



NFINITY IT MEDIA · 01

DIGITAL MARKETING FOR CONTRACTORS

No softening it. This is exactly what we sell: website, local search, SEO and paid acquisition that turn skilled trade work into a full pipeline — built around how property owners choose high-ticket contractors.

POOL BUILDERS · HVAC · ROOFING · REMODELING · HOME SERVICES

The job is won before the first call.

By the time a property owner requests an estimate, they have already judged your work, your reviews, your service area and your process. The site visit confirms a decision the search already made.

- ▶ **Work judged early.** Finished projects, materials and environments make quality visible before anyone dials.
- ▶ **Process judged early.** Clear next steps signal a contractor who runs a tight operation.
- ▶ **Local relevance judged early.** Service areas, reviews and nearby proof decide who feels safe to call.



Three vendors. No pipeline.

Website with one vendor, SEO with another, ads with a third. Nothing connects. Nobody owns the pipeline, and every handoff leaks intent.

01

The site cannot convert

Slow pages, thin service pages and a contact form that feels like work. Traffic arrives and leaves.

02

Search cannot compound

Keywords without architecture. Content without internal links. Rankings that never reach buyer-intent queries.

03

Ads cannot learn

Spend without tracking, creative without landing pages, leads without follow-up. Cost rises, quality falls.

Premium work deserves a premium buying journey. Fragmentation is the tax on not having one.

More layers. One coherent bite.

Yes, the metaphor is cheesy. The commercial logic is not. Each layer supports the next: positioning gives the website a job, the website gives search somewhere to land, and measurement tells us what deserves more fuel.

01	Paid acquisition	Google + Meta demand capture, run on lead quality.
02	SEO + local search	Buyer-intent rankings and map-pack presence that compound.
03	Content + authority	Cost guides, comparisons and proof that feed search and sales.
04	Website + UI/UX	Trust, speed and a clear next step on every page.
05	Tracking + CRO	Calls, forms and booked estimates — measured end to end.
06	Offer + business economics	The job value decides the channel, never vanity traffic.

Different rooms. Same job: make digital work harder.

From pool builders, HVAC, roofing and remodeling to local services and consumer brands, the discipline stays the same: understand the customer, remove friction and build the next measurable advantage. Client marks below are the businesses' own; where a mark could not be reproduced cleanly we use a typographic nameplate — never a fake logo.



Guadalupe Wedding Chapel

Wedding & event venues · Los Angeles · FAQ chatbot + package-aware booking



Mr Humanity Speaks

Creator brand · Meta pixel + product-listing repair, verified end to end



Etoile · Patricia Knox Designs

Home furnishings & interior design · Shopify migration + Meta automation + SEO



Logo Luggage

Shopify brand · Canada · Catalogue + pixel funnel repair

Plus **Client Zero — Nfinity itself**: our own 78-page acquisition engine and live WordPress chatbot (v0.2.0) on nfinityitmedia.com. We sell systems we already run.

Search built for buyer intent.

Local SEO, vertical and city pages, and content that ranks for the queries owners type when they are ready to spend, not browsing.

▶ **Local SEO**

Map-pack presence, service-area coverage and review signals tied to the markets you actually serve.

▶ **Vertical + city pages**

Focused pages per trade and city. Depth over volume, built to own commercial topics, not flood them.

▶ **Buyer-intent content**

Cost guidance, comparisons and FAQs that answer real buying questions and feed rankings.

▶ **Technical foundation**

Indexing, speed, structure and schema so the content you publish can actually rank.

▶ **Internal architecture**

Hubs feeding money pages, so authority compounds instead of scattering.

▶ **Measured monthly**

Visibility, qualified actions and next decisions, read on a 28-day window, not a headline.

Let the work sell before the consultation.

WordPress builds and fixes, speed work, and conversion-focused redesigns. A contractor site should help an owner picture the result, understand the process and trust the company behind it.

- ▶ **Builds and redesigns.** Responsive WordPress with conversion structure and tracking from day one.
- ▶ **Speed and UX fixes.** Core Web Vitals, friction removal and clearer journeys on the site you already have.
- ▶ **Project proof.** Before, challenge, choices and finished outcome, presented as a story, not a gallery dump.



Local search is already the shortlist.

The profile is where facts, reputation, proximity, and action collapse into a few seconds.

Before a contractor gets a call, the owner has already seen the rating, the photos, the service area, the hours, and whether anyone answered the last review. That profile is not a listing to claim once. It is the storefront Google shows first — and we manage it like a lead source.

WHAT CUSTOMERS DECIDE IN SECONDS

- ▶ Are you real, local, and open now?
- ▶ Do recent reviews sound like jobs you want?
- ▶ Can I call, book, or get directions in one tap?

FICTIONAL INTERFACE EXAMPLE

Jersey Shore Pool Builders

★★★★★ 4.9 (127) · Pool contractor · Open now · Monmouth County, NJ

CALL

WEBSITE

DIRECTIONS

Fictional interface example. No business shown is presented as a client.

Accurate. Active. Trusted. Ready to convert.

A written operating scope keeps the profile from drifting. Not "posting sometimes" — named work, named cadence, named proof.

01 · ACCURATE

Facts stay controlled

Hours, categories, services, service areas, links, and access stay controlled.

Proof: audit log, duplicates removed, ownership mapped.

02 · ACTIVE

Operating now

Photos, offers, updates, and seasonal details show a business operating now.

Proof: change record, location-specific posts and photos.

03 · TRUSTED

Reputation on rhythm

Review requests, responses, escalation, and recurring themes get a real cadence.

Proof: response status, honest reviews, no gating, no incentives.

04 · READY TO CONVERT

Tested end to end

Calls, bookings, directions, and website destinations are checked end to end.

Proof: action check, tagged links, destination-page checks.

No guaranteed map-pack position. No fake review engine. Just a profile that stays accurate, active, trusted, and ready when the search happens.

GBP pack: \$750–\$1,500.

What is included: profile cleanup, category and service alignment, trust signals, tracking, and a local visibility action plan.

- ▶ **Profile cleanup.** Ownership, access, duplicates, categories, hours, services, areas, attributes and URLs corrected.
- ▶ **Category / service alignment.** Primary and secondary categories matched to the jobs you actually want, with landing-page alignment.
- ▶ **Trust signals.** Photos, review request workflow, response standards, and escalation rules.
- ▶ **Tracking.** Calls, bookings, directions and website clicks tagged and checked end to end.
- ▶ **Local visibility action plan.** What changed, what customers did, what needs approval, what gets tested next.

HOW IT RUNS

- 01 Audit**
Find access and accuracy risks.
- 02 Correct**
Fix the local decision surface.
- 03 Publish**
Build location-specific proof.
- 04 Respond + Measure**
Run the reputation cadence, turn activity into decisions.

Ongoing management scoped separately. Recovery work, suspensions, new landing pages, photography, or citation work scoped separately. Client keeps ownership and final approvals. Any interface panels shown are fictional examples.

Measurable leads, not click volume.

Paid search captures owners already looking. We run it on lead quality: tight intent matching, landing pages built to convert, and tracking that ties spend to calls and booked estimates. Google Ads launch + support \$1K-\$2.5K/mo (ad spend separate).

- ▶ **Intent-first structure.** Campaigns around services and cities that carry real job value.
- ▶ **Landing pages that convert.** Ad, page and offer telling one story, with a low-friction next step.
- ▶ **Read on outcomes.** Qualified actions and cost per real conversation, not impressions and clicks alone.



Create demand before the search.

Most owners are not searching yet. Meta puts finished work in front of the right neighborhoods, so when the need hits, your name is already familiar. Meta systems support \$1.6K-\$2.4K/mo (10-15 hrs/week: Business Manager cleanup, pixel/CAPI, tracking). Ad spend separate.

- ▶ **Visual proof first.** Finished projects and process stories that make quality tangible on the feed.
- ▶ **Retargeting that closes.** Site visitors and video viewers brought back to a clear next step.
- ▶ **Tracked end to end.** Pixel, calls and forms connected, so spend follows evidence, not opinion.



Speed-to-lead, around the clock.

Jobs are lost after hours and in the first five minutes. AI chatbots and marketing automation answer instantly, qualify the request and book the next step while competitors are still asleep.

01

After-hours capture

Service guidance, FAQs and lead capture on the site, nights and weekends included.

02

Instant follow-up

Booking links and deposit terms handled in the conversation, not in a missed voicemail.

03

Client-zero proof

Our own site runs it: a custom WordPress chatbot (v0.2.0) with FAQs, guidance and lead capture. We built it for ourselves first.

We rank our own business first.

Nfinity runs the same system we sell, on our own domain. The numbers below are our own search console, not a case-study mock-up.

~105,000

Google impressions in 90 days across our own acquisition pages

Position 1

Rankings held for "NJ google ads agency", "NJ PPC" and "south jersey seo"

~78 pages

Acquisition engine built in-house: hubs, verticals and city pages in one architecture

We sell rankings we already hold, and systems we already run. That is the whole credibility model.

Built, shipped, in production.

01	Guadalupe Wedding Chapel	Rule-based Tidio chatbot with package-aware booking across 3 LA locations, English + Spanish. 50% deposit enforced in checkout, 4% card fee shown upfront, non-refundable terms agreed at payment — so bookings arrive with terms already clear.
02	Etoile · Patricia Knox Designs	One coordinated pass: Shopify migration + Meta/Shopify automation + SEO & speed rebuild. Store, tracking and search finally reading the same data.
03	Mr Humanity Speaks + Logo Luggage	Meta pixel + catalogue funnel repairs, verified end to end. Before: feed and events disagreed. After: ads, analytics and storefront reading the same truth.
04	Trade calculators + client-zero engine	Interactive SEO-budget and ROI calculators with lead capture (no trade competitor runs one; capture outperforms a plain form in our testing) — plus our own 78-page engine and live chatbot v0.2.0 as the standing demo.

Proof before pitch: real systems in production, described the way an operator would describe them. No invented metrics.

We sell growth, not just rankings.

Attribution stays honest: when channels worked together, the result is presented as combined — not reassigned to SEO.

Sugandhim — +699% organic traffic growth, analytics-based over 6–9 months. Buyer-intent mapping, category and product optimization, internal linking and content upgrades, technical cleanup, index control, and authority links — built as one system.

- ▶ **Intent first.** Commercial queries mapped before pages were rebuilt.
- ▶ **Structure next.** Categories, products and internal links routed authority to money pages.
- ▶ **Clean foundation.** Technical cleanup and index control so the right pages could rank.

+699%

Organic traffic growth — Sugandhim, analytics-based, 6–9 months

Analytics-based result, 6–9 months. Work: buyer-intent mapping, category and product optimization, internal linking and content upgrades, technical cleanup, index control, authority links.

Integrated B2B marketing, reported as combined.

UNBOUNCE · HISTORICAL

Integrated B2B marketing tripled lead generation and increased qualified leads by 90%.

3x **+90%**

Lead generation Qualified leads

Historical case study, reported in original Nfinity material. Results reflect the combined program.

B2B SAAS

Content marketing + LinkedIn advertising + SEO

3x **+90%**

Lead-generation rate Qualified leads

Reported in original Nfinity 2024 case study. Results reflect the combined program.

Same discipline in both: content, advertising and SEO operating together — and credited together.

Local search that turns into foot traffic and calls.

MAIN STREET CAFE · HISTORICAL

#1 **+200%**

Google Local Search Local foot traffic

Work: Google Business Profile optimization, local citations, on-page SEO.

Historical client result. Historical Nfinity pitch-deck claim. Results reflect local work as reported.

LOCAL SERVICE · LIVE CASE STUDY

+180%

Calls and inquiries in 90 days

Service-area mapping, page strategy, titles/H1/schema, Core Web Vitals, citations.

Live Nfinity case study · Analytics-based commercial outcome.

Sales, visits, and inquiries — not vanity traffic.

ECOMMERCE / SHOPIFY

Combined engagement — custom UI/UX + advanced SEO + Google Ads

+150% **+160%**

Sales within six months Traffic within six months

Reported in original Nfinity 2024 case-study material. Results reflect the combined engagement; no single-channel attribution is claimed.

REAL ESTATE

Responsive redesign + targeted SEO

+180% **2x**

Site visits Inquiries

Historical Nfinity pitch-deck claim. Results reflect redesign and SEO together.

Attribution stays honest: when channels worked together, the result is presented as combined — not reassigned to SEO.

Named clients. Client-reported outcomes.

MONACO MEDI SPA

SEO, website updates, local optimization

#25-30 → top #10-12

Many keywords moved from #25-30 to the top #10-12; client testimonial reports increased bookings.

Named live testimonial; client-reported.

ELEKTRON ELECTRICIANS LLC

SEO + local visibility + website work

“More qualified inquiries instead of random traffic”

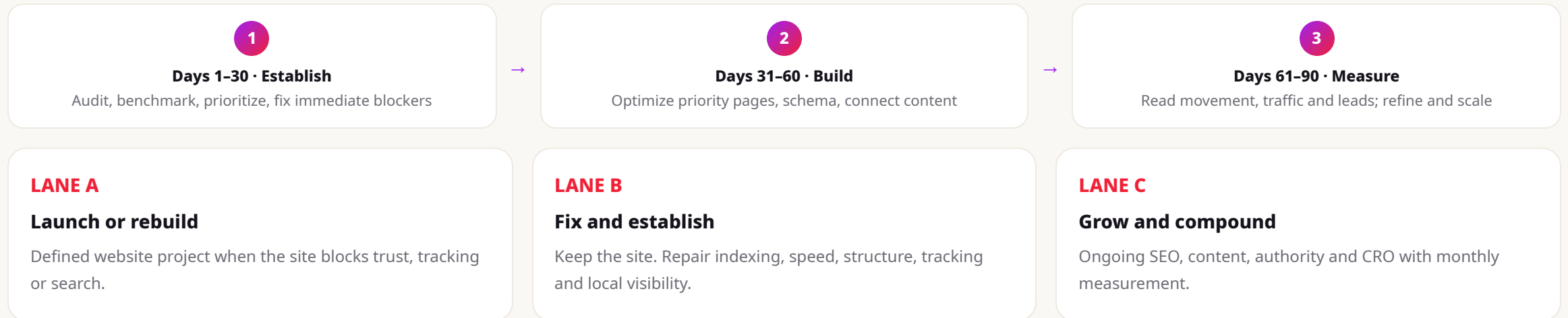
Qualitative outcome — the right inquiries, not just more visits. No numbers added.

Named live testimonial; qualitative, with no numerical attribution added.

When a client reports bookings and better inquiries, we present it as client-reported — not as an analytics claim.

Audit. Fix. Compound.

Every engagement starts with the constraint, then earns expansion. **The scope can start small, but the expectation stays honest.** Three months creates a measurable first cycle.



Lanes, not packages.

Pick the execution level. Keep the roadmap accountable. Final scope is confirmed in the strategy conversation — planning ranges in USD, not a binding quote.

FOUNDATION

\$1.5K one-time

Audit + opportunity map, technical + on-page fixes, tracking + 90-day plan.

ACTIVE SEO

\$1.5K/mo

Technical baseline, priority on-page, internal linking, monthly priorities + review.

EXPANSION

\$3K/mo

Content pipeline, local + AI search readiness, CRO improvements.

MULTI-SITE / ENTERPRISE

\$5K+

2–5 websites or business units, authority coordination, detailed SOPs and senior oversight.

Runway: three months creates a measurable first cycle. Six months is preferred when content, authority or competitive rankings need time to compound. Billing remains monthly.

Build once. Add the layer you actually need.

WEBSITE

Strategy + UI/UX blueprint	\$750-\$1,500 standalone planning stage
SEO-ready WordPress launch	\$2,500-\$4,500 typical 5-8 page launch
Redesign + SEO foundation	\$4,000 typical · Shopify \$3,500-\$7,500+

Ranges exclude paid themes/apps, premium plugins, hosting and third-party fees unless written in.

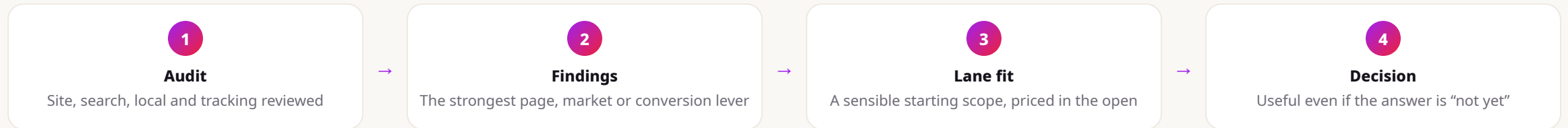
HYBRID ADD-ONS

- ▶ **Google Business Profile pack \$750-\$1,500** — cleanup, alignment, trust signals, tracking + action plan.
- ▶ **Google Ads \$1K-\$2.5K/mo** — ad spend separate.
- ▶ **Meta systems \$1.6K-\$2.4K/mo** — 10-15 hrs/week, Business Manager, pixel/CAPI, tracking.
- ▶ **Authority + off-page from \$1.5K/mo** — placements approved separately.

Hourly, in the owner's words: Weekly or hourly capacity can support an approved backlog inside a written scope. It is a delivery structure, not the headline offer — no long commitment, no undefined build.

Bring the market. We will find the leverage.

A free audit and consultation comes before any invoice. **Operators, not salespeople:** we show you what we find, in plain language — work shipped, qualified actions, next decision.



Request a focused consultation

Fifteen minutes. No pressure. Tell us the trade and the market; we will bring the findings. You leave with a clearer diagnosis, a practical first priority and a sensible engagement path.

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[Request a focused consultation](#)