

Transcript

Krystal Hobbs 0:04

Welcome to Beyond the Tools, the podcast that helps contractors attract more leads, grow their business, and finally get off the tools. In each episode, you'll discover marketing tactics that work. You'll get actionable insights from other successful contractors, and connect with experts to help you grow. I'm your host, Krystal Hobbs, owner of a social media agency that helps contractors attract and convert more leads. Get ready to take your business to the next level so you can finally enjoy the fruits of your hard labor. Ready, let's go!

Hello, contractors. Welcome back to another episode of Beyond the Tools. I'm your host, Krystal Hobbs. And when I started the podcast originally, I was really focused on sharing tactical information about growing your business. Lately, I've really been exploring all of these great home service business owners and how they've grown, how they've gotten to these amazing accomplishments in their business. And, it's important to realize that marketing, yes, is an important part of growth. But it's just one piece. And I'm really trying to give you more of a holistic insight into how you grow your company. That said, when I met Mandeep, our next guest, I realized that a lot of what he has to share is a really tactical way to grow your awareness, grow your leads, and your sales through Google. And I thought so many of you would benefit from this kind of information. So today, we chat with Mandeep Bhalla. He's the owner of Grow Nearby. They are a marketing company that really does a lot of work in HVAC, plumbing, and electrical. And Mandy takes us through his four G's of leads, or basically how to use Google to boost your awareness, boost your sales for your business. So let's get right into it.

Welcome, Andy, to the show. So glad to have you here.

Mandeep Bhalla 2:26

Thank you Krystal for having me on your show. I'm super pumped.

Krystal Hobbs 2:31

I know we have lots to talk about today, especially on the Google side of things and how home service companies can use that to grow. But I guess I'm curious before we get into it, how did you start to get involved in the trades?

Mandeep Bhalla 2:50

Well, absolutely. So it all started with my content marketing agency back in India. And I was like working with multiple digital marketing agencies, and we were providing the content. When it comes to content, I'm talking about blogs, articles, website content writing. So we were providing content writing services to digital marketing services. And my wife got actually an opportunity to come to the US back in 2015. And I reached out to actually one of my digital marketing agencies, and we actually clicked pretty well. And they said, like, "Okay, Mandeep, we would like to hire you as a director of SEO." And I was so excited that I really want to be part of their company because they just like work with local businesses. At that time, they had like legacy business, and they were actually working with HVAC, but HVAC was not that, like big at that time with that marketing company. But when I joined and when we came to the United States, the company actually grew, we took that company to the next level. I was working with them. And with HVAC we grew from, like, 10 clients to 200 clients throughout the United States. So it was great to see how the strategies, the meetings, the live meetings, the strategies that we did with HVAC companies or contractors, it was amazing to actually work with them the way we connected. Actually, we dive into the strategies, they're easy to work with, and it's almost to do for them. And I saw the value is right there, and I joined that company and serve these contractors. And then I realized that we have to actually provide more value to this company. So I decided to start my own agency back in 2017. But I went all-in 2020 right before the COVID. And with God's grace, everything went well. It was a blessing in disguise to be part of the HVAC and plumbing industry because this industry went like it was up by 114% in 2020, in COVID. So that's how I got into this industry. And proud of my team, my tribe. We are working with, like 40 over 40 plus contractors, HVAC and plumbing contractors throughout the United States right now.

Krystal Hobbs 5:34

Awesome. Cool. And I know for you guys, a lot of your work revolves around, and correct me if I'm wrong, but revolves around helping homeowners find those home service companies. Is that fair to say?

Mandeep Bhalla 5:51

Yes, and that's the primary basically go to find. And then and there are different ways, I'm sure you know there are ways to actually target those, like a custom audience on social media like Facebook, Instagram, and now TikTok too. We are getting into TikTok ads, but there are ways to actually work on the demographics, psychographics so that

you can target those residents, like home service contractors, which fascinates me, but to look at the data that we can actually target. For example, there is one area in Dallas, that's the county. And let's target one neighborhood that has that richer community like in a richer neighborhood that has like, houses more than a million dollars. And that's the best way to actually strategize these different platforms, like how we can actually target these homeowners. A lot of potential out there, if we strategize and work accordingly. The results are phenomenal by following those platforms.

Krystal Hobbs 7:03

Absolutely. And we talked in a previous conversation, we talked about the four G's. So can you tell our listeners a little bit about what that is? And how that can help their business?

Mandeep Bhalla 7:19

Absolutely. So I have written this very short e-book, but it's not been published yet. But definitely, I'm going to publish it. And you will be the first one to get this e-book from my side. So four G's of leads make the phone ring. And that's true, you have to have your presence on Google. And that drives the conversation and the lead. So the first G, I'm going to talk about is Google Local Service Ads. So if someone is searching, let's say, if someone is out there, right there in Dallas, and homeowner and they have some issues with their air conditioner, they're going to search AC repair near me, are they going to search AC Repair Dallas, right. That's how it works with local SEO. And Google is an astute search engine. Google aims to make money while still providing value to its users. There are other companies that supply leads to several contractors, such as HomeAdvisor if you've heard of them. There are also advantages and disadvantages. I'm not saying the leads aren't good, but if a lead comes into the contractor and is shared with multiple contractors, at the end of the day, it's up to them to decide who gets the business, right?

Krystal Hobbs 8:51

Yes, highly competitive in that kind of thing.

Mandeep Bhalla 8:56

Yes, highly competitive, like Angellist, HomeAdvisor. All these platforms are there to create great opportunities for the contractors. But if you want to grow fast with exclusive leads, then four G's of leads is the way to the success path, to grow an HVAC company, and to take it to the next level. And the first G is Google Local Service Ads. And Google is smart, they came up with this program where you should have to pay for the leads. It

does not pay per click, we will dive into pay per click later. But the first is Google Local Service Ads. And some people call it Google guaranteed because if you search AC repair near me, AC repairs any location, then one block, one section will come on the top with three companies. Only three companies can be displayed with the Google guaranteed badge. And once you sign up, and it's very easy to do the signup process, you can sign up like you don't have to pay any contractor, they don't have to pay for it. You just like to submit the verification documents and Google is tied up with a third-party company. And the third-party company does the background verification of contractors. And that process used to take, I think, six to eight weeks before, but the process right now sped up. And I think the contractors are getting approvals in a couple of weeks. So you just pay for the leads. It's called a pay-per-lead program. And the cost per lead is 20 bucks for plumbing. And I'm talking about, the cost per lead for HVAC which is around \$25 to \$40 is not bad. If you compare it with Facebook ads, like the cost per lead, I'm not really sure. I want to ask you, what's the cost per lead for HVAC? If you run any Facebook ads?

Krystal Hobbs 10:59

Absolutely, I normally estimate it to be around \$30. Some of my clients are receiving them for ten dollars. But, on the high end, I'd guess approximately \$30, and I've seen as much as \$50. However, if the targeting is extremely particular, for example, then appears to be an extreme case. But, yes.

Mandeep Bhalla 11:23

Great. Thank you for responding. That's a really good level, in my opinion. And it's a lot more expensive when it comes to pay per click. But Google Local Service Ads is a terrific platform to drive leads and make the phone ring for HVAC, plumbing, and electrical contractors. It's free to sign up for and has a lot of value. And I've observed that this is one of the best programs ever since you receive very high-quality leads, and Google never shares your leads with other contractors, so you get exclusive leads for your company. So, first and foremost, it is strongly advised that you sign up for Google Local Service Ads for your services in order to draw lumping on electrical, which causes the phone to ring. It's also a bit of a branding exercise. When someone searches for services on Google, for example, if homeowners are looking for a solution, the contractor appears right away. The first item that appears on the Google screen, is, in my opinion, incredible. Google Local Service Ads, for example, is a really, really wonderful product.

Krystal Hobbs 12:34

Yeah. And I suppose, from the perspective of the homeowner, because it's been vetted by Google, they believe there's a level of trust there, so Google is recommending this company. As a result, I imagine that adds to the credibility.

Mandeep Bhalla 12:55

Absolutely, I agree with you.

Krystal Hobbs 12:57

Yeah. And I'm curious, is it a phone call when those leads come in? Is that correct? They're gathering emails, right? How does that come to fruition, for example?

Mandeep Bhalla 13:10

Oh, that's a fantastic question. So with this platform, you just receive phone calls. As a result, all phone calls are logged, and you are notified through email when someone phones you. And you can tell them if you have a contract or if they've downloaded the app, which is called Local and is available on iOS and Android, and you'll be notified right there. And it's not only the phone calls; there's no way to fill out a form. So far, Google has just handled phone calls. Those phone calls are also being recorded. And once the phone call is finished, I highly recommend that contractors or any CSR from the office go to the dashboard, Google Local Service Ads dashboard, to make sure that the lead is marked as booked, or if there is a lead that was outside of the service area and isn't related to their business. It's as simple as hitting the button with three dots. And you have the option of disputing that decision. And you get your money back in less than 24 hours, so it's a fantastic platform; you're only paying for high-quality leads. And if it's not a qualifying lead, you have the option to challenge it and get your money back. So that is one of the best things about local service ads that I appreciate, and I just want to add one more. I want to bring value to the audience. If you're listening, I'm guessing you're using Service Titan. It's well-known and many people use it for scheduling such as appointments, dispatching, and revenue. And in order to keep track of how all of the campaigns are linked in Service Titan, Google and Service Titan have cooperated. They've also implemented a feature known as Service Titan Integration. So if a phone call comes in, any lead comes in, such as from Google Local Service advertisements, which connects directly to Service Titan, and you can actually see, well, if that call was booked, and something was dispatched, and what was the overall amount of income. Everything can be tied up, but right now, for now, just phone calls. Those are on their way.

Krystal Hobbs 15:43

Perfect. Okay, very good to know. So that's our first G is our local service ads. What's the next one?

Mandeep Bhalla 15:50

So the next thing is that Google Ads have been reduced to Google AdWords. And now it's been rebranded Google Ads as the product. And Google Ads is a pay-per-click scheme, which means you only pay for the clicks you receive. And it's costly because it all depends on how your landing pages are created and developed, as well as what sort of offer you're making, such as HVAC and plumbing contractors, and it all depends on the ad copy. As a result, you'll have to undertake a lot of A/B testing. It's simple: if you sign up for Google My Business, for example, Google will send you \$50 in promotional credit, which you can use to run Google advertisements; it's fine to run such ads on your own. But, at the end of the day, if you look at the results, you won't see useful resources, such as the possibility of receiving one or more calls. And your ad budget was around \$300, and you only got two leads. And that works out to about \$50 per lead. Isn't that a bit pricey? You must have that skill, or if you have, you must be able to develop landing pages, compose ad copy, and do beta testing. But if you can't, you'll have to rely on someone, whether an individual or a marketing firm, to know what's working by following the finest tactics, guidelines, and directions to strategically launch the campaign. When it comes to pay per click, you can go further, like as much as you want, by targeting your radius circle, like what are the places to actually go after you want to go after, and it's infinite. For example, if you want to go a 50-mile radius, any contractor may do it, but I've noticed that most companies cover a 20- to 30-mile radius. And I believe it's a terrific idea to focus on it. You can also add zip codes, towns, neighbors, and neighborhoods, and you can target certain services, such as AC installation and AC repair for each rack replacement. But, because it's pay per click, you'll have to pay for the clicks. Let's imagine you have ten clicks and the cost per click is ten dollars. You'll spend \$100 for ten clicks. And now you'll be thinking, "OK, how many calls or leads can you expect from those 10 clicks?" It all depends on how the advertisement material is crafted. What is the quality of the landing page, how many reviews have you received, and what kind of ad extensions have you used? You may now utilize Image extension on Google ads, thanks to new functionality. If someone searches for AC repair in Dallas or Chicago, the ad will appear on Google with an image that is great, and you may attach any deal, such as \$250 off an entire HVAC replacement. It's entirely up to you how many calls you should expect. Let's imagine

there are ten or fifty clicks. Everything relies on how the campaign is set up. If you're running a very generic campaign or if any contractor is running it by himself, I believe it won't produce the same results as if it's launched with best practices. But it's highly recommended that this second G, Google ads, is extremely beneficial when it comes to lead generation. And overall, people who look at your ads showing up sometimes are unsure whether they are viewing an organic listing or a Google ad, they will just click on it. I was going to ask you how many times you click on paid adverts on Google, for example.

Krystal Hobbs 20:15

For me, I frequently click on them to be honest, because I know they're compensated for their services, the same as how you're compensated for this. But, believe it or not, I'm serious. But I'm sure a lot of individuals are the exact opposite. They also do not always click on the paid adverts.

Mandeep Bhalla 20:38

Yes, I agree with you. Yes, on occasion. Sometimes, when I click on it as if to say, "Oh, that might have cost them \$15 or \$30." But not on purpose. Maybe it's simply because I'm used to it, but I have to prefer search, maybe organic results. However, many individuals are unaware that advertisements, particularly in the home service market, are really beneficial. It works well if the campaign is well-planned and evaluated against the competition. And what do you have to offer? How many reviews did you get until it was correctly executed? And there's no doubt that this campaign will be a success.

Krystal Hobbs 21:20

Yes, I'd like to get a little deeper into that. Because I believe you were smiling as you spoke about Google sending out promotional offers, and then contractors or business owners, as I have seen many times, attempting to do it themselves. Then they say, "This didn't work." And I've seen it a lot on the social networking site and Facebook advertisements side of things. Of course, a handful of boosted posts won't get you the same results as someone with a marketing background and all that. So, my question to you is: what do you think is the most common mistake people who conduct their own Google advertisements make?

Mandeep Bhalla 22:08

That is an excellent question. So, I'd say the most typical error people make is that they just want to run advertisements by generating one ad, say, for AC repair, or just one ad

that Google recommends, and it's pretty basic, and they can set up. They can set up whatever budget, like \$50 daily, \$100 daily, and you just sit back and let the ad run for months, days, and months. Even so, it doesn't seem to yield very excellent results. It just continues rolling on and on; all you have to do now is dig at the facts. It's excellent if it's working and the phone is ringing, you should continue to use it. Let's imagine you're running it by yourself and only have one ad or a handful of advertisements. You'll have to look at the data to see if it's working, and if it is, you'll want to keep running it. If it isn't, let's look into something else, but I believe everyone was like jump on and run as if they wanted to try it out on their own and see how it works. But that's the mistake: simply run it with one ad and whatever Google says. I know Google recommends, alright, add a bunch of keywords to your campaign, like 50 or 100, even if some of them aren't relevant. To filter out such keywords, you'll need that level of skill. And, in most cases, if you run this air conditioning campaign, auto keywords, and no automobile keywords are there, which you must add to your keyword list. Otherwise, you'll be getting calls for an auto repair, as if someone is sitting in their car with their AC broke and they're on the highway. Those calls have been received by our clients. They were running by themselves back then.

Krystal Hobbs 24:11

Right? That is an extremely crucial topic. And yes, I see something similar when I see one ad, especially on Facebook. You'll see folks running one campaign, one ad set, and one ad, which I refer to as shallow campaigns since you're not really given anything to work with on Facebook. They're confident it's the same on Google's end. If you simply have one ad, you're going to be constrained in terms of the results you can generate.

Mandeep Bhalla 24:42

Exactly. I agree with you.

Krystal Hobbs 24:44

Okay, so that's our second G. Google ads. What do we get for the third one?

Mandeep Bhalla 24:52

Okay, I'll choose the third option. Google My Business, often known as Google Local Pack, is the third option. Only three companies can be displayed in the local pack, according to the rules. And, and I'm talking about seven years ago, six to seven years ago, when you used to see seven companies competing for a spot in the local pack, they used to compete for a spot in the local pack. Isn't it true that your Google Ads used to be on the right side as well? That was similar to Google's former format. However,

Google has limited the local pack for many years, allowing only three businesses to be featured. Isn't that part of what it is to be organic? And I highly, highly recommend that any company, especially HVAC, plumbing, and electrical contractors, sign up for Google My Business. This is a free listing, and it's your store, your office, desk, the entity to drive traffic to the listing, when it comes to directions or phone calls, or any kind of traction, you have to have the Google My Business listing listed, and you have to start getting reviews on your Google My Business listing. So, if you want to learn how to rank and put up a setup, you can sign up and within five business days, you will receive a postcard from Google with a verification number, which you can simply enter. And then you're done; your company is online, and your store is open. But that's not the point; that's just the first step; you have to put in the effort, right? There are a lot of things you can do to optimize your Google My Business listing, such as adding photographs, your logo, and your featured cover page, which is similar to a cover banner, and then your products or services. There are so many features that a Google My Business listing allows to add that sort of information, which will be useful if someone is looking for a service and you are listed under services or products. Reviews also play a significant effect. Once the job is completed, you can ask the customer to leave a review in the old-fashioned way, such as "Okay, this is the listing, go to that listing and leave a review," or you can use different tools, such as our Grow reviews product, which allows you to try reviews on Google My Business, Facebook, and a variety of other platforms. But, because there are so many ways to genuinely acquire feedback from your customers right now, we created QR codes. And those QR codes, for example, if there is a contract or a technician, go out and finish the task. Once the job is over, simply remove the QR code from the phone or place it on a badge, and they can ask, "Hey, if we did this service, I hope you enjoy it. It will be fantastic if you could just post a review, that would be great. I'd appreciate it if you could sign this. Could you kindly scan this QR code?" And consumers will be delighted to write a review right there on the Google My Business page. Actually, the landing page will open up and customers can ask for Google, Facebook, or any other platform. And it's getting the reviews very nicely. However, supposing a customer is dissatisfied. And they'd like to post a one-star review, correct? So it's simple to leave a one-star review if they're truly leaving a review or posting a review directly on Google My Business. However, if someone scans the QR code and a landing page appears, and they select one star (we assume that they will still leave a negative review or be dissatisfied), they will sign their name and write a review, which they will then submit. And, guess what? It is not sent to Google. It returns to our system. And it's also a very clever approach to dealing with these customers. And

I strongly advise you to contact these customers and explain that they are unhappy and have only given you one star. But don't worry, it wasn't indexed by Google. However, you continue to reach out and try to figure out what went wrong. And that is how you should approach it in order to satisfy your customers. Even if you receive unfavorable Google reviews for any contractor, I would strongly advise speaking with the customer and attempting to rectify the issue. Alternatively, if you must provide this service, any service, or any discount for free in order to satisfy that consumer. I believe we should look into those customers. Customers are everything, right? And people read reviews before calling any home service company.

Krystal Hobbs 30:23

Without a doubt. Yes, I know, every contractor I spoke with recognizes the value of Google ratings and social media reviews. And I'm a big fan of the system. I'm curious if Google cares about how frequently you update your Google My Business in your experience.

Mandeep Bhalla 30:47

That is an excellent question. So what happens is that we learn about all of these things like, okay, all of the HVAC, plumbing, and how tight they were in the local pack, right? So, if you go to their community page, there is a guideline that is mentioned on Google My Business's website. In order to rank in the local pack, there are three criteria to consider. Distance, relevance, and prominence are all factors to consider. And I believe there is another instance where they discuss proximity. As a result, these three components have a significant role. And as for the updates, sure, it would be fantastic if you could update your listing at least once a month, that would be fantastic. If not, I would recommend upgrading the listing with more photographs at least quarterly; if you have done the before and after job pictures, you may post them; this is the first technique to update your listings. People do not do it in a second method. If you receive a Google review from a client, HVAC, plumbing contractor, audit team, or any other CSR from their organization, they should respond to each review that they have received on Google My Business, regardless of whether it is favorable or negative. And Google is considering it as one of the elements for ranking in the local pack or hiring someone to respond to Google reviews. There's one more possibility. Most firms, I believe, are unaware of this hack, which consists of just a single light button. If you go to Google My Business and read reviews, there is a thumb sign there, and you can actually like the reviews; the more likes you get, the more interaction you get. However, when it comes to updating, uploading more photos, receiving more reviews, responding to reviews, and

finally, Google posts. I'm sure you're familiar with Google posts, right? It's been over two and a half years. Now you may post as you do on Facebook or Instagram, or any other social media platform, on your Google My Business Profile. And if you look at each Google My Business Profile separately, you'll see all of those details like address, phone number, and then you'll see the post that you can have like maybe a video photo with a call to action like you can actually drive it to your website where you can get a phone call straight from there. And these are big adjustments that you can make to increase traffic, engagement, and traction. And you'll eventually join the local pack. But there are also plenty of other possibilities, such as science. If you can work on more things like sending signals from the website if you have the Google API directly connected to the website, and all of the reviews are coming from Google My Business, you can embed Google My Business reviews to your city pages and service pages, and you get more signals. So there are a lot of options, but these are the primary adjustments that you can do at a high level.

Krystal Hobbs 34:24

Okay, that's OK. And I believe any of these could be the subject of an entire podcast episode. So I know we're only getting the highlights here, which is fantastic. But, yes, I suppose you should tell us about the final G.

Mandeep Bhalla 34:41

Final G right. Are you excited about that?

Krystal Hobbs 34:44

I'm so excited. I'm ready.

Mandeep Bhalla 34:48

So the fourth G is Google Organic, which is similar to SEO, which stands for Search Engine Optimization. So, after Google Local Service Ads, after Google Ads, and after Google Local Pack, the last region on the Google page that is similar to the Google organic area, which is similar to the SEO area, has only 10 positions. Then, at the bottom of the Google page, click on the second to proceed to the second page, right? And, as a running joke, the second page is the greatest site to bury a dead body. Because you already know why. No one goes there because no one wants to go there.

Krystal Hobbs 35:32

Yes.

Mandeep Bhalla 35:36

So no one goes to the second page as a customer, including myself. If I'm searching for

something, I'll look for the top five slots, depending on what I'm looking for. And if I'm looking for a firm that's in the top five, that company is definitely an option; they've done a fantastic job with their organic efforts. So, SEO is going to be a significant topic, as you mentioned. If we talk about it at a high level, if you have a wonderful website, especially a WordPress website since Google loves WordPress websites, and if you have rights set up like content, local SEO is all about what services you want to market. Where would you like to sell it? Right? And if you mix them, it's known as Local SEO, and let's assume you want to sell your AC repair. And Dallas, Texas is where you want to sell it. And if we combine the two, we get AC repair in Dallas, Texas. Isn't that the key term that your audience is looking for? Isn't that the essential phrase that your homeowners are looking for? Any place that people are looking for, whether it's in Dallas or your neighborhood. And if you have content for that page, or if you have content for all of your services, and you have all of those like pages made, those pages must also have material for your targeted geographic city, where you want to actually rank, if you don't have, you're not an option. And if those pages are well-designed and optimized (metadata, meta title, meta description, all tags, image tags, etc.), you are a viable choice. And, similarly, these on-page activities are appropriate for any suburb. So, if you're talking about any suburb in any area with a population of, say, 4000 or 10,000 people, and you have a basic on-page, website update, it's fine and you'll start ranking in the local area if you have if any contractor has done this kind of optimization by himself or any marketing company, or the challenge comes in when you want to rank in a highly competitive market like Chicago, New York City, or you want to rank in Los Angeles. And, after all, who doesn't want to be on the front page of the newspaper? The race is on, and all those big companies with massive budgets, like they're spending \$50,000 on PPC and \$10,000 on SEO, are competing against small, smaller businesses. And this is something I strongly advise: regardless of whether you're fighting against a \$10 million firm or a \$1 million, \$2 million, or \$3 million company, your approach must be really powerful. And what we do, for example, when we have a strategy session and onboard any HVAC or plumbing client, is we ask them, Who is your competitor? Give us the top three competitors you want us to outrank or come up with a strategy for because it's always good to look at because they're ranking right there on page one top positions on all the keywords, why not look at what they're doing right? And we have all the tools, right? You're familiar with SEM rush, right? There are so many tools, including Google Keyword Planner, so those tools and rival sites actually help in looking at how many backlinks they have? And what are the keywords they're targeting? So you can literally see how many keywords your competitors are targeting

and how much money they're spending on PPC. So tools tell you everything, and then you simply have to come up with a strong strategy and execute it, or do you have to start from if any contractor doesn't have a website, or if they do, it's created in the early 2000s, right? What do those websites appear to be like? Even if you want to, you can't even like your tap, like you're trying to call and you're tapping on that number, but nothing happens since they aren't meant for mobile. And, yes, I realize this isn't a new topic. Your website must be mobile responsive, which was a requirement a long time ago. However, there is now a fresh update. And, once again, it's been over two years. It's known as the "mobile-first index." Now, we design all of the sites we create with mobile users in mind. And, as recently as a few years ago, Google used to index the desktop version first, followed by mobile. It's now the other way around. The mobile version gets indexed first by Google. Then there's desktop since mobile devices generate a lot of impressions, clicks, and traffic; we see 60 to 65 percent of traffic coming from mobile devices, which is then dressed up as desktop or iPad. Other devices are used, however, mobile devices account for the majority of traffic. So, in order to be a viable choice, you must begin with the fundamentals, which must be strong. That means you'll need a well-functioning WordPress website with pages like service pages and city pages where you'll add towns to go after in the Pay Per Click we discussed. You may add as many towns as you like to go after zip code. However, SEO is limited, and you must work within your budget. For example, if you have a specific budget for purchases, you can only target a few places; however, if you have a specific budget for contractors, you can absolutely do a number of keywords, right? If you do the permutation and combination, AC repair, Dallas, AC replacement Dallas, and if they do plumbing, electrical, plumbing repair, or plumber in Dallas sump pump repair, that is Water Heaters Dallas, and if they do electrical, electrician in Dallas, and lighting fixtures, then you have Water Heaters Dallas. So, if we just look at the Dallas area, we're looking at 4050 keywords, and it's expensive to rank all of those keywords, curating the backlinks, but you have to start somewhere, maybe with zero, have a good website, target a few keywords, these contractors should look into a crease, the foundation should be strong, and take it to step by step. If a contractor isn't enormous and wants to get started, my advice is to start small with a few keywords and perform the monthly blogging backlinking. And if you don't know how to position yourself for micro and macro, hire someone who is a specialist in your sector. And there are some contractors with whom I'm just going to do this. We strategize with the HVAC and plumbing contractors on occasion. And they say, "Man, do we need the phone calls," as in, "We need x number of phone calls daily to that." And I usually want to talk about two things

that are great for any organization to accomplish, right? The generation is wonderful, you can run Facebook ads, like phenomenal, great people out there, and Crystal, you are doing phenomenally well, for example, in the HVAC home repair market, running Facebook ads and generating leads, right? And, on top of that, you know, Google advertisements may be done by anyone. So driving the leads isn't an issue. Or, as we teach and as I teach, micro and macro focus on both, and you must place yourself where you are getting the leads, such as for your micro, which is really important, and for macro as well. For example, in the long run, this is where SEO comes into play. You must first position yourself for micro and macro, after which the sky is the limit.

Krystal Hobbs 44:43

Hmm. That's fantastic. So, I know we've covered a lot of ground here. I'd want to ask one final question concerning these four Gs. So, if I'm a contractor and I'm trying to prioritize Here, should I be doing all four in the best-case scenario? Or, to put it another way, how do I go about figuring it out? Where do I begin? Or where should I concentrate my efforts?

Mandeep Bhalla 45:13

That is a fantastic question. So, once again, it all relies on your objectives and how aggressively you want to expand. So we strategize with the contractor occasionally, and they don't have a website or an online presence. As a result, we're starting from the beginning. And when they claim they want to accomplish a million, I remind them that they are starting from scratch. And you've set a goal of \$1 million. Let's set a reasonable objective for ourselves. Let's imagine you want to establish a firm in 2022, and if you're beginning from scratch, you want to set a goal of at least a quarter-million dollars, right? Begin from the ground up, create a great website, and complete the Google My Business, Google local service ads, which are essentially free; you only pay for the leads. And you can afford it, plus you'll make a lot of money since I know how well that method works. You won't get a lot of phone calls from that platform, for sure. Because Google rotates other competitors on Google as well, you may not see them all of the time. There will be one contractor right there, and the advertising will rotate. Google is in the business of making money. They wish to rotate others on the right side of the page. However, you will receive a significant number of phone calls. So Google My Business, Google Local Service, and some basic organic SEO are very recommended to begin with, and to position yourself for macro, and Google AdWords, I would say you can put that on hold. Because you have to expand if any contractor is new and wants to grow, I would recommend that after they get a quarter million, half million, or one million dollars,

they consider investing in Google advertisements. And then there'll be a fourth G. However, the three G's are absolutely essential for any contractor contracting organization.

Krystal Hobbs 47:09

Excellent. That's fantastic. And I think it's fairly clear and offers us some direction if we want to really start using Google and get more homeowner leads, so thank you for that, Mandeep. I'm sure our listeners will be curious to learn more about you. So, where do they go and how do they communicate with you?

Mandeep Bhalla 47:35

Thank you so much. Thank you a lot. First and foremost, thank you so much for having me on your podcast, and for the listeners, you can go to our website, www.grownearby.com, and just check out everything is live data there with real contractors like we're taking selfies, going out, flying drones, and having dinner with our clients, and we're all about empathy, positivity, and data-backed results, and we build relationships. And we go above and beyond, as you will witness when you visit us. Once you've seen the website and watched the video testimonials, you'll know what to do. There are no scripted video testimonials in them. Everything comes from our clients, our partners, as we refer to them as partners, clients, or their PR. When we work together, we become partners, and everything comes from their hearts, as they chat about Grow Nearby and book a discovery call. And what we'll do is set up a discovery call to discuss how many places you want to dominate this year, as well as how many vehicles or vans you want to add. For example, what kind of revenue are you seeking? What is your aim for this year and beyond if your company is worth \$2 million? And we just like to ask a few questions to see if we're a good fit, and then we'll get right into a full-fledged Strategy Session. Then, with my account manager's assistance, we'll run live reports. I'll be there to plan ahead. We'll design a road map for the HVAC, plumbing, and electrical contractors who would be happy to assist you.

Krystal Hobbs 49:23

Perfect! Thank you so much, Mandeep; it's great to have you on the show. And I'm confident that our listeners will gain a lot from this episode.

Mandeep Bhalla 49:33

Thank you a lot. I'd say it was a pleasure talking with you, and I'm looking forward to working more with you in the future.

Krystal Hobbs 49:47

Thank you so much for listening to this episode of Beyond the Tools. If you liked what you heard, please subscribe, rate, and review wherever you get your podcast. I'd love it if you could also share this episode with a fellow contractor who is ready to get off the tools and grow their business. And if you want more leads, sign up for our email list at reflectivemarketing.com where we share weekly marketing insights that you can't get anywhere else. I'm Krystal Hobbs and I hope you'll join me on the next episode of Beyond the Tools. See you next time.