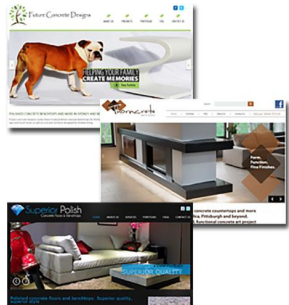


Websites, SEO & Social Media for Creative Concrete Professionals



April 30, 2015

By Lane Mangum, VP Business Services, The Concrete Countertop Institute



Lane Mangum

- Former software developer who transitioned to product management
- Responsible for CCI's marketing and for helping our students succeed in business



You will learn:

- The 5 simple website pages you need
- Why you don't need to pay for search engine optimization
- An easy way to deal with social media
- Step by step, how to do it all yourself.
Or, how to make sure the website developer you hire does a good job.



You need a website!

- Credibility builder
- Online brochure
- Lead generator

- There are many free and easy resources to create websites. There's no excuse for not having one!

- Make it informative, with lots of photos



Just 5 pages

1. Home
2. Portfolio
3. Frequently Asked Questions
4. About Us
5. Contact Us



1. Home Page

- Display your core message and branding
 - Logo
 - Company name
 - Tagline
 - Core message

- SEO statement



Polished concrete floors and benchtops: Superior quality, superior style

Reveal the natural beauty of concrete with hand-made, custom benchtops, sinks, vanity tops, floors, tables, fireplaces and more by Superior Polish, Serving Central West NSW.

Use concrete to bring superior style into your home or business with *nature by design*. The finest natural and hand-crafted products have beautiful imperfections – the grain and knots in timber, the air bubbles in fine crystal, the inclusions in a diamond. Concrete has the same inner beauty, revealed by polishing.

If you appreciate fine craftsmanship and unique style, concrete allows you to express that in a way that no other material can. Why settle for the same factory-made fake stone benchtops that all your neighbors have? Why cover your floor with mass-produced tiles? Use concrete to express your personality and your style, with a hand-made creation that will never be duplicated, in a durable, lasting material.


Concrete: Superior quality, superior style.

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2. Portfolio

- Lots of photos!
 - **Good** photos
 - Description of each photo/project – the story
- Don't have a portfolio yet?
 - Make one! Do free/at cost projects for friends and family.



Tips for Photos

- Take photos of every single project, even if the job site is not finished.
- Hire a pro to take finished photos, or at least use a tripod and real camera
- Stage your photos
 - For finished sites, stage with fresh fruit, flowers, etc.
 - For unfinished sites, remove all clutter, e.g. rags, extension cords, etc.



Tips for Photos, continued

- ❑ *Really look* through the camera and compose the photo
 - Can you see yourself in the bathroom mirror? Move to the side.
 - Do the angles look strange? Try tilting the camera.
- ❑ Use the high resolution setting
- ❑ Take multiple full-room and closeup photos
- ❑ Don't use a flash, unless you have a pro setup. Use a tripod.



Bad Photo Example



Good Photo Example



Okay Photo Example



CYA Photos

Also take extensive photos at templating time and showing the state of the job site when you left it after installation.

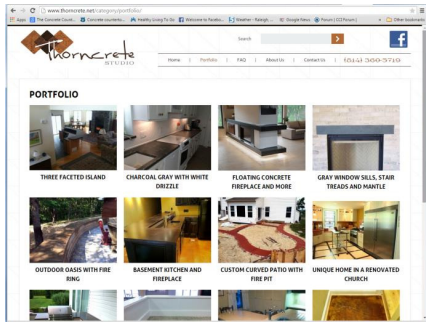


Portfolio Tips

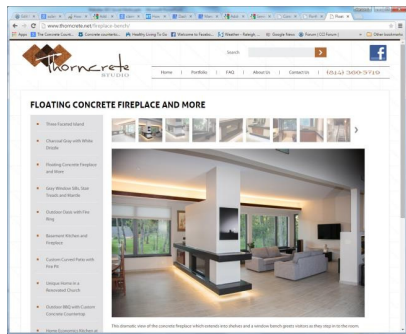
- Variety of views, closeup and wide angle
- Include description of each photo, story behind project



Portfolio Example



Portfolio Example



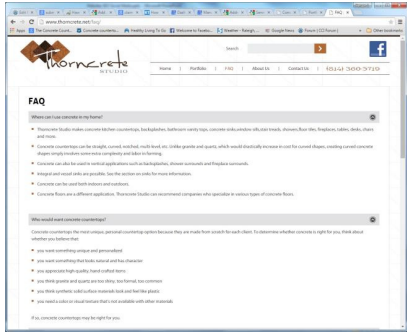
3. Frequently Asked Questions

Be informative!

- ❑ The types of people who buy creative concrete are curious and want to know all about the product.
- ❑ Having lots of information alleviates wariness about concrete and builds trust.



FAQ Example



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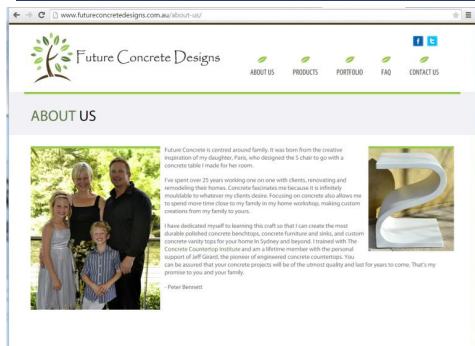
4. About Us

- ▣ Your story, background, credentials
- ▣ Builds trust.
 - This is a relationship-based business.
 - The types of people who buy creative concrete want to hear your story and connect with you.



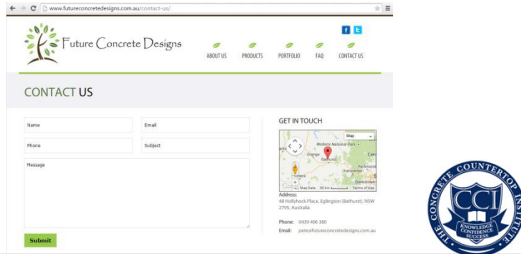
23

About Us Example



5. Contact Us

- Put ALL of your contact info, as well as a contact form



Summary of 5 Website Pages

- Home – Logo, tagline, core message
- Portfolio – Lots of good photos with stories
- Frequently Asked Questions – Build trust
- About Us – Your story, build relationship
- Contact Us – All your info and a form



How to Create a Website

- Select and buy a domain name (DNR)
- Set up hosting (host)
- Design your site (usually 5 pages)
- Create the web pages (editor)



Domain Name

- The part after "www."
- Ideally, should be
www.mycompanyname.com
- The Domain Name Registrar (DNR) is where you select and purchase this
 - GoDaddy
 - 1and1
 - NameCheap
 - etc.
- Cost is usually about \$10/year



Domain Name Registrar

- I prefer GoDaddy. They offer all other services as well.
- Search for the domain name you want on the GoDaddy home page.
- Availability of a domain name can determine your company name.
- Purchase the domain name right away so "squatters" don't grab it.



Domain Name Registrar

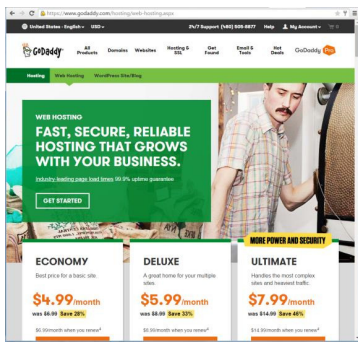


Host

- The host is where your website pages will actually "live".
- Hosts have big, fast, safe server computers that store the website files.
- Many DNRs offer hosting as well. It's easier to have one source for domain name, hosting and editing.
- Cost is usually less than \$10/month.



Host

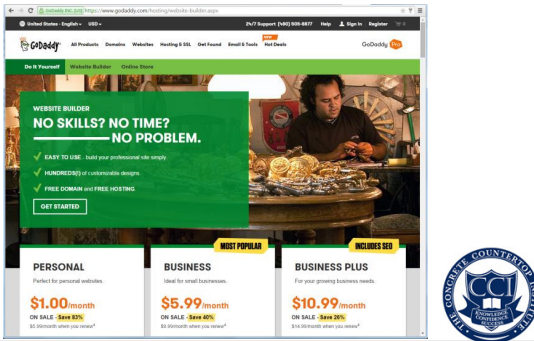


Editor

- The editor is what you use to create the layout of your site (template) and the pages.
- Many DNRs have packages of domain name, hosting and editor.
- Cost is usually less than \$10/month.



Editor

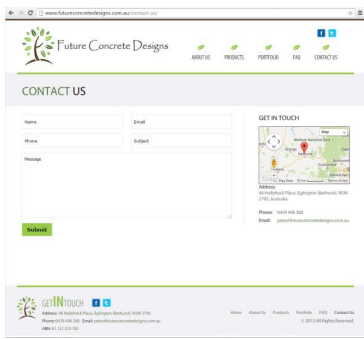


Editor Disadvantages

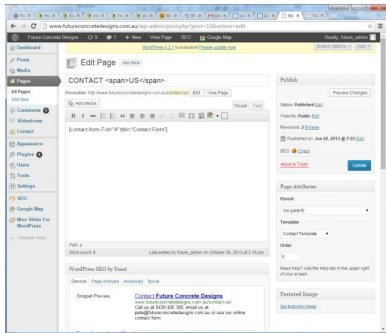
- Templates may be limited
- They do not use the most common, powerful website platform: WordPress
- WordPress has unlimited customizability plus built in SEO features
 - For example, WordPress can automatically notify Google and other search engines when you update your website.
- I recommend WP for pro use only



WordPress Website



WordPress Website: Admin



Other Editor Options

- Hire somebody to create a WordPress site.
- Houzz – More on this later.



Website Summary

- You need 5 pages:
 1. Home
 2. Portfolio
 3. Frequently Asked Questions
 4. About Us
 5. Contact Us
- Steps are:
 1. Domain name (DNR)
 2. Hosting (host)
 3. Design your site (pages, template)
 4. Create web pages (editor)



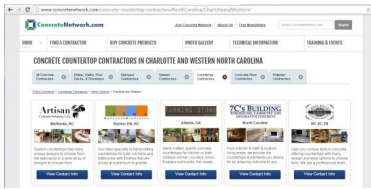
Search Engine Optimization

- Techniques to get your website to rank high in search engine results
- Ranking high gets you free, "organic" website traffic
- You can also pay to get website traffic



Paid Website Traffic

- Examples of paid methods:
 - Paid web listing such as Concrete Network or CCI
 - Pay-per-click via Google AdWords
 - Banner ads



SEO: Keyword Search Phrases

- The key question is, "Rank high in what search?"
- Examples of keyword phrases
 - concrete countertops
 - concrete counter top
 - concrete countertops NC
 - concrete countertops Raleigh NC
 - concrete sink
 - concrete firepit
 - custom concrete

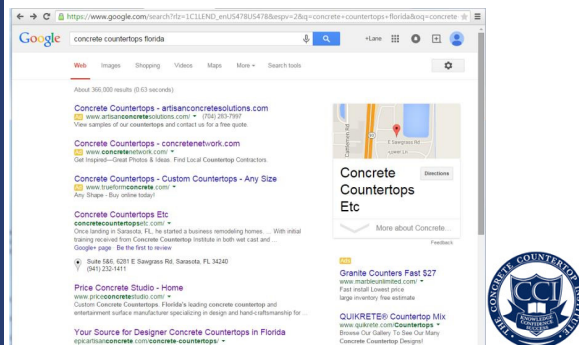


Keyword Search Phrases

- The more common the phrase, the more competition there will be for it, and the less likely you will be able to get on the first page of search engine results
- Try to think of what your target customers would type in order to search for your services
- Local search terms are best, e.g. "concrete countertops florida"



Search for "concrete countertops florida"



How to Get in the Top Results

1. Use your keywords in Tags
2. Use your keywords in Headings
3. Use your keywords in Images
4. Change/add content often and include your keywords
5. Get other sites to link to yours
6. Submit your site to search engines



1. Tags

- What is a "tag"?
- To understand this, you first need to understand how web pages work.



How Web Pages Work

- Web pages are written in a computer language called HTML
- The web browser reads the HTML and displays the page to you



HTML

```
<!DOCTYPE html>
<html>
<head>
<meta name="title" content="FormWorks Concrete Countertops in Raleigh NC">
<meta name="description" content="FormWorks provides custom concrete
countertops and more in Raleigh, NC and the greater Triangle area.">
<meta name="keywords" content="concrete countertops Raleigh NC">
</head>
<body>
<h1>This is heading 1.</h1>
<p>This is a paragraph under the heading.</p>
<h2>This is heading 2.</h2>
<p>This is a paragraph under the heading2.</p>
<p>This is another paragraph under the heading2.</p>
</body>
</html>
```



Resulting Web Page

This is heading 1.

This is a paragraph under the heading.

This is heading 2.

This is a paragraph under the heading2.
This is another paragraph under the heading2.

- A website editor allows you to edit the web pages graphically, just like using Microsoft Word.



HTML Tags

```
<!DOCTYPE html>
<html>
<head>
<meta name="title" content="FormWorks Concrete Countertops in Raleigh NC">
<meta name="description" content="FormWorks provides custom concrete
countertops and more in Raleigh, NC and the greater Triangle area.">
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<h2>This is heading 2.</h2>
<p>This is a paragraph under the heading2.</p>
<p>This is another paragraph under the heading2.</p>
</body>
</html>
```



Creating HTML Tags in an Editor

- The editor should have a button for "Page Properties" or something similar
- That should allow you to set Title, Description and Keywords.
- However, the simplest editors do not allow you to set these tags or to edit the HTML directly, e.g. GoDaddy's InstantPage.



How are tags displayed?

- They're not displayed on the page, but in the search results.
- Title is usually what shows as the text to click on in the results.
- Description is usually what shows underneath the text and web address.
- Keywords are not displayed.



The Keywords Tag

- Search engines use the Keyword Tag to help inform them what your website is about.
- However, search engines place much less importance on the Keyword Tag than they used to.
 - There are other, more effective ways to use your keyword phrases.



2. Headings

- Search engines place more importance on text that appears bigger.
- How do they know it's "bigger"? They are reading HTML, not viewing the page like a human.
- HTML Headings



HTML Headings

```
<!DOCTYPE html>
<html>
<head>
<meta name="title" content="FormWorks Concrete Countertops in Raleigh NC">
<meta name="description" content="FormWorks provides custom concrete
countertops and more in Raleigh, NC and the greater Triangle area.">
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<h1>This is heading 1.</h1>
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<h2>This is heading 2.</h2>
<p>This is a paragraph under the heading2.</p>
<p>This is another paragraph under the heading2.</p>
</body>
</html>
```



Creating Headings

- Just like Microsoft Word, the website editor will have a way to select text and indicate Heading 1, Heading 2, Heading 3, etc.
- Try to use your keywords in some Heading 1s.
- Keep in mind that the result should look good to humans too.



3. Images

- Search engines cannot "see" your images. They look like this to search engines:

```

```

- The search engine reads only

```
"IMG3345"
```



Image Naming

- Wouldn't it be better if the search engine saw this:

```

```

- And read this:

"concrete kitchen island red"

- Name your images English phrases with dashes in between words



Image Alt Text & Title

- Images have an "Alternative Text" property.
- Images also have a "Title" property.
- The editor should allow you to set these properties for each image.
- Just use the image name with spaces instead of dashes.



Image Sizing

- Make sure the file sizes of images are small so that the page loads quickly.
- But you will take high res photos with your camera. High resolution images are:
 - 300dpi (roughly, 300 "dots per inch"). "Dots" also means "pixels".
 - Several inches/thousands of pixels wide
 - Large file size on your hard drive



Image Sizing

- You need to make all images:
 - 72dpi
 - 300 dpi is for print, 72dpi is for web
 - No more than 1200 pixels wide.
 - Usually 800 is enough, and if the image will appear small on your page, go ahead and make it small, such as 100 or 200 pixels wide.
 - Use 1000 pixel wide images for Houzz
 - Small file size on your hard drive
 - Try to make images 100KB or less, using "Save for Web"

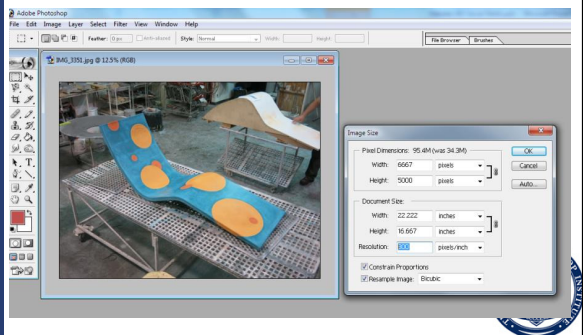


Image Sizing in Photoshop

- You need some kind of image editor
 - Photoshop
 - Paint
 - Mac programs



Large Image: Pixels

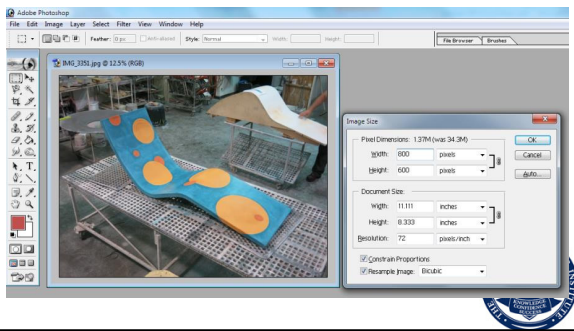


Large Image: Size on Disk

Name	Date modified	Type	Size
IMG_1225.JPG	4/24/2015 5:40 PM	JPEG image	2,608 KB
IMG_1227.JPG	4/24/2015 5:42 PM	JPEG image	2,414 KB
IMG_3316.JPG	4/25/2015 11:31 AM	JPEG image	3,124 KB
IMG_3320.JPG	4/25/2015 3:31 PM	JPEG image	2,968 KB
concrete-lounge-chair-drawing.JPG	4/25/2015 3:57 PM	JPEG image	2,762 KB
concrete-lounge-chair-bubbles.jpg	4/25/2015 4:00 PM	JPEG image	3,081 KB
concrete-lounge-chair-British-Virgin-Isla...	4/25/2015 4:01 PM	JPEG image	3,317 KB
IMG_3348.JPG	4/25/2015 4:28 PM	JPEG image	2,802 KB
IMG_3350.JPG	4/25/2015 4:59 PM	JPEG image	2,392 KB
IMG_3355.JPG	4/25/2015 5:00 PM	JPEG image	2,526 KB
IMG_3357.JPG	4/25/2015 5:35 PM	JPEG image	1,885 KB
IMG_3365.JPG	4/25/2015 5:36 PM	JPEG image	2,302 KB
IMG_3369.JPG	4/25/2015 5:38 PM	JPEG image	2,530 KB
IMG_3371.JPG	4/25/2015 5:39 PM	JPEG image	2,092 KB
concrete-lounge-chair-edge-in-mold.jpg	4/25/2015 7:05 PM	JPEG image	2,783 KB
concrete-hand.jpg	4/28/2015 1:34 PM	JPEG image	35 KB
IMG_3351.jpg	4/25/2015 4:00 PM	JPEG image	3,081 KB



Smaller Image: Pixels

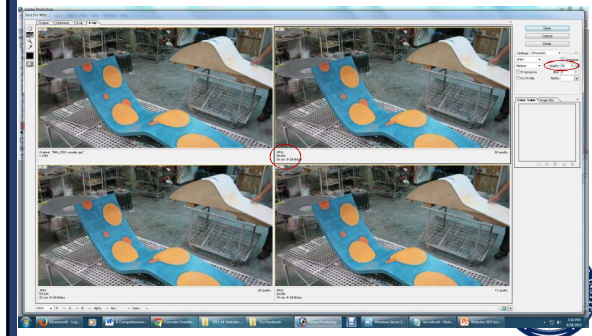


Smaller Image: Size on Disk

Name	Date modified	Type	Size
concrete-hand.jpg	4/28/2015 1:34 PM	JPEG image	35 KB
concrete-lounge-chair-British-Virgin-Isla...	4/25/2015 4:01 PM	JPEG image	3,317 KB
concrete-lounge-chair-bubbles.jpg	4/25/2015 4:00 PM	JPEG image	3,081 KB
concrete-lounge-chair-drawing.JPG	4/25/2015 3:57 PM	JPEG image	2,762 KB
concrete-lounge-chair-edge-in-mold.jpg	4/25/2015 7:05 PM	JPEG image	2,783 KB
IMG_1225.JPG	4/24/2015 5:40 PM	JPEG image	2,608 KB
IMG_1227.JPG	4/24/2015 5:42 PM	JPEG image	2,414 KB
IMG_3316.JPG	4/25/2015 11:31 AM	JPEG image	3,124 KB
IMG_3320.JPG	4/25/2015 3:31 PM	JPEG image	2,968 KB
IMG_3348.JPG	4/25/2015 4:28 PM	JPEG image	2,802 KB
IMG_3350.JPG	4/25/2015 4:59 PM	JPEG image	2,392 KB
IMG_3351.jpg	4/25/2015 4:00 PM	JPEG image	3,081 KB
IMG_3351-72dpi@800pixels.jpg	4/28/2015 3:30 PM	JPEG image	428 KB
IMG_3355.JPG	4/25/2015 5:00 PM	JPEG image	2,526 KB
IMG_3357.JPG	4/25/2015 5:35 PM	JPEG image	1,885 KB
IMG_3365.JPG	4/25/2015 5:36 PM	JPEG image	2,302 KB
IMG_3369.JPG	4/25/2015 5:38 PM	JPEG image	2,530 KB
IMG_3371.JPG	4/25/2015 5:39 PM	JPEG image	2,092 KB



Save Image for Web



Web Optimized Image: Size on Disk

Name	Date modified	Type	Size
concrete-hand.jpg	4/28/2015 1:24 PM	JPEG image	35 KB
concrete-lounge-chair-British-Virgin-Isa...	4/25/2015 4:01 PM	JPEG image	3,317 KB
concrete-lounge-chair-bubbles.jpg	4/25/2015 4:00 PM	JPEG image	3,081 KB
concrete-lounge-chair-drawing.JPG	4/25/2015 3:57 PM	JPEG image	2,762 KB
concrete-lounge-chair-edge-in-mold.jpg	4/25/2015 7:05 PM	JPEG image	2,783 KB
IMG_1225.JPG	4/24/2015 5:40 PM	JPEG image	2,608 KB
IMG_1227.JPG	4/24/2015 5:42 PM	JPEG image	2,414 KB
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IMG_3351.jpg	4/25/2015 4:00 PM	JPEG image	3,081 KB
IMG_3351-72dpix800pixels.jpg	4/28/2015 3:30 PM	JPEG image	428 KB
IMG_3351-for-web.jpg	4/28/2015 3:35 PM	JPEG image	99 KB
IMG_3355.JPG	4/25/2015 5:00 PM	JPEG image	2,526 KB
IMG_3357.JPG	4/25/2015 5:35 PM	JPEG image	1,885 KB
IMG_3365.JPG	4/25/2015 5:36 PM	JPEG image	2,302 KB
IMG_3369.JPG	4/25/2015 5:38 PM	JPEG image	2,530 KB
IMG_3371.JPG	4/25/2015 5:39 PM	JPEG image	2,092 KB



Image Name

□ Then rename the image something like

custom-concrete-lounge-chair.jpg

□ Now the image can be uploaded to your website.



Images

- ❑ Yes, you have to do all this for every single image, plus set at least the alt text.
- ❑ While you're at it, you can color correct and erase outlets and cords from the photo.

- ❑ Images are the most important part of your website!
- ❑ DO NOT USE A PHONE TO TAKE PHOTOS!
Use a real camera set on high resolution!
 - You can supplement your real photos with phone photos that you can use for Instagram/Facebook



4. Changing/Adding Content

- ❑ Frequently adding and changing content is one of the most important ways to get search engines to rank your site high.
- ❑ If your website stays stagnant too long, it will begin to lose rank.



Adding Content

- ❑ A common technique for adding content is blogging.
- ❑ As a creative concrete maker, writing blog articles is not a realistic way for you to add content.
- ❑ However, you're always doing projects, right?



Using Projects to Add Content

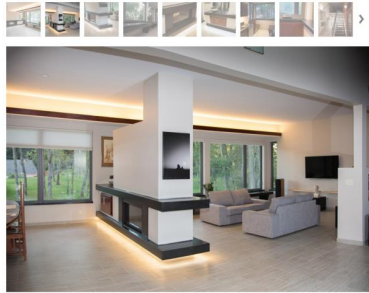
- At least once per month, post new projects to your gallery with
 - Optimized images
 - Text descriptions of each image that include your keyword phrases
 - Engaging stories about each project (for the humans reading your site)
- It's important to select a gallery style that allows you to add descriptions



Good Gallery Example

FLOATING CONCRETE FIREPLACE AND MORE

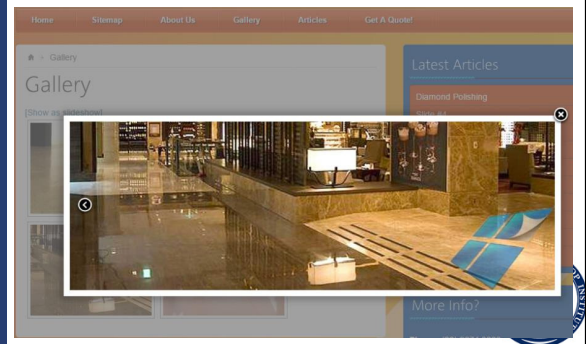
- Three Faceted Island
- Charcoal Gray with White Divide
- Floating Concrete Fireplace and More
- Gray Window Sills, Star Trends and Marble
- Outdoor Cais with Fire Ring
- Basement Kitchen and Fireplace
- Custom Curved Patio with Fire Pit
- Unique Home in a Renovated Church
- Outdoor BBQ with Custom Concrete Countertop
- Home Espresso Station at



This dramatic view of the concrete fireplace which extends into shelves and a window bench greets visitors as they step in to the room.



Bad Gallery Example



5. Links TO Your Site

- The more links to your site, the more the search engines consider it an important source of information.
- The links need to be from sites that are also relevant to your topic.
- Ignore any unsolicited offers of "link exchange" for your new website.



How to Get Links TO Your Site

- Links are a very effective way of building rank, but your options are limited:
 - Paid web listing such as Concrete Network or CCI
 - Company Facebook page
 - Other related firms such as local kitchen showrooms, remodelers, architects, etc. You must link to them in return.



6. Submit Your Site

- You do NOT need to pay to "submit your site to thousands of search engines". Ignore all offers for this.
- Search engines will eventually find you organically, usually through links.
- Search engines have "spiders" that constantly crawl the web and look for new web pages.



Get on "Google My Business"

- However, you should set up your Google local business listing and verify it.
- This helps you show up in Google search results, on Google maps and also in Google+.

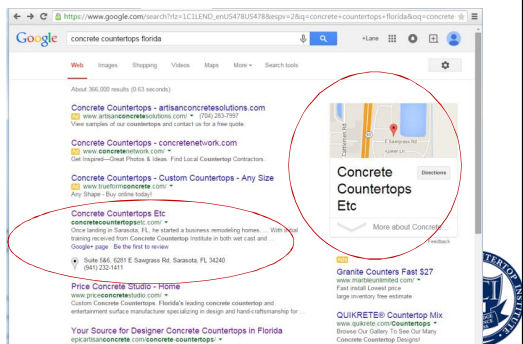


Get on "Google My Business"

1. Go to **www.google.com/business**
2. Click on Get on Google
3. Create a Google account -
Use your company email account (myname@mycompany.com), rather than creating a Gmail email account (myname@gmail.com)
4. Follow the instructions to enter your information and request verification.
5. Google will mail you a postcard to verify.

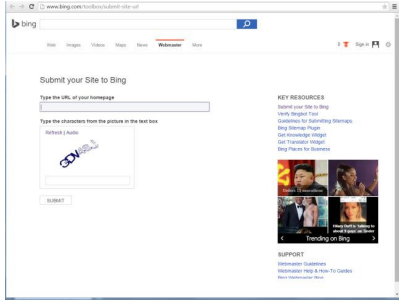


Example of Business on Google



Submit Your Site to Bing

- Go to www.bing.com/toolbox/submit-site-url



Summary of SEO

- Choose your keyword phrases, then:
 - Use your keywords in Tags
 - Use your keywords in Headings
 - Use your keywords in Images
 - Change/add content often and include your keywords
 - Get other sites to link to yours
 - Submit your site to search engines
- Consider paid web listings.
- Do not pay a monthly fee for SEO.



Social Media

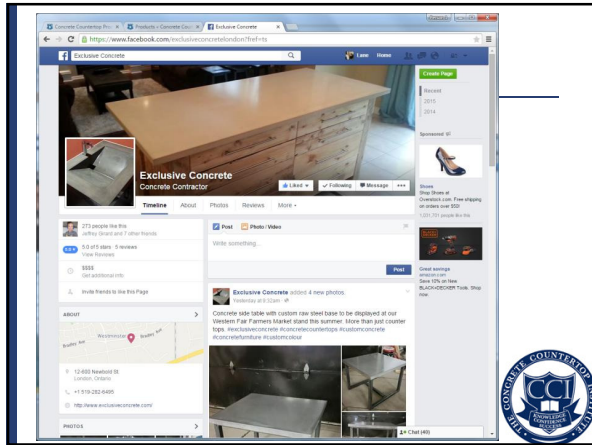
- Facebook
- Instagram
- Houzz
- Pinterest
- Twitter
- LinkedIn



Facebook

- You can create a company Page.
- People can Like the Page, and they will see *some* of the updates you Post to the Page in their Newsfeeds.
- If you want your posts seen by more people, you have to pay to Boost the post.
- 71% of internet users are on Facebook

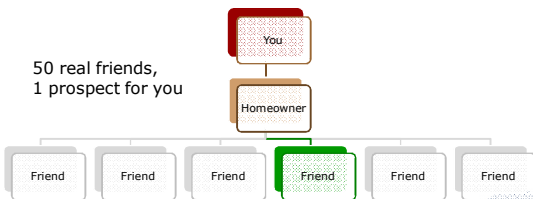




Active vs Passive Marketing

- Word of mouth

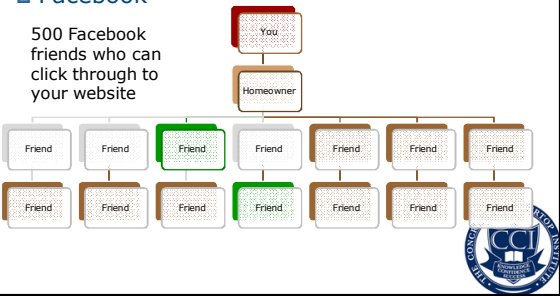
50 real friends,
1 prospect for you



Active vs Passive Marketing

Facebook

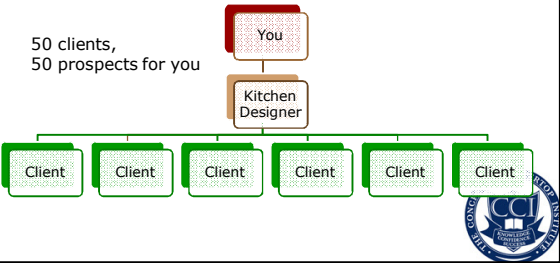
500 Facebook friends who can click through to your website



Active vs Passive Marketing

Kitchen designers

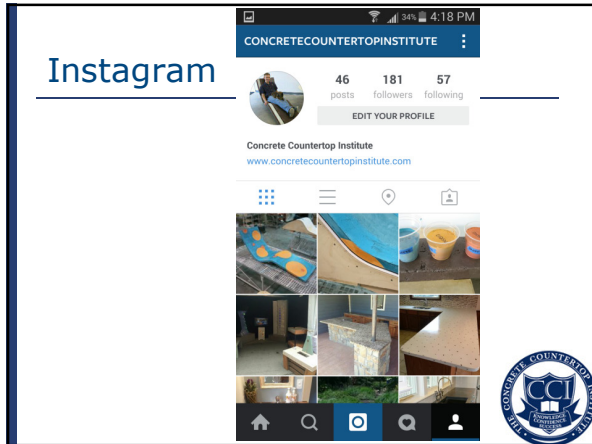
50 clients, 50 prospects for you



Instagram

- People post photos, and others follow them and like the photos
- Uses "hashtags" such as #concretecountertop and #customconcrete
- Must post from your mobile phone, and can't post automatically
- Can post to Instagram and have it also post to Facebook






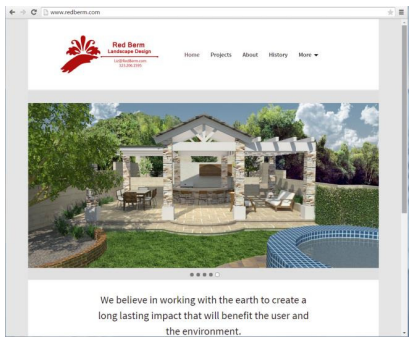


Houzz

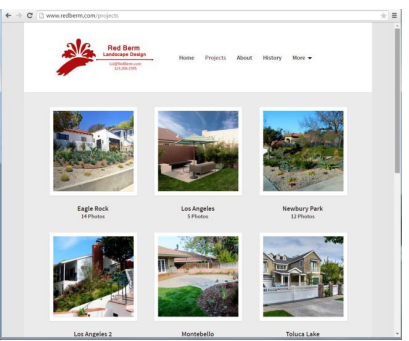
- Online portfolio of *residential* design
- People can add your photos to their "Lookbooks" and ask questions about your photos
- Millions of stunning photos, totally addictive to those buying, building or remodeling homes
- 30 million site visits per month



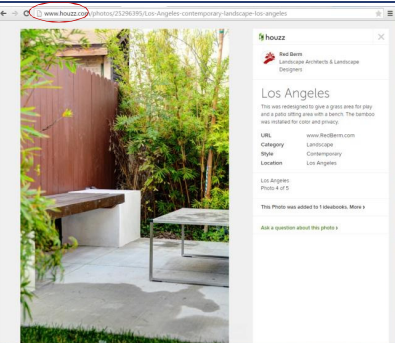
Houzz Website Editor



Houzz Website Editor



Houzz Website Editor

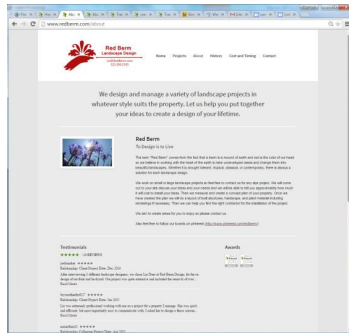


Note:

- Images link to Houzz
- Image names in HTML are auto-created from Houzz category, style, location
- Houzz images can have descriptions



Houzz Website Editor

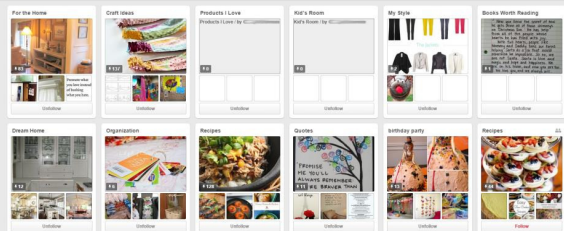


Pinterest

- People can “pin” photos they find on web pages to “boards”, and share them with other people
- A way to save photos from around the web of décor, fashion, recipes, etc.
- Photos link back to original page
- Used by more women than men



Pinterest



How You Can Use Pinterest

- More important to have people pin your photos than for you to have a Pinterest account
- Can add a "Pin" button to the photos on your site
 - There's a WordPress plugin for this

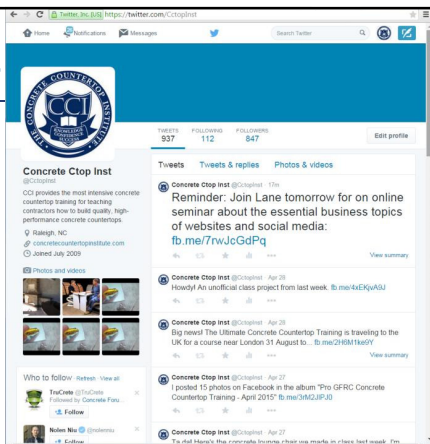


Twitter

- Short "tweets" of ≤ 144 characters
- Tweets can contain links to further info
- Can set up Facebook to post automatically to Twitter



Twitter

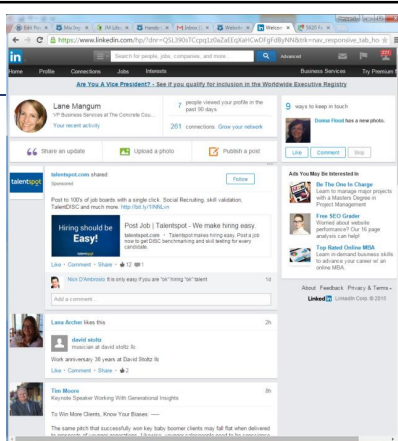


LinkedIn

- Allows you to create a professional “profile” and “connect” with others
- Includes job, skills, resume, etc. Commonly used by job seekers.
- You can join Groups, such as “Concrete Countertop Artisans” (not very active)
- Create a profile, but be active only if design professionals you wish to target are active



LinkedIn



Social Media Recommendation

- Create a *Facebook* company page and post to it at least once per week, using **Instagram** to create the posts
- Create a Twitter account and set Facebook up to post to it automatically
- Create a LinkedIn profile, but you don’t need to be active unless your design partners are
- Create a **Houzz** profile and put your very best photos on it
 - Houzz could be used to create your website as well



Overall Recommendation

- You must have a professional-looking online presence that includes:
 - Website
 - Social media
- Photos are of utmost importance
- Information (trust) is important too
- You must keep your online presence up to date



Choosing Someone to Help You

- Important: Make sure you will get the login info for your site, even if you don't want to edit it yourself!
- Do they provide a complete package?
- Will they write content for you?
- Will they do basic SEO?
- Will they set up social media for you?
- Do they understand your business?**



Get Going Accelerator Package

- Help you choose company name and design logo, branding, messaging (or redesign)
- Set up domain and hosting
- Create website in WordPress or Houzz
- Write all content for website
- Basic SEO (tags, headings, images, submit)
- Set up Facebook, Instagram, Twitter, Houzz
- Provide all login info plus instructional video

Only \$2500.



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