



HAT TRICK  
ASSOCIATES

# Local Business Maximum Visibility Package

*Affordable Online Marketing for Local Companies*

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 online world is sharing correct data your business? Can you ensure that data about you is correct? Yes, there is.

First, **people go online to find local businesses now**, usually on mobile devices. 75% have given up yellow books for good—and others are using them less frequently. Local newspaper readership is down 40-80%. New customers aren't finding you these ways anymore. However, there are more than **100 Million Local Searches** done daily! Almost any print marketing expenditure can be spent more effectively and efficiently online these days.

One component of SEO ("Search Engine Optimization") is for Local companies. Made for brick and mortar stores and offices, and also those who provide services where local customers live and work.

When your business info is all on a page you get a **Citation**, like a "vote" for your company. Each directory listing counts as one, and we submit to hundred

Your data needs to be 100% consistent, everywhere. You already know how important this is to customers. Search engines care too. Even "Avenue" vs. "Ave." can matter. There are undoubtedly missing, duplicated or incorrect listings when we get started.

One benefit you'll see right away is this data begins to correct, including your current hours, business category, products & services sold, payments you accept, business description, and more.

Just some companies that benefit greatly from Maximum Visibility:

Real estate professionals, mortgage companies, banking services, financial advisors, insurance agents, attorneys, accountants, travel agents, most independent agents of all 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

✓



95% of smartphone users have looked for local information

(Source: The Mobile Movement Study, Google/psos OTX MediaCT, Apr 2011)

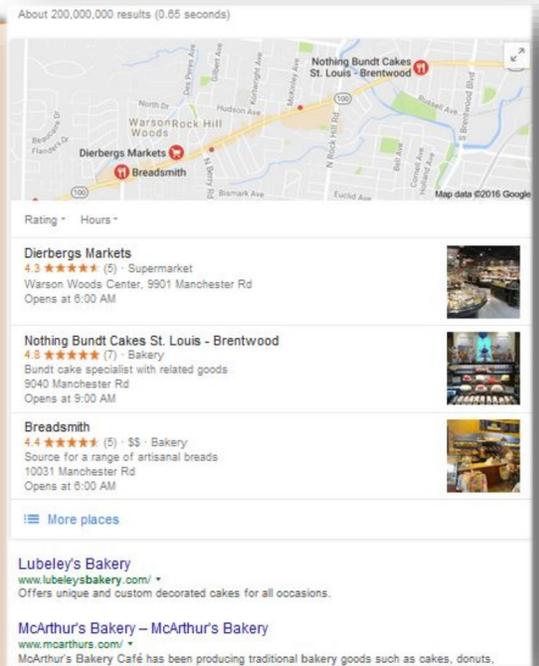


**Local SEO** is all about being seen when people near you search for the products & services you sell. More leads and revenue—no wasted resources spent on those uninterested in your offering.

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 Google map location.

Some searchers will visit your site, but most will walk in your door or call directly. And the **hard** work has been done—these consumers are in the area, and **already** looking for someone like you.

Local Visibility simply makes sure they can find you when they do their searches. And these folks know what they want—the most **motivated** consumers you'll find online. 80% make a purchase!



**80%** of local searches end in a **purchase**,  
*many within a few hours after the search!*

## Local SEO Maximum Visibility Package

Our **Review** section allows you to see what consumers are saying about you all across the web, so you can address negative comments, and thank happy customers too, to help ensure long-term brand loyalty.

You can quickly respond to Google+ and Facebook reviews directly from your dashboard, and follow links to all the other various locations on the web.

Other sections of our monthly dashboard include:

**Optional Call Tracking** allows you to listen in on recordings of every phone call. The system will scan for keywords you notate also (like "buy" or "schedule"). Know when calls come in, and which ones have the longest wait times to help with staffing to ensure you aren't missing business.

Our dashboard contains data such as tracking your **Top 100 keywords**, and **Monthly Data** from Google+, Foursquare, Bing, Facebook and Yelp (with more sources coming—our mission is to continually enhance our dashboard and its value to you.



# 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 LOCATION DETAILS**

**ADDRESS**  
2199 California Ave  
St Louis, 63104  
MO, US  
(314) 925-1888  
<http://LonasLilEats.com>

**DESCRIPTION**  
**Short:** No short description  
**Long:** Lona's Lil Eats, a St Louis restaurant and catering service, is home to the Giant Rice Paper Wrap. We specialize in fresh Asian cuisine with a soul/food flare. We focus on more than just flavor, we focus on feeling and physical sensation. We use fresh ingredients just chopped, absolutely NO MSG, make all our...

**Statistics:** Listings: 32, Reviews: 467

## 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

### TOTAL ACTION CLICKS

88,682 23,768 since Feb 1, 2016



	SEPTEMBER	NO CHANGE	OCTOBER
CLICKS TO WEBSITE(1)	653		653
CLICKS TO CALLS(1)	235	13	248
CLICKS TO DIRECTIONS(1)	1,488	135	1,353
CLICKS TO PHOTOS(1)	38,734	16,049	22,685

## 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

### CALL TRACKING

#### TOTAL CALLS

10,119 594 since Dec 1, 2014



#### TOTAL CALLERS

3,625 435 since Dec 1, 2014

#### AVG. RING TIME

14 Seconds 15 since Dec 1, 2014

#### AVG. TALK TIME

75 Seconds 76 since Dec 1, 2014

#### TOP CALL DAY

Friday



#### TOP CALL HOUR

7:00 PM - 8:00 PM

KEYWORDS	AUDIO	METRICS
IT MICHEL 9-0298 MO, US	Audio 01:26	Wed Nov 30th 2016 17:37 PM answered
KS 9-0000 S, US	Audio 02:13	Wed Nov 30th 2016 17:05 PM answered
4-9715 as, 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 as, MO, US	Audio not available 00:06	Wed Nov 30th 2016 13:10 PM no answer
IC	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 be 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.

Coverage 66%

You currently have 35 listings out of a possible 53 listings. The listing coverage has increased by 66% since Mar 12, 2016.

LIVE LISTINGS

2findlocal	Completed	Nov 3rd	Tom Tom	Completed
Axiom	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	Us FindUsLocal	Submitted & pending
Factual	Completed	Nov 11th	Infogroup	Submitted & pending
FindTheCompany	Completed	Nov 5th	KOO Lekko	In Queue
foursquare	Completed	Nov 24th	Local Bookmark.it	Submitted & pending
Fyple	Completed	Nov 4th	Manta	In Queue
Getfave	Completed	Nov 7th	n49 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.)

KEYWORD RANKING ANALYSIS

Search for keywords or geomodifiers

Sorted by Google Local

KEYWORD	GEOMODIFIER	GL	GO	BL	BO
hai restaurants	St. Louis	1	35	13	40
hinese restaurant	St. Louis	1	74	-	33
rest asian restaurant	St. Louis	1	18	6	21
restaurants fox park	st. louis	1	3	-	10
hai restaurant	St. Louis	1	38	15	35
ona's lil eats	st. louis	1	1	1	1
sian restaurants	St. Louis	1	38	7	17
rest chinese restaurant	St. Louis	1	22	-	17
sian food	St. Louis	2	34	-	9
lumpings	St. Louis	2	8	-	61

Rows per page: 10 1-10 of 62

### 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

Reviews are vital to the success of your business.

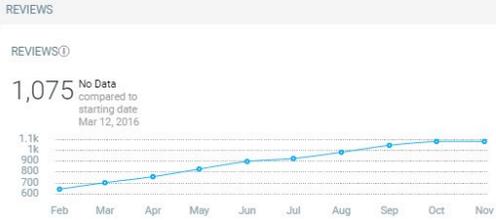
Responding to negative reviews, and giving thanks for great ones shows that you value your reputation and new customers can expect how they'll be treated, too.

We pull reviews from a large number of sources, the vast majority of those that are online. Click any URL to visit that page and respond.

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

**Overall Rating:** Average rating of reviews out of 5.0

**Sentiment:** Good / Neutral / Bad

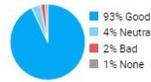


OVERALL RATING

4.7

No change compared to starting date Mar 12, 2016

SENTIMENT



### Easily respond reviews 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!

NIPPET

Lona's Lil Eats  
2199 California Ave, St Louis, MO, US  
(314) 925-1888

**G** [Todd J](#)  
24/11/2016  
★★★★★

Fantastic flavors...a must try

[RESPOND](#) [VIEW](#)

Lona's Lil Eats  
2199 California Ave, St Louis, MO, US  
(314) 925-1888

**\*** [Peter B.](#)  
24/11/2016  
★★★★★

I apologize Lona's. I thought I wrote you a 5 star delicious food down at a stand at Soulard Farme bought a building in the Fox Park neighborhood. t...

[VIEW](#)

Lona's Lil Eats  
2199 California Ave, St Louis, MO, US  
(314) 925-1888

**b** [Peter B.](#)  
24/11/2016  
★★★★★

I apologize Lona's. I thought I wrote you a 5 star delicious food down at a stand at Soulard Farme bought a building in the Fox Park neighborhood. To say it's been a success ...

[VIEW](#)

Lona's Lil Eats  
2199 California Ave, St Louis, MO, US  
(314) 925-1888

**b** [Claudine J.](#)  
23/11/2016  
★★★★★

I've been here twice and it doesn't disappoint. The food is great and can't beat the price. Both times I had the noodles with this pesto sauce and I always ask for extra bc it's so good. I've tried the mushrooms potstickers kinds of spring rolls. My favorite was the veggie and ...

[VIEW](#)

Click to view the page where the listing is published online. We pull from hundreds of different online review sources.



UNIQUE VISITORS

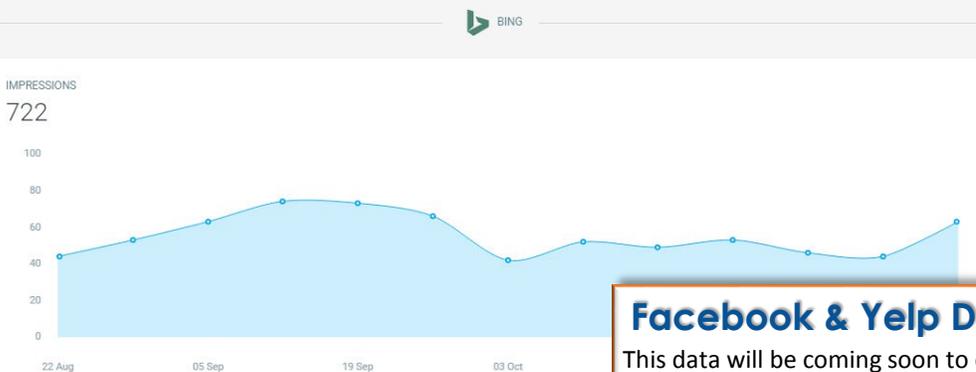
278

AVERAGE CHECK-INS / DAY

1.5

## Foursquare Data

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



IMPRESSIONS

722

## Facebook & Yelp Data

This data will be coming soon to our dashboard in first Q 2017!

## Bing Data

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

## Local SEO Maximum Visibility Program

Custom monthly dashboard including Directory Submission Status, Call Metrics and Monitoring, Review Monitoring, Tracking of all Major Directory Data, Tracking Top 100 Keyword Rankings.

### Local SEO Maximum Visibility Package

Initial Account Setup: \$350 (once)

Custom Monthly Dashboard \$355/month

*\*Cost offered to Crestwood Coin and Jewelers— J.H. 3/3/17*

**BONUS:** Enterprise relationships with our vendors allows us to include distribution to the 3 largest Local Business data aggregators, reaching hundreds of added Directories (*Cost \$350 annual value*)

neustar. // Localize. expressupdate infogroup acxiom.

## Review Cards

Positive reviews are crucial to the success of your business (see last page for data). Our package allows you to monitor almost every online review made about your company, and see when poor customer experiences need a rapid response.

An easy way for you to ask for more reviews is by sharing these review cards with happy customers. These company-branded business cards are a very effective way for you to guide your best customers to make reviews on Google+, Facebook and Yelp. You'll be amazed what even 15 or 20 great new reviews can do for your business!

Review Cards, 14-pt stock; glossy or matte finish

500 Cards: \$195

### ✓ YOUR INPUT IS IMPORTANT TO US!

We love happy customers, and ask that you please post a review of **YOUR BUSINESS NAME** on Google, Facebook and Yelp. And if we haven't earned 5-stars we'd like to know—so we can address any issues you may have and find solutions. Thank you for your business!

- 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.

### Yelp Reviews

- 1) Go to [www.yelp.com](http://www.yelp.com)
- 2) Either Log In at top right, or Join via Facebook (you will find much value in using your account here if you do not have one!)
- 3) Click "Write a Review" in the top menu and search for **YOUR BUSINESS NAME**

YOUR BUSINESS INFO  
MARKETING MESSAGE, SPECIAL OFFER



HAT TRICK  
ASSOCIATES

JIM HAYNES

HAT TRICK ASSOCIATES

(314) 494 3494 jhaynes@hattrickassociates.com

*Consumers who make Local searches end up buying—from someone— an amazing 80% of the time. Often within a couple hours of the search... You need these people to find you !*



## Hat Trick Associates—Writing Services

We also 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**

**E-Newsletters**

**Sales Material**

**Web & Landing pages**

**Email Marketing**

**White Papers and Articles**

**Press Releases**

**Social Media**

### 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.

# 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.

**92%** of consumers trust “star” ratings above all other forms of advertising.

**72%** trust online opinions “as much, or more” than their own friends & family.

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

**63%** people more likely to purchase from a website with product ratings and reviews.

**74%** increase in product conversions when you have good reviews; **80%** of consumers have reversed a purchase due to a negative review.

## Unhappy Customers

It’s almost impossible to sell a product or service these days without a “star” system or text-based review. Consumer expectations have evolved, and reviews are a basic requirement now to most consumers. Prospective customers care about more than just “stars” only, but they’re a huge part of the buying experience now.

Even with bad reviews, the way you handle that negative means everything.

**95%** will return if you work quickly to make things right. So you should **RARELY** lose a customer to a bad review, **IF** you respond efficiently enough!

Consumers realize you can’t please everyone. Having negative reviews shows authenticity, since feedback typically includes both positive and negative ratings. A poor review can also help you identify issues that could grow into much larger problems if not addressed now. Other consumers also judge how you respond to your customers—how much you value them. They know if they have a problem, they can expect the same treatment. You must address bad reviews quickly!

## No Review Equals a Bad Review

You can see from the stats above how important your customers’ opinions are to other, prospective buyers. So encourage reviews! Our **Review Cards** above help you make asking for them a simple task.

No Review = Bad Review. Good reviews validate a purchase decision. If customers research your business and find nothing, they often give their business to another company, that **DOES** have them.

Our dashboard locates review from almost every conceivable source online. Yelp, CityGrid, Yahoo & Bing Local, Facebook, Google+ and others aggregate the reviews found on hundreds of other websites. From your dashboard, you can read any review made for your business and visit the page where it’s posted — you’ll never have a bad review without a company response again!

## The Take Away

Gone are the days when consumers researched product specs, did cost-benefit analysis, or listened to the advice of a trusted friend when purchasing items. Consumers expect to see the online opinions of others in almost every situation these days, so your reviews are vital. You must monitor, encourage and respond to consumer reviews for future success!