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## Featured Merchant: EXOVATIONS

"The biggest increase we've had in sales this past year has been from Kudzu, and Kudzu is, without a doubt, our largest return on investment!"



EXOVATIONS provides a full range of home exterior remodeling services. Roone Unger, president of EXOVATIONS, admits he was skeptical about Kudzu since the marketplace was becoming crowded with other online search service. But, Unger exclaims, "I've been proven wrong."

"Kudzu has done a great job in dominating our local market," he added.

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## Provide a Sneak Peek Inside Your Business with Photos

One of the best ways to get your phone to ring is by showing customers what to expect by choosing your business. Upload fresh and relevant pictures to your Kudzu profile. Business profiles that include photos are **twice as likely to be viewed** as those without.

Here are some ideas to consider when updating your Kudzu photo album:

- **Before-and-after photos** of your work are one of the best ways to show off quality work. Use pictures of your most recent jobs as well as an example of each kind of job you perform.
- Use photos of your **inviting office**. If you are a doctor or dentist, show potential customers that you have a warm and welcoming waiting area.
- Take pictures of your **trucks and equipment** and enhance the credibility of your business.
- **Add detailed captions** to your photos. Descriptive photo captions full of keywords will help appeal to a number of different search engines, resulting in more clicks to your profile.

[Click here now](#) to update the photos on your Kudzu profile.

## Hot Topics

- > [4 Ways to Deliver a Quality Message](#)
- > [10 Ways to Market Your Business on LinkedIn](#)
- > [6 Things You Can Learn from an "Almost Perfect" Website](#)

## Quick Tip

Provide ongoing training for your employees that they need in order to provide a higher level of customer care than consumers expect.

## Stellar Review

See what one Kudzu user has to say about [LB Roofing](#):

### GREAT WORK!

We highly recommend the guys at LB Roofing. Lee came out and gave us a great quote and they were always easy to get in touch with. Unlike other contractors we've hired, they were always onsite and available to us. They did a great job on our roof and siding replacement. They cleaned up after themselves and made sure we were happy before leaving. We will definitely be calling [LB Roofing](#) in the future.



If you would like to suggest a topic for a future edition of the *Kudzu Insider*, please email us [here](#).

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