

Web Marketing Basics

Summary:

In this month's episode of the MegaMarketer Coachcast, host Scott Smith talks about everything to do with your website. Find out whether you need a new site, why your current site is not converting and what you can do about it.

Main Questions Asked:

- Should I have website or not?
- How do I measure my results?
- How do I use email marketing?

Key Lessons Learned:

Web Marketing

- Everyone needs a website, even if you're a one truck operation.
- Your customers will research you online before they call you, they want to verify you first.
- Your website is your digital storefront, without one you are hobbling your business.
- Keep the content on your website up to date. Put a plan together to keep your site fresh and target seasonal keywords. You are trying to impress Google and get high rankings for the keywords you care about.
- Make sure what you are doing is in line with Google's best practices, you don't want to be blacklisted.
- Make sure you have a lead capture form on your homepage, if you have it buried somewhere you are not going to convert your website traffic to leads.
- Offer your visitors something useful in exchange for their contact information. Don't be shy about asking for that info, people aren't checking in with your website casually just to see what you're up to.

- Creating content is a great way generate traffic. If you already do radio or television spots, use that info on your website as additional content.
- Don't just throw money at your digital marketing, measure your results and track the metrics that actually matter to your business. Leads and conversions are all that ultimately matter. A digital campaign is only as good as the conversion tools on the backend.
- Live chat on your website is a great option for many websites, it gives a visitor the opportunity to connect with someone instantly or failing that, a chatbot can walk them through the process.
- Find a good company to partner up with and expand your reach. There is no better introduction than from one vendor or contractor to another.
- Keep a focus on ROI and make sure the money you spend is money you've invested. About 5% of your total residential sales should be going to marketing.
- Have a system in place to manage your online reputation. Ask your customers for positive reviews because most contractors don't bother.
- You are going to get negative reviews on your business, but how you respond is more important than the review itself. If you can resolve the issue, ask them to revisit the review. Show that you are willing to make things right because not every business is willing to do that.

Email Marketing

- Many contractors have a huge database but no email addresses, there are ways to get that info and take advantage of email marketing.
- Don't use email to always hard sell, send out useful content at least twice a month and sell only occasionally.
- There are a number of free services that you can take advantage of when it comes to email marketing.

- You need to have an autoresponder that keeps your new lead engaged. Every second that goes by after someone submits their information, the lead gets colder.

Thank you for listening! If you enjoyed this podcast, please subscribe and leave a 5-star rating and review in iTunes!

Links to Resources Mentioned

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