

## Internet Marketing Seo for Contractors: Everything You Need to Know to Market Your Home Services Business Online for More Calls, More Leads Bigger Profits (Paperback)



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### Reviews

*This is basically the best publication i have got read through right up until now. Sure, it really is perform, still an amazing and interesting literature. Your life span will probably be convert once you full reading this article ebook.*

*(Dr. Irma Welch)*

## **INTERNET MARKETING SEO FOR CONTRACTORS: EVERYTHING YOU NEED TO KNOW TO MARKET YOUR HOME SERVICES BUSINESS ONLINE FOR MORE CALLS, MORE LEADS BIGGER PROFITS (PAPERBACK)**

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Createspace Independent Publishing Platform, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Internet Marketing SEO for Contractors is a breakthrough book written specifically for Roofers, Plumbers, Kitchen Remodelers, Pool Builders, Landscapers, Pest Control, HVAC Contractors and other Home Service Businesses. If you are looking for ideas, strategies techniques to grow your business and get more inbound calls, leads and profits by marketing online then you need look no further. Throughout the pages of this book we will help you understand the online marketing landscape, define a proven plan for leveraging the internet to drive profitable inbound leads and walk you step-by-step through the process of implementing that plan for maximum results in terms of leads, calls and profits. At first glance it might be overwhelming to consider all of the marketing options available in your online marketing playbook including Search Engines (Organic, Maps, Pay-per-click), Social Media (Facebook, Twitter, Google+, Linked In), Paid Online Directory Listings (Angie s List, YP, Yelp, etc) and Paid Online Lead Services (Home Advisers, Networx, etc). To maximize your lead flow from the internet you need to understand each of these marketing channels and develop a strategy for leveraging each. We start the book by mapping out each of these online marketing channels so that you can see the big picture and understand the potential. From there, we take you step-by-step through each of these online marketing initiatives with clear instruction so that you can setup and implement a strategy for each. How to setup your website How the Search Engines work and the differences between the paid, organic and map listings How to optimize your website for the keywords that are most important for your particular business via Search Engine Optimization (SEO) How to get ranked on...

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