



**PAINTING
CONTRACTORS
ASSOCIATION**

RINA BINDI

Tipping Point Digital



PCA EXPO 2025 SPEAKER

Workshop: Stop Paying for Leads: Learn the Insider Strategies to Optimize Your Google Business Profile and Add over \$100k in Revenue to Your Business.

RINA BINDI, CEO AND FOUNDER OF TIPPING POINT DIGITAL, A LEADING SEARCH ENGINE OPTIMIZATION AGENCY IN LOVELAND, COLORADO. I SPECIALIZE IN EMPOWERING HOME SERVICE PROVIDERS BY MANAGING THEIR DIGITAL PRESENCE, ALLOWING THEM TO FOCUS ON HEIR CORE COMPETENCIES.

WITH A BACKGROUND OF WORKING THE TRADES, I TRANSITIONED TO ENTREPRENEURSHIP BY STARTING A SUCCESSFUL HANDY GIRL COMPANY. AS THE SPOUSE OF A GENERAL CONTRACTOR, I OVERSEE ALL DIGITAL MARKETING EFFORTS TO ENSURE OUR FAMILY'S BUSINESS THRIVES, RECOGNIZING THAT WORD-OF-MOUTH REFERRALS ALONE ARE INSUFFICIENT IN TODAY'S MARKET.

MY PASSION FOR BUSINESS DEVELOPMENT AND STRATEGY LED ME TO BUILD AND SELL A FRANCHISE-READY COMPANY. I ULTIMATELY GRAVITATED TOWARDS SEARCH ENGINE OPTIMIZATION DUE TO ITS COMPLEXITY AND THE WIDESPREAD CHALLENGE OF UNDERSTANDING "WHAT SEO EVEN IS." MY MISSION IS TO DEMYSTIFY SEO AND DRIVE TANGIBLE RESULTS FOR MY CLIENTS, HELPING THEM ACHIEVE SUSTAINED GROWTH AND SUCCESS.

OUR TEAM HAS SUCCESSFULLY ASSISTED NUMEROUS COMPANIES IN REACHING THEIR ANNUAL FINANCIAL GOALS, BOOSTING REVENUE BY OVER 35% THROUGH STRATEGIC SEO IMPLEMENTATION, AND TRANSFORMING BUSINESSES INTO HIGHLY ATTRACTIVE, SELLABLE DIGITAL ASSETS.

AWARD & ACCOMPLISHMENTS: SMALL BUSINESS OF THE YEAR 2019. THE BLOXX SEASON 11. SUCCESSFULLY EXITED FROM BUSINESS BY SELLING IN 2020

SPEAKING & TEACHING ENGAGEMENTS: FOUNDED IN FOCO 2021-2024, FCIP, MASTER MIND ROUND TABLES W/4BR, BNI, AIMS COMMUNITY COLLEGE, VIRTUAL CLASSES. LARIMER COUNTY SMALL BUSINESS DEVELOPMENT INSTRUCTOR