



Sonny Ahuja
Helping Disaster Restoration Companies KiLLitOnLine

Find 8 BIGGEST Internet Marketing MISTAKES Disaster Restoration & Cleaning Companies Make AND How to AVOID Them!

Since I've been developing complete LEAD GENERATING SYSTEMS for disaster restoration & cleaning companies for a few years, below is what I've found to be 8 key points that most restoration & cleaning companies lack costing them a fortune in long run:

1) High Converting Website Design

If you DO NOT have a High Converting Website, it's POINTLESS to have a website at all. So many companies spend THOUSANDS of dollars getting a website designed and developed without gaining ANY sales from it. If your website does not offer **simple** and **effective** ways to get visitors to take **IMMEDIATE action**, you are missing the boat and wasting your investment!

No matter how much traffic you drive to your website using search engines or social media, if the site doesn't convert well, you'll barely get any leads.

Here are 7 strategies you can use immediately to increase conversions from your website:

- **Prominent** Telephone/Contact Info on ALL pages (Multiple Times)
- **User Friendly** Navigation/Design
- **Credibility Logos**
- **Risk Reversal Guarantees**
- **Social Proof** (Testimonials, case studies, links to social media sites)
- **Call To Action** Accompanied with a **Deadline**
- **Answer the Emails – Quickly**

Watch Free Video that Reveals 7 Cutting Edge Tactics to Increase Sales from Your Website Immediately www.SonnyAhuja.com/conversions

2) Mobile Optimized Website

Did you know that **over 50%** of local internet searches in 2012 were done on a **mobile phone**? That was only a couple of years ago. Since then, cell phone usage has become even more **OFF THE HOOK**. The better your business looks on a Smartphone, the better **YOU** look. A **Mobile Website** is made specifically to **look great**, offer **ease of use** and create the **best interactive experience** for a mobile phone browser searching for your type of services.

Here's what you've been missing if you **DO NOT** have a mobile optimized website:

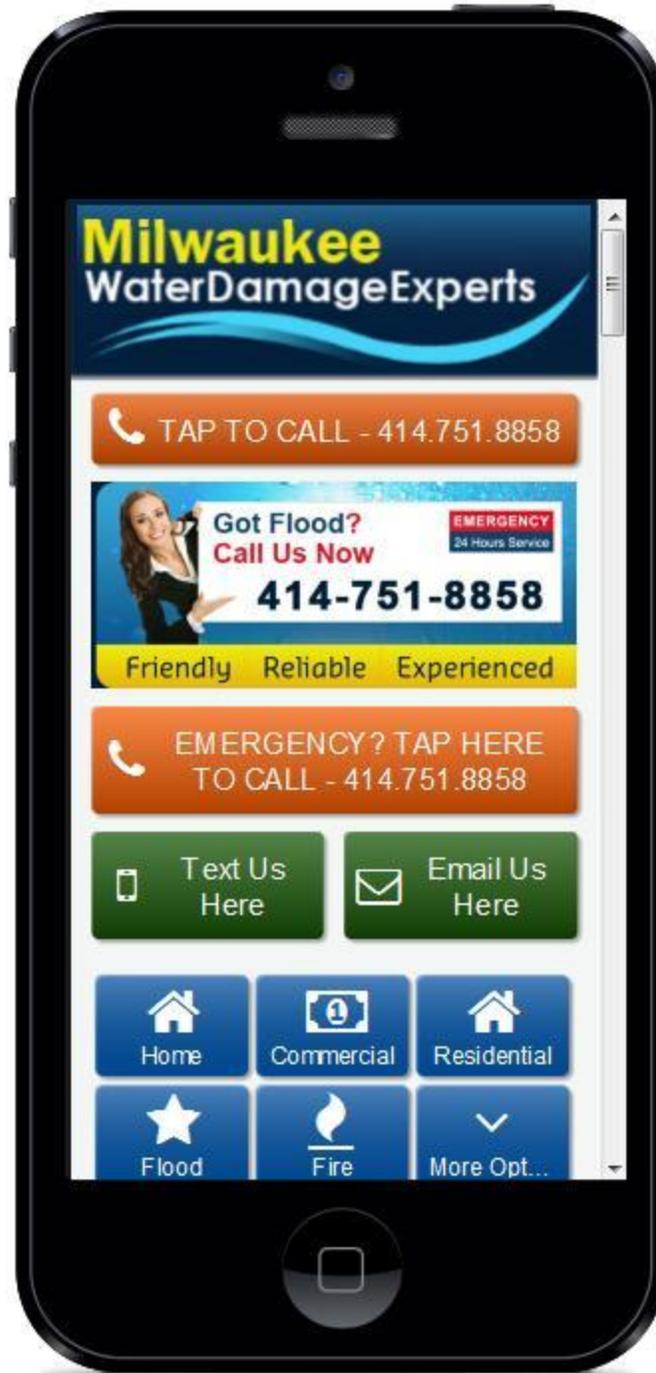
- On average, **EACH** mobile search triggers nearly **TWO FOLLOW-UP ACTIONS**.
- **55%** of **CONVERSIONS** (store visit, **PHONE CALL** or purchase) happen within **ONE HOUR**.
- **77%** of mobile searches are in a location likely to have a **PC AVAILABLE** to them.
- **81%** of mobile searches are driven by **SPEED** and Convenience.
- **45%** of **ALL** mobile searches are **GOAL ORIENTED** and conducted to help **MAKE A DECISION**.
- **81%** of **CONVERSIONS** (store visit, **PHONE CALL** or purchase) triggered by mobile search occur within **5 HOURS**.
- **MOBILE COUPONS** receive **10 TIMES HIGHER** redemption rates than print coupons.

(Source: The Nielsen Company, 2013)

In 2013, mobile phones **OVERTOOK** PCs as the most common **web access devices** worldwide. (Source: Gartner.com)

The Prediction is there will be an **18 TIMES INCREASE** from 2011 to 2016 in data usage. (Source: Cisco)

Below is an optimized mobile website design listed with just a few major benefits:



Mobile Optimized Website Benefits:

1. One Touch Call Buttons – All your prospects have to do is touch or tap ONE button on the site and it will immediately call you directly. It's perfect for emergency situations.
2. One Touch Text Buttons – Perfect for situations when prospects cannot call you but surely can text.

3. One Touch Email Us Buttons – Again, all your prospects have to do is tap on the “Email us” button to send an email to your office.
4. Highly user friendly design makes it very EASY for your prospects to navigate through the site.
5. The font size is just perfect for mobile devices.
6. Can add a “call to action” or a “special offer” above the fold to get immediate attention of your prospects.

For more information on how you can take advantage of growing popularity of searches from mobile devices, visit:

www.SonnyAhuja.com/why-mobile-website/

Also check out the following *3 optimized mobile websites* from your smart phones:

www.RemoveWater.com

www.MilwaukeeWaterDamageExperts.com

www.CarpetMilwaukee.com

3) Responsive Design Websites

Does your website look good on a PC, Mobile phone AND a Tablet? Most website designs not only do not scale down to fit mobile phone screens properly, they also DO NOT scale down to fit the screens of iPads, iPad mini's, Galaxy Notes, Kindles and other large hand held devices. This is where having a Responsive Design becomes **critical**.

Visitors are less likely to stick around and check out your website if half of the screen appears cut off, the design looks off kilter or things are not easily accessible.

Converting your website to a responsive design ensures your website remains OPTIMIZED no matter what size screen it is being viewed on.

Responsive Web design is the approach that suggests that design and development should respond to the user's behavior and environment based on screen size, platform and orientation.

The practice consists of a mix of flexible grids and layouts, images and an intelligent use of CSS media queries. As the user switches from their laptop to iPad, the website automatically switches to accommodate for resolution, image size and scripting abilities.

In other words, the website should have the technology to automatically respond to the user's preferences. This eliminates the need for a different design and development phase for each new gadget on the market.

For more info on Responsive Web Design click on the link below:

www.SonnyAhuja.com/responsive-website-design/

4) Search Engine Optimization

When people search for “water damage restoration experts”, “smoke and fire damage repair” or “carpet cleaning company ” in your area, do you come up one **page 1** (or even page 10) of the search engines? If not, **your competition** is gaining all those leads. If your website is not properly set up with Search Engine Optimization (SEO), anyone who is doing an online search for disaster restoration services will not be able to find you.

SEO is the practice of improving and promoting a web site in order to increase the number of visitors the site receives from search engines. There are many aspects to SEO, from the words on your page to the way other sites link to you on the web. Sometimes SEO is simply a matter of making sure your site is structured in a way that search engines understand.

Click on the link below to see 35 Tips & Tricks that can help Rank Your Website on page ONE of Google:

www.SonnyAhuja.com/35-seo-tips-becoming-seo-expert/

5) Staying on TOP of Google AdWords or PPC Campaigns

If you are already using Google AdWords for your business, you could be **wasting** hundreds, or even thousands. For example if you are not Adding Negative Keywords to your campaigns regularly you'll be getting a lot of irrelevant clicks wasting a MAJOR portion of your total budget.

Same goes for companies that add keywords in BROAD MATCH only or those that do not run A/B split tests on their Ads.

I know companies who have unknowingly spent over 70% of their marketing budget dollars on **irrelevant clicks**. What does this mean? It means that almost $\frac{3}{4}$ of the people who clicked on their pay-per-click ads were NOT even interested in their services because the ad came up in an unrelated search.

To SAVE money and to find out the correct way to advertise on Google read the following article:

www.SonnyAhuja.com/save-with-negative-keywords

6) Facebook Paid Marketing

Check out these current Facebook Statistics:

- 1.28 Billion users (stat update: 4/24/14)
- 1.23 Billion monthly active users (stat update: 1/29/14)
- 757 Million daily active users (stat update: 1/29/14)
- 128 Million daily active users in the US (stat update: 8/13/13)

- Estimated percentage user growth by 2015: 28-32% (stat update: 2/20/14)

With numbers like these you would be CRAZY not to be doing **Facebook Marketing + Retargeting** to gain more clients. FB is no longer just a social website, it is an entrepreneur's marketing playground. Having a business page and knowing how to create targeted ads using this platform works can bring in SERIOUS amounts of leads and cash flow!

Click the link below to find 4 hot tips on how you can successfully use Facebook to get more leads:

www.SonnyAhuja.com/hot-tips-facebook-advertising/

7) Remarketing

Have you ever noticed when you go to Amazon, search for any product, suddenly that product and Amazon starts to show up everywhere when you surf the net? Well, that's called Remarketing or Retargeting Ads.

One of the fastest ways to gain sales from people who are interested in Restoration and other related services is by doing **Remarketing on Search Engines**. Google AdWords is one of the BEST Tools to use for this and can bring you a TON of leads quickly for a lot less money especially if you provide services like Carpet Cleaning, Mold Removal, etc.

Here are TOP 3 benefits to running Remarketing Campaigns:

1. **Brand Awareness**

A lot of companies only target the search network, which only involves ad text – no graphics.

With a remarketing campaign, you can serve your ads with custom graphics that may appeal more to the end user. Of course, you can still target the search network, but in my experience, the display network tends to facilitate a higher click through rate.

Additionally, you can include your logo in these graphics, which will associate a brand to your service.

2. **Lower Cost Per Clicks**

Generally speaking, remarketing campaigns have a higher click through rate than regular display advertising campaigns. The people you are targeting are already familiar with your service or product; therefore, they are much more likely to click on your ad, go back to your site and call you

3. **Higher Conversion Rates**

The ultimate goal in Internet marketing, in cleaning and restoration industry, is to get some sort of interaction out of the end user. Whether that's through a telephone call, form submission or a document download, we want the user to engage.

Someone who has already educated themselves about your product or service is one step further in the buying cycle than those visiting your site for the first time. These users are far more likely to take the next step than a new visitor.

8) NOT Tracking Results

Ok, so maybe you are already doing ALL of the above... However if you are not **Tracking Your Online Results**, you could be missing the bigger picture.

Running Analytics programs on your website and in your marketing campaigns allows you to see what is working and what needs more attention/tweaking so you can be sure to continually get the best bang for your buck. Keeping track of your success is the best way to ensure more.

***When DISASTER STRIKES, people need your EMERGENCY RESTORATION SERVICES ASAP! If you are NOT doing the 8 things above, and people cannot find you in a HURRY, they will take their business elsewhere. STOP giving your competition all the money and START getting the clients you deserve TODAY!!**

Got Questions? Call Ami at 414-434-9557 to setup a FREE (\$500 value) no Obligation Consultation with me or send her an email at Ami@SonnyAhuja.com Right NOW!

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For more marketing tips visit my blog: SonnyAhuja.com

414-434-9557

P.S. This is a very limited offer because I can only work with a handful of people at a time. If you'd like me to answer your questions or help you create YOUR strategic plan, to bring in immediate leads, you need to act right now. Literally. Right Now.

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