



STRATEX
digital marketing



Ignite Sales. Grow Your Business.

Digital Marketing Setup and Strategy

Overview...

Class Next Tuesday!

Digital Marketing Expert

Dan Stratford

- Digital Marketing Since 1997
 - SEO
 - Adwords/PPC/Paid Search
 - Website Development
 - Social Media
- Product Development to Business Development
 - Dex Media - \$28M to Over \$120M
 - LexisNexis – \$2M to Over \$10M/Year
 - C1 Partners – \$250K to \$1M in 3 Years
- Strategic
 - Messaging Development
 - Results Based Strategy Development
 - Tracking Results at Conversion Level





STRATEX
digital marketing

What is Stratex?

Digital Marketing Training & Consulting

1. Training

1. Business Owners
2. Marketers & Website Developers

2. Consulting

1. Businesses
2. Marketers

Summary

1. Setting Goals
2. Messaging
3. Keyword Research
4. On-Site Audit
5. Off-Site Audit
6. Competitive Analysis
7. Prioritizing
8. Tracking and Optimizing

Setting Goals

- Branding?
- Leads and Sales?

Summary

1. Branding and Awareness
 1. Less Tangible, But Valuable
 2. Strategies
 1. Display/Retargeting
 2. Email Marketing
 3. Social Media
2. Leads and Sales
 1. Lifetime Value of Your Customer
 2. Cost Per Acquisition Tolerance
 3. Are You Willing to Lose Money on Customer Acquisition and for How Long?
 4. Strategies
 1. Search Engine Marketing SEO/PPC
 2. Social Media
 3. Email Marketing

What Does Success Look Like?

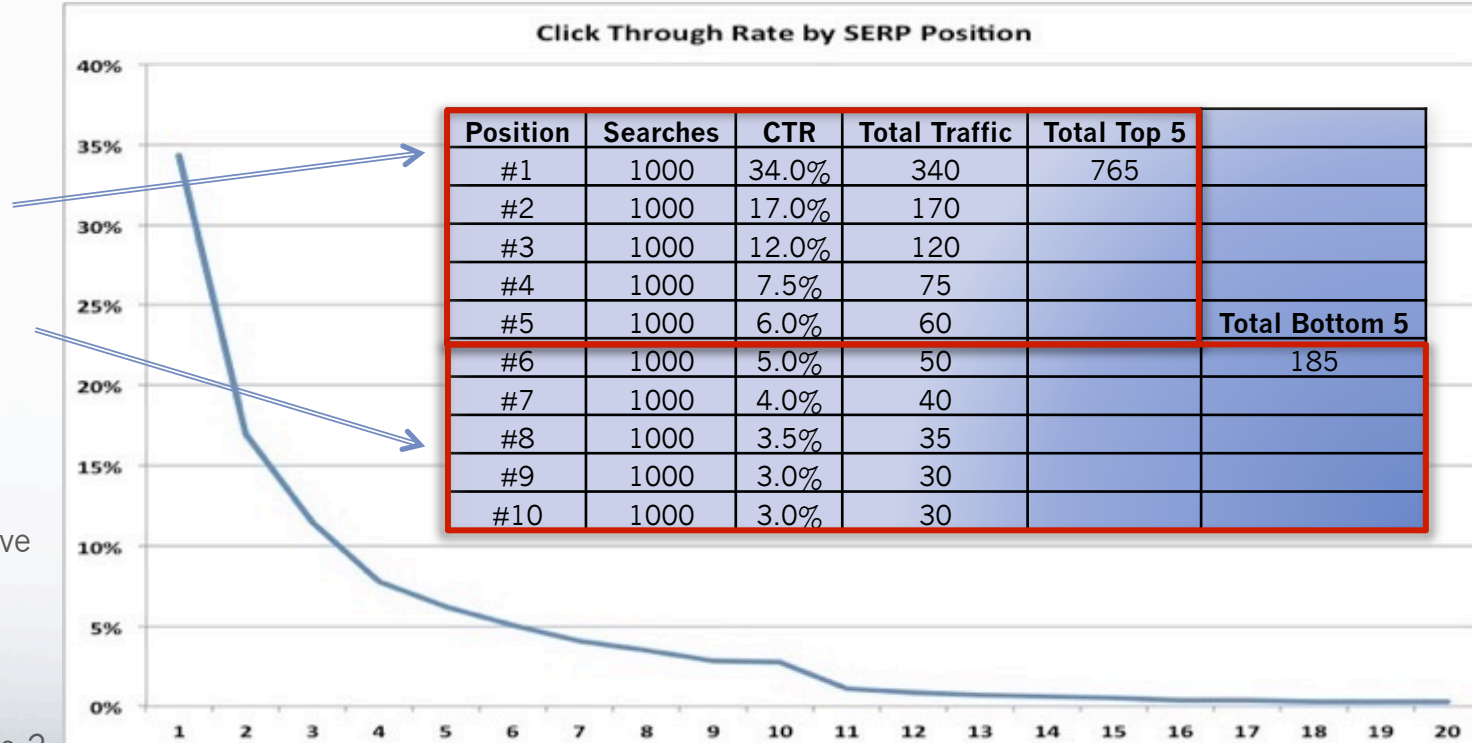
- Measurable Results
- Case Studies

The New Demands of Search

Organic SERP Position Drastically Affects Traffic to Your Website

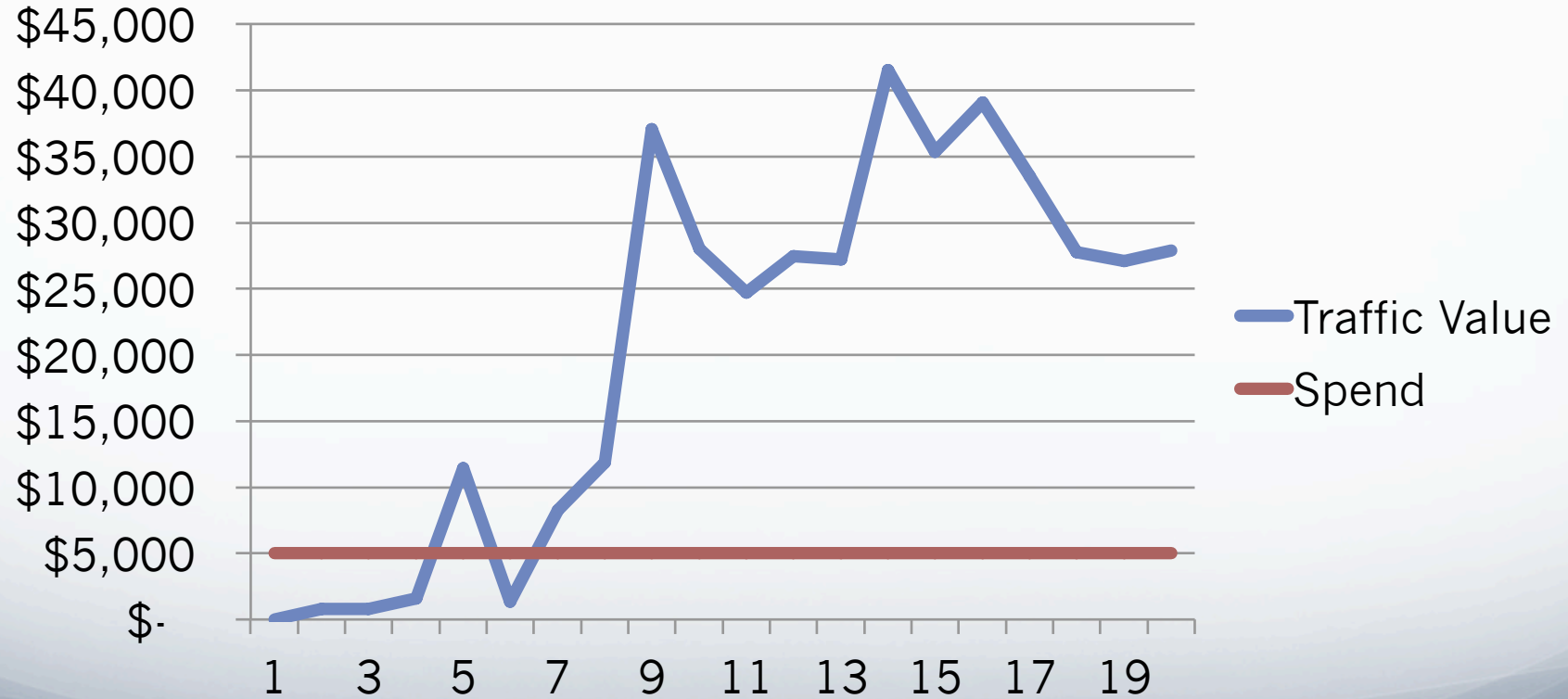
For every 1,000 searches...

- The #1 Position Averages over 300 visitors.
- The #10 Position Averages about 30.
- The top 5 spots receive over 4X the traffic of 6-10.
- Page 1 Receives 30X more traffic than page 2



The Value of SEO v. PPC – Client Case Study

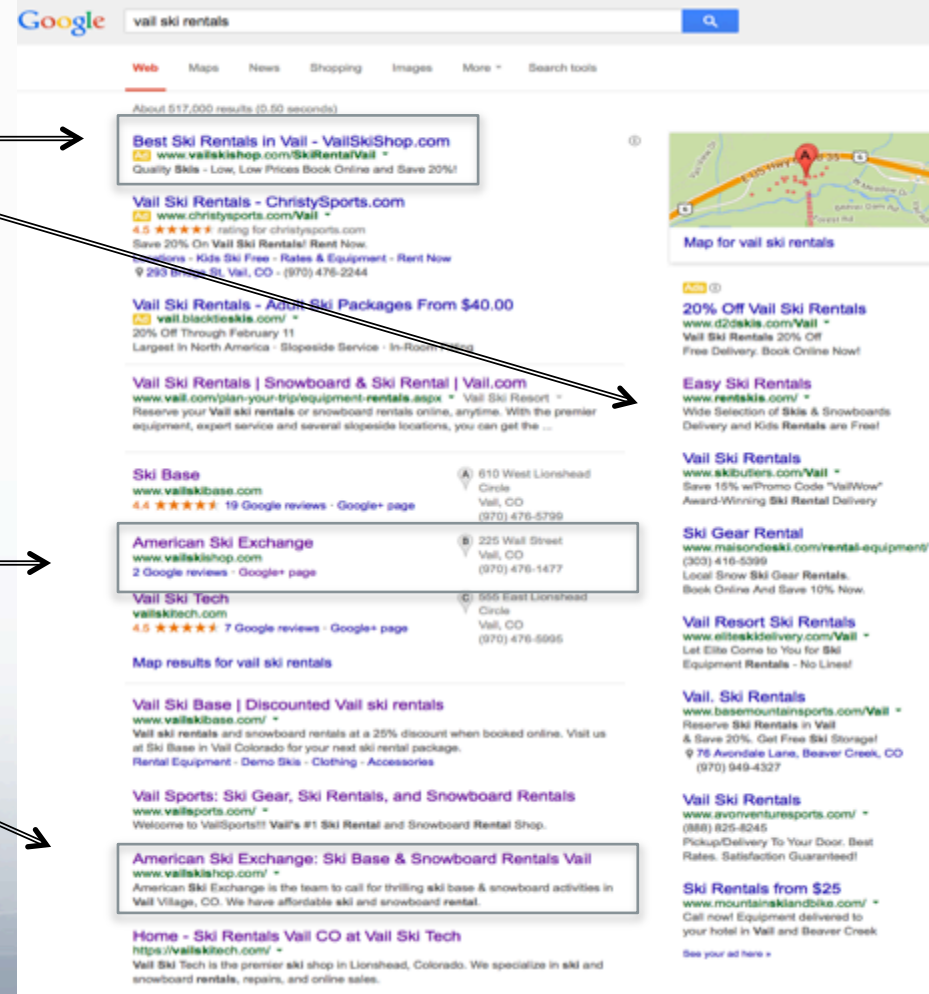
- SEO generated over \$400K in traffic for \$100K investment in 20 months
- Breakeven: 8-9 months
- In less than 2 years, client acquisition costs are 25% of PPC, and dropping



What is SEO? Search Engine Results Page (SERP)

Google Search “vail ski rentals”

- Paid results are at the top and on the right.
- “SEO”, “Organic” or “Natural” results, where Google brings back the sites they believe are the most relevant for the search term
 - Local Organic
 - Organic Results



Success Stories

Profitable & Measurable
cost per client
acquisition for PPC
and SEO:

Search:

'colorado workers compensation
attorney'

- Our Client in Google Adwords:
Over 15% Conversion to lead
Rate
- 20% conversion to client
- Firm only takes head, neck,
back and brain injury
- #1 Law Firm Site in Organic
- Cost per acquisition is profitable
for PPC, however...
- Cost per acquisition is 50%-80%
lower from organic traffic

Google colorado workers comp attorney

Web Images Maps Shopping Videos More Search tools

About 311,000 results (0.27 seconds)

Ads related to **colorado workers comp attorney** ⓘ

Colorado Workers Comp 1 (888) 733 3828
[www. \[redacted\] com/](#) ▼
Head, Neck, Back or Brain Injury At-work? Find Out if You Have a Case

Workers Comp Attorney 1 (866) 754 5762
[www.coloradolaw.net/](#) ▼
Worker's Compensation Attorneys A Reputation For Getting Results.
📍 1899 Wynkoop Street, Suite 700, Denver, CO

Workers Comp Attorney 1 (720) 924 6884
[www.jeffersdenverlaw.com/](#) ▼
Over Twenty-Five Years Experience. Former Claims Adjuster, Call Today!
Slip & Fall Injury - Firm Overview - Personal Injury Attorney - Contact Us

Denver Workers' Compensation Lawyer - FindLaw Lawyers Directory
[lawyers.findlaw.com > Workers' Compensation > Colorado > Denver](#) ▼
Results 1 - 20 of 40 - Denver, CO Workers' Compensation lawyers with detailed
profiles and recommendations. Find your Denver, CO Workers' Compensation ...

Denver, Colorado Workers' Compensation Lawyers | BurgSimpson
[www. \[redacted\] com/colorado/workers-compensation...lawyers/index....](#) ▼
Like others who have been injured at work, you probably have a lot of questions: Do
I have a case? Will I lose my job? How much money and care am I entitled ...

Colorado Workers Compensation Lawyers - Bachus & Schanker, L...
[www.coloradolaw.net/html/workers-compensation.html](#) ▼
Do you need a **Colorado Workers' Compensation lawyer**? If you've been injured at
work, contact Bachus & Schanker for a free Workers' Compensation ...

Social Media Case Study: St. Louis Real Estate Investment Company

- Investment: \$500/month for 4 months
- Cost Per Lead: \$200
- Leads: 10
- Sales: 1
- Cost Per Acquisition: \$2,000
- Gross Profit Per Sale: \$10,000-\$30,000

ienberg Weber [?] · January 11 at 9:13am · 🌐

How Did [REDACTED] Survive the Real Estate Crash?

Have you seen The Big Short? The movie, based on a book by Michael Lewis, gives a fast-paced, entertaining look at the real estate crash of the mid-2000's. It discusses the role big banks played in the crash and how the financial house of cards they were building came tumbling down in the end. The movie is deservedly getting award nominations and is certainly worth the admission price to see it.

Leaving the movie, it is ha...

[Continue Reading](#)



Social Media Case Study: St. Louis Real Estate Investment Company

- SEO/PPC Cost Per Lead:
Less Than \$100
- Cost Per Acquisition:
\$500
- SEO/PPC Drives Over
Half of Their Business
Leads

Google

buy my house for cash st. louis

All Maps Shopping News Videos More

About 79,500,000 results (0.73 seconds)

We Buy CO Houses Fast - cashforhousescolorado.com/CashNow (303) 829-
We Buy Any House Fast Cash, No Fees Have An Offer In Hand
Types: Foreclosures, Vacant Property, Rental Property, Relocation

Houses In Any Condition
We Buy Properties In Any Condition,
See If You Qualify For All Cash.

How The Process Works
How The Process Works
A Step By Step Guide

We Will Buy Your House - We Buy Houses in St. Louis
Ad **stlouis.webbuyuglyhouses.com/** ▼
Get Your Cash Offer Today!

St. Louis Home Buyers - We Pay Top Dollar For Your House
Ad **www.startingpointre.com/HomeBuyers** ▼ (314) 667-4
Sell Your Home Fast Today
Avoid Foreclosure - St. Louis Home Buyers - Get a Cash Offer

We Buy Houses St. Louis - Fast for Cash - Sell Your House
https://www.██████████.com/ ▼
We buy houses in the St. Louis, MO metro area for cash - Sell your house fast - No middleman - Offers in as little as 24 hours-Close in days no
Contact Us - Houses For Rent In St. Louis ... - Available Homes

Core Properties: Real Estate Investment Company
corepropertiesstl.com/ ▼
Sell your home or investment property FAST with Core Properties
professional and sell your house As-Is? We are your local, St. Louis

Targeting & Messaging

- Target Buyers
- Value Proposition

Why Should I Go Through This Hassle?

Be More Efficient

- Clarify who is your best customer
(Most profitable)
- Make sure you get the right people to come to your website
(Lower bounce rate)
- Make sure they engage on your website so they buy
(Higher lead rate)



Defining Your Ideal Target Persona

What is the Sweet Spot?

- Who they are
- What they are responsible for
- Where they live and/or work
- **Why are they choosing to buy**

Bad example

- Women 25–45 years old

Good example

- 25-45 year old mother of young children who is responsible for her family's winter clothing purchase decisions and who needs to buy good value jackets for her kids **because winter is coming and the kids grew since last year**



Develop Your Buyer Persona

- Problems and Issues You Can Solve
- Desired Solution
- Criteria That Must Be Met
- Search Terms
- Online Information Sources

| Areas To Investigate | Key Questions |
|-------------------------------|----------------------------------------------------------------------------------------------------------------------|
| Demographics | Age? Marriage status? Gender? Children? Education level? |
| Job/Responsibility | Since titles vary, also include their relevant responsibilities |
| A Day In Their Life | Piece together a typical day – at home, at work, for fun. |
| Pain Points | What problems do they have? What issues can you solve ? |
| What do they value? | What would make your persona really excited about your product? What are their goals? What questions will they? |
| Information Sources | Online , friends, reading, social networks? Search terms ? |
| Desired Purchasing Experience | Match the purchasing experience to the persona's expectation. What should the website/store feel like? |
| Solution Criteria | What specific measures or criteria do they look for ? |
| Describe Success For Them | What would a successful solution look like for them? |
| Objections or Pet Peeves | What don't they like about products in your industry, how they are used, the buying cycle, or vendors sales methods? |

Understanding Your Company Identity

- Your Solution
- Key Points of Differentiation
- How Will Your Solution Make The Persona's Life Better
- Metrics/Proof

Company Identity Template

The "Company Identity" provides background information necessary to help build, along with the buyer persona, the appropriate messaging and positioning platforms

Logo of Company

General Information

| | |
|---------------------------------------|--|
| Name | |
| Date Founded | |
| Locations | |
| Industry | |
| Products/Services Offered | |
| Core Technology | |
| Reputation | |
| Industry Organizations & Affiliations | |
| Competitors and Products | |
| Other Information | |
| Unique Category | |

Positioning Elements

| | |
|------------------------|--|
| Target Customer | |
| Your Offering | |
| Key Customer Benefit | |
| Primary Differentiator | |

Messaging Elements

| | |
|-----------------------------------------------|--|
| Describe Your Solution | |
| Key Points of Differentiation | |
| How Will Your Solution Make Their Life Better | |
| Metrics | |
| Customer Testimonials | |

Company Positioning Example

EXAMPLE

To a busy mom looking for winter jackets,
(Target Customer)

Online Ski Gear Inc. is the one
(Company/Product)

online children's outdoor ski gear company that
(Unique Category)

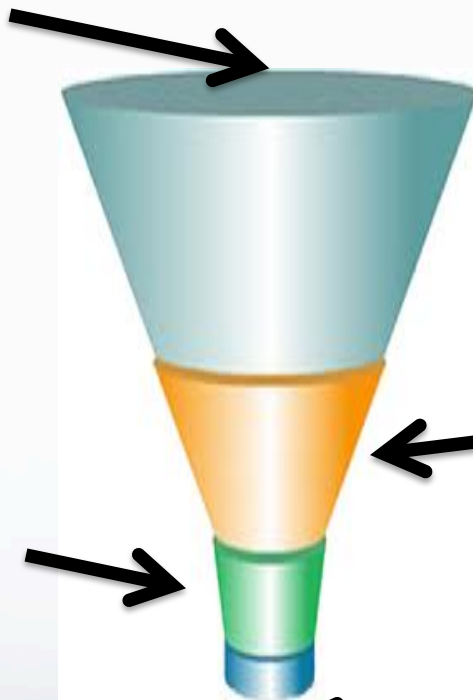
provides guaranteed 100% satisfaction, unlike
(Key Benefit)

other ski gear companies that have similar
products, but don't provide the same level of
quality or customer service.
(Key Differentiator)

Messaging Example

Engagement: Finding affordable quality winter clothing for your children is a real challenge. You're always on the go and you want to buy from a company you trust.

Reinforcement: *Online Ski Gear Inc.* helps you buy with confidence. We carry the best brands at affordable prices with free shipping and a 100% satisfaction guarantee.



Solution: Moms like you want to be able to go online and make a good decision for their kids' winter gear and then feel confident they bought a high quality product at a reasonable price.

Communicate Value: You will rest easy knowing you made a great purchase. We have won the SIA Customer Satisfaction award 5 years running. Our customers say "OSGI?... we only buy from them!"

Tools for Creating Messaging

- DIY: Request the documents and I will send them to you.
- Professional Marketers – Should be Experts
- Website Developers – Getting Better
- SEO Specialists – Getting better
- PPC Specialists – Usually much better than SEOs
- Social Media Specialists – Usually good
- Stratex Training Classes

Strategy Development



Keyword Research

- Guides Site Content
- Determine Competitors
- Determine Opportunity

Tools for Keyword Research

- Keyword Analysis
 - Google Adwords
 - Google Search Console/Webmaster Tools
 - Wordtracker
 - MOZ
- Ranking
 - BrightLocal
 - MOZ
 - Rank Checker
- Competitive Analysis
 - SEMRush
 - SPYfu

Keyword Research

Keyword Group or Topic: *Email Marketing*

| Keyword | Search Volume | CPC |
|--------------------------------|---------------|---------|
| email marketing | 74000 | \$17.56 |
| email marketing software | 8100 | \$16.53 |
| email marketing services | 5400 | \$34.15 |
| email marketing best practices | 2400 | \$24.40 |
| free email marketing | 2400 | \$12.50 |
| email marketing tips | 2400 | \$9.95 |
| email marketing strategy | 1900 | \$14.13 |
| what is email marketing | 1900 | \$7.91 |
| best email marketing software | 1600 | \$17.07 |

Adwords Opportunity

Estimated Best Case Scenario*

| | |
|------------------------------|-----------------------|
| Cost Per Click: | \$16 |
| Conversions to Lead: | 10% |
| Cost Per Lead: | \$160 |
| Conversions to Sale: | 10% |
| <u>Cost Per Sale:</u> | <u>\$1,600</u> |

Estimated Worst Case Scenario*

| | |
|------------------------------|------------------------|
| Cost Per Click: | \$34 |
| Conversions to Lead: | 5% |
| Cost Per Lead: | \$680 |
| Conversions to Sale: | 5% |
| <u>Cost Per Sale:</u> | <u>\$13,600</u> |

Why do we care?

- Excellent Marketing Analysis
- Could be profitable
- Can help determine SEO Strategy

Keyword Research

Keyword Group or Topic: *Denver Builder*

| Keyword | Search Volume | CPC |
|-----------------------------|---------------|--------|
| new homes denver | 880 | \$3.31 |
| custom home builders denver | 210 | \$5.28 |
| denver home builders | 210 | \$4.49 |
| home builders denver | 170 | \$4.89 |
| new home builders denver | 170 | \$4.55 |
| denver custom home builders | 110 | \$3.95 |
| denver builders | 50 | \$3.20 |
| home builders in denver | 50 | \$5.35 |
| new builds in denver | 50 | \$3.27 |

Adwords Opportunity

Estimated Best Case Scenario*

| | |
|------------------------------|---------------------|
| Cost Per Click: | \$3 |
| Conversions to Lead: | 10% |
| Cost Per Lead: | \$30 |
| Conversions to Sale: | 10% |
| <u>Cost Per Sale:</u> | <u>\$300</u> |

| | |
|--------------------------------|---------------------|
| <u>Leads Per Month:</u> | <u>30-40</u> |
| <u>Sales Per Month:</u> | <u>2-4</u> |

Estimated Worst Case Scenario*

| | |
|------------------------------|-----------------------|
| Cost Per Click: | \$5.5 |
| Conversions to Lead: | 5% |
| Cost Per Lead: | \$110 |
| Conversions to Sale: | 5% |
| <u>Cost Per Sale:</u> | <u>\$2,200</u> |

















| | |
|--------------------------------|------------------------|
| <u>Leads Per Month:</u> | <u>10-20</u> |
| <u>Sales Per Month:</u> | <u>1/2 to 1</u> |

Recommendations:

- Budget: \$600 to 2,000/month
- Track Calls and Form Submissions at Keyword Level
- Need Lead Capture Landing Pages With Engagement Message
- Capture at Different Stages of Buying Cycle

Current Rankings

Current Rankings

| Generated: 12th Jan 2016 |  Google |  Google Maps |  Yahoo! |  Yahoo! Local |  Bing |  Bing Local |
|---------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| Keywords | Rank Last Type | Rank Last | Rank Last Type | Rank Last | Rank Last Type | Rank Last |
| denver homes for sale  | - | - | - | - | - | - |
| new homes denver  | - | - | - | - | - | - |
| custom home builders denver  | 7 n/a Organic | 4 n/a | 13 n/a Organic | - | 25 n/a Organic | 34 n/a |
| | | | 19 n/a Organic | | | |
| denver home builders  | 29 n/a Organic | 12 n/a | - | - | - | - |
| home builders denver  | 30 n/a Organic | 12 n/a | - | - | - | - |
| new home builders denver  | - | - | - | - | - | - |
| denver custom home builders  | 8 n/a Organic | 4 n/a | 18 n/a Organic | - | 18 n/a Organic | 28 n/a |
| denver builders  | - | 36 n/a | - | - | - | - |
| home builders in denver  | 29 n/a Organic | 14 n/a | 38 n/a Organic | - | - | - |
| new builds in denver  | - | - | - | - | - | - |

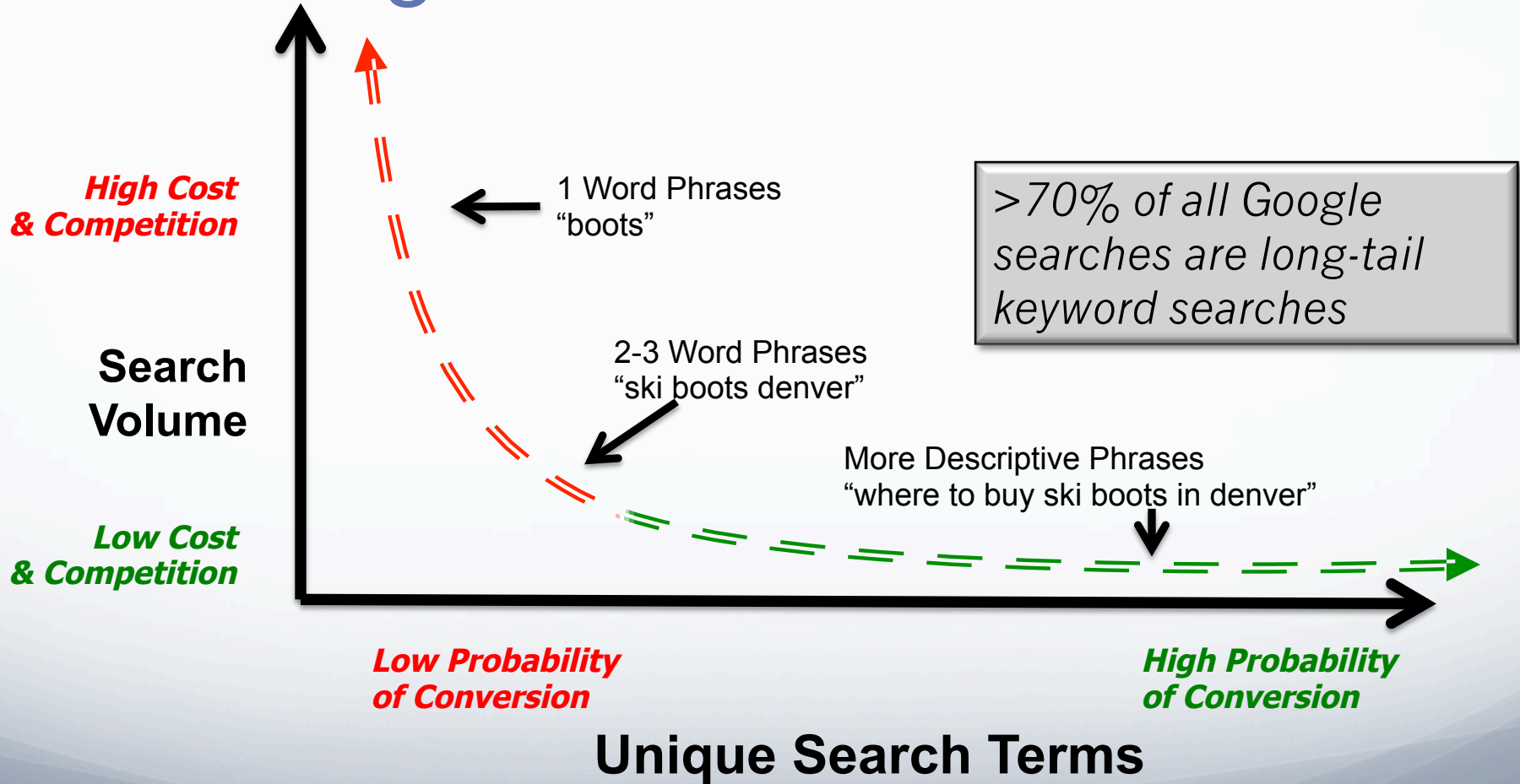
On-Site SEO

- Messaging & Design
- Content
- SEO Factors

On-Site SEO

1. Website Platform
2. Engagement Message
3. Calls to Action
4. What is Your SEO Goal?
 1. Anchor Your Referrals?
 2. Drive Leads From Strangers?
5. Keyword Strategy
 1. Head Terms
 2. Long Tail
 3. Keyword Mapping
6. Site Architecture
7. Blogging
8. Video

Long Tail vs. Head Terms



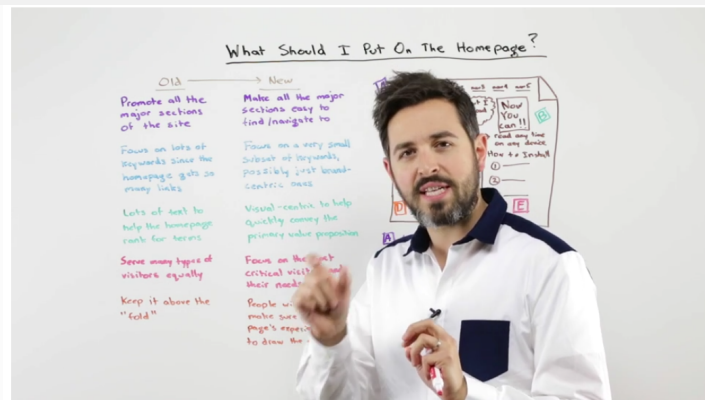
Ideal Landing Pages



white board friday home page design"

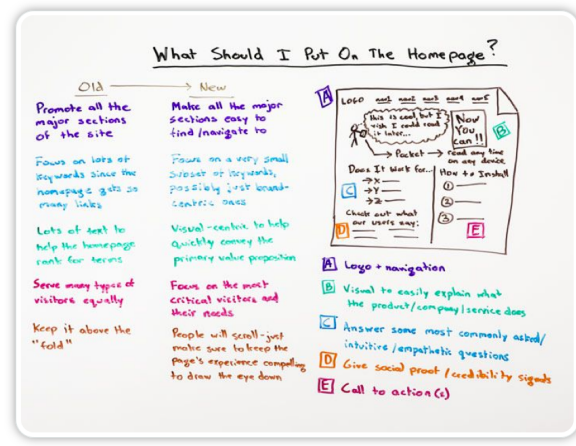


- Engagement Message
- Calls to Action
- Differentiation
- Trust Signals
- Video
- Schema
- Keyword in URL (Not domain name)
- Keyword in Title Tag
- Keyword in Description Tag
- Keyword in Content
- Keyword in Pictures
- Keyword in Headers
- Schema
- Testimonials
- Blog Excerpts
- 1,200+ Words



Embed

For reference, here's a still of this week's whiteboard!



Site Structure – Support Keyword Targets



Local Note:

“Racing Skis” page URL may be www.domain.com/racing-skis-denver, but do not change navigation to “Racing Skis Denver”

Tools for On-Page Analysis

- 3rd Party Tools
 - Moz
 - Hubspot
 - Brightlocal
- YOUR Free Tools
 - Google Analytics
 - Google Webmaster Tools
 - Google Adwords

Step 3: Off-Site SEO

- Links
- Citations
- Social Media

Off Site Optimization

Why Off-Site Optimization?

In a competitive market

- Cannot rank a site without it
- Needs continuous effort
- BAD link building can kill your rankings
- Need a consistent & natural looking approach



Off-Site SEO

Building Your Reputation Across The Web

- Links
 - Domain Links
 - Backlinks
- Citations
 - Might be a Link
 - May be Just a Mention
- Social Media
 - Links
 - Signals

Off Site Optimization

Link Profile Is Not So Simple...Needs to be Balanced



Good Links?

- Branded
- Naked
- Keyword Text Links
- Follow
- No-Follow
- Not Sitewide

Bad Links?

- Keyword Text Links
- Follow
- No-Follow
- Sitewide

Off-Site Factors

What Does Google Want?

- The best experience for the searcher...
- ...so they come back.

Backlinks Are a Vote/Reference

- From Quality Sites
- From Relevant Content
- From Relevant Websites
- **Bad Backlinks Can Be Difficult to Overcome**
- **Tier 2 & Tier 3 Links Are Now Important**

Social Media

- Are you setup on Google +, Facebook, LinkedIn, Twitter and others?
- Are you active in social media?

Google & Other Properties

- Google Plus
- Google Authorship
- Local Directories: Google, Yelp, Yahoo!, Bing & Others



Linking Profiles

Bad

anchors Cloud

westchester attorneys (66%) [www.notguiltyadams.com](#) (4%) [steven r adams](#) (4%) [ohio dui attorney](#) (3%) [ohio criminal defense attorney](#) (3%) [cincinnati dui attorney](#) (1%) [cincinnati attorneys](#) (1%) [cincinnati dui defense attorney](#) (1%) [cincinnati dui lawyer](#) (1%) [website](#) (1%) [noText](#) (1%) ["our attorneys: bill cunningham"](#) (1%) [can the breathometer™ be both revolutionary and reliable?](#) (1%) [the law office of steven r. adams](#) (1%)

Good, but a Little Risky?

anchors Cloud

www.anntoneylaw.com (10%) [ann toney, p.c.](#) (8%) [anntoneylaw.com](#) (8%) [ann toney pc: best dui attorney in denver, co](#) (6%) [ann toney, lawyer](#) (6%) [ann toney](#) (4%) [colorado dui attorney serving arapahoe county](#) (4%) [dui - ann toney p.c.](#) (4%) [jefferson county dui attorney](#) (4%) [website](#) (4%) [noText](#) (2%) [ann toney, jd, ma](#) (2%) [ann toney, jd.](#) (2%) [ann toney, p.c. - your rights!](#) (2%) [ann toney, pc \(denver\)](#) (2%) [arrests driving while high or on drugs \(duid\)](#) (2%) [best dui attorney in denver, co - ann toney p.c.](#) (2%) [best dui attorneys in colorado](#) (2%) [best dui lawyer](#) (2%) [blood test](#) (2%) [blood tests in colorado](#) (2%) [blood tests resulting in dui charges in colorado](#) (2%) [colorado dui case](#) (2%) [debunking breathalyzer tests in colorado](#) (2%) [denver drug defense](#) (2%) [denver dui attorney](#) (2%) [denver-based attorney](#) (2%) [dispute intoxilyzer](#) (2%) [dmv hearing](#) (2%) [dmv hearings in colorado](#) (2%)

Off-Site Analysis

Room for Improvement for Off-site Local SEO

- Yext
- MOZLocal
- Some Missing
- Inaccuracies
- Need to go with your actual business name for your main listing

Choose the most accurate listing

Timber Ridge Properties Verified

601 S Broadway, Denver, CO, 80209
(303) 805-0300

TIMBER LLC

1350 17TH ST, STE 150, DENVER, CO, 80202
(303) 484-8925

Timber Ridge Properties Verified

9251 Wild Elk Pl, Parker, CO, 80134
(303) 805-0300

Timber Ridge Properties Verified

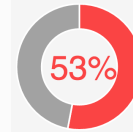
10940 S Parker Rd, Parker, CO, 80134
(303) 805-0300

Timber Ridge Properties

9251 Wild Elk Ct, Parker, CO, 80134
(303) 805-0300

yext

PowerListings Scan Results



53% Error Rate

53% of the time customers search for you, they will see incorrect information!

Continue

SCAN BUILD FIX CHECKOUT



Timber Ridge Properties, 9251 Wild Elk Ct, Parker, CO, (303) 805-0300 [\(This isn't my business information\)](#)

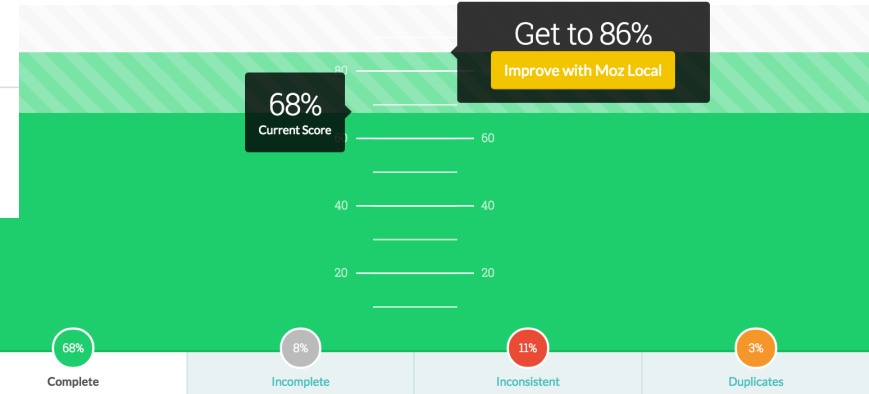
| | Business Name | Address | Phone | Special Offer | Status |
|------------------------------|-------------------------|-------------------------------------|------------|------------------|---------------------------|
| view listing | Timber Ridge Properties | 9251 Wild Elk Pl | 3038050300 | Not standing out | Not Verified Through Yext |
| view listing | Timber Ridge Properties | 10940 S Parker Rd, Parker, CO 80134 | 3038050300 | Not standing out | Wrong Address |
| view listing | Timber Ridge Properties | 9251 Wild Elk Pl | 3038050300 | Not standing out | Not Verified Through Yext |
| view listing | Timber Ridge Properties | 601 S Broadway, Denver, CO 80209 | 3038050300 | Not standing out | Wrong Address |

Timber Ridge Properties

601 S Broadway, Denver, CO, 80209

(303) 805-0300

[timberproperties.net](#)



See how complete your listing is on each search engine
Explore the graph below for more information

Step 4: Competitive Analysis

- On-Site
- Off-Site
- What is your “Gap”?

Competitive Analysis

Your Competitors URL & Total Pages

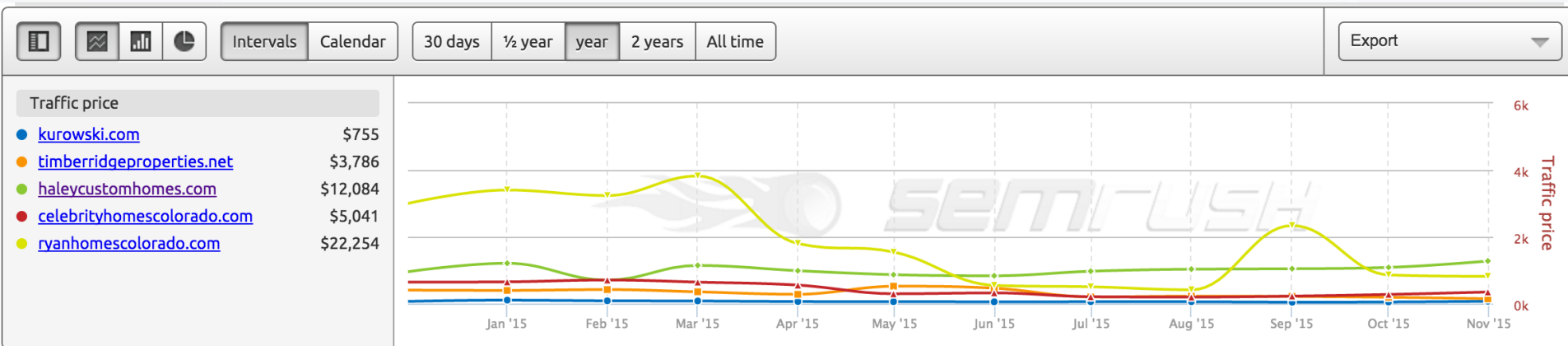
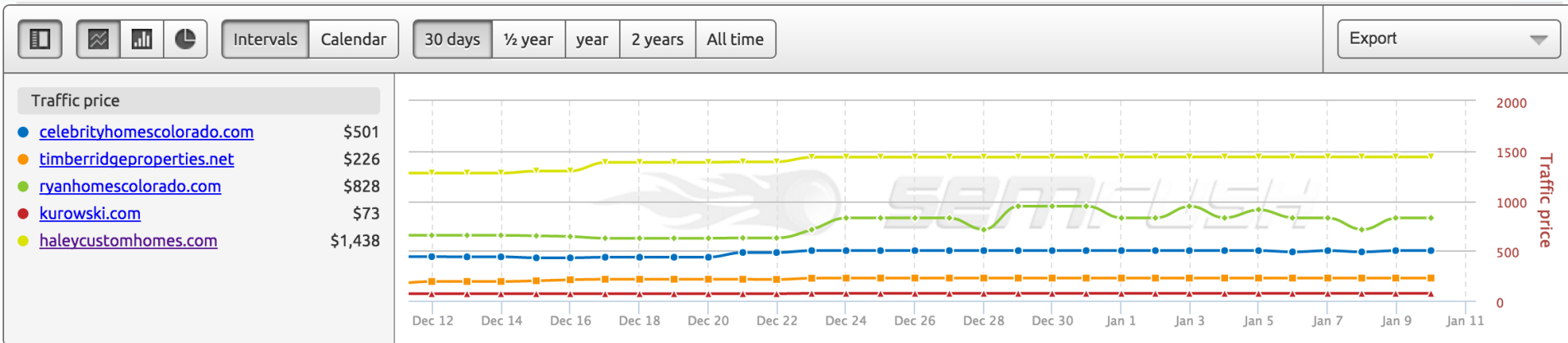
You have a good quantity of content, the “SEO quality” needs some attention, as well as updates

| Domain Name | Total Pages | New Pages Last 30 Days |
|---------------------------|-------------|------------------------|
| Timberridgeproperties.com | 500+ | 2 |
| haleycustomhomes.com | 38 | 0 |
| www.ryanhomescolorado.com | 35 | 0 |
| www.kurowski.com | 69 | 1 |

Competitive Analysis

Your Competitors Search Engine marketing Efforts

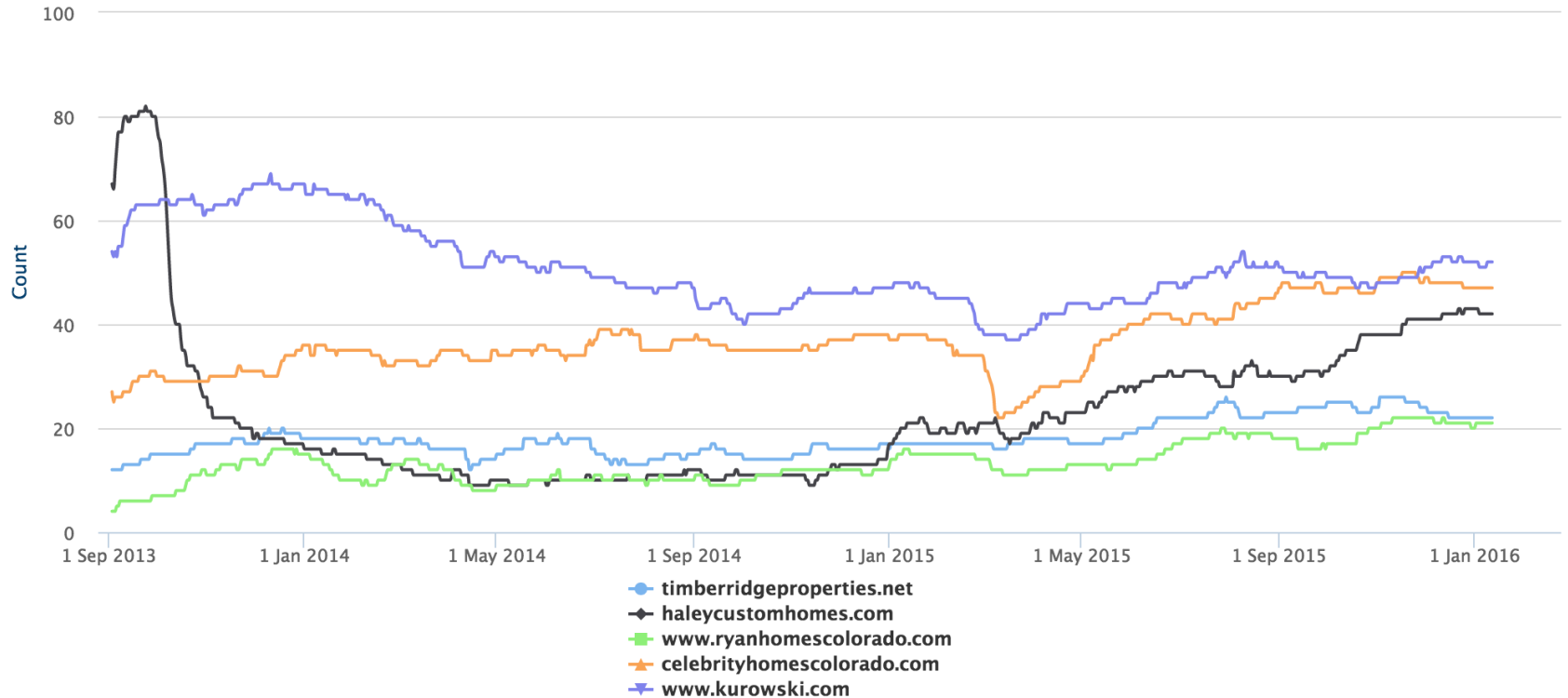
Organic Site Traffic Dollar Value Last 30 Days:\$226 vs. \$73 to \$1,438



Competitive Analysis

Link Acquisition-You Need More Quantity













Referring Domains



Competitive Analysis

| | http://timberri... <i>(default)</i> | haleycustomh... remove | www.ryanhom... remove | celebrityhome... remove | www.kurowski... remove |
|--------------------|----------------------------------------|-------------------------------------------|------------------------------------------|--------------------------------------------|-------------------------------------------|
| Page Authority ⓘ | 22 | 25 | 24 | ✔️ 33 | 31 |
| Page MozRank ⓘ | 4.25 | 4.06 | 4.49 | ✔️ 4.71 | 4.68 |
| Page MozTrust ⓘ | 3.36 | 5.00 | 4.45 | 5.26 | ✔️ 5.49 |
| Domain Authority ⓘ | 15 | 13 | 14 | ✔️ 23 | 19 |
| Domain MozRank ⓘ | 2.67 | 2.68 | 3.35 | ✔️ 3.53 | 3.44 |
| Domain MozTrust ⓘ | 2.26 | 2.77 | 3.24 | 3.85 | ✔️ 4.33 |
| Facebook Shares ⓘ | 18 | 9 | 2 | 2 | ✔️ 63 |
| Facebook Likes ⓘ | 15 | 23 | 0 | 1 | ✔️ 31 |
| Tweets ⓘ | N/A | N/A | N/A | N/A | N/A |
| Google +1s ⓘ | 0 | 0 | 0 | ✔️ 1 | 0 |

Competitive Analysis-Local

| Rank | Company Name | Citations | Citations Authority | Links | Website Authority | Reviews & (Rating) |  | Categories |
|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|-----------|---------------------|-------|-------------------|--------------------|-------------------------------------------------------------------------------------|---------------------|
| 4 | Timber Ridge Properties  Verified | 40 | 52/100 | 7 | 15/100 | 2 (0/5) | 19 + | Custom Home Builder |
|  | Haley Custom Homes  Verified | 37 | 54/100 | 9 | 13/100 | 9 (4.9/5) | 41 | Custom Home Builder |
|  | Ryan Homes  Unverified | 40 | 44/100 | 7 | 14/100 | 0 (0/5) | 8 | Custom Home Builder |
|  | G.J. Gardner Homes Denver  Verified | 35 | 54/100 | 9 | 11/100 | 3 (0/5) | 15 | Home Builder |
|  | Timber Ridge Properties  Verified | 40 | 52/100 | 7 | 15/100 | 2 (0/5) | 19 | Custom Home Builder |
|  | Kurowski Development Co  Verified | 42 | 43/100 | 54 | 19/100 | 0 (0/5) | 0 | Home Builder |

Recommendations

Social Media

- Give: 70%
- Ask: 30%

Social Media

1. JUST like the real world, but different
2. Which Platform?
3. B2B – LinkedIn
4. B2C
 1. Facebook
 2. Twitter
 3. Instagram
 4. Pinterest
 5. Niche: Houzz
5. 70-20-10
 1. Curate and Share
 2. Entertain
 3. Calls to Action

Email Marketing

- Basic
- Sophisticated

Email Marketing

1. Basic
 1. Newsletters
 2. One-Offs
2. Sophisticated
 1. Lead Nurturing
 2. Automated
 3. LOTS of Content
 4. Needs a Strategy
3. Opt-in
4. “Spam”

Other Marketing

- Directories
- Craigslist
- Meetup.com

Social Media

1. Directories

1. Yelp, Dex, Verticals (Zillow, AVVO)

2. Can Work

3. Often a Ripoff – Over hyped

4. Predict Results Before Buying

5. Track Results

2. Other Ideas

1. Craigslist

2. Meetup.com

Vital to Consider

More Time Than Money?

1. Get Trained

2. Basic SEO

1. Establish Foundation

1. On-Site

2. Off-Site

3. Blogging

3. Networking (online and offline)

4. Email Marketing

5. Use Freelancers?

Vital to Consider

More Money Than Time?

1. Outsource As Much as You Can
2. Advanced SEO
 1. Outsource Link-Building
 2. Content Writers
3. Google Adwords
4. Don't Stop Networking (online and offline)
5. Email Marketing
6. Find Good Agencies

Vital for On Going Success

Track Results

1. Differentiate all Sources

1. SEO?

2. Paid Search?

3. Social?

4. Other?

2. Track at Conversion Level

1. Calls

2. Form Submissions

Reporting

Dashboard

- Transparency
- Reporting at The Conversion Level

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