

Plug & Play

# Secrets of digital marketing success in Construction

# Digital strategies

**Search engine optimisation**

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**Conversion rate optimisation**

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**Channel marketing**

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Paid social

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Affiliate marketing

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Influencer marketing

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Earned media

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Transactional marketing

Email marketing

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Mass marketing

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Outbound marketing

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Drip marketing

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Social media marketing

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Affinity marketing

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Personalisation

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Mobile optimisation

Employee marketing

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Referral marketing

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Retargeting

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Segmentation

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Behavioural marketing

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Content marketing

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Pay per click advertising

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# How to be found

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# How Google works



- The algorithm
- Making it to the top
- Being realistic

# Which battles to fight



Search engine optimisation



Search engine optimisation

Search engine optimisation **meaning**

Search engine optimisation **google**

Search engine optimisation **techniques**

Search engine optimisation **definition**

Search engine optimisation **keywords**

- Where you're fighting
- Why you're fighting
- Who you're fighting

“Strategy is the process of choosing what not to do”

# Meet Minale + Mann



# Keyword list

Keyword	Search Volume	Difficulty	Start Position	Current Position
residential architect	51 - 100	54	-	#1  50+
commercial architects	51 - 100	13	32	#1  19
commercial architecture firms	0 - 10	19	-	#1  50+
residential architects london	201 - 500	33	-	#1  50+
commercial interior design	201 - 500	32	-	#2  50+
residential interior design	51 - 100	36	-	#2  50+
conservation architects	11 - 50	21	41	#4  37
design and build company	101 - 200	29	-	#5  50+
interior design london	851 - 1700	46	-	#8  50+
interior designers london	201 - 500	43	-	#9  50+
architectural design services	51 - 100	21	-	#10  50+

# Ranking Analysis - Before

Keyword: commercial architects      Search volume: 51 - 100      Difficulty: 13      M+M page authority: 18      M+M domain authority: 23      Current rank: Not on pg. 1 of Google

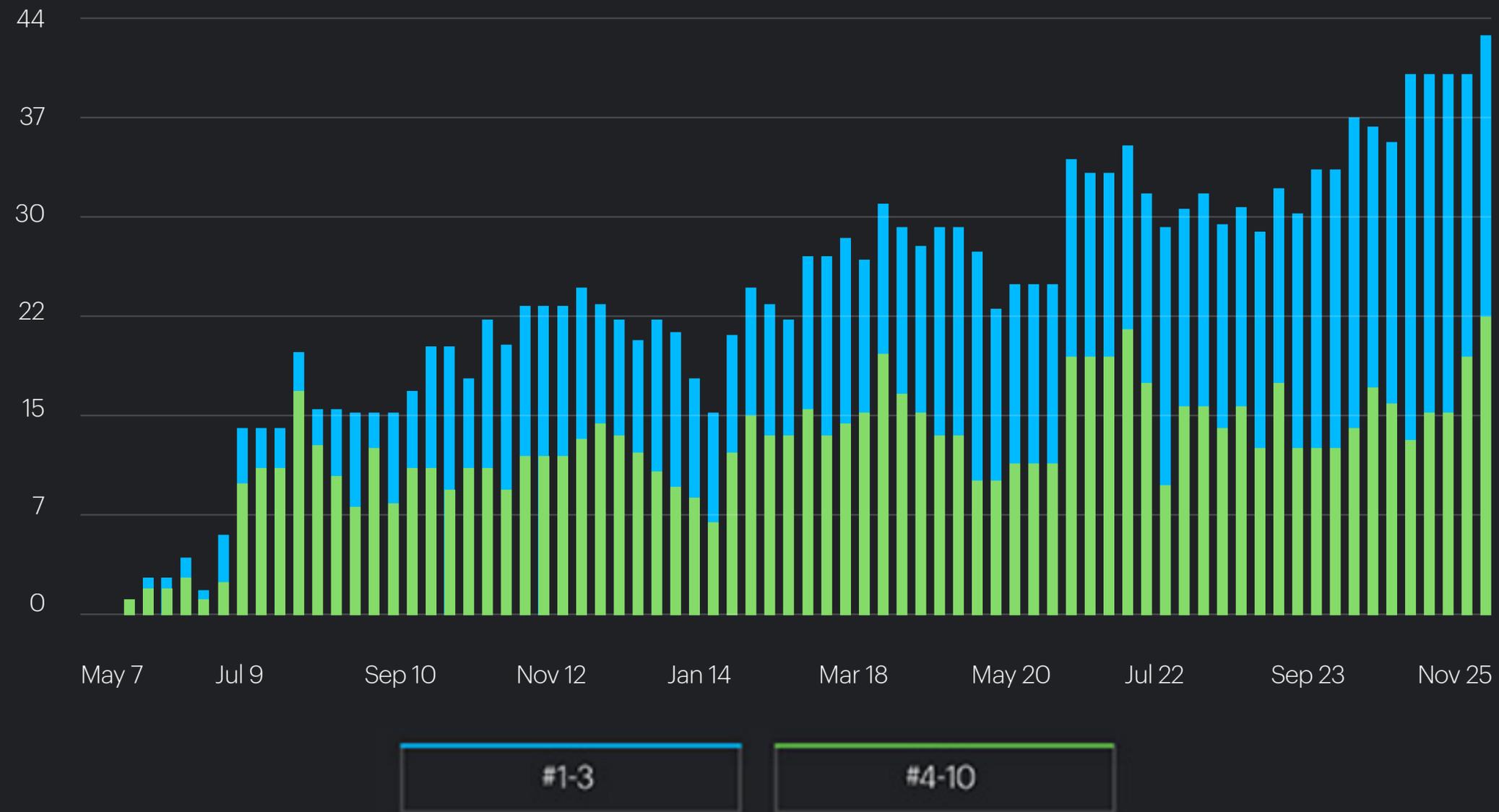
Google Rank	Website	Page Authority	Domain Authority
#1	Nicolas TYE Architects	20	27
#2	Lytle Associates	27	15
#3	E2 Architects	22	24
#4	Atelierdb	18	16
#5	Thomas Robinson Architects	19	17
#6	Adam Architecture	27	36
#7	DBLO	44	34
#8	MorenoMasey	39	28
#9	Mackenzie Wheeler	1	24
#10	3s	37	25

# Ranking Analysis - After

Keyword: commercial architects      Search volume: 51 - 100      Difficulty: 13      M+M page authority: 18      M+M domain authority: 23      Current rank: #1

Google Rank	Website	Page Authority	Domain Authority
#1	Minale + Mann	18	23
#2	Mata Architects	14	25
#3	Townscape Architects	19	21
#4	Thomas Robinson Architects	14	19
#5	James Well Architects	16	13
#6	AD Architecture	32	18
#7	Atelierdb	32	18
#8	HPA	13	18
#9	Cowan Architects	16	27
#10	Harvey Norman Architects	17	25

# SEO Keyword Rankings



# Organic Results

5 months from launch

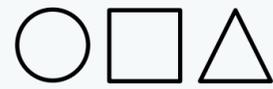
+91%

Increase in organic traffic

+30%

Reduction in bounce rate

# Tips for successful investment



Research all variations of  
keywords



Consider intent



Think outside the box



Invest in the tools you  
need

# Customer acquisition cost model

Model	Example
Market Size	16,000
X	X
Market Penetration	5%
=	=
Traffic	800
X	X
Conversion Rate	3%
=	=
Enquiries	24
X	X
Offline Conversion Rate	25%
=	=
Sales	6

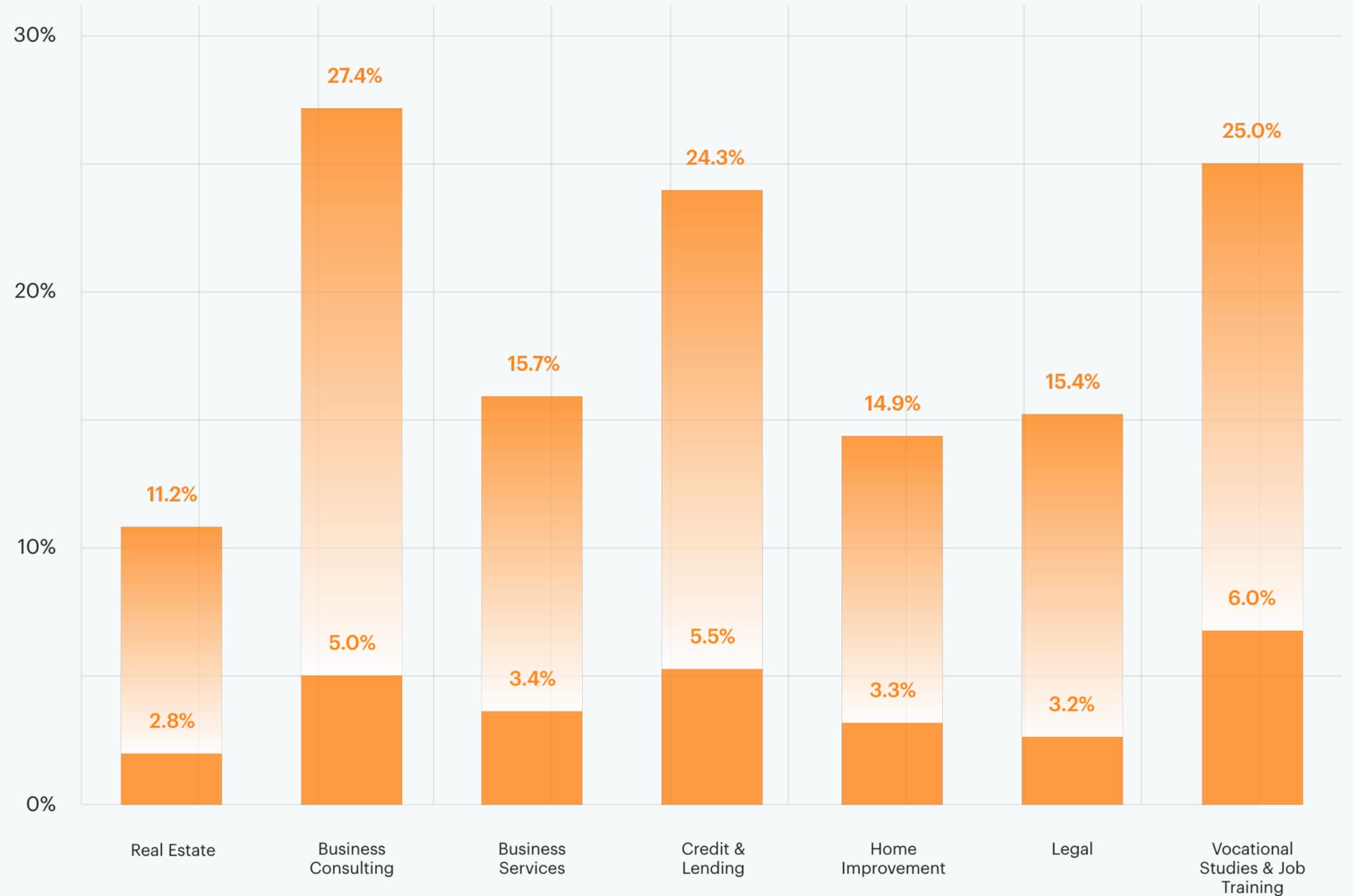
# How to increase conversion rate

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# How does your conversion rate compare?

Source: unbounce

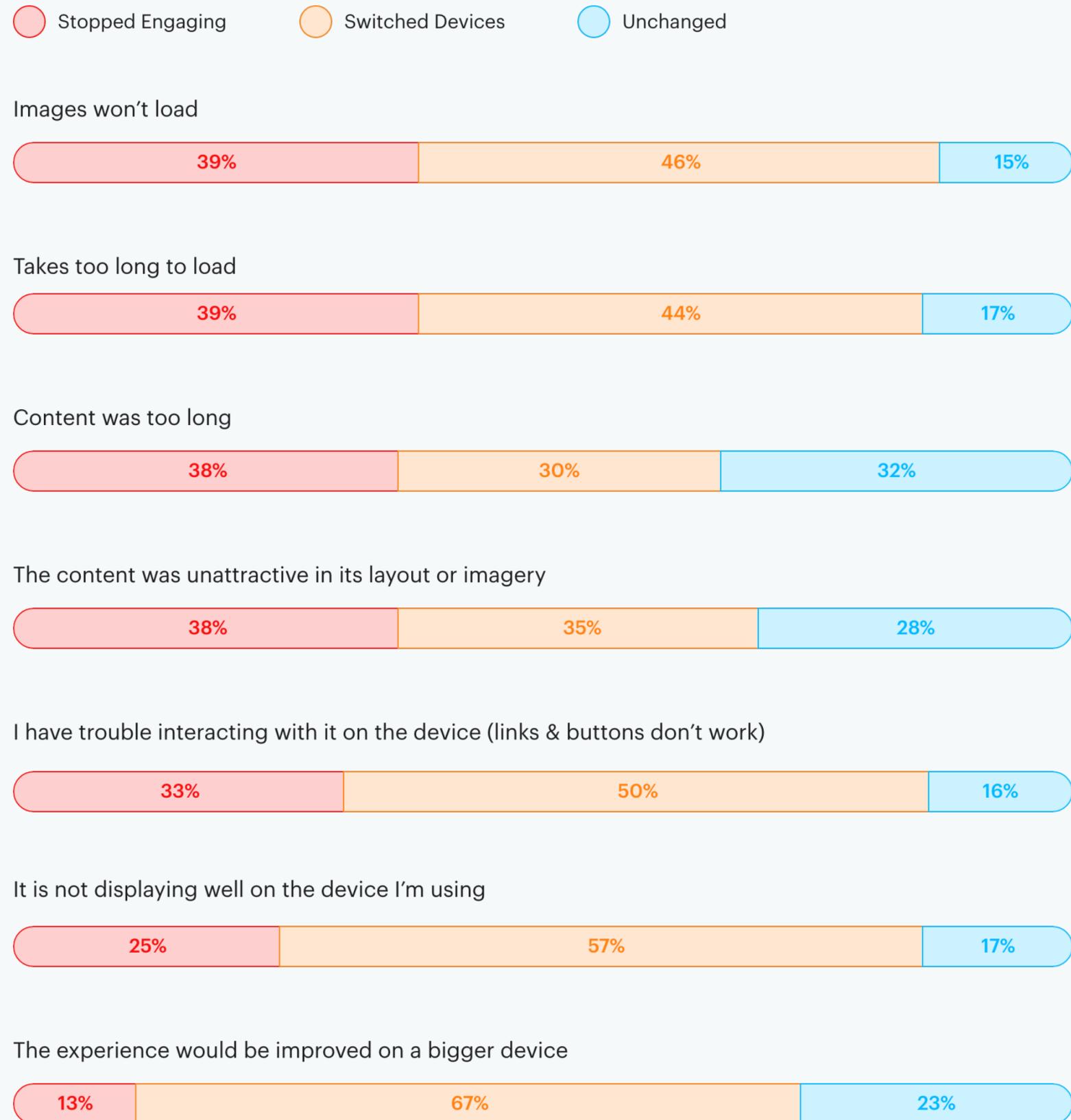


# Customer acquisition cost model

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X	X
Offline Conversion Rate	25%
=	=
Sales	6

# 38% of users will leave a website if they do not like the design

Source: Adobe



# What can you do?



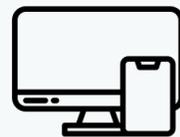
Ensure your website is fast



Consider the content architecture



Design matters



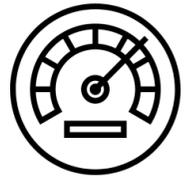
Provide a consistent user experience across devices



Prioritise investment based on the return you will see



If it's not working, stop



# Core Web Vitals

You can measure yours using [Google PageSpeed Insights tool](#)

*(Interactivity)*

## FID

First Input Delay



### First Contentful Paint

This is how long it takes the first page elements to show.

*(Loading)*

## LCP

Largest Contentful Paint



### Largest Contentful Paint

This represents how quickly the largest part of the page loads.

*(Visual Stability)*

## CLS

Cumulative Layout Shift

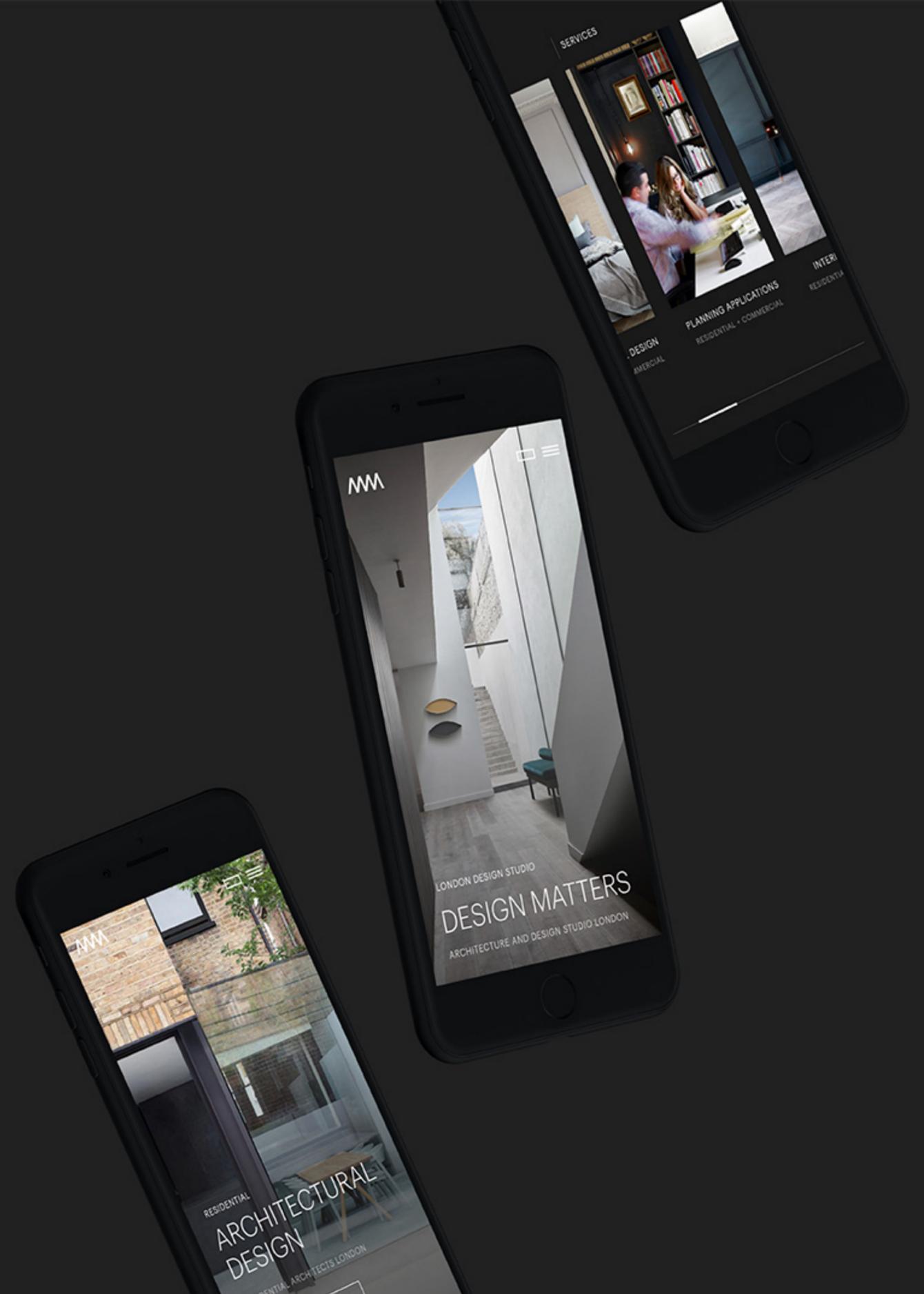


### Cumulative Layout Shift

This is how stable the page is as it loads. The more the website shifts and jumps as it loads, the worse the score.

# What did Minale + Mann do?

- Fast load speed
- Responsive
- Designed for their audience
- Clear call to actions
- Content is structured and written for target archetypes

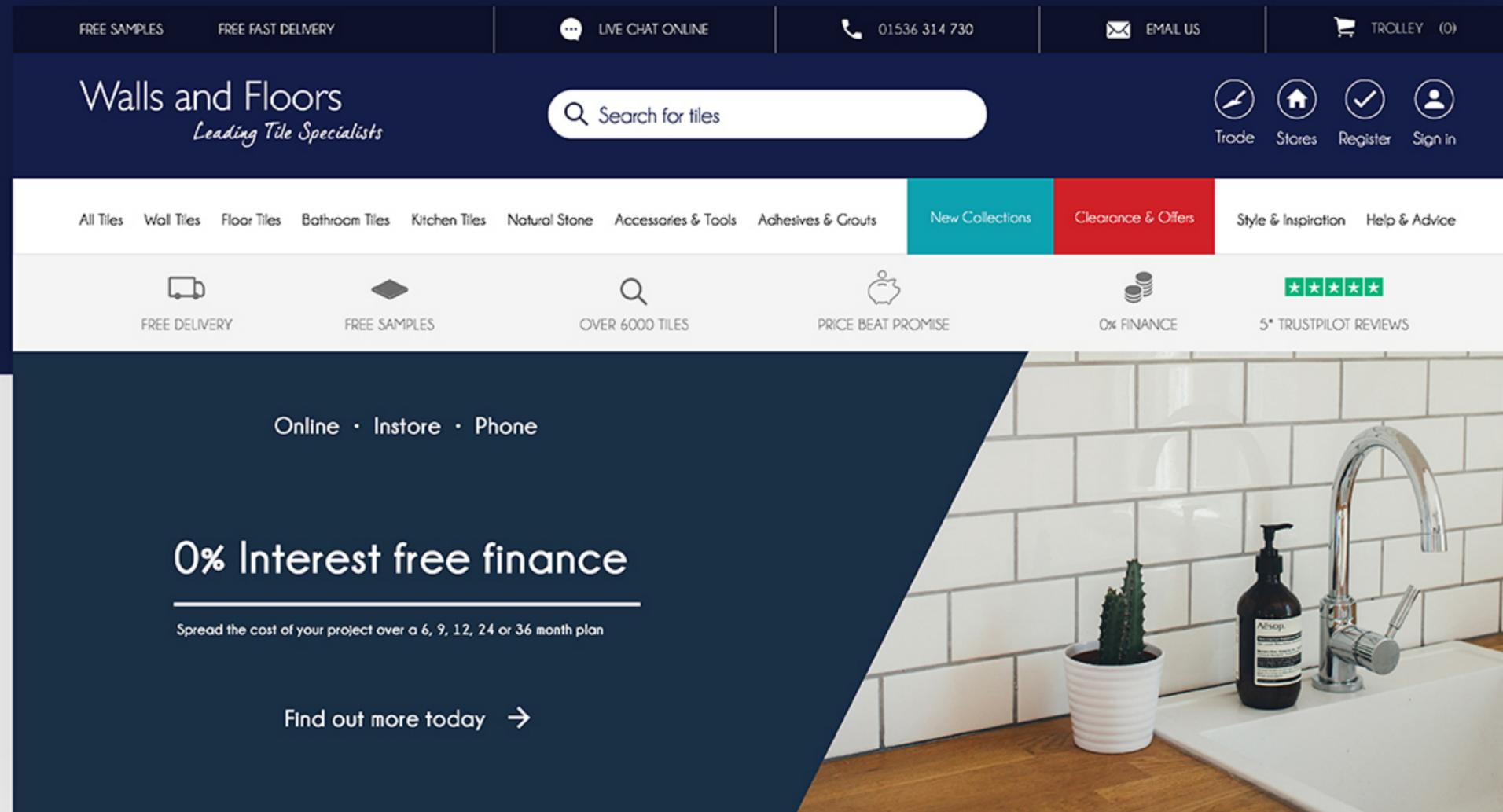


What about eCommerce websites?

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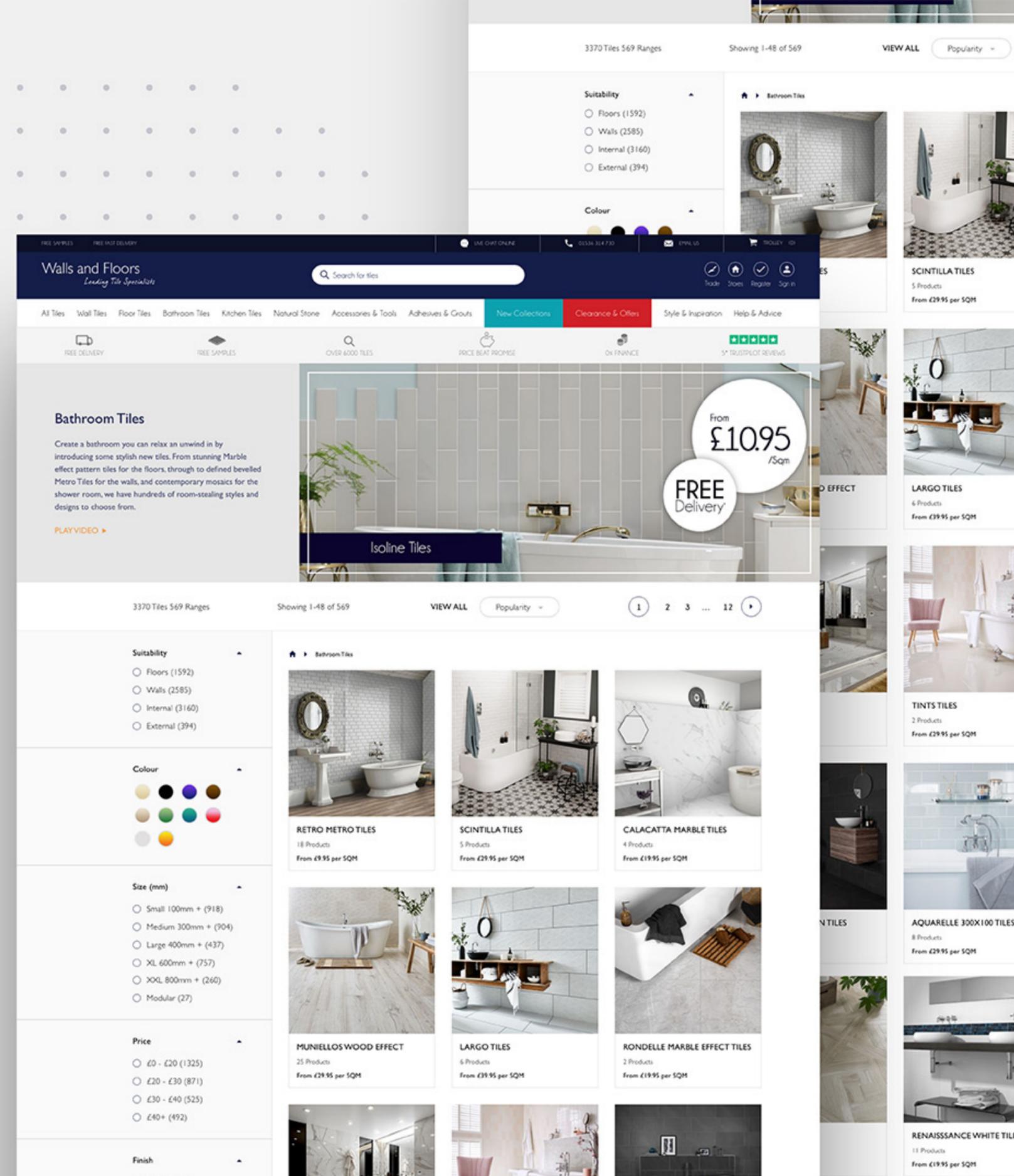
# Meet Walls & Floors

- Online tile retailer
- Sell to industry and directly to the consumer



# What did Walls & Floors do?

- Reassurance elements
- Invested in load speed
- Website search
- Tile calculator
- Responsive design for multi-device user journeys

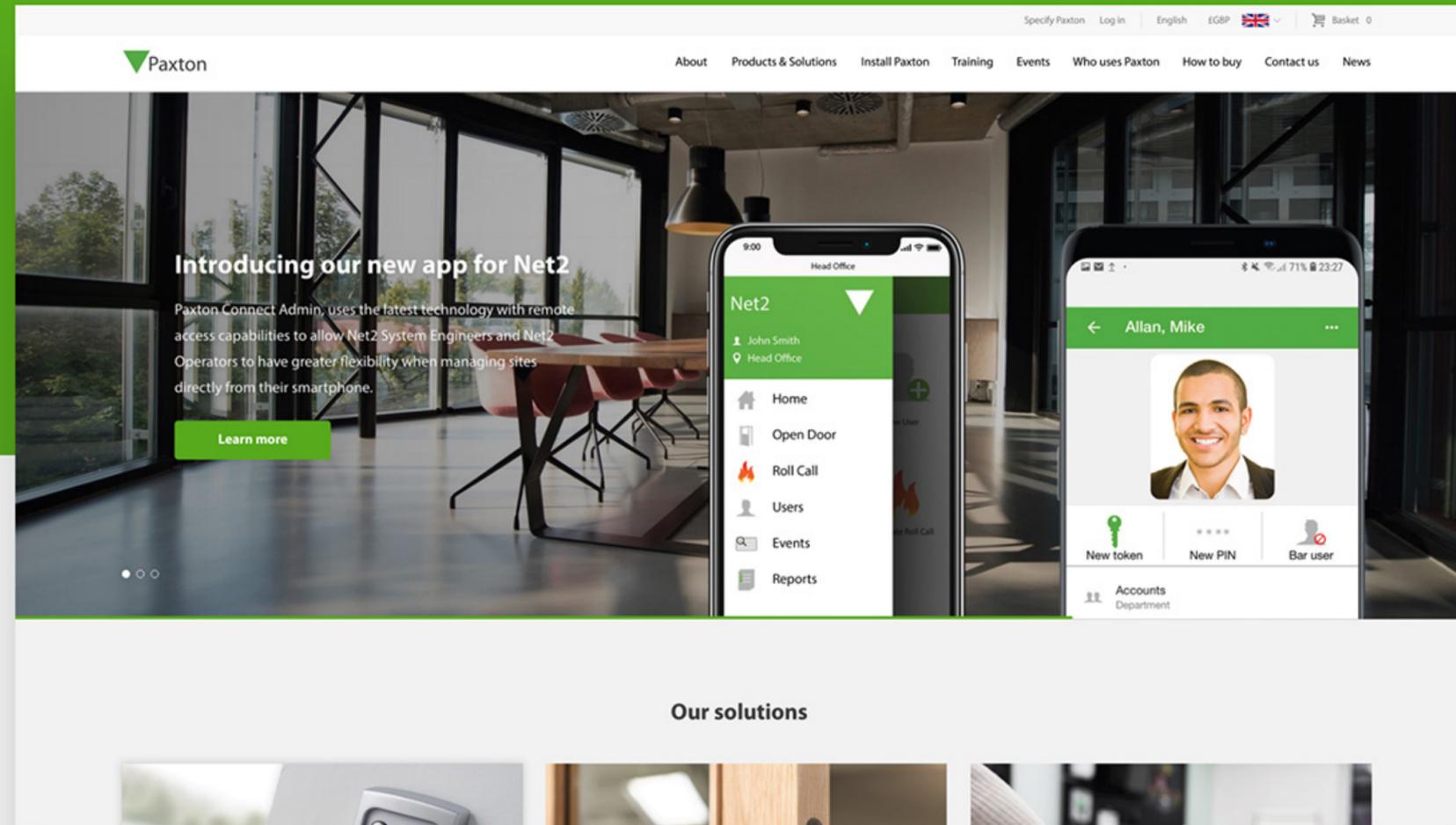


What about channel focused business models?

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# Meet Paxton

- Access control provider and product manufacturer
- Sell via channel partners
- With 8 territories and 5 languages



# Paxton archetypes

Security system installers

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End customer

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Distributors

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Integrators

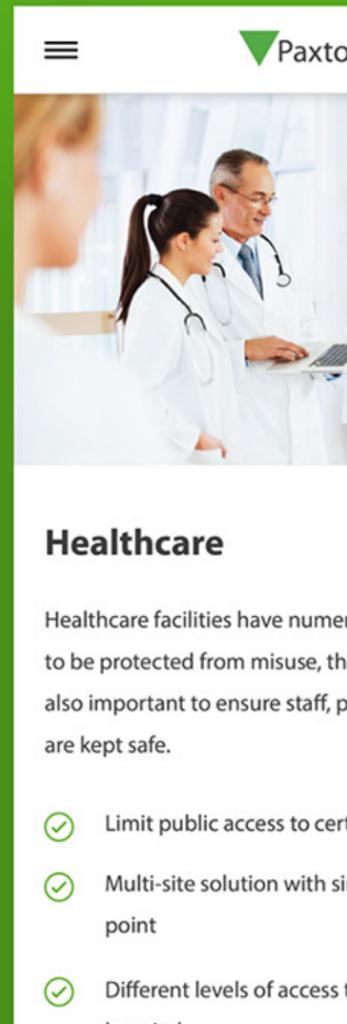
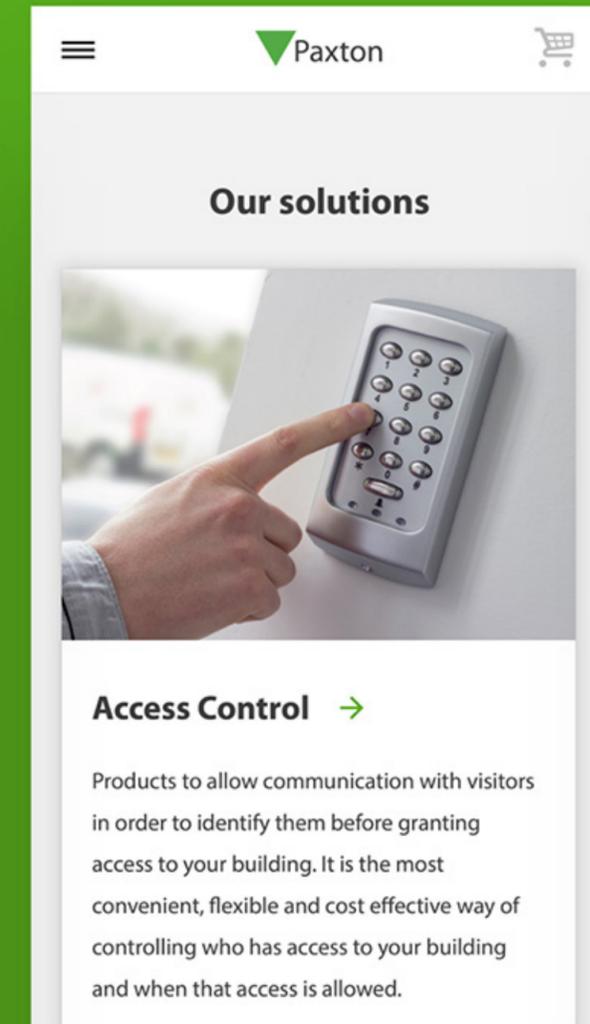
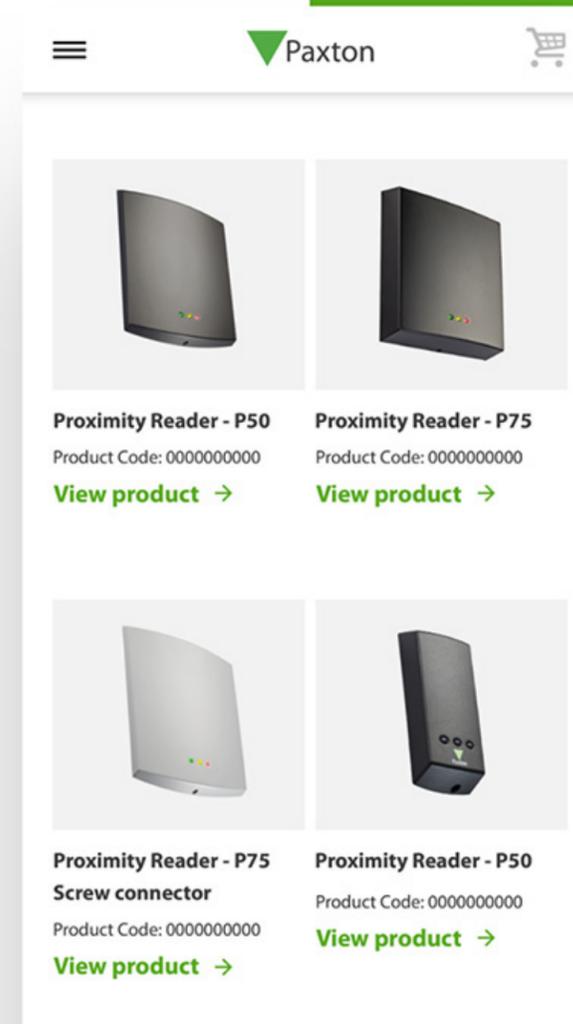
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Specifiers

Consultants

# What did Paxton do?

- Focused on making it as easy as possible to do business with Paxton
- Enablement of sales and marketing teams with a flexible CMS
- Enablement of channel partners through website and content structure

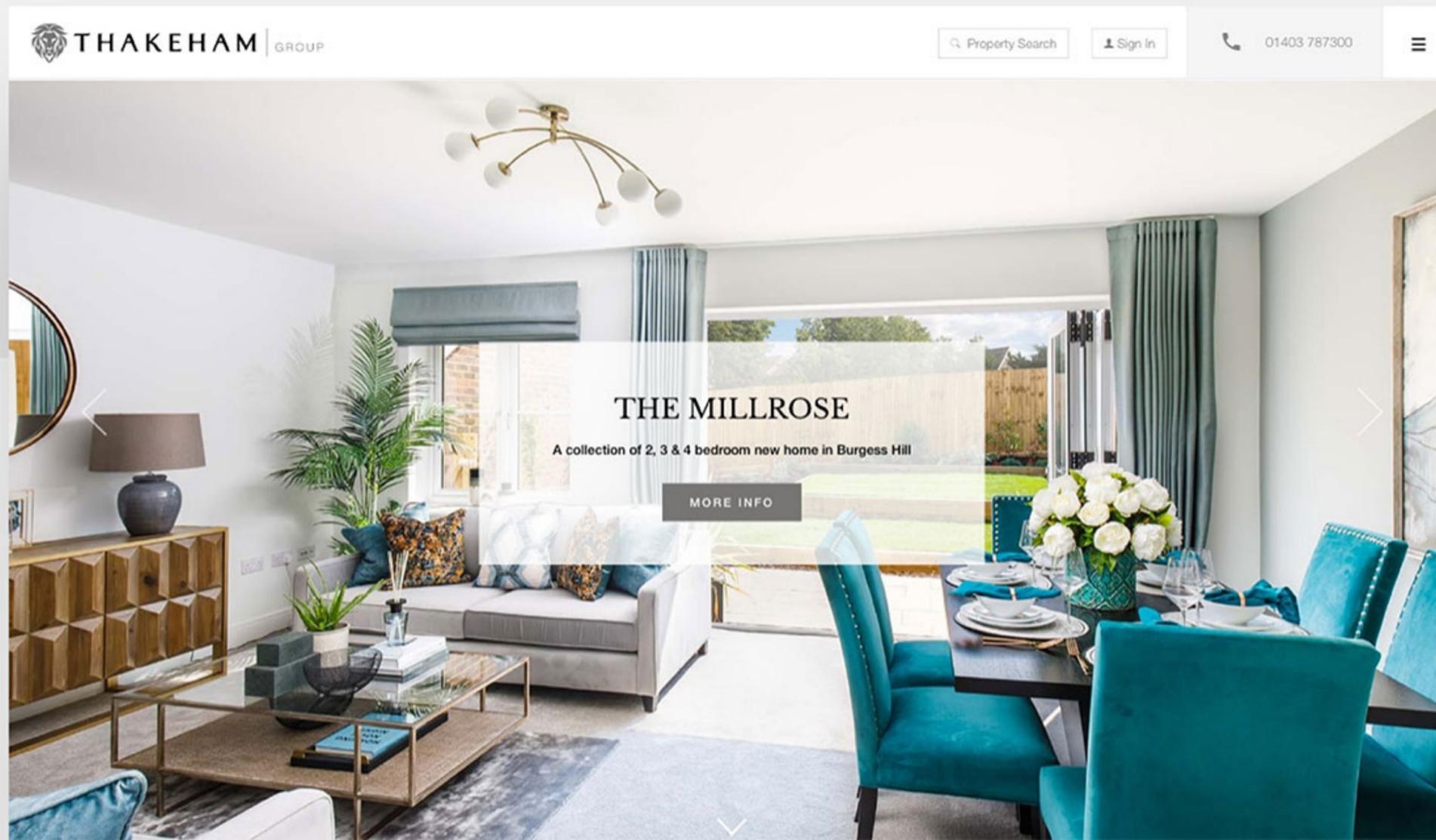


# Segmented strategy for distinct channels

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# Meet Thakeham

- House builder in the South East
- Utilise several websites to more effectively target multiple archetypes



# Thakeham archetypes

Potential homeowners

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Local councils

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Land owners

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Communities around target sites

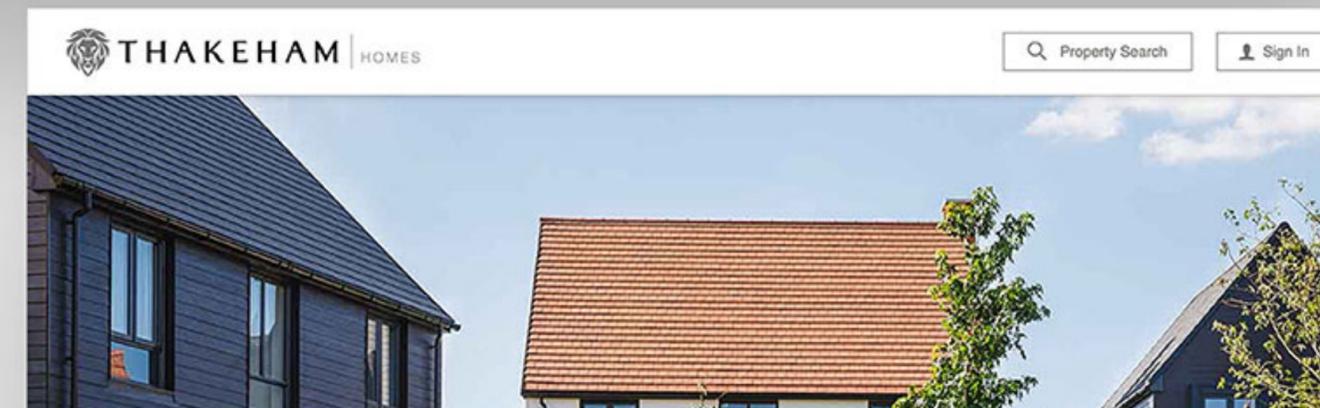
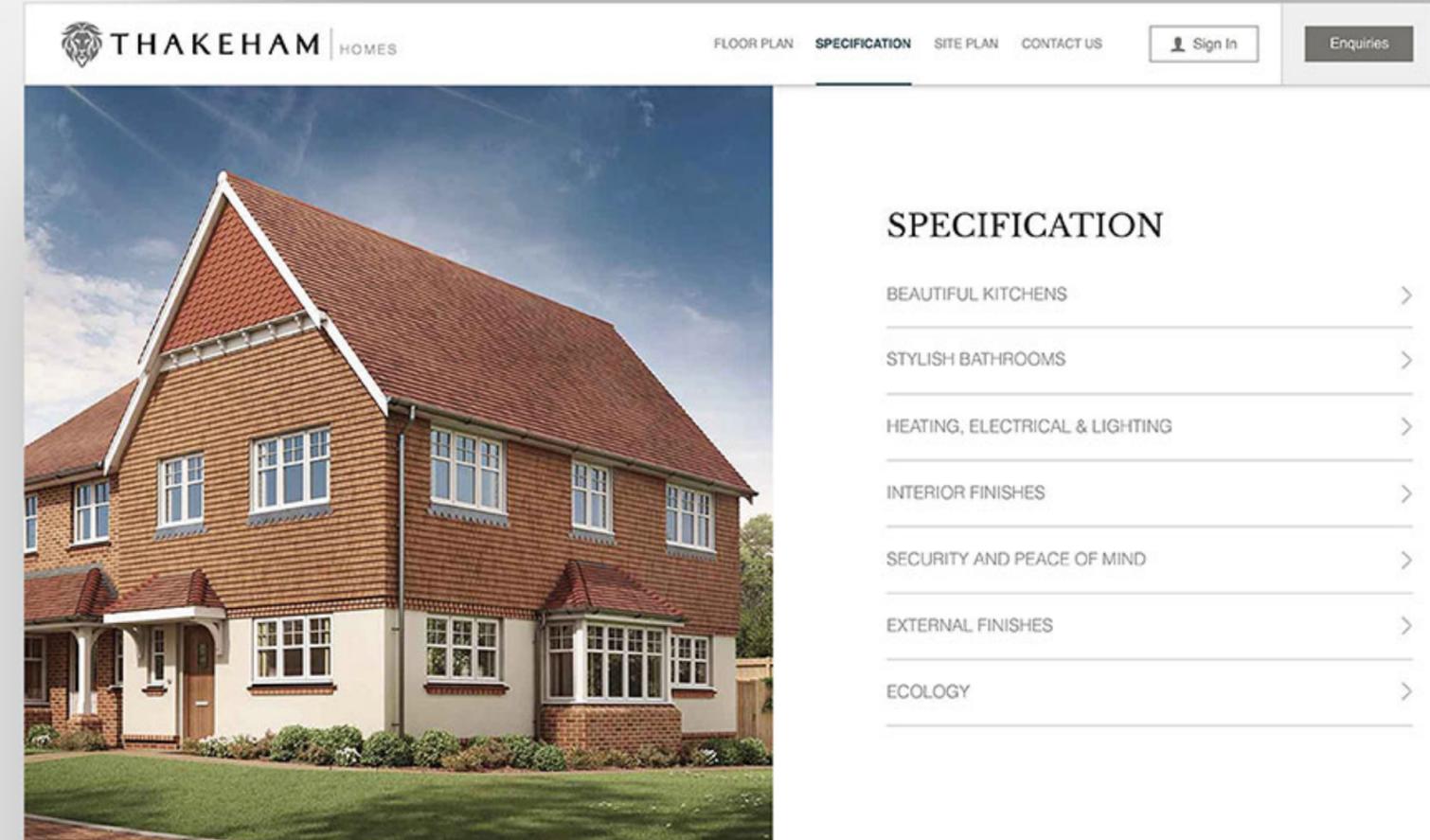
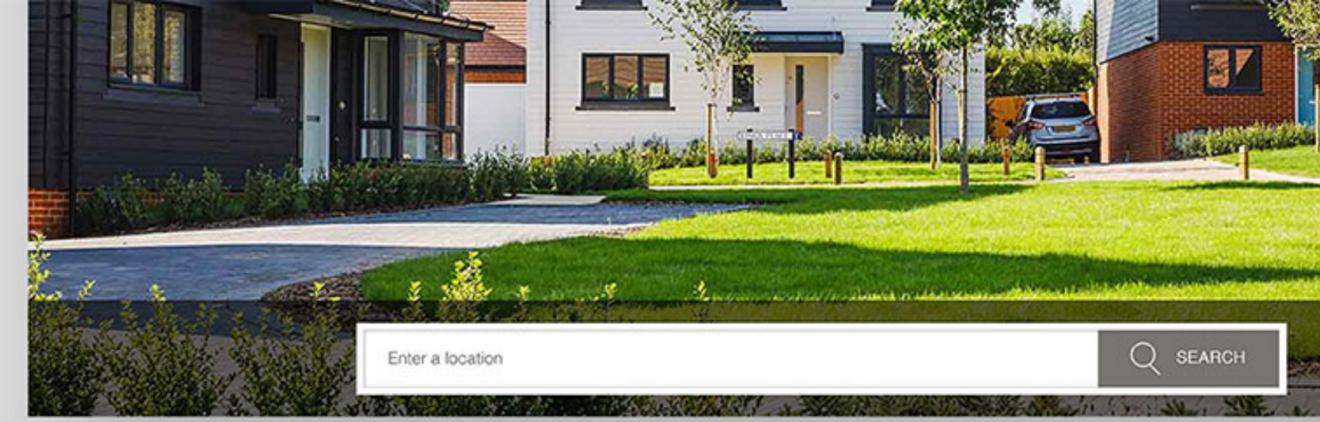
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Planning departments

Investors

# What did Thakeham do?

- They have distinct websites for core archetypes (Group, Homes, Client)
- Overarching brand to transcend the different websites
- Common menu / navigation to visually harmonise the websites
- Focused user journeys and SEO strategy for each visitor archetype
- Creation of microsites to further target specific audiences



# Summary



Pick your battles



Think outside the box



If it's not working, stop



Understand your start position  
& set up the tracking you need



Prioritise investment based  
on the return you will see



How have you adapted your  
website structure and content  
for your archetypes?

## Plug & Play

Thank you for listening.

Let's start the Q+A

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