



We work with market leading Tradies & Builders
who are struggling to generate leads online.

***Tradies & Builders
can expect the right
leads more often.***



Introducing the Tradies Xcelerate Micro System™

The Gap

We could see a gap in the marketplace - there were a lot of businesses that couldn't sign up to the Tradies Xcelerate System as they weren't ready yet.

So we've split the Xcelerate System into a Micro offering so we can connect with more tradies across Australia & New Zealand.

Our First 6 Months Together

Like any new relationship, you want to make sure you're on the same page. Here's what we're planning.

Access & Research

We'll gain access to all assets and start our auditing assessment.

Call Tracking and SEO conversion tracking is setup.

You'll see your first reports and understand what keywords will work best for your company.

Content

By now we know the content gaps. We're drafting the pieces which need to be fixed.

Applying technical fixes and starting the backlinking process for SEO.

Ninja Tech Skills

We've seen your competitors and identified why they're ahead of us. We'll use our ninja tech skills to move towards knocking them off their perch.

Grow & Scale

Our initial efforts are paying off, we can see what terms provide the most fruit and we're focusing in on them for the best Lead Generation

Month 1 - 3

Month 3 - 4

Month 4 - 5

Month 5 - 6

It All Starts With The **Foundation.**

Website

The website needs to be checked and submitted to Google to make sure they have the latest version of the website and are crawling the website as regularly as often.

We start with tasks like reviewing:

- the Sitemap.XML
- The Robots.txt
- The Meta Data

Core Offer

If we're going to have any success and make a dent in the SERPs we need a focus point. When we go all in on one subject/sector in the business we find we have success much faster - when we spread our strategy too thin, we find we do well, but we go slow.

Content

Although you might have a website with hand crafted content, it might be too thin or not mentioning the key terms often enough or even how Google prefers.

The existing 'sales' content on the front of the website will need re-working, but more importantly the SEO content will need to be developed so we can target Google's robots more effectively.

We'll create content that is based on the best interest for your campaign.

Positioning is all about Your Categorisation and Visibility online

Visibility

If no one can see us online, nobody can buy from us. We start by building a strategy, understanding our end goal and understanding what the gap is.

Once we understand what the gap is through researching our existing website, our sector and our competitors we get an understanding of where we need to aim.

Organic

Organic leads are the highest converting and 'A grade' customers, they've typically looked deeper and made better buying decisions. Being ranked for a key term means Google understands your business and has categorised you correctly.

Organic leads are driven from your position in the overall SERP rankings and the Google My Business Listings.

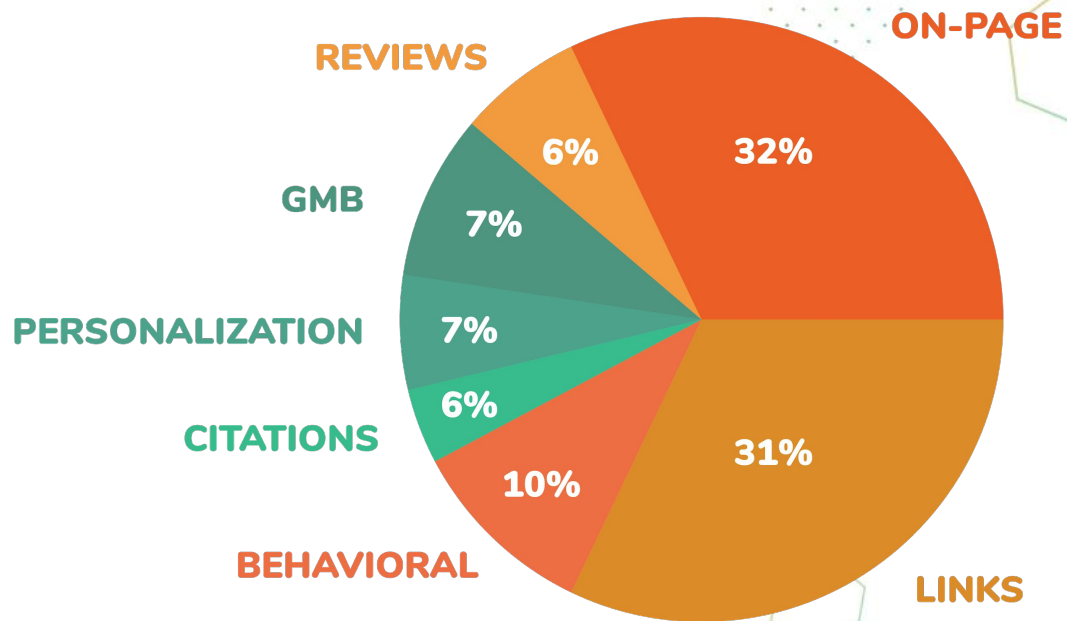
What is Organic SEO?

On-Page

On-page SEO is the practice of optimizing individual web pages in order to rank higher and earn more relevant traffic in search engines. On-page refers to both the content and HTML source code of a page that can be optimized, as opposed to off-page SEO which refers to links and other external signals.

Links

Link text is the visible text inside a link. This text tells users and Google something about the page you're linking to. Links on your page may be internal—pointing to other pages on your site—or external—leading to content on other sites. In either of these cases, the better your anchor text is, the easier it is for users to navigate and for Google to understand what the page you're linking to is about.



Behavioral

Behavioral elements are the basics that make your website work well in the search engines. Things like: A Secure and Accessible Website, Page Speed (Including Mobile Page Speed), Mobile Friendliness, Domain Age, URL, and Authority, Optimised Content, Technical SEO, User Experience (RankBrain) and Links.

Citations

Citations are an online reference to a business that features the business' name, address, and phone number (NAPs).

Personalisation

Search engine algorithms can now personalise search results based on a person's specific location, too. This might be their state, city or town, or something more specific, such as the street a person is currently walking down.

Google My Business “GMB”

GMB is the key to Local SEO. A well optimised and updated account can put you ahead of the rest.

Reviews

Google Reviews can help improve search rankings and general SEO efforts. We help increase your reviews using our automations.

Let's not forget...

Call Tracking

We setup a new number to track the leads we're flowing into the business. We listen to these calls and gauge what the customer is asking and how it ties into the marketing plan. We also listen out to your company and how it rolls through the sales conversation.

We've just moved our website over to Tradies Get Online after too many years sticking my head in the sand hoping our website would magically fix itself, or that the previous company would actually start doing what they were meant to.

I contacted Steph at Tradies Get Online and after 1 call I knew they are who we needed. Steph and her team did not disappoint. Our website is now fixed and working as it should, and we have started getting enquiries through it again.

We look forward to many years working with the amazing team at Tradies Get Online, I'm just sorry I didn't make the switch long before now.

- Brendan n Amii Jones



Kiss “Word of Mouth” Goodbye.

Word Of Mouth is the '*sniff of death*' for any business. You have no control over 'Word of Mouth' meaning you have no control of Lead Generation. Without Lead Generation - you can't grow or sustain your business.

The question is: How much longer will you say 'yes' to D Grade 'Word Of Mouth' customers because no one else is knocking at your door?

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Steph and her team have been instrumental in keeping our business ahead of the pack during these difficult difficult times. It proves that businesses can grow during difficult times if the right strategies are put in place.

- Lynton May



You're a busy business owner - not an internet marketing guru.

But Google has qualified enquiries - (every day, every second 40,000) people are hunting for someone like you. These enquiries will scale your business.

The question is: How much longer will you put up with a website that doesn't do the heavy lifting and actually generate sales and revenue?

I've been very happy with the support and advice we've had from the team at Tradies Get Online. They understand marketing and helped us set up our website so it generates enquiries and converts leads really well. Good to work with and decent people. We'll be using them into the future.

- Jon Dale
Small Fish Business Coaching



Tradie Xcelerate Micro System™ is right for you if:

- You want your business to be seen in Google
- You want someone to perform White Hat SEO which will provide results for the life of your business
- You want to grow your business using LONG TERM TACTICS – not short term wins.
- You BELIEVE you have what it takes to deliver the best services to your customers.

Please DO NOT APPLY if:

- You refuse to admit you don't know everything.
- You jump from Shiny Object To Shiny Object
- You like playing it small and staying comfortable.
- You don't give your business the full focus it deserves.
- You can't commit to the minimum 6 month period.

What is Included in the Tradie Xcelerate Micro System™

Foundation

Fix the foundations so all marketing activities are being utilised

- Website Overhaul
- New Web Page Content
- Mobile Friendly Testing
- Click To Call Phone Number
- New Web Page Content
- Existing Web Page Content Edited
- Call Tracking Phone Number
- Monthly PDF Report

Position

We need more visibility so we can attract more A Grade Customers

- Organic SEO/Search Engine Optimisation
- Technical Audit/s
- Competitor Analysis
- Keyword Research
- Content Plan
- Link Building Plan
- Schema.org
- GMB Optimisation
- GSC Audit

What do we need from you?

- *Access to your website*
- *Focus – Where do you want to attract customers and what SERVICE do you want to focus on?*
- *Answer the phone when it rings and win the work*

Yeap that's it.

Working with our team you can expect:

- *Results. We do the work, you gain the results.*
- *A team to support your business.*
- *As your business grows you can put on more team members and move into the manager role.*
- *Your wife is happier, as you are around more. And more relaxed.*
- *You have time to date / relax / play video games (whatever floats your boat).*
- *You're no longer chasing word of mouth – they are chasing you!*

You actually feel in control of your business, not that it is controlling you.

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Steph, and her amazing team have set up my website and an email nurturing campaign. Nothing is a problem for them and I can't wait to see it work.

Thanks ladies !!!

- Steve Nelson



Frequently Asked Questions:

What makes the Tradies Xcelerate Micro System™ stand out from the competition?

We understand you need to start somewhere and getting these SEO foundations setup properly the first time is going to save your business a lot of time and money.

What is the ultimate goal of the Tradies Xcelerate Micro System™ ?

The ultimate goal is to roll out a competitive SEO (Search Engine Optimisation) plan and get you ranked in Google.

Do I need a website before I join the Tradies Xcelerate Micro System™ ?

Yes. We do not build you a website on this plan.

Is this Adwords?

No, we're not doing adwords on the Tradies Xcelerate Micro System™

What if I want to try you for 30 days?

We have a minimum 6 month commitment. If we've started your SEO and you decide to quit before we get through our minimum term we remove any content we've created for you.

Sign Up to **The Xcelerate Micro System™**

If you're ready to join the tribe, then complete your details below.

\$1,900/month

Your Company Name:

ABN:

Your Physical Address:

Name on Credit Card:

Expiry Date:

Credit card number:

CSV:

Your Signature:

I started using Tradies Xcelerate 2 years ago and the results were better than expected. Previously I used other companies with terrible results. My current campaign was a no brainer as it paid for itself in the first 3 months so as a result I am happy to engage Stephanie at Tradies Xcelerate for another 12 months. Regards Brian Artview Landscapes

- Brian Baker



If there is one thing I know about tradies and marketing, it's that you should quit dicking around with DIY and get back to doing what you do best.

Each year I work with a limited number of tradies who are ready to stop being at the mercy of the market and start acting like the CEO of their business.

The Tradie Xcelerate System™ is a proven, year long commitment that will get YOU back in the drivers seat of your business while my experienced and professional team takes control of your internet presence, and works WITH you to completely transform your business.

**- Stephanie Campanella,
Owner, Tradies Get Online**



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Steph is a gun when it comes to marketing and especially online for tradies. She's a "no B.S" kind of girl and that sits well with our own clients as well as us! Well worth chatting to about your needs.

**- Warrick Bidwell,
Tradies in Business**

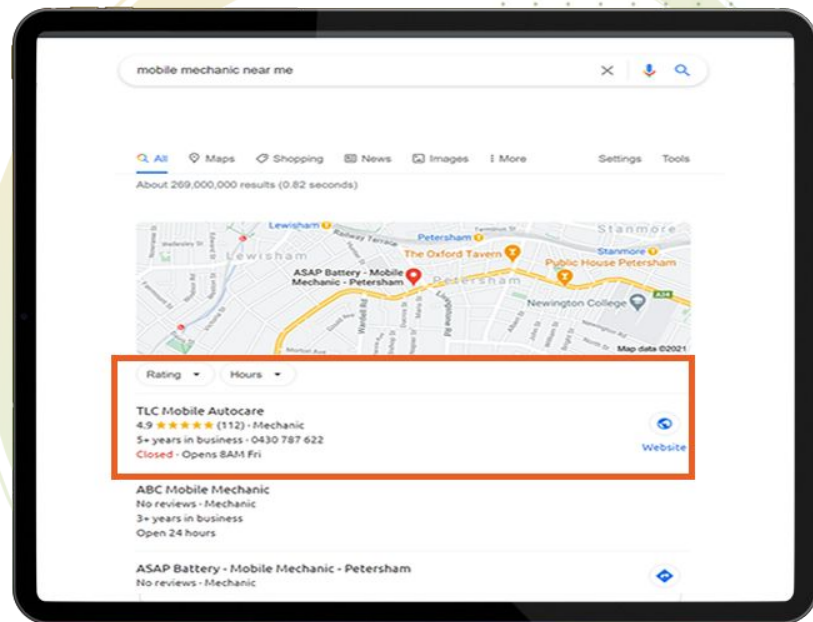


So You Want to Talk Results?

Mobile Mechanic in Sydney

Position 1 in the Google My Business Maps Rankings.

These girls are now hiring more mechanics and growing the business.

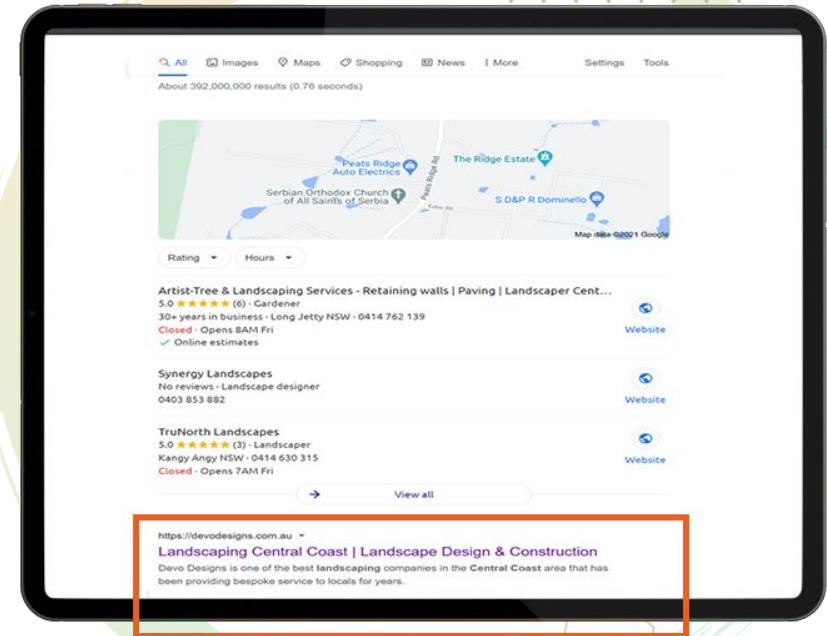


So You Want to Talk **Results?**

Landscaping Company in the Central Coast

Position 1 in the Google Search Rankings.

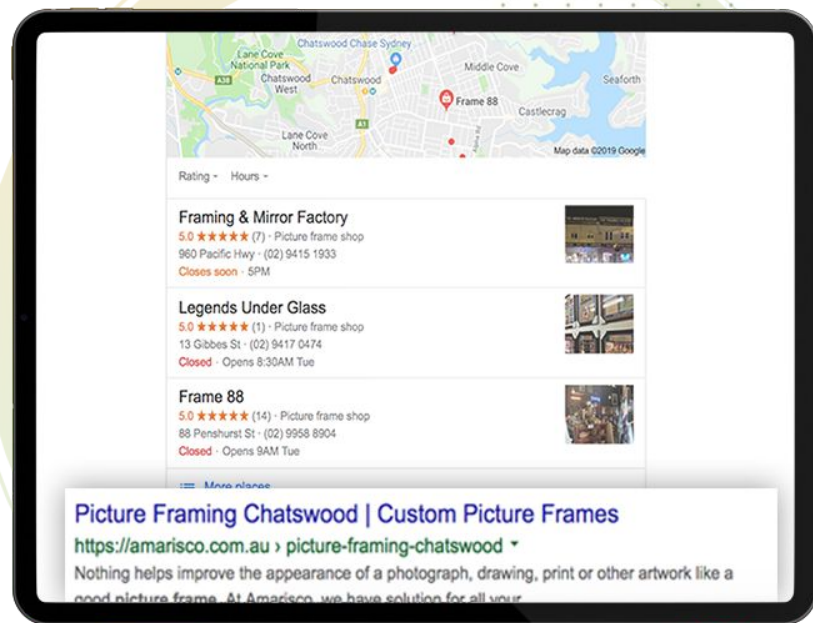
These guys are booked 3 months in advance consistently.



So You Want to Talk Results?

Picture Framer in New South Wales

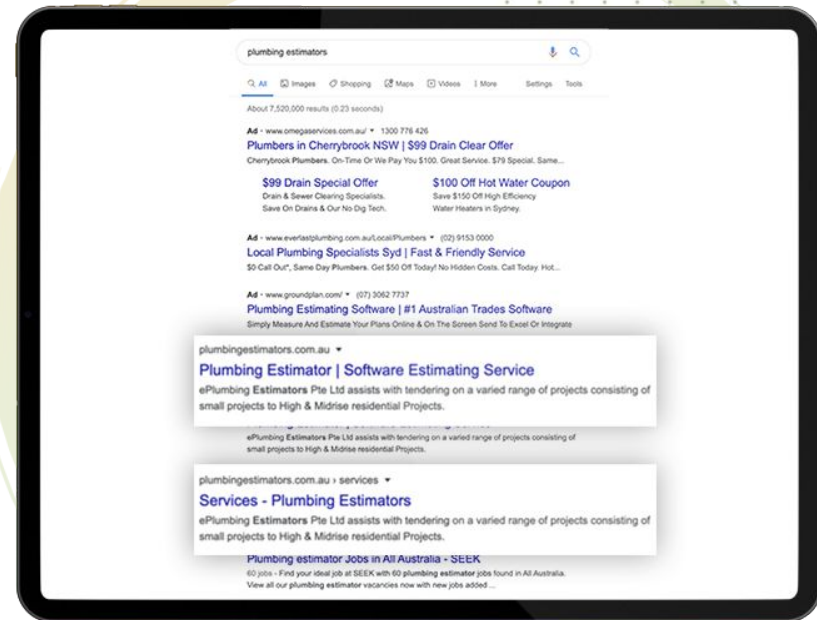
Position 1 and top 4 in Google My Business Map Rankings.



So You Want to Talk **Results?**

Plumbing Estimators - ePlumbing Estimators

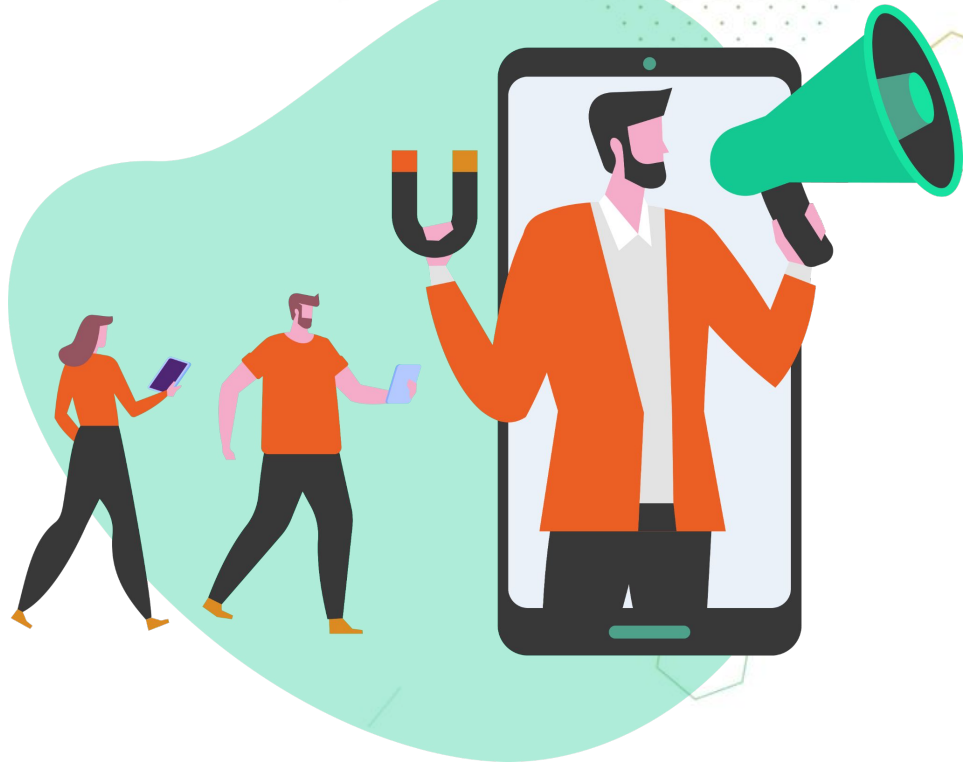
We're position 1 & 2 in Google in the SERPS. **Occupying 2 of 9 spots.**



So You Want to Talk Activities?

Add Content to the Website

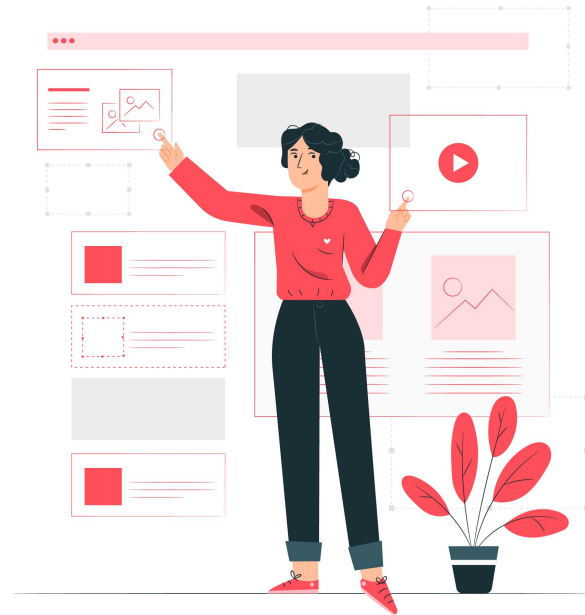
Without content we can't rank. So we add content for you each month.



So You Want to Talk Activities?

Quality content written for your website

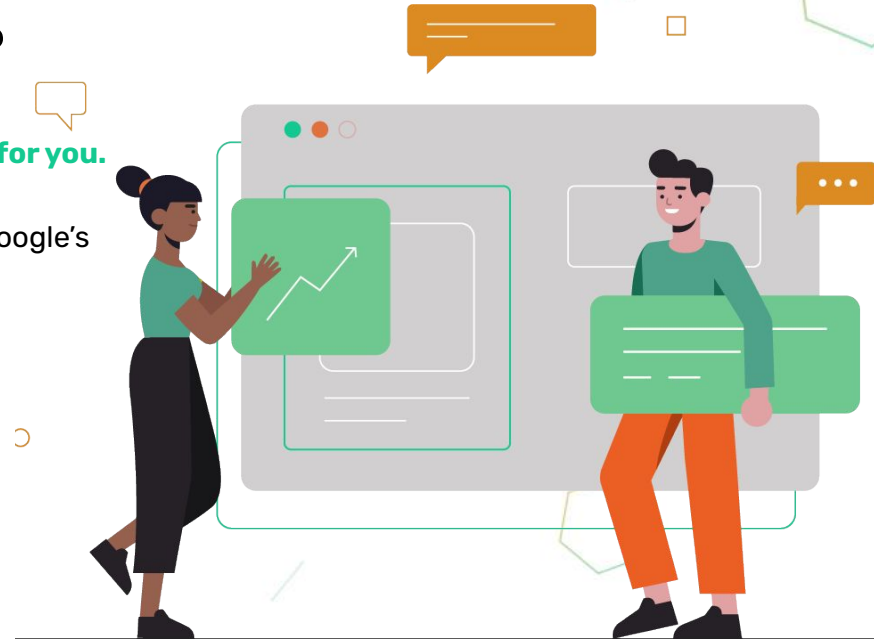
We build out existing web pages, write brand new location pages, brand new service pages and also write blogs.



So You Want to Talk Activities?

We run an ongoing Search Engine Optimisation Campaign for you.

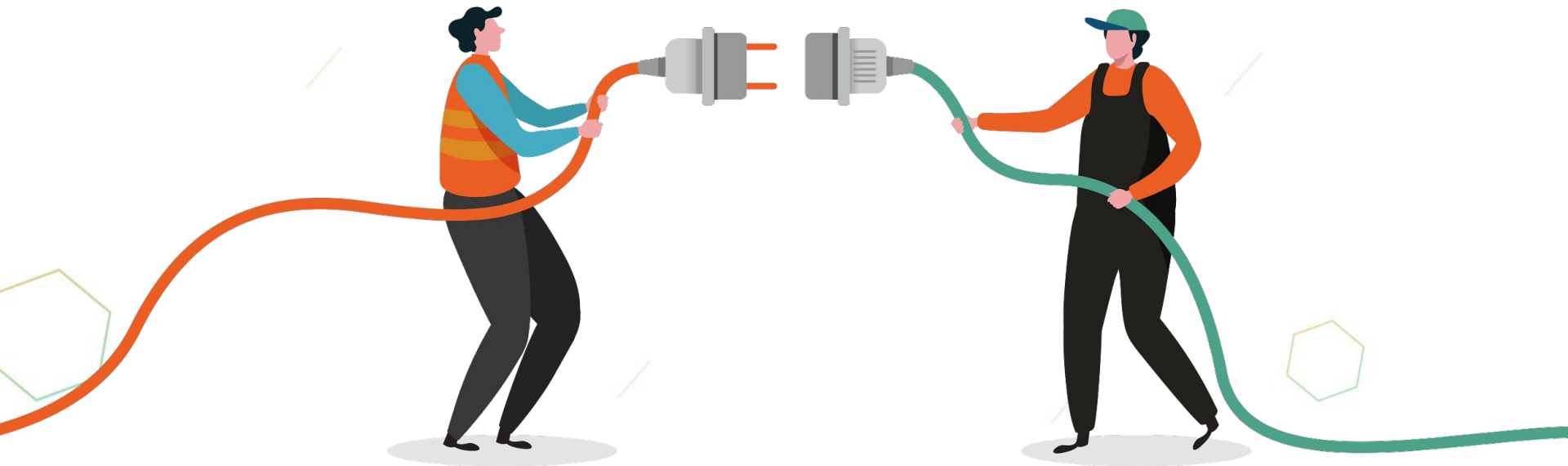
We do the tech work so your website can rank the highest in Google's SERPS.



So You Want to Talk Activities?

Error reporting

We seek out errors that are lingering and create fixes.



So You Want to Talk Activities?

Website Upgrades

Your website needs to be kept up to date so it outperforms the competition. We manage this for you.



So You Want to Talk Activities?

How many leads?

We put call tracking in place so we can track how many calls we are generating for your business.



So You Want to Talk Activities?

When will I speak with you?

We would have a planning session every 90 Days to check in and adjust strategy/tactics.

