

## **Recommendations for adding water treatment to your website**

If you're going to offer water treatment to your clients I highly recommend you put the information on your web site. The content provided should be used as a guideline for information that will be helpful to your customers.

I recommend you add a primary navigation link for "water treatment" (just like plumbing, hvac, about us, etc). The link should go to a page talking about the need for water treatment (see water treatment document). For there you want a drop down that has a page dedicated to water filters(see water filter content) and a page dedicated to water conditioners(see water conditioner content). This will help to eliminate the confusion between what a filter does versus what a softener or anti-scale system does.

To get the most bang for your buck I also recommend you include you area in the content for best SEO pick up. So instead of saying "water treatment specialist" say "(your town)'s water treatment specialist".

If you have any questions regarding how implement the content please call Nicole Ross at 615-338-8748.