

# Your Online Marketing Plan

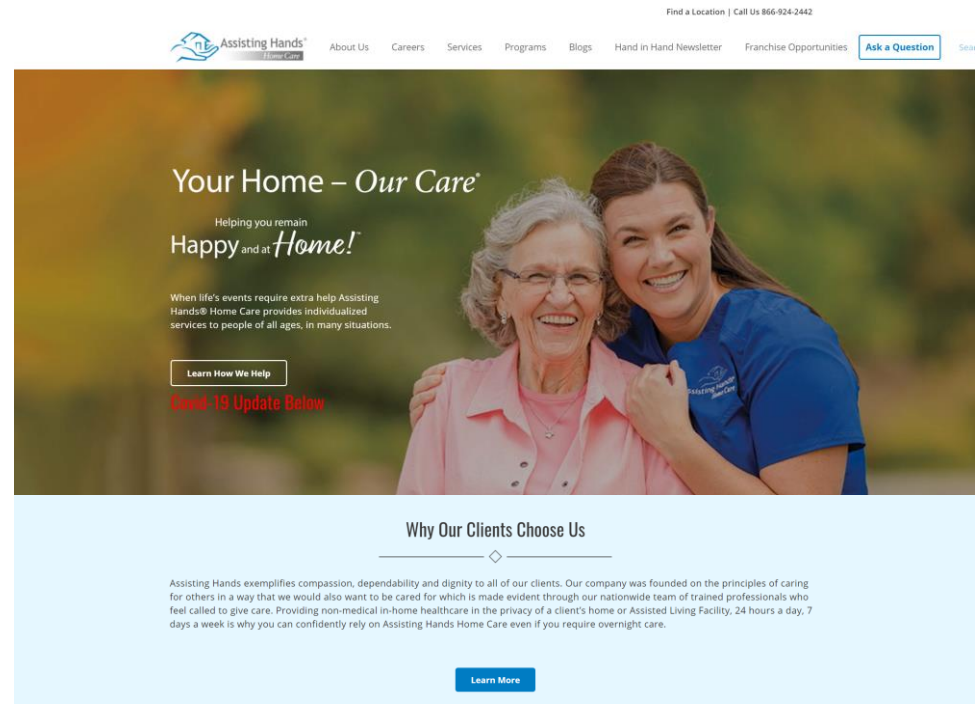


**2021 FEAR Retreat**  
**Bonnet Creek in Orlando, Florida**



# Agenda

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



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# Who are we?

## Proceed Innovative

1. Working with **150** companies on their digital marketing strategy
2. Celebrating **14** years
3. Managing Partner co-owner of Assisting Hands Franchise
4. Started working with Assisting Hands 4 years ago
5. Currently working with **15** Assisting Hands franchise owners



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# Why does this matter?

For any potential client:

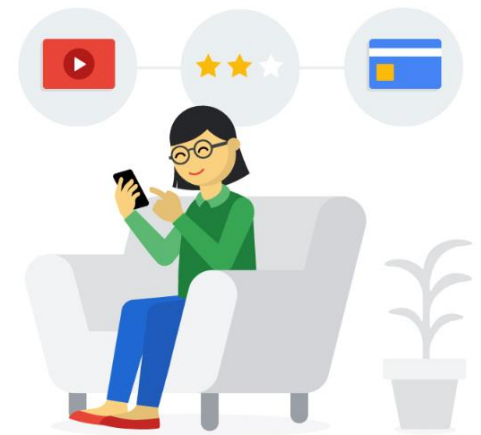
- Your online presence is the focal point of your business
- Multiple touch points will happen online

90%

Will research a home care business online before contacting

5

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



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*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

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

Search Engine Optimization



Google Ads (Pay-Per-Click)

Local and Mobile Optimization

Web Analytics

Additional Tools

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# What's on Google

Search Query /  
Keyword



home health care service near me



Google Ad /  
Paid Result

**Ad** <https://digital.townsquareinteractive.com/homecareleads> ▾  
**Don't Buy Home Care - Leads. There's A Better Way**  
Don't Buy **Home Care** Leads That Have Been Sold To 6 or More Other Businesses.



Rating ▾

Hours ▾

Sort by ▾



Organic Search

Results / SEO

**Assisting Hands Home Care - Schaumburg, IL & Surrounding Areas**  
4.8 ★★★★★ (27) · Home health care service  
292 ft · 1501 Woodfield Rd #200n · In Schaumburg Corporate Center · (847...  
Open 24 hours



Website

Directions

<https://www.assistinghands.com> › illinois › services ▾

**Home Care Services Schaumburg, IL | In-Home Care ...**

Assisting Hands **Home Care** is a **home health care** agency in Schaumburg, IL that provides a wide range of in-home and elderly care **services** for senior citizens and ...

★★★★★ Rating: 5 · 2 reviews

<https://www.care.com> › ... › Home Care Agencies ▾

**Top 10 Home Care Agencies in Schaumburg, IL - Care.com**

Our Peace of Mind Commitment is to deliver non **medical home care services** that meet ... In 2021 what should I look for in a good **home care** agency **near me** ...

Business Listing /  
Google my Business

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# Google Ads (Pay-Per-Click)

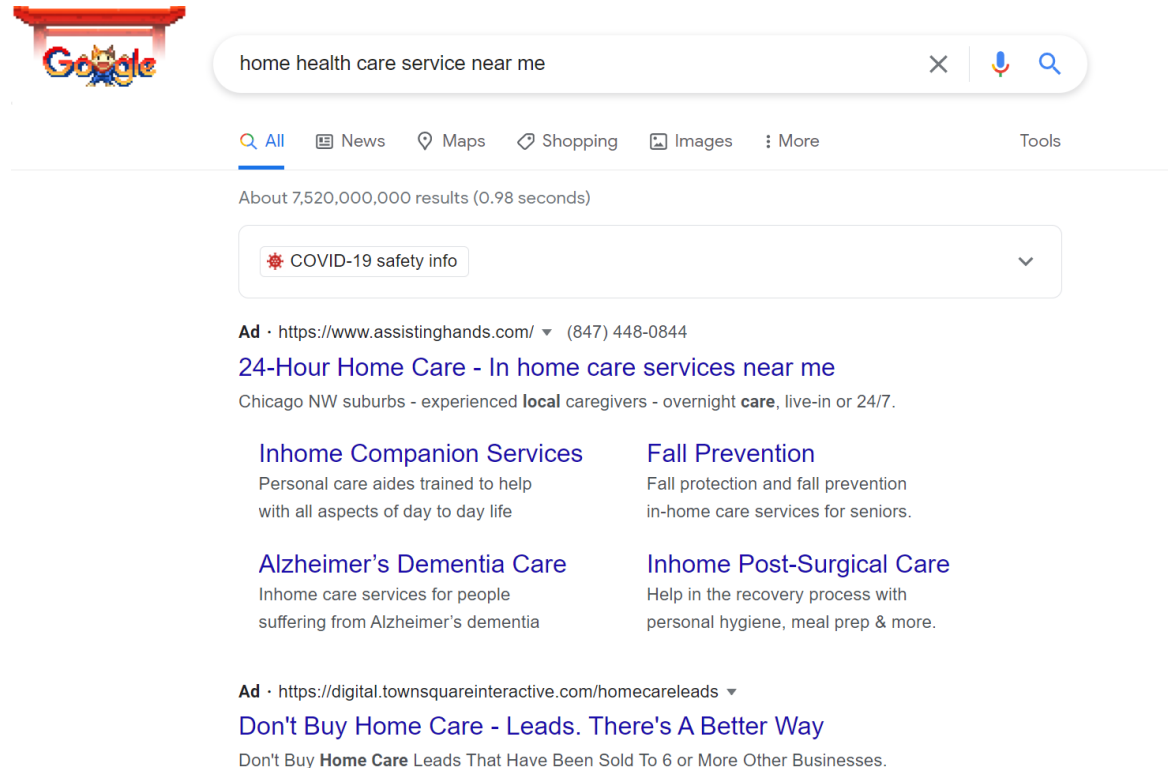
Definition: A business model whereby a company that has placed an advertisement on Google pays a sum of money when a user clicks on the advertisement.

## Pros

- Quick Set Up
- High Control

## Cons

- Expensive Long Term
- Highly Competitive



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Source: Google



# Search Engine Optimization (SEO)

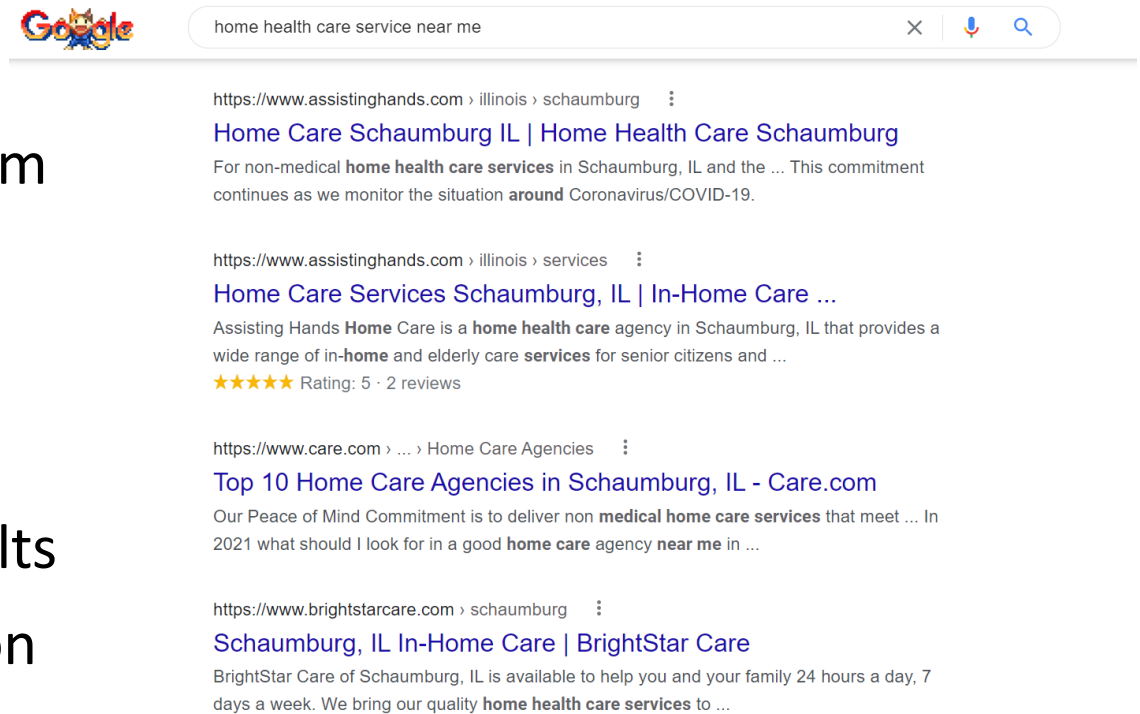
Definition: The process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.

## Pros

- Cost Effective Long Term
- Trustworthy

## Cons

- Takes time to see Results
- Potential of Penalization



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Source: Google





# Google Ads vs SEO



Vs.



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Source: Moz

# Google My Business (Local Listing)

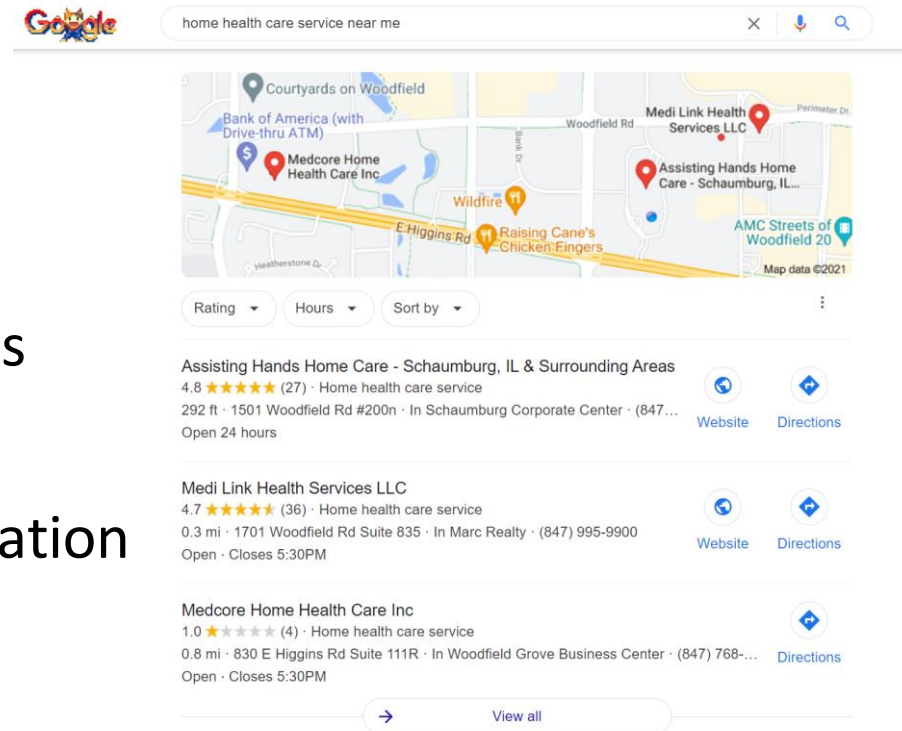
Definition: A free and easy-to-use tool for businesses and organizations to manage their online presence across Google, including Search and Maps.

## Pros

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

## Cons

- Dependent on website optimization
- Limited by physical address

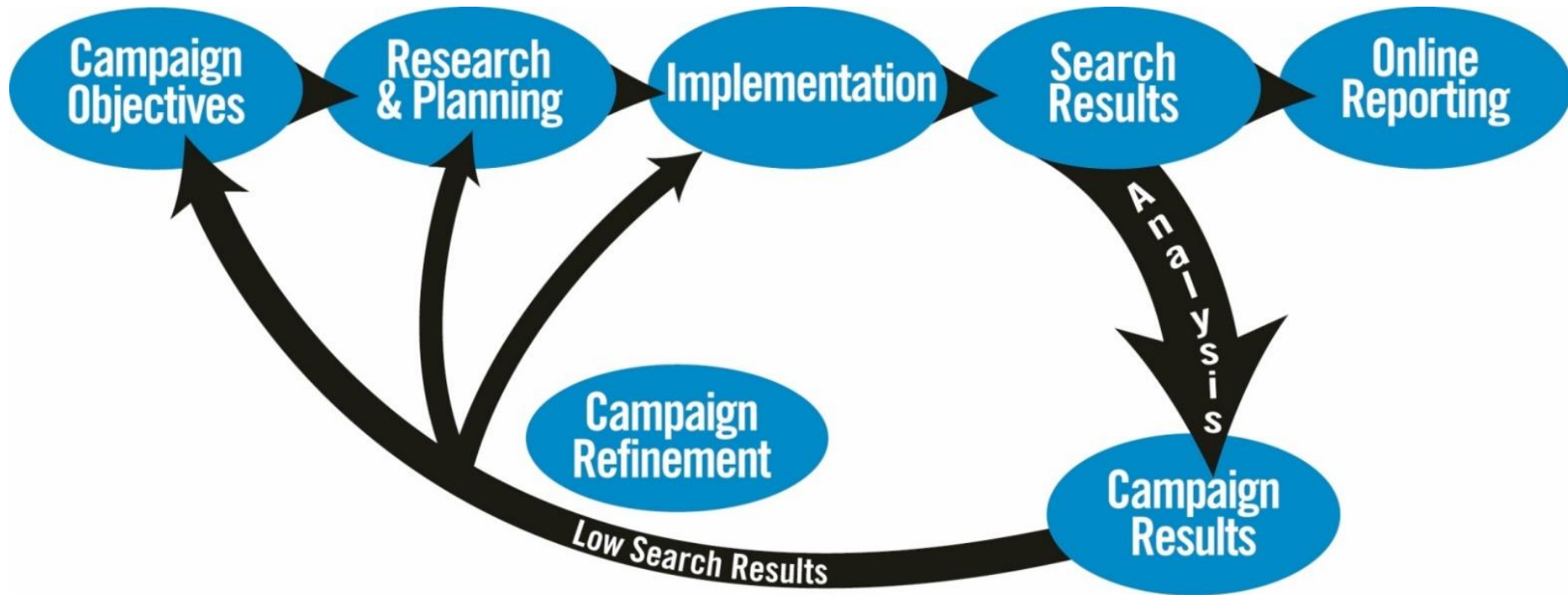


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Source: Google



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



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## Thank you!

## Questions?

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

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