



# Marketing Your Engineering Business



Why It Isn't that Complicated of a Decision

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# About The Author



Jeremy G. Woods grew up in a family of engineers, having grown up with parents who own an engineering business in Huntsville, AL (also known as Rocket City), as well as other family members being engineers. Having decided not to follow in his parents' footsteps, he ended up getting a degree in Marketing and finds himself with another vision (just as challenging as getting an Engineering degree) - to convince engineers that they need a nice website (and need to market their business). He's challenged (but not scared) by this daunting task.

Jeremy is Co-Founder & CEO of [FaithVenture Media](#), a Web Design and Marketing Agency that can become your Marketing department. He also runs [Potter's House Ministries](#) in Romania and is fundraising to build children's homes for abandoned children.

# Introduction

What made you pick up a copy of this PDF? Seriously, what made you decide that Marketing is important? If you are reading this, I will consider that you sense the urgency to grow your Engineering business (or else you are bored and have decided to read some random PDF stuck somewhere on the Internet). I think that first one is the case though, right?

If so, then congratulations! You are already on the first step needed to market your Engineering business. That is the recognition that it is needed. Unfortunately, too many businesses get scared of Marketing their business because they're afraid their business will grow. Is that really something to be scared of, growth? If/when you grow, you can hire more people (or do things differently and keep the profit within the company). If you are one of the ones afraid to grow, don't be.

## What Will We Look At?

There are several Marketing aspects we will be looking at (that also are the same things my company can help you with):

- Website Design
- Search Engine Optimization
- Reputation Management
- Social Media Management
- Ad Management

These will be covered during the course of this PDF. Each one is essential for you to grow your Engineering business, yet these are the same things that aren't generally done well for Engineering firms.

*Jeremy G. Woods*

Jeremy G. Woods

"Wanting to grow your business and having the resources to do so, but choosing not to, is the same as not having the resources to grow your business."

**Jeremy G. Woods**

- Section 1 -

# Website Design for Engineers

This section will tell you what's important to have for  
your Engineering website.

# Website Design for Engineers

Look at websites in general. Check out big brands, corporations, and smaller businesses. What do you notice?

At the top left of each website, there's a padlock on the site if it's secure and, usually "Not Secure" written next to the URL if it's not secure. In order to be seen on Google, it's essential to have the padlock next to your URL. Otherwise, you may be giving your competitor your business. HTTPS (the website security) is so essential for websites now, and yet when I visit Engineering websites, many don't have that feature on their website.

Also, if you view websites from your phone (or from a tablet), you'll notice some are very visible and some make you zoom in (leaving the user frustrated). Unfortunately, many Engineering websites aren't user friendly (or mobile friendly). This isn't a criticism, it's an opportunity. You have the ability, more than most industries, to become an industry leader by making your website user friendly. This is one way to instantly boost your credibility.

Here are some important features to have on your website:

- A good homepage
- Information about your leadership
- Contact information (email addresses, not just telephone numbers)
- A simple quote form (make your quotes process easy, not complicated)
- Line Cards and/or White Papers
- Information about your company's products (even an online store perhaps)
- A list of partners/tools you work with
- Your hours of operation clearly indicated
- A list of clients (if that's public information)
- Testimonials (that's very important for businesses to know)

That's just a few of the important features that you need on your website. Generally, it doesn't need to be more than 5 or 10 pages, but the more pages the better (for Search Engine Optimization purposes). Make sure that they get indexed on Google (I recently saw an engineering company that had multiple pages but only one was indexed on Google - that's a reason you may not be getting website visitors).

- Section 2 -

# SEO for Engineers

This section will tell you what's important to get your Engineering website seen on Google.

# Search Engine Optimization (SEO)

Now that your website is up and published, will people actually see it?

Getting a wonderful website isn't even half the battle. If it's not done properly, who will actually see it?

SEO is one of the most misunderstood services any company can offer (yet we still offer it). People think that you flip a switch and you're on Page 1 if you pay a company to do it. However, that's not how it works (I wish it were). SEO involves using tools to see what other companies are doing, and then making the website better (and proving to Google that the company is the best company that should be ranked #1).

So, we just send a copy of your certifications to Google and they rank you #1? No, not even close. Think of SEO as the proof to Google that you are good because other people recommend you. Backlinks (when another website links back to your website) are essentially recommendations. People ask for backlinks, but that's not even a good idea - it's very sketchy. Directories are a very good way (also, making sure that you get a backlink for any association you have joined). Also, make sure your partners give you a link on their Partner page.

Internal linking (giving a link to another page on your website) is also key. Google follows links when it scans the websites to see who ranks (it does this all the time, but it picks up on your own website update timing, plus there are ways to ask Google to scan your website for updates through Google Search Console).

Blogging is another great way to improve your website's SEO. Make your blog posts very centered around something specific in your Engineering industry, and make it into a blog series (with internal linking), and you will improve your website's SEO. You can also tell Google to scan your website when you have a new post (or page) up on the website.

The worst thing you can do for your website (especially if you have the budget for it) is to do nothing. Not doing SEO means that you're OK with how your business is (as in you get enough views of your website, which is very unlikely if you aren't doing SEO) and that you don't need any more clients (are you afraid of growth, because growth is a great thing for a business?).

If you need SEO done for your business, let's talk. We can do that (plus become your entire Marketing department) at a great price. If you're interested, please click the link below:

[www.faitventuremedia.com/marketing-for-engineers](http://www.faitventuremedia.com/marketing-for-engineers)

- Section 3 -

# Reputation Management for Engineers

This section will tell you why your reputation should be managed (even if you're a small Engineering firm).

# Reputation Management for Engineers

Are you a large Engineering firm or a small Engineering firm? Either way, this section is a must for you.

Have you ever read a review online that made you decide not to do business with that company? Yeah, it's not fun when that happens - especially when it's your business.

True story: I was looking at Engineering companies yesterday and saw an Engineering company with a one-star rating on Facebook (and there was only one review). If you saw that rating on a landing page (where you didn't even see any details of the review), would you look further into it, or would you avoid it at all costs? Does it really matter whether they look into it or not? At that point, the company has a lot of cleaning up to do, especially for the reason I will tell you now: Facebook's rating system doesn't exist anymore - they don't allow people to give ratings, but the ratings that did occur stay on the page. Until Facebook makes a change again to their ratings system (such as taking the former ratings down), businesses with a bad rating will remain like that for now.

To make matters 10X worse, those ratings don't show up just on Facebook. Google's business profiles (the profile on the right of Google when you search for a business) highlight Facebook ratings. So, if you have a bad Facebook rating average, your bad ratings will be promoted by Google. If this is your situation (or you don't have ratings at all, which is also bad), please contact us, and we can help you manage your reputation.

Back to the story a little, I believe that in this business' case, the rating was an accidental rating, in which case, that business may have a way to get the rating removed, but it's still bad for this company, who I'm sure wants clients but could be facing a hard time because of this.

All over the Internet, people could be saying something about your company, and the smaller you are, the worse this can be because if you're small, you may not think about this,, but it can cost you your business in the future if you aren't monitoring mentions on the Internet about your business.

Please contact us if you want help with reputation management (and all other Marketing strategies for engineering firms).

- Section 4 -

# **Social Media Management for Engineers**

This section will tell you what strategy to use for social media management for your Engineering company.

# Social Media Management for Engineers

## Is social media a waste for engineering companies?

When you think of social media, what do you think of? Teenagers, big brands, and anything but engineering, right? So, is time spent on social media for engineers wasted? Of course not. What is the professional network you and every other business professional is on? LinkedIn, of course, right? That's, by the way, a social media network, and it's the perfect place for you to get clients. There's also a company page you can create as well as networking groups you can join (and you're probably already on some of them, right?)

Facebook is another great network for you to create a page on and manage. It doesn't have to be just for future clients, it can also be a generic page that you use to promote what you and your company is doing (clients, awards, finished projects, etc.). Preferably, it should be updated several times a week to get good engagement (plus, you should find out what times to best post on for your particular audience, as that can also impact the result of social media management).

To make it a triple threat, you should add Twitter into the mix. It's not as popular as it used to be, but it's still a great network to use for your engineering company. Using good hashtags (and good images), you can grow your audience, especially cross-promoting your other platforms for extra good results. Make sure to reply to any replies or retweets you get.

Social media isn't bad for engineers, it just isn't something you think of as much because there are so many options on how to promote your engineering company. Sticking with a posting plan is the best way to get results (as well as promoting new blog posts on your website). Be careful about links on Facebook because they don't like it if you send someone off their network to go to a link. They want people to stay on Facebook so that they can get more ad revenue, so they tend to decrease Facebook pages' reach that post many links.

Whether you have a few followers or many followers, make sure you get your audience engaged. Purchasing followers is never a good way to build your social media pages because they won't be engaged and can bring your social media profiles down in engagement, making their posts less visible (especially on Facebook).

If you want your profiles managed, please consider getting us to help you as your Marketing department.

- Section 5 -

# Ad Management for Engineers

This section will tell you what works for running  
your Engineering ads.

# Ad Management for Engineers

## What works for engineering ads and what doesn't?

Google Ads work great for engineers, as they are placed on keywords your target market is searching for, but the place that the ad lands is very important (I recently looked at an ad and then typed in the website they were promoting only to find the website wasn't good (and not mobile friendly), plus it wasn't well done). They were spending money on a website that wasn't up to today's website standards, which is important for building trust (from other companies as well as from Google's SEO standpoint).

Google Ads are different than most because they generally look just like another search result (except they have the word "Ad" right above them). Ads are a great way to get to the top of Google, but they only show up when you pay for them, unlike SEO which works without having to pay a certain amount monthly other than for the SEO service, (and some people ignore that section now altogether when they look at search results - it got so bad that Google had to change the way they displayed their ads). Altogether, though, Google Ads are important for you to look into for marketing your Engineering business. Another thing to keep in mind is that Google ads (as well as Facebook Ads) are auction based, meaning there's an amount you pay per month, but if another company bids higher on the ads per month, their ads will likely be shown above your ads.

Facebook ads are tricky, since people usually go to Facebook to be entertained or to keep up with their friends and family. They're not looking for your service when they go to Facebook, so the ad standards are a bit high to compete against other content (otherwise they just pass by your ad). However, there are different types of ads, so you can do Pay Per Click in addition to wide reach ads.

Facebook targeting is easy, as there are good resources available on Facebook's ad platform to be able to reach who you need to reach (as well as audience lookalike campaigns and retargeting website visitors with a Facebook ad). However, don't worry, when you see a Facebook ad, of course that doesn't mean that the advertiser has your information, it just means that Facebook is showing you the ad because they wanted to show the ad to a certain demographic that includes you.

For Facebook ads, you'll want an image that doesn't include much text and an appealing text to go along with the image (shown at the top of the image).

Whether you go with Facebook Ads, Google Ads, or both, make sure that you optimize the ad for the best results.



# What Should You Do With All of This Information?

You now likely know more about Marketing. What's stopping you from booking a call with us to grow your business?



[BOOK YOUR CONSULTATION](#)