

Online Searches Are Now the #1 Source Customers Use to Find HVAC Services

People are now using online marketing to find your HVAC services. HVAC Marketing has changed and continues to change as more people use phones and the internet.

ST. CATHARINES, ONTARIO, CANADA, July 3, 2015 /EINPresswire.com/ -- The future of marketing your HVAC business is through online marketing. It's vital you have a HVAC internet Marketing strategy that will bring results.

People are no longer searching the yellow pages or other older advertising platforms to find your HVAC services. If you're not effectively marketing your HVAC business online, you will lose a lot of leads & customers to your competitors who are. The internet is now the #1 way people find your services, are you doing a good job of getting in front of them?

There's a few things to consider when it comes to marketing your HVAC business online. In this article we're going to discuss the most important elements to make sure you drive in more leads and customers.

1) Your website: 80% of people are influenced by your [HVAC websites](#) design and look when it comes to calling your business. If the website looks poor it shines a negative light on your company. Very important elements to include are:

- A phone number with a clear call to action
- A form for people to fill out their details if they can't talk on the phone at that time
- Images of your business/work
- Testimonials and reviews

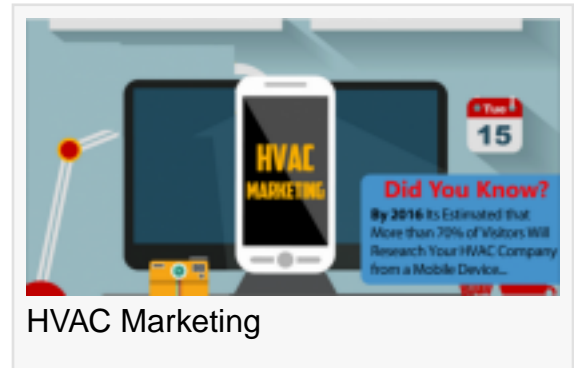
Keep in mind, your website is just the centerpiece of your online marketing formula. Having a good website is essential but it's just 1 piece of the puzzle. Effective marketing and getting people in front of your website is a must if you want to succeed with your marketing.

2) Mobile friendly design: It's now estimated that over 50% of visitors access websites from a mobile device and more than 50% of local searches on Google are coming in from mobile phones. It's vital that your website displays properly on a mobile device and phone.

This means people don't have to zoom in to read the content or scroll over to the right to find important details like contact information. Instead you want them to be able to access any information they want quickly and easily.

Most importantly, you want them to be able to get on the phone with your business easily. This means having a phone number that highlights as soon as they land on your website. They should be able to simply touch the screen to get on the phone with you.

3) Search Engine Marketing: Most of your customers online will find you through the search engines.



They'll type in a search such as "Air Conditioning Repair" and this is when you want your website appearing in Google for them to find you and read more about your services.

Search engine optimization or [HVAC SEO](#) brings great results and a great return on investment. The most important thing to keep in mind is that your website is designed properly and that you have many quality backlinks and citations pointing back to your website. These links act as a vote of trust and let Google know that your website is of high quality.

These are some of the most important factors when it comes to [HVAC Marketing](#) and creating an online presence. It's also important to have online reviews and testimonials. These reviews will act as a great trust builder for your business when people are researching it online.

For more information, tips and weekly posts on how to effectively market your HVAC business online visit: <http://HVAC-Marketing.org>

We post the most up to date strategies that will bring in more leads and customers online.

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Ken McLauchlin
HVAC Marketing
1 888 251-3352
email us here

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