



PROPOSAL · OCTOBER 2026

Google Ads and Website Marketing Plan

For Jack W. Berry & Associates. Draft ads, campaign structure, and a plan for getting the website working harder for energy, utility and engineering clients.

PART 1

Google Ads

Tracking, three new campaigns, monthly reporting

PART 2

Website, next phase

Recommended improvements once the ads are running

PART 3

Tools and timeline

What we'll set up, when, and what it costs

Prepared for
Biff Berry

Prepared by
Kemble Hildreth, Hildreth.io

Contact
770-314-1855

SUMMARY

Where things stand

You asked for two things: make Berry & Associates easier to find when people search for lidar and mapping, and build a plan for marketing the website toward renewable energy and utilities like Southern Company. Here is what I found on the site and how we'll build on the campaign already running.

- 1

Tracking goes in next

With site access now in place, we can install tracking and see exactly which searches turn into calls and quote requests.
- 2

Older ads from before we started

Google's public ad library still lists older JWB ads from more than one ad account. We'll consolidate to one.
- 3

No phone or quote button on the homepage

Visitors have to find the Contact page on their own.
- 4

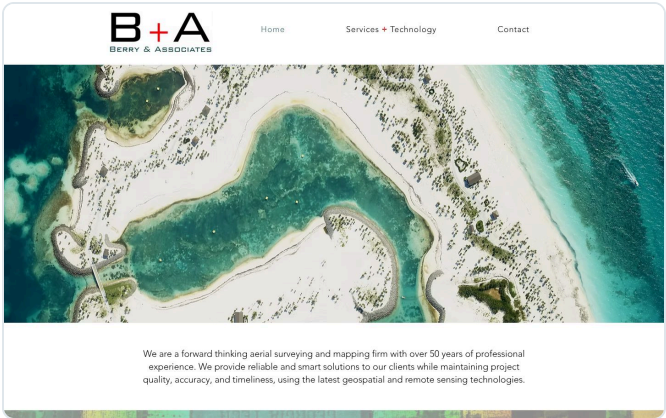
Nothing about energy or renewables

The site never mentions solar, storage, transmission projects or utilities by name, so it can't rank for those searches.
- 5

Small things that add up

©2022 footer, "Oblilique" in the menu, a missing description on the utility page, and a 5 second load on phones.

CURRENT HOMEPAGE



jwbmaps.com, captured October 2026

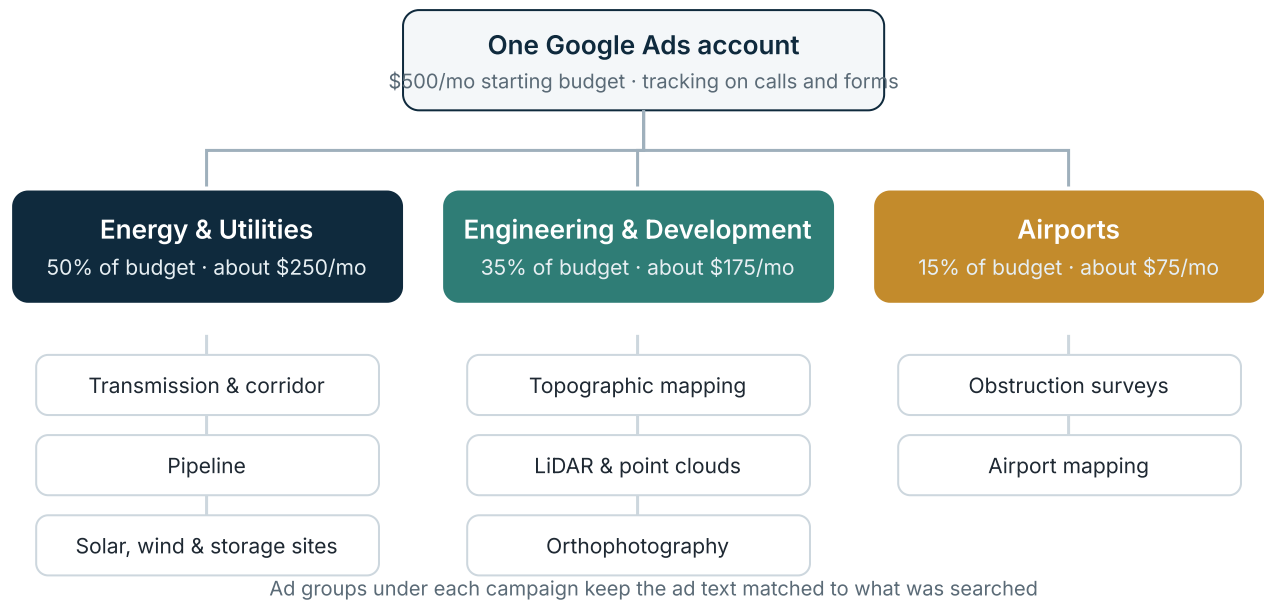
The good news: the substance is already there. Twin-engine fleet, helicopter with a Galaxy sensor, UAVs, mobile lidar, 100 points per square meter, 1 cm imagery, and nearly 60 years in business. It just isn't in front of the right people yet.

What this proposal covers

PART	WHAT HAPPENS	WHEN
Google Ads	Tracking installed, account cleaned up, three focused campaigns with the ads in this document	Oct 12 to 23
Marketing plan	Who we're targeting in energy and utilities, and how the ads and site speak to them	By Oct 30
Website (phase 2)	Recommended improvements to the current site, scoped as a separate project after the ads are up	When you're ready
Reporting	Monthly report on spend, leads and cost per lead	Nov 2, then monthly

Campaign structure

Instead of one catch-all campaign, the budget is split by who's searching. Each group sees ads written for them and lands on the page that answers their question.



Budget split

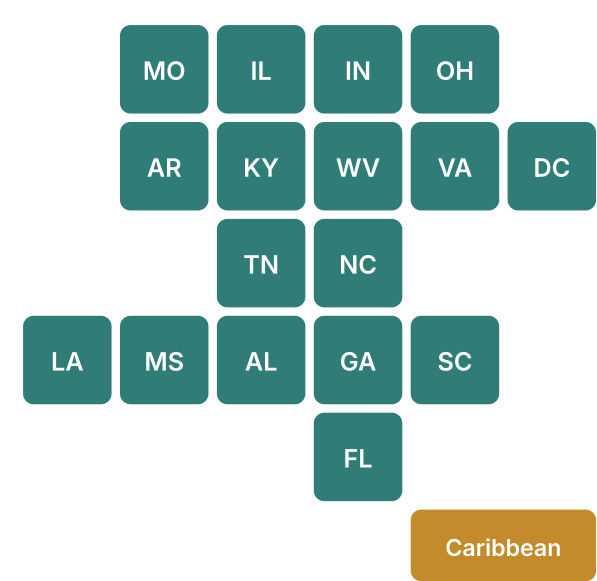


Starting split of the \$500/mo you set. After the first month we move money toward whichever campaign brings in the best quote requests.

Who each campaign is for

Energy & Utilities	Utility transmission groups, solar and storage developers, pipeline operators
Engineering & Development	Civil engineers, surveyors, land developers and geospatial firms
Airports	Airport authorities, aviation planners and their engineers

Where the ads show



The states from the map you sent in April, plus the Caribbean. Searches from anywhere else are excluded.

Energy & Utilities

Utility transmission groups, solar and storage developers, pipeline operators. Google mixes these headlines and descriptions and learns which combinations bring in quote requests.

DESKTOP PREVIEW

transmission line lidar survey

Sponsored

B+A

Jack W. Berry & Associates
www.jwbmaps.com > energy > transmission

Transmission Line LiDAR | Helicopter LiDAR Mapping | Utility Corridor Mapping

Helicopter and fixed-wing LiDAR for transmission lines, substations and utility corridors. Up to 100 points per square meter and 1 cm imagery. Flown by our own crews since 1966.

Utility Corridor Mapping Aerial LiDAR & Photos Mobile LiDAR

Request a Quote

Call (770) 487-7814 · 302 Dividend Dr, Peachtree City

PHONE PREVIEW

solar farm topographic survey

Sponsored

B+A

Jack W. Berry & Associates
www.jwbmaps.com > energy > transmission

Solar Site Topo & LiDAR | Helicopter LiDAR Mapping | Aerial Mapping Since 1966

Survey-grade data for line ratings, vegetation management and engineering design.

Call Request a Quote Our Fleet

Headlines (30 characters max)

Transmission Line LiDAR	23	Solar Site Topo & LiDAR	23
Helicopter LiDAR Mapping	24	High-Density Point Clouds	25
Utility Corridor Mapping	24	Oblique & Nadir Imagery	23
Aerial Mapping Since 1966	25	Serving the Southeast	21
Low-Altitude Corridor Data	26	Request a Project Quote	23
Pipeline Corridor Mapping	25	Our Own Aircraft & Crews	24

Descriptions (90 max)

Helicopter and fixed-wing LiDAR for transmission lines, substations and utility corridors.	90
Up to 100 points per square meter and 1 cm imagery. Flown by our own crews since 1966.	86
Survey-grade data for line ratings, vegetation management and engineering design.	81
Covering the Southeast and the Caribbean. Tell us about your corridor for a quote.	82

Keywords

- transmission line mapping transmission line lidar
- utility corridor mapping helicopter lidar
- power line lidar survey pipeline corridor mapping
- pipeline mapping solar site survey
- solar farm topographic survey utility surveys

Phrase and exact match, built from the keyword list you sent in April.

Engineering & Development

Civil engineers, surveyors, land developers and geospatial firms. Google mixes these headlines and descriptions and learns which combinations bring in quote requests.

DESKTOP PREVIEW

Sponsored

B+A

Jack W. Berry & Associates

www.jwbmaps.com > mapping > topo

Aerial Topographic Mapping | LiDAR Mapping for Engineers | DEM, DSM & Point Cloud Data

Topo mapping, DEM/DSM, contours and orthophotos built to industry accuracy standards. Fixed-wing, helicopter, UAV and mobile LiDAR. One firm for projects of any size.

Utility Corridor Mapping Aerial LiDAR & Photos Mobile LiDAR

Request a Quote

📞 Call (770) 487-7814 · 302 Dividend Dr, Peachtree City

PHONE PREVIEW

Sponsored

B+A

Jack W. Berry & Associates

www.jwbmaps.com > mapping > topo

DEM, DSM & Point Cloud Data | Drone & Fixed-Wing LiDAR | Mapping Since 1966

Supporting engineers, surveyors and developers across the Southeast since 1966.

📞 Call Request a Quote Our Fleet

Headlines (30 characters max)

Aerial Topographic Mapping	26	Volumetric Analysis	19
LiDAR Mapping for Engineers	27	3D Reality Models & BIM	23
DEM, DSM & Point Cloud Data	27	County-Scale Orthoimagery	25
Photogrammetric Mapping	23	Mapping Since 1966	18
Orthophotos & True Orthos	25	Mobile LiDAR Surveys	20
Drone & Fixed-Wing LiDAR	24	Request a Project Quote	23

Descriptions (90 max)

Topo mapping, DEM/DSM, contours and orthophotos built to industry accuracy standards.	85
Fixed-wing, helicopter, UAV and mobile LiDAR. One firm for projects of any size.	80
Supporting engineers, surveyors and developers across the Southeast since 1966.	79
Send your site boundary and deliverables. We'll scope the right sensor and platform.	84

Keywords

aerial topographic mapping

aerial survey

fixed wing lidar

high density lidar

point cloud

dem dsm

volumetric analysis

3d modeling

orthophotography

uav drone mapping

Phrase and exact match, built from the keyword list you sent in April.

Hildreth.io · Prepared for Jack W. Berry & Associates

5

Airports

Airport authorities, aviation planners and their engineers. Google mixes these headlines and descriptions and learns which combinations bring in quote requests.

DESKTOP PREVIEW

○ airport obstruction survey

Sponsored

B+A

Jack W. Berry & Associates
www.jwbmaps.com > airports

Airport Obstruction Surveys | Airport Aerial Mapping | Obstruction LiDAR & Imagery

Aerial imagery and LiDAR for airport obstruction surveys, approach surfaces and layouts. Our crews fly every day. Twin-engine aircraft that carry two sensors at once.

Utility Corridor Mapping Aerial LiDAR & Photos Mobile LiDAR

Request a Quote

📞 Call (770) 487-7814 · 302 Dividend Dr, Peachtree City

PHONE PREVIEW

○ airport obstruction mapping

Sponsored

B+A

Jack W. Berry & Associates
www.jwbmaps.com > airports

Airport Aerial Mapping | Our Own Aircraft & Crews | Aerial Survey Since 1966

Our crews fly every day. Twin-engine aircraft that carry two sensors at once.

Headlines (30 characters max)

Airport Obstruction Surveys	27	Aerial Survey Since 1966	24
Airport Aerial Mapping	22	Our Own Aircraft & Crews	24
Obstruction LiDAR & Imagery	27	Twin-Engine Survey Fleet	24
Approach Surface Mapping	24	Request a Project Quote	23

Descriptions (90 max)

Aerial imagery and LiDAR for airport obstruction surveys, approach surfaces and layouts.	88
Our crews fly every day. Twin-engine aircraft that carry two sensors at once.	77
Serving airports across the Southeast and the Caribbean. Request a quote today.	79

Keywords

- airport obstruction survey
- airport obstruction mapping
- airport aerial survey
- airport lidar
- approach surface survey
- airport mapping

Phrase and exact match, built from the keyword list you sent in April.

Extras that make the ads bigger

These attach to every ad and take up more space on the page. The phone number goes in a call button so people can call straight from the ad.

Sitelinks

Utility Corridor Mapping Transmission and utility lines	24/25
Aerial LiDAR & Photos 100 pts/m ² and 1 cm imagery	21/25
Mobile LiDAR Hybrid mobile and aerial data	12/25
Request a Quote Tell us about your project	15/25

Callouts

- Since 1966
- Twin-Engine Fleet
- Helicopter LiDAR
- Fixed-Wing & UAV
- Southeast & Caribbean
- Our Own Flight Crews

Call and location

Call button: (770) 487-7814, during business hours
Location: 302 Dividend Dr, Peachtree City, GA 30269 (from Google Business Profile)

Service list

Aerial LiDAR, Orthophotography, Oblique Imagery, Mobile LiDAR, UAV Mapping, Reality Modeling

Searches we'll block

- boundary survey
- property survey
- property line
- land surveyor near me
- elevation certificate
- drone pilot jobs
- lidar jobs
- lidar training
- free lidar data
- drone for sale
- lidar app
- real estate photography
- wedding drone

Starting list. You told me you don't do boundary surveys, so those go first. We add to this every week from the search terms report.

Tracking

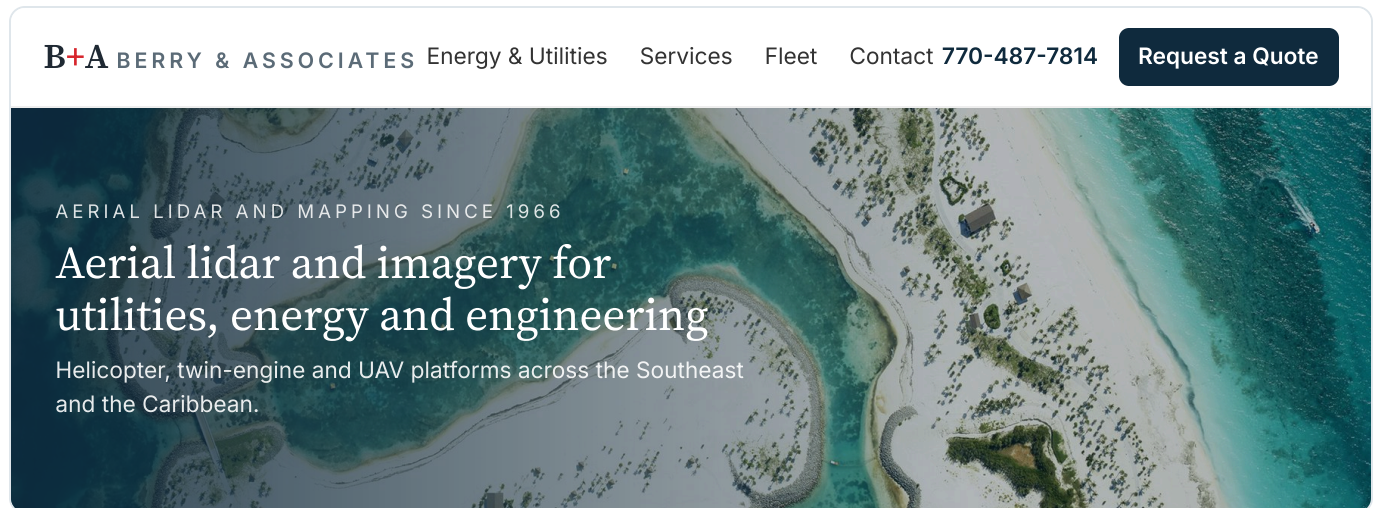
Quote and contact form	Counted as a lead
Calls from the ad	Counted when over 60 seconds
Calls from the website	Counted when someone taps the number
Email clicks	Tracked, not counted as a lead

Once these are in, Google stops bidding for clicks and starts bidding for leads.

Recommended website improvements

Once the ads are running and tracked, these are the next steps I'd recommend for the current site. No rebuild needed. We can scope them as a separate project whenever you're ready.

HOMEPAGE TOP, AFTER THE FIXES (CONCEPT)



1 Phone number and quote button in the header

Visible on every page, desktop and phone.

2 A clear headline on the homepage

Says what you do and who for, in the words people search.

3 About 400 words of homepage copy

Sectors, platforms, coverage area and history, so Google has something to work with.

4 Quote form with project details

Project type, location, acreage or corridor miles, deliverables, timeline.

5 Page titles and descriptions

Written for each page. The utility page currently has none.

6 Cleanup

©2022 footer, "Oblilique" typo and URL, image file names and alt text.

7 Faster on phones

Compress the large hero images. The homepage takes about 5 seconds to load on mobile today.

8 Google Business Profile

Hours, services, photos and the right categories so you show up in Maps.

Marketing plan for energy and utilities

The detailed outreach plan follows by October 30. In the website phase, a new page built for energy buyers would give the Energy & Utilities ads a dedicated place to land. Until then they point to your Utility & Corridor Mapping page.

PROPOSED ENERGY AND UTILITIES PAGE
(PHASE 2 WIREFRAME)

Aerial lidar for energy and utilities

Transmission, pipeline, solar and storage sites

Request a Quote

Transmission
corridors, ratings

Pipeline
routing, as-builts

Solar & storage
site topo, grading

Platforms and sensors

Deliverables

PLS-CADD Point clouds Orthos Topo / DEM

Safety and experience

Common questions

Who we're trying to reach

Utilities	Transmission engineering, vegetation management, asset groups
Renewable developers	Solar and battery storage site acquisition and engineering teams
Engineering firms	The firms designing for utilities and developers, who hire the aerial work
Surveyors	Firms that sub out aerial acquisition on larger jobs

What the plan covers

- The searches each group uses and which campaign covers them
- What the website needs to say to each group, page by page
- Showing up in Google's AI answers and ChatGPT: plain service descriptions, a questions section, and business details marked up for search engines
- Outreach beyond Google: LinkedIn presence, industry directories, and a one-page capability statement for procurement teams
- What to measure each month and when to adjust

I'll need a list of the renewable and utility work you do today, and any clients or projects we can mention.

New tools to set up

Most of this is free. Together it answers the question that matters: which marketing dollars turn into projects.

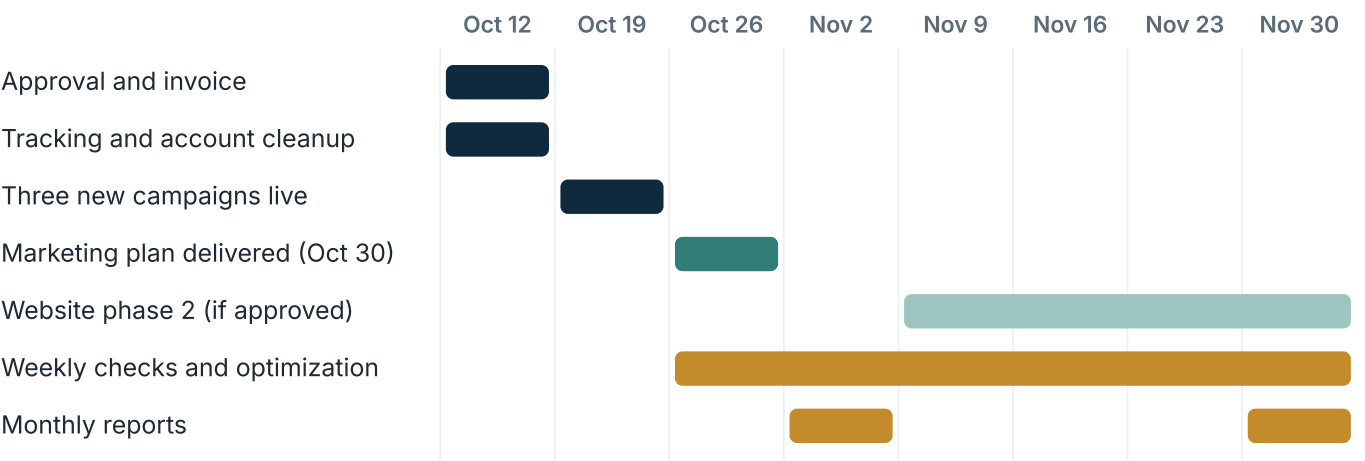
TOOL	WHAT IT DOES FOR YOU	COST
Google Analytics 4 + Tag Manager	See where visitors come from and what they do on the site. Tag Manager lets us add tracking without asking Rob each time.	Free
Google Ads conversion tracking	Counts calls and quote requests from ads so Google bids for leads, not clicks.	Free
Google Search Console	Shows which searches the site appears for, and flags problems with pages.	Free
Google Business Profile	Your listing in Google Maps and local results.	Free
Microsoft Clarity	Recordings and heatmaps of real visits, so we can see where people get stuck.	Free
Looker Studio report	A live version of the monthly report you can open any time.	Free
Call tracking (CallRail or similar)	Shows which ad or page produced each phone call. Worth it if most leads come by phone.	Optional, small monthly fee
Simple lead log or free CRM	One place to log every quote request and whether it turned into a job.	Free

Optional: website rebuild

You said in March the website is fine for now, so this is only an option. Once tracking is in, we'll know within a month or two whether the current site is costing you leads. If it is, I can rebuild it around the industries you serve: a page per sector, a project map, a fleet page, and a lidar sample visitors can spin around in their browser. We can talk through how that would work when the time comes.

October and November

Ads are tracked and restructured in the first two weeks, and the marketing plan is done by the end of October. November is about tuning with real numbers, with the website phase to follow when you're ready.



Dates assume photos, project examples and feedback come back within a few days of each request.

Investment

ITEM	WHEN	COST
Google Ads setup, tracking, new campaigns and marketing plan	One time	\$2,500
Google Ads management and monthly report	Monthly, starting October	\$500 / mo
Due to start	Setup plus October	\$3,000
Ad spend, paid to Google on your card	Monthly	\$500 / mo
Website improvements (phase 2)	After the ads are running	Scoped separately

Next steps

- 1

Reply to approve, and I'll send the first invoice.
- 2

Confirm who owns the jwbmaps.com domain, you or Rob.
- 3

Send any photos, sample deliverables and a list of energy or utility work.