

# 10 Tips for a more

*Even if you get much of your work* by word-of-mouth referrals, more and more people these days check out contractors online to make sure they're an established, credible business. Since a website is your online "storefront" it pays to take the time to make it professional, friendly, and persuasive. Here are a few things to think about:

**1 Focus on the specific needs and problems of your potential customers,** not just your own company. If you show people that you understand their issues, they're more likely to believe you can solve their issues. If a prospect is visiting several contractors' websites, this approach will give you a clear competitive advantage.

**2 Offer helpful tips and ideas for keeping their home or their fleet looking good.** These days, success often goes to the competitor who offers a little something up-front. A web page with smart suggestions can then be promoted in flyers, mailers, ads, or even social media, bringing people to your website *and* establishing you as an authority.

**3 Think about what phrases people might be Googling** when they're looking for a contractor like you. For example, "Middleville Pressure Washing." Then use those "keyword" phrases in your website headlines and text, as well as in what's called the website's "Title Tag." That way, when someone types in that phrase in Google, your website is more likely to come up early in the search results.

**4 Keep up with the times.** A cluttered, unprofessional or out-of-date website reflects badly on your business. If you haven't had your website redesigned in a few years, it may be time for a web makeover. Plus if your website is designed on the "WordPress" platform, you'll have the capability of making changes and additions over time yourself, without having to go back to your web designer.

**5 Remember, it's what others say about you, not just what you say about yourself.** When you finish a job for a happy customer, ask them to write a "testimonial" about their experience. Combine several of these in a 'Testimonials' or 'Reviews' web page, and you'll build extra credibility in the eyes of prospective customers.

