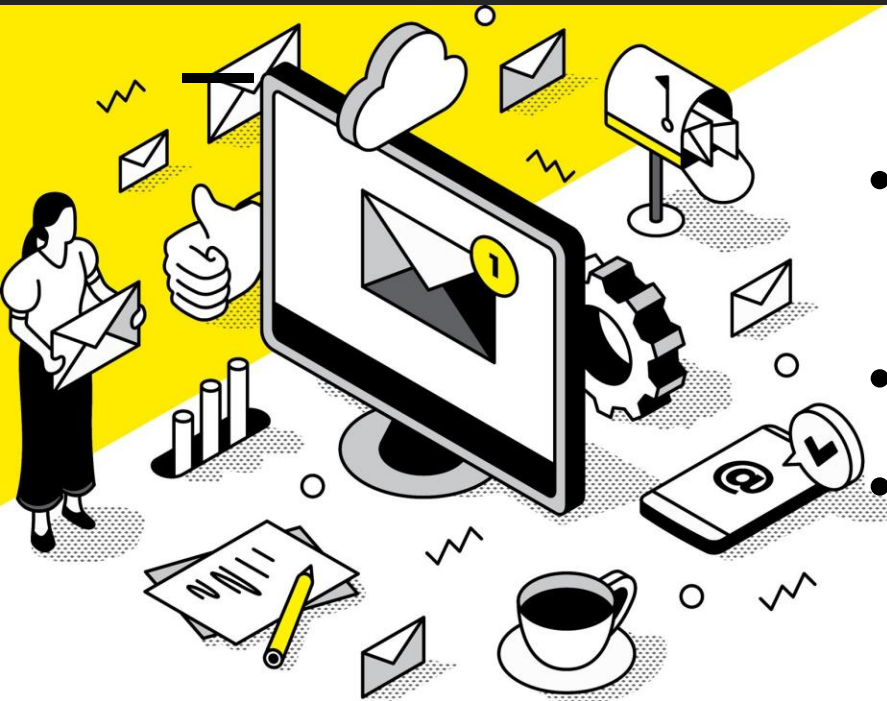




The Top 5 Digital Marketing Mistakes Tradespeople Make



Today we'll cover



- The 5 biggest digital marketing mistakes tradespeople make
- How to fix them
- Simple, practical actions you can implement immediately

This session is designed to be practical — not technical

Did you know?...



- 97% of UK consumers search for local businesses ONLINE.
- 76% of mobile local searches lead to same day calls

Yet despite these statistics many trades businesses still rely on word of mouth.

The Buying Journey has Changed!



Customers will....



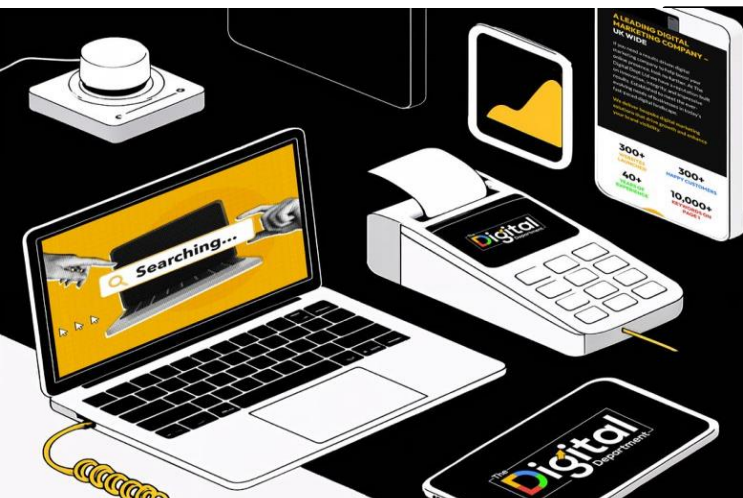
- Google a service e.g. 'house extensions in Leeds'
- Check reviews
- Look at your website.
- Compare you to 2–3 competitors.



Why Digital Marketing Matters for Trades



- 97% search online for local services
- 88% trust online reviews as much as personal recommendations
- 75% judge credibility based on website design



Digital Marketing isn't about being flashy!



- Being visible
- Being trustworthy
- Being easy to contact

Let's look at how to get you there!

Mistake #1: Ignoring Your Google Business Profile



Results for **Leeds** · Choose area



The Digital Dept Ltd

<https://www.thedigitaldepartment.co.uk>

Digital Marketing Agency | Leeds | The Digital Dept Ltd

The Digital Department is a leading digital marketing agency in Leeds. For SEO services, website design, social media, and paid ads management. UK WIDE.



Businesses



The Digital Dept Ltd

5.0 ★★★★★ (28) · Marketing agency

Open · Closes 6 pm · 0333 188 7049

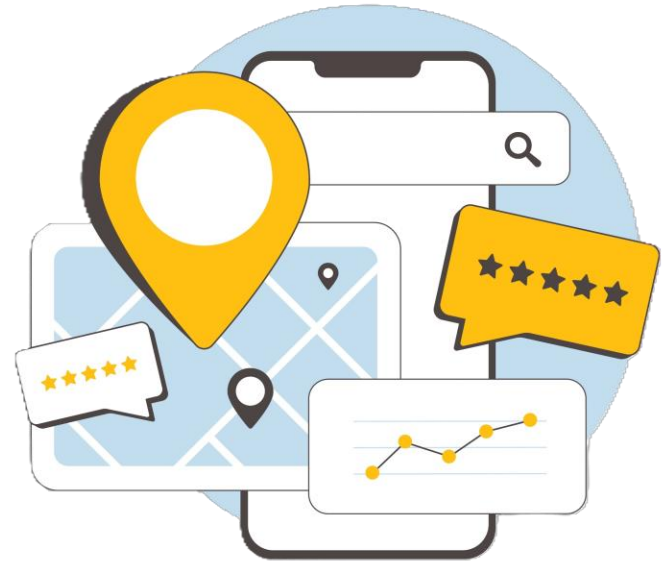
"Staff are responsive and changes made promptly."



Website

Mistake #1: Ignoring Your Google Business Profile

- Unclaimed or incomplete profiles
- No reviews
- Outdated information



Leads to lost revenue!

Taking control of your Google Business Profile:

- Improve your visibility in local searches
- Build trust with potential customers
- Generate more qualified leads



Mistake #2: Having a weak or outdated website



Mistake #2: Having a weak or outdated website



If your site:

- Loads slowly
- Doesn't fit the screen

Or

- Your contact details are hard to find

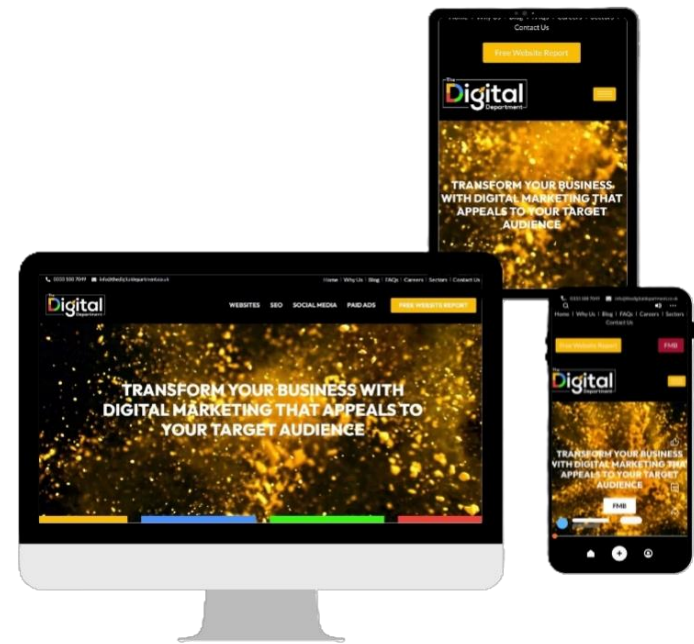
Users leave within seconds.

What a High-Converting Trade Website Needs



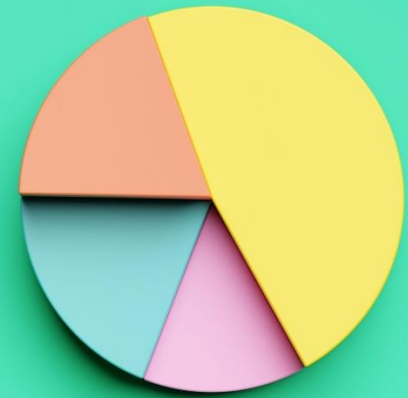
Clarity over complexity!

- Mobile responsive design
 - Mobile first policy - Google
- Clear services
- Areas you cover
 - This matters for SEO (search engine optimisation)
- Strong reviews from previous clients
- Clickable phone number
- Simple quote or contact form
- Proof
 - Reviews, FMB membership, certifications, qualifications etc



Mistake #3: Not Tracking Leads or ROI

- Running ads without data
- Not tracking calls
- No idea what's working



Looking at the data helps you to know what works!

Mistake #3: Not Tracking Leads or ROI



Simple Tracking That Makes a Big Difference



- Google Analytics
 - Free tool
 - Track phone numbers
 - Track conversions such as contact form submission
- Monthly performance review

You don't need complex reporting to know what works!

Mistake #4: No Social Media



- An extension of your website
- Shows current projects
- Teamwork
 - Personal aspect of your business

Social Media Tips Whilst on Site

- Take lots of pictures
 - Before, during, & after projects
- Batch content in one go once off-site
- Share project updates as they happen
- Re-share your best projects
- Free scheduling tools
- Delegate where you can



Social media doesn't have to be complicated!

Mistake #5: Doing it all yourself!



- Trying to DIY social media marketing
- Not investing in SEO (or trying to do it on your own)
- Being skilled in your trade, but not online – that's ok!

You don't need to manage everything alone!

Case Study – Equilibrium Building Solutions



- [Equilibrium Building](#)

Went live, September 2025

Rankings: Page 1 – All keywords

Keywords	Position	Page
bathroom renovations battle	1	1
period property renovations hastings	1	1
period property renovations battle	1	1
heritage building restorations hastings	1	1
heritage building restorations battle	1	1
grade ii listed property refurbishments hastings	1	1
grade ii listed property refurbishments bexhill	1	1
grade ii listed property refurbishments battle	1	1
structural alterations hastings	1	1
structural alterations battle	1	1

What can we do for your business?



Run a **free** report on any current website = Factual feedback on the build/performance



Offer valuable, **free** expert advice on anything relating to digital marketing.



Get your business **found** online and **stand out** from competition.



Help you to **win new business.**

Do things **right** online to help drive your business enquiries!

Contact & Next Steps

www.digitaldepartment.co.uk

- Lynne@thedigitaldepartment.co.uk
- info@thedigitaldepartment.co.uk

- ✓ Dedicated support for FMB members
- ✓ Case studies available on request
- ✓ Discounts for FMB members across all services