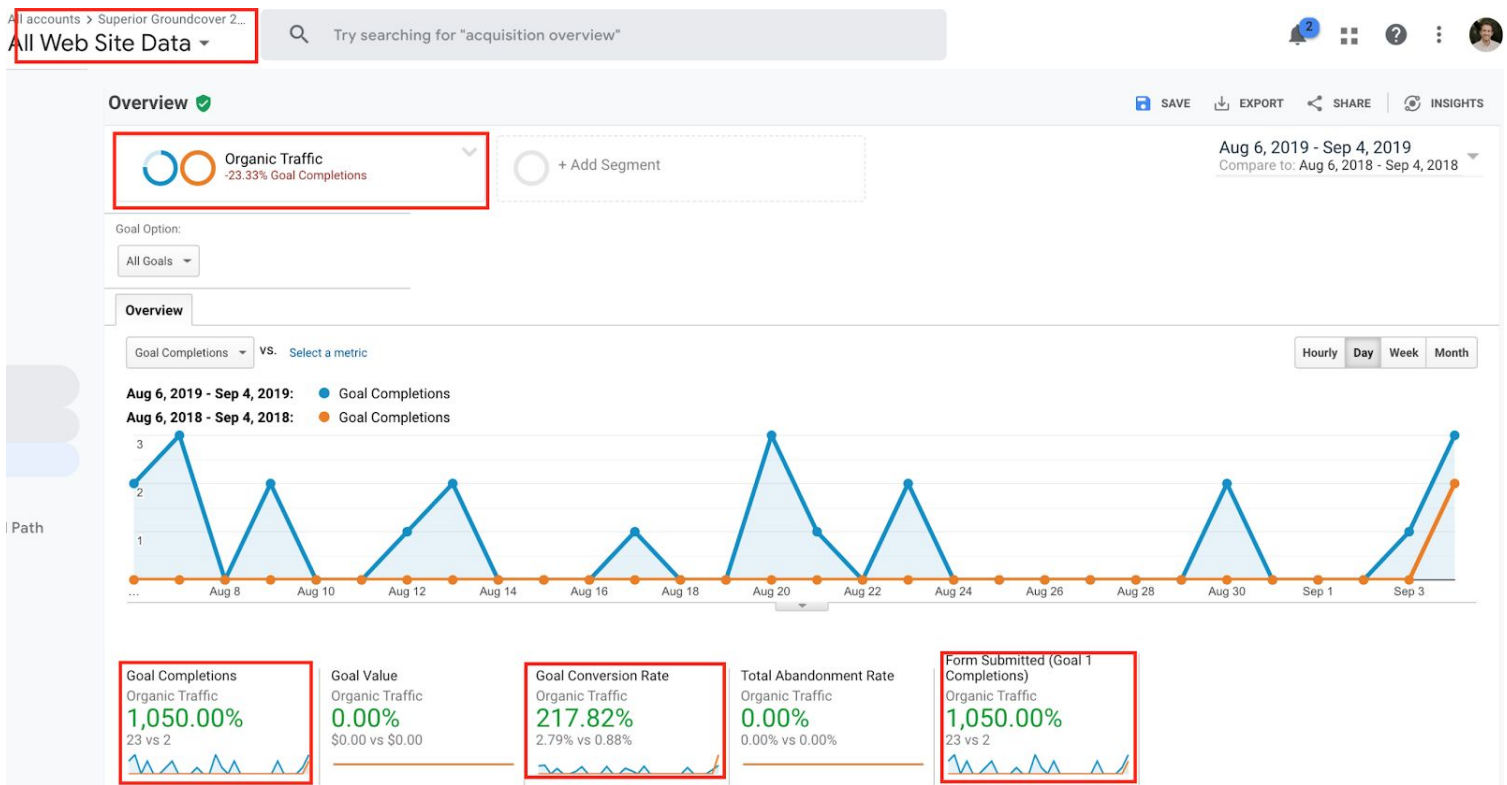


How We Get Leads Online

For Aggregate Materials & Landscape Companies

This step-by-step guide and case study shows you how we attract and convert website traffic through search engine optimization. It is a step by step process we use to generate leads for aggregate material supply and installation companies as well as landscape and hardscape companies.

Throughout this guide we'll use an example customer: Superior Groundcover (superiorgroundcover.com)



This is a screenshot comparing a 30 day period (August 6, 2019 - September 4, 2019) to the same period the previous year (2018). Superior Groundcover didn't work with us in 2018. They started in 2019. The above image shows organic traffic conversions (from SEO), which in this screenshot are just service request form fills. From 2 to 23. Not counting phone calls.

This is our validation.

Plan

In order to mitigate risks and obtain the results you are looking for, it's important to carefully and meticulously plan the work you'll do.

Research

Complete comprehensive research to identify total addressable market and demand in the search engines.

1. Perform keyword research.

Find keywords (what your customers search that leads them to buying from me). In order to get really good results, you need to focus on high funnel and low funnel keywords.

Pick keywords that identify intent to buy your product or service, but also pick keywords, like questions, that your customer may be asking *before they are ready to buy*.

You want to help your customer and get in front of them before they are ready to buy. Educate them with great content. **(If you need a list of great aggregate supply keywords, contact us).**

← Go to Keyword Magic

All lis

Keyword Analyzer: Superior Ke... ▾

Keywords in KA / Available limit136 / 1,000

Filter by keyword

Databases ▾

Advanced filters ▾

Keywords: 136 | Total volume: 70,010 | Average KD: 35.44%

Send to other tools

Update metrics

E

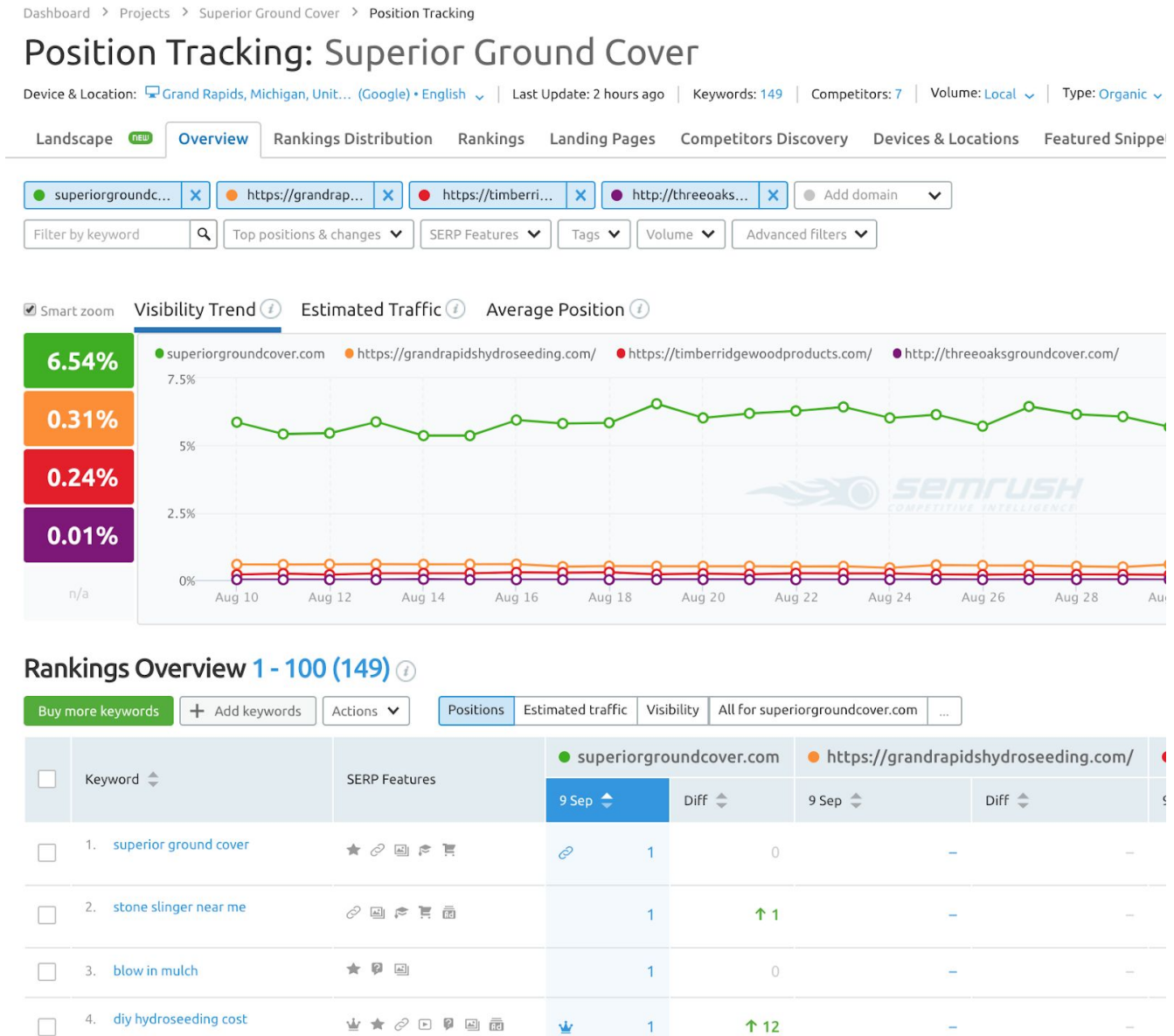
| <input type="checkbox"/> | Keyword | Group | Seed Keyword | Volume | Trend | CPC (USD) | Com. | KD% | SF | Click Pot. | Top Comp. | Last Chan |
|--------------------------|-------------------------|-----------------------|-----------------------|--------|-------|-----------|------|-------|----|------------|----------------|-----------|
| <input type="checkbox"/> | hydroseeding | hydroseeding | hydroseeding | 18,100 | | 1.44 | 0.95 | 61.18 | 4 | 20.00 | Show | 1/18/2019 |
| <input type="checkbox"/> | crawl space insulation | crawl space | crawl space | 5,400 | | 6.61 | 1.00 | 64.71 | 5 | 70.00 | Needs updating | 6/30/2019 |
| <input type="checkbox"/> | erosion control | erosion control | erosion control | 5,400 | | 1.31 | 1.00 | 53.81 | 3 | 70.00 | Needs updating | 1/30/2019 |
| <input type="checkbox"/> | playground mulch | playground mulch | playground mulch | 5,400 | | 2.89 | 1.00 | 62.60 | 4 | 75.00 | Needs updating | 1/20/2019 |
| <input type="checkbox"/> | crushed concrete | crushed concrete | crushed concrete | 4,400 | | 1.76 | 0.47 | 41.70 | 5 | 70.00 | Needs updating | 6/13/2019 |
| <input type="checkbox"/> | playground rubber mulch | playground mulch | playground mulch | 3,600 | | 3.60 | 1.00 | 59.18 | 3 | 90.00 | Needs updating | 1/20/2019 |
| <input type="checkbox"/> | hydromulch | hydromulching | hydromulching | 2,900 | | 3.32 | 0.42 | 52.28 | 1 | 50.00 | Show | 1/18/2019 |
| <input type="checkbox"/> | hydroseeding cost | hydroseeding | hydroseeding | 2,400 | | 1.81 | 1.00 | 60.15 | 2 | 20.00 | Show | 1/18/2019 |
| <input type="checkbox"/> | playground wood chips | playground wood chips | playground wood chips | 1,900 | | 1.02 | 1.00 | 48.31 | 2 | 90.00 | Needs updating | 1/30/2019 |

2. Do a competitive analysis.

With your selected keywords, use a tool like SEMRush to see where you rank (locally: city, state, or nationally) for each of those keywords. You can also compare your rank with your competitors.

This helps you determine where your competitors are beating you and may reveal opportunities for you to beat your competition.

Get a free competitive analysis here: <https://avalanche.gr.com/competitive-analysis>



Development

Develop a data-driven, demand-based plan for dominating the search market.

1. Build a sitemap.

Use your carefully researched keywords to build a website plan, based upon actual search demand in your market. If you already have a site, build off your current sitemap or take this time to reevaluate your content architecture.

2. Create a keyword map.

A keyword map can be created in a Google Sheet or Excel file. This breaks down all relevant target keywords you've researched into groups to help you determine a possible return on your search engine marketing investment. It takes total monthly search volume and follows traffic all the way through to sales conversions to estimate potential value.

Keyword Mapping Example:

| | | | |
|-----------------|---------------|---------------------------|-------------|
| Keyword Group 1 | Search Volume | Total Monthly Volume | 500 |
| keyword 1 | 150 | Expected CTR of #1 Result | 40.00% |
| keyword 2 | 150 | Total Addressable Market | 200 |
| keyword 3 | 200 | Expected Conversion Rate | 2.00% |
| | | Total Monthly Conversions | 4 |
| | | Top Line Revenue | \$10,000.00 |
| | | Bottom Line Revenue | \$5,000.00 |
| | | Monthly Top Line | \$40,000.00 |
| | | Monthly Bottom Line | \$20,000.00 |

Build

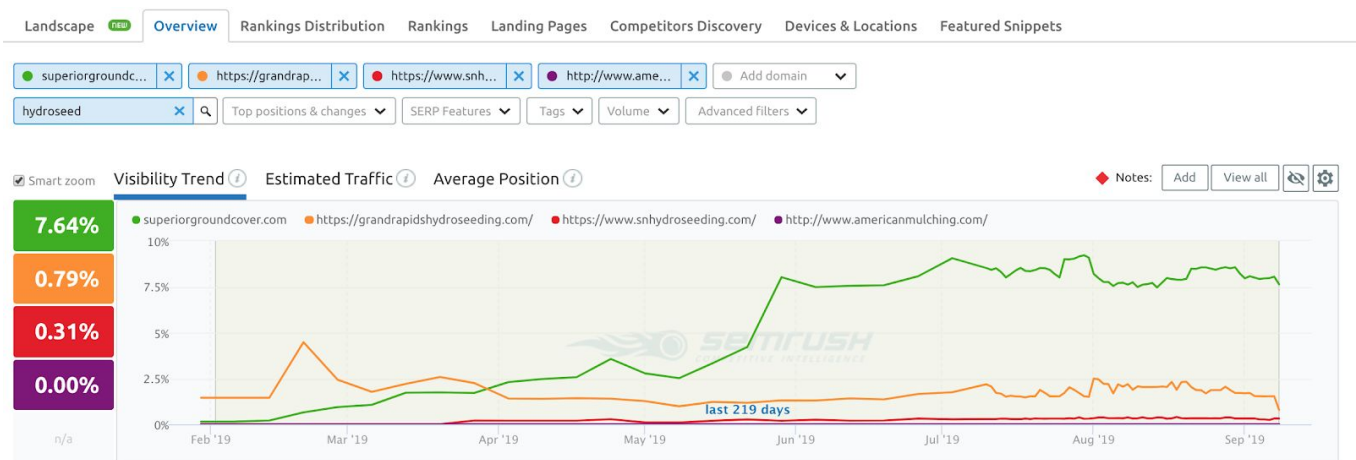
Once you've planned the work, begin working the plan.

1. Write valuable content.

With your new website sitemap (content architecture plan) write or improve new content for the target keywords. Start with the lowest hanging fruit first. The low hanging fruit should have been identified after setting up a project in SEO software and doing a competitive analysis.

The screenshot below shows the increase in search engine visibility (increased rank and traffic for more keywords). This came after just one, strong strategic blog post about hydroseeding.

Google loves great content because it helps their users find answers to their problems faster.



2. Create conversion collateral.

Every page should have a tailored offer relevant to the content on the page. For example, have a form or pop up offering a free quote. This will help you turn more visitors into leads.

What is Hydroseeding? Hydroseeding 101

February 15, 2019

Whether you are installing a new lawn, repairing an older lawn, or simply curious about this method, we're happy to answer all of your [Hydroseeding](#) questions and help you decide if this is the right service for you. Hydroseeding is a complicated topic and we want to make sure you *grass-p* the basics so you can make the best choice for your lawn needs!

We've helped thousands of customers with their hydroseeding needs and have had beautiful results, which is why we recommend this method over sod or grass seed lawn installation.

Hydroseeding Michigan

We serve residential and commercial clients throughout the West Michigan area. We provide premium-quality hydroseeding services.



Get a Free Estimate

Get a free estimate of your hydroseeding needs. Your first application is free if you schedule multiple applications.

Get Started

We promise to give a hassle-free experience.

3. Identify backlink opportunities for your website.

Backlinks help increase your domain authority and trust. Once you've developed really helpful content for your audience, find other people or businesses in your industry that might be willing to mention that content on their website to help their readers.

Measure

Measure results before you begin executing your SEO plan because you can't improve what you don't measure.

1. Track your keywords.

After publishing strategic content, you'll begin to notice your increase in rank. Continue to monitor and edit your content to increase your rank. If you sell pea stone and pea stone installation, make sure to write about all of the different applications for pea stone installation like pea stone paths, pea stone for playgrounds, and pea stone for foundation drainage. **People search for exactly what they need. If you don't have great content on your site to match their specific need, you won't show up. That's money lost.**

In the image below you'll see tracked keywords for Superior Groundcover. The first column (red arrow) shows the position in Google's organic search today (1 is the top position). The green arrows to the right show the increase in position since we started working with Superior.

The big secret: REALLY GOOD CONTENT

Rankings Overview 1 - 100 (149) ⓘ

| Buy more keywords | | + Add keywords | Actions ▾ | Positions | Estimated traffic | Visibility | All for superior |
|--------------------------|-----------------------------------|----------------|-----------|-----------|---------------------------|------------|------------------|
| <input type="checkbox"/> | Keyword ▾ | SERP Features | 9 Sep ▾ | Diff ▾ | ● superiorgroundcover.com | | |
| <input type="checkbox"/> | 1. superior ground cover | ★ 🔗 🖼️ 🎓 🛒 | 🔗 1 | 0 | | | |
| <input type="checkbox"/> | 2. stone slinger near me | 🔗 🖼️ 🎓 🛒 📄 | 🔗 1 | ↑ 39 | | | |
| <input type="checkbox"/> | 3. blow in mulch | ★ 🎓 🖼️ | 1 | ↑ 5 | | | |
| <input type="checkbox"/> | 4. diy hydroseeding cost | 👑 ★ 🔗 📺 🎓 🖼️ 📄 | 👑 1 | ↑ 11 | | | |
| <input type="checkbox"/> | 5. beach sand delivery michigan | ★ 🎓 🖼️ | 1 | ↑ 99 | | | |
| <input type="checkbox"/> | 6. stone slinger | 🔗 🖼️ 🎓 📄 | 2 | ↑ 77 | | | |
| <input type="checkbox"/> | 7. mulch blowing services near me | 📍 🔗 📺 📄 | 📍 2 | ↑ 33 | | | |
| <input type="checkbox"/> | 8. mulch blowing services | 📍 ★ 🔗 🎓 | 📍 2 | ↑ 5 | | | |
| <input type="checkbox"/> | 9. stone slinger rental near me | 🖼️ 🛒 📄 | 2 | ↑ 98 | | | |

2. Track website conversions.

If you aren't already, make sure you are tracking all website conversions that matter to your business. This could be forms, phone calls, store visits, etc. Make sure Google Analytics is setup properly so you know where your conversions are coming from.

Learn

Determine what's working and what's not and adjust the plan.

1. **Analyze tracked keywords regularly.**

Analyzing tracked keywords, viewing ranking changes can help you determine if and how newly published content and technical changes are supporting your goals of ranking for target keywords. This should help you learn where the gaps are in your content and how to fill them.

2. **Analyze Google Analytics Data.**

Tracking conversions and conversion paths can help you determine where to focus your strategy for best results and continue to reveal opportunities to attract and convert more qualified traffic.

Summary

Search Engine Optimization, or SEO, works really well for aggregate supply and installation companies. We've seen results happen overnight in some cases. The key is to build a foundation of an incredibly useful website and library of helpful content for your ideal customer.

Need Help With SEO?

Contact Avalanche Creative

visit avalanche.gr.com