Local Business Maximum Visibility Package

Affordable Online Marketing for Local Companies

What is Our Maximum Visibility Package?

Every business pays their electric bill on time to ensure the lights stay on at their business, their gas bill and phone bill too. But what about your assurances that everyone out there in the online world are reporting correct data your business? Isn't that just as important, or more so? Is there a way to ensure that the data about you is correct? Yes, there is.

Let's start by saying—**people go online to find local businesses now**, and usually on their mobile devices. Of all ages. 75% have given up using the yellow books for good—and others do so infrequently; local newspaper readership is down 40-80%. New customers aren't finding you these ways anymore. But there are more than **100 Million Local Searches** done daily! Business is all about margins, and money spent on print can be spent more effectively and efficiently online these days. No matter what results you have via print, they could have been better online in almost every situation.

95% of smartphone users have looked for local information

(Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT , Apr 2011)
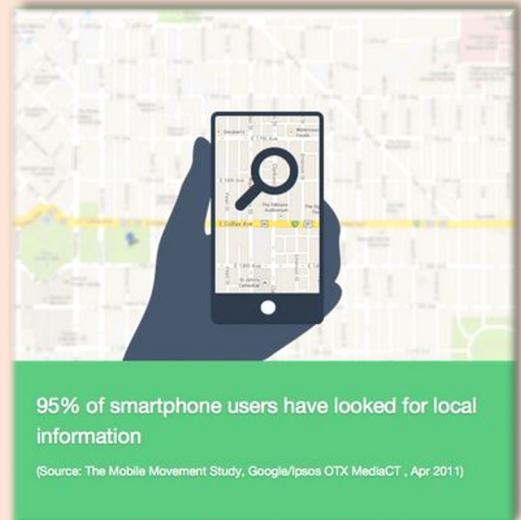
One component of SEO ("Search Engine Optimization") is for Local companies. Brick & mortar stores and offices, and those who provide services where local customers live and work. When your business info is on a page online you get a **Citation**. This is like a "vote" for your business, and each directory counts as one. We submit your data to **many** directories; this can help you in searches as well as assuring accurate information.

And your data needs to be 100% consistent, everywhere. You can guess already how important this is to customers. But it matters to search engines, too. (Even "Avenue" vs. "Ave." can be important). Undoubtedly there are missing, duplicated or incorrect listings for your business as we get started. One benefit you'll see right away is this data starts correcting, along with your current hours, business category, products & services sold, payments you accept, business description, and more.

Many areas wish to severely limit phone book distribution, because of the huge waste it creates in the community

Just *some* companies that benefit greatly from Local SEO/Visibility:

✓ Professional services, realtors, mortgage companies, banking services, financial advisors, insurance agents, attorneys, accountants, travel agents, independent agents of many types

✓ Medical and health providers, doctors, dentists, orthodontists, opticians, home healthcare and all senior services, veterinarians, child care, weight loss, gyms, sports medicine, chiropractors

✓ Auto-related businesses, home improvements, all repair (on or off-site), maintenance, electricians, HVAC, pest control, household appliances, furniture, computers, emergency services

✓ Retailers and consumer services, restaurants, bars, gourmet foods/wines/spirits, gift shops, bakeries, florists, framers, bridal, photographers, fashion, boutiques, jewelry/watches, dry cleaners, pool halls, golf courses, sporting goods, music schools, dance & gymnastic studios, hairdressers, beauty/nail salons, pet products, kindergartens/preschools

For full details on how Local SEO works, visit my website at www.hattrickassociates.com

Local SEO is all about being seen when people near you search for the products & services you sell. More leads and revenue—no wasted resources spent on those uninterested in your offering.

When looking for many things (like bakeries, to the right), Google understands you want one nearby—a Local result. You'll see something similar to what you see here: Name, star rating, address, hours of operation, photo(s), and your location on Google maps.

Some searchers will visit your website, but often times simply walk in your door, or call directly. The great thing is, the *hard* work has been done—these consumers are in your immediate area, and looking for someone who sells the products and services you do *already.* And Local Searchers have a good idea of what they want, they are actually the most *motivated consumers* online.

About 200,000,000 results (0.65 seconds)

Rating ⌄ Hours ⌄

Dierbergs Markets
4.3 ★★★★★ (5) · Supermarket
Warson Woods Center, 9901 Manchester Rd
Opens at 6:00 AM

Nothing Bundt Cakes St. Louis - Brentwood
4.8 ★★★★★ (7) · Bakery
Bundt cake specialist with related goods
9040 Manchester Rd
Opens at 9:00 AM

Breadsmith
4.4 ★★★★★ (5) · $$ · Bakery
Source for a range of artisanal breads
10031 Manchester Rd
Opens at 6:00 AM

☰ More places

Lubeley's Bakery
www.lubeleysbakery.com/ ▾
Offers unique and custom decorated cakes for all occasions.

McArthur's Bakery – McArthur's Bakery
www.mcarthurs.com/ ▾
McArthur's Bakery Café has been producing traditional bakery goods such as cakes, donuts,

80% of local searches end in a **purchase,**

many within a few hours after the search!

We use the search engines & hundreds of directories to ensure you're everywhere you need to be with correct, consistent information, so Google and other engines will feature you when people search nearby.

Local SEO Maximum Visibility Package

Enterprise-level relationships with industry partners allow us to offer pricing that competitors simply can't. Our monthly dashboard includes a range of proprietary reporting and benefits that you cannot find anywhere else! We built it ourselves, and are continually working on adding new features. As the Local SEO leader, we look to remain that way!

(For example, an already robust **Reviews** section will soon be offering new functionality that goes well beyond even its current components.)

In this material, we'll walk thru each feature of the monthly reporting dashboard and its data. Our dashboard provides actionable information; real-time snapshots of your visibility efforts continually over time–to track your performance, successes and areas of improvement.

We provide **Call Tracking** where you can listen in on recordings of every phone call. The system does the same—listening for specific keywords that you notate (like "buy" or "schedule"). Knowing when your calls are coming in and taking the longest to be answered can help with staffing to ensure you aren't missing out on business.

In the **Reviews** section you can see the reviews for your business across hundreds of various sources online, and can quickly respond to Google+ and Facebook reviews directly from your dashboard.

Our dashboard also contains many other sources of data, such as your Top 100 keywords, and data from Foursquare and Bing (Yelp and Facebook on the way!)

Full View of Our Proprietary Local SEO Monthly Reporting Dashboard
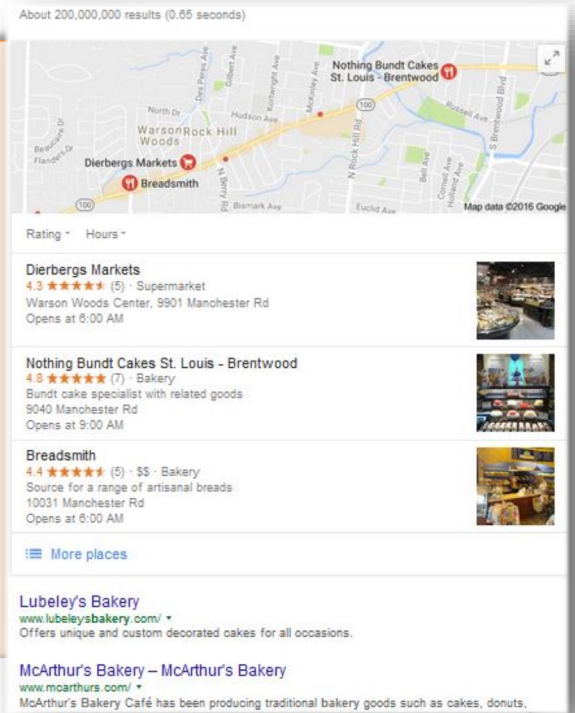
Local SEO Maximum Visibility Program

Our proprietary **Local SEO Maximum Visibility Program** dashboard aggregates data in a unique way that you can't find anywhere else, and with more features on the way. Below are samples of each section of our current dashboard, and a description of the info it contains. We provide actionable data you can use for tracking your progress and continually improving the performance of your Local business.
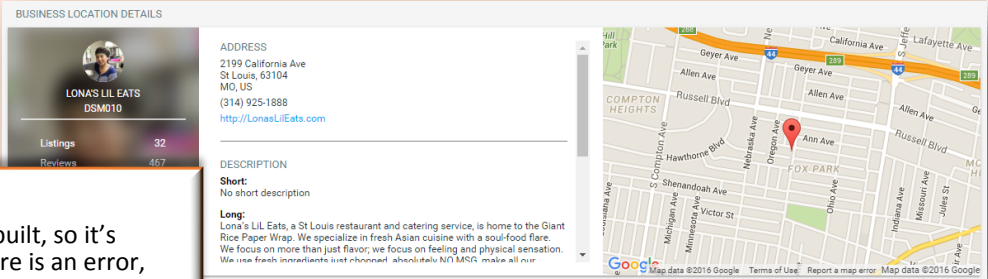
Business Details

This info will appear (exactly) on each listing built, so it's crucial this is the way you want it to be. If there is an error, contact us right away!

Vital to Local SEO is being 100% accurate and consistent (*exact match) regarding your **NAP** (Name, Address and Phone Number). When your NAP is all on a page, this is a **Citation.** Regarding consistency, even "Avenue" vs. "Ave." matters. Consider each Citation as a "vote". The more directories you're in, the more "votes" you have.

Results Section

Google Insights data pulled from Google My Business.

**Views**: Total GMB search views (in Google Maps and Search views)

Clicks: Total Clicks to website, Clicks to Call, Clicks to Directions

Clicks to Website: Number of clicks to your business's website from local search results

Calls: Number of clicks on your business's phone number from a local search in Google Maps and Search

Directions: Number of clicks for driving directions from a local search result in Google Maps and Search

Last Month vs This Month: Detailed results for last 2 full months
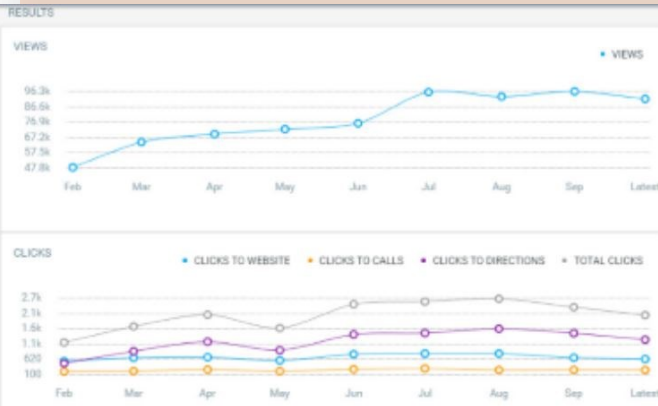
Call Tracking Metrics

Call data from business directories. Scroll over each month to see the number of calls for a specific month. Summary data shows stats from total calls.

**Total Calls**: Total number of calls since call tracking was purchased.

Total Callers: Total number of unique callers since call tracking was purchased.

Avg. Ring Time: The average number of seconds the caller waits before someone picks up the phone.

Top Call Day: The most popular day of the week for phone calls.

Top Call Hour: The most popular time of the day for phone calls.

Missed Calls: Notes when a call went unanswered by someone at the location
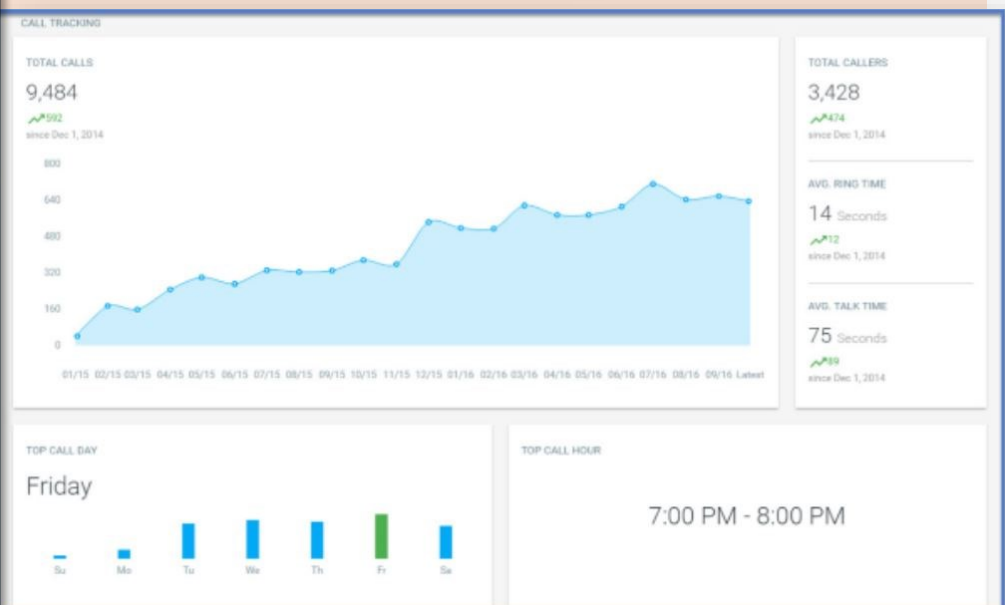
T MICHEL 6-0298 , MO, US	Audio 01:26	Wed Nov 30th 2016 17:37 PM ● answered
KS 0-0000 S, US	Audio 02:13	Wed Nov 30th 2016 17:05 PM ● answered
4-9715 is, MO, US	Audio 03:57	Wed Nov 30th 2016 17:01 PM ● answered
ACH FARM 9-8080 O, US	Audio not available 00:06	Wed Nov 30th 2016 16:22 PM ● no answer
ACH FARM 9-8080 O, US	Audio 02:22	Wed Nov 30th 2016 16:22 PM ● answered
K, NY 7-9341 NY, US	Audio 00:58	Wed Nov 30th 2016 14:41 PM ● answered
IN ST L 5-7887 is, MO, US	Audio not available 00:06	Wed Nov 30th 2016 13:10 PM ● no answer
C	Audio	Wed Nov 30th 2016 12:37 PM

Call Tracking Metrics

An excellent source of intelligence about your business, staffing needs and conversion success.

Tracked calls from the business listing.

Source: The person who called.

Keywords: With keywords spotting you identify words that typically result in a conversion ("buy" or "schedule") to quickly see if a conversation occurred on the particular phone call.

Audio: You can listen to the audio of any specific phone call with one click.

Metrics: Here you see the date, time and if the call was answered or not.

Listing Status

Completed: Work has been completed and listing confirmed. A URL may be available. Some directories, GPS providers don't provide clickable URLs.

Submitted and Pending: Listing has been submitted. A URL may or may not be available. Time to publish is dependent on the directory, and may take a few days to several weeks.

Unsuccessful: 3 attempts to add or edit were made but errors exist. E.g. a listing may exist with errors and the directory is not allowing edits. A URL may or may not available.

Action Required: Information is missing or an action is required on your part, such as providing a verification PIN. A URL may or may not be available.

Canceled: Request was canceled.

In Queue: Work is in queue.

LIVE LISTINGS ⓘ

2findlocal	Completed	Nov 3rd	Tom Tom ⓘ	Completed
Acxiom	Completed	Nov 10th	Tupalo	Submitted & pending
Apple Maps ⓘ	Completed	Nov 22nd	Whitepages	Completed
bing	In Review	Nov 3rd	Yahoo Local	Submitted & pending
brownbook	Completed	Nov 3rd	Yellowbook	Submitted & pending
CityInsider	Completed	Nov 3rd	Yellowpages.com	Unsuccessful
CitySearch	Submitted & pending	Nov 21st	YelloYello	Completed
CitySquares	Completed	Nov 4th	Yelp	Submitted & pending
Cybo	Completed	Nov 4th	123poi	In Queue
Dexknows	Submitted & pending	Nov 21st	About Us	In Queue
eBusinessPages	Completed	Nov 3rd	bizvotes	In Queue
EnrollBusiness	Unsuccessful	Nov 15th	Cylex	In Queue
ExpressUpdate	Completed	Nov 22nd	ExpressBusinessDirectory	In Queue
Facebook	Action Required	Nov 29th	FindUsLocal	Submitted & pending
Factual ⓘ	Completed	Nov 11th	Infogroup	Submitted & pending
FindTheCompany	Completed	Nov 5th	Lekkoo	In Queue
foursquare	Completed	Nov 24th	Local Bookmark.it	Submitted & pending
Fyple	Completed	Nov 4th	Manta	In Queue
Getfave	Completed	Nov 7th	n49	In Review
Google	Completed	Nov 15th	Navteq / Nokia (Here.com) ⓘ	Submitted & pending
Hotfrog	Completed	Nov 17th	OnStar	Submitted & pending

Live Listings: Published listings are displayed in blue, gray are to be published. Smaller directories die off and new ones spring up regularly. We update our directory packages quarterly. (*Location data into GPS providers like Navteq/Nokia, TomTom, Apple Maps and Data Aggregators don't provide back a URL.*)

Listing Coverage Bar: (*not shown*) the number of listings published as a % of total listings available in your package.

NKING ANALYSIS

n for keywords or geomodifiers		Sorted by Google Local ▼ ↓			
	GEOMODIFIER ⓘ	GL	GO	BL	BO
ts	St. Louis	1 ↗7	35 ↘16	13 ↗19	40 ↘16
rant	St. Louis	1 ↗36	74 ↘55	-	33 ↘11
taurant	St. Louis	1 ↗8	18	6	21 ↘5
x park	st. louis	1	3 ↘1	-	10
t	St. Louis	1 ↗7	38 ↘16	15 ↗16	35 ↘13
	st. louis	1	1	1	1
nts	St. Louis	1 ↗8	38 ↘23	7	17 ↘5
estaurant	St. Louis	1 ↗21	22 ↘5	-	17 ↗19
	St. Louis	2 ↗13	34 ↘15	-	9 ↗1
	St. Louis	2 ↗2	8 ↗57	-	61
			Rows per page: 10 ▼	1-10 of 62 ‹ ›	

GOOGLE AVERAGE R

23

↗7

compared to starting date Mar 12, 2016

KEYWORD COVERAGE

Google 65%

Bing 21%

Keyword Rankings Analysis

Displays keywords ranks for website in both **Local** & **Organic** search, average ranks, keyword coverage.

Keyword: Search terms tracked for rankings.

Geo-modifier: Local geographic modifier added to each keyword in searches.

Average Ranks: Average rank of your keywords ranked in the Top 100 in Google Maps, Bing Local, Yahoo Local.

Keywords Coverage: Percentage of keywords ranked in the Top 100 out of the total number of keywords tracked.

Reviews

Your reviews are critical to the overall success of your business. Responding to negative reviews, and showing gratitude for great ones, shows that you value your reputation and new customers know how they can expect to be treated by you should they do business with you too. In other words, nothing is more important for your online reputation.

We pull reviews from a large number of sources, and the total number of reviews you see in our dashboard represents the vast majority of reviews that exist for your business online. You can click the URLs of each to visit that page and respond as necessary. Includes overall rating, sentiment & snippets of each.

Reviews: The number of user-submitted reviews on listings in directory package

Overall Rating: Average rating of user-submitted reviews, out of 5.0

Sentiment: Good / Neutral / Bad

You can easily respond reviews that come from Google+ and Facebook directly from platform

1. Click *Respond* for review you want to respond to.

2. Write your response, authorize the review for publishing, and press *Send*. You're done!
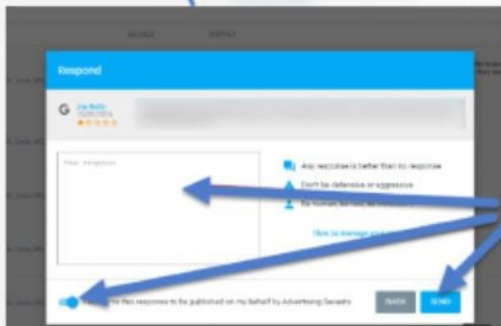
Click to view the page where the listing is published online. We pull from hundreds of different online review sources.
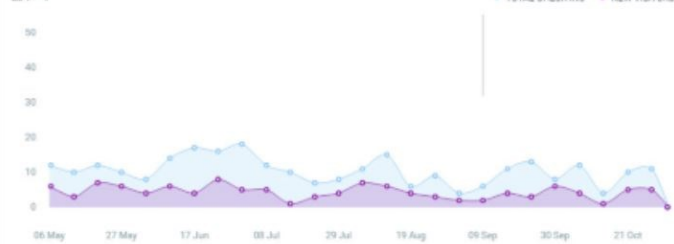
Foursquare Data

Reports on the total new visitors, unique visitors and average check-ins per day on Foursquare

Bing Data

Reports on the total number of impressions your listing had on Bing

Facebook & Yelp Data

This data will be coming soon to our dashboard, in late December 2016 or first Q 2017!

Local SEO Maximum Visibility Program

Our Full Monthly Reporting Dashboard

Status reports on all directory submissions on dashboard; Manage all your online business directory reviews in one place, including hundreds of different online sources, with significant additions coming to this platform component soon; Reporting on top 100 top keyword rankings on your site from Google, Yahoo and Bing; All call metrics features included; Track all your engagement activity online (Google+ Local page views/impressions, clicks to website, click to calls, clicks for directions, calls from local business directories) Can respond directly to Google+ and Facebook reviews from platform.

Also includes paid distribution on updates monthly to the 3 largest local business data aggregators (below), reaching hundreds to thousands of added directories over time. ($350 annual value*)   neustar // Localeze. *infogroup* expressupdate acxiom.

Local SEO Maximum Visibility Package   Initial Account Setup: $325 (*once*)

Custom Monthly Dashboard $255/month

Review Cards

Positive reviews are critical for long-term success (You owe it to your business to read the last page, *The Importance of Reviews*). Our package allows you to monitor all every online review made about your company, anywhere, and when you see poor customer experiences you can respond to them (quickly! Again, see the last page), and give gratitude for great ones.

An **easy, extremely low-pressure and simple technique** for you and your staff to ask for more online reviews is by keeping these review cards handy at your front counter. These company-branded business cards are an effective way for you to guide your best customers to make reviews on Google+ and Facebook. You'll be amazed at the effects of even just 15 or 20 more great reviews over time! And if a customer can't give you top marks, this process helps you to find out why—and then offer solutions that create long-term brand loyalty.

14-pt cardstock on glossy or matte finish: **500 cards/$125**

✔ *YOUR INPUT IS IMPORTANT TO US!*

<u>We love happy customers</u>, and ask that you please post a review of YOUR BUSINESS NAME on Google & Facebook. If we haven't earned 5-stars we want to know, so we can address any issues and find solutions!

1) Google Review: Open Google Maps and sign in

2) Search for YOUR BUSINESS NAME

3) Click "Write a Review" and number of stars

4) In the window please share your review.

YOUR
LOGO

Facebook Reviews:

1) Open Facebook and make sure you are signed in.

2) Search for YOUR BUSINESS NAME in Search box at top

3) Click on "Reviews" in left hand sidebar.

THIRD REVIEW

YOUR BUSINESS NAME, ADDRESS, PHONE NUMBER, EMAIL
AND/OR A MARKETING MESSAGE, SPECIAL OFFER, ETC.
YOU CAN UTILIZE THIS SPACE HOWEVER YOU WOULD LIKE

When you're ready to raise the visibility of your business, reach out and I'll answer questions, walk you through the startup process, and you can begin raising your profile with motivated consumers in the area, **already looking** for someone like you!

HAT TRICK
ASSOCIATES

JIM HAYNES

HAT TRICK ASSOCIATES

_____

432 BARRON LANE

WEBSTER GROVES | MO 63119

(314) 494 3494 | jhaynes@hattrickassociates.com

Please call or email anytime with your questions! Look forward to hearing from you sometime soon ~ Jim

Writing Services

We offer freelance writing services for any need you have. Sharing frequent, well-written and properly formatted content via your blog or new web pages helps create conversions while attracting search engines. Building an archive of content will have major effects on your web visibility, and is the most effective tool (paired with link-building) you have for *Organic SEO.*

Many business owners lack the **time, desire** or **online writing knowledge** to maintain a **publishing calendar** for new content—the key to better Organic SEO rankings. We also offer expertise in:

Company Blogs	**Web & Landing pages**	**Press Releases**
E-Newsletters or Print	**Email Marketing Campaigns**	**Social Media**
Brochures, Sales Material	**White Papers & Long Form Articles**	**Sitemap Development**

Caveats for Local SEO Maximum Visibility Program:

Having each of these criteria met, or resolving them at initiation, makes for the best client experience on your part and allows us to work in a way most effective on your behalf.

Google+ Local account business location listing must fit one of these criteria:

1) Does not currently exist 2) If currently exists, then must not be 'claimed' 3) If currently exists and is 'claimed', then login info must be provided. *If these criteria cannot be met account will be reviewed and recommendations/estimates will be provided separately as needed/recommended. (Estimated cost ranges to 'unlock' or fix a Google+ Local listing is $350 - $700).

Access to client/end-user as our backend tool that connects to their Google+ Local account (aka Google My Business account) can, and many times can trigger Google to challenge the connection and want to 'verify' that this is okay with the client/end-user. This requires quick responsiveness from the client/end-user to provide emailed or texted passcodes.

A square, JPG logo for the business be provided as this is what local business directories (including Google) use.

If not provided, then an estimate can be created to create one. (Estimated cost ranges are $150-$600).

10 business images in JPG format must need to be provided.

If not provided, then an estimate can be created to locate and purchase up to 10 generic business images. (Estimated cost ranges for time and imagery are $350-$900).

Client/end-user will need to provide additional details about the business via our intake form.

While not all of it will ever be completed, we need as much as possible to minimize back and forth time.

This program is a local business visibility program/campaign. It does not guarantee increased rankings and/or more leads. It does guarantee that everything being done on their behalf is done with the goal of increasing rankings and/or attracting more leads.

All clients/end-users must provide 30 days' notice for cancellations.

This means if they are on the more expensive monthly program/campaign they will have to cancel the month prior to the next/current month or if they do not they are responsible for the current month.

Client/end-user owns all listings (as applicable) and/or call tracking number(s), but does not own extended Google My Business data and/or any other reporting data. That can be purchased separately if needed/wanted.

Digital Strike Marketing also offers a wide range of services that impact your business. For more info, contact owner Chris Westmeyer at (314) 665-1655 or chris@digitalstrike.com

Site Audits & Strategy   Organic SEO   Link-Building

Remarketing   Conversion Optimization

The Importance of Reviews

There is something absolutely critical to your business and future success, that you might not have given much thought to until now, but you should definitely begin making it a Priority to your Local business: Online Reviews.

The statistics clearly show how important reviews are these days:

71% agree consumer ratings make them comfortable they are buying the right product or service.

92% of customers trust "star" ratings and reviews above *all other* forms of advertising.

72% trust these online opinions as "much as"/"more than" they trust *their own friends & family.*

75% of reviews posted on review websites are positive, so 1 in 4 is negative. But an amazing **95%** of these unhappy customers *will return* if an issue is *resolved quickly & efficiently*.

63% people more likely to purchase a product from a site with product ratings & reviews.

74% increase in product conversions come from having good reviews; **80%** of consumers have reversed a purchase decision due to a negative review.

Unhappy Customers

It's effectively impossible to offer any type of product or service in 2016 without a "star" system or text-based review. As consumer expectations have shifted, reviews are have become critical to most consumers. Entire sites do little more than recommend "the best" of something. True, consumers care about more than "stars", but it's a huge part of the buying experience now.

Even with bad reviews, *the way you handle that negative* means everything. *Note the stat above: **95%** will return if you work quickly to make things right with this customer. This means you should almost *NEVER* lose a customer from a bad review, *IF* you respond efficiently enough! In some ways, negative reviews can even *help* your business. How?

Consumers realize you can't please everyone. Having negative reviews lends authenticity and legitimacy, because feedback typically includes both positive and negative ratings. Second, a poor review can help you identify issues that could grow into much larger problems if not addressed now. Lastly, other consumers will see how well you respond (how much you value!) your customers. They know if they have a problem, they can expect to be treated well also. *You must address bad reviews quickly!*

No Review Equals a Bad Review

No matter your offering, you can see from the stats above that what your current customers say has a tremendous impact on other prospective buyers. So encourage reviews! See our **Review Cards** above that you can order to make it easy to ask for them.

Realize that No Review = Bad Review. Good reviews help the consumer validate their purchase decision, so they have a big impact on your business. But if a customer researches your business and finds nothing, they will often give their business to another company that *DOES* have them.

Many websites share reviews, and our dashboard pulls in the large majority of them. Yelp, CityGrid, Yahoo Local, Bing Local, Brownbook, SuperPages, TripAdvisor, Google+ and Facebook and others aggregate and represent the reviews found on hundreds of various websites. You not only view but can respond directly to Google+ and Facebook from the dashboard. We are working with additional directories to add this same functionality to their reviews soon, as well.

The Take Away

Gone are the days when consumers simply research product specs, do basic cost-benefit analysis, or listen to the advice of a trusted contact when making a purchase decision. Consumers expect to see the online opinions of others in almost every situation these days, so your reviews are vital. **Remember: You must monitor, encourage and respond to consumer reviews for future success!