

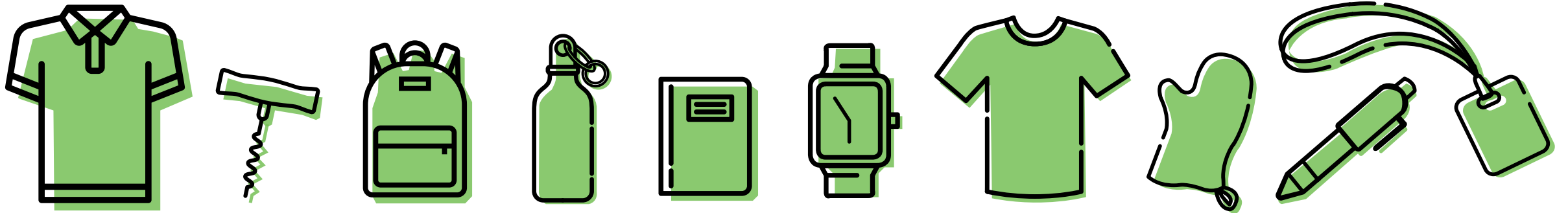


PPAI **EXPO** 2023

CONFERENCE

Digital Transformation: **Take Charge Of Your First Impression**

PPAI Expo 2023 – Presented by **Malik M. Hemani**
Creative Director at Graphic Stylus



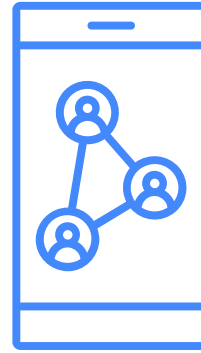
The Evolution of Sales



Yellow Pages &
Cold Calling



eMail Campaigns
& Newsletter



Social Media



Google Business
Profile



CPA Tax Services Houston



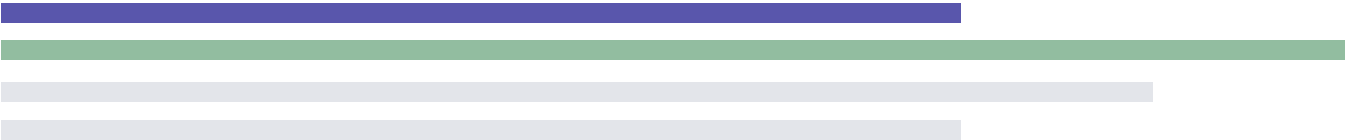
Ad – <https://web.url>



CPA Tax Services Houston

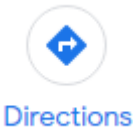


Ad – https://web.url



Businesses

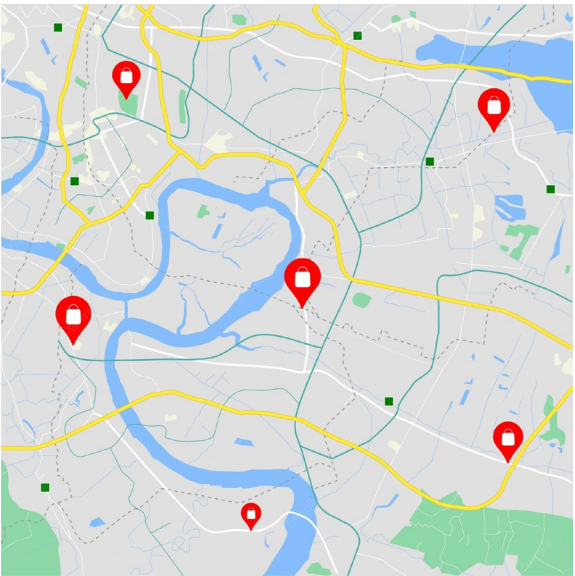
Vivian Charles CPA
No Reviews · Accountant
10+ years in business



Houston CPA and Tax Services, PLLC
5.0 ★★★★★ (48) · Certified public accountant
3+ years in business · 448 W. 19th Street



Jaime & Associates, CPA, PLLC
5.0 ★★★★★ (7) · Certified public accountant
20+ years in business · (713) 987-4255



More businesses →



CPA Tax Services Houston



Businesses

Vivian Charles CPA

No Reviews · Accountant

10+ years in business



Directions

Houston CPA and Tax Services, PLLC

5.0 ★★★★★ (48) · Certified public accountant

3+ years in business · 448 W. 19th Street



Website



Directions

Jaime & Associates, CPA, PLLC

5.0 ★★★★★ (7) · Certified public accountant

20+ years in business · (713) 987-4255



Website



Directions

Edward Johnson, CPA

5.0 ★★★★★ (1) · Certified public accountant

1 year in business · 5649 W Loop S



Website



Directions

Joseph Asset Management CPA, PLLC

4.0 ★★★★★ (3) · Certified public accountant

6+ years in business · Houston, TX



Website



Directions

Houston CPA and Tax Services, PLLC



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Directions



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Payroll Tax vs Income Tax

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The 4 Types of Accounting Statements



4 Types of Accounting Statements

Following are the four basic ...

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**SALES
ANALYTICS**



**ONLINE
PRESENCE**



**SHARE
ACCURATE
INFO**



**BE FOUND
ACROSS
DEVICES**



REVIEWS

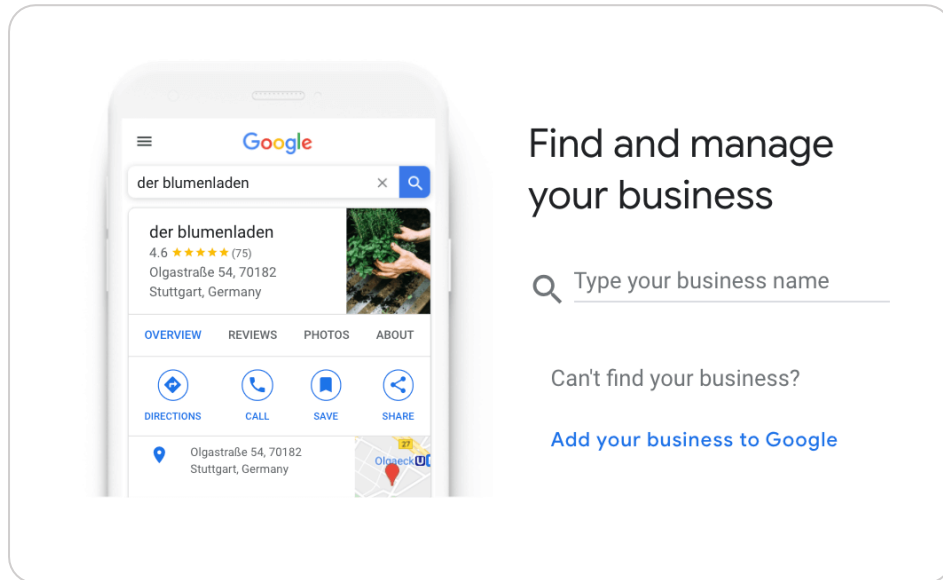


**GET ON THE
MAP**

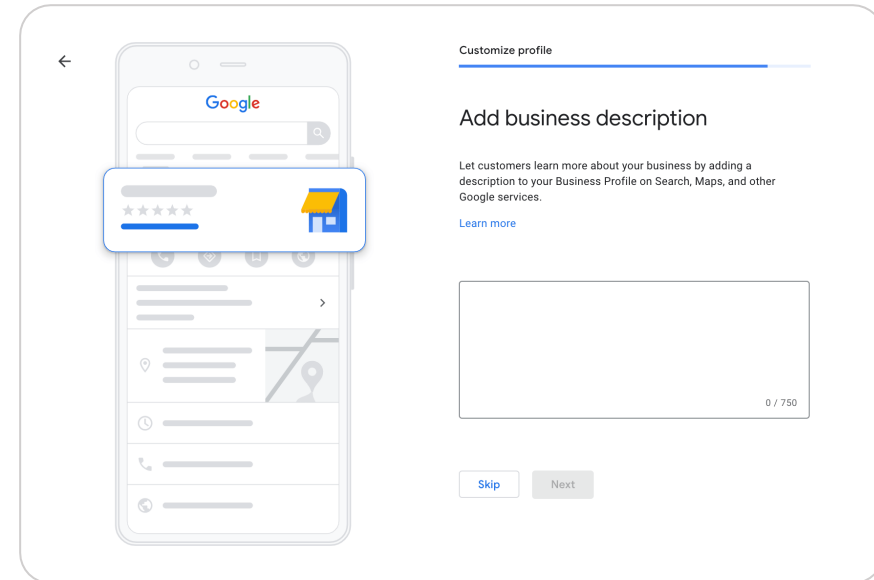
A Guide for Beginners: Claim and Manage your Google Business Profile

1. Let's claim your listing:

www.business.google.com

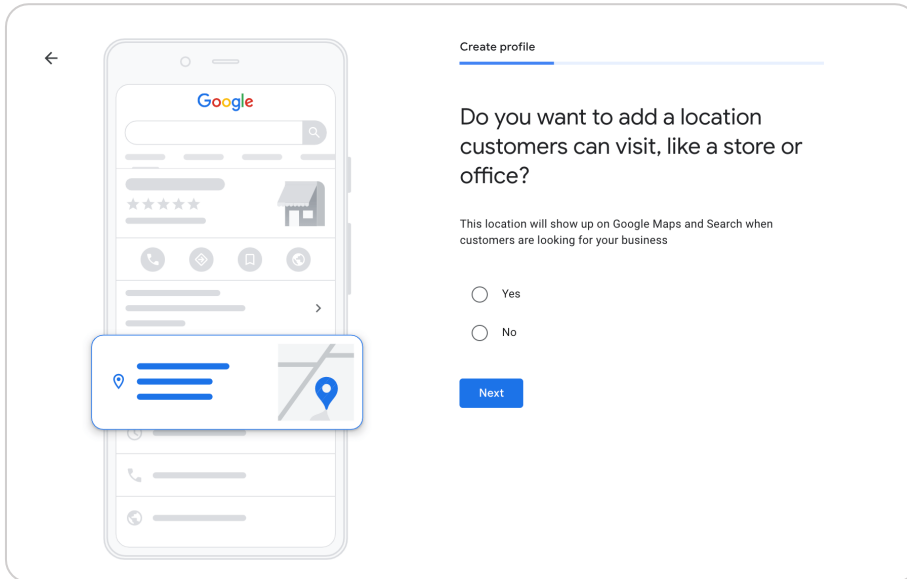


2. Provide your business name and it's main category



A Guide for Beginners: Claim and Manage your Google Business Profile

3. Select if you want your address to be seen by customers



The screenshot shows the 'Create profile' screen in the Google Business Profile app. On the left, a smartphone mockup displays a business profile card with a location pin icon highlighted. On the right, the text asks 'Do you want to add a location customers can visit, like a store or office?'. Below this, it states 'This location will show up on Google Maps and Search when customers are looking for your business'. There are two radio button options: 'Yes' and 'No'. A blue 'Next' button is at the bottom right.

Create profile

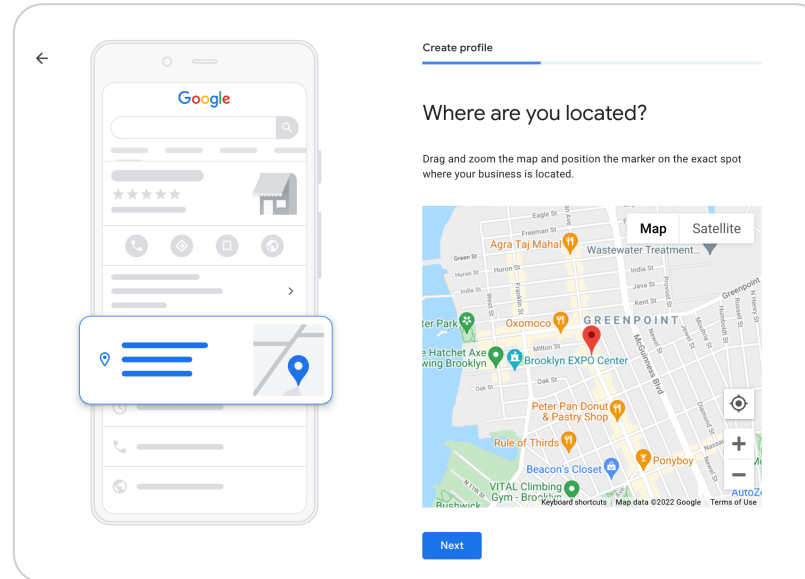
Do you want to add a location customers can visit, like a store or office?

This location will show up on Google Maps and Search when customers are looking for your business

☐ Yes

☐ No

Next



The screenshot shows the 'Create profile' screen in the Google Business Profile app. On the left, a smartphone mockup displays a business profile card with a location pin icon highlighted. On the right, the text asks 'Where are you located?'. Below this, it states 'Drag and zoom the map and position the marker on the exact spot where your business is located.' A map of Greenpoint, Brooklyn is shown with various business markers. A red location pin is placed on the map. A blue 'Next' button is at the bottom right.

Create profile

Where are you located?

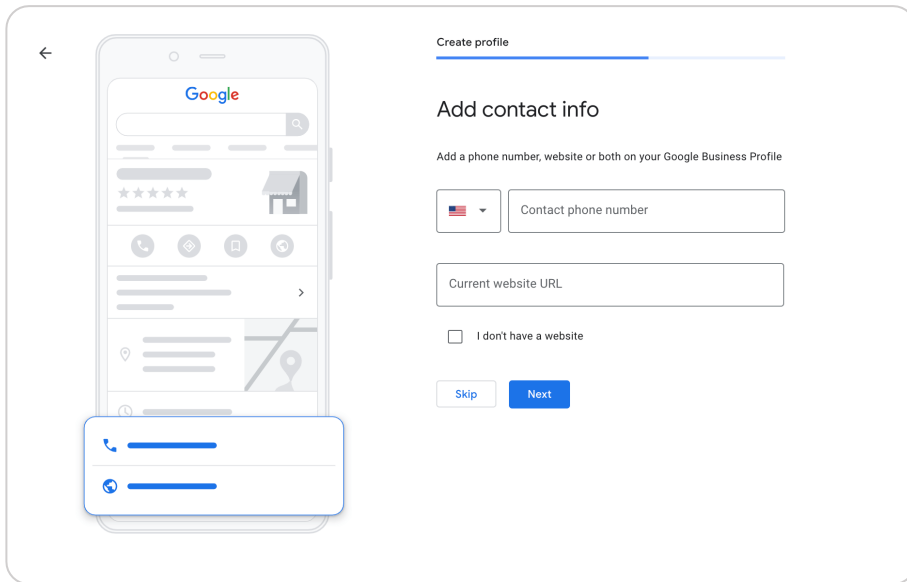
Drag and zoom the map and position the marker on the exact spot where your business is located.

Map Satellite

Next

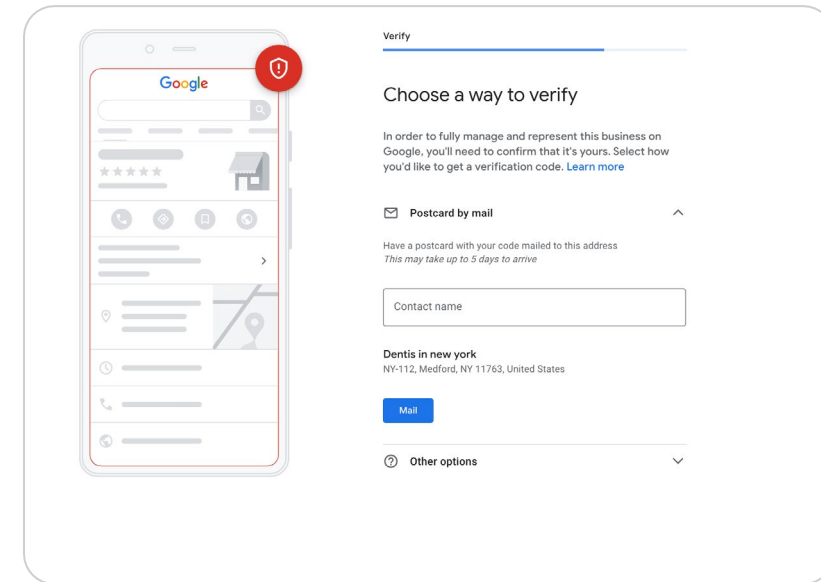
A Guide for Beginners: Claim and Manage your Google Business Profile

4. Enter your contact information



The screenshot shows the 'Create profile' screen with a progress bar at the top. The main heading is 'Add contact info'. Below it, a subheading reads 'Add a phone number, website or both on your Google Business Profile'. There is a dropdown menu for the country (USA) and a text input field for the 'Contact phone number'. Below that is a text input field for the 'Current website URL'. A checkbox labeled 'I don't have a website' is present. At the bottom, there are 'Skip' and 'Next' buttons. On the left, a smartphone mockup displays a preview of the business profile with a red callout box highlighting the contact information fields.

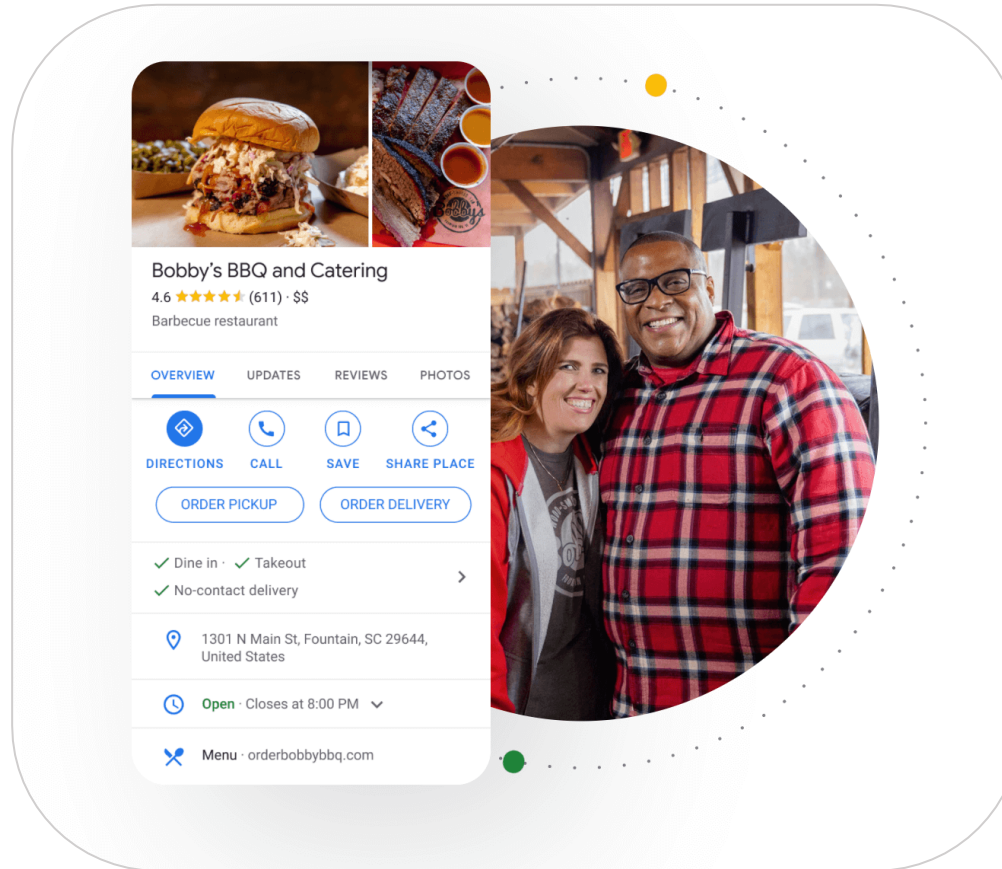
5. Verify your company profile



The screenshot shows the 'Verify' screen with a progress bar at the top. The main heading is 'Choose a way to verify'. Below it, a subheading reads 'In order to fully manage and represent this business on Google, you'll need to confirm that it's yours. Select how you'd like to get a verification code. [Learn more](#)'. There are two main options: 'Postcard by mail' and 'Other options'. The 'Postcard by mail' option is selected and expanded, showing a subheading 'Have a postcard with your code mailed to this address. This may take up to 5 days to arrive'. Below this is a text input field for the 'Contact name'. Further down, the business name 'Dentis in new york' and address 'NY-112, Medford, NY 11763, United States' are listed. There is a 'Mail' button and a 'Other options' dropdown menu. On the left, a smartphone mockup displays a preview of the business profile with a red shield icon in the top right corner.

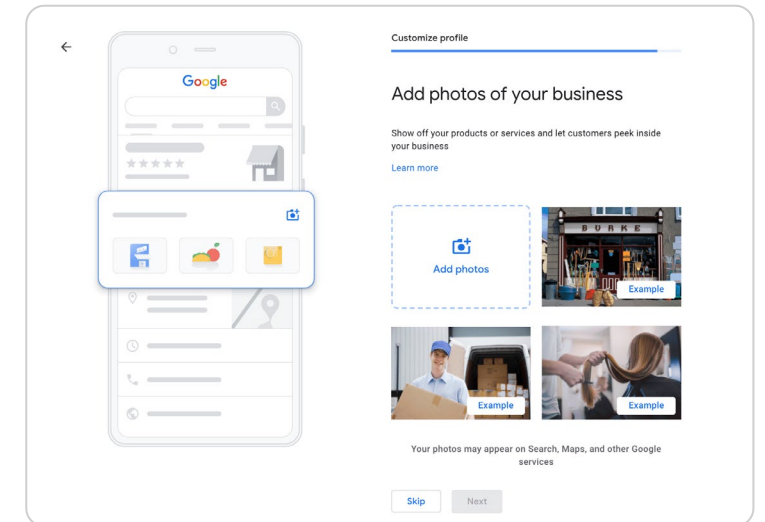
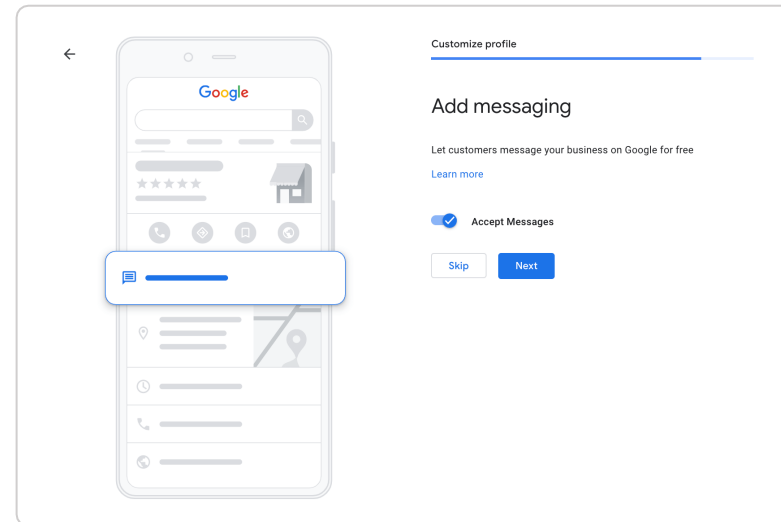
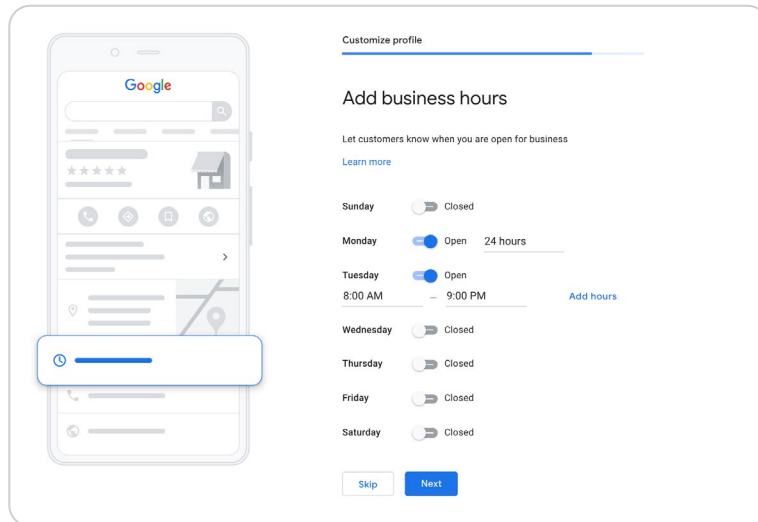
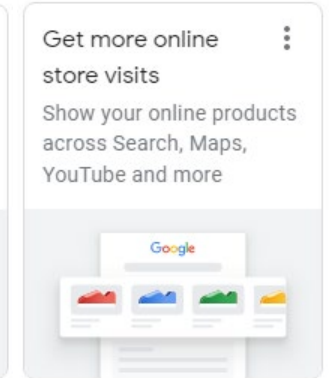
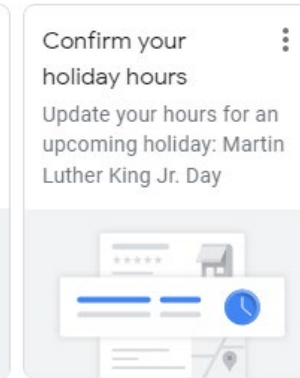
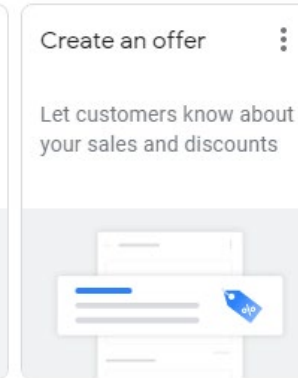
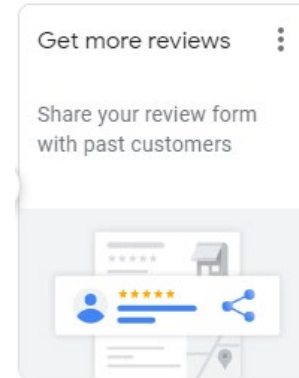
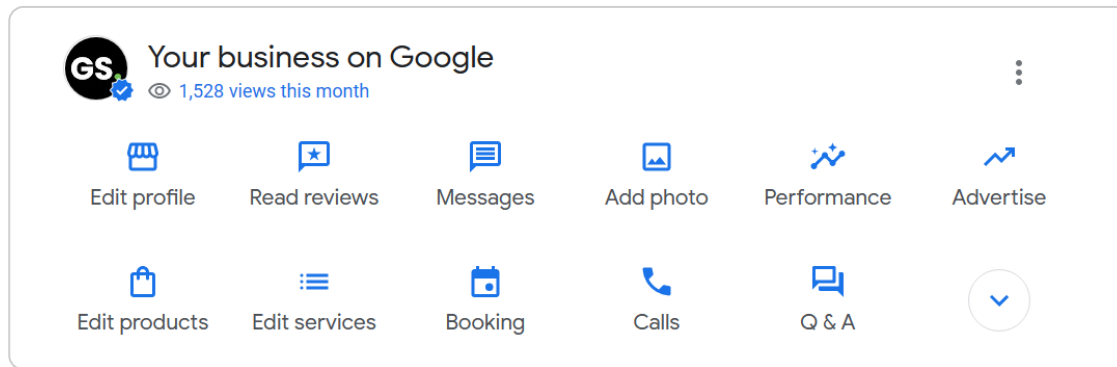
You are verified!

Your Google Business Profile will Appear Soon



So, what's next?

Let's Build out the User Generated Content



Landing Page

Purpose

To accomplish a specific goal or target a theme

Navigation

Few specific categories / products

Call-To-Action

Single attractive offer to capture and engage with end user

Content

Focused on conversion and keywords





Malik M. Hemani

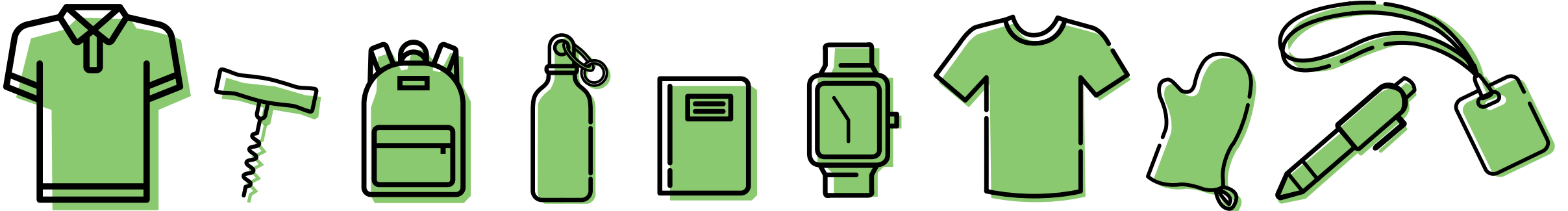
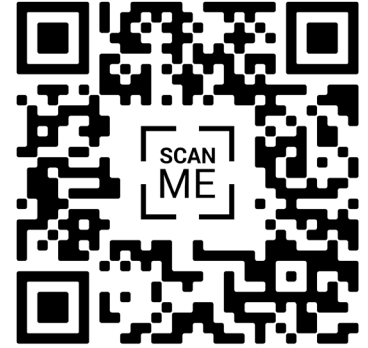
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Marketing & Promotional Products

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