



WEBSITE DESIGN FOR PLUMBERS: HOW TO CREATE A WEBSITE THAT WILL GET YOU MORE CUSTOMERS

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In today's digital age, having a website is essential for any business, including website design for plumbers. Unlike the Yellow Pages of old you now have to compete in a bigger marketplace - Google Business Profiles which link back to your website, give directions and allow customers to contact your business. Once a potential customer has found you on Google they want to then see more about your business that only a well presented website can give them. A well-designed website can help you attract new customers, build trust with potential clients and Google for search placement as well as be there to showcase your services.

If you're a plumber, you're probably wondering how to create a website that will get you more customers. Here are a few tips:

1. **Make sure your website is mobile-friendly.** More and more people are using their smartphones and tablets to access the internet, so it's important to make sure your website is mobile-friendly. This means that your website should look good and be easy to use on mobile devices.
2. **Use clear and concise language.** When writing your website content, use clear and concise language that is easy to understand. Avoid using jargon or technical terms that your potential customers may not understand.
3. **Include high-quality images and videos.** Images and videos can help to break up your text and make your website more visually appealing. They can also help to showcase your work and services. Through our [Trusted Photography](#) brand we can help you get off the ground here too.



4. **Optimise your website for search engines.** When designing your website, make sure to optimise it fully for search engines. This means, among other things, using keywords throughout your content so that your website has the best chance to show up in search results when people search for relevant terms. think of the terms you would want to list for based on the services you provide and how someone would search for that service.
5. **Keep your website updated.** Once your website has been created, it's important to keep it updated and keep adding to it as searches change and your business evolves. This means adding new content, such as on the job photos and videos, blog posts and news articles, and making sure that your contact information is up-to-date.

By following these tips, you can develop a website design for plumbers that will help you attract new customers and grow your plumbing business.



Here are some additional tips for website design for plumbers:

- **Use a professional-looking design.** Your website should be visually appealing and easy to



navigate, Local Exposure uses WordPress which is the industry standard and offers lots of customisation so can grow and expand with your website design for plumbers.

- **Include a clear call to action.** Tell your visitors what you want them to do, whether it's to contact you, schedule an appointment, or learn more about your services. Keep it clear and keep it simple.
- **Use social media integration.** Let your visitors share your website design for plumbers content on social media, which can help to drive traffic to your site. Let people you work with share their experiences through reviews and digital word of mouth.
- **Get feedback from others.** Ask friends, family, and colleagues to review your website and give you feedback. This can help you identify any areas that need improvement. Don't forget it is not you that uses your website it is your potential customers so it must appeal to them first and foremost.

Along with [Local Exposure](#), you can develop a website design for plumbers that will help your plumbing business attract new customers and grow.

