

# Is Your Business Where Potential Customers Are Looking for You?

The screenshot shows a Google search for "valley springs realtor". The search results are divided into two main sections:

- Local Business Search:** This section features a map of Valley Springs, CA, with several red location pins. To the right of the map is a list of local realtors, each with a lettered pin (A through G) and their contact information. A red bracket on the right side of this list is labeled "Local Business Search".
- Organic Search:** Below the local business results, there are organic search results. A red bracket on the right side of these results is labeled "Organic Search".

On the right side of the search results, there are also "Sponsored Links" for "Spring Valley, CA Homes", "Valley Springs Realtor", and another "Valley Springs Realtor".



## Local Business Search Optimization Search Engine Optimization Social Media Plans

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# The World of Marketing, PR, Advertising, and Client Relations

has just made a

**QUANTUM LEAP**

and most business owners don't  
know it yet.

(You can take advantage of that. Or let your competitor)

This is the Main Culprit



Which Killed These



**When a Customer wants to:**

- Find your business
- Find out if others would recommend your business
- Talk about your business
- Engage with Your business

**They'll turn to some form of social media, search, or mobile application to get the information they want instantly.**

**Will Your Business Be There?**



### Why?

Because, these days, most people get their information from **search, mobile applications, and social media.**

- Is Your business there?
- Are Your Competitors?
- Are You in Control of Your Internet Presence?
- Is It Working for You?

### No Joke!

As the owners of [www.valleyspringsca.us](http://www.valleyspringsca.us) we get emails and calls all the time asking: **“Is there more than one business in that town.”**

Because most local businesses don't know how to create a web presence. You can use that to your advantage **or** let your competitors get there first.

### Who Picks up a Phone Book Anymore? Just about nobody!

They pick up their iPhones, iPads, netbooks, and use online search.

Are you **wasting big money** on yellow page ads when social media, search engines, and mobile search are far more important?

Is your business taking advantage of the web and new technologies? Are your competitors?

### **“But I Don't Have Time”**

- Don't have enough time to invest in social media?
- Don't want to learn?
- Don't know how to monetize it?

**We can help. We make social media easy for you.**

**Our Social Media Jump Start Programs can get you back in the Fast Lane!!!**



**Hyperlocal Marketing - Done!**  
**Your Local Business Can Profit From the Web. We'll Show You How!**

- Social Media is all about the network and the relationships. It's waaaaaaay different than traditional marketing.
- Building a network and relationships takes time and effort.
- But that's OK, You can use ours

**We've already built a large Valley Springs web and Social Media Network that could already have future customers for you!**

**The Name of the Game is information marketing. Old school marketing DOES NOT WORK in social media. Marketing the right way is really easy. You just need to know how. We'll set you up to do it and show you how.**

Recent changes in social media, search, and mobile applications has made marketing and PR a totally new game. That's where your customers are. You need to be there to.

The trick is not only being there but being there in the right way. Try to sell to them and you lose. Give them information and form relationships and you win. It's easy once you get the hang of it.

**Case Study - Kathryn Vatsula - Imortgage**



<http://www.facebook.com/kathryn.vatsula>

<http://www.facebook.com/kvatsula>

<http://www.linkedin.com/pub/kathryn-vatsula/14/5a7/38a>

Kathryn was already a highly successful loan officer. Realizing that the marketplace was changing she decided to jump into social media before her competitors beat her to it. Three months ago she was a self professed computer newbie. She knew next to nothing about social media. Today she would be considered a Social Media Maven. She generates a constant flow of leads.

Google "Kathryn Vatsula" and you'll find 2350 results.

In a recent open house she was happily surprise that people flocked to meet her because they loved the info she had been posting. She gained a number of long term associates that day that will benefit her business for years to come.

**All of this was done by using social media correctly.**

## **Local Business Search (LBS)**

- **LBS is one of the simplest aspects of web marketing to take control of and optimize for**
- **LBS has recently become the most important aspect of Web Marketing because of search enabled mobile phone**
- **LBS is for the most part a one time effort rather than an ongoing effort like other forms of web marketing**
- **LBS is the most overlooked form of web marketing. A survey of 50 local businesses listings found 2 businesses with a professional listing, 1 hijacked listing, and 47 neglected listings.**

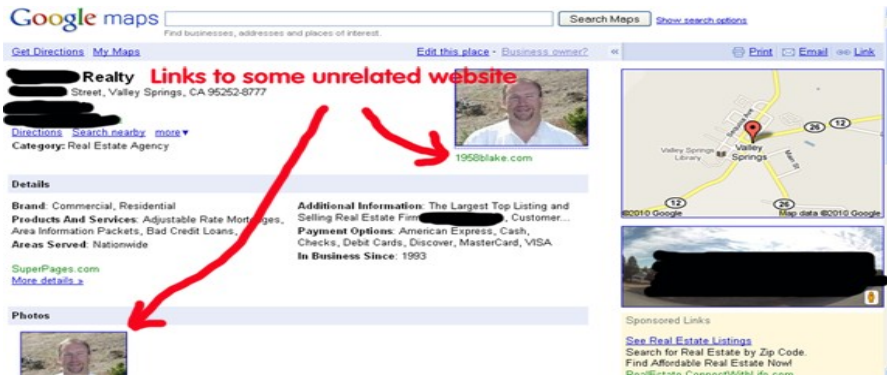
### **Why Have an optimized LBS listing**

- **Your listing cannot be hijacked once you have taken control of the listing**
- **Optimized listings are more likely to come up at the top of LBS search**
- **Professionalism. It is obvious to end users when a listing is neglected.**
- **Professional listings offer information about your business where customers are looking for it**
- **Include pictures and video if desired**
- **Customers can and will interact with your listing. If you take charge of the listing you will know and be able to interact with them by responding**
- **Keyword optimized listings will be more likely to come up in various searches**
- **Upcoming technology will most likely make these listings even more important**

### **Why have an Optimized Yelp Listing**

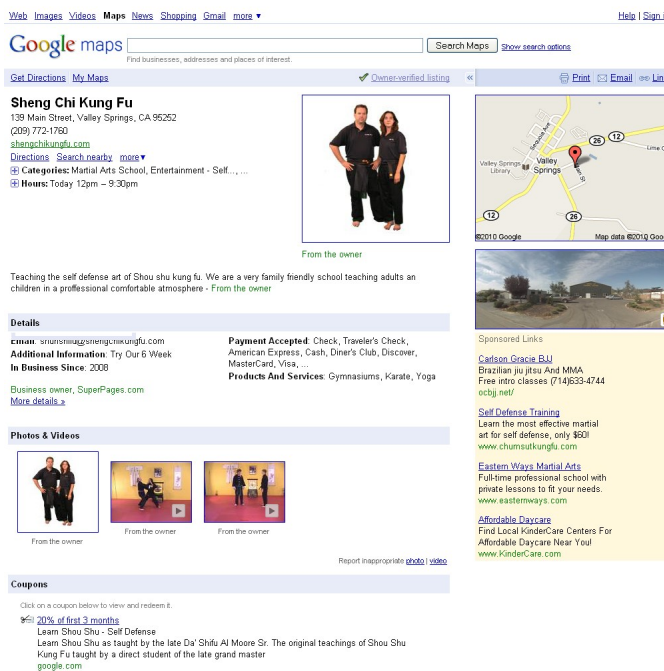
- **Yelp is the most popular customer review site on the internet. It has a huge user base of very loyal users. Yelp is so huge they just turned down a 550 million dollar offer to buy them out**
- **Information is syndicated to other internet sites**
- **Extremely popular among internet users who are looking for reviews of your business**
- **Typically ranks very high in the search engines under your business name and keywords**
- **Yelp sends you statistics on page views**
- **You can interact with customers who have reviewed your business. Say thanks to those who give you a positive review. Learn from or turn around negative reviews.**

## Hijacked LBS Listing



- Spammers and pranksters can hijack an unverified listing.
- Add pictures and other false information to it.
- Link it to unrelated websites (Think viagra, gambling, porn etc)
- An uneducated searcher may think your business is related to these things

## Verified LBS Listing





Verified and optimized listing is:

- Safe from spammers
- Has business information such as hours of operation, payment methods, and general information
- Can have pictures and video
- Owner is notified of customer reviews
- Ranks well in searches
- Can have coupons or special offers
- Is professional

## Local Business Search and Customer Review Packages

Google Local Business Search Verify and Optimize	
	Verify and optimize your LBS Check for possible errors that can get your listing removed entirely Add business info - Add keywords - Categorize Add pictures and/or video if desired and available
<b>One Time Fee \$200</b>	

Yelp Verify and Optimize	
	Verify and optimize your yelp listing Add business info - Add keywords - Categorize Add pictures if desired and available
<b>One Time Fee \$200</b>	

Bing Local Business Search (Formerly MSN Search)	
	Verify and optimize your LBS Check for possible errors that can get your listing removed entirely Add business info - Add keywords -Categorize Verify proper map placement
<b>One Time Fee \$200</b>	

Packages	
<b>Google + Yelp</b>	<b>\$300 (save \$100)</b>
<b>Google + Yelp + Bing</b>	<b>\$400 (save \$200)</b>

# Social Media Jumpstart Program

- **Social Media traffic has just exceeded Search Engine traffic.**
- **Your Customers use it every day. Shouldn't you be there?**
- **Social media marketing can be extremely targeted**

Social media can be daunting. If done poorly it can eat up your time with little or no results. If done properly it can be a highly efficient marketing system. Using syndication your social media efforts can be properly leveraged for results.

Let Us help you get started in a properly targeted, affordable, leveraged social media plan.

**the SITE MECHANICS**



**The Site Mechanics**  
**139 Main St.**  
**Valley Springs, CA 95252**  
**(209) 772-1954**  
[www.thesitemechanics.com](http://www.thesitemechanics.com)

## Hyperlocal Social Media Jump Start Basic

**Your business group on [www.valleyspringsca.us](http://www.valleyspringsca.us)** (Currently over 200 registered members plus thousands of page views from non-registered members)

**Information on your business tops the page. Easily post dynamic content to the page.**

- **What's going on in your business**
- **Specials**
- **Interact with your Customers**

**Then**

1. **Your post is automatically emailed to all the registered site members who have already asked for this information. They want to know what's going on in Valley Springs. So why not tell them?**
2. **This information then Automatically feeds out through RSS feeds. Automatically posting to the Valley Springs Facebook fan Page (currently 355 local members). Your info goes where the people are.**
3. **Facebook fans can interact with your message and may choose to pass it on to their friends**
4. **We select quality posts to send out through the Valley Springs Facebook Fan Page feed**
5. **Automatically posts to Twitter and a variety of other RSS enabled sites.**
6. **Site is SEO friendly and constantly being upgraded for proper SEO so your info is instantly gobbled up by the search engines. Chances are very good that your business page will rank for keywords related to your local business.**

**The beauty of this is that it's all automated. You post one piece of content and it feeds out to multiple places reaching your customers where they are. If you jump into social media without automation you'll spin your wheels. If you use our automated system your content will be seen in multiple places with one easy post.**

**Incredible Introductory Offer for those that act right now**

**\$100 set up plus \$50 per month (really, that's it. Incredible isn't it?)**

## **Hyperlocal Social Media Jumpstart Plus**

**Same as the basic plan plus your own custom facebook fan page**

**Fan page will be customized with your company logos, photos, video, etc.**

**Your RSS feeds automatically feed to the page.**

**Engage facebook users with your business where they are**

**Go viral. When a user fans your page it shows up in their feed. Their friends will see that they have fanned (endorsed) your business**

**Facebook Fan Pages Rank highly**

**You can add the fan page widget to your website. This shows your facebook fan page numbers which are essentially endorsements**

**You are then set up for highly targeted facebook ads if desired**

**\$500 Setup plus \$50 per month**

## **The "Who's Talking About Me" Package**

How important is it for you to know who's talking about you and what they are saying?



Receive emails anytime you or your business is mentioned online.

We use popular free internet services to find and automatically email you when someone posts about you.

Always know what they are saying

**\$100 one time setup**

## **Search Engine Optimization (SEO)**

Over 1/3 of all search is local Search.

Your business can benefit from SEO If:

You have a high customer value (over \$500 per customer)

and

There is a medium to high local search volume on keywords related to your industry with high commercial intent

If both of these are true then SEO can have a very high ROI for your business.

### ***Basic SEO Package***

\$1500 per month plus \$300 setup

Keyword research- We find high commercial intent keywords in your niche

Optimization - We optimize for to get you ranking high in the Search Engine Results Pages (Serps)

Depending on the competitiveness of the phrase we will work on 3-5 phrases at a time and then move on to the next when we have achieved results

### ***Advanced SEO Package***

\$2500 per month plus \$300 setup

Same as basic plus will work on achieving double listings (Where your listing shows and indented second listing)

We will also optimize other sites that talk about your business to rank. this gives you multiple rankings for your terms and pushes your competitors off of the page.

**Limited to one customer in a given niche for each geographic area.**

## The Realtor Special

- Custom Profile on [www.valleyspringsca.us](http://www.valleyspringsca.us)
- Add your listings to our Hyperlocal Real Estate Search
- Listings link directly back to YOUR profile page
- Listings are emailed out to all registered users of the site
- Listings are syndicated the Real Estate Syndication networks allowing them to show up on other related sites (including google maps)

\$50 Setup \$50 Per Month

<b>Special</b>	
<b>The Realtor Special + Social Media Jumpstart Basic</b>	<b>\$75 Setup plus \$75 per month</b>

<b>Packages</b>			
<b>Product</b>	<b>Setup</b>	<b>Monthly</b>	
Google Local Business	\$200.00	\$0.00	
Yelp Listing	\$200.00	\$0.00	
Google + Yelp	\$300.00	\$0.00	
Google + Yelp + Bing	\$400.00	\$0.00	
Social Media Jump Start Basic	\$100.00	\$50.00	
Social Media Jump Start Plus	\$500.00	\$50.00	
"Who's Talking About Me?"	\$100.00	\$0.00	
Basic SEO Package	\$300.00	\$1,500.00	
Advanced SEO Package	\$300.00	\$2,500.00	
The Realtor Special	\$50.00	\$50.00	
Realtor Special + Social Media	\$75.00	\$75.00	
<b>Total</b>			

10% discount on all recurring fees for paying 3 months in advance  
20% discount on all recurring fees for paying 6 months in advance

I Authorize The Site Mechanics to charge my my credit card \_\_\_\_\_ setup fee  
and \_\_\_\_\_ recurring fee until I cancel in writing.

\_\_\_\_\_  
Signature

Card Number \_\_\_\_\_

Expiration \_\_\_\_\_

Billing Address \_\_\_\_\_

Security Code \_\_\_\_\_