



# LEAD GENERATION CHEAT CODES FOR HOME REMODELERS

TRIED AND TRUE TACTICS TO  
GENERATE LEADS FOR YOUR  
HOME REMODELING BUSINESS

CRAFTSMANSHIP MARKETING

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01

**THE POWER OF  
PREDICTABLE  
REVENUE**





# THE POWER OF PREDICTABLE REVENUE



Predictable revenue is essential for the success of your business, as it can provide consistency year-over-year. Having a strong idea of how much income you can expect to generate in each period provides you with the financial platform needed to grow your business by investing in talent, tools, and systems. This is essentially a framework that will ensure there is no guesswork or hustling at the last minute just to try to bring in enough money.

The best way to provide predictable revenue needed for your business is by leveraging tried and true lead generation tactics. This might mean stepping away from some of the tactics you are currently using to try a different approach. Throughout this book, we'll be delving into strategies that work for both short and long-term lead generation.

## Benefit from the Rise in Home Remodeling

The current economic troubles are starting to slow the housing market. Fewer people are choosing to buy a new property and are instead investing in improvements to their current properties. It is a more affordable option, and it improves the home value. According to Google Trends, home remodeling searches have more than doubled between 2020 and 2021. The growth means that there is a lot of potential for your business.

This could be good news for your business, but the key word here is potential. The market increases are nice, but only the top 20% of remodeling companies with prominent local market penetration dominance are likely to benefit. If you don't have the right lead generation systems in place, you are only going to get the scraps. You won't see the market growth you deserve.

## The 80/20 Rule

One online search will show you that there are virtually countless lead generation and marketing tactics being used today by all manner of companies.

Of course, understanding the right strategies can be difficult, even if you've been in business for a while. Let's take social media, for example. A lot of contractors spend an incredible amount of time working on engaging with creating and posting content and engaging with people on those social media platforms. All that time and effort could be better spent on tactics that can generate real leads.

The 80/20 rule is also known as the Pareto Principle. The idea is that 80 percent of your results will come from just 20 percent of your efforts. This means that most of your leads will come from 20% of the tactics you employ. Once you understand this, you can then focus your resources on the lead generation approaches that will produce the best results for your business.

Before you can use this principle, though, you need to know which methodologies are going to work. The first step is to understand how customers' minds work when they are searching for a home remodeling contractor.

## How Do Customers Find Local Contractors?

Interestingly, the customers are the biggest hurdle to overcome when trying to bring in leads. This is because of the way so many of them find contractors. According to Google's Consumer Barometer, 40% of people only consider one local contractor before they make their decision on who to hire.

This means that close to half of the potential customers out there are going to choose the first contractor they find. That's shocking, but not entirely unexpected.

People like things to be fast and easy, after all, and this includes the hunt for a contractor. These consumers don't always understand just how different contractors can be in terms of quality, price, professionalism, etc. Later, they may end up regretting their decision if they picked a low-quality contractor for home remodeling.

The fact that so many are quick to pick their contractor is also a problem for your business. How are you going to compete when someone just picks the first thing they see?

Well, you can still increase your client base by keeping in mind the 80/20 rule discussed above and using the right tactics. You can put yourself in front of those customers, so there is a better chance of them choosing you. When you know how and where to place your efforts, it becomes a lot easier.



# What About Referrals?

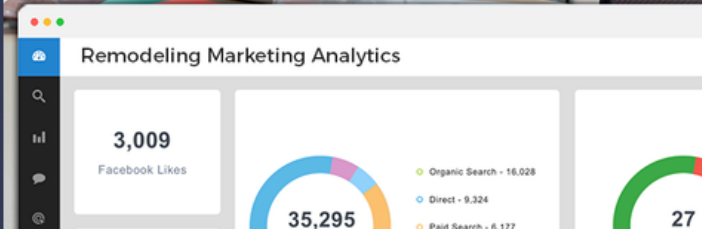
If you have a home remodeling business that's been around for a while and you have happy customers, you might feel that you can rely on referrals to bring in more leads. Of course, getting referrals from clients who are pleased with your work is always nice, but that doesn't mean you can rely on it.

Even when you have a strong referral network, you are still competing against a lot of other home remodeling companies, including the market leaders. You might feel that your quality and expertise stand head and shoulders above your competitors, but you have a long hill to climb if you are putting all of your faith in getting referrals.

What you need to do is diversify your tactics and understand how to use some of the best, workable ways to generate real leads that are more likely to convert. This helps to ensure that you will have a constant influx of clients to grow your business and increase your revenue.

# Growing Your Leads

Lead generation doesn't have to be a massive mystery any longer. This book is meant to provide you with the knowledge and strategies you need to make a positive difference in your marketing, so you can have a constant flow of new leads, and so you can grow your business in ways you didn't think possible.



READY TO GENERATE MORE LEADS?

# Let's talk about your marketing.

FREE CONSULTATION

02

**LEAD  
GENERATION  
REQUIRES  
RESOURCES**





# LEAD GENERATION REQUIRES RESOURCES



Leads don't magically show up requesting that you remodel their home. They have to know your business exists, and this is done through lead generation. You want to attract these prospects to your business so you can convert them into becoming a customer.

As we said in the previous chapter, referrals are not going to provide you with the number of leads you need to sustain your business. How many of your clients know someone who needs remodeling right now? While referrals can bring in some new customers, you can't rely on this tactic alone. Though connecting through social media might be affordable, it doesn't garner the results you need either.

If you want more leads, you need to invest resources. The types of resources you will be investing will vary based on whether you are using short or long-term tactics.



# SHORT AND LONG TERM TACTICS

## Short-Term Tactics

Short-term tactics require a financial investment on the part of your company. This refers to advertisements that are targeted toward potential customers in your geographic area. This includes ads on Google and Yelp.

## Long-Term Tactics

Long-term tactics don't require financial resources as much as they will require consistent and persistent time investments. They are going to take longer to use, but when used properly, they will provide you with continued returns with a constant supply of new leads.

Long-term strategies require putting efforts into local search, organic search, website site optimization, and Houzz.

## The Key Is to Employ Both Short- and Long-Term Strategies

This is not an either/or situation. For the best results and to ensure that you always have leads, you want to use both. The key is knowing which long and short-term strategies you should be using.

Trying to figure it out on your own tends to be a process of trial and error. You don't have time for that, so we've taken all the guesswork out for you in the pages that follow. In the next chapter, you will learn more about the best strategies to put into place. You will learn more about what approaches to use and how to use them.



03

# SHORT TERM TACTICS



# SHORT TERM TACTICS

Short-term tactics have the potential to be highly effective in a relatively short amount of time. These tactics require financial investments in advertisements geared toward potential customers in your area. However, that doesn't mean that you need to spend a fortune on the ads to get excellent results.

You do need to find the right places to advertise, and you need to know how to create ads that will target the right people. In this chapter, we'll be covering the most effective options.

01

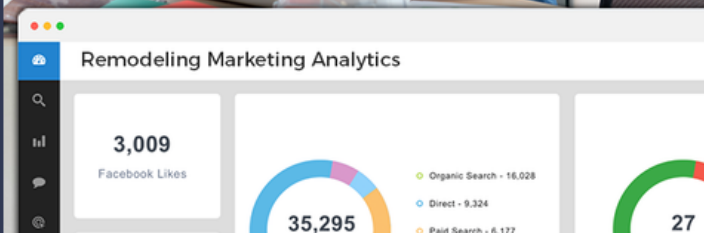
**GOOGLE  
LOCAL  
SERVICE  
ADS**

02

**GOOGLE  
ADS**

03

**YELP  
ADS**



READY TO GENERATE MORE LEADS?

**Let's talk about  
your marketing.**

[FREE CONSULTATION](#)



**SHORT TERM TACTICS:  
GOOGLE LOCAL  
SERVICE ADS**

# GOOGLE LOCAL SERVICE ADS

## How important are local service ads (LSAs)?

These Google ads are meant to help your business connect with people actively searching Google for the services your company offers. Focusing on local ads specifically for services ensures people in your area are more likely to see them. This tactic provides you with the highest return on investment of any type of lead generation tactic.

The service ads are mainly for companies that offer various types of home services like remodeling. When you use these ads, you have the option of choosing to pay per lead rather than per click, which is a huge advantage, as it can help you to save money and only pay for true leads.

## Google Remains the King of Search Engines

When people search for just about anything, including home services like remodeling, the first place they go is Google. They might type in a search phrase such as “home remodeling companies near me”. One of the first things they will see are ads for companies like yours right at the top of Google. They are at the top of the results page and appear in rectangular boxes that are clearly labeled as ads.

Just why are they so important? These Google LSAs receive 13.8% of local search engine result page clicks. Remember, 40% of people are choosing the first local contractor they find. You want to be the first.

Therefore, it makes sense to target Local Service Ads. When you show up on the front page with your ad front and center, there is a better chance that they will click.

However, it's not quite as easy as just buying an ad and ending up on the front page. These are premium spots and there are limited amounts of space. On a desktop computer, up to three of these types of ads will be shown to users. When on mobile, just two will show up, and when using Google Assistant, only one appears.



# GOOGLE LOCAL SERVICE ADS

## The Right Search Terms Are Vital

When you are creating any sort of business ad, the search terms used are important. You need to make sure you are getting them right if you want to have a successful ad that gets in front of the right people.

Consider what sorts of search terms would be a good solution for your business based on what most customers are likely to type into Google. In the example above, “home remodeling near me” is just one such phrase. Others might include “kitchen remodeling near me”, “bathroom remodeling contractors”, or “local home improvement contractors”.

The people using the search engine might also add their city or community to the search phrase for options like “kitchen remodeling in Pasadena” or “Miami home improvement contractor”.

Consider your niche and specialty and use words and phrases that incorporate them. This can help to ensure your ads are placed in front of the right potential customers.

You need to think about the way that customers in your area could be searching for businesses like yours and the phrases they will use. Keyword research is essential.

However, you must remember that you don't just want to use those types of phrases in your ads. You also want to use them in the content that you have on your website.

When you do this, Google will begin to associate those words and phrases with your website. As people search for those terms on Google, the chance of your ads (and your website) popping up is much greater.

Of course, it's not just the keywords that matter. The entire ad needs to be crafted properly for the best results. Next, we'll take a closer look at creating a successful Google ad.

# CREATING A SUCCESSFUL GOOGLE LOCAL SERVICE AD

A range of factors goes into the success of your local service ad. Understanding what these are will help to improve your ads. Let's look at some of the most important elements.

## Your Review Score and the Number of Reviews Received

Google doesn't want to show their users just any ads. They want to make sure they are directing customers toward businesses that are credible and that have a good reputation. If Google started pushing customers toward low-quality companies, people would no longer trust the site for these types of recommendations. They have ways to access the credibility of your business's reviews, and you want that score to be as high as possible.

Google evaluates the reviews you have and then scales them from between one and five stars.

Naturally, the higher your reviews the better. You want to keep those review scores between 4.5 and 5 stars. Having a lot of reviews is good, as well, so long as they are all good reviews. More reviews can help Google to determine that you are a credible and worthy company.

Why are reviews so important? Think about what you look at when you are choosing a product or service. You want to know that what you are getting is worth your time and money. Your customers think the same way.

Often, reviews are one of the first things that customers will look at when they are considering a business. They need to know they aren't wasting their time and money. Good review scores help to give them some peace of mind.



# CREATING A SUCCESSFUL GOOGLE LOCAL SERVICE AD

## Your Geographic Proximity to the Potential Client's Location

These are local search ads, and Google takes that seriously. A business is going to rank higher when the potential clients for the business are located closer to you than to other service providers in the area.

If you have your business set up in a small neighborhood without a lot of residents, it could negatively affect the performance of your ads simply because there are fewer leads local to you. It may be a good idea to move your business location to a larger population center that's still in the vicinity.

Being in an area with more people will provide you with more search traffic and more hits on those keywords. This can increase your local service ad ranking.

## Your Response Time to Customer Inquiries and Requests

Google will often give local service ads a better ranking if your company has a fast response time for customer questions and requests. Companies that push off requests or ignore them entirely will find that they have lower local service ad scores. If you are slacking in this area, Google doesn't want to send their users to you, so you will have a lower LSA score.

If you don't have the time to handle all the customer messages and calls yourself, get others on your team to help. You may even want to designate someone to handle all these messages.

Good customer service is always important, even in the eyes of Google. If you have a customer who is upset with your service or how you handled a question, you will want to rectify the issue as soon as possible. Ideally, you will do this within 24 hours.

## Your Hours of Operation and Availability

What are your current hours of operation? When are you available to provide services and connect with clients? Google tends to rank local service ads higher when a business can be available for clients for more hours during the week. This is because you never know when a customer will try to get in touch with you.

Of course, you probably can't be available around the clock, especially in the home remodeling business. However, you could extend the hours that you take calls, or you could hire a third party to call calls and relay messages. Just remember to get back to the customers as soon as you can.

## Your Online Reputation

Your online reputation is important to Google, as well as other search engines. Again, Google doesn't want to direct customers to low-quality companies because it ends up damaging their search engine's reputation. When you have a solid reputation on the web, it will help with your organic rankings, as well as your LSAs. When you put in the work to build a good name for your business, Google will reward you with a better ranking. Your business will be seen as credible, and it means that more potential clients will see your business when they start searching for home remodeling.

You need to keep track of your online reputation and work toward making it as good as possible. If you know you have some negative reviews online, work toward making things right with the customers in question.

Get additional good reviews from actual customers and add more content to your site to push the negative issues down on the SERPs. It may take some time, along with some of the long-term strategies discussed later, but it is well worth it.





# SETUP FOR GOOGLE LOCAL SERVICE ADS

## Eligibility

When you are ready to create an ad, you will first need to make sure your business is eligible. These ads are not available to everyone. You will start by going to Google's local service homepage and clicking the Get Started button.

Then, you will choose your country, zip code, and job categories from the dropdown menu. Choose your category and see if you are eligible.

## The Basics

If you are determined to be eligible for LSAs, you can then create your ad profile. This will determine who finds your listing and which leads are likely to come to you. Therefore, you need to make sure that you get it right.

You will need to add your business name and contact details. You will have to provide your name, as well, but it will not show up in the listing. Once you have the basic information added, you will then add more details about the services you offer. Go through the options on the screen and click the ones that apply to your business.

Doing this lets Google know more about your business, and it lets customers know what you offer before they choose to contact you. This is important to get right, so you are only attracting the right customers for your service.

## Documentation

Once you have done that, you will still need to upload documentation to prove that you are qualified to work in your industry and licensed to work in the area. Google requires this information, so they aren't taking ads from businesses that don't have a license and that aren't qualified to perform certain jobs. It is part of the Google Guarantee. Make sure all the paperwork is correct before submitting it.

## Background Check

After uploading the information, you and your employees will all need to go through a background check. The company that does the background checks for Google will connect with you and request certain information including Social Security Numbers to ensure everything is valid and correct.

Once all those steps have been completed and your business profile is complete, you can start to put out your ads. At this point, you can set the budget and determine how many leads you want in a given week or month. You only get charged for the leads generated through these LSAs, which is going to be easier on your budget.

Of course, you also have to remember that these are just leads, not customers. You will still need to follow up and turn them into clients.





# LOCAL SERVICE AD OPTIMIZATION TIPS

**Here's a short list of a few things you can do that will help to optimize your Google Local Service Ads.**

- Answer all calls – Google wants to make sure they are connecting people to companies that are going to get back to them.
- Respond to messages – Always respond to messages within the first 24 hours. The sooner, the better.
- Weekend hours – A lot of companies don't have office hours on the weekend. If you do, it can help you stand out from the crowd and ensure you are getting more leads.
- Be aggressive with your budget – Since you are only paying per lead, inflate your budget as much as possible. Google rarely utilizes the full budget, so there is very little risk on your part.
- Invest in getting reviews – Never underestimate the importance of reviews. Build a strong Google Business Profile and work on getting as many good reviews as possible.

A modern living room interior featuring a grey sofa with several patterned and textured pillows. In front of the sofa is a low, wide wooden coffee table with two brown leather ottomans. A gold floor lamp with a curved arch stands to the right. A white vase with a plant sits on the coffee table. The room has a light-colored wall and a large window in the background.

**SHORT TERM TACTICS:  
GOOGLE ADS**

# GOOGLE ADS

In addition to the local service ads, you will also want to use regular Google Ads for your business. Did you know that on average, Google Ads deliver an 8:1 return on investment? This is one of the best methods of reaching your potential customers. Of course, these ads will require just as much attention as your local search ads.

Google Search Ads are the text advertisements found at the top and bottom of search engine results pages. Search ads are meant to get those who see them to take a certain action, such as clicking on the ad to go to your site and learn more.

Search Ads are text-based, and they rely heavily on keyword searches to work properly. Therefore, the keyword research you do for your web content will be important here. The keyword searches used by potential clients typically show that there is already a desire to make a purchase. This means they have more potential for conversion than display ads, which is why we are focusing on them in this book.

The Search Ads are not going to be as effective as local search ads, but that's okay. They are still the next best thing, and if you aren't yet eligible for the LSAs, these can work quite well.



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**On average,  
Google Ads  
deliver an  
8:1 ROI.**



# SETUP FOR GOOGLE SEARCH ADS

When you are ready to create a Search Ad campaign, you will go into your Google account and choose a goal for your campaign. Select the campaign settings to determine who you are going to target with the ads, how you would like to set up your bidding strategy, and whether you want to enhance your ad with any assets.

Consider some of the assets that could be used that would be helpful for potential customers. These might include:

- Call assets, so they can call your business from the ad.
- Message assets, which allow for messages to be sent to your business from the ad.
- Location assets, so they can see where your business is located and get directions.

These are just a few of the potential asset types that you might want to include with your campaign.

After you select all of the campaign settings, you can then set up ad groups. Each of the groups should be relevant to what people looking for your services would be searching for online. For example, you could have one ad group that targets those looking for kitchen remodeling, one for bathroom remodeling, one for general home improvement, etc.

You can create the ad groups in one of two ways. Just keep in mind that you can only use one type per campaign.

You could use the Standard method, which is to add a set of keywords related to searches and then create ads to match them. Or you could use the Dynamic method and allow Google to use the content on your site to automatically target searches and create ads.

Next, you will create the ads and set your budget. The ads will start to go live, and you will start to receive leads.



# OPTIMIZE WITH WELL-DESIGNED LANDING PAGES

Typically, when people see your Search Ads and they are interested in your services, they are going to click on your ad and be directed to a landing page on your site. You must design these landing pages properly. Below are a few tips that will help to optimize them.

## Keep the Action Above the Fold

Above the fold is a term used in the newspaper industry. It refers to putting the most important content, like the headlines, on the upper portion of the front page of the newspaper, so even when it's folded, the most important info is readable.

When it comes to the Internet, the term is used for the elements visible on the screen without needing to scroll down. That part of the page is the most important because it's the first thing that someone sees when they come to your site, so you want to make the most of it.

Make sure this is where you have your headline, unique sales proposition, and call to action. All of these elements need to be highly visible and above the fold. Just don't try to cram too much information into this space, as it will be more difficult for the viewer to see and act on your CTA.

## Use Directional Cues to Direct the Eye

Most landing pages are going to have information below the fold, as well. It won't be the essential information mentioned above, but it will still be info you want your leads to see. Therefore, you should have some visual indicators that draw the eye downward and let viewers know that there is more to see when they scroll.

This could be images, animations, or even arrows. Even good copy that keeps the viewer reading and scrolling will help here.

These directional cues should also be used to draw more attention to your call to action so that it stands out from the rest of the material. Making the text larger, bold, or another color could help.

## Showcase Testimonials

If you want to show visitors that you have a lot to offer and that you're the best choice for their home remodeling needs, add some testimonials. This will give people a better idea of what it will be like to choose your company and what they can expect. Testimonials can also help to instill more trust in your leads.

## Remove Navigation

While your main website should have site navigation, you don't need it on your landing page. You want to make sure that there aren't a lot of distractions and that the visitors can focus on what's important. Don't add any unnecessary links, extra CTAs, or even links to your homepage. The landing page is going to function more effectively when it is a standalone page with one strong and easy-to-understand call to action.





**SHORT TERM TACTICS:  
YELP ADS**




# YELP ADS

There is no arguing that Google Ads are going to provide more traffic when it comes to search and keyword intent. However, Yelp Ads generally have a higher purchase intent for local businesses. These types of ads are well worth testing.

When people go to Yelp, they are typically a lot further along in the buying process than those who are visiting Google. These viewers are actively looking for a company to hire. 97% of people purchase with a business they find on Yelp, and 90% of them do so within a week of visiting the site. 50% purchase within a day. You might be getting less traffic with these ads, but the customers are primed to buy.

## Setting Up Yelp Ads

If you want to show visitors that you have a lot to offer and that you're the best choice for their home remodeling needs, add some testimonials. This will give people a better idea of what it will be like to choose your company and what they can expect. Testimonials can also help to instill more trust in your leads.



**97% of people  
purchase with  
a business  
they found  
on Yelp.**



# OPTIMIZATION TIPS FOR YELP

Here are a few tips that can help to make your Yelp ads work harder for you:

- Make sure you have good Yelp reviews before starting a campaign. You want to have strong reviews first so that when your ads start showing up, people can see that you are worth choosing. Bad reviews will mean fewer people are going to click on your ads and want to do business with you.
- Good photos make a difference. Always use high-quality videos and photos that showcase your best work.
- Leverage the account manager. Talk with a Yelp advertising representative to take advantage of all of the options available. This includes things like removing competitor ads from your page and adding CTA buttons.

Yelp, Google Search, and Google LSAs are the best ways to start gaining more leads in the short term. It takes an investment on your part, but you will find that the cost of these ads is still relatively low. Putting your efforts into creating these types of ad campaigns can do a world of wonders for your home remodeling business.

04

# LONG TERM TACTICS



# LONG TERM TACTICS

Long-term tactics will take more time to start generating leads, but they can provide results that keep on giving for years to come. Just because short-term strategies can help you get leads right now doesn't mean you should neglect these approaches. We'll be looking at four of the best things you can do for your home remodeling business.

01

**LOCAL  
SEARCH**

02

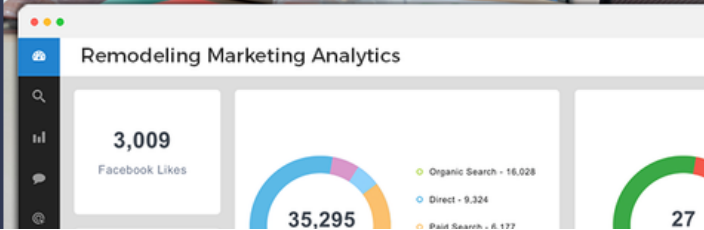
**ORGANIC  
SEARCH**

03

**WEBSITE  
OPTIMIZATION**

04

**HOUZZ**



READY TO GENERATE MORE LEADS?

**Let's talk about  
your marketing.**

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# LONG TERM TACTICS: LOCAL SEARCH



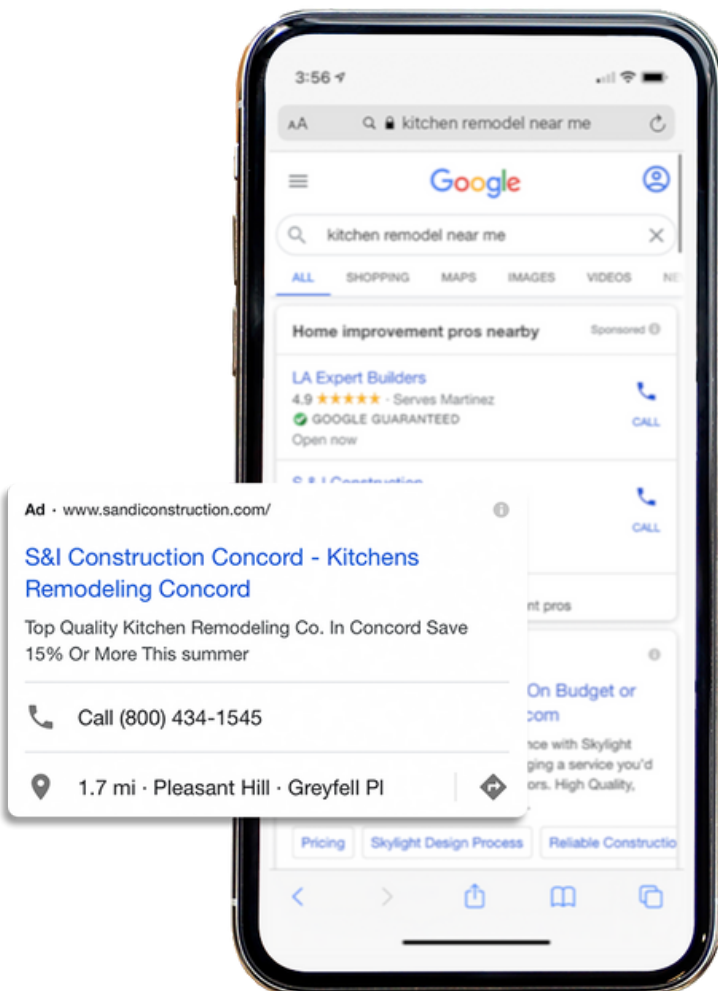
# LOCAL SEARCH

LSAs aren't the only way you can take advantage of local search on Google. The Google Local Pack is important for your SEO, and it can help your business to rise in the local organic rankings when used properly.

Google Maps is a popular tool with customers. When someone is searching Google for a place to dine, an electrician, or a home remodeling company, Google Maps will pull up local businesses.

Businesses that want to get more traffic and leads will want to make sure they are showing up on Google Maps. When you rank higher than the competitors in your area, it could lead to more clients.

The Google Local Pack is found in the search engine results and it highlights all of the top local listings for a particular search. The businesses are listed right beside their location on the map. Customers can see contact information, hours, and other information that they need. They can click on a business that they are interested in to learn more about them.



# OPTIMIZE FOR THE GOOGLE LOCAL PACK

This is a fantastic way to drive more local traffic to your business. You will need to create an online listing and website and optimize search terms that target customers that are looking for home remodeling businesses.

To rank highly on the Google Local Pack, you will want to make sure you have a Google Business Profile if you don't already have one. This is a free platform that lets you put in important information about your business.

Make sure you optimize your website, your listing, and your reviews. Never forget the importance of your reviews, as they are going to factor into your ranking. Double-check the listing to be sure all of the information is correct.

It may take some time to start ranking higher, but the more reviews you have and the stronger your business's credibility the better you will do.

The Google Local 3-pack appears in 93% of searches with local intent.



Businesses :

Home Quality Remodeling

5.0 ★★★★★ (150) · General co

15+ years in business · Concord, C

Open · Closes 9 PM

Onsite services · Online estimates

Green Bay Remodeling Inc

4.7 ★★★★★ (93) · General cont

10+ years in business · Concord, C

Open · Closes 6 PM

✓ ★★★★★ Devines: Bathroom Remodel

Bay Home Remodeling

4.8 ★★★★★ (17) · Bathroom re

3+ years in business · (415) 583-5

Open · Closes 5 PM

👤 "Would highly recommend for

Mo

o when

remode



**LONG TERM TACTICS:  
ORGANIC SEARCH**



# IMPROVE YOUR ORGANIC SEARCH

When people look for your business using the keyword terms you are using on your content, where does your home remodeling business rank on the search engine results pages? Keep in mind that 75% of people never look beyond the first page of results, so if you aren't on the first page, you might never be found by the majority of customers in your area.

You need to do everything you can to start boosting your website's organic search ranking in Google to get as high as possible on the SERPs. Below, we'll be looking at the essential things you need to do for a better ranking.

## Optimize Your Site for Keywords

The keywords you are using on your website are a vital part of your search engine optimization. You will start by conducting keyword research to determine the best keywords to use for your site, so you can start ranking better.

Instead of using short tail keywords, which are just one or two words, such as "home remodeling", you should focus on long tail keywords. These are phrases that have three or more words, for example, "home remodeling in Los Angeles, CA." The more specific you are with the keywords the better because that's the sort of thing that potential customers are going to be using.

Long tail keywords are better for your business, and they will help with your SEO. Once you have the keywords selected, you will add them to your site in your content, heading, titles, meta descriptions, and body text.

Just make sure that you aren't stuffing too many keywords into your site. The content still needs to be readable by a human, and it can't just be a series of keywords. Those tactics could get your site penalized by Google.

## Use a Responsive Design

You want to be sure that every visitor who comes to your site has a good experience. Using responsive design will help with this. Responsive design means that your website can adapt to any sort of device the user has. It will look and work just as well on a desktop computer as it will on a tablet or a phone.

## Build Your Links

Link building will help to improve your rankings, as well. Inbound links (backlinks) to your page from credible sites help to build trust and authority for your site. Google will see this and will boost your site to help more of their users find your website. One of the top ways to get good backlinks is through content creation. You want other quality sites to see your content and link to it.

Additionally, you will want to have internal links. These are links that you place to other links on your company site. This might be a link to other content, your gallery, pricing page, or other pages. The goal of these links is to ensure people spend more time perusing your site. It keeps them engaged, and this shows Google that your site is worth recommending.



# QUALITY ALL AROUND

## Invest in Quality Copywriting

The text on your page doesn't have to be award-worthy, but it should be engaging and easy to consume. Good copywriting will help to keep your audience reading, so they don't lose interest. When you have interesting content on your site, people will be more inclined to reach out.

## Use Video and Quality Images

As a home remodeling company, you need to have good photos and videos that showcase the type and quality of work you do. Integrating videos and a photo gallery of work you've done in the past is a good way to highlight your talents to your potential customers.

It also helps with your search engine rankings. When you have videos on your page, you are 53x more likely to end up on the first page of Google. Videos are engaging, they are easy to consume, and keep your audience on the site longer. This shows engagement on your site, which means improvements to your search engine rank.

**If you have videos  
on your page, you  
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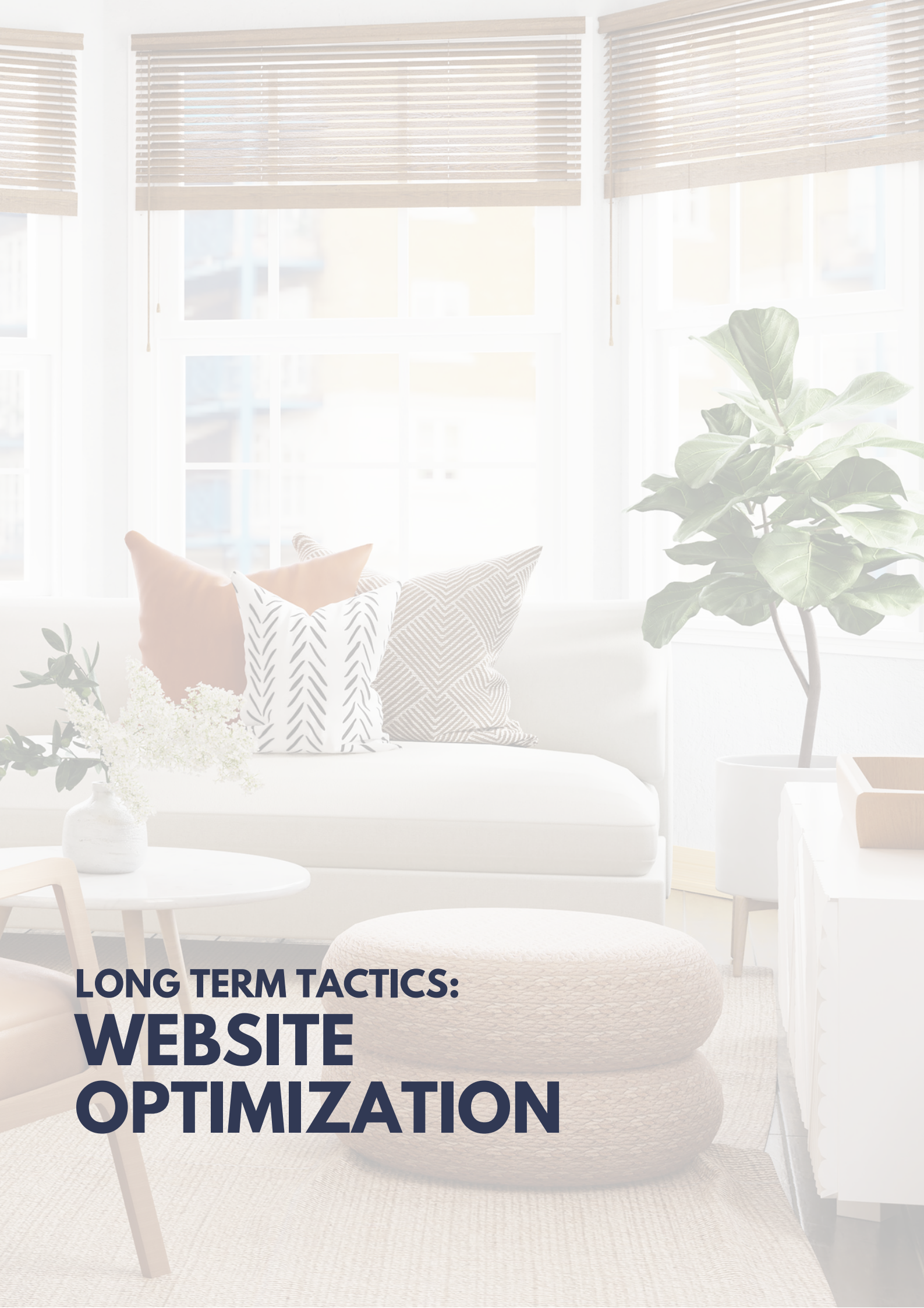
# CONTENT IS KING



## Utilize Content Marketing

One of the best methods for increasing your website's ranking remains content marketing. This simply means that you are providing valuable content to your visitors so that they will be on your site longer, and they will be more likely to contact you when they need home remodeling services. Good content also helps to drive more traffic to your site.

Content includes blog posts, infographics, photos, and videos, for example. Something to keep in mind is that Google likes when sites continually have fresh content. You can't just write a few posts and add a few pictures and call it a day. You need to add content regularly. It takes time to build a library of quality content, but it is worth the time it takes.



**LONG TERM TACTICS:  
WEBSITE  
OPTIMIZATION**



# OPTIMIZE YOUR WEBSITE

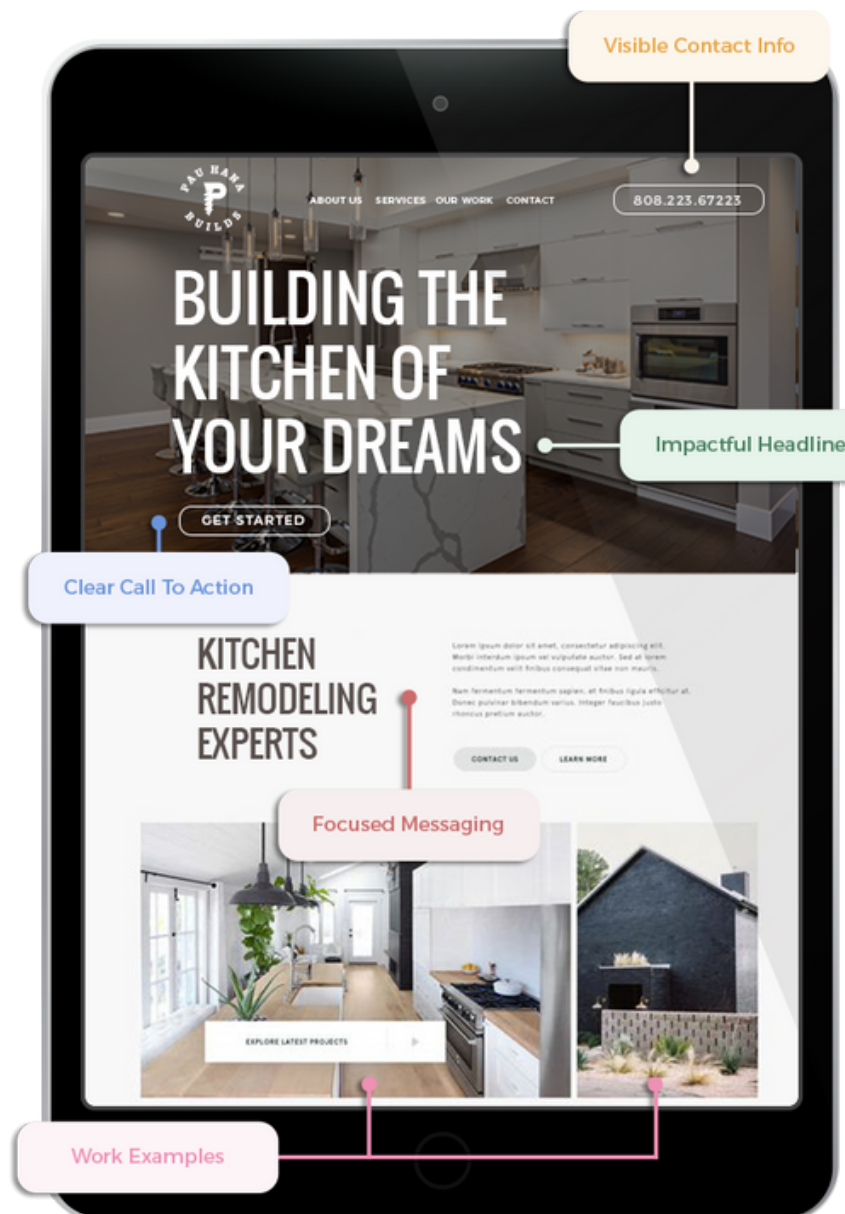
**Is your website optimized for visitors? If it isn't, you aren't getting nearly as many leads as you could get.**

The site should be easy on the eyes. What we mean by this is that the fonts should be legible, and the colors should complement each and not be distracting.

Additionally, make sure that you have a good site navigation system that will make it easy for your visitors to find everything they need.

Have your phone number, address, and other contact information in a prominent location, add CTAs, and make sure your logo is on the page, along with a web form that people can fill out to contact you quickly.

Think about the sorts of things that you look for in a good web page, and the sorts of things that you wish other pages had. You want the site to be as easy to use for the new leads as possible.





**LONG TERM TACTICS:  
HOUZZ**



# HOUZZ



Houzz could be another good way to start bringing in more leads. Potential customers can go to the site and look at photos of homes to get ideas for decorating or remodeling. The service is free for customers. It also provides a free showcase for contractors, but they will try to upsell you to one of the higher-paid tiers that offer more features.

However, with the free profile, you are still able to display the projects that you have completed, essentially getting free advertising.

You have the option to upgrade to Houzz Pro, but you will want to make sure your business profile is in good shape. Otherwise, it will not be worth upgrading. What does this mean?

First, you will want to make sure you have a lot of quality project photos (including before and after photos), keywords attached to the photos, a high level of engagement on the site, and good reviews. Again, having good reviews is essential.

When you sign up for Houzz Pro, you are stuck in a 12-month deal, and you won't be able to cancel until that period is up. For most, sticking with the free option is the best choice. It could still help you to bring in a few more leads, and it shouldn't take up too much of your time. Houzz is at least worth trying.

05

# CONVERTING LEADS





# CONVERTING LEADS

With the tips in the preceding chapters, you have a much better idea of how to generate more leads for your home remodeling business using both long and short-term approaches. However, you have to keep in mind that this is just bringing the leads through the door. If you aren't closing those sales, your business is not going to grow.

There has to be a holistic approach to marketing and sales. This will ensure that leads are generated, and jobs are closed. Below are some tips that can help on turning those leads into customers.

## Reach Out to the Leads

Your CTA should provide you with information about the customer including a means of contacting them. This might be their phone number or email address, for example. You want to follow up with them after they have visited your site. Don't just assume that they are going to come back or that they will be the ones to call you again.

You don't need to be aggressive in your sales approach, of course. You just want to show the customers that you are timely, that you want to help them, and that you are the company best suited for their remodeling needs.

Keep in mind that this is a campaign. You might not convert them in a day, a week, or a month. You can't just send out one follow-up and hope that it works. You have to be consistent with your marketing. Contact them at least once every month or two with a follow-up.

If the customer tells you that they have found someone else, or that they are no longer interested, don't push too hard. Thank them and tell them to keep you in mind for the future.

## Set Up a Meeting

Try to get the leads to set up a consultation. It could be over the phone, online, or in person. This is where you can get into real contact with the customer and start building a more personalized relationship. Get to know more about them and their pain points. What is it they want and need from their remodeling project? Let them know why you are the right choice for the job.

When you have a good offer, excellent reviews, and a gallery of work you've done to show your prospective clients, they are more likely to be willing to listen to you. Provide them with an estimate for the job and thank them for their time.

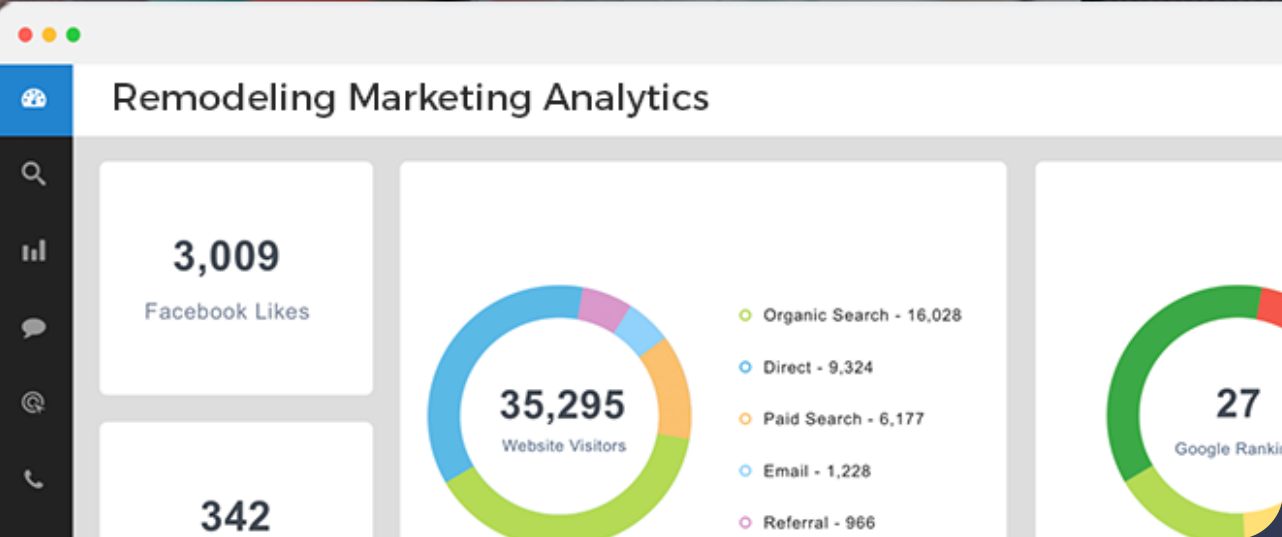
This doesn't mean they will choose your services then and there, or at all. However, showing respect to your leads will go a long way in converting them to becoming customers.



# YOU CAN AND WILL GROW YOUR BUSINESS

With a little time and effort, along with great services, you can turn more of those leads into customers. Keep in mind that not all leads will become customers and that's okay. The lead generation tips in this book will help you boost the number of potential clients you have, and that means even if not all of them say yes, you'll still be getting more customers.





READY TO GENERATE MORE LEADS?

# Let's talk about your marketing.

FREE CONSULTATION