

**Are Leads Leaking Out
of Your Sales Pipeline? Try
These 4 SEO Best Practices**

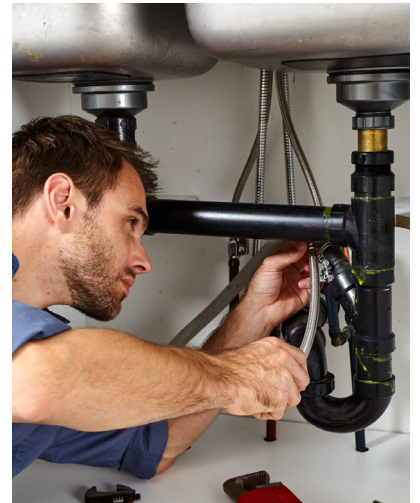
Are Leads Leaking Out of Your Sales Pipeline? Try These 4 SEO Best Practices

Understanding the nuances of the plumbing trade takes special skills and training. Without deep respect for the profession, well-meaning DIYers can make major mistakes. Every plumber has seen the disastrous results of a home improvement project gone wrong. And it's the same feeling when search engine optimization (SEO) experts have to clean up errors made by well-meaning businesses.

Like plumbing, SEO is both a science and an art; it's instinct mixed with a lot of education. Handled correctly, SEO drives residential and commercial customers to your plumbing website and gets more leads in your pipeline. A well-executed SEO strategy helps build your brand exposure and equity, earning you an excellent reputation and plenty of loyal customers. What plumbing business wouldn't want to stay ahead of rivals through digital marketing techniques?

Yet SEO isn't as simple as it seems on the surface. Getting SEO right requires extensive knowledge, not to mention time, attention, and patience. Just as your team wouldn't forget to install a water shut-off valve prior to completing a kitchen sink relocation, a talented online marketing expert wouldn't miss any steps along the way to an airtight, leak-free SEO campaign. And as with plumbing, hasty "duct tape" solutions won't last forever.

The vast majority of people [rely on the internet](#) to find plumbers in their communities. If your business can't be found with an online search, you're letting prospective customers drip right out of your sales pipeline. To avoid this, you must leverage SEO best practices. So what strategies should you use when launching and boosting your SEO campaigns?



1. Develop a keyword list.

Keywords are the backbone of a successful SEO strategy. These are the words and phrases most routinely used by leads to find plumbing services. You can probably come up with several off the top of your head: "clogged drain," "septic tank," "water heater noises," "leaking pipes." Create a list of those keywords — including both long- and short-tail options — as a starting point.

Having trouble finding them? Use Google as a resource. Go to your search bar and type in the beginning of a keyword, like "plumbing" or "toilet." You'll see a variety of suggestions for phrases that people in need of plumbers or plumbing advice will probably use. Don't forget to add geo-targeted locations to your keywords to drive local viewership. For example, "affordable plumbers in Atlanta" is a stronger keyword than "affordable plumbers" if you're in the Atlanta market.



2. Analyze the competition.

Grab your smartphone, tablet, or keyboard and type in each keyword from your list on Google. Because most people never leave the first page, you're only interested in the sites that make up the top 10 organic search results. Some of these sites might be from industry publications, but most will probably be plumbing companies in your region. Keep a track record of whether or not your plumbing business comes in anywhere on the page. And be sure to jot down the sites that rank above yours.

Then, click on each of the keyword result links. Read through the page and look for evidence of keywords in the copy and image descriptions. Is there anything you think is well-done about the layout or SEO of the page? Keep a running document of your thoughts and any trends or patterns you notice to inform SEO decisions.



3. Update your website content.

With your keyword list in front of you, look at the strongest performing pages on your website. You can find these by reviewing your website analytics. Look for opportunities to use one or two of your top keywords on your existing pages. Be careful not to repeat keywords too often or mention your location over and over. Google can penalize you for keyword stuffing, so be conservative in your use. At the same time, use keywords when they're relevant to the text. Ultimately, it's a balancing act that takes careful consideration.

Most plumbers are surprised to find that they're missing a lot of chances to add pertinent keywords to the content on their homepage, service pages, and blog posts. To ensure you aren't missing out on any keyword opportunities, map out a content calendar based on your keyword findings. The content calendar will keep you accountable for producing informative articles, videos, how-to images, and more on a regular basis. Additionally, consistently check to see whether you're appealing to Google's web crawlers. Google indexes sites more frequently if the sites keep changing and adding fresh content.



4. Go beyond keywords to optimize your pages.

At this point, your SEO machine should be humming along nicely. But you're hardly finished — there are many other ways to make each of your web pages optimized for SEO. Remember, even if you only boost views and calls to action by 5%, you'll see the difference in your quarterly and annual profit margins.

How can you optimize a page's SEO? Add internal links to other pages on your website, and attach them to a keyword, such as "sewer pump repair." This encourages readers to jump to a different page on your site to gather more information in their search for the perfect plumber. Don't be afraid to seek out backlinks, too, such as encouraging people on social media to share your newest blog post or creating guest articles on other sites. Those backlinks to your post will send Google the message that your website is credible.

In addition to links, you'll want to update the title, meta tags, and meta descriptions on every page. Perhaps most importantly, make sure the user experience matches the page's keywords. So if you're trying to rank a page for "how to unclog a drain" but don't tell customers how to actually unclog a drain, you won't be successful.

How CMG Local Solutions Can Boost Your SEO Campaigns

Plumbing isn't straightforward, and neither is successful SEO. If you'd rather concentrate on delivering exceptional service than working on your SEO, you're not alone. CMG Local Solutions can work on flooding your website with appointment requests through a customized SEO strategy backed by data and designed around your audience and goals. [Contact us](#) today to learn more.