

How to Leverage Your Marketing to Start Making **MILLIONS**

Actionable Steps From One of the Top 1% of Google Partner Marketing Agencies In The US



Google Partner

WEBSITE DESIGN

Did you know that It takes about 50 milliseconds (that's 0.05 seconds) after landing on your website for your potential clients to form an opinion about your company? Users judge websites hard and fast, and your business could easily be losing out on a lot of revenue with a click of a button. As a business owner - you are responsible for your success and a high percentage of that potential success is going to start with your website. Does your website have what it takes to turn online users into customers?

Proven website components that help your website convert:

- Prominent Calls to Action
- Mobile-Responsive Design
- ADA Accessibility
- Emotionally Driven & Compelling Content



SEARCH ENGINE OPTIMIZATION

Having an amazing, fast-loading, user-friendly website is just the beginning! Now you need to drive your target audience to your website so that they can learn about your company and how you can help them. There's more than one way to drive traffic to your website - but Search Engine Optimization (SEO) is one of the best ways. While some think that SEO is outdated in a world of instantaneous results, Google begs to differ. In fact, in 2021, the first five organic results on Google's search engine accounted for 67.6% of all the clicks. Well worth the investment! Long-term efforts = long-term results.

At the very minimum - SEO essentials must include:

- Traffic tracking through Google Analytics
- On-Page SEO
- Keyword Optimization
- Internal & External Links

GOOGLE ADS

Driving high-quality, converting traffic fast is often the main goal for business owners who use online marketing strategies. The fastest way to drive converting traffic to your website is with Google Ads. Using the right strategies that are conducive to your business, running ads through Google Ad's can help you increase your lead volume and your revenue. You may end up so busy that you'll have to hire new techs or turn down jobs!

Google offers a variety of ad options that are designed with specific purpose and intent. Consider the following:

- Search Ads
- Display Ads
- Youtube Ads
- Local Service Ads



GOOGLE BUSINESS PROFILE

Having a Google My Business Profile isn't even an option for business owners who really want to make online marketing work for them. This free listing can be a money making machine if you take the time to optimize it. What makes it so great? Reviews. If you want users to know how stellar your employees are and to hear previous customers raving about the quality of your work - this is where they'll find it. With good reviews and great response times, you will knock your competition out of the game and dominate your market.

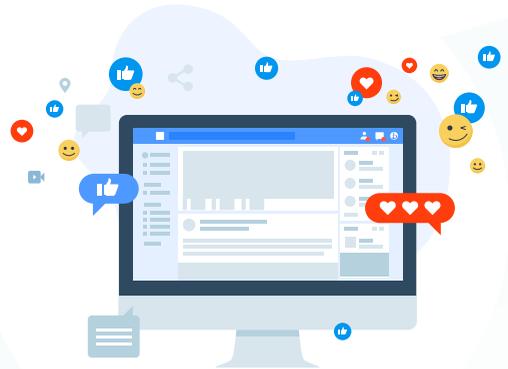
Stay on top of your marketing game by:

- Claiming & verifying your listing
- Making sure your business name address, hours, and phone number are accurate
- Always request reviews
- Respond to every review you get, good or bad

SOCIAL MEDIA

As you build your business it's important to build a presence in your community. Engage with your audience both in-person and online through social media. Your online interaction and engagement with your audience will only grow your brand awareness and create a sense of familiarity which can go a long way for service providers. A transparent and genuine presence is the best way to win over new customers online.

- Get to know which social media platforms your audience is using and start creating content on those platforms
- Be personable and offer an inside perspective on your business
- Be active in your online and offline communities
- Ask people to like your page
- Post regularly to stay top of mind



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