

# 5 SIMPLE THINGS YOU CAN BE DOING THIS SPRING TO TURN YOUR WEBSITE VISITORS INTO CUSTOMERS



Lead generation is extremely important, and because making that personal 1:1 contact is more difficult than ever, you need to be making the most of your digital tools. Are your website and digital communications where they need to be? We've compiled a list of Tips & Tricks you can implement now to make your webpage client-ready.

## 1 ISSUE A STATEMENT

Your customers are in the dark on how current events will impact their projects, so we suggest answering their questions before they're asked. Update your bio with any new information so they can get the facts upfront.

How have your teams been instructed on how to deal with current circumstances?

Are no-contact visits an option?

Have you implemented extended safety and health measures?

## 2 UPDATE YOUR CONTACT INFO

Provide your customers with multiple channels of communication. Start with your email, business line and cell phone number. Next, consider adding a contact form to your page and remember to include current hours of operation.



## 3 CONNECT YOUR SOCIAL MEDIA PROFILES



Your website should act as the hub, housing all of your information including your social channels. If your webpage capabilities allow, connect your social media profiles so that your customers can easily view your curated content.

## 4 ORGANIZE YOUR PORTFOLIO

Your clients are just as eager for the installation season to resume as you are, so give them a taste of what they have to look forward to. Provide photos and visuals that showcase a full variety of your best work, and be as detailed as possible to help generate add-on projects such as outdoor kitchens, fire pits, and more.



## 5 ONLINE REFERRALS AND TESTIMONIALS



Many people are taking this time to digitally vet potential contractors. Encourage previous customers to submit testimonials on your work by creating a review form on your website, embed your Yelp page, or link to Facebook reviews. Transparency and trust in your past clients will prove to prospects the value you bring to the job.