[10X Your Invoices with Venmo's Link-To-Pay](#)

written by Vicky Barry | November 24, 2023

Most of you are familiar with Venmo's awesome QR code system for payment, but I searched the web recently looking for a way to "link-to-pay" for my Venmo account, to my surprise, there was quite a bit of miss-information.

[You're Only Truly Successful When You're Not Needed](#)

written by Jude Campbell | November 24, 2023

I believe true success, or what I like to call 'Personal Business Nirvana', is achieved when your presence isn't a necessity for your business to thrive. THAT'S RIGHT, you should be able to take a long weekend off and never have to check in.

[How to Use CRM Software to Increase](#)

Sales

written by Jude Campbell | November 24, 2023

CRM software is not just a tool; it's a game-changer for sales teams and solo business owners alike. It's the engine behind sales strategy, customer engagement, increase sales and ultimately revenue growth. Here's an expanded look at how CRM software, like Selling Lane (shameless plug), can transform your sales process and performance outcomes.

OK, here they are, so you don't have to read the whole post,

1. **Understand and focus on customers specific needs**
2. **Help you upsell and cross-sell with ease.**
3. **Nurture leads into raving fans.**

Study Your Customer to Increase Sales Perspective

CRM software empowers you to understand your customers like never before in human history. By analyzing purchase history, communication logs, and support tickets, you'll reveal hidden insights into customer behavior and preferences. This data helps you craft personalized messages and offers that resonate, leading to increased conversion rates and more personalized relationships.

Here are some specific examples of how you can use CRM software to understand your customers better:

- **Identify your most profitable customers.** By analyzing purchase history data, you can identify the customers who are spending the most money with you. This information can help you focus your marketing and sales efforts on these customers.
- **Segment your customers based on their interests.** By analyzing communication log and support ticket data, you can segment your customers based on their interests and needs. This allows you to send targeted marketing messages and offers that are more likely to be relevant to each customer. Using selling lanes tag system is the easiest way to add a customer to a specific segment, and it even allows you to place the same customer in multiple segments. Example: auction buyer,

might also be a seller. A Sufi book reader might also enjoy fantasy.

- **Identify customer pain points.** By analyzing support ticket data and complaints, you can identify the common problems that your customers are facing. This information can help you improve your products and services and reduce customer churn. For example, if a software company gets lots of calls to the support line asking for password reset, you might consider adding a reset my password button, so they can reset their own password. If a restaurant gets lots of complaints about parking, they might consider adding Valet parking or expanding their lot size.
- **Predict customer behavior.** By analyzing customer data, you can predict customer behavior. This information can help you personalize your marketing and sales efforts and improve your customer experience. For example, if you notice that customers are buying certain products during the holidays you can both stock up early and market early to increase sales. If a new car dealer has 500 customers out on three year leases, they can have their business development team call customers early and try to get them to trade ahead of schedule.

CRM software gives you the tools you need to understand your customers better and build stronger relationships with them. With CRM, you can:

- **Get a 360-degree view of your customers.** CRM software integrates with all of your customer-facing systems, so you can see all of your customer interactions in one place.
- **Automate tasks.** CRM software automates many of the time-consuming tasks associated with customer relationship management, so you can focus on building relationships with your customers.
- **Collaborate with your team.** CRM software makes it easy to share customer data and collaborate with your team to provide the best possible customer service.

If you're serious about understanding your customers and building stronger relationships with them, then Selling Lane's CRM software might be the right solution for you.

Upsell and Cross-selling Effectively

Upselling and cross-selling are two of the most effective ways to increase sales and grow your business. When you upsell, you encourage customers to purchase a higher-priced or upgraded version of the product they're already interested in. When you cross-sell, you encourage customers to purchase complementary products or services.

CRM software can help you upsell and cross-sell more effectively by tracking customer purchases and allowing you to identify opportunities for upselling and cross-selling. With Selling Lane's Menu Sales System, you can take this one step further by creating custom menus that offer complementary products

and upgrades to your customers.

Here are a few ways to use [Selling Lane's Menu Selling System](#) to upsell effortlessly:

- **Create menus for different customer segments.** By segmenting your customers based on their purchase history and preferences, you can create custom menus that offer them the most relevant products and upgrades. For example, you could create a menu for customers who have recently purchased a new phone, offering them complementary accessories such as cases, chargers, and screen protectors.
- **Offer discounts and promotions on upgrades and complementary products.** Offering discounts and promotions can make it more attractive for customers to upgrade or purchase complementary products. For example, you could offer a 10% discount on a new case to customers who purchase a new phone.
- **Use images and videos to showcase your products and upgrades.** Images and videos can help customers visualize how your products and upgrades can benefit them. For example, you could include images of different phone cases on your menu, so customers can see how they look on different phone models.
- **Make it easy for customers to upsell and cross-sell themselves.** Selling Lane's Menu Selling System makes it easy for customers to upsell and cross-sell themselves. When customers are viewing a product, they'll see a list of complementary products and upgrades that they may be interested in. Customers can simply add these products to their cart with a single click.

Here are 3 upsell examples, from three different industry types

- Clothing **Upsell:** Offer a discount on a second pair of jeans or a belt to customers who purchase a t-shirt.
- Electronics **Upsell:** Offer a discount on a laptop sleeve or carrying case to customers who purchase a laptop.
- Food and beverage **Upsell:** Offer a discount on a milkshake or dessert to customers who purchase a burger and fries.

How can use CRM software to nurture your leads and increase sales:

- **Create a sales pipeline.** A sales pipeline is a visualization of the different stages that a lead goes through before they become a customer. CRM software can help you to create and manage your sales pipeline, so that you can track the progress of each lead and identify opportunities for nurturing.

- **Send targeted email campaigns.** CRM software allows you to send targeted email campaigns to your leads based on their interests and needs. For example, you could send a different email campaign to leads who have visited your website but haven't downloaded a white paper, and leads who have downloaded a white paper but haven't signed up for a free trial.
- **Automate follow-up tasks.** CRM software can automate many of the follow-up tasks involved in lead nurturing, such as sending emails and scheduling phone calls. This ensures that your leads are always being nurtured, even when you're busy with other tasks.
- **Use drip marketing campaigns.** Drip marketing campaigns are a type of email marketing campaign that sends out a series of emails to leads over a period of time. CRM software can help you to create and manage drip marketing campaigns, so that you can nurture your leads at their own pace.
- **Provide valuable content.** One of the best ways to nurture your leads is to provide them with valuable content, such as blog posts, e-books, and webinars. CRM software can help you to track which leads have consumed your content, so that you can target them with more relevant messages and offers in the future.

[Top 7 Important Reasons You Need Tags in Your CRM](#)

written by Jude Campbell | November 24, 2023

Tags are a powerful tool that can help you organize and manage your customer data in CRM. By tagging your contacts and companies, you can create custom categories and filters that make it easy to find the information you need

---

[The Nervous Founder's Ultimate Guide to CRM Software](#)

written by Bardo McMillion | November 24, 2023

To say I was nervous, was an understatement, and one of the first things we have to do was figure out what software we were going to use to track it all, because I was damned if I was going to run a business with pen and paper like my parents.

[Is Estimating Seal Coating: a Great Side-Gig for 2024](#)

written by Vicky Barry | November 24, 2023

Ever noticed those smooth roads and driveways in your neighborhood? They don't just magically appear. There's a whole industry behind it, and it's called the asphalt and seal coating industry. And guess what? There's a cool job in this field where you can make good money. It's called a sales estimator.

Seal coating is a popular way to protect and extend the life of asphalt driveways and parking lots. It works by creating a barrier that protects the asphalt from the elements and prevents it from cracking and crumbling.

Starting a seal coating side gig can be a great way to make extra money. The business is relatively easy to start and operate, and there is high demand for seal coating services.

What's a Seal Coating Sales Estimator?

A sales estimator is like a detective. They look at a project, figure out what materials are needed, how many people will work on it, and how long it will take. Then, they tell the customer how much it will cost. It's a super important job because if they get it wrong, the company they estimate for can lose money.

> **"Seal coating is one of the best ways to protect and extend the life of your asphalt driveway or parking lot."**
>
> *— Bob Vila, Home Improvement Expert*

Benefits of a Seal Coating Side Gig:

- **Low overhead costs:** The main overhead costs associated with a seal coating side gig are the cost of equipment and materials. You can start small and purchase equipment as needed.
- **Flexible schedule:** A seal coating side gig is a great way to earn extra money without having to commit to a full-time job. You can work evenings and weekends, or on your own schedule.
- **High demand:** There is high demand for seal coating services. Homeowners and businesses need to seal coat their asphalt every few years to protect it and extend its lifespan.

1. Master the Basics

Before you can excel, you need to understand the fundamentals:

Mastering the basics, such as equipment, rates of travel, etc.

- **Materials**: Know the types and grades of asphalt, sealants, and other materials. Understand their costs and appropriate applications.
- **Labor**: Familiarize yourself with the workforce required for different projects and the associated labor costs.
- **Equipment**: Be aware of the machinery used, their operational costs, and maintenance expenses.
- **Travel Time**, how long does it take to get there? Can all your team arrive at the same time?
- **Production Rates** and materials, we recommend you check weekly with the suppliers to verify that the price has not sharply risen or plummeted. Different times a year have different effects on the price of the

product, example if you're in the middle of the fall season when everybody's getting seal coated before winter, the supplier may increase the rate.
  - **Set up / clean up time**, make sure to factor in the amount of time it takes to set up the equipment, and to clean up after the job. Underestimating here can really hurt your profits, especially since seal coating can be dirty work. If the seal coating company does not take precautions to protect areas that are not being sealed coated.

2. Invest in the Right Tools for the Job

Simple, business software, such as [Selling Lane](#), can help you manage your customers with its [CRM](#), keep track of your tasks with its [built in task manager](#), and get you directions to the job. But more than that, it can [provide a website](#) for customers to find you, [invoicing software](#), to get paid faster, and you can tag your customers to help you flow them through the process from lead to sold. We think it's a must-have for any small business, especially a start-up.

Measuring wheel: This tool is used to measure the area of the asphalt that will be seal coated. Although the measuring tool built into your iPhone can also do a decent job, but there is risk, sometimes old-school methods are the best.

3. Continuous Learning

The construction industry is ever-evolving. Stay updated with the latest techniques, materials, and best practices. Attend workshops, webinars, and industry conferences.

4. Build a Network

Relationships matter. Connect with contractors, suppliers, and other industry professionals. A strong network can lead to referrals and more job opportunities.

5. Offer Consultation Services

Leverage your expertise by offering consultation services. Help clients understand the best materials for their needs, the importance of regular maintenance, or how to extend the lifespan of their asphalt installations.

6. Diversify Your Services

Don't limit yourself to just asphalt and seal coating. Explore related services like striping, crack filling, or drainage solutions. The more you offer, the more opportunities you have to earn.

7. Prioritize Customer Service

A satisfied client is likely to refer you to others and come back for future projects. Ensure clear communication, provide accurate estimates, and be transparent about potential additional costs.

8. Understand Your Market

Know the going rates in your area. While you don't want to undersell your services, overpricing can drive potential clients away. Find a balance that reflects your expertise and the market demand.
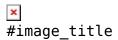
9. Manage Your Finances

Keep track of your expenses, from software subscriptions to travel costs. Efficient financial management ensures you're pricing your services profitably.

10. Promote Yourself

Having an online presence is crucial. You can create a professional website using companies like [Selling Lane](#), where you get full business software including the website for one low price. Or use companies like [Squarespace](#), a dedicated website creation, tool, where you pay monthly, but can build something a lot more extensive. I've always been a fan of getting to the point though, showing customers what you offer and providing away for them to contact you. Simple is usually the best.

Either way, with a [business website](#), you can showcase your past projects, gather client testimonials, and engage on social media platforms.

11. Upselling to Full Blacktop Replacement

#image_title

Most of the time you're going to be estimating for seal coating businesses, however, sometimes you're going to come upon a job that requires Blacktop replacement. Finding these upsell can be a real bonus to your business, because the job goes from several hundred dollars to several thousand dollars. Especially late in the season, Blacktop companies are looking for work to extend the season before the asphalt makers shut down for the winter.

Final Thoughts

Being an asphalt and seal coat sales estimator offers numerous avenues to make money. By honing your skills, embracing technology, and building strong relationships, you can carve a successful and profitable career in this industry. Remember, it's not just about estimating costs; it's about providing value to your clients and setting the foundation for long-term

success.

Additional Tips:

- Offer discounts for new customers and repeat business.
- Provide excellent customer service.
- Guarantee your work.
- Get testimonials from satisfied customers.
- Network with other businesses in your area, such as asphalt paving contractors and home improvement stores.

By following these tips, you can increase your chances of success in the seal coating business.

Read More:

[Why a Seal Coat / Asphalt Sales Estimator Needs a CRM and Invoicing Software?](#)

[What the heck is a Blacktop/Seal Coat Sales Estimator?](#)

Everything you need to grow your thriving business. Get higher quality leads, close more deals and manage customers all in one place with Selling Lane CRM Try For Free   [Get Sellinglane CRM](#)No credit card needed

---

[How to Add Contact TAGS and Company TAGS to CRM](#)

written by Jude Campbell | November 24, 2023

In [Selling Lane CRM](#), adding contact tags is like highlighting your customers or companies. It helps you group them by something special or important, making it easier to find them easily. Company tags work the same way, with one advantage, by categorizing the whole company, all of the contacts within the company will also display.

Tags allow you to categorize, highlight, and quickly identify specific attributes or interactions with your customers or the companies you do business with.

Adding Contacts Tags

- Search for the contact and click into the contacts details
- Click + Tag
- Add a new tag or pick from the pull down
- You can add as many tags as needed to a Contact
- When you search for that tag, it will bring up all contacts and companies with that tag.

Adding Companies Tags

- Search for the Company and click into the companies details
- Click + Tag
- Add a new tag or pick from the pull down
- You can add as many tags as needed to a company
- When you search for a company tag it will bring up all contacts in that company.

Here are some specific tag suggestions for contacts and companies:

Contact Tags:

- **Lead type:** Lead, prospect, customer, partner, vendor, etc.

- **Industry:** Finance, healthcare, technology, retail, etc.
- **Company size:** Small business, medium-sized business, enterprise
- **Job title:** CEO, CFO, CTO, VP of sales, VP of marketing, etc.
- **Location:** City, state, country
- **Engagement level:** Active, inactive, engaged, disengaged
- **Source:** Website, referral, event, social media, etc.
- **Interest:** Product A, product B, product C, etc.
- **Purchase history:** Product purchased, date of purchase, amount spent

Company Tags:

- **Industry:** Finance, healthcare, technology, retail, etc.
- **Company size:** Small business, medium-sized business, enterprise
- **Location:** City, state, country
- **Revenue:** $1M-$10M, $10M-$100M, $100M-$1B, etc.
- **Number of employees:** 10-50 employees, 50-250 employees, 250+ employees
- **Growth rate:** High growth, medium growth, low growth
- **Customer segment:** Small business, medium-sized business, enterprise
- **Products or services:** Product A, product B, product C, etc.
- **Competitors:** Company A, company B, company C, etc.

Short explanation video, how to add contact tags and company tags

Try Free for 31 Days [Get Sellinglane CRM](#)No credit card needed to try

---

[5 Killer Features Your Business Software Must Have](#)

written by Jude Campbell | November 24, 2023

In the sprawling digital jungle of startups, great business software is the trusty machete that clears the path to your organization's success. It's the Marvin Gaye of the business world, making operations smoother than a love song, improving efficiency to hit those high notes, and enhancing customer service to win over even the toughest crowds. But hold your horses, not all business software is ready for the big stage. Check out these features that you are going to need.

Are you open for business?

1. Know Your Ideal Client with Customer Relationship Management:

Having a [CRM integrated into your Small Business](#) Software is invaluable, because:

1. **Centralized Data**: A CRM consolidates customer data, ensuring that all information, from contact details to purchase history, is stored in one place. This makes it easier to access and manage customer interactions and ensures that every team member has a consistent view of each customer.
2. **Improved Customer Relationships**: By tracking interactions, preferences, and feedback, a CRM allows businesses to understand and anticipate the needs of their customers. This leads to more personalized service, fostering loyalty and enhancing customer satisfaction.
3. **Efficiency and Productivity**: Automating tasks like follow-ups, data entry, and lead tracking means less manual work. This allows teams to focus on more value-added activities, improving overall productivity.
4. **Sales and Revenue Growth**: With tools for lead management, sales forecasting, and opportunity tracking, a CRM can help businesses identify potential deals, prioritize leads, and streamline the sales process, leading to increased sales.
5. **Data-Driven Decisions**: CRMs often come with analytics and reporting tools. These provide insights into sales performance, customer behavior, and marketing effectiveness, enabling businesses to make informed decisions.
6. **Enhanced Communication**: A CRM ensures that every team member, whether in sales, marketing, or customer service, has access to the same

information. This promotes consistent communication both internally and with customers.

7. **Cost Savings**: Over time, the efficiencies gained from using a CRM can lead to reduced operational costs. Additionally, by improving customer retention, businesses can save on the costs associated with acquiring new customers.
8. **Scalability**: As a business grows, so does its customer base. A CRM can easily scale to accommodate more customers and more complex sales processes, ensuring that businesses are always equipped to manage their expanding operations.
9. **Integration Capabilities**: Many CRMs can integrate with other tools, such as email marketing platforms, accounting software, and e-commerce systems. This ensures seamless data flow across different business functions.
10. **Enhanced Security**: CRMs often come with security features that protect customer data, ensuring compliance with data protection regulations and building trust with customers.

Incorporating a CRM into Small Business Software ensures that businesses have the tools they need to manage customer relationships effectively, drive growth, and remain competitive in today's dynamic business environment.

---

2. Get found faster with a Business Website Builder:

Having a [business website builder](#) integrated into your CRM offers a multitude of advantages:

1. **Unified Platform**: Instead of juggling multiple platforms, you can manage both your customer relationships and your online presence in one place. This streamlines operations and reduces the learning curve.
2. **Data Integration**: With a website builder within your CRM, data from your website, such as lead forms or customer inquiries, can be directly integrated into the CRM. This ensures that potential leads or customer interactions from your website are immediately captured and can be acted upon.
3. **Consistent Branding**: By managing your website and customer interactions in one place, you can ensure consistent branding and messaging. Any updates or changes can be reflected both on your website and in your customer communications seamlessly.
4. **Cost-Effective**: Instead of paying for a separate website builder and CRM, integrating the two can be more cost-effective. It can also reduce the costs associated with training staff on multiple platforms.
5. **Real-time Updates**: Any changes or updates to customer data in the CRM can be reflected on the website in real-time, ensuring that the website

always displays the most up-to-date information.
6. **Enhanced Personalization**: With integrated data, you can personalize the website experience for returning customers or leads, showing them content or offers tailored to their preferences or past interactions.
7. **SEO Benefits**: Some CRM-integrated website builders offer SEO tools, ensuring that while you manage customer relationships, your website remains optimized for search engines, driving more organic traffic.

In essence, integrating a website builder with your CRM not only simplifies operations but also enhances the effectiveness of both your online presence and customer relationship management.

3. Remember everything, with Task Management and Distribution:

Task Management and Distribution within a CRM software is crucial for several reasons:

1. **Streamlined Workflow**: Efficient task management ensures that every task, from following up with a lead to sending out an invoice, is organized and tracked. This reduces the chances of tasks falling through the cracks and ensures that every customer interaction is timely and relevant.
2. **Enhanced Productivity**: Distributing tasks among team members ensures that workloads are balanced. When tasks are assigned based on expertise or availability, they are more likely to be completed efficiently and effectively.
3. **Clear Accountability**: When tasks are assigned to specific individuals or teams within the CRM, there's clear accountability. Everyone knows their responsibilities, reducing ambiguities and potential conflicts.
4. **Real-time Monitoring**: With task management features, managers and team leads can monitor the progress of tasks in real-time. This allows for timely interventions if tasks are off-track and ensures that projects stay on schedule.
5. **Improved Customer Service**: By ensuring that customer-related tasks (like follow-ups or addressing queries) are managed and distributed promptly, businesses can provide better service. This leads to increased customer satisfaction and loyalty.
6. **Data-Driven Decisions**: Integrated task management within a CRM provides valuable data on team performance, task completion rates, and bottlenecks. This data can inform decisions, helping businesses optimize processes and improve efficiency.
7. **Collaboration Boost**: A CRM with task distribution capabilities fosters collaboration. Team members can easily share updates, notes, or ask for assistance, ensuring that tasks are completed collaboratively and knowledge is shared.
8. **Prioritization**: Not all tasks are of equal importance. Integrated task

management allows for prioritization, ensuring that critical tasks, especially those directly impacting customers, are addressed first.

9. **Reduced Manual Efforts**: Automating task management and distribution reduces manual efforts. For instance, certain tasks can be automatically assigned to specific teams or individuals based on predefined criteria, saving time and reducing errors.
10. **Scalability**: As a business grows, the volume of tasks and the complexity of processes can increase. A CRM with robust task management and distribution capabilities can scale to accommodate this growth, ensuring that businesses remain efficient regardless of size.

Task Management and Distribution in a CRM software is not just a feature—it's a necessity. It ensures that businesses operate efficiently, team members collaborate effectively, and customers receive the best possible service.

4. Give Customers Choices with Menu Selling:

[Choice menu selling within a CRM software](#) offers a structured approach to presenting products or services to potential customers. Here's why it's essential:

1. **Personalized Customer Experience**: Choice menu selling allows businesses to present tailored options to customers based on their preferences and needs. This personal touch enhances the customer experience, making them feel valued and understood.
2. **Streamlined Sales Process**: Instead of overwhelming customers with every available option, choice menu selling presents a curated selection, making the decision-making process more straightforward and efficient for the customer.
3. **Increased Sales Opportunities**: By presenting a menu of choices, businesses can showcase a range of products or services, increasing the chances of upselling or cross-selling. Customers might opt for a higher-priced option when they see the value it offers in comparison to other choices.
4. **Clear Communication**: Choice menus provide clarity. Customers can easily understand the differences between options, whether it's in terms of features, benefits, or pricing. This transparency builds trust and reduces the chances of misunderstandings.
5. **Data Collection and Analysis**: With choice menu selling integrated into a CRM, businesses can collect valuable data on customer preferences and choices. This data can inform future product development, marketing strategies, and sales approaches.
6. **Consistency in Sales Approach**: Choice menus ensure that every salesperson presents options in a consistent manner. This uniformity ensures that all customers receive the same quality of service and information, regardless of who they interact with.
7. **Efficient Training**: For businesses with a rotating sales team or new

hires, choice menu selling provides a structured approach that's easy to teach and implement, ensuring that even new team members can hit the ground running.

8. **Enhanced Customer Engagement**: Interactive choice menus, especially digital ones, can engage customers more effectively. They can visually compare options, leading to a more informed and confident purchase decision.

9. **Reduced Decision Fatigue**: Too many choices can overwhelm customers, leading to decision paralysis. A well-structured choice menu simplifies the selection process, reducing decision fatigue and increasing the likelihood of a purchase.

10. **Feedback Loop**: Based on customer selections and feedback, businesses can continuously refine their choice menus, ensuring they remain relevant and aligned with customer needs and market trends.

In summary, choice menu selling in a CRM software is not just a sales tool—it's a strategic approach that enhances customer experience, boosts sales opportunities, and provides valuable insights into customer behavior and preferences. It ensures that businesses remain customer-centric, agile, and competitive in a dynamic market.

5. Get Paid Faster with Invoicing and Link to Pay

[Invoicing and link-to-pay functionality within a CRM](#) software can significantly enhance a business's efficiency and customer experience. You should be able to link to [Venmo](#) [Paypal](#), [CashApp](#), [Apple Pay](#) and [Google Pay](#) and even your own bank if needed. Here's why it's crucial:

1. **Streamlined Payment Process**: Integrating invoicing and link-to-pay directly within the CRM means businesses can generate and send invoices instantly after a sale or service is completed. This reduces the time between service delivery and payment.

2. **Improved Cash Flow**: With the ease of link-to-pay, customers are more likely to make payments promptly. Faster payments lead to better cash flow, which is essential for the financial health of any business.

3. **Enhanced Customer Experience**: Customers appreciate convenience. By providing a direct link to pay, you're offering a seamless, hassle-free payment experience. This can lead to higher customer satisfaction and loyalty.

4. **Reduced Administrative Burden**: Automated invoicing and payment links mean less manual data entry and fewer errors. This not only saves time but also reduces the administrative burden on staff.

5. **Centralized Financial Data**: Having invoicing integrated with the CRM allows businesses to have a centralized view of both customer interactions and financial transactions. This holistic view can provide valuable insights for sales forecasting and financial planning.

6. **Secure Transactions**: Modern link-to-pay solutions often come with built-

in security features, ensuring that customer payment information is processed securely, building trust with your clients.
7. **Automated Follow-ups**: If a payment is overdue, the CRM can automatically send reminders to customers, reducing the effort required for follow-ups and increasing the likelihood of timely payments.
8. **Customization and Branding**: Integrated invoicing often allows businesses to customize invoices with their branding, giving a professional look and feel that aligns with the company's identity.
9. **Real-time Updates**: As soon as a customer makes a payment through the link, the CRM can be updated in real-time. This ensures that sales and finance teams always have up-to-date information on payment statuses.
10. **Environmental and Cost Benefits**: Digital invoicing reduces the need for paper invoices, leading to cost savings and a reduced environmental footprint.
11. **Easy Reconciliation**: With all financial transactions linked to customer profiles in the CRM, reconciling payments becomes more straightforward, reducing discrepancies and ensuring accurate financial reporting.

In summary, integrating invoicing and link-to-pay functionality in a CRM software is not just a matter of convenience—it's a strategic move that can lead to improved financial performance, enhanced customer relationships, and streamlined operations. It ensures that businesses can focus on growth while offering an optimal payment experience to their customers.

Those Are The Essentials

These five dazzling features — think of them as the five Horsemen of the Software Apocalypse — will have you managing customers like a charming maître d', optimizing routes like a five-star Uber driver, distributing tasks like a seasoned quarterback, and boosting sales through menu selling like a celebrity chef.

Brace yourself for not just an uptick in your operations, but a full-on renaissance. A flood of streamlined operations and a wave of growth that will make a surfer giddy. So, strap in, hold on to your hats, and let's rocket your business into the stratosphere. Over and out!

Try Free for 31 Days [Get Sellinglane CRM](#)No credit card needed to try

[IMPORTANT, Add SEO Keywords to Your Business Website](#)

written by Jude Campbell | November 24, 2023

What are SEO Keywords and How Do I Used Them?

SEO, or **Search Engine Optimization**, is a crucial part of online marketing and brand visibility. Keywords are the cornerstone of SEO. They are the phrases and terms people enter into search engines like Google, Bing, or Yahoo when looking for a particular service, product, or information. Here's a breakdown of the significance and application of SEO keywords:

1. **Identifying Relevant Keywords**:
   - Understanding what potential customers are searching for is essential. Identifying relevant keywords helps in aligning the website's content with the terms and phrases your target audience is using.
2. **Website Ranking**:
   - Incorporating the right keywords into your website's content can significantly enhance its ranking on search engine results pages (SERPs), making it easier for potential customers to find you.
3. **Content Creation**:
   - Keywords guide content creation, ensuring the content is relevant to the audience and can help in solving their problems or answering their questions.
4. **Competitive Analysis**:
   - By analyzing the keywords your competitors are ranking for, you can better understand the market dynamics and adjust your SEO strategy accordingly.
5. **Traffic Analysis**:
   - SEO tools can provide insights into which keywords are driving traffic to your site, which can be valuable for refining your content and SEO strategies.
6. **Long-Tail Keywords**:
   - These are longer and more specific keyword phrases. They often have

lower search volumes but can attract more qualified traffic, which can be more beneficial for conversion.

7. **Keyword Optimization**:
   - It's not just about having the right keywords but optimizing them effectively within your website's content, meta descriptions, and title tags.
8. **Monitoring and Adjusting**:
   - SEO isn't a one-time task. It requires ongoing monitoring and adjusting to ensure the keywords remain relevant and continue to perform well in driving traffic.
9. **Local SEO**:
   - For businesses with a physical location or those that serve a specific geographic area, local SEO keywords are crucial. These keywords often include locations or areas served.
10. **Keyword Tools**:
    - There are various tools available, like Google Keyword Planner or SEMrush, that can help in keyword research and analysis, providing insights into keyword performance, search volumes, and competition.

Utilizing SEO keywords strategically can significantly boost Savvy Brain's online visibility, attract more organic traffic, and ultimately lead to higher conversion rates. It's an ongoing effort that requires continuous monitoring, analysis, and adjustments to stay ahead in the digital landscape.

How to Edit Keywords on the website builder included in Selling Lane.

When you are adding keywords to [Selling Lane's Website Builder](#), remember to put commas between the keywords. This will make each of them separate in the eyes of the Google search engines, for example, "blacktop sealing, pothole repair,"

Example of how to add keywords in the website builder included in Selling Lane

It's super simple to add keywords to selling lanes website builder. We highly recommend. don't mess this step because it is incredibly important, because it helps [Google](#) and [Bing](#) in [Yahoo](#) find your website.

What is The [Website Builder](#) Included in Selling

Lane?

We realize that most small businesses don't have a website, especially when they initially start up. So we include a [comprehensive business website feature](#) in Selling Lane, when you are a Selling Lane member. The website builder, allows you to post images, describe your products, list your phone numbers and social sites, and very easy steps.

Example Keywords by Business Type,

Every business is slightly different, and you know your business Best. Before you begin picking keywords, ask yourself, **what would people do if they were searching for the things you do.** For example, if I am looking for a plumber at one in the morning, I might search "plumbing service open 24 hours"

Here are three examples of keywords by business.

Suggested Keywords for a Blacktop Business

[dt_code_final] Blacktop sealing, asphalt repair, driveway resurfacing, pothole filling, blacktop installation, asphalt maintenance, parking lot paving, blacktop crack repair, asphalt seal coating, commercial blacktop services.[/dt_code_final]

Why do these keywords make sense for a blacktop service?

1. **Blacktop paving:** This is a primary service offered by blacktop businesses and is a common search term for those looking to pave a new area.
2. **Asphalt repair:** Over time, asphalt can degrade and require repairs. This keyword targets those looking for repair services.
3. **Driveway sealing:** A common maintenance service for homeowners to prolong the life of their driveways.
4. **Parking lot resurfacing:** Commercial entities often search for this service to maintain and improve the appearance and functionality of their parking areas.
5. **Asphalt maintenance:** A general term that encompasses various services, ensuring the longevity of the paved surface.
6. **Blacktop crack filling:** Specific to repairing cracks which can be a precursor to more significant damages if not addressed.
7. **Tar-and-chip driveways:** An alternative to traditional asphalt driveways, offering a different aesthetic and texture.
8. **Commercial paving services:** Targets businesses that have larger scale paving needs.
9. **Residential blacktop solutions:** Targets homeowners looking for driveway or other residential paving services.
10. **Pothole repair:** Potholes are common issues in roads and parking lots,

and repairing them is a frequent service offered by blacktop businesses.

These keywords were chosen based on the range of services a blacktop business typically offers, from installation to maintenance and repair. They cater to both residential and commercial audiences and cover the most common issues and needs that potential customers might search for.

Suggested Keywords for a Hairdresser

[dt_code_final] Hair styling, hair coloring, haircuts, balayage, keratin treatments, bridal hairstyles, hair extensions, hair straightening, hair highlights, hair salon services.[/dt_code_final]

TITLE when, adding keywords, it's usually expected that they are separated by commas.

Why do these keywords make sense for a hairdresser

1. **Haircut and styling:** This is a fundamental service every hairdresser offers, and it's a common search term for individuals seeking a new look or routine maintenance.
2. **Hair coloring services:** Many clients look for coloring, be it for covering grays, highlights, or a complete color change.
3. **Bridal hairdos:** Special occasions, especially weddings, require specialized hairstyles. This keyword targets those with upcoming nuptials.
4. **Hair treatments:** From deep conditioning to treatments for damaged hair, this keyword caters to those looking to improve their hair's health.
5. **Men's barbering:** Not all hairdressers cater to men, so specifying this can attract male clientele seeking cuts and shaves.
6. **Trendy haircuts:** Fashion-forward clients might be searching for the latest styles, making this a relevant keyword.
7. **Hair extensions:** Extensions are popular for adding length and volume, and many seek professional installation.
8. **Keratin treatments:** A sought-after service for those desiring smoother, straighter hair.
9. **Hair salon near me:** A common search term for individuals looking for local hairdressing services.
10. **Professional hair products:** Many clients look for quality hair products, and hairdressers often sell or recommend them.

Suggested Keywords for a Consulting service for Startups

[dt_code_final] Startup business consulting, startup mentorship, business plan development, funding strategy, market analysis, lean startup methodology, product launch strategy, startup scaling advice, investor pitch guidance, startup legal advice[/dt_code_final]

TITLE when, adding keywords, it's usually expected that they are separated by commas.

Why do these keywords make sense for a consulting service for startups?

1. **Startup business consulting:** A broad term that captures the essence of the service, attracting startups looking for general guidance.
2. **Startup mentorship:** Many startups seek mentors who've been through the startup journey and can provide personalized advice.
3. **Business plan development:** Essential for startups, especially those seeking funding or trying to map out their business's future.
4. **Funding strategy:** Many startups need advice on raising capital, be it from angel investors, venture capitalists, or other sources.
5. **Market analysis:** Understanding the market is crucial for any startup's success, and consultants can offer insights into market trends, competition, and potential opportunities.
6. **Lean startup methodology:** A popular approach to building startups, focusing on creating a minimum viable product and iterating based on feedback.
7. **Product launch strategy:** Startups need a plan for launching their product to the market, ensuring it gets the attention and traction it deserves.
8. **Startup scaling advice:** Once a startup finds its footing, the next challenge is scaling, which comes with its own set of challenges.
9. **Investor pitch guidance:** Crafting the perfect pitch is crucial for startups seeking investment, and consultants can offer invaluable feedback.
10. **Startup legal advice:** Navigating the legal landscape, from patents to contracts, is a challenge for many startups.

These keywords were chosen to encompass the wide range of challenges startups face and the services a consulting firm might offer to address them. They target both early-stage startups looking to get off the ground and more established startups facing scaling or funding challenges.

[How to add additional contacts to a](#)

[company](#)

written by Jude Campbell | November 24, 2023

- Search for the company
- Once found, click on the company or added it from scratch
- Then click add contact on the right-hand side
- Add the additional contact and you're good to go

below is a brief video explaining the process mentioned above.

Short explanation video, how to add additional context to a company