

# 4-STEP GUIDE TO GROWING YOUR PLUMBING BUSINESS

## 1 BRANDING - IT'S EVERYTHING YOU DO.

Many people think of branding as just a logo or a jingle, but branding includes **EVERYTHING** you do when communicating with your customers.

### BE CONSISTENT

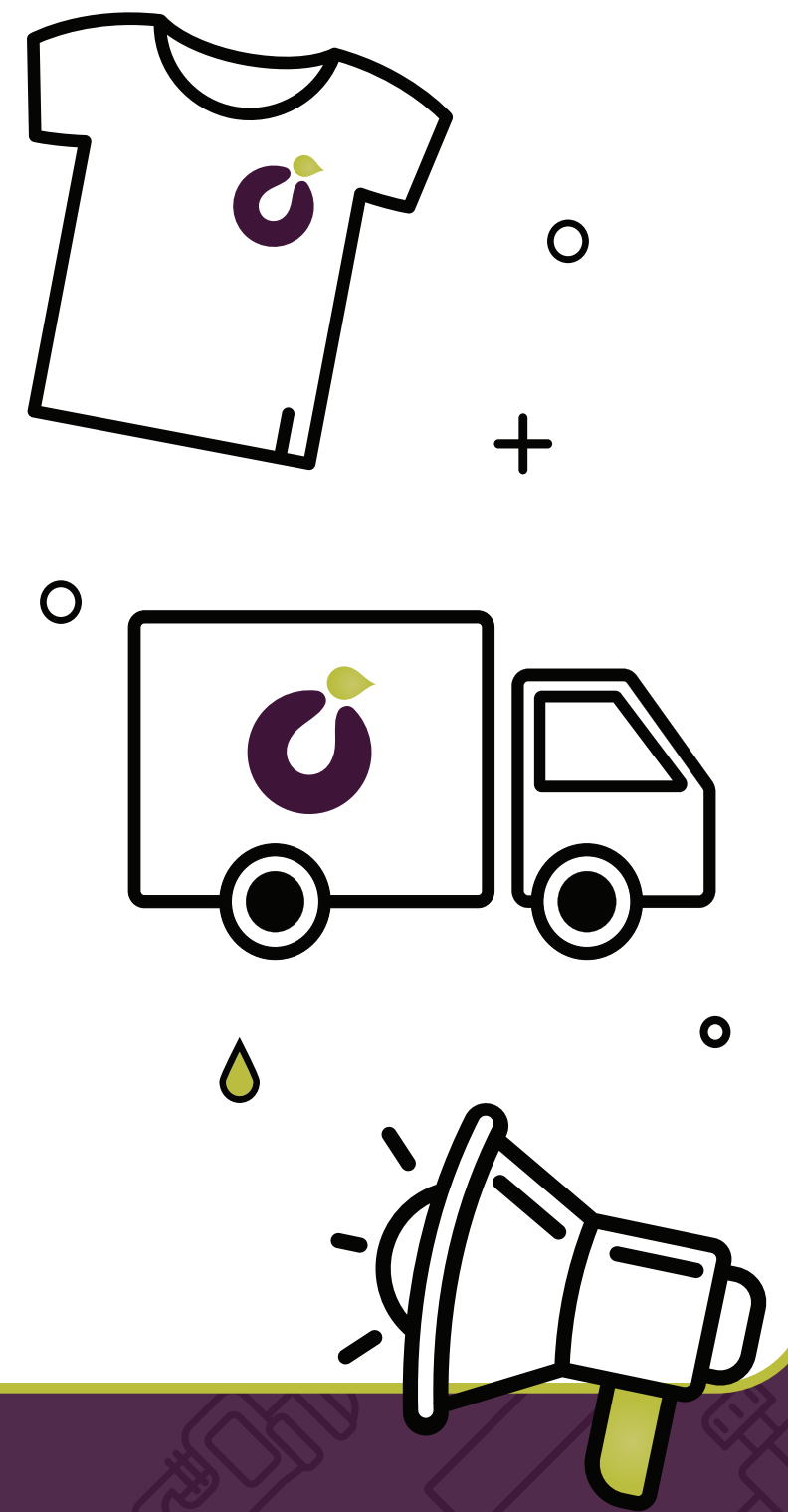
From uniforms, to trucks, to how you answer phone calls, your brand identity should be reflected in every design choice and interaction. If you confuse, you lose.

- + **Ask Yourself:** If all your marketing pieces were spread out on a table, would they look like they came from the same company?

### BE SPECIFIC

Look at your competition. What makes you different? These are the qualities your customers should be able to determine just from looking at your brand design. Focus on what makes you unique and stand out!

- + **Ask Yourself:** When people think of your company, what 3 adjectives come to mind?



## 2 WEBSITE - POSSIBLY YOUR BEST EMPLOYEE.

Often your website is the first contact a customer has with your company. Customers will know they are in the right place if they can quickly see the services you offer and why they should contact you.

### MAKE COMMUNICATION EASY

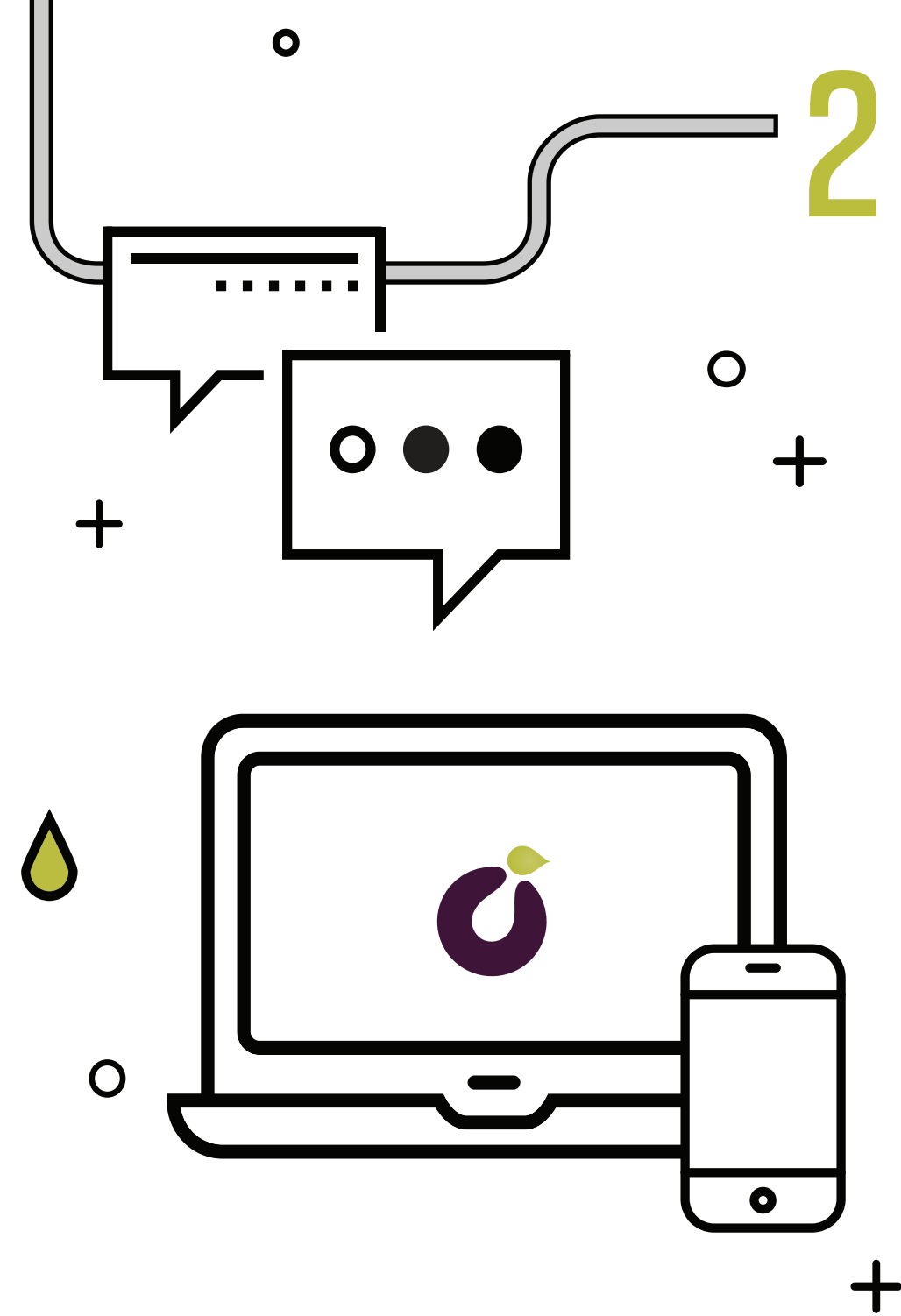
Most of your site visitors will use contact methods that are familiar to them. Offer form fills, chat boxes, and phone numbers, and make them easy to find and use.

- + **Ask Yourself:** How quickly can a potential customer find a way to contact you through your website?

### STUDY THE DATA

With the right tools in place, you can track how customers interact with your site and learn what services they are interested in, what actions they are taking, and where they are dropping off.

- + **Ask Yourself:** How many monthly calls, chat leads, and form fills are you getting? Is it up from last month or last year?



## 3 SEO - ORGANIC LEADS ON TAP.

Search Engines can be a main line to your website if your site is optimized for organic traffic. With the right measures in place, your name will consistently appear above the competition when common terms are searched.

### CONTENT IS KEY

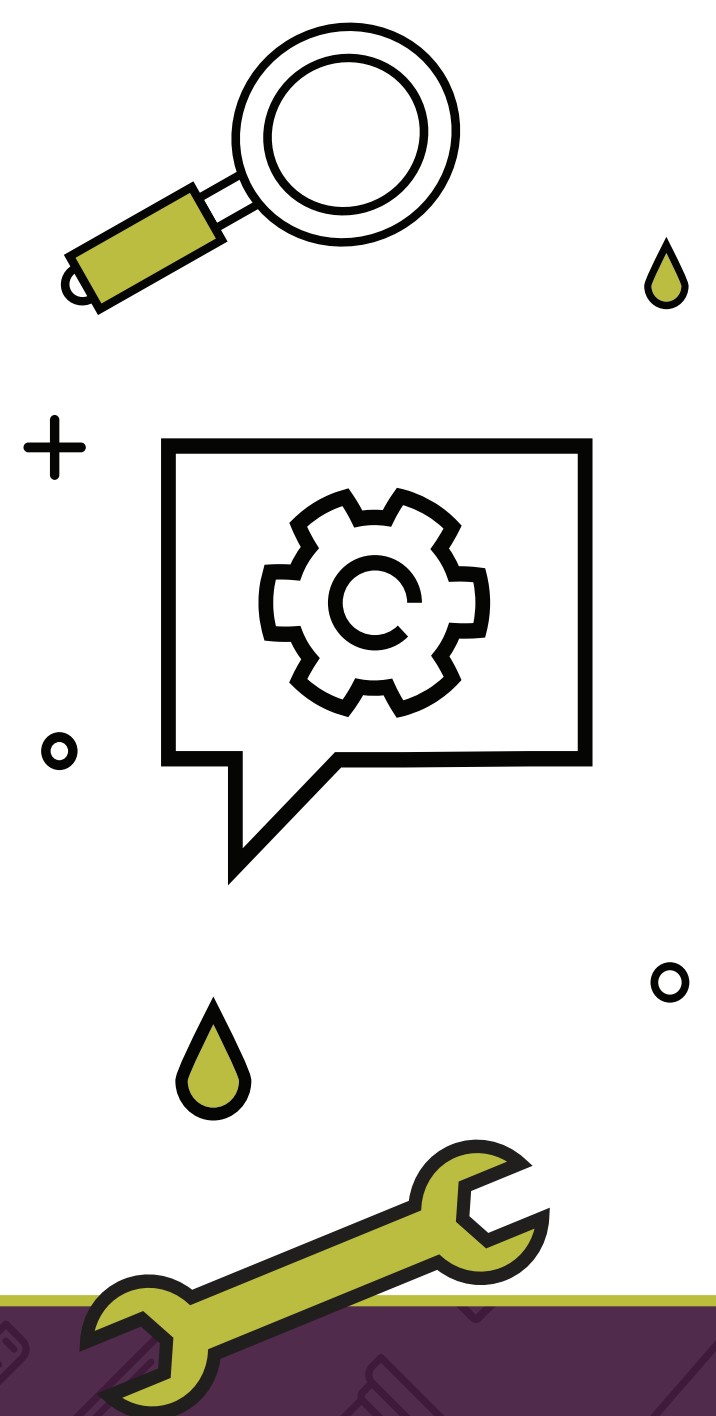
If your website contains relevant, compelling information related to your customers' needs, more customers will find you through search.

- + **Ask Yourself:** Does your site content rank high enough for users to find you?

### LEARN FROM THE COMPETITION

By knowing what terms are driving traffic to competitor sites, you can better understand how to adjust your own strategy to not only match their results, but grow past them.

- + **Ask Yourself:** What keywords are driving traffic to your competitors?



## 4 GOOGLE ANALYTICS - ALL ABOUT YOUR BOTTOM LINE.

Your website provides a wealth of insight about who your customers are and what they want to see. With the proper setup, this information can better serve your business needs.

### MAKE CONVERSION YOUR GOAL

Use Google Analytics to adjust your strategy and website experience, learning from where you are losing visitors to your site. You'll be better equipped to convert potential customers into actual customers

- + **Ask Yourself:** Are your website conversions increasing or decreasing over the last two quarters?

### FASTER IS OFTEN BETTER

Understanding and optimizing the load times for your website pages can significantly reduce your bounce rate and give visitors a better experience.

- + **Ask Yourself:** Do you know how fast your pages load on Desktop? On Mobile?

