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CHAMPIA NEWSLETTER

WWW.CHAMPIA.COM

770.953.0767



Home is the nicest word there is.


Laura Ingles Wilder

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Details

Search engine marketing via
Google Ads is a key differentiator
to get your phones ringing



**The 90-Day Structural and Mechanical
Warranty is FREE on all of CHAMPIA's
complete home inspections for home buyers.**

This warranty covers the structural and mechanical
components in the structure for a period of 90 days
from the inspection date or 22 days from the property
closing, whichever is longer.



DECK SAFETY



Summer's here and we are all using our decks more... Whether
you are representing a buyer on a home or just want to get your
deck checked out by a professional inspector, now is the time!

*Champia is committed to providing high-quality inspections for every home, condo or townhouse.
We have the experience and knowledge to check homes for structural and mechanical defects along with
other issues that may be the result of poor craftsmanship or neglect.*

Do you want to be seen by customers at the very moment they search for the service you offer in the regions you deliver services in?

If yes, then why wait any longer?

Search engine marketing (SEM) & pay-per-click (PPC) via Google Ads allows you to only pay for leads when your targeted customers click on your advertisement and then visit a dedicated landing page, visit your website directly, or call the phone number that is associated with your campaign.



**SEARCH
ENGINE
MARKETING
= SEM**



Advertising on Google, the top search engine that accounts for two-thirds of all US searches, is a necessity for your business to thrive in the competitive online landscape.

**PAY-
PER-
CLICK
= PPC**

With the rise of advertisers turning to search marketing strategies to reach customers,

pay-per-click advertising is critical to ensure your potential customers find your business over the competition.

Being "at the right place at the right time" when your customer has clear intent to purchase your service is critical. These are prospective customers that, specific to your sales funnel, are ready to purchase and become your customer.

Business owners often have the belief that an investment into their website is the **ONLY** way to improve the number of leads they receive from net new customers. However, consider the following:

1. Google Ads can provide immediate leads with little to no investment into your website.
2. A simple search for your service in your region will allow you to quickly see who is investing in paid advertising and not simply relying on their search engine ranking in the maps section.
3. A well balanced strategy often involves search engine optimization tactics plus paid advertising in order to ensure your brand is getting the visibility it deserves.

