



# The Lead Spigot

**7 Simple Steps to Bring In More Home Services Customers Than You Can Handle-In 2024 and Beyond**

# Welcome to The Lead Spigot

We know that building a successful home services business is not an easy task. You need to deal with your business as an entity along with its finances, taxes, logistics, employees, payroll, and all the day-to-day duties that are enough to make any sort of business a huge undertaking.

And then, you have **marketing**, which most small business owners dread to even talk about.

But you need to constantly attract and gain customers, right? It's no news flash, but **you won't be in business long without a customer base.**

Most home services businesses fail, not because of inadequate services or lack of quality, but because they are unable to promote themselves effectively. Certain industries - home services included - were not shaken even by the COVID-19 pandemic; in fact, some businesses thrived!

But marketing was still a pivotal part of all that. These businesses **were positioned correctly** to draw in their customers.

And it's not the random, one-size-fits-all kind of marketing you should be wasting your time and money on. You need to know how to get in front of **the right customers**. But how do you do that?

We'll show you how as soon as you turn the page.



# Step 1: Have a Well-Optimized Website

Your website should be the first search-stop for people to get to know your services. It's not just a matter of building it; you should also ensure it is well designed and optimized! Here are some of the best ways to do that:

## **Your website should be user-friendly.**

A user-friendly website will help your prospects make quicker decisions. A badly designed website, on the other hand, will deter them from staying on the site for more than a few seconds. Avoid a cluttered and disorganized website layout, as it will surely put people off. Instead, only provide necessary information about your business.

## **Do not design your website in a way that confuses or deters the user.**

Try to keep everything clean and straightforward as far as design goes. Avoid too many colors. You should only use colors that speak well about your brand. If you don't know much about branding, you may need to [hire a professional](#). If you'd rather go it alone, opt for a color palette that includes blue. Blue is associated with trust and openness and is the most common color used by brands, especially service businesses.

**Copywriting** is also part of your website's design, as the wording used can have either a positive or negative impact on your potential customer. Again, do [seek a pro](#) if this is not your strong suit.

And don't forget to make your website **mobile-friendly (responsive)**. Mobile users have high purchasing intent. 78% of people that search using mobile phones convert within 24 hours!

## Take advantage of SEO (search engine optimization).

These days, people tend to find new businesses through online search. A high percentage of homeowners use search engines like Google and Bing to find home service providers.

Percent of shoppers that ran a search before converting

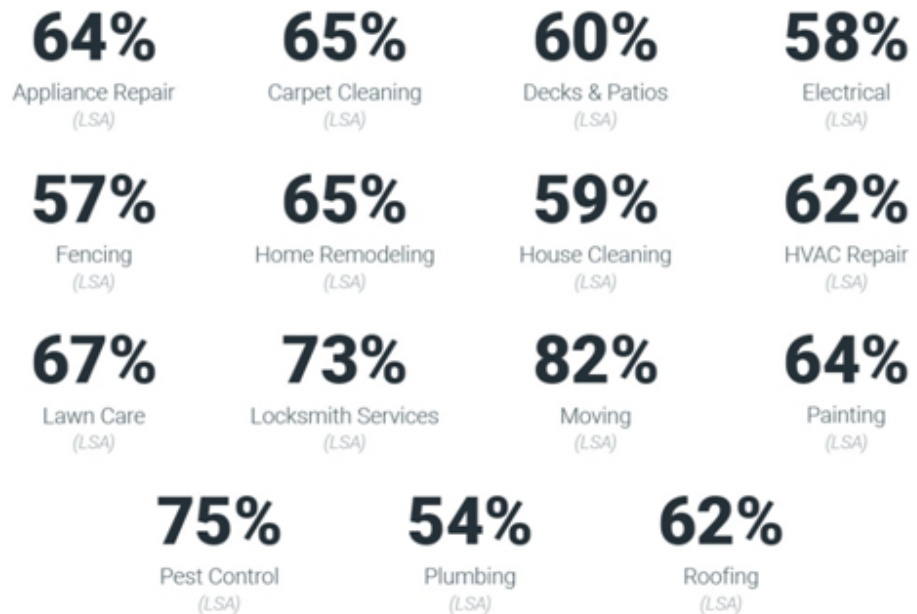


Image source | [Dialogtech.com](https://www.dialogtech.com)

You'd be selling yourself short if you don't take advantage of this trend. Ensuring your website is SEO optimized for the service and area you cover is pivotal.

To **properly optimize** your website, you should think like a potential customer:

- How will they search for the service you provide?
- What words will they use?

For example, let's assume you own a plumbing service business in Vancouver. Potential customers may use long-tail keywords like “plumbers near me”, “Vancouver plumbers” and “plumbers in Vancouver” to search for your services.

Optimization, however, does not end with a good landing page and About Us description. You also want to refresh your website frequently with **new content** on highly-ranked keywords in your field.



There are several SEO tools available to help you with SEO. The Google Keywords Planner is a great tool to help you choose the best and highly-ranked keywords for your services.

You should also keep in mind that **SEO is not a quick fix**. It does often take some time (and patience) to achieve first-page ranking.

A bit confused? Not so sure you understand all this marketing jargon?

SEO is usually a bit too technical for most people, so it may be wise to seek **professional help** for the best results.

# Step 2: Set up a Google My Business Page (Local Marketing)

The easiest way to help potential clients find you during searches is to get listed on Google as a business. This is as easy as simply setting up your [Google My Business](#) account and adding all relevant details.

Your Google Business account should include your:

- Business name
- Address
- Phone number
- Directions
- Working hours
- Website link
- Photos (of your services)



And there are certain tricks you can implement to stand out among the other businesses that will show up during a local search:

**Adding photos** is a great way to explain what you do better. And there is a better chance of people trusting your service and converting when they can see what you do. High-resolution images work best, so do invest in a good camera (or smartphone) if you can.

Your **reviews and ratings** are also critical. According to research by brightlocal.com, 86% of people read reviews before they make a decision, and 94% only hire businesses with a rating of 4 stars and above, with the average customer reading at least 10 reviews before converting.

Interesting fact: Your customers can also add photos of your services on your Google page as part of their reviews. You don't have much control over these, so aim for good quality in all aspects of your service to prevent bad ratings.



Not certain you can handle setting up Google My Business on your own? A **professional local marketer** may be just the person you need.

# Step 3: Build a Strong Brand

We touched on branding very briefly earlier, but we need to now get deeper into the topic and stress its importance.

Branding should become your best friend when setting up any kind of business, and anything that is a component in your branding should be intentional. From your colors to your logo to your website content — they are all part of your brand.

And why is it so important? Because **a strong brand is what sets you apart from the competition and instills trust in your customers.**

Determine what sets your home services business apart and make sure it reflects that. It doesn't have to be groundbreaking. It just needs to be original and stand out.

Your **logo and website content** should all reflect your brand guidelines. If you are unsure of how to go about your business branding, **consult a professional** to help you out.

Good **customer service** should be a part of your brand as well. It will help you retain clients and get referrals, which is what our next subject is all about.





# Step 4: Get Customer Reviews and Referrals

## WHERE DO YOU GET MOST OF YOUR CLIENTS?

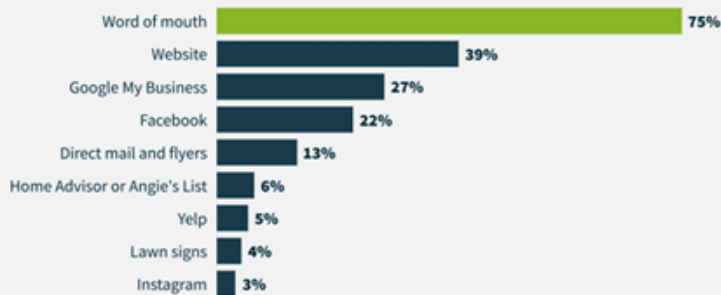


Image Source | Jobber Academy

According to research, 75% of home service business owners refer to **word of mouth** as their most important new client source. Surprised? Word-of-mouth is the oldest form of marketing, and it still works like magic.

**Recommendations from your existing customers** can go a long way in helping you get more customers. That is why you need to build a strong and loyal customer base.

The first step in doing that is to keep your customers happy and satisfied with your service. **A happy and satisfied customer is one of the best marketing tools you can have.**

When a customer is satisfied with your services, they can go great lengths to promote and defend your business. You'll be amazed at how they can champion your business like foot soldiers.

To create an army of satisfied customers, start with these **simple strategies**:

- Give your customers the best value for their money.
- Give them a great customer experience; make them always feel heard and valued.
- Offer them perks like a loyalty program, discounts or free services as a reward system.

Happy customers will give you the best reviews and referrals. And if they have forgotten to do so, simply remind them! The dedicated ones will gladly rush to do so.



# Step 5: Create an Easy-to-Use Booking System

Make it super easy for your customers to **book your services** on your website, social media, or Google My Business page. Most home service businesses overlook this very crucial step.

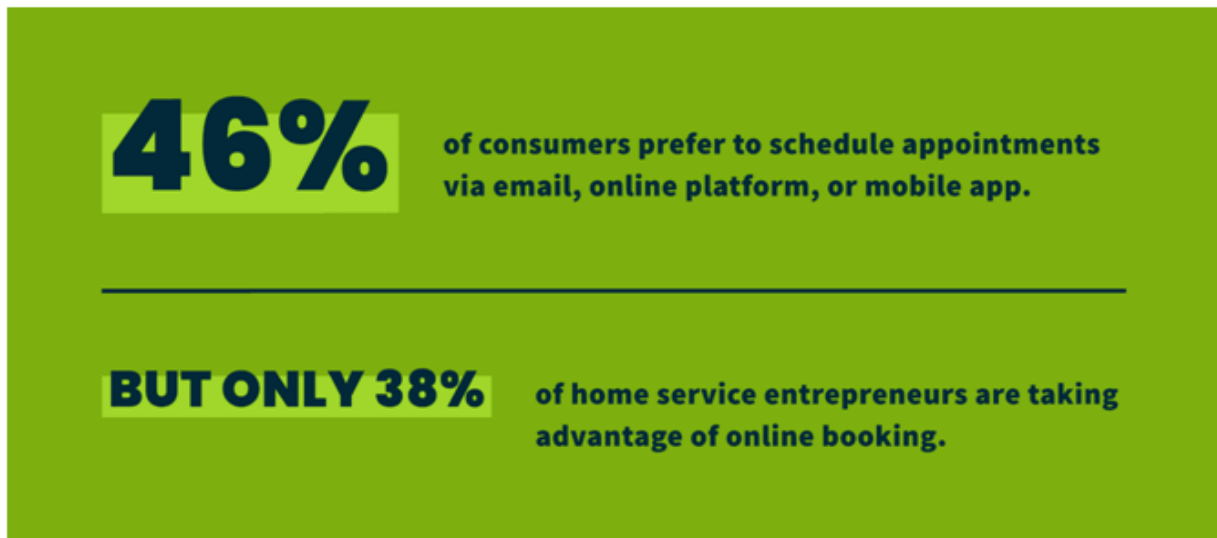


Image Source | Jobber Academy

The number of customers that prefer online appointments increases to almost 60% for people aged 25 – 44.

To stay ahead of the competition and get more customers, include a **scheduling app, add-on or widget** where you can.

You should also **make calling accessible** to those potential customers who visit your website or social media page. Most people search for a home services business when they need it urgently. Hence, they'd prefer to talk to an online representative rather than filling in an online form.

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Percent of consumers who call after a search



Image Source | Dialogtech.com

And when a customer makes a call, there is a **higher chance they will make a purchase**. According to Google:

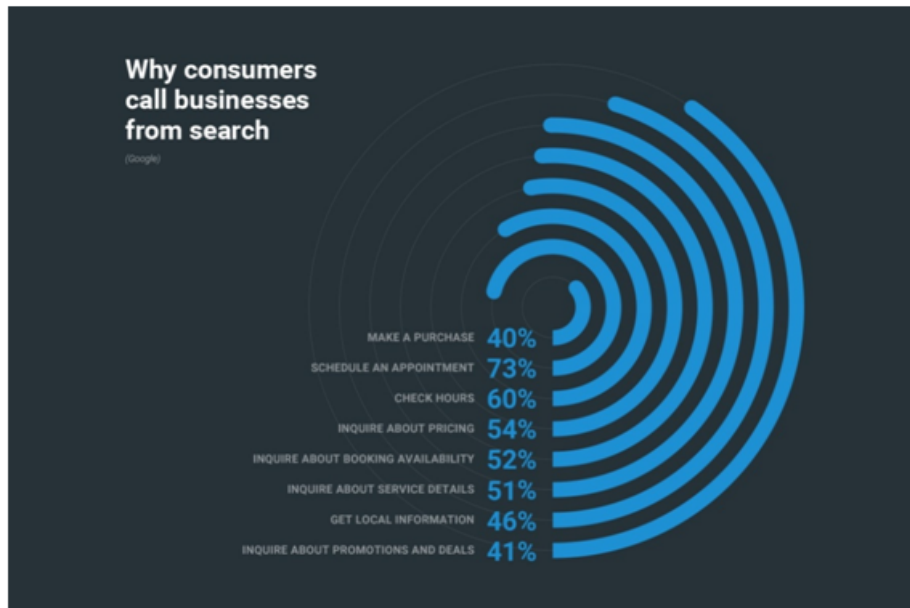


Image Source | Dialogtech.com

Phone calls can generate 10 - 15x more revenue than web leads. And customers that call convert 30% more than web leads. **Calls are the most convenient way for a customer to convert.** Take advantage of that!

# Step 6: Use Paid Ads (Paid Advertising)

There is an alternative, albeit more costly, way to position yourself in front of potential customers: Ads.

**Google or Facebook paid ads** are the most popular options and a great way to target the people you want and make them notice your business. Although, these two forms of paid ads are not the same.

**Google Ads** are referred to as *paid search*. They appear on search result pages based on the words that are searched for. When you use Google Ads, you bid on such words and phrases (keywords). If you are one of the highest-ranked bidders, your ads will then be shown alongside the search results for these keyword queries. When a user clicks on your ads, you are charged the amount you bid.

**Facebook Ads**, on the other hand, are referred to as *paid social*. These are visible to only those who use Facebook, and which you have targeted specifically based on their interests or even demographics. Contrarily to Google Ads, these people do not conduct a search to see your ads, but you will still pay per ad that the user clicks on.

In a nutshell, you can say: **Google Ads help you find new customers, while Facebook ads help new customers find you.**



## Google Ads vs Facebook Ads: Which should you use?

This is one of the most common questions asked when it comes to paid marketing. And you're probably asking that question now:

*"Where should I spend my ad money?"*

Do you want the truth?



Unfortunately, there is no specific answer to that question. There is no better option when it comes to comparing the two. Instead, your choice of paid ads should boil down to personal choice depending on:



- The best **budget fit** (how much are you willing to spend?)
- The platform that will best serve **your purpose** (are people actively searching for your service by keywords or are they completely unaware of it?)

Google Ads tend to work best for emergency home services (Plumbers for water leaks, Tree Removal after a storm). For best results, I highly advise you consult a **professional advertiser** before making any decision regarding ads.

# ...aaand we're done!

That's it! The 7 simple steps to bring in more customers than you can handle: in **2024** and beyond is in the palm of your hands — or your screen, to be more accurate!

These simple steps have been **tested repeatedly**, and have produced: impressive results for multiple home services businesses.

Combining marketing and managing your home services business, however, may prove to be quite a load of work down the line. Coupled with the fact: that you have more important things to do than figure out marketing: strategies, promoting your business and locating the right customers can: become extremely tedious and overwhelming when you're first starting out.

Client Suite is software designed to help home service small business owners automate a lot of their customer interaction and free up your time. We're also a team of highly trained and experienced marketers who have mastered these 7 steps —Our goal is to take the load off for you and deliver optimum results. We do this all for a crazily affordable fee.

[Click Here](#) to book a no-obligation chat.

We wish you the best results with your home services business, no matter which path you choose.



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