Organic Growth & How It Works 🌱

First of all, welcome again to Trade Grow!

We are excited to help you grow your business and build a stronger online presence that brings you consistent work. Before we begin, it is important that you understand **how organic marketing works** and what both sides need to do for it to succeed.

This short guide explains:

- How Google rankings actually work
- How your website contributes to getting enquiries
- How your Google Business Profile helps generate work
- What we will do for you over your first 12 months period
- What we need from you to make everything work properly

The more you understand the process, the more successful the system will be for you.

The Goal of the Trade Grow System

The goal of the system is simple. We help tradesmen **build a strong organic presence online** so that when customers search for your services in your area, your business appears in front of them.

That means showing up when people search things like:

- Boiler installation near me
- Plumber in Guildford
- Emergency electrician in Woking
- Roof repair near me

When your business appears in those searches, customers contact you directly. **These enquiries can come from:**

- Your website
- Your Google Business Profile
- Google Maps
- Repeat customers
- Referrals from previous customers

Our job is to **build the foundations that allow that to happen consistently over time**.

Understanding Organic Growth

Organic growth means **customers finding you naturally through Google**, rather than through paid advertising.

This is extremely powerful because:

• The leads are free
• The leads are highly targeted
• The results compound over time

However, organic growth does not happen overnight! Unlike paid adverts, which can generate traffic instantly, organic marketing builds gradually as Google gains trust in your business. This trust is built through consistent signals such as:

• A strong website
• An active Google Business Profile
• Positive customer reviews
• Regular business activity
• Consistent online signals

When these signals build up, Google becomes more confident recommending your business to customers.

The Role of Your Website

Your website acts as your **online shopfront**. When someone searches for your services, Google looks at your website to understand:

• What services you offer
• What areas you serve
• Whether your business is trustworthy
• Whether your business is relevant to the search

A properly structured website helps Google understand exactly what you do and where

you work.
This is why we build websites with:

• Clear service pages
• Location focused content
• Strong SEO structure
• Fast loading speeds
• Mobile friendly design

Over time we also improve the website through **ongoing SEO work** to help strengthen its position in Google.

The Role of Your Google Business Profile

Your Google Business Profile is often **the most powerful local marketing tool available to tradesmen**.
This is the profile that appears on Google Maps when someone searches for a service near them.

A strong Google profile can generate work through:

• Google Maps visibility
• Customer reviews
• Photos of your work
• Business updates and posts
• Customer trust signals

We optimise and manage your Google profile so it is structured correctly for local rankings.
However, Google also expects to see **real business activity**, which is why your input is critical.

Your Responsibilities (What We Need From You)

The businesses that see the best results are the ones who work with us.
There are a few simple things we need from you to help the system succeed.

These include:

• Sending photos of completed jobs
• Encouraging customers to leave reviews
• Responding to leads quickly
• Replying to messages we send you
• Adding us to your Google Business Profile

These small actions help Google see that your business is active and trusted.
When that happens, your rankings improve over time.

Our 12 Month SEO Plan

Organic growth is built through consistent improvements. Over the first 12 months we work on strengthening your online presence through ongoing SEO work.

This typically includes things like:

Month 1–2
• Website setup and SEO foundations
• Google Business Profile optimisation

• Service page structure improvements
• Technical website fixes
• Update and check all NAP
• Fix old or broken citations
• Confirm no indexing issues in Search Console
• Add missing photos to citation websites
• Add local service area references to external listings

Month 3–4
• Strengthening website content
• Improving service pages
• Improving internal page links
• Increasing relevance for your service areas
• **Establish solid backlinks from local businesses**

Month 5–6
• Further content expansion
• Improving location relevance
• Strengthening authority signals

Month 7–9
• Improving rankings for key services
• Strengthening Google Business Profile signals
• Improving local visibility

Month 10–12
• Refining and strengthening rankings
• Building further authority signals
• Maximising enquiry opportunities

Organic SEO builds over time, and by continuing these improvements we increase your chances of appearing higher in search results.

Social Media (Very helpful!)

Having a social media presence is not required for SEO to work, but it can help a lot as your profiles will be linked with your website.

Posting things like:

- Completed jobs
- Before and after photos
- Customer reviews
- Project updates

Shows customers that your business is active and trustworthy. It also creates additional ways for people to discover your business. Even a few posts per month can strengthen your online presence.

Using Your Existing Customer Base

One of the most overlooked opportunities in a trade business is your **existing customer list**.
Many tradesmen already have hundreds of past customers but rarely contact them again.
With the Trade Grow System we can run **campaigns** to your customer list to generate repeat work and referrals.

Examples include:

• Referral reward campaigns
• Seasonal offers
• Maintenance reminders
• Service promotions
• Loyalty rewards for past customers
• Limited time discounts
• “Free upgrade” offers
• Review requests

Even a small response from these campaigns can generate thousands of pounds worth of work.

Understanding Return on Investment

Marketing should always be looked at in terms of **return on investment**.
For example if the system helped you secure just a few of your most lucrative jobs in a year, the value of those jobs could easily exceed the investment.

The Key to Success

The most successful clients follow three simple rules.

1 - Stay consistent
2 - Work with us when we ask for information
3 - Give the system time to grow (sometimes up to a year)

Organic marketing is not a quick trick. It's not a hack. It's building solid foundations. It is a **long term business asset**. When built properly, it can become one of the most reliable ways to generate work.

Final Thoughts

We are here to help your business grow and we take pride in supporting the tradesmen we work with. If anything is unclear at any point, just ask. The more we work together, the stronger your results will be. We look forward to helping you build a stronger business 💪🏽

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