



Commercial Painting Websites that  
Attract and Convert Visitors

# Today We Will Cover:

This presentation will cover three key pillars of information:

1. Understanding Website Traffic
2. Driving More Website Traffic
3. Converting Website Traffic Into Leads

# Understanding Website Traffic

# Understanding Website Traffic:

Attracting and converting visitors into leads requires an understanding of current website traffic:

1. What content are they engaging with?
2. How long are they staying on my site?
3. Where are they coming from?

**Google Analytics answers these key questions.**

**This information drives our strategy moving forward!**



# Google Analytics Key Terms:

- Users – visitors who initiate a session on your website
- Sessions – the periods of time a user is active on your site
- Acquisition – identifies how users arrive at your website
- Bounce Rate – the % of visitors who leave a website without taking any action (clicking to another page, etc.)
- Landing/Exit Pages – where users arrived and exited website
- Conversions – users who perform a specific activity

# Important Google Analytics Reports

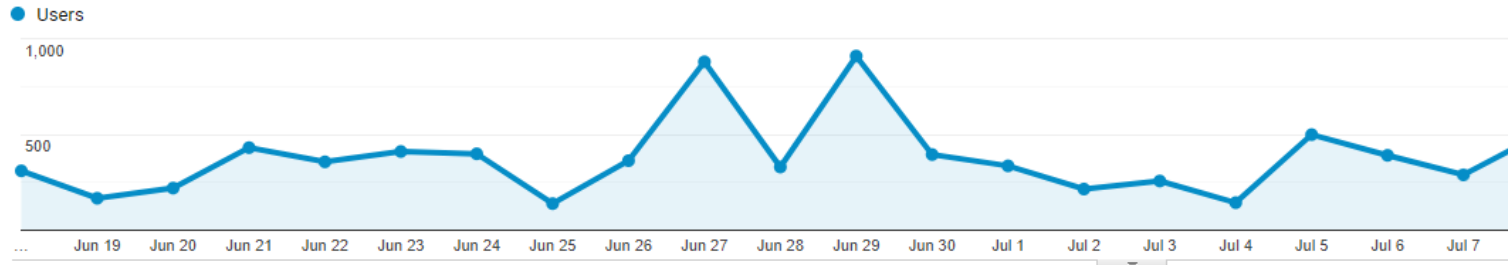
Google Analytics can present overwhelming amounts of information. Here are 2 important reports painters can review:

1. **Acquisition – All Traffic – Channels:** tells us where our traffic is coming from (organic, direct, social, etc.) and how many conversions we are generating from each channel
2. **Behavior – Site Content – Landing Pages:** tells us which pages visitors are landing on when they visit the site and we can see how many conversions we are generating based on those pages

REPORTS

- Realtime
- Audience
- Acquisition
  - Overview
  - All Traffic
  - Channels
  - Treemaps
  - Source/Medium
  - Referrals
    - Google Ads
    - Search Console
    - Social
    - Campaigns
- Behavior
- Conversions
- Attribution BETA
- Discover
- Admin

Users vs. Select a metric



Primary Dimension: Default Channel Grouping Source / Medium Source Medium Other

Plot Rows Secondary dimension Sort Type: Default

	Default Channel Grouping	Acquisition			Behavior		
		Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		<b>10,648</b> % of Total: 100.00% (10,648)	<b>10,518</b> % of Total: 100.03% (10,515)	<b>11,987</b> % of Total: 100.00% (11,987)	<b>88.06%</b> Avg for View: 88.06% (0.00%)	<b>1.22</b> Avg for View: 1.22 (0.00%)	<b>00:00:41</b> Avg for View: 00:00:41 (0.00%)
<input type="checkbox"/>	1. Organic Search	<b>4,587</b> (42.81%)	<b>4,456</b> (42.37%)	<b>5,256</b> (43.85%)	<b>84.15%</b>	<b>1.30</b>	<b>00:01:00</b>
<input type="checkbox"/>	2. Paid Search	<b>2,984</b> (27.85%)	<b>2,985</b> (28.38%)	<b>3,284</b> (27.40%)	<b>88.86%</b>	<b>1.16</b>	<b>00:00:28</b>
<input type="checkbox"/>	3. Direct	<b>1,858</b> (17.34%)	<b>1,829</b> (17.39%)	<b>2,021</b> (16.86%)	<b>93.12%</b>	<b>1.17</b>	<b>00:00:25</b>
<input type="checkbox"/>	4. Display	<b>981</b> (9.16%)	<b>974</b> (9.26%)	<b>1,095</b> (9.13%)	<b>95.80%</b>	<b>1.05</b>	<b>00:00:11</b>
<input type="checkbox"/>	5. Email	<b>219</b> (2.04%)	<b>197</b> (1.87%)	<b>233</b> (1.94%)	<b>87.55%</b>	<b>1.55</b>	<b>00:00:39</b>
<input type="checkbox"/>	6. Referral	<b>47</b> (0.44%)	<b>43</b> (0.41%)	<b>54</b> (0.45%)	<b>85.19%</b>	<b>1.19</b>	<b>00:00:53</b>
<input type="checkbox"/>	7. Social	<b>38</b> (0.35%)	<b>34</b> (0.32%)	<b>44</b> (0.37%)	<b>77.27%</b>	<b>1.43</b>	<b>00:01:41</b>



REPORTS

▶ Realtime

▶ Audience

▶ Acquisition

▼ Behavior

Overview

Behavior Flow

▼ Site Content

All Pages

Content Drilldown

Landing Pages

Exit Pages

▶ Site Speed

▶ Site Search

▶ Events

▶ Publisher

Experiments

🔗 Attribution BETA

🔍 Discover

⚙️ Admin

Primary Dimension: **Landing Page** Other

Plot Rows

Secondary dimension

Sort Type:

Default

	Landing Page ?	Acquisition			Behavior		
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		<b>4,495</b> <small>% of Total: 100.00% (4,495)</small>	<b>82.34%</b> <small>Avg for View: 82.34% (0.00%)</small>	<b>3,701</b> <small>% of Total: 100.00% (3,701)</small>	<b>55.91%</b> <small>Avg for View: 55.91% (0.00%)</small>	<b>1.88</b> <small>Avg for View: 1.88 (0.00%)</small>	<b>00:00:41</b> <small>Avg for View: 00:00:41 (0.00%)</small>
<input type="checkbox"/>	1. /	<b>2,875</b> (63.96%)	75.79%	2,179 (58.88%)	39.69%	2.09	00:00:51
<input type="checkbox"/>	2. /services/roof-coating-contractors/	<b>150</b> (3.34%)	92.00%	138 (3.73%)	66.00%	1.87	00:00:59
<input type="checkbox"/>	3. /services/heavy-machinery-painting-contractors	<b>121</b> (2.69%)	97.52%	118 (3.19%)	61.16%	1.69	00:00:35
<input type="checkbox"/>	4. /services/water-tower-painting-contractors	<b>110</b> (2.45%)	91.82%	101 (2.73%)	49.09%	2.36	00:01:50
<input type="checkbox"/>	5. /services/commercial-waterproofing-contractors/	<b>79</b> (1.76%)	97.47%	77 (2.08%)	63.29%	1.63	00:00:58
<input type="checkbox"/>	6. /about	<b>49</b> (1.09%)	73.47%	36 (0.97%)	91.84%	1.16	00:00:13
<input type="checkbox"/>	7. /blog	<b>48</b> (1.07%)	97.92%	47 (1.27%)	93.75%	1.06	00:00:26
<input type="checkbox"/>	8. /contact	<b>48</b> (1.07%)	79.17%	38 (1.03%)	83.33%	1.31	00:00:27
<input type="checkbox"/>	9. /services/commercial-painting	<b>34</b> (0.76%)	94.12%	32 (0.86%)	97.06%	1.09	00:00:02
<input type="checkbox"/>	10. /commercial-markets	<b>33</b> (0.73%)	96.97%	32 (0.86%)	96.97%	1.15	00:00:02





# Website Traffic Summary:

- Install and/or get access to your Google Analytics account. Ask your web developer or current marketing company
- Begin by reviewing basic website traffic reports to build a baseline understanding of your website traffic
- Use the information to identify both strengths and areas of need that can help formulate an online marketing plan

# Attracting More Website Visitors

# Building A Website Traffic Plan:

Attracting website visitors and growing traffic should always start by defining goals and building a plan.

1. Who do I want visiting my website?
2. Where does this person look for my services?
3. What actions do I want them to take on my website?

# Free vs. Paid Website Traffic Sources:

## “Free” Traffic Sources

- Organic traffic from search engines (Google/Bing)
- Posting website content on social media accounts
- Email marketing campaigns

## “Paid” Traffic Sources

- Pay per click ads on Google/Bing
- Paid ads targeting specific social media users
- Display and retargeting ads

# Commercial Painting Search Stats:

## People are looking for commercial painters on Google!

- “Commercial Painters” is searched 7,200 times per month on Google
- There are 16,980 monthly searches for close variations of “Commercial Painters”
- “Commercial Painting Contractors” is searched 6,600 times
- Including variations, “Commercial Painting Contractors” is searched over 18,130 times per month!

# SEO 101 For Commercial Painters:

Consistently blogging and adding content will increase organic traffic to any commercial painting website.

- The best blogs are over 1,000 words and focus on niche topics
- Write for the audience, not other painters. Structure content into sections that are followed by 3 to 5 sentences.
- Don't have any ideas for blog topics? Answer questions!
  - Understanding Water Tank Painting Costs
  - What's The Best Type of Exterior Commercial Paint?

# 3 Easy Ways To Boost Website Traffic:

1. Start an email newsletter campaign to current customers, prospects, and contacts with links to website content/blogs
2. Post links to website content (especially new blogs) on social media including Facebook and LinkedIn groups
3. Create (or claim) and optimize a Google My Business profile by adding information, pictures, and videos

# Converting Website Visitors Into Leads



# Website User Experience:

User Experience, commonly abbreviated UX, is defined as:

- The overall experience of a person using a product such as a website or computer application, especially in terms of how easy or pleasing it is to use.
- UX has a significant impact on website conversions.
- It requires a combination of technical and design elements

# What Drives Conversions?

## Elements of high converting websites include:

- Clearly present high quality information and answer questions
- Integrate online reviews/testimonials to create social trust
- Strong calls to action drive users to convert
- Use high quality images that correlate to page content
- Mobile friendly design/navigation and fast load speeds

# 6 Tips To Increase Conversions:

1. Shorten contact forms. We recommend using 4 fields (name, email, mobile, comment) whenever possible.
2. Put a contact form on all blog posts and service pages
3. Position the most important information above the fold
4. Use multiple calls to action throughout the page/post
5. Hyperlink phone numbers for easy click to call on mobile
6. Install a live chat client or automated chatbot

# Putting It All Together:

1. Rely on Google Analytics to understand website traffic and inform our online marketing strategy
2. Use digital marketing campaigns (PPC, SEO, Display Ads, Social Media, etc.) to attract visitors
3. Provide a great user experience and quality information that encourages visitors to convert into leads

# 4 Useful (Free) Tools & Resources

1. [Google Mobile Friendly Test](#) - tells us if Google considers our website mobile friendly and suggests improvements
2. [Google Page Speed Insights](#) – provides overall website speed analysis and suggests improvements
3. [MailChimp](#) –easy to use free email marketing platform to lists under 2,000 contacts
4. [AltaVista Digital Marketing Evaluation](#) – contact us to request a free digital marketing evaluation!

# Presenter Contact Information

**Follow-up inquiries and questions are welcomed at:**

**Contact:** Aaron Hockel

**Phone:** 443-618-0564

**Email:** [aaron@altavistasp.com](mailto:aaron@altavistasp.com)

**Website:** [www.altavistasp.com](http://www.altavistasp.com)

