



Builder Brand
Marketing

The Remodeler's Marketing Starter Kit

**7 Proven Steps to Get More Leads
Without Wasting Money**



Introduction

If you're like most home improvement contractors, you've probably worked with a marketing agency before... and let's be honest, it wasn't great.

Maybe they gave you a nice-looking website that **never brought in calls**. Maybe they promised you instant SEO results that never happened. Or maybe they just **didn't understand what you do** — and it showed in every piece of content they created.

We get it. And that's why we built this resource. At Builder Brand Marketing, we **work exclusively with home improvement and remodeling contractors**. We know your trade inside and out, and we've helped remodelers across the country attract more qualified leads without wasting money.

This starter kit gives you **seven simple steps** to build a marketing foundation that actually works.



Step 1

Get Your Website Right

Your website isn't just a digital business card. It's often the first impression a potential client has of you.

The Problem: Most contractor websites look nice but don't do their job. They're confusing, they bury your services, or they don't make it easy for people to contact you.

The Fix:

- Add **clear calls-to-action** (like "Request a Quote" buttons) on every page.
- Highlight your core services upfront (kitchens, bathrooms, basements, whole-home remodels).
- Use high-quality before-and-after photos.
- Make sure your site is **mobile-friendly** — more than half of homeowners search from their phones.

Quick Checklist:

- Is your phone number easy to find?
- Can someone request a quote in under 30 seconds?
- Does your site show recent work?



Step 2

Optimize Your Google Business Profile

If your Google Business Profile isn't fully optimized, you're missing out on leads every single day.

The Problem: Many remodelers claim their profile and add basic info but never touch it again. That makes you invisible in local searches.

The Fix:

- Post updates weekly (photos, projects, tips).
- Collect and respond to reviews consistently.
- Upload photos regularly (Google rewards active profiles).
- Choose the right **categories** for your services.

Pro Tip:

Think of your Google Business Profile as your second website. Keep it fresh.



Step 3

Do You Understand What's Being Done?

The Problem: Too many agencies promise overnight SEO results and never explain to you what they're actually doing. That's not how it works. Done wrong, it can **even hurt your ranking**.

The Fix:

- Use keywords on your website/GBP your ideal clients are actually searching for (kitchen remodeler near me, basement finishing, bathroom renovation contractor).
- Create helpful, educational content that positions you as the expert.
- Build website authority slowly and sustainably — this is about long-term growth.

Insider Note

We often run Google Guaranteed Ads while SEO gains traction, so you're not waiting months for leads.



Step 4

Use Social Media the Smart Way

The Problem: Many remodelers think social media is about going viral. It's not.

The Fix:

- Share project photos, before-and-afters, client testimonials. Just stay active on socials.
- Answer common homeowner questions.
- Keep it consistent — even one post a week makes a difference with Google.

Social media isn't about blowing up your following. It's about showing you're active, credible, and professional.



Step 5

Invest Where the Leads Are (Google Guaranteed Ads)

The Problem: You've probably wasted money on ads before. Facebook leads that never convert. PPC campaigns that eat budgets.

The Fix: Focus on **Google Local Service Ads** (aka Google Guaranteed Ads). Why? Because people searching here are ready to buy. They're not casually scrolling — they're actively looking for a remodeler.

👉 Start here before testing other ad platforms.



Step 6

Track and Measure Everything

The Problem: If you don't measure your marketing, you're flying blind.

The Fix:

- Track every lead. Ask how they found you.
- Use call tracking numbers.
- Know which channels bring real clients (not just clicks).

✓ This tells you where to double down and where to cut back.



Step 7

Avoid the Biggest Mistakes

- Overpaying for bad leads. Read into reasonable Costs Per Leads for your industry.
- Hiring agencies that don't know contractors. Test their knowledge!
- Expecting instant SEO results.
- Letting your Google profile go stale.

Avoid these traps, and you're already ahead of most remodelers in your market.



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Conclusion

You've Got the Tools to Start

Now you know the seven steps to finally make marketing work for your remodeling business.

But let's be real: implementing all of this takes time. If you're short on time, that's where we come in.

At Builder Brand Marketing, we partner with **driven, motivated contractors** to take this and turn it into a blueprint that actually works.

👉 Ready to see how this applies to your business? Book your free Builder Blueprint Strategy Session today.