

# Building Leads Sydney

a Venture of Sydney Business Web.



## Creating New Opportunities for all Companies in the Building and Trades Industries

SYDNEY BUSINESS WEB

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AUSTRALIA'S CONNECTION CENTER FOR THE BUILDING INDUSTRY AND RELATED COMPANIES

Australia's Building Industry Grapevine for all Industry Players, Large and Small

What: Dr. Builder, electrician, architect Where: Maitland Search

Looking for a specific type of builder or architect? use our search!

Architects Builders Building Supplies Carpenters Demolitions Electricians Insurance Interior Design

Landscapers Plumbers Real Estate

Prestige Subscribers to Building Leads Sydney

## Huge Opportunities in The Not – So Connected Building Industry

Companies in the building industry are not exploiting the vast potential of audience sharing and intelligence exchange. This represents a huge opportunity for local companies across Australia in the building, support and renovations arena. Whether you are a builder, electrician, plumber or carpenter, a landscaper, interior designer, insurer or any other part of the building industry, this opportunity is for you.

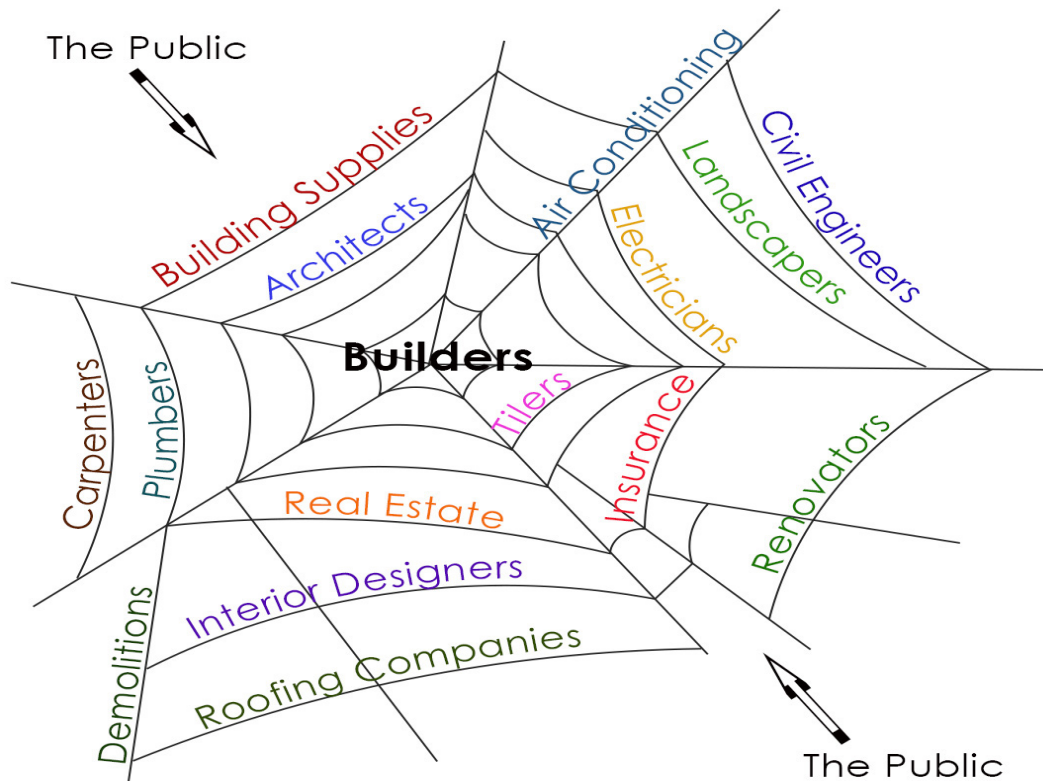
### Building Projects: Become the Next Link in the Chain of Business

When a builder finds a new project, that's just a link in the chain. There may be a need for project electricians; when electricians are hired, there may still be a need for plumbers – and have landscapers even been approached yet? Every small and medium company misses out on work through not being interconnected and visible to other industry companies – being the next link in the chain.

This is true of larger projects, but it is also acutely true of micro-projects, where customers land on a supplier's website and still need other suppliers. For instance, a customer who finds a plumber's website might need an electrician – and visa versa. A customer who finds a builder's website might need an interior decorator. The opportunity for local businesses to help each other is vast.

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## Exploiting the Opportunity

### a) Building Industry Grapevine Interconnections

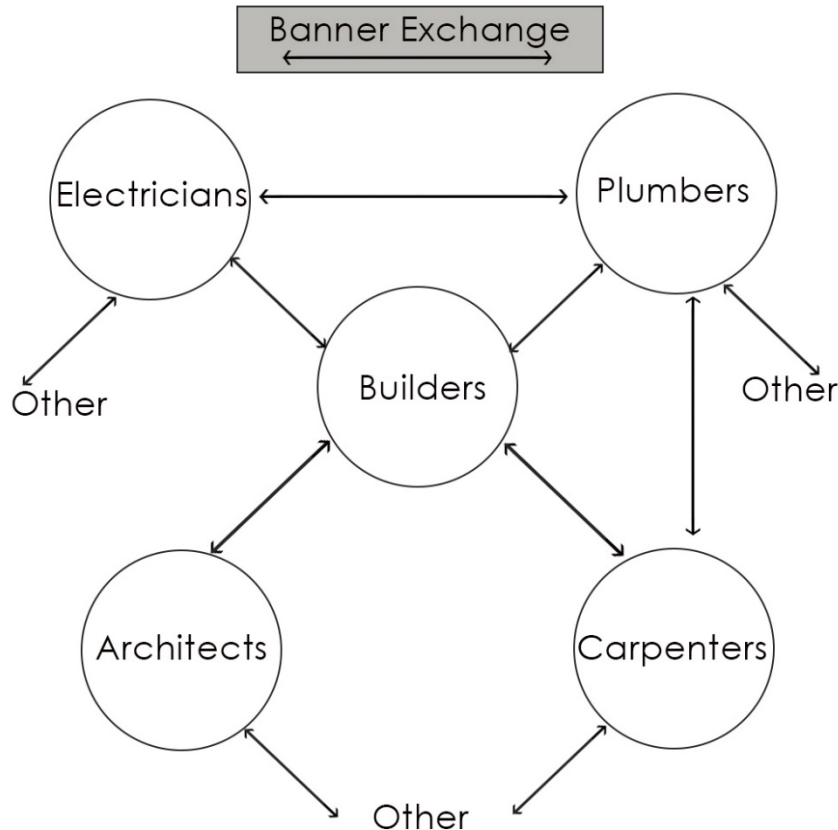
Connecting industry players directly for discussion, and information exchange on an 'industry dedicated grapevine' platform. We have created that platform already. As the platform grows, we will add additional functions and facilities using your feedback.

That platform is [Building Leads Sydney](#) and it is free to join and list your company. It offers the following:

- Unique and exclusive to the Australian building industry – all involved companies and entities
- Comprehensive company listing
- Discussion forums private and public
- Discussions on a topic by topic basis
- Job and project postings
- Amplifies your online presence with an attractive, searchable B2C platform
- Connects you to companies right across the industry
- Acts as an effective industry grapevine

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## b) The SBW Interconnection Project

Our Banner Exchange Program facilitates direct interconnection between 'partner companies', bringing you leads from other companies in the industry that are not in competition with your company. Sydney Business Web is adding companies to its database for this project.

Every company on our database will have access to a range of local industry companies they can 'partner' with directly and gain access to each other's web traffic through our **Website Banner Exchange**. We will negotiate with whichever company you want to partner with, and strictly limit the mutual partnerships so that you always benefit from uniqueness. This of course means that every single partnership possibility is unique, valuable, and exclusive.

This is what we offer:

- Negotiate your banner space on your chosen partner company website
- Design your banner around your company logo
- Negotiate your partner company's banner space on your website
- Add the banners to each website as agreed with links to each other's site.

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To find out more contact me at:

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[connect@buildingleads.sydney](mailto:connect@buildingleads.sydney)

Keith Rowley 0427 847 653

## FAQs

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### 1. What if my business doesn't have a website?

Talk to us – our website division are specialists in designing high conversion websites – [Sydney Business Web](#)

### 2. Can you place banners on all types of website?

We mostly work with WordPress sites. We'll consider every site on its own merits. If you are not sure, contact our website division [admin@sydneybusinessweb.com.au](mailto:admin@sydneybusinessweb.com.au) and we'll get right back to you.

### 3. What does the Listing on Building Leads cost?

The listing is free

### 4. What will the Banner Exchange program cost?

- a. Banner design \$75 up-front
- b. Negotiation and agreement with partner company: \$75 one-off. This fee is paid once only so if your preferred company does not want to exchange banners with you, there will be no further fee for further negotiation with other companies you like.
- c. Banner placement on your chosen partner site: \$120 one-off. The banner is linked to your website.

### 5. What else can you help my company with?

We offer:

- Targeted, organic traffic generation with SEO
- Logo design by an award-winning artist
- Conversion optimized professional websites and eCommerce websites
- Social media strategies.
- Website traffic analysis

We work on customer flow from acquisition through to conversion – on and off site. Whether you need to connect to your industry and/or to customers, which is what this article is about, or you are connected but people are not acting on your website – we can help professionally, starting with a free assessment.

## About the Author

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Keith Rowley, the joint owner of [Sydney Business Web](#) and [Building Leads Sydney](#) is a business manager and systems engineer. He holds advanced degrees in business and engineering from Bond Australia and the UCL in the UK respectively. He has 30 years managerial and executive experience and started Sydney Business Web to help local companies to succeed online.