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

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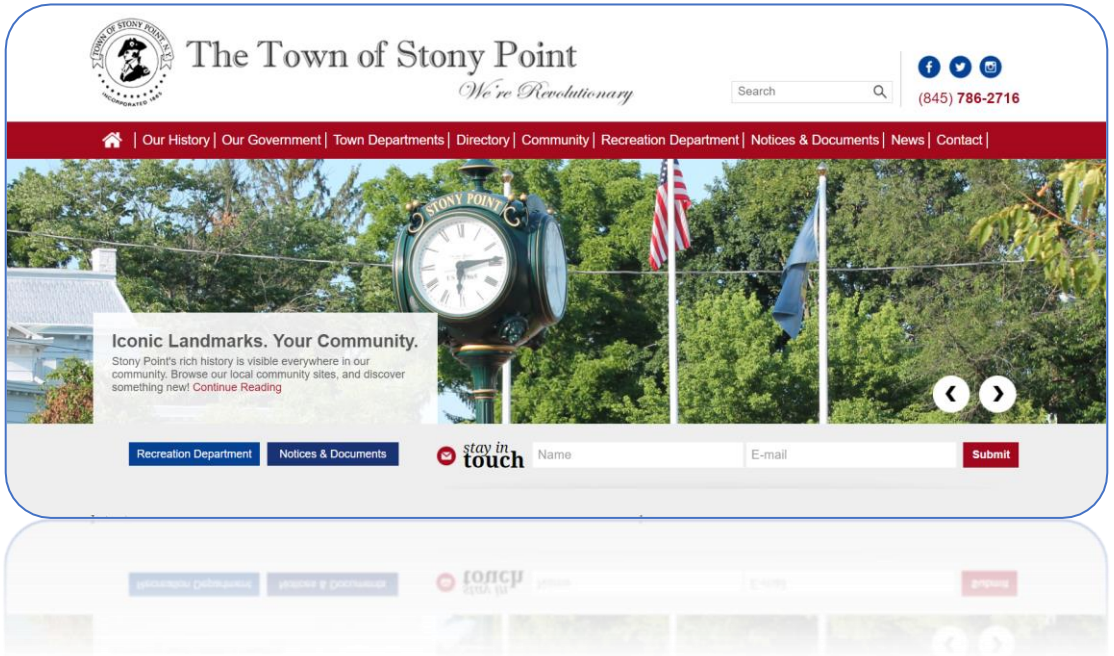
Some of our clients since 2007:

- 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:
   - **i**nformation
   - **C**oncern
   - **A**ppreciation
   - **R**esources
   - **E**vents

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

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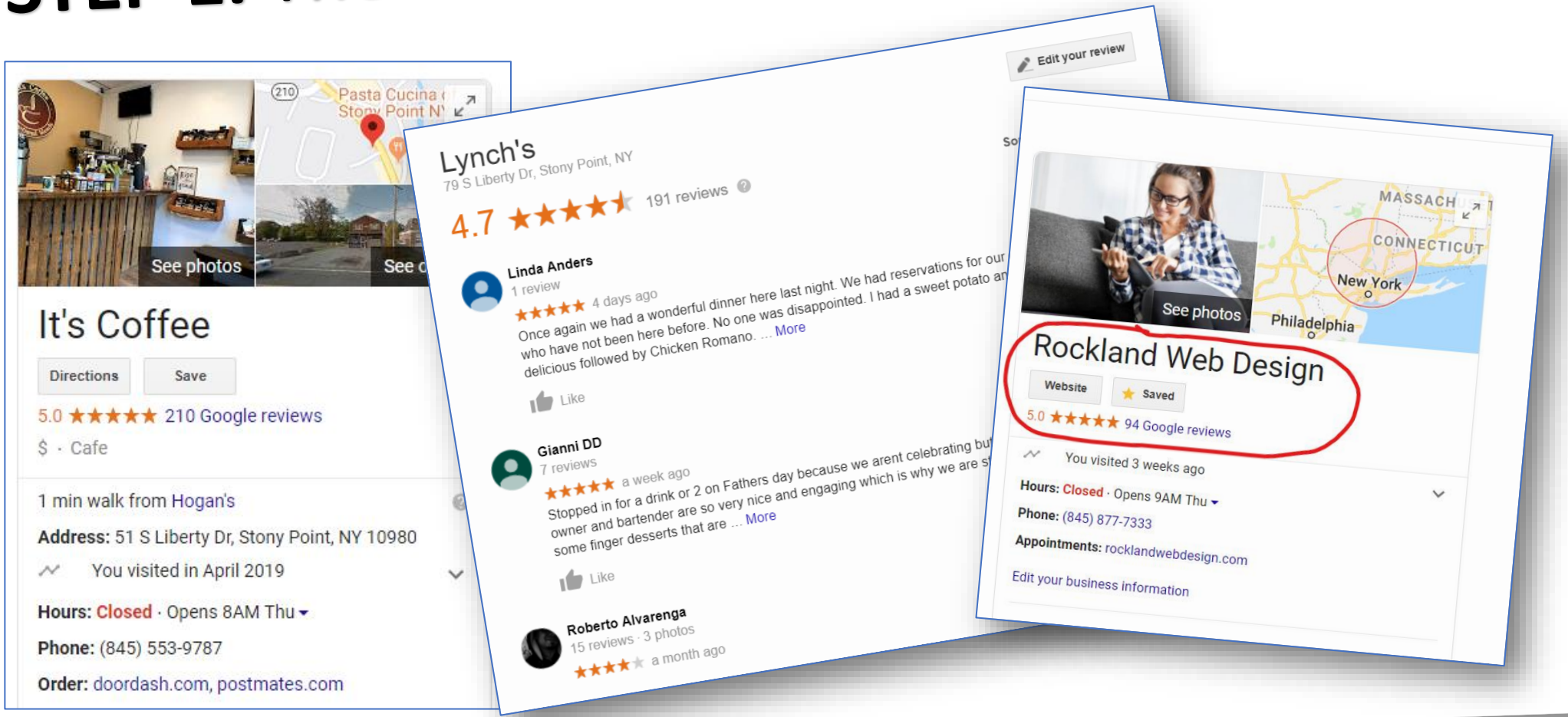
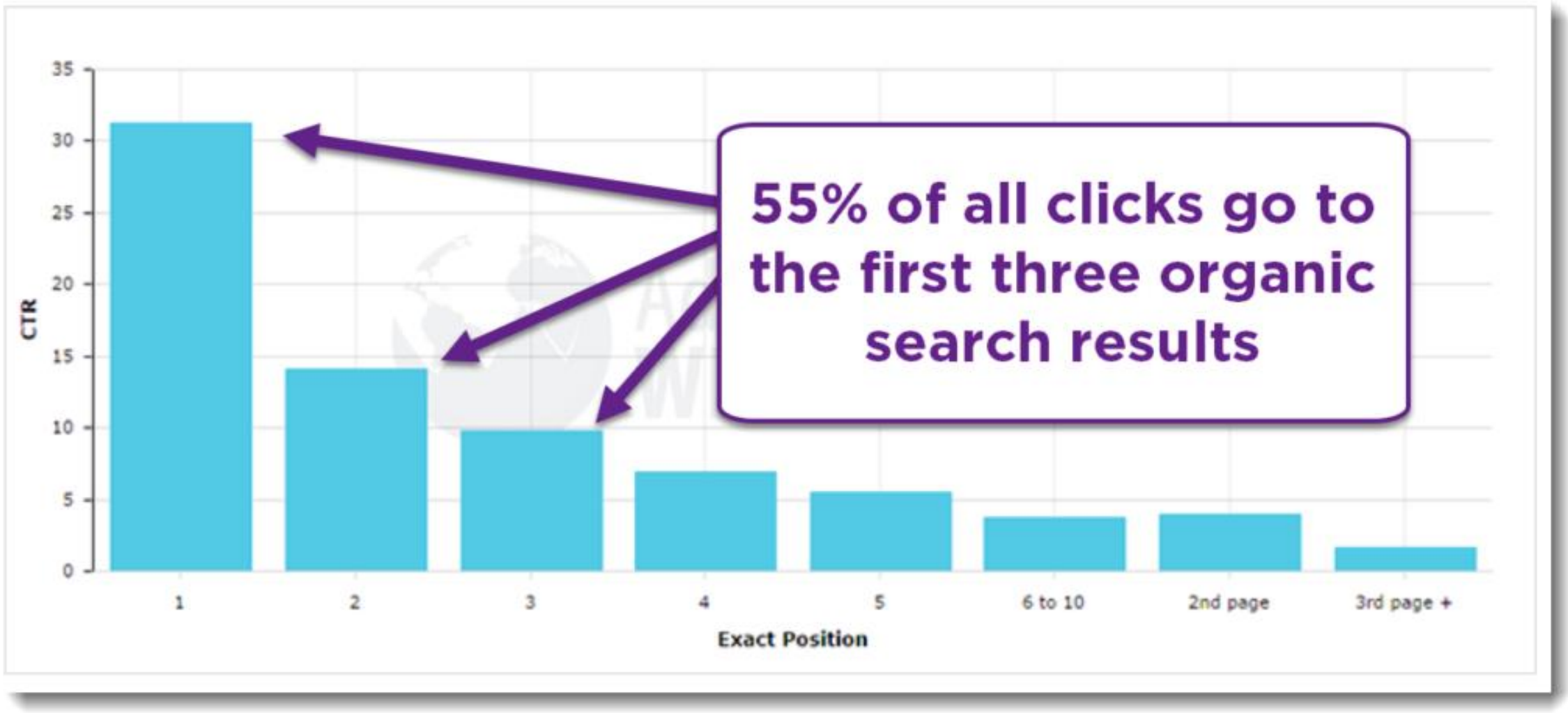
STEP 1. The Core of all Local: Google Reviews

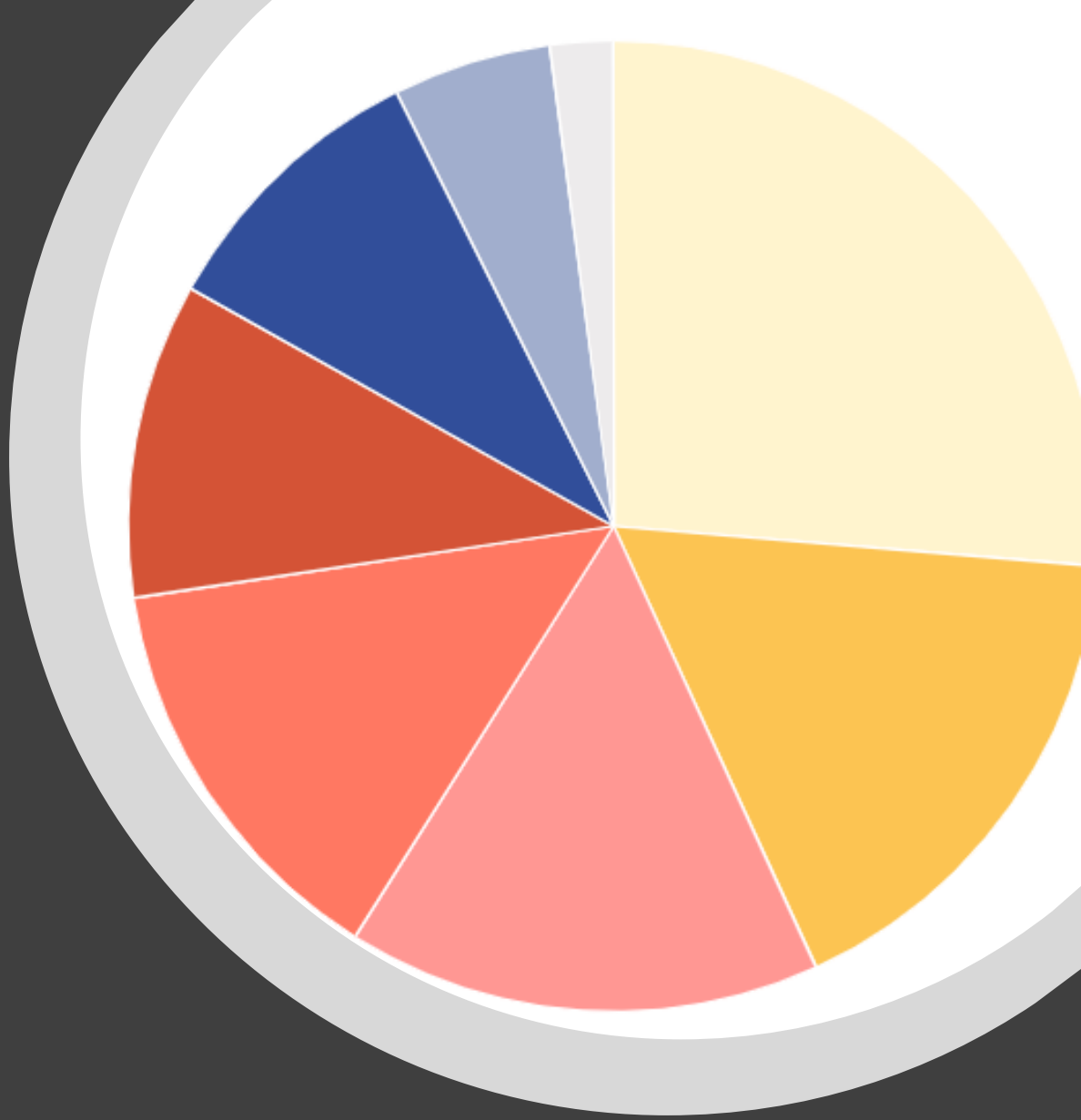



55% of all clicks go to the first three organic search results
CTR
35
30
25
20
15
10
5
0
1
2
3
4
5
6 to 10
2nd page
3rd page +
Exact Position

CONTROLS
L1 + R1
Dismiss worker
R3
Select camera
11:31
51,812
MAP
L1 + L3
7
8
[180.1°, 1119, 854]
0 (0%)
760 (9%)
Potatoes
7
MPH
32
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

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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)

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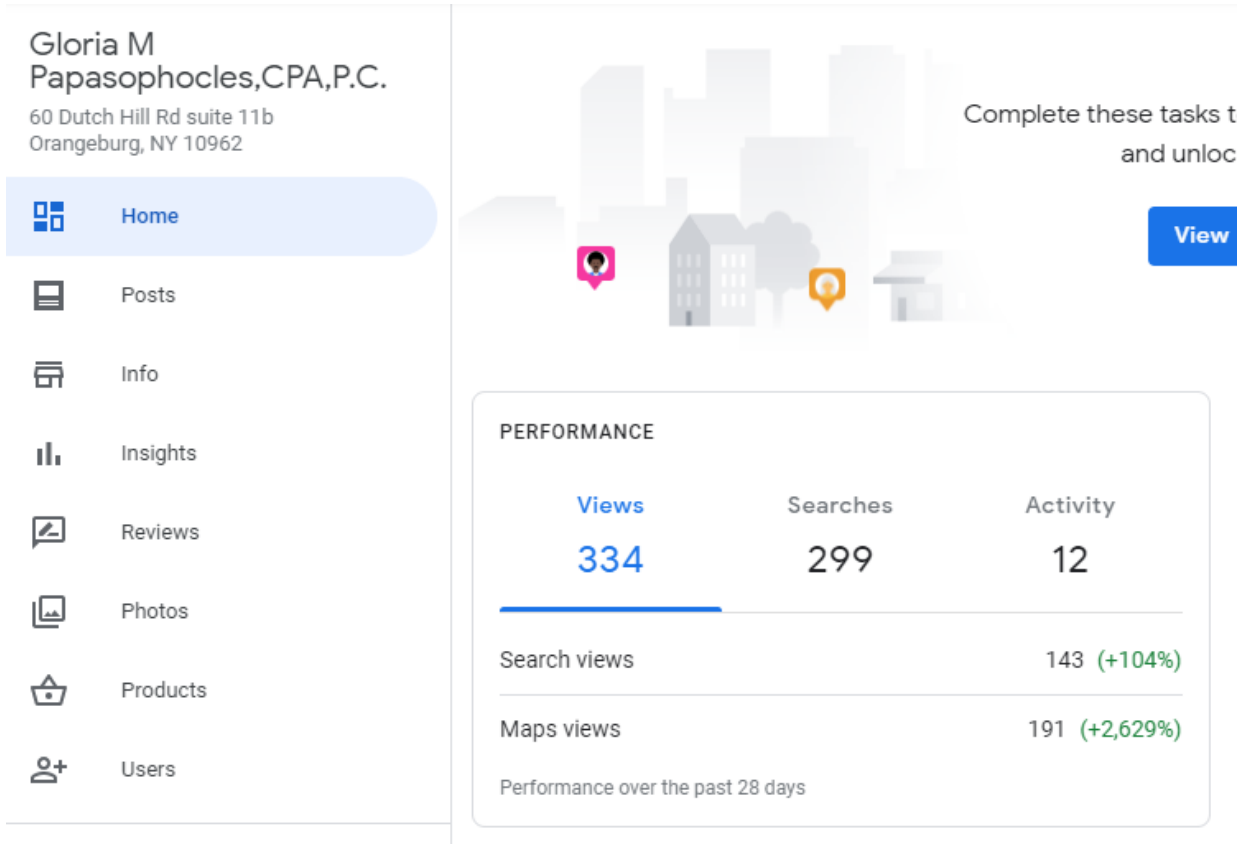
DO THIS NOW: Claim Your Google Business Listing!

- 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.

Source: Moz.com

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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

Source: Moz.com

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Use Other Ranking Factors to Grow More!

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  - Review velocity
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Source: Moz.com

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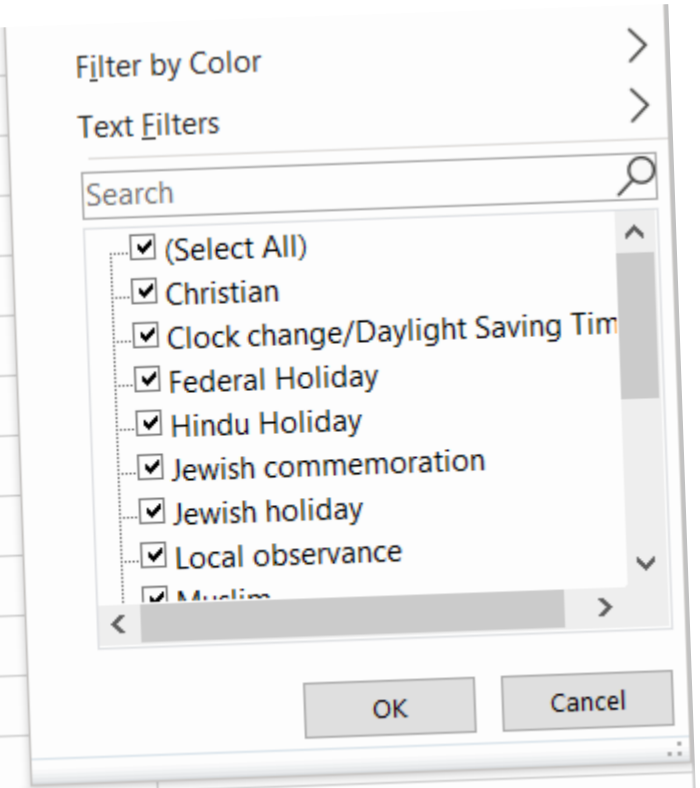
STEP 2. Post to Social Daily!

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



Sporting event

Share a lot - Social Media Presence:

Use the **iCARE** Formula:

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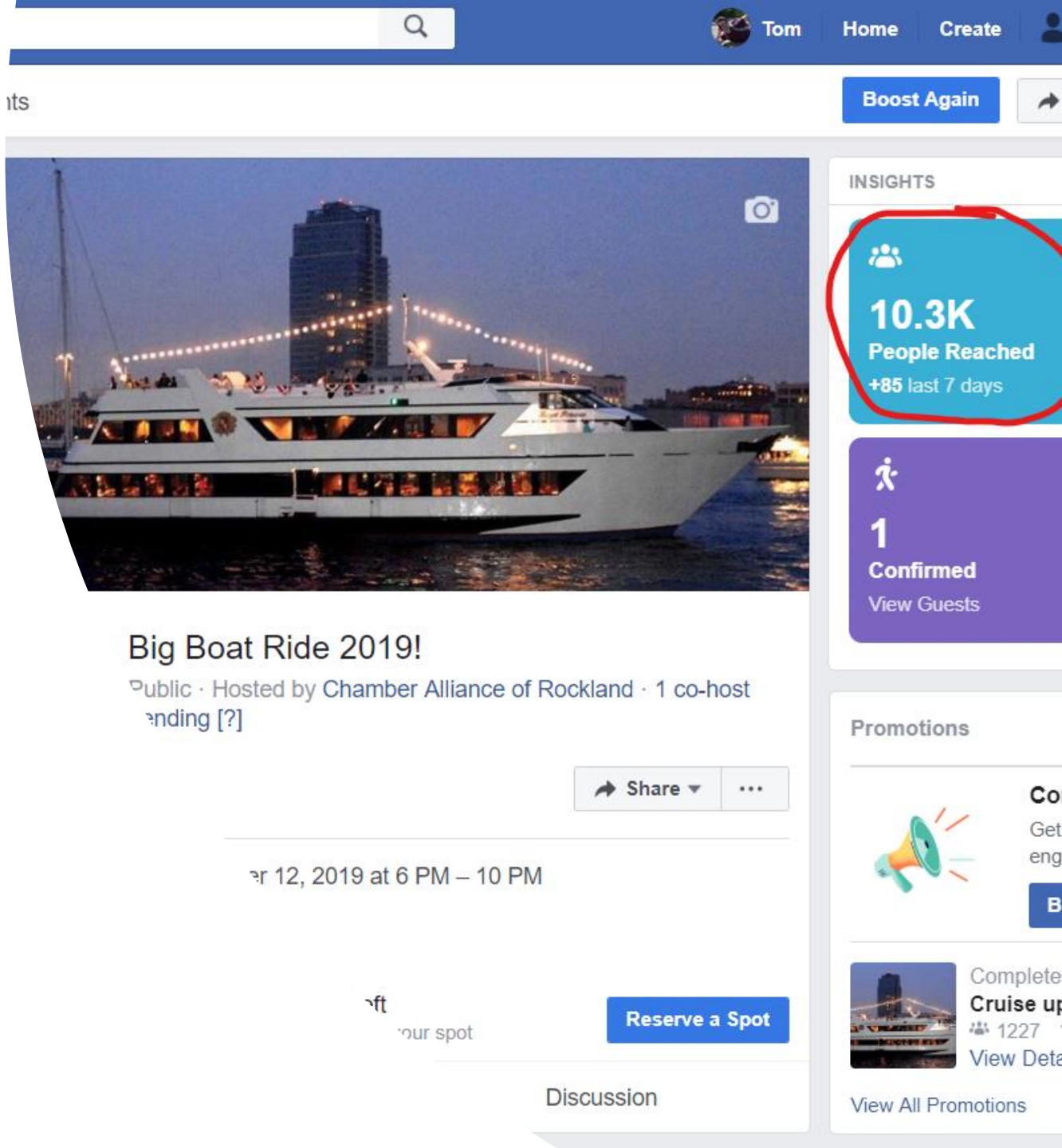
information

Concern

Appreciation

Resources

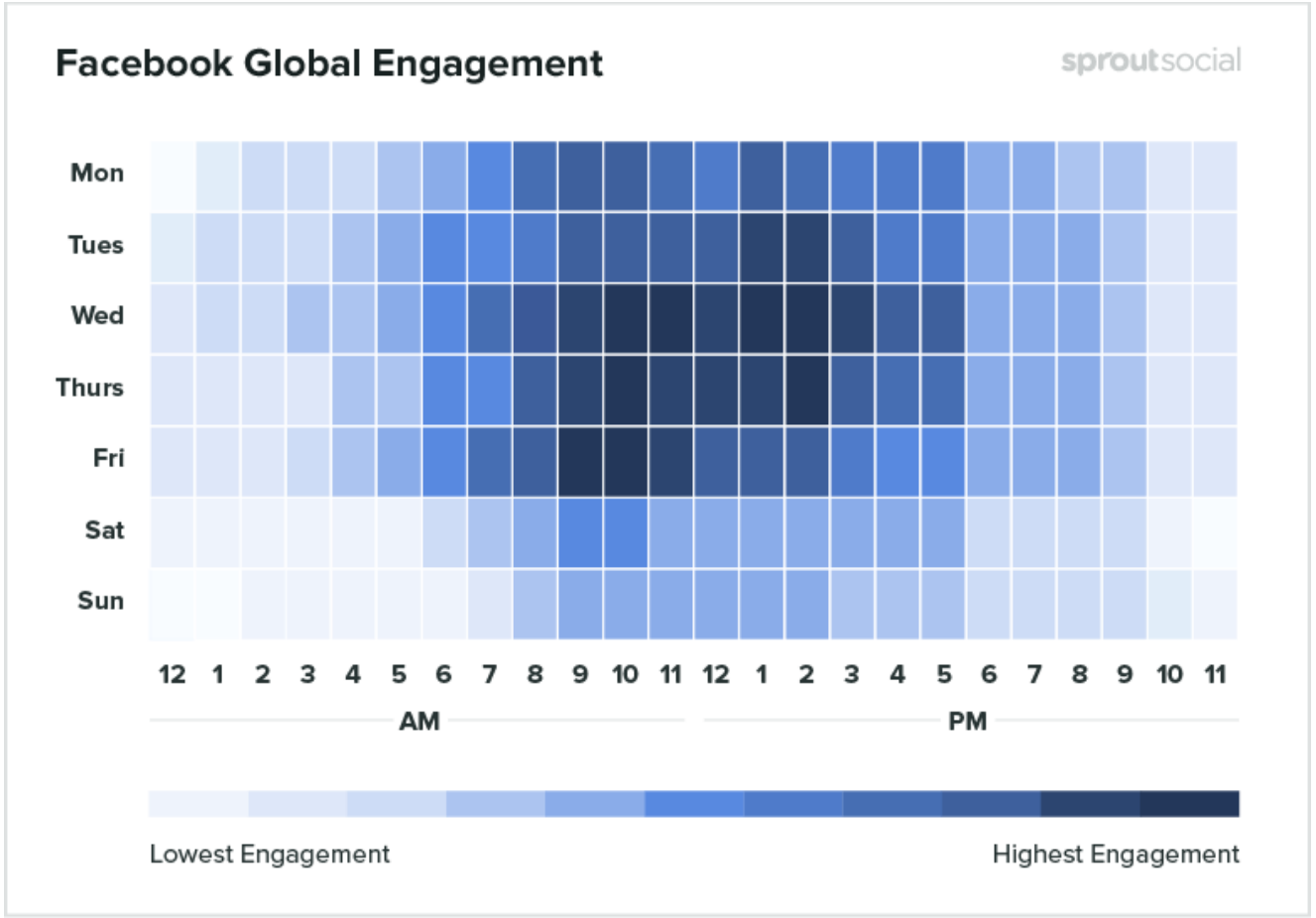
Events



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

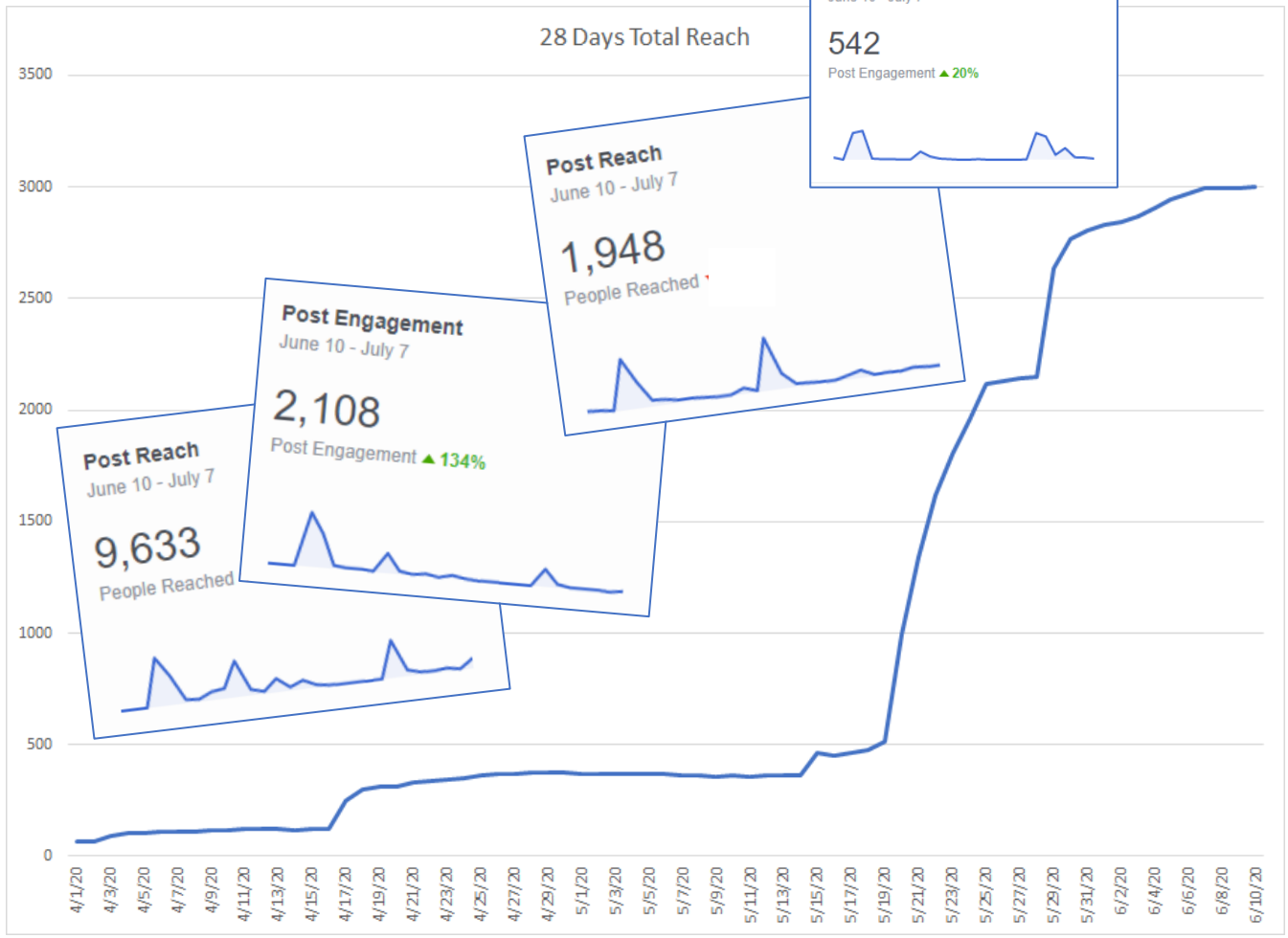
Best Times to Post to Social Media

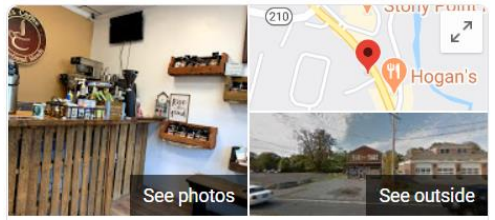


Step #3:

Stand out from the crowd.

Results:



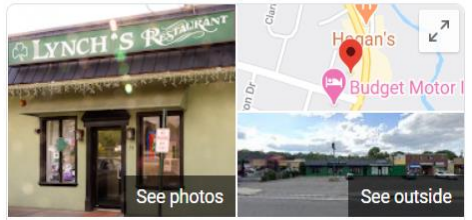


It's Coffee

Directions Save

5.0 ★★★★★ 244 Google reviews

$ · Cafe

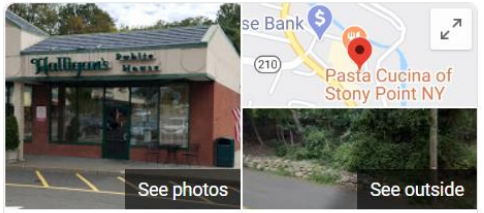


Lynch's

Website Directions Save

4.7 ★★★★½ 256 Google reviews

$$ · American restaurant

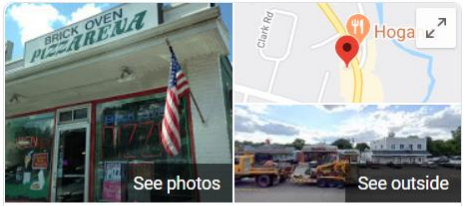


Halligans Public House

Website Directions Save

4.3 ★★★★½ 64 Google reviews

$$ · Bar & grill



Pizzarena

Website Directions Save

4.5 ★★★★½ 170 Google reviews

$ · Pizza restaurant

Design your future, today.