



*How to...*

# Stand Out Online!

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# The Customer Journey



# Who is this guy, anyway?



# Your Website



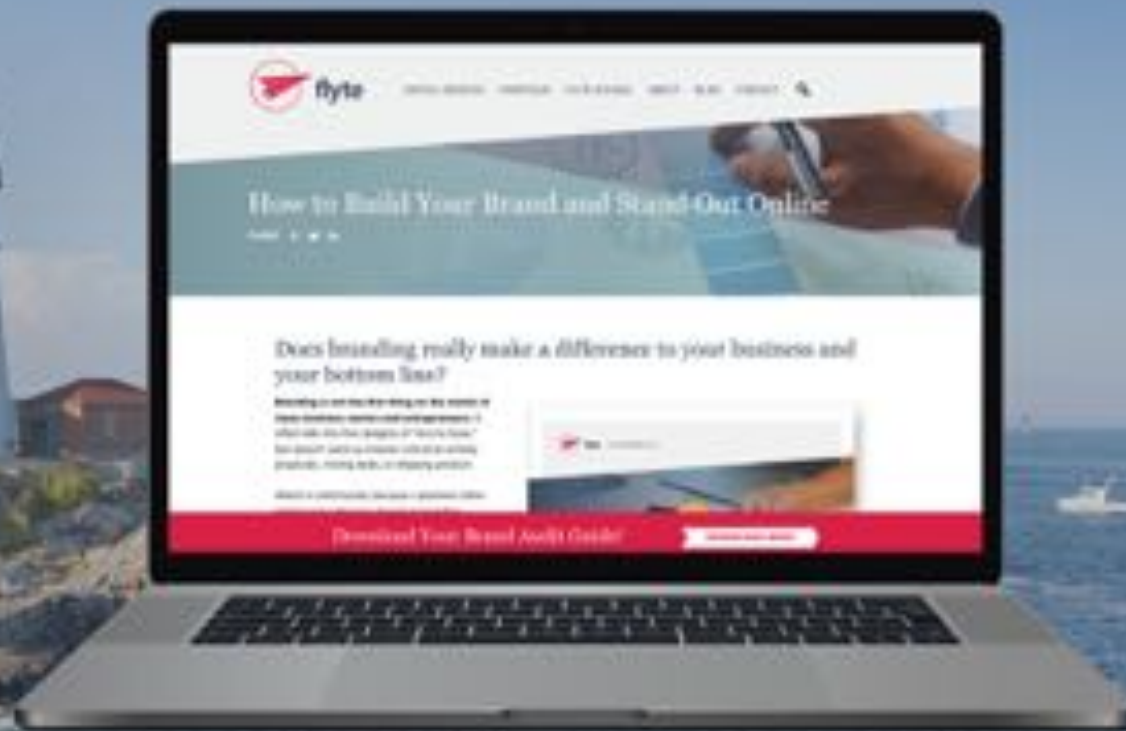
# To Exist



# Self-Serve Economy



# Strong Brand



# Custom Photos & Video



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# Where to Attract Attention

- ▶ **SEO**
- ▶ **Social Media**
- ▶ **Digital Ads**



# Search

The screenshot displays search results for landscaping services in Scarborough, Maine. It is divided into several sections:

- Top Section (Red Border):** Contains three paid advertisements. The first is for "So, Maine Landscaping Services - Prime Cut Landscaping &..." with a sub-headline "You Can Rest Easy Knowing That Sustaining Your Lawn Care is Our Business...". The second is for "Scarborough, Maine - Hardscape Experts" with a sub-headline "Driveways, walkways, patios, and walls in concrete and natural stone...". The third is for "KBS Landscaping - Commercial Landscaping" with a sub-headline "KBS is one of North America's top providers of commercial landscape maintenance services."
- Middle Section (Red Border):** A "Landscapers" filter section with a map. It lists four organic search results:
  - Southern Construction:** Ad with 4.8 stars (14 reviews), roofing contractor, 84 Auburn St, (803) 734-4572.
  - Prime Cut Landscaping:** Ad with 4.8 stars (202 reviews), landscaper, 10+ years in business, Scarborough, ME, (207) 886-...
  - LST Landscaping Inc.:** Ad with 4.8 stars (27 reviews), landscaper, 10+ years in business, Portland, ME, (207) 815-1678.
  - C.K.C. Landscaping:** Ad with 4.8 stars (3 reviews), landscaper, 7+ years in business, South Portland, ME, (207) 815-...
- Bottom Section (Red Border):** Contains two organic search results from other platforms:
  - THE BEST 10 Landscaping near Scarborough, ME 04074:** From Yelp, listing "Sweet Pea Lawn Care", "Gulir's Stoneworks & Landscaping", "Kashi Mahi Landscaping", "W&W Properties", and "TuGreen Lawn Care".
  - Top 10 Best Landscapers in Scarborough ME | Angi:** Listing "Greenwood Landscaping, Buxton, ME", "Absolutely Complete Property Services LLC, Scarborough, ME", and "Crimbo Landscaping".

- ▶ Local
- ▶ Organic
- ▶ Paid

# Local Search Tips

- ▶ **Google My Business**
- ▶ **Reviews**
- ▶ **Optimize your site**



# Organic Search Tips



A screenshot of a Google search result for the query "where can I watch the superbowl online". The search bar shows the query and the Google logo. Below the search bar, there are navigation tabs for "All", "News", "Shopping", "Images", "Videos", and "More". The search results show "About 9,520,000 results (0.60 seconds)". The first result is from PCMag, titled "How to Stream the Super Bowl From Anywhere | PCMag". Below this, there is a "People also ask" section with three questions: "Where can I watch the Superbowl for free online?", "Where can I watch Super Bowl 2021?", and "How do I watch the Super Bowl live online?". The second result is from NFL.com, titled "2022 Ways to Watch Super Bowl LVI | NFL.com". The third result is from Lifewire.com, titled "How to Watch the Super Bowl and Stream It Online (2022)".

Google

where can I watch the superbowl online

All News Shopping Images Videos More Tools

About 9,520,000 results (0.60 seconds)

The game will be streamed directly on **CBSSports.com**, the CBS Sports App, and CBS All Access on your phone and connected TV devices. The Yahoo! Sports NFL apps will also have streams of the big game for anyone to watch.

<https://www.pcmag.com> > ... > Video Streaming Services > **How to Stream the Super Bowl From Anywhere | PCMag**

About featured snippets Feedback

People also ask

Where can I watch the Superbowl for free online?

Where can I watch Super Bowl 2021?

How do I watch the Super Bowl live online?

Feedback

<https://www.nfl.com> > super-bowl > ways-to-watch > **2022 Ways to Watch Super Bowl LVI | NFL.com**

Options for watching or listening to the live NFL Super Bowl on television, radio and online. Additional options for Foreign Language Broadcasts available.

<https://www.lifewire.com> > ... > Favorite Events > **How to Watch the Super Bowl and Stream It Online (2022)**

3 days ago — NBC is broadcasting Super Bowl LVI (56), so you can stream the game via the NBC Sports App or website online. You can also mirror the game from ...

# Do Your Research



# Solve a Specific Problem



# Place Keywords Appropriately



# Paid Search Tips





# Actively Manage



# Try Responsive Ads



# Optimize Landing Pages



# Social Media



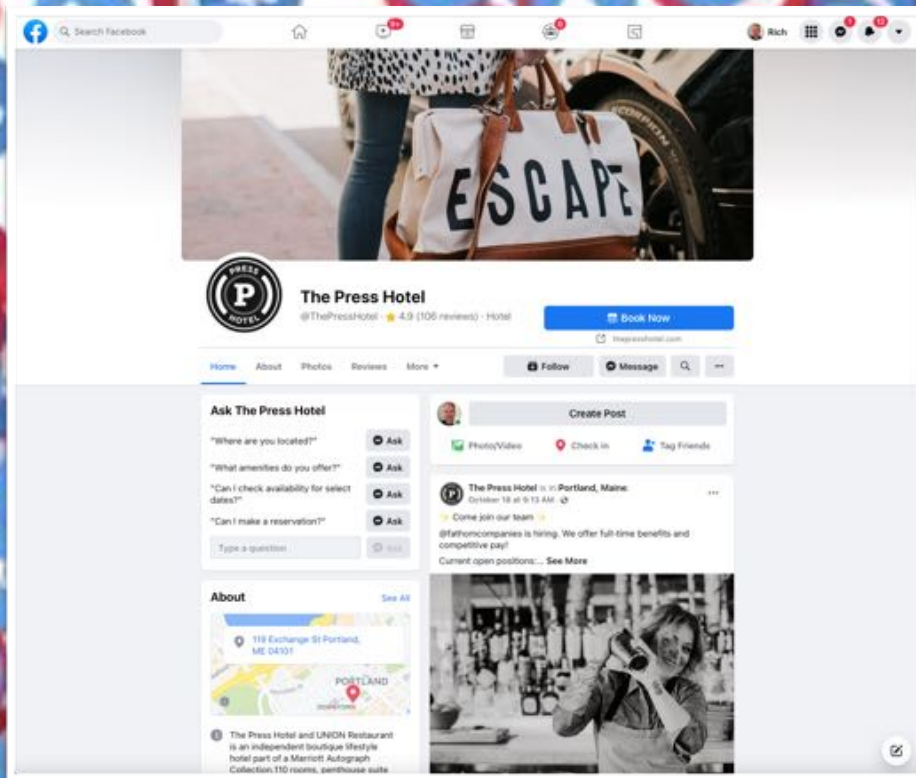
- ▶ It's “social” media
- ▶ Being present beats being everywhere
- ▶ Add “life” to your profiles

# Social Platforms



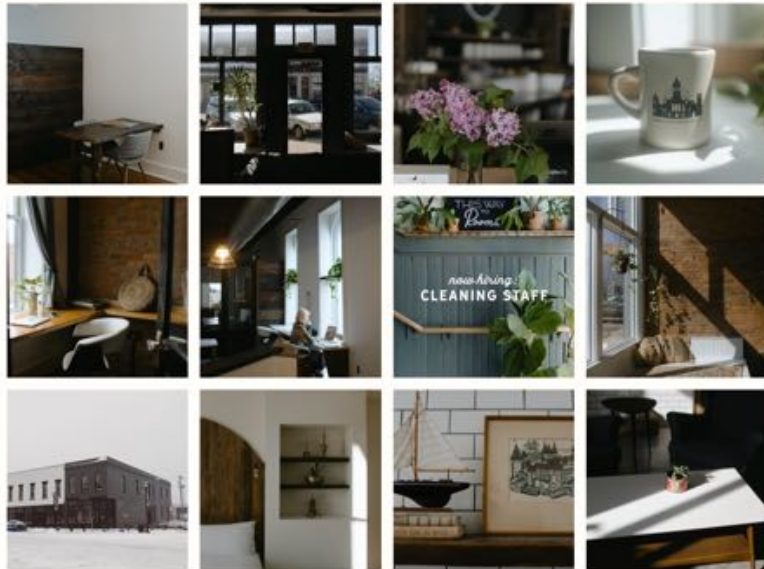
- ▶ **Blogs**
- ▶ **Podcasts**
- ▶ **Video**

# Facebook



- ▶ Ads
- ▶ Groups
- ▶ Personal profile

# Instagram



CULTURE C STREET RESERVATIONS@CULTURECSTREET.COM

- ▶ Eye-catching visuals
- ▶ Leverage hashtags
- ▶ Experiment with Stories and Reels
- ▶ Also, ads

# LinkedIn

- ▶ Professional headshot and banner
- ▶ Keyword-rich headline and about
- ▶ Get seen in the feed
- ▶ Also, ads





# Twitter



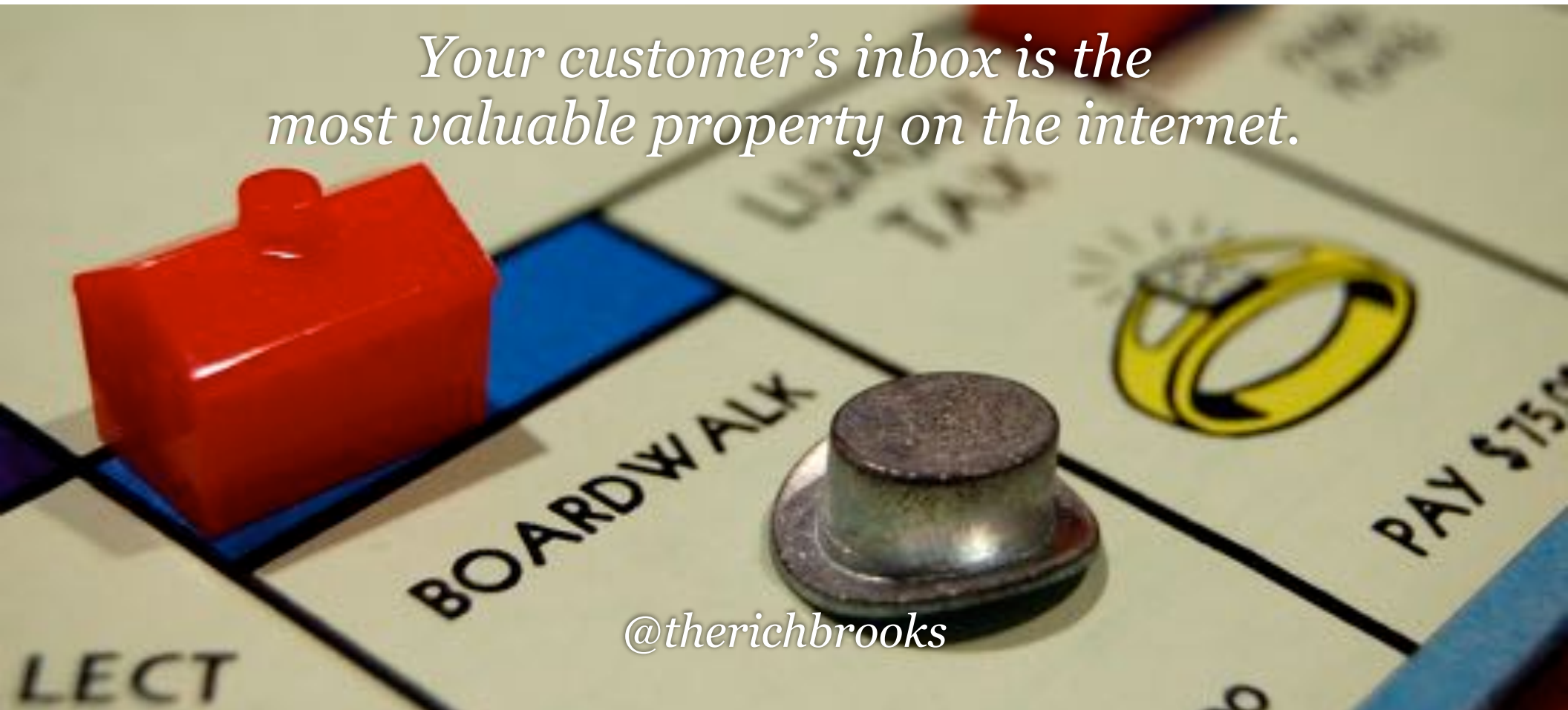
- ▶ **Follow journalists**
- ▶ **Leverage hashtags**
- ▶ **Do more than drive-by posts**

# Other Platforms



# Email Marketing

*Your customer's inbox is the most valuable property on the internet.*



# Maximizing Email

- ▶ **Lead Magnet**
- ▶ **Autodrip campaign**
- ▶ **Consistency**
- ▶ **Subject lines**



# Final Thoughts

- ▶ Reverse engineer the journey
- ▶ Make the most of every site
- ▶ Nudge towards your website





# Thank you.

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