

INTERNAL STRATEGY PRESENTATION

Marketing & SEO Strategy

Increasing qualified leads for stamped concrete, resurfacing, and pool deck services in Naples, FL.

PREPARED FOR
Concrete Magic

WEBSITE
www.concretemagicflorida.com

PREPARED BY
Type Site

Executive Summary

Concrete Magic already has a strong foundation — 19+ years in business, 2,500+ projects completed, and a 4.9★ rating across 127 reviews. This strategy focuses that foundation onto the six highest-intent search terms buyers use, and turns organic, local, and social visibility into booked jobs.

19+

Years in business

2,500+

Projects completed

4.9★

Average rating (127 reviews)

Goal 1

- Rank in the top 10 for all 6 core keywords within 90 days

Goal 2

- Increase monthly qualified leads (calls + forms) by 30%

Goal 3

- Grow social following and engagement 20% per platform

Target Keyword Clusters

Every cluster maps to a specific page so search intent, on-page content, and the conversion path all line up.

CLUSTER	PRIORITY	KEYWORDS	TARGET PAGE
Core Service	Highest	stamped concrete, stamped cement, stamped patio concrete, concrete resurfacing, decorative concrete naples fl	Home + Services
Pool Deck Intent	High	resurfacing pool decks, pool deck resurfacing naples, pool deck concrete overlay	/services/pool-deck-resurfacing
Stamped Overlay Intent	High	stamped concrete patio, stamped concrete driveway, custom stamped concrete, stampcrete	/services/stamped-concrete-overlays
Problem-Aware / Repair	High	cracked pavers, stamped concrete spalling, stamped concrete flaking	Blog + Decorative Resurfacing
Driveway & Patio	Medium	concrete driveway naples fl, decorative concrete driveway, patio resurfacing naples	/services/driveway & /patio-resurfacing
Local / Near-Me	Medium	concrete contractor naples fl, stamped concrete near me naples fl	Google Business Profile + Home

SEO Strategy — Pillars 1–3

On-page, local, and content foundations that get concretemagicflorida.com ranking and staying there.

On-Page SEO

- One keyword cluster per page — title, H1, first 100 words already aligned
- Expand thin sections with FAQ blocks on problem-aware terms
- Internal-link blog posts back to matching service pages
- Keep LocalBusiness / FAQPage / Speakable schema current

Local SEO & GBP

- Post to Google Business Profile 2–3x/week
- Automate review requests within 24 hrs of job completion
- Add all service-area cities to GBP
- Consistent NAP on Angi, HomeAdvisor, BBB, Nextdoor, Yelp

Content & Blog

- 2 posts/month, each targeting one problem-aware term
- Repurpose top posts into before/after video
- Seasonal post ahead of hurricane season
- Build a stamped concrete "cost guide" pillar page

SEO Strategy — Pillars 4–5

Technical health and off-site authority round out the strategy.

Technical SEO

- Core Web Vitals already optimized (preloaded hero, no scroll-hijacking)
- Keep sitemap.xml & llms.txt current with every new page/post
- Serve new images as compressed WebP/AVIF at rendered size
- Weekly Search Console review of coverage & query performance

Link Building & Citations

- Backlinks from material suppliers via project spotlights
- Cross-referral partnerships with local pool builders & landscapers
- Submit projects to local news & real estate blogs
- Guest posts on Southwest Florida home-renovation sites

Lead Generation Strategy

Turning search and social traffic into estimate requests and booked jobs.

Conversion Rate Optimization

- Sticky click-to-call kept above the fold on mobile
- Short "Free Estimate" form directly on every service page
- Before/after photos above the fold — visual proof converts
- Seasonal urgency messaging before summer storm season

Paid Search & Local Services Ads

- Google Local Services Ads — pay-per-lead, top-of-page placement
- Google Ads on exact-match high-intent terms
- Geo-fence to the 30-mile service radius
- Exclude DIY-intent keywords to protect spend

Retargeting

- Meta + Google retargeting for service-page visitors who didn't convert
- Before/after carousel ads to warm traffic, 14-day window
- Retarget gallery visitors — closest to converting

Review & Referral Flywheel

- Automated review-request text 24 hrs post-completion
- \$50–100 referral credit for past-customer referrals
- Feature 5-star reviews next to relevant keyword content

Social Media Strategy

Decorative concrete is visual — before/after content is the highest-converting format on every platform.

Instagram & Facebook — 4–5 posts/week + daily Stories

- Before/after transformations & time-lapse resurfacing clips
- Customer testimonials and quick maintenance tips

YouTube / Reels / Shorts — 2 videos/week

- Vertical process videos: wash → resurface → stamp → seal
- Repurposed across every platform for reach

Pinterest — 3–5 pins/week

- Stamped pattern & color inspiration boards
- Links back to /gallery and /services for long-tail search traffic

Google Business Posts — 2–3 posts/week

- Completed jobs, seasonal offers, review highlights
- Directly boosts local map-pack visibility

Targeted Hashtags

Grouped by purpose so every post pairs branded reach with local and industry discovery.

BRANDED

#ConcreteMagicFL

#ConcreteMagicNaples

LOCAL / NAPLES

#NaplesFL

#NaplesFlorida

#SWFLHomes

#MarcoIsland

#BonitaSprings

#FortMyers

#CollierCounty

SERVICE-SPECIFIC

#StampedConcrete

#ConcreteResurfacing

#PoolDeckResurfacing

#DecorativeConcrete

#ConcreteOverlay

#DrivewayResurfacing

#StampedCement

BROAD INDUSTRY / REACH

#ConcreteContractor

#HomeImprovement

#CurbAppeal

#OutdoorLiving

#PoolDeck

#PatioGoals

ENGAGEMENT / UGC

#BeforeAndAfter

#TransformationTuesday

#FloridaHomes

#DreamPatio

90-Day Roadmap

A phased rollout so SEO, ads, and content compound instead of competing for attention.

Days 1–30 — Foundation

- Audit & clean up Google Business Profile
- Set up review-request automation
- Apply for Google Local Services Ads
- Publish 2 problem-aware blog posts

Days 31–60 — Momentum

- Launch Google Ads on the 6 core keywords + geo-fencing
- Start Meta retargeting for service-page visitors
- Begin 4–5x/week Instagram + Facebook cadence
- Reach out to 5 local supplier/partner backlinks

Days 61–90 — Scale

- Double down on best-converting keyword clusters
- Launch the stamped concrete cost-guide pillar page
- Introduce the customer referral credit program
- Publish first SprayDeck vs. UroTile comparison video

KPIs to Track

Organic & Local

- 6 core keywords in top 10 within 90 days
- GBP calls & direction requests +25% in 90 days
- Google reviews: 127 → 175+ (4.9★ maintained)

Leads & Social

- Monthly qualified leads (form + call) +30% in 90 days
- Social engagement rate +20% follower growth per platform

Concrete Magic

www.concretemagicflorida.com · (954) 638-5371 · info@concretmagic.com

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