

TIPS FOR MARKETINGZOO MEMBERS

Posting Content: (The more consistently you post the better)

Keywords Research.

A good free tool to research keywords used in searches is Wordstream: It provides monthly search volumes for any keywords you type in. And did I mention that it's free!

<https://www.wordstream.com/keywords>

Targeting with Keywords. Add City Names!

When someone does a search for a service (carpet cleaning, water damage restoration, commercial cleaning) Google may ask if they can select results based on your location. However, when I do a search I often get results from nearby cities. I live in a 35k population city (Richmond, Indiana) but I will often see results pop up for the large cities of Indianapolis and Cincinnati which are located 50 to 60 miles away.

While the search engines are doing a better job of providing results based on the location of the searcher, I think it is worthwhile to add city names to content, especially titles of articles, videos and graphics. That way, you know you are not competing with regional or national competitors. You are letting search engines know precisely who you are targeting...and where.

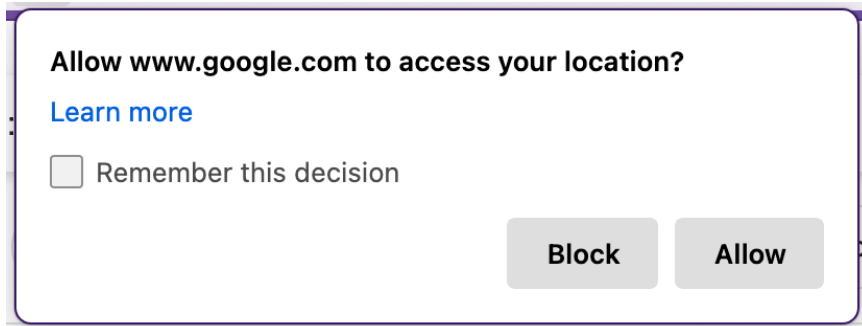


Figure 1: Google asks if it can access your location.

EXAMPLES: You may just wish to add the city name to the front of the title:

“Richmond Indiana Carpet Cleaning Tips”

Or you may wish to work it into the title:

“Carpet Cleaning Tips for Richmond Indiana Homeowners”

Working with Keywords.

Semantic keywords are those that are closely related in meaning. It seems that the search engines do a better job of relating these keywords all the time. So (if you are marketing hoarding cleanup services) the search engines probably know that if someone searches for ***“hoarding house cleaning”*** they are safe in showing results that are basically the same as a search ***“hoarding cleanup”***, even though the keywords are different.

Keyword results for "hoarding cleanup"

Showing 25 of 87 keywords

Keywords	Monthly search volume
hoarding cleanup	6,600
hoarder house cleaning	6,600

Figure 2 Hoarding cleanup keywords (Wordstream)

So, what does that mean to you? Well, it means that you don't have to get too boring using the same keyword all the time in titles and body content. You can mix it up, and you should.

However, keep in mind that if someone searches for ***“attic mold cleanup”*** you are going to get better search results if you have a title and content that has ***“attic”*** included, rather than if you just have the keyword ***“mold cleanup”***. The word ***“attic”*** is a modifier that adds something significant to the content. It tells where the mold is located. You still may come up well in a search with just ***“mold cleanup”*** as your keywords, but having ***attic*** included will help.

So, add additional words if they affect the meaning significantly. Finally, if you like to do attic mold cleanup and you serve the Columbus OH area, it's pretty hard to beat ***“Columbus OH attic mold cleanup”*** as a title for a video, article or graphic.

In-depth Geographic Targeting.

Even though you are often targeting a major market area (city), get in the habit of, when possible, including a list of nearby smaller communities. People live there too, and searches for specific outlying cities can add up.

This isn't cleaning or restoration, but a good example is with this garage door repair firm. Although Phoenix is their major market, in a blog post they have carefully listed other cities in their market area. They are listing in the blog title, but shortly after in the post.

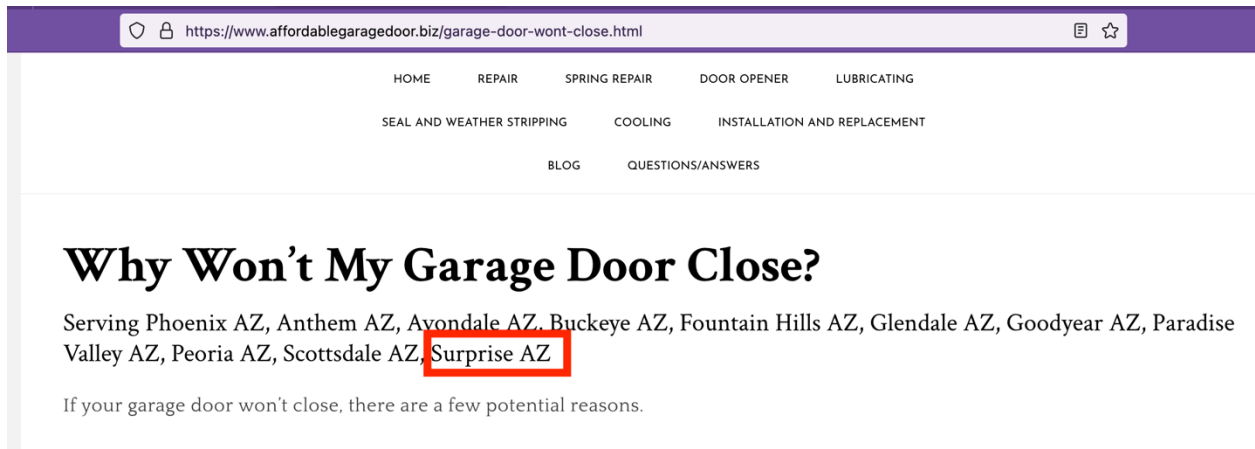


Figure 3 Blog Post

Note, that Surprise AZ is listed last, but in a search for “*Surprise AZ Why Won't My Garage Door Close*” this article is coming up first on Google.

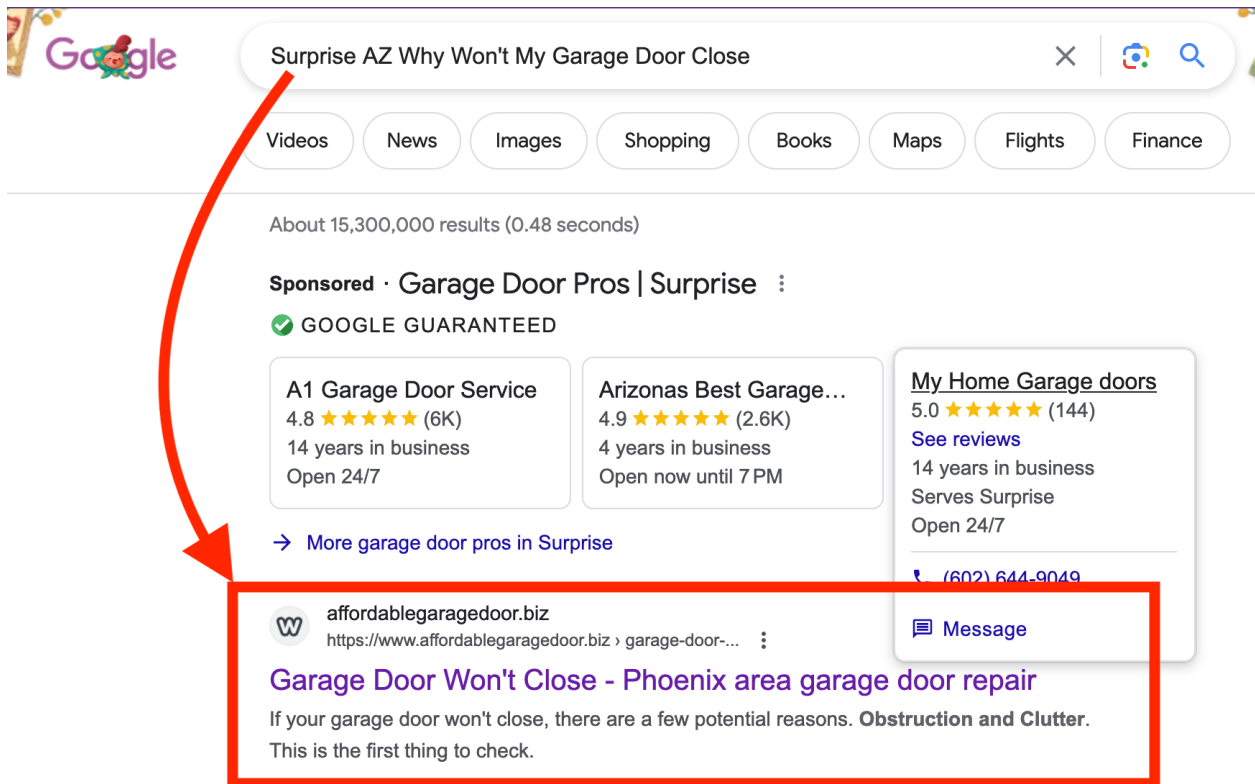


Figure 4 First Page Search Results for Secondary City

So, get the habit of listing the cities that you service in your market area, at least the main ones. List them on your blog posts. And list them in the Description area of YouTube posts. Google picks up content in the description area.

More About Geographic Targeting.

One truth about using content to keep your website fresh and to impress the search engines that you are keeping your presentation fresh, is that your success in coming up in searches largely depends on the level of competition you have for that keyword and that geographic location.

In other words, even if you do everything right, in a very competitive market your chances of hitting those few spots on the first page of Google may be slim. Of course, you want to give it your best effort.

But one strategy is to target secondary cities. You may have 5, or 10 or 20 nearby communities that you also service. Down the road you will get good results for targeting those cities with a lot of content. Even though the population of these towns and cities may be less, you may be able to dominate them for certain keywords. It adds up! It's a smart long-term tactic.

I'd recommend creating a list of your nearby secondary cities. Do a Google search to which ones have the larger populations and use that info to decide which ones to target and how often.

What to Post (Hint: you can post anything!)

MarketingZoo provides you with hundreds of articles, videos, graphics and more. What do all of these of in common. They are generally helpful, useful tips.

Don't fall into the trap of thinking that everything you post must be a sales pitch for your services. In fact, that can get boring fast. You'll get credit and exposure by posting useful information on about any subject.

For example, our Jeff Cross wrote an article back in 2019 titled ***“Removing Blood and Biological Spots and Stains”***. This tip could be useful for anyone if they were faced with the problem.

If want to post it, yet still get in pitch (and keywords) for your own service, you can do this easily by adding your location and service to the headline.

Here’s three examples.

RESTORATION FIRM

“Philadelphia PA Water Damage Restoration firm offers tips on Removing Blood and Biological Spots and Stains.”

RESIDENTIAL CLEANING FIRM

“Columbus OH Carpet Cleaning firm offers tips on Removing Blood and Biological Spots and Stains.”

COMMERCIAL CLEANING FIRM

“Chicago IL Janitorial Service offers tips on Removing Blood and Biological Spots and Stains.”

See how each one gets in your services and service area. You can post anything that is informative and helpful to others. Customers and prospects see this as well as search engines.

Where to Post

This year MarketingZoo is featuring 30-second videos. Why? Some of our members have requested videos that can be posted to Instagram. These videos meet thier requirements.

There are probably many more places to post content than this writer is familiar with. However, I think three no-brainers are Blogs, Facebook and YouTube.

All three of these may come up in Google searches and posting is free (if you post your own blog.) Plus, you are getting tons of great contents that is almost free if you are a member of MarketingZoo. *(Frankly, if I were a member and offering your service, I'd post everything, everywhere I could. Some members tell me that consistency makes all the difference in terms of search engine success.)* Why not get all the exposure you can? It's free, or almost free to do it.

FACEBOOK

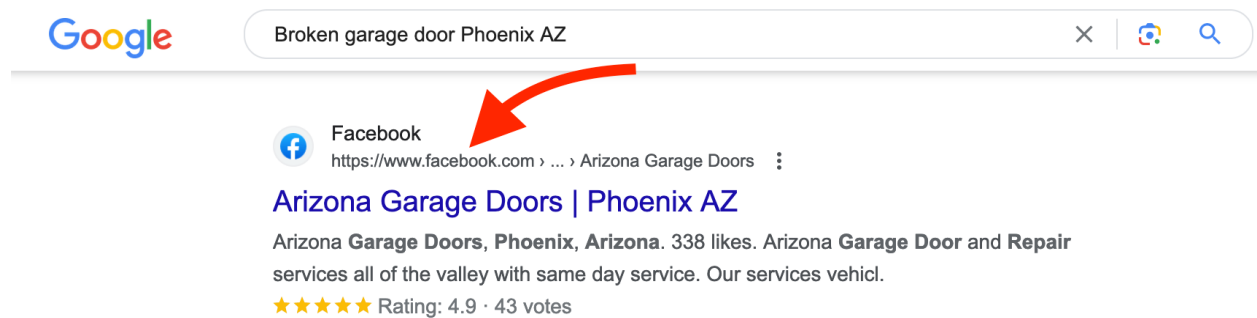


Figure 5 Facebook post coming up in a Google Search

YOUTUBE

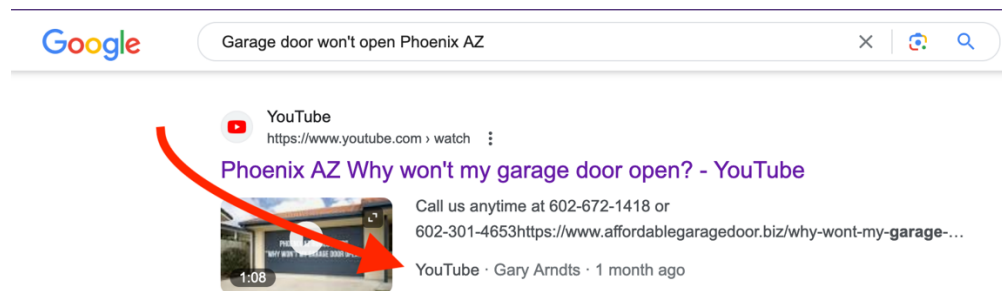


Figure 6 YouTube post coming up in a Google Search!

BLOG

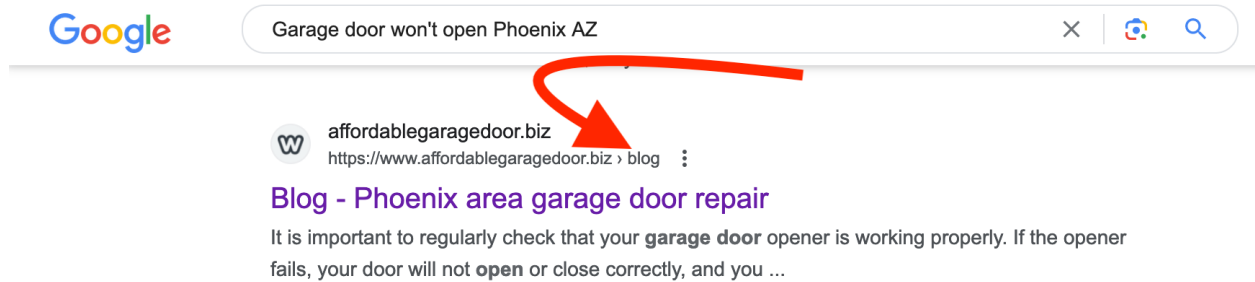


Figure 7 Blog post coming up in a Google Search!

Finally as a MarketingZoo Member, you have access to more content for residential and commercial cleaning and restoration (damage and mold removal) than is available anywhere else. You're plugged into a gold mine of assets. Login yourself, or have your assisting person login, and use it!

CONTACT US

Questions, Ideas, Comments or Suggestions? Tell us!



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