



pr.business

THE  
ULTIMATE  
GUIDE TO  
**ONLINE**  
**MARKETING**  
FOR SMALL  
BUSINESSES



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No business gets in the market to be second best! To master online marketing, it takes technological expertise, time, and strategy.

Before small business owners can place their business on the fast track for growth, they must check the pulse of their business first.

Through in-depth analysis, a digital marketing expert can grade your business on what we at pr.business call the four pillars of online success. With the right data-analyzing software, a scorecard can be pulled to give each pillar a grade.



# PILLAR #1

## Listings



This technology scans the internet to find the number of directories that list your company.

These directories include any sites that mention a business's contact information,

business hours, and a description - like yellowpages.com and Google listings.

The more listings you have, the more exposure you have to potential customers.

Your Listings Grade is also based on the accuracy of those listings.

Keeping track of this data is important for retention and new leads.

If a consumer can't trust your listing to be true, what are the chances they'll trust the quality of your business? It's not enough to be listed.

You must be listed correctly! Your company's Listings Grade will reflect your performance compared to the average of your industry.

### PR Facts

**73%** of consumers lose trust in a business with inaccurate listings.

# PILLAR #2

## Reviews



Let's face it. People are talking about you. So it's important to manage your online reputation (i.e. manage your reviews).

Pillar #2 focuses on four major pieces of data: reviews found, reviews found per month (last 6 months), your average review score, and the number of review sources.

Reviews are structured mentions which are classified or ranked in some way - star rating or numerical.

Let's say your business has 2 reviews. One customer scored your business with 5 stars, and

the other... 3.

This would make your average review score 4. That score is then compared to your industry average.

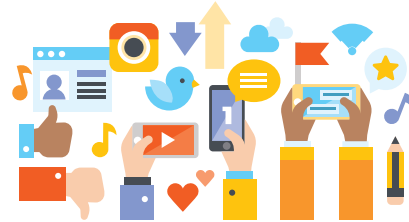
An online marketing expert can take the average grade of your review score and the other 3 review-related scores to get your overall Review Grade.

### PR Facts

**88%** of consumers look to online reviews when making buying decisions.

# PILLAR #3

## Social Media



Social media is another major component for online presence (and generating new clients).

Our system compiles the number of likes and posts you have on Facebook.

Then we calculate your average likes and shares per post.

After collecting that data and comparing it to your industry, we scan any other social media platforms you use, like Twitter.

After all data is compiled, you'll receive your Social Media Grade.

Don't forget. Your customers commenting on your social platforms are just as important as your customers calling into your company's business line.

### PR Facts

In 2017, **2.8** billion used social media.  
That's **37%** of the population.

# PILLAR #4

## Websites



Your website is the face of your business online. It's your fourth and final pillar to dominating your market in today's digital world. The website analysis is two-fold: mobile and desktop.

The scorecard-generating technology evaluates the speed and user experience on the mobile-friendly version of the website (if you have one). Next,

we assess the speed and home page content of your desktop website.

The faster your website works, the more engaged your customers will be.

And even if you have a fast website, you also need to have the right information on your home page.

Once you've reviewed these four grades with an experienced digital marketing manager, they will create a plan of action to get you straight A's across the board.

Managing online marketing requires a close eye on your data non-stop.

Save yourself the hassle by putting your online marketing efforts in the hands of a qualified professional.



Instead of hiring a digital marketing manager for \$60,000 to take care of all the time-consuming data analysis and updates for your online marketing.

We help small businesses save time and money with our review management, state-of-the-art websites, social media expertise, and directory management.

Keep your  
**FOCUS**  
where it matters

and let **pr.business** grow your business' presence online

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