

# THE ULTIMATE PLUMBING & HVAC WEBSITE CONVERSION MACHINE

Our **website conversion machine blueprint** will help you **get 2, 3 or even 10x more leads than your existing website design**. Use this awesome new & **FREE** cheat sheet to **convert your existing website from an online brochure to a lead generating conversion machine fast!**

## FINDABILITY ELEMENTS

- Keywords in page titles and content.
- Exact match NAP ( name, address & phone number in footer of site.
- Site built on WordPress framework and fully responsive.

## ENGAGEMENT ELEMENTS

- Clear USP and Testimonials.
- Clear easy to find navigation.
- Message to your avatar not on you.
- Trust icons to position authority.
- Clear map to show locality.
- Social proof icons.

## CONVERSION ELEMENTS

- Top right corner tracking number with clear CTA.
- Clear CTA front and center.
- Lead magnet form field.
- 24/7 Live Chat.
- NearbyNow Checkins
- Real photos of you and your team


## WORDPRESS PLUGINS

- Yoast SEO Plugin
- Google Analytics
- Bird Eye
- Click To Tweet
- Facebook Auto Publish
- Google XML Sitemaps
- Jetpack by Wordpress
- NearbyNow



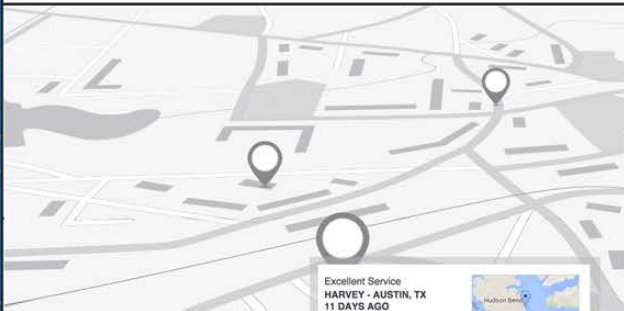
Your City Plumber

**LOGO IDENTITY** contact us today 305-000-0000  
navigation | action | another action f t G+


 **THE SATISFACTION GUARANTEE PLUMBING PROFESSIONALS** CTA

★ ★ **TRUST ICONS** ★ ★

**“CLIENT TESTIMONIALS”** NAME: [input] EMAIL: [input] TELEPHONE: [input] MESSAGE: [input] SUBMIT

 **Excellent Service HARVEY - AUSTIN, TX 11 DAYS AGO**  
The S&O representative was on time and did a very thorough inspection. He was excellent at explaining inspection results, he was clear and concise. I highly recommend S&O.  
★★★★★ Overall Experience 5 / 5  
★★★★★ Quality  
★★★★★ Price  
★★★★★ Convenience

Business Name  
Exact Street Address  
City, ST, Zip Code  
Telephone Number f t G+  
navigation | action | another action

**24/7 LIVE CHAT** 

## RESPONSIVE DESIGN

- Your website **MUST BE Mobile Responsive.**
- 30-40% traffic from mobile searches.
- 1 touch click to call contact.



**BE SURE TO REGISTER** for the upcoming **FREE Online Marketing Workshop** to lay out a proven strategy for tripling your sales and leads in the next 90 days [www.plumberseo.net/Webinar](http://www.plumberseo.net/Webinar).