



BUILD MORE DECKS

DECK BUILDER MARKETING

Many deck builders feel **overwhelmed** keeping up with all the new marketing trends. At **BuildMoreDecks.com** we developed a creative small business marketing plan to generate **more leads** and **increase sales**. That way, you can focus on the work that you love.

Twenty years ago we started building websites for small businesses that did not work. They looked great, but they didn't generate more leads or sales for our customers.

With many lessons learned the hard way, we developed proven strategies that increase sales for deck builders.

For the last 8 years we have helped deck builders use the internet to build more decks. We want to help your deck or porch company do the same.

THESE 5 CHANGES TO YOUR WEBSITE WILL HELP YOU BUILD MORE DECKS

Let's get down to brass tacks. Do these 5 things, and you will increase the number of leads you get from your website. If you want to know more, keep reading for the details.

- 1 You need a website
- 2 The website must be mobile-friendly
- 3 Clarify your message
- 4 Your deck and porch photos must be remarkable
- 5 Use Social Proof to your advantage

YES, YOU NEED A WEBSITE

Believe it or not, deck builders ask the question, "do I really need a website?" The answer is simple, if a deck builder wants to build more decks, you need a website in this digital age.

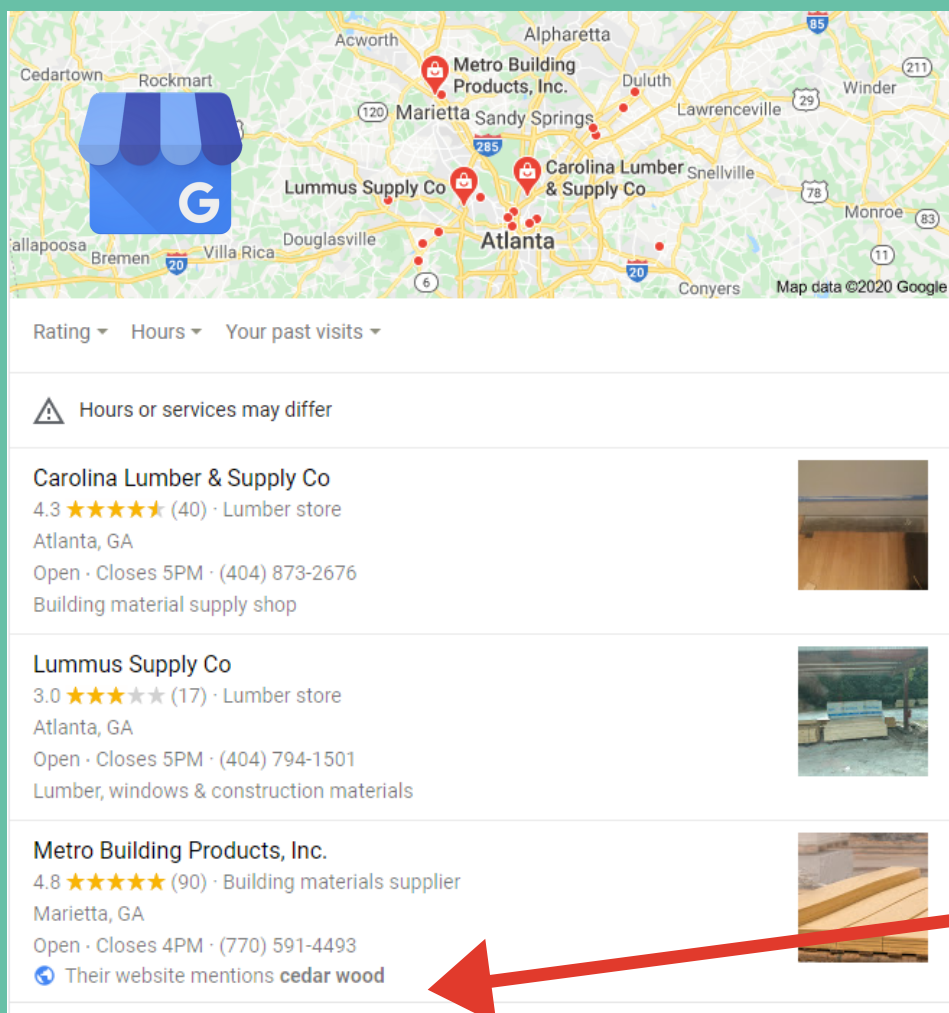
It's a valid question though. With social media platforms like Facebook and Instagram, and with local business platforms like Google My Business and Yelp, a deck builder can generate some leads for their company without a website.

So how does a website help? Let's take a look.



The company website is the new storefront. The days of strolling down the street window shopping are long gone(for the most part). So are the days of that massive Yellowbook that came in the mail. So make sure you have a remarkable website. Studies show 97% of consumers go online to find a local business.

Local Business Profiles like Google My Business and Yelp provide limited space for photos and other important content. Googly My Business ONLY gives you 750 characters to describe your business. These profiles should NOT be the only web presence for a company. Start building your own internet equity for your company with a website.



Local Business Profiles like Google My Business are connected to your website where you can have much more content. In this Google search for Cedar Lumber, Google associates Metro Building Products, Inc. with cedar wood, and displays the company in the search result.

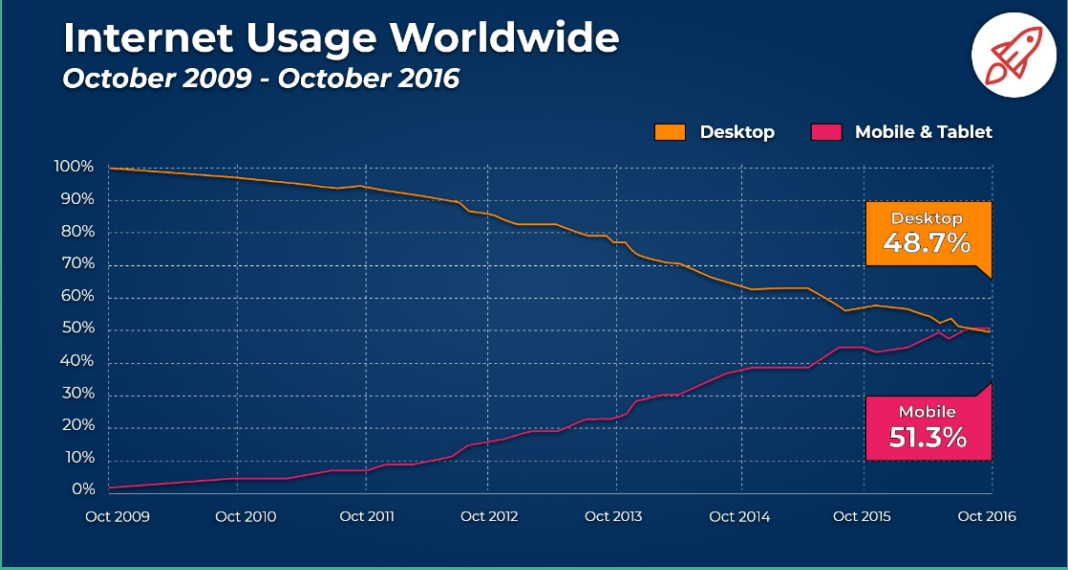
First impressions count! The website is the gateway for customers to interact with your company, and you can control every aspect of your website. You can't control other social media sites or local business sites.

30% of consumers will not consider a business if they do not have a website.



MOBILE FRIENDLY WEBSITE

In 2019, 53% of internet traffic came from mobile users.

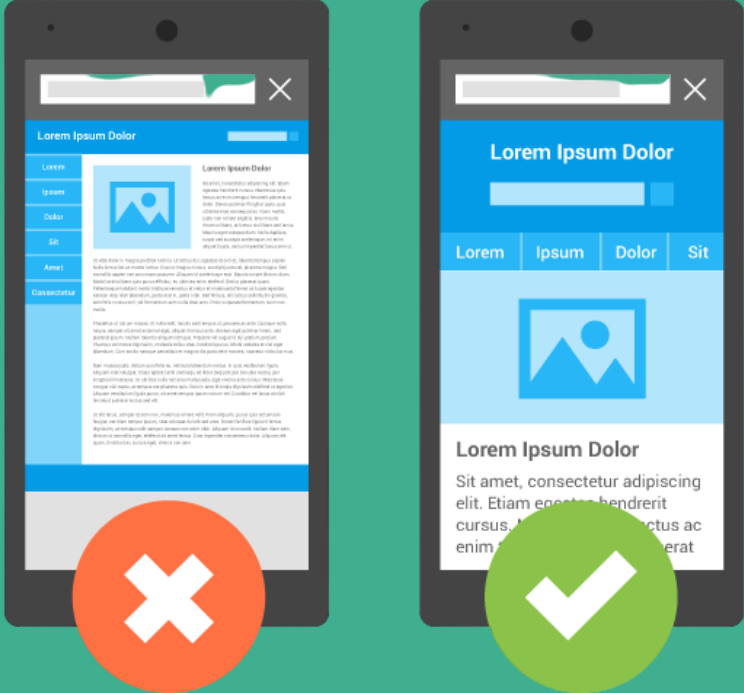


Source: broadbandsearch.net



When your website is not mobile friendly, also known as responsive, consumers visiting the company website on their mobile device struggle to read the text. When this happens, they go back to the search engine and find another local business. Google tracks this as a bounce, which negatively impacts your search results for your company.

Google says, "Mobile is changing the world. Today, everyone has smartphones with them, constantly communicating and looking for information. If you haven't made your website mobile-friendly, you should."



Google also provides a
FREE mobile-friendly website test
<https://search.google.com/test/mobile-friendly>

← Mobile-Friendly Test

https://buildmoredecks.com/

Test results

✓ No loading issues

VIEW DETAILS

Tested on: Jun 22, 2020 at 3:54 PM

Page is mobile friendly

This page is easy to use on a mobile device

Additional resources

Open site-wide mobile usability report

Learn more about mobile-friendly pages

Post comments or questions to our discussion group

Rendered page

HTML

SCREENSHOT

Search

BUILD MORE DECKS

Menu

Better Marketing for Deck & Porch Builders

Many deck builders feel overwhelmed keeping up with all



IMPORTANT

Let's recap what we just talked about...

97% of consumers go online to find a local business

Local Business Profiles are great, but not enough to replace a business website

30% of consumers will not consider a business if they do not have a website

53% of internet traffic is on mobile devices

CLARIFY YOUR MESSAGE

Many deck builders lose leads from consumers due to bad communication and poor messaging on the website.

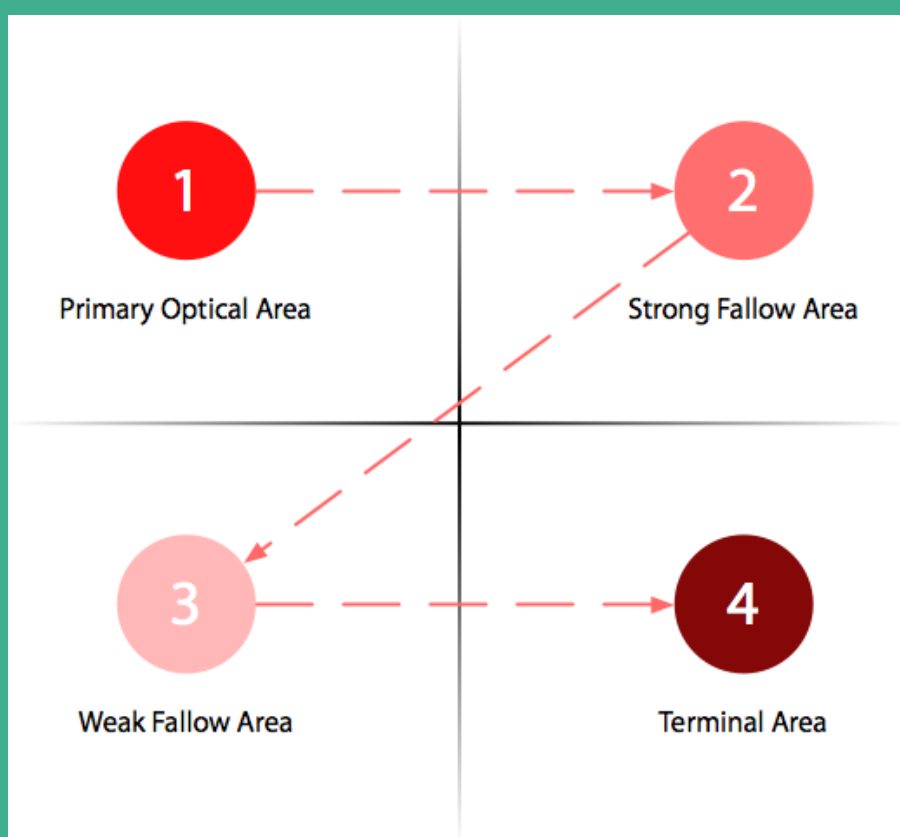
By making these 3 tweaks to a website, deck builders will increase the number of quality leads they receive from their website. Within 5 seconds of visiting your website, visitors must be able to determine:

- 1 What are you selling
- 2 How can it help me
- 3 How to get started

These three tweaks seem like common sense, but many deck builders fall into the trap of confusing the consumer. Let's dig deeper.

How Consumers View Websites

Studies that track eye movement show that consumers view websites in a Z pattern.



Source: uxmovement.com

From these types of studies, we gather that the top-left of our website should contain important information that a consumer needs to know. For example, the **name and logo of the business**.

Following this pattern, the website should also **clearly present what the business sells**. This should be done in **text** and with a **header picture**. The text should be short and simple, there is no need to be clever or funny, which could confuse the prospective client. When website visitors are confused, they leave the website in search of another. The picture should *CLEARLY* show a remarkable picture of a deck or porch project.

NEILSEN NORMAN GROUP

79%
OF WEBSITE VISITORS
SCAN A WEBSITE

The Nielsen Norman Group study showed that 79% of website visitors simply scan a website, and don't read text word for word.

The visitor's eyes scan for highlighted or bold text, images, and bullet lists.

The **call to action** is extremely important, and many deck builders lose out on leads because they don't clearly define the next step a website visitor should take.

Get a FREE Quote

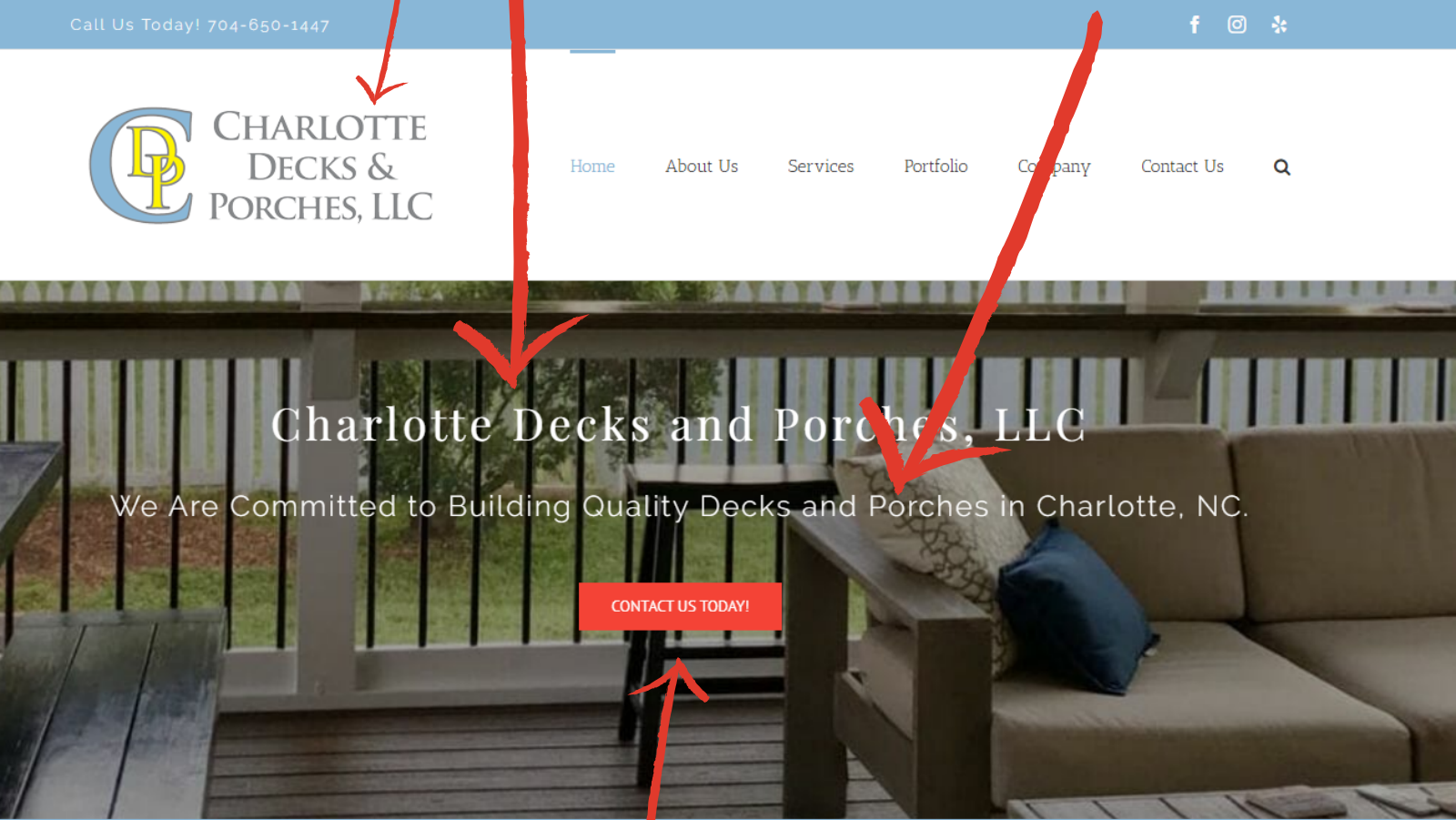
The call to action is a element of the website that instructs the visitor on how to take the next step.



Example of a good site

What is the name of the company?

What do they sell?



What is the next step?

The website below is confusing.

What do they sell?

What is the next step?



IMPORTANT

On 100% of our deck builder websites, the Home page has more views than any other page. Make sure the home page has a clear message.

Website visitors scan website content in a Z pattern with their eyes. Put important information in this path.

Within 5 seconds of visiting a website, and without scrolling, a website visitor should be able to tell: what the business sells, how it helps them, and how to get started.

If your business doesn't have a clear message, you're losing customers to someone that does it right.

Let us help market your business online.

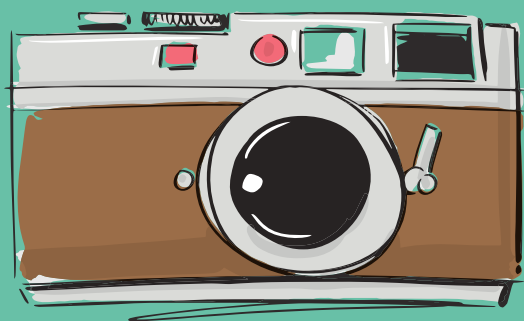
[Schedule Intro Call](#)

DECK AND PORCH PHOTOS

For all of our deck builder clients, the photo gallery is the highest viewed page besides the homepage.



Source: bpconsultinganddesign.com



THE MOST VISITED PAGE
BESIDES THE HOMEPAGE

100%

OF THE TIME IS THE PHOTO
GALLERY.

When in the market for a deck or porch, what are consumers thinking? They may be asking themselves:

Can I trust this company?

Have other people trusted them with their investment?

For the money that I'm investing, am I getting a good product?

When the project is over, will I have a deck or porch that makes my neighbors envious?

Will the friends I have over like it?

Will I be happy with the final product?

Does the builder know what they're doing?

Remarkable photos of your deck and porch projects is the #1 way to convince consumers to buy your product.

Use these tips for better photos

Take pictures. An iPhone picture is better than nothing. A good DSLR camera is better than an iPhone.

Be intentional. Schedule the photo session with the client. Make sure the deck is clean and free of clutter.

Use a **wide angle lens** to make the project look larger than life.

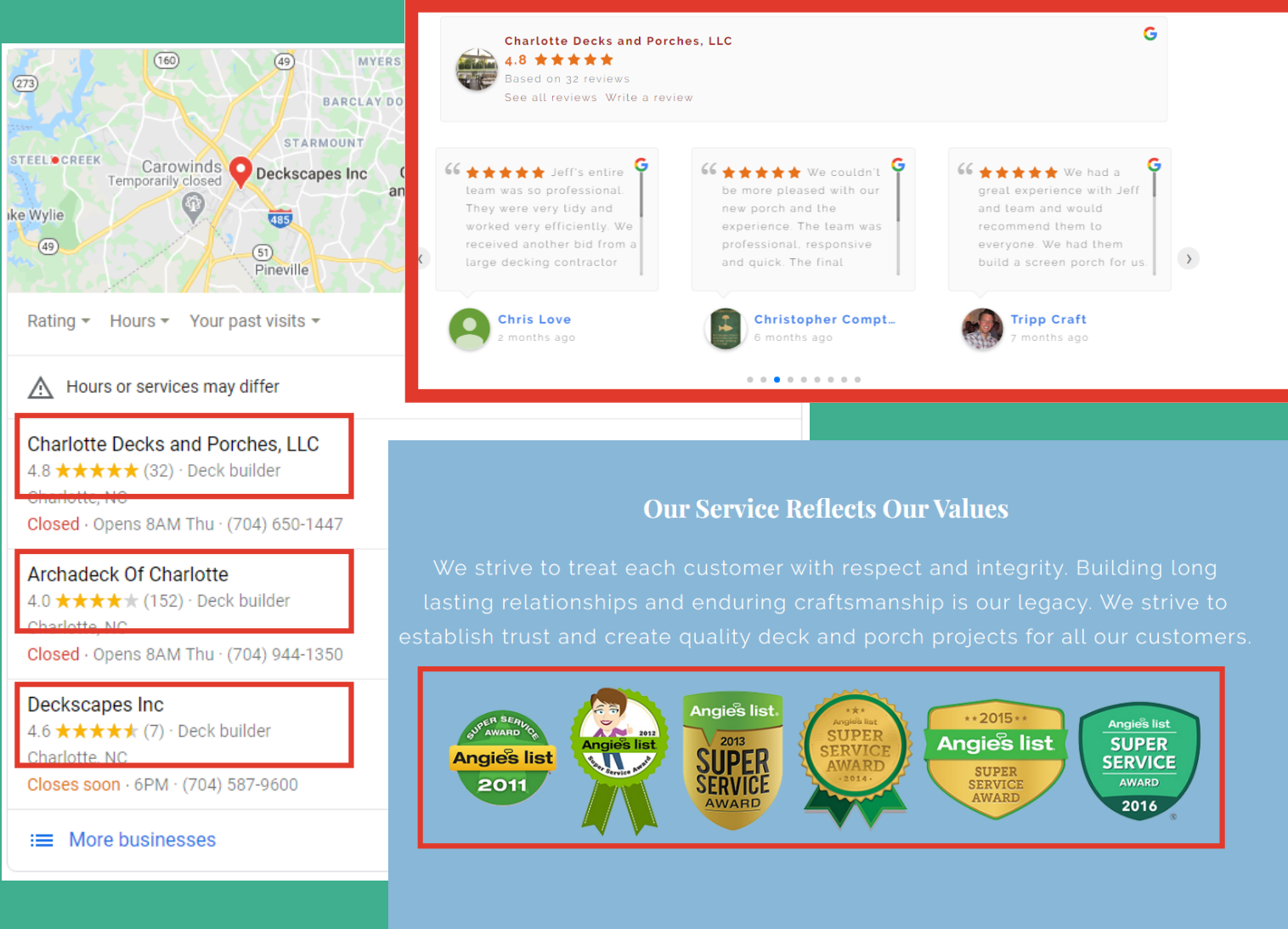
Got RAW? When using a DSLR camera, take the pictures in the RAW setting, which captures more data about the image. This makes post-processing the image better.

Post-processing. Use a photo editor to process the photos, to make them pop!

Hire a professional. If you trust that photos sell the most projects, why not capture the best image possible? Take a photography class or hire a professional.

USE SOCIAL PROOF

Consumers look to see what other consumers are doing. They look at reviews, business credentials, awards, etc. These are all examples of **Social Proof**. Looking at Social Proof creates more trust with the consumer.



NEILSEN STUDY

70%

OF CONSUMERS TRUST REFERRALS FROM SOMEONE THEY DON'T EVEN KNOW



May the deck builder with the best reviews WIN!

Use these tips to build trust

Ask for reviews. In most cases paying for reviews violates acceptable use agreements for sites like Google. Talk with the customer, and ask if they would be willing to give you a review.

Make reviews easy. Have the review link handy, so you can easily send the link in a text message or email.

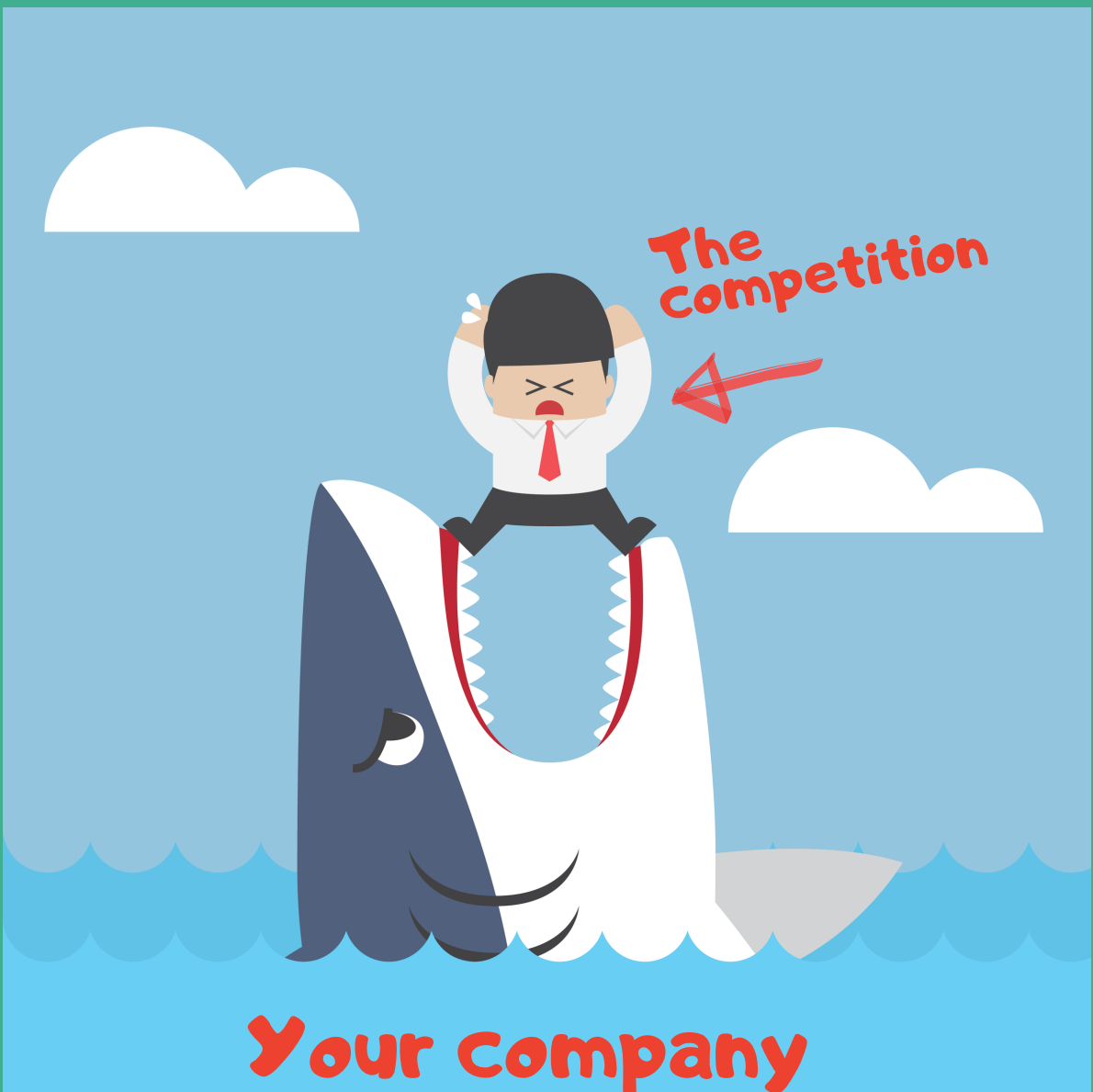
Respond to all reviews. Respond to every review you get online.

Everybody gets bad reviews. Don't be scared of bad reviews, just have enough good reviews to outweigh the bad ones. Respond to all bad reviews in a polite and helpful way for other consumers to see.

Awards. Decide of the awards you would like to win, create a plan, and get after it.

Use Social Proof on your website.

Social Proof is hard work, but it works.
Show off those reviews and awards.



Schedule Intro Call



Bobby Parks, Small Business Owner
BP Consulting and Design, LLC

Google



LEADERS. NOT FOLLOWERS.

"From a marketing standpoint "Build More Decks" not only dramatically increased my web presence but provided a simple but much better and more cost effective marketing strategy. Their approach to websites and social media outperformed my previous website and blended marketing approach which I was investing significant dollars. My brand recognition in my market and the lead production grew quickly to a point I was able to discontinue previous efforts reducing my overall marketing expense to a fraction of the cost."

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