



Plumbing Videos Help Spice Up New Website For Schuler Plumber Service In Allentown, PA

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Schuler Service, a plumbing business in Allentown, PA, has worked together with Plumber & HVAC SEO (PlumberSEO.net), who have just completed the production of several creative web plumbing videos. The work was completed with the aim to help provide a better online visual & interactive presence for Schuler Service, while at the same time providing a friendly behind-the-scenes look using YouTube videos to connect to their online audience. This creates a feeling of face-to-face friendly interaction. These videos have also helped the company to promote their plumbing services in a more visual and dynamic video format through their own YouTube channel. One of these effective videos show a company host do a full walkthrough of their Showroom, in a TV Show type concept.

"We were very excited to work with Norton Rodriguez, the video producer of Plumbing & HVAC SEO," says Greg Joyce, owner of Schuler Service. "They really understood our vision of wanting to use top quality videos on our website, and they delivered more than we could have even hoped for."

When it comes to website marketing, the old adage is that 'content is king'. The same is true for video content marketing, although the content delivery method is different. Written content on a website is absolutely vital for many audiences, but visual marketing is actually even more important. The showroom walkthrough, for instance, enabled the business to increase their customer interaction in a way that was friendly but professional at the same time. This helped to create a professional image campaign for their overall website presence.

One of the marketing factors Greg Joyce understands is that Google's search rankings are important to any business, especially since Google measures 'dwell time', or how long visitors stay on your website. This may also be referred to as 'long clicks vs. short clicks'.

"The basic concept is that if people are spending a lot of time on your website, it must mean it has 'quality content'," says Norton Rodriguez. "Providing a short, compelling video on a home page, for instance through 'our Youtube channel', as well as on additional key web pages is the perfect solution to help grasp visitors' attention and help promote your products or services in a more clear and effective manner."

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For more information about Schuler Service, contact the company here: Schuler Service Greg Joyce (610) 434-7103 greg@schulerservice.com 1314 W Tilghman St Allentown, PA 18102

Schuler Service

Schuler Service in Allentown PA has over 90 years of experience in the plumbing, heating and remodeling fields.

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