



# FATAL MISTAKES TO AVOID FOR TRADESPEOPLE



# **The 5x Most Common Mistakes Made by Tradespeople and How You Can Easily Avoid Them**

## **Introduction**

Tradespeople are essential for homes and businesses, yet the digital era has introduced new challenges. No longer is word-of-mouth sufficient—customers expect to find services online, compare reviews, and even book through digital platforms.

This ebook identifies the five most common digital marketing mistakes tradespeople make and offers detailed, actionable solutions to help you overcome them. By following these tips, you can build trust, increase visibility, and attract more clients without feeling overwhelmed by the digital landscape.

# Chapter 1: Mistake 1 – Not Having a Website

## Why It's a Problem:

Not having a website in today's digital-first world can be damaging to your business. A website is like your virtual storefront—open 24/7 and accessible from anywhere. Without one, potential customers may:

- Doubt your legitimacy or professionalism.
- Struggle to find your services, even if they hear about you through word-of-mouth.
- Choose a competitor who provides all the information they need online.

Even if you rely on referrals, many customers will still search for your business online to confirm your credibility.

## Solution:

Building a website may sound daunting, but it's a crucial step to growing your business. Start with these essentials:

### 1. Homepage:

- Clearly state who you are and what you do.
- Add a strong call-to-action (e.g., "Contact us today for a free quote!").

### 2. Portfolio Page:

- Showcase high-quality photos or videos of your completed projects.
- Provide brief descriptions of each job, highlighting your skills.

### 3. Testimonials Page:

- Ask happy customers to write short reviews and include them.

### 4. Contact Page:

- Ensure your phone number, email, and business hours are easy to find.
- Include a simple contact form for enquiries.

### 5. Service Pages:

- Write a dedicated page for each service you offer (e.g., "Plumbing Repairs" or "Kitchen Installations").

If budget is a concern, start small with a simple website and grow it over time. Contact us for a FREE quotation today!

## Horizon Creative's Pro Tip:

Use a mobile-responsive design since most customers will view your website on their smartphones.

## Chapter 2: Mistake 2 – Ignoring Local SEO

### Why It's a Problem:

Local SEO ensures that customers in your area can find your business online. If your competitors are investing in local SEO and you're not, you risk:

- Losing visibility in local search results.
- Missing out on leads from nearby customers actively searching for your services.

For example, when someone searches "emergency electrician near me," you want your business to appear in the top results.

### Solution:

Here's how to dominate local SEO:

#### 1. Optimise Your Google Business Profile:

- Add accurate business details (name, address, phone number).
- Regularly upload project photos.
- Post updates about offers, services, or news.

#### 2. Add Local Keywords to Your Website:

- Use terms like "Royston builder" or "Stevenage roofer" in headings and content.

#### 3. Encourage Reviews:

- Politely ask happy customers to leave Google reviews. Positive reviews improve rankings and build trust.

#### 4. Consistency Matters:

- Ensure your business name, address, and phone number are consistent across all directories (e.g. Yell, Checkatrade, Yelp).

### Horizon Creative's Pro Tip:

Use tools like Horizon Creative's very own SEO platform.  
Ask for more details and a FREE 30-day trial.

## Chapter 3: Mistake 3 – Not Using Social Media Effectively

### Why It's a Problem:

Social media is a cost-effective way to connect with your audience, showcase your work, and build trust. Many tradespeople either neglect it or use it sporadically, which can:

- Make your business seem inactive.
- Miss opportunities to engage with your local community.
- Leave potential customers unaware of the services you provide.

### Solution:

Here's how to build a strong social media presence:

#### 1. Choose Platforms Wisely:

- Facebook: Great for engaging with local communities.
- Instagram: Perfect for sharing visual content like project photos.

#### 2. Content Ideas:

- Share "before and after" images of your projects.
- Post videos of your work in progress.
- Answer FAQs about your trade.

#### 3. Engage with Your Audience:

- Respond quickly to comments and messages.
- Like and comment on posts from other local businesses to build relationships.

#### 4. Post Consistently:

- Aim for at least two posts per week to stay visible.

### Horizon Creative's Pro Tip:

Use free tools like Canva to create professional-looking graphics and captions.

## Chapter 4: Mistake 4 – Poor Online Advertising

### Why It's a Problem:

Running online ads without a clear strategy wastes time and money.

Common mistakes include:

- Targeting an audience that's too broad.
- Using irrelevant keywords in Google Ads.
- Not tracking your ad performance.

### Solution:

Here's how to run effective ads:

#### 1. Start with Google Ads:

- Focus on high-intent keywords like "emergency plumber in Cambridge."
- Use location targeting to ensure your ads appear only to nearby customers.

#### 2. Experiment with Facebook Ads:

- Create video ads showing your services in action.
- Use special offers to entice first-time customers (e.g., "10% off boiler repairs this week!").

#### 3. Track and Optimise:

- Use Google Analytics or Facebook's Ad Manager to see what works.
- Adjust your budget and strategy based on performance.

### Horizon Creative's Pro Tip:

Avoid boosting random posts. Instead, create ads with a specific goal, such as increasing website visits or generating leads.

## Chapter 5: Mistake 5 – Failing to Follow Up with Leads

### Why It's a Problem:

Many tradespeople miss out on work simply because they don't follow up with potential customers. This often happens when:

You forget to respond to inquiries promptly.

Leads get lost in a pile of notes or emails.

Competitors outshine you by staying organized and responsive.

### Solution:

Streamline your follow-up process with these steps:

#### 1. Use CRM Software:

- Tools like Hubflo can help you track leads and customer interactions.

#### 2. Automate Follow-Ups:

Set up an email sequence that triggers after a customer enquiry.

- Day 1: Thank them for reaching out.
- Day 3: Provide a detailed quote or request more information.
- Day 7: Follow up with a friendly reminder.

#### 3. Personalise Communication:

- Use the customer's name and reference specific details about their enquiry.

### Horizon Creative's Pro Tip:

Replying to leads within an **hour** can dramatically increase your chances of securing the job.

## **Conclusion:**

Avoiding these five mistakes can transform your digital marketing and grow your business:

1. Build a professional website.
2. Optimise your local SEO.
3. Use social media effectively.
4. Run targeted online ads.
5. Follow up promptly with leads.

Start small—choose one or two areas to improve, then expand your efforts as you see results. If you need help or don't have the time to do this yourself, reach out to us as we specialise in helping tradespeople.



# PRACTICAL WORKSHEETS FOR TRADESPEOPLE

## Worksheet 1: Website Essentials Checklist

Instructions: Tick off each item as you complete it.

Ensure your website includes the following features. Add notes or ideas for improvements as needed.

WEBSITE FEATURES	COMPLETED	NOTES/IDEAS
Homepage: Clear business name & contact info.		
Call-to-action (e.g. Request a FREE Quote)		
Portfolio page with photos/videos		
Testimonials page		
Contact page with phone, email and a contact form.		
Mobile friendly design		
Pages optimised with local keywords		

# Worksheet 2: Local SEO Strategy Planner

**Step 1:** Fill in your business details:

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

**Step 2:** Complete the tasks for Google Business Profile optimisation.

TASK	COMPLETED	NOTES/IDEAS
Add/update business name, address and phone number		
Write a compelling business description		
Upload high-quality project photos		
Request 3+ new reviews from recent customers.		

**Step 3:** Keyword Research

Write down 5 local keywords to target (e.g., "plumber in Letchworth"):

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

## **Worksheet 3: Social Media Calendar (calendar sent seperately)**

### **Instructions:**

Plan your next month of social media posts. Aim for variety—photos, videos, tips and promos.

### **Bonus Task:**

Choose one post idea to boost as a paid ad. Write down your budget and audience target (e.g., “local homeowners aged 30–50”).

# Worksheet 4: Online Advertising Planner

## Step 1:

Step 1: Define Your Advertising Goals

What do you want your ad to achieve?

- More website visits
- More phone inquiries
- More bookings

## Step 2: Write a Simple Ad Copy

Headline: \_\_\_\_\_

Body Text: \_\_\_\_\_

Call-to-Action (e.g., "Call us today"): \_\_\_\_\_

## Step 3: Set a Budget

Daily Budget: £ \_\_\_\_\_

Duration: \_\_\_\_\_ days

## Step 4: Track Performance

Using tools like Google analytics to track website usage data is a great way to see if your advertising spend is generating enough leads or whether you need to tweak your message.

### Measure:

Clicks on website

Phone Calls/Leads

Cost per lead (CPL)

# Worksheet 5: Lead Follow Up System

**Instructions:** Map out your follow-up process.

## 1. Initial Enquiry

+ Method (e.g., phone, website form): \_\_\_\_\_

+ Information to Collect:

- Name
- Contact Info
- Job Details

## 2. Follow-Up Timeline:

DAY	ACTION	NOTES
Day 1	Send acknowledgment email	Include quote request confirmation
Day 3	Send detailed quote	Attach service details and portfolio
Day 7	Follow up with a friendly call	Check if they have any questions

## 3. Personalised Templates:

Draft your follow-up email template:

**Subject:** Thank you for contacting [Your Business Name]!

Hi [Customer Name],

Thank you for reaching out to us regarding [Job/Service]. We'd love to assist you. Please find attached [quote/details]. Feel free to call us at [Phone Number] with any questions.

Kind regards,  
[Your Name]

## **Struggling to Attract Customers Online? Let Us Help!**

Your expertise is in your trade, but making your business stand out online can be overwhelming. That's where we come in. With our proven digital marketing strategies, you can avoid these common mistakes and start generating real results—more clients, more leads, and more success.

Contact us to start your digital marketing journey today!

Your success is just one click away. Let's get started!

[Visit: horizon-creative.com](https://horizon-creative.com)

Call: 01763 788668

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