## MARKETING YOUR COMPANY



MICHIGANCONSTRUCTION.COM

CHERI NAJOR - COMMUNICATIONS MANAGER

MICHIGAN PAVING AND MATERIALS

HEATHER SMITH - DIRECTOR OF ENGINEERING - PRIVATE MARKETS

MICHIGAN CONCRETE ASSOCIATION

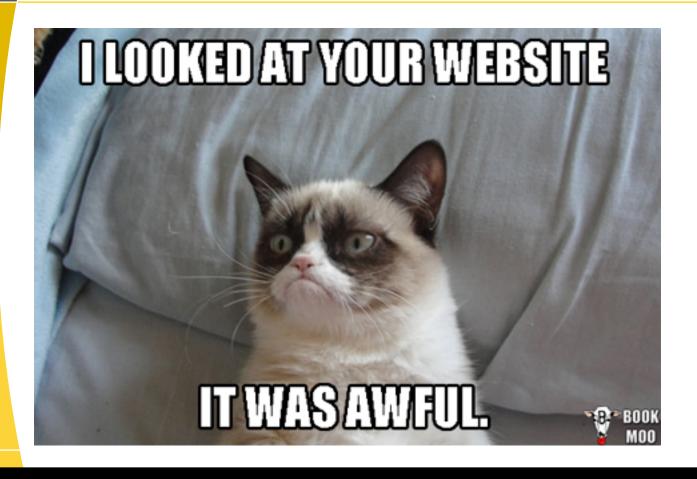
## TODAY'S FOCUS





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## TODAY'S FOCUS



11 website mistakes that could be costing you business and new employees

## **ONE**It's All About Me vs WIIFM Content

(What's in it for ME?)





# TW() Weak Branding

**No Third Party Horn Tooting** 



IN GOOGLE SEARCH

### **THREE TMI**



Designed to Enhance the Entry of your home with Custom Ornamental Decorative Driveway Gates while bringing Safety, Security and convenience.





Top Brands of Gate Openers and Operators, Commercial, Residential, Industrial, Swing, Slide, Rack & Pinion, Barrier

- \* BFT Gate Openers
- . PowerMaster Gate Openers
- . Eitte Gate Openers
- Ramset Gate Operators
- Doorking Gate Openers
- OSCO Linear Gate Openers
- Alistar Gate Operators
- SEA Gate Openers
- FAAC Gate Operators
- · Hysecurity Barriers / Risers Swing Sides
- Residential Stiding Gate Openers
- Barrier Gate Vehicle Barrier Gate, Parking Gate, Barrier
- Ditek Surge Protector Transformers







Search 24

All of our Aluminum or Wrought Iron Gabes, or Feaces are designed and manufactured to setheland a range of outdoor conditions. Our

Although we offer a wide selection or Ornamental Designs or Decorative Designs, we can design and manufacture any style in aluminum or wrought iron metals. L. A. Oreamental & Rack Corp also offers Fences, Garden or Walk Thru Gaten to match your premium gates. With over Berly the years of experience in manufacturing and designing elegant, casters, or exotic Alamenta Driveway Gales and Fences, our past and future customers can have peace of mind that they are receiving quality workmanship. We are a Fence Company that gives our customers 110% of dedication to manufacture quality driveway gates and fences. For a quote please seed as a mail to LACinsmental@sol.com

If your looking For Privacy with your Driveway Gates (Garten Gates, or Walk Thru Gates, we offer a Solid Backing with your choice of Aluminium, Steet, Pleadglas or Plastic. All solid backing are offered in many different colors to choose from Privacy Gates

We offer a large selection of Gate Operars and Gate Operators for Residential Driveway Gates, Light or Heavy Commercial Gates, or industrial locations. If your not sure the style or size of the Gate opener / gate operator you need, please a -mail or contact us so we can gladly help guide you to the correct choice. We offer all type of Gate Openers / Gate Operator, Siding Gate Openers / Gate Openers Operator, Hydraulic Gate Operator. Gate Operator. We also have a wide selection of replacement Main Circuit Boards for all brands, and Nemote Controls for Visors or Keychairs.

Salings . L. A. Ornamental Rack Corp offers top quality Balcony Railings, Front Porch Railings, Deck Railings in Metal, Alaminum, or Wrought from Sheet. We offer rails for residential or commercial locations for either interior or Enterior locations. We also offer Custom Made Railings, Decorative Radings, or HandRaits that are powder coated gaint for low maintenance and long last Balcony Radis, Porch Raits, or Deck Raits

Cordes Gates or Walk Gates can be designed to match any existing or ordered driveway gate. Customers can choose between wrought iron or abstratem as material and choose from our wide selection of powder coaled colors. Garden or Walk Gates are conton made that can give your home that special and alegant look.

Pool Fences - the Aluminum Pool Fence Styles, Aluminum Pool Gate Styles, or the Aluminum Pool Deck Railing Styles that in perfect for your project. We offer decorative pool tences, standard safety tences, or any custom made pool gates for your property that are the essential regionements of commercial crowded areas, or residential properties.

We after a large selection of Wrought Iron and Abstratum Driveway Gales, but also brosse through our wide selection of Gate Operators, either Shifting or Swing Gale Openiors | Operators.

Access Control: Tele-phone Entry System from Linear, Select Engineering, American Access System, Sentex, For Residential and Commercial Application. A variety of Access Control Equipments, including Remote Controls, Card Renders, Proximity Card Renders, Vivreless.

Rey Pag, Whelens Telephone Early System, Free Earl Loops, Safety Loops, Safety Photo Sermon, Multi-Code, Littlifaciar, Liman, Controls Card,
Magnotic Lock, Whelens Inforcom, Receiver, Transmittor, Exit Weed, Extended Range Anteness, Electric Strike, Radio Receiver, Titel
Remotes, Electric Rogaetic Lock, Safety Loop, Earl Loop, Safety Sensor, Seeson Wire, Orieron Safety Photo Cell. Goose Beck for Nay Pads or Telephone Entry System. What ever your need are for Gale Access Control we have the Security system.



# **FOUR**Difficult To Contact You



## FIVE Poor SEO Structure



If you can't find it in 3 minutes or less, it doesn't exist.



# FIVE Poor SEO Structure

What do I look like to GOOGLE?



### HOW DOES GOOGLE SEE MY COMPANY?



About 124,000,000 results (0.64 seconds)

#### CA Hull: Home

https://www.cahull.com/ ▼

From design-build to traditional bid-build projects, **C.A. Hull** is dedicated to delivering safe, high-quality, timely, cost effective solutions on every construction project. Safety, Teamwork, Innovation, Quality, and Integrity drives our collaborative approach to ensure working together exceeds expectations. Bridge Construction & ...

#### Careers

C.A. Hull's greatest asset is its family of employees, and we ...

#### Pre-Application Form

To comply with Federal and State of Michigan contract ...

#### Contact Us

Main Office C.A. Hull Co., Inc. 8177 Goldie Road Walled Lake, MI ...

More results from cahull.com »

#### C.A. Hull Co., Inc. - Home | Facebook

https://www.facebook.com > Places > Walled Lake, Michigan > Contractor ▼

★★★★★ Rating: 5 - 2 votes

C.A. Hull Co., Inc., Walled Lake, Michigan. 920 likes. C.A. Hull brings the most imaginative engineering projects to life. With consistent product...

#### Bid List

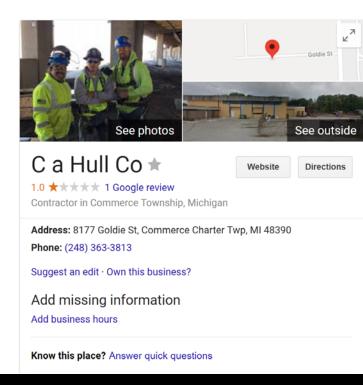
Bid Owner: MDOT. Bid Date, Item No, County, Location, Estimator ...

#### **About**

About. C.A. Hull specializes in bridge construction, bridge and ...

#### Coatings

Bridge Construction & Rehabilitation Structural ...



# **SIX**Using Stock Photos





# **SIX**Using Stock Photos



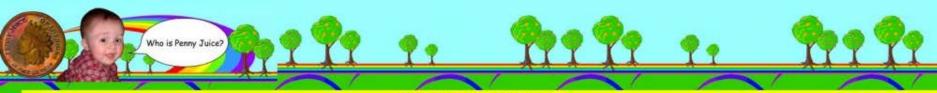


# **SEVEN**Typose





# **EIGHT**Confusing Navigation



#### People have alot to say about Penny Juice!

THE CHILDREN AT KID KOLLEGE LOVE THE TASTE OF PENNY JUICE AND DRINK IT WITHOUT ENCOURAGEMENT FROM OUR TEACHERS. I LIKE PENNY JUICE FOR THAT REASON AND BECAUSE IT IS 100% JUICE FROM CONCENTRAT REQUESTION OF REPRESENTATION FROM THE HANDY MIX PITCHER TAKE THE GUESS WORK OUT OF PREPARATION

CASSIE PENCE - KID-KOLLEGE/BILLINGS / MT

"THANK YOU FOR THE OPPORTUNITY TO LET EVERYONE KNOW ABOUT YOUR TERRIFIC COMPANY! IT'S EASY TO STORE AND MIX AND WE RECEIVE GREAT SERVICE!"

MARY CELLA - BLISS ACADEMY EARLY LEARNING CENTER/GREENWOOD VILLAGE, CO.

I LOVE THE PROMPTNESS OF SERVICE! "EASY MIXING BOY"

#### KID'S WORLD LEARNING CENTER BROOKINGS, SD

I HAVE BEEN USING PENNY JUICE AT MY CHILDCARE CENTER FOR 2 YEARS. THE CHILDREN LOVE ALL THE FUN COLORS. I HAVE RECOMMENDED PENNY JUICE TO OTHER CHILDCARE DIRECTORS IN THE AREA.

#### DANA HOENIGSCHMIDT - KIDS COUNTRY CHILDCARE/ST. FRANCIS, MN

THEY OFFER A GREAT PRODUCT AT A REASONABLE PRICE. THEIR CUSTOMER SERVICE IS EXCEPTIONAL. WE HAVE ENJOYED OUR EXPERIENCE WITH PENNYIJICE AND LOOK FORWARD TO MANY MORE YEARS OF DOING BUSINESS TOGETHER.

THEAR INTO ANY ANGELS MUST DUE YOU OR ADD SERVICES OF

THANK YOU! WE ARE SO GRATEFUL TO HAVE FOUND PENNYJUICE. LAM 110% PLEASED WITH PENNY JUICE. KEEP UP THE GOOD WORK.

ROSEMARY - LARAMIE COUNTY HEAD START/CHEYENNE, WY

I LOVE THE VERIETY OF THE FLAVORS AND THE FACT THAT OUR AUTOMATIC SHIPMENTS ARRIVE IN A TIMELY MANNER. THANKS SO MUCH! GOD BLESS!

DEBBIE MOORE, DIRECTOR - CHILDREN'S LEARNING CENTER/BOSSIER CITY, LA

AS TH DIRECTOR OF A UNIVERSITY AFFILIATED, BUT PRIVATELY OWNED CHILD CARE FACILITY TOP QUALITY PRODUCTS THAT ARE ALSO BUDGET FRIENDY ARE ESSENTAIL. I ESPECIALLY LIKE THE EASE OF ORDERING ON-LINE OR BY PHONE, KNOWING THAT THE JUICE WILL BY PROMPTLY DELIVERED DIRECTLY TO THE CENTER. NO MORE HAULING SHOPPING CARTS FULL OF FROZEN JUICE CONCENTRATE FORM THE GROCERY STORE!

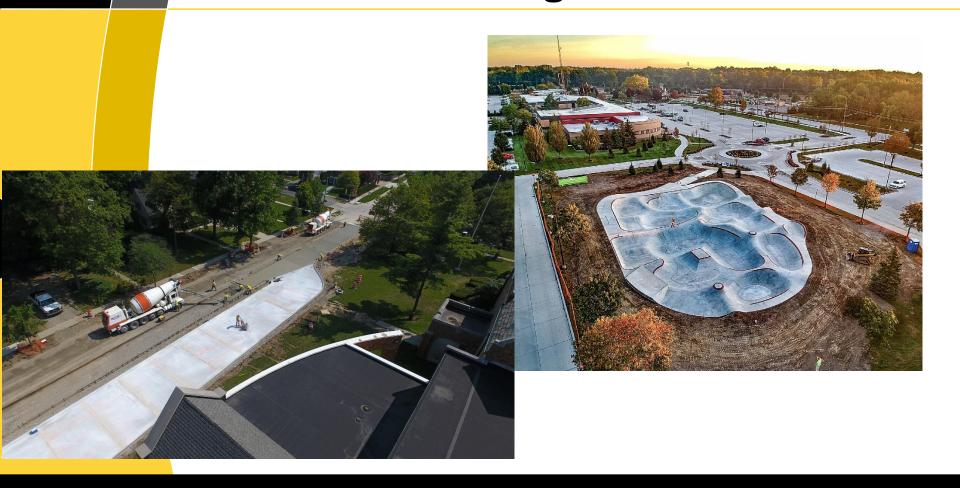
THANKS PENNYJUICE FOR SAVING ME TIME AND MONEY!

KATIE DAVIS DIRECTOR-OWNER. UNIVERSITY CHILDREN'S CENTER/SUPERIOR, WI

"PENNY JUICE HAS CERTAINLY BEEN AN ASSET TO OUR FOOD PROGRAM. I AM VERY HAPPY WITH SWITHING TO PENNY JUICE AND WOULD RECOMMEND YOU IN A HEATBEAT YOU PROVIDE AN EXCELLENT PRODUCT, HASSLE FREE. IT DOESN'T GET ANY BETTER THAN THAT."

BABE WALTON: CHILDREN'S ENRICHMENT CENTER/N LITTLE ROCK, AR

# NINE Not Showing Your Work



### TEN

### **Not Mobile-Friendly**



# **ELEVEN**Get it and Forget it





2014 Award Winners



Click to enable Adobe Flash Player







#### Hot Mix Asphalt - Your Best Value

Perpetual Pavement is a long life asphalt pavement that is specifically designed and built to last indefinitely without requiring major structural rehabilitation or reconstruction. Only periodic surface renewal is needed to maintain a smooth, quiet ride for years to come. View the video below to learn more.



### IS IT TIME TO UPDATE?

If any of these apply to your company, you may want to look updating

- Your brand changes
- The site no longer has the functionality you need
- It is not mobile responsive
- Your content management system is
  - old and unsecure
- It looks outdated





## **SOCIAL MEDIA**





## WHY SPEND TIME ON SOCIAL?

1. What's App 900 m users

2. Instagram 800 m

3. YouTube 1.5 b

4. Pinterest 200 m

5. Facebook 2.072 b

6. Snapchat 178 m

7. Google+ 111 m

8. Linked In 500 m

9. Twitter 330 m

10. ..... And Many More!







- For context, as of October 2017, total worldwide population is <u>7.6 billion</u>
- The internet has <u>3.5 billion users</u>
- There are <u>3.03 billion active</u> social media users
- Social media users grew by 121 million between Q2 2017 and Q3 2017.
- Facebook Messenger and Whatsapp handle <u>60 billion</u> <u>messages a day</u>

BrandWatch: Marketing: 105 Amazing Social Media Statistics and Facts BY KIT SMITH ON NOVEMBER 18<sup>TH</sup> 2017

- 91.47% of all internet searches are carried out by Google
- 60% of Google's searches come from mobile devices
- 79% of all online US adults use Facebook
- 76% of Facebook users check it every day
- Half of internet users who do not use Facebook themselves <u>live</u> with someone who does
- Facebook accounts for <u>53.1% of social logins</u> made by consumers to sign into the apps and websites of publishers and brands



#### **AVERAGE DAILY TIME SPENT ON SOCIAL**



YOUTUBE

**40 MINUTES** 



**FACEBOOK** 

**35 MINUTES** 



**SNAPCHAT** 

**25 MINUTES** 



**INSTAGRAM** 

**15 MINUTES** 



**TWITTER** 

1 MINUTE

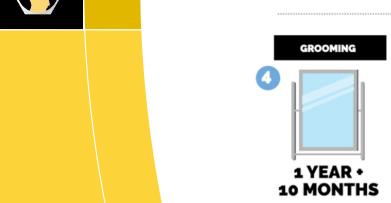


#### **SOCIAL RANKED WITH DAILY ACTIVITIES**





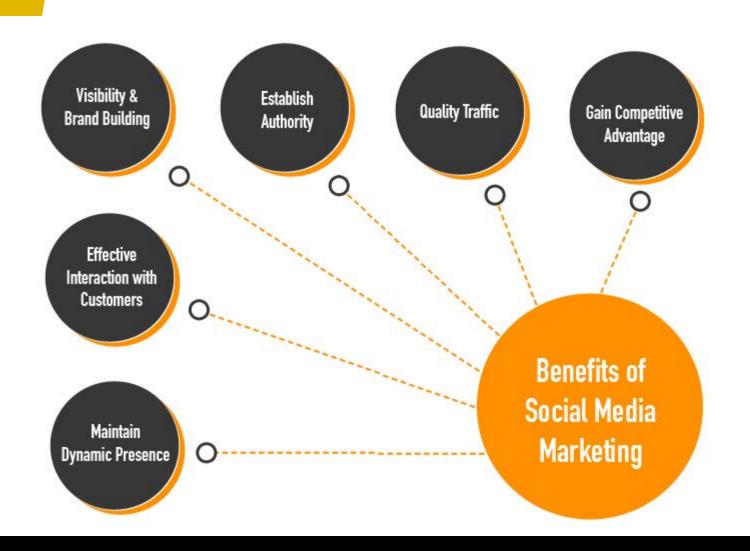






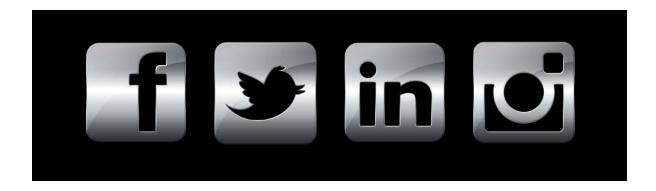


## **SOCIAL MEDIA**





## **OUR SOCIAL MEDIA USE**





### **FACEBOOK**









#### Michigan Construction

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2018 is your year to go out and make it happen! We're here when you're ready. https://hubs.ly/H09KYHg0

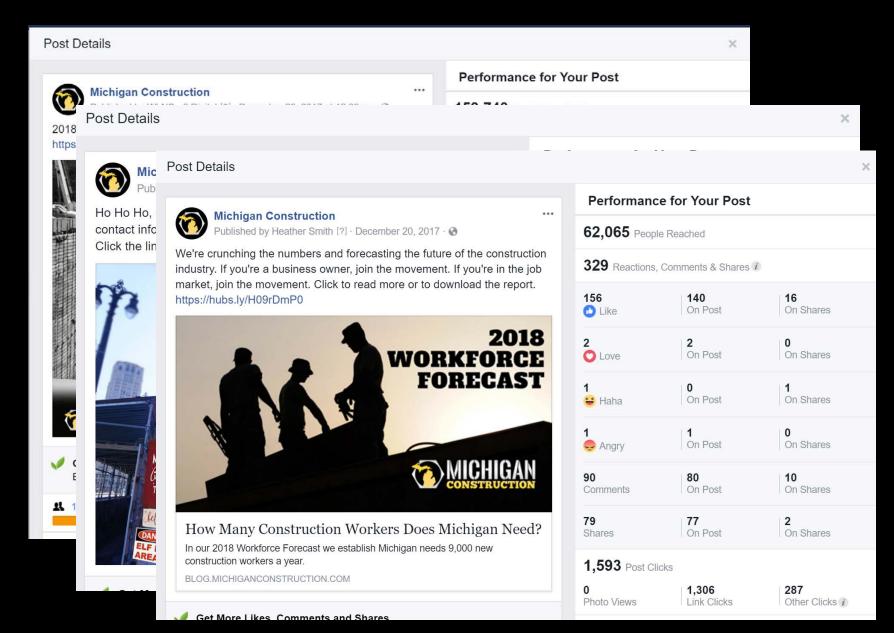


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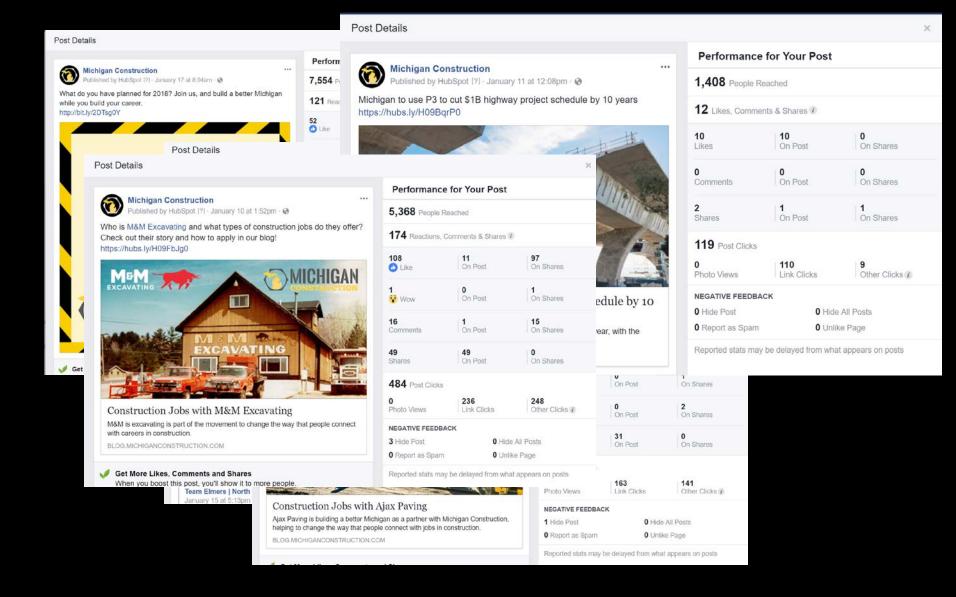




### **FACEBOOK**



### **FACEBOOK**





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