

## How to Get More Cases in 2020

### **RAPIDLY INCREASE AT-NEED CALLS WITH SEARCH ENGINE MARKETING**

#### **PAY-PER-CLICK (PPC) ADS:**

- ⊕ Excellent for generating at-need calls immediately
- ⊕ They go to work while you're waiting on SEO to take effect
- ⊕ Turn them on and off at any time (and tweak them on the fly)
- ⊕ Cost-effective and highly targeted

#### **LOCAL BUSINESS SEARCH:**

- ⊕ Your Google My Business info must be completed and accurate
- ⊕ Citations are critical – the NAP (name, address, phone number) must be consistent
- ⊕ Great reviews also help you get into the Google Local 3-Pack

#### **ORGANIC SEARCH:**

- ⊕ Content is king: the more original, relevant content, the better you rank
- ⊕ "Content" doesn't just mean "words": images and videos are also very powerful
- ⊕ SEO takes time to improve rankings (6-12 months on average)
- ⊕ NEVER employ black-hat SEO tactics: Google will hit you with massive penalties

### **TURN SITE TRAFFIC INTO CLIENTELE WITH WEBSITE CONVERSION OPTIMIZATION**

#### **CRITICAL SITE ELEMENTS TO ENSURE CONVERSIONS:**

- ⊕ Have a call-to-action (CTA) on ALL pages
- ⊕ Have a unique selling proposition (USP)
- ⊕ Include a video profile of your business
- ⊕ Include indications of your credibility and social proof

#### **ADDITIONAL REQUIREMENTS FOR CONVERSIONS IN 2020:**

- ⊕ Your site MUST be mobile-friendly
- ⊕ Page load speed must be high (mobile & desktop)
- ⊕ Site must have a simple design/be easy to navigate

# SUPERCHARGE BOTH AT-NEEDS AND PRENEEDS WITH ONLINE REVIEWS & REPUTATION

## WHY YOU NEED ONLINE REVIEWS:

- ⊕ Today, most potential clientele will research your funeral home online, even if they initially heard about you offline or through a referral
- ⊕ Reviews show up prominently on search engine results pages (SERPs)
- ⊕ 80% of consumers trust online reviews as much as personal recommendations
- ⊕ Reviews play an increasing role in SEO, helping you rank higher in search

## THE THREE REVIEW SITES TO FOCUS ON:

### YELP

- ⊕ Yelp reviews rank highly on Google, providing you free leads
- ⊕ Paying for Yelp advertising *does not* help reviews escape the Yelp filter
- ⊕ Focus on increasing overall quantity of reviews to mitigate negative reviews
- ⊕ Over two-thirds of Yelp reviews (68%) actually are five stars or four stars

### GOOGLE

- ⊕ Having a large number of Google reviews plays a major role in how highly your business ranks vs. competitors on Google search results
- ⊕ If a review on Google is clearly unfair/inappropriate, flag it for review

### FACEBOOK

- ⊕ Facebook reviews are growing in importance for the target demographic for death care services
- ⊕ Facebook is an excellent platform for branding and engaging potential families for preneeds—and reviews help with all of that

## HOW TO DEAL WITH NEGATIVE REVIEWS:

- ⊕ Respond privately to the reviewer in a professional, understanding way—you often can get the reviewer to update a negative review with a positive one
- ⊕ Respond publicly to show potential clientele that you appreciate constructive criticism and are dedicated to fixing any issue
- ⊕ If the review is clearly fake, inappropriate or demonstrably unfair, flag it for review with the platform



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