BUILT AROUND THE JOBS YOU WANT NEXT

JobFlow.

InspireMax Contractor Growth System

Connect your website, real project content, local search, paid media and lead follow-up around the work your crew wants more of.

Explore contractor work online



Real project imagery: Builtech property film.

ONE PLAN. SIX CONNECTED PARTS.

Start with the job. Connect every step.

01 DIRECTION

Choose the work worth winning.

Prioritize services, project value, service area, seasonality and crew capacity. Build a clear offer and a useful baseline.

02 FOUNDATION

Make the next step easy.

Give mobile visitors a focused page, a clear quote form or click-to-call, a useful Google Business Profile and conversion tracking.

03 PROOF

Make the quality visible.

Turn actual job-site video, photography, before-and-afters and customer stories into material for your website, ads and social posts.

04 DEMAND

Reach the right local customer.

Use Google Search to capture active demand and Facebook or Instagram campaigns to introduce your work and offer in your service area.

05 CONVERSION

Give every inquiry an owner.

Define lead qualification, routing, estimate stages and agreed follow-up. Record the next action and outcome in your CRM or shared pipeline.

06 AUTHORITY

Build a useful local presence.

Connect local SEO, service pages, reviews and useful answers. Answer engine optimization (AEO) makes information clearer for search and AI systems.

The right mix is selected for your business. Deliverables, fees and media budgets are agreed before work begins.

BUILT FOR THE CUSTOMER JOURNEY

From a good project to the next booked job.

The offer, the proof, the quote experience and the follow-up should all support the same decision.

An offer with a purpose

Project value, service area and capacity guide the work we promote.

Proof from the job site

Real video and photos show how you work and what customers can expect.

A mobile quote journey

Useful pages, calls and forms help customers request the right next step.

Qualification that matters

Define fit by service, location, project details and the next sales action.

Clear lead ownership

Agree who responds, how follow-up works and where each outcome is logged.

Reporting beyond clicks

Review spend, inquiry quality, estimates, booked value and source context.

CAPABILITIES SELECTED FOR YOUR SCOPE

Demand + visibility

Google Search ads
Meta / Facebook / Instagram ads
SEO, AEO and Google Business Profile

Website + creative

Website and landing-page design
Social posting and campaign creative
On-site video and photography

Measurement + follow-up

GA4 / Google Tag Manager
Lead routing and CRM stages
Qualification and follow-up records

A PRACTICAL WORKING RHYTHM

Align + build

Choose priorities. Audit the journey. Prepare the offer, pages, proof and tracking.

Launch + connect

Launch agreed channels. Route inquiries to your team. Put follow-up into practice.

Review + improve

Review lead quality and booked outcomes. Refine the offer, creative and channel mix.

EXPERIENCE ACROSS THE TRADES

Tree care and land clearing; excavation and demolition; remodeling and construction; landscape and hardscape; roofing and gutters; painting; pressure washing and exterior cleaning; HVAC, indoor air and water; fencing; lighting; property care; metalwork. Related project work includes auto and aircraft detailing.

Start with a free Contractor Lead Generation Plan.

Talk with Kody | inspiremaxmarketing@gmail.com | 330-304-9462

Ongoing services, production, deliverables and media spend are scoped separately.