

From Clicks to Customers

Turn Searches into Sales

Patrick Panayotov



Who are we?



Schaumburg-based since 2008



300+ businesses scaled online



Active in the community



Certified Google Partner





**“Keep it basic,
pay attention.”**

**- Glen Brodowsky,
Last Week**

**RISE
RISE**



**Start simple,
who is your
perfect fit?**



From Visibility to Revenue



RISE
RISE

Foundation



WHAT TO TEST

- Page Speed
- Functionality
- Reachability

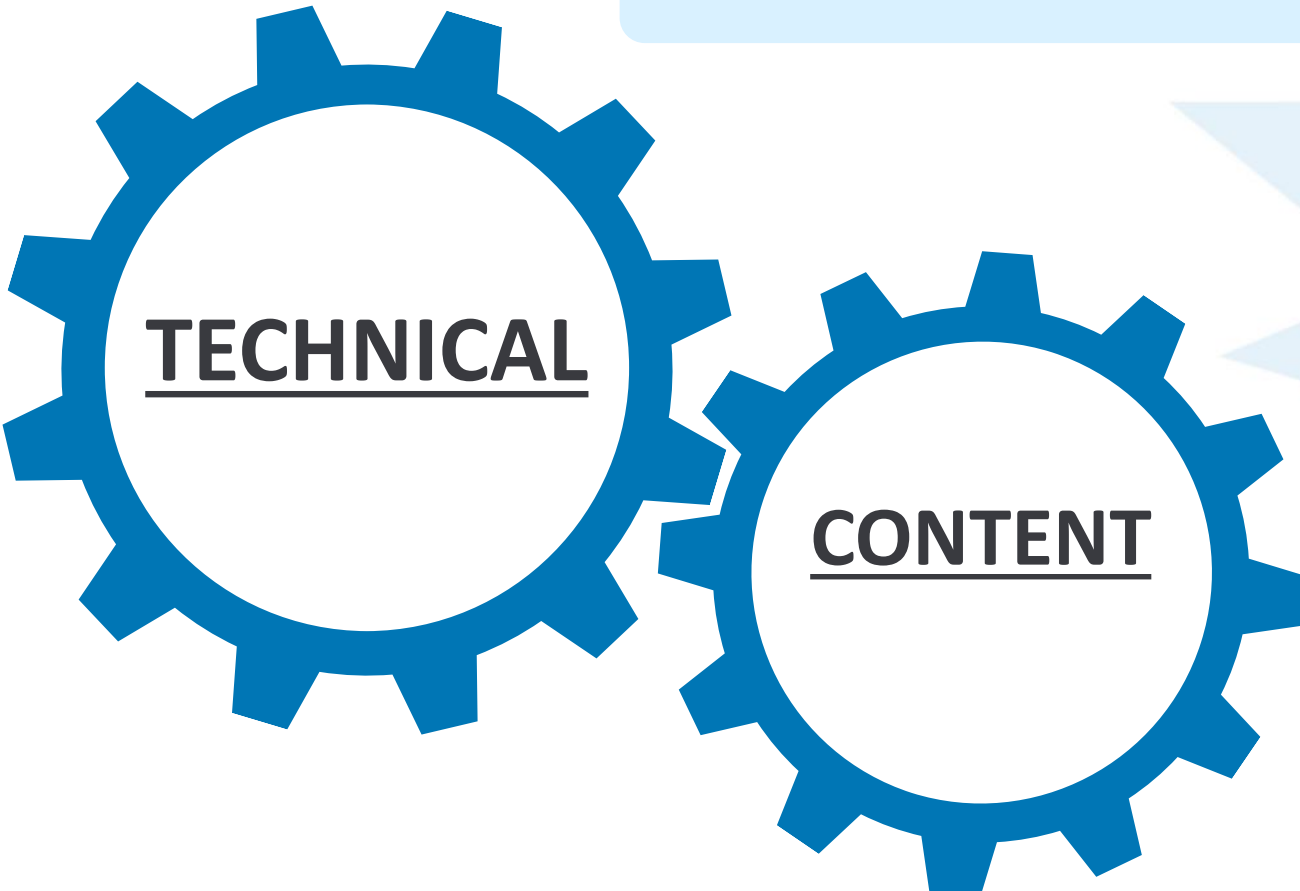
HOW TO TRACK

- Google Page Speed Insights
- GA4
- Google Search Console



Strengthen

CONTENT EARNS TRUST



TECHNICAL

CONTENT

FOUNDATION

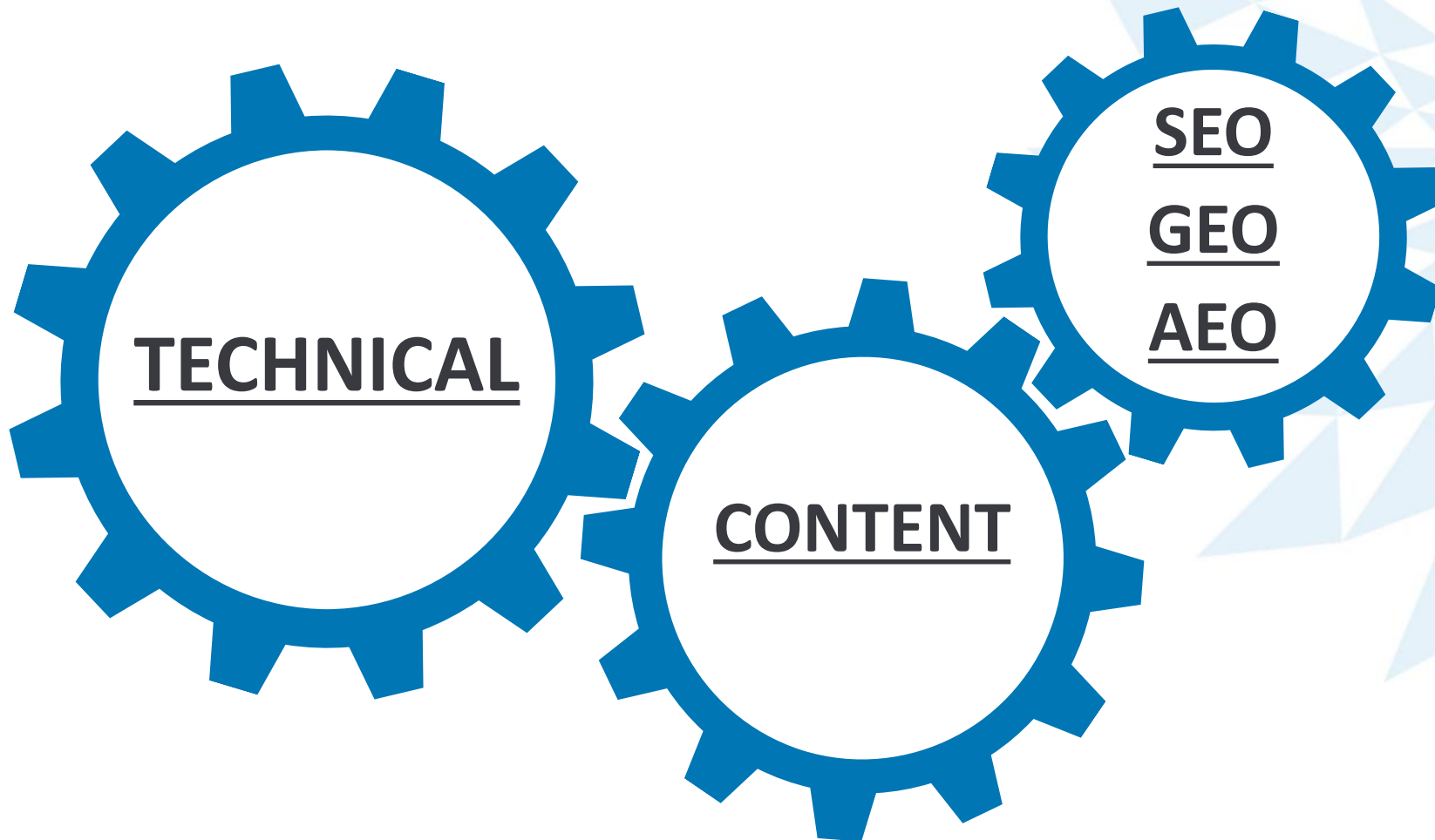
- Home Page
- About
- Services / Products
- Service Area?

BEST PRACTICES

- 1,000+ words / pg.
- FAQs / Case Studies
- Photos & Videos
- Monthly Blogs

RISE
RISE

Running



RISE
RISE

Running

GET FOUND (SEO)

- Google Business Profile
- Real Keywords & FAQs
- Reviews Reviews Reviews
- Consistent NAP

GET CITED (GEO / AEO)

- Answer Questions Clearly
- Add Schema / Structured Data
- Get Mentioned on Trusted Sites



RISE
RISE

Supercharge



SOCIAL

Facebook · Instagram · LinkedIn · TikTok

PAID ADS

Google · Bing · Meta · ChatGPT

AUTHORITY

Press releases · external citations ·
chamber membership · link building

RISE
RISE



What is the number
one difference
between linear and
exponential growth?







What do you recommend?



3 Moves for Today



1. Google & AI yourself

See exactly what customers see when they search your name



2. Google & AI your industry & target area

See who's showing up instead of you



3. Start asking how did you find us?

Know where every call and form comes from

Free. Fast. Everyone in this room can do all three.

RISE
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Free Website



**One business here gets a
new website.**

**Already have one?
Take 10 hours of help instead.**



**Scan to submit your story +
get the full deck.**

Thank you!

Patrick Panayotov
President & CEO

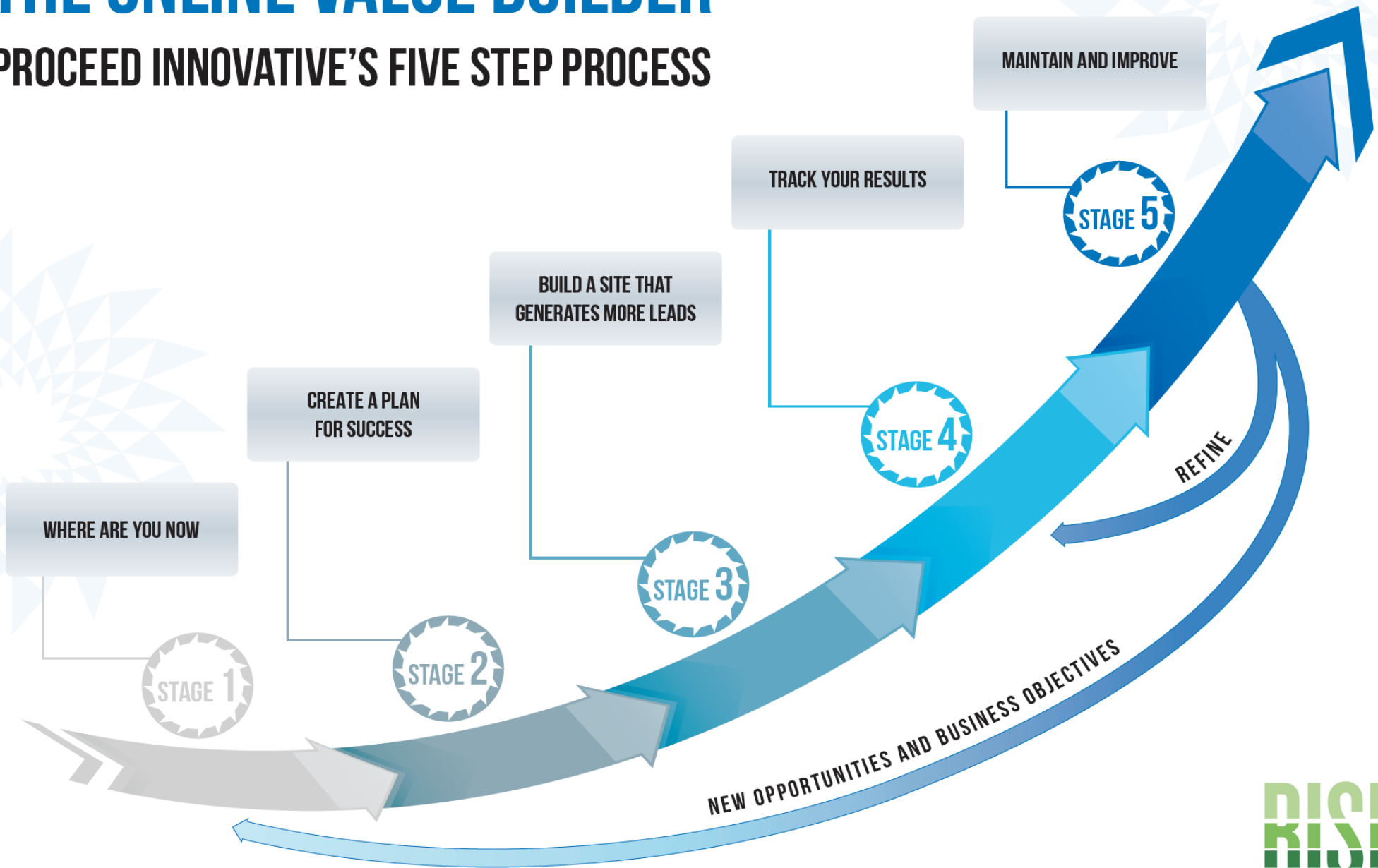
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