

13.8
Billion



13.8
Billion

home care

All

Images

Shopping

Forums

News

About 13,830,000,000 results (0.38 seconds)

Major Digital Trends

How You Can Harness Them

April 2024



Who Are We?



Transforming Businesses Online, Amplifying their Success

Proceed Innovative

1. Working with **150** companies on their digital marketing strategy
2. Celebrating **16** years
3. Managing Partner co-owner of Assisting Hands Franchise
4. Started working with Assisting Hands 7 years ago
5. Currently working with **24** Assisting Hands franchise owners



The Trends

1. Volatility

2. Brand Identity

3. Mobile Strong

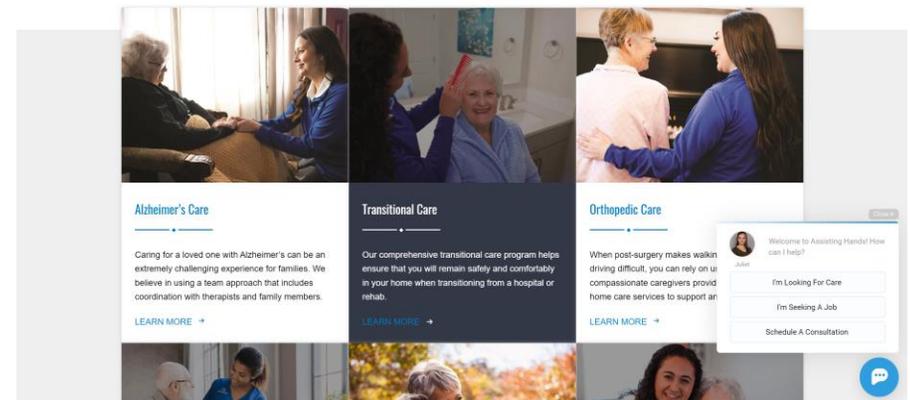
4. Harnessing Ai



Home Health Care in Kansas City, MO

Providing Senior Citizens and Adults with Disabilities with Quality In-Home Care

Assisting Hands Provides Customized Non-Medical In-Home Care Services For Seniors And Adults With Disabilities In The Kansas City Metropolitan Area



9



9

Major Google Algorithm Updates in 2023

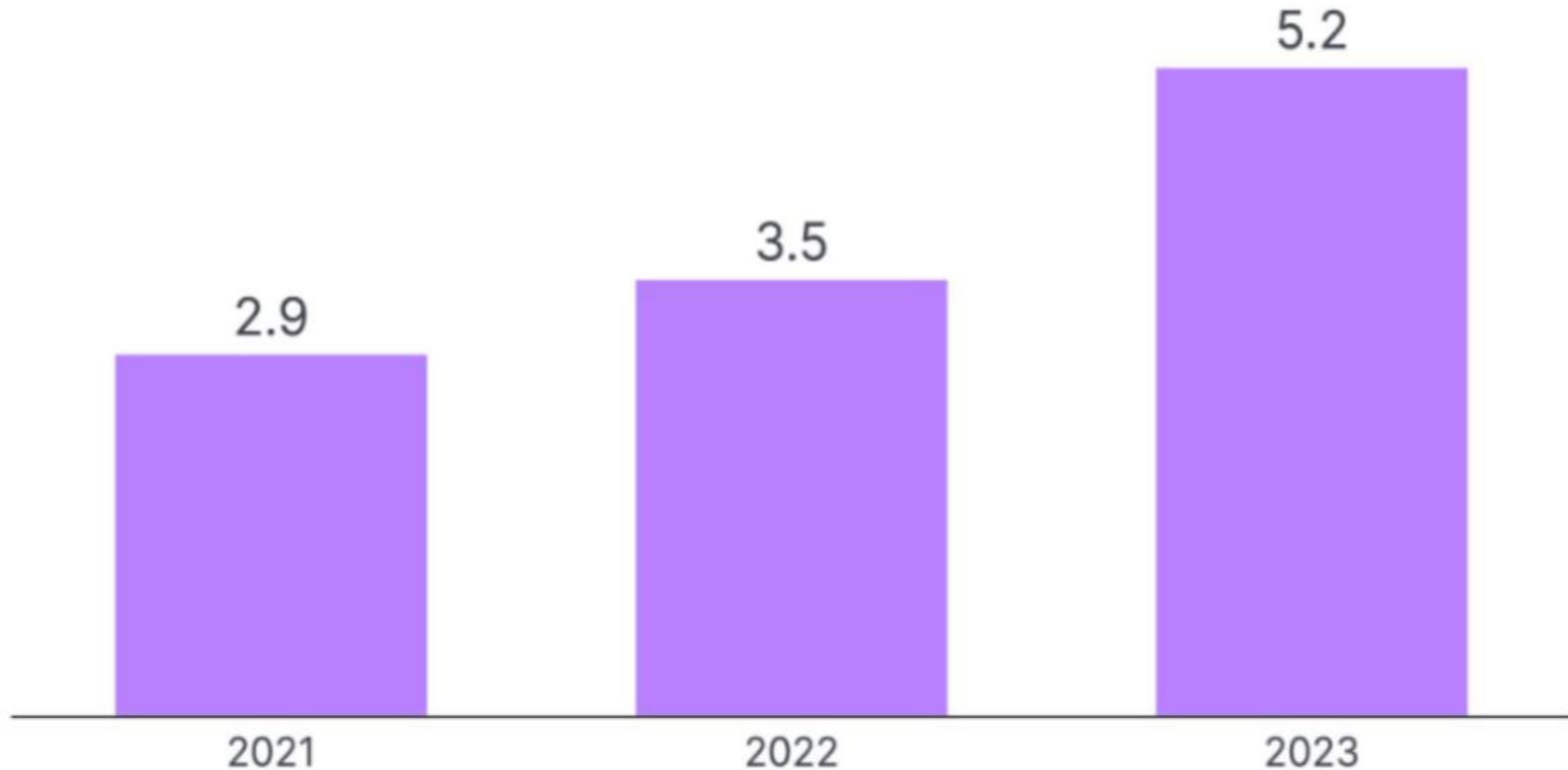


Volatility in 3 Graphs



Yearly Google SERP Volatility Trend

Semrush Sensor Data

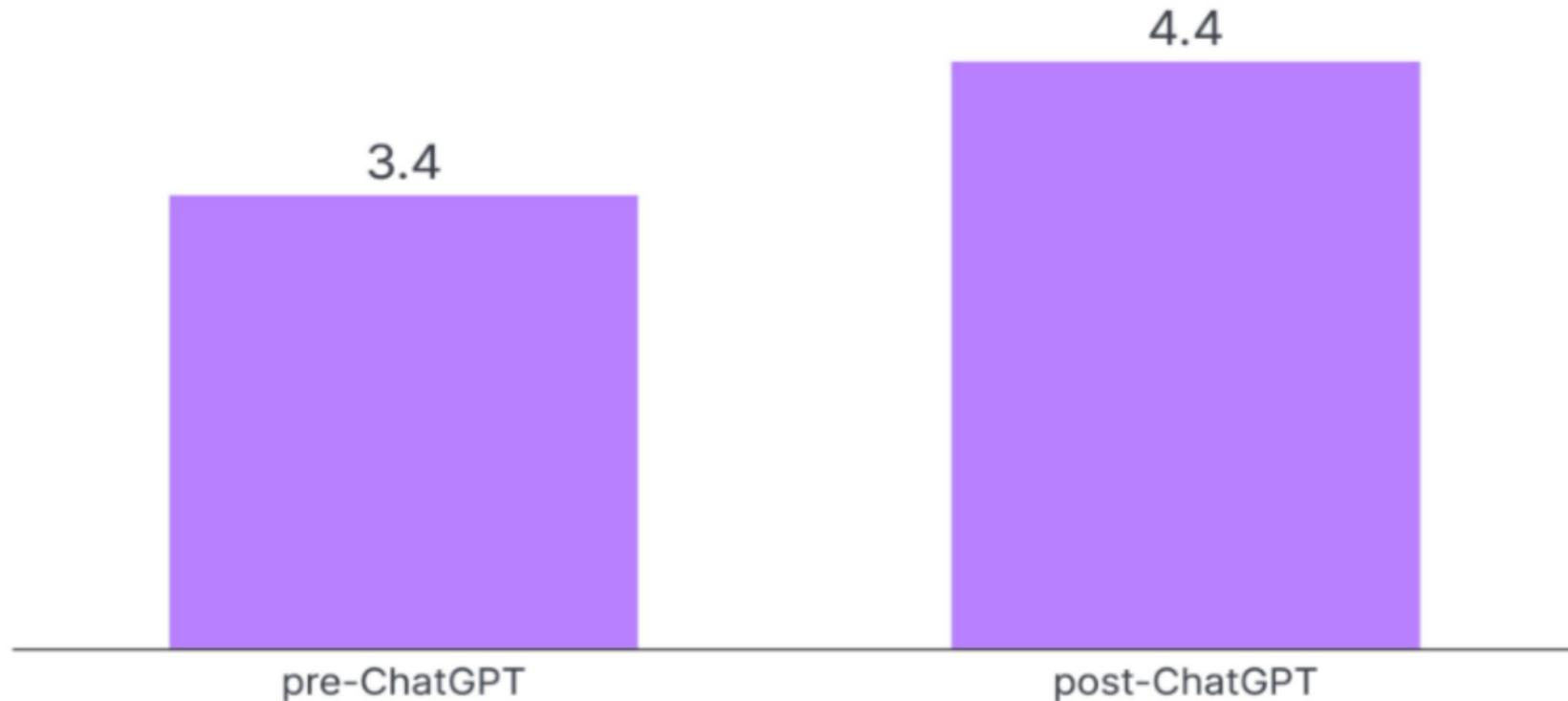


Volatility in 3 Graphs



Google SERP Volatility vs ChatGPT Release

Semrush Sensor Data

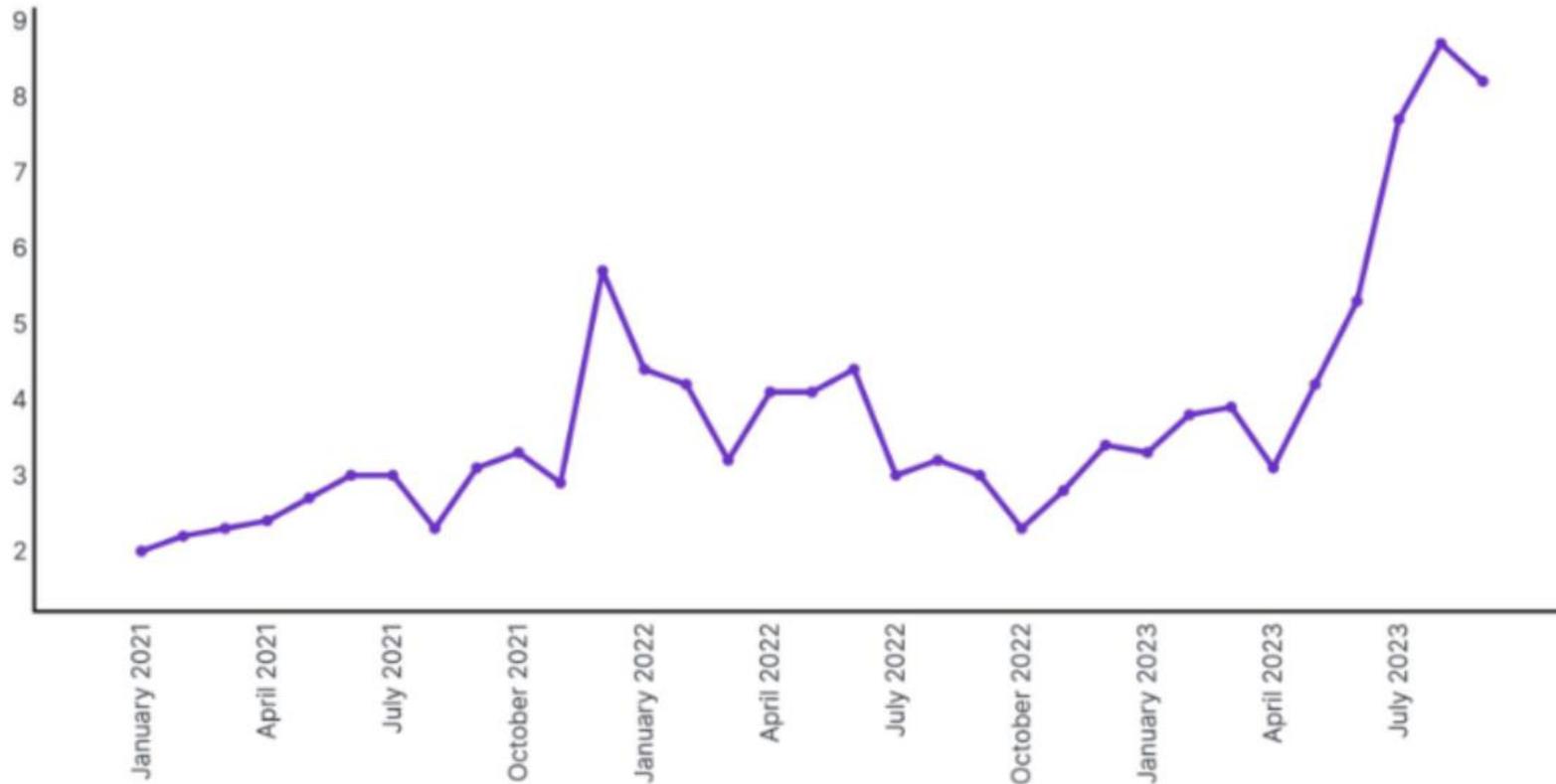


Volatility in 3 Graphs



Monthly Google SERP Volatility Trend

Semrush Sensor Data



Digital Marketing Success

How to measure success in the Digital Marketing Field

Increase
Visibility

New
Quality
Traffic

Convert
into
Leads

Brand Identity

Google is placing more value on the identity of content, than ever before. Content that is linked to an individual will be more visible online.

Strategies:

1. About Us Page
2. LinkedIn & Facebook
3. Reviews
4. Custom Images & Videos



President Of Assisting Hands Hudson County

Abhi Mitra founded Assisting Hands Hudson County after recognizing the significant value of personalized and excellent care through family experience, specifically in caring for his grandmother. His expertise in program management, along with a genuine desire to make a positive difference in people's lives, motivates him to provide the same level of care that his grandmother received. He obtained an MS degree from Pace University, New York, and a Certificate of Executive Healthcare leadership from Cornell University, Ithaca, NY. Abhi efficiently manages tasks with kindness and intelligence, ensuring everyone feels comfortable and welcome. He excels in problem-solving and puzzles while maintaining smooth operations at the agency and ensuring everyone receives high-quality individualized care. His dedication to his work and compassionate nature greatly improves the quality of life for the seniors under his care, providing them with a comfortable and joyful environment. Abhi ensures the highest possible quality, providing reassurance to everyone. His dedication and caring nature contribute to creating a comfortable and joyful environment for those he assists. He enjoys biking, taking walks, and watching cricket with his family and friends.





Assisting Hands Home Care - Arlington Heights & Surrounding Areas

[Write a review](#)

1020 S Arlington Heights Rd Ste 2SW, Arlington Heights, IL

4.8  57 reviews ⓘ

People often mention

- All
- caregivers 21
- team 16
- understanding 9
- professional 9
- +6

Sort by

- Most relevant
- Newest
- Highest
- Lowest

 **Liz James**
2 reviews 
★★★★★ 2 weeks ago **NEW** 

Assisting Hands has been a godsent for my family during a very difficult time. Our dad has terminal cancer and suddenly lost some mobility and his ability to do everyday tasks. Daniellah is the owner and has personally assisted our family ... [More](#)

 Like

 **Caryl Derenfeld**
10 reviews · 1 photo 
★★★★★ a month ago 

Daniellah and her office staff are a delight to work with. The caregivers I have encountered are kind and generous.

 Like





Why Choose Assisting Hands?



- 100% Satisfaction Guarantee
- Experts in 24-Hour and Live-In Care
- No Long-Term Contracts
- Care Managers Available 24/7
- High Caliber Caregivers
- Trusted by the Medical Community

Elderly Home Care Services In Lyndhurst, NJ

Assisting Hands Home Care provides elderly home care services to help seniors who have chosen to age in place in Lyndhurst, NJ and the surrounding areas of Hudson County. We provide personalized home care tailored to the specific needs of your loved ones. You can trust our licensed caregivers to provide exceptional elder care services while treating your elderly loved ones with the compassion and respect they deserve.



Bonus: Video Content

Videos for home care providers help establish their expertise, educate potential clients, and build trust.

Opportunities:

- Videos rank on Google search
- Keeps users engaged longer
- Grow your YouTube visibility

Strategies:

- Use franchise available content
- Record yourself presenting
- Animoto.com (Voiceover)



Dependable, Professional, and Compassionate Hands by Assisting Hands
Assisting Hands Home Care
180 subscribers
27 likes
27 shares
1.5M views · 1 year ago
visit <https://assistinghands.com/location-f...> to find an office near you ...more



How to Measure Success in Digital Marketing | Proceed Innovative

70%



70%

**Percent of Users visit
on a Mobile Device**



Mobile Friendliness

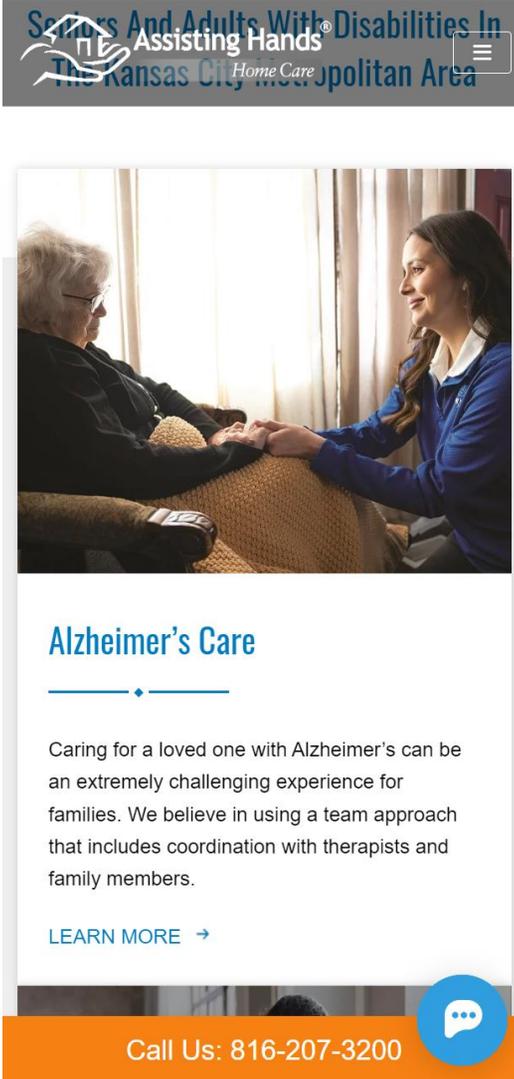
Every year, your potential clients are more comfortable making buying decisions exclusively over their mobile phone.

Trends:

- **19% YoY Growth vs 2023**
- From users that converted, 74% were on a mobile device

Strategies:

- Check your website on a mobile device
- Load speed & appearance
- Always accessible phone number



Seniors And Adults With Disabilities In
Assisting Hands
Home Care
The Kansas City Metropolitan Area

Alzheimer's Care

Caring for a loved one with Alzheimer's can be an extremely challenging experience for families. We believe in using a team approach that includes coordination with therapists and family members.

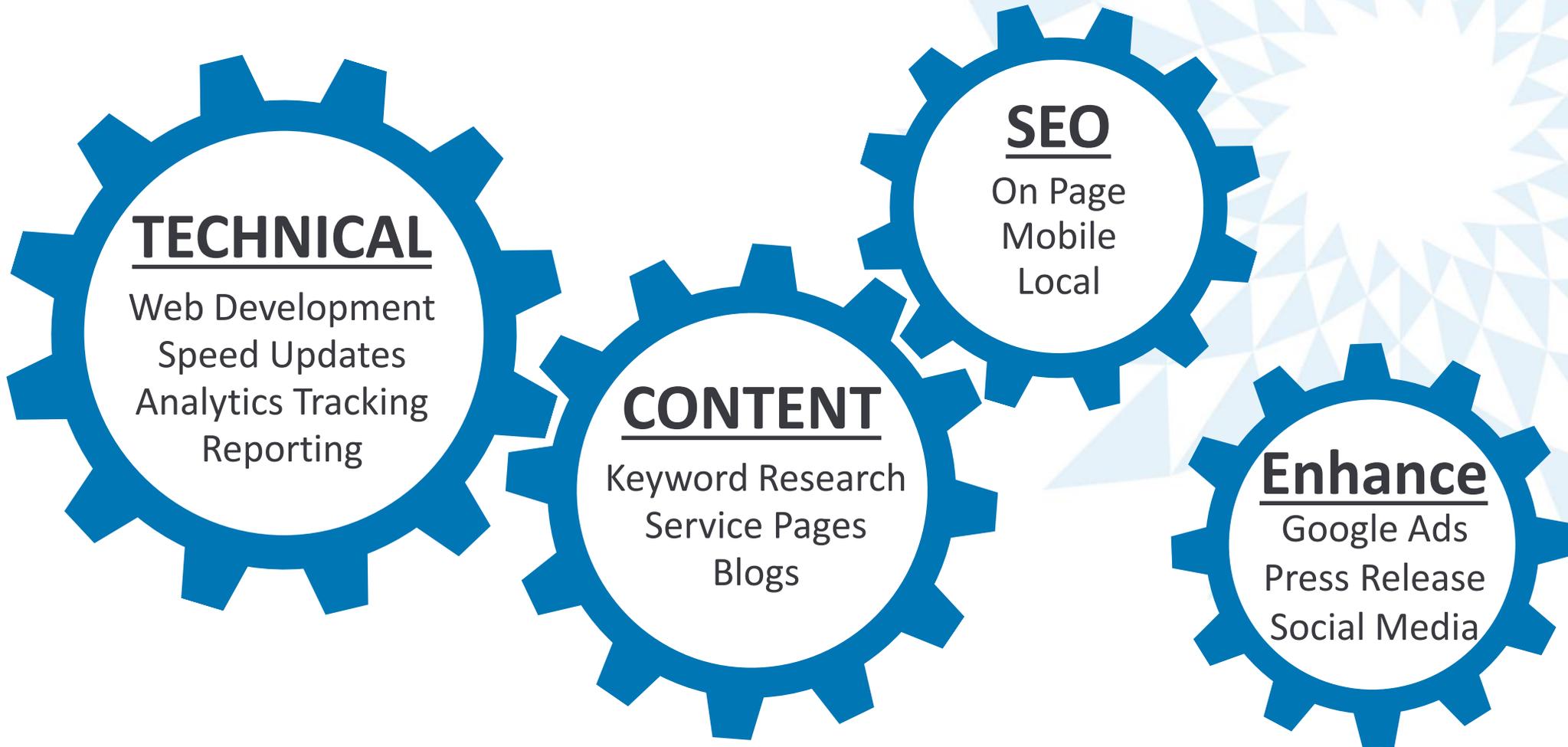
[LEARN MORE →](#)

Call Us: 816-207-3200



Dynamics of Digital Marketing

A dynamic combination of related moving parts







Chat GPT





Copilot

character.ai



QuillBot

ch



Grok

Gemini



Midjourney

Artificial Intelligence

Use Ai to make your work more efficient, but don't use it to replace your work. In an era when everyone can use AI to generate content, the ones that will stand out will deliver experience, expertise, authority, and trust.

Pros:

- Research
- Idea Generation
- Social Media Captions
- Summarization
 - Blog, Video, LinkedIn

Cons:

- Low Quality Long Form Content
- Lack of Localization
- Recent Industry Changes
- Copyright Infringement

Actions

Three things you can do today:

1. Google yourself, Google your competition
2. Review your website and ask yourself:
 - Is it personalized?
 - Is my “About Us” unique?
 - Am I utilizing video?
3. Get Quality Reviews



**Thank you!
Questions?**

Learn more at:

<https://www.proceedinnovative.com/AHHC>

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