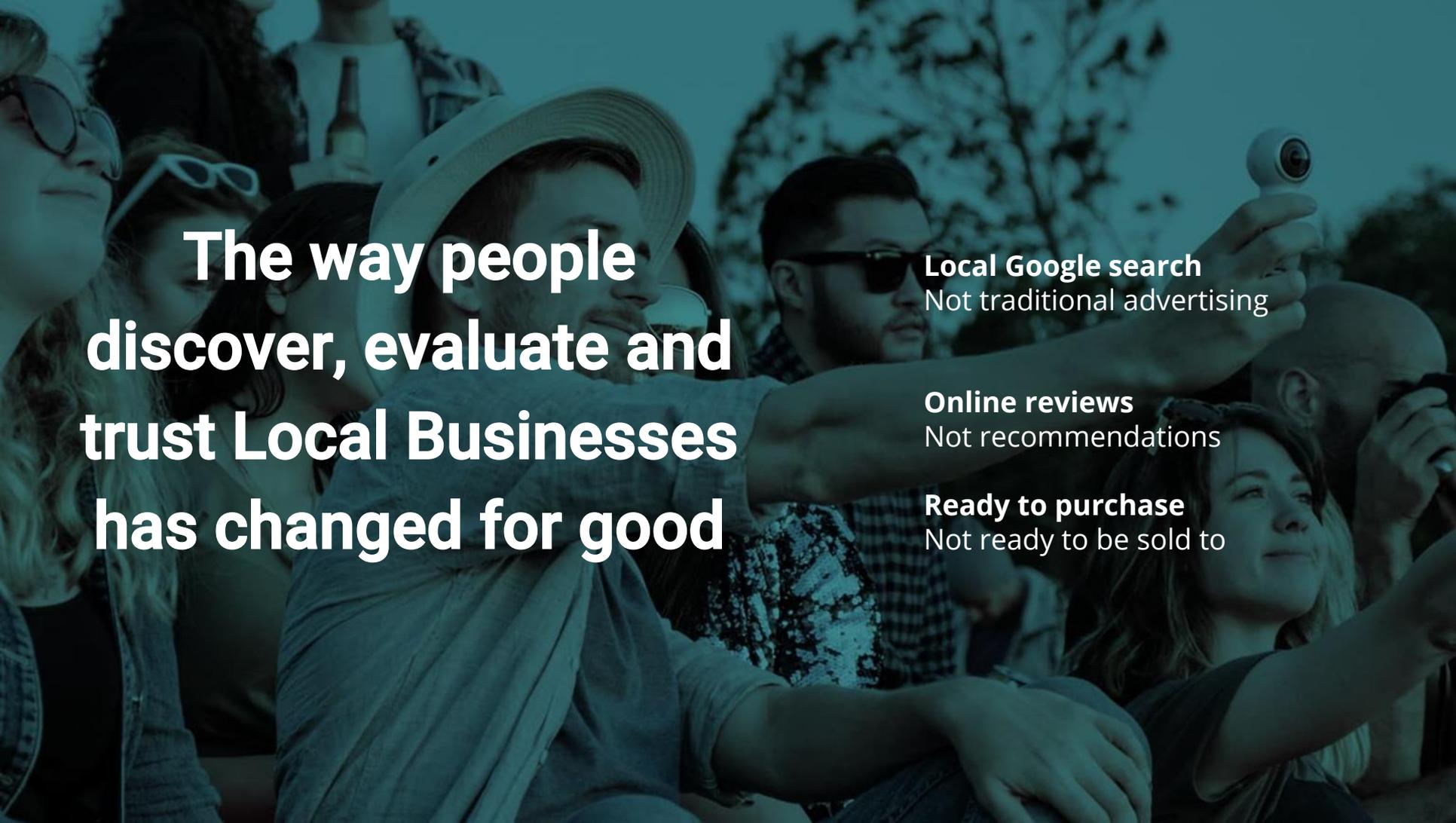


# ATC/SLN Media Online Profile Management Overview



**We now live in an online world**



**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 a city skyline, likely New York City, with a teal color overlay. The image shows a dense cluster of skyscrapers and buildings, with a body of water visible in the background. The text is overlaid on 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

## CASE STUDY



### Problem

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

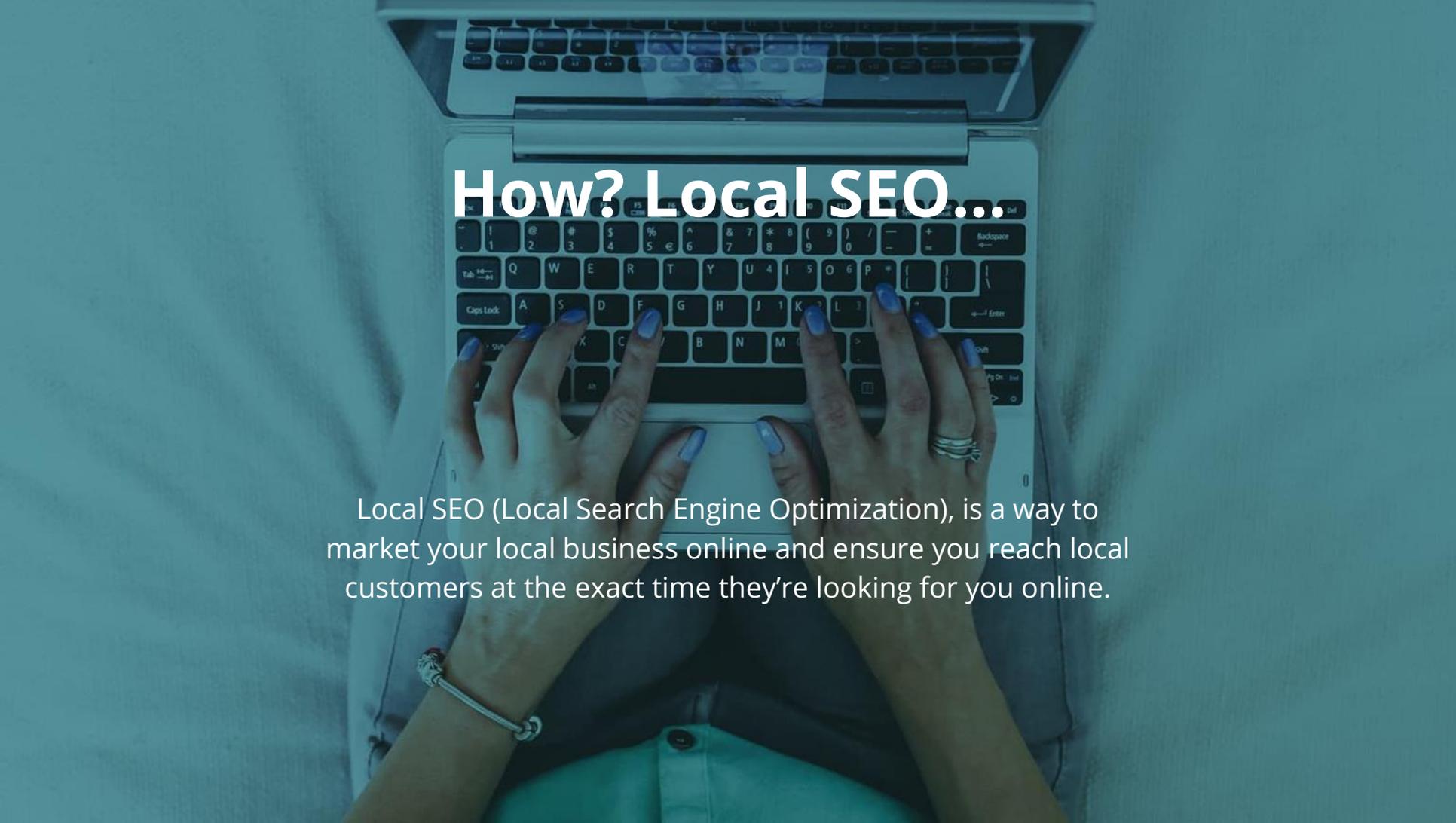
### Solution

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.

**+15%**  
increase in customers

**+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 blue filter. The person has light blue nail polish and is wearing a silver bracelet on their left wrist and a ring on their right hand. The laptop is open, and the keyboard is clearly visible.

# 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 jacket and holding a laptop. The image has a blue tint and a semi-transparent dark blue overlay in the center where the text is located.

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



# How does Google decide which business to rank highest?

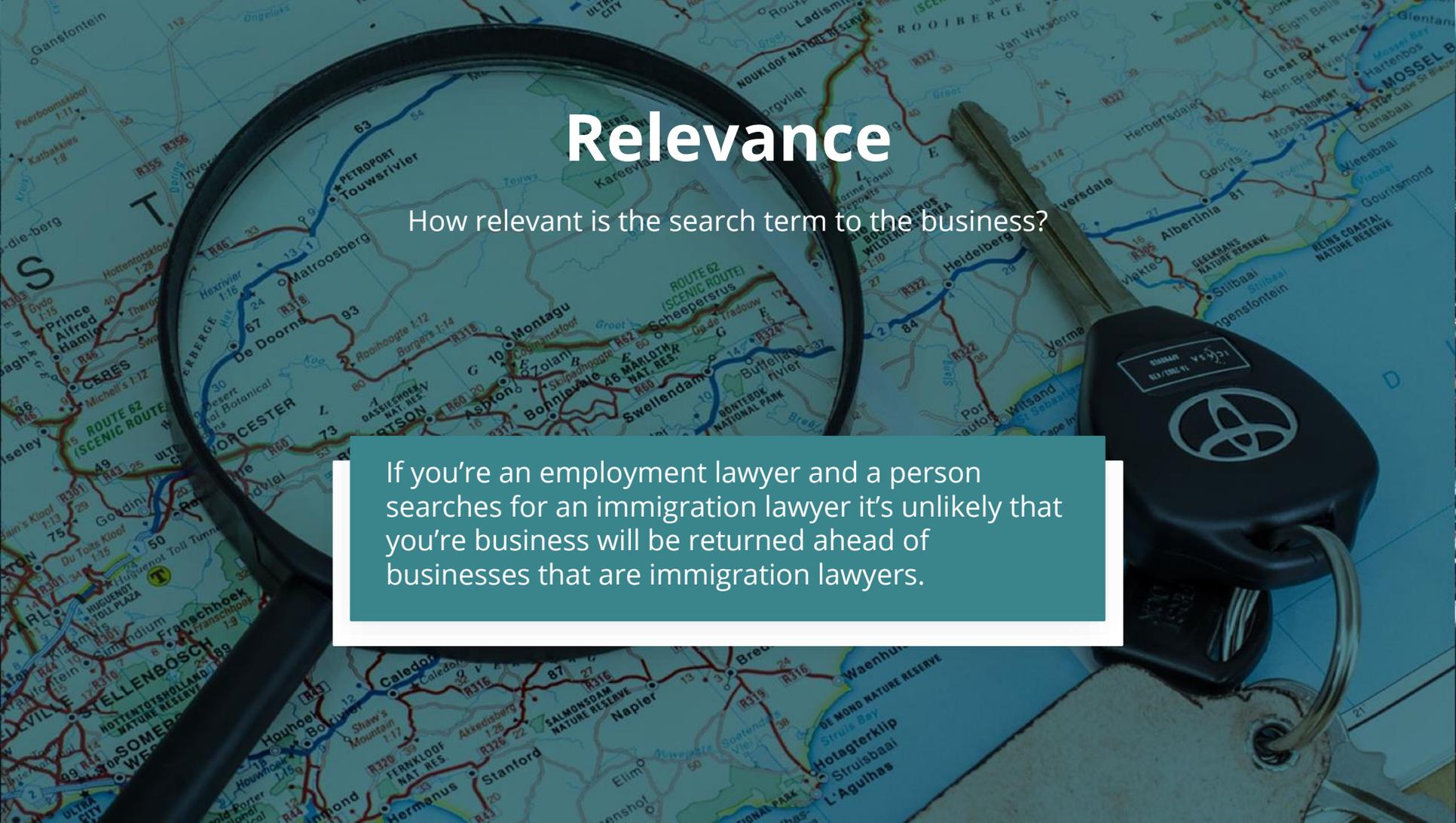
Proximity + Relevance + Prominence

# 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

A magnifying glass is positioned over a map, focusing on a specific area. In the foreground, a black car key with a silver Toyota logo is visible. The map shows various geographical features, roads, and place names, including 'PETROPORT', 'Touwsrivier', 'Matroosberg', 'De Doorns', 'Montagu', 'Zolani', 'Bohriale', 'Swellendam', 'Worcester', 'Stellenbosch', 'Somerset', 'Hermanus', 'Stanford', 'Napier', 'Waenhuysen', 'Hotagterklip', 'Struisbaai', and 'L'Agulhas'. The word 'Relevance' is written in large white letters across the top of the image.

How relevant is the search term to the business?

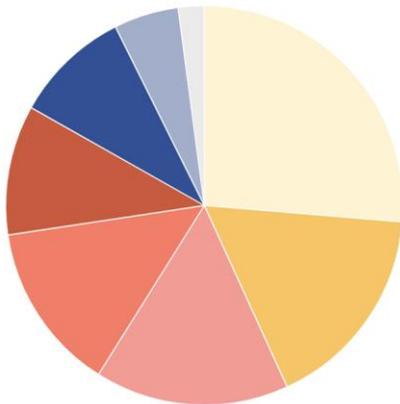
If you're an employment lawyer and a person searches for an immigration lawyer it's unlikely that your business will be returned ahead of businesses that are immigration lawyers.

# 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



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

Google lawyers manhattan

Map showing Manhattan, NY area with markers for law firms.

- Berkman Bottger Newman & Schein, LLP**  
4.9 ★★★★★ (19) · Divorce lawyer  
521 5th Ave · +1 212-867-9123  
Closed · Opens 9AM
- Pardalis and Nohavicka Lawyers**  
5.0 ★★★★★ (75) · Lawyer  
950 Third Ave 25th floor · +1 212-213-8511  
Open 24 hours
- Pasternack Tilker Ziegler Walsh Stanton & Ro...**  
4.1 ★★★★★ (64) · Personal Injury Lawyer  
551 5th Ave #520 · +1 212-341-7900  
Open 24 hours

[More places](#)

### Manhattan, NY Lawyers and Law Firms - HG.org

<https://www.hg.org> > NY Law Firms > Manhattan by Practice > NYC Divorce Attorneys Berkman Bottger Newman & Schein LLP is a New York matrimonial and divorce law firm based in Manhattan and serving clients throughout the New York City area.

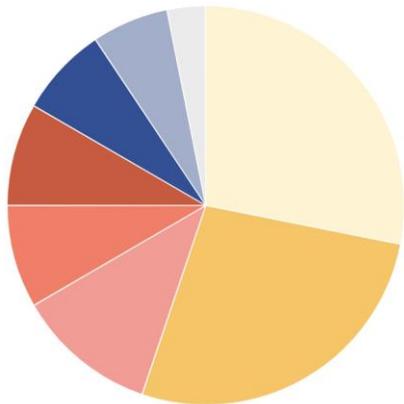
### Manhattan Lawyer - Find Your Manhattan, NY Attorney or Law ...

<https://lawyers.findlaw.com> > lawyer > statecounty > new-york > manhattan > Use the largest online lawyers directory to find detailed profiles of qualified Manhattan, NY attorneys and law firms in your area.

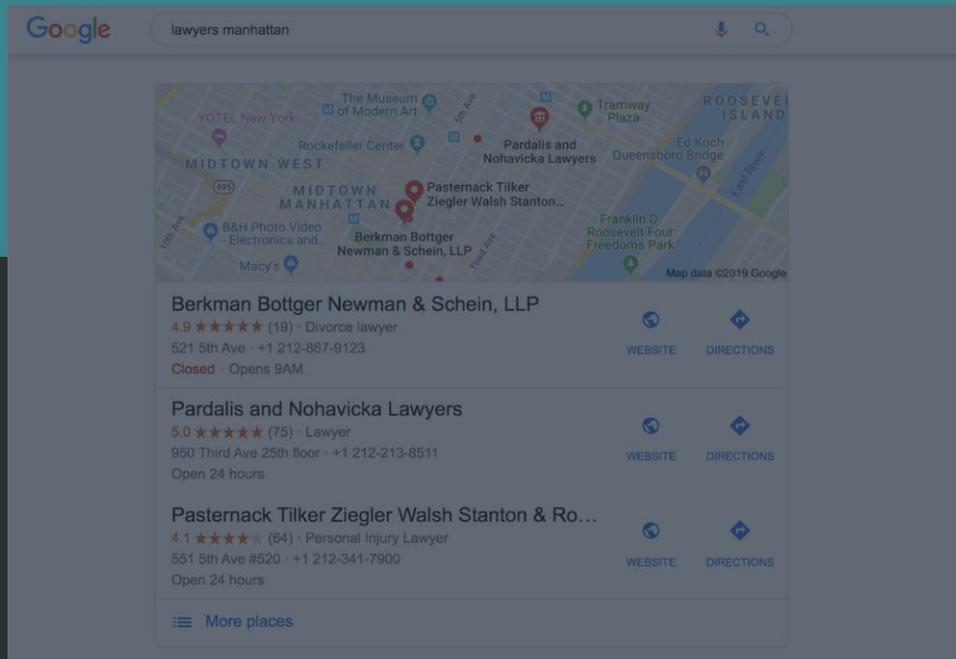
### Best Manhattan Divorce Lawyers & Law Firms - New York ...

<https://lawyers.findlaw.com> > Divorce > New York > Top Manhattan Divorce Lawyers - New York. Ad. Peter L. Cedeno & Associate, P.C. Elges & Orgel, PLLC. Divorce Lawyers Serving Manhattan, NY (New York, NY) Arnel Law Firm. Divorce

## Localized Organic Ranking Factors



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



### Manhattan, NY Lawyers and Law Firms - HG.org

<https://www.hg.org> › NY Law Firms › Manhattan by Practice ▾

NYC Divorce Attorneys Berkman Bottger Newman & Schein LLP is a New York matrimonial and divorce law firm based in Manhattan and serving clients throughout the New York City area.

### Manhattan Lawyer - Find Your Manhattan, NY Attorney or Law ...

<https://lawyers.findlaw.com> › lawyer › statecounty › new-york › manhattan ▾

Use the largest online lawyers directory to find detailed profiles of qualified Manhattan, NY attorneys and law firms in your area.

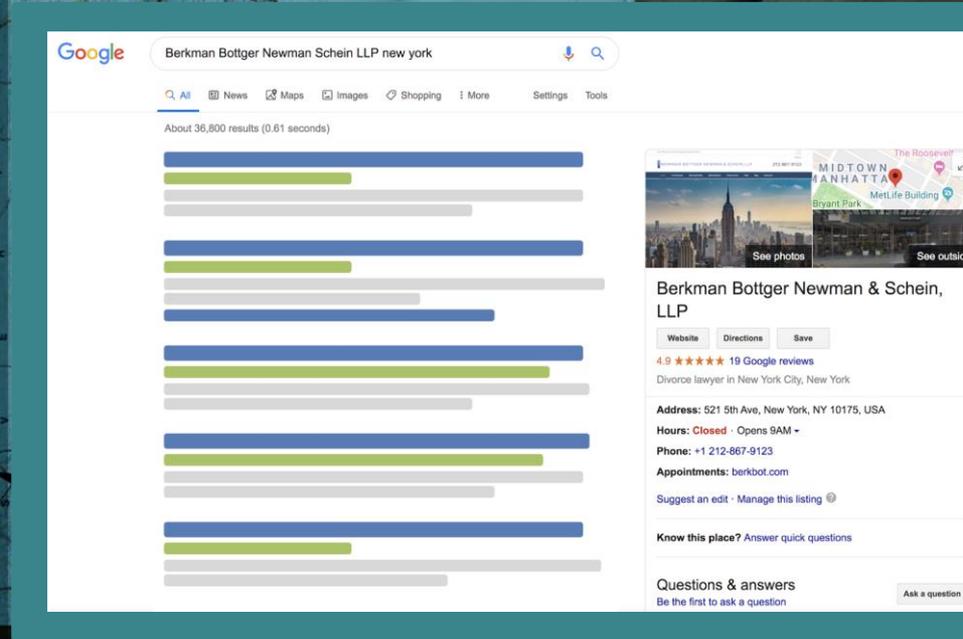
### Best Manhattan Divorce Lawyers & Law Firms - New York ...

<https://lawyers.findlaw.com> › Divorce › New York ▾

Top Manhattan Divorce Lawyers - New York. Ad. Peter L. Cedeno & Associate, P.C. Elges & Orgel, PLLC. Divorce Lawyers Serving Manhattan, NY (New York, NY) Arnel Law Firm. Divorce

# 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.



The image shows a screenshot of a Google search result for "Berkman Bottger Newman Schein LLP new york". The search bar at the top shows the query and the Google logo. Below the search bar, there are navigation tabs for "All", "News", "Maps", "Images", "Shopping", "More", "Settings", and "Tools". The search results show "About 36,800 results (0.61 seconds)". The main content area displays a list of search results, each represented by a blue horizontal bar. To the right of the search results, there is a detailed listing for "Berkman Bottger Newman & Schein, LLP". This listing includes a map of Midtown Manhattan, a "See photos" button, and a "See outside" button. The listing text provides the following information: "Berkman Bottger Newman & Schein, LLP", "4.9 ★★★★★ 19 Google reviews", "Divorce lawyer in New York City, New York", "Address: 521 5th Ave, New York, NY 10175, USA", "Hours: Closed · Opens 9AM", "Phone: +1 212-867-9123", and "Appointments: berkbob.com". There are also buttons for "Website", "Directions", and "Save". At the bottom of the listing, there are links for "Suggest an edit · Manage this listing" and "Know this place? Answer quick questions". A "Questions & answers" section is also visible at the bottom right, with a link to "Ask a question".

# 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, showing a complex highway interchange with multiple lanes and overpasses. The surrounding area is a mix of green trees and urban buildings. The text is overlaid on the top half of the image.

# 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.

# Our Approach

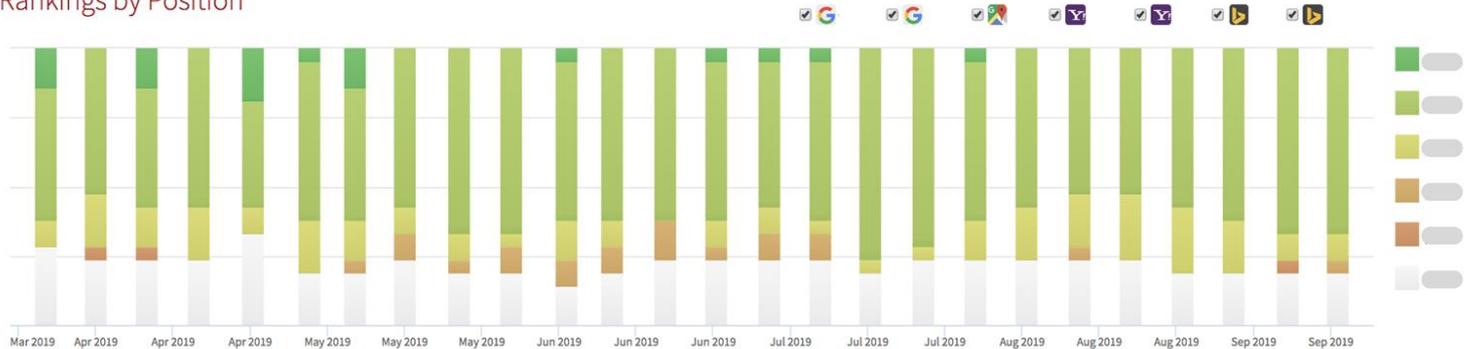
We'll run a full audit of the citations for your business, making sure that we build out and clean up citations on the most powerful directories to ensure your business data is listed and 100% correct. This ensures optimal visibility in Google for your business.

# 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.

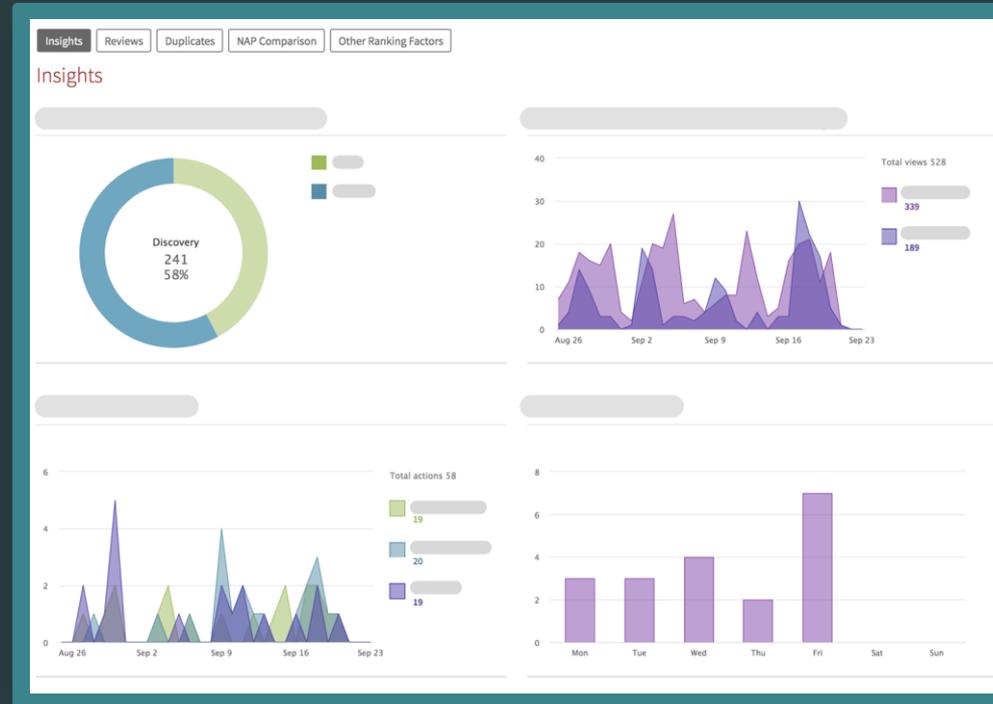
### Rankings by Position



# 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 ???

Contact Us

Joann 619.371.4297 / Mike 702.430.9568