



Relentless Digital Launches AI Search Visibility Service, Expanding Roofer Marketing Agency Offerings for the Trades

August 11, 2026

SAN TAN VALLEY, AZ - August 11, 2026 -

Relentless Digital LLC has introduced a new AI search visibility service designed to help home service contractors appear in AI-generated search results, becoming among the first agencies serving the trades to formally address this emerging challenge.

The new service focuses on structured FAQ content and technical optimization that positions contractors to surface within answers produced by AI-driven search tools. As search engines increasingly deliver AI-generated responses rather than traditional lists of links, contractors in fields such as plumbing, roofing, HVAC, and electrical work face a shift in how potential customers find local service providers.

The launch coincides with continued growth for the firm, which now serves more than 130 home service contractors across over 150 North American markets and has expanded its team to 85 employees. The company was named to the Inc. 5000 list for the third consecutive year, ranking as the 1198th fastest growing

privately held company in the United States, and has also been recognized as an honoree on the Inc. Best Workplaces list.

"Search behavior is changing faster than most contractors realize, and answers generated by AI are becoming the first thing many customers see," said Joshua Crouch, Founder of Relentless Digital. "A contractor can rank well in traditional results and still be invisible in AI responses. This service was built to close that gap so the trades are not left behind as the technology matures."

The company reports that visibility in search remains a decisive factor for contractors, noting that the majority of users never scroll past the first page of results and most click one of the top listings when searching for a local service. That reality has long shaped the firm's work as a plumbing seo company and informed its approach across other trades, including its role as a roofer marketing agency serving roofing businesses that depend on local lead generation.

The AI search visibility service joins a broader set of offerings the firm has developed for contractors, including local search optimization, Google Business Profile management, Local Service Ads management, reputation management, web design, and email marketing. Each is built around measurable outcomes such as booked jobs rather than surface-level metrics.

"The trades have historically been underserved when it comes to modern digital tools," Crouch said. "The goal is to give contractors the same technical advantages that larger national brands have used for years, applied to the way homeowners actually search today."

Relentless Digital plans to make the AI search visibility service available to contractors across the plumbing, roofing, HVAC, electrical, pest control, garage door, and septic industries. The rollout reflects the company's continued expansion into services that respond to shifts in consumer search behavior.

Relentless Digital LLC is a digital marketing company built by the trades for the trades, with more than a decade of experience serving contractors in the plumbing, electrical, HVAC, and roofing industries. The company provides search engine optimization, web design, reputation management, Local Service Ads management, email marketing, and marketing automation that connects to contractor systems to reduce lost leads. Named to the Inc. 5000 list for three consecutive years and recognized as an Inc. Best Workplaces honoree, the firm focuses on local visibility and booked jobs for home service businesses across North America.

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For more information about Relentless Digital LLC, contact the company here: Relentless Digital Joshua Crouch 262-720-5739 jcrouch@relentless-digital.com 30970 N Lola Ln San Tan Valley, AZ 85144

Relentless Digital LLC

Relentless Digital partners with home service contractors ? plumbers, HVAC techs, electricians, and roofers ? across 150+ markets to drive growth through SEO, paid ads, outbounding, and content.

Website: <https://www.relentless-digital.com>

Email: jcrouch@relentless-digital.com

Phone: 262-720-5739

