

## 3 Funeral Website & Obituary Traffic Strategies - Swipe Copy

Here are the exact templates that I have used with many clients to increase their traffic to their websites exponentially.

### 1. After Arrangement Email - Send Immediately to family once obit is approved

Subject: Obituary for [First Name] [Last Name]

Dear [Family Member],

I have uploaded your [Dad's] obituary notice to our website at <http://www.YourFuneralChapel.com/john-doe>

Feel free to forward this email to friends and family as we have found that it is an easy way to let a lot of people know about service times - especially on such short notice. Let me know if you need help with anything else.

Sincerely,  
[Funeral Director]

### 2. Email to Church & Groups - Send Immediately after email is sent to family

Subject: Obituary for [First Name] [Last Name]

Dear [Church / Group Name],

We are sorry to advise you that your member, [Deceased's Name] has passed away (or died) and his / her family has asked us to let you and your membership know of [Mr / Mrs Last Name]'s upcoming funeral service.

The complete obituary and service details can be found on our website at: <http://www.YourFuneralChapel.com/john-doe>

Feel free to forward this email to your membership as we have found that it is an easy way to let a lot of people know about services times - especially on such short notice. Let me know if you have questions or need help with anything else.

Sincerely,  
[Funeral Director]

**3. Show Families how to add Obit to Facebook Page - Print the following on letterhead and explain and give to family in arrangement conference.**

There are 5 simple steps to add an Obituary Link to Facebook:

1. Go to the page where the obituary is for your loved one or friend
2. Copy the web page URL (address) from the Address Bar in the top of the Browser
  - o Select the address and then Copy it "Ctrl + C"
  - o This is an example of what the Address looks like:
  - o <http://www.mccallbros.com/wm-dwight-egan-of-portland/>
3. Log into Facebook and press the "Update Status" at the top
4. Paste the link into the box
5. Select the appropriate picture, add a comment (optional), and click "Post"

### **Checklist of other items to help drive funeral home website traffic**

Email Signature

Social Icons on Obit

TAF (Tell A Friend) - Share Obituary

Automated Posting to Facebook

Automated Posting to Twitter

In the newspaper, "Condolences may be offered for the family at [www.YourFuneralChapel.com](http://www.YourFuneralChapel.com)."

Video tribute on website page with note in memorial folder

QR Codes on individual Obituary pages

## YouTube Funeral Video Tribute Strategy

**Deceased Name:** Tom Heppell

**Destination URL:** <http://www.mccallbros.com/thomas-george-tom-heppell/>

Not necessarily your home page, if possible directly to the deceased's obituary page

**Video Title:** Keywords: Deceased's Name "Funeral Service Video Tribute" | City, Prov. / State [60 Characters Max.]

Tom Heppell | Funeral Service Video Tribute | Victoria BC

### Description:

Always start with your URL including the http://, include a portion of the obituary & make sure there are keywords, end with call to action

<http://www.mccallbros.com/thomas-george-tom-heppell/>

Thomas George "Tom" Heppell Celebration of Life Video Tribute.

[Include obituary excerpt. Make sure to include keywords.]

This service is provided by McCall Bros. Funeral Home & Cremation Services, Victoria, BC

To read Tom Heppell's complete obituary and to read and share condolences, visit:

<http://www.mccallbros.com/thomas-george-tom-heppell/>

[YouTube URL]

**Tags:** Use 6 keywords to describe video; last keyword should be somewhat unique to you & to be used in all other videos to link them together.

Tom Heppell, Funeral, Video, Tribute, Victoria, BC, McCallBros

**Video File Name:** Tom-Heppell-Video-Tribute.mp4

**Format:** MP4 (H.264 encoding) preferred (others: flv, avi, wmv, mov, mpg) - **Length:** 10 mins. Max. - **Size:** less than 100 MB

### Steps to promote and distribute Tribute Video...

- Upload video file to YouTube and fill out fields with information above
- Embed YouTube video in obituary post on funeral home website (make sure to uncheck "Include Related Videos")
- Include on Memorial Folder: "To view Memorial Tribute Video, visit: [www.YourFuneralChapel.com/john-doe](http://www.YourFuneralChapel.com/john-doe)"
- After funeral, email link to YouTube page and link to Obituary to all family members that have email addresses
- Instruct family how to add YouTube video to their Facebook profile (same as adding Obit to Facebook profile)
- Add YouTube video to funeral home Facebook page

**Important Note:** Ensure that music for video tribute is royalty-free & will not infringe copyright laws.

## YouTube Funeral Video Tribute Strategy

**Deceased Name:**

**Destination URL:**

Not necessarily your home page, if possible directly to the deceased's obituary page

**Video Title:** Keywords: Deceased's Name "Funeral Service Video Tribute" | City, Prov. / State [60 Characters Max.]

**Description:**

Always start with your URL including the http://, include a portion of the obituary & make sure there are keywords, end with call to action

**Tags:** Use 6 keywords to describe video; last keyword should be somewhat unique to you & to be used in all other videos to link them together.

**Video File Name:**

**Format:** MP4 (H.264 encoding) preferred (others: flv, avi, wmv, mov, mpg) - **Length:** 10 mins. Max. - **Size:** less than 100 MB

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- Include on Memorial Folder: "To view Memorial Tribute Video, visit: [www.YourFuneralChapel.com/john-doe](http://www.YourFuneralChapel.com/john-doe)"
- After funeral, email link to YouTube page and link to Obituary to all family members that have email addresses
- Instruct family how to add YouTube video to their Facebook profile (same as adding Obit to Facebook profile)
- Add YouTube video to funeral home Facebook page

**Important Note:** Ensure that music for video tribute is royalty-free & will not infringe copyright laws.

## Staff Bio Worksheet

This worksheet will help you to gather information to complete the Staff Directory. Have all full and part time (especially ones who will be in contact with the public & clergy) staff members complete this document. Before distributing to staff, remove any criteria that you deem unnecessary / undesired.

### Primary Staff Member Information

Full Name:

Designations / Degrees:

Position:

Licensing Status:

Email:

Office Phone:

Direct Phone:

Cell Phone:

### Employment Information

Year Started in Funeral Service:

Year Started with Firm:

Funeral Training (school / program):

Previous Employment (if appropriate):

### Background Information

City Born:

City Raised:

Additional info:

Hobbies:

Community Involvement:

Family Activities:

Other information:

### Completed Biography

## Google Listings Worksheet

Legal Business Name:

Physical Location Address:

Telephone:

Email:

Web:

Description (Use keywords):

200 characters max.

Choose 5 of the following categories

Funeral Homes

Caterers

Cemeteries

Monument Dealers

Cremation

Event Planners

Upload 10 Photos & 5 Videos (can link to web photos from web)

1. Photo \_\_\_\_\_

6. Photo \_\_\_\_\_

1. Video \_\_\_\_\_

2. Photo \_\_\_\_\_

7. Photo \_\_\_\_\_

2. Video \_\_\_\_\_

3. Photo \_\_\_\_\_

8. Photo \_\_\_\_\_

3. Video \_\_\_\_\_

4. Photo \_\_\_\_\_

9. Photo \_\_\_\_\_

4. Video \_\_\_\_\_

5. Photo \_\_\_\_\_

10. Photo \_\_\_\_\_

5. Video \_\_\_\_\_

Memberships:

Brands Carried:

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Coupon Suggestions:

5 Free Funeral Director Statements of Death

10% Flowers

\$100 off Paid Preneed Contact

\_\_\_\_\_

\$100 Monument

\_\_\_\_\_

Reviews:

Citation Websites:

maps.google.com / .ca

yahoo.com / .ca

yelp.com / .ca

yellowpages.com / .ca

citysearch.com

foursquare.com

insiderpages.com

canadiankiosk.ca

Brainstorm Potential Reviewers:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

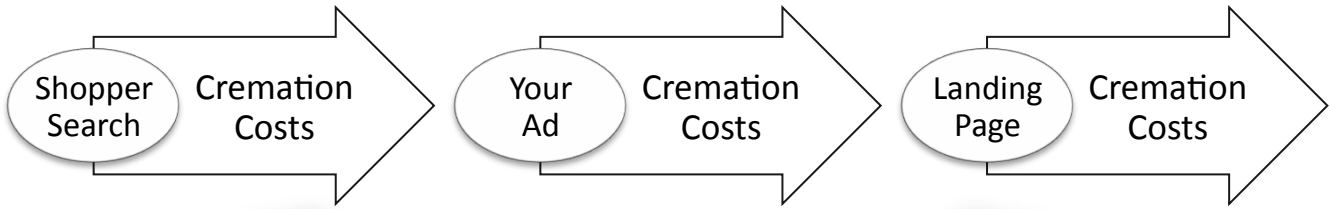
\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

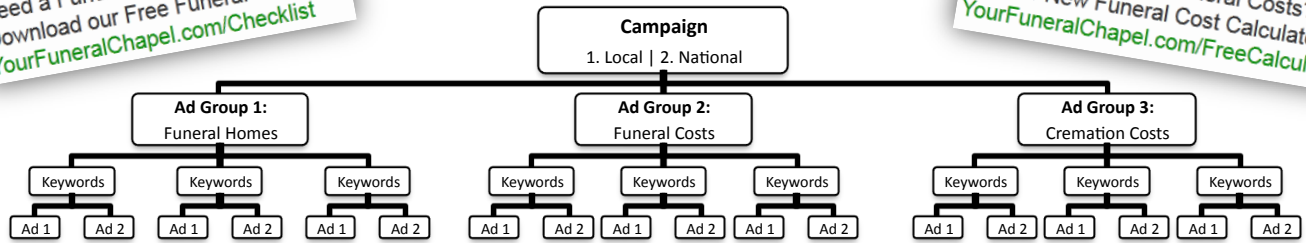
## Successful Search Scenario: Maintain Congruency of the Search



## Google AdWords Campaign Structure

[Has Someone Just Died? Need a Funeral Home in Your Town? Download our Free Funeral Checklist YourFuneralChapel.com/Checklist](#)

[Funeral Costs in YourTown Are You Looking for Funeral Costs? Try Our New Funeral Cost Calculator YourFuneralChapel.com/FreeCalculator](#)



Funeral Homes	Funeral Costs	Cremation Costs

**Negative Keywords:** Pet, Pets, Dog, Dogs, Cat, Cats, Obit, Obits, Obituary, Obituaries, "Death Notice", "Death Notices" - (Be Aware of Sister Cities and Terms)

### Points to Remember

- Enter the conversation already going on in their mind and maintain that conversation!
- SELL the CLICK, not the CALL!
- Use "Free" Assets like downloadable forms, checklists, templates, worksheets
- Track your Ads with Google Analytics & Tracking Phone Numbers
- Super Strategy: Your Firm Name as negative keyword in main campaigns and then create a campaign solely for your name (optional)
- I vow NOT to just "Buy Traffic" and vow NOT to send Paid Traffic to my Home Page!

<b>Name:</b>	<b>Email:</b>	<b>Call Won: Yes / No</b>
Date & Time Received:		Date & Time Sent:
Relationship to Deceased:		Other Family Mentioned:
Time Frame: At-Need / Near-Need / Pre-Need		Shopper Type: Price Seeker / Info Gatherer
Service Type / Disp: Cremation / Burial / Funeral / Memorial / Celebration / Graveside		
Identify specific questions that need to be answered:		
Spot specific points that can be elaborated on / connected to: church, connections, etc.:		
<b>Before You Press Send...</b>		
<input type="checkbox"/> Tone: one to one, personal, not corporate <input type="checkbox"/> Mirrored writing style: same or one up <input type="checkbox"/> Provided empathy if possible / appropriate <input type="checkbox"/> Gave them what they want "Above the Fold" - answered main question early <input type="checkbox"/> Included Power Statement (even below PS) <input type="checkbox"/> Provided additional education <input type="checkbox"/> Gave something away for FREE <input type="checkbox"/> Links going to specific pages (deep links) <input type="checkbox"/> No links to home page <input type="checkbox"/> Call to Action #1: Email back <input type="checkbox"/> Call to Action #2: Requested call, meeting		<input type="checkbox"/> PS ("Besides price" Question) <input type="checkbox"/> Included cell phone # in copy <input type="checkbox"/> Included nice (trusting) photo <input type="checkbox"/> No sales pitch <input type="checkbox"/> Small paragraphs & use line breaks <input type="checkbox"/> Plain text or basic HTML formatting <input type="checkbox"/> No or limited number of graphics <input type="checkbox"/> Attachments are PDFs <input type="checkbox"/> Attachment filenames make sense <input type="checkbox"/> Replied All if approp. (but no competitors) <input type="checkbox"/> Replied to email within 45 minutes <input type="checkbox"/> Sent Follow Up before the end of the day



### 10 X 10 Q & A Formula

Most Frequently Asked Questions (Ask The Director)	Questions Client Families Should Ask (They don't know what they don't know)
1. How much is a funeral?	1. What is the benefit of viewing the body?
2. Do I need a casket with cremation?	2. What is the difference between corporate and family owned funeral homes?
3. How do I know that I get Mom's ashes back?	3. Can I have a reception even if Dad didn't want a service?
4. Why are funerals expensive?	4. Does the funeral home own their own crematory?
5. Do you have to be embalmed if you are cremated?	5. What are the drawbacks to using my own container vs. a cremation urn provided by the funeral home?
6. Dad never attended church; do we have to have a minister to have a funeral service?	6. Do you video record the service?
7. Can family members participate in the service?	7. Does your funeral home offer a "No Hidden Fee" guarantee?
8.	8.
9.	9.
10.	10.
What You Need...	What To Do...
<input type="checkbox"/> Write out all of the Questions and Answers	<input type="checkbox"/> Record the Videos
<input type="checkbox"/> Create 3 or 4 PowerPoint slides for each question	<input type="checkbox"/> Upload to Video Sharing Sites via TubeMogul
<input type="checkbox"/> Screen capture software (Camtasia / Jing)	<input type="checkbox"/> Title videos: Funeral Questions [City]   [Question]
<input type="checkbox"/> TubeMogul.com account for Video Sharing	<input type="checkbox"/> Place URL at the beginning of each description
<input type="checkbox"/> Purchase URL [City]FuneralFacts.com	<input type="checkbox"/> Repurpose written FAQs as articles / blog posts

<b>10 X 10 Q &amp; A Formula</b>	
Most Frequently Asked Questions (Ask The Director)	Questions Client Families Should Ask (They don't know what they don't know)
What You Need...	What To Do...
<input type="checkbox"/> Write out all of the Questions and Answers	<input type="checkbox"/> Record the Videos
<input type="checkbox"/> Create 3 or 4 PowerPoint slides for each question	<input type="checkbox"/> Upload to Video Sharing Sites via TubeMogul
<input type="checkbox"/> Screen capture software (Camtasia / Jing)	<input type="checkbox"/> Title videos: Funeral Questions [City]   [Question]
<input type="checkbox"/> TubeMogul.com account for Video Sharing	<input type="checkbox"/> Place URL at the beginning of each description
<input type="checkbox"/> Purchase URL [City]FuneralFacts.com	<input type="checkbox"/> Repurpose written FAQs as articles / blog posts

## Online Video Marketing Strategy for Funeral Homes: Sample

**Main Topic:** Cremation Costs in Victoria BC

**Destination URL:** <http://www.McCallBros.com/cremation-costs/> or YouTube URL

Not necessarily your home page, if video is a specific topic, direct to related page on website

**Video Titles:** Keywords 1st, Use " | " Pipe to Separate, then Firm name if appropriate, 100 Characters Max

1. **Victoria Cremation Costs Explained | What is the price of Cremation in Victoria BC** (84 characters)

2. **How much does a Cremation Cost in Victoria BC | Victoria Cremation Costs Made Simple** (85 characters)

### Description:

Suggested length: 200 characters or less, use keyword phrases, always start with your URL including the http://, call to action at end, and then insert the YouTube URL. For YouTube insert your entire script into the Description field with the URLs at the beginning and the end.

<http://www.McCallBros.com/cremation-costs/> If you're looking for info about cremation costs in Victoria BC, it can be quite confusing so this videos makes understanding cremation costs more simple.  
[YouTube URL]

**Tags:** Use 6 keywords to describe video; last 2 or 3 should be somewhat unique to you & to be used in all other videos to link them together.

**Cremation, Costs, Victoria, Funeral, Memorial, Society, McCallBros, VictoriaBC**

**Video File Name:** McCalls-Cremation-Costs.mp4

**Format:** MP4 (H.264 encoding) preferred (others: avi, wmv, mov, mpg) - **Length:** 15 mins. max, 2 – 3 mins. preferred - **Size:** less than 100 MB

### Uploading Your Video...

#### Video Sites

[YouTube](#)  
[DailyMotion](#)  
[Yahoo](#)  
[MySpace](#)  
[Metacafe](#)  
[Rever](#)

[Blip.TV](#)  
[Veoh](#)  
[Viddler](#)  
[Vimeo](#)  
[HowCast](#)  
[5min](#)

#### Social Bookmark

[Del.icio.us](#)  
[Digg](#)  
[Diigo](#)  
[Google Bookmarks](#)  
[Kaboodle](#)  
[StumbleUpon](#)

### Promoting Your Video...

- Have friend view, rate, & comment video
- Promote it with Facebook / Twitter
- Tag it with Social Bookmarking Sites
- Link to it from other sites if possible
- Create the next Video

## Online Video Marketing Strategy for Funeral Homes

**Main Topic:**

**Destination URL:**

Not necessarily your home page, if video is a specific topic, direct to related page on website

**Video Titles:** Keywords 1st, Use " | " Pipe to Separate, then Firm name if appropriate, 100 Characters Max

1.

2.

**Description:**

Suggested length: 200 characters or less, use keyword phrases, always start with your URL including the http://, call to action at end, and then insert the YouTube URL. For YouTube insert your entire script into the Description field with the URLs at the beginning and the end.

http://www.

[YouTube URL]

**Tags:** Use 6 keywords to describe video; last 2 or 3 should be somewhat unique to you & to be used in all other videos to link them together.

**Video File Name:**

**Format:** MP4 (H.264 encoding) preferred (others: avi, wmv, mov, mpg) - **Length:** 15 mins. max, 2 – 3 mins. preferred - **Size:** less than 100 MB

**Uploading Your Video...**

**Promoting Your Video...**

**Video Sites**

**Social Bookmark**

[YouTube](#)  
[DailyMotion](#)  
[Yahoo](#)  
[MySpace](#)  
[Metacafe](#)  
[Rever](#)

[Blip.TV](#)  
[Veoh](#)  
[Viddler](#)  
[Vimeo](#)  
[HowCast](#)  
[5min](#)

[Del.icio.us](#)  
[Digg](#)  
[Diigo](#)  
[Google Bookmarks](#)  
[Kaboodle](#)  
[StumbleUpon](#)

- Have friend view, rate, & comment video
- Promote it with Facebook / Twitter
- Tag it with Social Bookmarking Sites
- Link to it from other sites if possible
- Create the next Video