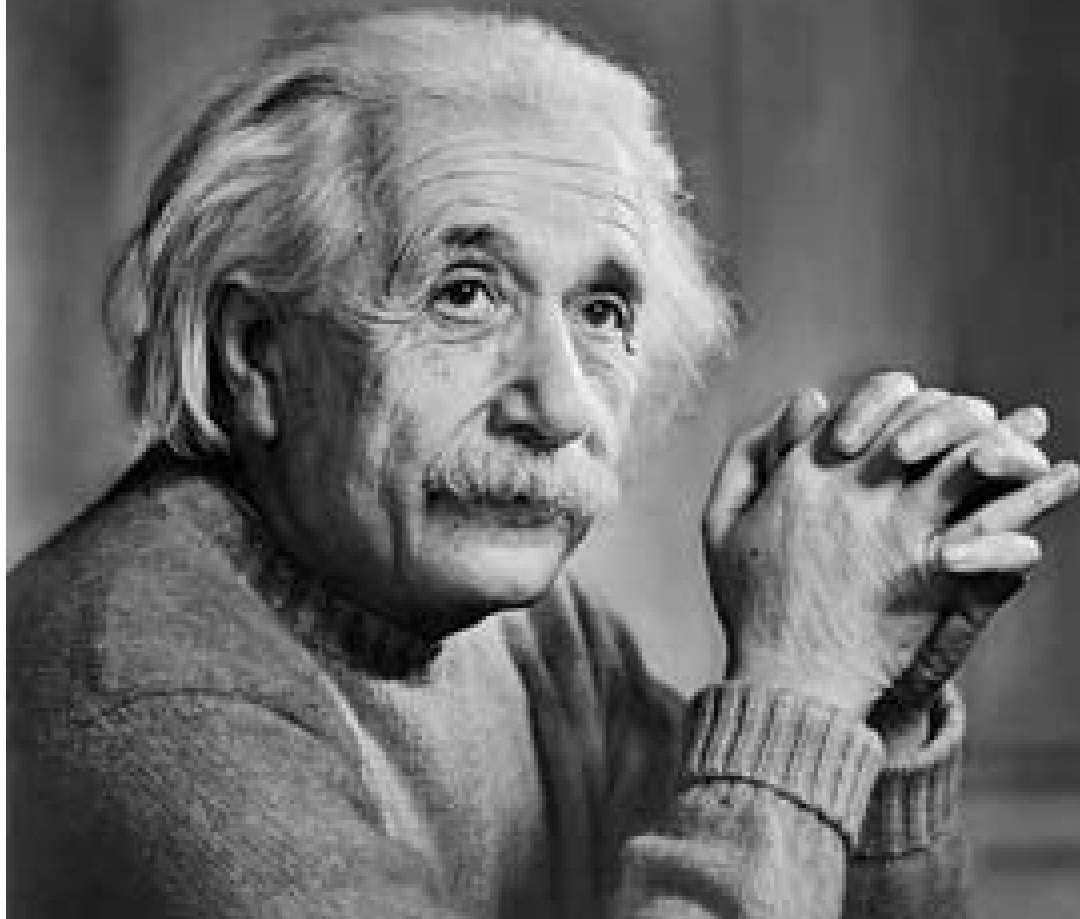


If you can't explain it **simply**, you don't understand it well enough.

– Albert Einstein





www.totallybookeduniversity.com

TotallyBookedTM
UNIVERSITY

Workshops for the aggressive entrepreneur

Internet Marketing for Dummies

by Jeff Cross
senior editor
Cleanfax



Introductions

You love long winded introductions, right?

You know, where the speaker goes on and on and on and on and on and on and on and on and (kind of like what I'm doing right now)

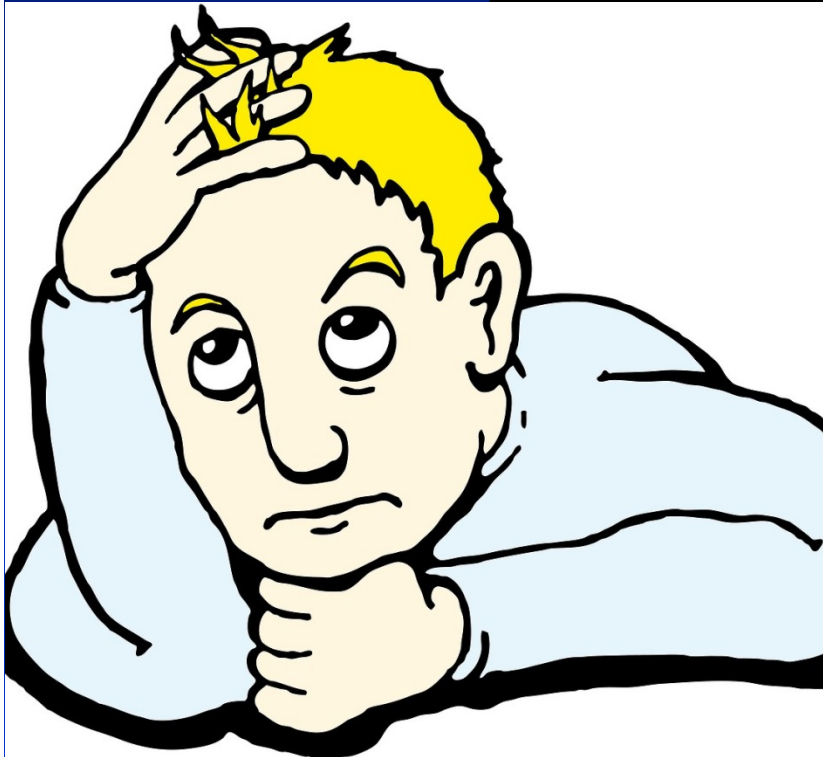


■ About Me!

Jeff is a great guy. Used to be a journalist, became a carpet cleaner, sold his company and became a journalist again. Yadda yadda yadda and he likes you guys and wants to help. He has more than 20 years of hands-on experience in the carpet and furniture cleaning industry. His background includes newspaper reporting, magazine editing and photojournalism. As an IICRC Certified Master Textile Cleaner and IICRC Approved Instructor, Jeff teaches carpet cleaning, upholstery cleaning, color repair and advanced spot and stain removal seminars across the country. He is also the founder and instructor of Totally Booked University, a marketing workshop for the cleaning industry. Some cleaners like to talk about survival techniques in this economy... but maybe that's being too shortsighted. Why not actually build your business despite all the bad news? That's the topic during this dinner meeting. We will all put our heads together and talk about tactics that will bring in business and help all of us to have healthy, growing companies that the competition will envy. Come prepared to talk about what works and what doesn't work for you, and plan to take home ideas that you can immediately put to use. Jeff Cross is the senior editor of *Cleanfax* magazine. He has more than 20 years of hands-on experience in the carpet and furniture cleaning industry. His background includes newspaper reporting, magazine editing and photojournalism. As an IICRC Certified Master Textile Cleaner and IICRC Approved Instructor, Jeff teaches carpet cleaning, upholstery cleaning, color repair and advanced spot and stain removal seminars across the country. He is also the founder and instructor of Totally Booked University, a marketing workshop for the cleaning industry. Jeff Cross is the senior editor of *Cleanfax* magazine. He has more than 20 years of hands-on experience in the carpet and furniture cleaning industry. His background includes newspaper reporting, magazine editing and photojournalism. As an IICRC Certified Master Textile Cleaner and IICRC Approved Instructor, Jeff teaches carpet cleaning, upholstery cleaning, color repair and advanced spot and stain removal seminars across the country. He is also the founder and instructor of Totally Booked University, a marketing workshop for the cleaning industry. Jeff Cross is the senior editor of *Cleanfax* magazine. He has more than 20 years of hands-on experience in the carpet and furniture cleaning industry. His background includes newspaper reporting, magazine editing and

Show of hands:

Who here today has sat through a mind-numbing seminar, where you can feel the tedium closing in from all four walls? Hmmmmm?



Let's make a deal. I'll keep you from slipping into a coma by sharing some good wake-up clips

.... Like this one....



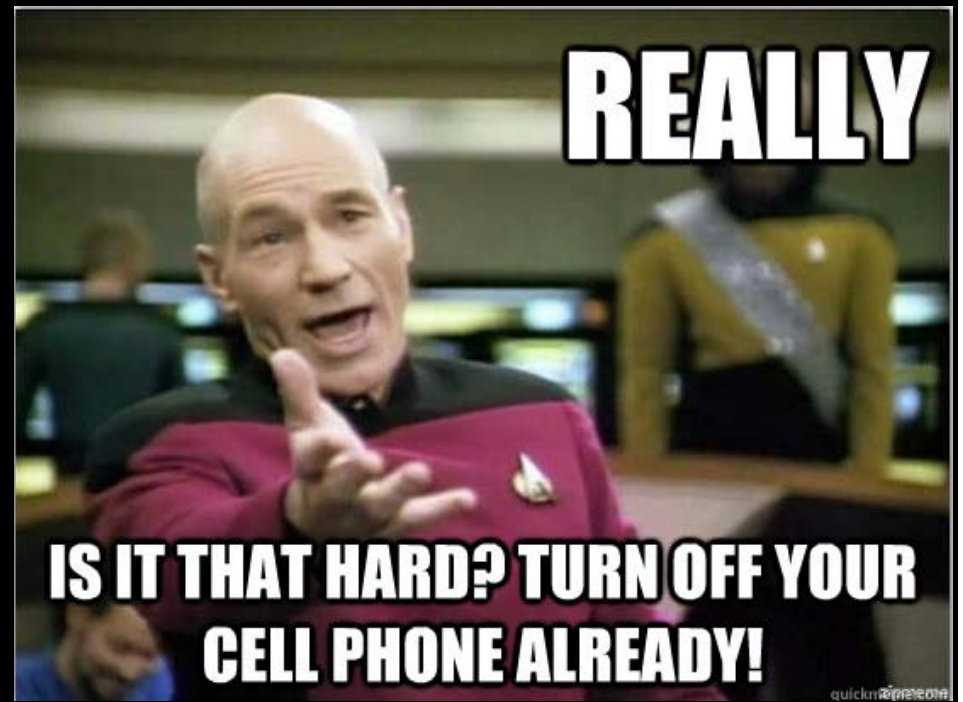
**This next slide is
very important,
please pay close
attention...**



See what you learn.
Yes, there will be a
quiz at the end.



For those who are a little groggy and didn't get the intent of that video...



Why sit here when you hire someone to do all this for you?

- It keeps them honest. You should understand what it takes to be seen online with social media and website marketing
- No one knows it all. No one. So you will pick up some tips that will work for you today
- You will learn that some mysteries of online marketing aren't mysteries at all – just common sense



You like puzzles?

(there are no shortcuts although you are happy to find the CORNERS)

- Social media is like the 1,000 piece puzzle
- Website marketing is the 10,000 piece puzzle
- Keep working both of them until you get it right, and then keep working...
- What about changes? Set up Google Alerts with “website marketing” and “social media marketing” etc. as keywords



Do you believe in marketing shortcuts?



First Impressions can Last *Forever!*

This includes the look of
your website



Advertising.



Reality.



**Fact: Absolutely
everything you see on
the Internet is TRUE**



You had NO idea, right?

It's time for you to migrate – to the Web



How do *you* get into these neighborhoods?

Think of that hot water heater spewing black gunk

Will that homeowner find you online?

Beware the tech savvy entrepreneur!



- This guy may not know a thing about carpet cleaning or restoration, but he knows how to make himself look like an expert with online marketing.

Websites and SEO

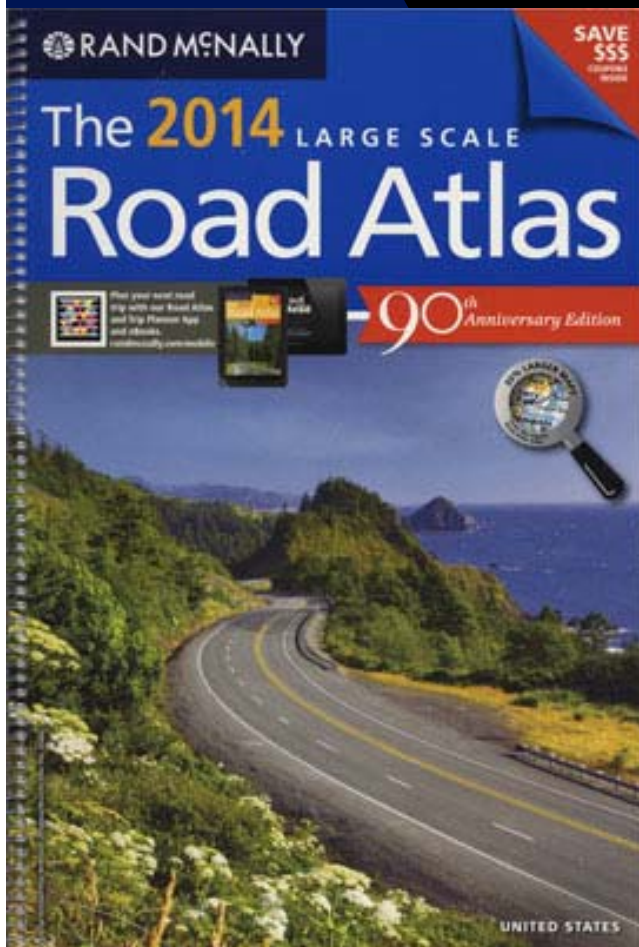
The New (well not *really* new) Yellow Pages



- The Yellow Pages have gone the way of the **Gooney Bird**
- Back when you relied on a Yellow Page ad, you could place it where you wanted. You can't do that with a website.



What about other trends?



- Triple A (AAA) does not want to comment...
- Do you subscribe to a real newspaper?
- When was the last time you looked at your smartphone for information?

Making your website seen by search engines is a frustrating task.

Stress Reduction Kit



Directions:

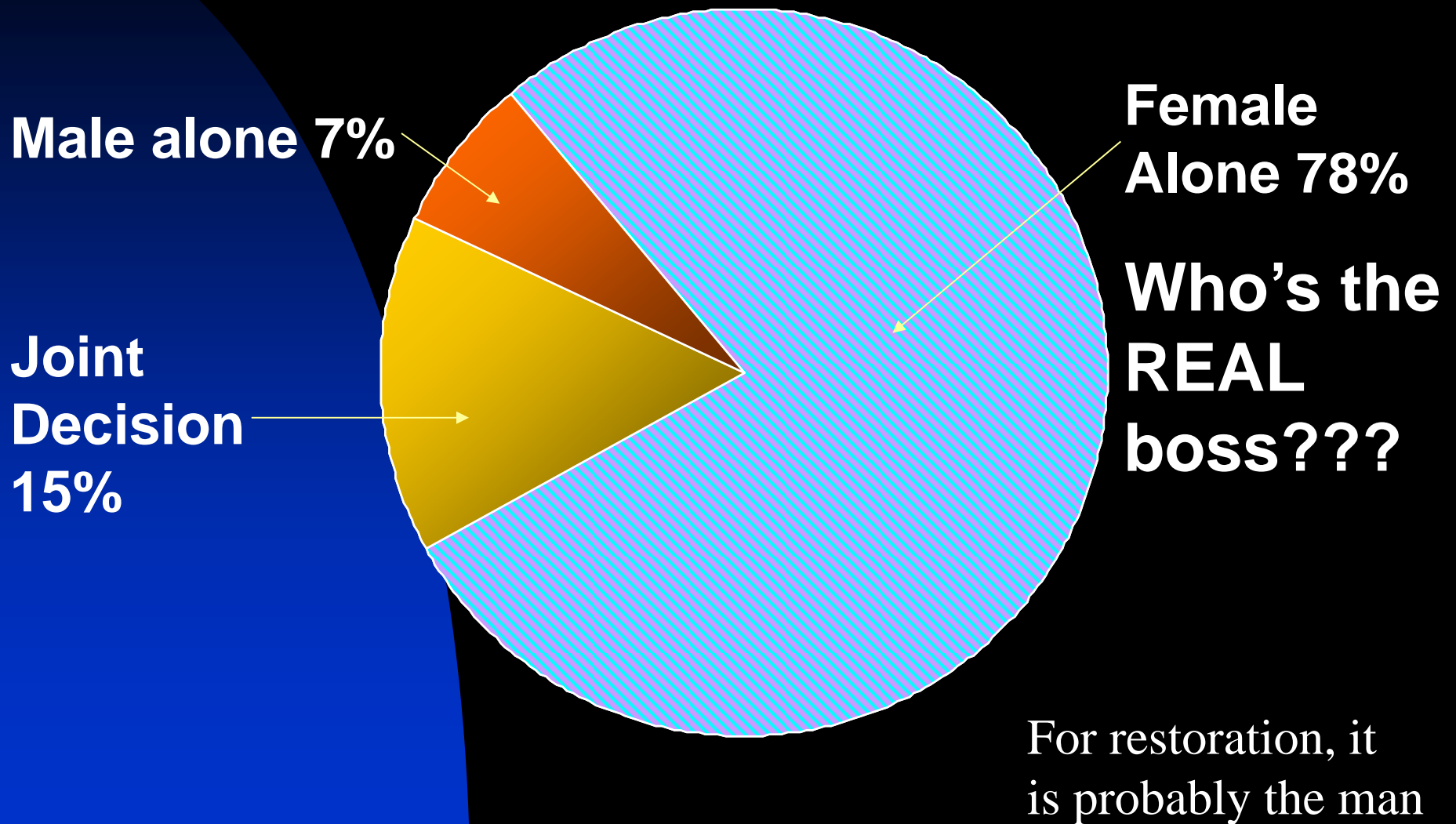
1. Place kit on FIRM surface.
2. Follow directions in circle of kit.
3. Repeat step 2 as necessary, or until unconscious.
4. If unconscious, cease stress reduction activity.

- What you need is this website "Stress Reduction Kit"...

**Let's now discuss whom
we are trying to reach with
our website message**

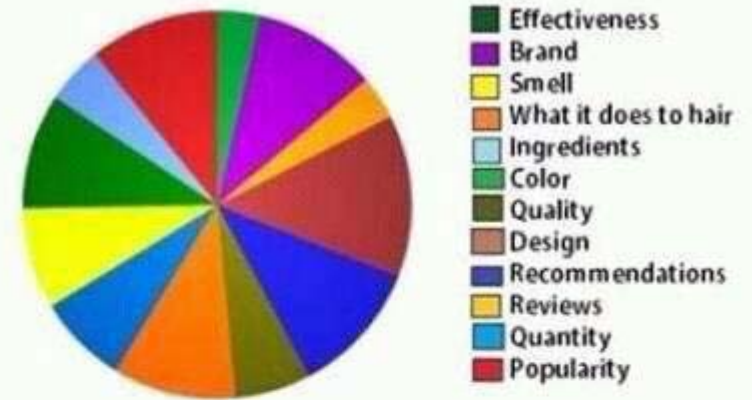


Numbers you can't ignore (who hires in-home services)

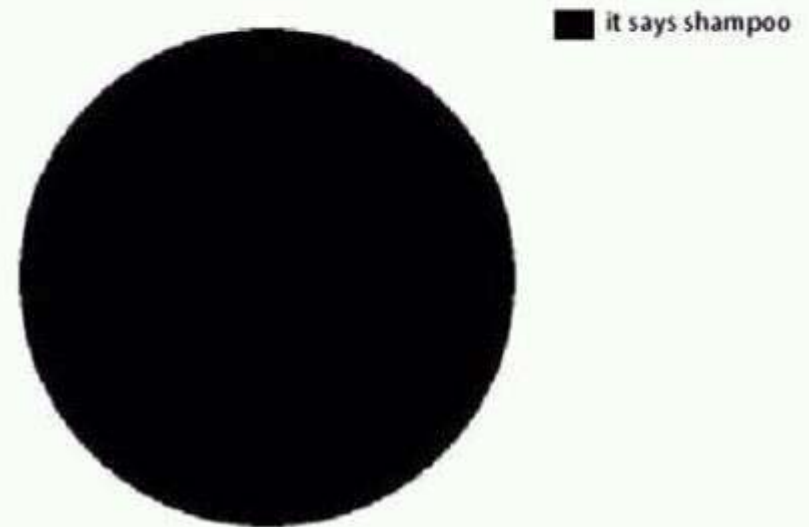


**Your
marketing
message must
address this...**

HOW WOMEN CHOOSE SHAMPOO:

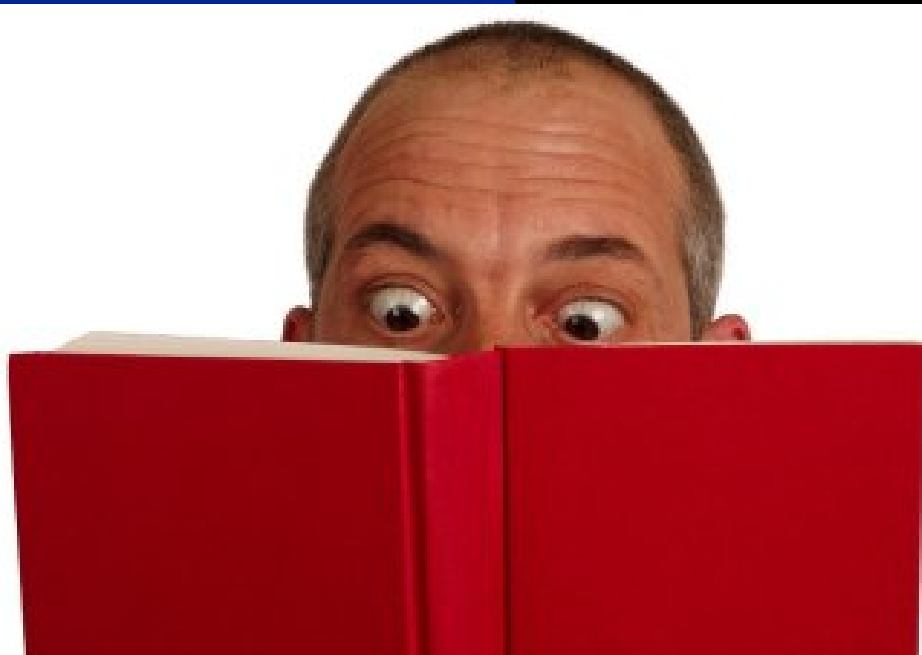


HOW MEN CHOOSE SHAMPOO:



Every cleaning and restoration technician must study a book called

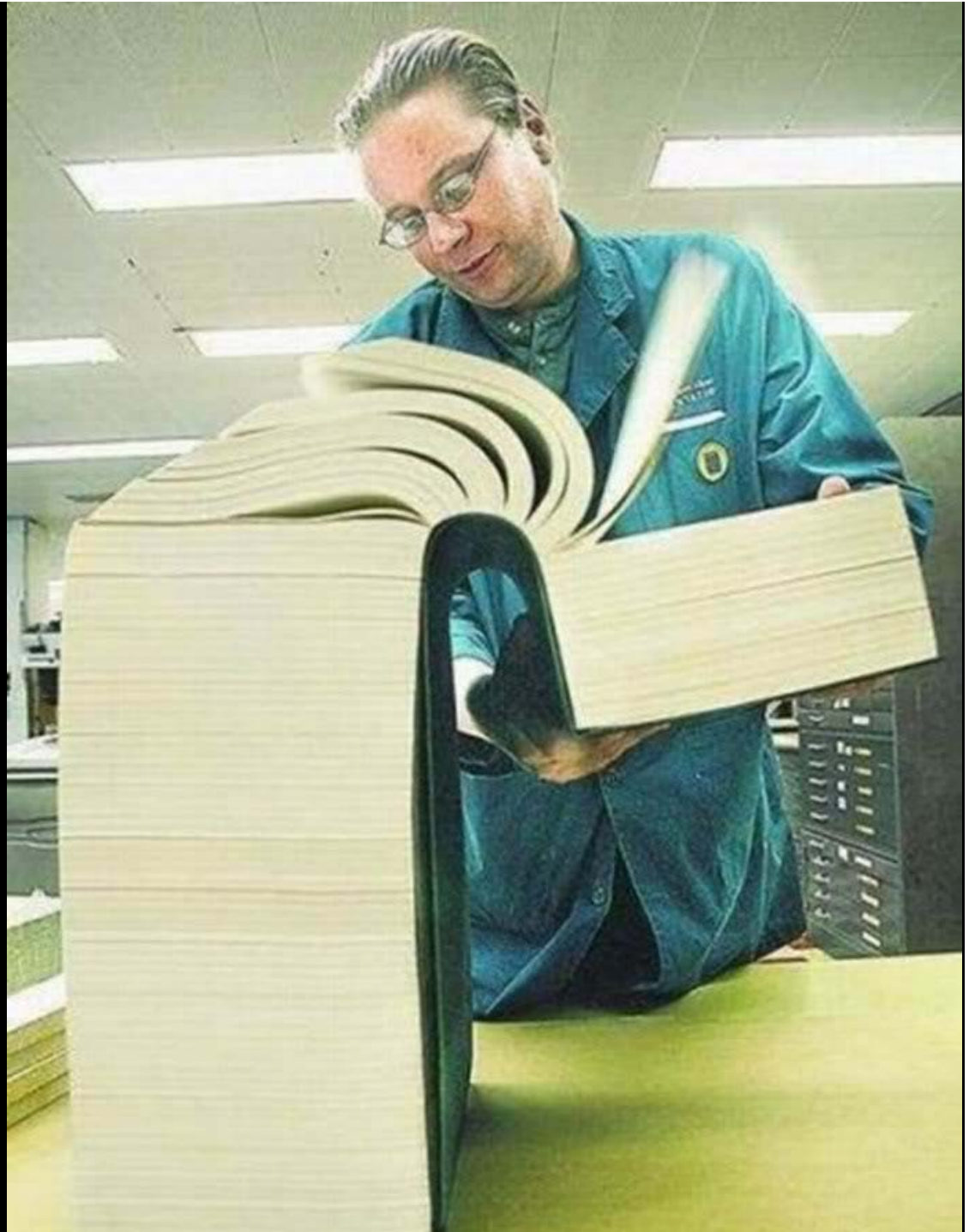
The Art of Understanding Women



It will help you deal with customers better, with more understanding, and will help you increase sales

*The Art of
Understanding
Women*

Volume 1 of 3



The Science Of Cleaning!

LEAVE IT TO
PROKLEEN INC
CARPET
& UPHOLSTERY CARE



Serving
Raleigh, Durham, Chapel Hill,
Southern Wake & Johnston Counties

Use Our
Coupon



Before

After



Carpet, Upholstery & Rug Cleaning
Tile & Hardwood Floors Too!

Licensed, Bonded & Insured

Locally Owned & Operated

~~919.439.4499~~

A blue curved shape, resembling a quarter-circle or a segment of a circle, is positioned on the left side of a black background. The shape is solid blue and curves from the top-left towards the bottom-left.

Wake Up Clip



Search Engine Optimization

The image shows a Google search results page for the query "Mold Removal Joliet, IL". At the top, the Google logo is on the left, and the search bar contains the text "Mold Removal Joliet, IL" with a "Search" button and a link to "Advanced Search". Below the search bar, the page is divided into several sections:

- Google Sponsored Links:** A yellow banner at the top right of the results area contains the text "Google Sponsored Links" in bold black font. Below this banner are three sponsored listings:
 - Water Damage Call 24/7:** Local.PuroClean.com. Call our emergency services for a... rate today!
 - Carpet Water Removal:** www.ChicagoWaterAndFire.com. Fast, Free Estimates 24/7 On Water Extraction. Call Us @ 630.829.9000!
 - Water Damage Restoration:** www.24hrboardup.com. Flood restoration in Naperville. Trust us to handle the job.
- Local business results for Mold Removal near Joliet, IL:** A section containing a map and several organic listings:
 - The map shows the area around Joliet, IL, with labels for "Crest", "W Theodore Rd", "W Black Rd", and "Joliet Regional". A red pin is placed on the map, and a blue callout box labeled "Google Maps Area" points to it.
 - Home Inspection Co of Illinois:** www.homeinspectionco.com. 2924 Somme Street, Joliet - (815) 258-1160. Directions and more...
 - Servpro of Woodridge/Bolingbrook:** www.servpro.com.
- Natural or Organic Listings:** A blue banner at the bottom of the organic listings section contains the text "Natural or Organic Listings" in bold black font. Below this banner are several organic listings:
 - Mold Remediation Chicago, IL - Mold Remediation Naperville, IL ...**
"Serving: Mold Remediation & Mold Removal Chicago, IL • Naperville, IL • Joliet, IL • Rockford, IL • Elgin, IL • Wheeling, IL • Highland Park, IL ..."
www.acrestores.com/mold_remediation.html - Similar
 - Joliet Mold Testing and Consulting | Find BBB Accredited Mold ...**
Find BBB Accredited Mold Testing and Consulting near Joliet, IL. Your guide to trusted Joliet, IL Mold Testing and Consulting, recommended and BBB.
www.bbb.org/...
 - Chicago Mold Testing & Consulting in Popular Chicago and Northern Illinois Cities ...**
1110 Rock Springs Dr Joliet, IL. 815 730-1846 BBB Accredited Business Since ...
www.bbb.org/chicago/accredited.../mold-testing-and-consulting - Cached
- Right-hand sidebar:** A vertical column of sponsored listings:
 - Carpet Water Removal:** 24/7 Cleanup, Drying & Restoration. Free Quote! Call Us! 888-243-6653. 911Restoration.com. Joliet, IL.
 - Mold Removal Joliet:** W Chicago Suburbs. Protect Your Home & Family From Dangerous Mold! PuroClean-Naperville.com
 - Naperville water damage mold:** Water damage restoration services. Serving the Naperville area. foxvalleycarpetcleaning.net Illinois
 - Water Damage Restoration:** Flood restoration in Naperville. Certified inspectors & restorers. inspections4677.com Illinois
 - Professional Mold Removal:** Free Onsite Evaluation and Estimate. Mold Removal and Prevention. Guardianmoldprevent.com Chicago, IL
 - Naperville carpet mold removal:** Expert mold remediation. Call for a consult. Ready 24/7. servproofjoliet.net Illinois

To get the BEST results, be consistent, be honest, follow the rules

Search engines care about the consumer, not you

- The consumer is the real organic search customer for search engines
- Optimize your site honestly and don't try gimmicks
- Put as much information as you can on your website, but remember “reader habits” – people don't like too much text



If they hit your site... they are ready to buy

- People don't visit your carpet cleaning or restoration website because they have nothing else to do
- When they find you, they are looking to do business. Your website needs to put them at ease and build trust.
- Your site doesn't need to have flash or be fancy



To be seen...and found!

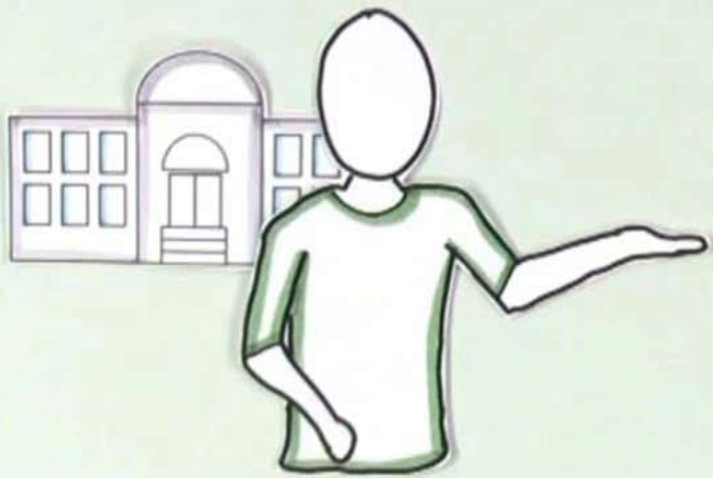
... you **MUST** be indexed

- Google, Yahoo, Bing, etc... do they really “search” that quickly?

(2,120,000 results in **.33**
seconds – REALLY???)



What can you do with your website to make sure it is SEO friendly, and gets indexed?



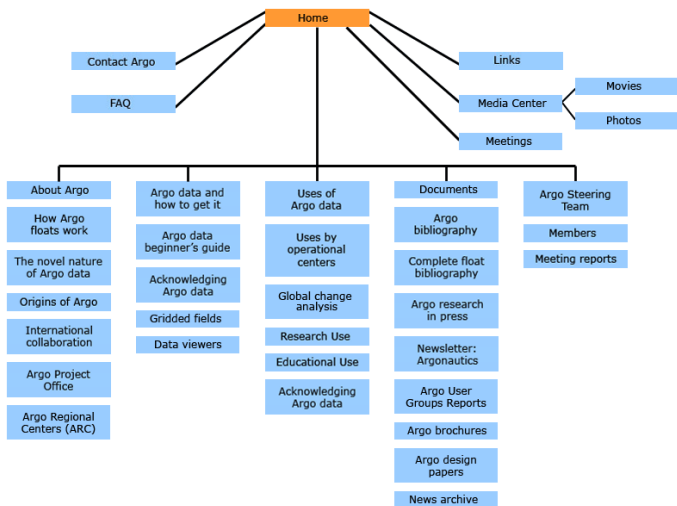
Get better rankings by increasing traffic



- Website visits are tracked by search engines and it helps rankings
- But once on the site, make sure they engage with it
- Forms, content, video... blogs, social media
- [An example](#)

Faster indexing: Submit a site map

- www.google.com/webmasters/tools
- It takes some time and patience for the inexperienced, but to get indexed you must submit a site map
- Resubmit after each major change
- I have a module that I will give you that shows you step-by-step how to do this.



How long to get indexed? In this case for my new training site, I was ranking after 2 weeks

Firefox | Two And A Half Men Season 3 Bloop... | iicrc carpet cleaning training courses ...

https://www.google.com/search?q=iicrc+carpet+cleaning+training&ie=utf-8&oe=utf-8&aq=t&rls=org.mozilla:en-US:official&client=firefox-a#q=iicrc+carpet

TBU Training Site Facebook All Ads CF Admin Chase Terminal Chase PayPal AMEX Cleanfax CF BB Thinkstock Blogger.com icontact WT Library JW.org HootSuite

IICRC - Carpet Cleaning | Furniture Cleaning | Training | Class ...
www.iicrc-cleaning-training.com/
Furniture and upholstery cleaning classes IICRC ... Join Jeff Cross, senior editor of Cleanfax, for a carpet cleaning, furniture cleaning, color repair or spot and ...

Continuing Education - IICRC
www.iicrc.org/education-certification/continuing-education/13/
100+ items - The Clean Trust. Regions: IICRC USA USA; IICRC Europe ...

Event Name	Phone	Event ID
TILE CLEANING 1 DAY COURSE	614-764-2007	2648
HARD SURFACE & COMMERCIAL CARPET ...	616-299-8254	2499

IICRC Class Schedule training Education Smoke Fire Mold Rug ...
www.midwestcleaningtech.com/education.asp
Midwest Cleaning Technologies, Cleaning and Restoration Certification, cleaning and ... Restoration Arts Course (Imagine Smoke, Fire, Water, and Odor all ... Jeff Cross - Totally Booked, Cleaning Professor, Cleanfax Magazine · Gary Loiben ...

Carpet Cleaning Technican's Manual eBook: Taf Baig, Jeff Cross
www.amazon.com > ... > Education Theory > Organizations & Institutions
Carpet Cleaning Technican's Manual - Kindle edition by Taf Baig, Jeff Cross. ... this will help prepare you, but I would still advise taking the IICRC training.

TBU - Carpet Cleaning Marketing, Disaster Restoration Marketing ...
www.cleanprosonline.com/
Jeff Cross is the senior editor of Cleanfax magazine and creator of Totally ... IICRC carpet and furniture cleaning classes and seminars ... This is the official technical cleaning training and marketing training website of Jeff Cross, senior editor of ...

Apprentice - Carpet Cleaning Marketing, Disaster Restoration ...
www.cleanprosonline.com/apprentice.html
Jeff Cross, Senior Editor ... ü Four hour course can be downloaded and shown at your facility ... Details of the Carpet Cleaning Training School IICRC approved ...

5:13 PM 10/8/2013

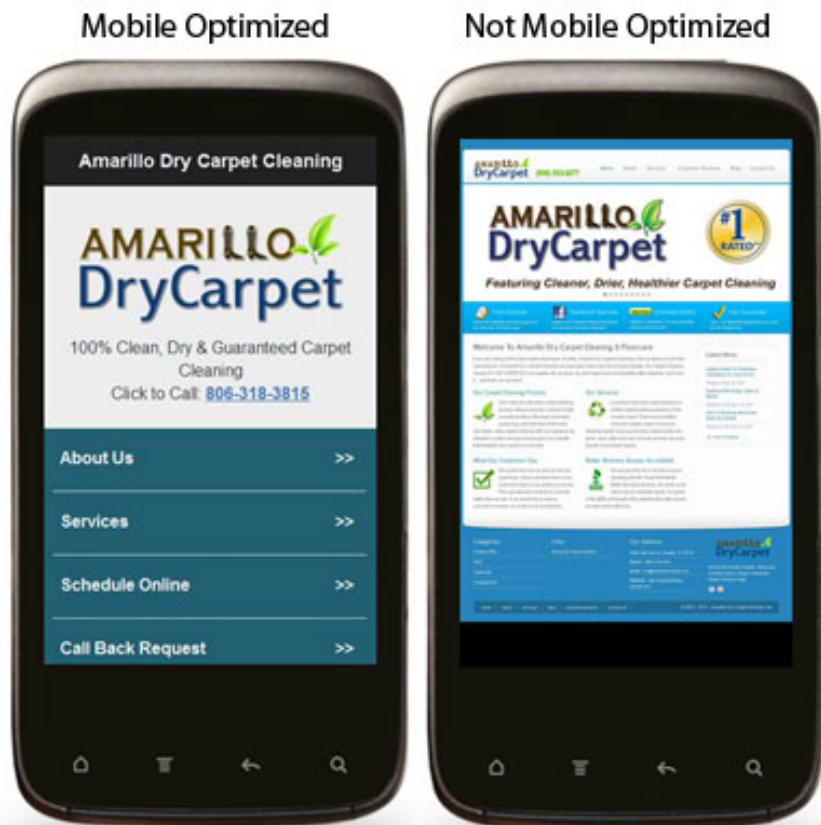
Get quick indexing by using online directories

- There are more than 100 you can use. What are online directories? Google Maps, Google Places, Yahoo Local, ([Partial List of Directories](#))
- Make sure your information is exactly the same on each directory (Name, address, phone, description)
- How long would it take to fill all that out on each directory site? You don't have that kind of time!
- Solution: Use www.UBL.org or a similar program



Local directories help with mobile searches

- Online directories increase your SEO effectiveness tremendously with smartphone searches.



- Believe it or not, there are more smartphones in use today than...

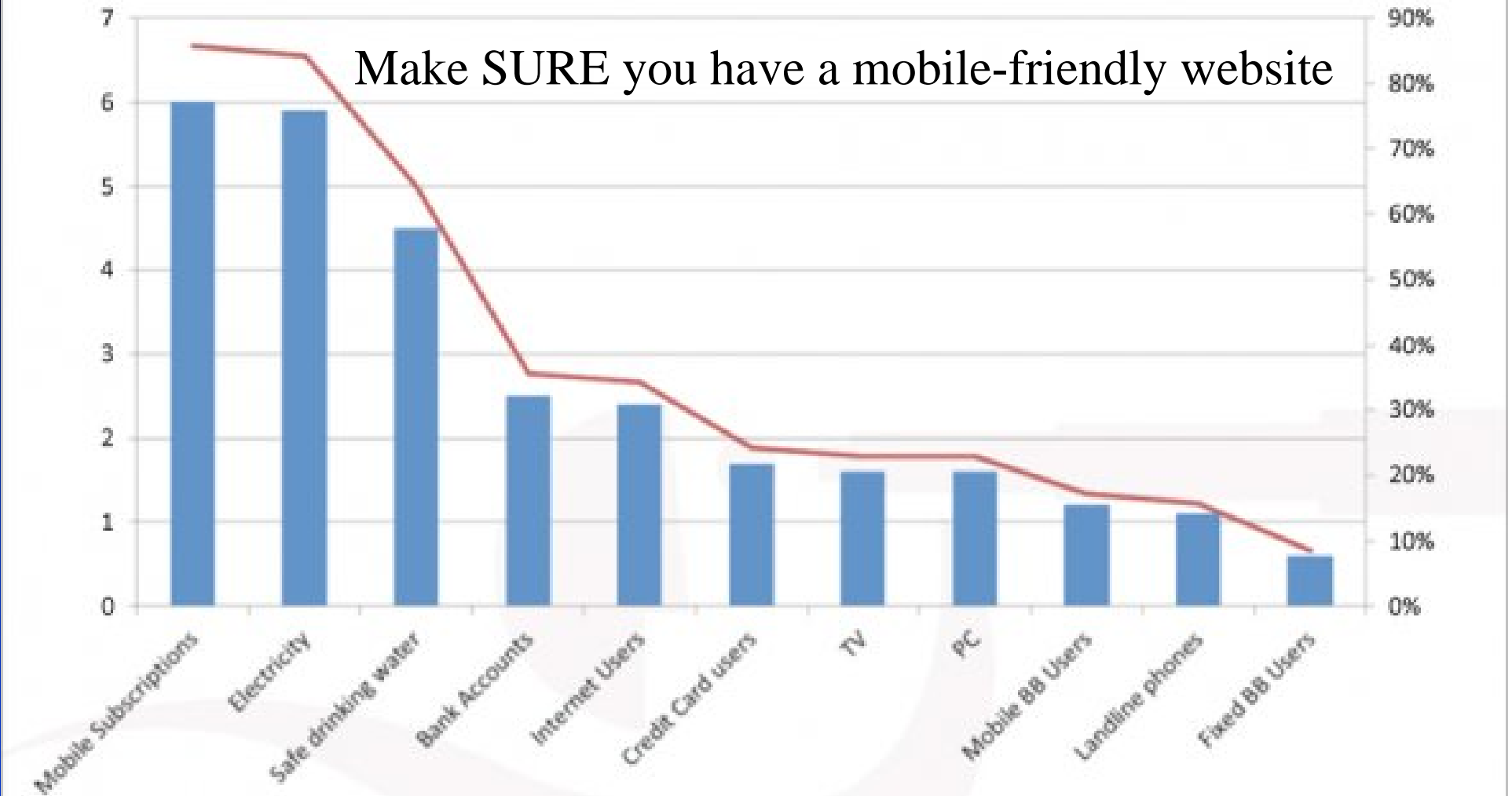


Population
in Billions

Putting Global Mobile In Context

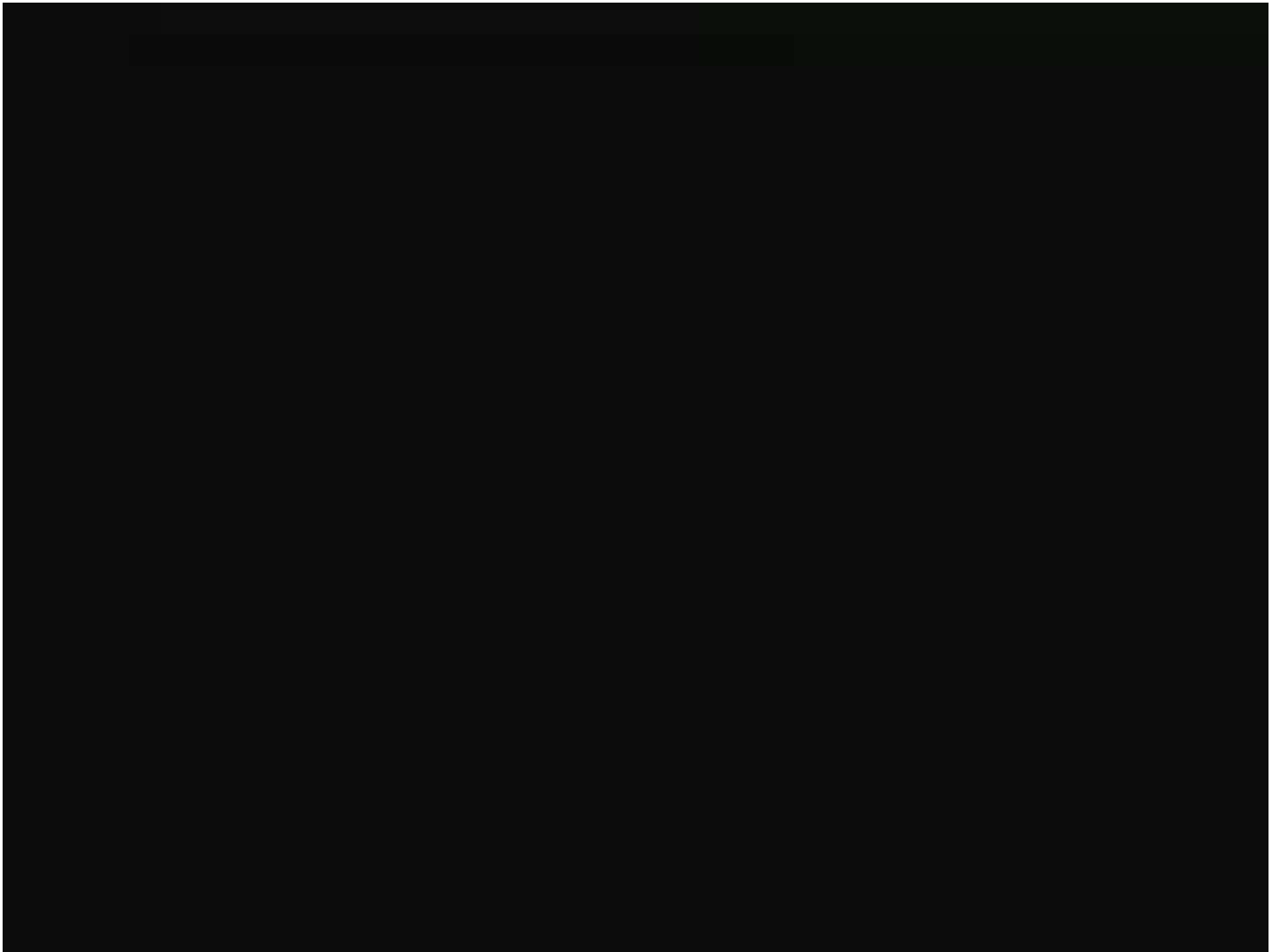
% Penetration

Make SURE you have a mobile-friendly website





Wake Up Clip



“Ping” your website

Don't engage in “ping abuse”
once a week is enough

- Easy, effective way to “tell” search engines you have made a change and they need to come “look”
- <http://www.pingmyurl.com/>
(for websites)
- <http://pingomatic.com>
(for blogs)

Statistics for *www.iicrc-cleaning-training.com*



Submit your website to search engines

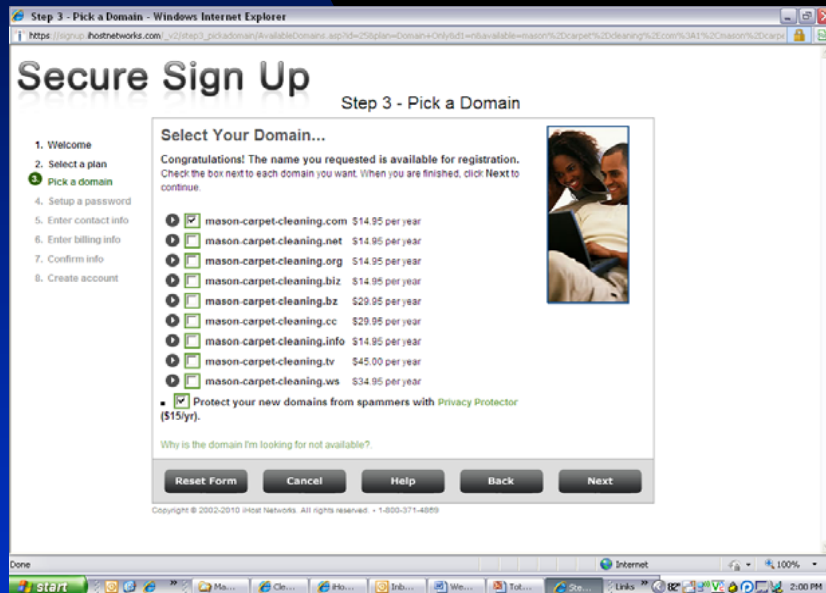
- Google:
<http://www.google.com/submityourcontent/index.html>
- BING:
<http://www.bing.com/webmaster/SubmitSitePage.aspx>
- For all the others:
<http://www.freewebsubmission.com/>
- You will receive confirmation e-mails from all types of websites.



Choose your URLs wisely

<http://ihoststudio.com/Www/Home.aspx>

Buy appropriate URLs and redirect them to your strongest URL.
For really competitive sites, a unique URL is best
Let's see what is available.



Search
Engines
Don't
Care...

- .com
- .us
- .info
- .net

www.carpetcleaningrestorationwaterdamagefloodedbasementfurniturecleaning.com

Microsoft says 2,048 characters is the limit for URLs

Three important elements under your control

- Title bar (that place where most put their company name). It needs to be your location and what you do.
- Meta descriptions – keep them short, about 150-160 characters.
- Keywords – optimize a page for just a few. Have more pages, and choose keywords carefully
- A keyword is really a phrase, such as “Dallas water damage” or “carpet cleaning Reno”

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml" dir="ltr" lang="en-US" xml:lang="en-US">
  <head profile="http://gmpg.org/xfn/1.2">
    <meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
    <title>Carpet Cleaning Dallas</title>
    <link rel="shortcut icon" href="http://www.dfcarpetcleaning.com/wp-content/themes/metric/images/favicon.ico" type="image/x-icon" />
    <link rel="stylesheet" href="http://www.dfcarpetcleaning.com/wp-content/themes/metric/style.css" type="text/css" />
    <link rel="alternate" type="application/rss+xml" title="Carpet Cleaning of Dallas &raquo; Feed" href="http://www.dfcarpetcleaning.com/wp-content/themes/metric/feed/" />
    <link rel="alternate" type="application/rss+xml" title="Carpet Cleaning of Dallas &raquo; Comments Feed" href="http://www.dfcarpetcleaning.com/wp-content/themes/metric/comments/feed/" />
    <script type="text/javascript" src="http://www.dfcarpetcleaning.com/wp-includes/js/l10n.js?ver=20111108"></script>
    <script type="text/javascript" src="http://www.dfcarpetcleaning.com/wp-includes/js/comment-reply.js?ver=20071119"></script>
    <script type="text/javascript" src="http://www.dfcarpetcleaning.com/wp-includes/js/jquery/jquery.js?ver=1.7.2"></script>
    <link rel="EditURI" type="application/rsd+xml" title="RSD" href="http://www.dfcarpetcleaning.com/xmlrpc.php" />
    <link rel="wmanifest" type="application/wmanifest" href="http://www.dfcarpetcleaning.com/wmanifest" />
    <link rel="index" title="Carpet Cleaning of Dallas" href="http://www.dfcarpetcleaning.com/" />
    <link rel="next" title="About Us" href="http://www.dfcarpetcleaning.com/about.html" />
    <meta name="generator" content="WordPress 3.1" />

    <!-- All in One SEO Pack 1.6.13.1 by Michael Torbert of Semper Parvos Design [316,333] -->
    <meta name="description" content="Carpet cleaning of Dallas clean carpets, tile and grout, upholstery, carpet repairs and much more in the Dallas area" />
    <meta name="keywords" content="carpet cleaning dallas, dallas carpet cleaning, dallas carpet cleaners, carpet cleaners dallas, dfu carpet cleaning" />
    <link rel="canonical" href="http://www.dfcarpetcleaning.com/" />
    <!-- /all in one seo pack -->
    <link rel="pingback" href="http://www.dfcarpetcleaning.com/xmlrpc.php" />
    <link rel="canonical" href="http://www.dfcarpetcleaning.com/" />
  </head>
  <body class="home page page-id-4 page-template page-template-default header-image content-sidebar">
    <div id="wrap">
      <div id="header"><div class="wrap"><div id="title-area"><p id="title"><a href="http://www.dfcarpetcleaning.com/" title="Carpet Cleaning of Dallas">Carpet Cleaning of Dallas</a></p></div><div id="description">Carpet cleaning in the Dallas area and surrounding suburbs</div></div><div id="widget-area"><div id="nav"><div class="wrap"><ul id="menu-top-menu" class="nav superfish"><li id="menu-item-47" class="menu-item menu-item-type-custom menu-item-object-current page-item menu-item-home menu-item-47"><a href="http://www.dfcarpetcleaning.com/">Home</a></li>
<li id="menu-item-48" class="menu-item menu-item-type-post_type menu-item-object-page menu-item-48"><a href="http://www.dfcarpetcleaning.com/carpet.html">Carpet Cleaning</a></li>
<li id="menu-item-50" class="menu-item menu-item-type-post_type menu-item-object-page menu-item-50"><a href="http://www.dfcarpetcleaning.com/grout.html">Grout</a></li>
<li id="menu-item-51" class="menu-item menu-item-type-post_type menu-item-object-page menu-item-51"><a href="http://www.dfcarpetcleaning.com/upholstery.html">Upholstery</a></li>
<li id="menu-item-49" class="menu-item menu-item-type-post_type menu-item-object-page menu-item-49"><a href="http://www.dfcarpetcleaning.com/contact.html">Contact Us</a></li>
</ul></div><div id="inner"><div id="content"><div id="content"><div class="breadcrumb">You are here: <a href="http://www.dfcarpetcleaning.com/" title="View Home">Home</a></div></div></div></div></div>
```

How to get the clicks – a monthly report

- "Water Damage"- 368,000 searches
- "Carpet Cleaning" - 1,500,000 searches
- "Cleaning Service" - 673,000 searches
- "Gutter Cleaning" - 110,000 searches
- "Dry Cleaners" - 1,220,000 searches
- "Mold Removal" - 110,000 searches
- "Janitorial" - 823,000 searches



KEYWORDS

The Cornerstone
Of Your Campaign.

How to get the clicks

- Keyword finders:
- <http://www.semrush.com/> (limited)
- <http://www.wordpot.com>
- <https://freekeywords.wordtracker.com/searches>
- <http://www.keyworddiscovery.com/search.html>
- Make sure your phone number shows up on the search engine page
- Have a page for every location you wish to reach. Once they are built, all you do are quick updates





**Keyword
stuffing...
...avoid the
temptation...**

...don't do it

**Keywords can
be phrases,
such as
“Chicago
Flooded
Basement”**

Create keywords into “anchor texts”

- You need good keywords, but create anchor texts as well, for your own site and other sites that link to you
- Here is an example ([click here](#))



The value of backlinks

- A backlink is another website linking to YOUR site
- Adds credibility to the search engines
- The stronger the site linking to yours, the better
- Make sure the site is relevant to your company. Chamber of Commerce, groups you have donated to, associations, etc make strong backlinks
- Social media backlinks, blogs, articles and press releases



Press Releases

Press Release Format

Headline (highlighting the main news point)
For immediate release or Embargoed for release until...

Intro/Lead

Start with a bang. Aim to answer as many of the five W's as possible in your first sentence.

Source

If you have not already done so, answer the question: "How do I know?" This provides credibility.

Essentials

This includes why the story is significant - the perspective. Here you answer the questions "So what?" And "How?"

Quotes

Give the release life and add quotes

Anything else?

Is there anything missing?

Ends

Type "ends" at the end.

Note to the editor

Your last chance to tell journalists where they can get copies of a report, a photograph or other information

Contact

Name, telephone and email of people who can provide more information. Remember to include after hours numbers

Why are press releases valuable?

- Free marketing tool
- Get media attention
- Get the attention of new clients
- Best of all: Improved search engine optimization – they provide you with valuable backlinks

Search engine optimization

- Send out a monthly press release, including all contact information (especially website URL)
- Use free press release distribution sites such as:
www.prlog.com, www.free-press-release.com and
www.environmental-expert.com ,
www.PRweb.com
- What can a press release be about? New hires, new equipment, new service, anything you can think of...



Dalworth Rug Cleaning Receives 2011 Excellence in Service Award

Dalworth Rug Cleaning, a family owned Dallas Oriental area rug cleaning and repair company, was selected to receive the 2011 Angie's List Super Service Award.

(PRWEB) December 30, 2011

[ShareThis](#) [Email](#) [PDF](#) [Print](#)

Angie's List Super Service Award recognizes excellence in overall performance and is given annually to businesses that consistently provide superior service to their clients. Due to strict qualification requirements, only a small percentage of businesses are eligible for this honor each year. [Dalworth Rug Cleaning](#) accepted the prestigious award on December 15, 2011.

Dalworth Rug Cleaning has regularly maintained a focus on providing superior service to customers and is constantly investing in effective, gentle and safe area rug cleaning techniques, environmentally friendly supplies, state of the art equipment, and continued employee training. They use a time-tested rug cleaning process and their dedicated [Dallas rug cleaning](#) and repair facility is temperature controlled and equipped for complete rug service operations including custom rug pads, fiber protector, moth repellent, rug storage, rug cleaning and rug repair services.

Dalworth Rug Cleaning professionals inspect area rugs prior to cleaning them. The fibers, dyes and condition of the rug are all examined and taken into account to determine the most suitable cleaning solution. [Area rug cleaning](#), drying and repair methods are customized to the rug to insure the best results using the safest and most



“ We are honored to receive this service award. Our team of professional Dallas area rug cleaners works hard each day to meet and exceed our customers' expectations. ”

Links to your site come from many sources



Once you have done some of this, how do you know it is working?


Check your backlinks

- <http://www.opensiteexplorer.org/>

Your competitors are coming up above you on search engines? Check their backlinks

While you are at it, check their keywords, title bar, URL, etc. Let's try it now.





Wake Up Clip



Name your photos

To search engines, this picture is worthless without a name



- Images are invisible to search engines.
- Name them “Atlanta Water Damage” or whatever is applicable.
- This is done with “ALT” tags, which identify the photo or graphic

Use unique photos!

- With properly named photos, with descriptions that utilize strong keywords, you will get indexed faster.
- Avoid that same old picture of the same old carpet cleaner... you know what I mean.



Videos (technical and testimonial)

- Short YouTube videos will help search engines find your website (guess who owns YouTube?)
- Simple questions your customers can answer can make excellent testimonials. Videos of yourself talking about your company are easy to produce and drive traffic to your site



Follow-up and reviews

- After any job you do, send an e-mail with a nice “Thank You” message and ask how they liked the job.
- Include a link to review sites, make it easy for them to comment on your company (Yelp, Angie’s List, etc)
- Don’t forget Facebook reviews
- And republish them on a regular basis



Create a blog on
www.blogger.com

Use it to promote your
company and services.

Guess who owns
Blogger.com?

Let's look: [TBU Blogger page](#)



Blogger

Sometimes it is just the simple things... what is missing?



[HOME](#) [ABOUT US](#) [LOCATIONS](#) [MORE RESOURCES](#)

You are here: [Home](#) » [Chicago Water Damage Restoration](#)

Chicago Water Damage Restoration

Need Water Damage Restoration in the Chicago area?

Our **Chicago Water Damage Restoration Technicians** are available 24 hrs a day, 365 days a year.

Our Chicago water damage restoration team members use the latest "state-of-the-art" drying equipment and are required to have all applicable certifications (WRT & ASD). We can respond usually within 1 hour of the initial call and provide **Free Estimates**.

CALL ME NOW!

100%
Satisfaction

1. Your Name

2. Address

3. City, State

What could make this better?

The screenshot shows the homepage of Insurance Restoration Services, Inc. The layout includes a header with the company name, navigation links, and a date. A main navigation bar features a large 'EMERGENCY BUTTON' and four service categories: Water Damage, Biohazard Cleaning, Fire Restoration, and Construction. Below this is a section for 'Emergency Water & Fire Restoration and Biohazard Cleaning' with a descriptive paragraph. A blue banner at the bottom asks 'Do You Have An Emergency?'. The page is framed by vertical text on the left and right sides.

Insurance Restoration Services, Inc. [Home](#) | [About Us](#) | [Contact](#)
Today is Friday December 30, 2011

EMERGENCY BUTTON **Notify Us About Your Emergency**

WATER DAMAGE **BIOHAZARD CLEANING** **FIRE RESTORATION** **CONSTRUCTION**

Emergency Water & Fire Restoration and Biohazard Cleaning
Disaster strikes when you least expect it. That's why Insurance Restoration Services, Inc. is available 24/7 to restore your business or home back to its normal condition.

Do You Have An Emergency?

Insurance Restoration Services (773) 248-8200 - (847) 266-7100 - (708) 707-6200

Insurance Restoration Services (773) 248-8200 - (847) 266-7100 - (708) 707-6200

Who can tell me what this is and what it can do to your website?



What if you are doing all this and still not coming up at the top?

- Age of your domain/website
- *Better* backlinks
- Do some pay-per-click, small budget, it does help your SEO because of increased traffic
- Analyze top competitors' title bars, keywords, etc
- Get some videos on YouTube, use keywords in the title and description – link all to your site(s)
- Spend an hour or two each week on your site, continue to provide fresh content





Wake Up Clip



Let's review some websites

We want to check the title bars, URLs, keywords, telephone number placement... and features



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Thank you!

- But we aren't done yet...

**Let's end our discussion today
with some special, inspiring
words from one of our favorite
public speakers.**



Is that OK
with you?



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