

GET FOUND AND GET LEADS

How to crush it on Google with your Plumbing or Electrical Business

How to Get Found and Get Leads

Who This Is For

- Owners or managers of plumbing or electrical businesses
- Builders, heat pump installers and other tradies
- You want to understand online marketing enough so you can make good decisions to help your company grow, without needing to learn how to do it all yourself.



Josh Moore

Owner of Duoplus Online Marketing
Presenter Of This Webinar Today

In The Next 45 Minutes

- How you can make the phone ring or email beep within 2 to 4 hours
- How to work out down to the dollar how much it costs you to acquire a customer from your online marketing spend.

In The Next 45 Minutes

- What SEO means and how to get your site on the front page of Google.
- Why the top 4 listings get nearly all of the traffic and the rest get the rats and mice

In The Next 45 Minutes

- How to choose an AdWords or SEO specialist who knows their stuff and **not get “stitched up” or tied into costly long-term contracts.**
- **The one “must-have” strategy to make the online directories (Builder’s Crack, No Cowboys, etc) work for you.**

GET FOUND AND GET LEADS

Basically Everything You Need To Know So That You
Can Informed and Profitable Decisions About What
Online Marketing You Will Use For Your Business
And How To Measure The Results To Ensure You're
Getting Strong Return on Investment

GET FOUND AND GET LEADS

Does This Sound Like You?

Does This Sound Like You?

- You have a website, but it doesn't bring in much work each month.
- Do you search for “electricians” or “plumbers” on Google and find all your competitor's sites ranking better than yours?
- Do all the technical details of online marketing sound confusing, and you just want to know enough to make a good decision that will result in getting more leads in your business?

Does This Sound Like You?

- Do you see other people in your industry always at the top of Google, and exploding in growth, and wonder **how they're doing it?**
- Have you tried AdWords before but it didn't bring in the results you wanted ... or you weren't really sure what results it did bring in?
- Do you feel like online marketing could be a pivotal lever in your business' **success but you just don't seem to have it fully worked out yet?**

- The Real Problem -

You have not built a complete online marketing machine that works 24/7 to bring leads in the door, and connects with people all over your target area, as soon as they are looking for your services.

You may have some of the parts of your **machine already, but machines don't work** properly unless you have all the pieces.

It's like trying to use a computer without a screen. You need all the pieces to make it work.



- When You Have a Complete Online Marketing Machine Working for you 24/7 -

When You Have a Complete Online Marketing Machine Working for You 24/7:

- You will have a regular flow of new customers contacting you, ready to buy, who you have never spoken to before
- You will be able to increase and decrease leads, whenever you choose, based on how busy your calendar is.
- You will know exactly how much it costs to acquire a new customer

When You Have a Complete Online Marketing Machine Working for You 24/7:

- You can keep your company's brand in front of your target market easily, cheaply and regularly, keeping your brand top of mind.
- You will **have more powerful ROI figures than you've ever** experienced before.
- **And...** if you wish to sell one day, you will own an asset that is even more valuable, because of the proven, reliable marketing that is constantly generating leads.



Josh Moore

Duoplus.

- Owner of Duoplus Online Marketing
- We specialise in helping local businesses explode their growth by generating leads from online marketing

65% of all traffic now from search engines

Daniel Klinkenberg – Urban Homes

- Organic search engine traffic was just 650 visits per month
- Now over 2300 per month from organic traffic (65% of all their website traffic now comes from search engines)
- Has grown his company significantly, with more staff, many more houses, and beating their records each year



“Duoplus have been great for our company. Our website traffic has increased hugely through their hard work. It is one thing to have a great website but then getting people to it is the most important thing.”

Daniel Klinkenberg, Urban Homes

Gross Profit Increased by 417% in 2 years

Barry Mulder – PressureBall

- Had invented an innovative tennis product, which he was selling around the world through his website, but sales growth had stalled and AdWords were costs far more than the income they produced.
- We built him a new website, got it ranking well in Google, overhauled his AdWords, created a new pricing model and ran numerous tests on the site to improve sales.
- Sales boomed and gross profit increased by 417% over 2 years



GET FOUND AND GET LEADS

...And That's Just The Start Of It...

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So How Do We Create a Complete Online
Marketing Machine That Will Work For You 24/7?

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There Are **3 Essential Parts** You Need in Your
Online Marketing Machine If You Want To
Generate Real Business Growth

(And then some extras to make it really fly)

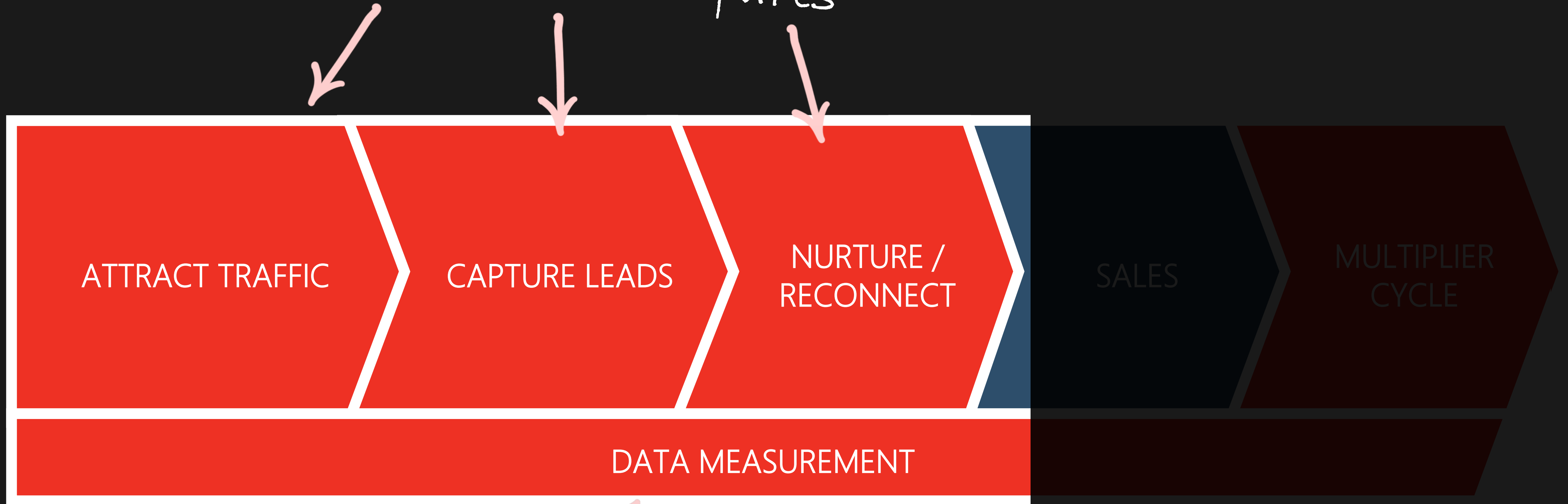
GET FOUND AND GET LEADS

The Duoplus Online Marketing Machine



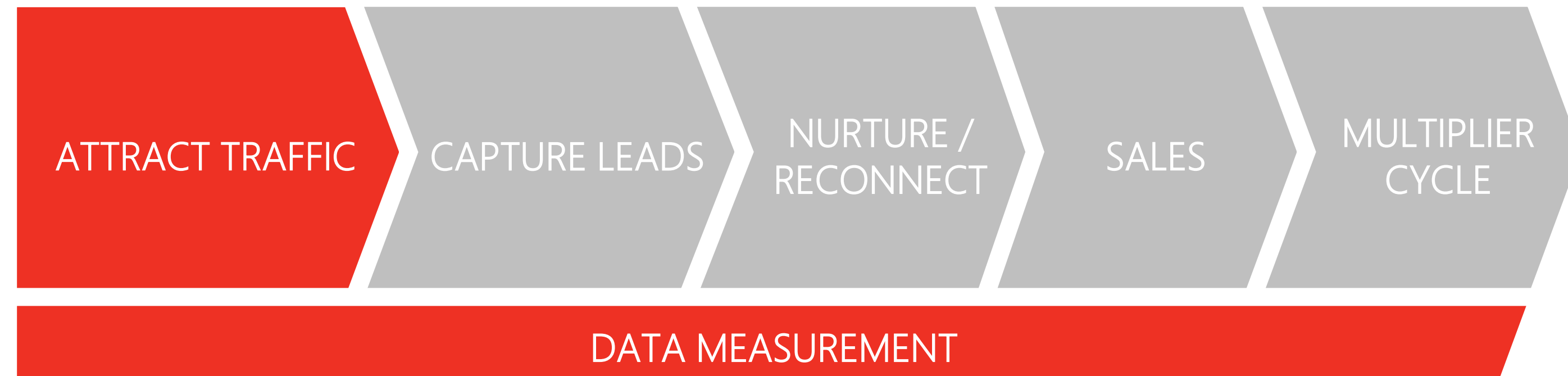
GET FOUND AND GET LEADS

The *Three essential parts* of the *Backbone* Online Marketing Machine



The oil

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ATTRACT TRAFFIC

You Need to Increase Target Market Traffic to
Your Website



Increase Traffic to Your Website

1. Search Engine Rankings (SEO)
2. AdWords
3. Facebook campaigns
4. Online Directories
5. Offline



Increase Traffic to Your Website

1 Search Engine Rankings (SEO)



Improving Your Search Engine Rankings

- “SEO” – “Search Engine Optimisation”
- It means getting your website ranking higher in Google’s organic results
- Are your competitors ranking higher than you? It’s not by luck.



Improving Your Search Engine Rankings

- Did you know ...
 - 40,000 Google searches every second
 - 3.5 billion Google searches per day
 - There are more Google searches from mobile devices than computers
 - 88% of consumers who search for a type of local business on a mobile device call or go to that type of business within 24 hours.
- How valuable are search engine rankings? ...



How valuable are search engine rankings?

- On average, search engine traffic stays longer on your site, and can generate more leads than other forms of traffic.

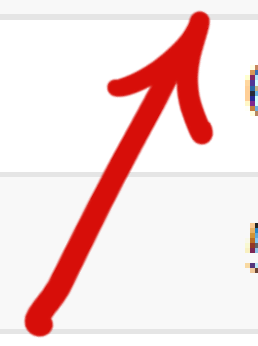
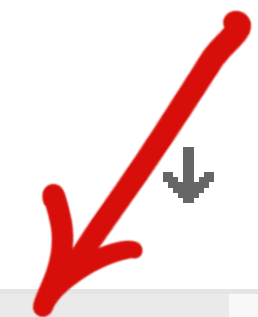
Traffic Type ?	Sessions ?	Goal Completions ?	Bounce Rate ?	Avg. Session Duration ?
1. organic	1,678 (57.98%)	110 (66.27%)	43.98%	00:02:32
2. paid	796 (27.51%)	28 (16.87%)	65.95%	00:01:26
3. direct	302 (10.44%)	24 (14.46%)	50.33%	00:02:28
4. referral	118 (4.08%)	4 (2.41%)	64.41%	00:01:30

58% of traffic

66% of leads

Longest time on site

Lowest bounce rate





Being on page #1 isn't enough

- You won't get these kind of results just by being on page #1.
- If you're not yet on page #1 for your important keywords, then getting onto page #1 should be your first goal. But just being on page #1 isn't enough.



Being on page #1 isn't enough

- Here's why:

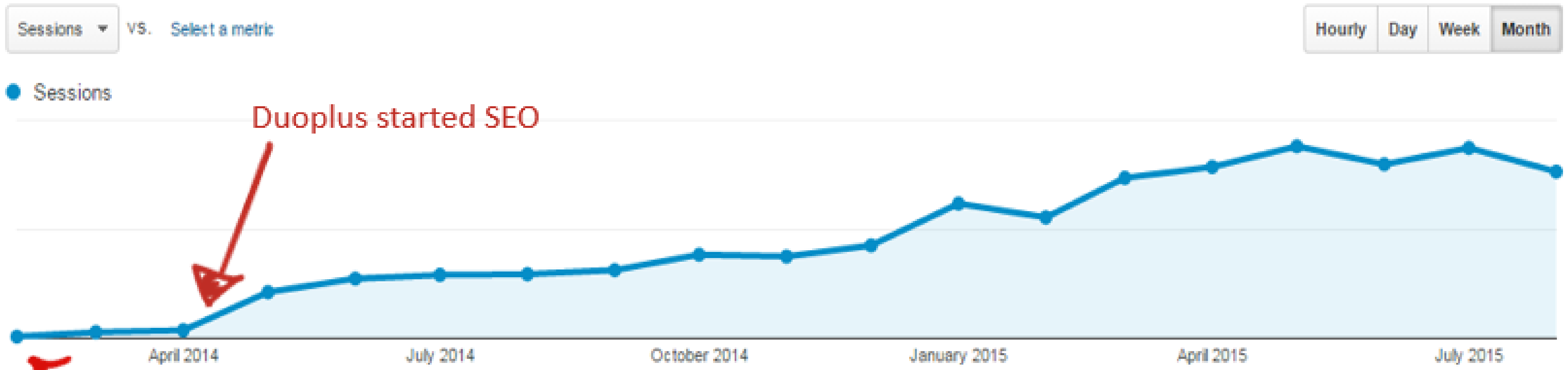
Google Search Rank	Average Traffic Share
1	32.5%
2	17.6%
3	11.4%
4	8.1%
5	6.1%
6	4.4%
7	3.5%
8	3.1%
9	2.6%
10	2.4%

70%

Only 8% visit page 2



Example: Chubb Security



New website launched

Duoplus started SEO





How does a site get ranked well?

- Overall there are two main areas that affect your ranking:
 - 20-30% of search engine ranking is based on the content and code on your website. This is called On-Page Optimisation.
 - 70-80% of the ranking is based on factors on other websites, mainly links that point to your site. This is called Off-Page Optimisation and **is a long process of building up your site's authority in the eyes of the search engines.**



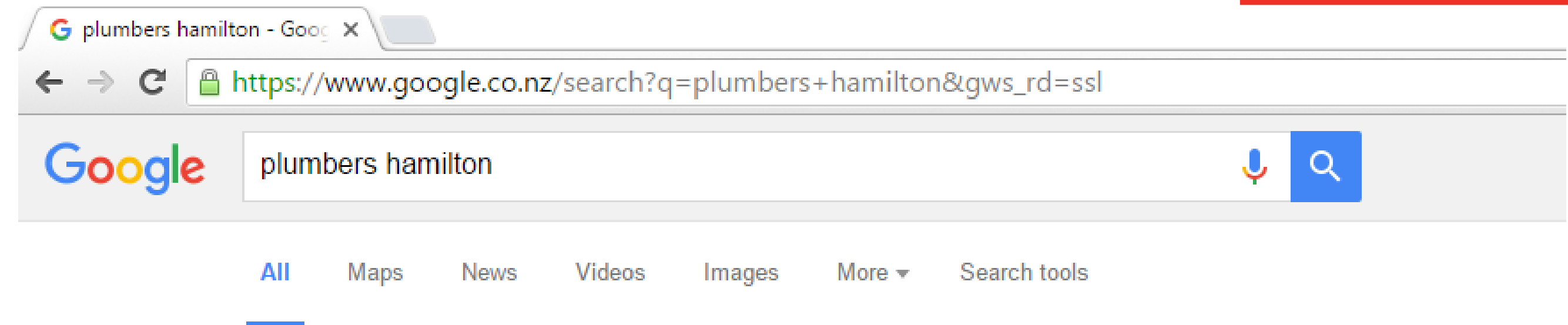
Increase Traffic to Your Website

2 AdWords



AdWords

- Pay-per-click
- An auction runs for the ads every time a search runs
- Highly targeted to people actively searching for your products or services
- Fast to get traffic to your site
- Clear measurement of results



About 821,000 results (0.78 seconds)

Plumbers Hamilton - Plumbing Done Right & On Time - mrplumber.nz

Ad www.mrplumber.nz/Mr-Plumber

Call Now For An Instant Quote!

24 Hours A Day · Emergency Services · Great Rates · 7 Days A Week

Services: Plumbing, Roofing, Gas Fitting, Drainage, Gutter Repairs, Hot Water Installation

[Plumbing Services](#)

[Spouting & Downpipes](#)

[Gas Fitting](#)

[Free Quote Form](#)

Hamilton Plumbers - jtcarterplumbers.co.nz

Ad www.jtcarterplumbers.co.nz/

24/7 Availability, Fully Certified, Prompt, Friendly Team. Call Us Now

Established in 1952 · Freephone 0800 JTCARTER · 24/7 Availability Service

Plumbers Hamilton - Need Plumbing Repair & Maintenance?

Ad www.hamiltonplumbing.nz/plumbing 0800 301 546

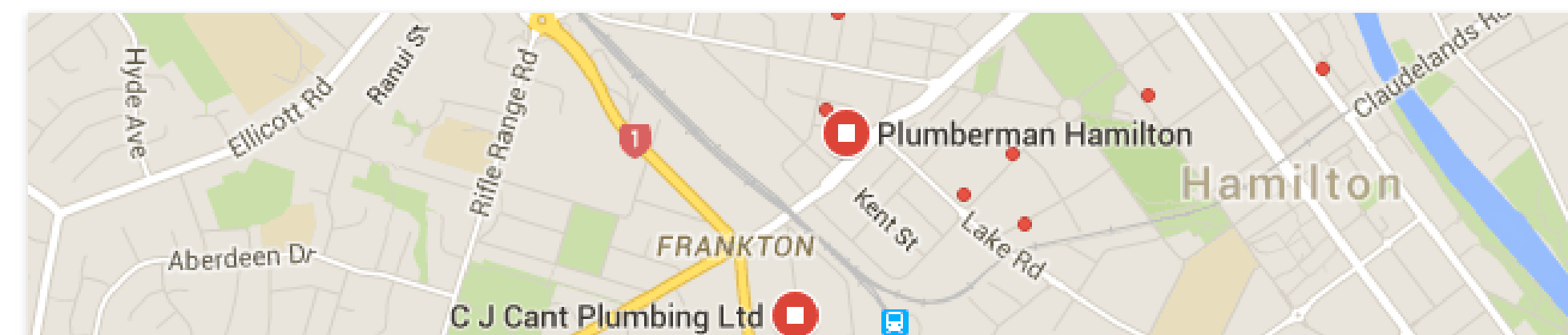
24 Hrs Hamilton Service. Call Us!

Services: Residential, Commercial, Emergency Plumber, Plumbing, Drainlaying, Gasfitting, Backflow/...

Plumbing, Drainage & Gas - Top Plumbers & Gasfitters Hamilton

Ad www.iremongerplumbing.co.nz/

Quality Service & Affordable Prices





AdWords Data Measurement

- Powerful reporting!

Campaign	Budget [?]	Status [?]	Clicks [?] ↓	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]	Cost / Click [?]	Cost / Impression [?]
Geo Location Hamilton	NZ\$32.00/day <input checked="" type="checkbox"/>	Eligible	168	7,514	2.24%	NZ\$2.77	NZ\$466.18	2.1	13	NZ\$35.74



How do we know what words people search for?

- Google Keyword Planner

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Keyword Planner
Add ideas to your plan

Your product category

Plumbing

Get ideas

Modify search

Targeting ?

Auckland

All languages

Google

Negative keywords

Date range ?

Show avg. monthly searches
for: last 12 months

Customize your search ?

Keyword filters

Keyword options

Show broadly related ideas

Hide keywords in my account

Hide keywords in my plan

Keywords to include

Ad group ideas

Keyword ideas

Keyword (by relevance)

Avg. monthly searches ?

Competition ?

plumber

1,000

Medium

mico plumbing

1,600

Low

chesters plumbing

880

Low

plumber auckland

1,300

High

drain unblocking

590

High

hot water cylinder

720

High

plumbing supply

720

Low

laser plumbing

590

Low

drain surgeon

390

Medium

plumbquick

390

Low

auckland plumbing

480

High

We can:

- Review what words are searched for in Google
- Choose specific words to target
- Choose geographic regions to target
- Choose specific words to exclude



Increase Traffic to Your Website

3 Facebook Campaigns

Facebook

- It's important to remember why people go on Facebook
- Facebook campaigns are like newspaper advertising on steroids – highly targeted, interruption based advertising.
- Great for keeping your brand in front of people.

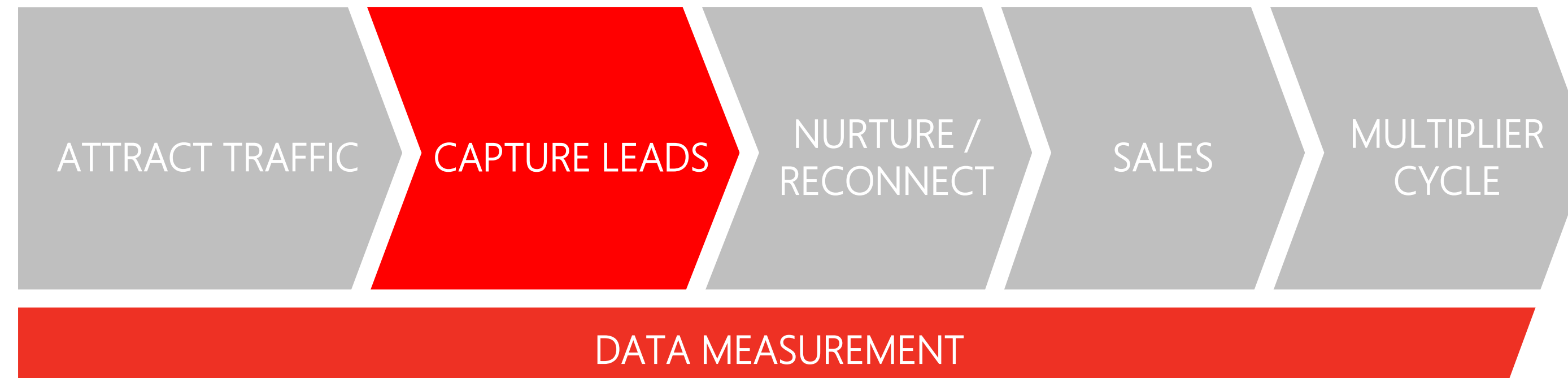




Increase Traffic to Your Website

4 Online Directories

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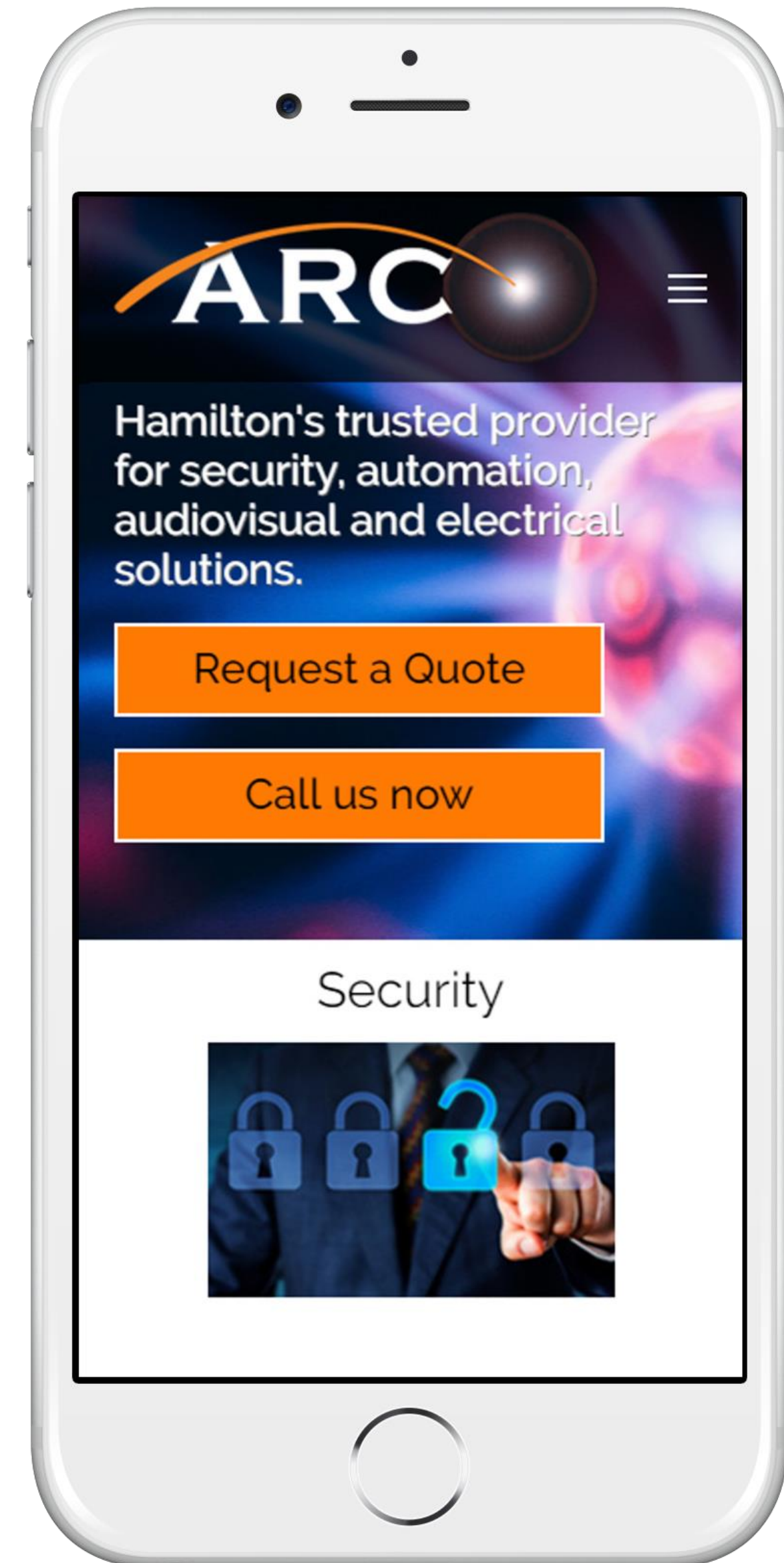
CAPTURE LEADS

**You MUST Have a Website that Converts
Visitors into Leads and Builds an Audience
That You Can Reconnect With**



Convert Visitors into Leads

- Phone calls





Convert Visitors into Leads

- Phone calls
- Enquiry forms (e.g. quote requests)

Your Name *

First Last

Email *

Daytime Phone Numbers *

Services Needed

Refrigeration

Heat Pumps or Air Conditioning

Ventilation

Type of Work/Property *

Residential

Commercial

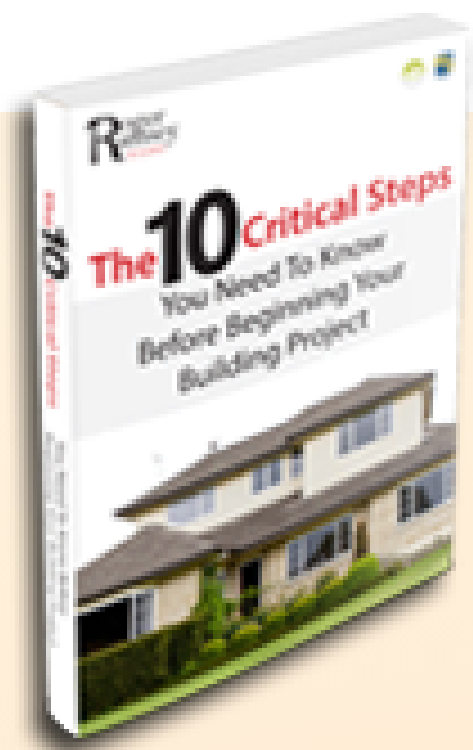
Farm

Other



Convert Visitors into Leads

- Phone calls
- Enquiry forms (e.g. quote requests)
- Give away a free resource to capture emails



FREE GUIDE

**Thinking of Building or Renovating?
Wondering Where To Begin?**

Download our free guide: *The 10 Critical Steps You Need to Know Before Beginning Your Building Project.*

(Hint: Knowing #7 can save you from making a costly mistake).

Enter your details to receive this FREE GUIDE

Send

- Home renovations
- Kitchens and bathrooms
- Sheds and Rural Buildings
- Light Commercial

Our promise: Our Time. On

Call Roger today to
project: **0274 944**

Or download this free guide



FREE
Thir
Wor
Downl
Before
(Hint:)

We enjoyed
the building pro
recom

Doug & Sandra Sanson
[Read more testimonials](#)

WAIT! BEFORE YOU GO...



Thinking of Building or Renovating? Wondering where to Begin?

Download our free guide:

The 10 Critical steps you need to know before beginning your building project.

(HINT: Knowing #7 can save you from making a costly mistake).

Enter your details to receive your FREE GUIDE.

DOWNLOAD THE GUIDE

ve this FREE GUIDE

Send



Convert Visitors into Leads

- Phone calls
- Enquiry forms (e.g. quote requests)
- Give away a free resource to capture emails



We have had to take on new staff

“We are very pleased so far with the referrals the site has been generating for us. We have had to take on another heat pump installer and a labourer to keep up with our current installs. We haven’t had enough staff for once which is great.”

Regan and Charlotte Koster, Cool Air







Conversion Killers

- Not mobile friendly
- Phone number not clickable on phones
- Phone number not easily found on home page on mobile devices
- Minimal or missing Calls To Action
- Dead end pages – you need to have a call to action at the bottom of each page.
- A news section that doesn't have any recent news or a specials section with outdated specials. These tell people that you're no longer in business!



Data Measurement of Conversions


- With Google Analytics setup correctly you can see exactly how many leads are coming in from your website.

Goal Completions by Traffic Type			 
Traffic Type	Sessions	Goal Completions	
paid	524	14	
organic	412	5	
direct	151	3	
referral	97	2	



AdWords Data Measurement

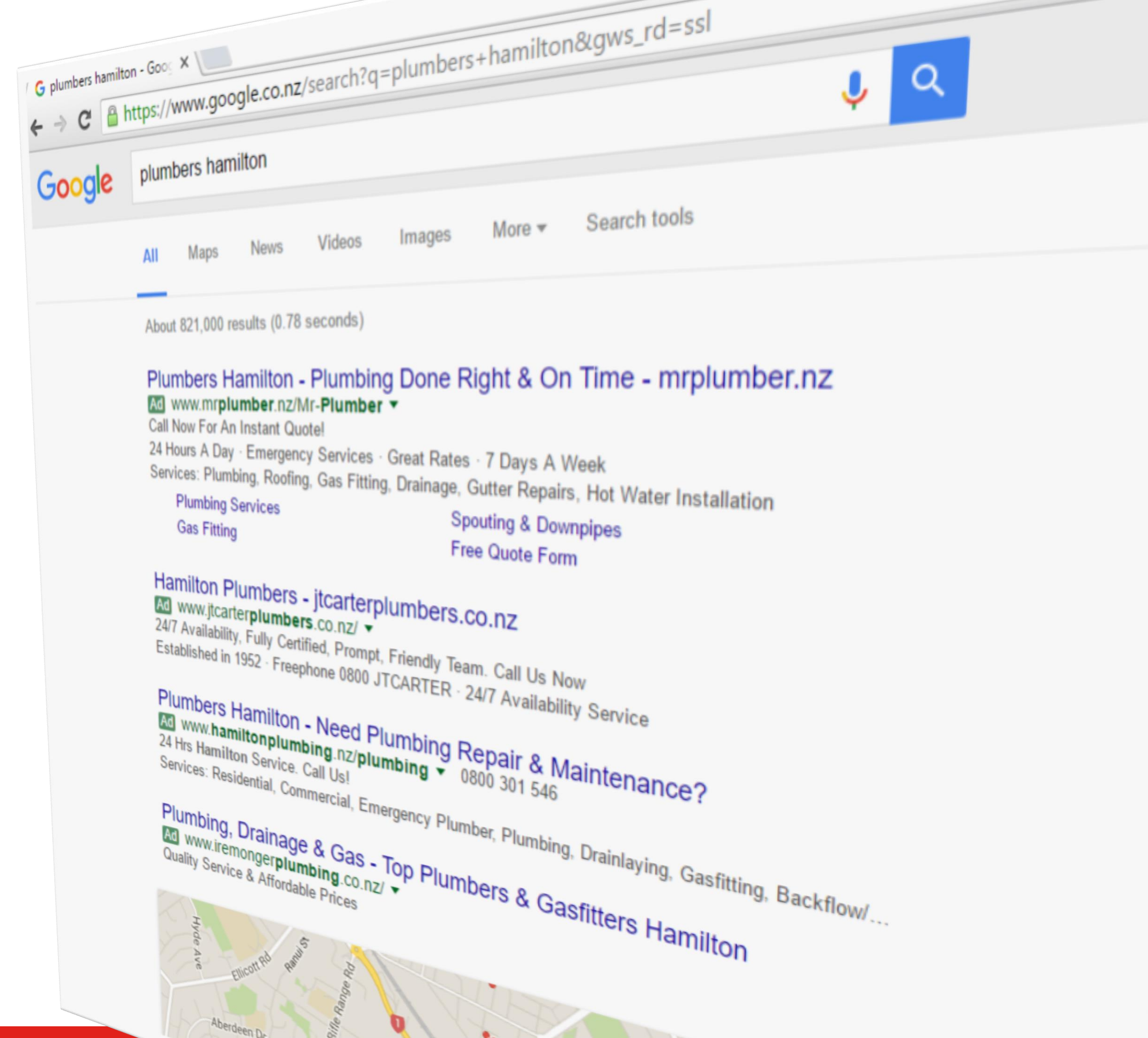
- Powerful reporting!

Campaign	Budget [?]	Status [?]	Clicks [?] ↓	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]	Cost / Click [?]	Cost / Imp. [?]
 Geo Location Hamilton	NZ\$32.00/day <input checked="" type="checkbox"/>	Eligible	168	7,514	2.24%	NZ\$2.77	NZ\$466.18	2.1	13	NZ\$35.74



AdWords – Mistakes to Avoid

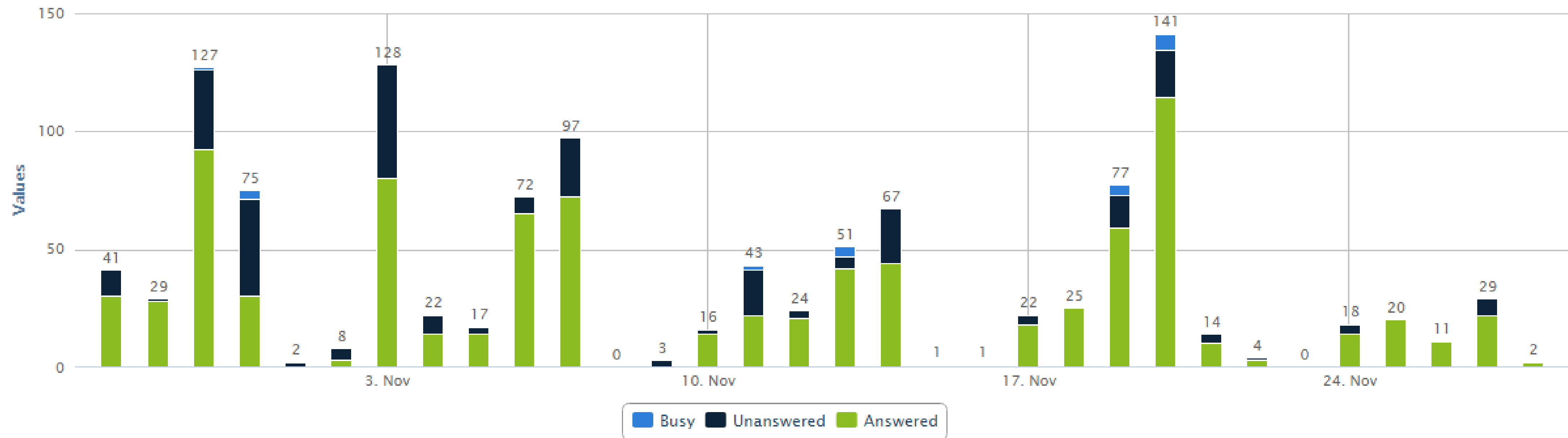
- Not having ongoing management of your Adwords account.
- Not using landing pages
- No conversion tracking – forms and phone calls.





Phone Tracking

Daily Calls
28/10/2014 To 28/11/2014



Call Result	Total Calls	Unique Callers	Average Duration	% Sales Conversion	Sale Value
Answered	871	684	1.55	75	3231045
Unanswered	294	268	0.00	0	0
Busy	22	18	0.00	0	0

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Real Conversions web submissions including calls

Apr 1, 2014 - Apr 30, 2014

Edit Email Export Add to Dashboard Shortcut

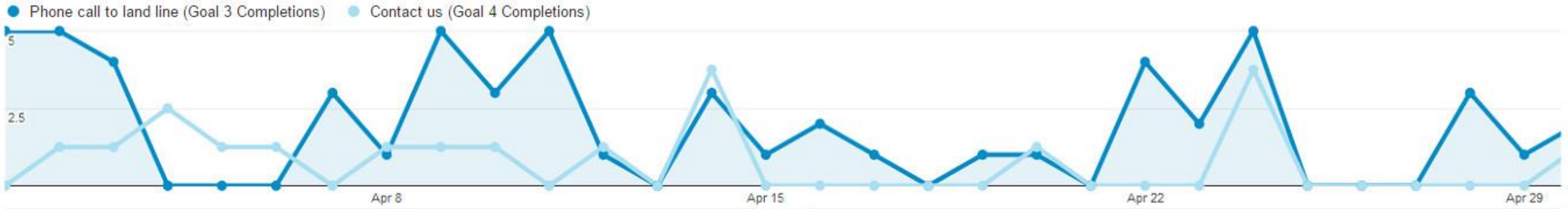
All Sessions
100.00%

+ Add Segment

source medium keyword

Phone call to land line (Goal 3 Completions) VS Contact us (Goal 4 Completions)

Day Week Month



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

advanced

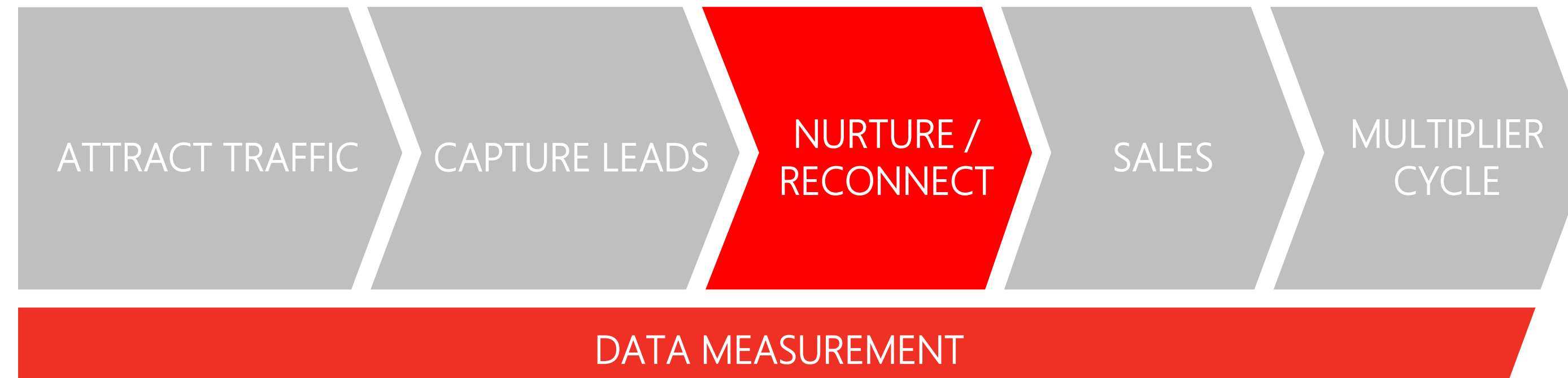
Source / Medium	Phone call to land line (Goal 3 Completions)	Contact us (Goal 4 Completions)	Sessions
	58 % of Total: 100.00% (58)	18 % of Total: 100.00% (18)	3,618 % of Total: 100.00% (3,618)
1. google / organic	20 (34.48%)	9 (50.00%)	1,027 (28.39%)
2. google / cpc	16 (27.59%)	5 (27.78%)	1,072 (29.63%)
3. (direct) / (none)	12 (20.69%)	2 (11.11%)	1,144 (31.62%)



The Invisible List

- There is a way to add visitors to your website into a list without needing their email address, phone number or for them to click any button. Just by visiting your site they can be added to your marketing list.
- **It's called, "Remarketing".**
- To start building your invisible remarketing list you need to get some code added to your site.

GET FOUND AND GET LEADS



NURTURE / RECONNECT

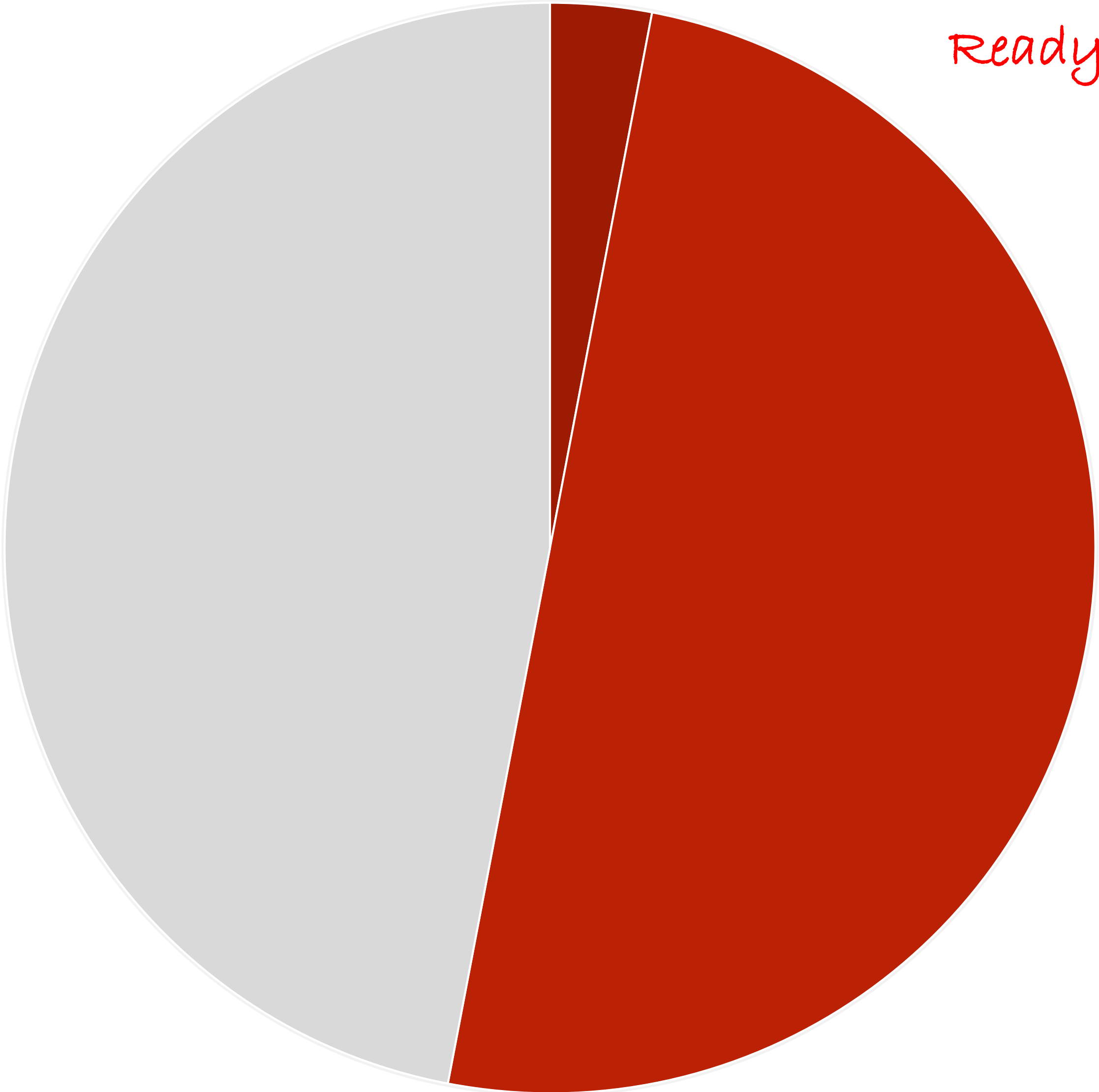
Reconnect with Your Leads and Audience to
Build Brand Awareness and Become Top of Mind

GET FOUND AND GET LEADS

Ready to buy today

Would buy from you
in the next 12 months

won't buy from you





Remarketing

- Show ads to people who have previously visited your website
- Facebook, NZ Herald, Stuff, plus thousands of sites around the world.
- Increases brand awareness. Puts your company top of mind.
- Makes you appear bigger than your competitors



Emails and Automated Email Follow Up

- Easy to do, and very cheap
- Simple automated email sequences – add value and convert to an enquiry
- Broadcast email can bring in fast work if you get quiet. Tony has some great examples of emails that can trigger instant work.

Putting It All Together

Evan and Carol Chatfield, Goldstar Heat Pumps

- They were a small general electrical company, installing some heat pumps. Decided to change to focus completely on heat pump installation.
- We built them a high converting website, started **running AdWords, started SEO ... and sales took off**. They cancelled their newspaper and radio adverts and just focused on online marketing.



Putting It All Together

Evan and Carol Chatfield, Goldstar Heat Pumps

The result:

- Their sales increased by 100% in the first 12 months.
- Within 18 months of working with them they became the #1 Independent Fujitsu Dealer in New Zealand.
- They grew by another 30% the following year, and again another 30% the year after that.



They have a **complete online marketing machine** that works 24/7 to bring leads in their door.



GET FOUND AND GET LEADS

ACTION STEPS

Action Steps

- **SEO is for long term growth ... expect it to take a few months to see results.**
- AdWords can get immediate results.
- If you really want to grow your business, invest in both. If your budget is tight, start with AdWords and then add on SEO later on.
- You should run both SEO and AdWords long term as both will bring in work, even when your website ranks very well.
- **Don't try to DIY ... they both take a lot of work, and will completely distract you from working on the most important parts of your business.**
- **DON'T respond to the** spammy emails we all receive.

Action Steps

Name:

Anushka Salwan

Email:

anushkasalwan1978@gmail.com

Message:

Hello,

Greeting for the day!

We are a **reputed** guest posting, article writing and **SEO company** with over a decade of experience in website articles and Blog writing, assisting clients from across the globe. We provide professional guest posting service to help you stay head and shoulders above your competitors.

It has grown to be one of the most influential off-page SEO strategies for promoting brand and products alongside building relationships with the clients, which additional leads to awareness and natural visibility.

Action Steps

- Choose a company with a good reputation. (Dodgy SEO techniques can get your site penalised by Google!)
- Test question: Ask them if your home page is fine to point AdWords to.
- At Duoplus we run AdWords and SEO for many clients. At the end of the webinar Tony will tell you how to book a free planning session with me.