

The Hat Trick - Local Listings, Social Success, Local SEO

Local Listings

Starting with your Google Business Profile, Local Listings utilizes an industry-first approach to place your business information on the most relevant and popular directory websites. Local Listings directly touches local search sites, directories, voice assistants, navigation systems, review sites, and data providers that are specific to your industry, to help your business be found online.

- Complete build out, or optimization of Google Business Profile
- Content Syndication across all directories and platforms.
- Industry specific optimization (Zillow, Justia, Realtor.com, ect)
- Weekly Posts with custom content
- Q & A Management
- Track and Improve your Google Business Local Rank
- Google Business Review Management
- Google Business Q&A Management
- Launch Google Business Profile Website (separate from free website)
- Ongoing Google Business Posting (weekly)
- Real-time Insights
- Spam Fighting
- Expert GBP & Listing Network Support

What does this do for you?

- 1) Improve visibility for your business to be found in local search
- 2) Fix inaccurate business information, which builds trust with Google
- 3) Broaden your reach to increase visibility even more
- 4) Show up in voice enabled search and navigation systems

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Social Success

Facebook has billions of daily users. Taking advantage of Facebook's awesome power for small business requires focus and discipline. Social Success synthesizes its way through the broad reach of the social network, to locate your target customers. The product uses Facebook's powerful marketing tools to create more meaningful customer interactions that generate real results.

- Compelling and up-to-date Facebook & Instagram Business Pages
- Custom and lookalike audiences developed from customer data
- Positive Facebook Recommendation Generation
- Robust Page Like Campaigns built around your target audience
- Consistent & focused social posts with custom graphics
- Clear calls-to-action that make users stop and consider
- Strategically boosted content to drive results every time
- Monitoring to identify post & page engagement activity

This process is repeated day after day, month after month all for one low price! It is time to take control of Facebook for once and for all. Facebook Pro cuts through all the broken promises of organic social media marketing. It plants our clients' focus squarely onto the right strategies to generate results.

Best-Practice Page Setup

Macre Consulting will build out your Facebook and Instagram business presence with rich content, calls-to-action (CTAs), and optimized data. This will help your business stand out and allow your page to go to work for you and your audience

Building Your Target Audience Following

Macre Consulting identifies your target audience, using demographic, behavioral, and geographic patterns, and creates compelling ad creatives to get them to connect with your business. Also, a like/follow campaign that brings in followers and grows your audience 24/7, 365 days a year.

Consistent Quality Posts

Our smart social posts go to work immediately for your business. We use attractive content, images, and videos that engage users. Content is focused on core products and services and is intended to provide your target customers exposure to your offerings. We use clear calls-to-action (CTAs) and refine its craft, with each and every post.

Boosted Campaigns

With targeted content, running ads to get exposure is key. We use paid boosted posts to reach your curated target audience for maximum exposure. Every post that we generate will include a boost.

Reporting & Analytics

Provide powerful insights into how your business is performing. You can uncover top-performing posts and understand what your target audience reacts to at any time.

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Local SEO

With Local SEO you can expect an increase in the number of calls or qualified leads that are waiting to be converted into sales. Local SEO will not only deliver you those leads but will also ensure better visibility within your local area and your business will only get bigger and better from there.

- Local Listings Package Included
- 1 Blog Per Month
- Build out Google Analytics/Google Search Console with reporting
- Keyword Strategy & Optimization
- Link Building
- Google Listing Optimization & Syndication
- Individual Service Page Build Out
- Advanced Schema