

Prairie Skies
TECHNICAL SERVICES, LLC

Marketing Your Septic Business on the Web



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Marketing on the Web Topics

- Why have a website?
- How do you get started?
- How much will it cost?
- How do Search Engines & Web sites work?
- What's the next step?



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Terminology

- Web site – a bunch of text, pictures, files
- Address / URL – www.yourdomain.com
- Domain name – yourdomain.com
- Email address – name@yourdomain.com
- Hosting – The web site needs a place to live and be connected to the Internet *so people can find it*



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About Us

- Develop and manage web sites since 2000
- Currently over 60 web sites for small businesses and non-profits:
 - Custom design & development with a focus on search engine indexing
 - Hosting on a private, dedicated server stored in a secure 24/7 data center
 - Provide options & alternative solutions to meet organizational goals, budgets, & staff skill levels
 - Design and build web sites that can grow with the business or organization



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Why You Should Have a Website

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Why Have a Web Site?


- People use the Internet to find services they need.
- Allow potential customers to communicate with you 24/7.
- Deliver custom information to a potential customer depending on what they are looking for.
- Centrally manage through web based services (bid tracking, local area scheduling, customer lists, targeted mailing lists, etc.) accessible from many locations.



 **How to Get Started**

 **Setting Up Your Office**

- A computer and printer
- Internet access (options: telephone/DSL, cable, satellite, wireless providers)
- An E-mail account
- Commitment to actually read the email received (many companies fail in this step and potential customers wander away)




 **Setting Up Your Web Site**

- Site Content – what you want to say about your company and your services
- Domain name – www.yourdomain.com
- Hosting – The site content needs a place to live and be exposed to the Internet so people can see it
- Search Engine Optimization/Indexing – Depending on how people search for you, you may need assistance to show up high in the list of 'found' results.
- Periodic review of the site to be sure it says what it should. Is there anything new to announce? Specials?



 **How Much Does It Cost?**

 **Estimated Costs**

- Office Setup
 - Computer & Printer: \$300-1000
 - Internet Access: \$10/month (dial-up) to \$50/month (DSL, Cable, Wireless) or more (Satellite)
 - OR go to the local library and use theirs
 - An Email account (included with Internet access or use Gmail/other)
 - Commitment to actually read the email received: Priceless
- Website
 - Content: \$500 - 2500 initially
 - Hosting: \$5 – 75 / month
 - Domain name registration (may be included in hosting): up to \$35
 - Ongoing Maintenance: Varies

 **How Search Engines & Web Sites Work**

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Protect Yourself From Internet Scams

Prairie Skies TECHNICAL SERVICES, LLC High Plains Sanitation Service

High Plains Sanitation Service
STRASBURG, COLORADO

Home
About Us
About Septic Systems
Proper Maintenance
Leaky Pipes, A Drainage
Clogs & Leaks
Contact Us

We Clean, Pump, and Inspect your Septic System. Plus, We'll Pick Up and Drop Off Portable Toilets for You to Use

Whether you need help with your current septic or if you need portable toilet services, High Plains Sanitation Service is here to help you. We provide septic locating, pumping, cleaning, and inspections to residential and commercial customers. Besides providing expert service we pride ourselves on educating you on proper maintenance of septic systems to help save you money in major repairs for your system. With more than 40 years of experience, we have the knowledge to provide you with prompt service and low prices.

Call us for more information about our septic services and our portable toilets.

Our Portable Toilets Are Perfect For:

- Construction Sites
- Events
- Parties
- Church Events
- Corporate Events

Portable Toilet Service

Prairie Skies TECHNICAL SERVICES, LLC How Search Engines Work

Google pump septic tank strasburg, co

Search Term - Keywords

Results 1 - 10 of about 1,160 for pump septic tank strasburg, co. (0.28 seconds)

Sponsored Links

Septic tank pumping
plumbingservicesdenver.com Septic tank pumping & repair. Serving the Denver area.

Septic tank pumping
plumbingservicesdenver.com Denver septic tank service. We do the job right the first time.

Plumbers
www.cdnorwalk.com Denver plumbers. Find local businesses on Desktop.

Septic Tanks Directory of Colorado
Septic Care eats all organic waste which significantly reduces the need to pump your septic tank. It will also cure the problem that has caused your drain ...

High Plains Sanitation Service - Septic Tank Pumping - Portable ...
High Plains Sanitation Septic Tank Truck We'll Clean, Pump, and Inspect Your ... Contact us in Strasburg, Colorado, for more information about our services ...

Colorado Septic Tank Cleaning Service Companies
75 Septic Tank Cleaning Service Companies in Colorado. Search or browse ...

Septic in Strasburg, CO
1168 Aspen Dr, Strasburg, CO 80136-303-422-4254 We Pump Septic Tanks & Grease Traps ... 303-522-4848 Visit Expires A Happy Customer. Septic Tank Cleaning ...

Sponsored Links

Septic Pumping
Find Five Star Rated Contractors Backed By Our Service Guarantee! www.septicallagic.com

Septic Pumping Pros
Free Estimates From Pre-Screened Septic Tank Pumpers Near You www.homefix.com/septic-pumping

Septic Anotators & Parts
Wholesale septic system parts. FREE Shipping! www.septicparts.com

Sanage and Grinder Pumps
Submersible solids handling sewage pumps and Grinder Pumps www.distributepumps.com

Need your septic pumped?
Septic Pumping. The 1st in the South Shore Massachusetts www.southshoresepic.com

Prairie Skies TECHNICAL SERVICES, LLC Search Engine Indexing

Google pump septic tank castle rock, co

High Plains Sanitation Service - Septic Tank Pumping - Portable ...
High Plains Sanitation Septic Tank Truck We'll Clean, Pump, and Inspect Your Septic System ... Contact us in Strasburg, Colorado, for more information about our ... May 88 in the South - from Castle Rock to 1-70; 1-76 in the North from ...

Google portable toilet rental for party aurora, co

High Plains Sanitation Service - Septic Tank Pumping - Portable ...
... Service - Septic Tank Pumping - Portable Toilet Rental - serving Watkins, Bennett, ...
Portable Toilet Service. Are you having a wedding or a party and you need a ... Contact us in Strasburg, Colorado, for more information about our ... in the North from Hudson to Wiggins, The 1-70 Corridor from Aurora to Agate ...

Google certified septic maintenance colorado

High Plains Sanitation Service - Septic Tank Pumping - Portable ...
High Plains Sanitation Septic Tank Truck We'll Clean, Pump, ... we pride ourselves on educating you on proper maintenance of septic systems ... CPOV - Colorado Professional of Onsite Wastewater Certified by NAWIT for Septic Inspections ...

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What's the Next Step?

Prairie Skies TECHNICAL SERVICES, LLC Make Some Choices

- Who will manage your domain name? Make sure YOU own it.
- Who will design your web site?
- Where will you host your website?
- Will you maintain your own site or pay someone to modify/update the site, or opt for a maintenance plan?
- What are the goals for your website? How will you know if your web site is successful?
- How much do you want to spend?
- Are you competing with others in your area/industry?

Prairie Skies TECHNICAL SERVICES, LLC Define Your Content

- Define the content you want on the site – the marketing of your business on the Internet
 - What services you provide and information about those services, including the areas served.
 - Why someone should be interested in your services (and not the other companies').
 - Your fee structure.
- How the site will look and work (colors, logos, pictures, navigation). Find sites you like and don't like for examples.
- Define other business functions the site should support: Service Scheduling? Bid Tracking? Mailing Lists? Reminders? Newsletters?

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Protect Yourself From Internet Scams

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Typical Content (Keyword Rich)

- Areas you serve *
- Services you provide *
- Years in business *
- Hours *
- Certifications *
- Helpful information *
- Testimonials *
- Specials / coupons *
- How to contact you

* Potential search engine keywords!



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Pitfalls – Things to Ask About

- Does the company have professional experience & references? Do they understand how to make a web site search engine "friendly"?
- Will you own your domain name if they register it for you?
- Who owns your website content, files, graphics?
- If you want to change companies, will there be a fee?
- Who is responsible for content? Copyright violations?
- How quickly can they respond?
- Are there additional charges for email addresses, bandwidth (traffic), other things?
- Will the web site files be backed up regularly?



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Questions?

Thank you for your time!
- Visit our web site for more tips and links -
www.pstechservices.com

Prairie Skies Technical Services, LLC
Web site design, maintenance & hosting
info@pstechservices.com