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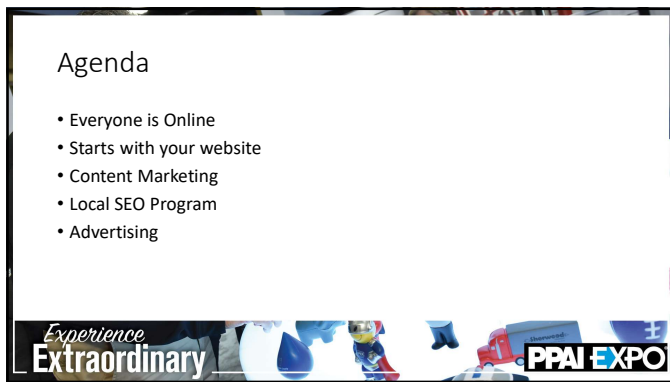
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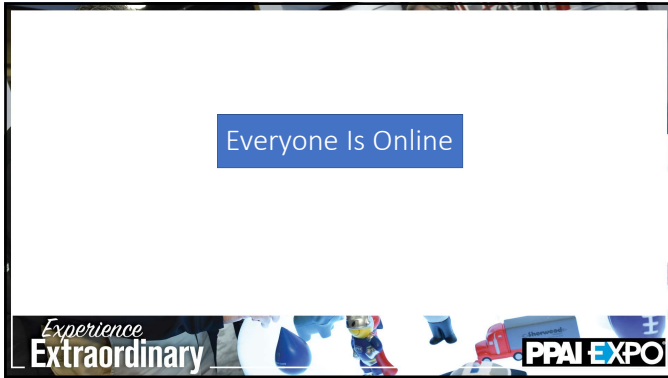
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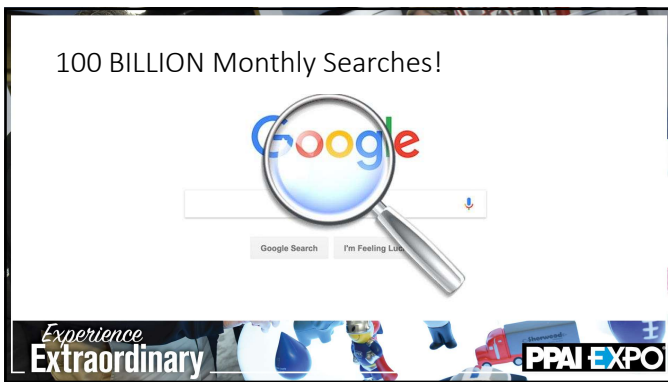
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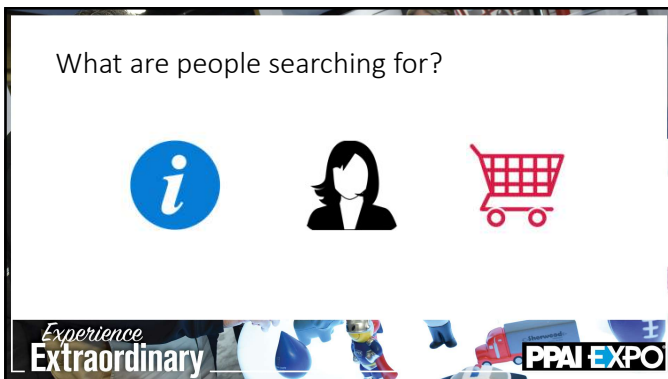
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The Internet is GROWING!

- The internet is growing at a 5% increase YOY since 2017.
- Internet advertising spend has exceeded TV advertising spend since 2017.
- Over **4 million blog posts are published** on the Internet every day.
- 41 million YEARS of video is watched each day!

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Record online sales year!

- The numbers don't lie
- Based on Black Friday weekend results, which NRF counts as the five days from Thanksgiving Thursday through Cyber Monday, the trade organization reiterated its holiday season forecast of 4.3-4.8% year over year sales, which are strong comps on top of an already strong season.
- Thanksgiving Day brought in \$3.7 billion in online sales, a growth of 28% year over year. Adobe predicted a 16.5% increase YoY.
- Black Friday brought in \$6.2 billion in online sales, a growth of 23.6% year over year.
- As of 7 p.m. ET on Monday, Adobe was projecting \$7.9 billion in Cyber Monday online sales, a 19.7% increase year over year. This was more than Adobe initially predicted: \$7.7 billion for 17.6% YoY growth. Adobe predicted that Cyber Monday would be the fastest growing online shopping day of the year, but reported that Saturday and Sunday combined grew 25% YoY, faster than both Black Friday and Cyber Monday combined.
- Over 165 million people shopped over the weekend, slightly over the number predicted.
- ROBO: Research Online/Buy Offline

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## Be online or be gone

- With so many people online, you can't afford not to be
- Online marketing is complicated and fragmented
- Know your audience and give them what they want
- Localization is cheaper than national

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## Marketing Online

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## Offline

- Knocking on doors
- Direct mailers
- Referrals
- Traditional Advertising

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Online

- Direct traffic
- Organic ranking
- Paid Advertising
- Social Only presence

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Begin with Your Website

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Website Content:



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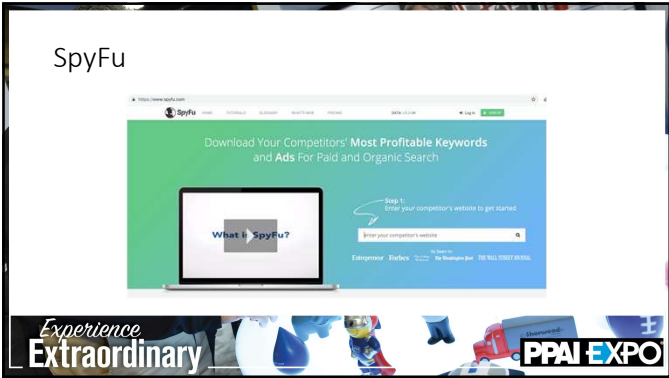
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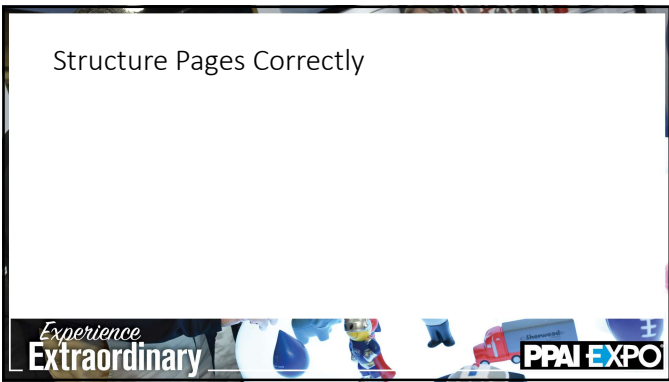
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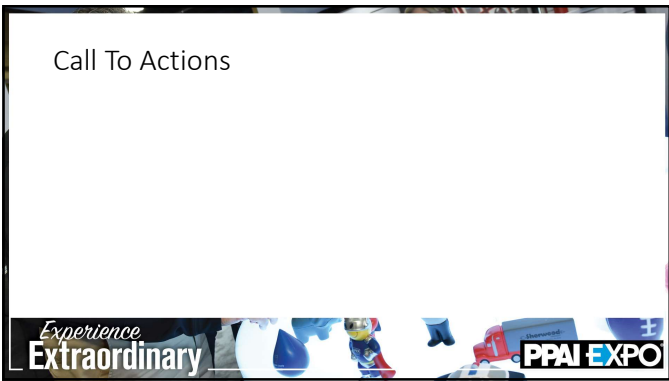
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Location Pages:



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Meta Data



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SSL



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## Verify Website with Google

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## Scan and Check: semRush

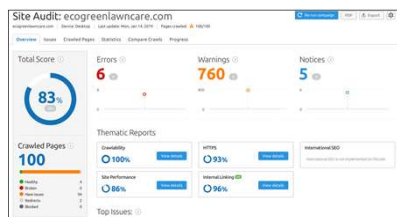


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## SEMRush

- Click on "Projects"
- Add URL
- Click on Site Audit



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## Content Marketing

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## Blogging

- Most websites contain articles less than 1000 words even though articles of this size and more receive the highest rankings

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## Social Media

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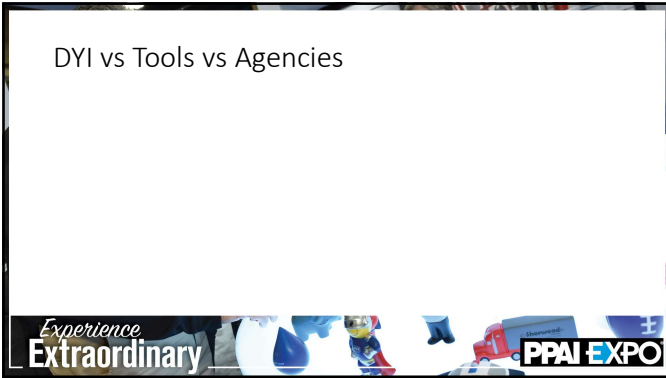
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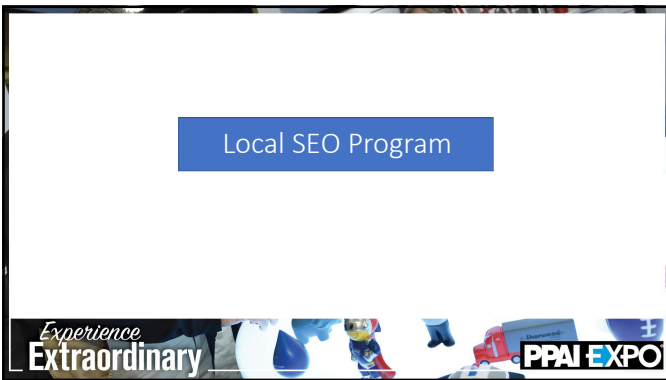
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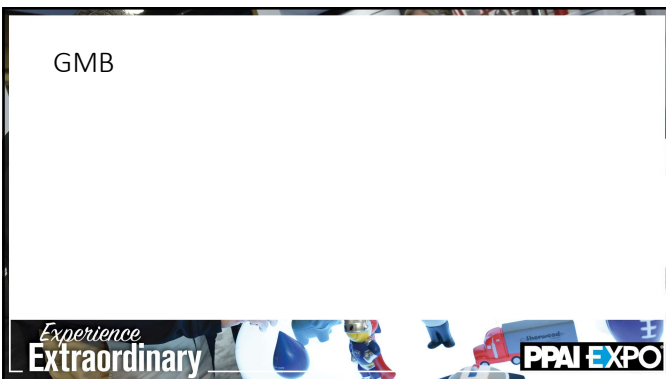
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### Verified GMB

- Let's take a look
- If not verified, let's trigger postcard
- Tips on effectively managing your GMB
  - Categories
  - Service Areas
  - Photos
  - Google Messaging
  - Weekly Posts
  - Reviews

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### Photos are a BIG Deal!!!

Type	Description	Google Minimum	Suggestions
Exterior	The outside of your business from different directions.	Three Photos	Use pictures from different times of day (morning, afternoon, evening) so customers always recognize your business.
Interior	The inside of your business, with a focus on decor and ambience.	Three Photos	Give customers an accurate idea of what it will look like to stand or sit in your business.
Product	A representation of the types of products or services you offer.	One photo per product type or service.	Show the products you're known for and make sure the photos are well lit.
Employees at work	Action* shots of your employees delivering the types of services you offer.	Three	Try to capture your employees with satisfied customers.
Food and drink	Pictures that represent your most popular menu items.	Three	Consider hiring a food photographer - these are tricky to get right if that's not in the budget. Use bright, even lighting (i.e. no shadows or dimness).
Common Areas	Photos of where your customers will spend time. Think of lobby.	One photo per common area.	Represent the variety of amenities you offer.
Rooms	Pictures of your different rooms.	Three	Don't try to mislead guests - show your widest-framed and high-end options.
Team	A shot of management team and staff.	Three	Use pictures that show your unique culture and team personality.

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### Common Mistakes

- Unclaimed Listing
- Missing / Incorrect Information
- Map Pin Placement
- Ignored Reviews
- Missed Q&A Opportunities
- Photos

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### Business Directory Citations

- Google My Business
- Facebook
- Yelp
- Bing Places
- Twitter
- LinkedIn
- Instagram
- DexKnows
- YellowPages
- Manta

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### Online Advertising

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### Word of Caution

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## Google Ads

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## Yelp

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## Recap: Key Takeaways

- Your Website is your HUB. Spend money on getting it right!
- A content marketing strategy is a must
- Local SEO is foundational
- Advertise to boost leads

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Presenter Contact Info

- [cjenkin@gotchamobi.com](mailto:cjenkin@gotchamobi.com)
- While in Vegas, (214) 929-5385 (send me a text now)

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