Ready-Built HVAC Plumbing Website

2016

User Guide

Search Engine Optimization Plan
Search Engine Marketing Guide

Learn how to market your residential or commercial HVAC Company online and dominate the search engine results for your heating and air conditioning services in your area.

ReadyBuiltHVAC.com
Division of Building Services Institute

GrowMyPlumbing.com

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WHY YOUR HVAC BUSINESS NEEDS A READY-BUILT WEBSITE?

Even if your HVAC business is small you should have a website to establish a local market presence. Nowadays, more than 500 million shoppers are now online, purchasing everything imaginable including HVACR service repairs, tune-ups, upgrades, system fixes, system enhancements, and energy efficient replacements.

Since you conduct business within your community, you want to let people in your community know that you are interested in serving them in any way possible. If you don't, it is a fact that your competitors will.

Another reason to put your business on the web is that it is an inexpensive and simple way to pass out your business card to thousands of potential clients. You can now do this 24/7, on the internet.

The Ready-Built HVAC website we provide you does this and also makes your HVAC system related information available to everyone who wants it without any additional effort. You can give them answers to questions like:

- ✓ How to schedule a service repair
- ✓ How to schedule a system Tune-up
- ✓ How to schedule a request for quote
- ✓ What repair options are available
- ✓ What replacement or upgrades options are available
- ✓ How to make the replacement decision
- ✓ What are your today's specials
- ✓ How they can contact you to "ask an expert"
- ✓ Why people choose you first
- ✓ How you save your customers money
- ✓ What are your 100% satisfaction guarantees
- ✓ Where are you located
- ✓ What are your normal hours

By just being able to keeping your customers informed of every reason why they should do business with you, don't you think you could do more business?

The main goal of the website is to convey and educate the customer of the importance of buying your services. However, once we have your Ready-Built website up and running you should next enhance your website's local consumer presence.   This enhancing your local presence is called Search Engine Marketing or SEM and is all about getting leads from consumers that can find you on search engine results.

SEM involves both on-website and off-website marketing techniques of getting your website better search engine rankings. We have done most of the on-website optimization which studies show have about a 30% impact of search engine rankings. Off-website optimization, which produces up to 70% impact of search engine rankings, can be reviewed within Appendix A, B, C and D of this Search Engine Marketing. You can use these Appendixes for Do-It-Yourself SEM, or if you are too busy, you can hire us to perform these SEM tasking plans on your behalf. We provide the website

SEM labor tasking as a business support function to only our Ready-Built HVAC Website clients. Our SEM Levels services are offered as low as $250 a month versus the $1,000 to $3,000 as typically found in the SEM market.

READY-BUILT WEBSITE BENEFITS

Improved Customer Service: Our online forms are used to allow customers to request quotations or ask for more information.

Present a Professional Image: Our professionally designed Ready-Built HVAC website is a great way of instilling confidence and looking bigger than you actually are. By now, your primary competitors probably already have a presence on the Internet. The Ready-Built HVAC website allows you to be better.

Gather Information and Generate Valuable Leads: You can gather information about your customers and potential customers by using our forms and surveys. Rather than going out and getting leads, let them come to you. This is a great tool for prospecting targeted customers looking to use your HVAC products and services.

Provides Instant Gratification: People are busy and don't like to wait for information. Give them what they want, when they want it. We enable you to offer them specials.

Great Recruiting Tool: Whether you are looking for talent or posting job opportunities with your company, your website is a great recruiting tool for building your business.

CUSTOMER FRIENDLY WEBSITE DESIGN

1. The Ready-Built HVAC Website design uses a customer friendly professional service and sales call handling process featuring a home page that acts like a consumer buyer dashboard and a display of your preferred equipment product lines.
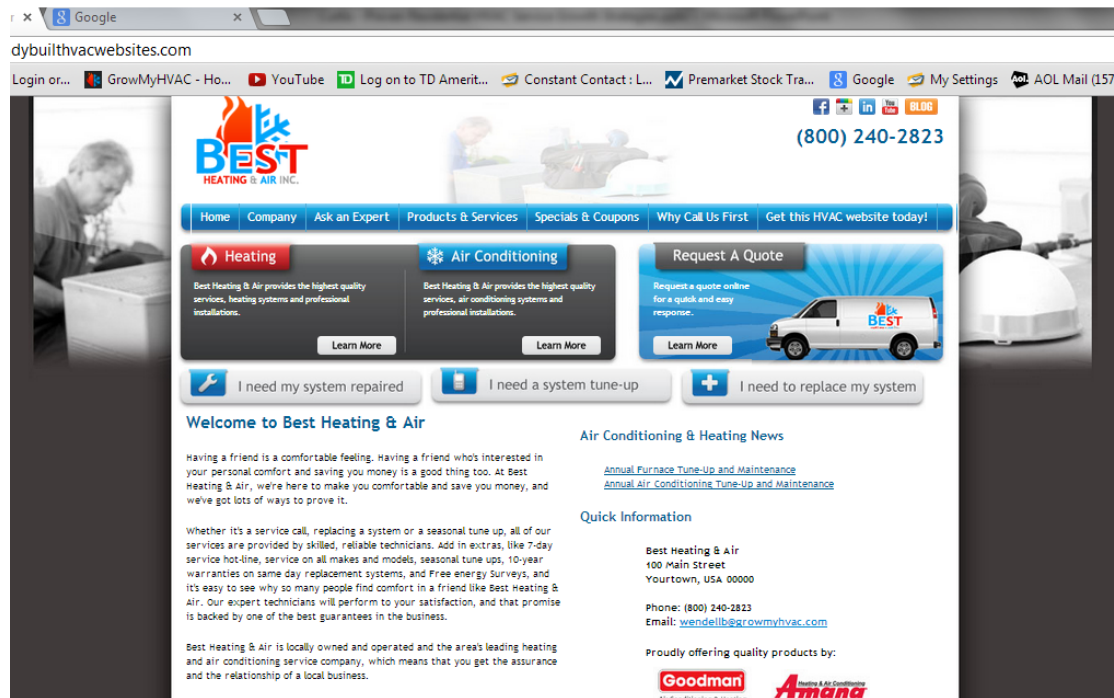
2. The site map illustrates the home page including the following **top-of-page** menus and drop downs:

    a. **Home Page**:

        i. **Social Media**: Site Blog and social media links displayed. Site blog designed to enable automatic pushing of your blog postings to your business Facebook and Twitter accounts.

        ii. **Display Dashboard:** Displays a professional service and sales call handling display dashboard

    b. **Company Page**: includes 3 drop down selections

        i. **About us**: describes who you are and what makes your company different

        ii. **Upfront Pricing**: describes your upfront pricing

        iii. **100% Satisfaction Guarantees**: explains your best in the industry guarantees

    c. **Ask an Expert**: includes 3 drop down selections

        i. **Ask an Expert**: Customer can ask questions or obtain advice related to heating, air conditioning, and indoor air quality.

        ii. **Do-it-yourself Tips**: explains some general HVAC operating and other do it yourself tips to help the customers save money.

        iii. **Selecting the Right Contractor**: explains how your company is in the top 10% of the industry for successful service repair and installations.

d. **Products & Services**: includes 4 drop down selections

    i. **Heating Systems**: explains that the best place to start to replace a heating system is with your Installed-Right℠ Home Survey designed to help the customer quickly identify their replacement requirements.

    ii. **Cooling Systems**: explains that the best place to start to replace an air conditioning system is with your Installed-Right℠ Home Survey designed to help the customer quickly identify their replacement requirements.

    iii. **Indoor Air Quality**: explains how you offer effective whole-house solutions and how you consider the customer's entire home when creating indoor air quality solutions.

    iv. **System Tune-up & Safety Check**: explains how you will keep the customer's equipment operating back to original design operating specifications in order to operate safely and efficiently.

    v. **Upfront Pricing**: explains how you will diagnose the customer's system and provide the customer with the total upfront cost to repair using the Fix-Right℠ national published repair pricing guide and how you obtain authorization from the customer to proceed prior to performing any work.

e. **Specials & Coupons**: provides customer discount coupons off of regular prices for service repair, tune-ups, indoor air quality, and replacements.

f. **Why Call Us First**: includes 4 drop down selections

    i. **Why People Choose Us**: explains how you are available 24 hours a day, 7 days a week and provide upfront pricing for all work.

    ii. **How We Save You Money**: explain how better energy control, replacement timing, and your maintenance programs save customers money.

    iii. **Affordability & Financing**: explains how you help customers get the heating and air conditioning care they want and deserve and within their budget.

    iv. **100% Satisfaction Guarantees**: explains your best in the industry guarantees.

3. **The home page (middle-of-page) buttons and drop downs:**

a. **Air Conditioning**: explains how your offerings include repair, replacements/upgrades, or adding a new air conditioning system.

b. **Heating**: explains how your offerings include repair, replacements/upgrades, or adding a new heating system.

c. **Request a Quote**: this page provides lead handling to include collecting customer contact information and what specifically in their own words why and what they wish to have quoted.

Dynamic Site: *The location of the "Air Conditioning" button and "Heating" button position is user selectable so that user can have on the far left the Air Conditioning button in the summer season (e.g. May 1st – October 31st) and center in winter swapping positions with the "Heating" button that would be in the far left position in winter season (e.g. November 1st – April 31st). This is a huge differentiator to have this uniquely selectable during the year to better position your website layout to better match your local climate demand.*

4. **The home page second tier middle-of-page are the 3 main buy buttons**:

   a. **I need system Fixed-Right**: this button is a request for service repair to include collecting customer contact information and what specifically in their own words why and what they need repaired. The customer info entered on form is typically forwarded to service@yourdomain.com.

   b. **I need a system tune-up**: this button is a request for system maintenance to include collecting customer contact information and what specifically in their own words why and what they need maintained. The customer information entered on this form is typically forwarded to service@yourdomain.com.

   c. **I need to replace my system**: this button links directly to the "Request a Quote" page. The customer information entered on this form is typically forwarded to requestaquote@yourdomain.com.

5. Home page **bottom-of-page** menu

   a. **Privacy Policy**: explains how you will keep private customer provided information.

   b. **Legal Statement**: explains that the website content and structure in copyrighted by Building Services Institute and no portion can be copied or used by others.

   c. **Contact Us**: is a direct link to a page similar to Request a Quote.

   d. **Site Map**: provides a quick set of website page navigation links.

6. **QUICK RESPONSE BUTTONS:** are included on the left hand side of each page to assist customers to request your services to include:

   a. **Schedule Service**: this is linked to "I need System Fixed-Right" page. The customer info entered on form is typically forwarded to service@yourdomain.com.

   b. **Schedule Tune-up**: this is linked to "I need System Tuned-Up" page. . The customer information entered on this form is typically forwarded to service@yourdomain.com.

   c. **Request a Quote**: this is linked to "Request a Quote" page. The customer information entered on this form is typically forwarded to requestaquote@yourdomain.com.

   d. **Ask an Expert**: this is linked to "Ask an Expert" page. The customer information entered on this form is typically forwarded to askanexpert@yourdomain.com.

READY-BUILT BLOG AND SOCIAL MEDIA CONNECTS

The Ready-Built Website includes a managed bog and enables client's to post their own weekly or monthly specials or seasonal customer information and comes with the option to push your blogs automatically out to your business Facebook and Twitter accounts.
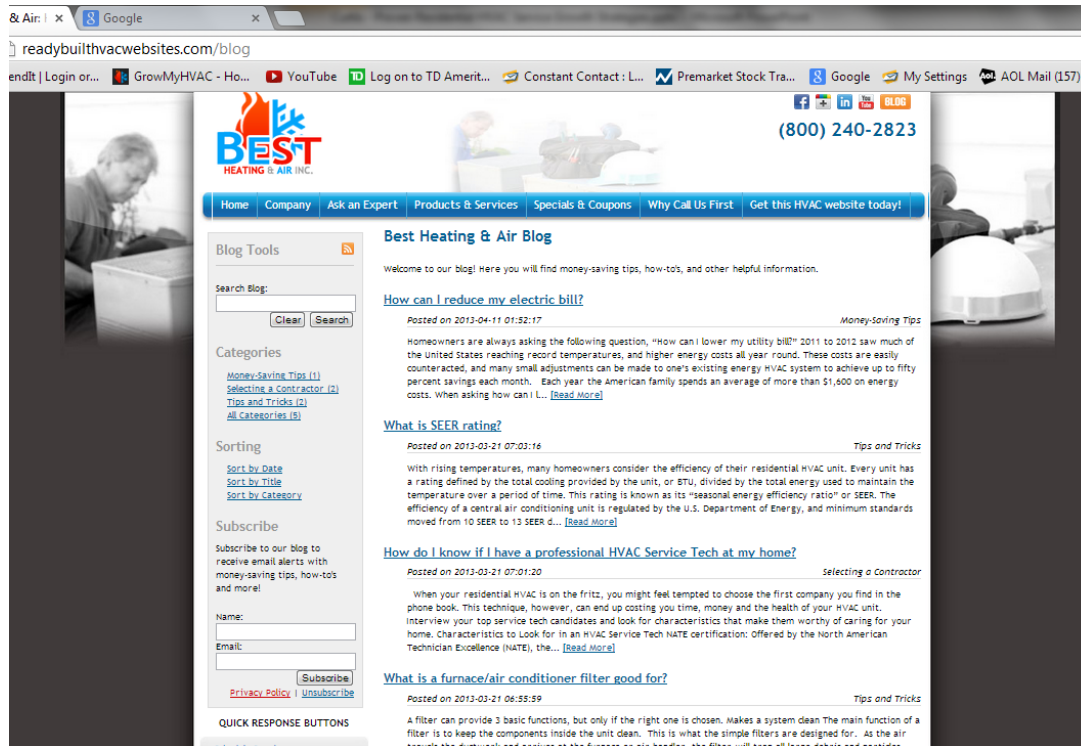
1. **Website Administration Instructions:** Your site is provided with a user administration control panel which is accessed by you by entering into your browser's address window your website URL address and with a " /admin" that open up into this login window.
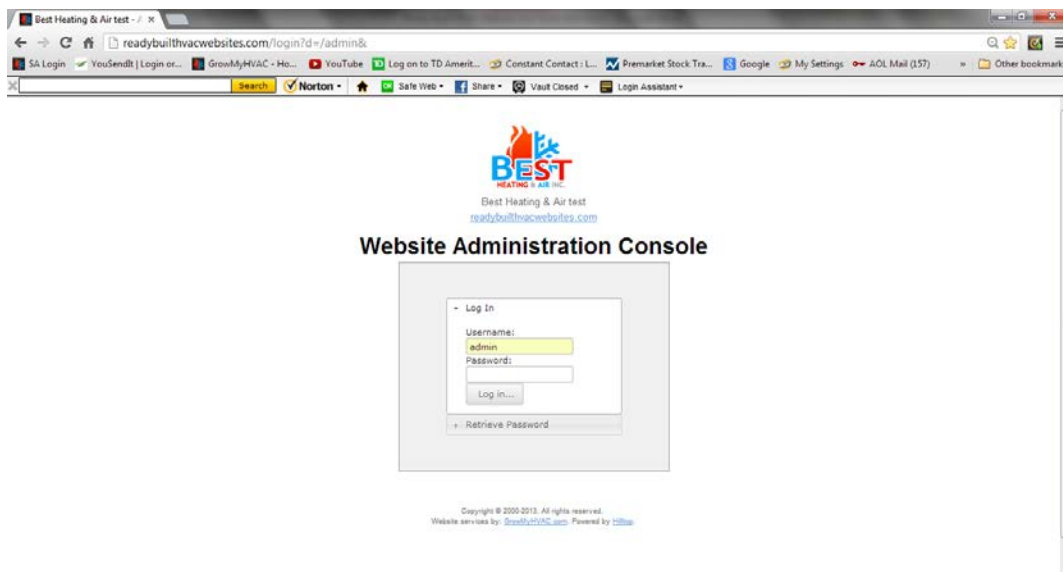
2. You simply enter your password that we provide you when informing you, via email notice, that your site is up and running.

3. Once you entered the password and click "Log In" the website's *Administration Control Panel* is opened:
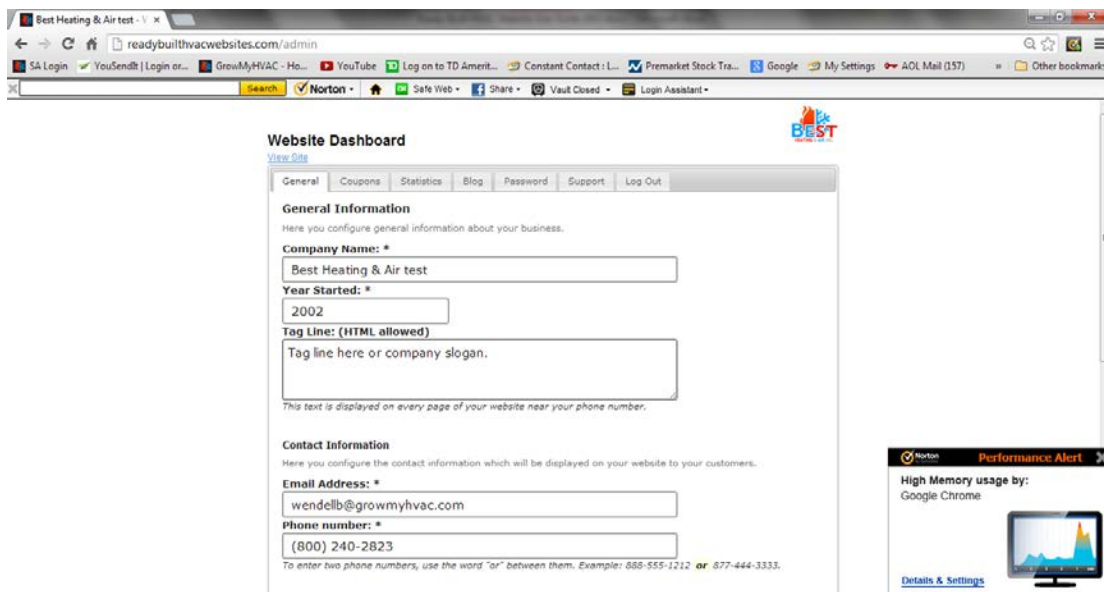

4. General Tab: Once you are on the *Administration Control Panel* you can change your company's general information to include:

      a. Company Name

      b. Year Started

      c. Tag Line (e.g. Get the best for less!)

d. Contact Information

    i. Email Address (e.g. info@yourdomain.com)

    ii. Phone number (e.g. main office number)

    iii. Full Address - Including your company name, street address, city, state, and zip code

    iv. Which service do you want to appear at the far left on your home page - Heating Services or Air Conditioning Services

    v. Cities/Counties served (e.g. separate cities/towns with commas)

5. **Coupons Tab:** By clicking on the Coupons Tab, you may add, delete or modify your specials. For website optimization purposes, you should do this weekly so your site can be discovered by search engines as more relevant.
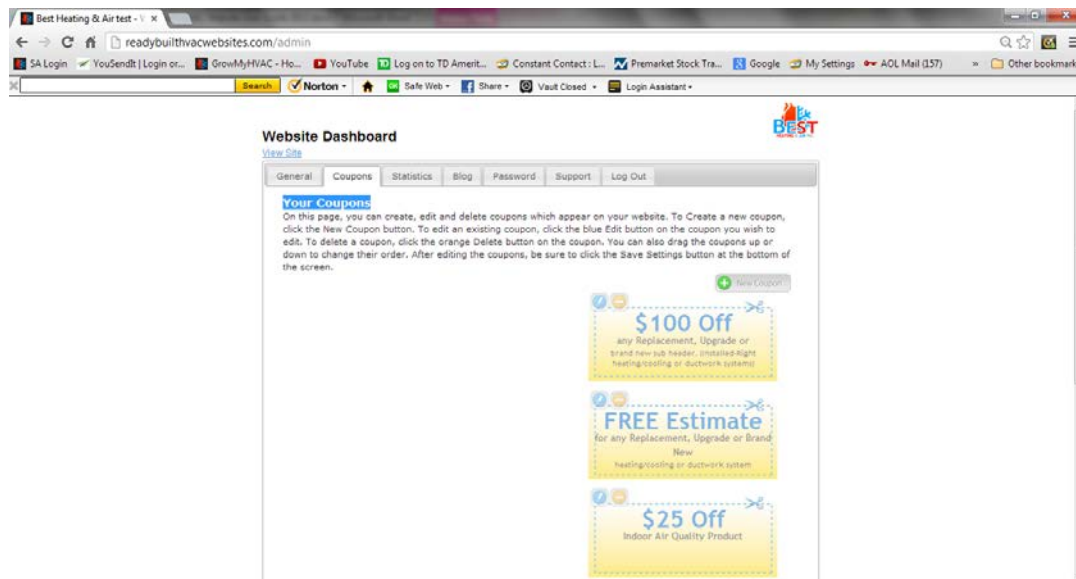
6. **Statistics Tab:** By clicking on the Statistics Tab shows you the hit and visit rates on your website.
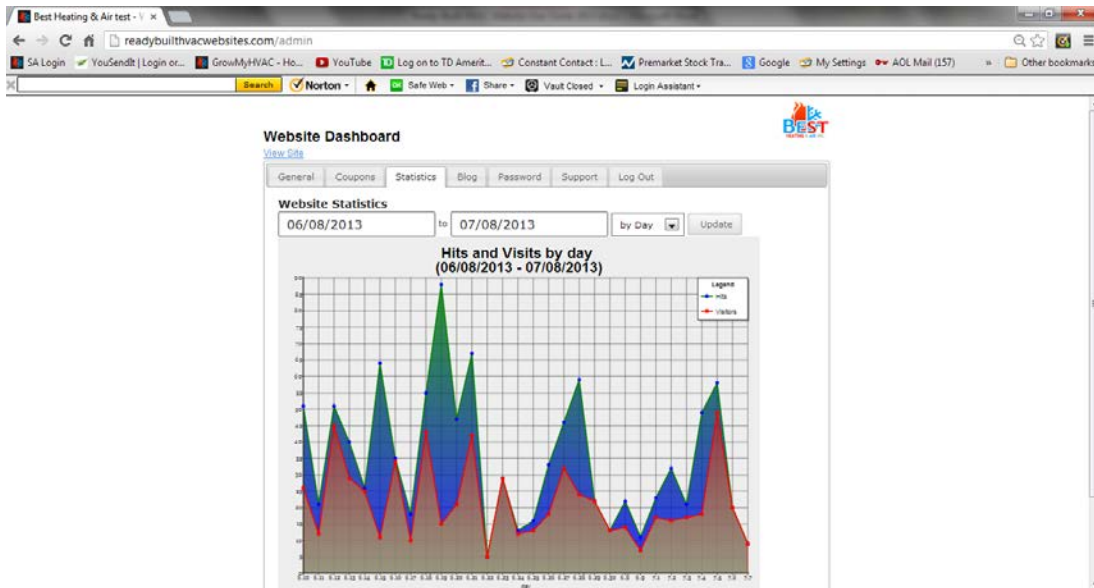
7. **Blog Tab:** By clicking on the Blog Tab, you can activate the blog and take the 4 blog training videos on intro to blog posting, how to post blogs, scheduling future blogs, manage subscribers, and how to connect to your Twitter account.
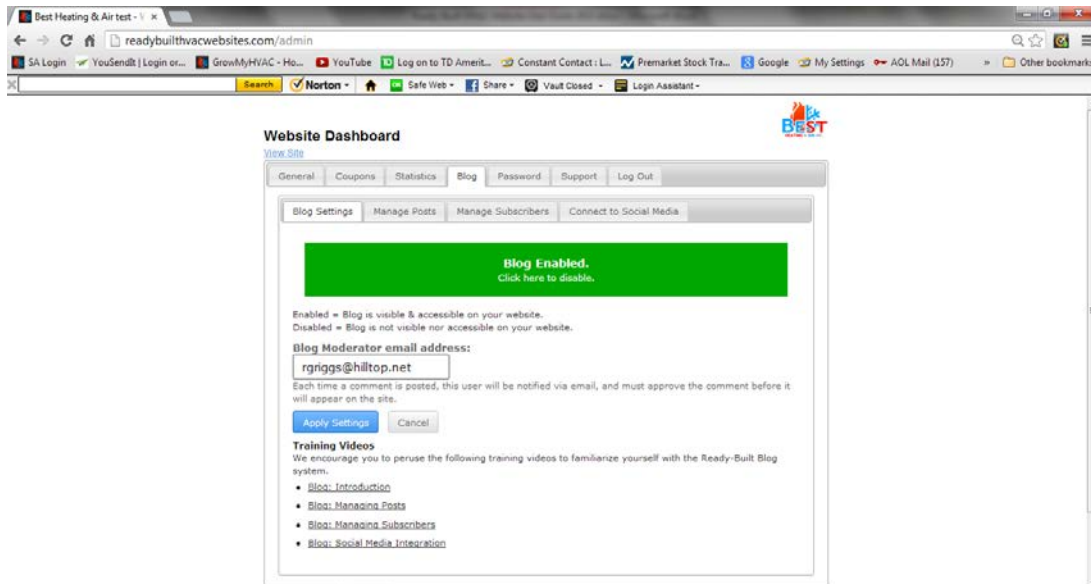
8. **Password Tab:** By clicking on the Passwords Tab, you may change the admin password.
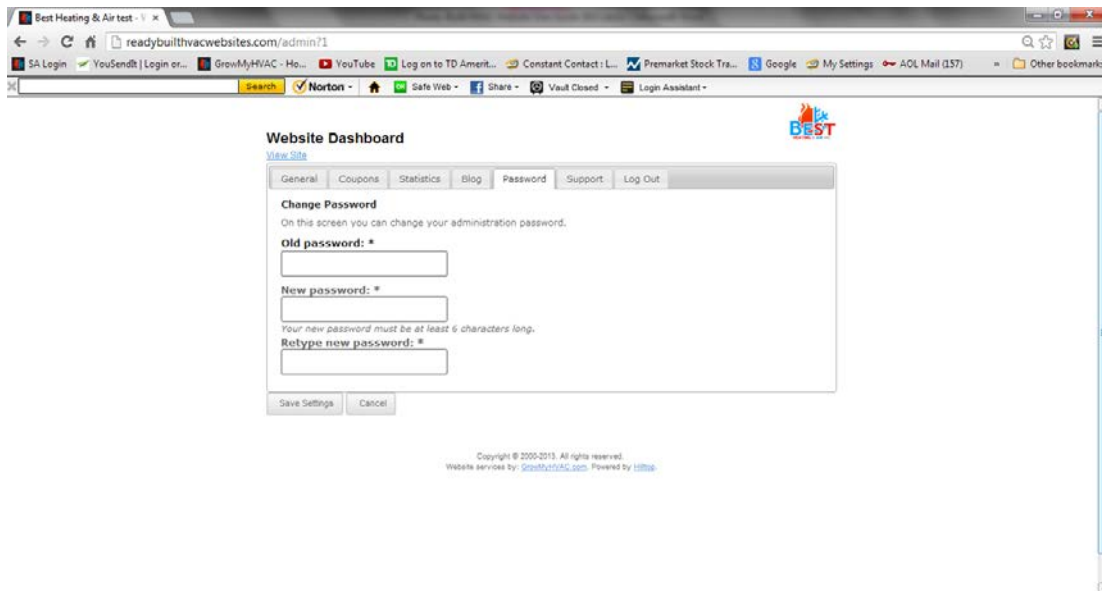
9. **Support Tab:** By clicking on the Support Tab, we provide you with common frequently asked questions and our website contact support hotlines.

10. **Log Out Tab:** By clicking on the Log Out Tab, it simply logs you out of the *Administration Control Panel.*

DO YOU HAVE 100% UPTIME?

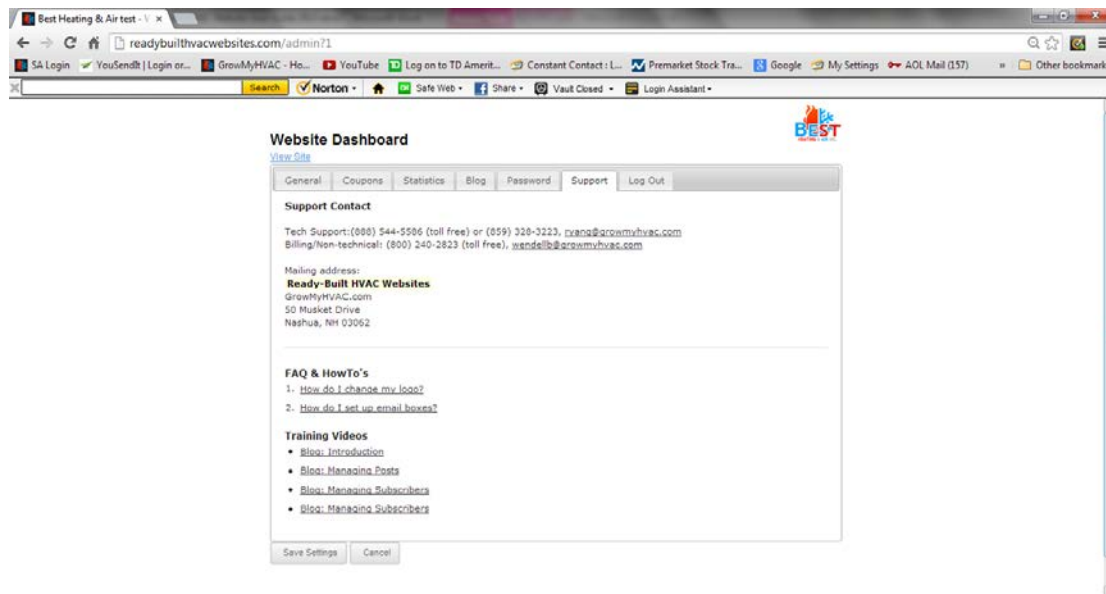Contractor clients want to know if there is a company anywhere that has or can achieved 100% uptime. The reality is that while the goal of every hosting company sets its sights on 100% uptime, 100% uptime is really unattainable.

For instance, back in February of this year, four well-known hosting providers all had similar amounts of downtime, and all for different reasons. These kinds of downtime across four major hosting providers inside the same period is uncommon, but it does help answer the question, "How does our uptime stack up to other providers?

Here's recap of hosting downtime facts as to what happened:
Source: wpengine.com, *Do You Have 100% Uptime, written by Jason Cohen, 17, 2013*

On February 12th, ServerBeach San Antonio physically cut a fiber line between their datacenter in San Antonio and their Dallas POP. Physically severing this line caused a few hours of downtime for 1% of our customers, as well as brief downtime for millions of Automattic's WordPress.com customers as they gracefully switched over to another datacenter.

On February 2nd, Page.ly experienced just under 2 hours of downtime because of a hardware failure at Firehost's Dallas datacenter. The downtime affected all of Page.ly's customers in the Firehost datacenter.

On February 16th, Zippykid had several hours of downtime for hundreds of customers because of human error between ZippyKid and Rackspace.

WordPress VIP had two bouts of downtime in the past week, affecting and referenced by TechCrunch (see link). The second bit of downtime was due to a code bug that was pushed into production (but swiftly remedied).

What can we learn from these situations?

Uptime is NEVER 100%. A world of internet transmission factors outside our and your control work against 100% uptime and all can potentially disrupt the flow from our hosting server to your customer's browser. But despite the number of such disruption factors, we like most hosting companies are at or above 99.9% uptime.

There isn't a single hosting provider with 100% uptime. Amazon AWS, one of the most robust operations, is (famously) not 100%. Gmail isn't. Facebook isn't. Twitter definitely isn't. Rackspace isn't. ServerBeach isn't. FireHost isn't. We could keep naming folks, but every single hosting provider, including ours, hasn't achieved 100% uptime in a meaningful time-scale (like years). However, that will not stop us from continuously striving for 100% uptime.

Here are two real-life potential business risk cases that you should be aware of that we or you have no control:

1. **Case #1: Missed AdWords campaign clicks.** If you run AdWords campaigns and have a budget and cost per click and your website should go down, you could possibly have clicks that you pay for but customers does not see your website.

2. **Case #2: Customer can't find your website.** Let's say you have a customer making a decision on your replacement installation proposal who tries to visit your website but can't. They could misunderstand and decide NOT to use your company.

WEBSITE SET-UP INSTRUCTIONS

These items are needed to quickly set-up your Ready-Built HVAC Website to your company requirements:

1. What year was your business started?

2. Do you wish us to purchase and set-up your Domain Name for you? This is the web address where your website will be located on the internet. Where possible, we will attempt to exactly match your company name or get as close as possible.

3. If you already have a Domain Name, what is your Domain Name? This is your existing web address where your website is located on the internet. You must log in to your domain registrar's control panel, where you registered your domain name, and update the domain's name servers as follows: Primary Name Server: NS1.HILLTOP.US and Secondary Name Server: NS2.HILLTOP.US) Contact ryang@growmyhvac.com for assistance making these

changes.

4. What professional organizations membership website links do you want on your home page? (i.e. Better Business Bureau, Angies List, etc.)

5. Do you wish to use the Ready-Built HVAC Website logo and company name format? The Ready-Built HVAC Website illustrates how you could use our logo and format for your websites company logo and name format.

6. The company's logo is provided in JPEG format, at least 200 pixels on the smallest side. If you already have a logo then you will provide it to use as an email attachment to ryang@GrowMyHVAC.com.

7. Email addresses you want set up? (i.e. username@yourdomain.com) You can have up to 20 FREE email addresses. NOTE: We will generate random email address passwords.

8. If you purchased the online Ready-Built HVAC residential service department, do you wish to use the program's "Fixed-Right" service repair upfront pricing brand name? This department training track provides you a professional service call handling process, forms upfront price book, and invoice, service agreement and customer survey and call handout forms.

9. If you purchased Ready-Built HVAC residential service department, do you wish to use the program's "Protect" service agreement brand name?

10. If you purchased Ready-Built HVAC residential installation department, do you wish to use the program "Installed-Right" replacement home survey brand name?

11. What is the company's repair warranty period (default = 1 year)?

12. What is the company's diagnostic fee or trip charge (i.e. $95)?

13. What is the company's service agreement preferred customer discount rate % off the retail flat rate repair price (i.e. 15%)?

14. What preferred equipment brand do you sell? (NOTE: Up to two brands are included in the website subscription)

WEBSITE ORDER ENTRY PROCESS

1. Select one of the Ready-Built HVAC Contractor programs that includes website and complete the 2-page subscription Agreement and scan or fax back to us.

2. Your assigned business coach sends you a 1-page website set-up form PDF file as an email attachment to be printed out and completed. See Appendix G of this Search Engine Marketing.

3. Scan and email back to your coach or fax back the 1-page website set-up form.

4. When requested by our webmaster, forward your logo if available or simply submit the *Ready-Built HVAC Website Work Order Form* located in Appendix F of this Search Engine Marketing to have us create a logo for you using our program's logo format. See the proposed logo and format at www.readybuilthvacwebsites.com.

5. If you are providing us your existing domain name, you must log in to your domain registrar's control panel where you registered your domain name and update the domain's name servers as follows: Primary Name Server: NS1.HILLTOP.US and Secondary Name Server: NS2.HILLTOP.US) Contact ryang@growmyhvac.com for assistance making these changes.

6. If you wish to customize your Ready-Built website above and beyond the base website, you will need to complete and forward to us the Website Work Order Form which incorporates the following flat rate fee structure:

   a. Purchasing URL(s) = $12/per URL

   b. Create a logo using the same format as the one shown on the example Ready-Built website which can be used on your marketing materials = $75

   c. Customizing existing content per page = $75

   d. Adding a static page per page = $175

   e. Adding a form page per page = $295

   f. Creating a WordPress 100% customized site $750

ON/OFF WEBSITE BEST PRACTICE SEARCH ENGINE MARKETING PROCESS

SEM specialists find that rankings on search engines is based on 30% on-website optimization (which we have already done) and 70% off-website using Google trusted inbound links from various social media sites, web directories, and non-profit organizations to collectively optimize your local search presence.

On-website optimization involves 4 key criteria:

1. **Keyword and Keyword Phrases**: These are selected words and phrases designed to match what a consumer visitor enters into their browser search window. Each of the Ready-Built HVAC website pages and content include the highest consumer search keywords and key phrases already established. In SEM Level #4 you and/or your SEM vendor would identify local competitor keyword and key phrases to identify your own site's keyword and phrases and to identify what best to use within your enhanced SEM *Google AdWords* campaigns. **You may modify or update your website pages, keyword and/or key phrases by logging into your sites Administration tab.**

2. **Meta Page Titles**: This is the "Headline" or short description of the page and Google prefers descriptions that contain the keywords or key phrases related to the specific webpage and also located in the first paragraph of the page. Each of the Ready-Built HVAC website pages have the keywords and key phrases already included in each page

title and within the page content. **You may modify or update your website pages Meta Page Titles and within page's content by logging into your sites Admin tab.**

3. **TrustRank**: Google estimated delay in providing up to 100% trust is based on the age of site and then the quality of your websites inbound links. It can take up to 4 years to rank 100% in Google trust. Increasing the number of trusted inbound links and Google AdWords campaigns can help shorten the age trust rankings in some areas by up to 1 month, or less. Without inbound links - no matter how old the website = no trust = poor ranking results.

   The age-trust time Google holds off trusting a website in its search rankings are listed below and was obtained from the book *Outsmarting Google by Evan Bailyn:*

   1. Month #1 = no trust ranking
   2. Month #2 =25% of its trust ranking
   3. Month #3 = 50% of its trust ranking
   4. Month #12 = 75% of its trust ranking
   5. Month #24 = 90% of its trust ranking
   6. Month #36 = 95% of its trust ranking
   7. Month #48 = 100%

4. **URL Structure:** Your main keywords should be included in your web address's URL. Since "heating" and "air conditioning: key words rank in the top 1 & 2 top consumer search word, a company named *Bart's Heating & Cooling* would want to assure higher ranking by using an URL that reads: www.bartsheatingairconditioning.com.

OFF-WEBSITE BEST PRACTICE OPTIMIZING SITE'S LOCAL PRESENCE PROCESS

Off-website marketing involves optimizing your local presence by establishing and elevating your website, social, mobile and local visibility. Google's "PageRank" and "TrustRank" give the highest rankings to websites that have great content and that are trusted by being established and/or are well liked as evidenced in the number of inbound links from reputable websites, social media sites and directories that all point to your website via text links and/or image links.

1. Inbound links are from other websites that point to your website. Search engines prefer inbound links from these other sites as a "text link" format like http://www.ReadyBuiltHVAC.com or as the less preferred "image" link such as your logo or ad or other image that when clicked that redirects to your website.

2. Today you can create a competitive advantage by enabling your website to be viewed on mobile devices. Websites are designed to be seen on a computer or tablet monitors, and thus are made to fit that venue. However, over the past few years there has been tremendous growth in smartphone consumer use. Today more people are performing local searches right through their mobile phones. You can easily set up the Ready-Built HVAC website to be mobile phone friendly.

3. To start your online marketing success, you will want to elevate your website's social, mobile, and local visibility by using the step-by-step resources as outlined in APPENDIX B – ESTABLISHING YOUR READY-BUILT WEBSITE PRESENCE.

4. These are your off-website local SEM implementation options to establish your Ready-Built websites local presence:

   a. **Do-it-yourself:** Simply go down the list in the order as outlined and submit, register and or create accounts per this Search Engine Marketing's:

      i. **Appendix A** - SEM LEVEL 1 – Top 4 Social Media Sites Set-up

      ii. **Appendix B** - SEM LEVEL 2 – Establishing your Ready-Built Website Presence**.**

      iii. **Appendix C** - SEM LEVEL 3 - Local Presence Maintenance Plan

      IV. **Appendix D** - SEM LEVEL 4 - Google AdWords as a compliment to SEM

5. **IF YOU ARE JUST TOO BUSY! THEN LET US HELP!**

   a. **Simply purchase our SEM Level 1 – Set-Up Top 4 Social Media Sites.** We set-up your higher impact social media sites Facebook, Twitter, Google+, LinkIn and Google Places and Bing Places using the Ready-Built Website graphics per Appendix A. We also add sharing buttons for social networks throughout your website to encourage people to connect with your business. When people connect and share your site they are approving you in your local market. This approval increases your websites relevancy as a whole. See this Search Engine Marketing APPENDIX A – SEM LEVEL 1 – SET-UP TOP 4 SOCIAL MEDIA SITES. To order to have us do this for you, simply select Set-up business Facebook, Google+, LinkIn, & Twitter & Bing accounts and complete the Ready-Built HVAC Website Work Order Form located in Appendix F *(fee only $295).*

   b. **Simply subscribe to our SEM Level 2 - Establish Your Ready-Built Websites Local Presence.**   We establish your local presence by implementing on your behalf both the SEM Level 1 and the SEM Level 2 implementation plan per Appendix B. To subscribe to have us do this for you, simply select SEM Level #3 and complete the READY-BUILT OFF- WEBSITE OPTIMIZING LOCAL PRESENCE SUBSCRIPTION *AGREEMENT* located in Appendix G *(monthly fee only $250 - 12 month minimum).*

   c. **Simply subscribe to our SEM Level 3 - Local Presence Maintenance.** We continue to update social media profiles, weekly blog postings and add local more directories by implementing on your behalf the Local Presence Maintenance Plan per Appendix C. To subscribe to have us do this for you, simply select SEM Level #3 and complete the OFF-WEBSITE OPTIMIZING LOCAL PRESENCE SUBSCRIPTION AGREEMENT located in Appendix G *(monthly fee only $250 - 12 month minimum).*

   d. **Simply subscribe to one of our SEM Level 4 Select Venders - Google AdWords as a compliment to SEM** – another way to improve search rankings for both new and existing sites is to conduct AdWords campaigns. AdWords is Google's pay per click (PPC) marketing system. AdWords are great for websites that are new and/or unable to earn their way to the top of search engine rankings. Simply subscribe to a SEM Level 4 - Google AdWords website and your mobile presence as a compliment to SEM Plan per Appendix D. We presently recommend

dudamobile as our preferred SEM Level 4 Vender to help drive your site and mobile the top search results.

SEO AND SEM IS A CONTINUOUS PROCESS

Search Engine Optimization (SEO) and Search Engine Marketing (SEM) is only "the process of applying on-website and off-website marketing techniques" to your website that may increase your chance of being ranked for specific consumer search keywords. We have no control to tell the search engine where to rank you. However, we strictly follow best possible practices per the Appendix A, B and C of this Ready-Built HVAC Website is designed to enhance your local presence and to potentially out-perform your competitors on the major search engines for your targeted keyword phrases.

SEO AND SEM DISCLAIMER

Are search engines or social media sites controlled by Search Engine Marketing (SEM) service providers? Absolutely NOT!! Search engine results are controlled solely by each individual search engine through complicated search algorithms. These complicated search algorithms evaluate a website's unique ranking placement on the search results. It is unachievable for ANY SEM Service provider to warranty or guarantee high rankings for any website or any webpage you may have.

Search engines search results make a portion or all of your information available to the public. They are the ones responsible as to how your information will be indexed and ranked within their search results.

No SEM company can provide magic "recommendations" for your ranking success. Appendix A, B, C and D of this Ready-Built HVAC Website USER GUIDE included our "**basic lowest cost option"** SEO/SEM service tasking packages available are as defined in **Appendix A, B, C and D of this Ready-Built HVAC Website USER GUIDE.**

We provide **NO RANKING GUARANTEES**. Your ranking will be based on local competition paid for ranking. We provide only SEO labor tasking to execute the plans per this Appendix A & B Search Engine Optimization strategies and can't legally and ethically make any guarantee or promise regarding ranking, other than the fact that our work, process, past experience and known methods can give your website the best chance to rank organically higher on all major search engine results for your specific keyword and keyword phrases you target. Therefore, in some areas you may need additional Facebook and or search engine AdWords campaign support in order to capture you fair share of your service area leads away from the competition.

APPENDIX A – SEO LEVEL 1 - SET-UP YOUR TOP 4 SOCIAL MEDIA SITES

These top 4 social media sites have a big TrustRank impact on your local presence. You can have us set-up your social media sites Facebook, Twitter, Google+, LinkIn and Google Places and Bing Places using matching Ready-Built Website graphics and overall theme on social sites and matching descriptions of business info on all sites and directories . To order to have us do this for you, simply select Set-up business Facebook, Google+, LinkIn, & Twitter & Bing accounts and complete the Ready-Built HVAC Website Work Order Form located in Appendix F *(Set-up fee only $295).*

 Or you can create these accounts yourself.

1) Create a Google+ Business Page - https://plus.google.com
2) Create an account at Google Places - http://www.google.com/places
3) Create a Twitter account - http://www.twitter.com
4) Create a Facebook Business Page (If we do it for you then we use same theme as Ready-Built HVAC website - http://www.facebook.com
5) Create a LinkedIn Business Page.- http://www.linkedin.com
6) Create a Google+ Local Business Page - http://www.google.com/local
7) Create an account at Bing Places - https://www.bingplaces.com/

*See SEO Disclaimer

APPENDIX B – SEO LEVEL 2 - ESTABLISHING YOUR WEBSITE PRESENCE

If you have subscribed to the **SEO Level 2 - Establish Your Ready-Built Websites Local Presence** then this section will become the subscription monthly implementation action plan. The plan is designed to be implemented on a monthly basis. Each month we will submit action completion to plan. If you are doing it yourself, then simply click the blue links below to review and or register, submit or subscribe to these SEM local resources that collectively help you establish your website's presence.

A few of the plan's directories/sites as well as the mobile website require modest account set-up fees or monthly subscriptions which are not included in our website or SEO subscriptions.

To subscribe to have us do this for you, simply select SEM Level #2 and complete the OFF-WEBSITE OPTIMIZING LOCAL PRESENCE SUBSCRIPTION AGREEMENT located in Appendix G *(monthly fee only $250 - 12 month minimum).*

Enhance Your Website's Local Presence

1) Create an account at Google Webmaster - http://www.google.com/webmasters
2) Create an account at Google Analytics - http://www.google.com/analytics
3) Create an account at Bing Webmaster - http://www.bing.com/toolbox/webmasters
4) We have already added key HVAC search words and phrases with city/state to the first paragraph of the homepage.

Submit Website to Social Sites

5) Create a Google+ Business Page - https://plus.google.com
6) Create an account at Google Places - http://www.google.com/places
7) Create a Twitter account - http://www.twitter.com
8) Create a Facebook Business Page (If we do it for you then we use same theme as Ready-Built HVAC website - http://www.facebook.com
9) Create a LinkedIn Business Page.- http://www.linkedin.com
10) Create a Google+ Local Business Page - http://www.google.com/local
11) Create an account at Bing Places - https://www.bingplaces.com/
12) Create a YouTube channel for your business - http://www.youtube.com
13) Create an account and recommend relevant articles at Scoop.it - http://www.scoop.it
14) Create an account and recommend relevant content on Reddit - http://http/www.reddit.com
15) Create an account at Pinterest for your business http://www.pinterest.com

Submit Website to Web Directories

16) Submit your site to Angies List - http://business.angieslist.com
17) Submit your site to DMOZ - http://www.dmoz.org
18) Submit your site to Brownbook.net http://www.brownbook.net
19) Submit your site to Jayde.com - http://www.jayde.com

20) Submit your site to Searchsight.com - http://searchsight.com
21) Submit your site to Pegasus Directory - http://pegasusdirectory.com
22) Submit your site to Yahoo! Local using Add a Business - http://www.local.yahoo.com
23) Submit your site to Bing Local http://www.bing.com/local using the Bing Places for Business - https://www.bingplaces.com
24) Submit your site to Yelp http://www.yelp.com using the Yelp Business Owner's Guide - http://www.yelp.com/business
25) Submit your site to Localeze - http://localeze.com
26) Submit your site to InfoUSA http://leads.infousa.com/Landing/UpdateListing.aspx
27) Submit your site to Yellowpages.com - http://www.yellowpages.com
28) Submit your site to CitySearch - http://www.citysearch.com
29) Submit your site to Superpages.com - http://www.superpages.com
30) Submit your site to Manta.com - http://www.manta.com
31) Submit your site to InsiderPages - http://www.insiderpages.com
32) Submit your site to MerchantCircle - http://merchantcircle.com
33) Submit your site to Best of the Web Local - Free Version - http://local.botw.org/helpcenter/jumpstartproduct.aspx
34) Submit your site to Foursquare - http://www.foursquare.com
35) Submit your site to HotFrog - http://www.hotfrog.com
36) Submit your site to MapQuest - http://www.mapquest.com
37) Submit your site to Local.com - http://www.local.com
38) Submit your site to Yellowbot - http://www.yellowbot.com
39) Submit your site to EZlocal - http://www.ezlocal.com
40) Submit your site to Yellowee - http://yellowee.com
41) Submit your site to MagicYellow - http://magicyellow.com
42) Submit your site to GoMyLocal - http://www.gomylocal.com
43) Submit your site to Acxiom MyBusinessListingManager - http://www.mybusinesslistingmanager.com
44) Submit your site to Intuit Business Directory - http://business.intuit.com/directory/growBusiness.jsp
45) Submit your site to Thumbtack - http://www.thumbtack.com
46) Submit your site to HomeAdvisor - http://www.homeadvisor.com
47) Submit your site to Kudzu - http://www.kudzu.com

Create a Go Mobile Account with dudamobile

DudaMobile can help you position your business at the top of mobile search results to get you in front of new customers. 58% of smartphone users search for local businesses or services every week and 70% of people that search for a local business on their mobile phone will take action that day. Get started and connect with active mobile buyers today!

48) Create an account for a mobile version of your website at dudamobile -
http://www.dudamobile.com

Create Accounts

49) Create an account and recommend relevant content on Diigo - http://www.diigo.com $20
annually
50) Submit your site to ScrubTheWeb - http://www.scrubtheweb.com $100 annually
51) Sign up for Yahoo! Local Enhanced Listing - http://listings.local.yahoo.com/enh.php $9.95
month
52) Submit your site to Best of the Web Local -
http://local.botw.org/helpcenter/premiumproduct.aspx?uid=44833 $9.95 month
53) Submit your site to Judy's Book - http://www.judysbook.com $9.92 month
54) Create an account at ACCA - http://www.acca.org
55) Create an account at PHCC - http://www.phccweb.org
56) Create an account at MSCA - http://www.msca.org

Ongoing Local Presence Maintenance Plan

1) Perform monthly blogs and tweets to each of your social media sites
2) Perform monthly updates to Google Places profiles
3) Perform monthly updates to Facebook profiles
4) Perform monthly updates to Twitter profiles
5) Perform monthly updates to Bing Places profiles
6) Add 2 new directories per month.

*See SEO Disclaimer see Page 19

APPENDIX C – SEM - GOOGLE ADWORDS AS A COMPLIMENT TO SEM

Search engine algorithms continuously change at the discretion of search engine providers. We do not provide search engine marketing, but instead recommend proven SEM vendors.

AdWords is Google's pay per click search engine marketing system that helps result in higher search engine rankings. AdWords are great for websites and smartphone sites that are new and/or unable to earn their way to the top of search engine rankings. Competition for top rankings is fierce in some market areas and AdWords is the tool used to gain in the rankings.

We recommend that you hire a local SEM Pro!!

If you need help evaluating a provider call us for a checklist or use one of our recommended proven SEM vender pro's.

Last we checked, with an AdWords ad, you don't really get a lot of space.

- 25 characters for the headline.
- 70 characters of ad text
- 35 characters for the Display URL.

That's all you get for ad space!!

The ads we are talking about are those little ads you see whenever you do a search on Google that appear on the left just above the organic search results or just to the right of the webpage results.

Some HVAC contractors are able to get huge success creating their AdWords ads while others fail. Ultimately, success with AdWords comes down to your landing page/website optimization that you can adjust with the use of your AdWords campaigns to get consumers to click on your ads. Creating AdWords campaigns can often require edits to your landing page headers and first paragraph content to match your campaigns key words and key word phrases.

For illustrative and education purposes, let's now take a look at an actual search results for a contractor using an AdWords campaign to see why it worked.

This AdWords ad was successfully running at the top of the search engines in Cleveland on 7/25/2013, which was the result of our entering in the Google search window "Cleveland air conditioning repair". The ad result actually appeared at the top rank of three ads and on left hand side of the search results window just above the organic search results. Others using AdWords campaign results showed up on the right hand side of the results.

One Hour **AC** & Heating
www.onehourcleveland.com/
1 (440) 367 8149
24/7 Service In Greater Cleveland.
Call For An A/C Tune Up Only $79!

We find that this AdWords ad's success is due to the 5 key factors that you'll see in most top performing AdWords ads including:

1. **The use of numbers** – The use of numbers makes these ads visually stand out by separating the ad's sets of word letters.

2. **The use of ASCII characters** – This ad uses ASCII characters – the dollar sign ($) and (!). Just like with numbers, the ASCII characters make the ad stand out from the competition.

3. **A great offer** – This ad makes a compelling offer "AC Tune-up only $79."

4. **A call to action** – Let's consumers know what they're supposed to do. The phone number 1 (440) 367 8149 in the ad is an implied call to action. In this case, "Call 24/7" makes it very clear that they want customer to call anytime 24/7.

5. **A benefit** – In this case, the benefit is the low price offer. This will resonate with those who need service now.

   *Avoid using other companies AdWords campaigns to avoid copyrighted materials. To make your ad unique, you should simply take the top ads and modify to fit your own business's message.

A Word on Google AdWords

AdWords allows you to purchase advertising on the world's largest search engines. Studies show up to 86% of the search market share is owned by Google search. Bing owns the other 24%. If done right, your ad would appear when someone enters your key phrase in Google search. This form of advertisement is so successful because of:

1. The relevance of ads to a specific search.
2. The natural look of the search result appearance.
3. You set a price per click and the budget for each day for getting your message to people willing to buy. For example you may wish to pay up to $50/day and each time someone clicks your ad at $.50/per click.

Basic AdWords Advice

There are various AdWords "match types" to use:

i) **Broad match** - has no "quotes" and you should *avoid these types* of AdWords campaigns due to extremely costly, competitive, higher cost per lead, and poor performing click results.

ii) **Phrase match** – this is a keyword phrase in a "specific order" and are the *cheapest to use by weeding out those searches not relevant* to purchasing your services. Searches result from any word combination of the phrase.

iii) **Exact match** – this is a keyword phrase that must be entered in search in the exact order. You use this if you wish to eliminate searches with the wrong context.

iv) **Negative match** – this is a keyword you wish to use to filter out unqualified searches. (e.g. "Cleveland Air Conditioning Repair' – automobile – boat would eliminate search results where people looking for auto or boat service)

SEM vendors identify on your behalf the estimated bid cost rate range by:

1) Selecting your ads keyword phrases

2) Identifying the bid per click and work with you to identify your maximum daily budget.

3) Creating your ad.

4) Launching your ad.

5) Tracking your ad's (click-through-rates) CTR to identify your AdWords campaign's effectiveness.

6) Adjusting where necessary your ad's content, filters and/or per click bid rate and/or your daily budget amount that you desire to reach your lead generation objectives.

A Word on Facebook AdWords

Facebook's absolutely stocks took off in 2015 due to its ability to target and match up local consumer buyers to products and services. Check them out by getting a do-it-yourself guide or hire a Pro. Keep in mind that a Facebook site is all about:

1. Photo-sharing
2. Thought-sharing
3. Liking
4. Linking
5. Mobile phone driven
6. Closely connected to advertisers

If they post anything about heating or air conditioning or indoor air quality or they have search a site to view product or service your banner pops up.

*See SEM Disclaimer

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Ready-Built HVAC Website Set-Up Form

To set-up your website, simply enter the minimum set-up information in the cells below. Other See website user guide for details on how website is automatically updated as well as how to customize your website site content. Please carefully print company name, address , phone number, and email address that will appear throughout your website.

What year was your business started?	
Do you wish us to purchase and set-up your Domain Name for you?	Circle Y/N
If you already have a Domain Name, what is your Domain Name? ((NOTE: You must log in to your domain registrar's control panel, where you registered your domain name, and update the domain's name servers as follows: Primary Name Server: NS1.HILLTOP.US and Secondary Name Server: NS2.HILLTOP.US) Contact ryang@growmyhvac.com for assistance making these changes.	If item #1 = Y leave blank If you need help email: ryang@GrowMyHVAC.com
What professional organizations membership website links do you want on your home page? (i.e. Better Business Bureau, Angies List, etc.) (NOTE: Use this space if needed.)	
Do you wish to use the Ready-Built HVAC Website logo and company name format? (If Yes, complete and scan and email or fax us the Ready-Built HVAC Website Work Order Form)	Circle Y/N
The company's logo in JPEG format, at least 200 pixels on smallest side.	If item #4 = N send logo to: ryang@GrowMyHVAC.com
20 Email addresses included FREE in set up? (NOTE: We will generate random passwords. Or set-up these for directing leads from site to your support staff (e.g. requestservice@Yourdomain.com, requestaquote@Yourdomain.com, askanexpert@Yourdomain.com, info@Yourdomain.com) List staff emails here (i.e. username@Yourdomain.com) here:	
If you purchased Ready-Built HVAC residential service department, do you wish to use the Ready-Built HVAC "Fixed-Right" service repair upfront pricing brand name?	Circle Y/N
If you purchased Ready-Built HVAC residential service department, do you wish to use the Ready-Built HVAC "Protect" service agreement brand name?	Circle Y/N
If you purchased Ready-Built HVAC residential installation department, do you wish to use the Ready-Built HVAC "Installed-Right" replacement home survey brand name?	Circle Y/N
What is the company's repair warranty period (default = 1 year)?	
What is the company's repair call "Diagnostic Fee" rate? (i.e. $95)	$
What is the company's service agreement preferred customer discount rate % off flat rate price? (i.e. 15%)	%
What preferred equipment brand do you sell? (NOTE: Up to two brands included in base fee)	

Your Name:

Company: Phone:

Address: Email:

Please carefully print all information. Questions? Please call Ready-Built Website Provider and Support Hot Line, Hilltop Services at 1-859-328-3223 or email him at ryang@GrowMyHVAC.com

City: State: Postal/Zip:

Signature:

Fax back to 603-386-6342

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Ready-Built HVAC Website Work Order Form

Work Description	Fee
Customizing existing content = $75/per page	
Adding a static (fixed-content) page = $175/per page	
Adding a form page = $295/per page	
Adding an additional equipment product line logos and links (2 are included website FREE) = $75/ea	
SEO Enhancement Options SEO Level 1 = $150 | SEO Level 2 = $295 | SEO Level 3 = $??? | Website Enhancement Pkg = $550	
Produce print-ready logo (using Ready-Built standard logo template) = $95	
Register Domain Name = $12/each	
Email Spam Filtering Service = $20/mo	
Total credit card authorization amount	

Your Name: (as it appears on Credit Card)

Company: Phone:

Address: Email:

Please carefully print all information. Questions? Please call Ready-Built Website Provider and Support Hot Line, Hilltop Services at 1-859-328-3223 or email ryang@GrowMyHVAC.com

City: State: Postal/Zip:

Credit Card # |___|___|___|___|___|___|___|___|___|___|___|___|___|___|___|___| ☐ MC ☐ VISA ☐ AMEX
Exp. Date (MM/YY) | | | | | |

Signature:

Fax back to 603-386-6342

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Enhance your Ready-Built Website's local visibility and social media presence!

For only $550, we handle the tasks required to get you listed where it counts. The SEO KICKSTART PACKAGE includes the following services to enhance your Ready-Built Website's local visibility and social media presence:

1. **Social Site Setup**
   Creating an account/page on the top 4 highest impact social media sites including Facebook, Twitter, Google Plus and LinkedIn.
2. **Review Site Setup**
   Creating an account/listing on the most popular consumer review sites to include Angie's List, Merchant Circle, Google Places, Yelp, Bing Local and YP.com.
3. **Website-to-social connection**
   Linking your Ready-Built Website to Angie's List, Merchant Circle, Google Places, Yelp, Bing Local and YP.com consumer social media sites.
4. **RateMyHVAC.com Consumer Review Capture Page**
   Set up RateMyHVAC.com Review Capture page which automatically revolves through Angie's List, Merchant Circle, Yelp, Bing Local and YP.com review sites and the appropriate link.
5. **Personalized Review Request Card**
   Create a personalized printable Review Request card which can be handed out to customers at time of service.
6. **Google Analytics Setup**
   Set up Google Analytics and connect to your Ready-Built Website for easy site monitoring.

Get Started Enhancing Your Site Today!

Simply complete and fax this form to the number below to start the process. A specialist will contact you to gather additional information.

Credit Card Payment Information: (PLEASE PRINT)

FULL NAME ON CARD	COMPANY NAME
BILLING ADDRESS	EMAIL ADDRESS
CITY STATE ZIP	PHONE
CARD NUMBER	EXP. DATE

CARD TYPE
☐ VISA   ☐ MC
☐ AMEX   ☐ OTHER: _____

AUTHORIZED SIGNATURE   "I authorize BSI to charge my credit card the amount shown on this form."

Please fax completed form to: **603-386-6342**

PLEASE DO NOT EMAIL COMPLETED FORMS

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Standalone HVAC website supporting enhanced customization

For only $750, we provide you a fully standalone, customizable website built on the popular Wordpress CMS platform, allowing you and your SEO group full control over the website and all content. This package includes:

1. **Standalone website**
   A completely customizable website, using a HVAC-centered template built on the Wordpress CMS.
2. **Full access to site files**
   Includes Wordpress Admin and FTP access: all aspects of the site can be customized and edited.
3. **Pre-written content, customized to your site**
   Up to 8 pages of content, modified by our copywriter to ensure high percentage of unique content to enhance SEO.
4. **Free updates**
   Up to 12 updates (edits/pages/forms) per year at no additional charge, with 2-business-day turnaround.
5. **All-inclusive support and maintenance**
   We maintain your site hosting and provide support and assistance.
6. **Same monthly cost as a standard Ready-Built site**
   No additional monthly hosting fees, and includes unlimited hosting. Ready for use in 10 business days after signup!
7. **One-time $750 setup fee**

Get started with your standalone site today!

Simply complete and fax this form to the number below to start the process. A specialist will contact you to gather additional information.

Credit Card Payment Information: (PLEASE PRINT)

FULL NAME ON CARD	COMPANY NAME
BILLING ADDRESS	EMAIL ADDRESS
CITY STATE ZIP	PHONE
CARD NUMBER	EXP. DATE
CARD TYPE ☐ VISA ☐ MC ☐ AMEX ☐ OTHER: _____	AUTHORIZED SIGNATURE "I authorize BSI to charge my credit card the amount shown on this form."

Please fax completed form to: **603-386-6342**

PLEASE DO NOT EMAIL COMPLETED FORMS