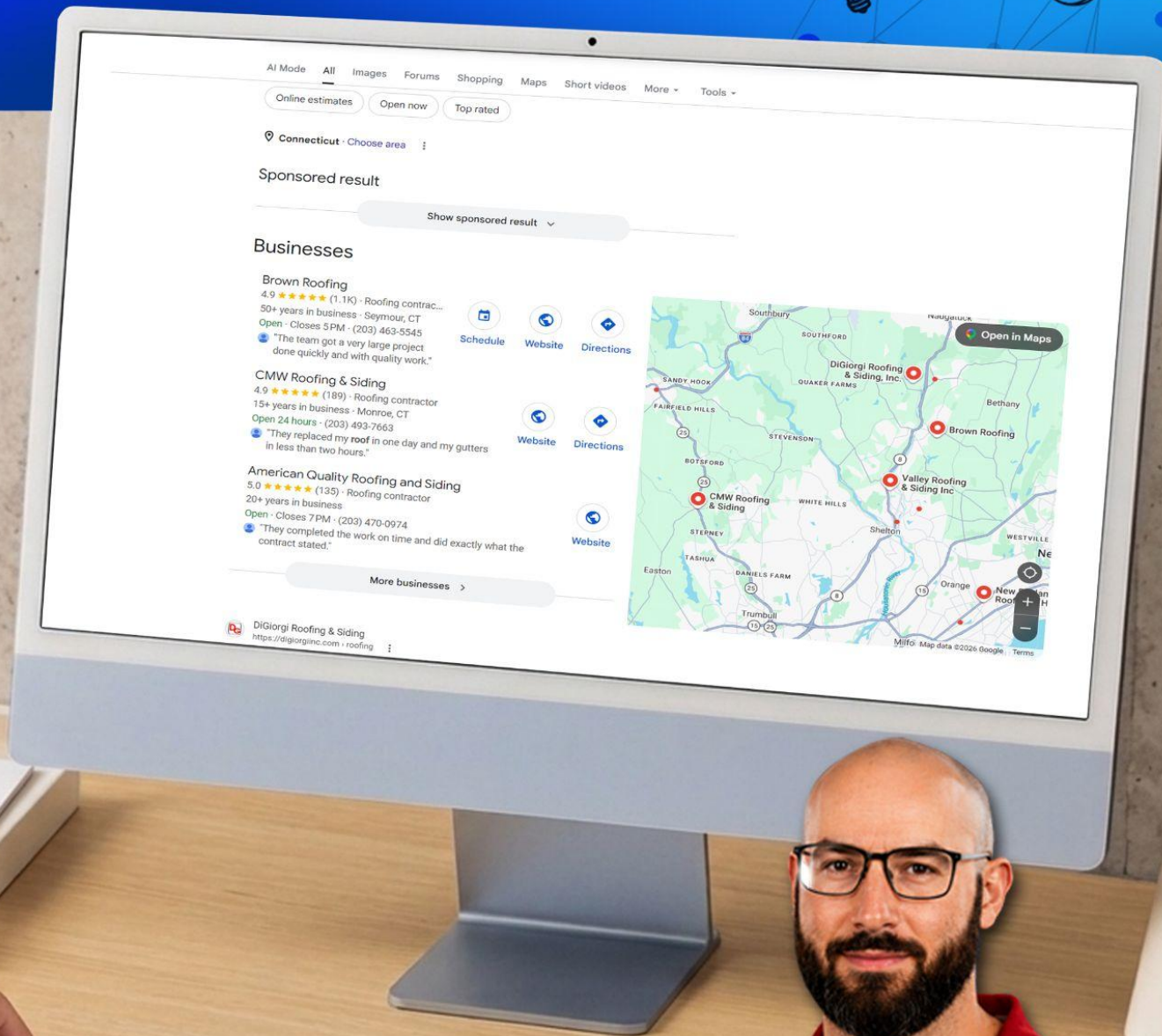


THE NEW SEO & GEO Formula

FOR ROOFING, HVAC & HOME SERVICE CONTRACTORS



THE ACCELERATED GROWTH ROADMAP

FOR Electrical, HVAC & HOME SERVICE CONTRACTORS

9 clear steps to **triple your sales** by getting your internet marketing right

DRIVE LEADS



ORGANIC

get prospects reaching your website from SEO, Directories & other non-paid sources without wasting a bunch of time on content & links



PAID

profitably tap into paid traffic sources to drive unlimited targeted leads without overspending & dealing with tire kickers.



DATABASE

generate leads, booked jobs & sales by marketing to your existing customer & prospect list via eMail, SMS & phone.

MAXIMIZE CONVERSION



WEBSITE

convert 2-10X more leads from visitors that get to your website without spending a ton on fancy web designers.



REPUTATION

drive more online reviews from your happy customers and develop a great reputation online without begging your customers or chasing them down.



AUTOMATION

Every lead is followed up with in 30 seconds or less & touched at least 5 times automatically without bogging down your office staff.

OPTIMIZE RESULTS



TOTAL SPEND

Get clear on how much to invest in your marketing to achieve your sales & growth targets without guessing or overspending.



AVERAGE COST PER LEAD

Know exactly how much you are investing per lead lead for your services without complicated reports or calculations.



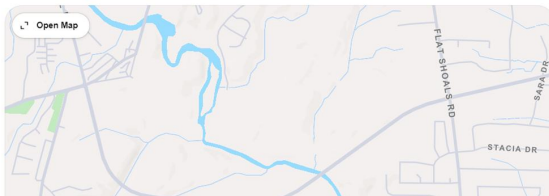
RETURN ON INVESTMENT

know your ROI from your marketing investment & where you should spend more drive even better results

SEARCH EVERYWHERE OPTIMIZATION

What is AEO?

I am looking for a roofing company, I lived in Monroe Connecticut. Who would you recommend?



If I were hiring a roofer in Monroe, I'd get estimates from 3-4 companies and compare warranties, insurance coverage, references, and how detailed their proposal is.

Here are some strong local options:

- LA Barnaby & Sons — Long-established family company serving Monroe for decades and holds GAF Master Elite certification, a credential held by a small percentage of roofing contractors. They handle roof replacements, repairs, asphalt shingles, metal roofs, and commercial work. [La Barnaby & Sons](#)
- CMW Roofing & Siding — Monroe-based roofing and siding contractor with GAF Certified Plus status and a strong record of customer reviews. They perform roofing, gutters, siding, and exterior renovations. [CMW Roofing & Siding](#)
- KBL Roofing Co. — Family-owned Connecticut roofing company serving Monroe since 2007. They are GAF-certified and offer roof replacement, repair, siding, gutters, and windows. [KBL Roofing Co.](#)
- Fulcrum Contracting Monroe — Local contractor focused on residential roofing, inspections, storm-damage repair, and siding work throughout the Monroe area. [Fulcrum Contracting](#)
- Mighty Dog Roofing of Fairfield County — Regional roofing company offering inspections, repairs, replacements, and drone-assisted roof assessments. [Mighty Dog Roofing](#)



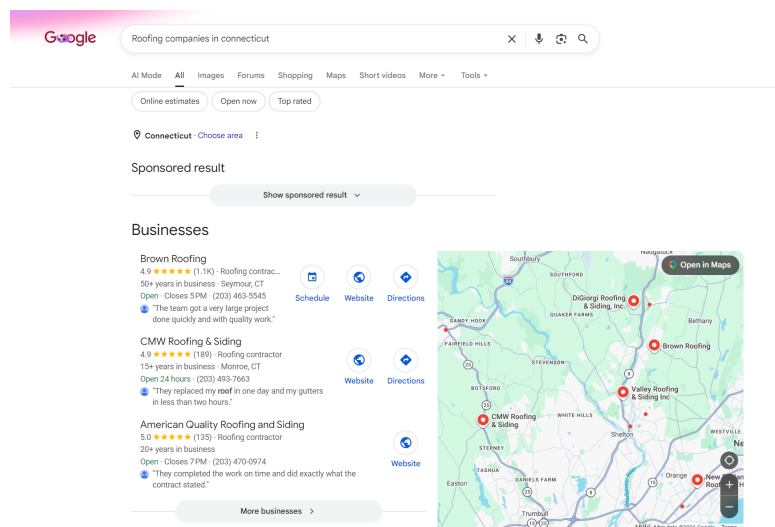
AEO focuses on creating content that answers common customer questions directly, improving your visibility in platforms like Google, voice assistants, and AI-generated responses.”

What is GEO?

GEO stands for **Generative Engine Optimization**. It's the emerging practice of optimizing your content to rank and get visibility in **AI-powered search engines** and **chat-based tools** like:

- ChatGPT (with browsing or plugins)
- Google's Gemini / Search Generative Experience (SGE)
- Perplexity.ai
- Microsoft Copilot / Bing Chat
- And other large language model (LLM) tools that deliver answers directly

What is SEO – SEARCH EVERYWHERE OPTIMIZATION



Is the process of improving a website's visibility on search engines like Google, Bing, or Yahoo to attract more organic (unpaid) traffic.

How is AEO / GEO Different from Traditional SEO?

Traditional SEO	Generative Engine Optimization (GEO)
Optimizes for Google's 10 blue links	Optimizes for AI-generated answers
Keywords, backlinks, on-page SEO matter most	Authority, clarity, and context are most important
Rankings are determined by search algorithms	Responses are generated by AI language models
Goal is to drive click-throughs to your site	Goal is to be referenced or cited in answers
Content is written for search bots	Content is written for human-like AI assistants

Why does GEO matter?

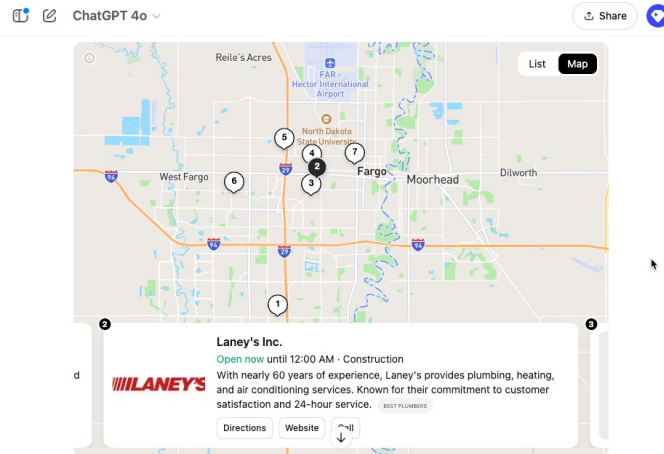
Search behavior is changing — people are asking questions instead of keywords. They're getting answers, not just links.

If your content isn't showing up in these AI-generated answers, you're missing visibility and potential customers.

How do you optimize for GEO?

1. Answer real questions clearly – Write like you're solving someone's problem.
2. Structure with headings and bullet points – AI loves clear formatting.
3. Use first-party data & expertise – Show unique authority, not generic fluff.
4. Be mentioned and cited online – Build topical authority and get referenced by others.
5. Feed content into tools – Test with ChatGPT, Perplexity, etc. and refine.

Example of a ChatGPT Search Result



THE SEO / GEO / AEO CHECKLIST

- ☐ On Page:
 - ☐ Pages for each service / main cities
 - ☐ Optimize Titles, H1s, URLs, Images, Etc.
 - ☐ Unique content for all pages
- ☐ Google Profile:
 - ☐ Claim & Optimize Maps
 - ☐ Add to YEXT or some other citation management platform
 - ☐ Add to major data aggregators
 - ☐ Put system in place for driving online reviews
 - ☐ Add new citations on an ongoing basis
 - ☐ Seed frequently asked questions & answer them
 - ☐ Respond to Google Reviews (good & bad)
- ☐ Ongoing Content:
 - ☐ Push new blog post out and syndicate via signal engine / Digital PR
- ☐ Signals Leveraged
 - ☐ Expertise, Authority & Trust
 - ☐ Multiple do-follow links back to clients website, GMB listing &
 - ☐ internal pages on the client site
 - ☐ Multiple Map Embeds
 - ☐ Fresh content on the client site

GEO / AEO Implementation Checklist

✓ Step 1: Identify High-Value Questions

- Review your call logs, emails, and messages to identify frequently asked customer questions.
- Use tools like **AnswerThePublic**, Google's "People Also Ask", or **Semrush** to discover popular questions around plumbing, HVAC and other relevant topics.

✓ Step 2: Optimize Your Website Content

- Create short, clear, direct answers (40–60 words) for each identified question.
- Place the concise answer prominently at the beginning of your content (e.g., first paragraph or FAQ section).
- Provide detailed explanations after the brief answer for depth and authority.

✓ Step 3: Implement Structured Data (Schema Markup)

- Use FAQ schema markup to highlight question-answer pairs clearly for Google.
- Leverage "How-to" structured data for step-by-step problem-solving content (e.g., "How to unclog a drain").

✓ Step 4: Optimize Google Business Profile

- Regularly answer questions directly on your Google Business Profile Q&A section.
- Proactively encourage customers to leave detailed reviews that answer common service-related questions.

✓ Step 5: Prioritize Mobile Optimization

- Check your website's mobile performance using Google's Mobile-Friendly Test tool.
- Ensure site load times are under 3 seconds on mobile devices.
- Make sure your website content is easy to navigate on smartphones (clear headings, easy scrolling).

✓ **Step 6: Leverage AI to Generate Helpful Content**

- Experiment with tools like ChatGPT to draft clear and concise answers to common questions.
- Edit AI-generated content to ensure it aligns with your brand voice and industry accuracy.

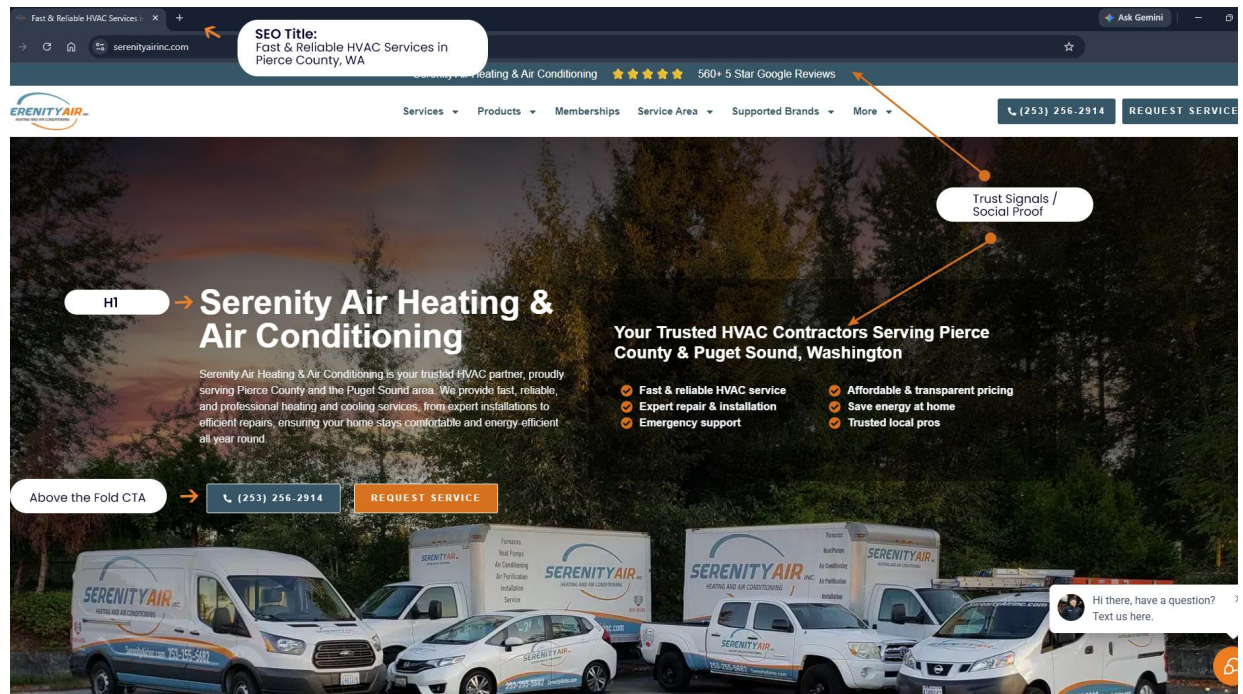
✓ **Step 7: Track Your Results**

- Monitor your website performance using Google Search Console to identify ranking improvements.
- Track your visibility in featured snippets and voice searches.
- Use Google Analytics to measure increased traffic from optimized answers.

✓ **Step 8: Regular Content Updates**

- Schedule monthly or quarterly reviews to update your content with fresh questions and refined answers.
- Continuously adapt your strategy based on data and customer feedback.

WEBSITE REVIEW CHECKLIST



- ☐ Does it speak to your target avatar? Does it address their fears and frustrations & speak to why they should choose you?
- ☐ Does it have authentic images of your team to the home page & throughout the website
- ☐ Does it include video elements to your website
- ☐ Website welcome video
- ☐ Videos for each of your services
- ☐ Video explaining why someone should contact you vs. the competition
- ☐ Does it showcase your online reviews more prominently on the home page with a tool like leadwiseAI or reviewbuzz
- ☐ Does it make it easy for them to take action and get in contact with your company?
 - ☐ Can they schedule online?
 - ☐ Can they start a live chat?
 - ☐ Is the phone number clickable on Mobile?

Website Examples

- <https://serenityairinc.com/>
- <https://cmwhome.com/>
- <https://mechanitechac.com/>
- <https://www.abovetherestroofingandsiding.com/>

Get the basics in order

- ☐ Phone number in to right hand corner
- ☐ Ensure that there is a web form that customers can fill out
- ☐ Add credibility with Authority Symbols (BBB, Angie's List, etc)
- ☐ Are there Calls to Action on each page to speak to your customer Avatar & tell them exactly what to do next
- ☐ Are you giving them the opportunity to engage via Chat?
- ☐ Are you leveraging marketing automation & SMS to maximize your lead conversion rates like www.Leadwise.ai

Primary KPI -

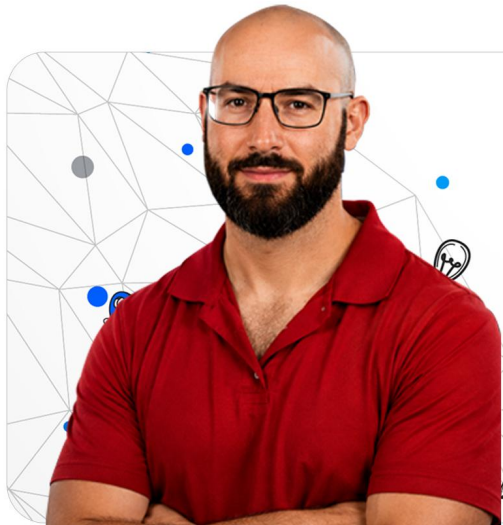
- ☐ Does your website convert visitors to leads (callers, chats, forms) at 25% or higher?

Need some one-on-one help?
FREE: Internet Marketing Plan Review

NEXT STEPS

Schedule A Leadflow Acceleration Session

If you'd like to work with us to help implement this plan & accomplish these goals, schedule a strategy session now.



Schedule Your
**Leadflow
Acceleration
Session Now!**

Call Us: +1 203-350-7228

www.ctseopro.com