



REGION	DATE	SECTOR
Germany · Austria · Switzerland	May 2026	Skilled trades · Online marketing

PRESS RELEASE

Launch · May 2026

More jobs, a stronger image, new employees: online marketing built for the *skilled trades.*

Handwerk wird gefunden launches the first all-inclusive marketing service for skilled trades businesses – visible on Google, on AI assistants, and as an attractive employer.

DACH region, May 2026 — With www.handwerk-wird-gefunden.de, a new marketing service for skilled trades businesses across the German-speaking region goes live. The offering addresses three central challenges facing the modern trades: winning more jobs, building a professional company image, and finding qualified employees – all from a single source, **starting at €299 per month, cancel any time.**

The problem: skilled trades businesses are invisible – on Google, on AI and as employers

87 percent of all customers today look for their tradesperson online – not only on Google, but increasingly on AI assistants such as ChatGPT or Perplexity. At the same time, many businesses are struggling to recruit qualified specialists. Anyone who is neither visible online nor attractive as an employer loses on both fronts: jobs go to the competition, and no applications come in.

The solution: complete online marketing – without agency prices

Handwerk wird gefunden handles the entire digital marketing operation: a professional website and corporate presence, Google Business Profile, local SEO, AI visibility, reputation management, social media – plus targeted employer branding to recruit skilled workers and apprentices. All from a single source, **starting at €299 per month, cancel any time, with no setup fee.**

from €299

per month · no minimum term

DACH

DE · AT · CH — every trade

100 %

marketing from a single source



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” *“Skilled trades businesses that do excellent work deserve a presence that shows it – on Google, on AI assistants, and to potential employees. More than 20 years of agency experience and modern AI tools make that possible, without businesses having to pay agency prices.”*

– **Handwerk wird gefunden**

Why €299, when agencies charge €2,000?

Most agencies have long been using AI tools – but their pricing structures still stem from an era when five people did what AI now handles in an hour. Project managers, alignment meetings, briefing loops: all still there, only the invoice hasn't changed. We have consciously left these structures behind. **More than 20 years of agency experience** combined with modern AI tools means: what we save, we pass on. Not as a compromise on quality – but as a deliberate decision to make fair pricing possible for skilled trades businesses.

For every trade across the DACH region

The service is aimed at skilled trades businesses throughout the German-speaking region:

Plumbing · Heating · HVAC

Electricians

Roofers

Painters & Decorators

Joiners & Cabinetmakers

Photovoltaic Installers

Carpenters

Landscaping & Gardening

+ all other trades

Active in **Germany, Austria and Switzerland**. Further information at www.handwerk-wird-gefunden.de.

PRESS CONTACT

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ABOUT US

"Handwerk wird gefunden" is the online marketing agency for skilled trades businesses in the DACH region. The complete service portfolio covers Google Business Profile, websites, local SEO, reputation management, social media marketing, AI visibility, employer branding and recruitment – starting at €299 per month, cancel any time.

Logo & image material available in print quality on request.