Your Online Marketing Plan

2019 FEAR Retreat, Playa Del Carmen, Mexico
Agenda

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

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
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

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
What’s on Google

Search Query / Keyword

Google Ad / Paid Result

Organic Search Results / SEO

Business Listing / Google my Business
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
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

Source: Google
PPC vs SEO

Credit - Moz
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

Source: Google
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
Always measure your results through Access Care
SEO & Online Marketing is not an event, it is a process.
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
Thank you!

Questions?

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

Patrick V. Panayotov
Client Service Manager
Direct: 224-623-9672
pvpanayotov@proceedinnovative.com

Proceed Innovative LLC
1515 East Woodfield Road, Suite 103
Schaumburg, IL 60173
www.proceedinnovative.com