

# Your Online Marketing Plan



**2019 FEAR Retreat, Playa Del Carmen, Mexico**



1. Why does this matter?
2. What are the goals?
3. Search - Explained
4. Current Results
5. Q&A

Find a Location | Call Us 866-924-2442

Assisting Hands<sup>®</sup>  
Home Care

About Us Careers Resources Services Franchise Opportunities [Ask a Question](#)

## Quality Home Care You Can Trust

At Assisting Hands, our mission is to offer our clients the very finest personalized medical and non-medical care, allowing them to remain safely and comfortably in their own homes.

[Learn How We Help](#)

Welcome to Assisting Hands! How can we help you today?  
Kathy

[I'm seeking home care](#)

[Looking for employment](#)

[Buy a franchise](#)

### What We Do

Assisting Hands can help your loved one remain in the comfort and privacy of their own home. Sometimes life's natural events like aging, illness, or disability can make living independently at home more difficult. At Assisting Hands, we understand. Our certified, bonded, and insured caregivers have the compassion and skill necessary to help overcome the challenges you and your loved ones may face. Our in-home care services range from companionship, meal preparation, medication reminders, shopping and errands, light housekeeping and laundry, to help with bathing and dressing. Also, some of our offices provide home health care nursing services, such as therapy, medication administration, and wound care. No matter what life brings, Assisting Hands is here to help.

[Hiring an Agency vs. Direct Caregiver](#)

[Senior In Home Care](#)

[Elderly Care Services](#)

*©2019 No part of this information may be disclosed, used, copied, or transmitted in any form or by any means without prior written permission from Proceed Innovative LLC.*



## Proceed Innovative

1. Working with **150** companies on their digital marketing strategy
2. Celebrating **11** years
3. Managing Partner co-owner of Assisting Hands Franchise
4. Started working with Assisting Hands 2 years ago
5. Currently working with **11** Assisting Hands franchise owners



*©2019 No part of this information may be disclosed, used, copied, or transmitted in any form or by any means without prior written permission from Proceed Innovative LLC.*



# Why does this matter?

For any potential client

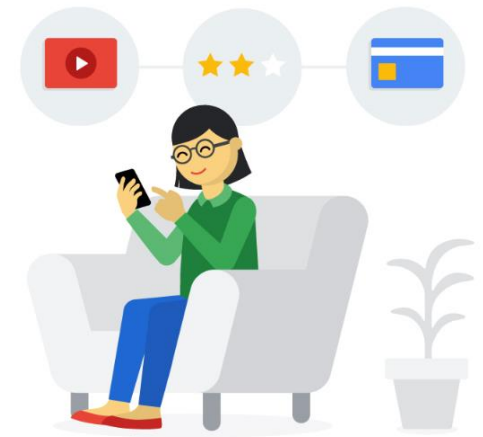
- Your online presence is the focal point of your business
- Multiple touch points will happen online

90%

Will research a home care business online before contacting

5

The average number of competitors and alternatives that will also be researched



*©2019 No part of this information may be disclosed, used, copied, or transmitted in any form or by any means without prior written permission from Proceed Innovative LLC.*



*Source: think with Google, Moz*

# What are the Goals?

## How to measure success in the Digital Marketing Field

Step 1 → Get the right traffic to your website

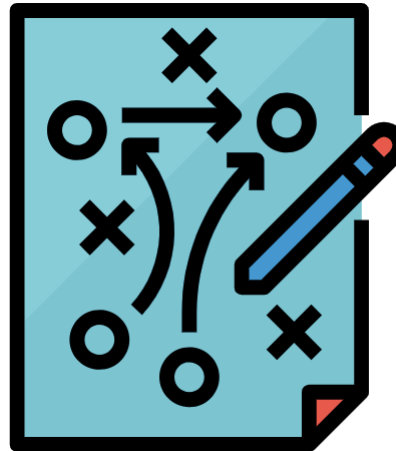
Step 2 → Convert that traffic into sales leads and clients

**Start with business objectives, budget, time constraints, and your competition**

Search Engine Optimization

Local and Mobile Optimization

Additional Tools



Google Ads (Pay-Per-Click)

Web Analytics

*©2019 No part of this information may be disclosed, used, copied, or transmitted in any form or by any means without prior written permission from Proceed Innovative LLC.*



# What's on Google



Home health care service near me



Business Listing /

Google my Business

Search Query / Keyword

All News Maps Shopping Images More Settings Tools

About 3,140,000,000 results (0.89 seconds)

Kindred at Home | Located near Schaumburg

Ad www.kindredhealthcare.com/

A Registered Nurse is here to answer questions about home health services and eligibility. Let us help you on the road to recovery. Call to learn if our care is right for you. Post-Surgical Care. Arlington Heights · 3 locations nearby

THE BEST 10 Home Health Care in Schaumburg, IL - Last Updated ...

https://www.yelp.com · Schaumburg, IL · Health & Medical · Home Health Care

Best Home Health Care in Schaumburg, IL - BrightStar Care Schaumburg / Des ... Lifecare Home Health & In Home Services, Assisting Hands Home Care, ...

Home Health Care in Schaumburg, IL | Assisting Hands Home Care

https://www.assistinghands.com/46/illinois/schaumburg/services/home-health-care/

★★★★★ Rating: 5 - 2 reviews

For professional home health care services in Schaumburg, IL, contact Assisting ... lives going on around them, it is often difficult to supply the level of home care necessary. ... "Assisting Hands Schaumburg" helped me the most when I needed ...

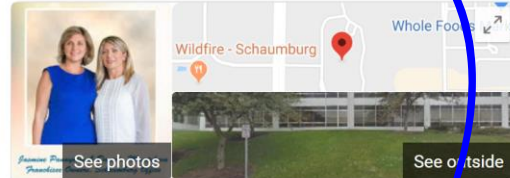
Home Care Schaumburg IL | Senior Health Care | Assisting Hands

https://www.assistinghands.com/46/illinois/schaumburg/

★★★★★ Rating: 5 - 9 reviews

At Assisting Hands Home Care, our mission is to offer elderly clients the very finest ... Our services are available a few hours a day or around the clock and we ...

You've visited this page 3 times. Last visit: 1/23/19



Assisting Hands Home Care - Schaumburg, IL & Surrounding Areas

Website Directions Save

4.7 ★★★★★ 13 Google reviews

Home health care service in Schaumburg, Illinois

Address: 1501 Woodfield Rd Suite 200N, Schaumburg, IL 60173

Hours: Open 24 hours

Phone: (847) 448-0844

Suggest an edit

Know this place? Answer quick questions

Questions & answers

Be the first to ask a question

Ask a question

Reviews from the web

5/5 Assisting Hands · 2 reviews

Google Ad / Paid Result

Organic Search Results

/ SEO

©2019 No part of this information may be disclosed, used, copied, or transmitted in any form or by any means without prior written permission from Proceed Innovative LLC.



# Google Ads (Pay-Per-Click)

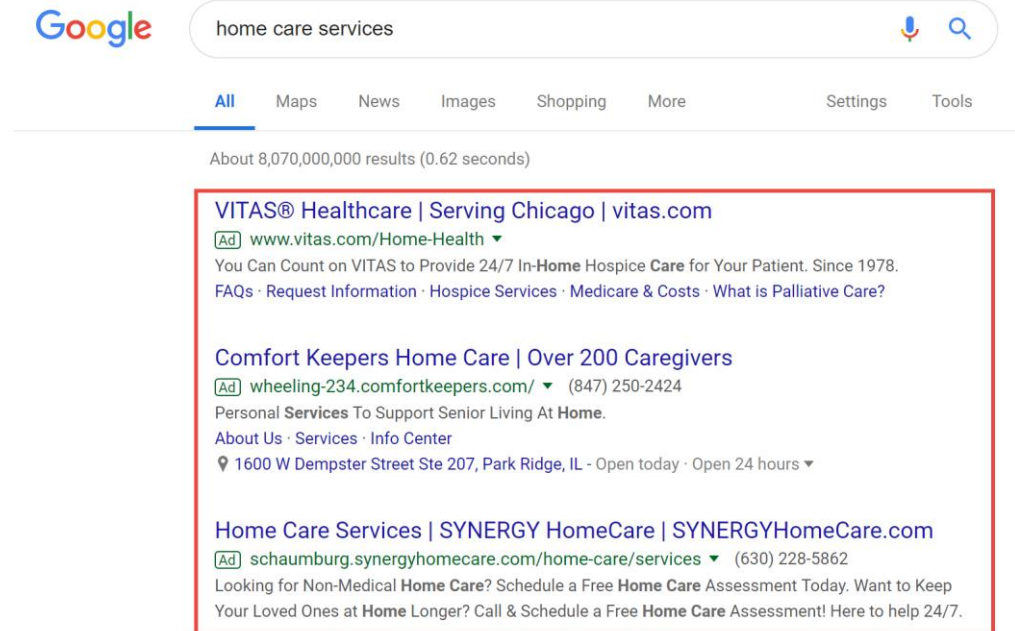
Definition: A business model whereby a company that has placed an advertisement on Google pays a sum of money when a user clicks on the advertisement.

## Pros

- Easy to Set Up
- Start and Stop on a Dime
- High Control

## Cons

- Expensive Long Term
- Highly Competitive
- High Cost of Entry



The screenshot shows a Google search for "home care services". The search results page displays three paid advertisements, each marked with a green "Ad" icon. The first ad is for VITAS® Healthcare, the second for Comfort Keepers Home Care, and the third for SYNERGY HomeCare. Each ad includes the company name, a link to their website, and a brief description of their services. The ads are highlighted with a red border.

Google home care services

All Maps News Images Shopping More Settings Tools

About 8,070,000,000 results (0.62 seconds)

**VITAS® Healthcare | Serving Chicago | vitas.com**  
Ad [www.vitas.com/Home-Health](http://www.vitas.com/Home-Health) ▼  
You Can Count on VITAS to Provide 24/7 In-Home Hospice Care for Your Patient. Since 1978.  
FAQs · Request Information · Hospice Services · Medicare & Costs · What is Palliative Care?

**Comfort Keepers Home Care | Over 200 Caregivers**  
Ad [wheeling-234.comfortkeepers.com/](http://wheeling-234.comfortkeepers.com/) ▼ (847) 250-2424  
Personal Services To Support Senior Living At Home.  
About Us · Services · Info Center  
📍 1600 W Dempster Street Ste 207, Park Ridge, IL - Open today · Open 24 hours ▼

**Home Care Services | SYNERGY HomeCare | SYNERGYHomeCare.com**  
Ad [schaumburg.synergyhomecare.com/home-care/services](http://schaumburg.synergyhomecare.com/home-care/services) ▼ (630) 228-5862  
Looking for Non-Medical Home Care? Schedule a Free Home Care Assessment Today. Want to Keep Your Loved Ones at Home Longer? Call & Schedule a Free Home Care Assessment! Here to help 24/7.

©2019 No part of this information may be disclosed, used, copied, or transmitted in any form or by any means without prior written permission from Proceed Innovative LLC.



Source: Google

# Search Engine Optimization (SEO)

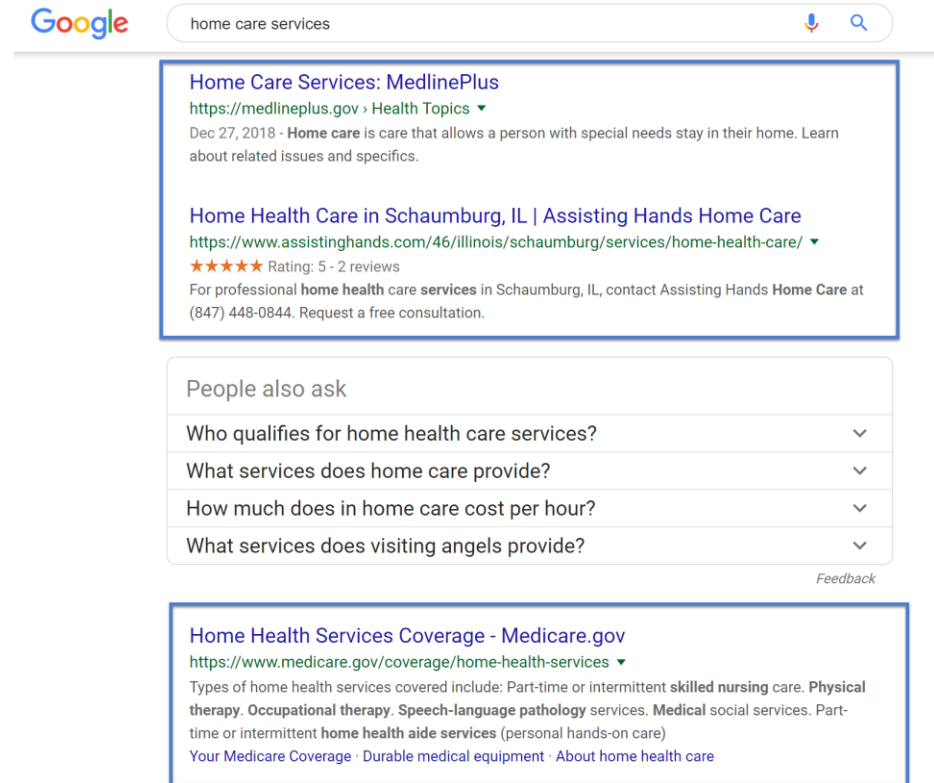
Definition: The process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.

## Pros

- Cost Effective Long Term
- Trustworthy

## Cons

- Takes time to see Results
- Potential of Penalization



The screenshot shows a Google search for "home care services". The search bar contains the text "home care services". Below the search bar, there are two search results. The first result is titled "Home Care Services: MedlinePlus" with a URL "https://medlineplus.gov/Health Topics" and a snippet: "Dec 27, 2018 - Home care is care that allows a person with special needs stay in their home. Learn about related issues and specifics." The second result is titled "Home Health Care in Schaumburg, IL | Assisting Hands Home Care" with a URL "https://www.assistinghands.com/46/illinois/schaumburg/services/home-health-care/" and a snippet: "★★★★★ Rating: 5 - 2 reviews For professional home health care services in Schaumburg, IL, contact Assisting Hands Home Care at (847) 448-0844. Request a free consultation." Below the search results is a "People also ask" section with four questions: "Who qualifies for home health care services?", "What services does home care provide?", "How much does in home care cost per hour?", and "What services does visiting angels provide?". A "Feedback" link is visible at the bottom right of the "People also ask" section. Below the "People also ask" section is another search result titled "Home Health Services Coverage - Medicare.gov" with a URL "https://www.medicare.gov/coverage/home-health-services" and a snippet: "Types of home health services covered include: Part-time or intermittent skilled nursing care. Physical therapy. Occupational therapy. Speech-language pathology services. Medical social services. Part-time or intermittent home health aide services (personal hands-on care) Your Medicare Coverage · Durable medical equipment · About home health care".

©2019 No part of this information may be disclosed, used, copied, or transmitted in any form or by any means without prior written permission from Proceed Innovative LLC.



Source: Google



# PPC vs SEO



Vs.



Credit - Moz

*©2019 No part of this information may be disclosed, used, copied, or transmitted in any form or by any means without prior written permission from Proceed Innovative LLC.*



# Google My Business (Local Listing)

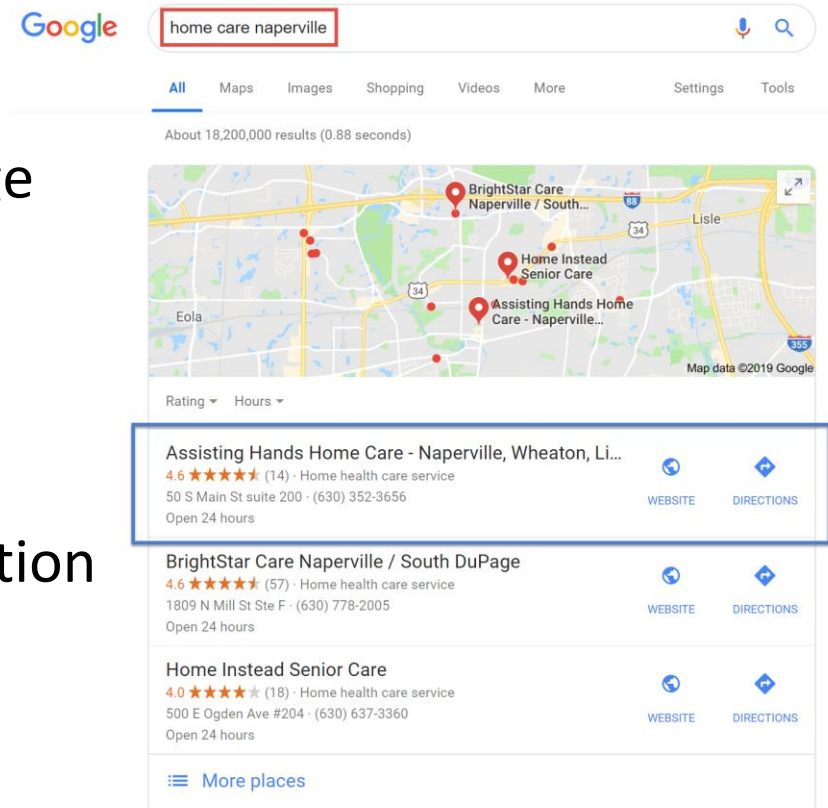
Definition: A free and easy-to-use tool for businesses and organizations to manage their online presence across Google, including Search and Maps.

## Pros

- Takes up the majority of the page
- Very effective on mobile
- Typically highlights 3 businesses

## Cons

- Dependent on website optimization
- Limited by physical address



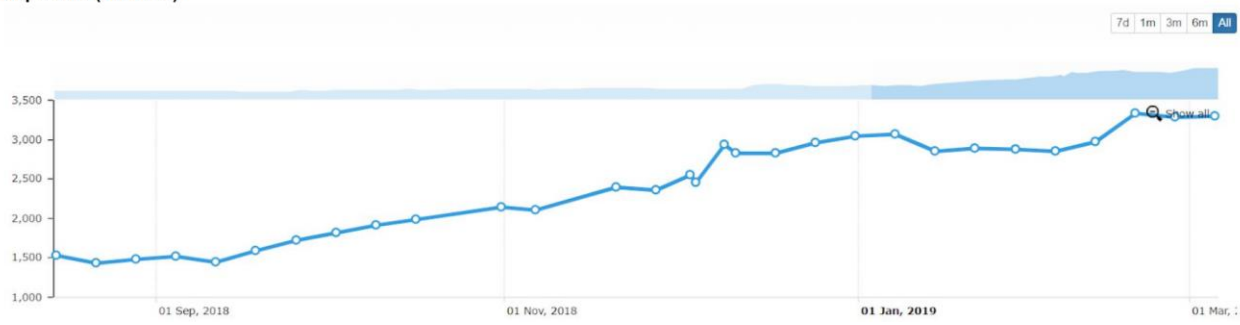
©2019 No part of this information may be disclosed, used, copied, or transmitted in any form or by any means without prior written permission from Proceed Innovative LLC.



Source: Google

# Results – Naperville, IL

**Naperville (All Time)**



**Hinsdale (All Time)**



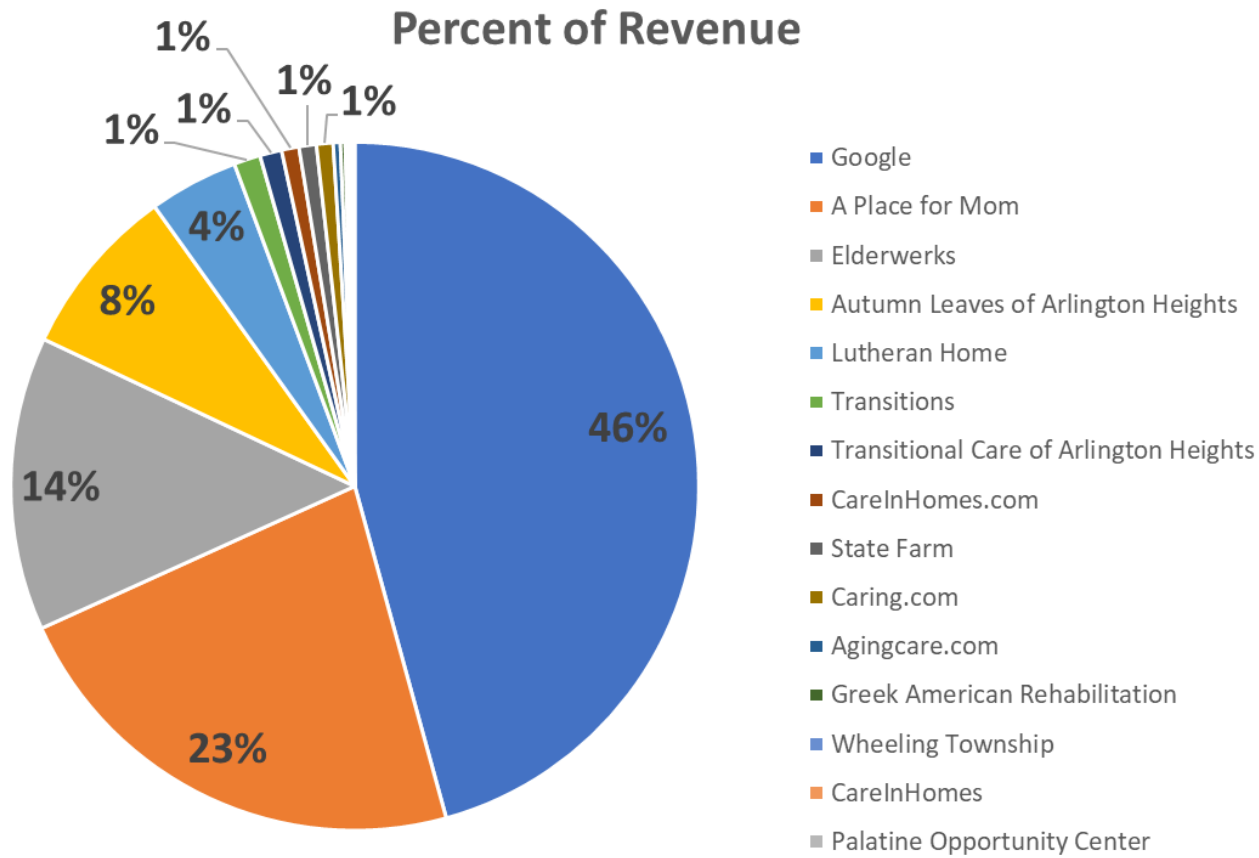
Keyword	Page	Position
home care Naperville IL	1	1
home care Downers Grove IL	1	1
home health care Naperville IL	1	1
senior care Downers Grove IL	1	1
elderly care Downers Grove IL	1	1
in home care Naperville IL	1	1
home health care Downers Grove IL	1	2
home health care services Naperville IL	1	2
home health care services Downers Grove IL	1	2
elder care Downers Grove IL	1	2
respite care Naperville IL	1	2
home health care Hinsdale IL	1	3
home health care services Hinsdale IL	1	3
senior care Hinsdale IL	1	3
elderly care Naperville IL	1	3
elderly care Hinsdale IL	1	3
in home care Downers Grove IL	1	3
caregivers Hinsdale IL	1	3
respite care Hinsdale IL	1	3
respite care Downers Grove IL	1	3
home care Hinsdale IL	1	4
senior care Naperville IL	1	4
elder care Naperville IL	1	4
elder care Hinsdale IL	1	4
in home care Hinsdale IL	1	4
caregivers Downers Grove IL	1	5
caregivers Naperville IL	1	6

©2019 No part of this information may be disclosed, used, copied, or transmitted in any form or by any means without prior written permission from Proceed Innovative LLC.



# Results – Arlington Heights, IL

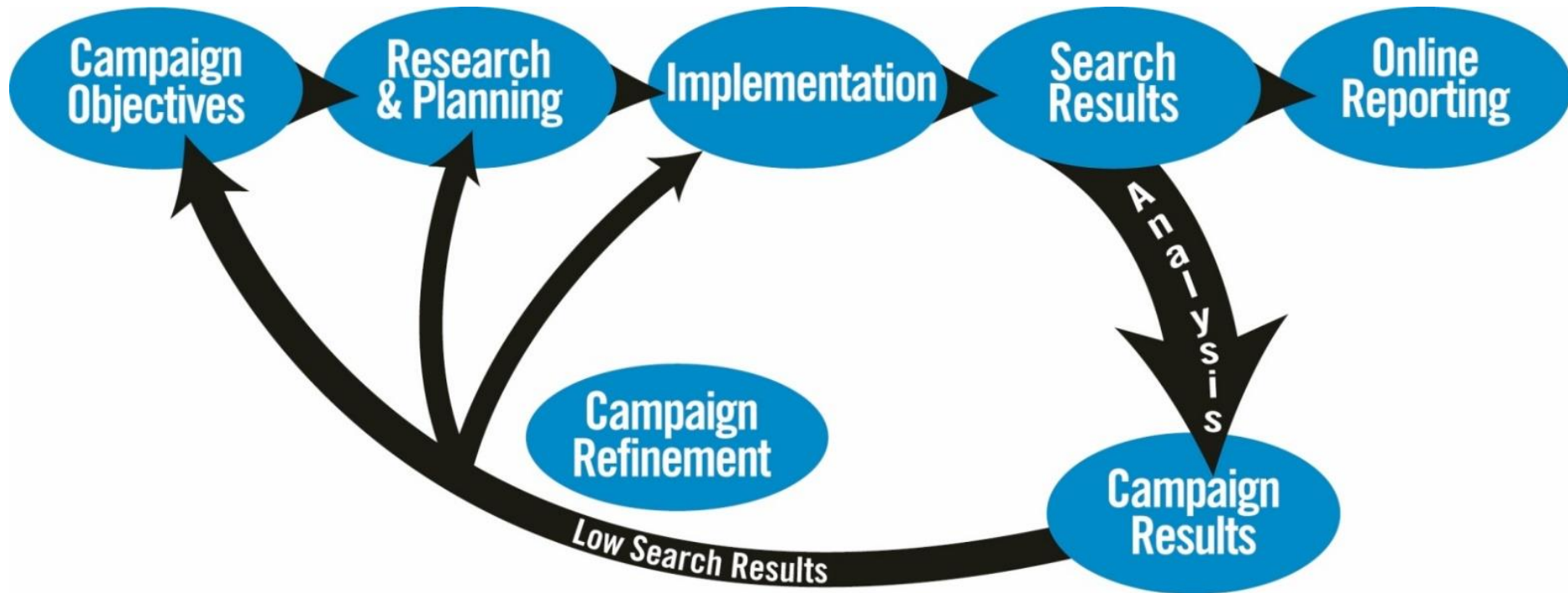
Always measure your results through Access Care



©2019 No part of this information may be disclosed, used, copied, or transmitted in any form or by any means without prior written permission from Proceed Innovative LLC.



SEO & Online Marketing is not an event, it is a process.



©2019 No part of this information may be disclosed, used, copied, or transmitted in any form or by any means without prior written permission from Proceed Innovative LLC.

**1. Proceed Innovative** is an online marketing agency located in Schaumburg, IL and servicing clients nationwide

- Founded in 1996, as Meandaur Inc.
- More than **150 clients** – independent companies and franchised businesses, more than **45,000 phone calls and web leads for 2018**

**2. Our mission: Create new sales opportunities for our clients**

**3. Why clients work with us:**

- Success-proven strategies
- Passion for our clients' success



*©2019 No part of this information may be disclosed, used, copied, or transmitted in any form or by any means without prior written permission from Proceed Innovative LLC.*



## Thank you! Questions?

Learn more at: <https://www.proceedinnovative.com/AHHC>

Patrick V. Panayotov  
Client Service Manager  
Direct: 224-623-9672

[pvpanayotov@proceedinnovative.com](mailto:pvpanayotov@proceedinnovative.com)

Proceed Innovative LLC  
1515 East Woodfield Road, Suite 103  
Schaumburg, IL 60173

[www.proceedinnovative.com](http://www.proceedinnovative.com)

*©2019 No part of this information may be disclosed, used, copied, or transmitted in any form or by any means without prior written permission from Proceed Innovative LLC.*

