

Do You Want To Get More Clients From Your Website...?

“These 7 Tips Will Help YOU Get More Clients From Your Website & Online Marketing!”

If you don't Act Quickly and put these 7 tips into practice you're giving away work!

TIP #1.

Join your local Chamber Of Commerce.

This Benefits Your Website In 3 Ways:

- By displaying the local chamber badge on your website you look more credible to your potential customers because you are a member of an official organization. People like official, especially people that don't fully trust you yet or found you on “Google”. They want reassurance, and this is a huge step in that direction.
- It provides the opportunity for you to network with other business owners in your community at any of the many get-togethers and meetings held throughout the year.
- **The *Stealth Ninja* Benefit** – You'll get a business profile on the Chamber of Commerce website. This business profile usually includes a page about your business including a link to your website. Maximize this listing as best as they allow you to!

Google looks at the local chamber of commerce as a website with local authority. Having a profile with a link to your website from the chamber website is a major play for your Search Engine Optimization.

TIP #2.

Join your local Better Business Bureau.



This benefits your website in 2 ways:

- Just like your local chamber website badge, displaying the BBB badge on your website makes your customers feel really, really, good inside. They trust you because they trust the BBB, they think the BBB will save them from any harm.
- **The *Stealth Ninja* Benefit** – Once again you'll get a business profile on the BBB website. This business profile includes a page about your business including a link to your website. Maximize this listing as best as they allow you to!

Google looks at the BBB as a local authority and trusted resource. Having a profile with a link to your website from the BBB is another major play for your Search Engine Optimization.

You cannot get either of these links otherwise and *you'd easily spend \$1000 on normal SEO work just to get enough back linking juice to match those two profiles.*

TIP #3.

Properly Organize Your Services Pages On Your Website One Page For Each Service You Offer!!!



Your content and how it's laid out is important to how your customers perceive you!

Search Engines want to serve relevant content to their searchers. So if you are remotely serious about generating new business through your website than you must begin to cast a wide net in the local search engines.

In order to do this you ABSOLUTELY MUST make a list of all the services you provide and then create a page of content for each.

Here Are Two Example Lists For A Remodeler and Painter Ideally – You Want 1 Page On Your Site For Every Service!

<ul style="list-style-type: none">• Kitchen Remodeling<ul style="list-style-type: none">- custom countertops- custom cabinets- skylight additions- appliance fitting- tile flooring• Bathroom Remodeling<ul style="list-style-type: none">- Tile Showers- Custom Countertops- Jacuzzi Tubs• Basement Finishing<ul style="list-style-type: none">- mancave construction- rental suite conversions- entertainment rooms- in-law suite conversions• New Construction<ul style="list-style-type: none">- custom home building- garage construction- shed construction- shop construction- sunroom construction- outdoor landscaping- custom deck building	<ul style="list-style-type: none">• Interior Painting<ul style="list-style-type: none">- wallpaper removal- interior trim/molding- themed rooms- wall texturing- entire home repaints• Exterior Painting<ul style="list-style-type: none">- house repainting- wood staining- fence painting- deck refinishing- front door refinishing• Pressure Washing<ul style="list-style-type: none">- sidewalk cleaning- vinyl siding cleaning- driveway cleaning- patio cleaning• Handyman Services<ul style="list-style-type: none">- rotten wood replacement- drywall and plaster repair- exterior trim- fascia board replacement
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The more targeted and relevant pages your website has, the more likely someone will be able to find you when they search.

That's already 20-25 potential pages of content right there that could potentially be found by searchers for 100's if not 1000's of keyword combinations associated with those services.

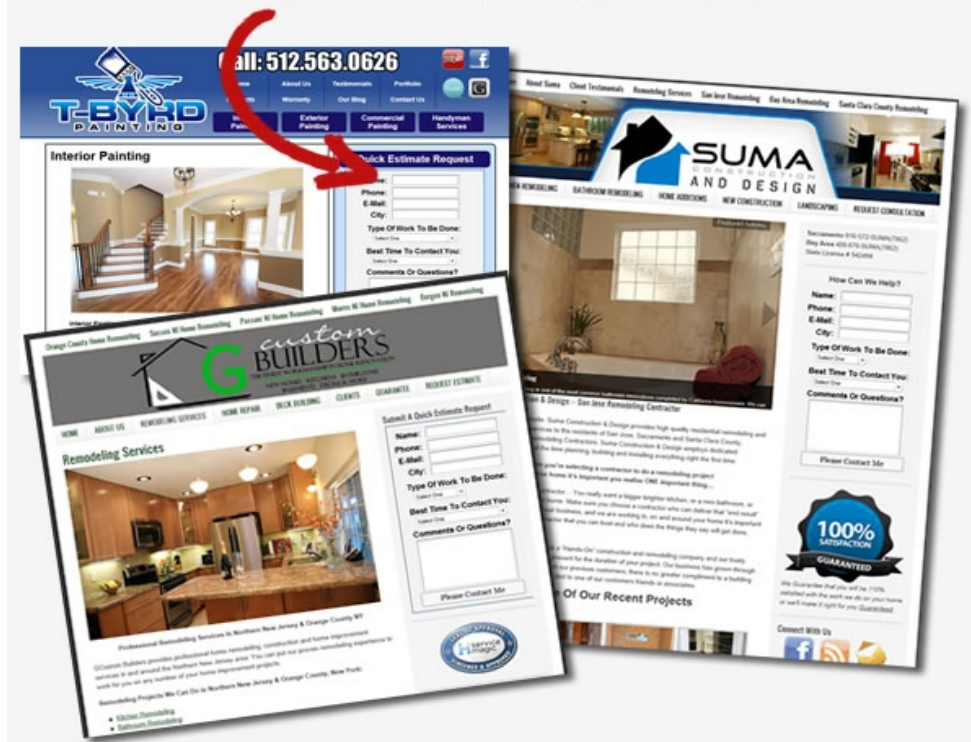


*If Your Web Designer Is Too Lazy To Do This...
Then It's Time To Hire Someone Who Will!*

TIP #4.

Properly Setup Your “Calls-To-Action”

Here Are Some "Quick Requests" In Action On Client Websites!



Now that we've learned the proper way to organize and present our services via targeted landing pages for each service we now have to maximize our visitors likelihood to become a new prospect for your business.

We do this by adding a “Call-To-Action” on each and every page of your website. More than just a phone # or “Click Here To Contact Us” you want a very clear, very noticeable way for people to take the next step with your business.

Here Is How We Present Your “Calls-To-Action”:

- Have your business phone number clearly visible in your website header and footer.
- Have a “Quick Request Form” on every single page of your site.
- Have the standard “Contact Us” page most websites all have.

TIP #5.

Get Your Business Onto Facebook ASAP!



There is nothing more credible than the recommendation from a friend and social media is the new “word-of-mouth”.

Here's What Your Business Needs For Facebook:

- You need a Facebook Fan Page for your business. This gives you another online profile in a high profile location and allows your customers and friends to recommend your business and say good

things about you.

- You need to integrate your Fan Page with your website so that visitors who come to your website can also find and “like” your business on Facebook.

Here is an easy example of the power of social media for your small business.

Let's say Jim & Jane, a sweet young couple from the other side of town have just bought their first house. It's a little bit of a fixer upper and they want to remodel the kitchen so it really meets their needs.

They find your website, they like the photos you've displayed of other kitchens you've remodeled in the neighbourhood and decide to have you bid on their kitchen project.

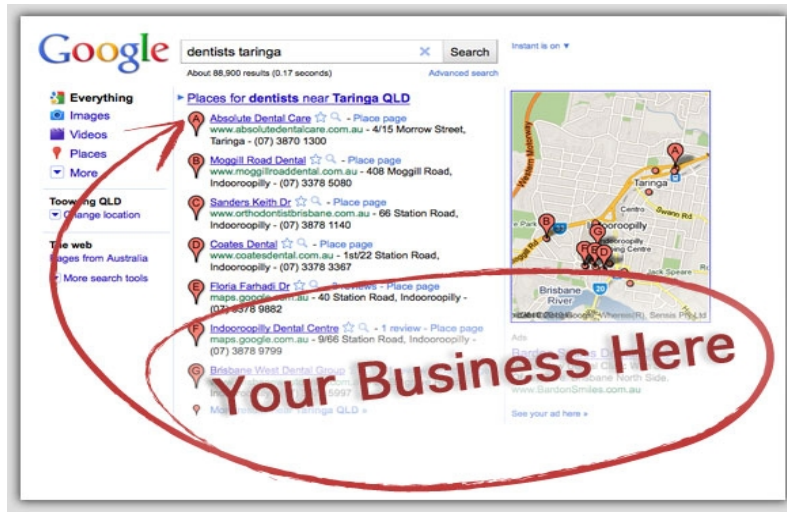
You check out the job, it's a nice little project for yourself and your crew, you quote the young couple a fair and honest price and you end up getting the job.

Fast forward a few months and their beautiful kitchen transformation is complete, thanks to you.

Jim and Jane have Facebook profiles and they are ecstatic about their new kitchen and can't wait to show their friends. Jane posts several pictures of their new kitchen on her Facebook Page and immediately let's her 274 friends know that you completed the work!

If you had a Facebook Page ALL of Jim and Janes friends would now be exposed to your business and the fantastic work you completed on Jim and Janes home. That is about the best advertising you're ever going to get!

TIP #6



Setup & Complete Your Google Places Listing

If you don't have your Google Places listing setup and completed to 100% status then your potential customers aren't finding you when they do local searches. Considering this is Free there is no excuse!

Here's How To Make Sure Your Listing Is Complete:

- Fill out all of the description fields, methods of payment, hours of operation and service categories available in your profile.
- Add the maximum of 10 photos to your listing.
- Add the maximum of 5 Youtube videos to your listing. These videos can be simple slideshows of your job photos, nothing too fancy.
- Add a coupon or special offer to your listing.
- Ask your customers to leave a review for your services on Google. These positive reviews play an important role in your local search rank.

**Positive Reviews On Your Google Places Listing
Are An Important Part Of Your Ranking!**

TIP #7.

Stop Kidding Yourself... Hire The Professionals

Building a website is EASY but building and marketing a website that actually generates new clients for your business is no easy task.

No matter how many tips we give you, unless you're a web designer with access to a "Team" of professionals your website will turn out like every other \$299 template website out there if you try and go it all by yourself.

We specialize in doing all the geeky stuff to set you up correctly and we have the marketing skill to give your website that "polished" and "professional" look the first time so you only have to go through this once.



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