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How To Drive Organic Growth In Your Business

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by Pam Haskell on January 5, 2022

If you're an outdoor contractor struggling to get seen online and you don't want to fork out a small fortune on paid advertising, then an organic growth strategy is what you need.

Organic growth is a great way to improve your company's performance online, increase awareness for your company, and get more high-quality leads through the door.

Wait, what is organic growth?

Organic growth is the growth your website (and your company) achieves that isn't due to paid ads, it happens 'naturally' as your business progresses.

Organic growth can include an increase in visitors to your website, more appointments scheduled, and ultimately more paying customers for your business. It's the positive outcomes of all your hard work updating your website, and promoting your company online that doesn't include any paid ads like Google Ads or Facebook ads.

Today, we're going to show you how to drive organic growth in your business and improve your chances of getting seen online.

What does organic growth mean for outdoor contractors?

There are a lot of outdoor contractors online, all struggling to get seen by potential customers. They're all looking for the same thing –high-quality leads and conversions.

One of the most important places to be seen online is Google's search results. By improving your organic rank on Google, you'll be able to get to the top of the search results and appear to the people searching for the services you provide.

When you invest your time into organic growth online, you don't have to spend your marketing budget on expensive pay-per-click ads.

How do you grow your online presence organically?

There are many ways to improve your organic growth, one of them being implementing a consistent content strategy (posting high quality content online regularly). This will ultimately get you more traffic to your website, and you'll get higher quality leads through it.

We're going to show you how to improve your organic growth in just a moment but before that, let's look at the benefits of organic growth and how it differs from inorganic growth.

Organic vs inorganic growth

Both will get your company noticed online, but depending on your business and how it runs, one may be more suitable than the other. Inorganic (paid ads) is the fastest way to get to the top of Google, but the benefits quickly disappear: as soon as you stop funding it. Whereas organic growth can get you to the top of Google, and help you stay there – for no continuous fee.

Let's take a look at the differences between the two.

Organic growth	Inorganic growth
<ul style="list-style-type: none">• Healthy marketing tactics that fuel your business for years to come• The long-term solution to get to the top of Google• It's not a get-rich-quick approach and takes time to build-up• Provides sustainable growth for your business	<ul style="list-style-type: none">• Involves investing money into your company for quick gains• Can be generated by mergers and acquisitions• PPC advertising is another way to achieve inorganic growth• Inorganic growth is only really a short-term solution for your business

What are the benefits of online organic growth for outdoor contractors?

There are a lot of benefits to improving your online presence organically, but here are the four main benefits we think you'll be interested in:

1. It sets your business up for long-term success and continues to provide results for years into the future, unlike PPC and other inorganic methods.
2. Organic growth gets you higher on the search results and encourages people to click on your website – it establishes you as a trusted company.
3. It can increase your conversions and bring you more bookings.
4. It can be scaled to suit your budget and requirements.

Sounds good, right? Here's how you can get started.

5 steps to improve your company's organic growth online

Here are five ways you can improve your organic growth and get your company seen online.

1. Set SMART goals

Organic growth is essential to your company's survival online, but you won't be able to keep track of how well you're doing without clear goals. This is why you should set some SMART goals.

SMART goals are:

- Specific
- Measurable
- Achievable
- Realistic
- Time-bound

By setting SMART goals, you're giving yourself something to work towards. This will make it easier for you to develop your organic growth because you'll feel more confident in your abilities each time you achieve one of your SMART goals.

For example, your SMART goals could be increasing your conversion rate by 5% in the next three months by signing five more clients.

Having a SMART goal will improve your focus and help you stay on the right path towards organic growth.

2. Take advantage of Google Business Profile (it's free!)

Having a Google Business Profile is one of the best ways to improve your organic growth and start attracting more clients to your business. It shows that you're a trustworthy, reliable business that can provide excellent services to your customers.

If you haven't claimed your Google Business Profile (GBP) yet then now is the time to do just that. All you need to do is to type your business name into the [search bar on Google Business Profile Manager](#) to get started.

Once you've claimed your business profile you can start taking advantage of this awesome and free marketing tool.

Start updating your business profile by:

- Adding high-quality images
- Composing an engaging and interesting bio
- Updating your opening & closing hours
- Getting your hands on high-quality reviews – [90% of people](#) read reviews before deciding to work with a company!
- Adding your address & contact info
- Choosing the right category for your business
- Linking your social media profiles
- Adding a link to your website

As soon as you've optimized and updated your Google Business Profile you'll start noticing an improvement in your organic growth over the next month or so.

Remember to come back and update your profile any time you change your office, your opening hours, your contact information, or your branding.

3. Develop engaging content

Developing content that your audience finds interesting and valuable will encourage them to engage with it for longer.

Engaging content allows you to connect with your audience more and helps you be seen as an expert in your industry.

Developing engaging content for your audience will also improve your credibility and help you build trust between you and your potential clients.

Now you know you have to create well-written pieces of content for your business you're going to need to figure out where to post them for your audience to enjoy.

The best places to post valuable content is on your:

- Blog
- Social media profiles
- Industry-specific listings (like [Houzz](#))
- Google Business Profile

What's the best kind of content to post for your outdoor contracting business?

There are a lot of options for you when it comes to composing great pieces of content but here are a few ideas to help get you started.

You can post:

- Video how-to guides
- Photos of your work
- Graphics & statistics
- Checklists
- DIY help
- Home improvement how-tos
- Tips and tricks of the trade
- Case studies

4. Create strong differentiators

There are a lot of outdoor contractors looking for clients, and to stand out from the crowd, you'll have to differentiate yourself.

A differentiator is a feature or benefit that sets you apart from the competition. By showing your audience what makes your landscaping or outdoor pool and spa company unique, you'll be able to catch their interest more.

Showing off what makes you different from your competitors is also great for your organic growth as it makes it easier to communicate your value which increases the number of people who want to work with you.

The more people who want to work with your company, the more Google will boost your website up the search results.

5. Improve your SEO

Improving your SEO will help attract more potential clients to your website and help your organic growth online. [70% of marketers](#) say that SEO is more effective than PPC making it the perfect strategy to implement if you want to improve your organic growth.

How do you improve your SEO?

- Get your hands on high-quality backlinks
- Continue to upload relevant content
- Optimize your website
- Improve your Google Business Profile
- Do in-depth keyword research
- Write your meta titles and descriptions for each page

Don't forget to track your SEO improvements to see if you're making the right improvements in the right areas.

Organic growth might take a while to develop but it's worth it in the long run –trust us. With organic growth you'll be reaping the benefits for years to come instead of running your bank account dry with paid advertising.

We hope our guide on how to drive organic growth in your business helped you understand the importance of organic growth for the outdoor living industry including outdoor contractors, landscape architects, landscape designers, and businesses within the pool and spa industry.

If you're ready to start getting more clients into your business with a winning organic growth strategy then we want to be the ones to help.

[Get in touch with our team today to start boosting your online presence.](#)

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