

Ads

Do they advertise?

No

Should they advertise?

Yes

Where are they advertising?

No advertisement at all.

If they're advertising, what should they say in their ads?

Meubles sur mesure impossible à abimer

Les meubles sur mesure subliment les maisons, mais ils sont trop fragiles.

Abîmées, les réparer coûte du temps ou de l'argent, et l'idée est parfois abandonnée.

Nos meubles sont conçus pour la longévité. Et ils sont garantis à vie.

Appelez-nous tout de suite pour un meuble
+numéro

Creative : Vidéo où il construit un meuble, puis montre le meuble sous ses meilleurs angles.

Is what they're doing now good? Could you make it better?

Not good at all, yes I can make it way better.

Website

Do they have a website?

Yes

Is the website focused on conversions?

Yes

What is their offer?

Get a free customized estimation if you contact us.

What is their lead generation strategy?

- Contact form on website
- Is on trustup.be

How's the website?

- Good design
- Very bad copy, he is selling the product, not the need! "Menuisier Charpentier" means "Je veux rénover une toiture" for example!
- Too text heavy
- Not focused on visitors interest
- Offer is not directly visible, so we get nothing by contacting them
- Not direct enough, require people to read a lot before getting WIIFT so they won't contact them
- No planification of call

SEO and reviews

How are they doing in Google?

- "Menuisier Liège" -> not visible
- "Charpentier Liège" -> not visible
- "Menuisier Charpentier Liège" -> visible

How are the reviews looking?

Only one review, but an excellent one.

Content

Do they have valuable content on their site?

Yes, there are images of recent works. He also has a lot of services that he explains. However the website is static, there is no blog so no new content produced.

Do they have a good social media presence?

No social media presence at all.

Your action

Where would you start?

Make a chatbot in order to get more leads, and build social media presence with automated content publication.

Is there a good opportunity somewhere?

Yes, doing lead generation in many ways with social content and the website. For example making a blog that showcases his creations.