

IMPROVEMENT MARKETING - PART 3:

HOW TO DOMINATE GOOGLE WITH CASE STUDIES + GET MORE LEADS & SALES

This is Part 3 of our Improvement Marketing series and over the last couple of issues, I have discussed:

- How to increase your Word of Mouth Recommendations
- How to get your Sales Ball Rolling on Facebook using Boosted Posts

This month, I am featuring a Case Study added to my website, of a Conservatory Installation carried out by **Cumberland Windows** (see image on this page).

Most businesses have a Gallery on their website of the jobs they have carried out, which is a great idea.

People want to see photos of the work you have done, before deciding whether to buy from you.

However, if you improve your Gallery by adding more details, instead of 'just' using photos, your Installations can show up on Google, when people search for a business like yours in all of the locations where you've worked.

If you Categorise your Jobs, by Product, Town, District & County, this can move more of your competitors off Page 1, onto Page 2, so they get less enquiries... and you get more sales opportunities.

In the Google Screenshot (on the next page) you'll see how my site (www.MultiplyGPS.com) is positioned at the top of the free organic SEO results on Page 1, above Cumberland Windows.

As a direct result of adding this 'one' Conservatory Case Study to [my website](http://mywebsite), which has been Optimised & Categorised in the right way, this has moved more of Cumberland's competitors off Page 1 & onto Page 2 of Google, so they are out of sight as most of the time, people don't go to page 2.

4 TOP TIPS FOR AN iMARKETING PROCESS

#1 - Add All Your Jobs to Your Website, Optimise & Categorise

#2 - Include Job Details, Locations and Testimonials from Customers

#3 - Share Your Installs on Social Media, Telling Your Followers

#4 - Email Your Customers Once a Month Letting Them Know Too

Edwardian Style Conservatory: Installed in Cockermouth, Allerdale, Cumbria for Mr & Mrs H.

Edwardian Style Conservatory Installation:

At FITg UK, we want to help local trusted glazing firms connect with home owners looking for quality home improvement products, like this Edwardian Style Conservatory for example, which was installed Mr & Mrs H. in Cockermouth, Allerdale, Cumbria, by Cumberland Windows.

The Conservatory installation included a FREE Upgrade to A-Rated Energy Efficient toughened safety glass as to comply with BS6206.

Cumberland Windows are a specialist home improvement company covering Copeland, Allerdale and West Cumbria. They have been installing Windows, Doors, Conservatories, Roofline and PVC-U products for almost 30 years.

Here's what Peter H. had to say about Cumberland Windows:

A thoroughly professional job from start to finish. The job was completed on time and the work was completed to a high standard by all involved. Everyone involved was punctual, professional and extremely friendly. We have no hesitation whatsoever in recommending Cumberland Windows. A first class job. Many thanks.



Peter H., Edwardian Style Conservatory Customer



INSTALLED BY:



LOCATION:

Cockermouth, Allerdale, Cumbria CA13

PRODUCT:

Edwardian Style Conservatory inc. Double Doors, Opening Vents & Internal Cill Boards

SIZE:

3950mm (W) 3000mm (Proj.)

FINISH:

uPVC Anthracite Grey on White

GLOBAL ROOF:

Global Roof: Pilkington Activ Blue Self Clean Glass Sealed Units

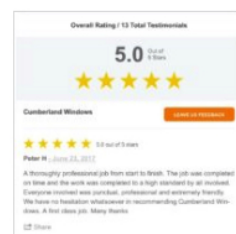


Cockermouth information:

The Laureates Estate in Cockermouth is approx. 4 years old, the housing developer 'Lovells' have used anthracite grey UPVC windows and doors throughout the whole estate creating a modern contemporary place to live in the beautiful town of Cockermouth in West Cumbria. For those of you with good memories, this is the town that **suffered horrendous floods in 2009**.

Located near Cockermouth in Cumbria? Interested in Conservatories?

Contact Cumberland Windows at www.cumberlandwindows.co.uk



This article was written for Milwood Group Trade Partners by Leonardo Wood, who donates his marketing advice to give you ideas for generating more customers & sales.

Here are the main benefits for getting a member of your staff or web team to follow this process:

More Leads Through Google – the more Case Study pages you add to your site, the more Leads you'll get.

Convert More Website Visitors – people want to see work examples, so help them by showcasing your work, or they might go elsewhere.

Convert More Leads to Paying Customers – add 'proof' in the form of testimonials from happy customers, to convince more leads.

Encourage Past Customers To Buy Again – If Past Customers see other products you've installed, some of them will come back to buy more.

Increase Word-of-Mouth Recommendations – letting people know about the work you have completed will put you 'top-of-mind' so you'll naturally get more referrals.

Here's the thing...

5 Minutes spent here and there on Website Optimisation could generate £1000's (one of my Installer clients TTSS got a £43,000 Sale following a 5 Minute SEO Tweak).

If you are growing a larger business, with six/seven-figure sales & you're continually investing in Website Optimisation, it could help to Double or Triple your Turnover in the next 3-5 years, based on what I have seen.

I will soon releasing a comprehensive Website Optimisation Training Plan, Case Study and SEO guide, to help you and your staff get started with all this.

It's yours Free, as a Friend of Milwood Group, register your details at the website below and I will send it to you.

Cheers
Leonardo.

For More Free iMarketing Training & Case Studies Go To

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Conservatories | Up To 35% Off - Bespoke Home Improvements
Expand & Brighten Your Home With A Beautiful SEH BAC Conservatory In Any Bespoke Style.

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Edwardian Style Conservatory, Cockermouth, Allerdale ...
30 Nov 2019 — Edwardian Style Conservatory Installation: Cockermouth, Allerdale, Cumbria, by Cumberland Windows. Please Note: we help local trusted glazing ...

<http://springfielddevelopments.co.uk> · Cockermouth

Conservatory Installers Cockermouth | Cockermouth Conservatories
Springfield Developments Conservatories offer Edwardian Conservatories at great price's. There are two types of Edwardian Conservatories, single hipped ...

<https://cumberlandwindows.co.uk> · double-glazing-coc...

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We specialise in providing high quality yet affordable replacement PVC-U Windows, Doors and Conservatories, with a complete range of Roofline products including ...

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