



**POWERFUL REACH
PRECISION TARGETING
YOUR AUDIENCE DELIVERED**

WEBSITE DEVELOPMENT

A professional website that turns browsers into buyers is the centerpiece of any online marketing program.

Give A Great First Impression

OVERVIEW

- We carefully design every aspect of your site to balance beauty and conversion – all while keeping your specific preferences in mind.
- Our websites are designed “responsively,” giving all site visitors a great user experience no matter the size of their phone, tablet, or desktop screen.

BUILT TO FIT YOUR UNIQUE NEEDS

- Modern Design
- Professionally Crafted Content
- SEO-Friendly Site Development
- Prominent Phone Number
- Conversion Form
- Analytics & Reporting
- plus much more!



Teeth Straightening, Clear Teeth Braces for the greater Norwalk area and Beyond!

Welcome to our practice and the services provided by Dr Chris Van Vuuren. Dr Van Vuuren is an orthodontic specialist, making sure your individual needs are cared for in the professional and understanding manner you deserve. Please take a moment to browse through our site, it provides information about our practice and may answer some of your questions.

LEARN MORE +



- ORTHOPEDICS -

A small blurb about Orthopedics can go here. A small blurb about Orthopedics can go here.



- ORTHODONTICS -

A small blurb about Orthodontics can go here. A small blurb about Orthodontics can go here.



- OTHER SERVICES -

A small blurb about other services can go here. A small blurb about other services can go here.

Quality Care and Safety

Our practice policy is to provide treatment of the highest standard in a professional, comfortable and friendly atmosphere. Advanced techniques, modern equipment and high quality materials are utilised to make this possible.

Our sterilisation program provides you with safety. There are understandable concerns with regards to infection from dental procedures. These concerns are addressed by our



WEBSITE DEVELOPMENT

Express E-Commerce

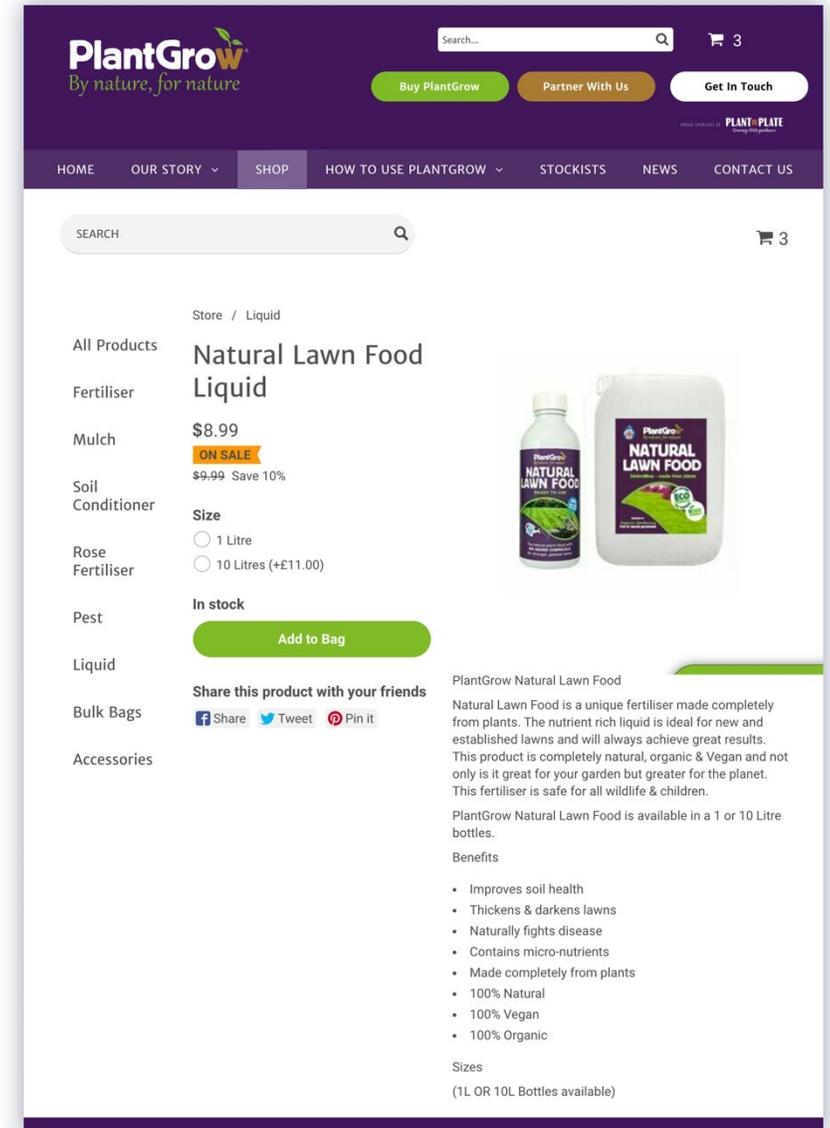
Our proven process and expert team helps local businesses launch their online store and start receiving orders in weeks rather than months.

Launch E-Commerce Quickly and Easily

Drive Online Sales

OVERVIEW

- Express E-Commerce empowers you to sell your products online, with your existing website or a separate E-Commerce microsite.
- We build your online store with a sophisticated look and feel and guide you through setting up your banking merchant account, accepting online payments and mailing shipments.
- Features include:
 - Product catalog and page design
 - 50 products at launch
 - Self-serve online platform to make adjustments (i.e. price, size, inventory)
 - Payment types: PayPal, Stripe, Authorize.net
 - Shipping options: flat rate or carrier calculated



WEBSITE DEVELOPMENT

Express E-Commerce

Our proven process and expert team helps local businesses launch their online store and start receiving orders in weeks rather than months.

Express E-Commerce Launch Process – 3 Easy Steps

1**ONBOARDING**

DAYS 1-5

- The process starts with a 30-minute call with your dedicated Project Manager (PM). We discuss the overall process and product strategy.
- We provide a Shipping & Payment Guide, Example Inventory File, and File Sharing Location.
- You then complete the Inventory File and share product images with the PM.
- Next, you select your shipping carrier, choose payment options, and provide your merchant account information to the PM.

2**DEVELOPMENT**

DAYS 6-10

- We import all of your provided product data and shipping details (carrier calculated or flat rate) into our Express E-Commerce system.
- We implement your selected credit card vendor
- We thoroughly test all possible product selections and perform quality control measures.
- We provide a preview URL so you can review the site content in detail and provide approval to go live.

3**GO LIVE**

DAYS 11-14

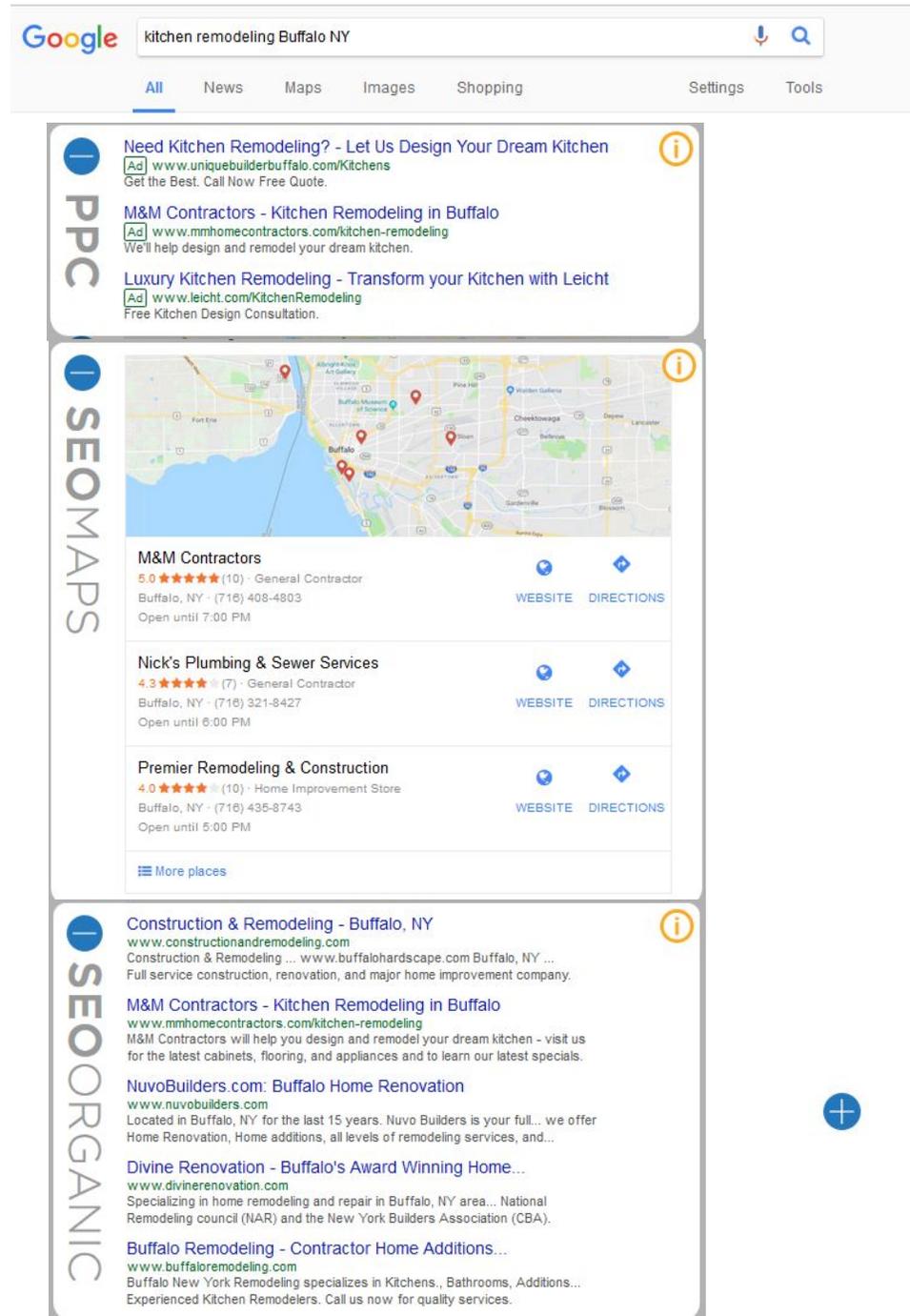
- When approval to go live is received, we send you a domain activation request. Once the domain is activated, the site is live.
- We submit a test order on the live site for your review.
- The shopping cart is now open for business and able to accept orders.
- We provide access to a dashboard to track orders and your overall campaign.

SEARCH LANDSCAPE

53% of web traffic come from the organic results and 15% come from the paid ads.
Source: BrightEdge

B2B Combined Search Traffic Is 76% of Trackable Traffic.
Source: BrightEdge

The most successful programs include the Synergy of SEM(PPC) and SEO (organic).

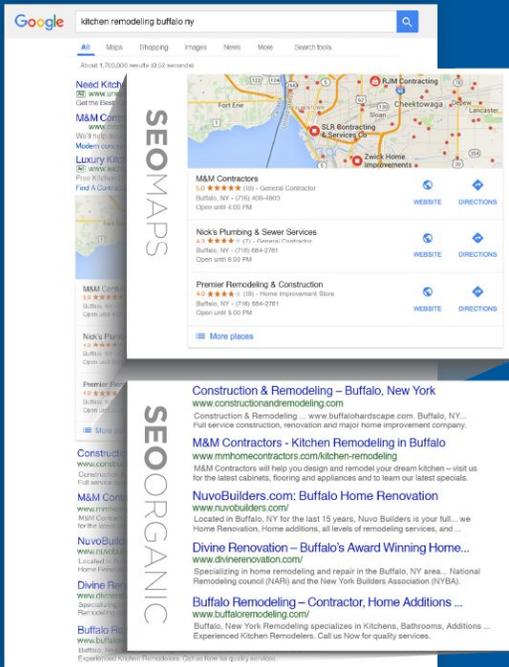


The screenshot shows a Google search for "kitchen remodeling Buffalo NY". The results are categorized into three sections:

- PPC (Paid Search):** Three paid advertisements are shown at the top. The first is from "uniquebuilderbuffalo.com", the second from "mmhomecontractors.com", and the third from "leicht.com". Each ad includes a title, a URL, and a brief description.
- SEOMAPS (Local Search):** A map of Buffalo, NY, is displayed with several location pins. Below the map, three local businesses are listed: "M&M Contractors" (5.0 stars), "Nick's Plumbing & Sewer Services" (4.3 stars), and "Premier Remodeling & Construction" (4.0 stars). Each listing includes the business name, star rating, address, phone number, and hours.
- SEOORGANIC (Organic Search):** Organic search results are listed below the map. The top result is "Construction & Remodeling - Buffalo, NY" from constructionandremodeling.com. Other organic results include "M&M Contractors - Kitchen Remodeling in Buffalo", "NuvoBuilders.com: Buffalo Home Renovation", "Divine Renovation - Buffalo's Award Winning Home...", and "Buffalo Remodeling - Contractor Home Additions...".



SEARCH ENGINE OPTIMIZATION



Search Rankings Mean Business

OVERVIEW

- Improving your organic rankings allows you to increase qualified traffic to your site and drive new customers to your business.
- We get you ranking on search engines regardless of whether we're building you a site from scratch or you've had a site for years.
- Techniques we deploy are chosen by examining your specific profile – including target geography, competition, industry, and existing ranking status.

SUCCESS TRACKED

500+

The number of times per year Google changes its algorithm.

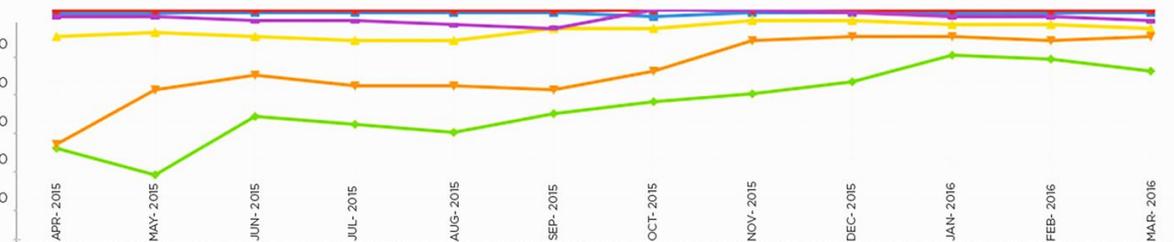
Source: Moz.com

SEO Checklist: Tailored to Client

- ✓ Building Local Listing Citations
- ✓ Editing Code/Meta Information
- ✓ Creating Strategic, Keyword-Rich Content
- + ...And Dozens More!

AVERAGE RANK ACROSS SEARCH ENGINES

■ local home remodeling contractor
 ■ remodeling ideas for kitchens
 ■ kitchen remodeling tips
■ kitchen remodeling on a budget
 ■ kitchen remodeling options
 ■ kitchen remodeling examples



AI SEARCH OPTIMIZATION

Is your business ready for the impact from AI?

A Deeper, More Conversational Search Experience Is Here

Growth of ChatBots - driving evolution. 25%+ Google searches are done through voice commands. Source: Google

Radically Altered User Behaviors, Rankings, & Web Traffic

Richer-content now available upfront.

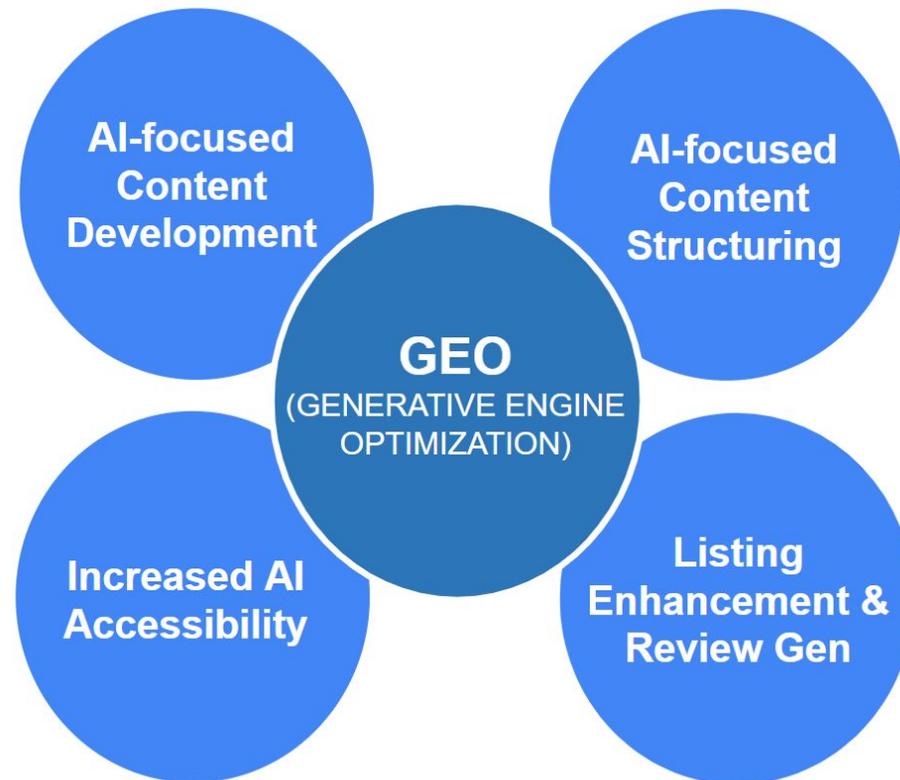
Google Business Listings,

AI-Overviews, and AI-Mode all

contributing to zero-click searches.

Now Is the Time to Level Up Your Strategies

Custom Search Engine Optimization campaigns with Reputation Management Pro give businesses the right tactics for today's search



Sample Tactics

- ★ AI-keyword research / Answer-based optimization
- ★ AI-friendly Formatting
- ★ Advanced schema markup
- ★ Enhanced Google Business Listings / Review solicitation

ORGANIC RANKINGS

53% of web traffic comes from the organic results.

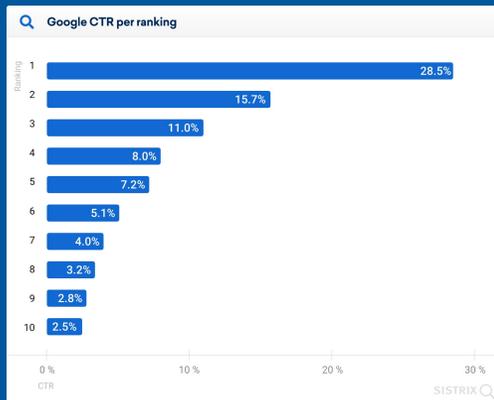
Source: BrightEdge

88% of organic traffic comes from the 1st page.

Source: SISTRIX

28.5% of search traffic comes from the 1st organic result.

Source: SISTRIX



Your current organic rankings.

Contact us for an in depth analysis as to how your website is currently ranking on the organic search results on Google, Bing and Yahoo.

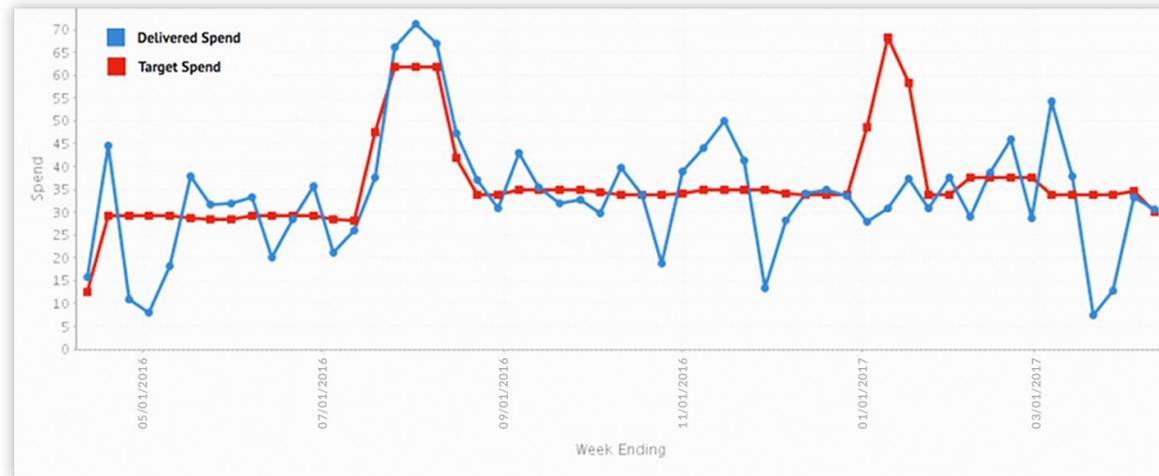
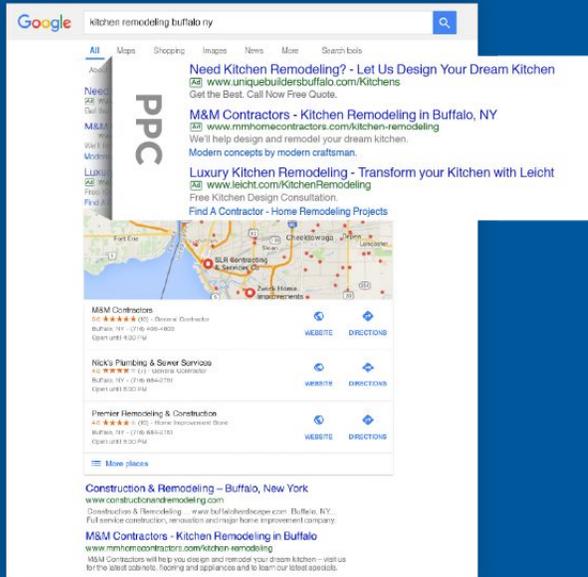
1-10 means that keyword ranks on the 1st page as there are 10 organic results per page

PAID SEARCH MARKETING

Target the People Searching for Your Services

OVERVIEW

- Our approach incorporates key attributes of your business into every part of your campaign – from key services and geographies to major accolades and strengths – to achieve optimal performance.
- Hearst, our parent company, was the first “Google Premier Partner,” and today 100% of our account managers are “Google Certified.”



MONTAGE VIDEO

We provide advertisers with montage video options that are media solution-friendly and based on the intent of their end-use.

Leverage Video at a Value Matched to Your Media Needs

YOU CHOOSE

Professionally edited video with music that can blend client-provided and stock-selected images and footage.



ESSENTIALS MONTAGE

One :60, :30, or :15 video, without professional voice-over and scripting. Ideal for; Social Media, High Impact Display, Website Enhancement, and more.

ESSENTIAL VIDEO EXAMPLES

[Construction](#) | [Food](#) | [Education](#)



PRO MONTAGE

One :60, :30, or :15 video, includes production discovery call, voice-over and scripting, and talent on-demand. Ideal for; Pre-Roll Display, OTT, CTV, and more.

PRO VIDEO EXAMPLES

[Construction](#) | [Food](#) | [Travel](#)

KEY FEATURES

- Advanced transitions between frames
- On-screen text to support messaging
- Audio / Music
- Image perspective changes (if appropriate)
- Ability for client-provided images / footage and/or stock photos / video
- Hosted online and formatted for broadcast across media solutions

CUSTOM VIDEO

64%

of consumers are more likely to make a purchase after watching video.

Source: Hubspot

Custom Options

can accommodate casting & crew requirements, aerial / drone footage, complex 2D/3D animations, multi-shoot scheduling.

Compel Buyers With The Power of Video

OVERVIEW

Boost your marketing strategy with professionally recorded video content that builds trust and differentiates your brand through one of the most influential content formats.

1

PRE-PRODUCTION

Initial planning identifies video style, location, and core-messaging to spotlight your business and its offerings, while keeping your specific preferences in mind.

2

DEVELOPMENT

A videographer shoot and post-production editing generates quality branded content that ranges from testimonial interviews to informational videos.

3

DISTRIBUTION

Your engaging video content is hosted online and formatted for broadcast across popular media channels like YouTube, Facebook, and more.

VIDEO EXAMPLES

[Construction](#) | [Furniture](#) | [Automotive](#)



Providing Video Options Ideal For You

VIDEO OPTIONS

Each product tier delivers features to match an intended use within your marketing campaigns.

	Essential	Pro	Custom
Format	Montage	Montage incl. script	On-site shoot
Timeline	8 days	15 days	Varies
On-Screen Graphics	✓	✓	✓
Music	✓	✓	✓
Shot Listing / Outline	✓	✓	✓
Stock Images & Footage	✓	✓	✓
Voiceover	Only if provided	✓	✓
Script Writing		✓	✓
On Camera Talent		✓	✓
On-Location Shoot			✓
Motion Graphics			✓

CONNECTED TV (OTT / CTV)

76%

of U.S. households have
OTT services compared
to 62% with traditional
pay TV

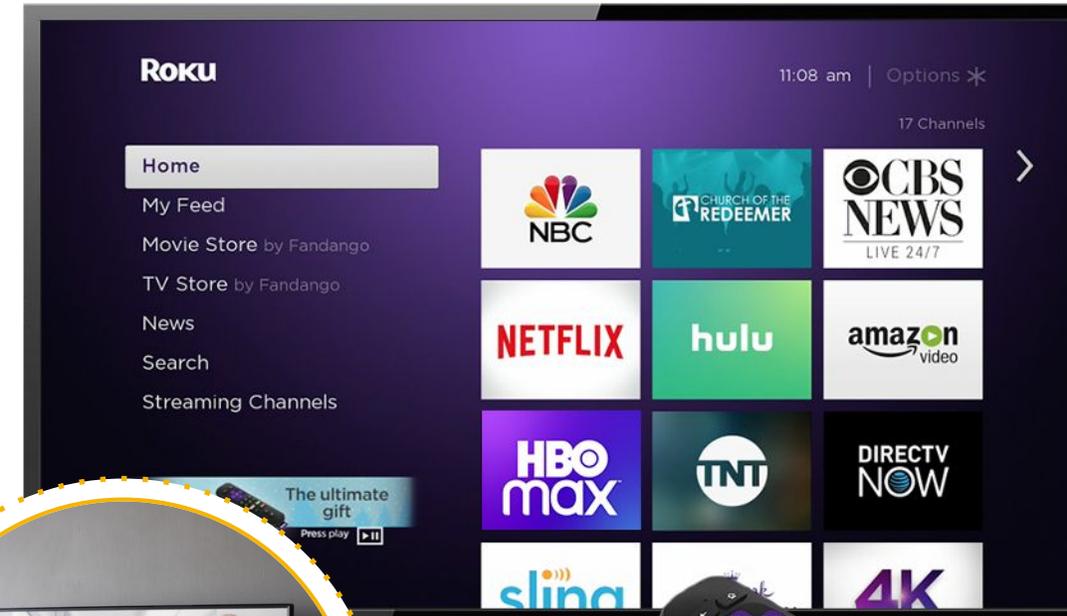
Source: Parks Associates Survey

Combine the Impact of TV with the Precision of Digital

Capitalize on the growing trend of streaming television with a highly targeted ad campaign across devices in the home.

KEY BENEFITS

- Access premium, professionally produced content on name brand networks.
- Engage hard to reach audiences like Millennials and cord-cutters.
- Leverage sophisticated audience targeting to reach the right people who matter for your business.



Engage Your Target Audience On the Largest Social Networks

SOCIAL ADS

Social campaigns are developed around your core objectives, measured and continually optimized. Our approach adapts and can launch at the speed of your promotional needs.

2%

The percentage of Facebook users that see organic posts by pages they follow.

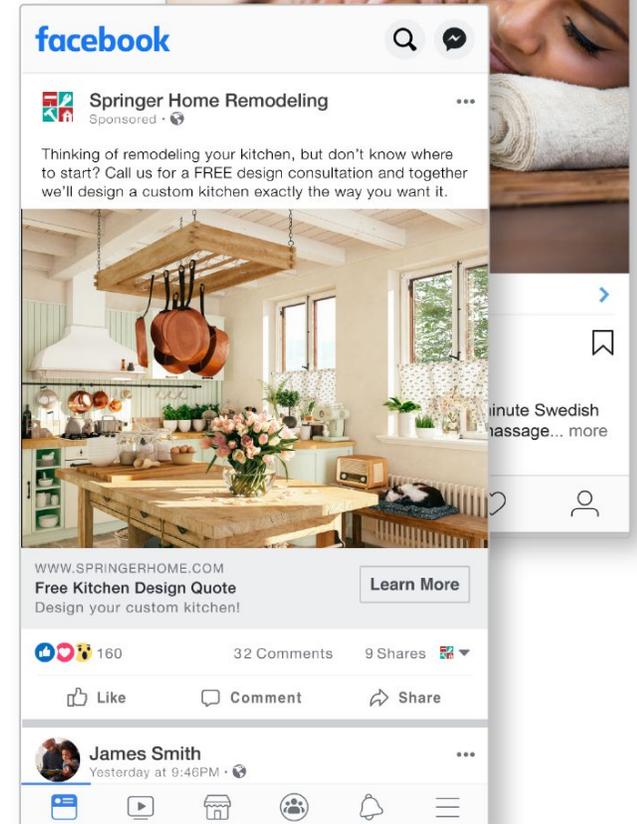
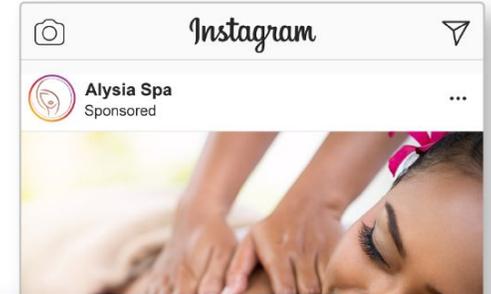
Source: Social@Ogilvy

OVERVIEW

- We deliver optimal results for your social ad campaign through a rigorous process that matches the best possible creative with the audience that is most likely to respond.
- Your campaign is tailored to the preferences and goals you set; like website traffic, leads, a larger social following, and more.

TEST	ELEMENT
CYCLE 1	Audience Three demographic + geographic segments.
CYCLE 2	Media Three images or videos in various ad formats.
CYCLE 3	Copy Three versions of compelling content.
CYCLE 4	Call to Action Three buttons for method to contact.

REFRESH



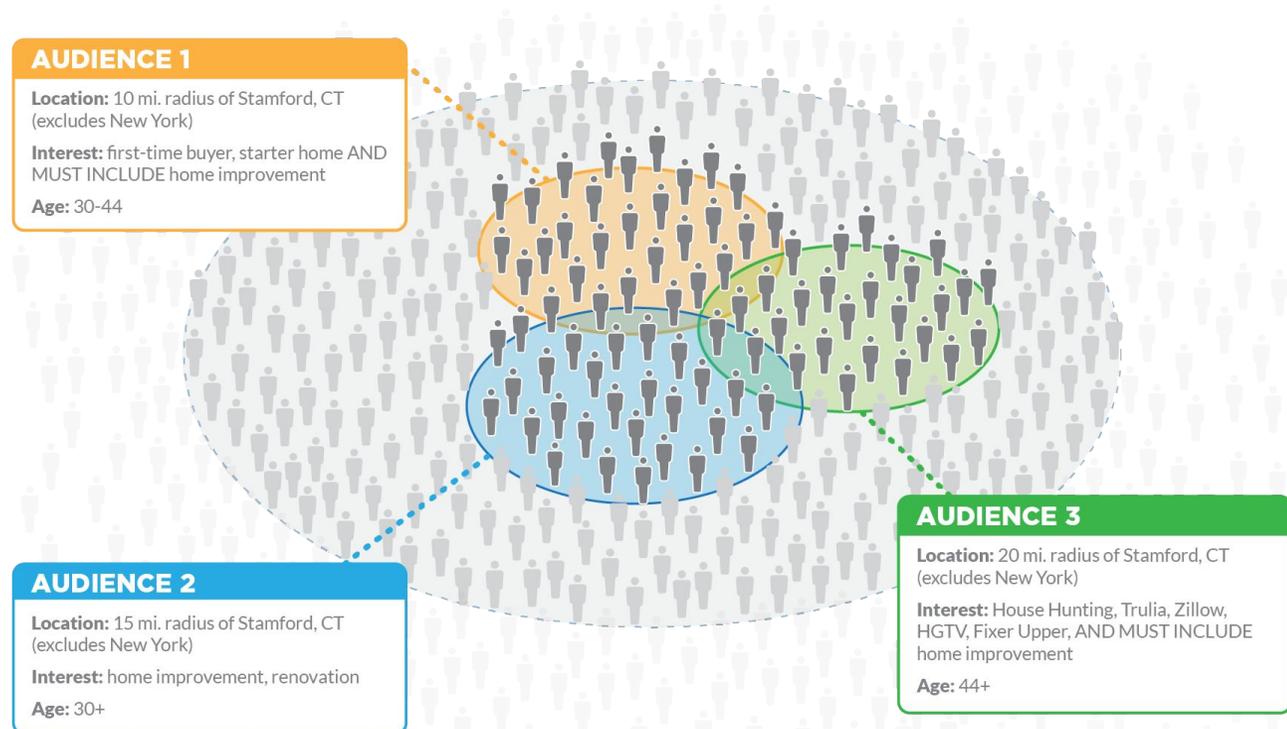
SOCIAL ADS Audience

Pinpoint your ideal customers and increase your visibility to reach new ones utilizing multiple targeting approaches that put your ads in front of audiences that matter most to your business.

TEST	ELEMENT
CYCLE 1	Audience Three demographic + geographic segments
CYCLE 2	Media Three images or videos in various ad formats
CYCLE 3	Copy Three versions of compelling content
CYCLE 4	Call to Action Three buttons for method of contact

Discover and Engage Your Ideal Audience

- Our optimization process tests three audiences using select locations, demographics, and interests.
- Additional targeting capabilities can expand your audience and re-engage existing contacts:
 - **Custom** – Reaches your connections on and off social media using email lists, CRM, website visitors, and more.
 - **Lookalike** – We'll connect similar customers to yours by identifying and matching their key attributes.



SOCIAL ADS

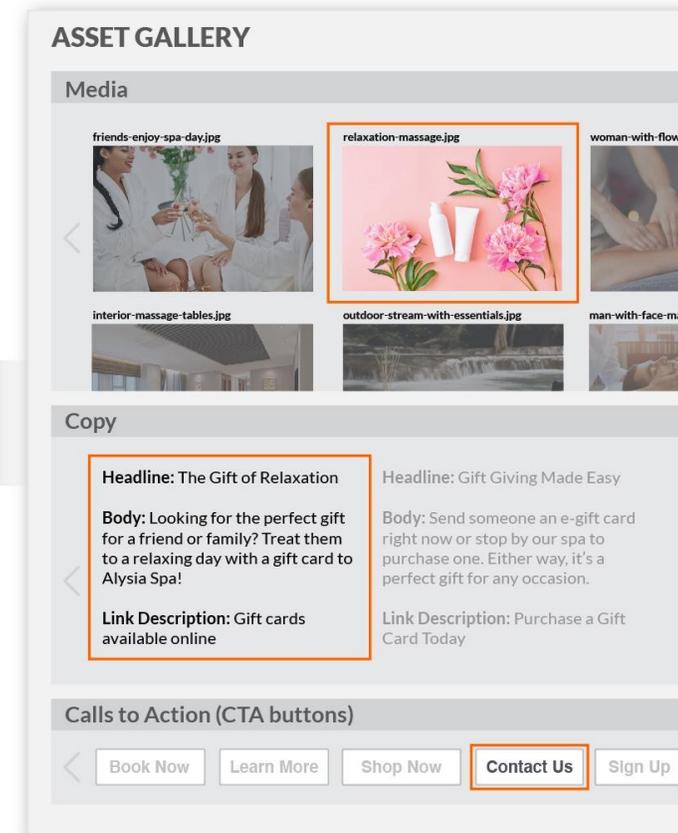
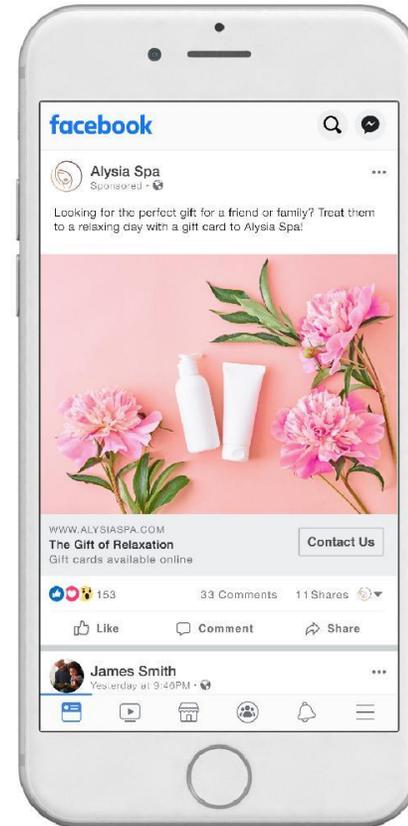
Optimal Performance

Testing ads identifies what variables are performing best by objective. The outcome – better results and efficient use of your social ad budget.

TET	ELEMENT
CYCLE 1	Audience Three demographic + geographic segments
CYCLE 2	Media Three images or videos in various ad formats
CYCLE 3	Copy Three versions of compelling content
CYCLE 4	Call to Action Three buttons for method of contact

Take the Guesswork Out of Your Social Creative

- We create purposeful social media ad themes tailored to your business goals, like website traffic, impressions, lead capturing, video views, building a following and more.
- Your optimal ad configuration is developed through a meticulous multivariate testing process, which we use to identify the ad elements (i.e. media, ad copy) driving the highest level of interactions.

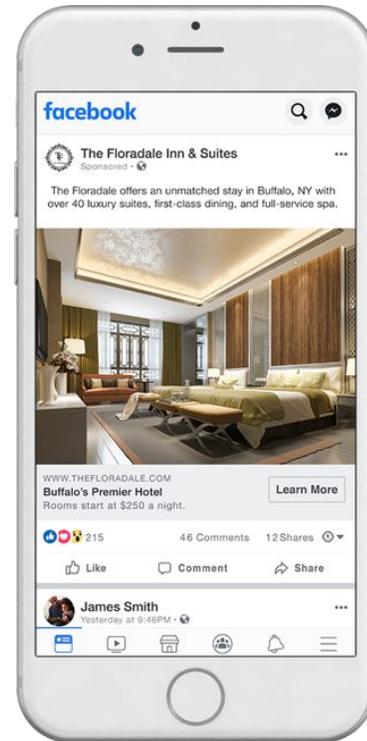


Creative Ad Formats for Every Business Need

Choose between single image, video, carousel, or slideshow to achieve your promotional goals.

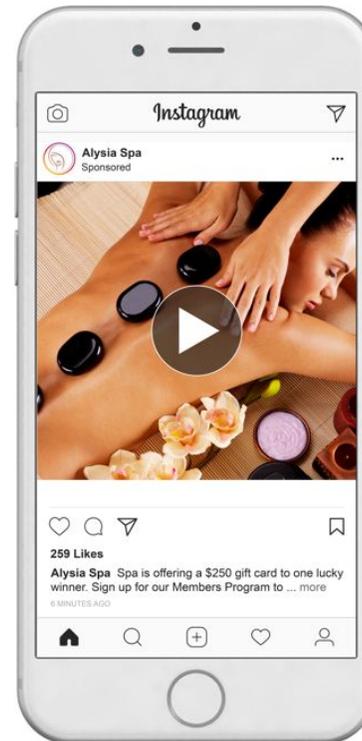
SOCIAL ADS Creative

Facebook and Instagram offer a multitude of different ad types to promote your business. Once we learn what your advertising objectives are, we'll build ad creative that aligns with your needs.



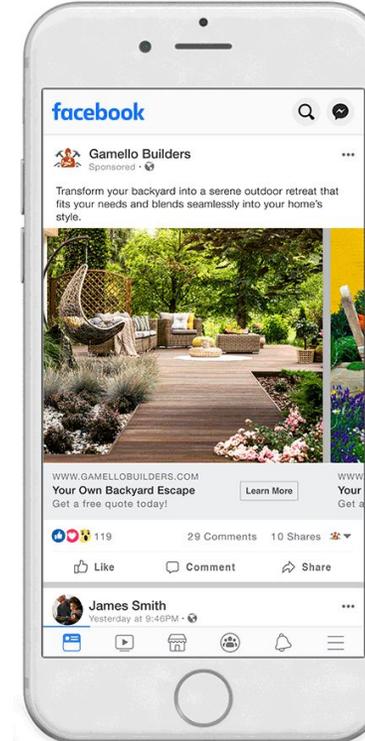
Single Image

Adding a relevant image of your product or service can directly impact the success of your ad.



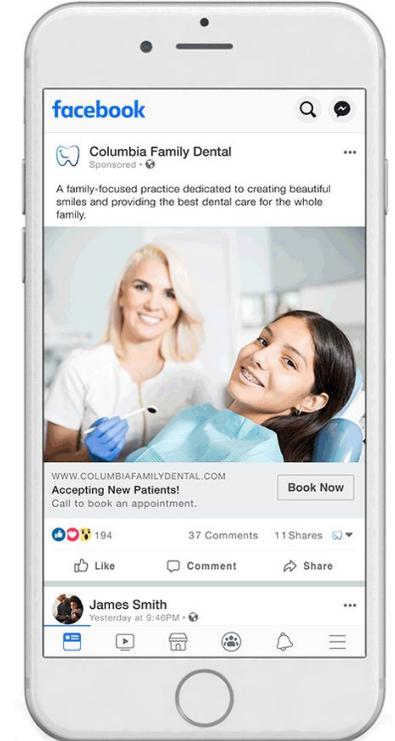
Video

Video ads can help reach more people, engage your audience, promote views, or drive conversions.



Carousel

Showcase up to 10 images or videos, headlines and links, or calls to action within a single ad.



Slideshow

Combine multiple images or videos, text, and sound to tell a captivating story to your audience.

SOCIAL ADS Objectives

Facebook and Instagram offer a variety of ad objectives to promote your business.

Once we learn what your advertising goals are, we'll build the right ad objectives that align to your specific needs.

Campaign Ad Objectives Tailored To Your Business Goals



Traffic Ads

Drives traffic to a site by targeting the audience most likely to click your ad.



Reach Ads

Generates awareness, showing your ad to as much of your audience segment as possible.



Like Ads

Raises awareness of a Facebook page to grow a following among your audience.



Video Views

Promotes streamed content online, capturing engagements that include views and shares.



Lead Generation

Delivers inquiries direct to you for follow-up, a focused end-of-sales funnel tactic.



Conversion

Directs product-driven ads to your e-commerce or social network shop.

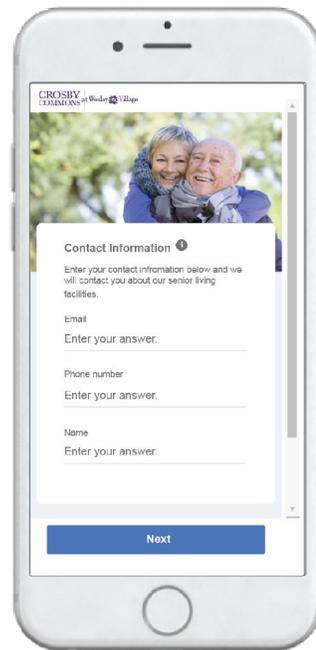
SOCIAL ADS Lead Nurturing

Turn more social leads into customers through a full-service automated email program that delivers targeted offers and reminders to consumers who inquire on sites like Facebook and Instagram.

Maximize Your Social Ad Campaign Performance through Automated Email Follow Up

OVERVIEW

We deliver a sequence of professionally designed emails to consumers that inquire from your Social Ads campaign. Several emails are sent over a preset or customized timeline with messaging that drives action and new clients.



Step 1: Consumer fills out form from your social campaign



Step 2: Intro email is immediately triggered



Step 3: Special offer is sent within weeks following intro



Step 4: Additional reminder emails are delivered to nurture

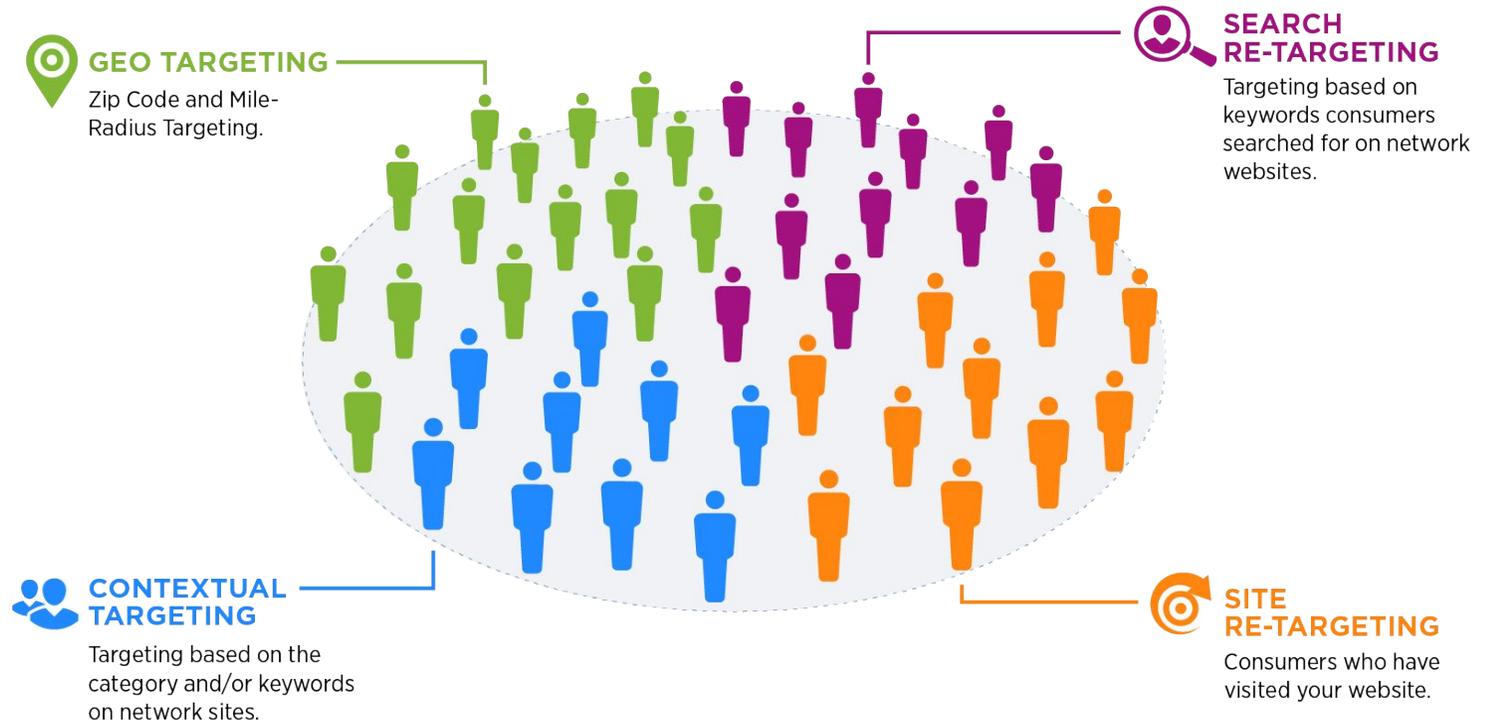
DISPLAY ADVERTISING Extended Audience Network

We enable advertisers to reach potential customers through a premium network of sites that reach your ideal audience using a variety of sophisticated targeting techniques.

Reach Your Ideal Local Audience Online

OVERVIEW

- By leveraging our knowledge of your ideal customer, we can expand your reach by also targeting your audience when they visit thousands of other sites across the web.
- Our targeting technology looks at people's location and interests (based on sites they visit) and uses this data to show your ads to your ideal customers.



DISPLAY ADVERTISING Extended Audience Network

We enable advertisers to reach potential customers through a premium network of sites that reach your ideal audience using a variety of sophisticated targeting techniques.

Audience Interests



Industry

Top Websites

 INDUSTRY

 AUDIENCE INTERESTS

 DEMOGRAPHIC

  target.com

  cafepress.com

 fieldandstream.com

 lake-link.com

 flicker.com

 goodreads.com

 amazon.com

  sears.com

 sportsmansguide.com

 outdoorlife.com

 cnn.com

 weather.com

 seniorhouseingnet.com

  overstock.com

  walmart.com

 fifa.com

 basspro.com

 ask.com

 imdb.com

 bdoutdoors.com

CREATIVE INNOVATION

Leverage rich features, allowing customers to engage with products such as:

- Interactive Map
- Social Sharing
- Sweepstakes
- HTML5 Video
- Promotion
- Coupon



OUR ADS LOOK AMAZING
ACROSS ALL PLATFORMS

You're Only As Good As Your (Online) Reputation

REPUTATION MANAGEMENT

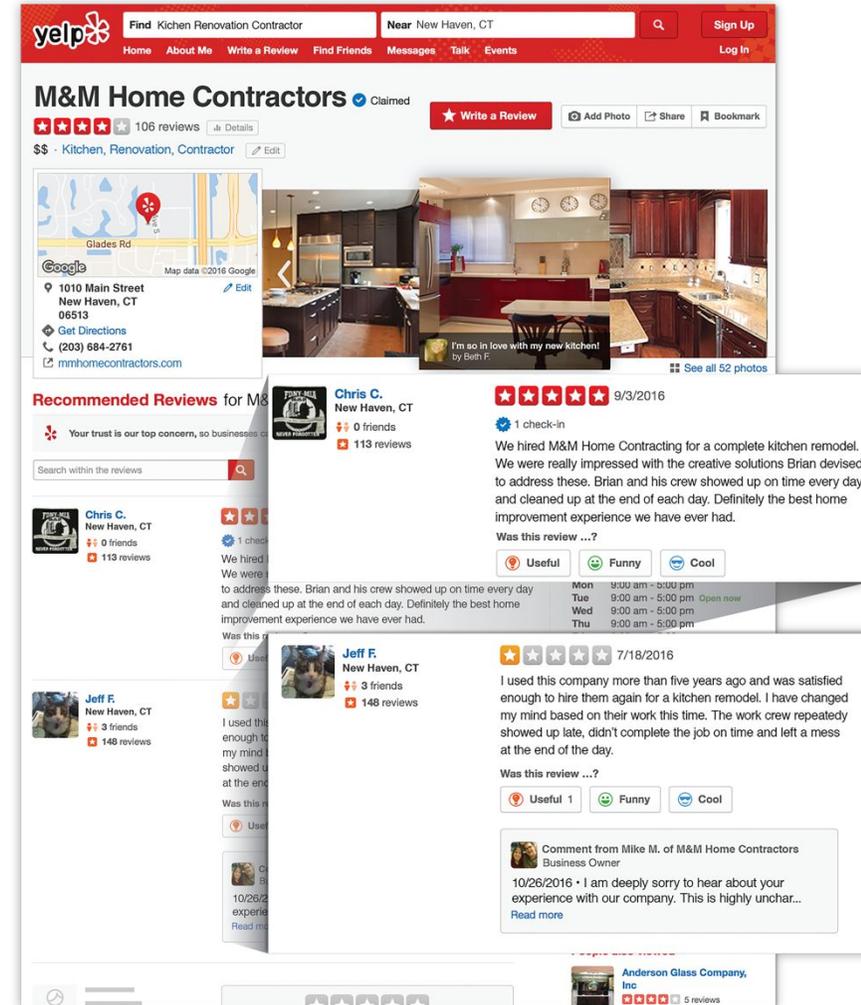
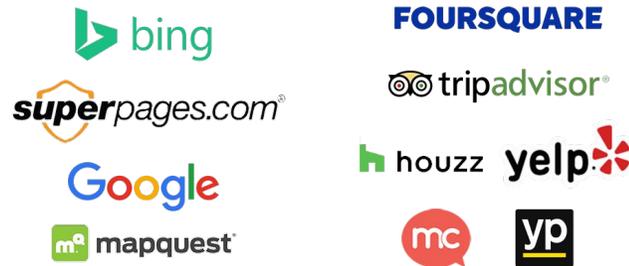
OVERVIEW

- We maximize your online reputation by building your local online listings across top directories and review websites.
- Our monitoring feature notifies you when a new review is posted, allowing for a timely response.
- Our reputation experts craft professional responses to review with you before posting.

71%

of consumers surveyed changed their perception of a company after seeing a response to a review

Source: Bazaarvoice Conversation Index 6



REPUTATION MANAGEMENT

Pro Level
(webpage-SEO / review solicitation)

87%

of consumers are now reading online reviews for local businesses.

Source: BrightLocal

Showcase Your Testimonials on Top Search Engines

ADDITIONAL PRO SERVICES

- We help you build confidence with potential clients researching your services online before making their final buying decision.
- Our web team creates a professionally designed testimonial web page on your new website or on your existing website with a consistent design
- Our search engine strategists perform ongoing optimization tactics to your testimonial web page to get it ranking for common keywords like:

(Your Company Name) Reviews

(Your Company Name) (Industry) Reviews

(Your Company Name) (Industry) (Service Area) Reviews

- Gain valuable insights each month through coaching on the latest online review policies, trends, and proven best practices. Solicit reviews via email & SMS for top directories like Google Business Profile and facebook. CRM integration ready.



REPUTATION MANAGEMENT

Custom Level

(social / customer surveys /
review solicitation)

4 in 5

(84%) of people trust online
reviews as much as they trust a
referral from a friend.

Source: Inc. / best4businesses

Grow Reviews, Promote your Service Quality and Keep Getting Better!

ADDITIONAL CUSTOM SERVICES

Generate Reviews

Gain valuable insights each month through coaching on the latest online review policies, trends, and proven best practices.

Solicit reviews via email & SMS for top directories like Google Business Profile and facebook.

CRM integration ready.



Promote Success

Our reputation strategists distribute your positive reviews across top social platforms including; facebook, Twitter, and Instagram. Promotional posts will also appear on your Google Business Profile.



Collect Client Feedback

We craft and deliver quarterly surveys to a list of clients you provide. Survey responses offer helpful feedback to improve your services and generate positive comments on your search-optimized testimonial web page



REPUTATION MANAGEMENT

Each product tier delivers critical features that ensures your overall marketing campaign is achieving the highest conversion rate possible; by turning researching consumers into new customers.

GOOGLE Ranking Factors for AI Overviews:
 AI Models
 Core Systems - helpful content, pagerank, and REVIEWS
 Databases – Google Shopping Graph, Knowledge Graph
 Topic
 Search Intent
 Multimedia – images, videos, etc.
 Structured Data – FAQ, Product, or LocalBusiness markup

Elevate Your Online Reputation With a Comprehensive Plan

	Essential (monitor / response)	Pro (webpage-SEO / soliciting)	Custom (social / survey / soliciting)
Monitoring Listings	✓	✓	✓
Monitoring Reviews	✓	✓	✓
Monitoring Mentions	✓	✓	✓
Google Business Profile Claiming	✓	✓	✓
Management of Listings	✓	✓	✓
Responses to Reviews	✓	✓	✓
Testimonial Page Creation		✓	✓
SEO Services for Testimonial Page		✓	✓
Review Strategy & Solicitation		✓	✓
Review & Testimonial Social Distribution			✓
Quarterly Email Surveys			✓

EMAIL MARKETING

64%

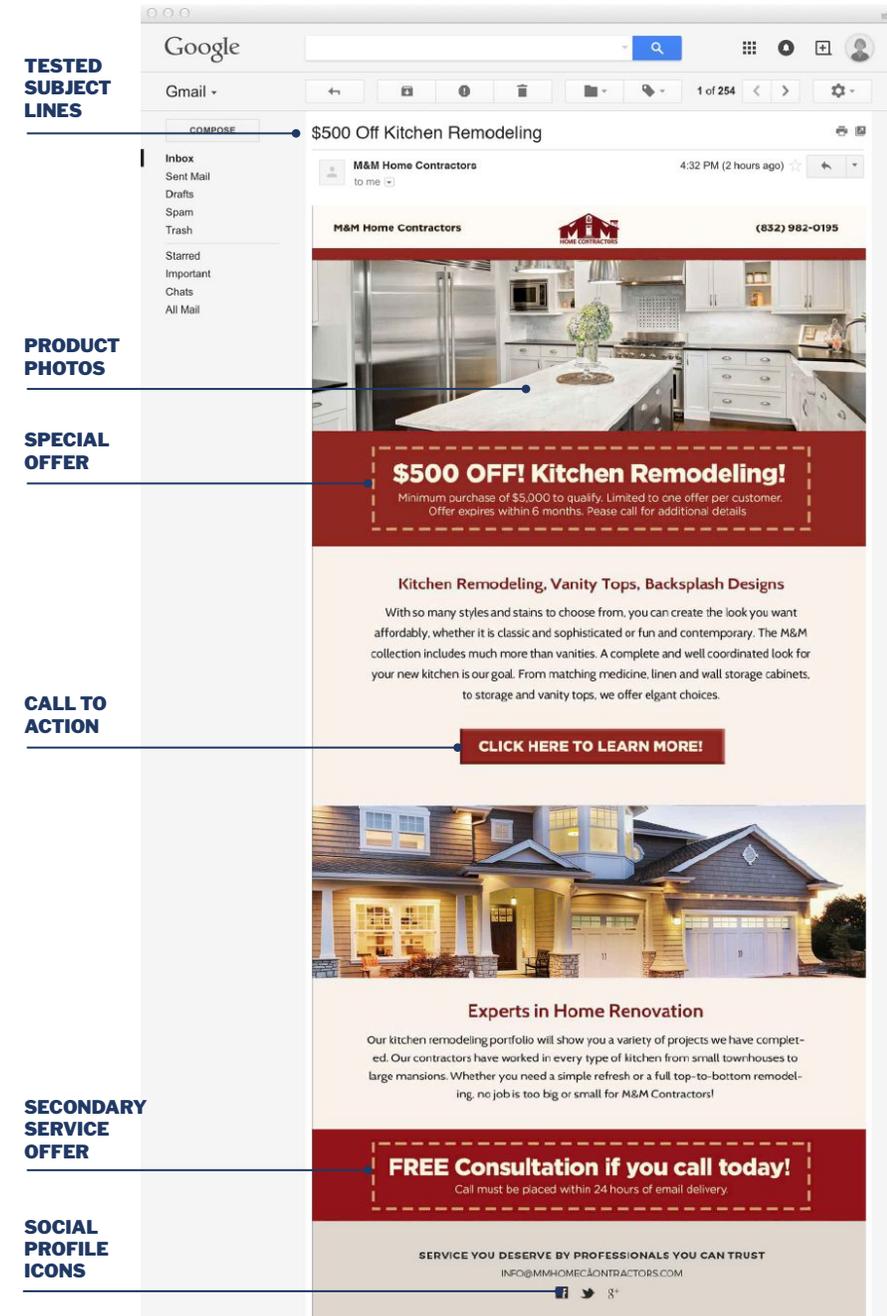
of U.S. internet users have printed a coupon from an email.
Source: Shop.org 2014

Targeted Offers That Drive New Customers

OVERVIEW

Our offer-driven email program features everything you need to proactively reach out to local consumers in your area and compel them to make a purchase.

- 1
WE DESIGN attractive HTML emails featuring an offer you provide.
- 2
YOU CHOOSE how many emails to send and who to target.
- 3
WE DELIVER your email to local consumers who can redeem your offer.



TESTED SUBJECT LINES

PRODUCT PHOTOS

SPECIAL OFFER

CALL TO ACTION

SECONDARY SERVICE OFFER

SOCIAL PROFILE ICONS

Google
Gmail
1 of 254
\$500 Off Kitchen Remodeling
M&M Home Contractors
4:32 PM (2 hours ago)
to me
M&M Home Contractors (852) 982-0195
\$500 OFF! Kitchen Remodeling!
Minimum purchase of \$5,000 to qualify. Limited to one offer per customer. Offer expires within 6 months. Please call for additional details.
Kitchen Remodeling, Vanity Tops, Backsplash Designs
With so many styles and stains to choose from, you can create the look you want affordably, whether it is classic and sophisticated or fun and contemporary. The M&M collection includes much more than vanities. A complete and well coordinated look for your new kitchen is our goal. From matching medicine, linen and wall storage cabinets, to storage and vanity tops, we offer elegant choices.
CLICK HERE TO LEARN MORE!
Experts in Home Renovation
Our kitchen remodeling portfolio will show you a variety of projects we have completed. Our contractors have worked in every type of kitchen from small townhouses to large mansions. Whether you need a simple refresh or a full top-to-bottom remodeling, no job is too big or small for M&M Contractors!
FREE Consultation if you call today!
Call must be placed within 24 hours of email delivery.
SERVICE YOU DESERVE BY PROFESSIONALS YOU CAN TRUST
INFO@MMHOMECONTRACTORS.COM
f t 8+

EMAIL MARKETING Retargeting

Retargeting your email promotion to an initial target group or consumers with similar demographics can improve the overall ad frequency and effectiveness to your ideal audience.

Retarget A Matching Audience To Your Email Campaign

OVERVIEW

Compliment your custom email marketing with display and / or facebook retargeting campaigns. We help extend the frequency or reach from your ideal email audience to get the most from your program.



DISPLAY RETARGETING

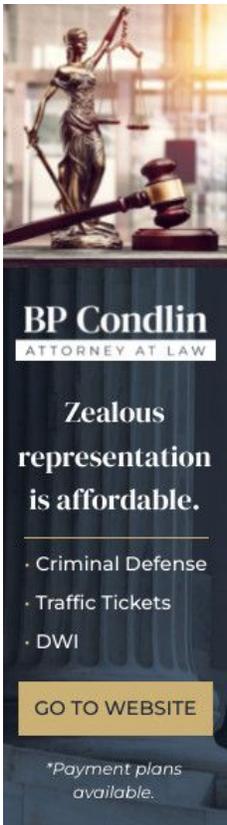
We serve your display ads to recipients who opened your email promotions.*



FACEBOOK RETARGETING

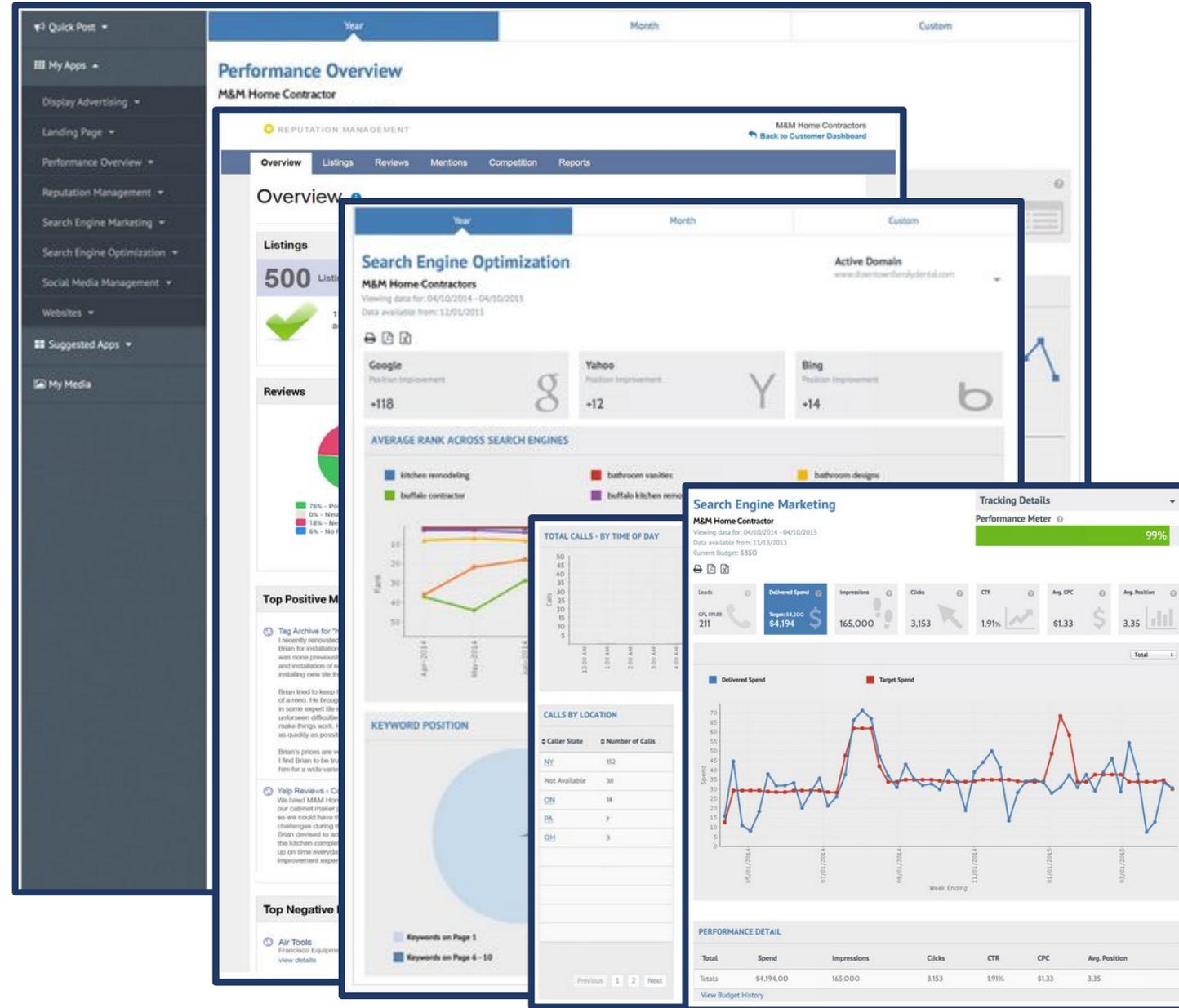
We serve your facebook ads to recipients with matching email addresses in the social platform.*

* Remaining impressions are delivered to a similar target segment.



REPORTING DASHBOARD

All programs have full transparency with our online reporting dashboard that is available from any device 24/7.

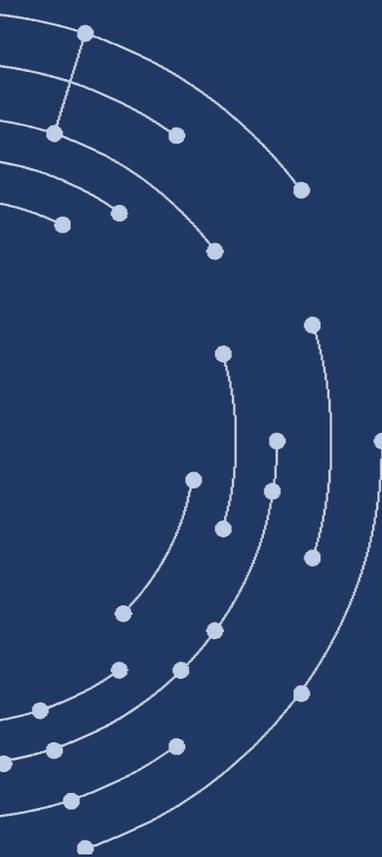


The dashboard provides a comprehensive overview of performance across several key areas:

- Performance Overview:** Shows a 'Reputation Management' score of 500 with a green checkmark, indicating positive feedback.
- Search Engine Optimization (SEO):** Displays 'Average Rank Across Search Engines' for terms like 'kitchen remodeling', 'bathroom vanities', and 'buffalo contractor'. It also shows 'Position Improvement' for Google (+118), Yahoo (+12), and Bing (+14).
- Search Engine Marketing (SEM):** Features a 'Tracking Details' section with a 'Performance Meter' at 99%. Key metrics include:
 - Delivered Spend: \$4,194 (Target: \$4,200)
 - Impressions: 165,000
 - Clicks: 3,153
 - CTR: 1.91%
 - Avg. CPC: \$1.33
 - Avg. Position: 3.35
- Search Engine Marketing (SEM) - Performance Detail:** A line chart compares 'Delivered Spend' and 'Target Spend' over time, showing a significant peak in late 2014.
- Other Metrics:** Includes 'Total Calls - By Time of Day' (line chart), 'Calls by Location' (table), and 'Keyword Position' (pie chart).

Caller State	Number of Calls
NY	82
Not Available	38
OH	14
PA	7
OH	3

Total	Spend	Impressions	Clicks	CTR	CPC	Avg. Position
Totals	\$4,194.00	165,000	3,153	1.91%	\$1.33	3.35



With NO Contracts we
must prove ourselves.



336-298-1435

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