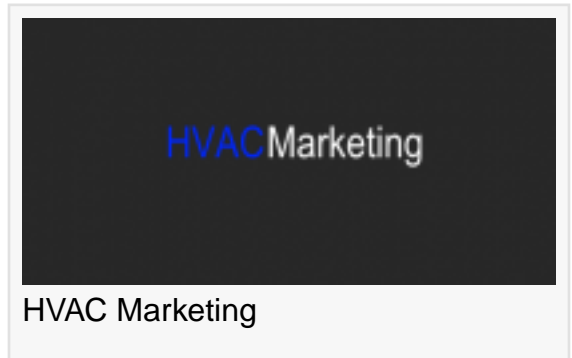


# Home Owners Are Now Turning to the Internet as the #1 Source When Choosing an HVAC Companies

*Finding good contractors & companies can be difficult. Home owners are now turning to search engines and the internet to find HVAC Companies at a growing rate.*

ST. CATHARINES, ON, CANADA, September 7, 2015 /EINPresswire.com/ -- The future is now and that means home owners are now using the internet as the number 1 source for finding HVAC companies. In 2015 it's vital you have an online [HVAC marketing](#) strategy in place.



People used to use much more traditional methods of finding companies and businesses. Print ads, billboards, yellow pages and many other advertising sources were the main options. Over the past few years, things have changed fast! In this post we're going to discuss the most vital factors you must incorporate into your online marketing and HVAC website to ensure you bring in leads and customers online. We'll focus on the 3 factors that will make a huge difference in your business.

1) Your HVAC website: Whether we like to admit it or no, most people visit your website and make a decision immediately if they're going to call you or not. So what is this decision based on? The professional look of your website and how reputable your company look. Here's a few more factors you'll want to incorporate in your site:

- Customized images, videos and text that will give visitors a clear idea of what your company is about
- Clear calls to action that will let people know how to get in touch with you. You don't want people having to search through your website to get in contact with you.
- A simple, user friendly design that will allow users to access information on your services and company very easily.

People are looking for simple, user friendly [HVAC Websites](#) that give them the information they want right away.

"The way people find business has changed. People are now using the internet to find, research and purchase and if you're not being found, your competitors will beat you. Online search engines are now the most popular resource for people to find your HVAC business, are you being found?"

2) Mobile friendly design: In order to really take advantage of the online landscape you must have a mobile friendly design that looks great on all smart phones. More than 50% of people are now accessing website from a mobile phone and they want information immediately.

If your website looks poor, more than 95% of people will leave the website immediately and move onto a competitor's website that displays properly on their phone. This also means you'll be losing leads and customers to your competitors.

You'll also want to have your contact details readily available on every page. This means people can touch the screen and easily get in contact with the business at any time.

3) Search Engine Optimization: When it comes to online marketing, there's a million different strategies and options to market your HVAC business. Social media, email, search engines and directories can all make it seem very difficult to choose what will work best.

The most important aspect is to understand most people start by searching on websites like Google & Bing when looking for a business. These are the first websites they go to and naturally the best place to get started.

Your [HVAC SEO](#) strategy may seem complicated when implementing it but it's actually very easy to get started with. Your goal is to target keywords that most people will search for such as "Air Conditioning Repair + Your City". When you focus your strategy around these types of keywords you're much more likely to rank in the search engines.

These 3 strategies and factors make up some of the most important factors when it comes to HVAC Marketing and building more exposure for your HVAC business.

For more tips and weekly blog posts on marketing your HVAC business online visit:

<http://HVACMarketing.org>

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