

Market Your Building Plans to the Largest Audience Possible



SITUATION

Are your building plans featured on Google and other major search engines? Do your construction drawings bring more business for you?



SOLUTION

Upload your building plans on ABR's national GIS to feature them on Google. Amplify your voice with ABR posts and your own company page.



BENEFITS

Let Google qualify the leads for you
Your own company page on the ABR portal
Amplify your voice with ABR posts

Feature Your Building Plans at Google and other Search Engines

What better way to market your business than having all your projects featured on Google and other search engines? When you upload your building plans on ABR's GIS, addresses your data belongs to are linked to your company profile. Nobody will be able to download your files without permission – they can request them directly from you through ABR.

ABR Services Used

ABR National GIS for Building Plans

Uploading of digital files in the ABR National GIS

Using ABR Projects to manage current projects

THE SITUATION:

Are your building plans featured on Google and other major search engines? Do your construction drawings bring more business for you?

Every organization has a website presenting the company's services, maybe even a portfolio of completed projects; a sales team reaching out to potential customers and qualifying leads; and a marketing team promoting services.

And every organization encounters the same roadblocks: fierce web competition, competing for our audience's time, and the issue of the "unknown" - when a competitor wins a project because the general contractor didn't know we did work in that building before.

THE SOLUTION:

ABR has put a strategy in place to compliment the work of your sales and marketing teams, a solution to showcase your achievements to the largest audience possible.

Google + National GIS for Building Plans + ABR Promotions

LET GOOGLE QUALIFY LEADS THROUGH THE ABR NATIONAL GIS

The ABR National GIS (ABR Drawing Vault) is a repository for building plans and construction drawings at national level. With an interface on the ABR public website that lists available documents by address and is indexed by Google, the ABR drawing vault becomes a powerful tool to showcase your achievements on the most used search engine. In addition to having potentially thousands of links indexed by Google, the advantage of having them listed by address is tremendous. Whenever someone googles an address, your files will bubble up in the search results because of the way ABR pages are indexed. Nobody will be able to download your data without your permission - they'll be able to request it directly from you through the ABR portal. It's an advantage no other solution is offering to date.

YOUR COMPANY'S MARKETING PAGE ON THE ABR WEBSITE

In addition to files being listed in our directories and indexed at Google, we also offer organization members a company marketing page – your company's web page on the ABR portal where you present your organization in detail and all your services, your contact information and website, and you can upload marketing materials such as brochures and presentations.

All the building plans you upload in the ABR Drawing Vault will also be listed on your company page, transforming it into the complete presentation with portfolio for your organization. ABR also optimizes each organization page and submits it to Google for indexing.

ADD ABR POSTS & CASE STUDIES TO YOUR MARKETING PORTFOLIO

We can't ever have enough marketing initiatives for our businesses. ABR blog posts and case studies are just an addition to your marketing portfolio. We work with representatives from your organization to write case studies and blog post on how you use the ABR platform and post them on our website and social media channels with links back to your website.

Want to Showcase Your Business Achievements to the Largest Audience Possible?

Google + The National GIS for Building Plans + ABR Promotions

Simply Upload Your Building Plans to the ABR Drawing Vault. Let Us Do the Rest.