

The grid is being rebuilt. Let's make sure they find you first.

A website and Google Ads growth plan to put 60 years of aerial LiDAR expertise in front of the utilities, renewable developers and engineers spending billions across the Southeast.

THE OPPORTUNITY

Billions are about to be spent on the exact ground **you map.**

Georgia Power's plan, approved in July 2025, and Southern Company's capital program are among the largest infrastructure buildouts in the country. Every corridor, solar site and substation starts with a survey.

11,000 **MW**

new renewable capacity
Georgia Power targets by
2035

1,500+ **MW**

battery energy storage
planned by 2035

1,000+ **mi**

of new transmission projects
in the approved plan

\$81 **B**

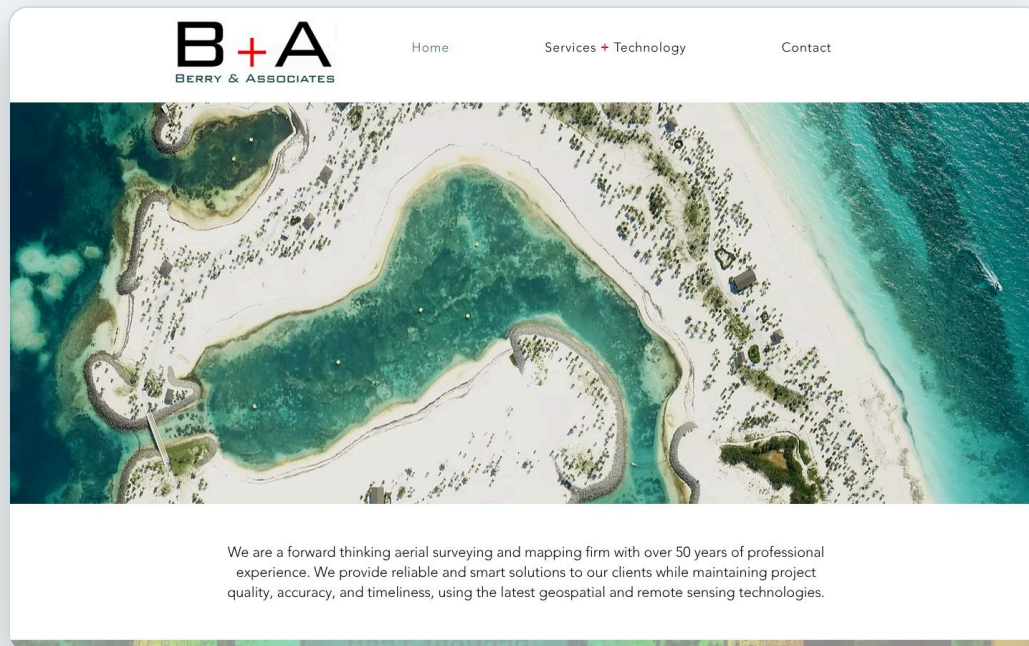
Southern Company five-year
capital plan through 2030

Right now, when a project engineer at a utility or solar developer searches "transmission line LiDAR" or "solar site topo survey," JWB is hard to find. That is the gap this plan closes.

Sources: POWER Magazine, "PSC greenlights Georgia Power plan" (July 2025), [powermag.com](https://www.powermag.com); Hoodline, "Atlanta power giant makes \$81 billion play" (Feb 20, 2026), [hoodline.com](https://www.hoodline.com).

Great work. Invisible website.

Clients have told you JWB is hard to find. Here is what a utility engineer sees when they finally land on the site.



jwbmaps.com homepage, captured October 9, 2026

- 1 No phone, email or quote button on the homepage**
A buyer has to hunt for the Contact page. There is no call to action anywhere above the footer.
- 2 About 150 words of copy**
Google and AI search tools rank pages on substance. The homepage never says "transmission," "solar," "pipeline" or "airport."
- 3 Zero tracking installed**
No Google Analytics or Ads conversion tag is on the site, so nobody can tell which searches turn into calls.
- 4 No proof**
No projects, clients, case studies, fleet photos or certifications. Your helicopter Galaxy sensor is buried on a subpage.
- 5 Looks unattended**
Footer still reads ©2022. Navigation misspells "Oblique." Small things that make procurement teams hesitate.

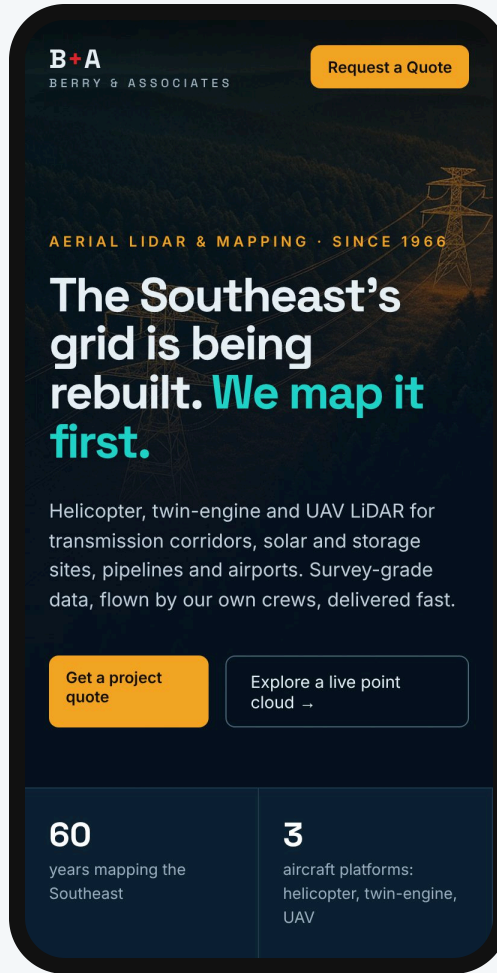
Half the first impression happens on a **phone**.

TODAY



Desktop layout shrunk onto a phone; the menu runs off screen

PROPOSED



Concept: thumb-friendly, quote button always visible

Google's mobile speed test

Lighthouse mobile audit of jwbmaps.com, run October 9, 2026.

Performance score **60 / 100**

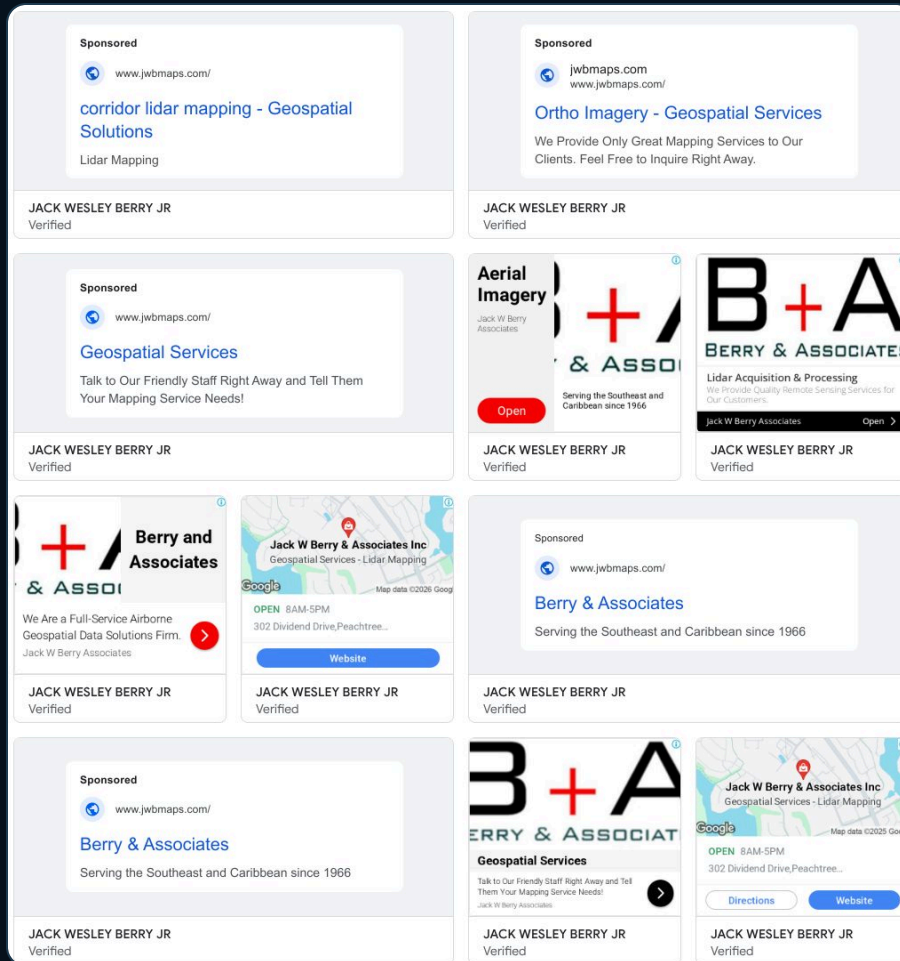
Largest content shows at **5.0 s**

Google's "good" threshold is 2.5 s. JWB loads twice as slow.

Main-thread blocking **900 ms**

Target for the new site: under 2 seconds on mobile, a 90+ performance score, and a quote button on every screen.

Ads have been running. Nobody can say **what they earned.**



Older JWB ads on record in Google's public Ads Transparency Center, October 2026

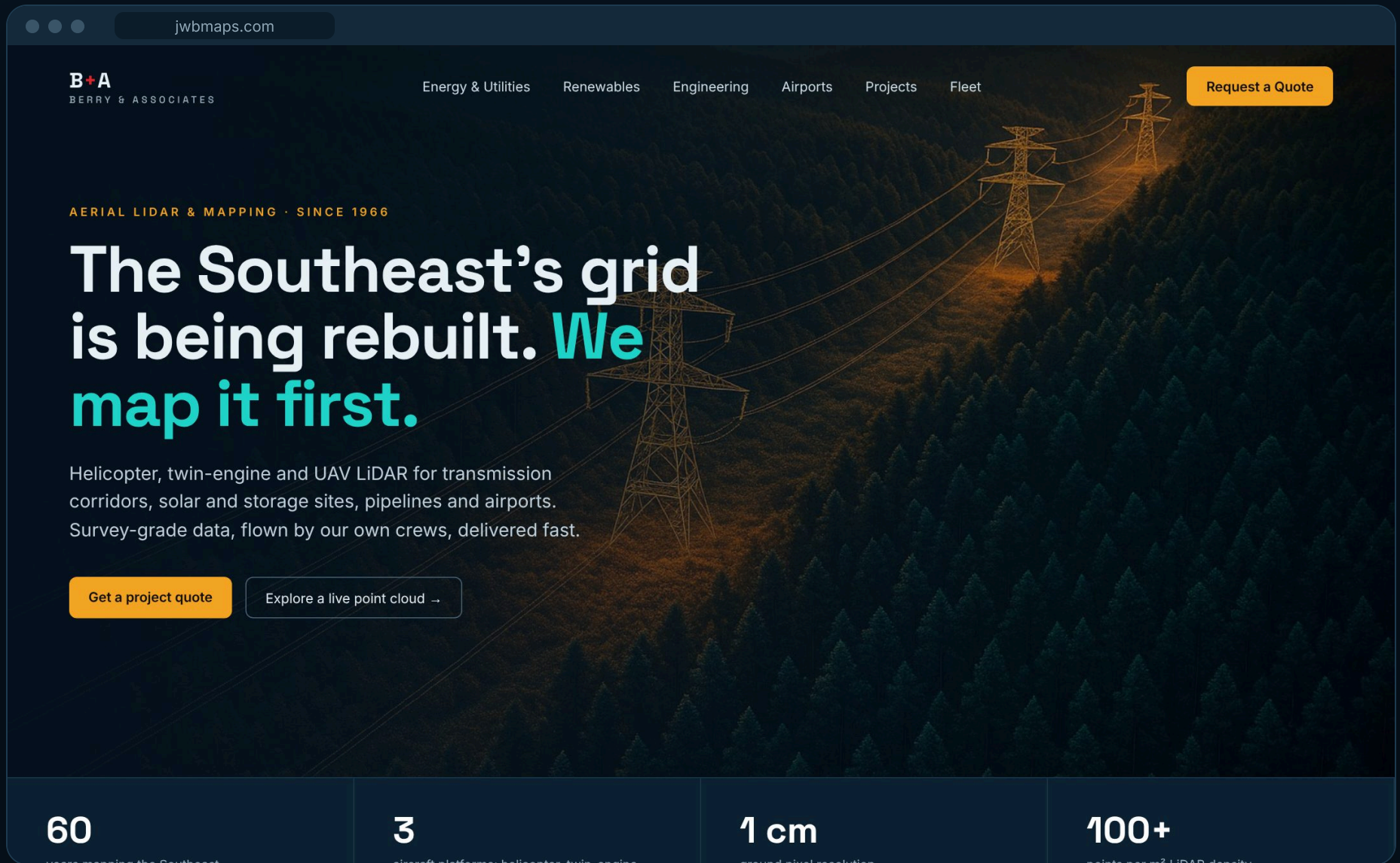
- 1 15 ads, more than one ad account**
Google lists multiple advertiser accounts pointing to jwbmaps.com. Split accounts split budget and learning.
- 2 Generic copy**
"We Provide Only Great Mapping Services to Our Clients." "Talk to Our Friendly Staff." Nothing an energy engineer would click for.
- 3 Cropped logos in display ads**
Image ads show "& ASSO" and half a "B+A." That is the brand a stranger meets first.
- 4 Flying blind**
With no conversion tag on the site, Google cannot optimize for leads, and neither can we. This is the first thing we fix.

ALREADY UNDERWAY

New search ads built in May now lead with your strengths: "Drone LiDAR Mapping, Southeast US Coverage," "3D Modeling Services, LiDAR Point Cloud Data," "Oblique Aerial Imagery, 60 Years Experience."

Built around who buys, not what you fly.

One page per industry, each matched to its own ad campaign, each ending in a quote request.



Six features that win contracts.



Live 3D point cloud viewer

A real JWB LiDAR dataset that engineers can spin, measure and inspect in the browser.

Proves density before the first call



Industry landing pages

Transmission and utilities, solar, wind and storage, pipelines, engineering, airports. Each speaks that buyer's language.

Higher ad Quality Scores, cheaper clicks



Coverage and project map

Southeast and Caribbean projects pinned on an interactive map with deliverables and turnaround.

Shows reach at a glance



Smart quote request

Asks project type, location, acreage or corridor miles and deliverables, then lands in your inbox ready to price.

Qualified leads, fewer tire kickers



Fleet, sensors and heritage

Twin-engine aircraft, helicopter with Teledyne Galaxy sensor, UAVs and mobile LiDAR. Plus the story from 1966 to today.

Credibility no drone startup can match



AI search ready

Clear service answers, FAQs and structured data so Google AI Overviews and ChatGPT can cite JWB by name.

Where buyers are starting to search

Your own aircraft, your own crews, your own data. The site finally shows it.

Also included: downloadable capability statement for procurement teams, Google Business Profile cleanup, Search Console, and analytics on every page.

Three campaigns. Three kinds of buyer.

Each campaign gets its own keywords, its own ads and its own landing page. Targeting: the Southeast states on your map plus the Caribbean.

Energy and Utilities

Utilities, transmission owners, solar and storage developers

Sponsored

jwbmaps.com > transmission

Transmission Line LiDAR | Helicopter Corridor Mapping

Low-altitude helicopter LiDAR and oblique imagery across the Southeast. Flying since 1966.

transmission line mapping

corridor mapping

helicopter lidar

pipeline mapping

solar site survey

utility surveys

Engineering and Development

Civil engineers, land developers, surveyors, geospatial firms

Sponsored

jwbmaps.com > engineering

Aerial Topographic Mapping | LiDAR Point Clouds & DEMs

Survey-grade topo, DEM/DSM, volumetrics and 3D models. Fixed wing, helicopter and UAV.

topographic mapping

fixed wing lidar

point cloud

DEM DSM

volumetric analysis

3D modeling

Airports

Airport authorities and aviation engineers

Sponsored

jwbmaps.com > airports

Airport Obstruction Surveys | Aerial Mapping Since 1966

Obstruction and approach surface mapping from a firm whose crews fly every day.

airport obstruction survey

airport mapping

approach surface survey

obstruction lidar

Filtered out:

boundary survey

property line

residential survey

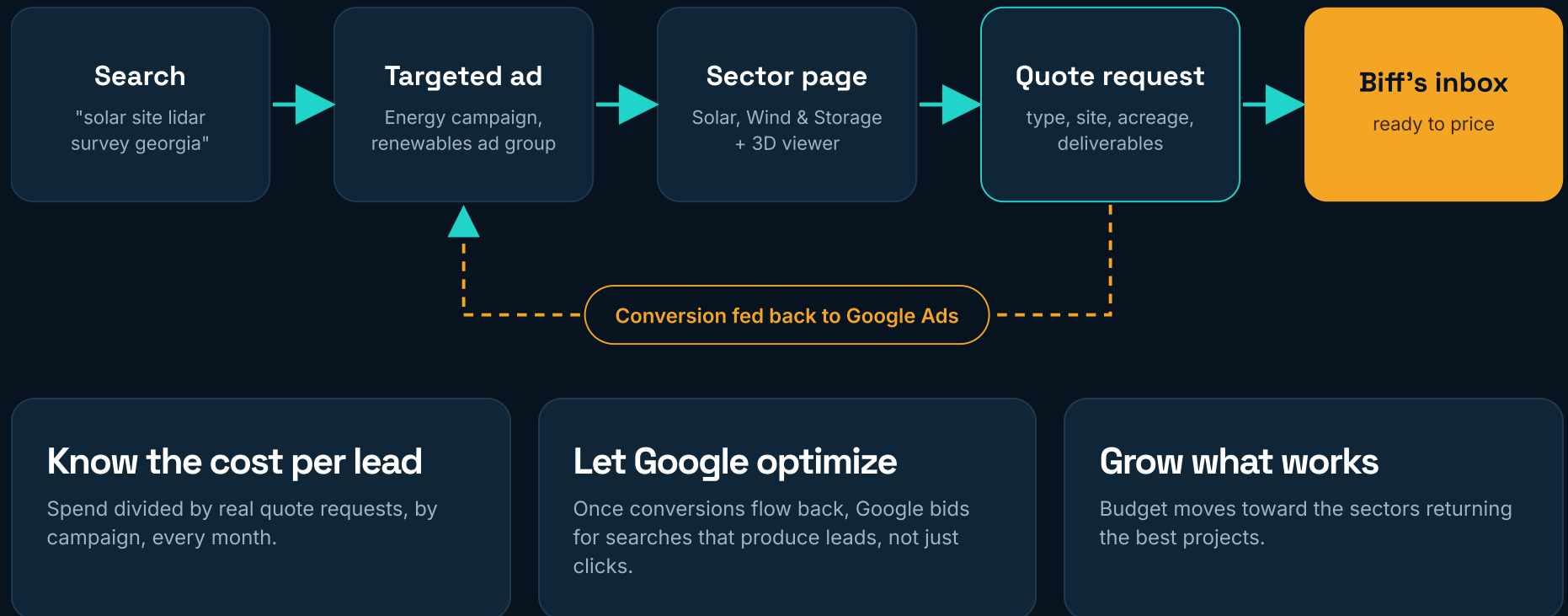
drone jobs

lidar training

free gis data

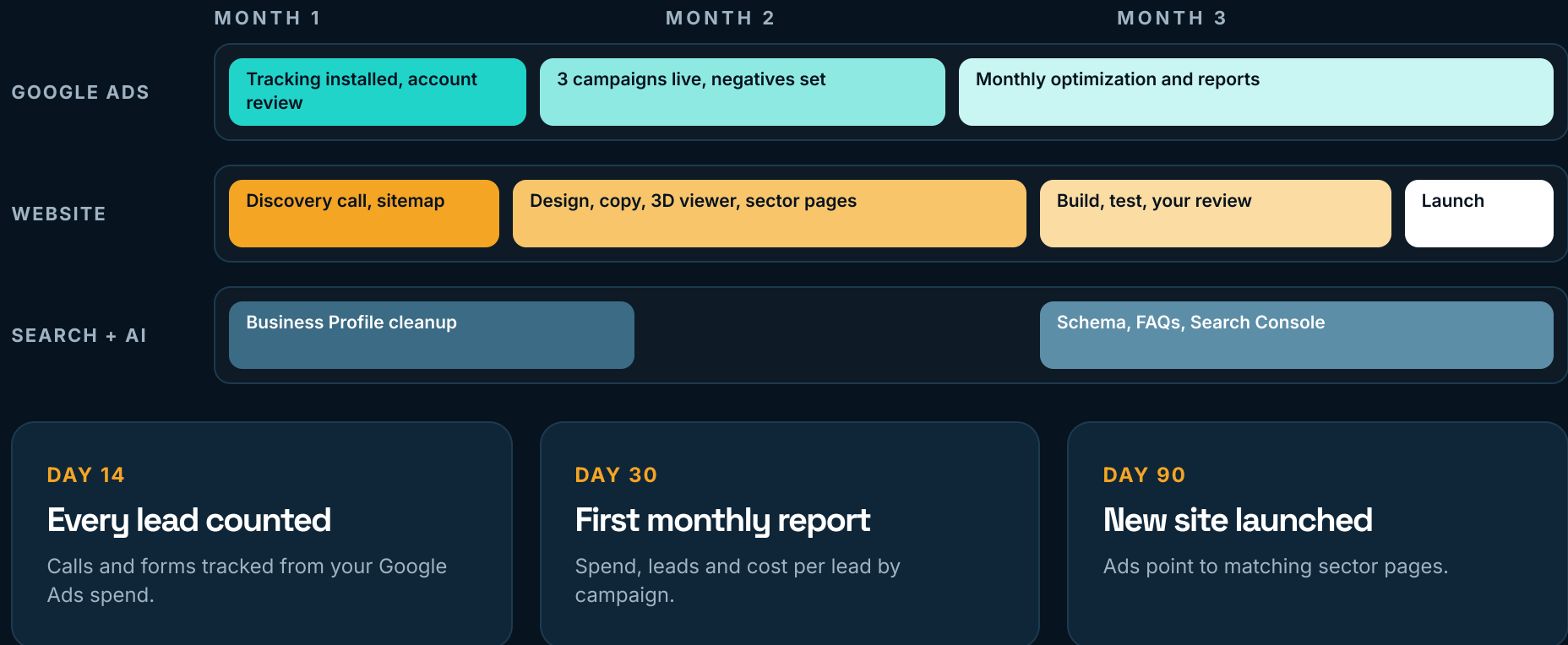
Every month: search term review, bid and budget shifts toward what produces quotes, and a one-page report on the 1st showing spend, leads and cost per lead.

From a search to a signed project, every step measured.



FIRST 90 DAYS

Leads tracked in two weeks. New site live in about ninety days.



Start the ads this week. Scope the website next week.

READY TO START

Google Ads program

\$2,500 setup

+ \$500 /month management

- Account consolidation, conversion tracking and analytics
- Three industry campaigns, ad copy and negative keywords
- Southeast and Caribbean targeting
- Monthly optimization and report on the 1st
- Ad spend billed by Google directly (starting at \$500/month)

Invoice JWB-001 (\$3,000: setup + October) is attached.

NEXT

Website rebuild

Fixed quote

after a 45-minute discovery call, so the scope fits JWB exactly

- Industry landing pages matched to each campaign
- Live 3D point cloud viewer
- Coverage and project map, fleet and heritage pages
- Smart quote form, capability statement PDF
- Fast, mobile-first, AI search ready

1

Approve invoice JWB-001 so ad tracking and the new campaigns start right away.

2

Pick a 45-minute discovery call time next week.

3

Send any project photos, sample deliverables and a list of energy clients we can feature.



LET'S GET JWB FOUND

**Sixty years of earning the
work.**

Now let the right buyers find it.

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