

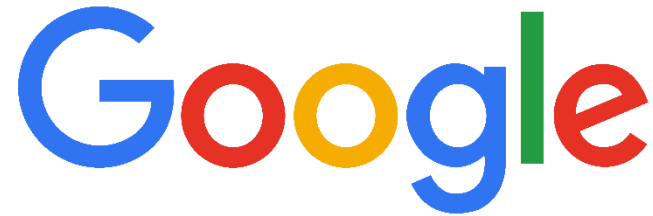
Welcome!

Emerging Online Trends for Cabinets and Closets

Todd Bairstow



Lauren Mobyed






Why are they so successful?

Because they give homeowners exactly what they are looking for immediately

“Adult Superhero Underwear”

[Web](#) [Shopping](#) [Images](#) [Videos](#) [News](#) [More ▾](#) [Search tools](#)

About 670,000 results (0.42 seconds)

Showing results for **Adult *superhero* underwear**

Search instead for [Adult super hero underwear](#)

Shop for Adult superhero underw... on Google

Sponsored ⓘ



Women's Marvel
Heroe...
\$5.99
Target



Women's Retro
Avengers Co...
\$5.08
Target



Men's
Superman Ca...
\$8.99
Target



Under Armour
Boys' Alter Eg...
\$29.99
DICK'S Sporti...



Women's
Superman Hip...
\$14.99
Target

Superhero Pajamas & Underwear - SuperHeroStuff

www.superherostuff.com/characters/superhero-pajamas-underwear.html ▾

Find superhero pajamas, underwear, and more here. ... Adult Bodysuit PJs Boxers & Briefs Caped Undies & Socks Infant Bodysuits Lingerie Pajamas Robes ...

[Women's Superhero Pajamas ...](#) - [Men's Superhero Pajamas ...](#) - [Superhero Pajamas](#)

Men's Underwear- Superheroes - WebUndies

“Tom Brady Patriots Jersey for Dogs”

[Web](#) [Shopping](#) [Images](#) [News](#) [Videos](#) [More ▾](#) [Search tools](#)

About 5,030,000 results (0.49 seconds)

Shop for Tom Brady patriots jerse... on Google

Sponsored ⓘ



Casual Canine
Tom Brady 12...
\$11.99
eBay



Game Day Dog
Jersey
\$7.64
FidoPaw



In Tom We Trust
- Front Dog T...
\$19.99
CafePress...
Special offer



England Patriots
Tom B...
\$39.99
eBay



New England
Patriots Tom
\$15.95
Campus Colors

Amazon.com : X-Large #15 Dustin Pedroia Dog Jersey ...

www.amazon.com > ... > [Apparel & Accessories](#) > [Shirts](#) ▾ Amazon.com, Inc. ▾
Pets First NFL New England Patriots Pet Jersey, Large, pink. 3.5 out of ... New
England Patriots Pet Dog Football Jersey Alt. Navy LARGE My own Tom Brady.

X-Large #12 Tom Brady Dog Jersey New England Patriots ...

www.amazon.com > ... > [Apparel & Accessories](#) > [Shirts](#) ▾ Amazon.com, Inc. ▾
Amazon.com : X-Large #12 Tom Brady Dog Jersey New England Patriots NFL Pet
Puppy Mesh T Shirt Clothes Apparel : Patriots Shirt For Dogs : Pet Supplies.

[Images for Tom Brady patriots jersey for dogs](#)

[Report images](#)

“Donald Trump Wigs”

donald trump wigs



Web

News

Shopping

Images

Videos

More ▾

Search tools

About 3,940,000 results (0.73 seconds)

Shop for donald trump wigs on Google

Sponsored ⓘ



Adult Billionaire Wig

\$16.99

Halloween...



Donald Special Bargain Versi...

\$13.99

MaxWigs.com



Characters Line Donald T Bos...

\$29.95

VogueWigs.c...



DONALD TRUMP by Se...

\$38.00

WigSalon.com



COSTUME Short Wig

\$19.86

AliExpress.com

Donald Trump Wigs - Amazon.com

www.amazon.com/ ▾

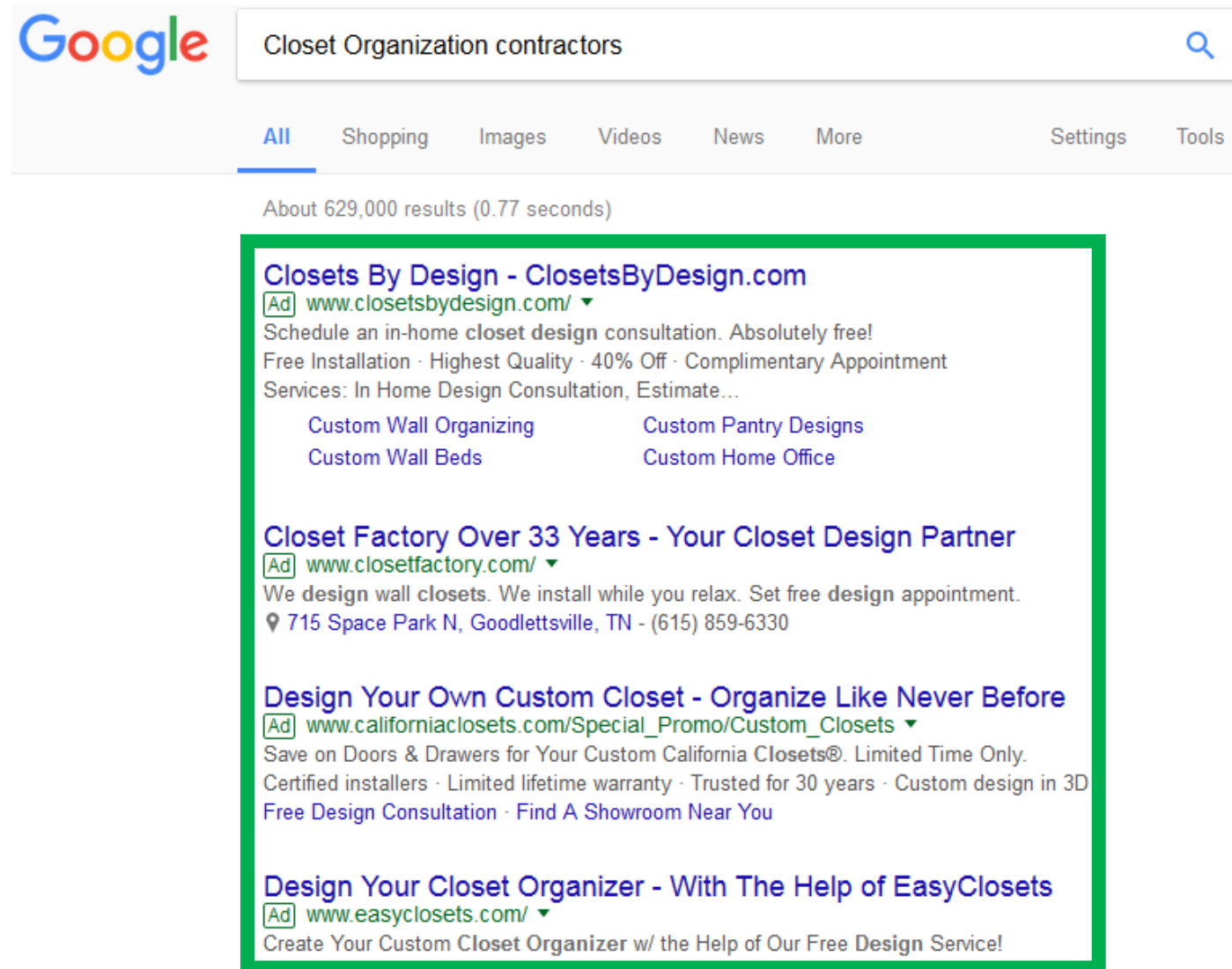
Buy donald trump wigs at Amazon! Free Shipping on Qualified Orders.

Amazon.com: Donald Trump Wig: Costume Wigs: Clothing

www.amazon.com/Fun-World...Wig/.../B0042ZY5E6 ▾ Amazon.com, Inc. ▾

It is not a high-quality wig but the price was low, so what can you expect? The manufacturer does NOT label it as a Donald Trump wig but they try to create the ...

“Closet Organization Contractors”



Google

Closet Organization contractors

All Shopping Images Videos News More Settings Tools

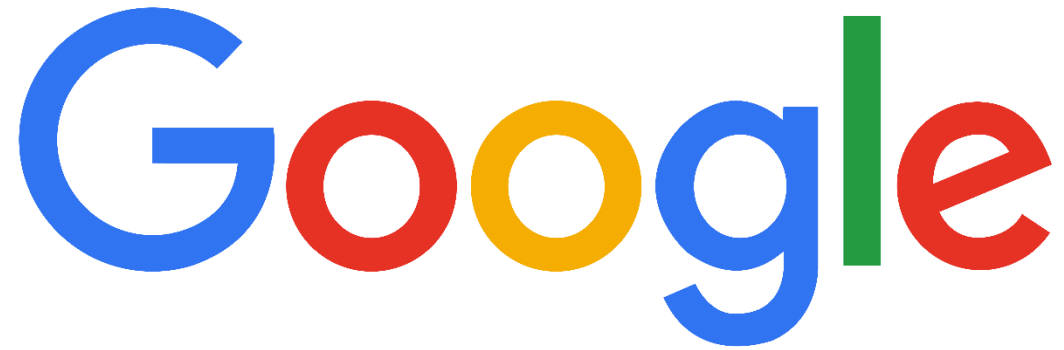
About 629,000 results (0.77 seconds)

Closets By Design - ClosetsByDesign.com
www.closetsbydesign.com/
Schedule an in-home closet design consultation. Absolutely free!
Free Installation · Highest Quality · 40% Off · Complimentary Appointment
Services: In Home Design Consultation, Estimate...
Custom Wall Organizing Custom Pantry Designs
Custom Wall Beds Custom Home Office

Closet Factory Over 33 Years - Your Closet Design Partner
www.closetfactory.com/
We design wall closets. We install while you relax. Set free design appointment.
715 Space Park N, Goodlettsville, TN - (615) 859-6330

Design Your Own Custom Closet - Organize Like Never Before
www.californiaclosets.com/Special_Promo/Custom_Closets
Save on Doors & Drawers for Your Custom California Closets®. Limited Time Only.
Certified installers · Limited lifetime warranty · Trusted for 30 years · Custom design in 3D
Free Design Consultation · Find A Showroom Near You

Design Your Closet Organizer - With The Help of EasyClosets
www.easyclosets.com/
Create Your Custom Closet Organizer w/ the Help of Our Free Design Service!



How homeowners are using online channels in every aspect of their lives



Keyword Connects
Homeowners Delivered.

How you can use those behaviors to drive more qualified leads

Introducing Lauren Mobyed, Google



- Agency Development Manager at Google
- Works with dozens of advertising agencies to help them generate results for thousands of clients
- Spoken at dozens of marketing events and conferences



Google

Driving Growth in a
Mobile First World

Lauren Mobyed



Mobile Changes everything...
it is not evolutionary, but revolutionary.



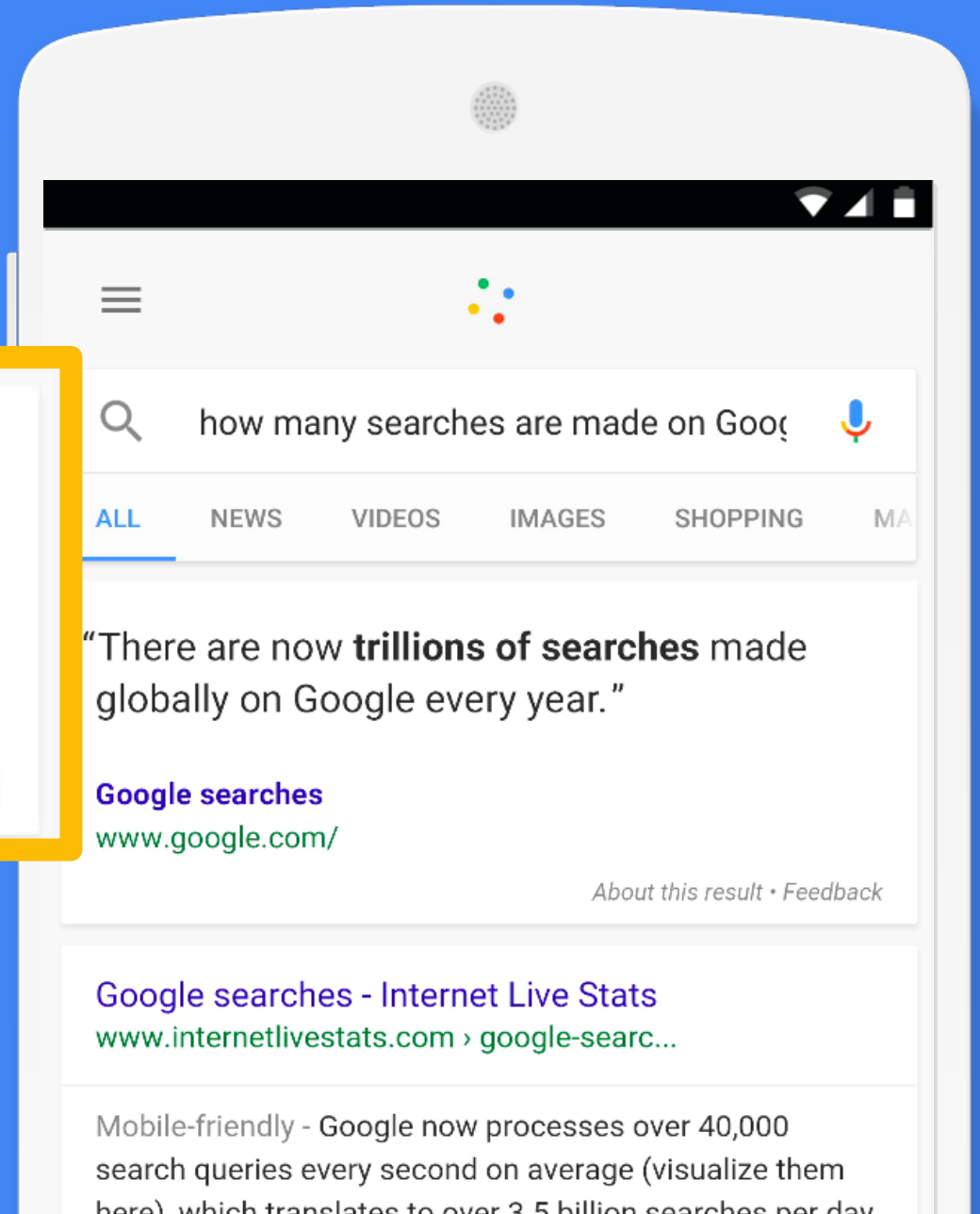
Mobile-First World

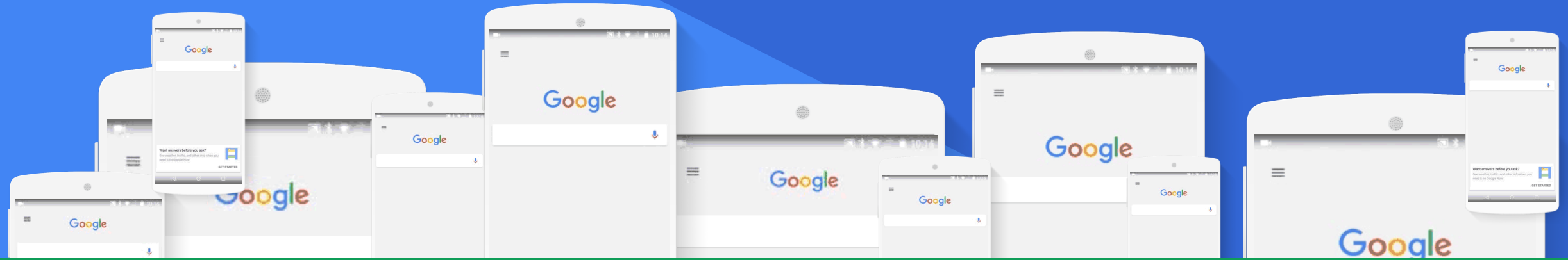
“There are now **trillions of searches** made globally on Google every year.”

[Google searches](#)
www.google.com/

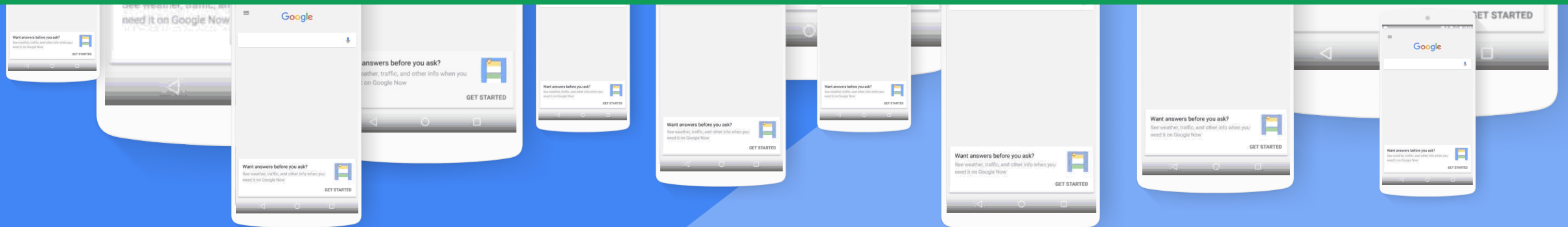
[About this result](#) • [Feedback](#)

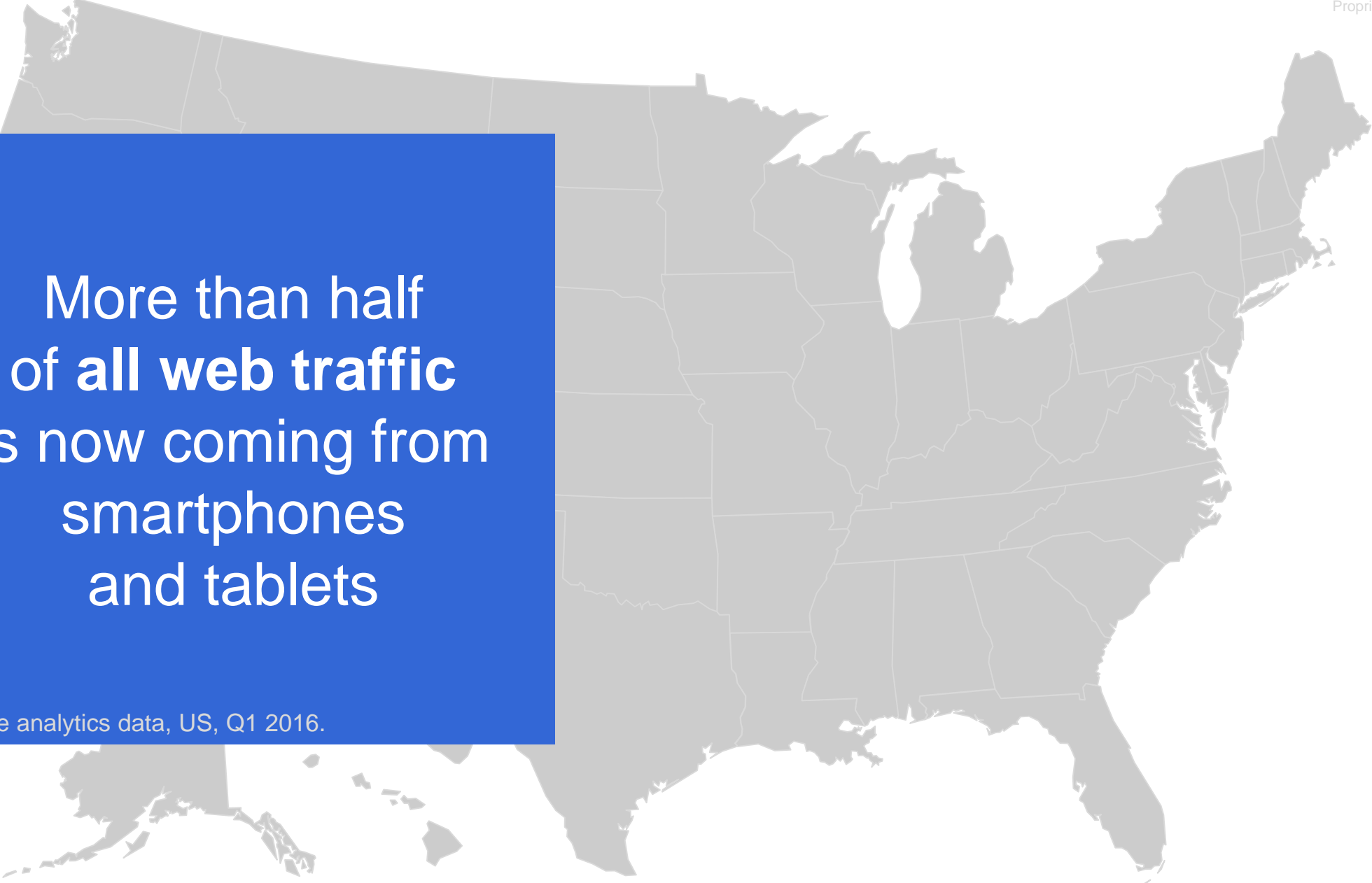
Google internal data, Global, March 2016.





Over half of those searches
happen on **mobile.**





More than half
of **all web traffic**
is now coming from
smartphones
and tablets

Google analytics data, US, Q1 2016.

If

How

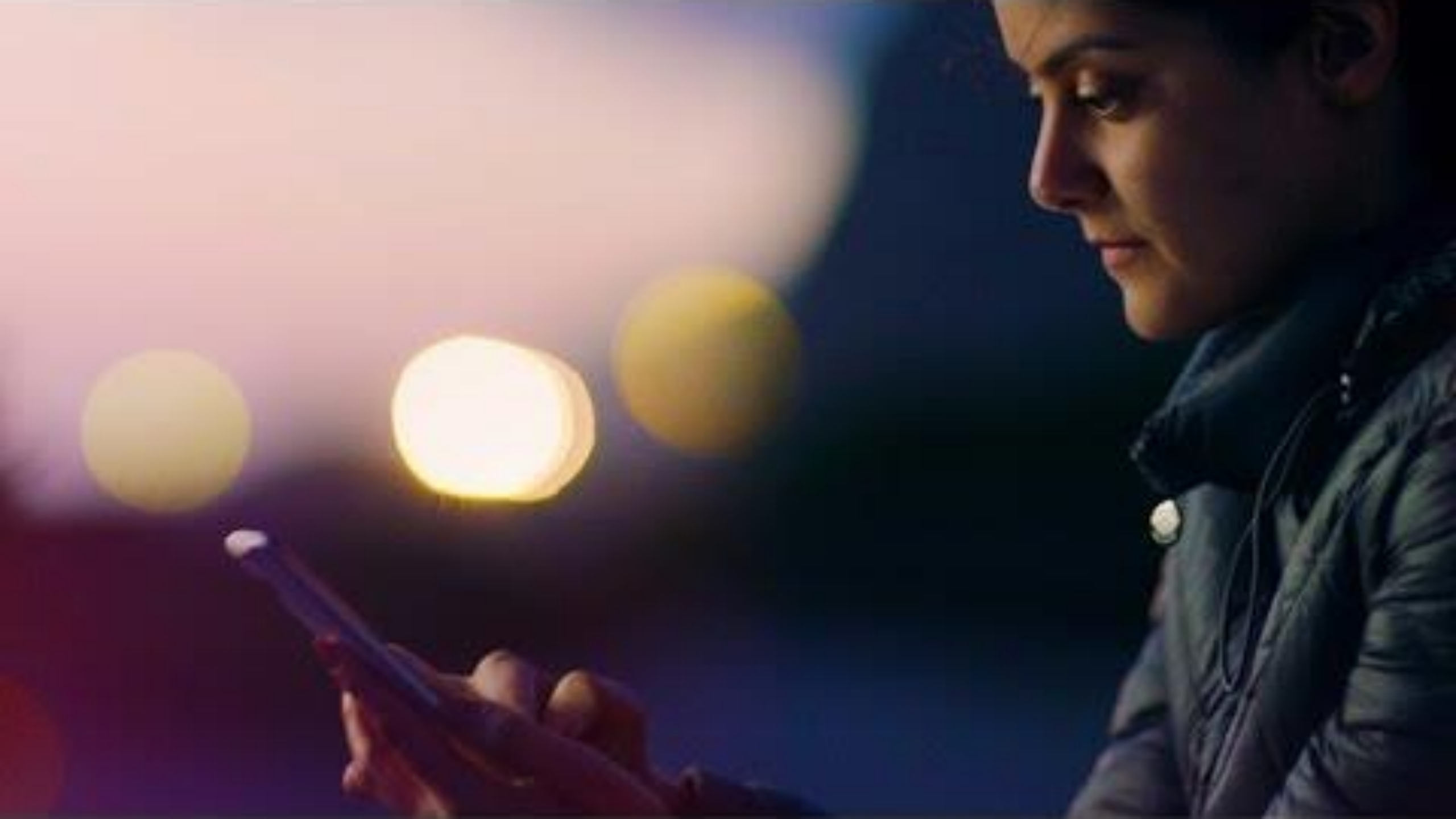
How should you
invest in mobile?

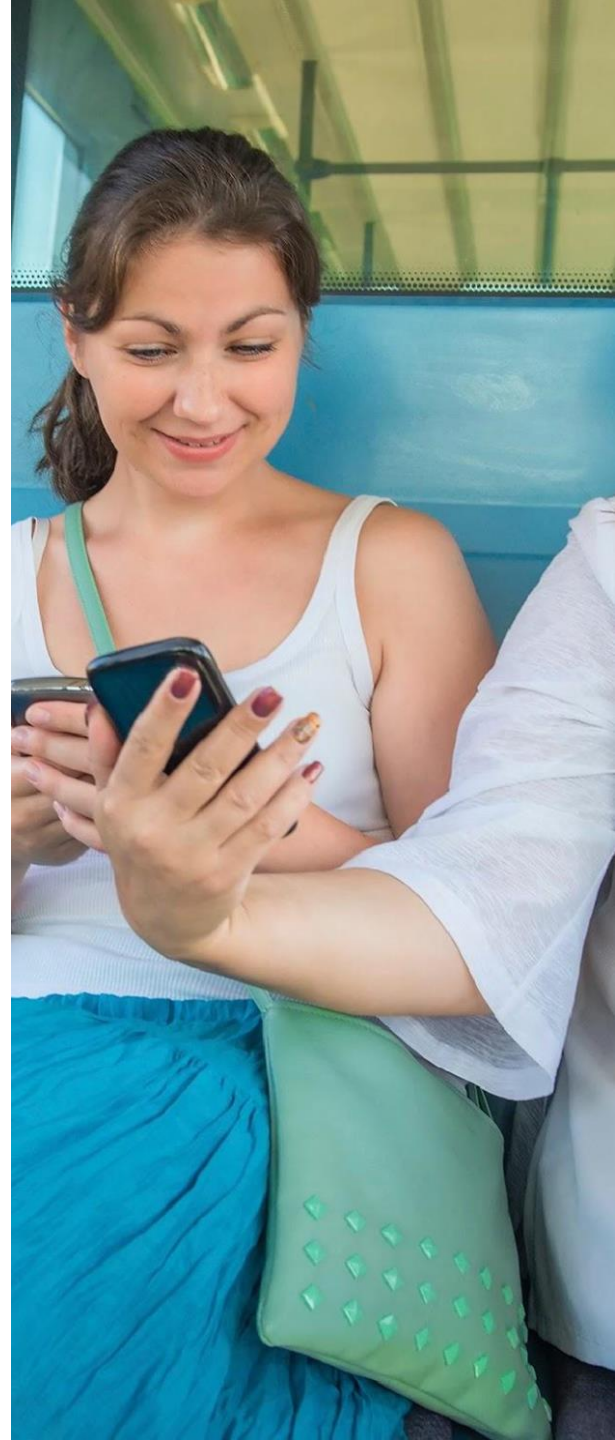
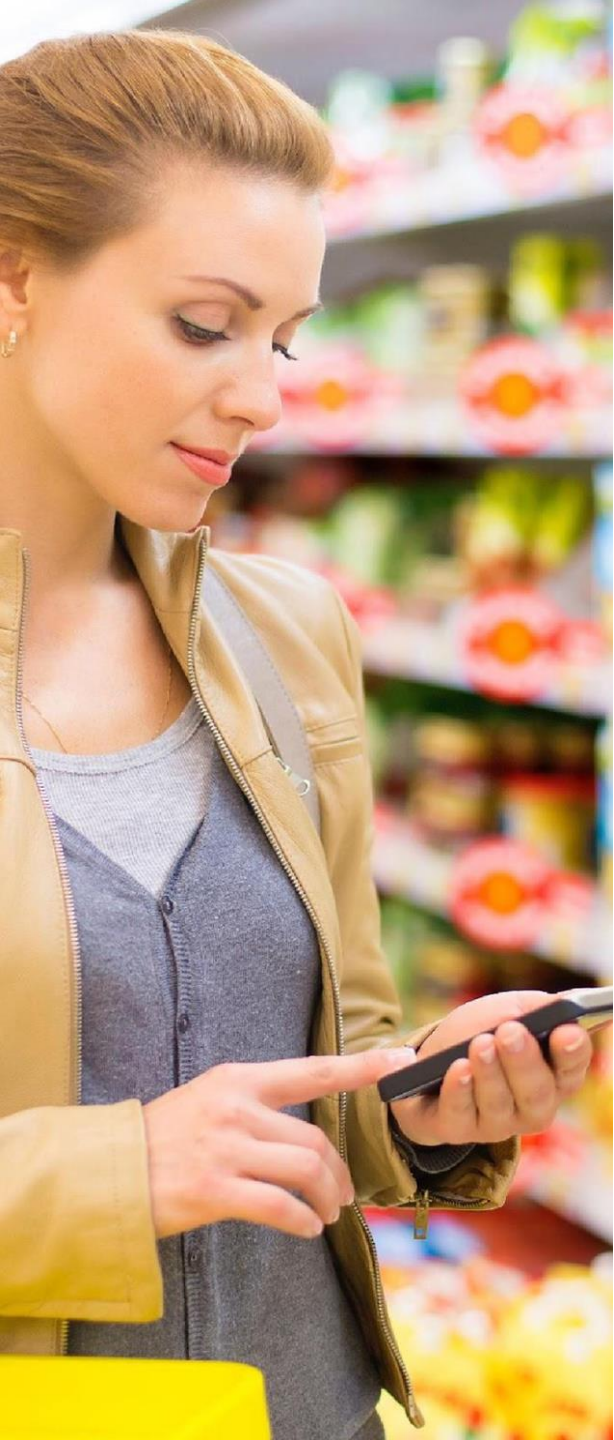


Brands have more moments
to connect with consumers
than ever before.



Micro-Moments





Intent + Context

Google™





Win in a Mobile-first world



Millennials are not the only demographic online





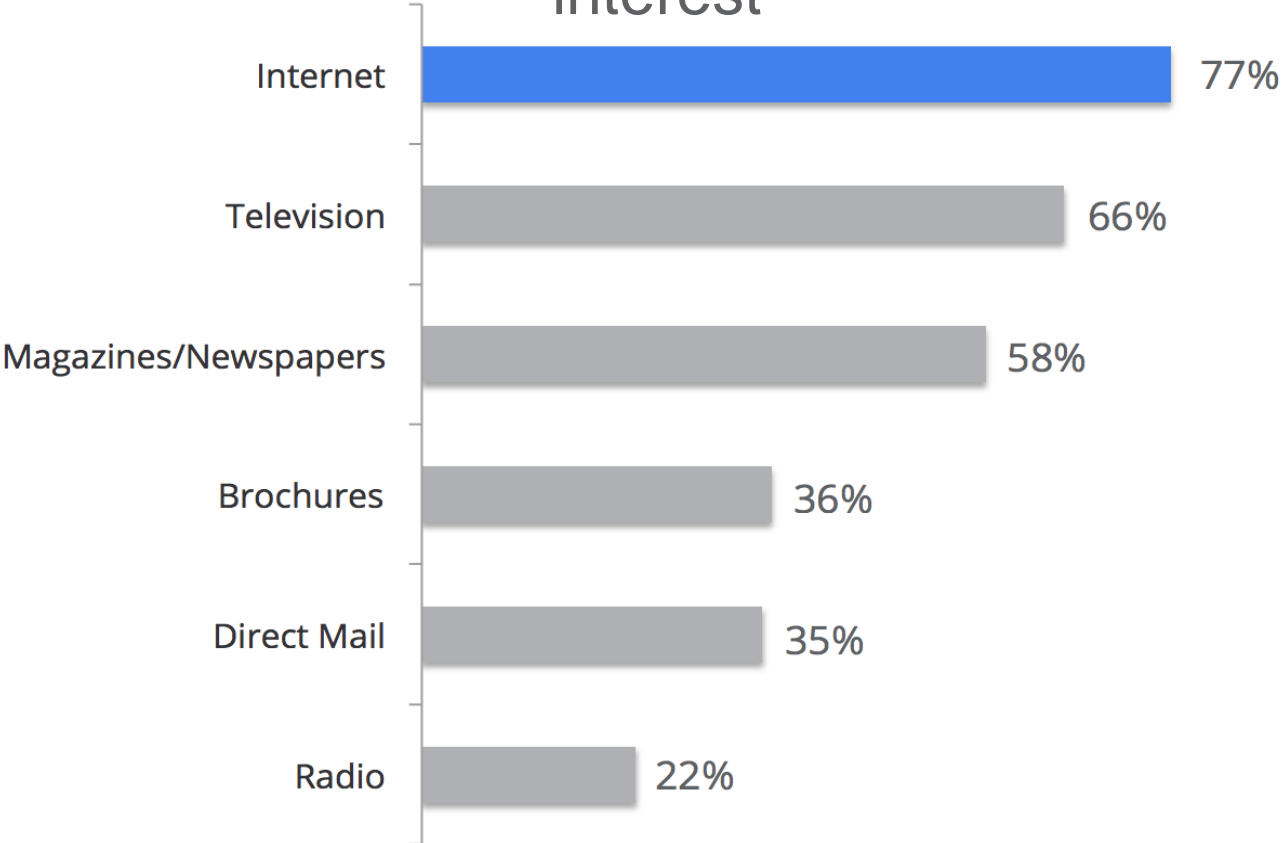
78% of boomers are online



52% of seniors are online

Internet consumption is the #1 source used to gather info; time spent online comparable to TV

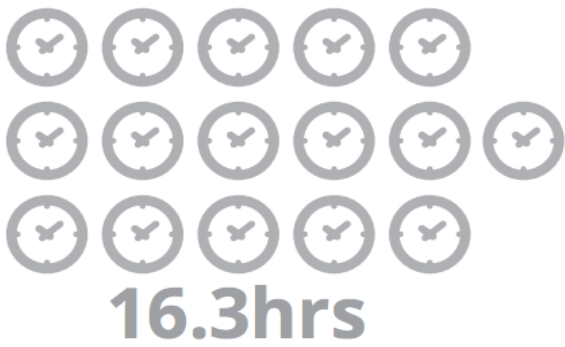
Sources used to learn more about a topic of interest



Time spent online in an average week



Time spent watching TV in an average week



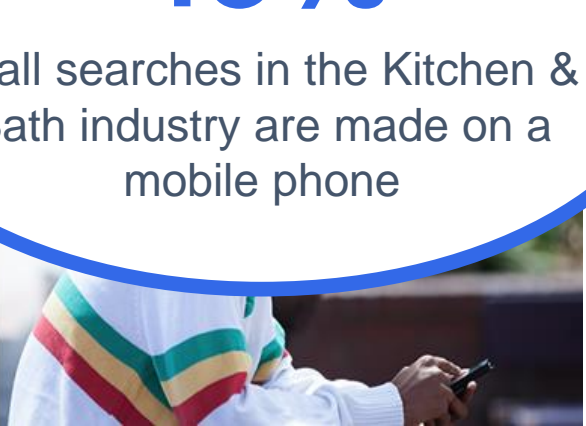
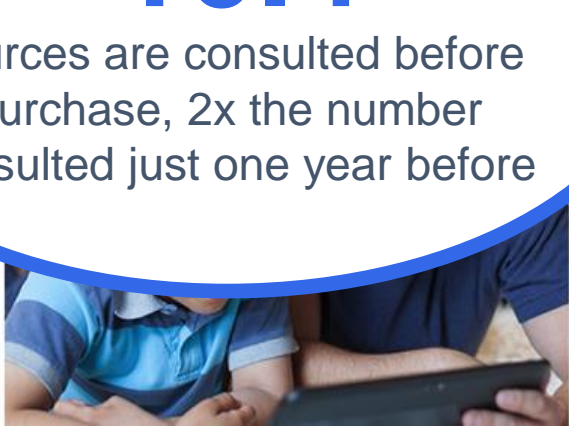
1. BE THERE

BE Mobile-First



10.4
sources are consulted before purchase, 2x the number consulted just one year before

43%
of all searches in the Kitchen & Bath industry are made on a mobile phone



BE THERE to answer top questions and in times of need

A large, empty search input field with a thin blue border. On the right side of the field, there is a small, colorful microphone icon.

Google Search

I'm Feeling Lucky

best bathroom remodeler in Atlanta, GA



where to buy granite countertops



stainless steel vs white appliances



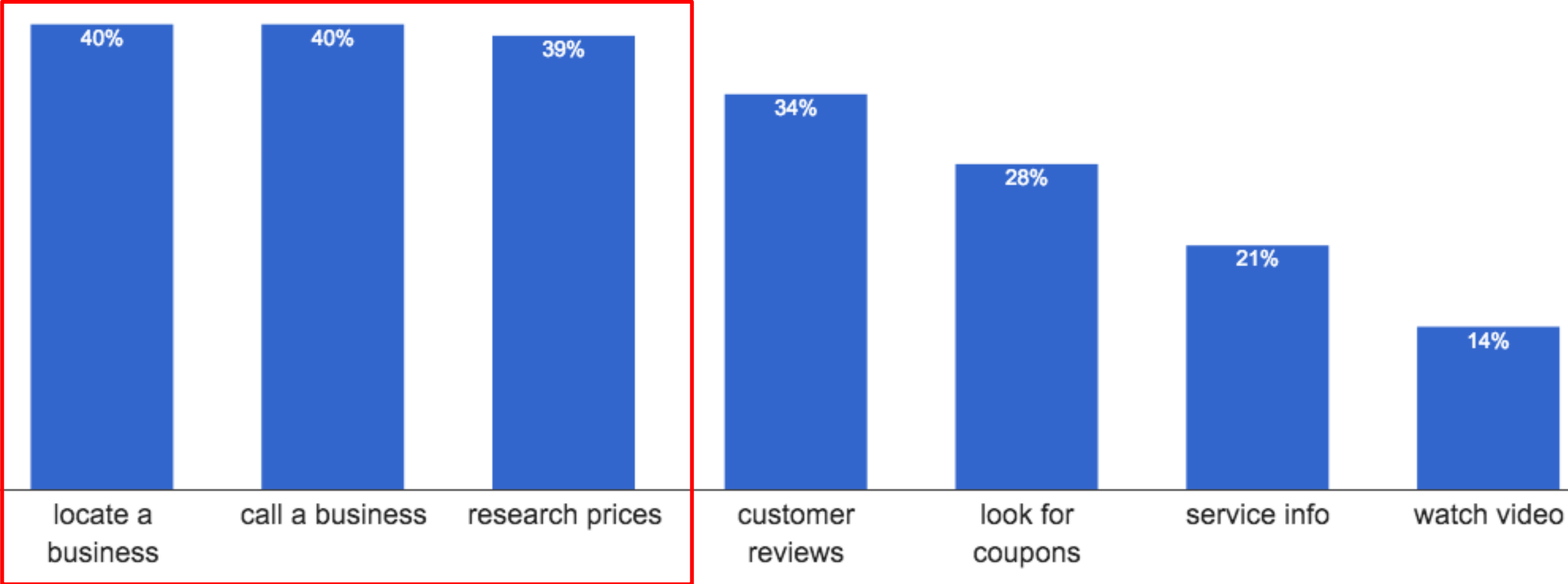
new sink ideas



2. BE USEFUL

BE Mobile First

While shopping for home improvement contractors, smartphone users use their smartphone to....



BE Remembered positively

67%

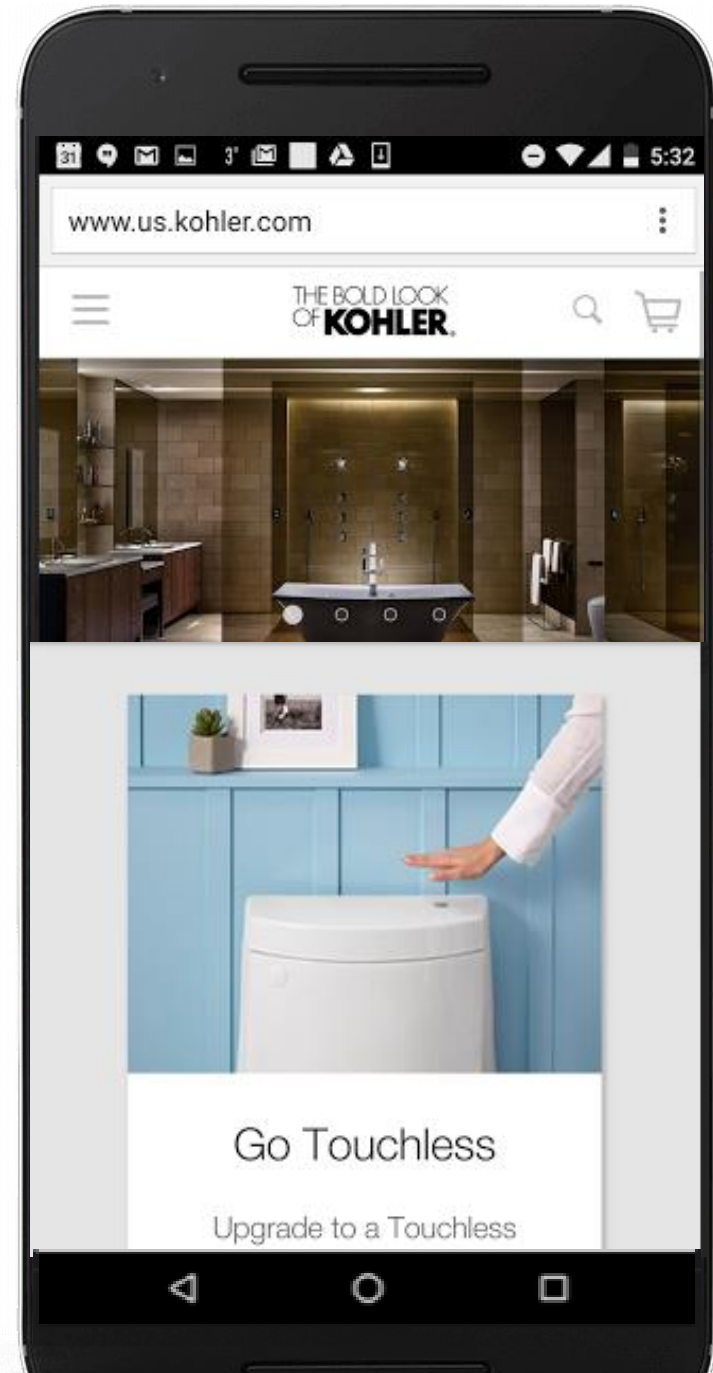
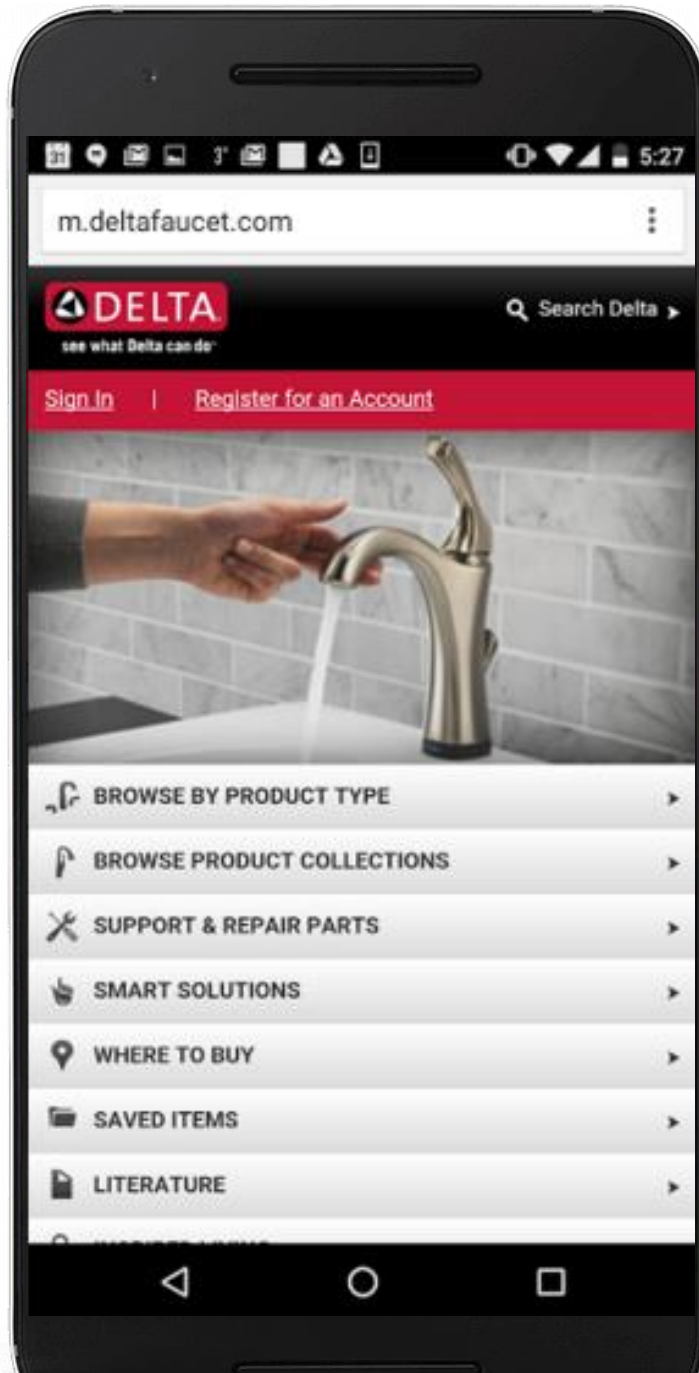
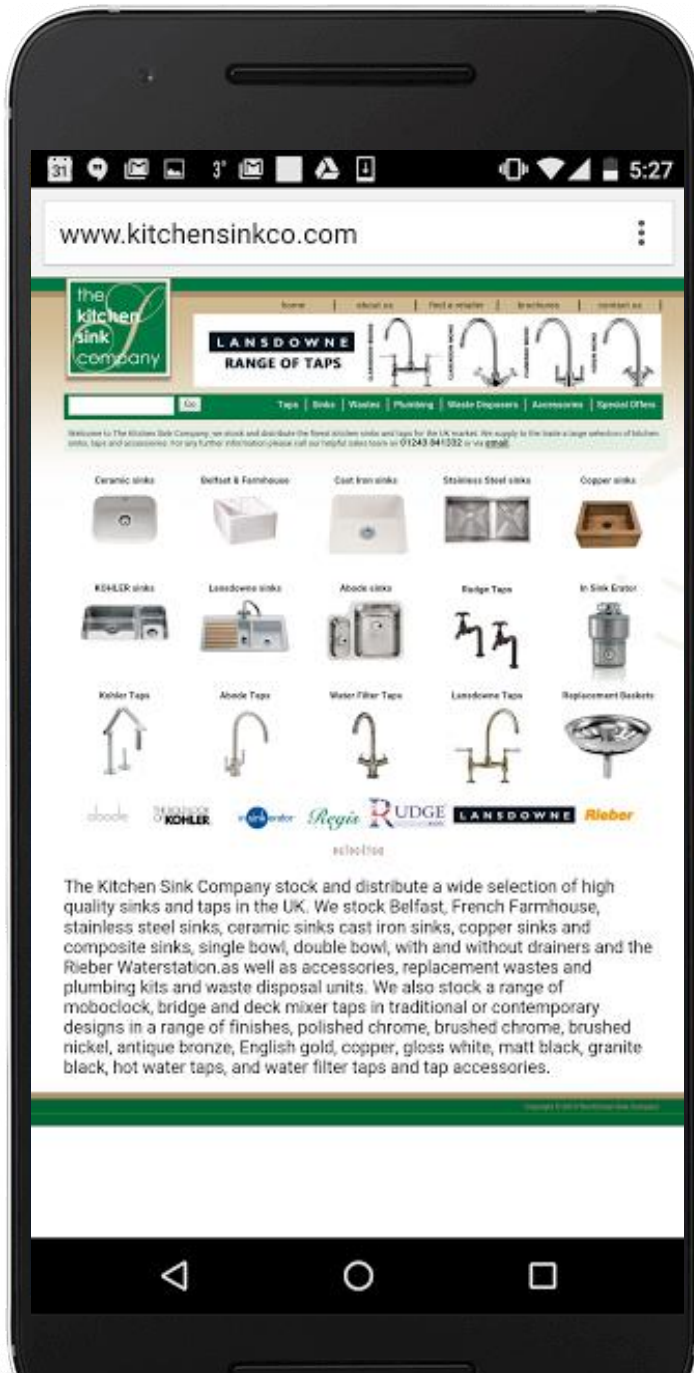
of consumers
are more likely
to convert
on a mobile
optimized site

52%

of consumers say
they are less likely
to engage with a
company if their
site is not mobile
optimized

61%

of consumer will
move to another
site if they can't
find what they're
looking for quickly



3. BE ACCOUNTABLE

Connect online to offline



2X

increase in “near me” search interest in the past year

82%

of smartphone users use a search engine when looking for a local business

Connect online to offline



82%

of smartphone users consult their phones while in a store deciding what to buy

29%

increase in mobile conversion rates in the past year

Kitchen Remodeling

Ad www.krconstructionlasvegas.com/
Expert **Kitchen Remodeling** at Affordable Prices. Call Today!
4110 W Dewey Dr, Las Vegas, NV 89118



Designer Kitchen and Bath
Kitchen Remodeler · Alpine Forest Ct



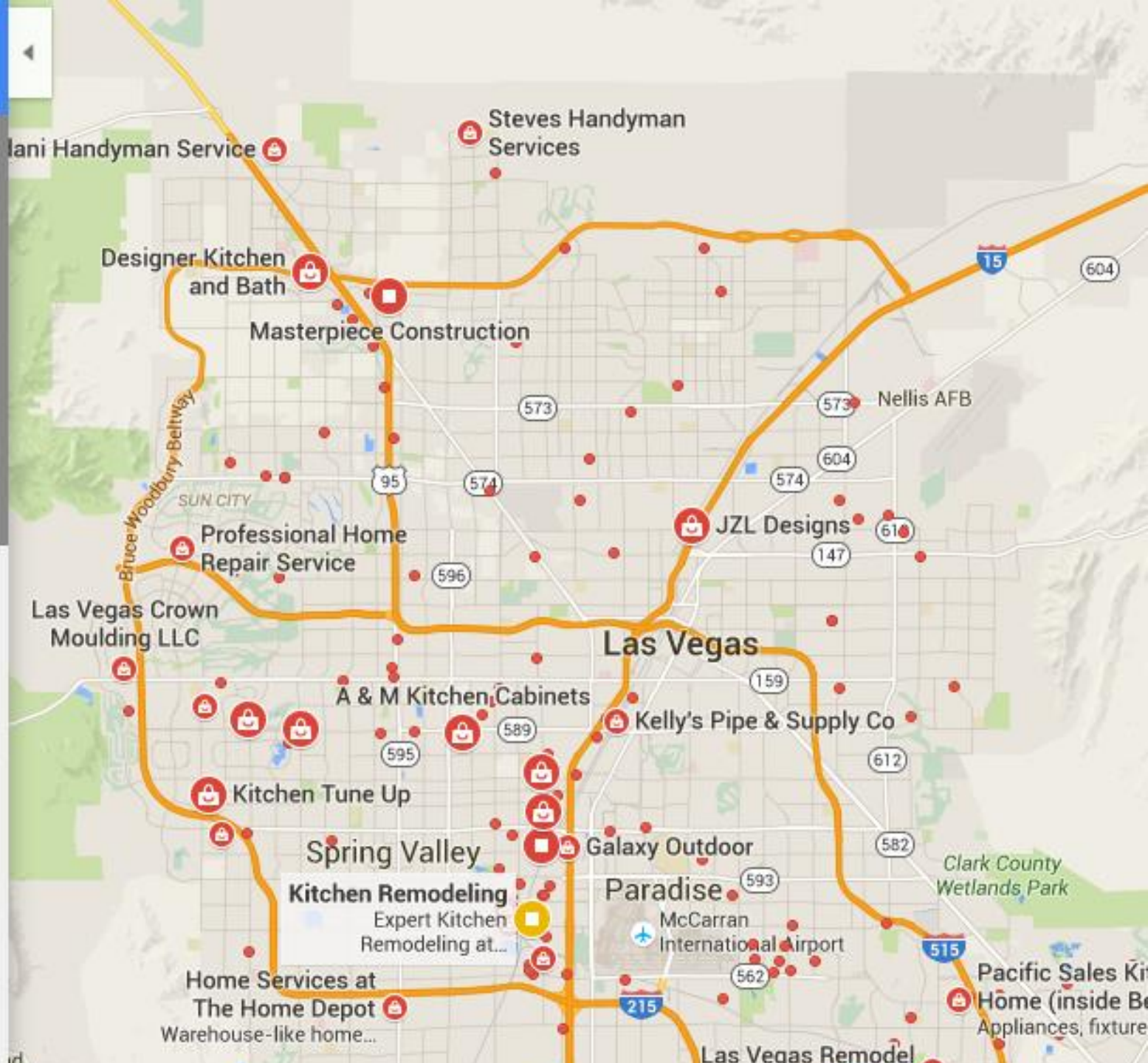
Willbanks Kitchen Design Center
4.8 ★★★★★ (6)
Kitchen Remodeler · S Fort Apache Rd
Open until 6:00 PM



Kitchen Tune Up
Kitchen Remodeler · April Springs St
Open until 7:00 PM



A & M Kitchen Cabinets
Cabinet Maker · W Sahara Ave

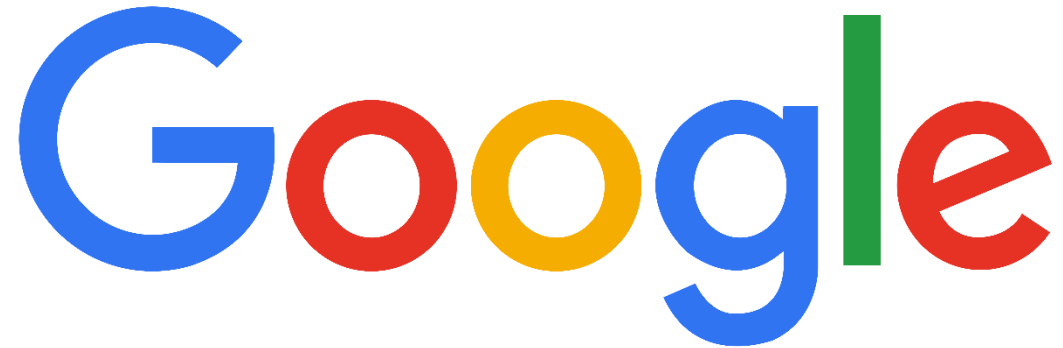


Keyword Connects: Best Practices & Case Studies

What is Online Lead Generation for the Cabinets and Closets Industry?

- 1) Leads for homeowners of Residential Properties
- 2) Prospects for Substantial Job Sizes \$3K-\$100K
- 3) Require an In-Home Design/Sales Consultation from a Remodeler
- 4) Getting these people to raise their hands from the online channel

Where are the Online Leads Coming From for Cabinets and Closets?

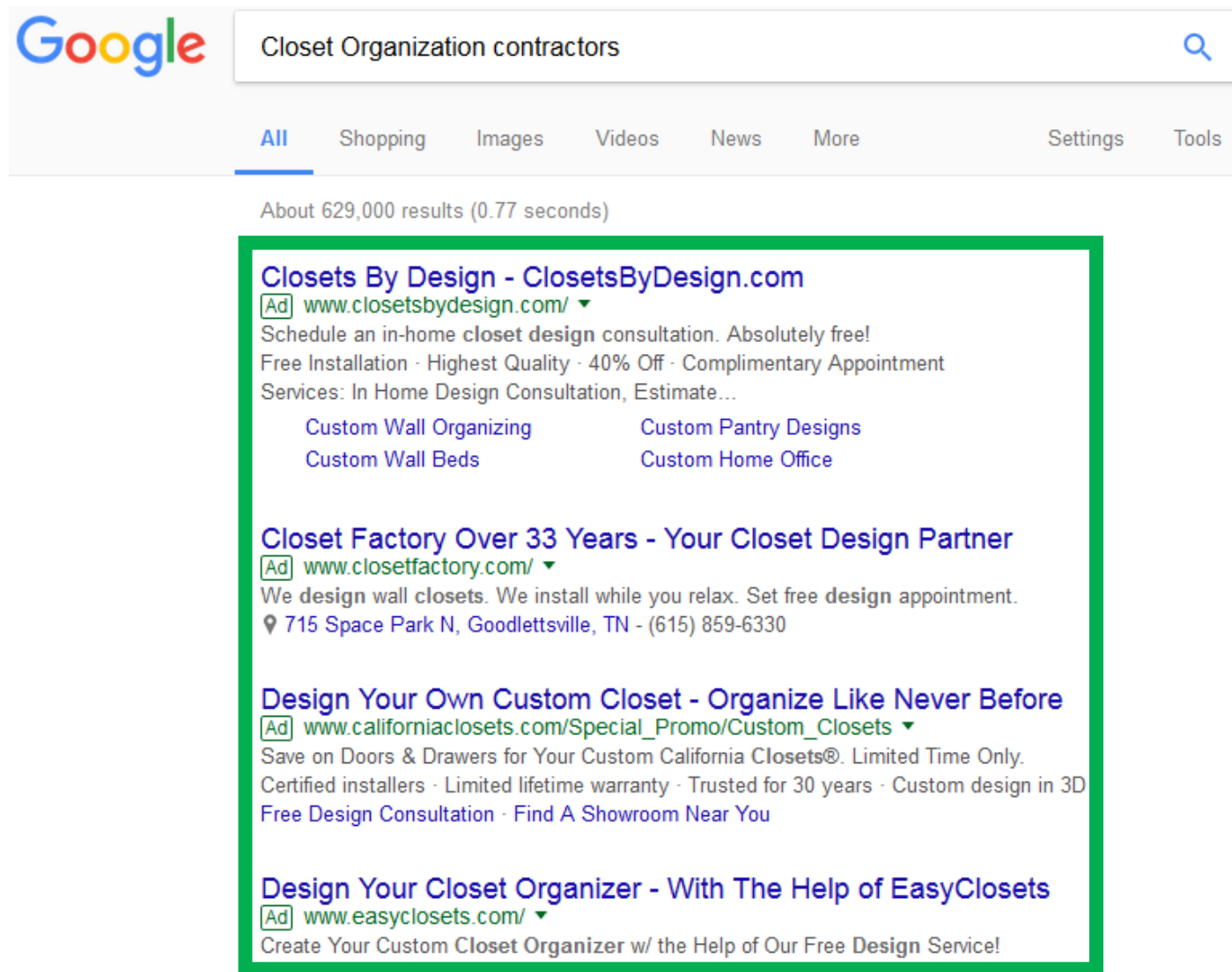
The Google logo is displayed in its characteristic multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.

80%

- Desktop Paid Search
- Mobile Paid Search
- Re-Marketing
- Targeted Display
- Phone Extensions

Desktop Closet Organization Page

- Top 4 = Most Clicks
- Top spots are awarded more space
- Relying on organic is a glass ceiling strategy
- If you aren't here, competitors are
- This drives volume!



Google

Closet Organization contractors

All Shopping Images Videos News More Settings Tools

About 629,000 results (0.77 seconds)

Closets By Design - ClosetsByDesign.com
Ad www.closetsbydesign.com/ ▾
Schedule an in-home closet design consultation. Absolutely free!
Free Installation · Highest Quality · 40% Off · Complimentary Appointment
Services: In Home Design Consultation, Estimate...
Custom Wall Organizing Custom Pantry Designs
Custom Wall Beds Custom Home Office

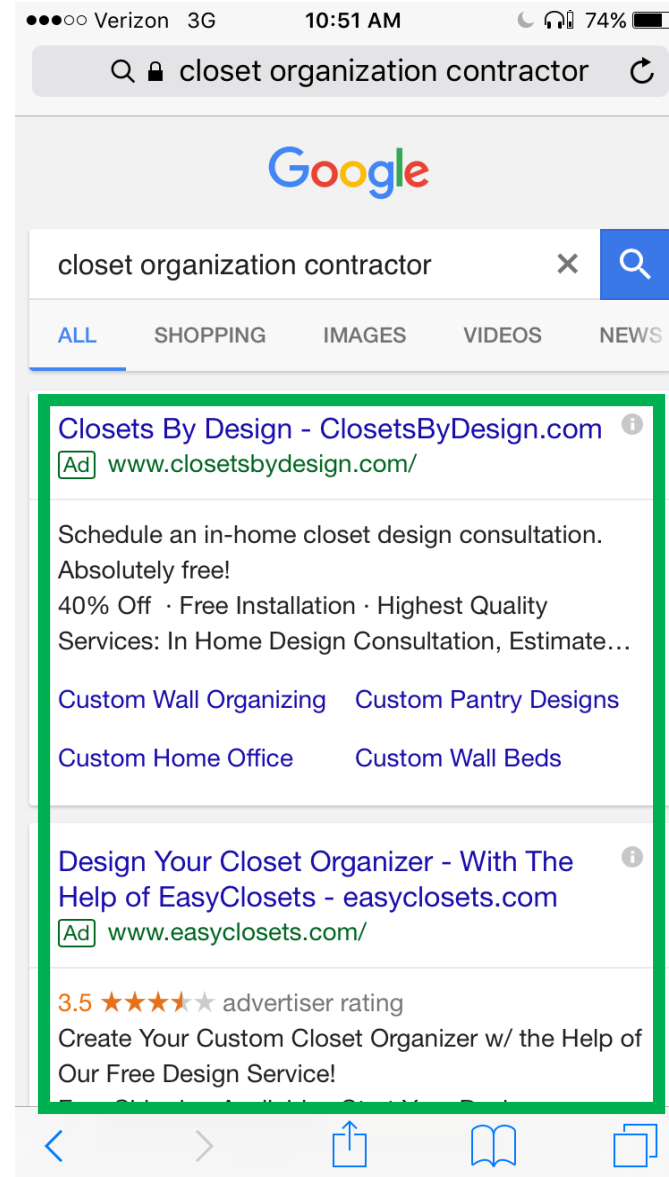
Closet Factory Over 33 Years - Your Closet Design Partner
Ad www.closetfactory.com/ ▾
We design wall closets. We install while you relax. Set free design appointment.
📍 715 Space Park N, Goodlettsville, TN - (615) 859-6330

Design Your Own Custom Closet - Organize Like Never Before
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Save on Doors & Drawers for Your Custom California Closets®. Limited Time Only.
Certified installers · Limited lifetime warranty · Trusted for 30 years · Custom design in 3D
Free Design Consultation · Find A Showroom Near You

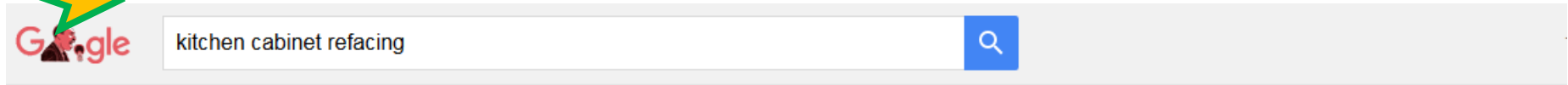
Design Your Closet Organizer - With The Help of EasyClosets
Ad www.easyclosets.com/ ▾
Create Your Custom Closet Organizer w/ the Help of Our Free Design Service!

Mobile Closet Organization Page

- Position Matters More
- Fewer Options on Mobile
- Real Opportunity
- Crowd Out Competitors
- Seize the Opportunity

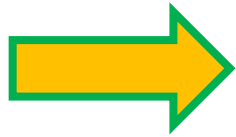


Homeowners Tell You What They Want!



All Shopping Images Videos Maps More Search tools

About 816,000 results (0.48 seconds)



Kitchen Cabinet Re Facing - Update Your Kitchen Today

Ad www.searshomeimprovement.com/ (866) 516-2022

Save \$500 on Sears Cabinet Refacing

Services: Replace Your Kitchen Cabinets, Cabinet Refacing...

Cabinet Refacing Prices - KitchensAndCabinets.com

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We Offer Kitchen Cabinet Refacing. Call Today for a Free Consultation.

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Kitchen Cabinet Refacing at The Home Depot

www.homedepot.com/c/IS_Cabinet_Refacing The Home Depot

Give your cabinets a facelift today! Cabinet Refacing transforms your kitchen or bathroom from outdated to outstanding with less mess and less hassle.









You've visited this page 2 times. Last visit: 3/16/15

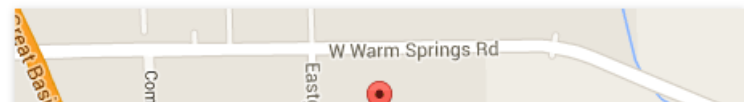
Cabinet Refacing - Kitchen Magic

www.kitchenmagic.com/cabinet-refacing

Kitchen cabinet refacing, also known as 'cabinet resurfacing' or just 'kitchen refacing'

Shop for kitchen cabinet refacing on Google Sponsored

 SHAKER Unfinished Ca... \$14.95 Barker Door	 2 Piece Shaker Cabinet Doors... \$23.22 CabinetNow.c...	 Liquid Granite - 5 Gallon \$250.00 ames	 Kitchen Cabinet Doors Juliano... \$23.55 CabinetHub.c...
 Refacing Cabinets \$19.95 The Taunton...	 Rustoleum Brands Transf... \$84.31 Jet.com	 Cabinet Doors Unfinished He... \$15.88 CabinetHub.c...	 MDF Solid Kitchen Cabin... \$10.29 CabinetNow.c...



Seniors Are Online – and They Convert to Leads!

walk in tubs

All Shopping Images Videos News More Search tools

About 19,500,000 results (0.56 seconds)

Trusted Walk-In Tub Co - Safe Step® Walk In Luxury Tubs
Ad www.safestepub.com/Walk-In-Bathtubs (800) 295-0417
Qualify For \$1500 Rebate. Call Now!
Get a Free Quote · Request Your Free DVD · Save Up To \$1,500
Rated A+ by BBB – Better Business Bureau

Bathtub & Shower Features
Learn About The Advanced Safety Features On Our Bathtubs & Showers.

Photos & Video Reviews
View Our Customer Reviews To See How Safe Step Can Change Your Life.









Vegas Walk In Tubs - IndependentHome.com
Ad www.independenthome.com/ (800) 373-4322
Walk in Tub Manufacturer Free Estimates - Save Thousands

Walk-In Bath for 50% Less - High Quality Easy Clean Acrylic
Ad www.lasvegasbath.us/walkin-bath (702) 637-4881
Family Owned and Operated 31 Years.

Walk-in Tubs - Bathtubs & Whirlpools - The Home Depot
www.homedepot.com/Bathtubs-Walk-in-Tubs/N-5y The Home Depot
Shop our selection of Walk-in Tubs in the Bath Department at The Home Depot.
Walk-in Tubs - Freestanding - American Standard - Left Hand

Shop for walk in tubs on Google

Sponsored

 3060 Soaker Walk In Tub \$1,857.00 DiscoverMyM...	 Therapeutic Tubs Telluride... \$4,969.98 Wayfair	 Spa World Venzi Rectan... \$3,809.94 Global Industri...	 American Standard 51... \$3,693.30 Wayfair
 Ella Walk In Bath Lay Dow... \$2,869.99 Wayfair	 30 x 60 Left Drain Biscuit... \$4,767.01 Houzz	 Meditub 2747 Series Rectan... \$4,209.98 Global Industri...	 30 x 60 Right Drain Air Jette... \$4,937.26 Houzz

Mobile Optimized Sites Convert 15-20% Better



Non-Mobile



Mobile

Leads: Phone vs. Form Conversions

65%

REQUEST A FREE QUOTE!

\$500 off!*
Offer Ends January 21.

Submit Your Details for a Free Quote!

First Name:*

Last Name:*

Street Address:*

City & State:* VA

Zip Code:*

Telephone:*

Email:*

Best Time to Reach:

Comments:

I am an owner of the property listed above.

Get Free Quote

* Required Field

35%



Phone Calls Conversion Metrics

35% = Qualified Leads

65% = Unqualified Calls



Cabinet Refacing Lead Generation Case Study – Q1 & Q2 2016



125 Leads Delivered

94 Appointments Scheduled

79 Sales Demos In Home

30 Sales / Net Installed

Average Ticket = \$9.5K

Total Revenue = \$285K

Total Marketing Cost Per Sale = 8.77%



- Work with more than home improvement companies and remodelers across the country
- Generate high-quality sales leads for local and regional remodelers
- Our own US-based call center for lead qualification & appointment-setting
- Distinctive pay-for-performance model
- 11 years = \$2 Billion in retail sales

Thank You!

Download our Free eBook:

5 Online Metrics that Matter for Home Improvement Leads



Contact Us: 781-899-3675