Ductless Marketing Podcast Featuring Kyle Gargaro?s Interview with Ductless Directory Founder Michelle LaFrance Released

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The Ductless Directory, based in Saint Paul, Minnesota, has announced the release of a podcast featuring an interview by Kyle Gargaro, editorial director for Air Conditioning, Heating & Refrigeration (ACHR) News, with Ductless Directory Founder Michelle LaFrance. Michelle is also a marketing consultant specializing in ductless technology. Naturally, the podcast focused on ductless technology and a strategy for effectively marketing it. For those who are interested, the podcast can be accessed here.

In the interview, Michelle LaFrance says, ?With the ductless heat pump we finally have an exciting product, now there is an opportunity. And when was the last time something exciting happened in the HVAC industry? What I see happening is that finally here is this opportunity for an extraordinary product in the industry. It's transforming the way people heat and cool their home. And yet it's getting what I call vanilla-ized. It's gets added as just another web page to an already busy website. It doesn?t get the recognition that it deserves.?

According to Michelle LaFrance, there are two things that every HVAC contractor needs to have: a meaningful message and an effective SEO strategy. However, she observes that most contractors often make use of ineffective SEO that doesn?t always get results and have simply a ?me too? message. She further adds that it is vital to look at any website from the point of view of Google. She points out that they know how Google sees things and therefore, they have established a multi-platform website that dominates the local search results for ductless related terms for those ductless contractors who have purchased premium listings.

The result is that HVAC contractors who participate are able to notice an improvement in the search results for their company website. They also benefit from increased Google Map rankings and enjoy many other benefits when they participate. Michelle LaFrance has noted that ductless contractors often pay too much for

their SEO and often don?t see results. It?s because there is a tendency amongst contractors to hire the same type of web companies that all do the same things. The Ductless Directory is a differentiator that elevates a contractor and can expand how many times they get found online. Even a basic listing from a highly relevant site can benefit a contractor. A basic listing begins at just $27 per month.

Michelle explains in the ductless marketing podcast how The Ductless Directory may be used to elevate the HVAC contractor. She points out that with even just the basic listing they gain 2 key things that Google looks for: a quality backlink from a highly relevant site and a high-quality citation that can help contractors get on more Google Map Listings.

Contractors can choose the level of benefits they receive from The Ductless Directory?s complete suite of services, including press releases, videos, and blog posts. The directory is currently serving California, Minnesota, Oregon, Missouri, Colorado, Indiana, Iowa, New York, and Massachusetts, and it can quickly add more locations to the areas it serves.

Michelle points out that they have a proven track record and can provide a valuable product that can help contractors learn how to get ductless leads. She explained in the interview that the Directory may be used to elevate the contractor through ductless digital marketing. She notes that contractors often miss the value of taking part in quality websites like The Ductless Directory. An important advantage of being a part of a directory is the creation of a high quality backlink to the contractor?s website. And because the directory has been established by a marketing and SEO company, it ranks high with Google. It was built from the ground up to rank on Google and it has been observed to do just that.

Michelle emphasizes that The Ductless Directory is the best SEO that ductless contractors would be able to take part in. She explains that this is because their company has 12 years of experience in marketing ductless. She adds that they created the directory not to sell leads but to provide a meaningful message and to support the HVAC industry. The directory is also designed to provide a trusted resource for the consumer, so that they can be sure that the directory is the logical place to turn to for a deeper understanding of ductless technology.

HVAC contractors who are interested in gaining a competitive edge using the ductless marketing strategy used by The Ductless Directory and learning more about how to get new ductless customers may want to check out their website, or contact them on the telephone or via email.

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The Ductless Guy

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