

Maximized Marketing

Digital Domination Services Line Items



At Maximized Marketing, we have worked with dealerships all over the country just like yours and helped them increase their rankings. We have figured out the best and most effective strategies to get your website ranked at the top of the search engines and it all comes in one complete package.

Our program is a comprehensive local marketing plan that covers the most important areas of Internet marketing to increase your rankings in local searches on Google, Bing and Yahoo.

This plan focuses on ranking in Maps (3-pack), Organic Listings, Directories, Video and in Social Media. The focus is on increasing visibility, traffic, and conversions. We even include paid search using advanced RTB Marketing (Display Advertising Campaign) as well as Retargeting to get those visitors back to your website.

To ensure high quality from our services we have done a compilation of competition research, understanding of proven processes that provide efficiency and effectiveness, and most importantly...affordability.

We provide a road map that details out your project in a meticulous, step by step process (see below) so you are aware of where we are at in the process and every project comes with access to one of our Project Managers to assist you in this process.

Project managers will provide you with regular updates including monthly reports to show the progress of your entire campaign.

Our commitment with our services is to provide a competitive price, efficiency, and effectiveness with every campaign and the best project management in the industry.

Our Services Include:

- A Dedicated Project Manager
- Local SEO (Google, Yahoo, Bing Maps)
- SEO (Search Engine Optimization)
- Reputation Marketing
- Social Media Marketing
- Video Marketing Including Channel Creation and Distribution

- Navigational Searches (UXO or User Experience Optimization)
- Detailed Reporting
- Ranking Reports
- Professional Keyword Research
- Local Directory Clean Up
- 300+ Local Directory Profiles
- Proprietary Business Power Listings
- Optimized and Geo-Tagged Images
- Local Search Directory Creation and Optimization
- Website On-Page Optimization
- High Domain Authority Link Building
- Reputation Marketing
- Press Releases Written and Syndicated
- Content Creation, Optimization, Distribution
- Retargeting
- Display Advertising Campaign
- And Much More....

We are constantly implementing new methods for successful marketing and will use them if we feel they will help your campaign.

Because of this, we reserve the right to change this process at any time based on what is known to be both successful and working best at the time.

Stage 1 (First Week):

- ✓ Complete the intake form for your company
- ✓ Meet with agent or company representative to start campaign
- ✓ Research current Google My Business pages looking for duplicates
- ✓ Perform keyword research
- ✓ Check to see that the website is mobile optimized
- ✓ Check to see if there is an XML file on website
- ✓ Check to see if website is SSL enabled
- ✓ Create baseline Visibility Report

- ✓ Create baseline Ranking Report
- ✓ Complete set-up Items
 - ▶ Select 12 best keywords
 - ▶ Build and optimize 3 categories
 - ▶ Create company citation
 - ▶ Determine “what they are”
 - ▶ Create keyword optimized company description
 - ▶ Determine 3 inbound deep links on website
 - ▶ Obtain 20 images
 - ▶ Create optimized email (Gmail)

Stage 2 (Weeks 2-3):

- ✓ Begin long form content creation on target pages-(2,000 Words Each)
- ✓ Create/Submit Google My Business (optimize Google My Business if existing account)

- ✓ Create/Submit Bing Local
- ✓ Create UBL account for 80 business listings
- ✓ Add to Google Map Maker
- ✓ Create and optimize YouTube channel
- ✓ Create Photobucket and Flickr accounts
- ✓ Optimize photos publish images to Photobucket and Flickr
- ✓ Geo-tag all images

Stage 3 (Weeks 3-4):

- ✓ Begin signing up for Power Listings directories
- ✓ Begin building Retargeting list
- ✓ Begin on page optimization
 - ▶ Add KML File
 - ▶ Add HCard
 - ▶ SEO Meta tag optimization (Title, Description and Keywords)

- ▶ SEO H1-H3 tag optimization
- ▶ Optimize page content for keywords
- ▶ Bold and italicize keywords
- ▶ Add alt tags to images
- ▶ Interlink to subcategory pages
- ▶ Verify at least 500 words of content on each page
- ▶ Add XML file
- ▶ Add SSL Certification
- ▶ Repeat above for each subcategory page
- ✓ Add Google Tag Manager code to website for Retargeting
- ✓ Setup and install Google Analytics
- ✓ Setup and install Google Webmaster Tools
- ✓ Create Facebook Business Page
- ✓ Create Twitter account

- ✓ Create Power Listings list
- ✓ Write 2 blogs/articles
- ✓ Receive postcard or text message from Google
 - ▶ If no postcard received, manually verify
- ✓ Receive postcard from Bing
 - ▶ If no postcard received, manually verify
- ✓ Meet with agent or company representative to review missing information or items with client

Stage 4 (Month 2):

- ✓ Begin High Domain Authority Link Building
- ✓ Claim or update local directories:
 - ▶ InsiderPages
 - ▶ SuperPages
 - ▶ Judy's Book
 - ▶ Yelp

- ▶ [Instapaper](#)
- ▶ [Scoop.it](#)
- ▶ [Delicious](#)
- ▶ [Bitly](#)
- ▶ [Tumblr](#)
- ▶ [Diigo](#)
- ▶ [Blogger](#)
- ▶ [Pocket Profile](#)
- ▶ [Folkd](#)
- ▶ [DeviantArt](#)
- ▶ [LinkaGoGo](#)
- ▶ [StumbleUpon](#)
- ▶ [Live Journal](#)
- ▶ [Blog.com](#)

- ▶ [Feed Spot](#)
- ▶ [Sky Rock](#)
- ▶ [Joomla](#)
- ▶ [Slash Dot](#)
- ▶ [Sites.Google.com](#)
- ▶ [Drupal](#)
- ▶ [TypePad Blog](#)
- ▶ [Daily Motion](#)
- ▶ [Veoh](#)
- ▶ [Photo Bucket](#)
- ▶ [4Shared](#)
- ▶ [Annotate](#)
- ▶ [Box](#)
- ▶ [FreePDFHosting](#)

- ▶ Issuu
- ▶ KeepAndShare
- ▶ Scribd
- ▶ Jimdo
- ▶ SOS Blogs
- ▶ Weebly
- ▶ Evernote
- ▶ Vimeo
- ▶ Pinterest
- ▶ Four Square
- ▶ Dex Knows
- ▶ Merchant Circle
- ▶ YP.com
- ▶ City Search

- ▶ Kudzu
- ▶ Local.com
- ▶ Yellow Bot
- ✓ Continue building Retargeting advertising list
- ✓ Continue signing up for Power Listings directories
- ✓ Claim and correct citations so that Visibility Report is up to 70%
- ✓ Create Apple ID
- ✓ Create and publish 5 videos based on keywords 1-5 on YouTube
- ✓ Ping business listings
- ✓ Syndicate 2 blogs/articles
- ✓ Publish 1 blog/content on website
- ✓ Create 1000+ layer 2 links to blogs/articles

Stage 5 (Month 3):

- ✓ Continue High Domain Authority Link Building
- ✓ Begin UXO (User Experience Optimization)
- ✓ Continue building Retargeting advertising list
- ✓ Continue signing up for Power Listings directories
- ✓ Claim and correct citations so that Visibility Report is up to 90%
- ✓ Write and syndicate first press Release
- ✓ Write 2 blogs/articles

Stage 6 (Month 3.5):

- ✓ Begin Reputation Marketing Process (Setup)
- ✓ Add Reputation Marketing Portal on Website
- ✓ Continue building Retargeting advertising list
- ✓ Create 50 additional high authority business listings
- ✓ Continue UXO Campaign

Stage 7 (Month 4):

- ✓ Continue High Domain Authority Link Building
 - ✓ Begin Social Media
 - ▶ 9 Twitter posts per week
 - ▶ 3 Facebook posts per week
 - ▶ 3 Google My Business posts per week
 - ▶ 1-2 Monthly Promotional campaigns*
 - ▶ Posts include industry relevant news from RSS feeds, Google News, and other sites, as well as site promotion
- *Promotional campaigns include sales, highlighting certain pages, or celebrating industry specific events; dependent on client providing promotion details
- ✓ Create High Converting, Branded Display Banners for future Display Advertising and Retargeting Campaigns

- ▶ 300x250
- ▶ 160x600
- ▶ 728x90
- ✓ Create 50 additional high authority business listings
- ✓ Claim and correct citations for existing directories
- ✓ Submit first batch of emails to request reviews for reputation marketing (up to 100 customers)
- ✓ Ping Business Listings
- ✓ Syndicate 2 blogs/articles
- ✓ Publish 1 blog/content on website
- ✓ Create 1000+ Layer 2 links to blogs/articles
- ✓ Continue UXO Campaign

Stage 8 (Month 5):

- ✓ Continue High Domain Authority Link Building
- ✓ Begin Retargeting Advertising Campaign
- ✓ Create 50 additional high authority business listings

- ✓ Submit new batch of emails to request reviews for reputation marketing
- ✓ Continue Social Media Campaign
 - ▶ 9 Twitter posts per week
 - ▶ 3 Facebook posts per week
 - ▶ 3 Google My Business posts per week
 - ▶ 1-2 Monthly Promotional campaigns
- ✓ Continue UXO Campaign
- ✓ Write 2 blogs/articles
- ✓ Create Reputation Video (if reviews are available)

Stage 9 (Month 6):

- ✓ Continue High Domain Authority Link Building
- ✓ Rankings should be appearing at this point
- ✓ Claim and correct citations for existing directories
- ✓ Continue Retargeting Campaign

- ✓ Continue RTB Campaign
- ✓ Submit new batch of emails to request reviews for reputation marketing
- ✓ Create 50 additional high authority business listings
- ✓ Discuss additional cities and/or keywords to target to expand your reach
- ✓ Continue Social Media Campaign
 - ▶ 9 Twitter posts per week
 - ▶ 3 Facebook posts per week
 - ▶ 3 Google My Business posts per week
 - ▶ 1-2 Monthly Promotional campaigns
- ✓ Continue UXO Campaign
- ✓ Ping Business Listings
- ✓ Syndicate 2 blogs/articles
- ✓ Publish 1 blog/content on website
- ✓ Create 1000+ Layer 2 links to blogs/articles

Begin Domination Phase

- ✓ Continue High Domain Authority Link Building
- ✓ Continue Retargeting Campaign
- ✓ Continue Pinging Business Listings
- ✓ Continue to claim and correct citations for existing directories
- ✓ Create additional high authority business listings (up to 350+)
- ✓ Write and Syndicate 2 blogs/articles every 2 months
- ✓ Publish 1 blog/content on website every 2 months
- ✓ Create 1000+ Layer 2 links to blogs/articles
- ✓ Continue Social Media Campaign
 - ▶ 9 Twitter posts per week
 - ▶ 3 Facebook posts per week
 - ▶ 3 Google My Business posts per week
 - ▶ 1-2 Monthly Promotional campaigns
- ✓ Continue UXO Campaign

- ✓ Continue Bi Annual Press Releases
- ✓ Create Bi Annual Reputation Videos
- ✓ Continue to submit batches of emails to request reviews for reputation marketing every 2 months
- ✓ Create and publish 5 videos based on keywords 6-10 on YouTube

Now that we have some authority with Google and the other search engines and have set the foundation for your presence on the Internet, we continue to market additional keywords using our proprietary UXO (User Experience Marketing) methods and high domain authority link building to gain a wider audience and go where customers are.

We continue to add business listings, continue with social media, and focus on building your brand and reputation using our reputation marketing techniques with a heavy emphasis on branding and customer acquisition. Your website will continue to reach a wider and bigger audience each month. Welcome to **Digital Domination!**