

ATC/SLN Media Online Profile Management Overview



We now live in an online world

A crowd of people at an outdoor event, possibly a festival or concert. In the foreground, a man wearing a straw hat and a light-colored shirt is holding a small white camera on a stick, pointing it towards the right. Other people in the crowd are also visible, some wearing sunglasses and holding drinks. The background shows trees and a bright sky.

The way people discover, evaluate and trust Local Businesses has changed for good

Local Google search
Not traditional advertising

Online reviews
Not recommendations

Ready to purchase
Not ready to be sold to

Online is driving offline sales

**97% of consumers
search online to find a
local business**

BrightLocal

**78% of mobile local
searches resulted in
offline purchases**

ComScore

**64% of consumers say they
check online reviews on
Google before visiting a
business**

Local Consumer Review

An aerial photograph of New York City, showing the dense urban landscape and the Hudson River. The image is overlaid with a semi-transparent teal filter. The text is centered in the upper half of the image.

High performing local businesses are ahead of the curve

*"SMBs that are making the most
use of online are 2.8 times more
likely to enjoy revenue growth
than those who do not"*

Google



Failure to adapt is no longer an option

"70% of local businesses fail by their 10th year in business"

Bureau of Labor Statistics



**We help local businesses
future-proof themselves
by generating more
leads from their
Online Profile**

CASE STUDY



Problem

Espresso cafe has 400+ locations across the US. With increasing competition they wanted to increase footfall on their east coast locations.

Solution

Utilising local SEO tactics, Citation building, GMB posts and review generation we were able to increase Espresso cafe's digital footprint.

+15%
increase in customers

+12%
increase in total revenue

5+
extra location calls a day



Problem

Urban City storage needed help to increase its online brand reputation after receiving some negative reviews.

+15%
increase in customers

Solution

With Google My Business and Social Media being the biggest drivers of customers for Urban City Storage we focused more on them. We carried out a Reputation Management campaign to reply to old reviews to build trust and introduced an intelligent system to drive review acquisition.

+12%
increase in total revenue

5+
Extra location calls a day



A top-down view of a person's hands typing on a laptop keyboard. The image is overlaid with a semi-transparent teal filter. The person has light blue nail polish and is wearing a silver ring on their left ring finger and a silver bracelet on their left wrist. The laptop is silver, and the keyboard is black with white lettering. The background is a light-colored, textured surface.

How? Local SEO...

Local SEO (Local Search Engine Optimization), is a way to market your local business online and ensure you reach local customers at the exact time they're looking for you online.

A photograph of two people sitting on a couch. The person on the left is wearing a striped shirt and holding a tablet. The person on the right is wearing a denim shirt and holding a laptop. The image has a blue tint and a semi-transparent dark blue rectangle behind the text.

**Google wants to provide
the best results possible**



How does Google decide which business to rank highest?

Proximity + Relevance + Prominence

Proximity

Google uses the location of the person doing the searching and any locations included in the search query to determine the results in search.

If you're a lawyer based in Chicago and somebody searches for Lawyers in Manhattan you're never going to appear in the results. Proximity is a metric that you can't control or influence.

Relevance

The background of the slide is a map of South Africa, specifically the Western Cape region. A magnifying glass is positioned over the map, focusing on the area around Montagu and Swellendam. A car key with a Toyota logo is placed on the right side of the map. The word 'Relevance' is written in large white letters at the top center.

How relevant is the search term to the business?

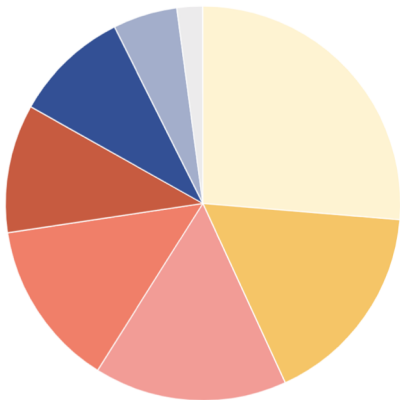
If you're an employment lawyer and a person searches for an immigration lawyer it's unlikely that your business will be returned ahead of businesses that are immigration lawyers.

Prominence

What is the authority of the Local Business?

Google uses various signals like reviews and links to decide a business' prominence and authority.

Local Pack/Finder Ranking Factors



- Google My Business Signals** (Proximity, categories, keyword in business title, etc.) **25.12%**
- Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **16.53%**
- Review Signals** (Review quantity, review velocity, review diversity, etc.) **15.44%**
- On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) **13.82%**
- Citation Signals** (IYP/aggregator NAP consistency, citation volume, etc.) **10.82%**
- Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) **9.56%**
- Personalization** **5.88%**
- Social Signals** (Google engagement, Facebook engagement, Twitter engagement, etc.) **2.82%**

Google

lawyers manhattan



Berkman Bottger Newman & Schein, LLP

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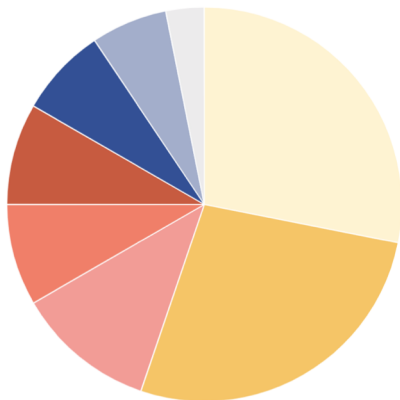
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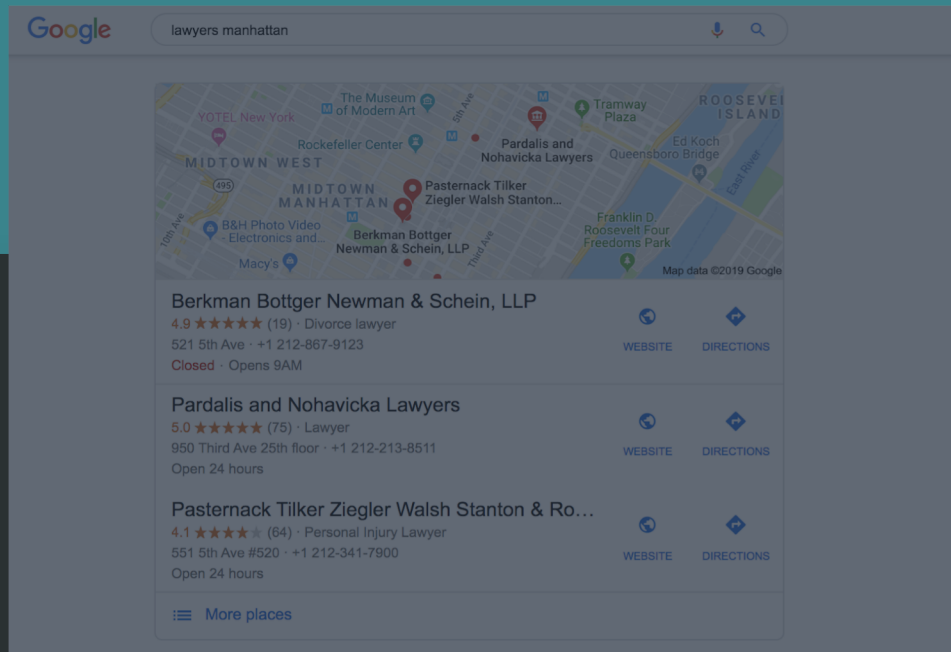
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Localized Organic Ranking Factors



- Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **27.94%**
- On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) **26.03%**
- Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) **11.5%**
- Google My Business Signals** (Proximity, categories, keyword in business title, etc.) **8.85%**
- Citation Signals** (IYP/aggregator NAP consistency, citation volume, etc.) **8.41%**
- Personalization** **7.32%**
- Review Signals** (Review quantity, review velocity, review diversity, etc.) **6.47%**
- Social Signals** (Google engagement, Facebook engagement, Twitter engagement, etc.) **3.47%**



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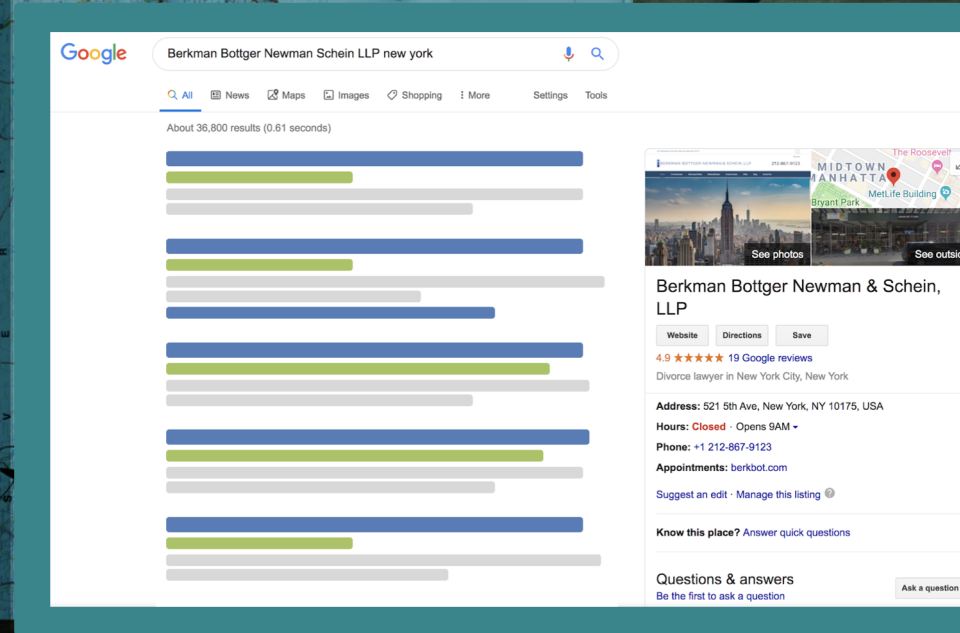
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Google My Business: 25% of signals

Google My Business (GMB) is your new home page. It's vital for local search. Your GMB profile is how most potential customers will discover and evaluate you online. If you don't have a well optimized Google My Business listing it's impossible to succeed in local search.



Our Approach

Using Google's keyword planner to discover search terms with highest search volume for your business.

Using this research we evaluate all relevant business categories in Google My Business to best optimize your listing.

We use a host of techniques to pull back your top competitors' profiles to uncover what's making them perform so well.

Ensure the profile has fully accurate and complete data. Write a compelling business description.

Start writing Google Posts to improve profile relevancy and drive conversion.

Monitor Google Q&A to to improve profile relevancy and drive conversion.

Upload compelling images to your Google My Business Listing to help you stand out from your competitors.

Review Signals:

15% of signals

We now live in a world where consumers dictate how successful your business will be. Online reviews are how today's consumers evaluate and trust local businesses online. They also act as a key ranking signal for Google. Even with the highest ranking business if your online reviews aren't as good as your competitors you'll never succeed online.

Our Approach

Through our intelligent reporting we will run a full audit on your online reviews and benchmark this against your competitors. This allows us to identify the gap between your online reputations and come up with a strategy.

We'll also share reporting which enables us to stay on top of review responses.

Through our suite of tools we can survey your customers and make it easy for them to leave reviews on the sites whilst reporting back on unhappy customers before they leave an online review.

On-page Signals:

15% of signals

On-page signals are everything that's on your website, from your content to your images. Google uses these as signals to determine relevance.

Our Approach

There is a vast range of metrics to consider when optimizing on-page signals. When we engage with a client, we'll always run a full site audit in the first month to make sure their site is sending all the right signals to Google.

Title tag + Header tag review

Content review - Is there enough content, and is it locally relevant?

Are there call to actions on your site to drive conversions?

Is it easy for a user to navigate and get in contact?

An aerial photograph of a city landscape. A multi-lane highway with a complex interchange runs diagonally across the frame. The highway is filled with cars. Large green parks with dense trees are interspersed between the highway and the surrounding urban areas. Buildings of various sizes are visible, particularly in the upper left and lower right corners. The overall scene is a mix of urban infrastructure and nature.

Citation Signals: 11% of signals

A local citation (also known as a business listing or online directory listing) is any place online that displays your business' name, address and phone number. Google uses this data to help validate your local business data - if you have inconsistent data on these directories then it can damage your visibility. However the more consistent this data is across the top directories the more trust it sends to Google.

An aerial photograph of a city highway interchange, likely in China, showing multiple lanes of traffic, green trees, and buildings. The image is used as a background for the text.

Our Approach

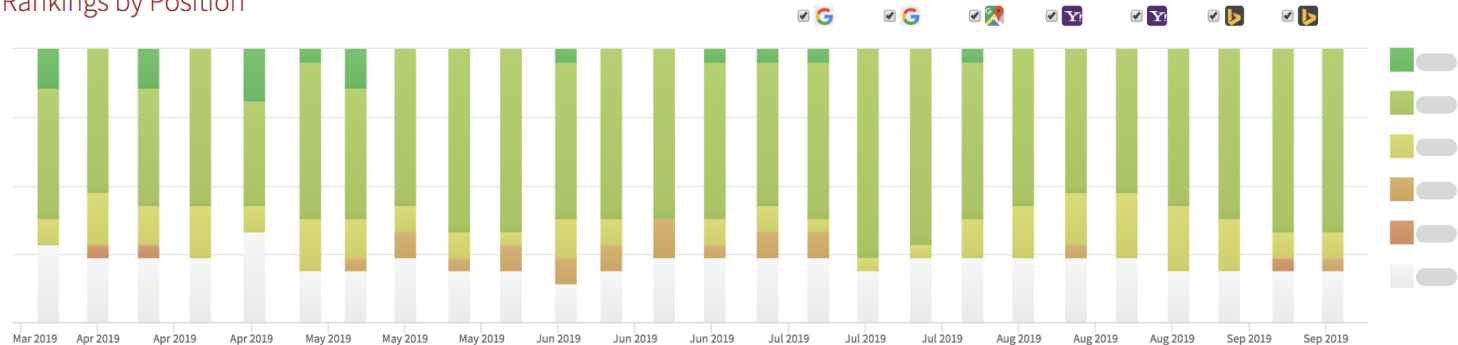
We'll run a full audit of the citations for your business, making sure that we build out and clean up citations on the most powerful directories to ensure your business data is listed and 100% correct. This ensures optimal visibility in Google for your business.

How we work with clients

Month 1 - Initial Audit

In the first month we'll build a unique report detailing your current performance against all key metrics and how this stacks up against your competition. We'll then use this report to build and prioritize your Local SEO strategy.

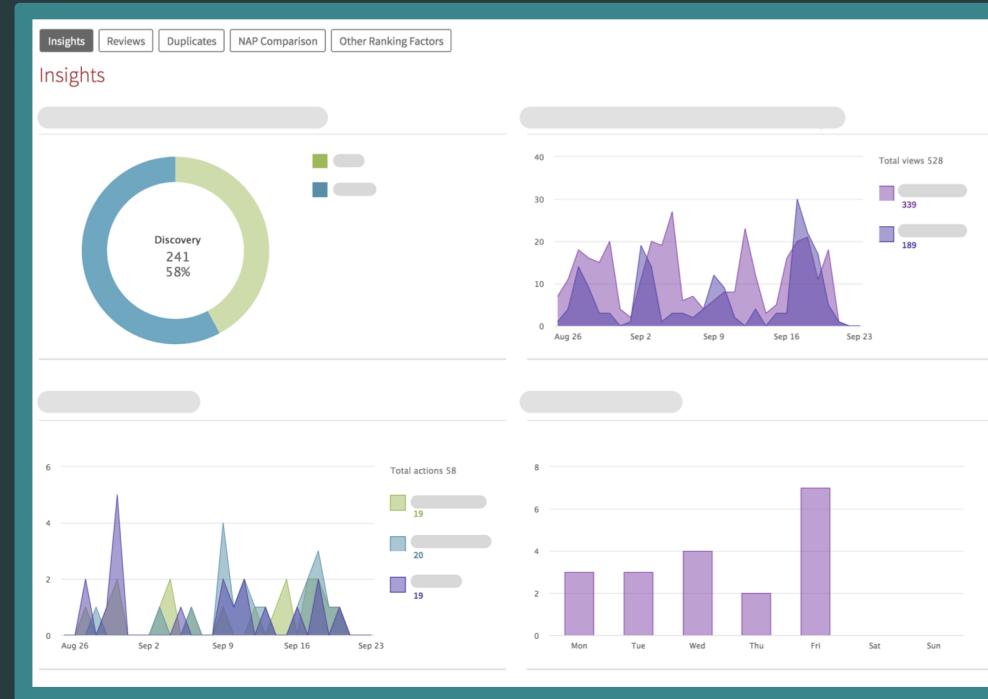
Rankings by Position



How we work with clients

Month 1 - Review Meeting

Once we've finished this report, we'll regroup with you to talk you through our findings and suggested approach to drive more leads. We'll also share your real time reporting dashboard with you and explain how it works.



How we work with clients

Execution of strategy - Month 2 and thereafter

We'll begin actioning the strategy outlined in the audit we've created. We'll build and share your reporting dashboard to keep track of your performance and we'll send a monthly report of the work completed for that month.



QUESTIONS ???