

RocklandWeb



Design your future, now.

About Me

- Graduated Ramapo College in 2006
- Started Rockland Web Design Inc. in 2007
- Rebuilt 2 Chambers of Commerce:
 - North Rockland Chamber of Commerce
 - Highlands Chamber of Commerce
- One of several founders of ProMetroNet
- Member, Workforce Development Board of Rockland, North Rockland Academy of Finance
- Author, *How to Program Your Life*, © 2016
- Currently host/maintain approx. 225 websites
- Team of 5-10, flexible work schedules



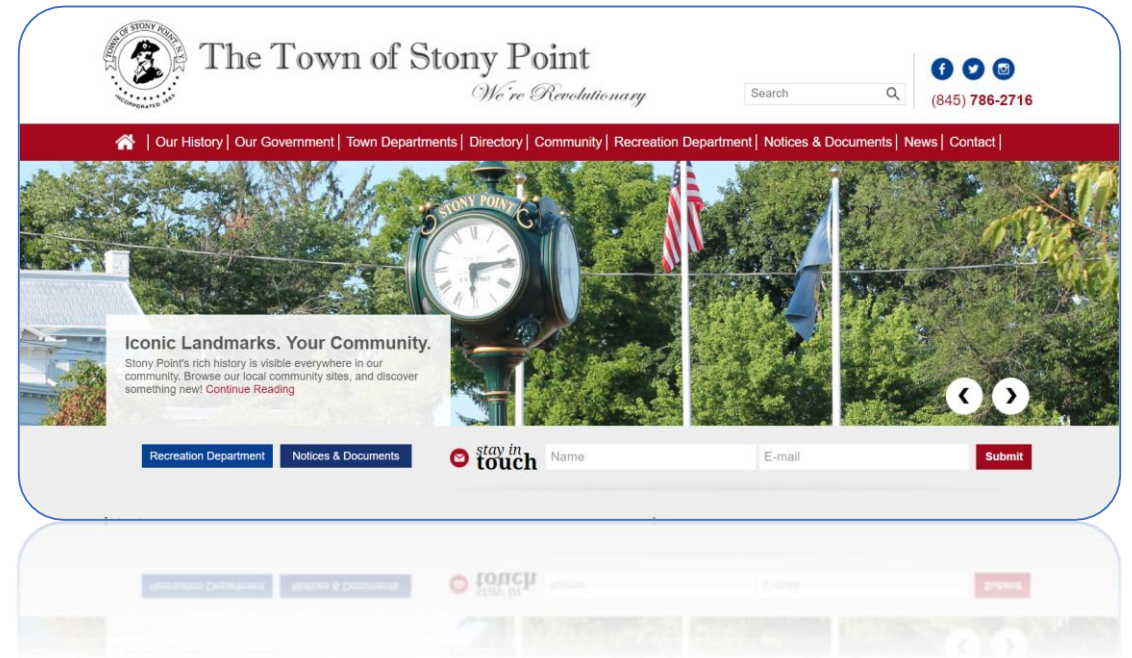
Overview of RocklandWeb

- Our company was founded in 2007 as Rockland Web Design Inc.
- We started out as a web design company. We expanded.
- Our services have expanded to offer full-service digital advertising and promotion of our client web properties
- We currently manage approximately 225 clients (as of Jan 2020)
- **Our ACE Web Marketing Program includes:**
 - Full management of client website, SEO, Social Media & messaging properties
 - Research and writing of information targeted to client's audience
 - Implementation of features that automate client business model



Some of our established clients:

- Columbia University
- Brotherhood Winery
- Town of Stony Point
- Village of Airmont
- North Rockland Chamber
- Highlands Chamber
- Two libraries, three Churches
- Rockland Workforce Development
- Engineering firms, Law firms, online retailers



The ACE Web Marketing Three Step Process:

1. Build your reputation

- Google Reviews
- Social Media
- Blog posts

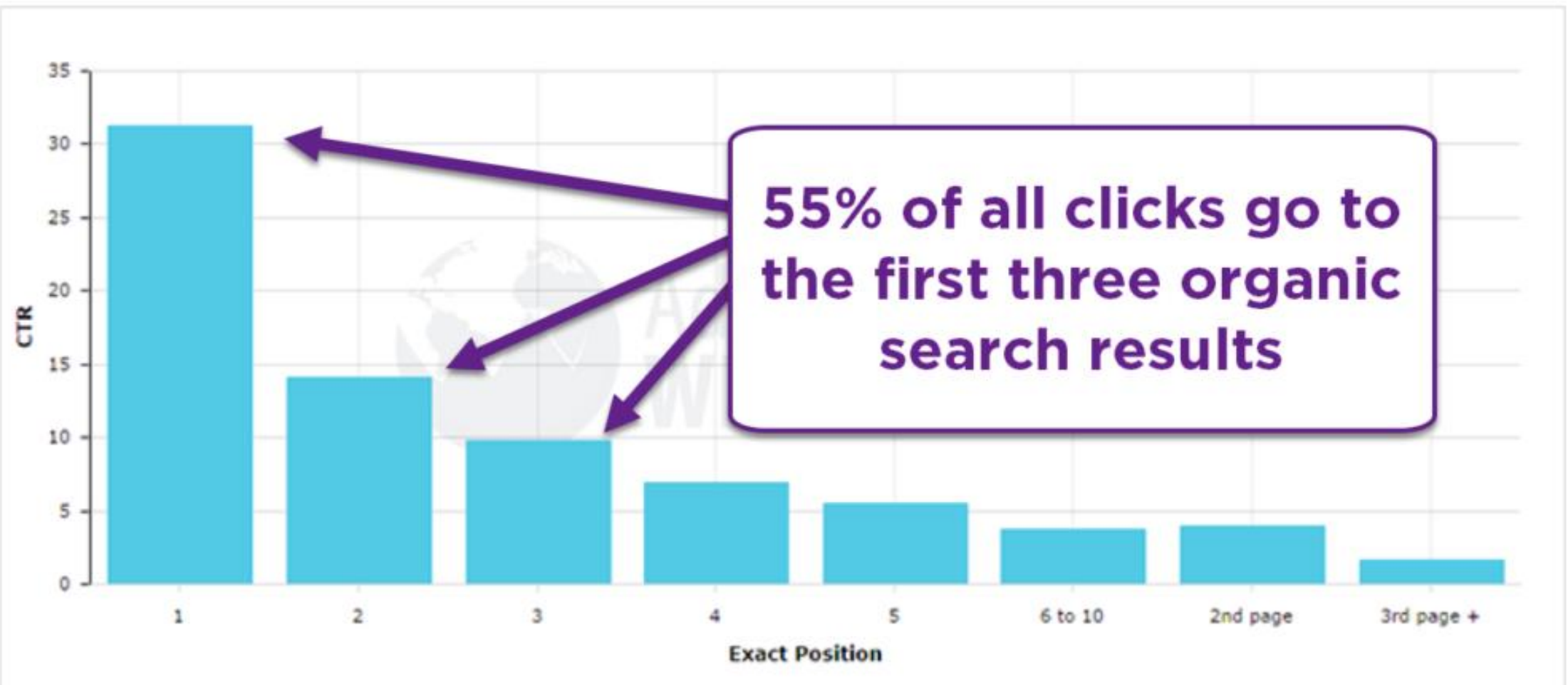


2. Use the iCARE Formula:

information
Concern
Appreciation
Resources
Events

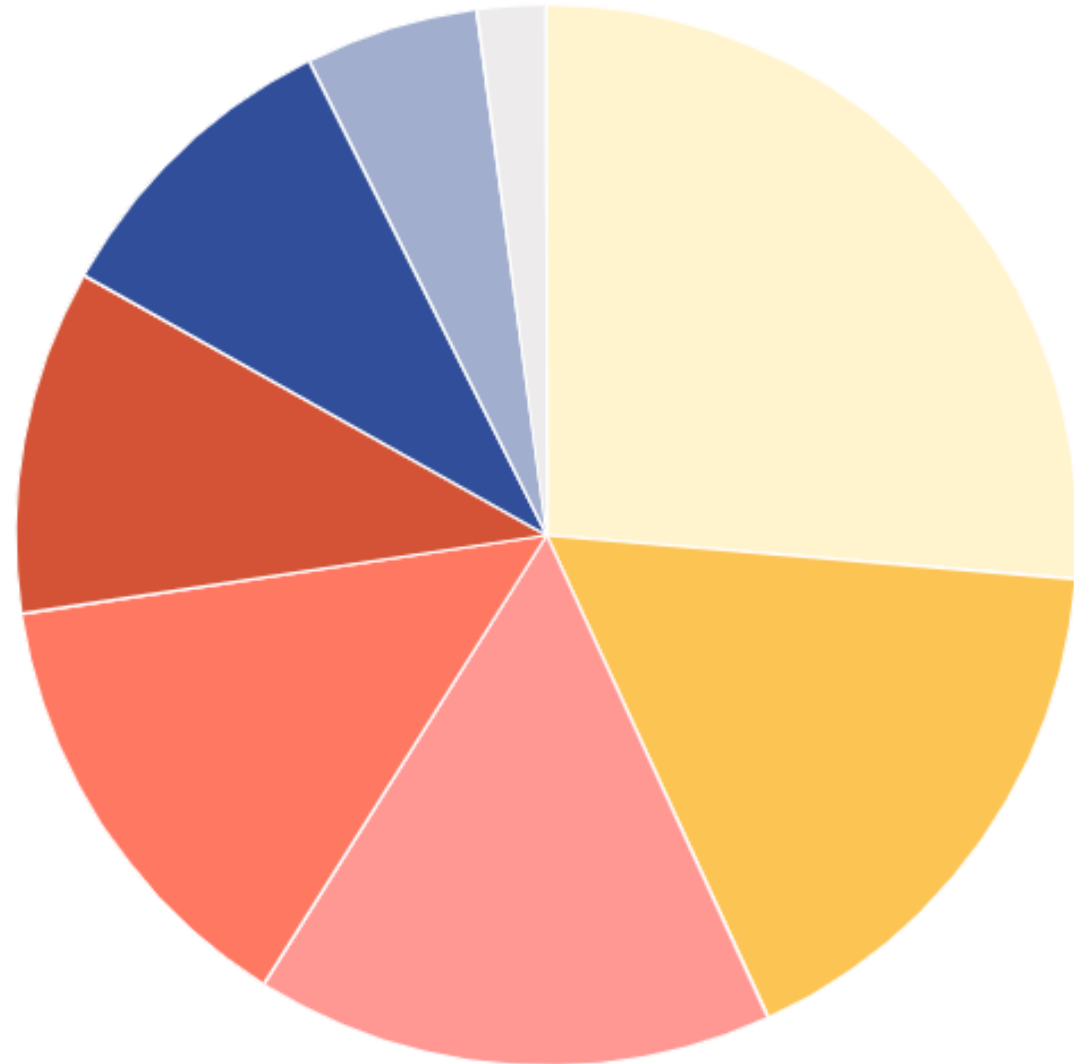


3. Use website, messaging, calls to action, sales



Top Search Engine Ranking Factors

- **Google My Business** - 25.12%
- **Link Signals** - 16.53%
- **Review Signals** - 15.44%
- **On-Page Signals** - 13.82%
- **Citation Signals** - 10.82%
- **Behavioral Signals** - 9.56%
- **Personalization** - 5.88%
- **Social Signals** - 2.82%



Source: Moz.com

Ranking Factors: Broken Down – Part 1

- **Google My Business Signals: 25.12%**
 - Proximity
 - Categories
 - Keyword in business title
- **Link Signals: 16.53%**
 - Inbound anchor text
 - Linking domain authority
 - Linking domain quantity
- **Review Signals: 15.44%**
 - Review quantity
 - Review velocity
 - Review diversity
- **On-Page Signals: 13.82%**
 - Presence of NAP
 - Keywords in titles
 - Domain authority, etc.

Ranking Factors: Broken Down – Part 2

- **Citation Signals: 10.82%**
 - IYP/aggregator NAP consistency (Public Network Access Points, Public records)
 - Citation volume, etc.
- **Behavioral Signals: 9.56%**
 - Click-through rate
 - Mobile clicks to call
 - Check-ins
- **Personalization: 5.88%**
 - Unique website style and design
 - Must still conform to web standards
- **Social Signals: 2.82%**
 - Google engagement
 - Facebook engagement
 - Twitter engagement

The Core of all Local: Google Reviews

It's Coffee
Directions Save
5.0 ★★★★★ 210 Google reviews
\$ · Cafe
1 min walk from Hogan's
Address: 51 S Liberty Dr, Stony Point, NY 10980
You visited in April 2019
Hours: Closed · Opens 8AM Thu
Phone: (845) 553-9787
Order: doordash.com, postmates.com

Lynch's
79 S Liberty Dr, Stony Point, NY
4.7 ★★★★★ 191 reviews
Linda Anders
1 review
4 days ago
★★★★★ Once again we had a wonderful dinner here last night. We had reservations for our who have not been here before. No one was disappointed. I had a sweet potato and delicious followed by Chicken Romano. ... More
Like
Gianni DD
7 reviews
a week ago
★★★★★ Stopped in for a drink or 2 on Fathers day because we arent celebrating but owner and bartender are so very nice and engaging which is why we are s some finger desserts that are ... More
Like
Roberto Alvarenga
15 reviews · 3 photos
a month ago
★★★★★

Rockland Web Design
Website Saved
5.0 ★★★★★ 94 Google reviews
You visited 3 weeks ago
Hours: Closed · Opens 9AM Thu
Phone: (845) 877-7333
Appointments: rocklandwebdesign.com
Edit your business information

Use Google My Business: A whopping 40%!

- Claim your Google Business Listing: **business.google.com**
- Fully fill out the information on your business page
- Add qualified reviews from your existing customers
- Continually manage this location on a weekly basis:
 - Add new posts, events, and other information
 - Get more reviews from clients, via messaging
 - Respond to reviews from customers (Happily, if possible)

Use Other Ranking Factors to Grow More!

- **Review Signals: 15.44%**
 - Review quantity
 - Review velocity
 - Review diversity
- **On-Page Signals: 13.82%**
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 - Domain authority, etc.
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Next Workshop: Social Media
Tuesday 2/18/2020 12 noon