

***YOUR WEBSITE
IS IMPORTANT***

YOUR WEBSITE IS YOUR NUMBER ONE SALES TOOL!

Top reasons to have a good website:

1. It can help you reach more people - through search engine optimization.
2. You can align your customer's expectations and improve their experience.
3. You can provide a window into your business and get customers off the market from the beginning of their search for a solution provider.
4. It helps you increase and build your brand presence - making you stand over the competition.
5. You can improve your credibility by showing your previous work, customer experiences, and what makes you unique.
6. It allows you to interact with your customers whenever they need you.
7. You can improve your processes and integrate them into your operations.
8. Your website is a fixed asset to your business and developing a new site falls under capital expenditures.



**How's your website
performing?**

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A GOOD WEBSITE GETS YOU AHEAD OF THE GAME!

A few facts about how human behavior online:

1. 63% of shopping occasions begin online.
2. 85% of people read online reviews before making a purchase.
3. 53% of all website traffic comes from organic search.
4. 49% of users say they use Google to discover a new product or service solution.
5. 97% of people search online to find companies nearby.
6. 28% of local searches culminate in a purchase.
7. Over 50% of users use their mobile devices to search for products and services.

(Source: Think With Google)



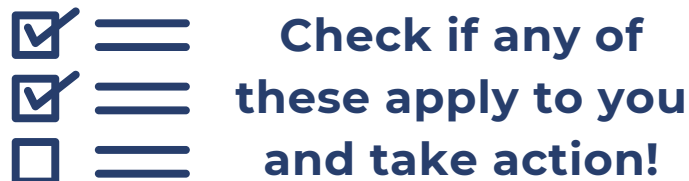
**Are you taking
advantage of this?**

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WHAT MAKES A WEBSITE BAD:

Top reasons to have a good website:

1. Outdated web design and content.
2. Hard to find while searching (on Google) for a product category.
3. Difficult navigation.
4. Poor color and font choices.
5. Lack of responsive design (not mobile-friendly).
6. Slow load time due to large files or weak servers.
7. Lack of relevant information for the user.
8. Lack of call-to-action buttons.
9. Walls of text and lack of imagery.
10. Too many outbound links for information that is user-levant.



ABOUT US

Strategy

Value Proposition, Goals, Budgets, ROI

Branding

Company Positioning, Campaigns, Collateral

Web

Design with Intent, Content, Functionality

SEO

On-page, Directories, GMB, Technical

SOCIAL MEDIA

Content Creation, Response Management, Engagement

OUTREACH

PR Management, Events, Newsletters, Trade Shows

**FULLY
INTEGRATED
EFFORTS
TO GROW
LEADS**



QUICK FACTS

Since
2017

43

Surfacing Related Companies

23

Rockhead Member Companies

60

Fully Designed Websites Built



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TRUSTED BY THE INDUSTRY

CR | Construction Resources

DISCOVER
— Surfaces —

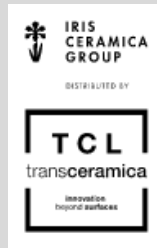


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SURFACES



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