

RESTOREWORKS MASONRY RESTORATION CASE STUDY

BUILDING AN INTERNAL MARKETING
INFRASTRUCTURE THROUGH TRAINING,
WEBSITE OWNERSHIP & MARKETING
FRAMEWORK DEVELOPMENT



Presented by
Anthony Galizia | Fractional CMO

THE → PROJECT

PROJECT SCOPE

Advanced Duda Training

Website Transfer Assistance

SEO Preservation Strategy

SOP Development

Marketing Framework Creation

Internal Marketing Team Enablement

Agency Offboarding Support

THE CHALLENGE

RestoreWorks Masonry Restoration was preparing to transition away from its existing website hosting and management agency in order to bring website operations in-house.

While the company had an internal Marketing Manager responsible for content and marketing initiatives, the organization remained dependent on outside vendors for many aspects of website management, technical SEO, page creation, landing page development, and overall website administration.

The company wanted to gain full ownership of its website while ensuring that critical SEO assets, rankings, and website functionality remained intact during the transition.

In addition, RestoreWorks wanted to establish repeatable marketing systems that would allow their internal team to confidently manage and scale the website without relying on third-party agencies.



THE OBJECTIVES

01 WEBSITE OWNERSHIP

Transition website management from an outside agency to the internal RestoreWorks team.

03 SEO PRESERVATION

Protect existing SEO equity during the website transfer process.

05 AGENCY INDEPENDENCE

Reduce long-term dependence on external website management vendors.

02 MARKETING TEAM ENABLEMENT

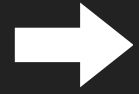
Train the Marketing Manager to confidently manage all aspects of the Duda platform.

04 SCALABILITY

Develop systems that would support future content growth, campaign development, service page creation, and local SEO expansion.

THE GIVING YOU DIGITAL FRAMEWORK

Rather than simply providing technical training, Giving You Digital implemented a structured Marketing Infrastructure Framework designed to create long-term internal marketing ownership.



PLATFORM MASTORY

Advanced Duda platform training covering page management, navigation, widgets, content management, and website administration.



SEO INFASTRUCTURE

Training focused on metadata, schema markup, URL structures, technical SEO, Search Console management, and SEO workflows.



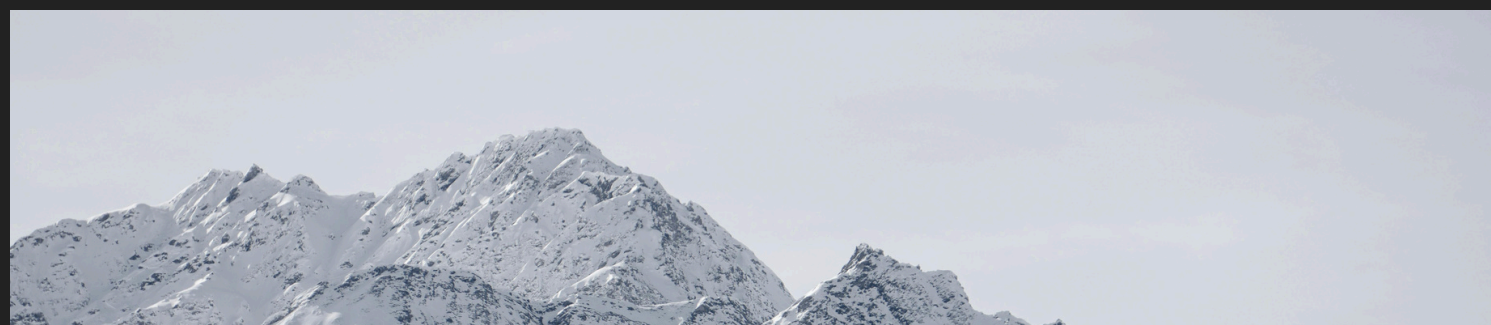
MARKETING SYSTEMS

Development of customized Standard Operating Procedures (SOPs) aligned specifically to RestoreWorks' website structure and marketing needs.



CAMPAIGN EXECUTION

Training on campaign landing page creation, lead generation page development, and marketing integration workflows.



SCALABILITY & GROWTH

Implementation of frameworks allowing the internal team to create new service pages, local SEO pages, blog content, landing pages, and future website expansion initiatives. The goal was not simply to transfer a website, but to transfer knowledge, processes, and operational control to the RestoreWorks team.

The Duda logo is displayed in white lowercase letters on an orange rounded rectangular background.

THE SOLUTION

ADVANCED DUDA TRAINING PROGRAM

Giving You Digital developed and delivered six customized training modules covering:

- Duda Foundations
- SEO Management
- Advanced Features
- Campaign Landing Pages
- CRM & Marketing Integrations
- Scaling Content

Each training session was conducted live and tailored specifically to RestoreWorks' internal marketing operations.

SOP DEVELOPMENT

Custom Standard Operating Procedures were developed to support:

- Website management
- Content publishing
- SEO implementation
- Landing page creation
- Local SEO page development
- Website expansion projects

These SOPs created a repeatable framework that could be utilized long after the project was completed.

WEBSITE TRANSFER & OFFBOARDING SUPPORT

Giving You Digital assisted RestoreWorks through the agency offboarding process by:

- Reviewing website ownership requirements
- Managing transition planning
- Supporting DNS and hosting changes
- Coordinating website transfer activities
- Conducting pre-transfer and post-transfer SEO audits
- Testing site-wide functionality
- Submitting updated sitemaps to Google Search Console

The transfer was completed while preserving website functionality and SEO integrity.

THE RESULTS

Full Internal Website Ownership

RestoreWorks successfully transitioned website management away from a third-party agency and into the hands of its internal marketing team.

Expanded Marketing Capabilities

Prior to the engagement, website management responsibilities were largely controlled outside the organization.

Following the implementation of the framework and training program, the Marketing Manager gained the ability to independently:

- Manage website updates
- Build new website pages
- Create campaign landing pages
- Publish blog content
- Execute SEO updates
- Build local SEO pages
- Manage metadata and page structures
- Support ongoing website growth initiatives



THE RESULTS

Reduced Agency Dependence

The organization now maintains full control over its website infrastructure without relying on third-party vendors for day-to-day website management.

This provides greater flexibility, faster execution, and improved long-term marketing ownership.

Scalable Marketing Infrastructure

RestoreWorks now has a documented framework that supports:

- Future website growth
- Local SEO expansion
- Campaign development
- Landing page creation
- Content publishing
- Marketing team onboarding
- Long-term digital marketing scalability



INVESTMENT OVERVIEW

PHASE	INVESTMENT	FOCUS AREA & DELIVERABLES
 <p>PHASE 1 ADVANCED DUDA TRAINING PROGRAM 6 Live Modules</p>	<p>\$3,000 Investment</p>	<p>Empowered the Marketing Manager to master the Duda platform and SEO</p> <ul style="list-style-type: none"> ✓ Duda Foundations ✓ SEO Management ✓ Advanced Features ✓ Campaign Landing Pages ✓ CRM & Marketing Integrations ✓ Scaling Content & Growth
 <p>PHASE 2 WEBSITE TRANSFER & MIGRATION SUPPORT Seamless Transition</p>	<p>\$1,000 Investment</p>	<p>Managed offboarding & transferred the website into full internal ownership</p> <ul style="list-style-type: none"> ✓ Agency Offboarding Guidance ✓ Website Transfer & Setup in Duda ✓ SEO Preservation Strategy ✓ Pre & Post Transfer SEO Audits ✓ Testing, QA & Sitemap Submission ✓ Full Website Ownership Restored
 <p>TOTAL INVESTMENT</p>	<p>\$4,000 Total Investment</p>	<p>Full Internal Ownership. Complete Marketing Infrastructure. Built to Scale.</p>

RESULTS & BUSINESS IMPACT


FROM AGENCY DEPENDENCE TO INTERNAL MARKETING POWER




FULL WEBSITE OWNERSHIP
100% control of the website with no third-party access or limitations.



MARKETING MANAGER EMPOWERED
Now able to manage every aspect of the website, SEO, and campaigns.




FASTER EXECUTION
Updates, new pages, and campaigns can be deployed quickly and efficiently.



REDUCED AGENCY DEPENDENCE
Eliminated ongoing reliance on outside vendors for daily website management.





SCALABLE MARKETING INFRASTRUCTURE
Frameworks and systems in place to support future growth, SEO, and content expansion.



INTERNAL CAPABILITY BUILT
Knowledge, SOPs, and training remain in-house for long-term sustainability.


THE GIVING YOU DIGITAL FRAMEWORK




 >
  >
  >
  >
 

1. PLATFORM MASTERY 2. SEO INFRASTRUCTURE 3. MARKETING SYSTEMS (SOPs) 4. CAMPAIGN EXECUTION 5. SCALABILITY & GROWTH

A proven system designed to transfer knowledge, build capability, and create long-term independence.

 **SEARCH PRESERVATION**
SEO audit, strategy, and careful migration protected rankings and website performance.

 **SOPS & PROCESSES**
Custom SOPs created for every key marketing and website management task.

 **KNOWLEDGE TRANSFER**
Practical, hands-on training ensured confidence and long-term success.

 **MARKETING ALIGNMENT**
Website, SEO, analytics, and CRM integrations aligned for maximum lead performance.

 **BUILT FOR THE FUTURE**
A marketing infrastructure that grows with RestoreWorks for years to come.

“ We now own our website, our SEO, and our marketing systems. Our Marketing Manager has the tools and confidence to take it forward. ”

STRATEGY. INFRASTRUCTURE. EXECUTION. GROWTH.
That's The Giving You Digital Difference.

ADDITIONAL PERFORMANCE METRICS

Marketing Cost Savings

They were paying **\$3300**/month to our previous SEO agency

\$3,000 Monthly organic optimization for 2 URLs, improve the Top 10 Keywords across site, and Local SEO Optimization for one location. Includes 2 blog posts per month plus quarterly content calendar.

\$300 Retained reporting, analysis and consulting services

Total Yearly Savings: **\$39,600**



ADDITIONAL PERFORMANCE METRICS

Website Management Speed

Before:

How long did website changes take?

“Typically a couple weeks to a month”

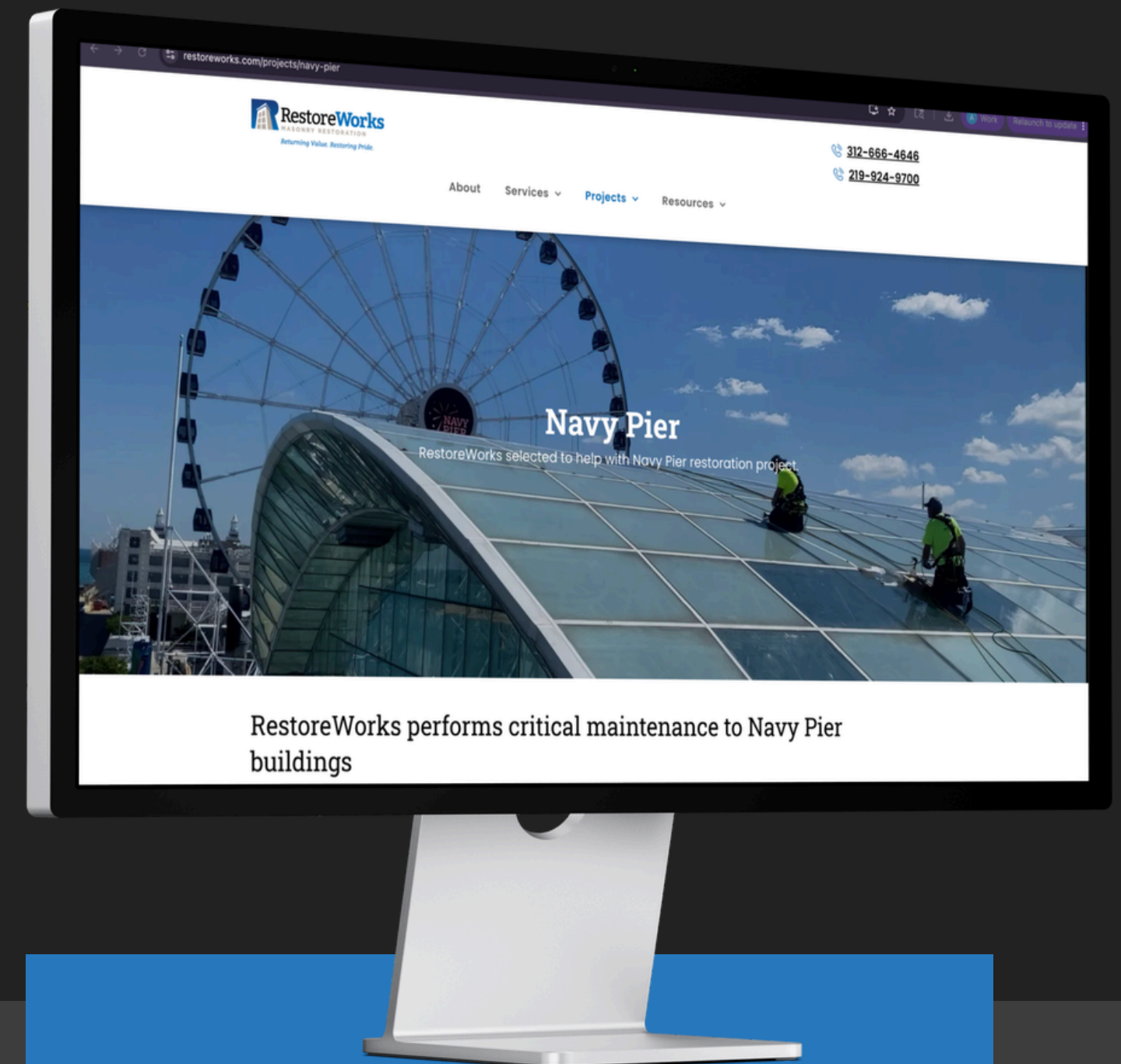
“Website renavigation project took months for them to complete and they charged about \$350-\$450 for new pages built.”

“PPC campaign landing pages took weeks to about a month and required constant follow-up on our end.”

Today:

How long do they take?

“Way quicker. I just built a campaign landing page yesterday and it only took me about 3-4 hours.”



MARKETING MANAGER CONFIDENCE

On a scale of 1-10:

How confident was the marketing manager managing:

Website updates

SEO

Landing pages

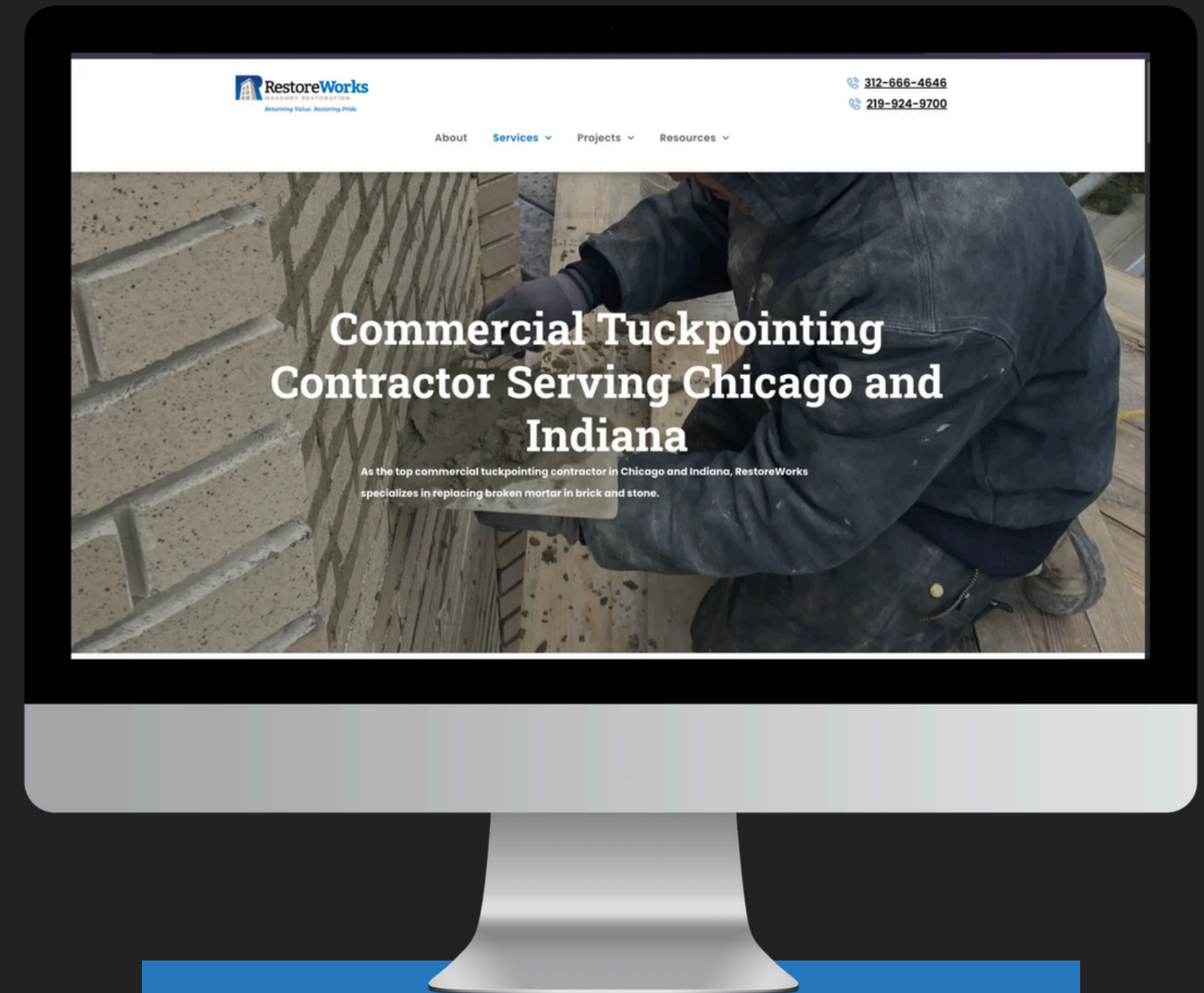
Content publishing

before the project?:

“Not very confident. I was worried things would turn into a mess.”

How confident are they now?:

“Very confident. Less maintenance than I thought prior to the update. To give credit to the old agency, it helps that they built the entire website on Duda so I can easily clone pages and use that as a starter point for page building vs doing it from scratch.

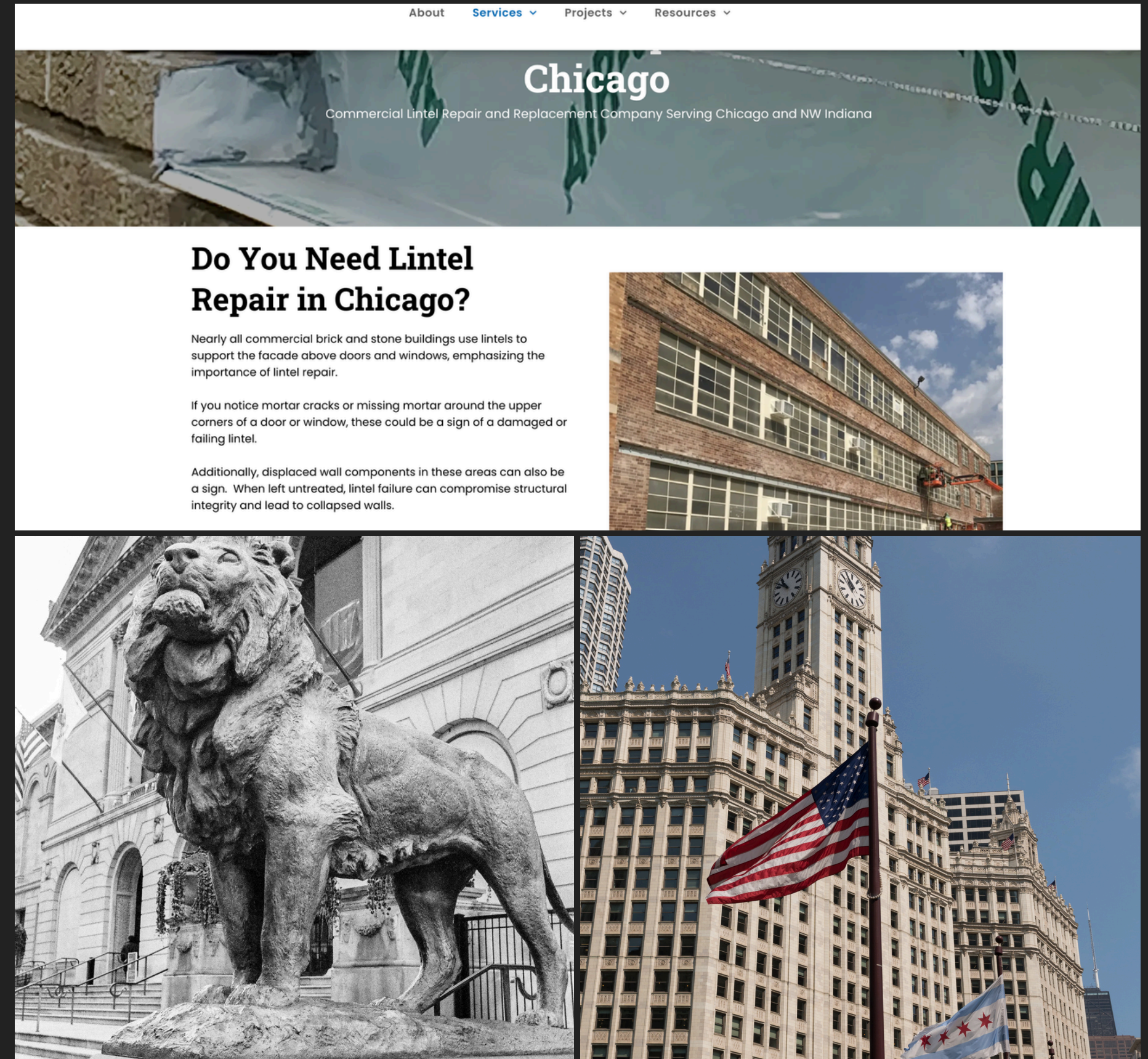


SCALABILITY

The Marketing Manager can now:

- launch service pages
- create local SEO pages
- build campaign landing pages
- manage tracking codes
- update metadata

without outside assistance.

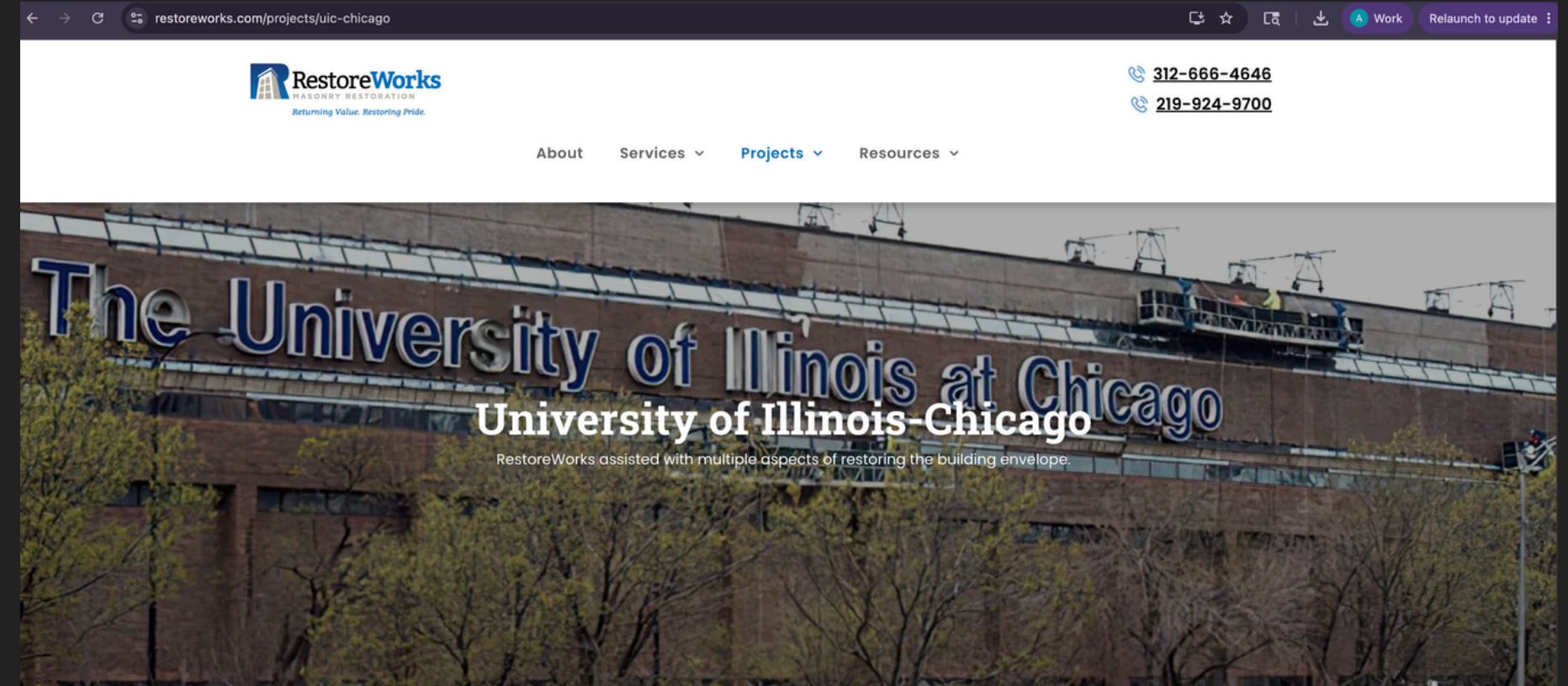


CLIENT IMPACT

Rather than continuing to rent marketing knowledge and website management through outside vendors, RestoreWorks invested in building an internal marketing infrastructure designed to support long-term growth.

By combining training, SOP development, SEO preservation, website ownership, and operational frameworks, the company now possesses the tools, systems, and knowledge required to manage and scale its digital presence internally.

This project transformed the website from an externally managed asset into a scalable business system fully owned and controlled by the RestoreWorks team.





ANTHONY GALIZIA

FRACTIONAL CMO

LET'S BUILD YOUR MARKETING INFASTRUCTURE



630-940-9290



WWW.GIVINGYOUTODIGITAL.COM



anthony@givingyoudigital.com



Based on Chicagoland