



714WEB Solution

Custom Pools of Lubbock

1. Website

- a. Branded throughout**
 - i. Conversion copy**
 - ii. Color psychology**
 - iii. Authenticity driven**
- b. Strong visuals in the design - video header**
- c. Financing section - (50% of pools are financed) direct links to lenders**
- d. Easy to use layout and interface**
- e. SEO readiness for google and AI search like chatGPT**
- f. High Converting Landing Pages and design**
- g. High End Design**
- h. Low Maintenance Cost**
- i. In House / client side access, training, easy changes**
- j. 3rd party tools**
 - i. CRM connectivity within website**
 - ii. Google search console**
 - iii. Google analytics**
 - iv. fb pixel**
 - v. google tags for GTM**
 - vi. Lead gen forms that connect to the CRM and store entries in the website Database**
- k. Pool Price Quote Lead Gen Tool - based on pricing algorithm with numbers from client**

2. SEO

- a. They Ask You Answer - info driven approach**
- b. Optimize images, copy, content**
- c. Optimize code to follow Google's protocol**
- d. Write new content to answer peoples' questions ahead of time**
- e. Request google to read and store the content we write**
- f. Write for AI search as well**
- g. Use our "Tech SEO" checklist to increase pagespeed, which in turn increases page rank.**
- h. GBP audit to see what's working, grade it so to speak**

3. PPC

- a. Use a relatively small budget to create huge amounts of awareness of your brand online**
 - i. Think hundreds of online billboards in front of the specific target audience you want to reach, resulting in hundreds of thousands of impressions each month, and thousands of clicks**
- b. Run search ads to people who want to get a quote for a new pool**
 - i. Utilize google ads AI, inside conversion ads, to find our ideal customer and put the ad in front of them specifically**
- c. Run video ads on youtube to showcase your work**
- d. Run ads on social media to create huge amounts of awareness on social media as well**

4. Tracking/Reporting

- a. Track and report on KPI's routinely**
- b. Share tracking and reporting with client and team**

5. Strategy

- a. observe KPI's and other data, meet with client from time to time to strategize and make small adjustments to keep campaigns moving toward the expected outcomes**
- b. Drive from the rear view mirror, using recent data from analytics, campaigns, google search console, phone calls, form files, etc**

6. AI Chatbot - 6 month separate project

- a. We could load a version of chatGPT to become the scientific prolific master of the water universe when it comes to pools, answering any and every question about pools, materials, weights, depth, weather, evaporation, everything you could possibly know about owning a pool, swimming, shoot we can even teach it everything there is to know about Lubbock. And then place it on the website.**