

THE ULTIMATE LEAD GENERATING ELECTRICIAN WEBSITE

OPTIMIZED FOR CONVERSION

- Web Analytics & Tracking Installed for consistent improvement
- Clear & Compelling Call-To-Action
- Answer WIFM (What's in it for me?)
- Split tested form fields to increase on-page conversion
- Page speed optimized
- Effective use of white space
- Heatmap tracking in place for continual optimization

OPTIMIZED FOR SEARCH ENGINES

- Keyword rich content so qualified customers to discover website
- DoFollow backlinks (equivalent to a 'thumbs-up' in Google's eyes)
- Backlink & guest blogging deals with other electrician sites
- Topical/Regional Citations (100+. Or more than all competition)
- Schema markup for prominent visible in Google Search Results
- Action orientated Page Titles & Descriptions to increase clicks
- Website URL includes primary keyword, e.g. Electrician

OPTIMIZED FOR GOOGLE MAPS

- Automated process to secure 4 & 5 star customer reviews
- Keywords used in business descriptions & image ALT tags
- Surrounding service area webpages to increase reach
- Regular Google My Business Posts
- Geo-Tagged images
- Regular business and customer generated photos uploaded

The screenshot shows a browser window for 'Electrician.com'. The header includes a logo of an electrician, a header text 'HEADER (not a time to be cute)' with sub-points: '- What You Do', '- How You Make Your Customer's Life Better', and '- Make it Easy to Contact You'. A teal box on the right says 'Strong Call-To-Action'. The navigation menu includes 'Navigation | Service Pages | Testimonials | Contact Us'. Below is a testimonial section with a quote: 'Customer testimonial that demonstrates the transition from the before to 'after-state''. To the right is a 'PROMINENT CONTACT FORM WITH SOCIAL PROOF' featuring five stars and a contact form icon. Below the form is the phone number '555-555-5555' with the text 'Trackable Number with Reporting & Analytics'. A grey box at the bottom left of the screenshot contains the text: '1500+ words of commercial searcher intent, keyword rich content. No Keyword Stuffing'. The footer of the browser window says 'GrowthX.Marketing/ELECTRICIANS'.

LOGO



HEADER (not a time to be cute)

- What You Do
- How You Make Your Customer's Life Better
- Make it Easy to Contact You

**Strong
Call-To-
Action**

Navigation | Service Pages | Testimonials | Contact Us

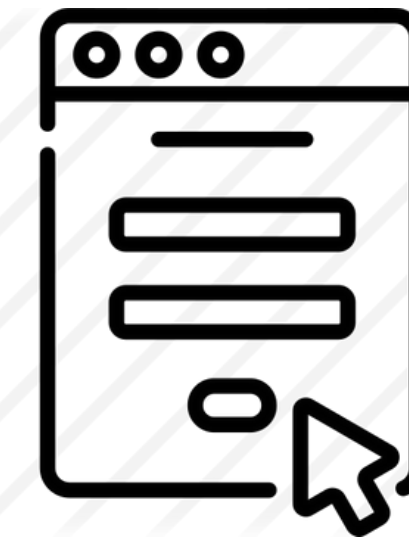


Customer testimonial that demonstrates the transition from the before to 'after-state'

**PROMINENT CONTACT FORM
WITH SOCIAL PROOF**



'End-result' imagery that shows people



555-555-5555

Trackable Number
with Reporting & Analytics

1500+ words of commercial searcher intent, keyword rich content.

No Keyword Stuffing

GrowthX.Marketing/ELECTRICIANS