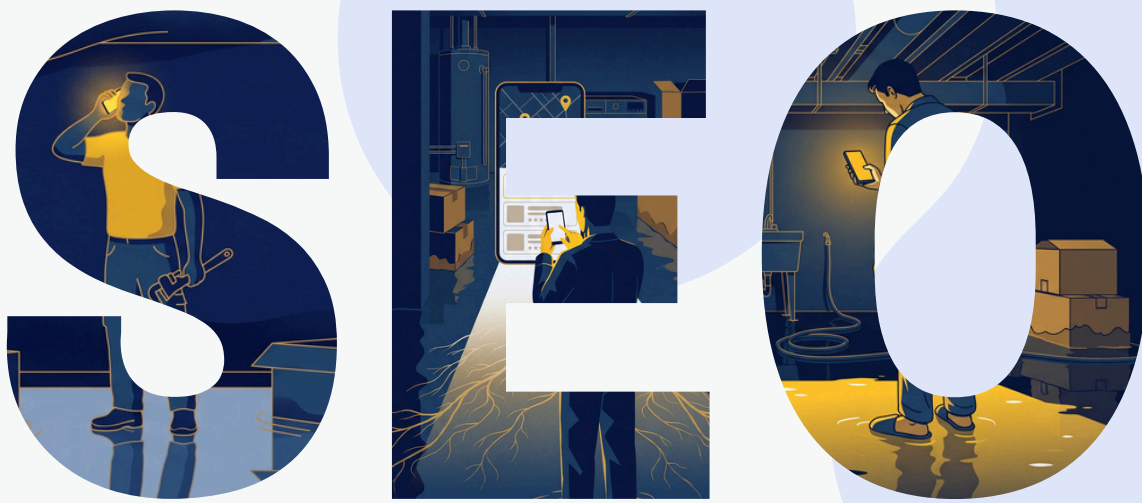
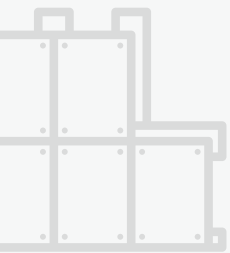




101

GUIDE



PREPARED BY



www.karmastaff.com

A NOTE FROM KARMA STAFF

A restoration owner's day runs on interruptions. A call, a crew update, an estimate, a customer waiting on an answer. The urgent work gets handled. Follow-up gets pushed to next week.

Karma Staff was built around that. We started inside a restoration business, covering one office role, and grew into a support company that works only with restoration.

Part one of this guide is what decides whether you show up in search. Part two is the order to do it in, because doing the right things in the wrong order is how most SEO money gets wasted.



20,000+

candidates screened for restoration roles

16,000+

hours of training completed

100%

of our clients are in property restoration



OUR CERTIFICATIONS



WE ARE STRATEGIC PARTNER WITH



WHAT IS SEO, REALLY?

It is the work that earns your company a position in search results without paying for each click. You pay for ads with money. You pay for SEO with work.

Think about how a restoration job begins. A homeowner wakes at 2am to water running down a wall, grabs their phone and searches. What happens next is a competition, and you are either in it or you are not. SEO decides that, and it wins you three places on the page.



EXAMPLE

Two restoration companies serve the same town. One has a page for every service it sells and a page for every town it covers. The other has one page called Services and a listing nobody has touched since it was set up. When a pipe bursts at midnight, the first company appears twice on that screen and the second appears nowhere. Neither of them paid for the click.

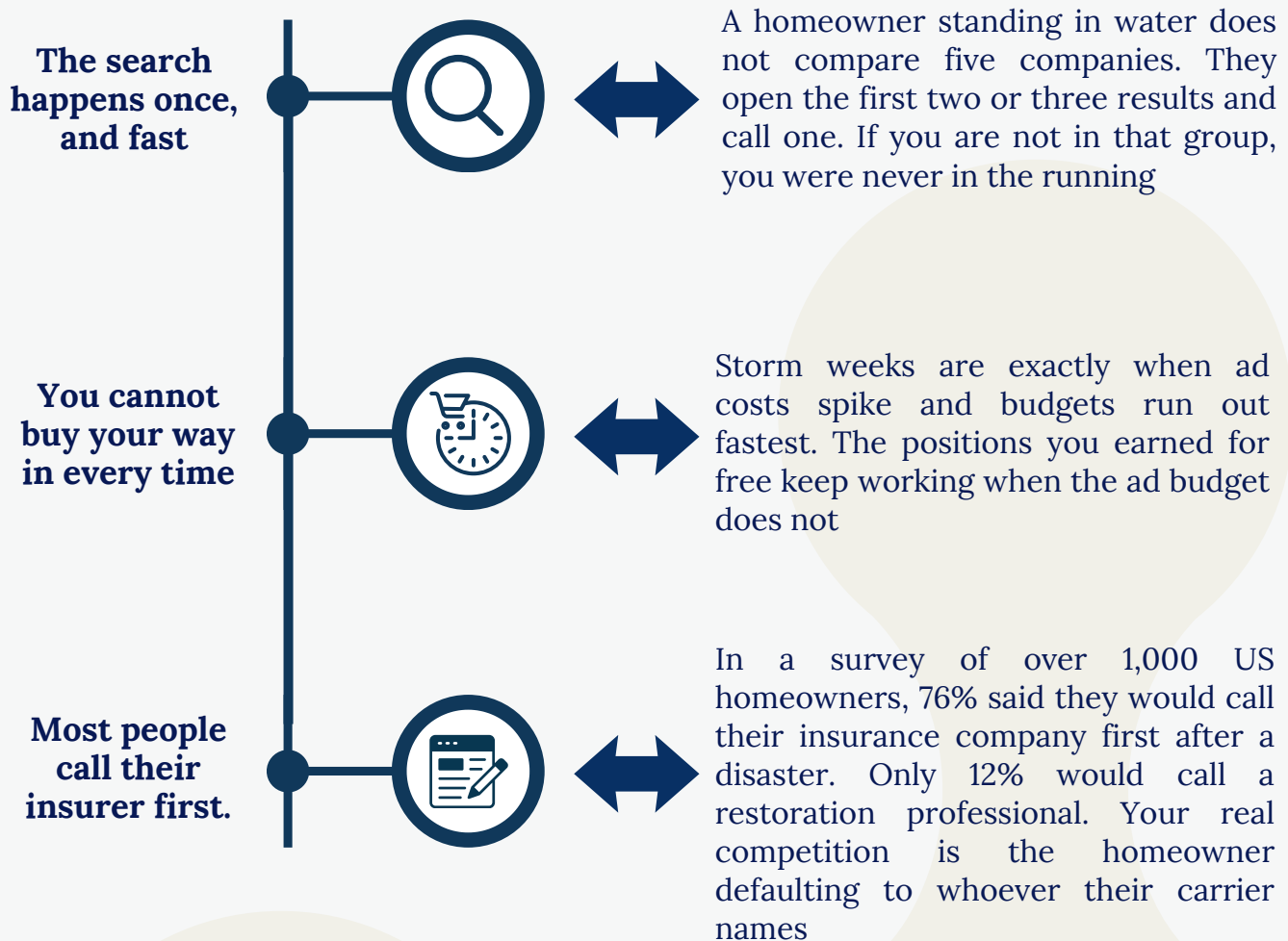
KEY TERM

Map pack. The small map with three businesses Google shows at the top of a local search. Some agencies call it the local pack.

Organic results: the free blue links below the map, driven by your website rather than your listing.

WHY DOES SEO MATTER SO MUCH FOR RESTORATION?

Every business wants to be found on Google. A few things about restoration make it matter more



Three Things Google Is Deciding

RELEVANCE

How well you match what was searched. It comes from your profile categories and the words on your website.

DISTANCE

How far you are from the searcher, measured from their phone, not your office. The one thing you cannot change.

PROMINENCE

How well known and well regarded you appear. Reviews, links and mentions build it. The only one strong enough to beat distance.

BUILDING BLOCKS OF SEO

Part One of this guide walks through the eight building blocks of search visibility, one at a time. Part Two shows the order the work gets done in. Here is the map.

PART - 1

1. **Your Google Business Profile:** The free listing that puts you on the map.
2. **Your service area:** The towns you can realistically rank in.
3. **Service and city pages:** Google ranks pages, not companies.
4. **Setting up each page:** Titles and headings Google can actually read.
5. **Search engine optimization (SEO):** Showing up in Google's free results over time.
6. **Keywords and search intent:** What people type, and what they want when they type it.
7. **Reviews as a ranking signal:** The signal owners underrate most.
8. **Links, citations, and site health:** Everything off your site and whether Google can read it.

PART - 2

1. The order of work
2. Choosing keywords and building content
3. The tools and what each one is for
4. What your monthly report should show

YOUR GOOGLE BUSINESS PROFILE

The map pack is the most valuable spot you can hold, and your Google Business Profile is the only thing that decides whether you are in it. It is free, and it accounts for around 32% of what decides your map position, more than anything else you control.

Your website is something you built. Your profile is something Google built about you, using information from you, from customers, and from around the web. You may still know it as Google My Business. Google renamed it, and the settings now live inside Search and Maps, not in a separate app.



KEY TERM TO REMEMBER

Primary category: the single most important field on your profile. It decides which searches you appear in at all.

Secondary categories: Google allows ten in total, one primary and nine more. Most restoration profiles use one or two.

PRACTICAL EXERCISE

Open your Google Business Profile and score it against the seven points opposite, one point each. Then open the profile of whoever holds the map pack in your best town and score theirs the same way. Write both numbers down.

What a good Google Business Profile looks like:

- Your profile is claimed and verified.
- Your primary category is the most specific match to your main service.
- Secondary categories cover every other damage type you handle.
- Your services list every damage type, each with a real description.
- Hours show 24/7 only if someone genuinely answers at 1 am.
- Your photos are real jobs and real crews, rather than stock images.
- Your description uses the words a homeowner would use.



THE SIGN ON YOUR TRUCK

Parked outside a loss, your truck tells the whole street who you are without you saying a word. Your profile is that sign, on every street you serve at once. Leave it unclaimed and Google decides what the sign says.



FAQ's

Do I need a Google profile if I already rank on Google?

Yes, because they are two different systems. Your website competes in the blue links. Your profile competes in the map above them. Ranking well in one does not put you in the other.

How specific should my primary category be?

As specific as Google offers. Water Damage Restoration Service beats Building Restoration Service, which beats General Contractor. The broader the category, the more searches you quietly drop out of.

Should I post to my profile every week?

Post because it helps someone choose you, not because you expect it to move rankings. A controlled test across three profiles and 441 keywords found posting had no measurable effect on position. It still shows a company that is active.

SERVICE AREA AND THE MAP PACK

Every restoration owner has a map on their website showing the towns they serve. It is usually generous. Google does not use that map. It has its own idea of where you belong, and the distance between the two is where most local SEO work sits.

You do not have one position. You have a different one in every town. You might be first at home, sixth one town over, and invisible twenty minutes north where you have done nine jobs this year. So the question changes. Not how do I get to number one. How far out can I rank before I disappear?



EXAMPLE: A company outside Atlanta claimed six counties. Checked properly, they held a top three spot in two zip codes, both within four miles of the shop. They cut back to the towns they actually served, built pages for their four best, and asked those customers for reviews. Six months later their ranking area had roughly tripled. They did not open an office or spend a dollar on ads.

KEY TERM TO REMEMBER

Service area: the towns and zip codes you tell Google you cover. Google allows up to 20, and expects the whole area to sit within about two hours' drive.

Grid rank tracking: checking your position from many points across a map instead of one. It is the only way to see the edge of your reach rather than the middle of it.

PRACTICAL EXERCISE

Pick three towns: your home town, your best-producing town, and one you want more work in. Search your main service plus each town name. Write down your position in each and the name of whoever holds the top spot.

What a good service area setup looks like:

- Your service area matches the towns you can actually reach within your promised response time.
- You have not stretched it across counties you cannot serve.
- You know your position from more than one location, rather than only the office.
- You know which towns you rank in and which you are invisible in.
- You know which competitor holds the map in each of your towns.



CONTAINMENT AROUND THE AFFECTED AREA

Poly, zipper door, negative air. Treat the whole house at once, and you end up treating none of it properly. Similarly, A service area you cannot cover is a house with no containment.



Pick three towns

Your home town, your best producing town, and one you want more work in.

Search each one

Your main service plus the town name, on a phone, in that town if you can.

Write the gap

Your position in each, and the name of whoever holds the top spot

FAQ's

How far from my office can I realistically rank?

It depends entirely on how many competitors sit between you and the searcher. In a dense city it can be two or three miles. In a rural market it can be twenty. That is why you check rather than guess.

Should I list more cities to cover more ground?

No. Listing towns you cannot serve makes you look less local everywhere, including where you are strong, and Google suspends profiles that overreach. Coverage is earned with real pages and real reviews, not claimed in a settings field.

Does a second office help?

A real one does, with a real address and staff of its own. A mailbox or virtual office does not, and Google removes those when it finds them, taking your reviews with it.

SERVICE PAGES AND CITY PAGES

Most restoration websites have one page called Services listing six things with a paragraph each. That page will rank for nothing.

Google ranks pages, not companies. Someone searching for mold remediation wants a mold specialist, and Google is looking for the most complete answer it can find. A page covering mold in ninety words alongside five other services is not that answer. A page entirely about mold is. The same logic applies to towns. A page about the work you do in one specific place is the main way to extend your reach past what distance gives you for free.

EXAMPLE: A company with a single services page added one real page for mold remediation. The full process, eight photos from three actual jobs, their clearance testing partner named, and the four questions homeowners always ask about health. It took a coordinator two afternoons. Within four months, it was the second-highest-traffic page on the site and had produced eleven inquiries, four of which booked.

KEY TERM TO REMEMBER

Service page: the page that covers one service and nothing else.

Thin content: Google ignores a page with little real substance, usually a copy of another page with the town name swapped.

PRACTICAL EXERCISE

Write down every service you sell and every town you serve. Open your website and circle the ones with no page of their own. Then find the town that produced your most profitable work last year and check whether it has a page.

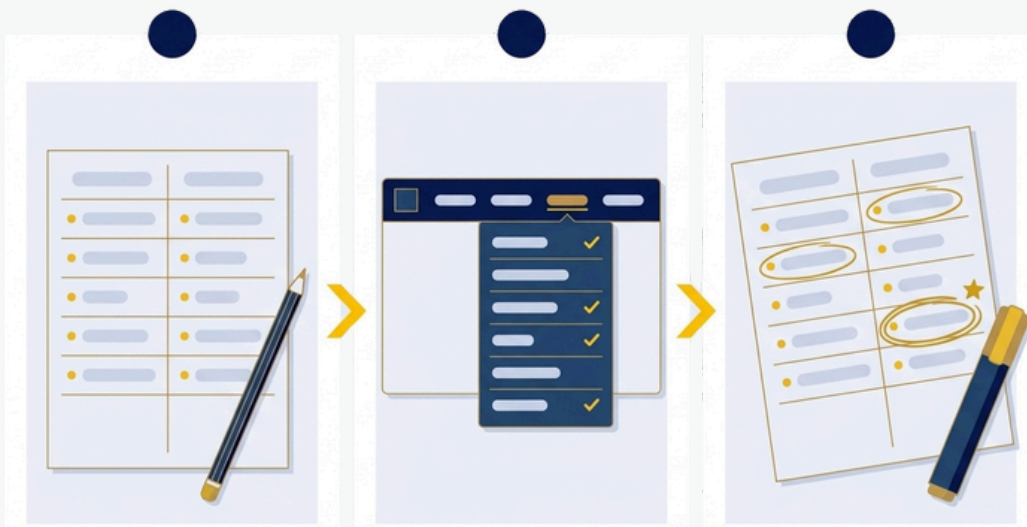
What good service and city pages look like:

- You have a separate page for each service, rather than one bundled list.
- Each page explains your process from first call to completion.
- Each page carries real project photos from that type of job.
- Each page shows your certifications and how you handle insurance.
- You have a page for each town you genuinely serve.
- Each town page names real local detail: neighbourhoods, housing, local risks.
- Fifteen to twenty solid pages is enough for most local markets.



THE GEAR SHOULD MATCH THE TYPE OF LOSS

You do not roll a dehumidifier onto a fire job. The gear used should match the type of loss every time, and getting it wrong is the difference between a job that closes and one that comes back. Service pages work the same way. One page per loss type, built for that loss type.



List services and towns

Every service you sell and every town you serve, on one sheet.

Check your navigation Menu

Open the site menu and tick off the ones that have a page.

Circle the gaps

Then find last year's most profitable town and check it is on the list

FAQ's

How long should a service page be?

Long enough to answer the question properly. In practice that lands somewhere between 800 and 1,500 words, because that is what covering the topic honestly takes. Word count is not the target. Completeness is.

Someone offered to build me 200 city pages. Should I?

No. Two hundred near-identical pages for towns you do not serve is the exact pattern Google has spent years learning to spot, and it can drag down the pages that were working. Twenty real pages beat two hundred generated ones.

What if I want work in a town where I have no jobs yet?

Build the page with what is true: your response time to that area, why you cover it, the local risks you know about. Add real jobs and reviews as they arrive. What you cannot do is invent projects.



SEO Myth Vs. Reality

MYTH: I only need ads to grow my business.

REALITY: Ask where, and from how far out. A single number is being reported from the one spot where you look best.

MYTH: More keywords mean more leads.

REALITY: Forty people searching for emergency water extraction in your town beat eight thousand looking for a DIY fix.

MYTH: I need a perfect five-star rating.

REALITY: A believable rating is what wins. A 4.7 with recent reviews and thoughtful replies beats a stale 5.0.

MYTH: Rankings, once earned, stay put.

REALITY: Left alone, they slip. Competitors add reviews every week, and towns you ignore get taken by someone else.



SETTING UP EACH PAGE

You have the right pages. Now each one has to be set up so Google can read it and a homeowner can act on it. This is the part that sounds technical and mostly is not. Six things, none of them complicated, all of them commonly wrong.

The most common finding of all: open your own website and look at the text in the browser tab. On a surprising number of restoration sites, it says Home.



EXAMPLE: An owner checked his browser tabs and found eleven of his fourteen pages had the identical title: his company name and nothing else. Google had no way to tell his mold page from his contact page. Rewriting fourteen titles took one afternoon. Over the following two months, three pages that had never appeared for a service search started showing up. He did not add a single word of new content.

KEY TERM TO REMEMBER

Title tag: the headline that shows in the browser tab and as your link in search results. Every page needs its own.

Meta description: The short summary under your link. It does not affect ranking. It heavily affects whether anyone clicks.

PRACTICAL EXERCISE

Open four pages of your website in four browser tabs and read the text at the top of each tab. If any two are identical, or any one just says Home, you have found an afternoon of work worth more than most of what you will pay for this year.

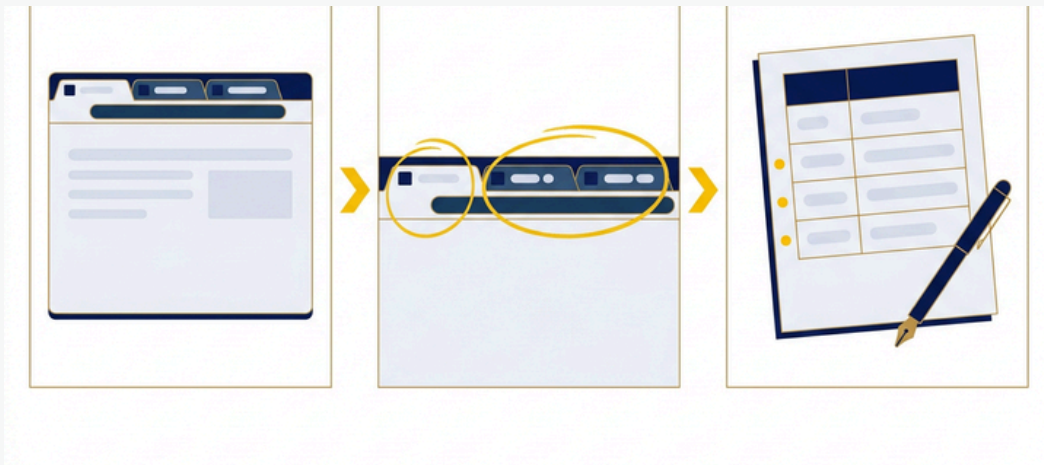
What a good page setup looks like:

- Every page has its own title naming the service and the city.
- Every page has one clear main heading that matches what the page is about.
- Subheadings break the page into sections someone can skim.
- Your service and city pages link to each other where it makes sense.
- Images have real file names and short descriptions, not IMG_4471.
- Web addresses are short and readable.



THE ANGLE OF THE AIR MOVER

An air mover pointed straight at a wall does almost nothing. Set it at a shallow angle so the air sheets along the surface and it dries the room. Same machine, same power draw, completely different result. Page setup is that angle.



Open four pages

a browser with four
tabs

Read the tab text

the tab labels
magnified, duplicates
highlighted

Note what to fix

Then
a sheet listing pages
and their titles

FAQ's

Who actually changes these?

Whoever manages your website. On most platforms it is a field at the bottom of each page. It is a small job, which is why it is worth confirming it has been done rather than assuming.

Does keyword stuffing still work?

No, and it has not for over a decade. Writing water damage Fairfax water damage restoration Fairfax VA reads badly to a person and is recognised instantly by Google. Write for the person and use the words where they belong.

Is alt text on images worth the effort?

On real content photos, yes, and it takes seconds at upload. It helps Google understand the page, it helps image search, and it is what a screen reader reads aloud to someone who cannot see the photo.

KEYWORDS AND SEARCH INTENT

A keyword is just a phrase somebody types. The word makes it sound more technical than it is. What matters is not the phrase but what the person wanted when they typed it.

Restoration searches fall into three kinds, and they are worth very different amounts.

Emergency: Water damage restoration near me. 24-hour flood cleanup. This person has water on the floor and is calling someone in the next ten minutes. Lowest volume of the three. By a wide margin, the highest value.

Project: Mold remediation cost. How long does water damage restoration take? A real problem that is not on fire. They will call within a week, and they call whoever answered their questions best.

Awareness: Signs of mold behind drywall. How to dry a wet carpet. Most of these people handle it themselves. Some discover it is worse than they thought, and call the company whose article told them so.

Volume runs opposite to value. Keyword tools show a big number next to informational phrases and a small one next to emergency phrases. The small number is worth more.

KEY TERM TO REMEMBER

Search intent: what the person actually wants. Emergency, project, or awareness.

Long tail: longer, more specific phrases. Fewer searches each, far more likely to be someone ready to book.

PRACTICAL EXERCISE

Write down your last five booked jobs. Next to each, write the phrase you think that customer probably searched before they found you. Then search all five yourself and note whether you appear.

What good keyword thinking looks like:

- You know the difference between an emergency search and a research search.
- You have written down the phrases a panicked homeowner types at 2 am.
- You target each damage type separately, rather than as one group.
- You combine damage type with town names.
- You understand a low-volume emergency phrase beats a high-volume informational one.
- You know which phrases your competitors hold, and you do not.



List five booked jobs
invoices or a job list

Guess what each
customer typed
a sheet with five
phrases.

Search them
yourself
phone screens, some
showing the
company

FAQ's

Do I need a keyword research tool?

How long should a service page be?

Not to start. Your own phone is better. Ask whoever answers calls to write down the exact words callers use for two weeks. That list is worth more than most paid research.

What about near me searches?

You cannot put near me on a page, and you do not need to. Google reads it as near this phone, so what wins those searches is your profile, your categories, your reviews, and how close you are.

What if I want work in a town where I have no jobs yet?

The insurance ones. Does homeowners insurance cover water damage. Who chooses the restoration company. Will filing raise my rates. Homeowners search these constantly, and they are answered almost entirely by insurers and law firms rather than by the people who do the work.

CONTENT THAT EARNS RANKINGS

Here is a better definition for a restoration company. Content is the answers you publish to the questions homeowners have before they call you. If nobody is asking it, do not write it.

Google publishes its own guidance on what it considers helpful content, and the whole document comes down to one test: was this written for a person, by someone who knows the subject, or was it assembled to rank? A crew chief describing what he found behind the drywall passes that test.



EXAMPLE: A restoration company in Ohio wrote one page: what your homeowners insurance actually covers for water damage in Ohio. Fourteen hundred words, plain language, no sales pitch, a section on what is usually excluded, and an honest note about when filing may not be worth it. It became the highest-traffic page on their site within a year and the page most people had read before calling. It sold nothing. It answered the question everybody had, and nobody in their market was answering.

KEY TERM TO REMEMBER

Content refresh: updating a page that already ranks so its information stays current. Usually a better investment than writing a new one.

Helpful content: Google's own term for pages written to answer a person rather than to fill a keyword. It is the standard your pages are measured against.

PRACTICAL EXERCISE

Type a question your customers always ask straight into Google. Something like does insurance cover water damage in your state. Note whether you appear anywhere, and read whoever is answering instead. If you can write a better answer, and you almost certainly can, that is your next page.ork last year and check whether it has a page.

What good content looks like:

- You publish answers to what homeowners search for before they call.
- You write the insurance answers your customers ask for, in your own words.
- You build freeze and storm content in October, not in January, because a new page needs weeks to months before it ranks.
- Each page answers one question clearly and early.
- Your main service pages have a short FAQ section.
- Your content reflects work you have actually done.
- You are not publishing filler nobody searches for.



CREDIBLE CONTENT IS EQUIVALENT TO THE JOB FILE

The job file is what makes a job defensible. Readings, daily logs, photos of every affected area. It is not glamorous work, and it is the reason the invoice gets paid without a fight. Content is your job file, published.



Type a real customer question

phone with the question typed .

See who is answering

results page with the top result bracketed, company absent

Write the better answer

notepad with the question at the top

FAQ's

How often should I publish?

Less often than you have been told, and better. One genuinely useful page a month beats four filler posts. Consistency matters more than frequency, and quality matters more than both.

Can I use AI to write it?

For a first draft and for structure, it is a real time-saver. The finished page needs your knowledge in it. The reason your content can beat an agency's is that you have stood in the basement, and those specific details are exactly what a draft cannot invent.

Nobody reads our blog. Why keep it?

If nobody reads it, it is answering questions nobody asked. That is a topic problem, not a format problem. Go back to the questions your phone actually receives.

REVIEWS AS A RANKING SIGNAL

Reviews do two jobs at once, and most owners focus on only one. The first is ranking. Review count, rating, and recency feed directly into your map position. Across industry surveys, reviews come second only to the profile itself in what decides where you sit.

The second is convincing. A homeowner comparing three companies at midnight reads the star rating and the newest two or three reviews. That is the last thing they check before dialling. Twenty reviews over five months reads as a busy company. Twenty on one Tuesday reads as something bought.

EXAMPLE: Two companies in the same market. One asks every customer through an automatic text sent when the job closes, and averages six reviews a month. The other asks when someone remembers, which works out at about nine a year. After eighteen months, the first company has 108 new reviews and holds the map in four towns. The second has 14. They do comparable work.

KEY TERM TO REMEMBER

Review velocity: how steadily reviews arrive, rather than how many you have in total.

Review gating: asking how it went first and only sending the link to the happy ones. Against Google's policy, with real consequences.

PRACTICAL EXERCISE

Write down three numbers: your total review count, your star rating, and the date of your newest review. Now open the profile of whoever holds the map in your best town and write down the same three. Six numbers on one sheet.

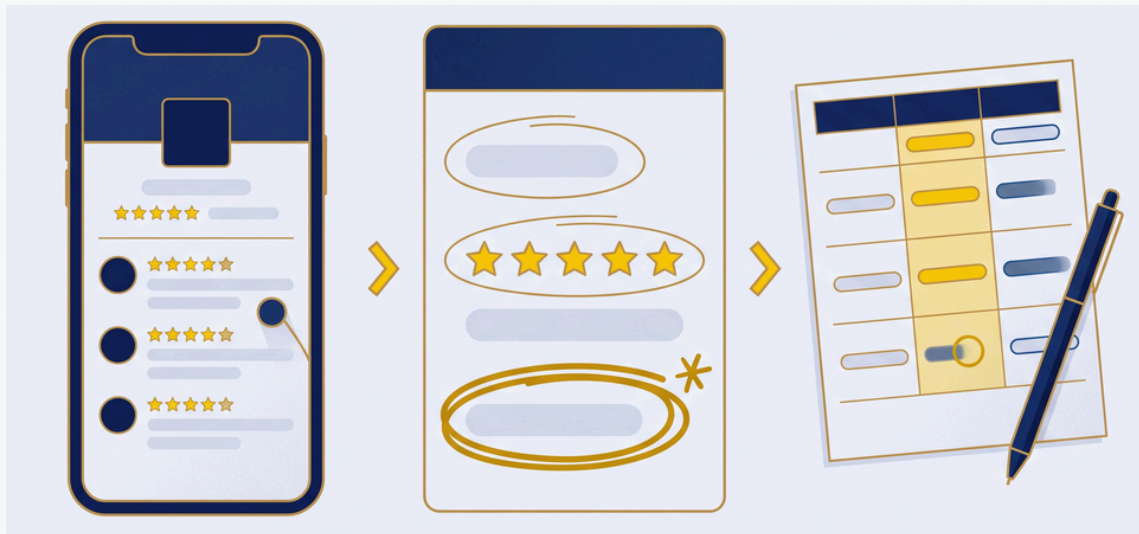
What good review practice looks like:

- You ask after every completed job, as part of closing it out.
- Reviews arrive steadily rather than in bursts.
- You have more reviews than the competitor above you in your best town.
- Your rating sits at 4.5 or higher, and you respond to every review.
- You have reviews on more than one platform.
- You ask every customer the same way, without filtering out the unhappy ones.



THE NEIGHBOUR WHO WATCHED THE JOB

The neighbour who watched your crew work a loss on their street is the most persuasive marketing you will ever have, and you did not write a word of it. Reviews are that neighbour, at scale, permanently visible.



Open your reviews

phone showing a
review profile

Find the three numbers

count, rating, and
newest date circled.

Now compare

a two-column sheet:
You and Competitor

FAQ's

What is the best way to ask?

An automatic text sent when the job closes, with a direct link, while the relief is still fresh. Response rates fall sharply after about two days. Make it part of job closeout rather than a marketing task someone remembers.

Can I offer a discount for a review?

No. Paying or rewarding people for reviews in any form is against Google's policy and can get your reviews removed. Google can also stop your profile from receiving new reviews and display a warning on it telling customers fake reviews were removed.

What do I do about a bad review?

Respond publicly, calmly, and once. Correct the record without arguing and offer to take it offline. You are not writing to the reviewer. You are writing to the next hundred people who read it, and they judge your reply more than the complaint.

LINKS, CITATIONS AND SITE HEALTH

This block covers everything that happens away from your website, plus the handful of technical basics worth knowing about. You will not do most of this yourself. You do need to know it exists.

Citations are any place online where your name, address, and phone appear. Directories, association pages, supplier listings, old sponsorship pages. Google is working out whether all of these are the same company, and every version that disagrees makes that harder.



Links from other websites are votes, and Google weighs them by who is voting. For a restoration company, the useful ones are small and local: the plumbers, roofers, and HVAC companies who already refer you, your chamber of commerce, your trade associations, and local news coverage. Site health is whether your site loads fast on a phone and whether Google can read it at all.

EXAMPLE: A company found their old office address on 23 directory listings four years after moving. Two of those outranked their own website when someone searched the company name, so homeowners checking them out were shown an address where a different business now operated. Cleaning it up took a week of unglamorous work. Their map position improved in two towns within two months.

KEY TERM TO REMEMBER

NAP consistency: your name, address, and phone number written identically everywhere online, down to the suite number and how the street is abbreviated.

Backlink: a link from another website to yours. A vote Google counts, weighted by how local and relevant the source is.

PRACTICAL EXERCISE

Search your business name in quotation marks and read the first ten results. Look for a wrong phone number, an old address, or a duplicate listing. Then open your own site on your phone and check the address bar shows a padlock. Write down anything you find.

What good service and city pages look like:

- You have a separate page for each service, rather than one bundled list.
- Each page explains your process from first call to completion.
- Each page carries real project photos from that type of job.
- Each page shows your certifications and how you handle insurance.
- You have a page for each town you genuinely serve.
- Each town page names real local detail: neighbourhoods, housing, local risks.
- Fifteen to twenty solid pages is enough for most local markets.



**Search your business
name in quotes**

**Read the first
ten results**

**Fix wrong
addresses and
numbers.**

**Ask partners to
link to you**

FAQ's

How many directories do I need to be on?

Fewer than you have been sold. Google, Apple Maps, Bing, Facebook, and the directories restoration people actually use. Services that blast you onto three hundred sites create the inconsistency problem this block is about.

Should I buy backlinks?

No. Cheap link packages are the clearest waste of money in SEO, and at worst they create a problem you then pay someone else to undo. A link from a plumber who genuinely refers you is worth more than a hundred of them.

How urgent is the padlock?

Very, and it has a date on it. Chrome already shows a full-page security warning to about a billion users before a site without it will load, and that becomes the default for every Chrome user in October 2026. A homeowner in a panic does not click through a security warning. Most hosts provide the certificate free.

PART TWO - THE ORDER OF WORK

Publishing twenty pages onto a site Google is having trouble crawling buys twenty pages of nothing. Building links to a page with the wrong title sends votes to a page that cannot use them. Chasing a keyword before checking who already holds it is how you spend six months losing a race you were never going to win.

So the work runs in a fixed order. Each stage tells you what the next one should be.

1. Audit: The technical audit asks whether Google can reach, read, and index your site at all. The on-page audit asks whether each page is set up to rank for something specific. This is also where your Google Business Profile and your existing backlinks get checked. Nothing gets built until this is done, because the audit is what tells you what to build.

2. Fix: Work through what the audit found, worst first. Broken pages, missing titles, slow loading, blocked pages, wrong details on your listing. This stage adds nothing new. It removes the things that were holding back what you already had, and it is often where the first movement shows up.

3. Content: Existing pages get read against Google's published guidance on helpful content, and the ones that fail get rewritten rather than deleted. Then keyword research decides what is missing, and new pages get planned on a calendar so they arrive before the season that needs them.

4. Off-page: Citations corrected, listings cleaned, and a link and guest posting plan built around companies that are genuinely local and genuinely relevant. This stage only works once stages two and three are done, because links pointing at weak pages are wasted.

5. Report: Every month, in plain numbers, so you can see whether any of it worked and decide what happens next.

KEY TERM TO REMEMBER

Technical audit: the check on whether Google can reach, read and index your site. Speed, crawling, indexing, broken links, mobile display.

On-page audit: a check on whether each individual page is built to rank for something specific. Titles, headings, structure, internal links.

PRACTICAL EXERCISE

Ask whoever handles your website for two things: the last technical audit, and the list of what was fixed after it. If neither exists, that is your starting point, and it costs nothing to find out.



FIND THE SOURCE BEFORE YOU DRY

You do not start air movers before you have found the source. Stop the water, then dry. Do it the other way round and you run equipment for a week against a leak that is still running, and the readings never move.

FAQ's



How long does the audit stage take?

Days, not months. The fixing that follows it is what takes time, and how long depends entirely on what the audit finds. A site built well two years ago is a short list. A site nobody has touched since 2015 is not.

Can I skip the audit if my site is new?

New sites are the ones most often blocked from Google by a setting left switched on at launch. A new site is faster to audit, not safer to skip.

We already had an agency do all this. Why again?

You may not need to. Ask for the audit document and the fix list. If both exist and the work was done, you are at stage three and can start there.

PLAN OF WORK FOR RESTORATION SEO

Phase 1 – Dignosis



Phase 2 – The Plan

PHASE TWO: THE PLAN

Now the work gets scheduled.

STEPS 7 TO 10

- 7 **Keyword research, website and profile**
What you already rank for, plus what you should target next. 
- 8 **On-page content plan**
Monthly topics for your own site, booked on a calendar. 
- 9 **Guest post content plan**
Monthly topics written for other people's sites, with the target sites named. 
- 10 **Off-page posting calendar**
The campaign scheduled, then running week by week. 

CHOOSING KEYWORDS & BUILDING CONTENT

Choosing Keywords and Building Content

Two questions decide what actually gets written: which phrases are worth going after, and how the pages should be arranged once you know.

Choosing keywords: three groups, three timeframes.

Not every phrase is worth the same effort, and not every phrase is winnable now. Sorting them into three groups keeps the effort where the return is.

Focus now: conversion keywords. Phrases where the person is ready to book. Emergency water extraction plus your town. Mold remediation plus your town. Volume is low, competition is often lower than owners expect, and these are the searches that turn into jobs this month. Everything starts here.

Near future: what competitors already rank for. The phrases the company above you on the map ranks for, and you do not. These are proven to work in your market, which removes the guesswork. They take longer because someone is already there.

Far future: the wishlist. The broad, high-volume phrases everybody wants. Water damage restoration with no town attached. Worth writing down, worth working towards, and not worth building your first year around.

KEY TERM TO REMEMBER

Mother page: The main, detailed page on a topic. Everything else on that topic points to it.

Internal link: A link from one page of your site to another. It is how you tell Google which of your pages is the important one.

PRACTICAL EXERCISE

Take your most profitable service. Write it in the middle of a page. Around it, write the four questions customers ask you most about that service. You have just drawn your first content wheel. Now check how many of those five pages exist on your site.



THE DRYING PLAN OR DAILY LOGS WITH BUILDING CONTENT

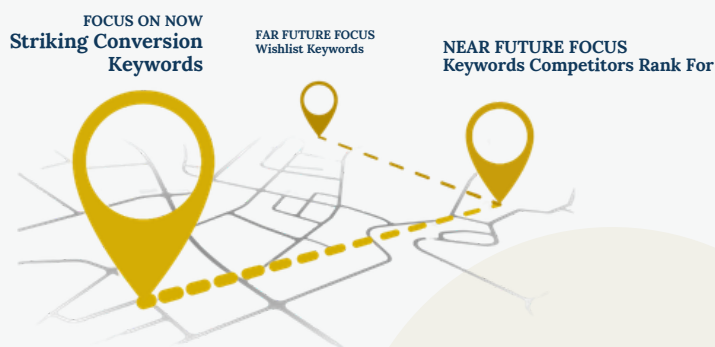
A drying plan is one document, and every daily log points back to it. Take the plan away and the logs are just numbers on a page. The mother page is the drying plan. The supporting pages are the logs.

What good service and city pages look like:

- Your phrases are sorted into now, near future, and wishlist, and the work is going into the first group.
- You know which phrases your closest competitor holds.
- Each main service has a mother page rather than a paragraph.
- Each mother page has supporting pages answering the questions underneath it.
- The supporting pages link back, and the mother page links out.
- Topics sit on a calendar, ahead of the season that needs them.
- No two pages are chasing the same phrase.



Keyword Methodology



Content Structure





FAQ's

What if two of my pages target the same phrase?

Google picks one and it is rarely the one you wanted. Merge them into a single stronger page and redirect the old address, or narrow one of them to a different question.

Do supporting pages have to be blog posts?

No. Format does not matter. A frequently asked questions page, a project write-up, and a service page can all support a mother page. What matters is the link between them and that each answers one thing well.

How many wheels do I need?

One per main service, built one at a time. Most restoration companies need four or five in total, which is a year of steady work rather than a project.

THE TOOLS, AND WHAT EACH ONE IS FOR

Every SEO conversation eventually turns into a list of software. Here is the honest version of what these do. Free tools tell you the truth about your own site. Paid tools tell you about everybody else's. Neither writes a page or answers a phone.

What Google gives you, free:

Google Search Console — the most important one on this list. It shows what people searched before they saw you, which pages they clicked, and every technical problem Google found. If you install one thing, install this.

Google Analytics — what people did once they arrived. Which pages they read, and which ones made them call.

Google Business Profile — your listing, and the insights behind it: how many people called, asked for directions, or clicked through to your site.

Google Tag Manager — the plumbing that lets the tracking work without a developer every time.

Google Ads Keyword Planner — search volumes straight from Google, free with an Ads account, whether or not you run ads.

Looker Studio — turns all of the above into one dashboard, so you are reading one page instead of five.

What gets paid for:

SEMrush and Moz — competitor research. What the company above you ranks for, who links to them, and where the gaps are. This is what free tools cannot tell you.

Screaming Frog — crawls your entire site like Google does and lists every broken link, missing title, and duplicate page. This is the tool the technical audit runs on.

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RESTORATION & SEO TOOLS ARE SIMILAR

A moisture meter does not dry a wall. It tells you whether the wall is dry. Every tool on this list is a meter.

MONTHLY REPORT BREAKDOWN

Most SEO reports are built to look busy. Pages of charts, a lot of green arrows, and no answer to the only question an owner is asking: did this bring me work?

A report you can act on fits on one page and answers five things.



1. Where you rank, and where from: Not one number. Your position in each town you care about, checked from across the map rather than from the office. This is the number that shows your reach growing or shrinking.

2. What people searched to find you: Straight from Search Console. This is where you find out you are being found for something you never targeted, which is usually the best news in the report.

3. Calls, direction requests and clicks from your profile: Your listing tracks all three. These are the closest thing to leads that a search platform will give you.

4. What was done this month: Pages published, listings corrected, links earned, reviews requested. Written plainly, so you can match the activity to the movement.

5. What happens next month, and why: One short paragraph. If it reads the same every month, nobody is making decisions from the numbers.

What a weak report looks like:

Traffic is up. Impressions are up. Keywords are up. None of these say where; none of them say for what, and traffic to a page nobody calls from is not progress. Ask which town, ask which phrase, and ask how many people called.

BRINGING IT ALL TOGETHER

Here is the simple version. SEO is how a restoration company gets found by someone who has never heard of it, on the day something goes wrong. Your Google profile decides whether you appear on the map, and it is the fastest thing you can fix. Your pages decide whether the people who find you call you. Reviews and links decide how far out you can rank. The technical basics remove obstacles rather than creating rankings.



You do not have to do everything at once. If you are starting from nothing, do three things. Claim and complete your Google profile. Set up an automatic review request when a job closes, so it happens without anyone remembering. Build one real page for your most profitable service in your best town.

That is a quarter of the work for one person, and it will move your position further than most of what gets sold as SEO.

One last thing about timing: Profile changes can move your map position in weeks. Website and content work takes three to six months before it shows in a real market, and the first thing that moves is how often you appear, not how often you get clicked. That gap is where most owners give up. It is also where the evidence first appears.

What Else We Have For You:

Most owners already know what to do. The challenge is finding the hours to do it consistently, while running jobs and managing crews. Karma Staff supports that work by providing trained remote staff who can keep the audits, page building, review requests, and reporting moving while the owner stays focused on jobs, crews, and customers.

We will run your company through the same checks in this guide, look at your map position from more than one town, and send you a list of what is missing.

[[BOOK A FREE SEO AUDIT](#)]

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