

3 things YOU can do RIGHT NOW to improve your website

Hi, I'm Michael Pollaci, I spent over twenty-five years in home improvement, contracting, and commercial construction. Now I help successful contractors, home builders, and tradesmen make more money.



We help contractors, and tradesmen create eye-catching websites that measure up to their hard-earned reputations so they can beat the competition and turn more leads into paying customers.

These 3 improvements are all part of our Showcase Website Blueprint that has been responsible for helping businesses create highly targeted web pages turning more referrals to paying customers. Today, I am giving you the "3 things you can do RIGHT NOW to improve your website", to help you get more from your website.

Without making these 3 improvements, you will continue to lose referrals to competitors who may not be able to provide a better service, but simply have a better website.

With these 3 improvements, you'll start converting those 84% of referrals who look you up online before they call you and get even better results from your marketing campaigns and your referrals.

Now go improve your website today!



ACTION

1

One call to action

Have you ever been to a website and you're not sure what they want you to do?

Don't answer that... I know you have.

If You **CONFUSE**, you'll **LOSE!**

Give your site visitors one call to action.

One way to contact you.

There should be only one button and the message in that button should be consistent throughout your website. The more you repeat it, the better.

In addition, that button should go to one place. It should be directed to a click to call (on mobile), a calendar link, or a form. Either way, it has to be consistent.

You are signaling to your website's visitors what you want them to do, the easiest way to do business with you, and the best way to contact you. If you want to include a secondary way to contact you, place it at the bottom of your website in the footer.

- One Call-To-Action "Schedule a Call", "Get a Free Estimate", etc.
- The button can direct prospects to a form or can be a click-to-call button for mobile.
- Keep it simple and consistent

Bonus Section:

Keep in mind that contacting you is the whole point of the website. The Call-to-Action buttons equate to cash drawers where people can buy your services or products. Make it easy for them to contact you no matter where they are on the page – put a button in every single section.

Trust me. You want cash drawers everywhere...

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It's about building a website that works.
www.StaffordTechnologies.NET
bit.ly/ShowcaseSuccessCall

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2

Happy Images

Take a look at the images on your website. Not the galleries. The images in your page heroes or within the content. Is there a single image that shows someone smiling while using the new deck you installed, the new sliding door, the beautiful bathroom (this one may be tricky! :-), or that beautiful new kitchen?

I'm guessing if there are any, they are far and few between.

Happy, Happy, Happy!

Paint a happy picture!

People have imaginations. When we communicate, we listen with pictures. We see ourselves in the situation. Why not **SHOW** them what their life would look like after using your services or products? Why leave it up to their imagination?

You're the expert. You're the one with the vision and the know how to help them solve their problem. They are looking to you to guide them to the solution.

Show it to them.

Get rid of the pictures of you and your team working, or the images of the beautiful deck you built. **SAVE THOSE FOR THE GALLERY.** Replace them with images of your customers enjoying their new deck or new kitchen. If you don't have any, download some royalty free images. There are plenty of free resources out there, but to be honest, it may be better if you spend a few bucks for better images because...

PICTURES SELL!

- Use action images of people using and **ENJOYING** the product or service.
- Use stock images if you don't have any.
- Work on taking pictures of your customers smiling in front of their new kitchen cabinets.

Bonus Section:

Go to www.StaffordTechnologies.NET/best-image-vendors for a full list of great royalty free and paid for image sites.

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3

Mobile First

According to Statista (www.Statista.com) over 60% of all searches are completed using a mobile device. This is a huge increase from 2016 where less than 50% of searches were completed on mobile.

What does that mean for you? If you haven't had your website refreshed in the past few years, your website is probably not optimized for mobile devices.

Mobile forward design

Help them find you where they search.

A direct quote from the Google Search Central Blog in a post, dated July 2021:

"Mobile-first indexing has been an ongoing effort of Google for several years. We've enabled mobile-first indexing for most currently crawled sites and enabled it by default for all the new sites. Our initial plan was to enable mobile-first indexing for all sites in Search in September 2020. We realize that in these uncertain times, it's not always easy to focus on work as otherwise, so we've decided to extend the timeframe to the end of March 2021. At that time, we're planning on switching our indexing over to mobile-first indexing."

This can not be stressed enough... **If your website is not set up for mobile, you will disappear from the search results.**

I know this may be difficult for you, but at the least, you can test your website to see if it is acceptable for now. If it isn't call us immediately.

Why not call your old developer? Let me ask you... Why haven't they called you?

- Over 60% of all search is now completed on a mobile device
- Be sure your website returns well on mobile devices
- If you are not in compliance, your website designer should have called you by now

Bonus Section:

Go to <https://search.google.com/test/mobile-friendly> or <https://ready.mobi/> for a mobile test of your website.

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3 things YOU can do RIGHT NOW to improve your website

Improve **Your Website** Today

You are in possession of a great tool. If you take action on it, it can provide you a boost in the number of referrals your website can convert to paying customers. But, unless you understand why this is important or how to implement the information, it will remain an underutilized tool that sits in your toolbox.

It's like having the best compound miter saw and never taking it out of the box.

If you'd like to use this tool at its fullest potential, I would love to take some time to show you how with a twenty-minute phone call where we will deep-dive into exactly how to implement these strategies, providing you everything you need to know to maximize your results.

During our free twenty-minute call, I also give insights into what we have learned about the industry and talk about some strategies you can deploy immediately to help generate some new leads immediately.

My promise to you...

NO SALES PITCH WHATSOEVER! If you would like to talk about how we can help you and your company, ask us and we'll set up a separate time and date to do that.

Click here to schedule your time → bit.ly/ShowcaseSuccessCall



Check out the **BONUS** section on the next page...



4

BONUS

In today's search world, local search is the new social media.

Let's face it, Google **IS LOCAL SEARCH**. As a contractor, home builder, or tradesmen, you must do well on Google local search if you're going to succeed. After all, 95% or more of your work is completed within an hour of your office or home.

Google My Business

The most important thing to have for local small business.

There are three places you want to be when someone in your local area is searching for your products or services.

1. The first spot under the map
2. The second spot under the map
3. The third spot under the map

In other words, the only thing that matters today is showing up under the map!

This is called "The Map Pack" and it is the most coveted real estate in the online world especially for local contractors, home builders, or tradesman.

Your Google My Business listing directly contributes to this positioning. If you're not working your Google My Business listing, or worse, you don't have one, you're missing out on one of the most powerful marketing strategies for your business.

- The Map Pack is the most coveted real estate on the web
- Local search is more important with the proliferation of mobile search
- Most small businesses complete locally

Bonus Section:

Go to <https://bit.ly/SixtySecondsOrLess> to see a full video series on how to set up and optimize your Google My Business listing. All the videos are sixty seconds or less and are full of great tips.

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