


Difference between Good and Great

- ▶ We live in a digital world where our dealers need us more today to help guide them through basic tips to help
- ▶ Google My Business- What is it?
- ▶ Search Engine Optimization- Do you know what this means?
- ▶ What do we need to work with our dealers to make sure we are top

What's the name of your business?

 **Business name**


Please enter the name of your business

By continuing you agree to the following [Terms of Service](#)

NEXT

What kind of business do you run?

Correct category selection helps you attract customers who are searching for businesses like yours in your area. Select a category that best matches your business. [Learn more](#)

 **Business category**

NEXT

Where are you located?

Country / Region

Street address

City

State **ZIP code**

☒ ☐ I deliver goods and services to my customers. [Learn more](#)

Make connections (optional)

Providing current info will help customers get in touch and learn more about your business.

Phone number

Website

NEXT

Google My Business

Verify your connection to this business

Let's confirm that you're authorized to manage this business listing. Once verified, you'll be able to make the most of your listing on Google.

- ✓ Get your business found on Google Search & Maps
- ✓ Respond to customer reviews
- ✓ Create promotional posts and upload photos
- ✓ Track business analytics

CONTINUE

Postcard is on the way

You'll get a postcard with your verification code and instructions in about **5** days.



Attn: Morgan Slater

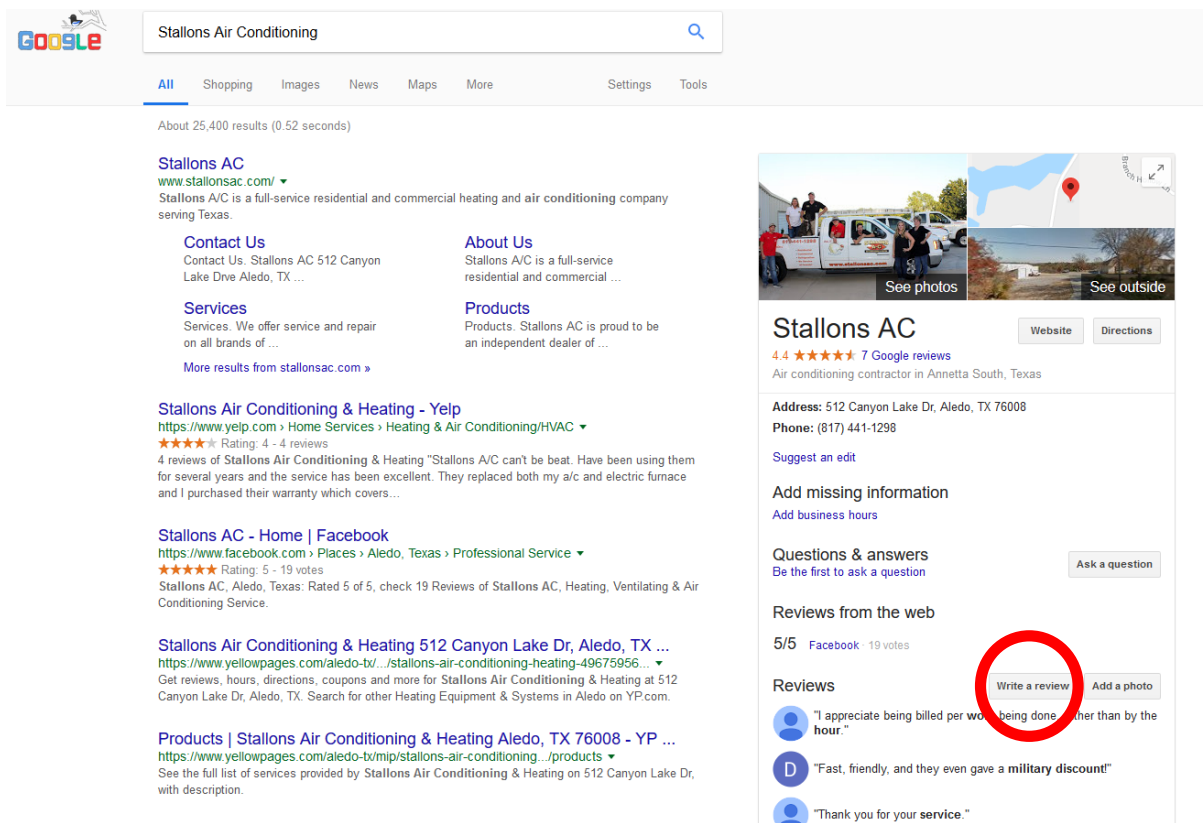
Wagging Tails Animal Care

7512 Point Reyes Dr, Fort Worth, TX 76137-3543

Customize your listing by adding photos, a logo, and your opening hours. These updates will appear on Google once you've been verified.

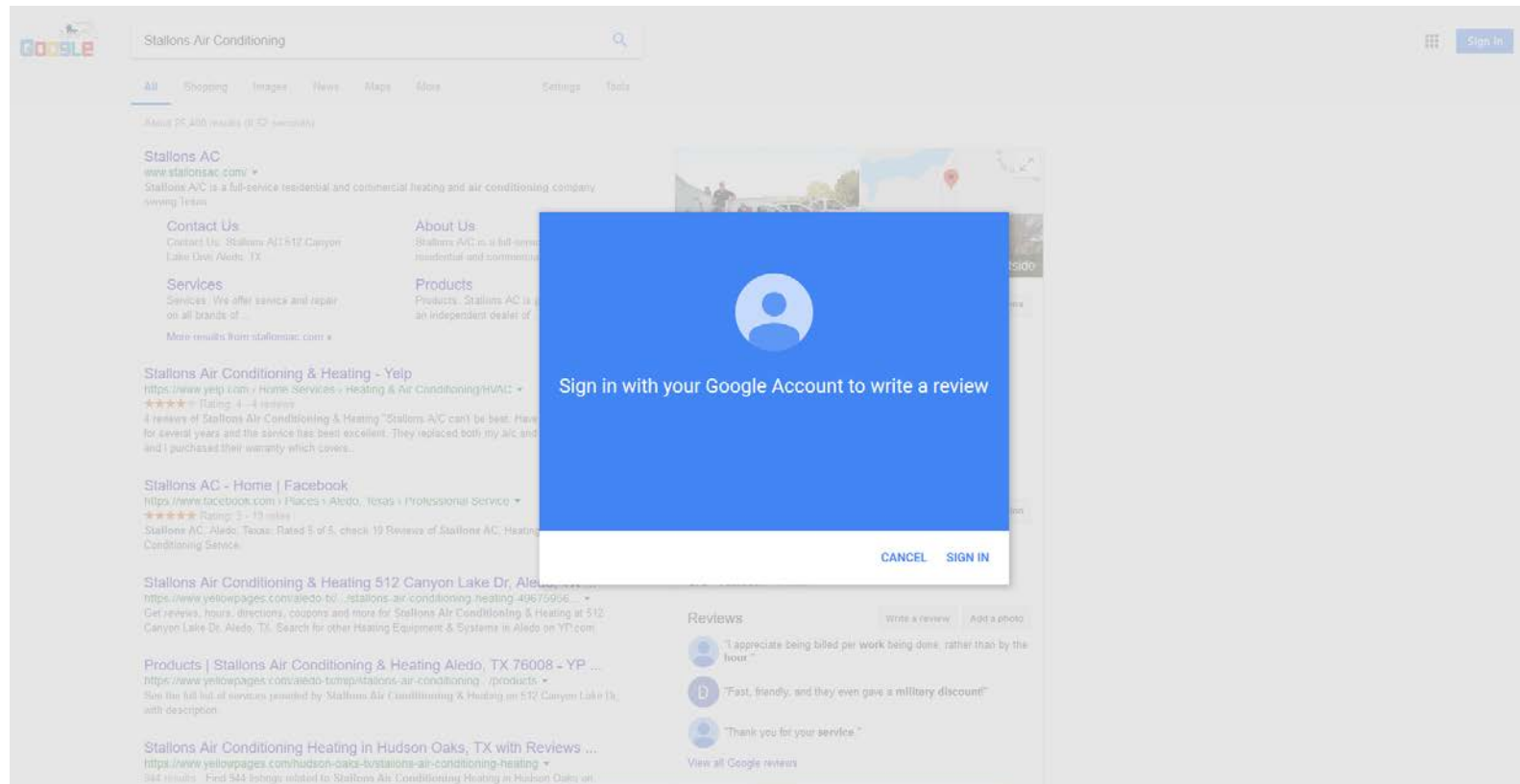
CUSTOMIZE LISTING

How to set-up Short Codes for Google Reviews



Perform a search in Google for your Customer Care dealer and find the "Write a Review" tab in the Google Maps result

How to set-up Short Codes for Google Reviews



Login screen appears...don't login but copy address that appears in the location bar

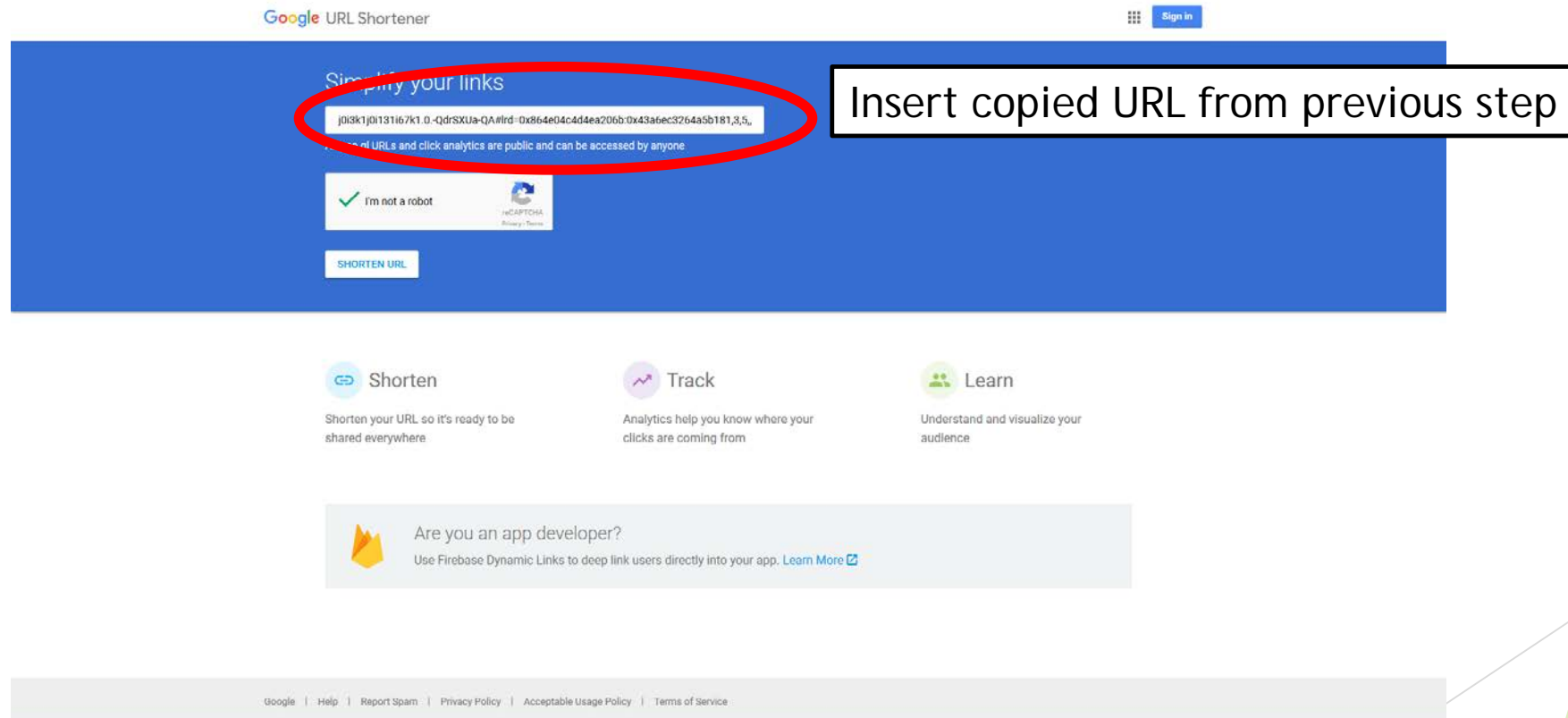
How to set-up Short Codes for Google Reviews

► https://www.google.com/search?client=firefox-b-1&ei=s9uSWsWkNcKQsAWbvZmoAQ&q=Stallons+Air+Conditioning&oq=Stallons+Air+Conditioning&gs_l=psy-ab.3..0.2599.11572.0.12449.53.16.21.15.15.0.113.1022.15j1.16.0....0...1c.1.64.psy-ab..2.51.1094...0i131k1j0i67k1j0i10i67k1j0i10k1j0i13k1j0i13i10k1j0i3k1j0i131i67k1.0.-QdrSXUa-QA#lrd=0x864e04c4d4ea206b:0x43a6ec3264a5b181,3,,

If you want to have your dealer's review automatically populate with a 5 Star ★★★★★ rating simply insert the number 5 after the last 3 in the address

...181,3,5,,

How to set-up Short Codes for Google Reviews



The screenshot shows the Google URL Shortener interface. At the top, there's a header with the Google logo and 'URL Shortener' text, and a 'Sign in' button. The main section has a blue background with the heading 'Simplify your links'. Below this is a text input field containing a long URL, which is circled in red. To the right of the input field is a white callout box with a black border containing the text 'Insert copied URL from previous step'. Below the input field is a small disclaimer: 'All URLs and click analytics are public and can be accessed by anyone.' Further down are two checkboxes: 'I'm not a robot' (checked) and 'CAPTCHA' (unchecked). Below these is a 'SHORTEN URL' button. At the bottom of the main section, there are three icons with text: 'Shorten' (Shorten your URL so it's ready to be shared everywhere), 'Track' (Analytics help you know where your clicks are coming from), and 'Learn' (Understand and visualize your audience). Below this is a section for app developers: 'Are you an app developer? Use Firebase Dynamic Links to deep link users directly into your app. [Learn More](#)'. At the very bottom is a footer with links: 'Google', 'Help', 'Report Spam', 'Privacy Policy', 'Acceptable Usage Policy', and 'Terms of Service'.

Google URL Shortener

Sign in

Simplify your links

All URLs and click analytics are public and can be accessed by anyone.

☒ I'm not a robot

☐ CAPTCHA

SHORTEN URL

Shorten
Shorten your URL so it's ready to be shared everywhere

Track
Analytics help you know where your clicks are coming from

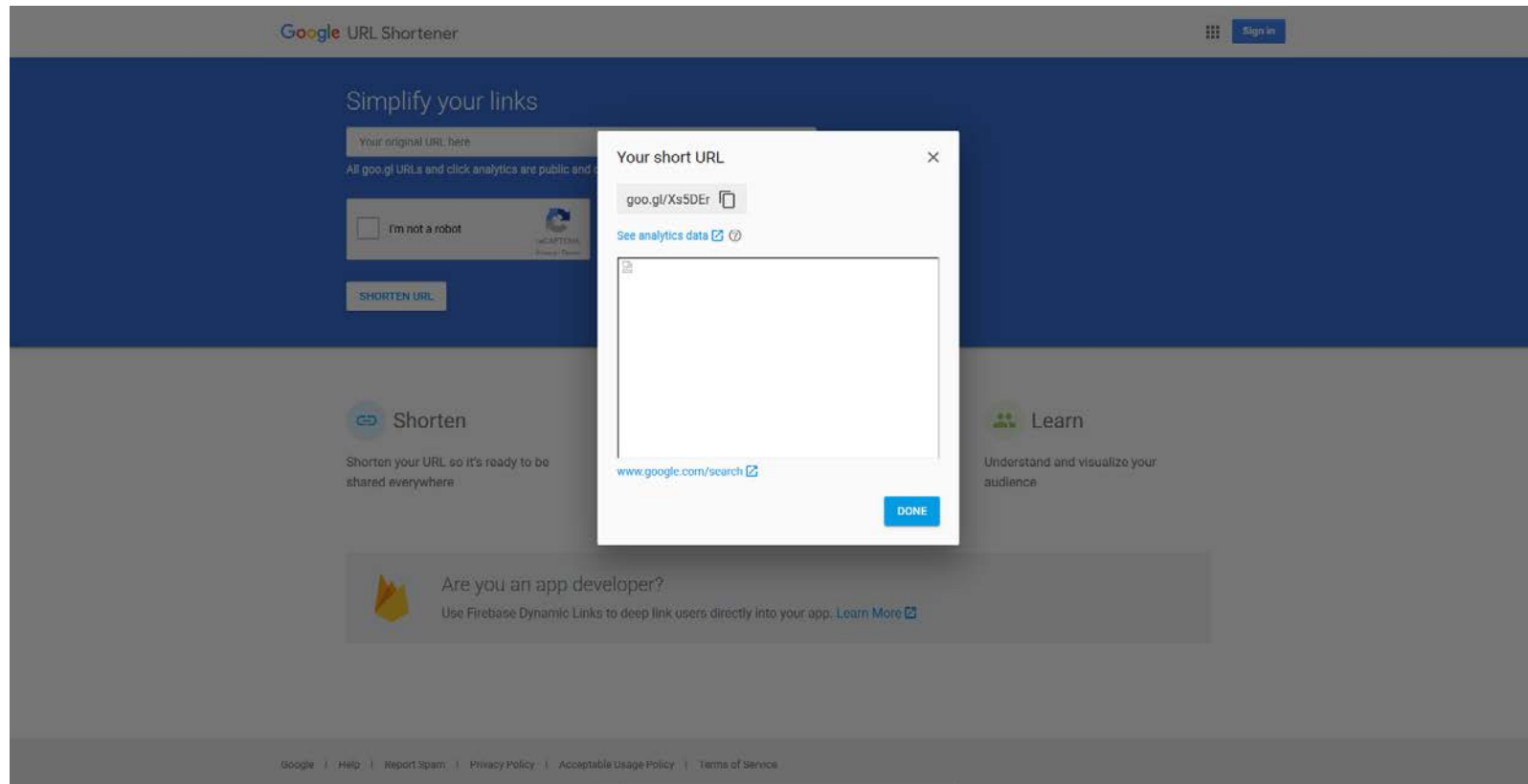
Learn
Understand and visualize your audience

Are you an app developer?
Use Firebase Dynamic Links to deep link users directly into your app. [Learn More](#)

Google | Help | Report Spam | Privacy Policy | Acceptable Usage Policy | Terms of Service

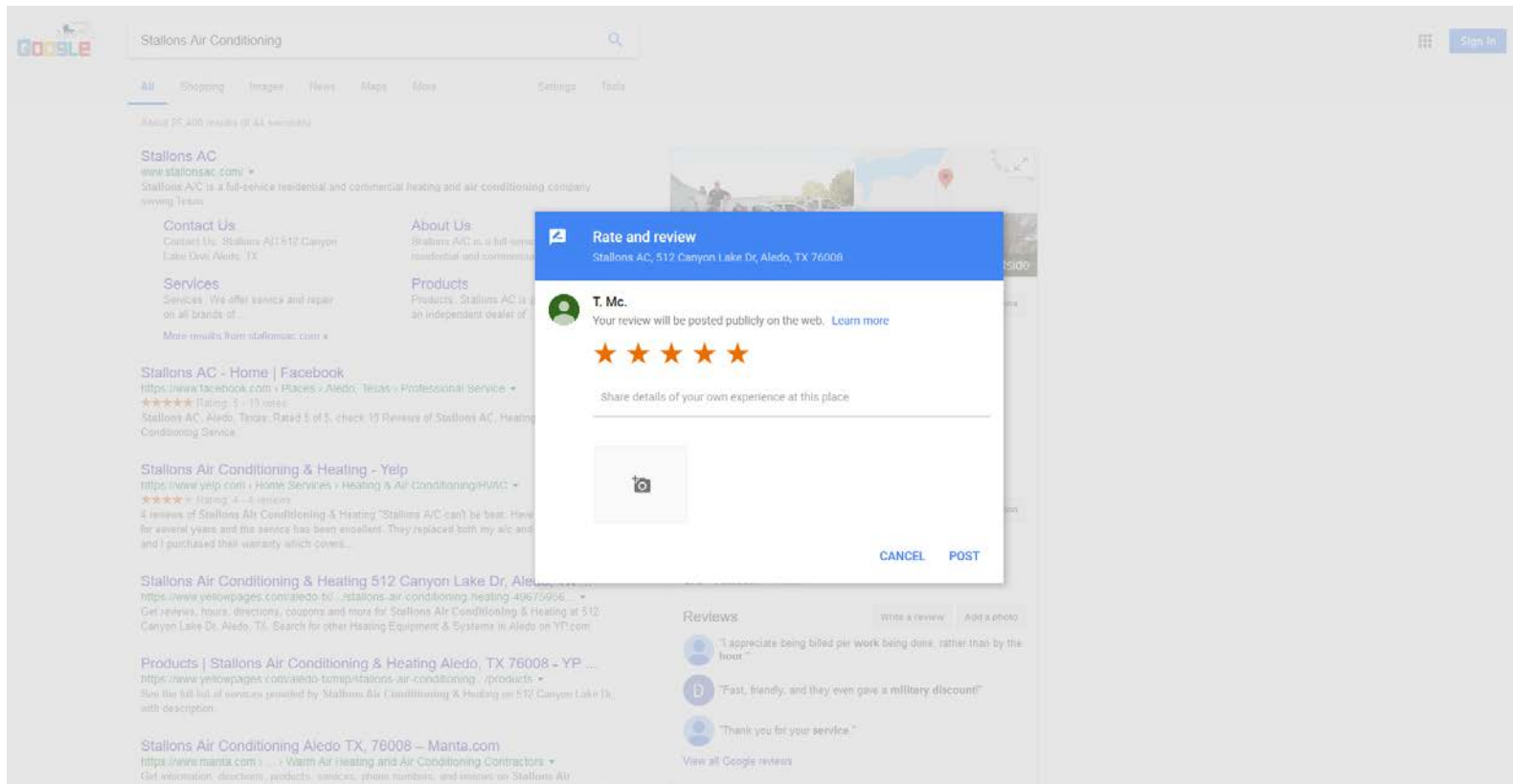
(https://goo.gl)

How to set-up Short Codes for Google Reviews



Shortened URL - goo.gl/Xs5DEr

How to set-up Short Codes for Google Reviews



Enter shortened URL into address bar and window will pop up asking customer to log in. Once logged in a 5 star rating will automatically populate

How to set-up Short Codes for Google Reviews

- ▶ Ensure you are not logged in before performing any of these steps. This will ensure no profile information appears in the review pop up window
- ▶ This URL can be included on all invoices so dealers have a simple way to direct customers to complete their Google review
- ▶ Personalized cards eligible for CC Marketing Allowance (CC-1048-01)

The screenshot shows a web form titled "Customer Care: Google Reviews Leave Behind Card (Personalized) CC-1048-01". It includes a description, instructions, and a "Personalize This Product" section. The form is divided into two main columns: "Create Your Artwork" and "PROOF".

Product Information
Customer Care: Google Reviews Leave Behind Card (Personalized) CC-1048-01
Description: Eligible for 2018 Marketing Allowance
Instructions: To personalize, add your information under CUSTOMIZE. Choose your design, then click on the Company Information tab to finish customizing. When all your information is added, click the Green button under PROOF; this will show you a proof with your design and information added. You can make changes and when you are happy with the design/content add your quantity in the bottom left. You will be asked to approve your design one more time, since what you see is what will be produced. Click add to cart to finish.

Personalize This Product
*Required Fields

Create Your Artwork
Complete the form below and preview your results to the right by clicking the green update button.

Logo Options
Would you like to include your logo? ☒ Yes - Please include my logo
Upload Logo [Screenshot-2018-2-25 Stallons A...](#)

Supported File Types: .jpg, .tif, .png, .gif, .pdf, .eps. Minimum Image Size: 3.53" x 1.26" (1130 x 378) at 300 dpi

Dealer Information
Info Line 1
Info Line 2

PROOF
Click the Green button below to generate your proof.

The proof shows a business card for "STALLONS A-C AIR CONDITIONING & HEATING". It includes a "THANK YOU FOR YOUR BUSINESS!" message, a Google logo, an American Standard logo, and a "customer care DEALER" badge. At the bottom, it displays the short code "goo.gl/Xs5DEr" and the website "www.Stallonsac.com".

Enhanced View

Basic Terms

- ▶ AD words(google ad words) A google owned program that is used by advertisers to place ads on Google search results pages. On You tube, and on Google ad network sites- Mainly used for PPC advertising
- ▶ Click-through-rate- A metric showing how often people click on an ad after they see it. It can be calculated by $\frac{\text{\# of clicks}}{\text{\# of impressions}}$ (how many times it was seen)
- ▶ Conversion rate: Rate at which visitors to a website campaign complete the predefined goal. $\frac{\text{\# of goal achievements}}{\text{total visitors}}$
- ▶ CPC- Cost Per Click- Amount of \$\$ on an ad for PPC- Prices change in real time as advertisers bid against each other for keyword. Average CPC can range from \$ 1.00- \$100/ click for competitive terms
- ▶ PPC- Online advertising model in which advertisers are charged for their ad once it is clicked. The PPC model is commonly associated with search engine and social media advertising like Google Ad-words and Facebook Ads