



EVERYTHING YOU NEED TO KNOW ABOUT

# Rental Websites & SEO

Updated on 10/12/2022

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# 01

## Rental Website Basics

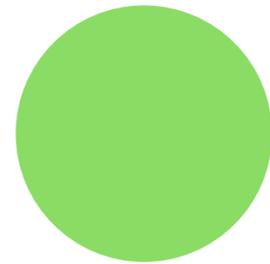
### Rental Website Basics

It's fairly easy to get a website up these days, but getting a website to match your brand, look professional, get lots of traffic, and convert visitors to customers can still be a challenge. This guide aims to help you accomplish this.

Also a standard e-commerce website with a shopping cart just doesn't work well for event rentals and are **missing essential features** like event dates/times, auto-booking, and availability of rental items.

You can get [free event rental template sites](#) that are specifically designed for rental businesses and can be customized for your business.

## There are 2 main types of websites that rental companies commonly use



**WordPress**

More difficult initially, but has unmatched flexibility. **We recommend this option** and use it for our websites to provide ready-to-go templates.



**Squarespace**  
**Wix**

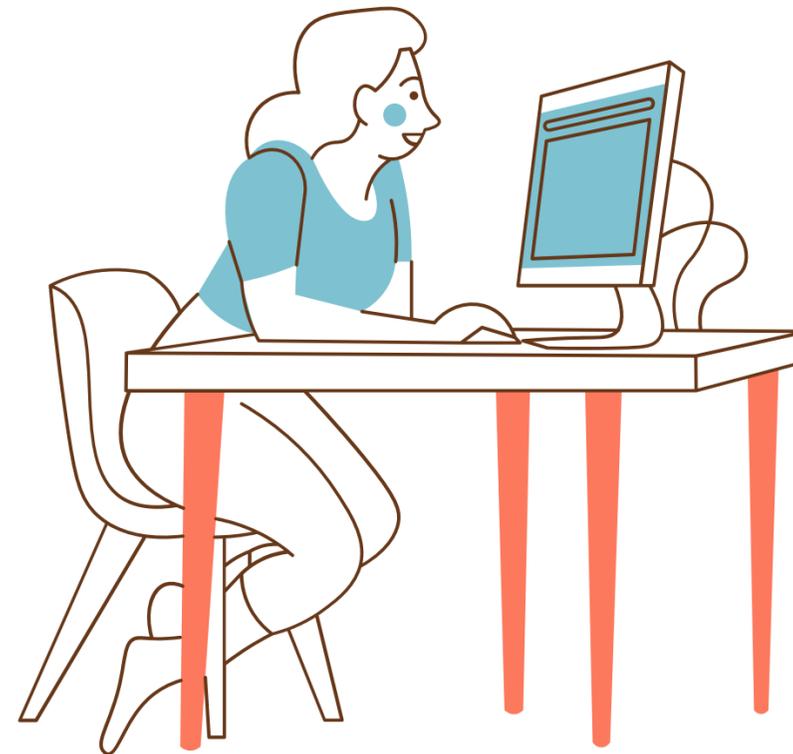
These sites are pretty, and easy to launch, but aren't made for event rentals and if you find one that is, your are limited on customizing it.

## Websites need to be functional and beautiful

No matter which option you choose it's important to understand that successful rental websites contain the following elements:

- Product Page with Availability Checking
- Shopping Cart/Checkout with Event Date
- Contract Signing and Payments
- Delivery pricing and controls

**InflatableOffice  
websites are built  
with everything  
you need**



# 02

## Domains and Hosting

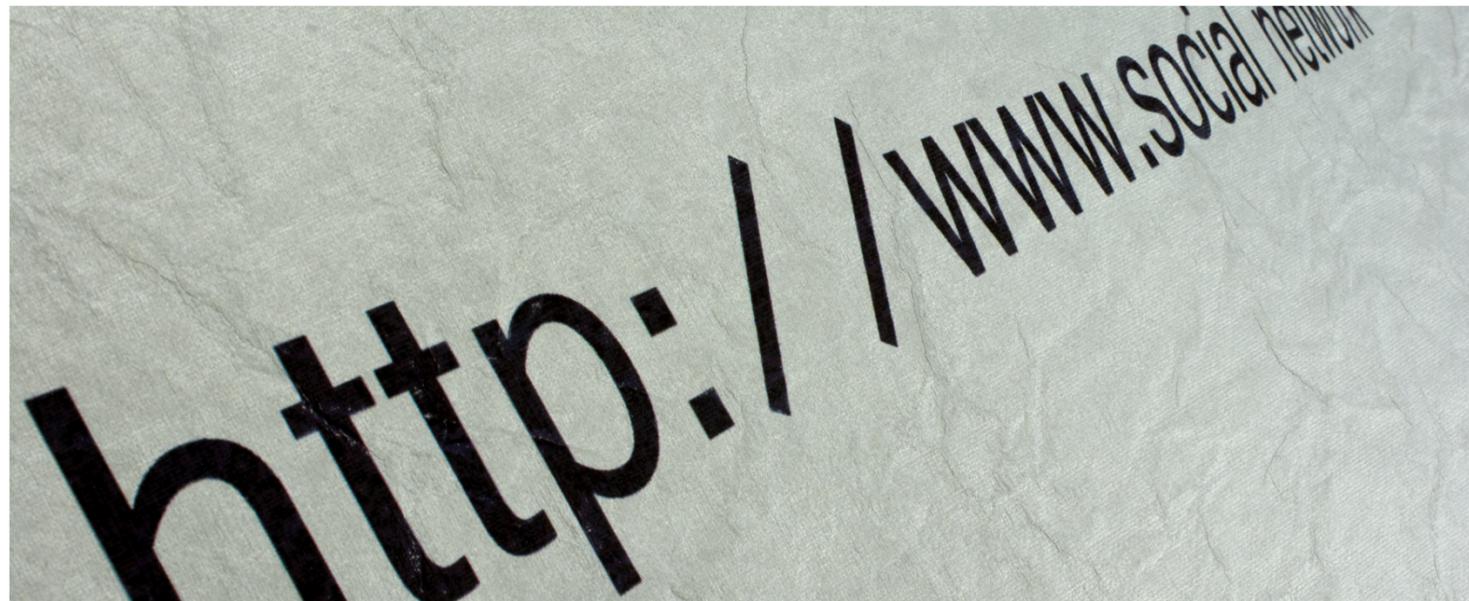
### Register a new website name

If you haven't picked a company name yet, try to pick something short that also has an industry keyword in it such as bounce, inflatable, or rental in the name.

ie chicagobounce.com, xyrentals.com, bounceandslide.com

You purchase your domain name from a company called a domain registrar and it's typically just \$15/year. We recommend [namecheap.com](http://namecheap.com) for this.

You can purchase hosting, email, ssl, domain privacy and more, but we recommend waiting on these items until your website developer/hosting is decided.



## Hosting

The hosting company holds the website on their server. It can be different from the domain registrar. Most hosting companies are considered **unmanaged** which means if you issues with your website, you are on your own. When you hire a company to make your website often times they'll use their preferred hosting company.

At inflatableoffice we provide **free managed hosting** and we monitor your site for downtime, errors, and broken links.



# 03

## Website Design

When it comes to designing a website, it's easy to look at a site and know whether it's well designed or not. Mostly it must look pretty and be easy to find what you are looking, ie -- **simple**. The problem is that it's actually difficult to keep things simple as you often want to pack everything into the home page. 10 free websites are designed with best-practice designs such as:

- Site's purpose clear, and industry targeted
- Easy to read website - Easily find what their looking for
- Value proposition: What makes your company unique? Why should they choose you?
- Call to Action: Motivating and easy to find button taking them to a form
- Lead Capture Form: easy way to provide you their contact info
- Trust elements: customer reviews, company/client brands
- Logo should be at the top-left, and clicking it should take you to home page.
- Menu should be at top of site

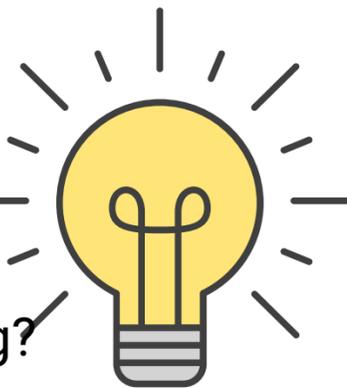
These aren't set in stone, but not following website standards can cause visitors to be confused.

**Approach** - First things first, determining the overall goal of the website?

As you begin your journey into launching your new website, it's important to keep in mind the main goal: Make a Sale.

Before you begin to envision the look of your new website it would do good to first consider your audience. You probably have several different types of customers and each has a different need you want to address. Are they private parties or church-sized? You may already realize you specialize in corporate sized special events - which is great! Once you determine who you're selling to you can dig into the creative portion.

**Inspiration** - When you find a website example you like notate why you like it - and what you don't like about it. Pretend you're a customer looking to rent from their site - walk through the steps and make a note of your experience along the way. Perhaps a favorable website comes to mind but let's say it doesn't - where do you find examples worth mentioning? Start with a google search. Find out who your competition is within your service area. Make a list - top 2 or 3 competitors. Review their website and evaluate their position. Now, repeat the google search except this time include a nearby larger city. You'll begin to see what you admire and what you could do without. Be sure to review their product presentation, the select product to cart process, and how easily it is to ask questions. Remember, think like a customer. What do they need and how can you make their experience worth repeating?



## **Authentic Content - images, copy, and brand**

We cannot count the number of times we've heard clients say, "If I can get on the phone with them I can talk them into just about any of my rentals." In that quick, or long call, you're able to talk to the customer. You're most likely helpful and courteous. Perhaps you're even considering what additional items they would like based on their initial inquiry. All of your salesmanship and customer service is front and center. The call is going well and then the client decides to sleep on it and call back in the morning with a decision. During the evening duration they decide to research your rental company with a quick google search. Your website comes up - is it sale-ready? In addition, does your website represent the personality portrayed on the phone - helpful, courteous, knowledgeable, and personable? If not, determine what you're missing.

Perhaps it's as simple as adding more photos of your events or embedding your social media feed for quick viewing. Adding small personal touches throughout the site will enhance your personality. If you're not convinced, consider this, pull-up [apple.com](http://apple.com) and see how their website is built to look as if you walked into one of their stores. The language is representative to what you would hear if you were in an Apple store.

The overall look, feel, and aesthetics are in-line with the brand. Do you have to be a mega-company to have a brand - no! Having a brand merely means you have a set of choices you rely upon for all visuals created that represent your company. Doing this allows your customers a chance to connect, bond, and grow alongside your company. They're going to be the ones with you for the long-haul. They'll most likely recommend your product offering to their circle of network friends. If they're sending their friends, it's crucial to not let those leads dissolve due to a lack-luster website.

## Colors - Be bold but not distracting

The color chosen to represent your company on a website should align with the chosen brand colors. Limiting your colors to two base colors and one accent allows you to use color as much as necessary keeping the website consistent and looking great throughout. Proper color use guides your customers' journey through the site as intended.

Primary colors will convey the mood or energy of the company. The accent color selected should contrast the primary base colors. Good examples of exciting brand color palettes can be found in collegiate or pro sports teams. A google search of your favorite team will yield great examples of exciting ways to use up to 3 brand colors.

Text blocks require a clean and legible color that contrasts off the background. If you have a white background then going with a solid black or dark gray is going to yield the highest readability rate. Readability is the level of accessibility available for the text. If you're looking to create a dark themed site white text is recommended. Creating that sharp contrast with the background is key to keeping your readability level high.

Be advised there are certain color combinations that when placed on top of one another will create a visual vibration that can be seen as detrimental for potential audience that may be sensitive to screen motion.

Links for Color Inspiration and Palette Generating

<https://colorhunt.co/>

<http://colormind.io/>

<https://colors.co/>



## Font Choices

One would think selecting a font should be easy but oftentimes it's obscenely overthought. We've all witnessed the website where about 10 fonts have been used on the homepage alone. It's immediately distressing to feel overwhelmed by trying to decipher messaging and select an item for rental. Utilizing too many fonts will lead to higher bounce rates and higher bounce rates mean you're not getting sales. Keeping your font choices minimal and consistent will elevate your company's credibility along with many other buyer decisions down the path.

- Font should be simple and easy to read.
- You'll want to consider where the font will be used.
- You'll need a headline font, a product description font, and a button font.
- It's acceptable to have one accent font that draws attention However use of that font should be relatively limited.

It's recommended selecting a font with a large family. Popular Google font families include Roboto, Montserrat, and Open Sans. Google fonts are free. Every InflatableOffice website comes pre-set with the entire selection of the fonts available from Google. We encourage all of our clients to use their vast library.

Links for font selecting and pairing

<https://fonts.google.com/>

<https://fontjoy.com/>

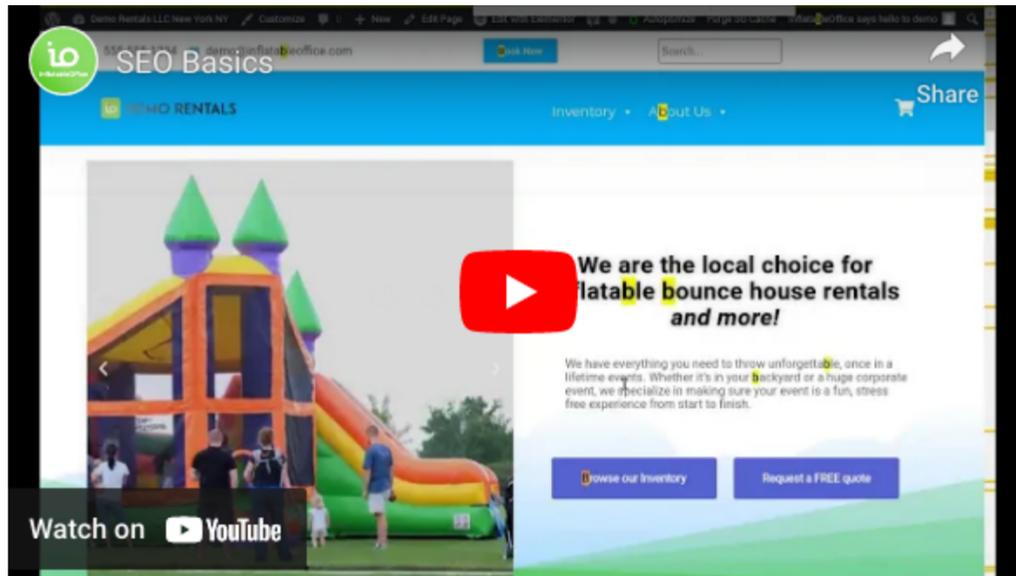
## Reviews provide the social proof

Potential customers are looking for proof your company is not going to take their money. The term Social Proof is where you utilize past reviews from happy customers to encourage the sales of new customers. This marketing concept encourages purchasing based on another's positive experience.

When you select a set of reviews to display on your new website consider a few factors:

- Select the best - at least 3, no more than 5 displayed at once
- Choose wisely, they will be read
- Proofread for grammar, spelling, and punctuation - it's okay to modify the real one slightly to fix these issues





[Watch this clip to learn more!](#)

## Gather and Post Reviews

We've taken into account the pain points of gathering reviews and have built in an automated method for easily gathering, managing, and posting reviews to your website.

- Auto generated emails prompting customer feedback immediately after an event
- Only post the reviews worth mentioning:
  - 4 star and above will auto post to website and Google
  - 3 star and below will not post, but will be gathered internally for feedback

04

## Google's Tools



### **Google Business Profile / Google My Business (GMB)**

This is how you can get your business listed online in the local listings. It's a free tool from Google designed to help businesses create business profiles. This is the account where you can gather reviews, create map locations, and more.

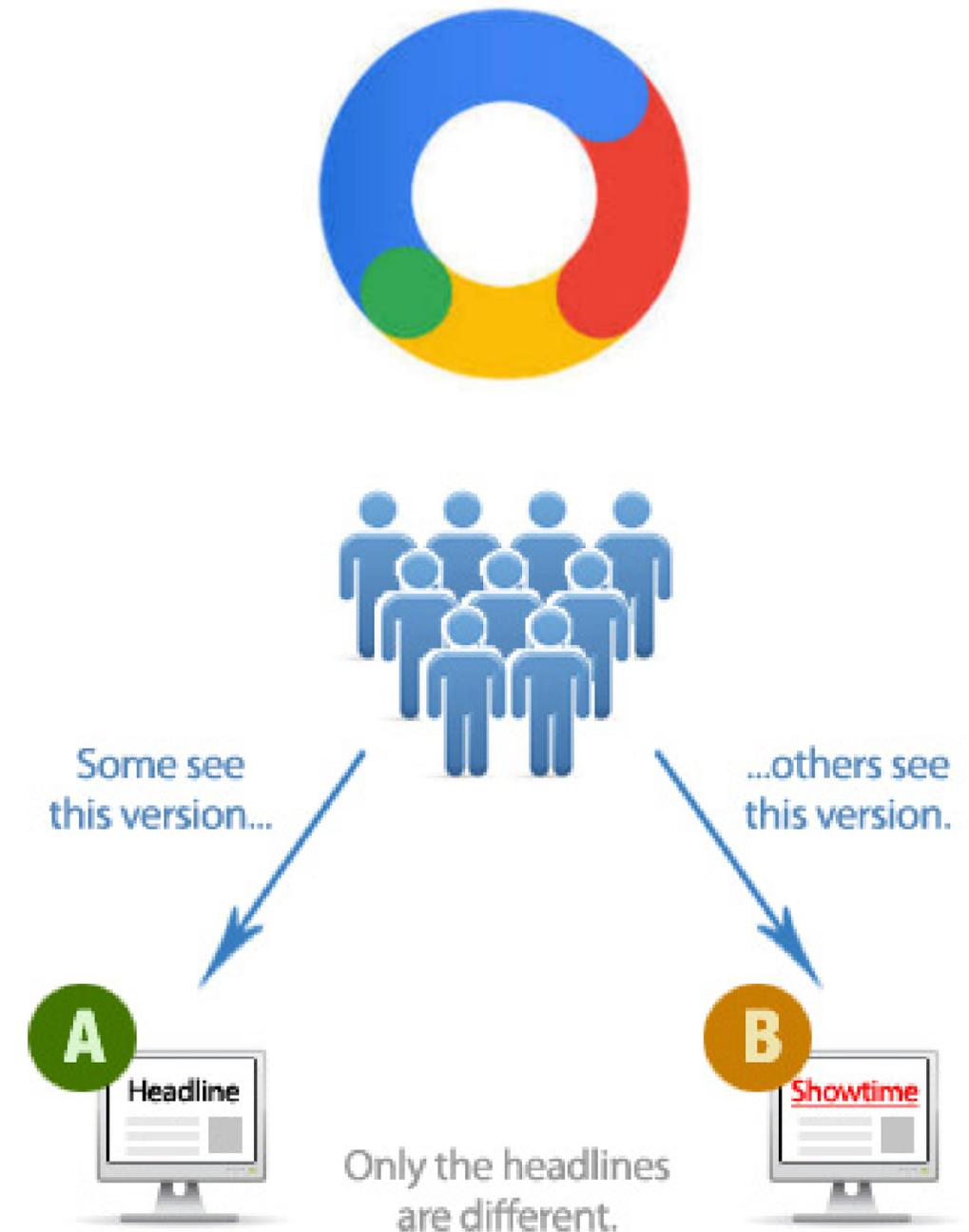
Getting your account set up:

- Go to <https://google.com/business> to edit or create your listing
- Add as much information as possible to your listing, including pictures, description, categories, and contact information. Be sure to specify the areas that you service. List specific cities, up to 20.
- Get Reviews: Send an email to your past customers and ask them for a review on your Google listing. Send a link for quick access. You can also ask friends on Facebook.
- [more tips here](#)

## Additional Free Tools from Google

**Google Analytics** to measure your website traffic, or if you are using InflatableOffice, our service includes analytics software to measure advanced details about your visitors. (more info on next page)

**Google Optimize** to improve your web pages. This tool is also free and it allows you to easily setup AB tests on your web pages (AB tests are a way to test the conversion performance of a variation of a web page). We use it often on our quoting page to constantly improve its performance. For example, will a customer be more likely to fill out a quote page if we use larger blue font, or if we use smaller red font? Who knows, but if you make two versions of the page and test them, you'll find that out.



## **Analytics**

It is very important that you monitor your keyword ranks and details about your visitors. Otherwise it will be very hard to know what is working or if you screw something up. Below are some resources for tracking SEO, but InflatableOffice tracks your SEO per city AND your website visitors and conversion rates, automatically.

Some other tools can be used to assist with this:

1. Accuranker - can be used to track search results based on the search location
2. Go to analytics.google.com and get set up so you can start tracking your visitors on your website
3. Use Google Search Console to track your keywords rankings.



**Google Adwords** costs money, but it is the fastest (and sometimes the only) way to the very top of the search results. Google often runs specials for new businesses, so once your website is up, you should create an adwords account.

I would start small (like under \$10/day budget) until you are more experienced with it. It also is best to start with bidding on keywords to attract high-dollar clients such as "rock wall rental" instead of "bounce house rental". You can also control who the ads show to so you are only paying for clicks in higher income neighborhoods.

Google will schedule training/help with this, so be sure to take advantage of their help.





## **SEO is important for any business in today's marketplace**

Optimizing your website for search engines is key to being found by your prospective customers. There are many ways to accomplish this task. You can hire help or tackle the list of items yourself. All IO websites come with organic SEO baked into the coding.

### **Why should you care about SEO?**

SEO is used by search engines to display the correct information. SEO takes into account location, keywords, content, and the alignment of all of these together.

**Before we get started**, let us define these popular similar acronyms:

- SEO - Search Engine Optimization
- SERP - Search Engine Results Page

## Google provides 3 types of links;

### Paid Links

The 3 links at the top are paid links using Adwords. Also the links on the right side underneath the map are also paid links.

### Local Listings

The links with letters next to them in the red circles (Underneath “Places for...”) are Local Listings. Google will automatically detect the location of the person searching and recommend local businesses if relevant.

### Organic Links

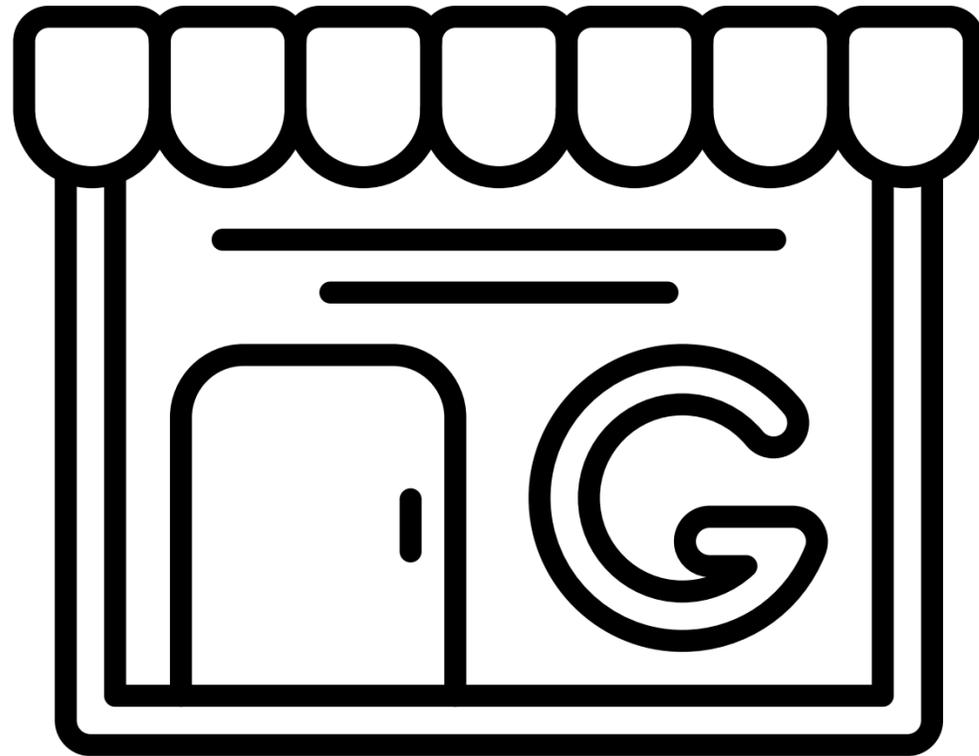
The other links on the page are just standard website links that Google has determined are relevant to the keyword search.

The screenshot shows a Google search for "pediatric dentist lithonia ga". The search results are categorized into three main sections, each with an annotation:

- Google AdWords (Paid Advertising):** A green box highlights the top three search results, which are paid advertisements. A green arrow points to this section.
- Google AdWords (Paid Advertising):** A green box highlights three additional paid advertisements on the right side of the page, below the map. A green arrow points to this section.
- Google+ Local Listings (Maps / Local Search Results):** A blue box highlights the "Places for pediatric dentist near Lithonia, GA" section, which includes three local listings marked with letters A, B, and C in red circles. A blue arrow points to this section.
- Organic Search Results:** A red box highlights the bottom section of the page, which contains standard organic search results. A red arrow points to this section.

The search results include:

- Ads related to pediatric dentist lithonia ga:**
  - Kids Dentist Lithonia - Affordable Children's Dentist** (www.robertsfamilydental.com/)
  - Pediatric Dentist Lithonia - Complete Dental Care For Kids** (www.kidssmilesatlanta.com/)
  - Kids' General Dentistry - Get Quality Dental Care for Kids** (www.mykoolsmiles.com/Atlanta)
- Places for pediatric dentist near Lithonia, GA:**
  - A** Pediatric Dentistry for Infants, Children & Teens (mychildssmile.com)
  - B** Children's Dentistry: Windham Cage Sonya DDS (plus.google.com)
  - C** Children's Dentistry (www.kidssmilesatlanta.com)
- Organic Search Results:**
  - Pediatric Dentist - Lithonia, Stone Mountain, and metro Atlanta ...** (www.childrensdentistrydmd.com/)
  - Welcome to Children's Dentistry at Stonecrest - Lithonia Georgia** (www.kidssmilesatlanta.com/)



## Google Business Listing Tips

1. Primary category (under info), set to Party equipment rental service
2. Keywords in your title, Google may limit this some, but due your best. If your company is "123 Bouncers", try putting in "123 Bouncers & Rentals"
3. Proximity of address to the searcher matters. If you have the ability to have multiple listings and addresses for each "location", do it.
4. Physical address in city of search - don't just put in a 'service area only'
5. Set additional categories as well such as 'children party services' and 'party rental hire'
6. Make sure your service areas are filled out with as many as possible
7. Do not limit your hours or you won't show in the results outside those hours.
8. Get more reviews using automated gathering tools
9. Add Posts - check out the SEO Content Engine to automate this



## Create Content

Every web page has the potential to rank well in search engines and draw traffic from other sources, like social media sites and the blogosphere. Of course, whether a page draws traffic (and links) depends on whether it's optimized and how remarkable (useful, interesting, etc.) it is. But in general, most pages do "ok" and contribute to the cause, so it's both a quality and a quantity game. Keep it simple and start with your home page and your product categories. From there make sure your products have descriptions.

## Citations

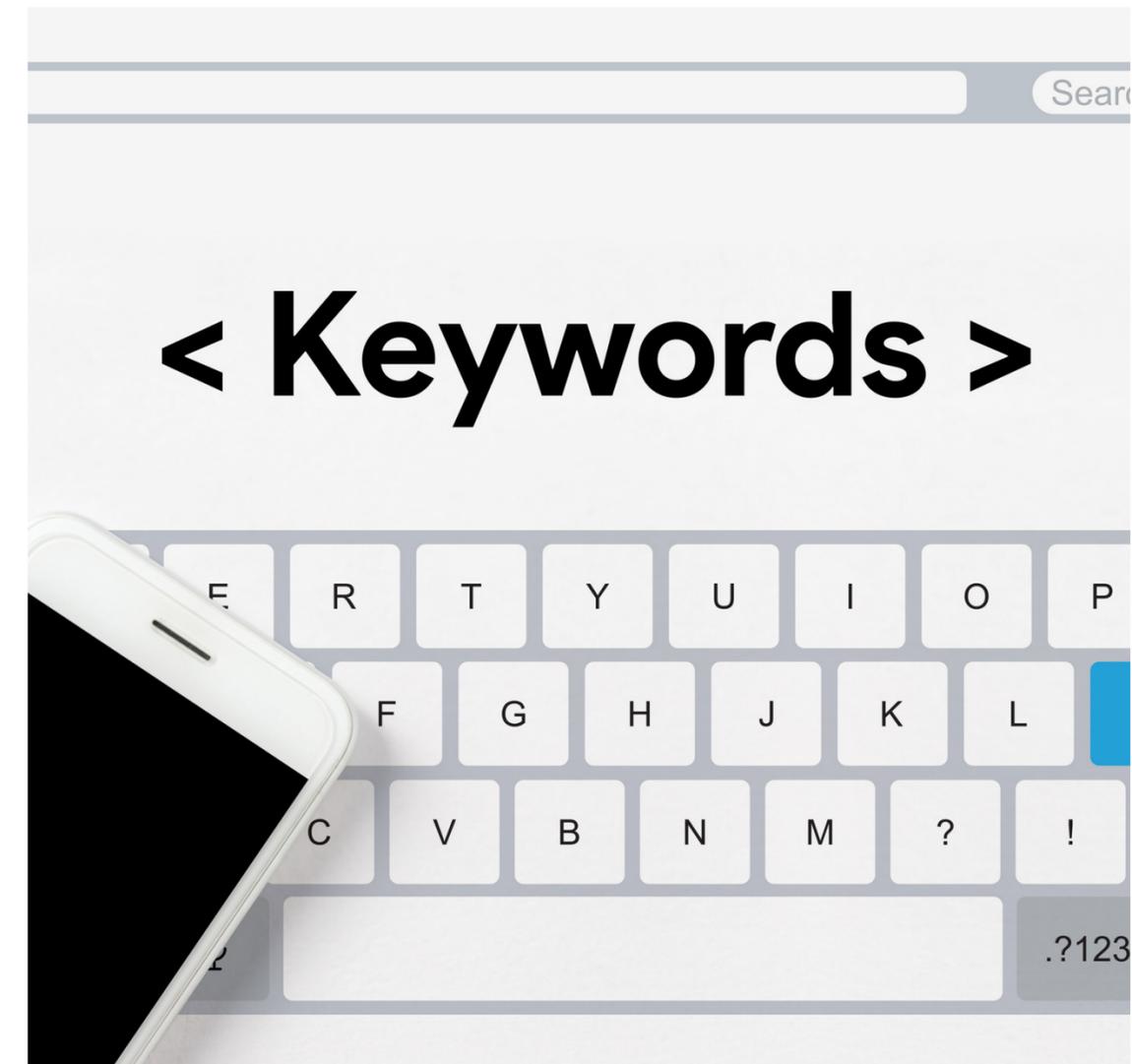
Every time your business **name, address, phone**, email, is mentioned on the internet, it's like a **vote for your website**. So it's important that you are consistent when using them. The two most important places are on your [google.com/business](https://www.google.com/business) page and your website.

Then when these are seen on the internet, social media, or other spots it can help increase your website rank.

## Keyword Suggestions

Your home page, category pages, and city landing pages should be focused on your biggest keywords. They should be mentioned in the page text, in headings, page titles, and in the URLs.

These days it's **not important** to have multiple pages targeting **every variation** of a word, but instead it can be helpful to have your page mention some of the variations, but due to the ability of search engines to know that 'bounce house rentals', 'moonwalk rentals' tend to return the similar results. You can test this out and you'll notice that it will highlight words in the results you didn't actually type. But they aren't perfect either, as if you do a search for 'jumper rentals' you'll see it's different.



### **Top searched keywords.**

Should be on home page, and main categories:

1. bounce house rentals
2. party rentals
3. water slide rentals

### **Next**

1. tent rentals
2. event rentals
3. inflatable rentals
4. wedding rentals

### **lower, but also less competition:**

1. concession rentals
2. dunk tank rental
3. rare, possibly higher-dollar keywords
4. rock wall rental
5. mechanical bull rental
6. dance floor rental
7. photo booth rental

You can use the following tool to do your own research:

<https://www.wordtracker.com/>

## **Heading Summary**

Similar to how newspapers and magazines use headings and sub-headings to help readers, websites can use special tags in their HTML. These tags not only help human readers read the content, they also help search engine spiders better understand the content on a page and what is most important. It is generally a good idea to use heading tags to help signal to the search engines, what the web page is about.

## **Image Summary**

Images are a great way to enhance a website from a user's perspective. However, it is important to note that search engine crawlers cannot really "see" images (although this is changing). So, if you have lots of images that contain textual content within the image itself, this content will not be seen by the crawlers.

HTML helps address this issue by providing a way to specify the textual content for an image using the "alt" attribute. The alt attribute allows web pages to assign specific text as the "alternative" content for images for those that cannot view the images themselves. This can be search engine crawlers or text-only web browsers.

IO websites handle this automatically for you, but if creating custom pages, this may need to be considered.

## Directory Listings

You should get your website listed in a few directories. Here are some some, that should be free:

- Your local town's chamber of commerce website
- [www.inflatableyellowpages.com](http://www.inflatableyellowpages.com)
- [www.kidspartyrentaldirectory.com](http://www.kidspartyrentaldirectory.com)
- [more ideas listed here](#)

There are lots of others that you can pay around \$20/year for that may be worth doing, but make sure they rank for the keywords you want to rank for first. It is unlikely you'll get any visitors from directory listings, so you're paying for the SEO credit you'll receive.

**Note:** Websites that offer to submit your website to thousands of websites or directories are a waste of time and money.



## Internal page linking

You can and should link to other pages on your site. If you mention the word 'water slides' on your home page, you should link it to your water slide category page. It helps Google know that page is going to be about water slides and thus it will be more likely to rank for that phrase. You don't need to go crazy and add links everywhere because it can take away from the look and functionality of the site.

Wordpress has some plugins that can help with this such as <https://wordpress.org/plugins/link-whisper/>

## Redirects from old sites/pages

If you are launching a new site you want to make sure most of the pages on the old site redirect to the proper ones on the new site. You can use a wordpress plugin redirection for this, or some tools like rankmath have this built in.



## City Landing Pages

It will be nearly impossible to rank in the local 3-pack if your company address is not in that city. Other more local businesses will always out-rank you because Google wants to show nearby businesses first. But you can rank in the organic listings for other cities by creating a page on your website using a combination of the keyword + the city name.

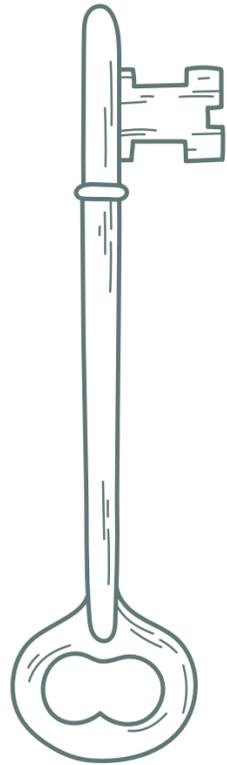
For example, if your business was in Cleveland, OH and you wanted to show up in results for Akron, you would make a new page called “Bounce House Rentals in Akron, OH”. And this page would need several paragraphs of information about bounce houses and how you deliver to Akron. It can become a lot of work when you want to rank for 50 keywords in 15 nearby cities. That would be 700 pages you’d need to create with all unique content! And when I say cities, I’m not necessarily talking about large cities; they may be townships or parts of a city.

Fortunately InflatableOffice makes this easy as [we generate unique landing pages](#) for you automatically.



## On-Page Keyword Focus

Technical SEO (like setting the html title tag) are automatically handled by most website builders these days.



1. Update your **<title>** tags on your web pages to include the keyword as listed in the Reports section. For example your Home Page title should be something like: **Inflatables Rentals in Atlanta, GA from Bounce House LLC**
2. Other pages such as the ones showing your rental items may have a title like: **Bounce Houses in Atlanta, GA from Bounce House LLC**
3. The important thing is try to have highly searched keywords at the start of your page title and also to include your location.
4. Update any text on the page to try to squeeze in some keyword phrases as well. Don't get carried away and try to list a bunch of keywords or anything, just mentioning a keyword once or twice is enough.
5. When linking to other pages of your website, be sure to use descriptive text. Avoid using things like: *"To see testimonials, click here."* Instead try to phrase your sentences like: ***"Our customers think we are the best inflatable rental company in Atlanta, GA."***
6. Add alt text to any images on your site.
7. For example for a picture of one of your rentals you want to change the image tag to look something like this **<img src='images/moonbounce.jpg' alt='moonbounce rental' />**

## In-bound Links

### Simple steps to update keywords on the page-

1. In-bound links are when another website links to yours. Google uses these to determine how important your website is. The more of these links you have the more important Google sees your website.
2. Get listed in as many other local directories as possible, for example:

<http://www.local.com>

<http://www.yellowpages.com>

<http://travel.yahoo.com>

<http://insiderpages.com>

<http://superpages.com>

<http://parentsconnect.com>

<http://cityvoter.com>

<http://judysbook.com>

<http://lilaguide.com>

<http://tripadvisor.com>

<http://rinktime.com>

<http://citysearch.com>

<http://mytravelguide.com>

<http://www.atlanta.com>

(or whatever website your city may have)

You can find more by searching for “atlanta local listings” (replace Atlanta with your city).

Most town/cities have chamber of commerce directories as well.



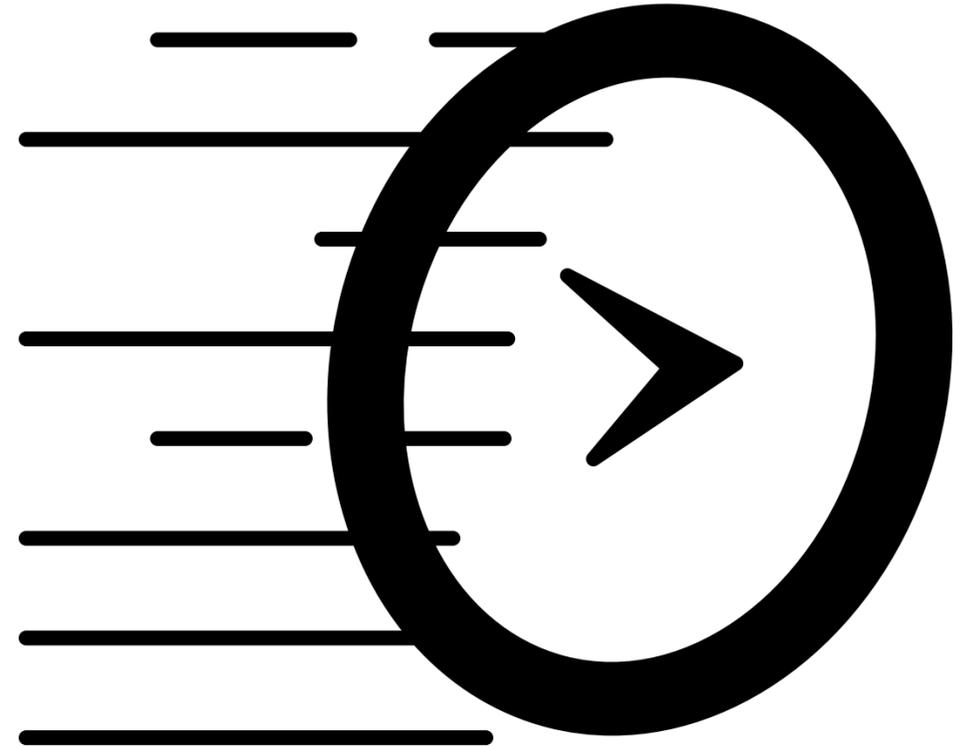
See [Search Engine Journal Article](#) for more ideas.

## Page speed affects rank

Your site needs to be with a good hosting company to have good speed and high uptime. We recommend [siteground](#), but as long as you aren't on a budget hosting plan you should be fine.

Use [gtmetrix](#), and google's [page speed insights](#) to test your site.

On wordpress we use a number of tools to optimize the site including [SG Optimizer](#) (for server caching and image webp support), [autoptimize](#) (for code compression and file combination), and [resmush.it](#) (for image compression). There are many other tools that can be used, but regardless of what you use be sure to test that it doesn't break the functionality of the site. Also when testing use an incognito window and/or your phone because a lot of these plugin's functions don't run when you are logged into the website which cause it to work fine for you but not for the customer.



## Quality Links

While the quantity of links is important, the quality of links is as well. If you do a search in Google for a keyword that you want to rank well on, the top 20 sites are the ones Google has determined are the most relevant websites for that keyword. So, if you can get any of those websites to link to you, you'd do very well.

## Anchor Text

When another website links to you the text that appears as the link is known as the anchor text. If they link to your site using an image, then the image alt text will be used as the anchor text. If you can get the keywords you want to rank well for to be in the anchor text it will help boost your ranking.

For example, the code: `<a href="http://www.yourwebsite.com">Event Rentals</a>` will produce the following link: **Event Rentals**

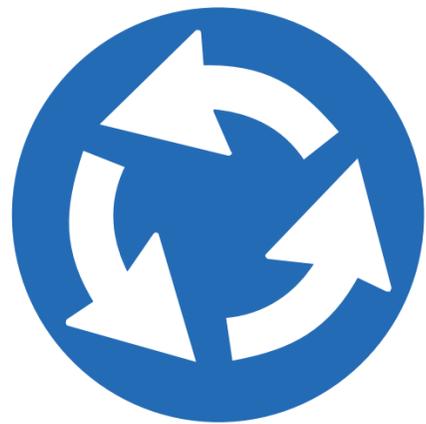
The link above will help you rank higher for the keyword Event Rentals.



## Nofollow Link

If a hyperlink has the tag `rel="nofollow"` then SEO credit is not passed along. If any links pointing to you have that tag in them, then they are not helping your SEO rank at all.

**`<a href="http://www.yourwebsite.com" rel="nofollow">Event Rentals</a>`**



## Redirecting Links

Sometimes you'll notice when you click a link that it will redirect to another site before going to the final destination. If this happens the destination site often does not receive any SEO credit for that link. When this happens it is known as a redirect and there are two main types of these, a 301 redirect (called a permanent redirect) and a 302 redirect (called a temporary redirect). Permanent redirects pass SEO credit while temporary ones do not. You can generally assume that if a hyperlink does not point directly to your domain name then you are not getting any SEO credit.

For example, the link:

**`<a href="http://www.shareasale.com/r.cfm b=200957&u=350837&m=22286">Learn Guitar</a>`**

The link sends visitors to a website about guitars, but since shareasale.com is the actual link, no SEO credit is given.

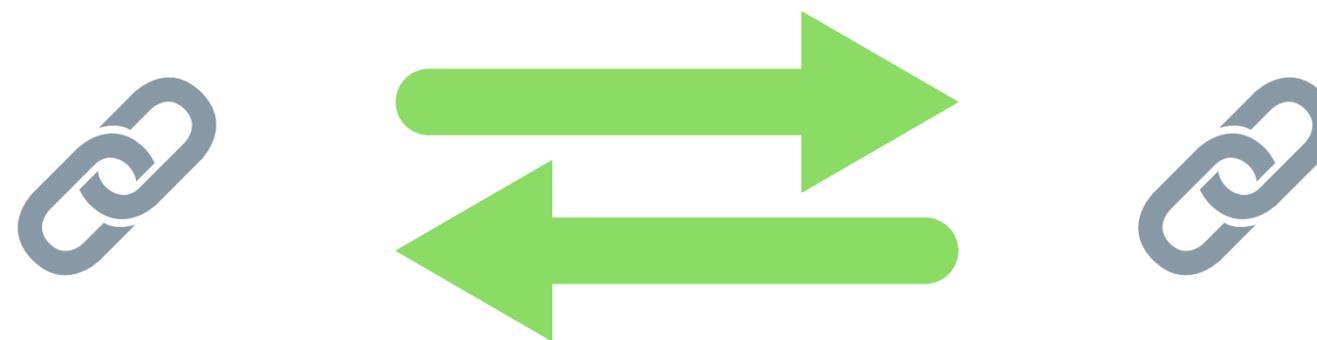
## Paid Links

Some websites will let you pay them to advertise on their website. This can be valuable, but is often a waste of money. In order to evaluate if it is worth it you must consider the following:

1. How many visitors will they send to my site?
2. How many visitors, on average, turn in to paying customers?
3. How much profit is an average customer worth?

Once you answer those questions you'll be able to calculate the average worth of a visitor, and thus determine if the advertisement will be profitable or not.

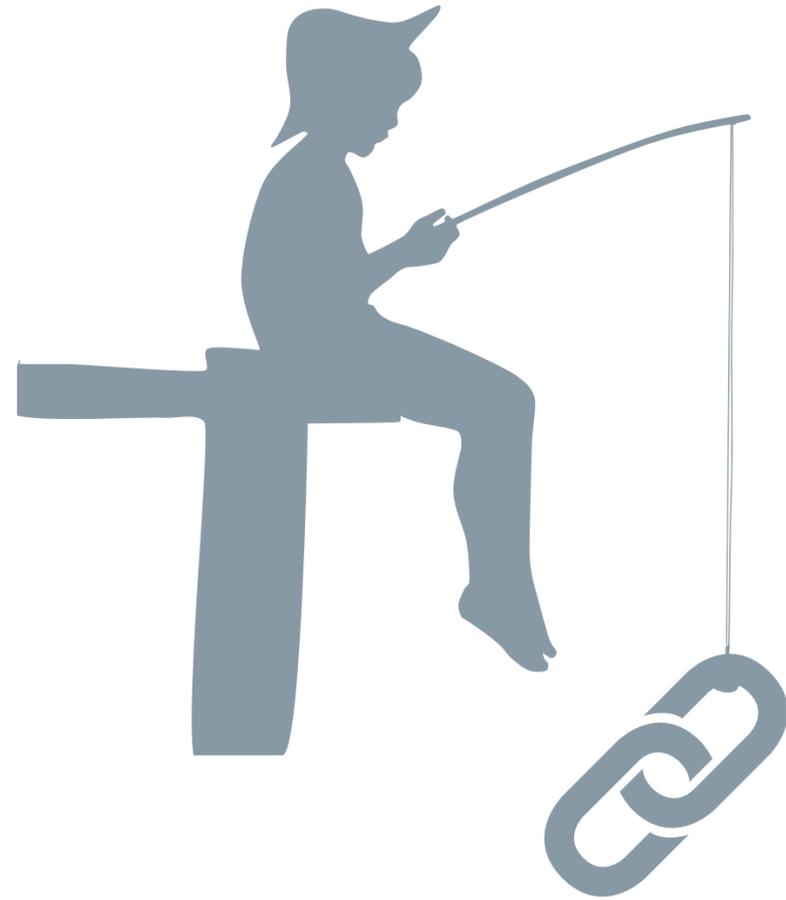
Now, in some cases you can also get your paid link to give you SEO credit. You'll need to watch carefully that the link is not a nofollow link and it is not using a redirect.



## Link Exchange

This is where a website links to you if you link to them. This is worth doing only if the websites linking to you are relevant to your business.

Note: You may get solicited to do a link exchange with another website. Unless the website is directly related to your business, you should not respond.



### **Link Bait**

Creating an incentive to get others to link to you is a powerful way to improve your SEO rank. One way to do this would be to create an affiliate program. This can be a lot of work, but there is software out there that can help ([PostAffiliatePro](#)).

You can also join an affiliate network ([CommissionJunction](#)), but they usually don't provide you any SEO credit for the links.

Google also scans social media for links/mentions to you as well, so maybe ask customers to mention you on their personal account and you'll give them a \$5 off coupon. This doesn't need to be complicated, just offer it as a coupon code on your FB page and don't bother checking if they did or not.

## Conversion Optimization

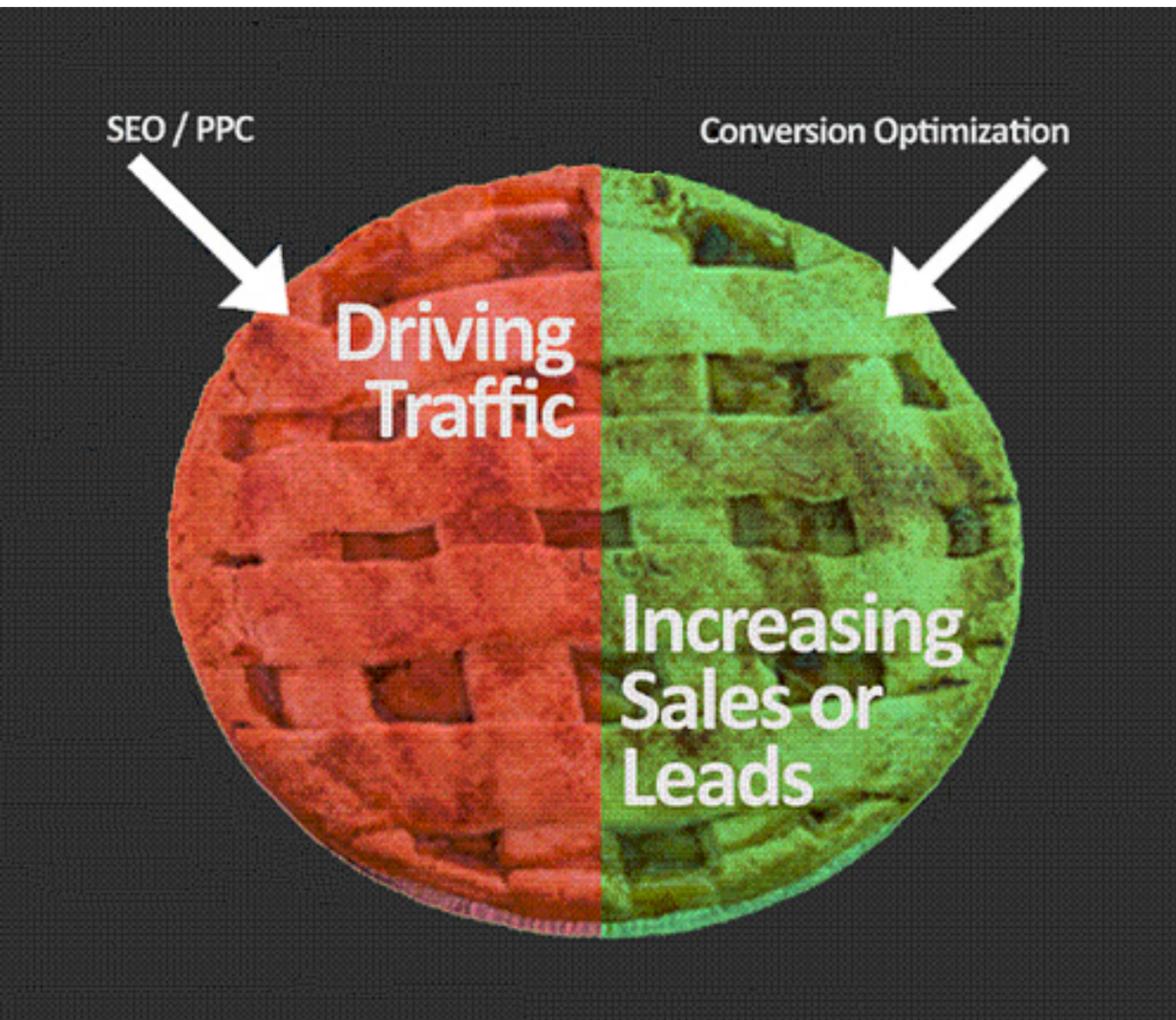
Do you ever wonder how many of your potential customers leave your website and go on to book an event with a competitor?

This document will teach you how to measure current performance and guide you on improving your conversion rate so you gain more customers from your existing stream of leads.

## Leads Overview

Let's define the process of how a visitor becomes a customer on your website.





## Get more visitors

### Increase your Leads

Increasing your leads is not actually part of the conversion optimization process, but it is very important, so we have included some ideas for your benefit.

To get more leads you can do activities such as the following:

- Improve your SEO
- Use Google Adwords
- Partner with other rental companies
- Advertise in other media

### Advertise in other Media

Advertise in local newspapers, on local websites, and local radio. An important step here is to be sure to measure your ROI. InflatableOffice asks customers how they heard about you when they request a quote. This information is valuable to know when you are deciding where to spend your advertising dollars.

### **Partner with Other Rental Companies**

Imagine a customer that wants to throw a graduation party. They want to have a few inflatable rides, a dozen tables and chairs, canopies, and lots of food. If you only rent out inflatables then that customer either finds a 2nd or 3rd company to handle the other items, or they end up going with a competitor who does provide them.

You could consider partnering with other companies in the area so that when a customer comes to you, you can tell them you do provide tables, chairs, tents, canopies, food, entertainers, etc.

If you are using InflatableObject, we allow you to easily find other companies willing to partner with you and quote their items as easily as your own.



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## Lead Conversion

### Improve Visit -> Lead Conversion

Getting more leads from your existing stream of visitors is all about making it enticing for a visitor to provide you their info.

You must give them an incentive, for example you could:

- hide pricing on site and require a quote
- provide a coupon code
- accurate pricing for delivery/taxes
- check of availability



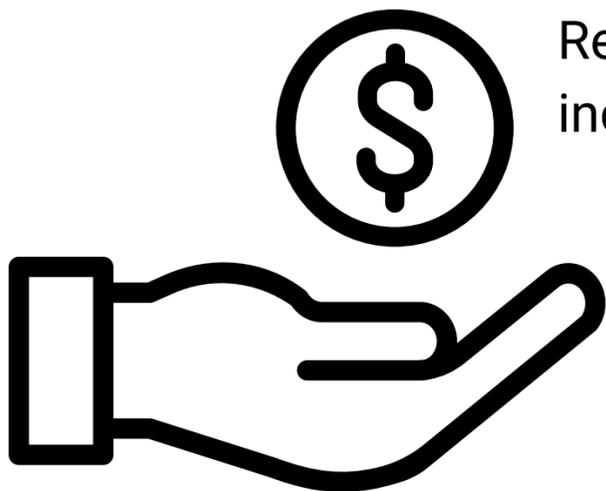
## Online Quotes

The goal of the website is to provide information to visitors and to capture their contact info so your sales team can work to close a sale or your can market to them in the future.

If you just print your prices on your site, you are missing many potential sales opportunities. Because your prices are posted, they have no need to contact you and may just compare you to a cheaper competitor and you never even knew it. With an online quote system you'll know every time when someone wants to know prices. You can then follow up with a phone call or email and tailor your services to your customers needs. There are many ways to handle by encouraging the customer at each step to 'add item to cart to see pricing', and 'start checkout to see pricing', etc.

If your competitors are showing pricing on their website you may need to as well, or if you are already getting more inquires than you can handle. But you can still encourage clients to send you their info by reminding them that tax and delivery must be calculated.

Regardless, the more leads you bring in, the more you control you have at choosing your clients and increasing prices to control the volume of business your operational team can handle.



## Testimonials

Having customer testimonials on your website is a great way to help new visitors feel more comfortable with a company they may have never done business with. Not only does it improve your Lead->Quote conversion rate, it also increases your Quote->Sale conversion rate.

We specialize not only in helping you organize your company but also generate more sales. So, InflatableOffice sends surveys to past customers on your behalf. When you get their responses you can easily show and hide which testimonials are displayed on your website and your google business listing. It's so easy, yet so powerful.

[More info on this feature is available here.](#)



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## Sale Conversion

### **Improve Lead->Sale conversion**

Convincing someone who got a quote to complete the sale is not always easy to do, but you can improve your success by following a few simple steps. Customers need to feel comfortable with you before deciding to purchase.

In marketing, it is well known that it takes on average **7 contacts with a customer before getting a sale**. It's all about staying in contacting with the potential customer, getting to know them (or in fact allowing them to get to know you), and convincing them that they will be very happy with your service.

Your website and automated follow-up emails and texts can handle most of these touches for you.

### **Allowing the customer to feel comfortable**

Most often this just involves answering their questions quickly. Past customer testimonials can also help with this. Satisfaction guarantees can also be a good idea.

### **Communicate more**

Customers can be in different stages of the buying process when they get a quote from you. One person may be ready to book an event, but another may be just trying to get an idea of how much it would cost to throw a birthday party. That second person needs a lot of communication and may be quite a bit of work to convince them to go with you. If you have lots of quotes coming in each day, it is difficult to remember details about a customer that submitted a quote 2 weeks ago. Being organized is extremely important in helping you with this process. Our software is designed to make this process easier.

### **Special offers and discounts**

Everyone wants to get a great deal. Someone is always telling me about how much money they saved when they bought something. So be sure to offer discounts and coupons to your customers, and if you can't afford to discount your service any, first raise your prices and then offer the discounts.

**InflatableOffice is very flexible when it comes to creating discount packages and coupons.**

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## Increase Profit per Sale

### **Increase Profit per Sale**

What's the point of getting more sales if your profit goes down and your stress goes up? When you have more events you need more staff, vehicles, warehouse space, management, etc. Ideally you want to get maximum efficiency out of your resources by using them all at 100% of their capacity. You don't want to be delivering with a half-full truck and inventory sitting in the warehouse.

To start, you should already know what your current average profit per event is, and if not then be sure to read the section titled **Measure current performance**. InflatableOffice can tell you your gross revenue per event automatically.

### **Up-selling Items**

When a customer is imagining their birthday party, maybe they thought of a bounce house, a clown, and lots of kids. But did they think of a cotton candy machine? Maybe, but if they didn't, you should suggest it to them. Throwing in those extra items right before a sale can drastically increase your profit margin. InflatableOffice automatically displays related items (based on popularity, availability, price, and satisfaction) on the final quote page to up-sell related items.

### **Damage Waivers**

A great way to increase profit by offering to not hold client liable for accidents. Let's face it you were probably going to cover this anyway. [Learn more here](#).

### **Not too big of discounts**

It's tempting to offer large discounts to help get the sale, and that is great, as long as you know what your break-even point is per item. For example if you have an item that costs you a lot to setup, deliver, and run then you need to charge quite a bit of money for it to be worth your time. But an item that requires little extra work, allows you to offer larger discounts and still be profitable.

### **Don't compete on price**

Most amateur entrepreneurs always think they need to have the lowest prices to get the sale. What they don't realize is that the lowest price usually doesn't get the sale. Why? Because most of people have learned the lesson that

### **Higher Price = Better Quality.**

Your customers do want a great price, but they also want to be confident that you will provide an excellent service. If they have to pay an extra 10% in order to have that feeling from a company, they'll very likely do it.



## **Get More Repeat Business**

It's said that it can be 10 times harder to get a new customer than to keep an old one. If that is true, then it is worth your while to make some effort to ask past customers to book with you again.

## **Send email reminders**

Do you email customers a year after their last event to ask them to book with you again this year? InflatableOffice does this automatically based on when they booked from you the previous year. It's all very customizable as well.

## **Use your best workers**

If you have several employees that help you run your events you may be interested in how [InflatableOffice helps you have motivated workers.](#)

If an employee goes to work because he has to and not because he wants to, then he may only work at half his ability, and probably with a grim look. Your customer may notice this attitude and the fact that it took a while to get the party all set up, which may cause you to lose future business.

But if your employee wants to be there then it is likely that they'll be happier and therefore have a better work attitude. InflatableOffice makes it easy for your employees to sign-up for shifts on a priority based system. If someone doesn't want to work, they don't have to sign up. This system works best with a larger pool of workers. You can even give priority to specific workers by allowing them to sign up for events before others can even see them on the schedule. Finally, our system will **send surveys to your event managers** after an event asking them about injuries, equipment damage and condition, if any workers need to be docked time, and worker performance.

## ***Be more organized and professional***

Nothing looks worse than showing up with wrong, broken, or missing equipment. InflatableOffice makes it easy to print a packing list of equipment you need for your events. And if the manager filled out the survey from the last event, then you know ahead of time if any equipment needs repaired.

**InflatableOffice makes it easy for your employees to sign-up for shifts on a priority based system.**

## Measure Current Performance

In order to answer these questions you need to have some sort of web analytic software set up on your website so you can measure the number of visitors. See the Tools section for recommendations.

For each of the items below, write the previous month or years total. Be sure to use the same time period for each.

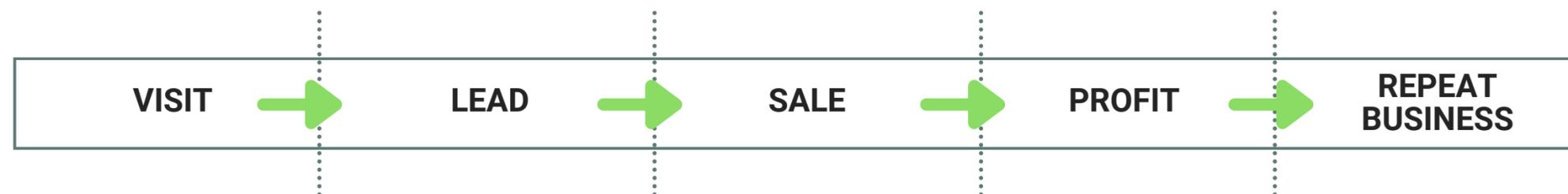
**Visits** = # of website visitors

**Leads** = # of quotes you give out

**Sales** = # of events you've booked (use book date, not event date)

**Profit** = (average profit per sale) = Income minus expenses divided by # of Sales

**Repeat Business** = (as a percent of total sales) = # of Sales that have previously booked with you divided by the total # of sales



If you cannot answer the above calculations, get started in collecting the necessary data now, so that a few months from now you can answer them.

Once you are able to calculate these amounts, you'll be able to see if you are improving your conversion rates over time.

## Value of a Customer

How much does it cost you in advertising to get a new lead? What is your profit per lead? If you don't know the answers, it's possible you're wasting your money or you're not maximizing your advertising. Using the data from above, we can now calculate the average value of a customer and a lead. This is useful so you know what your break-even point is for advertising.

- **Value of a Customer** = Profit \* (1+% Repeat Business)
- **% Sales per Lead** = Sales / Leads
- **Value of a Lead** = Value of a Customer \* % Sales per Lead

InflatableOffice provides nearly all of this information when you use it to manage your quoting. Our software provides even more detailed analysis so you can see profit per rental item as well as your profit trends over time.



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## Current Trends

### **Multiple business aliases**

Be your own competition. This typically happens when you buy a competitor and keep the brand going, but you could also start a new brand on purpose so customers feel like they are shopping around. InflatableOffice has multi-location and multi-phone line features to make managing this easier

### **Multiple websites**

In addition to multiple brands you could have websites targeting different cities or different customer types. Again InflatableOffice has features to make hosting and managing this pretty easy.

One key to making this work is to having two Google Business profiles, each attached to a different address which can sometimes be tricky.

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## Resources

**Register domain:** [namecheap.com](https://namecheap.com)

**Find contractors:** [upwork.com](https://upwork.com), [fiverr.com](https://fiverr.com)

**Measure traffic:** [google.com/analytics](https://google.com/analytics)

**Site feedback:** [userbrain.com](https://userbrain.com)

**Google Business Page:** [google.com/business](https://google.com/business)

**Advertising:** [google.com/adwords](https://google.com/adwords)

**Rental Software:** [inflatableoffice.com](https://inflatableoffice.com)

**Online groups:** <https://www.facebook.com/groups/rentalpros>

**Page Speed:** [gtmetrix.com](https://gtmetrix.com)

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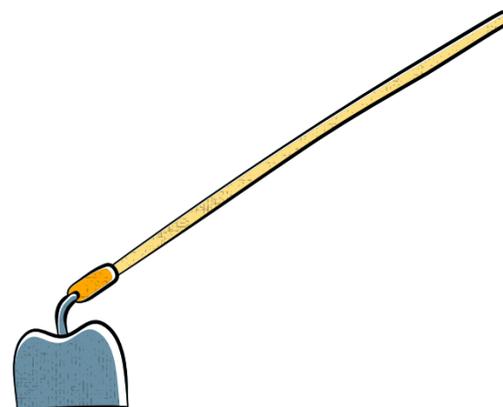
## Conclusion

There is a lot to do, but you can significantly reduce the amount by choosing the right software solutions and partners.

It's also easy to get lost in the details and miss the basics which are critical. I've made a concise list. Do these first before getting distracted with advanced techniques:

- Do you have a mobile friendly website?
- Are visitors motivated to give you their contact details?
- Is your inventory well updated with multiple pictures and descriptions?
- Do you have a [google.com/business](https://www.google.com/business) profile?
- Do you have a system that is monitoring your search rank, visits, conversion rates, and sales numbers?

Use [InflatableOffice](#) to gain access to an **all-in-one suite of software** with these tools built right in.



WHAT IS YOUR TIME WORTH?

