

RocklandWeb



ACE Web Marketing

Search | Social | Brand

About Me

- Graduated Ramapo College in 2006
- Started Rockland Web Design Inc. in 2007
- Rebuilt 2 Chambers of Commerce:
 - North Rockland Chamber of Commerce
 - Highlands Chamber of Commerce
- One of several founders of ProMetroNet
- Member, Workforce Development Board of Rockland, North Rockland Academy of Finance
- **Author, *How to Program Your Life*, © 2016**
- Currently host/maintain approx. 225 websites
- Team of 5-10, flexible work schedules



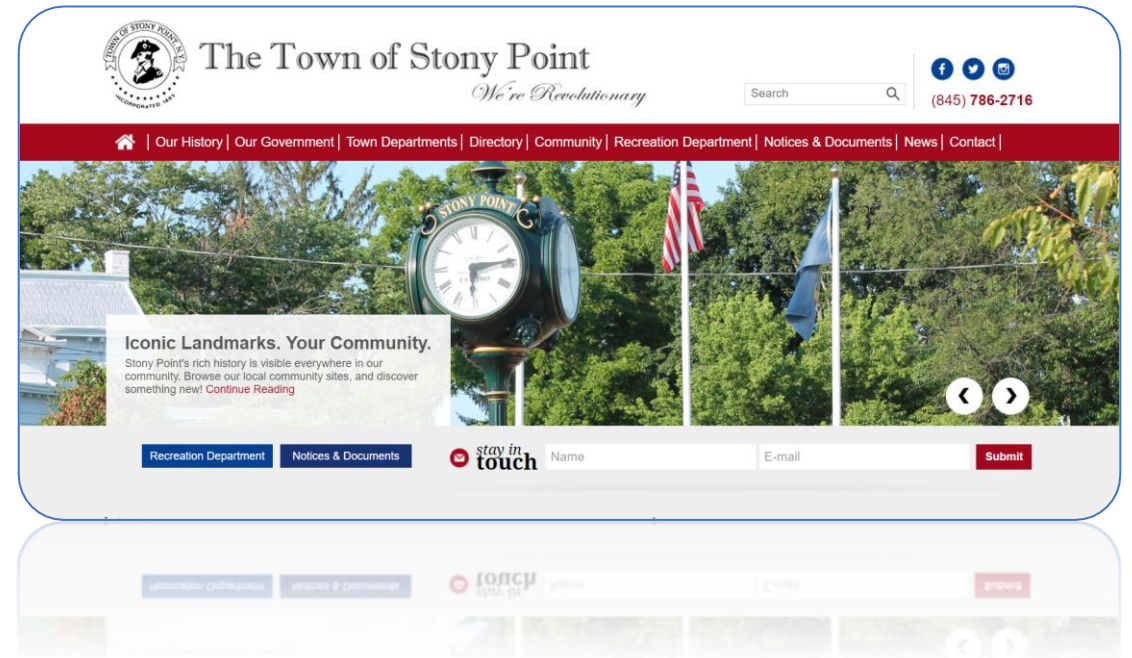
Overview of RocklandWeb

- Our company was founded in 2007 as Rockland Web Design Inc.
- We started out as a web design company. We expanded.
- Our services have expanded to offer full-service digital advertising and promotion of our client web properties
- We currently manage approximately 235 clients (as of Jul 2020)
- **Our ACE Web Marketing Program includes:**
 - Full management of client website, SEO, Social Media & messaging properties
 - Research and writing of information targeted to client's audience
 - Implementation of features that automate client business model



Some of our clients since 2007:

- Columbia University
- Hoff-Barthelson Music School
- Brotherhood Winery
- Town of Stony Point
- Village of Airmont
- North Rockland Chamber
- Highlands Chamber
- Two libraries, three Churches
- Rockland Workforce Development
- Engineering firms, Law firms, online retailers



The ACE Web Marketing Three Step Process:

1. Build your reputation

- Google Reviews
- Social Media
- Blog posts



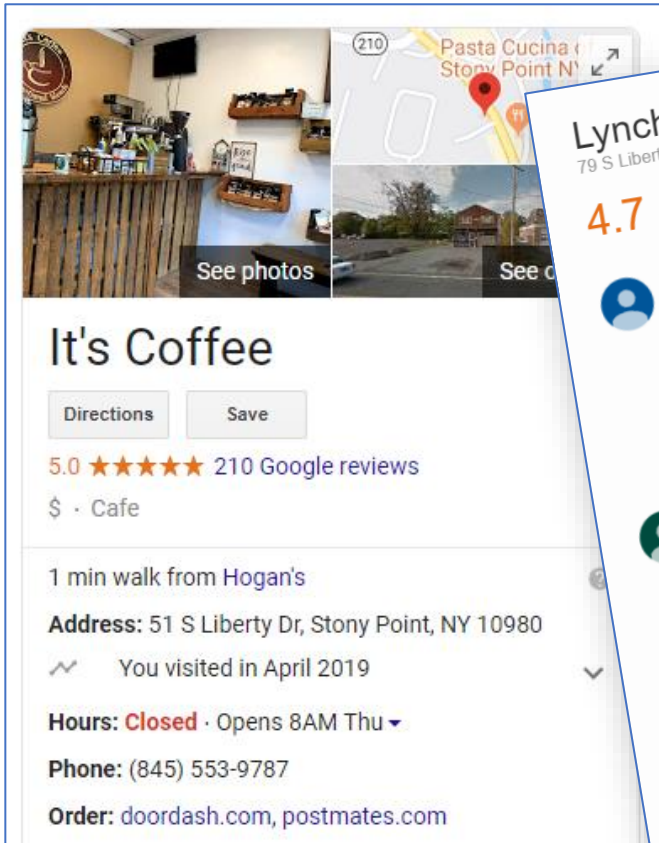
2. Use the iCARE Formula:

information
Concern
Appreciation
Resources
Events



3. Use website, messaging, calls to action, sales

STEP 1. The Core of all Local: Google Reviews



It's Coffee

Directions Save

5.0 ★★★★★ 210 Google reviews

\$ · Cafe

1 min walk from [Hogan's](#)

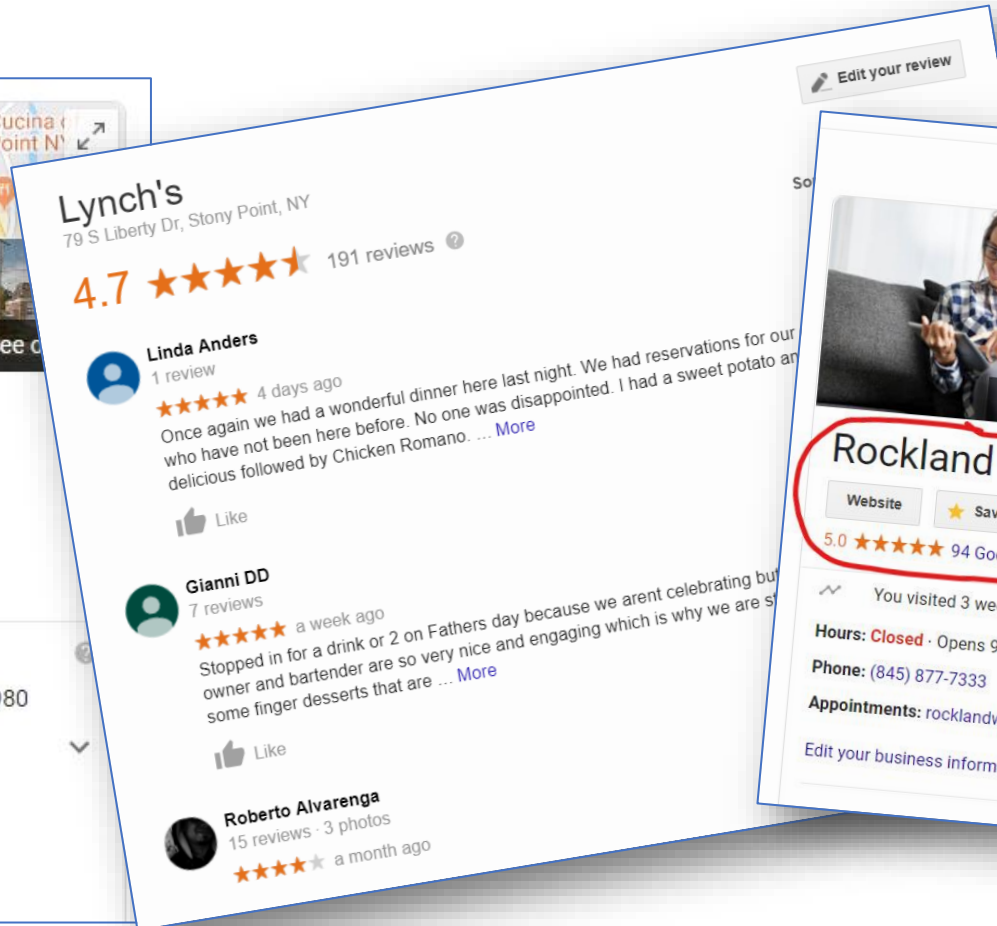
Address: 51 S Liberty Dr, Stony Point, NY 10980

You visited in April 2019

Hours: Closed · Opens 8AM Thu ▾

Phone: (845) 553-9787

Order: [doordash.com](#), [postmates.com](#)



Lynch's
79 S Liberty Dr, Stony Point, NY

4.7 ★★★★★ 191 reviews

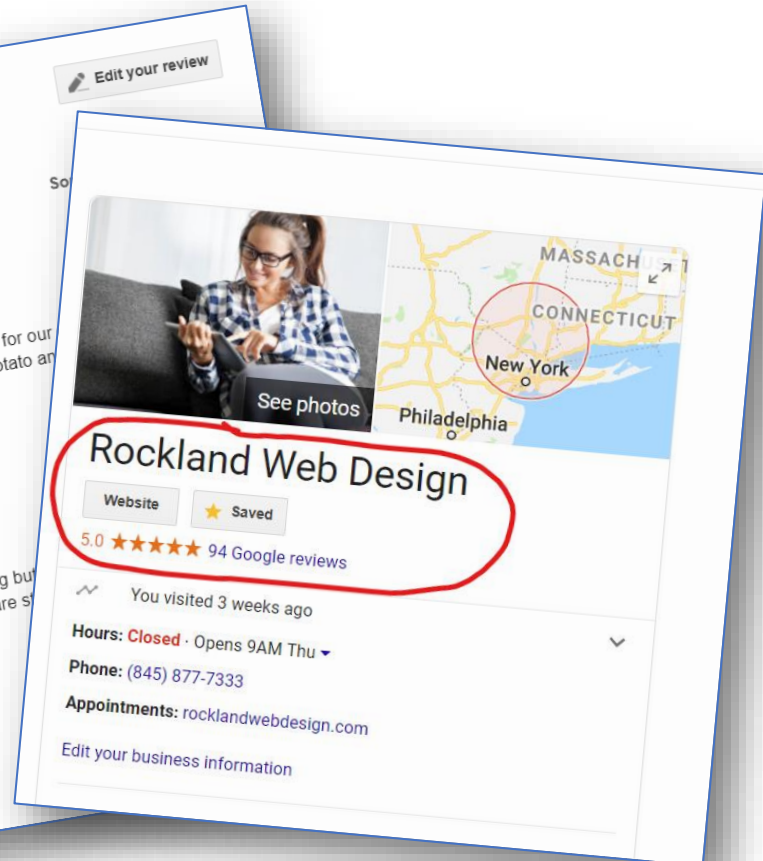
Linda Anders
1 review
4 days ago
★★★★★ Once again we had a wonderful dinner here last night. We had reservations for our who have not been here before. No one was disappointed. I had a sweet potato and delicious followed by Chicken Romano. ... [More](#)

Like

Gianni DD
7 reviews
a week ago
★★★★★ Stopped in for a drink or 2 on Fathers day because we arent celebrating but owner and bartender are so very nice and engaging which is why we are some finger desserts that are ... [More](#)

Like

Roberto Alvarenga
15 reviews · 3 photos
a month ago
★★★★★



Rockland Web Design

Website Saved

5.0 ★★★★★ 94 Google reviews

You visited 3 weeks ago

Hours: Closed · Opens 9AM Thu ▾

Phone: (845) 877-7333

Appointments: [rocklandwebdesign.com](#)

[Edit your business information](#)



CONTROLS

Dismiss worker

Select camera



11:31



51,812

MAP



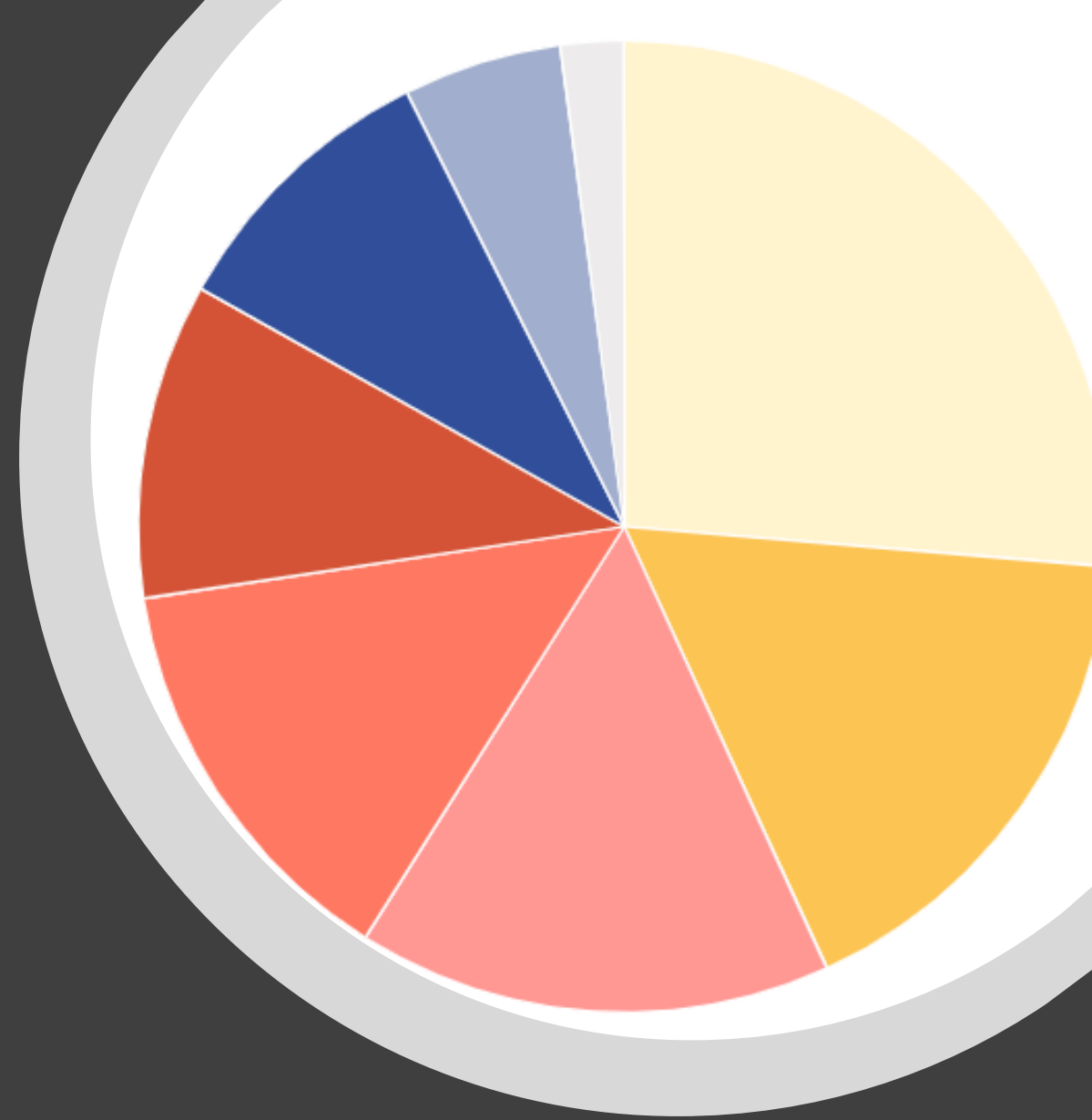
0 (0%)

760 (9%)
Potatoes

48.0 h

Top Search Engine Ranking Factors

- **Google My Business - 25.12%**
- Link Signals - 16.53%
- **Review Signals - 15.44%**
- On-Page Signals - 13.82%
- Citation Signals - 10.82%
- Behavioral Signals - 9.56%
- Personalization - 5.88%
- Social Signals - 2.82%



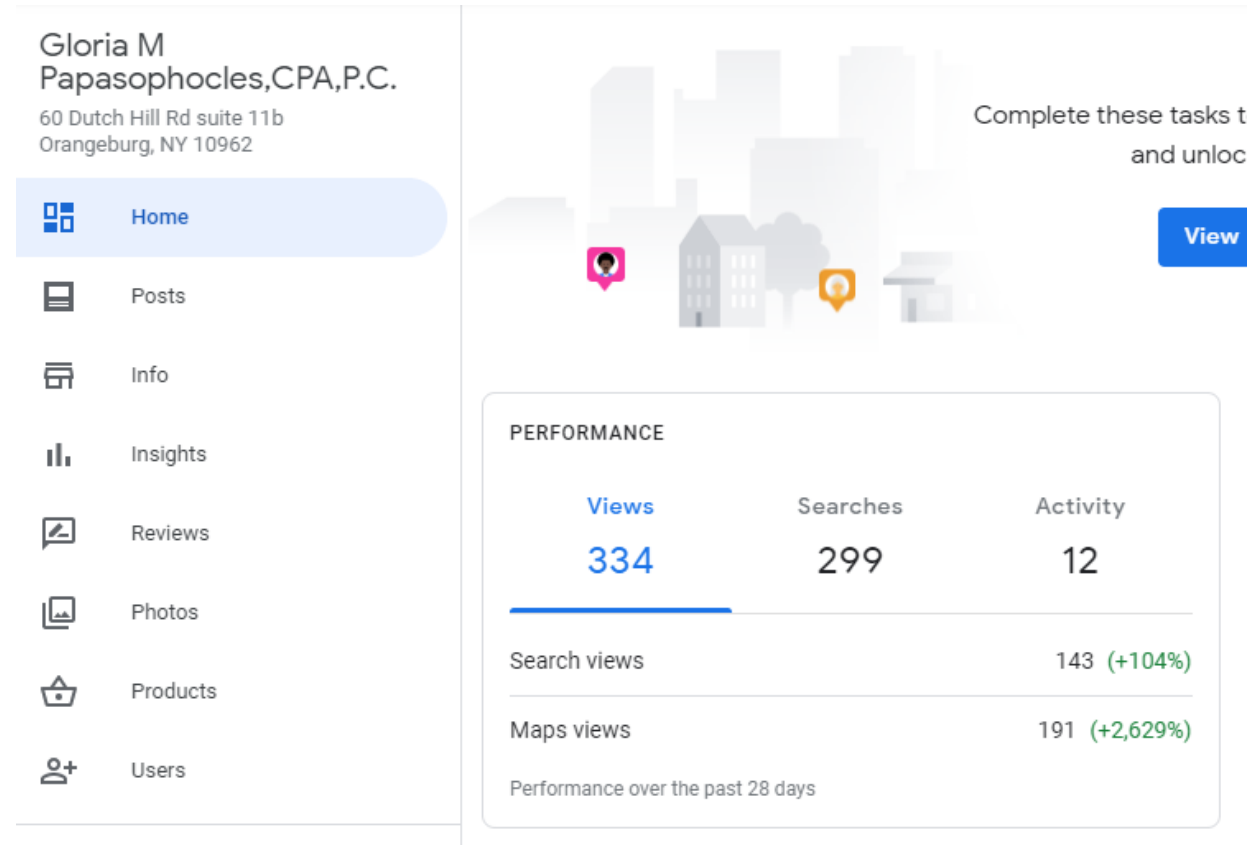
Source: Moz.com | [Watch full video presentation](#)

Use Google My Business: A whopping 40%!

- Claim your Google Business Listing: **business.google.com**
- Fully fill out the information on your business page
- Add qualified reviews from your existing customers
- Continually manage this location on a weekly basis:
 - Add new posts, events, and other information
 - Get more reviews from clients, via messaging
 - Respond to reviews from customers (Happily, if possible)

DO THIS NOW: Claim Your Google Business Listing!

- Claim your Google Business listing at business.google.com
- Fill out as much information as possible
- Create and share your reviews link with your existing clients:
 - Goal 1: Over 10 reviews
 - Goal 2: Over 25 reviews
 - Goal 3: Over 50 Reviews
 - Goal 4: Over 100 Reviews



Ranking Factors: Broken Down – Part 1

- **Google My Business Signals: 25.12%**
 - Proximity
 - Categories
 - Keyword in business title
- **Link Signals: 16.53%**
 - Inbound anchor text
 - Linking domain authority
 - Linking domain quantity
- **Review Signals: 15.44%**
 - Review quantity
 - Review velocity
 - Review diversity
- **On-Page Signals: 13.82%**
 - Presence of NAP
 - Keywords in titles
 - Domain authority, etc.

Ranking Factors: Broken Down – Part 2

- **Citation Signals: 10.82%**
 - IYP/aggregator NAP consistency (Public Network Access Points, Public records)
 - Citation volume, etc.
- **Behavioral Signals: 9.56%**
 - Click-through rate
 - Mobile clicks to call
 - Check-ins
- **Personalization: 5.88%**
 - Unique website style and design
 - Must still conform to web standards
- **Social Signals: 2.82%**
 - Google engagement
 - Facebook engagement
 - Twitter engagement

Use Other Ranking Factors to Grow More!

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 - Review velocity
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STEP 2. Post to Social Daily!



**To those who sacrificed their lives for our country:
Thank you for protecting our nation's freedom.**


EAGLE Life & Purpose Coaching
on purpose and soaring!

Start with a Solid Web Marketing Plan:

14-Jan	Monday	Orthodox New Year
18-Jan	Friday	Lee-Jackson Day
19-Jan	Saturday	Robert E. Lee's Birthday
19-Jan	Saturday	Confederate Heroes' Day
21-Jan	Monday	Tu Bishvat/Tu B'Shevat
21-Jan	Monday	Martin Luther King Jr. Day
21-Jan	Monday	Robert E. Lee's Birthday
21-Jan	Monday	Idaho Human Rights Day
21-Jan	Monday	Civil Rights Day
29-Jan	Tuesday	Kansas Day
1-Feb	Friday	National Freedom Day
1-Feb	Friday	National Wear Red Day
2-Feb	Saturday	Groundhog Day
3-Feb	Sunday	Super Bowl
.	.	.
.	.	.
.	.	.

Filter by Color >

Text Filters >

Search 

☒ (Select All)
☒ Christian
☒ Clock change/Daylight Saving Time
☒ Federal Holiday
☒ Hindu Holiday
☒ Jewish commemoration
☒ Jewish holiday
☒ Local observance
☒ Muslim

OK Cancel

Sporting event

Share a lot - Social Media Presence:



Use the iCARE
Formula:

information
Concern
Appreciation
Resources
Events

The image shows a Facebook event page for 'Big Boat Ride 2019!'. The event is public, hosted by the Chamber Alliance of Rockland, and has 1 co-host. It is scheduled for September 12, 2019, from 6 PM to 10 PM. The event page features a large photo of a white boat with string lights on the water at night. The right sidebar shows insights: 10.3K people reached (+85 last 7 days) and 1 confirmed guest. There is also a 'Promotions' section with a 'Complete Cruise up' promotion. The bottom of the page has a 'Reserve a Spot' button and a 'Discussion' tab.

its

Boost Again

INSIGHTS

10.3K
People Reached
+85 last 7 days

1
Confirmed
View Guests

Promotions

Complete
Cruise up
1227
View Details

View All Promotions

Big Boat Ride 2019!
Public · Hosted by Chamber Alliance of Rockland · 1 co-host
ending [?]

Share

September 12, 2019 at 6 PM – 10 PM

Reserve a Spot

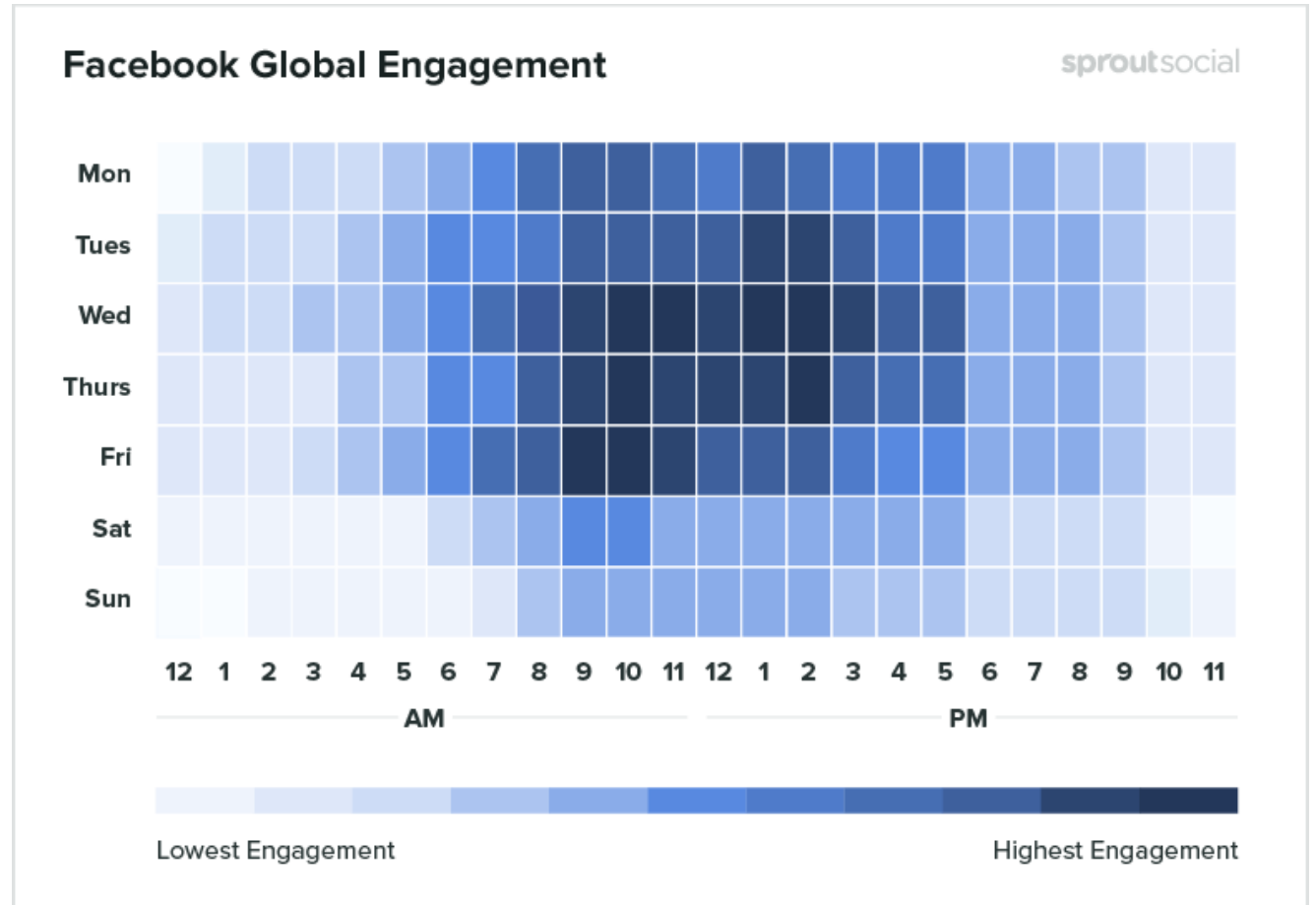
Discussion

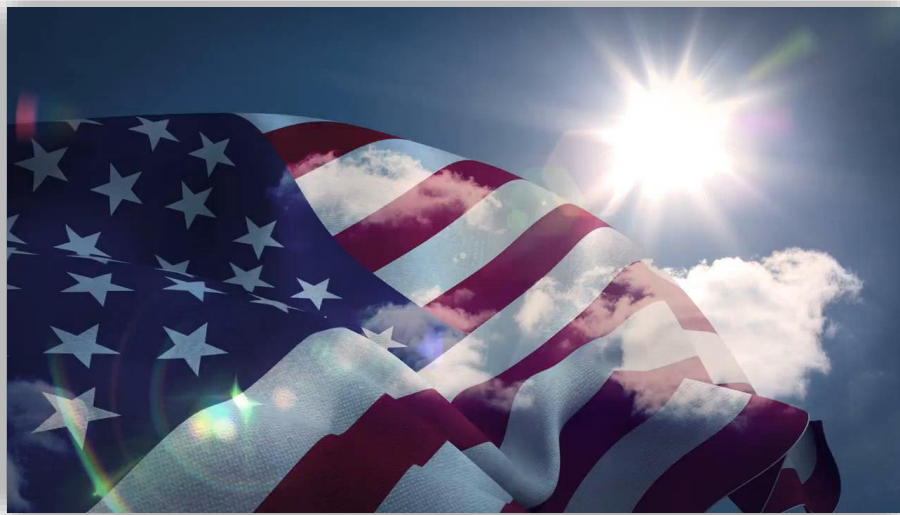
Facebook: Get Recommendations from Groups

- Connect Business Page with local Facebook Groups
- Post *daily* and interact with the group members
- Use the iCARE formula
- Ask for likes and recommendations from your friends
- Post advertisements 1x a week



Best Times to Post to Social Media

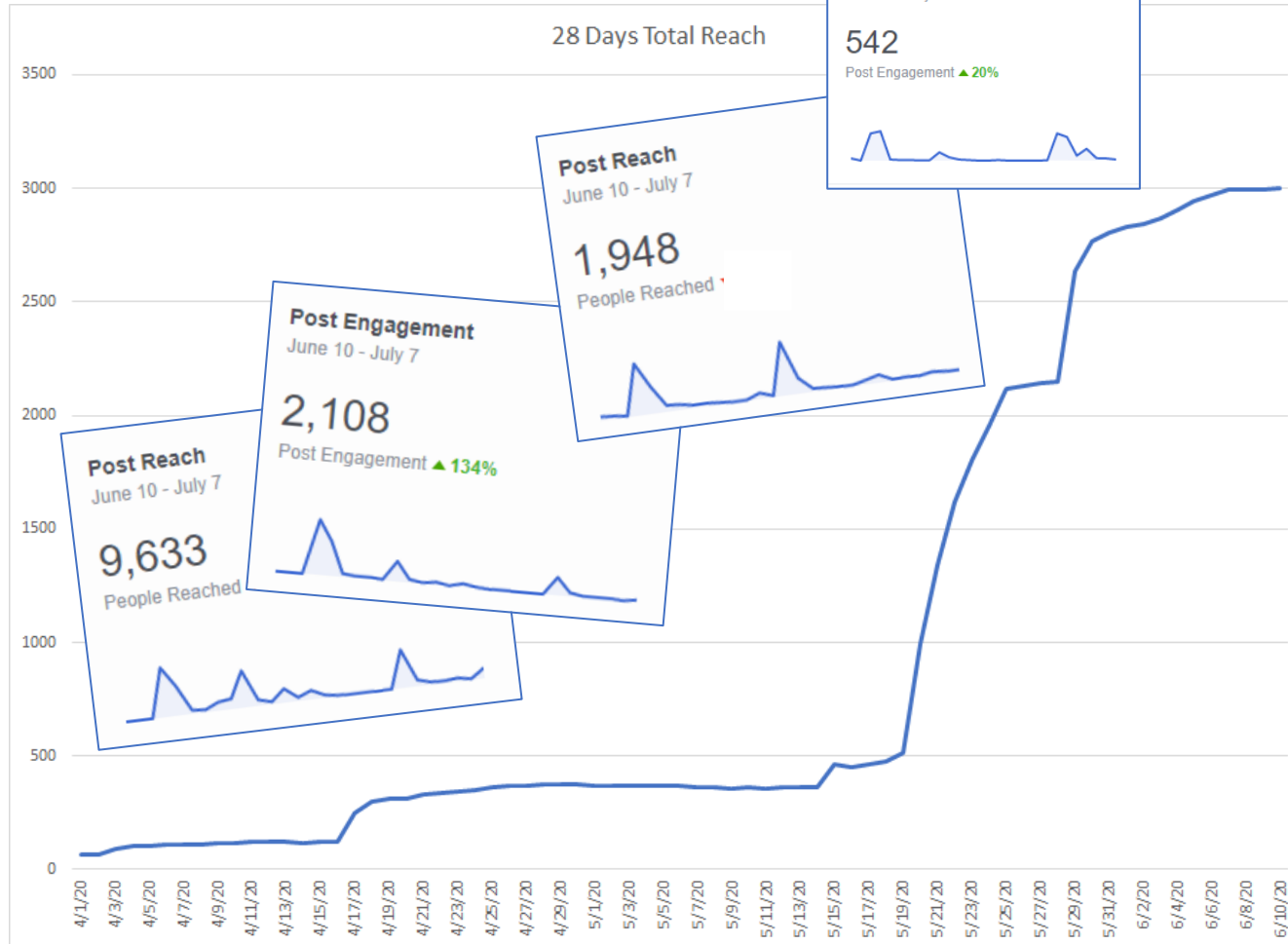




Step #3:

Stand out
from the crowd.

Results:



It's Coffee

Directions Save

5.0 ★★★★★ 244 Google reviews

\$ · Cafe

See photos See outside

Lynch's

Website Directions Save

4.7 ★★★★★ 256 Google reviews

\$\$ · American restaurant

See photos See outside

Halligans Public House

Website Directions Save

4.3 ★★★★★ 64 Google reviews

\$\$ · Bar & grill

See photos See outside

Pizzarena

Website Directions Save

4.5 ★★★★★ 170 Google reviews

\$ · Pizza restaurant

See photos See outside

RocklandWeb



Design your future, today.