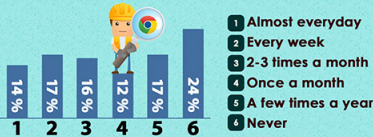


Why Your Business Needs...

SEO

How Often People Use Google To Locate A Local Business

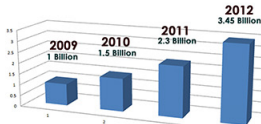


of local business searches are done using search engines such as Google



of consumers research online before purchasing in a 10-20 mile radius

Local search volume is growing exponentially
50% Every Year!



of local internet searches are followed up offline via a visit, phone call or purchase



of businesses have claimed a local business listing on one or more search engines.



Why Your Business Needs...

A Mobile Website

95%

of smartphone users have looked for local information on their mobile device

76%

of smartphone users expect a local business to have a mobile-friendly website

90%

of smartphone searches result in an action

77%

of searchers have contacted a local business with 61% calling and 59% visiting

Almost 50% of customers will not return to a website after having a bad experience on their mobile...that's a MASSIVE 1 in 2!

Why Your Business Needs...

Reputation Management

43%

of consumers search for reviews online before making a purchase

52%

of consumers said positive online reviews made them more likely to use a local business

87%

of consumers change their purchase decision after reading a negative review online

82%

of consumers said they would share their bad customer service experience online

Why Your Business Needs...

A Professional Website



Works 24 hours a day, 7 days a week, 365 days a year.

- It's cheap space and has low cost maintenance which will save you money
- It will help grow your audience
- It will help improve branding and reputation



Helps answer questions such as:

- Who are you?
- What is your product or service?
- Where is your business located?
- When are you operating hours?
- Why choose you?

89%

of consumers expect local businesses to have a professional looking website.

Sources: marketingherpa.com, searchenginelead.com, hubspot.com, sempro.org, slingshotseo.com, Nielsen Consumer Survey

