How to Choose the Right Website Designer & SEO Provider for Your Trades Business

2025 Buyers' Guide

THE **WEB DESIGN** & **SEO** COMPANY

www.wdseo.co.uk

So, you're considering investing in a new website & SEO for your Trades Business...

We are delighted you have come to us for information to help you on your path to enhancing your online presence. With over 2,000 web design companies and more than 7,600 digital marketing agencies across the UK, we understand that you have a lot of options to choose from for your new website and SEO, and might feel overwhelmed with where to even start. We want to help you make the right decision, even if it means directing you to another web design agency or SEO company.

As a tradesperson and business owner, you will already appreciate that building a good reputation is complex, and losing it is easy. That is why our business is founded on honesty, transparency, and on providing unbiased information to help you make the best choice for you.

From your initial Google search to getting your website built, and your ongoing SEO, we want each step of your journey to be a positive experience.

At the Web Design and SEO Company, based in Plymouth, we are a website designer and SEO agency, all in one, specialising in creating websites for tradespeople like yourself.

We would not be here without the trust of tradespeople like you, and we would love to include your story among our ever-expanding community of businesses that we have helped nurture and grow over almost a decade.

Curious about what our customers think of us?
Check out our Reviews page.

Want to see our portfolio for yourself?
Feel free to explore our Web Gallery.

Contents

The Ultimate Guide to Trades Websites **4**

Chapter 1 - What Does a Trades Website Cost? 6

Chapter 2 - What Makes a Good Trades Website? 8

Chapter 3 - What Types of Website Builders Are There & Which Are Best? 11

Chapter 4 - What Types of Website Design Providers Are There? 14

Chapter 5 - Common Mistakes to Avoid When Choosing a Web Provider 20

Chapter 6 - Finding the Right Website Designer for Your Trades Business 23

The Ultimate Guide to SEO for Trades Businesses **26**

Chapter 7 - What is SEO (& How Does it Work)? 28

Chapter 8 - How Much Does SEO Cost? 34

Chapter 9 - What Types of SEO Companies or Providers Are There? 36

Chapter 10 - Common Mistakes to Avoid When Choosing an SEO Provider 41

Chapter 11 - Finding the Right SEO Provider for Your Trades Business 45

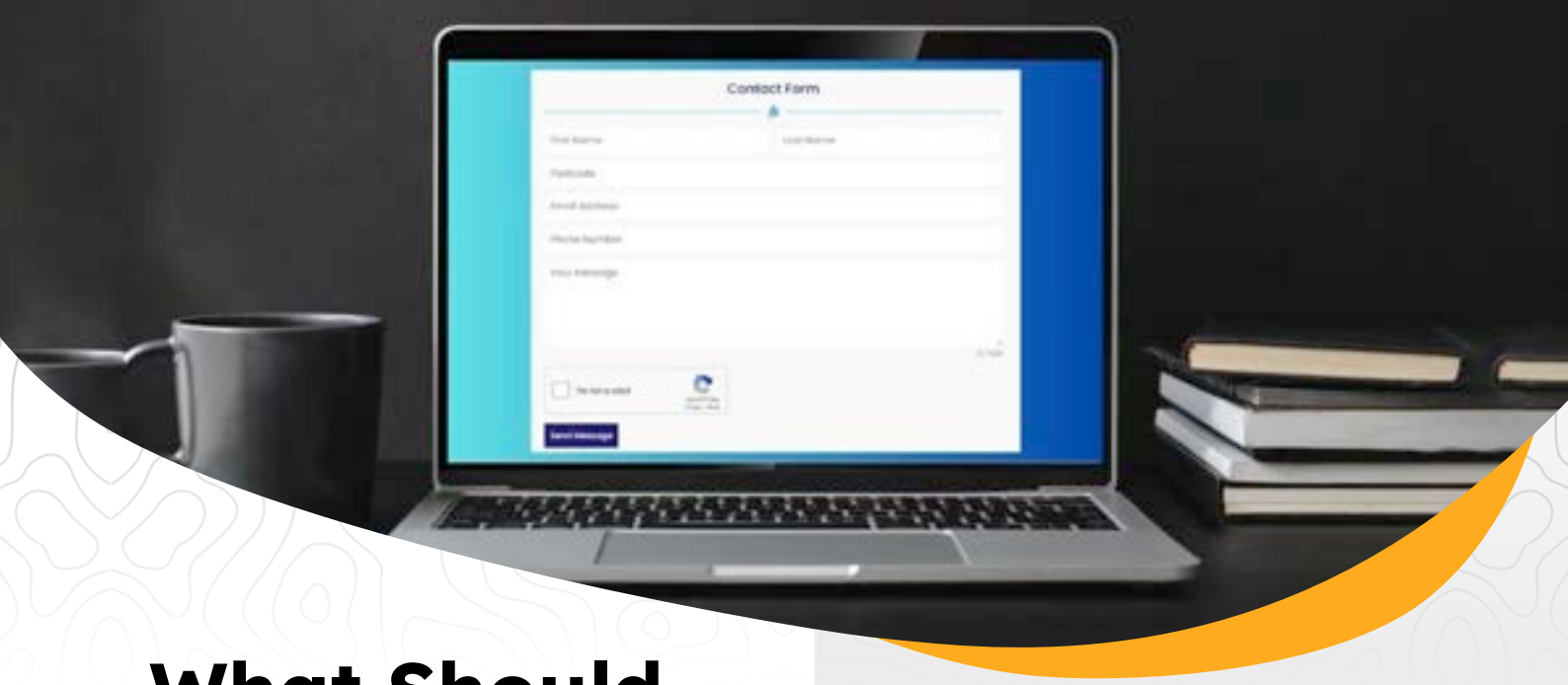
Conclusion **48**

Handy Checklists **49**

The Ultimate Guide to Trades Websites

As a tradesperson, having a professional website for your business is integral to showcasing your skills and expertise to your clients. Whether you specialise in electrical work, plumbing, heating, carpentry, landscaping, painting or any other trade, there are several factors to consider before making any decisions.

A well-designed and informative website can establish a sense of trust that word-of-mouth recommendations alone might not be able to achieve. You can use your website to inform potential customers of your services while increasing your online visibility on major search engines like Google.



What Should Your Website Include?

At the very least, your website should include the following:

- A **Home page** - introducing you, your business, what you do, where, & for whom - with some reasons to choose you, your accreditations and memberships, etc.
- An **About page** where visitors can "Meet You/the Team"
- A **Contact Us page** with a contact form that sends you an email
- **Separate pages** for each of your **main Services** (this is particularly important)
- A page for **Customer Reviews and Testimonials** (this can be added later if you are just starting out, but is also very important)
- **GDPR pages**, such as cookies, privacy policies, and website terms of use
- A **Consent Management Platform**, such as CookieYes, allowing your web visitors to choose what non-essential cookies they let you collect

Additional Extras

You may also require other pages, such as:

- A **Gallery** to display your work (e.g. conservatories, bathrooms, landscaped gardens, decorating, roofing, new windows and doors, new boiler installations, new lighting installations, etc.)
- **Case Studies and Projects** (especially if you do commercial or industrial work)
- **Prices and Financing** Options
- **FAQs** (frequently asked questions)
- **Areas We Serve**, including Geopages
- A **Blog**

In addition, you might want quoting and appointment booking tools like Truequote for boilers, Acuity Scheduling for service appointments, and Spruce for heat pump and other quotes. You can also add Reviews.io and Trustpilot, as well as other widgets to display your reviews – including Google and Facebook Reviews – from loyal customers.

Your trades website should not only look great but also function well on all devices. It should be user-friendly, load quickly, and be easy to navigate.

Chapter 1
What Does a Trades Website Cost?

Trades Website Pricing

To give you an idea about pricing for a new trades website, expect to start around £1,700 for a professional, mobile-friendly, SEO-ed site featuring professional copywriting and quality stock images, along with essential pages, such as a Home, About, Services, Contact, & GDPR. On the other hand, some companies offer a subscription model for websites with ongoing payments each month. This can help you get online more quickly, offering a convenient and affordable alternative, without a large upfront deposit. These might range from £95 per month up to £200 or more, depending on the number of pages and the specific functionalities.

However, the cost of a trades website from freelancers and other agencies can vary widely, ranging from as little as £500 to as much as £15,000. This depends on the company you select, the services they offer, and their level of expertise, as well as the number of pages and functionality, such as a live reviews feed or quotation tools, you require.

> **It is really important to compare apples with apples when reviewing prices, and not to be drawn to what looks like the cheapest offer – this can often be a false economy. You can use our handy Checklists at the end of this e-book.**

In addition to website development costs, you will have annual expenses for things like the domain name, starting at £8 per year, and an SSL Certificate (the "padlock" which encrypts the information users enter into contact forms), which can typically cost around £50. There are various hosting, support and maintenance options, with prices ranging from £50 per year to over £600. Again, remember to check carefully what is/isn't included.

Furthermore, it would be best if you also considered the ongoing expenses for SEO, which can range from approximately £200 to £3000 or more, depending on the specific services you require.

(There's a lot to consider!)

Pages and Functionality

If you are planning to create a basic or starter tradesman website, you could choose a single page or maybe three page website, with a single page listing all of your services. Alternatively, you can opt for multiple pages to show your services in more detail and integrate external quoting or appointment tools if you want a more functional website.

One-page websites are poor from an SEO point-of-view and very unlikely to rank on Google, but could give you an initial online presence, which you could point people to via Social Media or Paid Ads, such as Google Ads or Facebook Ads. You could then move to a more substantial website later.

Search Engine Optimisation (SEO)

When developing your website, you must ensure that the entire site, including headings, images, videos, and other information displayed, is fully optimised for search engines. This involves a team of professional copywriters and SEO experts writing copy designed to appeal to both users and Google's search algorithms. Whilst this work takes time, it is instrumental in getting your website found. Not investing in this process when building a new website can be a false economy and potentially a waste of time and resources.

Logo Design

Additionally, having a professional logo designed for your business is crucial if you want to be recognised and stand out from the crowd. If you want to know more, feel free to check out one of our blog posts, which discusses the importance of professional branding for your service or trades business.

Want to Learn More?

If you would like to learn more about the cost of websites for tradespeople, please feel free to read our article:

How Much Does a Trades Website Cost?

Chapter 2 What Makes a Good Trades Website?

Creating An Exceptional Website for Your Trades Business

Creating a standout website for trades involves, among other things, selecting a relevant domain name that will help you rank on Google, prioritising security and speed for your website users, choosing the right website builder for your type of business, and incorporating clear calls to action, along with a carefully designed user experience and really useful content.

Your website should include the following:

✓ Relevant Domain Name

Your domain is the part of the URL that comes before '.com' or '.co.uk'.
When choosing your domain name, ensuring it mirrors your business and the services you provide is essential. If you operate locally, consider including your location to enhance your visibility in local searches.

Example: plumberbristol.co.uk (if it happens to be available!)

Additionally, you should avoid hyphens, numbers, acronyms, and abbreviations and make sure it is easy to spell and communicate to people!

✓ Optimal Security

Your website should run securely under 'https' (the padlock) with secure hosting. Security is essential to protect against malware and viruses that could potentially hack into your system or your potential clients' computers or mobile phones.

Choose a Website Builder

Whether you choose WordPress, Shopify, Wix, Squarespace, or Webflow, numerous website builders are available. Each has its own pros and cons, depending on the type of website you require. Check out our helpful article about the Top 5 Website Builders.

Clear Calls to Action

From the get-go, when creating a website for your trades business, it is important to have clear calls to action (CTAs) to prompt visitors to take action. For example, buttons like 'Book A Call' or 'Get a Quote' can turn visitors into potential customers.

Ideally, you want your visitors to spend less time browsing and to act quickly on these CTAs. Make sure these calls to action and your contact information are prominently placed at the top of your website before people scroll down, known as "above the fold."

Search Engine Optimisation

Search Engine Optimisation (SEO) is essential for trades and small business websites. Optimising your website with Search Engine Results Pages (SERPs) in mind will help it appear higher on Google, Yahoo, or Bing results pages. In turn, this leads to more impressions, clicks and revenue through organic traffic. (Which is completely free!) Without SEO, your website will just get lost in the abyss of the World Wide Web.

Engaging and Informative Content

By creating engaging and helpful content, you can keep your readers interested and informed about the services you provide. While optimising your content for search engines using specific keywords or phrases to improve your ranking on Search Engine Results Pages is important, you should always prioritise your readers and potential customers first.

Keeping your content regularly updated will also help you stay relevant. Additionally, writing unique content is essential, as search engines will penalise your website for duplicate content or "scraping" content from other websites.

Simple Yet Effective Design

(Less is more!) Ensure your website for your trade is well-organised with intuitive site navigation, such as an easy-to-use menu and clear indications of your landing pages, service pages, about, contact & other pages - to enhance the user experience.

Most importantly, your website should be designed to be mobile-friendly and optimised for mobile phones. However, your website should be designed to work well on all devices.

Fast Loading Speed

Last but not least, your website's loading speed is a critical factor for creating a positive user experience. If it is slow to load, people will simply abandon it and find another site that loads immediately.

Additionally, having responsive, interactive buttons and scrolling features will allow for smooth navigation. A lagging website can hinder the user experience, making it challenging for readers to explore your content.

Want to Learn More?

If you would like to learn more about what makes a good website, please feel free to read our blog post:

What Makes a Good Website for Small Businesses & Trades?

Chapter 3

What Types of Website Builders Are There & Which Are Best?

What Are Website Builders?

Before we delve into the best website builders for your business, let's first understand what they are. Essentially, these platforms are like a digital toolbox, offering you the tools that enable you to create a website from scratch or use a pre-designed template, all without the need for complex coding. This flexibility allows you to customise the design and appearance of your website to perfectly align with your preferences and branding.

What Are the Different Types of Website Builders?

There is a multitude of website builders to choose from, including, but not limited to,

- Wix
- Squarespace
- Shopify
- Hostinger
- GoDaddy
- WordPress
- Webflow
- Yola
- GetResponse
- Dorik
- HubSpot
- Webnode
- Weebly

... to name a few. We will be here all day if we explain the pros and cons of all of them! So, let's cut to the chase and see the best website builder for you, depending on your business needs.

The Best Website Builders for Businesses

✓ Best Website Builder for E-commerce

If you want to sell your goods or products online, you will need a website builder that supports e-commerce. Many platforms, such as WooCommerce, Wix, Squarespace, Hostinger, and GoDaddy, are great options for e-commerce. Still, in our opinion, Shopify is the best website builder for small businesses requiring e-commerce and an excellent choice for drop-shipping.

✓ Best Website Builder for Small Businesses

If you want value for money and to do it yourself, Wix is the best website builder for small businesses. Its intuitive drag-and-drop editor and innovative AI tools make it incredibly easy to use.

However, unlimited storage space is only included in the highest-priced plan, and tracking and analytics require a paid plan. Furthermore, for beginners in website building, the numerous features and tools may be overwhelming for you. Plus, if you decide to switch, your website cannot be transferred to another site or domain.

✓ Best Website Builder for Beginners

If you are just venturing into the world of website creation, you will find Squarespace is the best website builder for beginners. It boasts an intuitive interface, provides unlimited storage and bandwidth, and even comes with a free Secure Sockets Layer (SSL) certificate to ensure your website's security.

However, you may find that Squarespace is a bit limited in terms of customisation options when choosing from template-based designs. The platform offers minimal input on the overall appearance of your site. It also has restricted ongoing support and lacks additional features for enhancing your site.

Best Website Builder for Affordability

Conversely, GoDaddy is the best website builder for affordability if you are looking for a cheaper option to build your website. You can quickly and easily get your website up and running in minimal time.

Regrettably, although you have access to 24/7 support, it can be pretty slow at times. As is often the case, you generally get what you pay for. Additionally, the security tools come at an extra cost.

Moreover, you will have limited template-based design options. As your business grows, the available choices will remain limited, including negligible input on the appearance of your website and minimal additional features.

Best All-Around Website Builder

We might be biased as we specialise in creating WordPress websites, but we believe WordPress is the best all-around website builder. Want to know why? It is incredibly adaptable and customisable, offering a myriad of colours, designs, and layouts to help you craft a truly unique website. Furthermore, it provides unlimited room for the expansion of your website. In addition, its compatibility with third-party plugins, built-in SEO tools, and highly secure hosting further solidify its position as the leading website builder.

One potential downside to WordPress is that if you are going to try to build your own website, you may feel overwhelmed due to having too many options available when designing your website. Additionally, maintaining the site requires regular updates to enhance its security and functionality, and optimising the site's speed may pose challenges at times. (Don't worry, we'll do that for you!)

Want to Learn More?

If you would like to learn more about the best website builders, please feel free to read our blog post:

Best Website Builders: Top 5.

Chapter 4 What Types of Web Design Providers Are There?

The Various Types of Web Designers

✓ Freelancer Web Designers

As a solo operator, freelancers offer a cost-effective option compared to larger teams while delivering quality work. However, seasoned freelancers might charge higher rates, reflecting their expertise. Consequently, the adage "you get what you pay for" rings true for freelancers. While less experienced web designers may offer more affordable rates, highly skilled designers may demand higher fees, resulting in higher quality work.

Moreover, freelancers may provide personalised attention to your project and be willing to accommodate your specific requirements, whether part-time or full-time. Their specialisation in certain areas of web design means they may need to outsource certain tasks or seek additional expertise to address various aspects of your project, due to their independent work structure. Additionally, reaching them in case of illness or holidays may pose challenges.

✓ Agency Web Designers

Web design agencies typically take pride in having a diverse team of professionals who are highly skilled in all aspects of web design. This includes web developers, copywriters, and marketing and SEO experts, as well as Social Media and Google Ads experts, ensuring a well-rounded and strategic approach to enhancing your online presence.

While their services may come with a higher price tag compared to freelancers, the depth and breadth of expertise offered by agencies often lead to highly impactful and successful results. When working with agencies, you can expect ongoing support and maintenance for your website, even after the initial web design is completed. Furthermore, they usually provide convenient and accessible channels for communication, making them easy to reach via phone or email.

In-House Web Design Team

Employing an in-house team for web design services is commonly observed in larger companies due to its significance and greater cost implications. This approach involves direct employment by the company, which includes expenses such as salaries, pensions, and holiday pay.

Nonetheless, the team's exclusive dedication to a company's web design requirements ensures loyalty and minimises potential conflicts of interest for various aspects such as SEO. The advantage of an in-house team is their ability to deliver efficiency and high-quality results if the right people are recruited. If you own a small business, in-house teams might not be the right choice for you, as the cost to bring in all of the skills needed would be prohibitive.

Offshore Web Design Companies

Hiring offshore web design companies has the potential to provide cost savings while boosting operational efficiency. In addition, such companies may offer access to experts with a wealth of experience and specialised knowledge in your particular industry.

However, you may encounter logistical challenges, such as managing communication across different time zones without face-to-face interactions. Furthermore, it could be difficult to monitor their proficiency and the quality of their work until they deliver the final product, by which point making changes may not be feasible.

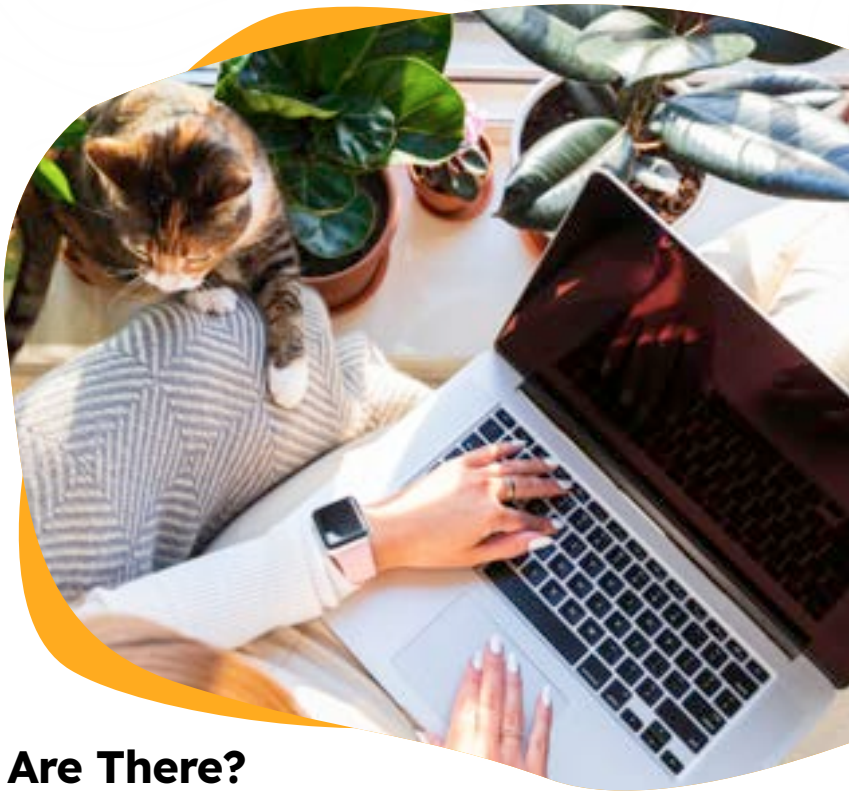
Hourly Rate Web Designers

Platforms like Fiverr offer the option to hire web designers based on an hourly rate. This pay-as-you-go approach allows you to pay for the actual hours worked rather than in advance, making it ideal for smaller, short-term projects and effective for budget management.

While this might be a cheaper option to go for, these website designers may be hit and miss, as you may encounter experienced freelancers, as well as novices or students with limited knowledge and skills. Additionally, keeping track of their dedication to your project could also be challenging.

DIY Web Designers

If you are thinking about designing your website yourself or having a friend or family member do it for you, it is important to do your research first. While this may seem like the most affordable option, without expertise, it could take significantly longer to build – if in fact the website ever gets launched. Additionally, they won't necessarily have expertise in SEO or CRO (Conversion Rate Optimisation).



What Types of Websites Are There?

You might be surprised to hear that there are many types of websites, and it is highly unlikely that you will come across two identical ones. Depending on the type of web designer you hire, you may also find that some specialise in certain websites as opposed to others.

Some websites are dedicated to e-commerce, which involves the online sale of goods. Additionally, there are informative websites with brochures, crowdfunding websites, educational websites, forums, social media platforms, subscription websites like Netflix, booking websites for accommodation and activities, websites for trades and services, and more.

What Makes a Good Web Designer Great?

When looking for a website designer, consider the following key factors to differentiate a good web designer from a great one. If they promise to get your website to rank number one on Google's Search Engine Results Pages, you should be wary as they could be misleading you.

1. Communication

A great website designer with strong communication skills will thoroughly understand your needs, leading to a website built to your precise specifications. Providing detailed information will result in a more tailored and effective website.

2. Expertise

It is crucial to select a web designer with the expertise and ability to develop a visually appealing, user-friendly, and fully functional website. While your new website may look nice, its practicality and ease of navigation are equally important.

3. Specialisation

Web designers who specialise in a narrow range of industries and focus on specific types of websites, such as trades, can deliver top-quality work for your website while also saving you valuable time and resources in the long term.

4. Longevity

Unfortunately, many web freelancers and companies come and go in the industry, which can limit your options for long-term maintenance and updates for your website. Finding a reliable, established team of website designers who can provide ongoing support is essential.

5. Honesty and Transparency

Make sure your web designer is honest about what they can and cannot do. Ask for a detailed list of the services they provide and their corresponding costs. If you choose SEO, you will also need information on how well your website is performing.

6. Support

You should carefully select individuals who are responsive and easy to collaborate with. Choosing a website designer who provides ongoing support and maintenance services is vital to keep your website functioning well.

7. Reviews

Checking reviews and feedback from past clients is an excellent way to gauge a web designer's expertise, work quality, and customer service. Examining their portfolio is also essential to assessing whether their previous work aligns with your needs. (More on that later!)

8. SEO (Search Engine Optimisation)

It is crucial to consider whether the website designer is capable of building an SEO-optimised website. In addition, it is highly advantageous to have a unified approach to web design and search engine optimisation by integrating SEO into the website development process.

9. CRO (Conversion Rate Optimisation)

It is also important to select a web designer who can optimise a website for conversation rate optimisation. This entails designing the website to turn visitors into customers or leads. Just attracting people to your website is not enough. If they leave quickly, they are unlikely to become paying customers or interact with your business.

10. User Experience (UX)

Your website should prioritise user experience with easy-to-use navigation, compelling content, and prominent calls to action that prompt visitors to engage with it. By focusing on creating a website that delivers an excellent user experience, you can significantly increase the potential for visitors to stay on your site, explore your content, and ultimately become loyal customers.

11. Compatibility

Your website must be compatible with different devices, including mobile phones, tablets, and desktops, to ensure it looks good on all screen sizes. However, Google's search engines prioritise indexing your website's mobile version. This means if your website is not mobile-friendly, it will not appear on search engine pages.

Want to Learn More?

If you would like to learn more about the different types of web designers and what makes a good one great, please feel free to read our blog post:

What Are the Different Types of Web Designers?

Chapter 5

Common Mistakes to Avoid When Choosing a Web Provider

Why Should You Hire a Website Designer?

There are many benefits to hiring a professional web designer. Not only do you save time and effort by allowing experts to handle complex design tasks, but you can also utilise their expertise to ensure the best possible outcome for your website. They will also enhance your visibility and improve your SEO to help your website stand out.

Top 8 Pitfalls to Avoid When Hiring a Website Designer

1. Hiring the First Web Designer You Find

Avoid the temptation of hiring the first web designer you come across. Take the time to explore and compare your options. While you might have heard of them through word of mouth or found them on Google, don't just settle for the first thing that comes across your lap. They may be the right website designer for you, but it is better to explore your options and make sure.

2. Not Doing Your Research

Before you dive into hiring your web designer, it is essential to conduct thorough research. This includes reading and reviewing customer testimonials to gauge their satisfaction and the quality of their work.

Additionally, exploring the website designer's portfolios to assess their style, creativity, and expertise will give you a good idea of whether they will be a good fit for your business.

Don't forget to look at multiple web designers, not just one. You don't want to put all your eggs in one basket only to find that they're not right for you later down the line.

3. Not Hiring the Right Type of Web Designer to Suit Your Business

Whether you opt for a freelancer, agency, or in-house team, the type of web designer you choose should align with the specific needs of your business. Consider their expertise, experience, and ability to understand and fulfil your requirements.

4. Not Setting Your Budget

Setting a budget is a vital step in your decision process. Compare the costs and services different web designers offer to determine the best fit for your business. However, don't just go for the cheapest option. While you might save money on designing your website, cheaper options have potential drawbacks, and you tend to get what you pay for. (If it looks too good to be true, it probably is!)

Conversely, don't go for the most expensive option either. You should go for the website designer that best suits your needs. Don't pay over the odds for all the bells and whistles if it isn't within your budget and you don't really need them. Only you can decide how much you can afford and what you need.

5. Not Asking Questions

When hiring a web designer, it is vital to ask the right questions – whether that be by phone, email, livechat, in person, or by reading information or watching videos on their website - including how they operate, who they work with, what types of websites/sectors they specialise in, how much they charge, what their prices include, how you can pay, what ongoing/recurring fees there will be, what after-sales customer care they provide, how long the website will take to build and then to rank on Google, what other services they provide, etc. Find out about the range of additional services they also offer, such as SEO, Paid Ads (PPC), Social Media, or Logo Design.

In summary: Do they fit your budget and timeline? Additionally, do they specialise in creating websites for your industry? Do they provide the support you need? Will they help your business grow?

6. Overlooking SEO

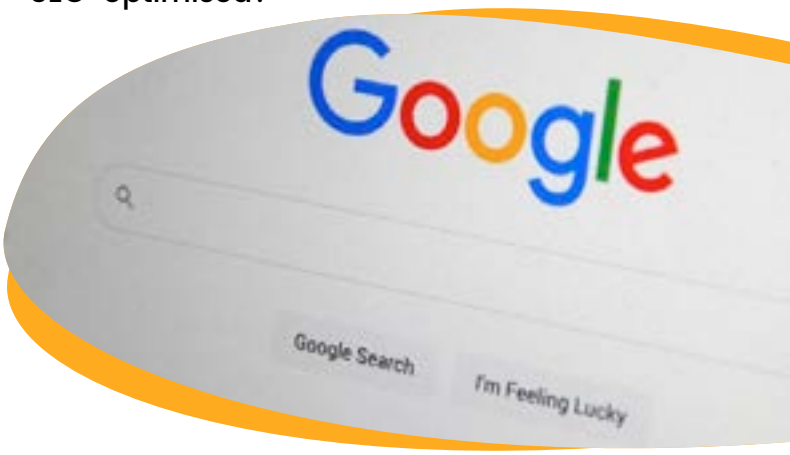
Do not overlook the importance of Search Engine Optimisation (SEO). Make sure that the web designer understands and incorporates SEO best practices for better visibility and ranking on search engines.

7. Not Knowing What Your Website Needs

Whether your website is for e-commerce, brochure, blog, customer interaction, or showcasing your services or products, you should understand what it truly needs. Do you need a booking system or quotation form? How many service, product, landing, or other pages do you need? What do you want it to look like? What features would you like to include?

8. Not Thinking About the Future

The most common mistake when hiring a website designer is not considering the future. Remember to think about scalability, adaptability, and the potential for future expansion and enhancements of your website as your business grows and evolves.
Once your website is live, will the website designer support you with maintenance and updates? Has your website been SEO-optimised?



Want to Learn More?

If you would like to learn more about hiring a web designer, please feel free to read our blog post:

Hiring a Web Designer: Reasons to Choose & Common Mistakes to Avoid.

Chapter 6
Finding the Right Website Designer for Your Trades Business

1. Decide What Type of Website Designer You Want to Hire

First things first, you will need to find the type of website designer that best suits your needs. Your options include hiring a part-time or full-time freelancer or an agency, forming an in-house team, choosing an hourly rate or DIY approach, and selecting either an offshore, national, or local company. Each option offers distinct advantages and comes with its own set of timeframes, expertise, experience, and pricing structures.

You may find that freelancers are the more affordable option; however, agencies will have a larger team of experts and provide more support. Whilst a local company allows you to interact with your web designers face-to-face, national companies may have more skills and expertise to create the ideal website for your trades business.

2. Choose Your Website Builder

Next, you might want to consider choosing your website builder. If you are hiring a web designer, you may not necessarily need to worry as much about how easy it is to create a website. For example, if your website involves e-commerce, you could choose a more compatible platform, such as WooCommerce, Shopify, Wix, Squarespace or Hostinger. You will also need to find a website builder that comes with secure hosting and allows your site to grow as your business does.

Additionally, some website builders allow you to be more creative when designing your website than others. On the other hand, some may be difficult to transfer to another domain or platform or may not allow your website to evolve. However, you may find that some web designers only build websites on one type of website builder. Do not let that stop you from choosing the right website designer for your trades business.

3. Think About Your Budget

Next, you must carefully consider your budget for creating your trades website. The overall cost will depend on factors such as the number of pages you require, the level of functionality you want, and the level of expertise your web designer has.

When finding a website designer, getting quotes from multiple web design companies for comparison is a good idea. However, do not just go for the cheapest option. You should choose the web designer who can best fulfil your specific requirements, including SEO and after-sales service.

4. Look At Their Portfolio

When finding the perfect website designer for your trades business, it is essential to carefully examine their portfolio. By doing so, you can gain valuable insights into their proficiency in creating websites, including their experience across various industries, such as trades, automotive, hospitality & tourism, health & education, manufacturing & engineering, retail & e-commerce, and pet services.

Reviewing their portfolio is not just about finding design inspiration for your own website; it is also an opportunity to assess their ability to create an aesthetically pleasing and user-friendly website that aligns with your business needs.

5. Read Customer Testimonials/Reviews

Much like looking at their portfolio, reading reviews and testimonials when finding a website designer will give a clear indication of the quality of work you can expect, as well as their customer service levels. You can find reviews on Google, Facebook, Trustpilot, or even featured on their website. Moreover, if someone you know recommends them by word of mouth, chances are they are worth going for.

6. Communicate with Them

When finding a website designer for your trades business, the most important thing to do is communicate with them. Clearly explain your ideas and objectives for what you want to achieve with your new website.

Furthermore, ensure they ask the right questions and listen to your requirements. They are not just designing a website for your business; you need to collaborate with them and provide as much information about your services as possible for the best results.

7. Ask Questions

Do not hesitate to ask questions – by phone, email, face-to-face or using livechat. The more you know, the more likely you can make an informed decision on finding the right website designer for your trades business. Hopefully, this Buyers' Guide will give you an idea of the kinds of questions worth asking.

Want to Learn More?

If you would like to learn more about finding a web designer and the types of questions you might want to ask, please feel free to read our blog post:

Finding a Web Designer for Your Trades Business.

The Ultimate Guide to SEO for Trades Businesses

Do you want your website to be easily found on Google and other search engines like Bing? Or are you just planning to promote it through offline methods, such as flyers and business cards, or perhaps via your social media? If you want your website to rank higher on Google search results, you will need to invest in monthly Search Engine Optimisation (SEO).

If you want to increase your online leads, conversions and revenue for your trades business, SEO is a great starting point. It is all about boosting your visibility to attract more relevant visitors to your website by appearing on the first page of Search Engine Results Pages (SERPs).

By optimising your website for specific keywords related to your services or products, you can attract more potential customers when they search online. The more people that visit your website, the more conversions – calls, emails, quote requests, paid work, etc. – you will likely have, allowing your trades business to grow to its full potential.

What Are the Benefits of SEO?

SEO not only helps generate more leads, conversations, and revenue but also plays a crucial role in enhancing various aspects of your online presence. It improves the visibility of your website and builds a positive reputation.

Additionally, by securing a top position on Google, SEO establishes trust among potential customers and allows you to get ahead of your competition. It also offers a cost-effective alternative to paid advertising while simultaneously enhancing the overall quality of your website and driving increased engagement. Need we say more?

If you are interested in our SEO-optimised Tradesman Websites & SEO Services, check out our Online Shop for our Websites for Tradesmen or Monthly SEO Package. If you have any questions, please feel free to contact us on 01752 291865, or message us through our contact form or Livechat.

Chapter 7
What is SEO & How Does It Work?

So, what is SEO? SEO, also known as Search Engine Optimisation, is a crucial part of web design, but is often overlooked. In simple terms, it is the process that helps your website appear higher in Search Engine Results Pages (SERPs) when someone searches for a relevant keyword or keyphrase.

The more valuable and relevant the information on the page is, the more likely it is to rank higher on search engines, and the more likely potential clients and customers will visit your website. This is what we call "organic" traffic. The higher your web page ranks, the more visibility you have and, in turn, the more organic traffic comes to your website. Ultimately, this contributes to more leads, conversions, and revenue for your business. And the best bit? It's completely free!

But appearing on the first page of Google isn't as straightforward as you might think. While Google Ads (PPC – Pay Per Click) can take you straight to the top of SERPs, this comes at a cost. You have to pay every time a potential customer clicks on your link or for some ad types – when the ad is shown.

For some trades businesses, Google Ads may be a great temporary way to promote new products or services, and rank until SEO kicks in, or they may choose to run Google Ads and SEO in combination to achieve more entries in the search rankings. If your budget permits, this is a great solution.

What Are the Different Types of SEO?

SEO doesn't stop at your website. It has two essential parts: on-site SEO optimisation on the website itself and off-site optimisation, which includes online promotion of your business and website across the internet, using listings and directories, backlinks, reviews and social media.

Local SEO

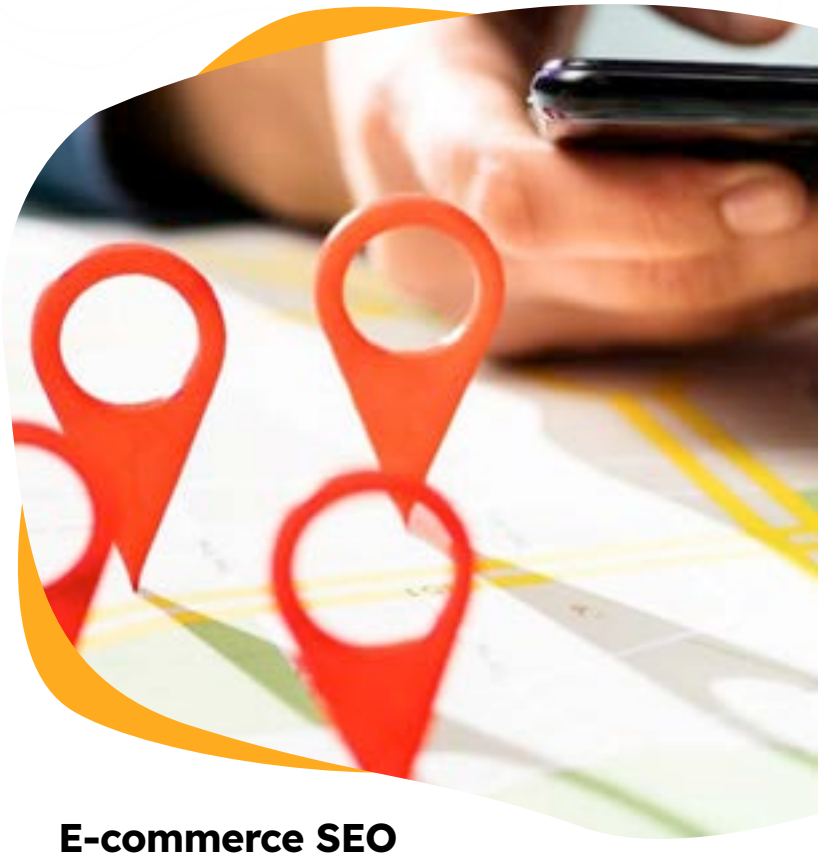
As a tradesperson, you would likely benefit from focusing on "Local SEO", which involves optimising your website for people searching for particular services or businesses in their local area. This technique will allow you to boost your online presence and attract customers or clients within your vicinity.

Local SEO activities may involve:

- **Setting up a Google Business Profile**
- **Creating Google high PageRank Local Listings, such as Yell and Scoot**
- **Website Optimisation for target areas**
- **Geotagging Images & Videos, using tools, such as GeoImgr**
- **Creating unique Geopages, plus Areas We Serve pages on your website**
- **Web Content, for example, about local projects**
- **Connecting and interacting with local groups on Social Media**

National & International SEO

National and International SEO involves optimising a website to attract consumers or customers from across the UK and overseas. Much like Local SEO, this involves enhancing your web pages to rank in search engines for specific keywords that your target audience may search for. However, with a broader client base, you may find that there is higher competition than with local providers.

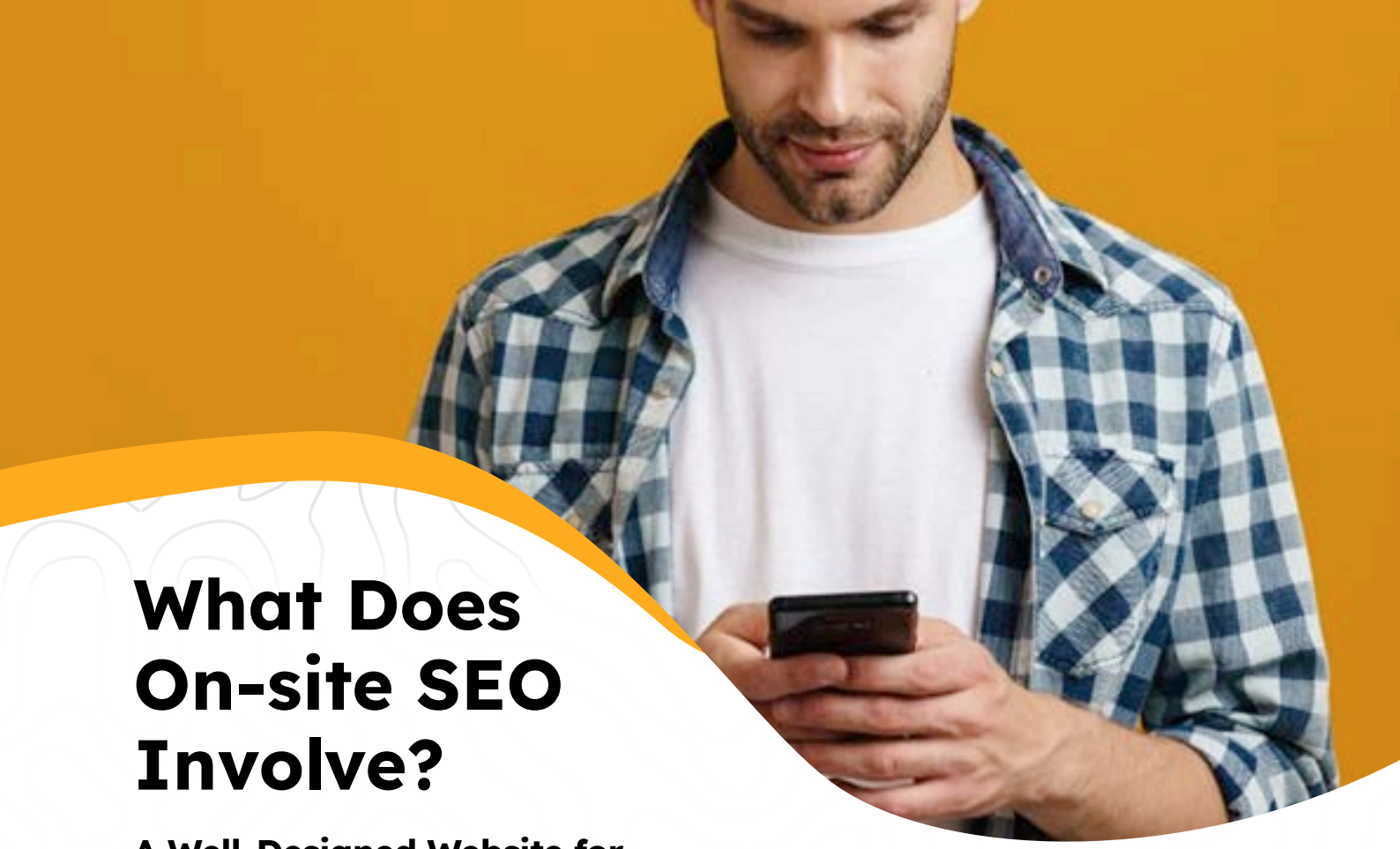


E-commerce SEO

You have almost certainly heard of Amazon or eBay, as they are widely recognised as two of the largest e-commerce platforms globally. These types of websites enable businesses to sell their products and goods online.

This might involve:

- **Keyword research**
- **Creating product categories**
- **Optimising product titles**
- **Unique, helpful and informative descriptions**



What Does On-site SEO Involve?

A Well-Designed Website for Enhanced User Experience

On-site SEO, also known as on-page SEO, encompasses a variety of practices. A well-designed and organised website is crucial for creating sites with SEO in mind from the get-go. They should be responsive (meaning that the content responds automatically to fit all device types), easy to navigate, mobile-friendly, functioning well and looking great on all kinds of devices.

Your website pages must load quickly, as people will wait minimal time before becoming impatient and exiting to find an alternative site.

Utmost Site Security

Most importantly, all websites should run securely under 'https' (the padlock). Open-face email addresses should be avoided, while contact forms should verify that a real person is submitting the form (the bit that says I am not a robot).

High-Quality Content for Your Customers

Your written content should prioritise the reader's needs over search engine optimisation, ensuring quality and relevance. It should be unique, kept up to date, and helpful for your customers and prospects.

You can include a range of material, such as blogs, news, customer reviews, and testimonials, but do not copy content from external sources. Duplicating content, also known as 'scraping', could cause issues with copyright and search engines will penalise your website, potentially removing it from the search indexes.

You should also incorporate high-quality, engaging and ideally original images and videos that are correctly optimised with meaningful filenames, alt text and geotags.

What Does Off-site SEO Involve?

Quality Over Quantity

Off-site SEO, also known as off-page SEO, involves enhancing your business's visibility and reputation across the internet beyond your website. The quality of your online presence is far more important than the quantity of profiles, links, or mentions.

Listings, Citations & Backlinks

A good starting point is to have your business and, ideally, a link back to your website listed in carefully chosen online listings and directories that are highly rated by Google. Furthermore, consistency, accuracy, and completeness of your details everywhere they appear online are crucial.

A backlink from a high-quality site is like a "vote" for your site.

Social Media & Reviews

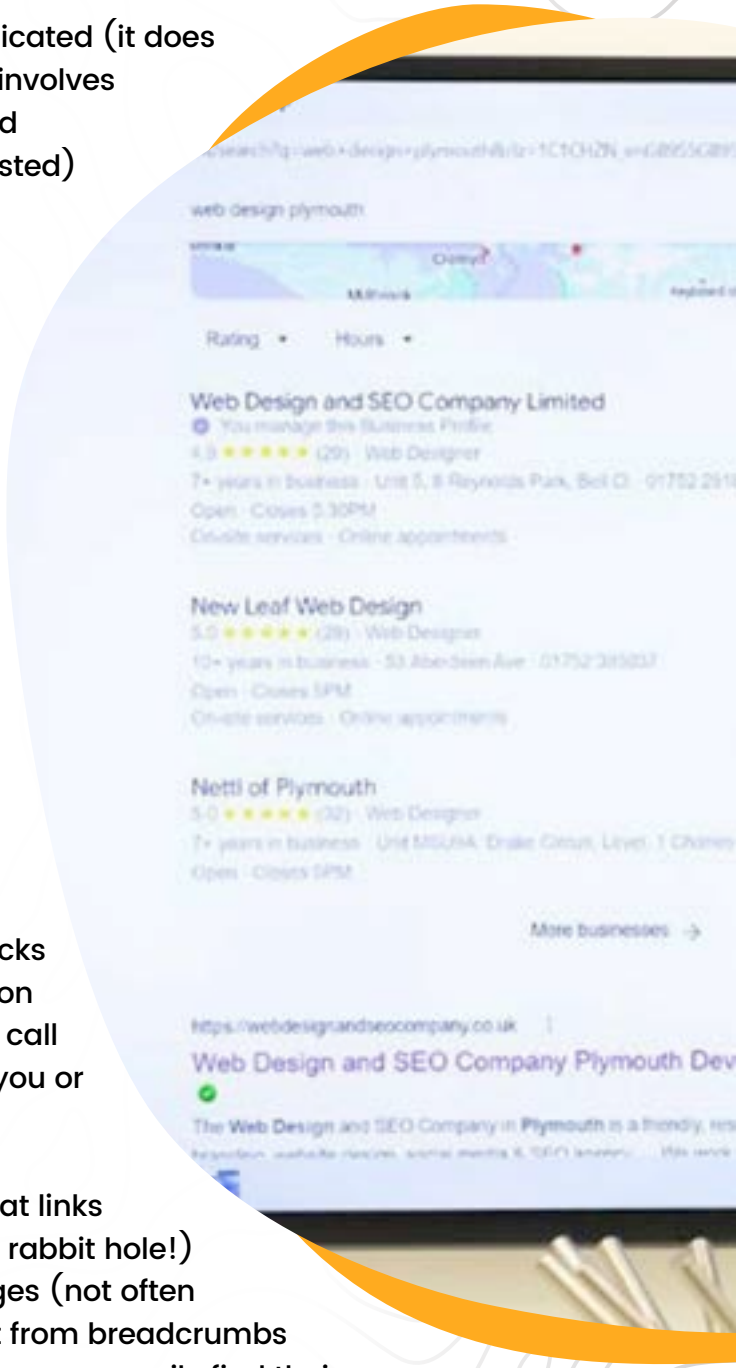
Choosing and utilising the appropriate Social Media platforms for your business can help you attract high-quality web traffic, improve your reputation, and foster customer loyalty.

In today's digital age, most of us rely on reviews from current or past customers to make purchasing decisions. Positive reviews are crucial for establishing and upholding your reputation, as well as attracting new customers. Displaying live reviews and testimonials on your website is also a great way of gaining trust and credibility.

What Does Technical SEO Involve?

Indexing and Crawling

The Technical side of SEO is slightly more complicated (it does what it says on the tin; it's a bit technical!) and involves ensuring that your website can be easily crawled (discovered) by search engines and indexed (listed) on search results.



At the time of writing, Google allows you to request up to 10 web pages or posts to be indexed daily in Google Search Console within a single account, whereas Bing allows up to 10,000 requests within Bing Webmasters. Who knows why?! Technical SEO includes processing images and managing videos with alt text, geotags, etc. It also involves improving your website loading speed to the best of your abilities.

Website Architecture

Web designers and developers prioritise designing websites with the user's experience in mind, ensuring easy navigation and minimal clicks for conversations. (This is called CRO—Conversion Rate Optimisation.) It is important to have clear call to action (CTA) banners for readers to contact you or make a purchase.

Website pages should be structured in a way that links together (without having to go too far down the rabbit hole!) with a hierarchy of pages. Product category pages (not often used on trades websites, to be fair) may benefit from breadcrumbs (think Hansel and Gretal!) with clear links, so users can easily find their way back to the previous pages.

Mobile-First Indexing

Additionally, due to more people using their mobile phones and fewer individuals using laptops or desktops, Google has introduced mobile-first indexing, which prioritises mobile formats over desktop ones. This is how webpages are selected for their rankings. So, if your website isn't designed for compatibility with all devices, you may not find it at the top of Search Engine Results Pages or even indexed at all.

The Really Technical Bit!

In addition, Schema.org text allows web developers to use a selection of vocabulary and coding to mark up a website in a way that search engines can understand. Websites may also utilise Robots.txt, which can instruct search engines not to index specific parts of the site.

If a webpage changes its slug name (not the slimy things! – the link you can see in the URL) but already ranks on Google, you will need to redirect the original link to the new one.

You will also need to conduct regular audits of your entire website to ensure that everything runs smoothly and that you don't find any "404 Page-Not-Found" or other errors.

Google Core Web Vitals Reporting

Google's Core Web Vitals indicate your URL (web page/ post) performance based on various data, including Largest Contentful Paint (LCP), Interaction to Next Paint (INP) and Cumulative Layout Shift (CLS). These essentially indicate how actual users have experienced your site, including loading speed, responsiveness, and stability, and are rated either Poor, Needs Improvement or Good.

Want to Learn More?

If you would like to learn more about SEO, feel free to check out our blog post:

What is SEO?

Chapter 8
How Much Does SEO Cost?

SEO Costs in the UK

If you are a sole trader or trades business owner planning to establish your online presence and showcase your trade, you may wonder: How much does SEO cost in the UK?

In short, SEO costs in the UK vary significantly, ranging from less than £100 per month up to several thousand pounds per month for larger businesses, or from as little as £30 or £40 per hour for a Freelancer or small agency, in some parts of the UK, up to a much higher hourly rate, depending on the size, type, and complexity of your business and your website. It is very hard to give precise numbers or to compare apples with apples.

Some SEO freelancers and agencies charge by the hour or day; others have a "monthly" fee, which may, in fact, buy you 1 day's work or a set of activities or deliverables; and others offer a range of "SEO Packages" at different prices. While this vast range might seem daunting, being aware of some of the options and different pricing models, can help you prepare better for your potential investment in SEO, and know some of the questions it may be useful to ask.

Hiring For SEO

If you are considering hiring for SEO, whether as a one-time task, monthly contract, hourly rate, or complete project, you can opt for a freelancer, a local or national agency, an offshore provider, or an in-house team. Whichever you choose, make sure to conduct thorough research before deciding, such as looking at their reviews or website. Ideally, check out some of their existing clients to see how their websites are performing on Google's organic search results.

Does SEO Need to Be Ongoing?

The short answer is a definite yes. Whilst ongoing SEO adds to the cost of your website, you must continuously work on it to truly benefit from its rewarding nature. It is not just a one-off task you can complete and then forget about. Think of SEO as the tortoise and the hare scenario; slow and steady wins the race.

Not to mention, your competitors are also likely investing in SEO, just like you. While you are working hard to stand out from the crowd, others may outperform you in search results and attract your potential customers. This is why it is vital to maintain SEO before you fall behind and lose valuable organic traffic. The repercussions of having a website without regular or ongoing SEO are not worth thinking about, especially if you rely solely on it to attract new customers.

Just Keep SEO-ing

Search engines value websites that consistently provide high-quality, up-to-date, and relevant content for their users. Fresh and informative content improves user experience and keeps visitors engaged. Regularly updating your website with new and interesting content satisfies search engine algorithms and helps build trust and authority with your audience.

By continuously optimising your content for search engines, you can ensure that your website remains competitive in search rankings and attracts organic traffic. Consistent SEO efforts will enable you to analyse user behaviour, identify effective content types, and enhance your website's overall visibility.

Want to Learn More?

If you would like to learn more about the costs and importance of ongoing SEO, please feel free to read our blog post:

How Much Does SEO Cost in the UK?

Chapter 9

What Types of SEO Companies or Providers Are There?

So, What Types of SEO Companies or Providers Are There?

Freelance SEO Providers

Freelance SEO providers can offer a cost-effective alternative to larger teams while still delivering top-quality results. Experienced freelancers may charge more, but this reflects their expertise. While freelancers with less experience have cheaper rates, highly skilled ones may ask for higher fees due to their higher quality of work. (You get what you pay for!)

Whether you opt for full-time or part-time SEO services, freelance SEO providers can dedicate their attention to your project and are often flexible to accommodate your requirements. However, it is important to note that reaching them in case of illness or holidays may be challenging. Additionally, although they specialise in certain aspects of SEO, they might need to outsource some work or seek expertise in other types of SEO due to working alone. It is hard for a single person to know everything about on-site and off-site SEO and to keep up with the constant changes to Google's algorithms.

SEO Companies & Agencies

SEO companies and agencies are known for their comprehensive strategies, backed by diverse teams of professionals who excel in various aspects of SEO. These teams of SEO providers typically include web developers, copywriters, and marketing experts, ensuring a thorough approach to improving your online presence.

While their services may be more expensive than those of freelancers, SEO companies and agencies provide ongoing support and maintenance for your website, ensuring your long-term success. Their extensive expertise often leads to successful results, making the investment worthwhile. Additionally, they are usually easily accessible to contact via phone or email.

In-house SEO Teams

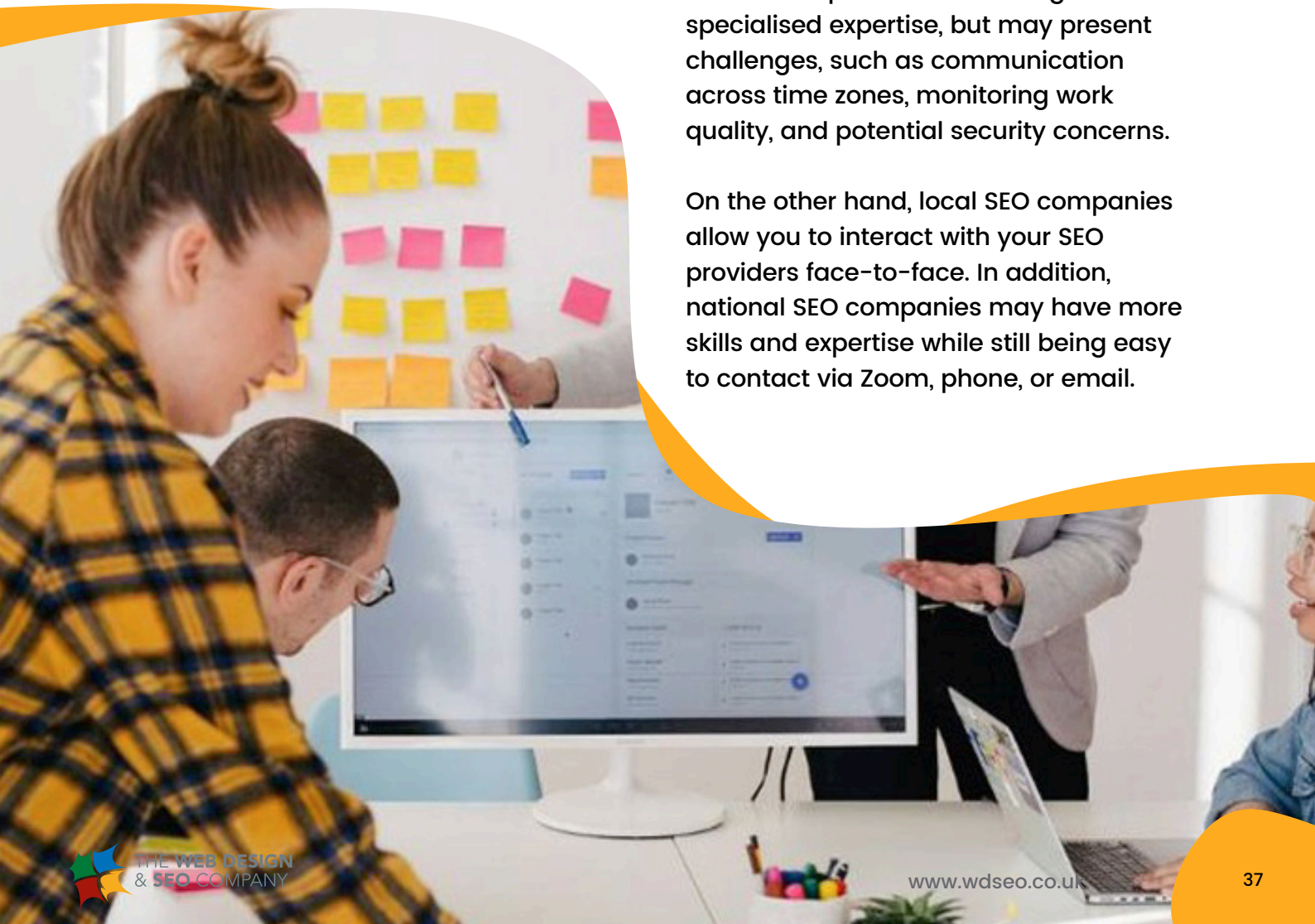
Many larger companies choose to have an in-house team for SEO services, due to its importance, despite the higher costs involved. This approach requires directly employing staff, including paying for salaries, pensions, and holidays.

However, having a dedicated team for a company's SEO needs can lead to loyalty and reduce potential conflicts of interest. If the right people are hired, an in-house SEO team can also work efficiently and provide quality results. However, if you own a small business, they may not be the best choice for you.

Offshore vs Local vs National SEO Companies

Hiring offshore SEO companies can sometimes provide cost savings and specialised expertise, but may present challenges, such as communication across time zones, monitoring work quality, and potential security concerns.

On the other hand, local SEO companies allow you to interact with your SEO providers face-to-face. In addition, national SEO companies may have more skills and expertise while still being easy to contact via Zoom, phone, or email.



Types of SEO Services

Now that we have covered the types of SEO companies and providers, let's discuss the types of SEO services they offer. These services include local, national, international, e-commerce, on-site, off-site, and technical SEO elements. Below is just a glimpse of what they can do for your website.

Keyword Research

Keyword research is an integral part of Search Engine Optimisation. Tools for keyword research, such as Google Keyword Planner and Ahrefs, are excellent options for determining the monthly search volume for specific keywords, and the potential organic traffic your website could attract, if optimised for that particular search term. They will indicate how often a keyword or keyphrase is searched for.

When SEO companies choose a keyword, it must be relevant to the user's search intent and the information they offer. Additionally, they should avoid "keyword stuffing," which essentially means overkill for your keyword if they add it to every sentence at the expense of not making sense or reading well.

Blogging

Blogging is a fantastic way to help your website rank higher on SERPs and boost your existing keywords. It is a key component for on-site SEO. However, you cannot use the same keyword on more than one page or post on your website.

This would also involve keyword research, optimising images, and adding internal and external links. Not to mention, it should be as helpful and informative for your readers as possible; blogging should always be written for the reader first, not SEO/Google.

SEO Audits

An SEO audit will include an SEO company evaluating how well-optimised your existing website is to be found on search engines and how it can be improved. This is a bit like servicing your car after an MOT to make sure it runs as smoothly as possible, or a general health check if you were to go to your GP.

This typically includes on-site, off-site, and technical SEO, such as checking your website for indexing and crawlability, assessing the usability and site architecture, conducting competitor and keyword research, and adding backlinks. Google Search Console and Bing Webmaster Tools will allow you to request indexing for your web pages, detect potential SEO issues, and track relevant data.

Link Building

Link building is a technique that is part of off-site SEO and is used by SEO companies to boost rankings on search engines. It is a crucial method by which search engine algorithms determine a web page's alignment with the user's search intent.

However, quality is far more important than quantity. The authority of a website linking back to yours also signals to search engines the relevance and importance of your site. This may involve integrating links into social media profiles and business directories, or attracting them by creating high-quality, link-worthy content.

White Hat SEO (The Only Way to Do Things, In Our Book!)

White hat SEO companies, also known as ethical SEO providers, use SEO practices, including on-site, off-site, and technical SEO, which follow search engines' guidelines to improve your websites' rankings on SERPs, while maintaining honesty and integrity.
This means writing high-quality, keyword-rich content, without overdoing it with keyword stuffing. Using your keyword in meta descriptions, meta titles, and relevant alt text to describe images, and making sure your website is easy to navigate, mobile-friendly, and fast to load, will also contribute to your SEO. Link building, by adding and attracting backlinks on authoritative websites, will also help improve your ranking on results pages.

Black Hat SEO

On the other hand, black hat SEO companies use unethical techniques to improve a website's search engine rankings by violating search engine guidelines. They will often exploit loopholes in algorithms.

This might involve paying for backlinks, keyword stuffing, or scraping content from other websites. Cloaking is another technique used to show readers one thing and search engines another, for example, by adding white text to a white background or text with a tiny font size.

However, while these techniques will quickly boost your website to the top of search results, they are often short-lived, as search engine algorithms will detect improper SEO practices.

Want to Learn More?

If you would like to learn more about the types of SEO companies, please feel free to read our blog post:

What Are the Different Types of SEO Companies or Providers?

Chapter 10
Common Mistakes to Avoid When Choosing an SEO Provider

Top 8 Pitfalls to Avoid When Hiring an SEO Company

Don't fall into the trap of hiring the wrong SEO company! In order to help you navigate hiring for SEO, we have compiled a list of common pitfalls to avoid, so you don't make the same mistake that so many businesses have made previously.

1. Believing False Promises & Guarantees

Falling for false promises is probably one of the most common mistakes businesses make when hiring for SEO. If an SEO company tells you they can guarantee to get your website to the top of Search Engine Results Pages, we strongly advise you not to believe them! There is no exact science or timeline for SEO, and there is never a guarantee that your website will reach the top ranking on search engines – especially in highly competitive sectors and locations. Even once you reach the top spot of Google or bag a featured snippet, there is no certainty that your webpage will stay there. Google's algorithms are continuously evolving, and what works today, might not work in the future.

2. Expecting It to Work Overnight

We cannot stress this enough: SEO is a marathon, not a sprint. So many variables can impact your rankings, and SEO takes time. While requesting priority indexing on Bing Webmaster Tools or Google Search Console can help speed up the time it takes for bots to crawl your website, that does not mean you will immediately reach the top of search engine results pages.

SEO is not a quick fix. This is especially apparent when there is a high level of competition for specific keywords, products, or services. While you are working on your SEO, your competitors may be doing the same.

3. Not Doing Your Research

If you are considering hiring for SEO, doing your research is essential for finding the right SEO company or provider for your website. Educating yourself a little about SEO not only helps you understand how SEO companies work but also prevents you from being blindsided if you are unfortunate to find a company that is misleading you.

Make sure to check out their reviews on Google, Trustpilot or Facebook. This will give you a clear indication of their customer service levels, quality of work, and expertise.

4. Signing Long-Term Contracts

When hiring for SEO, don't get tied into signing long-term contracts you can't get out of! It is unfair to you or your business if SEO companies want to keep you paying for their services longer than you are happy with. Search engine algorithms are constantly evolving, and you might find they are stuck in their old ways and unwilling to change. This might lead to your website dropping off its rankings, as what previously worked no longer does.

Or perhaps you would prefer to part ways due to differences or a clash of personalities. Suppose your business has had an unexpectedly high expense, and you can't afford the monthly costs of SEO for the time being. No one can predict the future, or SEO, for that matter, and you never know how your circumstances might change.

5. Opting for Black Hat SEO Companies

Black hat SEO companies employ unethical methods to manipulate a website's search engine rankings by violating search engine guidelines. They achieve this by taking advantage of vulnerabilities in algorithms.

Even though these strategies can yield rapid improvement in search result rankings, they are often short-lived. Search engine algorithms are capable of detecting improper SEO practices, which can potentially lead to penalties, or even permanent removal from search engine results pages.

6. Not Communicating Your Goals

If you don't know your target audience, or fail to effectively communicate which services or keywords you want to prioritise on your website, the company you hire for SEO won't know either.

7. Going for the Cheapest Option

When hiring for SEO, don't just go for the cheapest option. While you might save money on your monthly SEO costs, cheaper options have potential downfalls, and you tend to get what you pay for.

Additionally, don't go for the most expansive option either. Just because an SEO agency or provider charges "an arm and a leg" doesn't mean it's worth it! SEO costs vary widely based on a variety of factors.

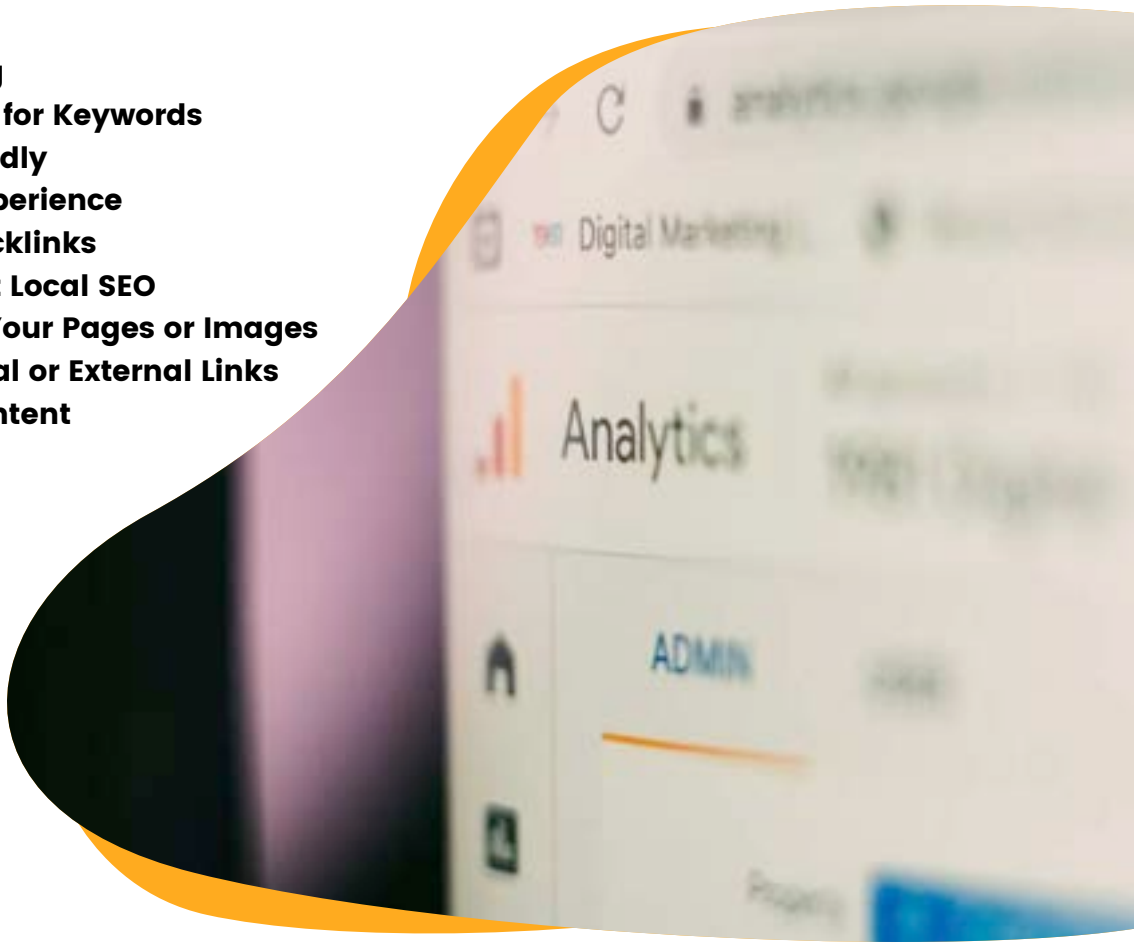
8. Companies Who Avoid Analytics Tools

Monitoring and analysing your website is vital for understanding the effectiveness of your efforts. If the company you are hiring for SEO doesn't keep track of your traffic and rankings, they won't know what they need to focus on or change to help improve your website's visibility. They might as well have their heads in the sand!

Biggest SEO Mistakes to Avoid for Your Website

If you are hiring an agency or freelancer for your SEO, you won't have to worry too much about mistakes to avoid for your website, as they will be doing it for you. And (hopefully!) they'll know what they are doing. Here are a few things to look out for (just in case!):

- **Keyword Stuffing**
- **Not Researching for Keywords**
- **Not Mobile-Friendly**
- **Ignoring User Experience**
- **Poor-Quality Backlinks**
- **Forgetting About Local SEO**
- **Not Optimising Your Pages or Images**
- **Not Using Internal or External Links**
- **Poor-Quality Content**



Want to Learn More?

If you would like to learn more about SEO mistakes to avoid, please feel free to read our blog post:

Common Mistakes to Avoid When Hiring for SEO

Chapter 11
Finding the Right SEO Provider for Your Trades Business

When finding an SEO company, you will need to ensure they are the right fit for you and your trades business. With so many SEO companies and providers to choose from, you will want to pick the best one to ensure that potential customers can find your business on search engines through organic traffic. Investing in SEO has a multitude of benefits, and if you've found yourself here, chances are you are aware it is worth the time, money, and effort. So, let's dive into the process of finding the ideal SEO company, agency, or provider for your trades business.

1. Get to Know the Basics of SEO

Before you begin your search for an SEO company, it is crucial to grasp the basics of what SEO is. This knowledge will equip you to engage in discussions with the SEO company, agency or provider and understand the various processes and techniques they might use to optimise your website.

Don't forget, as a tradesperson, local SEO could be a game-changer if you are willing to travel to specific areas for your work. This strategy ensures that your website is prominently featured in local search results, making it easier for potential customers in your area to find you.

2. Decide on the Type of SEO Company You Want to Hire

When finding an SEO company for your trades business, you must decide on the type of SEO agency or provider that best suits your needs. Your options include hiring a freelancer or an agency, and selecting either an offshore, national, or local company. Some larger businesses may even prefer to form an in-house team; however, this would not be cost-effective for you as a sole trader or a small to medium team of tradespeople.

3. Use Search Engines

When finding an SEO company for your trades business, online is a good place to start. Why not Google it? Try searching for terms like “SEO companies near me”, if you are looking for a local company, or “SEO company for trades”, if you are looking for a company that specialises in the trades industry. If they appear on the first page of Google, that’s a pretty good sign. After all, Search Engine Optimisation is part of their business!

4. Review Examples of Their Work & Portfolio

If you are looking to find the right SEO company for your trades business, thoroughly reviewing their portfolio to see examples of their work is essential. By doing so, you can have a clear understanding of their competence, specialism, and experience of working with the trades. Well-structured and easy-to-navigate websites are a good general indicator of their professionalism and expertise.

Furthermore, don’t forget to look at their own website to see the types of SEO services they can offer. Perhaps you even discovered them through a search on Google, Bing, or Yahoo. Are they thought leaders within their industry, or do they avoid writing blog posts? Reading a few of their articles might also indicate whether they know what they are talking about. Finding an SEO company with experience in the trades industry, that can provide the SEO services necessary for your business to thrive, means you are on the right track.

5. Read Customer Testimonials & Reviews

Another method for finding an SEO company that is right for your trades business, is to read their customers’ testimonials and reviews. Much like reviewing their portfolio, examining their reviews will clearly indicate their quality of work, the potential results you can expect, and customer service levels. Plus, it means they can’t hide behind false promises or claims; real people would have left these testimonials. This step is crucial in ensuring you make the right choice for your business.

In addition, choosing an SEO company based on recommendations through word of mouth by a friend or family member is an old-fashioned but reliable way to find an agency or freelancer.

6. Compare Pricing & Set Your Budget

When finding an SEO company, setting your budget and comparing quotes from multiple SEO agencies or providers is crucial. This way, you don't put all your eggs in one basket and face unexpected or hidden costs. In addition, this ensures you are choosing the right SEO company that best fits your budget and needs. But again, be sure to try to compare apples with apples if you can.

7. Talk to Them

The most important thing to do when finding an SEO company is to talk to them. Communication and transparency are essential to understanding how they work, the types of SEO services they provide, the strategies they use, their experience within your industry, and how they can help your trades business grow. Don't be afraid to ask questions, such as the expected timelines, how they react to changes in search engine rankings, and how they track your website's data.

Remember to set clear goals and prioritise the services and the locations you want to be found for. The more information you provide about your trades business and the services you offer, the better they can understand and optimise your website to appear in search engine results pages.

8. Avoid Long-Term Contracts & Guarantees

There are also a number of pitfalls to avoid, as discussed in the previous chapter. These include falling for agencies that guarantee top-spot rankings in search engine results pages and signing long-term contracts, among other common mistakes.

Want to Learn More?

If you would like to learn more about finding an SEO company, please feel free to read our blog post:

Finding an SEO Company for Your Trades Business

Conclusion

Phew! So, there you have it, your Ultimate Guide to Trades Websites and SEO for Trades. If you've made it this far, you have made significant progress in choosing the right website designer and SEO provider for your trades business. You deserve a pat on the back, at the very least! (or a pint of lager/glass of something cold!) We hope that you have found this information helpful, and it has assisted you in your journey.

As a tradesperson, you can trust our professional trades website and SEO services for your business. Rest assured that at the award-winning Web Design and SEO Company, established in 2015, we have a proven track record of delivering high-quality trade websites that are fully SEO-optimised. Whether you are an electrician, plumber, engineer, carpenter, builder, tree surgeon, gardener, landscaper, locksmith, or any other trades business, our team of SEO experts, web developers, copywriters, and marketing specialists are here to help your business grow, bringing their extensive knowledge and experience to the table.

Our friendly, UK office-based team (working in Plymouth and serving the whole of the UK) can support you by phone or email from Monday to Friday, 9am to 5.30pm.

If you are interested in our SEO-optimised Tradesman Websites & SEO Services, check out our Online Shop for our Websites for Tradesmen or Monthly SEO Package. If you have any questions, please feel free to contact us on 01752 291865, or message us through our contact form or Livechat.

Handy Checklists

Find the Right Website Designer for Your Trades Business

If you are ready to find a website designer for your trades business, feel free to use the checklist below.

- [ ] Decide On the Type of Web Designer You Want to Work with (Agency/Freelancer/Local, National or Offshore Company; One That Specialises in Trades?)
- [ ] Have a Good Think About Your Current Budget for the Initial Website Build & for Ongoing Services, like Hosting, Support & Maintenance, SEO, Paid Ads, & Social Media
- [ ] Research Potential Providers Online by Searching on Google
- [ ] Look At Their Portfolio of Websites, Logo Designs, & Ideally Their Results
- [ ] Read Their Reviews/Testimonials
- [ ] Check Out Their Articles & Videos to Answer Questions & Address Concerns
- [ ] Chat With Them Via Livechat, Email, Phone, etc. to Ask Further Relevant Questions
- [ ] Get Prices from Multiple Web Design Companies – Be Sure to Try & Compare Apples with Apples for All of the Services You Need, If You Can
- [ ] Use All of the Information Gathered to Make an Educated Decision

Find the Right SEO Provider for Your Trades Business

If you are ready to find an SEO company for your trades business, feel free to use the checklist below.

- [ ] Have a Good Think About Your Monthly Budget for Your Trades SEO Service
- [ ] Be Clear About What You Want to Achieve With Your SEO
- [ ] Decide on the Type of SEO Provider You Want to Hire (Agency/ Freelancer/Local, National, or Offshore Company; One That Specialises in Trades?)
- [ ] Use Google to Find Potential SEO Providers
- [ ] Review Examples of Their SEO Work & Results With Tradespeople
- [ ] Read Trades Customer Testimonials & Reviews
- [ ] Scour the Potential SEO Providers' Websites for Useful Information, Articles, & Videos That Answer Your Questions & Address Any Concerns
- [ ] Book a Call or Meeting to Discuss Your Requirements in Detail & to Ask Any Further Questions
- [ ] Receive Pricing from the Potential SEO Companies & Try to Compare Apples With Apples
- [ ] Use All of the Information Gathered to Make an Informed Decision

THE **WEB DESIGN**
& **SEO** COMPANY

Tel: 01752 291865
Email: hi@wdseo.co.uk
www.wdseo.co.uk