The Ductless Directory Makes Contractors Advocacy Job #1

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The Ductless Directory, a nationally recognized consumer resource, is shifting its marketing strategy from one that is product-centric to one that makes the ductless contractor the star of the show. This change marks a groundbreaking new era that will help qualified contractors get the visibility and recognition they deserve.

"There are a lot of ductless contractors out there who are doing amazing work," said Michelle LaFrance, Founder and CEO of The Ductless Directory. "But as the demand for ductless grows and the search becomes more competitive, they are often overshadowed and overlooked. We want to change that. We help homeowners understand that when it comes to 'going ductless' the most important decision is to hire the right ductless contractor. It is that important.?

With over 13 years of experience in the HVAC industry, The Ductless Directory will continue to provide homeowners with all the information they need to make an informed decision about their home heating and cooling needs with a ductless mini split heat pump. The difference is that by focusing on Hiring the Right Ductless Contractor, the missing puzzle piece is in now in place and a fresh marketing paradigm is revealed.

The fresh strategy will now make the ductless contractor the hero of the marketing campaign. Starting in June the website will feature top ductless contractors throughout every page of the website. Each month, a top ductless contractor will be featured on the home page, alongside the new messaging which states that hiring the right contractor is the first and most important step.

Additionally, each interior page of the website will feature a top contractor along with a supporting quote on why the contractor is so important. Consumers will get a consistent message on why the contractor is so important to the ductless journey.

?Clarity in messaging is important, which is why I chose 'Real Comfort. Real Contractors. Real Results'. It

speaks to the fact that if you want all the benefits that ductless has to offer, you need to hire a contractor with credentials,? LaFrance adds.

Since its inception, The Ductless Directory has had a dual purpose. For consumers it provides a robust website with reliable resources on the topic of ductless mini split heat pumps. For contractors, it offers valuable third-party credentials as well as a savvy SEO play that can elevate and multiply the number of times a contractor gets found on the first page of search.

As a multi-platform marketing campaign, the Ductless Directory provided members benefits that include, but are not limited to being featured in key places throughout the directory: on the home page, in blog posts, in the call-to-action section, on all subpages of the site: including state and city pages, press releases and in special video marketing advertising pieces.

It?s important to note the SEO benefits of using Directories as part of an overall SEO strategy. The Directory was created based on the knowledge of how advanced SEO strategies work and designed to give ductless contractors a competitive advantage. Ms. LaFrance has several published articles regarding strategies, which can be found on the ACHR News website.

?First and foremost, we are a marketing company with superb SEO skills. I created the Ductless Directory to be a win for everyone involved. It elevates the contractor, the manufacturer and the product and of course, it?s a win for us as we are very proud of its contribution to the industry,? says LaFrance.

Established in 2017, The Ductless Directory is based in Saint Paul, MN, and set as its primary mission the goal of providing the best SEO for ductless contractors. Their team has specialized on marketing ductless for over 13 years, which means they know what works and what doesn?t. With the Ductless Directory, ductless contractors are provided with an easy point of entry through a basic listing, or they can opt for a full-page Featured Listing and benefit from the blog post, press release, video marketing, and social posts that come with it. Ductless distributors and manufacturers can also gain a competitive edge through the innovative strategy of being allowed to Claim A State. The State Pages can provide outstanding results in terms of geo-targeting.

Ductless contractors who are interested in availing themselves of the many benefits offered by The Ductless Directory can contact Michelle at (833) 568-9474 or visit her other website, TheDuctlessGuy.com for more information.

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For more information about The Ductless Guy, contact the company here:The Ductless GuyMichelle

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The Ductless Guy

Ready to fast track your ductless sales? I can help. I only work with Qualified Ductless Contractors and Distributors and Manufacturers. If that's you, schedule a 30 minute consultation. I look forward to helping you Get More Leads and Close More Sales!

Website: https://theductlessguy.now.site/home

Email: support@ductlessdirectory.com

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