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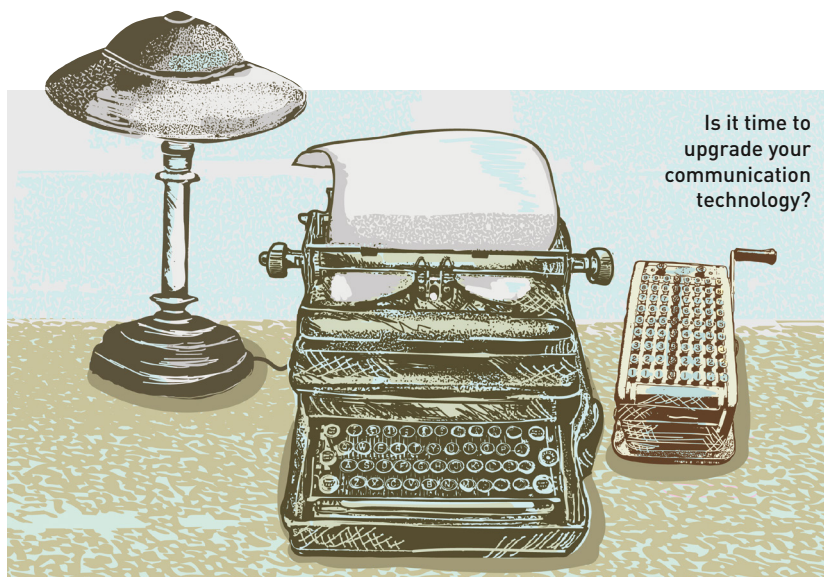
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The three things every modern pool builder's website should have

Just how important is a cutting-edge website for a modern pool builder? Brett Lloyd Abbott believes it is crucial.

By **Brett Lloyd Abbott**

I've talked for years about what a crucial role the website plays in the marketing for any pool builder. I've repeatedly outlined some key ingredients that every pool builder website should have, such as:

- Good content. (It needs to tell a compelling story in a way that's believable.)
- Easy to navigate. (It should be easy for visitors to find what they're looking for.)
- Mobile-friendly. (Google penalises websites that aren't mobile friendly.)
- Fast loading. (Google penalises websites that are slow.)
- Fully secure hosting. (Google penalises websites that are not secure.)

It should also be SEO-friendly. Besides good content, a website needs to have good meta tags, title tags, alt tags, etc – without resorting to any cheesy SEO tricks or keyword-stuffing like this:

"If you're looking for a Brisbane pool builder who builds Brisbane area swimming pools, you've reached the Brisbane pool builder you can trust to build your Brisbane pool."

Yes, I really did see a similar example of ridiculous "keyword-stuffing" on a live website. You don't win over homeowners with garbage talk like that.

Let's presume you already have all of the above.

Here are the three new things you should consider, to keep your website on the cutting edge:

An appointment setting function.

Not just a "contact us" or "request a quote" button – but an actual appointment-setting link that connects interested prospects to your calendar, and only shows the dates and times where you would be available for a face-to-face meeting.

There are plenty of applications that can do this for you, such as Calendly. (The better CRMs will have this functionality built in too.)

You shouldn't be wasting your time trying to chase down prospects and schedule appointments. Modern pool buyers are fully capable of clicking a link and scheduling their own meeting.

Prequalifying pricing guidance

There is great value in pre-screening and pre-qualifying your prospects. You'll save yourself the time, the effort, the petrol, and the general wear, tear and stress of trying to squeeze too many meetings into a week.

And your closing ratios will go up.

But this is a double-edged sword, because while it screens out prospects with wildly unrealistic expectations of what a new pool costs, it may also occasionally scare away prospects who would actually pay what you charge, but just don't realise it yet.

So how you explain this on your website is rather crucial.

Because let's be honest – if your projects start at six figures, and your prospect can't go a penny over \$50,000, then it's a big fat waste of time for both of you to go any further. It's better that they understand this before they ever call you in the first place.

Look like a million bucks

This final recommendation is a little more subjective, but surprisingly more important than ever.

Let's look at the reality. In 2023, versus 2018, your prices may have doubled, and your construction times tripled.

A simple three-month, \$50,000 project is now nine months and over \$100,000. So to the homeowner, buying a new inground pool is a bigger commitment than ever. They've really got to trust you now.

That means you've got to look the part. And by "you", I mean your website.

I think it's vital that your website visitors instantly recognise that you're not just some fly-by-nighter who is suddenly dabbling in the new pool business. You should look like a professional class act with serious skills, capabilities and experience.

The website is the perfect place to tell this story. Any homeowner thinking about spending \$100,000 or more in their backyard should feel overwhelmingly comfortable about hiring you for the job.

Recap

So to recap, I believe that, every website should:

1. Have a built-in appointment setting function.
2. Contain content that pre-screens and pre-qualifies prospects who can't afford you.
3. Make you look, smell and feel like a million bucks.

That way, for those people who can actually afford you, they know they're dealing with the right person, and not just some "wannabe" who just recently jumped into the swimming pool construction industry. ■

These articles by Pool Builder Marketing's Brett Lloyd Abbott are designed to provide pool companies with unique insights that will help them address modern marketplace challenges.

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