



# Plumbing Marketing Strategies Contribute To Highest Levels Of Profitability In A Decade

/EINPresswire.com/ Effective internet marketing is appointed as possible common factor to US private companies maintaining high profits, in spite of inflation.

Profitability for private companies is at the highest level in a decade, according to recent data released by Sageworks. PlumberSEO, a [plumbing internet marketing](#) company, has identified online [marketing strategies](#) as strong drivers. Plumbing and HVAC contractors compose the largest industrial sector of business in the U.S., which is the construction segment at 761,474 firms according to US Census data.

Co-founders of PlumberSEO, Josh Nelson and Dean Iodice, believe they have identified a primary reason for the announced increased profitability: "It has become very apparent to my company that a growing number of plumbing and HVAC businesses have finally embraced the internet." Iodice agrees and adds: "They have not only been able to stay in business during the economic recession, but have come through it highly profitably."

A 2012 research by LocalSearchStudy.com shows that a whopping 79 percent of people search online for local businesses, and now local searches have shifted from business name to category. Given the data, Nelson's insight into the plumbing industry also applies to other industries; and internet marketing plays a large factor in the growing profitability of U.S. private companies. "Businesses need to be seen where their prospects are looking – online," he declares. "Companies that have not adopted an internet marketing strategy have struggled, while many that have employed those tactics have flourished."

According to the experts at PlumberSEO, the power of internet marketing is even greater when focused on a local area, which is why they work exclusively with one customer per metro area only. To reach a targeted online audience, they utilize a variety of marketing tools, such as advertising, social media and search engine optimization (SEO), pushing a business's website or local listing to the top of a prospect's search results, and ultimately directing them to that desired web location.

Mr. Phillip Maurici, owner of The Clean Plumbers® in Tampa, FL, concurs with Mr. Nelson's statements: "My plumbing business is going to finish 2012 with the highest level of profitability since I've been in business," he states. I started this company 31 years ago, but until I teamed up with PlumberSEO and implemented a proactive internet marketing strategy, I was not able to get in front of my prospects at the exact moment they were looking for the type of service offered by my company. Now that I have a solid online presence, I get calls almost every day because of it."

## About PlumberSEO

PlumberSEO specializes in assisting plumbing & HVAC contractors increase their exposure and grow their customer base by employing online marketing strategies, such as search engine optimization, map optimization, social media management, and various online lead generation tools. Co-founders Josh Nelson and Dean Iodice are co-authors of The Complete Guide To Internet Marketing for Plumbing Contractors, hosts of the [Plumbing Marketing](#) Profits Podcast, members of the Plumbing

Heating Cooling Contractors Association, and national speakers, conducting educational seminars for plumbers and HVAC contractors throughout the country. The internet marketing experts guarantee the efficiency of their system, which is exclusive to a single plumber per metro area. More information can be found at [www.PlumberSEO.net](http://www.PlumberSEO.net).

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