



8 STEPS TO IMPROVING YOUR GOOGLE RANKINGS SEO

MARKETING FOR CONTRACTORS



LION TREE
GROUP

1



FOCUS ON MORE RELEVANT TERMS

In 2015 Google ranks very highly the relevant to content terms on your site.

2



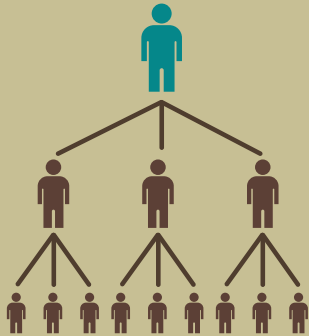
INCREASE WORD COUNT ON PAGES

3



BLOG AT LEAST 1 TIME EACH MONTH

4



SHARE YOUR WEBSITE WITH VENDORS AND CLIENTS TO IMPROVE TRAFFIC

5



ENGAGING CONTENT WILL HELP YOU INCREASE USER'S TIME ON THE SITE BY 70%!

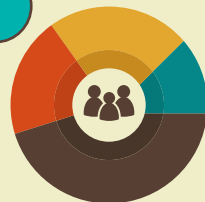


6



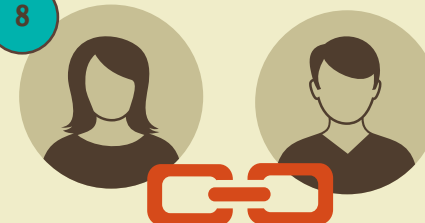
MAKE YOUR SITE MOBILE FRIENDLY - ABOUT 1/2 OF THE VISITS WILL COME FROM MOBILE DEVICES

7



TRY PAID SOCIAL ADVERTISING CAMPAIGNS TO BOOST WEB TRAFFIC

8



LINK ALL YOUR FACEBOOK POSTS BACK TO YOUR WEBSITE

1 FOCUS ON MORE RELEVANT TERMS

When writing content of your site, find terms and interesting facts about your industry, products and services you are selling.

2 INCREASE WORD COUNT ON PAGES

Google still grades your website on its relevancy to the search keywords. By increasing your keyword density and lengthening your content, you'll maximize your relevance.

3 BLOG AT LEAST ONE TIME EACH MONTH

Blogging creates additional content for your site on specific topics that your business engages in. You also further your own education on topics related to your business.

4 SHARE YOUR WEBSITE WITH VENDORS AND CLIENTS

You've made commitments to products or vendors. Don't be afraid to ask them to add a link to your site through their dealer locator or through a guest blog.

5 ENGAGING CONTENT WILL HELP YOU INCREASE USER TIME ON THE SITE

Adding videos, calculators, or galleries to your website will help gain user trust. Studies show interactive content yields more brand retention and users are more likely to use contact forms.

6 MAKE YOUR SITE MOBILE FRIENDLY

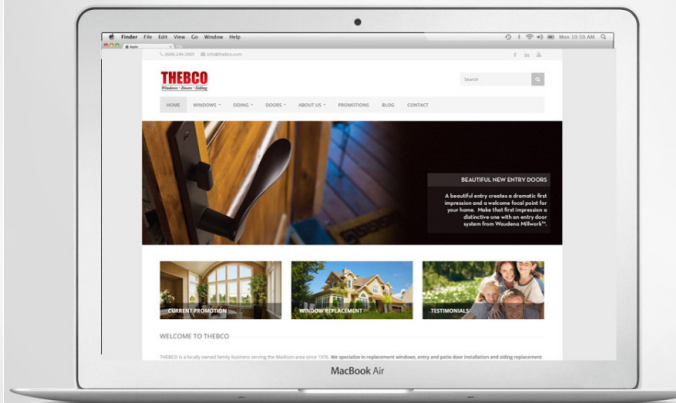
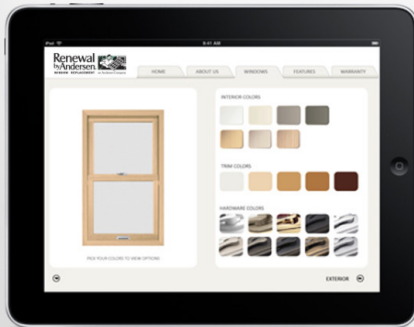
About half the visits come from mobile devices. Check with Google's mobile-friendly checker at www.google.com/webmasters/tools/mobile-friendly. If your site isn't mobile-friendly, contact us today to help get it ship shape.

7 TRY PAID SOCIAL ADVERTISING

Get on board with Google AdWords or other social media sites like Facebook Ad Boost or Twitter Ads. Get as much website real estate as possible!

8 LINK ALL YOUR FACEBOOK POSTS BACK TO YOUR WEBSITE

A very simple way to increase linking to your website is by correctly adding your website to each social media post you make. Not only will this give you another external link, but it will bring visitors to you directly from Facebook.



OUR CONTRACTOR MARKETING SERVICES

- WEBSITE DEVELOPMENT AND SEO
- FULL SERVICE MARKETING
- GRAPHIC DESIGN
- SALES iPad APPS

Lion Tree Group formed out of a shared passion for results-driven marketing done well. For more than a decade, we have worked to deliver lead growth with a creative eye. We understand the remodeling business and select marketing channels that deliver measurable results.

- 25+ YEARS OF CONTRACTOR EXPERIENCE
- NARI CERTIFIED PROFESSIONALS
- LATEST TECHNOLOGY AND SOFTWARE
- DESIGNER ON STAFF
- PROVEN SUCCESS IN LEAD GENERATION FOR CONTRACTORS
- AFFILIATE SOLUTIONS AND SMALL BUSINESS SUPPORT



BEN LINDBERG
VP of Business Development

TELEPHONE

608 577 4107
866 596 6171

ONLINE

www.liontreegroup.com
getyourshare@liontreegroup.com



LION TREE
GROUP