

5 QUICK WINS


FOR YOUR BUSINESS
WITH DIGITAL MARKETING

MAX MOHR - GIG STRATEGIC

FEBRUARY 7 | 11:30AM

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Member -
Mondays 

THE CHAMBER 
Charlottesville Regional
Chamber of Commerce

Gig
STRATEGIC 





Our Mission is to empower every business owner to best understand, manage and benefit from their online presence.



1.



2.



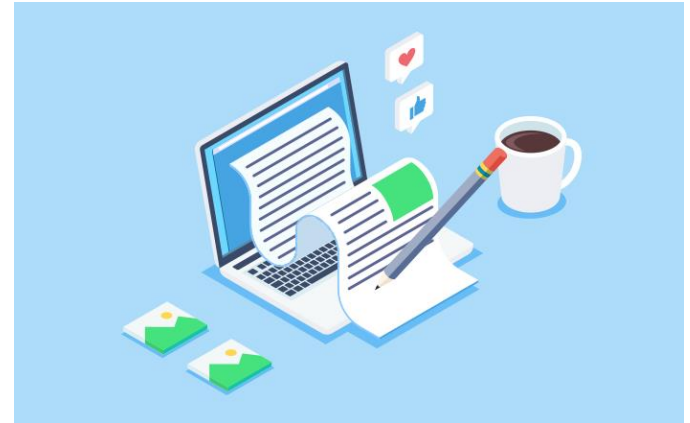
3.



4.



5.





1. Google Business Profile

Fill In As Much
Info As
Possible

- Quick & Easy:

- Name
- Address
- Phone
- Website
- Hours

- Slightly Involved:

- Category & Attributes
- Products & Services
- Description “From The Business”
- Q & A



Your Business

123 Main Street
Boston, MA 02127

Home

Posts

Info

Insights

Reviews

Messaging

Photos

Services

Website

Users



Your Business

HVAC Contractor
Home heating service
Air Conditioning Service
Air Conditioning Repair Service



123 Main Street Boston, MA 02127



Add service area



Sunday	Closed	
Monday	9:00 AM - 5:00 PM	
Tuesday	9:00 AM - 5:00 PM	
Wednesday	9:00 AM - 5:00 PM	
Thursday	9:00 AM - 5:00 PM	



Your business is live on Google

View on Search

View on Maps

Share your Business Profile

Close this business on Google



Google Assistant calls



Advanced information

Store code 02171



Labels Enter labels



Complete all sections for each tab

Local Ranking Factors




What Does Top Ranking Look Like?

restaurants richmond va


All Maps News Images Shopping More Tools

About 75,000,000 results (0.81 seconds)


Restaurants Rating Cuisine Price Hours



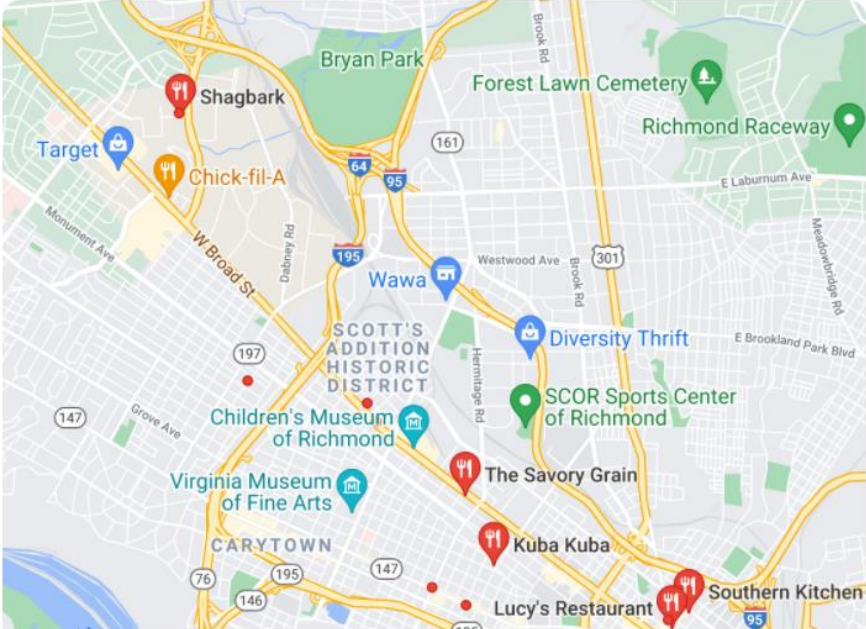
Shagbark
4.6 ★★★★★ (584) · \$\$\$ · Southern
4901 Libbie Mill E Blvd
Closed · Opens 5PM Tue
Dine-in · Curbside pickup · No delivery



Southern Kitchen
4.5 ★★★★★ (1.3K) · \$\$ · Southern
541 N 2nd St
Closed · Opens 5PM Tue
Dine-in · Takeout



Kuba Kuba
4.5 ★★★★★ (1.9K) · \$\$ · Cuban
1601 Park Ave
Closed · Opens 9AM Mon
Dine-in · Curbside pickup · No delivery



The map displays the downtown area of Richmond, Virginia, with several restaurant locations marked with red fork and knife icons. The locations include Shagbark, Chick-fil-A, Wawa, Diversity Thrift, The Savory Grain, Kuba Kuba, Lucy's Restaurant, and Southern Kitchen. Other landmarks shown include Bryan Park, Forest Lawn Cemetery, Richmond Raceway, SCOR Sports Center of Richmond, Children's Museum of Richmond, Virginia Museum of Fine Arts, and the Scott's Addition Historic District. Major roads like I-95, I-64, and I-195 are also visible.

Add Photos Regularly!


Google Business Profile Manager


Search businesses


Woodard Properties
224 14th St NW
Charlottesville, VA 22903


- Home
- Posts
- Info
- Insights
- Reviews
- Calls
- Messages
- Photos**
- Products
- Services


Add videos


Cover 

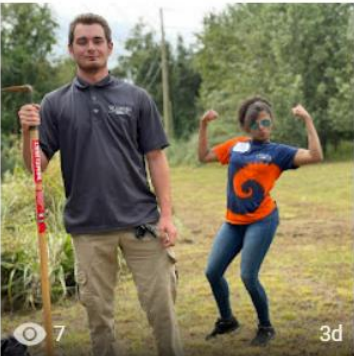
Logo 





























Add Posts Too!

<https://www.facebook.com> > ... > Advertising Agency

Gig Strategic - Home | Facebook

At **Gig Strategic**, we believe in "smart goals," aka goals that are specific, measurable, and achievable. We also believe in accountability -- being a partner you ...

★★★★★ Rating: 5 · 1 vote

<https://www.instagram.com> > gigstrategic

Gig Strategic (@gigstrategic) • Instagram photos and videos

Gig Strategic. Equipping your business for success in the digital economy.™ #MARKETING #digitalmarketing #localbusiness gigstrategic.clickable.bio.

<https://twitter.com> > gigstrategic

Gig Strategic (@GigStrategic) / Twitter

Gig Strategic. @GigStrategic. From establishing an online presence to developing a brand to amplifying your voice. We have the skills, experience and tools ...

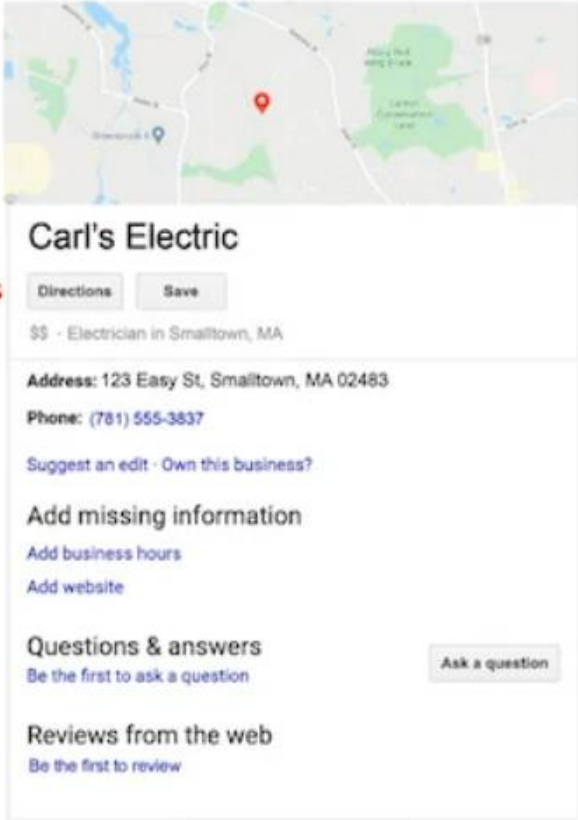


The screenshot shows the Google profile for Gig Strategic. At the top, it says "Gig Strategic on Google" with a verified badge. Below this are two featured posts. The first post has a blue header with icons of a laptop, play buttons, and a megaphone. The text of the post reads: "We know you've worked hard to start a business, so shout it from the rooftops. We're here ..." dated Jan 19, 2022, with a "Learn more" link. The second post has a header image of a man in a winter coat standing in the snow next to a green upward-trending line graph. The text of the post reads: "Is your business ready to take on the new year? Be on the lookout for these top five..." dated Jan 17, 2022, with a "Learn more" link. At the bottom of the profile section, the word "Profiles" is visible.

Unoptimized vs. Optimized

- Bare and unattractive
- Does not signal to consumers that this is a trustworthy/active business
- Does not invite engagement

Unoptimized



The unoptimized profile for Carl's Electric features a plain map as a cover image. The business name is 'Carl's Electric'. It includes buttons for 'Directions' and 'Save'. The category is 'Electrician in Smalltown, MA'. The address is '123 Easy St, Smalltown, MA 02483' and the phone number is '(781) 555-3837'. There are options to 'Add missing information', 'Add business hours', and 'Add website'. The 'Questions & answers' section is empty, and the 'Reviews from the web' section is also empty.

Optimized



The optimized profile for Ernie's Electric features a collage of photos showing the interior and exterior of the business. The business name is 'Ernie's Electric'. It includes buttons for 'Website', 'Directions', and 'Save'. The category is 'Electrician in Smalltown, MA'. The address is '123 Easy St, Smalltown, MA 02483' and the phone number is '(781) 555-3837'. The hours are listed as 'Open - Closes 12AM'. The profile includes a description: 'Family owned and operated business providing electrical and HVAC installations and repairs.' There is a 'Send to your phone' button. The 'Questions & answers' section has one question: 'Q: Do you charge a service fee?' with an answer: 'A: We do not charge any service or overtime fees. We'll always only charge you the fixed price we agreed to in the contract.' The 'Reviews from the web' section shows a 4.4/5 rating from Facebook (1,289 votes) and a 5/5 rating from Angie's List (6 reviews).

Photos

Website

Reviews/ratings

Category

Hours

Phone

Answered questions

2. Reviews (Google + Facebook)



Local Ranking Factors



Top Ranking W/ Reviews

dentist richmond va

Schedule Your Appointment Today Book Your Appointment Today

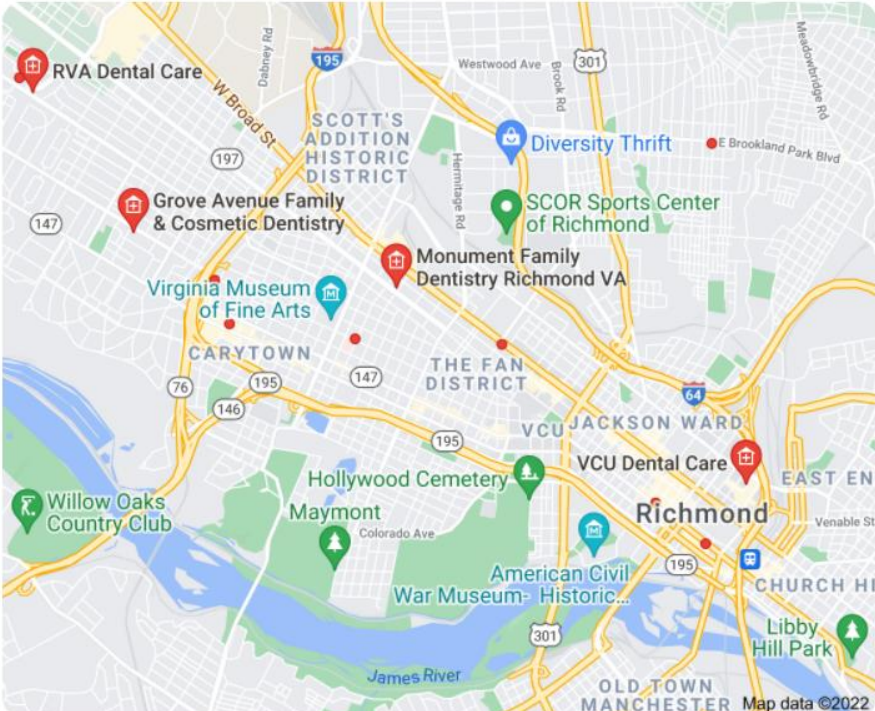
Dentists : Rating Hours

Monument Family Dentistry Richmond VA
4.9 ★★★★★ (98) · Dentist
2500 Monument Ave · (804) 359-3449
Closed · Opens 8AM Mon
Website Directions

Grove Avenue Family & Cosmetic Dentistry
4.6 ★★★★★ (135) · Dentist
4315 Grove Ave · (804) 285-1378
Closed · Opens 8AM Mon
Website Directions

VCU Dental Care
4.5 ★★★★★ (254) · Dentist
520 N 12th St · In MCV Campus Virginia Commonwealth...
Closed · Opens 8AM Mon
Online care
Website Directions

→ More places



The map displays the city of Richmond, Virginia, with several dentist locations marked with red location pins. Key landmarks and districts are labeled, including the James River, the Scott's Addition Historic District, the Fan District, and the Jackson Ward. Other notable locations include the Virginia Museum of Fine Arts, the American Civil War Museum, and the SCOR Sports Center of Richmond. Major roads like I-195 and I-64 are also visible.



Your
Customers...

- They're happy!
- But they're also...
- Busy
- When's the best time to ask for a review?

The Moment Of Truth





Review Software We Recommend



3. Social Media





This Is Not Your
Grandpa's
Social Media

Pay to Play

- As the platforms become more saturated, this is only the natural result.
- Facebook has revealed that organic business page posts only reach 2 – 5 % of followers.
- Instagram is heading in the same direction.
- At the end of the day, this is to be expected.
- You can still win on these platforms with the right strategy.

2 Strategies

1. Basic Social Media Presence
2. Social Media Battle Ad Plan

You Still Need A Social Media Presence

- Basic Social Media Presence
 - It's become the ground floor of being active on the internet. Customers look to social media to build trust and brand awareness.
 - Are you open? Are you alive?
 - Customers still take action, even if not directly from a social media post.
 - The constant scroll!

Authority In Search Engines



gig strategic



[All](#) [News](#) [Images](#) [Maps](#) [Shopping](#) [More](#) [Tools](#)

About 7,920,000 results (0.45 seconds)

<https://gigstrategic.com>

Gig Strategic: Online Marketing Agency Charlottesville | Digital ...

Gig Strategic is Charlottesville's Full-Service Online Marketing Agency ... The world today is more digitally connected than ever before. For businesses to ...

Shop

[Shop](#) · [Recent Posts](#) · [Recent Comments](#) · [Archives ...](#)

Learn More

Ready to take your online advertising to the next level ...

Gig Blog

Get the latest digital marketing news, information, tips & tricks ...

Our Store

Gig Strategic offers a variety of digital marketing services to ...

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<https://www.linkedin.com> > [company](#) > [gigstrategic](#)

Gig Strategic | LinkedIn

Our mission is to help businesses successfully compete in the digital economy. Our clients benefit from our unique experience and cutting edge solutions. We ...

<https://www.linkedin.com> > [jjburton](#)

James Burton - Founder and CEO - Gig Strategic | LinkedIn

Greater Charlottesville Area · [Founder and CEO](#) · [Gig Strategic](#)
Experienced digital marketing professional passionate about helping businesses succeed online. · **Gig Strategic** University of Virginia · [Contact James for services.](#)
Greater Charlottesville Area · [Founder and CEO](#) · [Gig Strategic](#)



Gig Strategic



[Website](#) [Directions](#) [Save](#) [Call](#)

5.0 ★★★★★ 12 Google reviews

Marketing agency in Albemarle County, Virginia

Service options: [Online appointments](#) · [Onsite services](#)

Address: 516 Brookway Dr, Charlottesville, VA 22901

Hours: [Open](#) · [Closes 6PM](#)

Phone: (434) 288-3020

Appointments: [bookmenow.info](#)

[Suggest an edit](#) · [Own this business?](#)

Questions & answers

[See all questions \(1\)](#)

[Ask a question](#)

[Send to your phone](#)

[Send](#)

Authority In Search Engines

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Gig Strategic (@gigstrategic) • Instagram photos and videos

Gig Strategic. Equipping your business for success in the digital economy.™ #MARKETING #digitalmarketing #localbusiness [gigstrategic.clickable.bio](#).

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Gig Strategic. @GigStrategic. From establishing an online presence to developing a brand to amplifying your voice. We have the skills, experience and tools ...

https://business.cvillechamber.com > list > member > gi...

Gig Strategic | Media Consultants - Charlottesville Regional ...

Gig Strategic, Media Consultants. 516 Brookway Dr. Charlottesville, Virginia 22901. (434) 288-3020.

Related searches

gig strategic store

From Gig Strategic

"Equipping your business for success in the digital economy." LOCAL ONLINE PRESENCE | MARKETING | ADVERTISING The world today is more digitally connected than ever before. In order for businesses to successfully compete, they must have a digital... [More](#)

Gig Strategic on Google

Did you make a 2022 resolution for your business? To improve your website?... 3 days ago [Learn more](#)

We've greatly enjoyed our partnership with Stapleton Elder Law. Here's to your... 7 days ago [Call now](#)

Profiles

Instagram Facebook LinkedIn Twitter

People also search for [View 15+ more](#)

What Does A Plan Look Like?

- Take 1 – 3 Hours Per Month To Plan Out Posts. Even If 1x Per Week
- Facebook, Instagram, Google, ~ LinkedIn
- Use A Calendar / Post Planning Tool
- Take Advantage Of Video
- Adopt New Features
- 5 For 25



4. Website Content

What Purpose Does Your Website Serve?

- Informs your customers about your products and services
- Attracts new customers looking for your niche
- Allows customers to easily contact you and make a purchase
- Serves as a library of media content
- Allows you to answer FAQs and post updates about hours, special events, promotions, etc.

Web Content Overview



CUSTOMER-FACING
LANGUAGE



WRITE WITH SEO IN
MIND



CLEAN NAVIGATION
STRUCTURE

Does Your Website Have Customer-Facing Language?



Cyber Security Company A

- We are an advanced technology consulting firm specializing in data center designs (Arista and Cisco Nexus, cloud, multi-tenant managed services, and typical enterprise data centers), IPv6, network assessments, and managed services for companies that do not have the expertise in house to support more advanced technology. We are an organization comprised of motivated entrepreneurial engineers.

Cyber Security Company B

- With today's non-stop threats, cybersecurity is more important than ever.
- We use best-in-class services to build a custom strategy for your business, including cybersecurity, mobile protection, and cloud backup and recovery.
- We'll be monitoring 24/7 so you don't have to be. We'll make sure your business is secure online.

Writing For The Web

- Shorter, punchy sentences
- Simple vocabulary
- Short paragraphs with plenty of line breaks
- Headings and subsections
- Frequent use of your keywords
- Tell the reader exactly what you want them to do

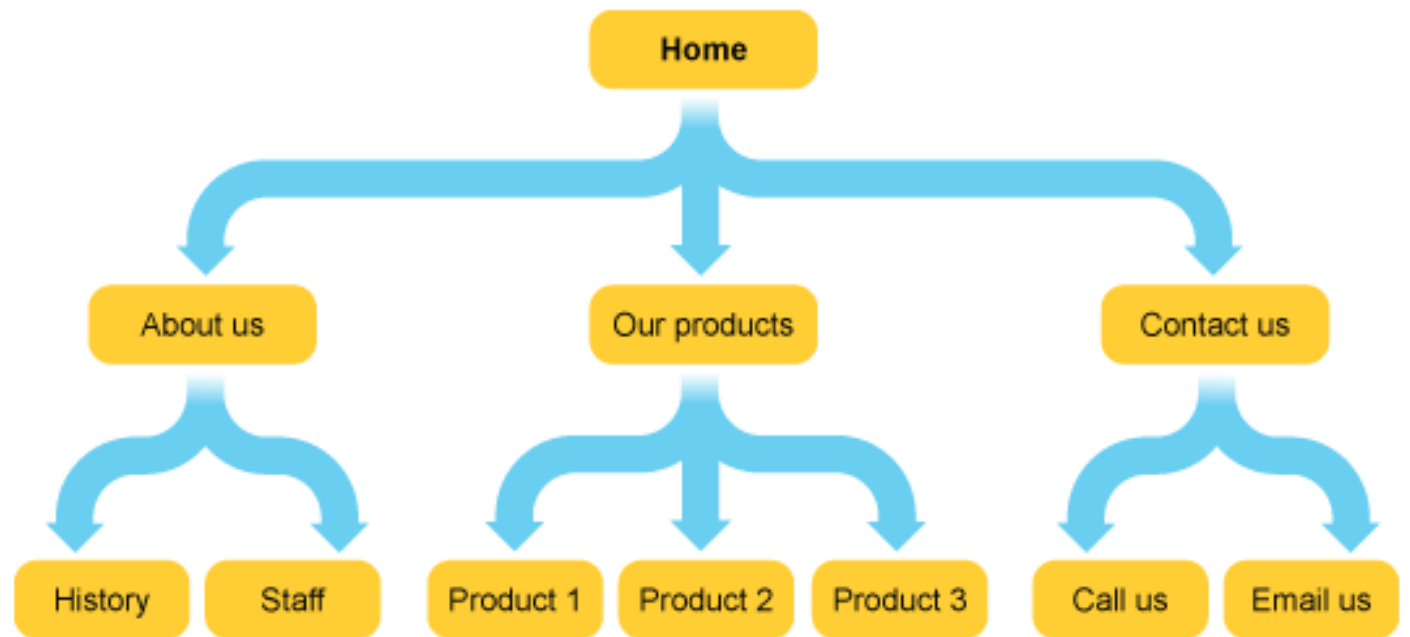


Write Content With SEO In Mind



- Think about your SEO strategy **first**, then plan content from there
- 5 – 8 key phrases
- Geographic Area
- Page Titles & Headers

Navigation Structure



Navigation Structure

- Dedicated page for each main product / service
- Rule of 7
- Avoid generic page titles like 'Services'
 - ~~Services~~ >> Expert Plumbing Services



Residential ▾

Commercial ▾

Case Studies ▾

Blog

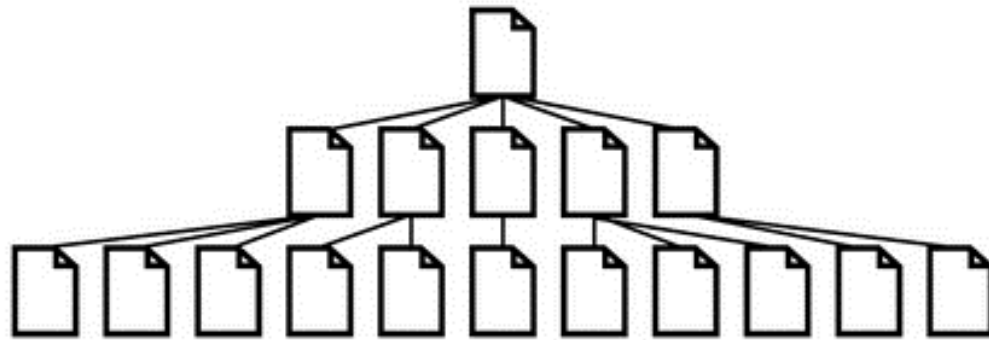
About Us

Careers

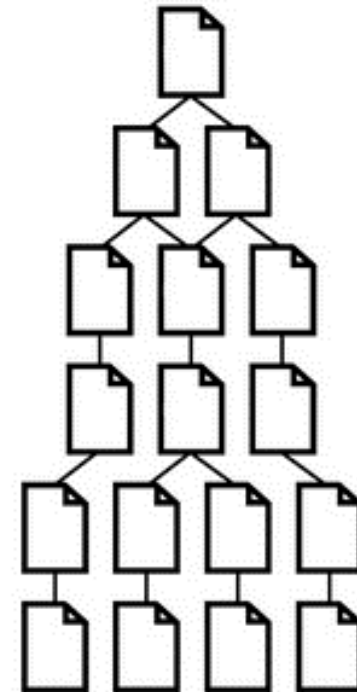
Contact

Flat Structure vs. Deep Structure

FLAT SITE ARCHITECTURE



DEEP SITE ARCHITECTURE



There Are No Tricks
Anymore

Web Content Recap



CUSTOMER-FACING
LANGUAGE



WRITE WITH SEO IN
MIND



CLEAN NAVIGATION
STRUCTURE



5. Blogging

10 YEARS AGO...



Still Plenty Of Reasons To
Have A Blog...



1. Search Engines Prioritize Sites With Regular Content Updates





2. More Opportunities For Keywords




3. Build Trust With Potential Customers



4. No Pressure To Be Super Formal



5. Build A
Rewarding
New Habit!



What Results Can Blogs
Have?

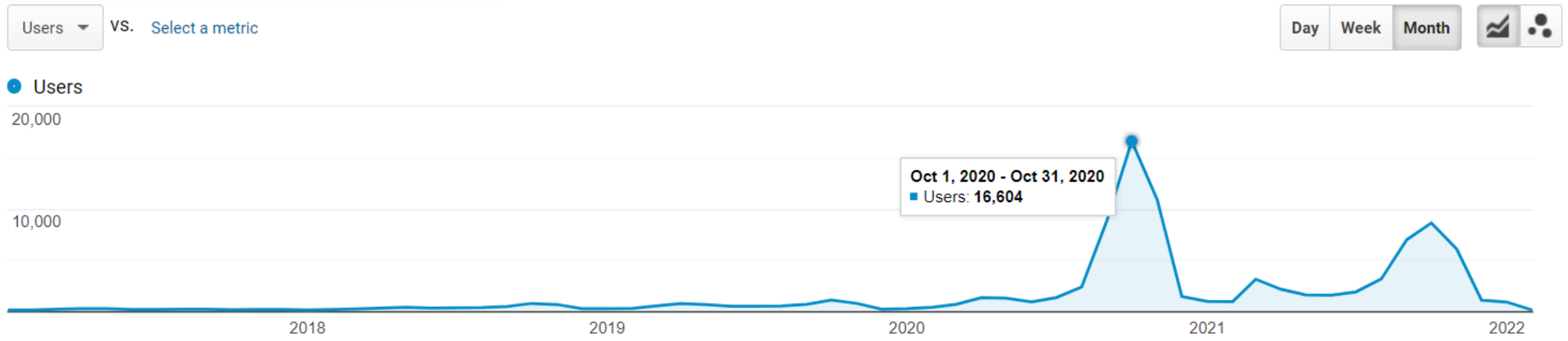


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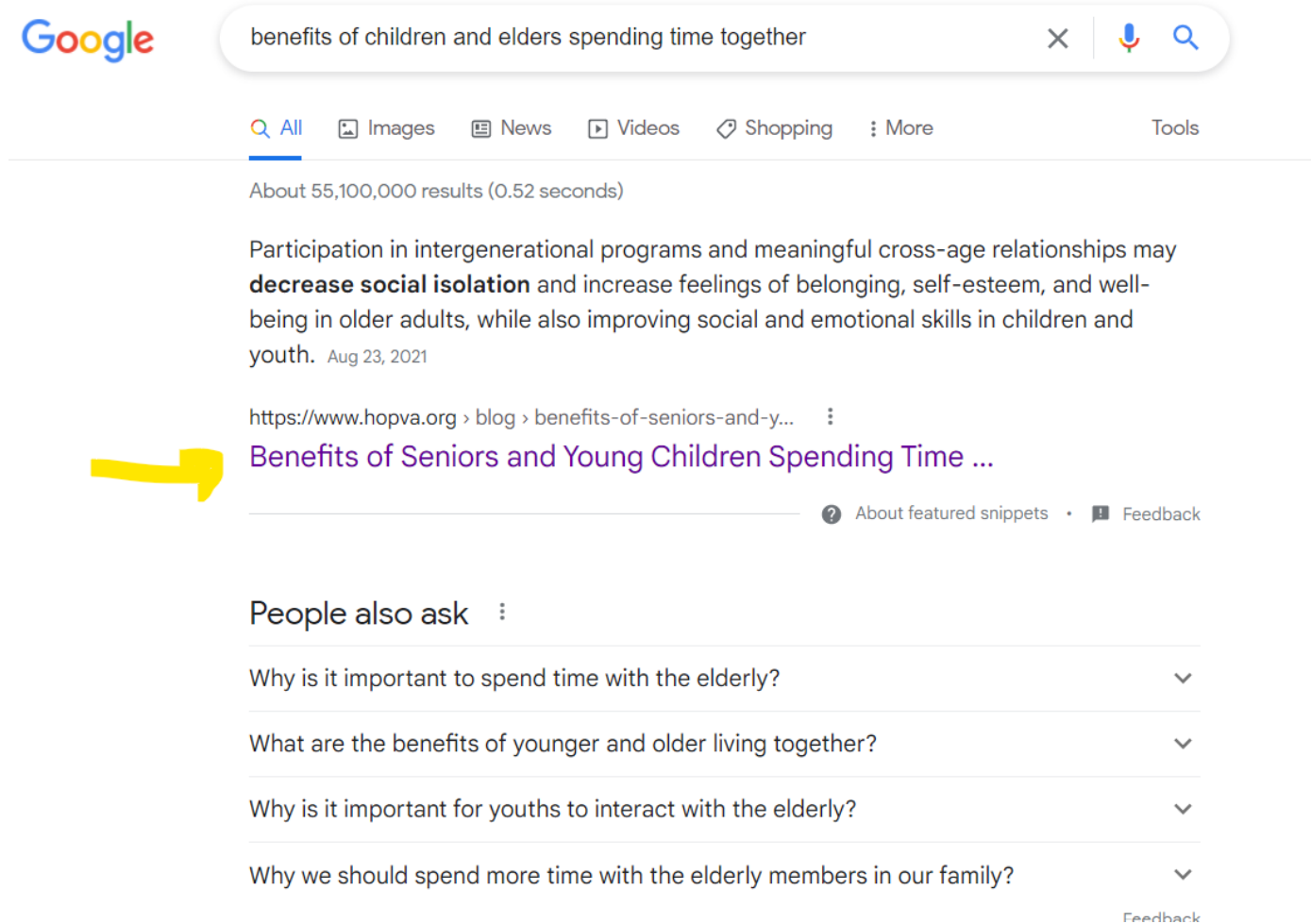
Perennial Maintenance: What To Cut Back In Fall & Spring



You Never Know When Something Will Catch Fire



Obtain A Featured Snippet In Google



The image shows a Google search interface. The search bar contains the text "benefits of children and elders spending time together". Below the search bar, there are navigation links for "All", "Images", "News", "Videos", "Shopping", and "More", along with a "Tools" link. The search results show "About 55,100,000 results (0.52 seconds)". A featured snippet is displayed, starting with the text "Participation in intergenerational programs and meaningful cross-age relationships may **decrease social isolation** and increase feelings of belonging, self-esteem, and well-being in older adults, while also improving social and emotional skills in children and youth. Aug 23, 2021". Below this text is a breadcrumb trail: "https://www.hopva.org > blog > benefits-of-seniors-and-y...". A yellow arrow points to the main title of the featured snippet: "Benefits of Seniors and Young Children Spending Time ...". At the bottom of the featured snippet, there are links for "About featured snippets" and "Feedback". Below the featured snippet, there is a section titled "People also ask" with four questions, each followed by a downward arrow indicating a dropdown menu. The questions are: "Why is it important to spend time with the elderly?", "What are the benefits of younger and older living together?", "Why is it important for youths to interact with the elderly?", and "Why we should spend more time with the elderly members in our family?". A "Feedback" link is located at the bottom right of the "People also ask" section.

Google

benefits of children and elders spending time together

All Images News Videos Shopping More Tools

About 55,100,000 results (0.52 seconds)

Participation in intergenerational programs and meaningful cross-age relationships may **decrease social isolation** and increase feelings of belonging, self-esteem, and well-being in older adults, while also improving social and emotional skills in children and youth. Aug 23, 2021

https://www.hopva.org > blog > benefits-of-seniors-and-y...

Benefits of Seniors and Young Children Spending Time ...

About featured snippets Feedback

People also ask

Why is it important to spend time with the elderly?

What are the benefits of younger and older living together?

Why is it important for youths to interact with the elderly?

Why we should spend more time with the elderly members in our family?

Feedback

Earn Money

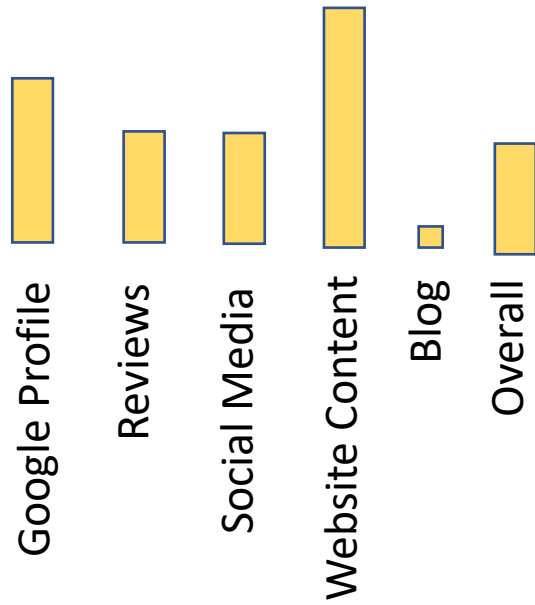
MONEY
BLOGGING



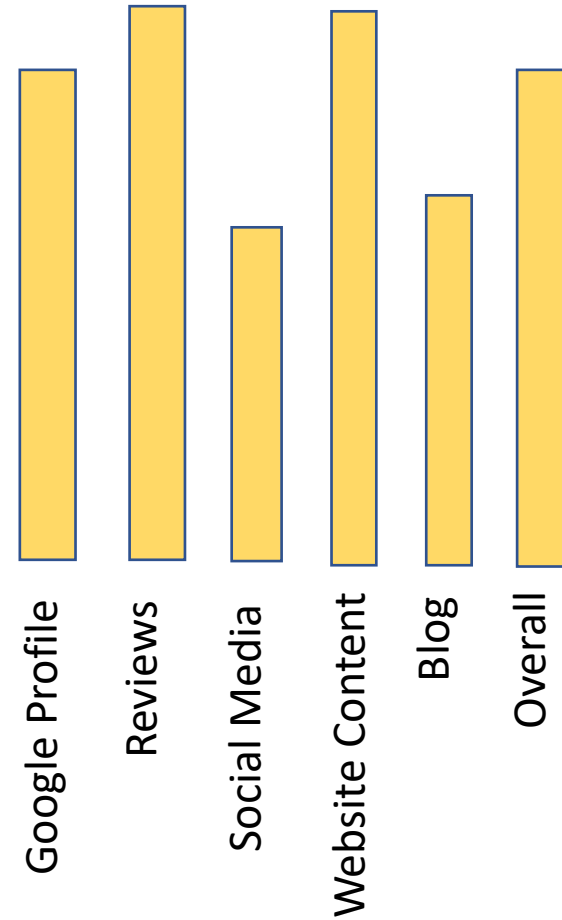


Conclusion: Do
Any Of These
Things Actually
Make Me Money?

Who Would You Rather Be?



Business A



Business B



Q & A