



Generate Revenue Immediately with Search Engine Marketing

AMERICAN ADVERTISING FEDERATION - ROANOKE

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- Led National Digital Agency for a Decade
- Certified Digital Consultant
- 15+ Years of Experience
- Expert in Consumer Behavior
- Search Engine Marketing Thought Leader
- Trusted Advisor to U.S. Caterpillar Dealers and Many Regional Marketing Agencies



EXPECTATIONS

- Why Search Engine Marketing
[The Idea](#)
- 3 Steps for Generate Revenue
[The Plan](#)
- Getting Started on SEM
[The Strategy](#)
- Local Case Studies
[The Vision/Goal](#)
- Open Discussion
[Progress](#)



WHY SEARCH ENGINE MARKETING

THE IDEA





Scale 1-5: What's your competence level of search engine marketing?

WHY SEARCH ENGINE MARKETING MATTERS

- Studies show that between **70-80% of people research a company online** BEFORE visiting the small business or making a purchasing decision. (inc.com)
- **82% of smartphone users** use a search engine when looking for a local business. (saysomarketing.com)
- **93% of online experiences** begin with a search engine. (forbes.com)
- Content marketing **costs 62% less** than outbound marketing yet generates more than three times as many leads. (contentmarketinginstitute.com)



Search engine marketing is critically important to online businesses. You can spend every penny you have on a website, but it will all be for nothing if nobody knows your site is there.

- Marc Otrovosky, NY Times Best Selling Author, Get Rich Quick Online



INTENT: PEOPLE ONLY DO FOUR THINGS ONLINE



DO

Make An Online Purchase
Use An Online Software or Tool



GO

Directions
Phone Number



KNOW

Research
Educational
Informative
Curiosity



ENTERTAIN

Watch
Play
Listen

3 STEPS FOR GENERATING REVENUE

THE PLAN



STEP 1: IDENTIFY INTENT

- Consumers start their buyer's journey in a search engine...
-consumers end their buyer's journey in a search engine
- Be there when people are ready to buy
- Do & Go intent generates the most leads



STEP 2: KEYWORD RESEARCH & SELECTION

- [Google.com/ads](https://www.google.com/ads)
- Setup An Account
- Use Keyword Planner Tool
- Type Keywords into Search Engines
- Select Keywords Matching Intent, Relevance, and Higher Search Volume



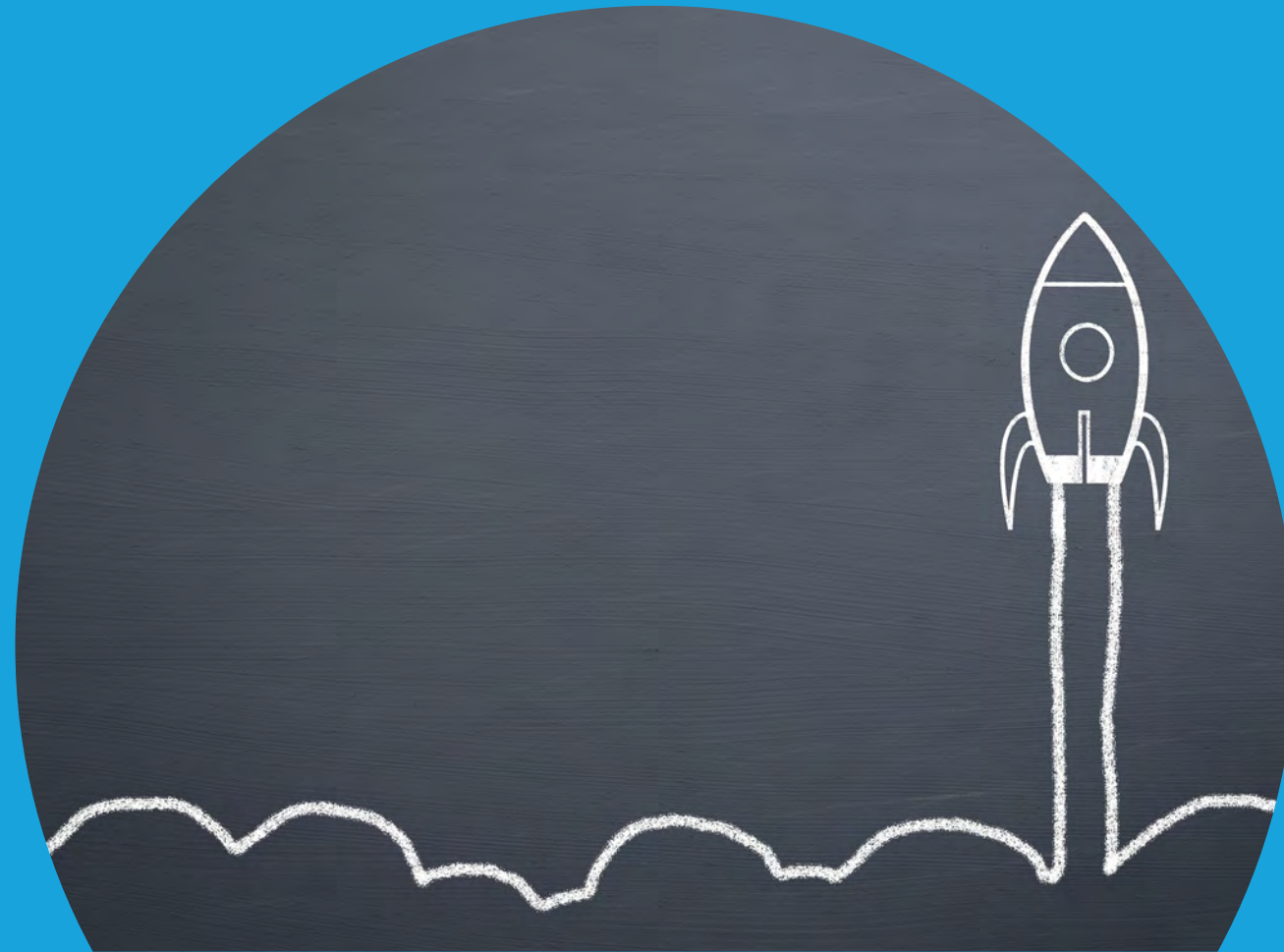
STEP 3: SETUP & IMPLEMENTATION

- Clear Website Call-To-Action
- Search Engine Advertising
- Search Retargeting
- Google Map Listings
- Local Directories
- Industry Directories & Aggregators
- Manufacturer & Supplier Directories



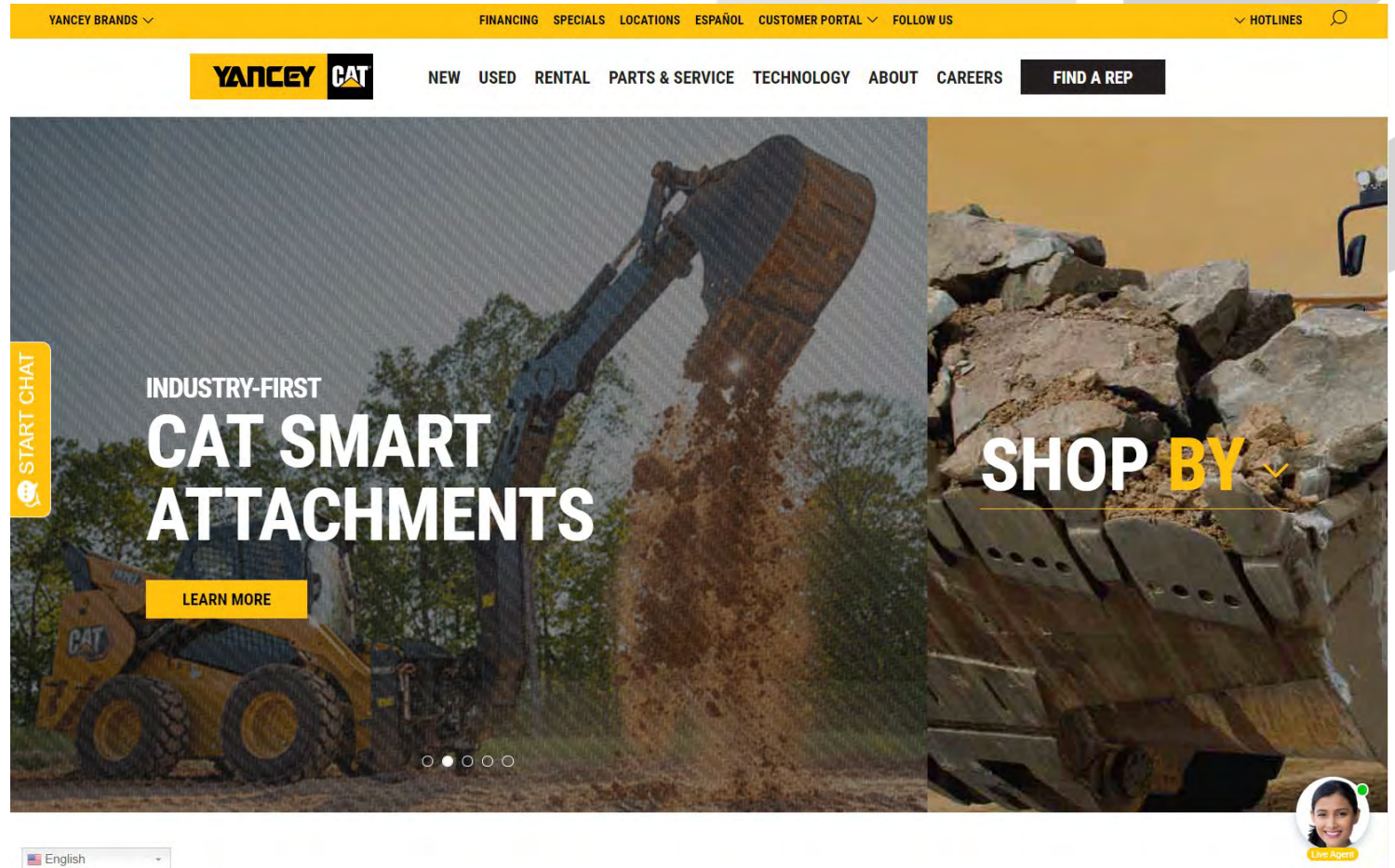
GETTING STARTED

THE STRATEGY



CLEAR WEBSITE CALL-TO-ACTION

- Tell your visitors exactly what you want them to do
 - Call
 - Visit
 - Form Submission
 - Live Chat
- Heavy contrast
- Usable on all devices (phones, laptops, tablets, desktops)



SEARCH ENGINE ADVERTISING

- Set aside a monthly budget utilizing the keyword planner
- Target specific searches you want to rank #1 for today
- Write engaging & incentivizing ads
- Get instant results*

*Websites with clear calls-to-action and communication will perform better.



Ad · <https://www.lowes.com/> ▾

Concrete Block at Lowes.com

Get The Products You Need Delivered Straight To Your Door When You Shop Lowe's®. Choose 5% Off Every Day. Easy Shipping & Delivery. Free Decking Consult. Curbside Pickup Available. Highlights: Gift Cards Available, Customer Service Available.

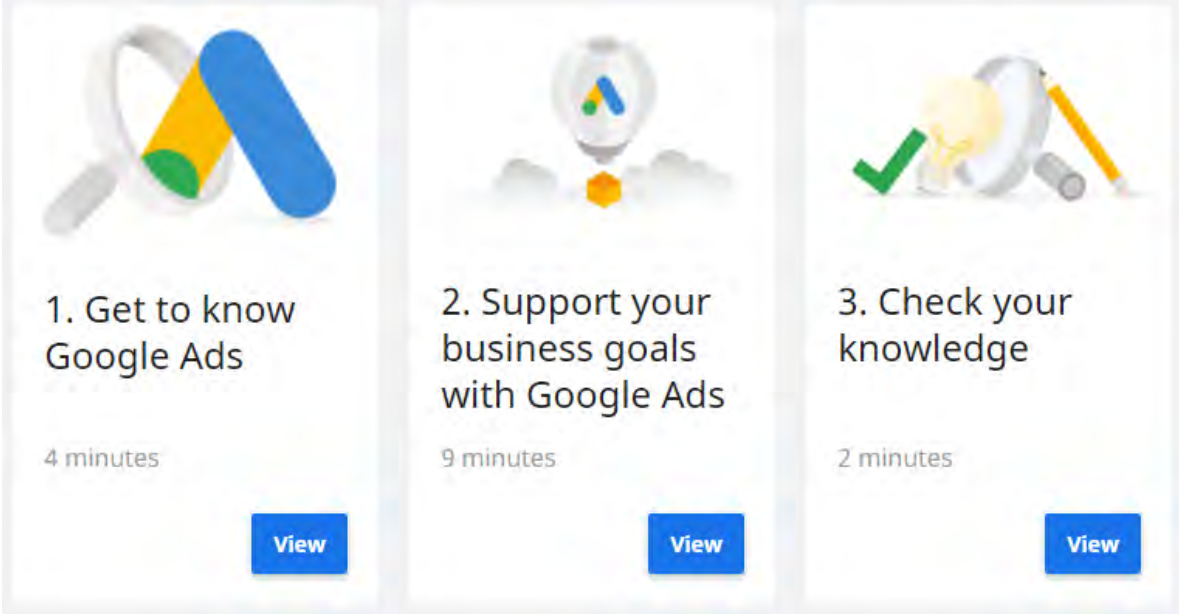
★★★★★ Rating for lowes.com: 4.6 - 452 reviews - Return policy: Most items 90+ days




[Shop All Masonry Products](#) · [Masonry Buying Guides](#) · [Concrete Calculator](#) · [Deal Of The Day](#)

📍 5040 Rutgers Street, N.W, Roanoke, VA - Open today · 6:00 AM – 10:00 PM ▾

SEARCH ENGINE ADVERTISING RESOURCES

- 5 Tips to Get The Most Out of Your Google Ads Budget
- Wordstream.com
- Free Google Ads Training from Google (skillshop.exceedlms.com)



 <p>1. Get to know Google Ads</p> <p>4 minutes</p> <p>View</p>	 <p>2. Support your business goals with Google Ads</p> <p>9 minutes</p> <p>View</p>	 <p>3. Check your knowledge</p> <p>2 minutes</p> <p>View</p>
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SEARCH RETARGETING

- Google Ads Segment
- Cost-effective alternative to search engine advertising
- Deliver banner ads to people in-market for your products or services
- Ads display on other websites part of Google's Display Network

*Requires design skills

The screenshot shows the ESPN website for the Cleveland Browns. The top navigation bar includes the ESPN logo and links for NFL, NBA, MLB, NHL, Soccer, and NCAA. The main header features the Cleveland Browns logo and a 'FOLLOW' button. Below the header, there are several sections: a large advertisement for INVOCAP with the text 'It's like the EGOT of call tracking. Get the report.' and a 'Leader' badge; a '2021 Schedule' table; a video player for 'How will the Vikings fare vs. the Browns? (0:53)'; and a 'Find Tickets' section for 'Browns @ Vikings' with a 'Buy Browns tickets with VividSeats' button. There is also a 'NEW' banner for Capital One offering 'Unlimited 2% cash back on every purchase.' with an 'Apply Now' button.

2021 Schedule	
REGULAR SEASON	
@ Chiefs	L 33-29
vs Texans	W 31-21
vs Bears	W 26-6
@ Vikings	10/3 1:00 PM CBS
@ Chargers	10/10 4:05 PM CBS
vs Cardinals	10/17 4:05 PM FOX
vs Broncos	10/21 8:20 PM FOX
vs Steelers	10/31 1:00 PM CBS

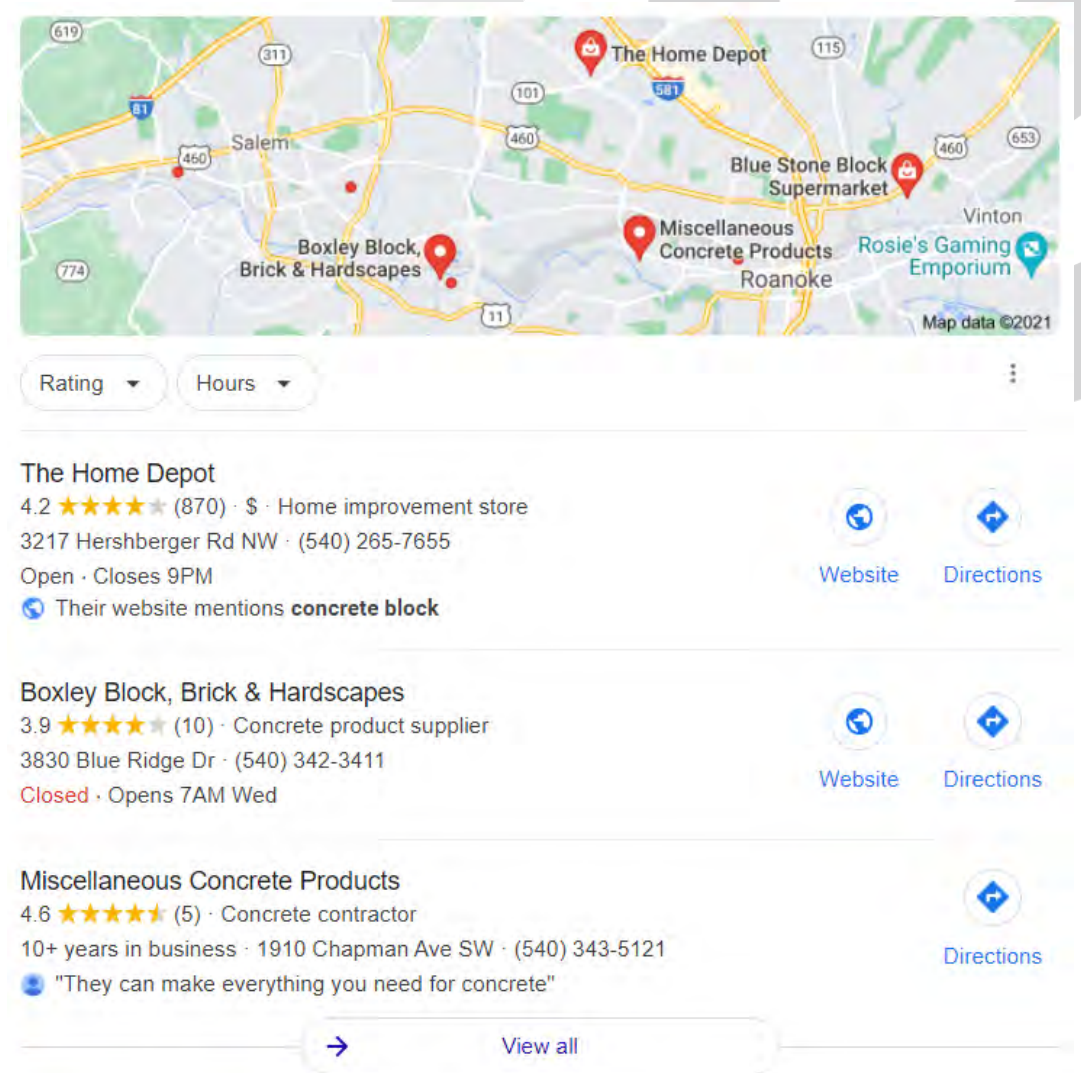
SEARCH RETARGETING RESOURCES

- Popular Ad Sizes
 - 468 x 60 (mobile)
 - 728 x 90 (large banner)
 - 300 x 250 (rectangle)
 - 250 x 250 (square)
 - 120 x 600 (skyscraper)
- Crello.com Free DIY Ad Designer
- Creatopy.com Paid DIY Ad Designer
- Hire An Agency

The screenshot shows a CW Business website interface. At the top, there is a large purple advertisement for INVOKA with the text: "We Love Our Customers. And it shows! Get the G2 Enterprise Grid Report". To the right of the text are several award icons from G2, including "Users Love Us", "Leader 2020", "Best Relationship Enterprise SUMMER 2020", "Leader SUMMER 2020", and "Momentum Leader SUMMER 2020". Below the advertisement is a navigation bar with "CW BUSINESS" and links for "Markets", "Tech", "Media", "Success", "Perspectives", and "Videos". There are also "LIVE TV" and "Edition" options. Below the navigation bar, there are market indicators for "DOW -1.58%", "S&P 500 -1.19%", and "NASDAQ -0.44%", along with a "FEATURED" section for "Cryptocurrency, explained" and a "LATEST" section for "Neiman Marcus alerts millions of online customers about security breach". The main content area features several articles and advertisements. One article is titled "So long, pandemic pricing" with a sub-headline "These are the US cities where rent is skyrocketing the most". Another article is titled "Dow drops 546 points to close out September as the worst month of the year". There is also an advertisement for KPMG titled "Why Celonis? Just Ask Our Partners | Celonis For...". At the bottom, there is a "MARKETS" section with a "Quote search" box and a "MOST ACTIVE STOCKS" section. The footer of the screenshot shows "It's official. China's" and "Advertisement:".

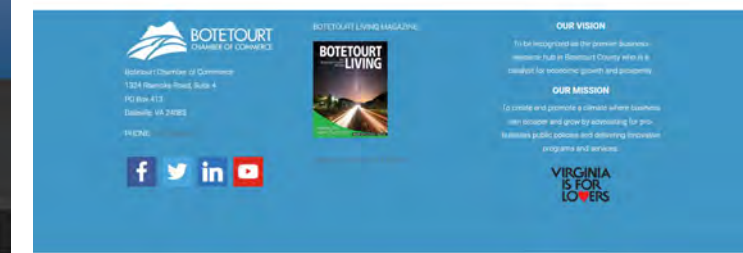
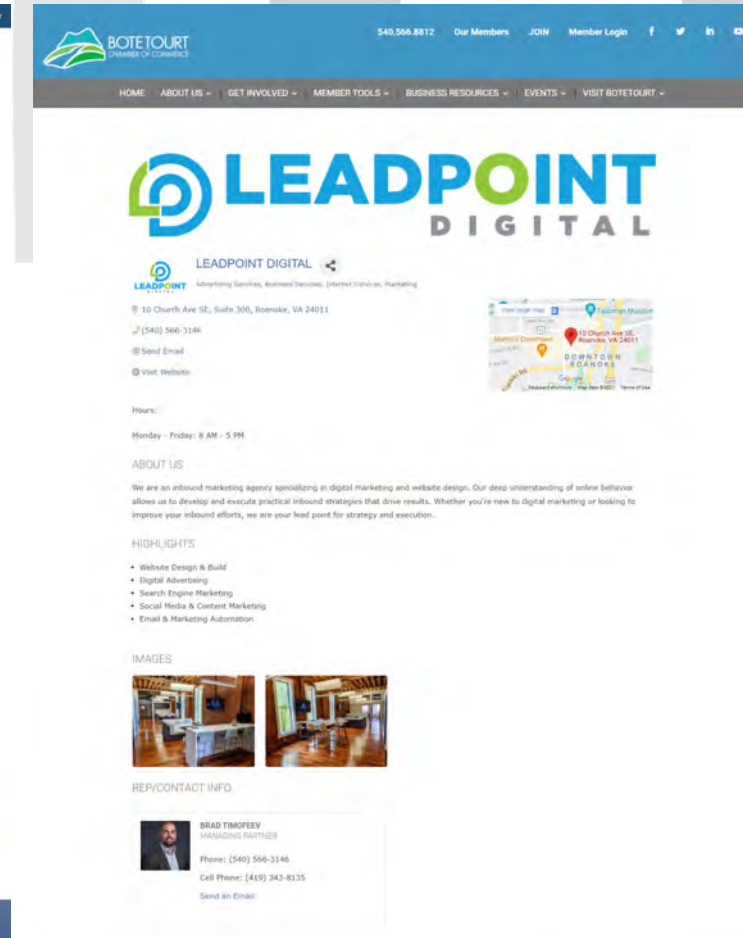
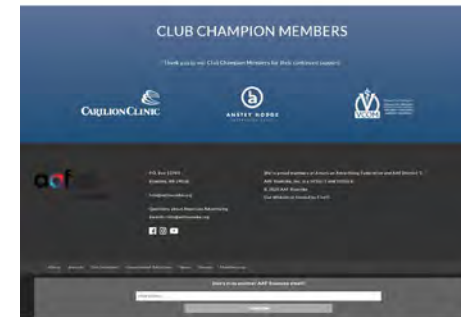
GOOGLE MAP LISTINGS

- Navigate to Google.com/business
- Don't use your personal Google account
- Type in your business name
- Claim it via postcard or phone call
- Update with logo, description, hours, categories, photography



LOCAL DIRECTORIES

- Complete local profiles you have access to with a description, logo, hours, contact information and more
 - Chamber Listing
 - BBB Listing
 - AAF Listing
 - Roanoke Times Directory
 - Virginia's Blue Ridge
 - Yelp
 - Bing
 - And More



INDUSTRY, ASSOCIATION, & AGGREGATORS

- Search for [industry name] directories or for your product/services
- Add, claim, populate profiles with a description, logo, hours, contact information and more
- Examples
 - Thomas.net
 - Healthgrades.com
 - Sparefoot.com
 - Angi.com
 - ChoosePT.com
 - TireREview.com
 - Rbauction.com

The screenshot shows the SpareFoot website interface. At the top, there's a navigation bar with 'SpareFoot' and various service links. Below that, a search bar is set to 'Storage units in Botetourt County, VA'. A map on the left shows the search area. The main content area lists '1 - 15 of 41 public facilities near Botetourt County, VA'. A filter sidebar on the left allows selection of unit sizes. The primary listing is for 'Public Storage - Hollins - 7544 Plantation Rd', which includes a photo of the facility, a map, and a table of unit prices. Below this, another listing for 'Winter's Storage - Cloverdale' is partially visible. The bottom of the page features a 'SpareFoot Exclusive' offer.

MANUFACTURER / SUPPLIER DIRECTORIES

- Get visitors from websites of companies you work with
- Look for dealer directories from your manufacturers and suppliers if applicable.
- Examples
 - Goodyear
 - Stickley
 - Yuengling
 - Keystone Hardscapes
 - Perkins Engines
 - Humphrey Valves

The screenshot displays the Keystone Hardscapes website's 'Where To Buy' section. At the top, the company logo 'KEYSTONE HARDSCAPES' is visible, along with social media icons for LinkedIn, Twitter, Facebook, Pinterest, YouTube, and Instagram. A navigation bar includes links for GALLERY, OUTDOOR LIVING DESIGNS, PRODUCTS, RESOURCES, CATALOGS, WHERE TO BUY, FIND A PRO, CONTACT, and a search icon. The main content area features a map of the Roanoke, VA area with a 'Where To Buy' title. A search box on the map shows 'Boxley/Roanoke' with a pop-up window displaying the address '3830 Blue Ridge Drive, Roanoke, VA 24018' and phone number '540-342-3411'. To the right of the map is a 'LOCATION FINDER' sidebar listing three locations: two 'Boxley/Roanoke' sites (5.11 MI) and one 'Marshall Stone/Rocky Mount' site (11.94 MI). Each listing includes the address and options to 'Email Navigation Link to Mobile', 'View Turn by Turn Directions', and 'View Location Details'. At the bottom of the map area, there are links for 'About Us', 'Contact', 'Terms and Conditions', 'Product Warranty', and 'Privacy Policy', along with a copyright notice: 'Copyright 2021 Keystone Hardscapes. Your location: Roanoke, VA'.

LOCAL CASE STUDIES

THE VISION / GOAL



REGIONAL CASE STUDY #1

Client for 8 Years

Ranks for 41 keywords in the first position on Google for their industry. All Do & Go related keywords

2013 – 571 Unique Website Visitors

2014 – 1,932 Unique Website Visitors

2021 (7 Months) – 15,789 Unique Website Visitors

Leads Generated

2013 = N/A, 2014 = 15, 2021 = 125

44% of All Unique Website Visitors Originated from Search Engines



REGIONAL CASE STUDY #2

Client for 4 Years

- Search Engine Visitors Increased by 44%
- Leads From Search Engines Increased by 600%
- Over 60% of Website Traffic Comes from Search Engines



REGIONAL CASE STUDY #3

Client for 3 Years

- Leads Increased by 144% from Search Engines
- Monthly Google Ad Spend Decreased by 44%
- Cost-Per-Customer Decreased by 77%



REGIONAL CASE STUDY #4

Client for 10 Years

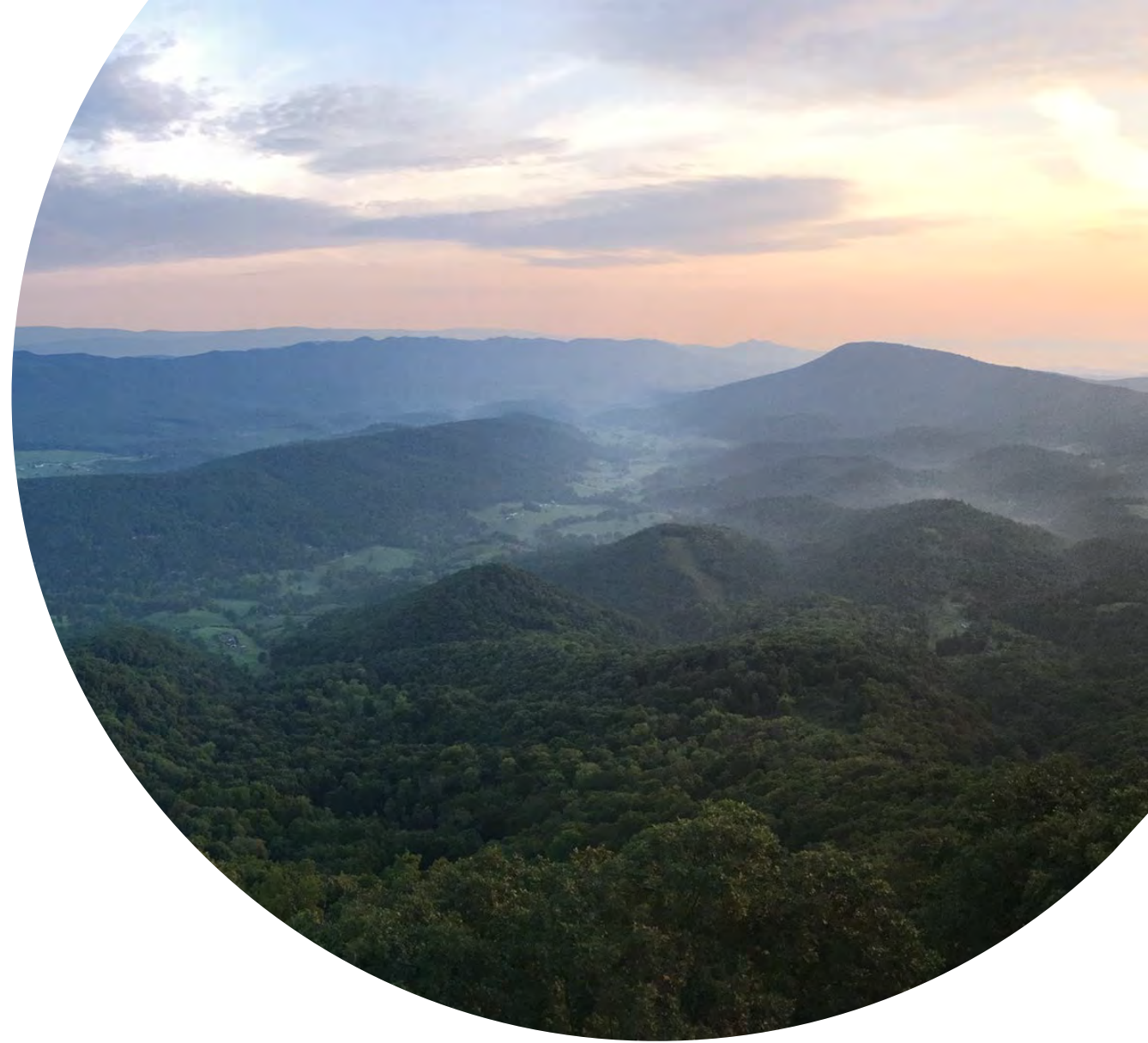
- Search Engine Visitors Increased by 63%
- Leads Increased by 113%
- Over 1,350 Key Performance Indicators Achieved Each Month
- 35% of Targeted Keywords Rank #1



REGIONAL CASE STUDY #5

Client for 6 Months

- Search Engine Visitors Increased by 46%
- Over 5,000 Key Performance Indicators Achieved in First 6-Months
 - 0 Key Performance Indicators Before LeadPoint Digital
- \$150 Pilot Google Ad Spend (30-days)
 - 385 Visitors Generated
 - 25 Leads





WE MADE PROGRESS

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