

SEO

FOR CONTRACTORS

8 WAYS

TO IMPROVE YOUR SITE



Get your website ranking and crush your competitors in no time!



Are you tired of other contractors in your market outranking you in the search results on Google and other search engines? It's especially frustrating when you know deep down that your service or product is better, but Google doesn't know that. And, it isn't just that the other guys have been around longer or have more reviews...



Here's the deal. Search engines place a lot of weight on authoritative content and inbound links that are deemed "trustworthy", as well as a variety of other factors. Follow this guide and you'll have a serious edge over other contractors in your field.

LOADING

01

PAGE SPEED

Whether you are modifying your existing website or building from the ground up, a solid foundation is a must. How fast your website loads is a major ranking factor, and slow pages can deter visitors from sticking around. This is especially important on mobile devices where over half of all searches originate and network speeds are often throttled down. Common culprits to slow page load times are unoptimized image/video size, bulky coding / design platforms, and server space.

KEYWORD RESEARCH

What are the most searched terms in your market? Free tools are available to access search volume on both national and local levels. Isolate the one term that has the highest volume and also brings relevant traffic to your site. This should be the focus keyword for your home page. It may be something like "house painter Chicago" or "tree service Dallas". Compile all other related keywords, and create a map for your site based on services you offer and areas you serve.

02



03

URL STRUCTURE

Internal URLs (pages) should be hierarchical in nature and each one should focus on a unique keyword. Primary services could be nested under a service overview page (/services) within the URL. The services overview page would contain summaries of each service and a link to each internal page. For example, if you are a roofer in Miami, you might have internal pages with the following urls and focus keywords:

...com/services/roof-replacement-miami
...com/services/roof-repair-miami
...com/services/commercial-roofing-miami

PAGE TITLE & DESCRIPTION

Each page has an SEO title and meta description which is what appears in the Search Engine Results Page (SERPs for short). The SEO title is what links to your website from the SERPs, and the meta description is a basic summary of the page usually designed to entice traffic (clicks). Both the SEO title and meta description should contain the focus keyword and also be within the character limits.

04



05

ON-PAGE CONTENT

Website content should be keyword optimized, educational, relevant, and most importantly, unique. Include your focus keywords in the headings on each page (H1's & H2's) and long tail / related keywords in the corresponding paragraph text. Also, website content should be well balanced between headings, images, pictures, and other elements so that it is visually pleasing. No one wants to read a wall of text... The amount of content is important too. Take a look at your competitors' sites and plan to write at least 100 more words per page than they have.

INTERNAL LINKS

Ideally, link "juice" should flow from your home page to all other areas of your site and then back again in a circle. This works in tandem with the URL structure. So first link the home page to the overview pages. Then, link the overview pages to the internal pages (roof replacement, repair, etc.). Finally, link the internal pages back to the home page. It is also a great idea to incorporate other internal links as well. That means linking to another related service, blog, or overview page. Aim for 2-3 internal links per page and vary it up so it looks natural. Avoid external links (linking to other websites) on primary pages unless you are also receiving a backlink from that site.

06



07

BACKLINKS

A backlink is an external link from another website that links back to your site, hence the name. These can come from an online directory, a blog article, or even a forum comment. Backlinks have topical relevance to a specific category (e.g. business, computers, real estate, construction, etc.). The more relevant the backlink topical flow is to your niche, the better.

Backlinks are further rated with two metrics, trust flow and citation flow (scores out of 100), but bigger is not always better! A link with low TF and high CF would be considered spammy, so ideal links maintain a 1:1 ratio between TF and CF. Also, some links are "no follow", which means they won't pass TF or CF to your site anyway. Your anchor texts should include a wide variety of keywords, your company name, your website url, and other unrelated terms such as "visit website".

CITATIONS

A citation is wherever your website name, address, and phone number (NAP) are listed on the internet, usually in a directory. Think of citations as listings in a phone book. The search engine regularly scans these directories and matches the NAP found there to what is published on your website. So not only do you want to get your brand on the top listings (google, bing, yelp, facebook, yellowpages, etc.), but also make sure that the information is accurate compared to what is published on your site.

08



These eight items are some of the basic building blocks for SEO, and getting these right will have a tremendous impact on your rankings. However, there are several other factors to getting new clients such as conversion rate optimization, reputation management, social media, advertising, and more. If you are looking for professional assistance with your marketing, the team at LeadsForward are specialists in SEO for contractors. Get in touch!