

# 10 MISTAKES YOU'RE MAKING IN MARKETING YOUR **PLUMBING** **BUSINESS ONLINE**



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Online marketing research results have pinpointed 10 mistakes plumbing businesses owners consistently make regarding SEO, pay-per-click (PPC), social media and outbound linking strategies:

## 1. **NEGLECTING THE POWER OF EMAIL MARKETING**

Social media has been slowly but steadily eclipsing more traditional methods of marketing since the early 2000s. But email marketing is still a proven strategy that allows plumbing businesses to build relationships with customers and achieve respectable ROIs. Email marketing tools that send automated emails based on a customer's buying behavior and preferences are available at minimal cost. MailChimp is one such email marketing tool that provides reports on your email click rates. It also offers analytical recommendations regarding when to send emails to customers as determined by their engagement information.

## 2. **USING A WEBSITE THAT ISN'T MOBILE-FRIENDLY**

Converting visitors to your website into paying customers means engaging and interesting them within a few seconds of landing on your page. Consider hiring a website developing company with great web design skills on desktop, mobile, and responsive design. This allows people using any device to use your website easily without missing out on any information or functionality.

## 3. **INVESTING TOO LITTLE IN SPONSORED POSTS**

Sponsoring posts on social media sites like LinkedIn or Facebook places your services and products at eye level with a huge number of your target

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demographic every month. Taking advantage of social marketing can help your business gain new customers, increase traffic to your website and build brand awareness. Most social media sites that let business sponsor posts provide tools enabling you to pinpoint your target audience so that your posts and ads appear on the feeds of consumers who satisfy your ideal customer criteria.

#### **4. SEARCH ENGINE OPTIMIZATION IS STILL THE #1 METHOD FOR RANKING ON GOOGLE**

Like email marketing, SEO has been somewhat overshadowed by the meteoric popularity of social media sites. However, Google's search algorithms continue to rely on keywords, outbound/inbound links, refreshed content and original content. Ranking your website on Google and keeping it ranked means spending time on publishing professionally written articles and inserting keywords appropriately into your site's content.

#### **5. OVERDOING IT ON GIFS, IMAGES, AND OTHER "BELLS AND WHISTLES"**

When people are searching for a reputable plumbing business online, they don't want to be confused by a website stuffed with animations, too many images and glaring colors. Minimalist website designs for plumbing businesses that include easy-to-find contact information, list-style articles, fast loading times and a clean "About Us" section will stop visitors from quickly abandoning your site.

#### **6. OVERSELLING YOUR PLUMBING BUSINESS ON TWITTER, FACEBOOK AND OTHER SOCIAL MEDIA SITES**

Social media users turn to Facebook for entertaining and informational articles. Posting only sales-pitch type articles about your plumbing business won't engage people. When engagement decreases, so will your presence on their feed. As a rule, eight out of every 10 articles you post on your social media account should not be about promoting your business.

#### **7. IMPROPERLY OPTIMIZING IMAGES**

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Randomly sticking a stock image on your plumbing business website without adding SEO captions or [meta tags](#) does nothing to improve your site's placement and rank on Google returns. Use keywords when captioning an image and compress large photo files for quicker site load times.

## **8. IGNORING SOCIAL MEDIA SITE USER COMMENTS**

By personally interacting with users on social media sites, plumbing business owners can build relationships with customers while promoting services, products, promotions and company information. The more customers know about you, your company and your services, the more likely they will call your business for plumbing repair needs.

## **9. NOT INVESTING IN PAY PER CLICK (PPC)**

PPC allows website owners to pay Google for automatically ranking their site on search results. In other words, plumbing businesses can increase their organic traffic without implementing SEO techniques. For a fairly low price with the potential for a positive ROI, PPC propels a significant increase in visitors to your website in a short amount of time. In addition, PPC permits targeting of specific groups of people (rural, urban, older, younger, homeowners, etc.) who are more likely to seek the services of a plumber.

## **10. NOT HIRING A PROFESSIONAL WEBSITE MARKETER**

Owning and operating a business leaves little time for you to market your website properly. Constantly responding to social media users' questions and comments and supplying your website with original content means spending several hours a day composing copy and attending to your social media accounts. An experienced marketer will do all that and more for you so you don't have to worry about anything except running your plumbing business.

