
Introduction to Online Marketing

Adriel Michaud
Top Draw Inc.

topdraw.com/presentations



What's this Presentation all About?

- Overview of several online marketing channels/tech
 - Organic SEO
 - Local SEO
 - Paid Online Advertising
 - Marketing Automation
- Tips that you can use now
- A taste of how far these channels go

Who is Top Draw?

Business-focused and results-driven online agency.

- Experience: 22yrs, 19 in Internet Marketing
- Experts: 25 Internet Marketing Professionals
- One stop digital marketing partner
 - Build Websites + Online Marketing



Online Marketing Goal Framework

Goals: Sample

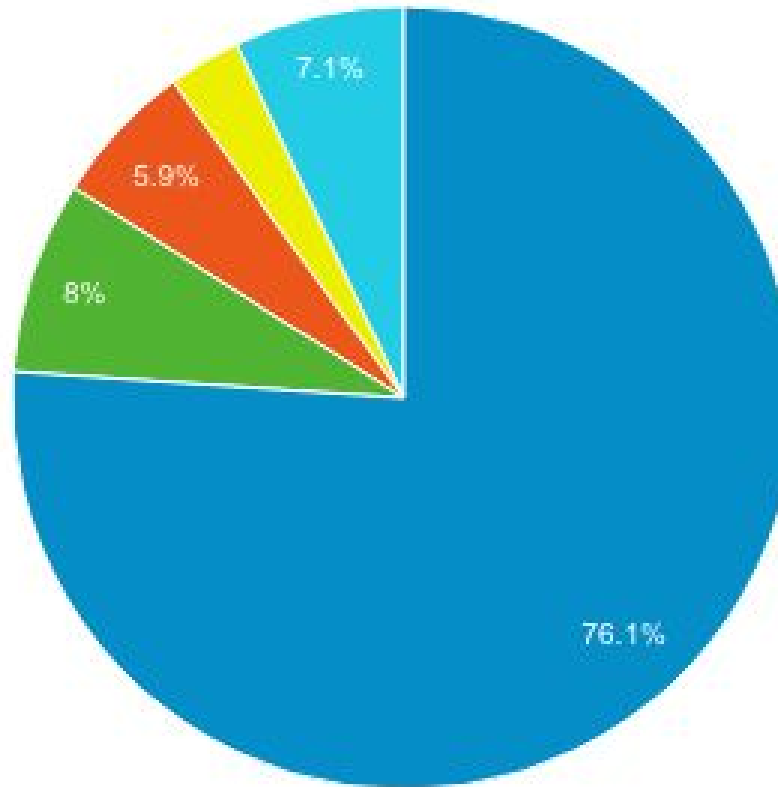
- Goal: Customer Acquisition
- Goal: Reduce Costs
- Goal: Customer Satisfaction

Lead Acquisition: Measure Cost Per Acquisition (CPA)

Why So Much Google Stuff?

Typical Monthly Traffic

■ google ■ (direct) ■ bing ■ yahoo ■ Other




Organic SEO

Google computer stores edmonton

All Maps News Images Shopping More Search tools

About 5,630,000 results (0.30 seconds)

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Internet Solutions Network Design & Services
Hardware Repair Services Remote Support



A-Computers
4.3 ★★★★★ (6) · Computer Store
11329 104 Ave NW · (780) 428-8838
Open until 6:00 PM
[Website](#) [Directions](#)

Memory Express
4.6 ★★★★★ (108) · Computer Store
10187 34 Ave NW · (780) 469-4616
Open until 9:00 PM
[Website](#) [Directions](#)

BCOM Computers Centre South
1 review · Computer Store
3136 Parsons Rd NW · (780) 413-4488
Open until 6:30 PM
[Website](#) [Directions](#)

[More places](#)

Memory Express, Inc. - Computer Parts & Laptop Computers in Canada

www.memoryexpress.com/ ▼

Premier computer parts & laptop computers in Canada. With stores in Calgary, Edmonton & Winnipeg selling desktop and notebook computers, laptops ...

[Hard Drives](#) - [Video Cards](#) - [Store Locations](#) - [New Arrivals](#)

BCOM - Best Computer Store, Online, and Repair Service Depot

<https://www.b-com.ca/> ▼

We specializes in laptop, computer parts, chromebook, notebook, printers. We build custom PC, service, repair and sell notebooks, tablets, network products, ...

[Hot deals](#) - [Locate Us](#) - [Notebook / Mini / Tablet](#) - [Desktop PC](#)

Keyword Research



How does your customer search for what you do?

Google Search

I'm Feeling Lucky

Google.ca offered in: [Français](#)

Keyword Research

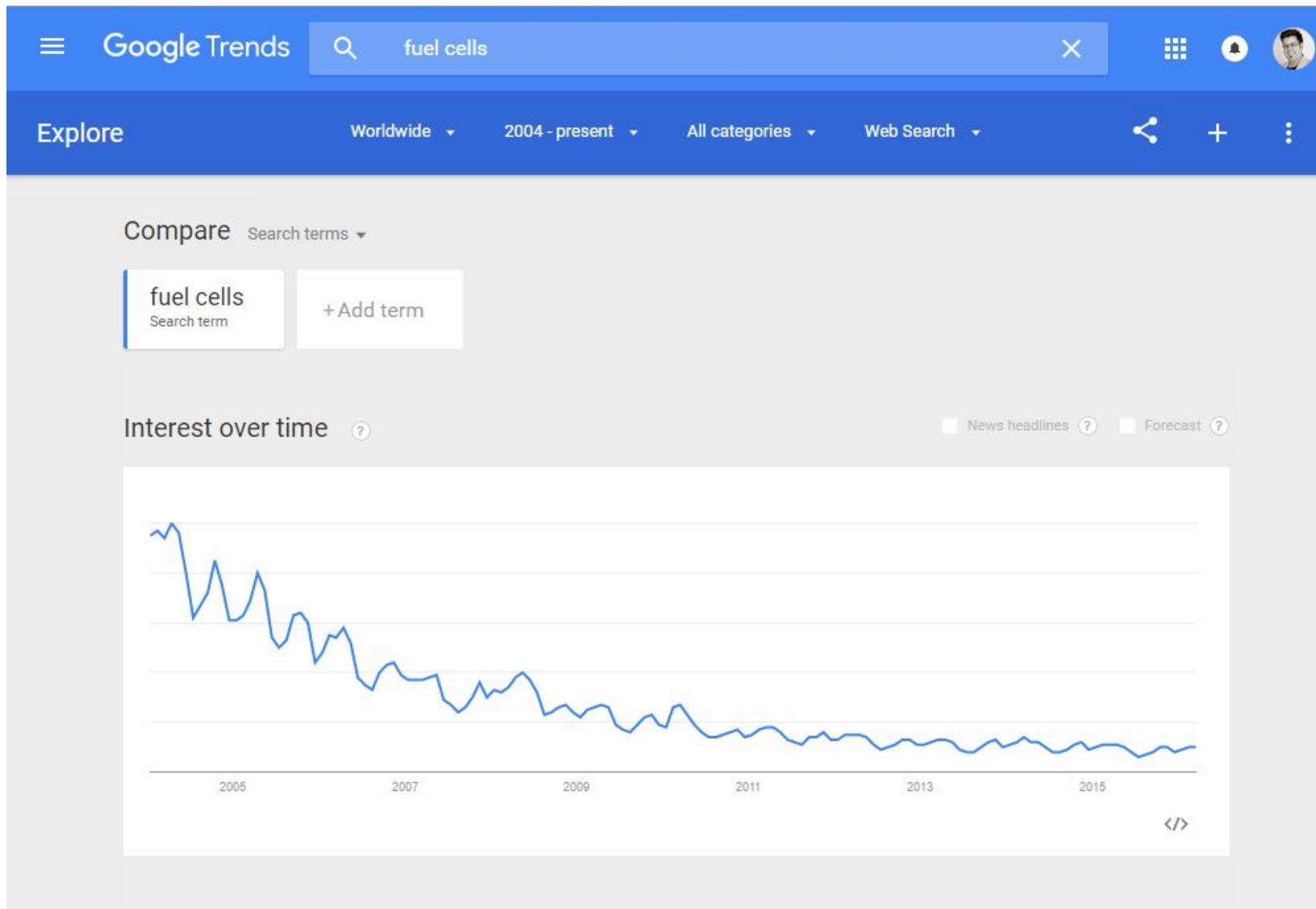
The screenshot shows the Google Trends website interface. At the top, the URL is <https://www.google.ca/trends/>. The main heading is "See the Year in Search 2015" with a blue "EXPLORE STORY" button. Below this, the date "Mar 29, 2016" is displayed. To the right, there are dropdown menus for "All categories" and "Canada".

The section "Stories trending now" lists the following items:

| Rank | Topic | Chart | Thumbnail |
|------|---------------------------------|----------|---|
| 1 | Magdalen Islands, Jean Lapierre | Past 24h | Map of Canada with a red dot in the Atlantic region. |
| 2 | Colombia, Ecuador | Past 24h | Goal.com logo and a soccer player. |
| 3 | Jean Lapierre, Québec | Past 24h | Two men, one in a suit and one in a blue shirt, raising their arms. |

The thumbnails on the right include a map of Canada, a soccer player, and a photo of two men.

Keyword Research



Keyword Research

Regional interest ?



► View change over time ?

</>

Region | City

| | | |
|---------------|-----|------------------------|
| Australia | 100 | <div><div></div></div> |
| United States | 77 | <div><div></div></div> |
| Canada | 72 | <div><div></div></div> |
| Singapore | 70 | <div><div></div></div> |
| South Korea | 67 | <div><div></div></div> |
| South Africa | 61 | <div><div></div></div> |
| India | 60 | <div><div></div></div> |

</>

Related searches ?

Topics

Top Rising


| | | |
|-----------------------------------|-----|------------------------|
| Fuel cell - Industry | 100 | <div><div></div></div> |
| Ceramic Fuel Cells - Company | 5 | <div><div></div></div> |
| Proton exchange membrane fuel ... | 5 | <div><div></div></div> |

Queries

Top Rising

| | | |
|---------------------|-----|------------------------|
| fuel cells hydrogen | 100 | <div><div></div></div> |
| hydrogen cells | 100 | <div><div></div></div> |
| fuel cell | 100 | <div><div></div></div> |

Keyword Research

 Ads

AdWords

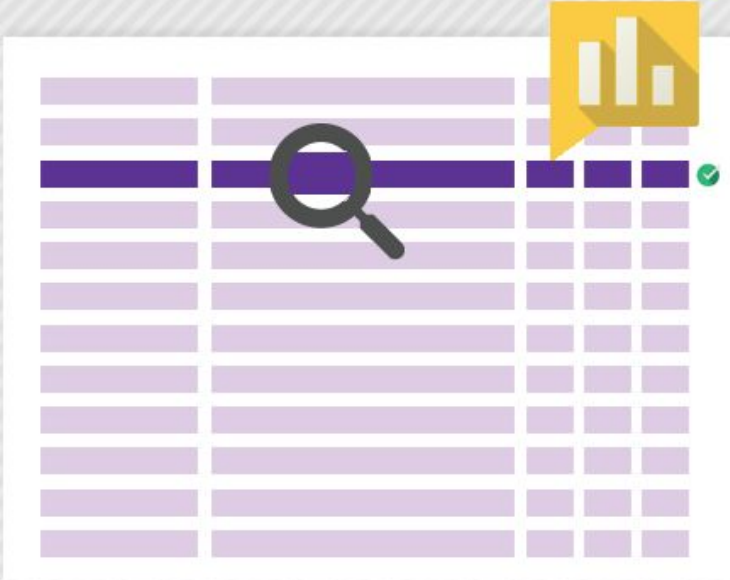
Sign in | Create an account

For free support call: 855-245-0838

Google AdWords Keyword Planner

Plan your Search Network campaigns and learn what your customers are looking for

[Sign in to AdWords](#)

An illustration of a data table with multiple rows and columns. A magnifying glass is positioned over one of the rows, highlighting it. In the top right corner of the table, there is a yellow speech bubble containing a bar chart icon. A green checkmark is visible in the top right corner of the table.

Keyword Research

Ad group ideas

Keyword ideas



| Search terms | | Avg. monthly searches ? | Competition ? | Suggested bid ? |
|-----------------|--|-------------------------|---------------|-----------------|
| kung fu schools | | 10 | - | - |

1 - 1

| Keyword (by relevance) | | Avg. monthly searches ? | Competition ? | Suggested bid ? |
|------------------------|--|-------------------------|---------------|-----------------|
| martial arts | | - | - | - |
| wing chun | | 110 | Low | - |
| kung fu school | | 10 | Medium | CA\$2.97 |
| kung fu movies | | 30 | Low | CA\$0.28 |
| kung fu | | - | - | - |
| shaolin kung fu | | 20 | Low | - |
| shaolin monks | | 30 | Low | - |

Keyword Research

French press - Wikipedia, ...

http://en.wikipedia.org/wiki/French_press

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article discussion edit this page history

French press

From Wikipedia, the free encyclopedia

For the biological apparatus, see *French pressure cell press*.
For the triceps exercise, see *Lying triceps extensions*.
For French newspapers, see *Category:Newspapers published in France*.

This article's introduction section **may not adequately summarize its contents**. To comply with Wikipedia's lead section guidelines, please consider expanding the lead to **provide an accessible overview** of the article's key points. (September 2009)


French press, also known as a **press pot**, **coffee press**, **coffee plunger** or *cafetière*, is a simple interestess coffee brewing device, probably invented in France in the 1850s, but first patented by **Attilio Calimani** in 1931.^[1]

Contents [hide]

- Nomenclature
- Design
- Preparation
- Variations
- References
- External links

Nomenclature

The **French press** goes by various names around the world. In **New Zealand**, **Australia** and **South Africa** the whole apparatus is known as a *coffee plunger* and coffee brewed in it as *plunger coffee*. Its **French**



French press.

Ranking in Organic SEO

- DIY, in-house or agency?
- How competitive are the phrases?



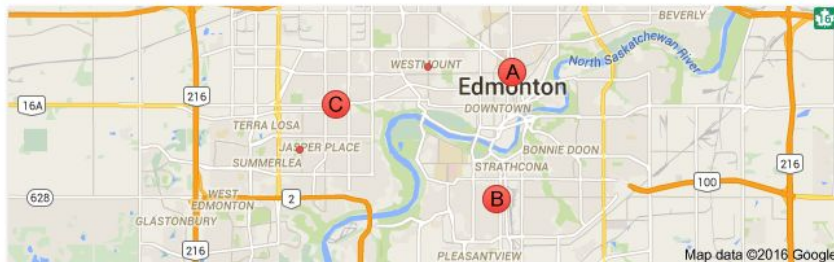
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About 271,000 results (0.44 seconds)

Boston Kung Fu School - Boston's Best Tai Chi and Kung Fu

Ad www.bccaonline.com/schedule.html ▾

2 Free Intro Classes for Beginners



A Canadian Ging Wu Kung Fu Martial Arts Assn
10712 98 St NW · (780) 421-7439



Website



Directions

B MPDA Martial Arts
10425 University Avenue Northwest · (780) 638-2630
Closed today



Website



Directions

C Chiu Lau Kung Fu College
15302 Stony Plain Rd NW · (780) 487-3333



Website



Directions

[More places](#)

Alberta School of Kung Fu

www.abkungfu.ca/ ▾

Founded in 1986 by Sifu Edward Ng, the Alberta School of Kung Fu teaches the Wing Chun style of Chinese kung fu. Wing Chun is a quick and efficient martial ...

Chiu Lau | Kung Fu College

www.chiulau.com/ ▾

A positive class environment with opportunities to learn and grow. ... Chiu Lau Kung Fu College is a martial arts school with over 45 years of experience. ... CHIU LAU KUNG FU COLLEGE | Room 201, 15302 Stony Plain Road | Edmonton, ...

grasshopper kung fu club | wing chun & shaolin kung fu

grasshopperkungfuclub.com/ ▾

grasshopper kung fu club Logo · Home ... NEW CLASSES STARTING IN APRIL @ Laurier Heights School ... Wing Chun Kung Fu and Shaolin Kung Fu.

Alberta Shaolin Kung Fu Academy - Facebook

www.facebook.com ▸ Places ▸ Edmonton, Alberta ▸ Martial Arts ▾

★★★★★ Rating: 5 - 31 votes

Alberta Shaolin Kung Fu Academy, Edmonton, AB. 597 likes · 37 talking about this · 760 were here.
Local Business.



All

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Search tools

About 17,400 results (0.67 seconds)

Ging Wu Kung Fu Martial Arts Association

www.gingwu.com/ ▾

Canadian Ging Wu Kung Fu Martial Art Association is a not-for-profit organization that promotes the Chinese Martial Arts in the City of **Edmonton**, Alberta, Canada. ... and we offer **training** in traditional kung fu styles of Chin Woo and Hung Gar, ...

Past Events of 2005 - Ging Wu Kung Fu Martial Arts Association

www.gingwu.com/past2005.shtml ▾

Sept 9, 2005 - Lee's Association, 6-8 Lions & Kung Fu Demo - **Edmonton**, AB. Sun. ... June 11, 2005 Victory High School - Kung Fu **Edmonton**, AB. May 21, 2005 ...

Alberta School of Kung Fu

www.abkungfu.ca/ ▾

Founded in 1986 by Sifu Edward Ng, the **Alberta School** of Kung Fu teaches the Wing Chun style of Chinese kung fu. Wing Chun is a quick and efficient martial ...

Martial Arts Dojo & Self Defense class in Edmonton, Alberta, Canada

dojos.ca/AB/Edmonton/ ▾

View List of Martial Arts **Schools** & Dojo in **Edmonton**, Canada. Find Tae Kwon Do, Kick Boxing, Karate, Muay Thai, Mixed Martial Arts (MMA), Brazilian Jiu-jitsu & Kung Fu near **Edmonton**. ... Canadian Ging Wu Kung Fu Martial Arts Assn.

Martial Arts - Connect2Edmonton

www.connect2edmonton.ca ▾ Connect2Edmonton ▸ C2E Features ▸ Ask Ed ▾

Aug 1, 2007 - 19 posts - 14 authors

I'm looking to get into the martial arts scene in **Edmonton**. ... Wu Shu, sword, white crane, kung fu, etc. ... I have trained in many different martial arts around the City, and I am currently **training** at **Alberta School** of Kung Fu.

Martial Arts Lessons & Schools in Edmonton AB | YellowPages.ca™

www.yellowpages.ca ▾ Canada ▾ Alberta ▾ Edmonton ▾

48 result(s) of 90 found for Martial Arts Lessons & Schools (Edmonton AB): ... Canadian Ging Wu Kung Fu Martial Arts Assn - Martial Arts Lessons & Schools - ...

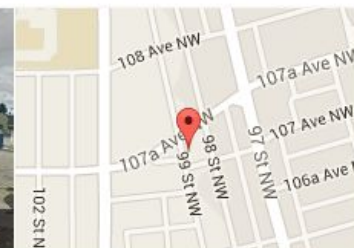
Ji Hong Wushu & Tai Chi College | Edmonton Tai Chi & Wushu Lessons

www.jihongtaichi.com/ ▾

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See outside



Canadian Ging Wu Kung Fu Martial Arts Assn

Website Directions

Martial Arts School

Address: 10712 98 St NW, Edmonton, AB T5H 2N9

Phone: (780) 421-7439

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Reviews

2 Google reviews

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Jing Ying Martial Arts
Martial Arts School



Edmonton Mixed Martial Arts
Martial Arts School



The Fire Martial Arts and Fitness
Martial Arts School



MPDA Martial Arts
Martial Arts School



Spirit Taekwon... Academy
Taekwondo School

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About 17,100 results (0.34 seconds)

Bruce Lee Foundation - bruceleefoundation.org

Ad www.bruceleefoundation.org/ ▾

Inspiring individuals to discover their limitless potential

UMSF The Ultimate Self Defence: Home Page

www.combat4u.com/ ▾

Edmonton Mixed Martial Arts, MMA, Alberta, AB, Canada. Universal Martial Sciences ...

Jeet Kune Do -, Filipino Martial Arts -, MDT Combat Training Unlimited ...

UMSF news - Murphy Combat Grappling - UMSF: Instructor Certification - Seminars

Edmonton Martial Arts Instruction - Discover Edmonton

www.discoveredmonton.com ▸ [Edmonton](#) ▸ [Business Index](#) ▾

BSM Martial Arts Academy is the leader in Western Canada for practical self defence. A

legitimate facility in Alberta certified to teach Bruce Lee's **Jeet Kune Do** ...

Bruce Lees Jeet Kune Do/Filipino Martial Arts in Edmonton ,A...

www.kijiji.ca ▸ ... ▸ [community](#) ▸ [classes, lessons in Edmonton](#) ▾

May 15, 2016 - universal martial sciences federation of **edmonton** alberta the ultimate in self defense and martial arts development group classes/private ...

Jeet Kune Do | Kijiji: Free Classifieds in Edmonton. Find a job,...

www.kijiji.ca ▸ [Alberta](#) ▸ [Edmonton Area](#) ▸ [Edmonton](#) ▾

Find **Jeet Kune Do** in Canada | Visit Kijiji Classifieds to buy, sell, or trade almost

anything! Used cars, pets, jobs, services, electronics, homes, boats for sale and ...

Best Jeet kune do in Edmonton, AB - Yelp

www.yelp.ca/search?find_desc=Jeet+Kune+Do&find...Edmonton%2C... ▾

Reviews on **Jeet kune do** in **Edmonton**, AB - Krav Maga Solution, Eye of the Storm

Budokai.

23 Bricks JKD - Facebook

www.facebook.com ▸ [Places](#) ▸ [Edmonton, Alberta](#) ▸ [Martial Arts](#) ▾

★★★★★ Rating: 5 - 5 votes

23 Bricks JKD, **Edmonton**, Alberta. 48 likes. Teaching Bruce Lees original method of combat.

Keyword Research Tools: Moz

jeet kune do edmonton

Canada - English



56 of 300 keyword queries available

Overview

Keyword Suggestions

SERP Analysis

Overview:

jeet kune do edmonton

+ North Ollfield Op...

0-10

Volume ⁱ



14

Difficulty ⁱ



90

Opportunity ⁱ



44

Potential ⁱ



Keyword Suggestions >

| Keyword | Volume ⁱ |
|------------------------------|---------------------|
| bricks jeet kune do edmonton | no data |
| calgary jeet kune do | 11-50 |
| jeet kune do calgary | 0-10 |
| bricks peckham | no data |
| brad murphy | 201-500 |

[See all 1,000 suggestions >](#)

SERP Analysis >

| Rank | Title & URL | PA ⁱ | DA ⁱ |
|------|---|-----------------|-----------------|
| 1 | UMSF The Ultimate Self Defe... http://www.combat4u.com/ | 17 | 11 |
| 2 | Edmonton Martial Arts Instru... http://www.discoveredmonto... | 1 | 45 |
| 3 | Bruce Lees Jeet Kune Do/Filip... http://www.kijiji.ca/v-classes-... | 1 | 67 |

[See full analysis >](#)

Google Search Console

Search Console

 <https://www.topdraw.com/> ▾

Help ▾



Dashboard

Messages

▸ Search Appearance 

▸ Search Traffic

▸ Google Index

▸ Crawl

Security Issues

Other Resources

New and important

No new messages or recent critical issues. [View all](#)

Current Status

Crawl Errors >>

Site Errors

DNS



Server
connectivity



Robots.txt fetch



URL Errors

1 Server error
76 Not found

Search Analytics >>

■ **2,279**
Total Clicks

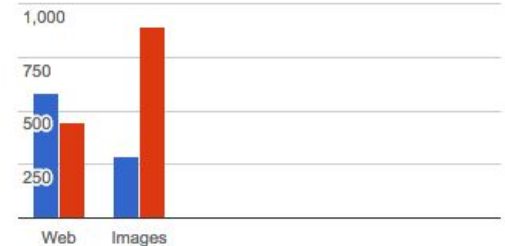


Sitemaps

By me (1) >>

■ **586** URLs submitted
■ **449** URLs indexed

2 warnings



Search Analytics

Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. [Learn more.](#)

☒ Clicks

☒ Impressions

☒ CTR

☒ Position

☒ Queries

No filter ▾

☐ Pages

No filter ▾

☐ Countries

No filter ▾

☐ Devices

No filter ▾

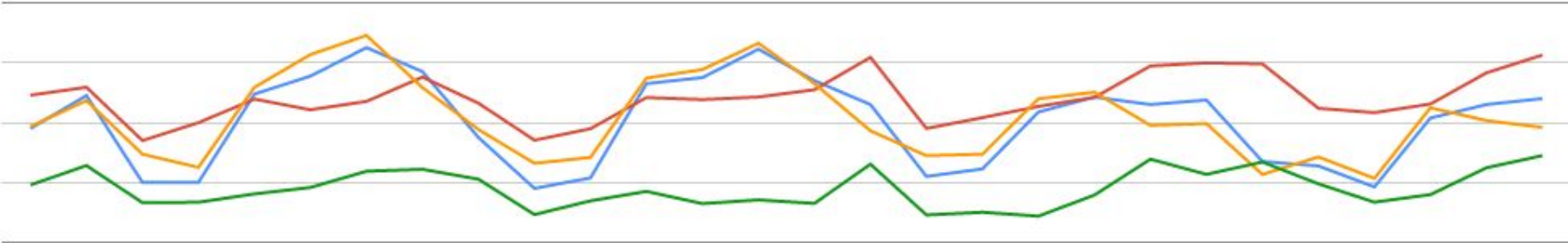
☐ Search Type

Web ▾

☐ Dates

Last 28 days ▾

| | | | |
|--------------|-------------------|----------|---------------|
| Total clicks | Total impressions | Avg. CTR | Avg. position |
| 2,279 | 269,997 | 0.84% | 30.6 |



| | Queries | Clicks ▾ | Impressions | CTR | Position | |
|---|---|----------|-------------|--------|----------|---|
| 1 | top draw ↗ | 184 | 1,723 | 10.68% | 4.4 | » |
| 2 | topdraw ↗ | 86 | 449 | 19.15% | 2.7 | » |
| 3 | top draw edmonton ↗ | 56 | 102 | 54.9% | 1.0 | » |
| 4 | google sheets dashboard ↗ | 22 | 264 | 8.33% | 8.5 | » |
| 5 | top draw inc ↗ | 21 | 35 | 60% | 1.0 | » |

Local SEO

Local SEO

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edmonton realtor

Web

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Search tools

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Top Rated Local Agents · Personal Recommendations · Completely Free
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99 St NW

Open until 5:00 pm

Website

Directions

Liv Real Estate

4.8 ★★★★★ 6 reviews · Real Estate Agency

111 Ave NW

Open until 5:00 pm

Website

Directions

Realtors Association Of Edmonton

2 reviews · Association or Organization

112 Ave NW

Open until 5:00 pm

Website

Directions

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Edmonton MLS Listings

www.edmontonhomesforsale.biz/ ▾

(780) 634-8151
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📍 7815 - 101 Ave, Edmonton, AB

Edmonton For Sale

www.kijiji.ca/real-estate ▾

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Edmonton, AB - Realtors

www.joinriverscity.ca/ ▾

Now Hiring Talented REALTORS! Join these Top Producers and succeed.

Starting in the Low 300's

www.graydon-hill.com/ ▾

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Full Service Low Fees - Sell Your Home on MLS® for Just \$6900!

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Own high exposure commercial space
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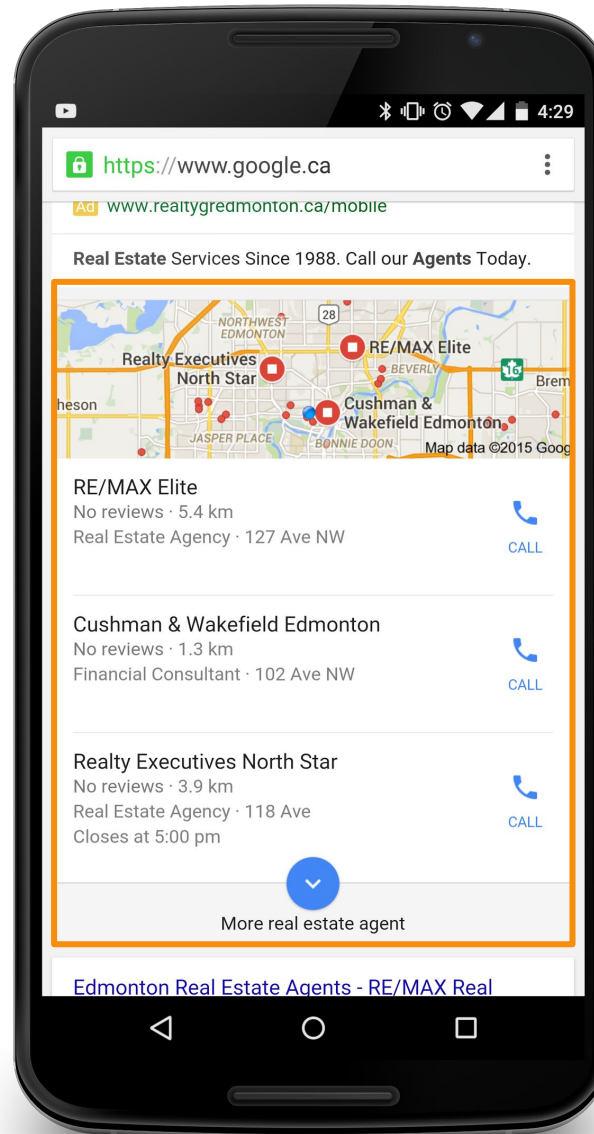
RE/MAX - Ralph Johnson

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Local SEO



Local SEO

Top Draw: Edmonton Web Design & SEO Company

<https://www.topdraw.com/> ▼

Edmonton's web design, development & search engine optimization experts, specializing in high quality website creation and online marketing.

Careers

Top Draw employs some of Edmonton's top web designers ...

About Us

Learn more about how our values guide our process and how we ...

Contact Us

Digital Marketing for Enterprise. Drive growth with digital. Our ...

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Our Team

That passion makes us serious—serious about our work and ...

Services

Our services have been crafted to work seamlessly to create data ...

Search Engine Optimization

Search Engine Optimization. Customers are searching for ...

Top Draw Inc. - Facebook

www.facebook.com › [Places](#) › [Edmonton, Alberta](#) › [Advertising Agency](#) ▼

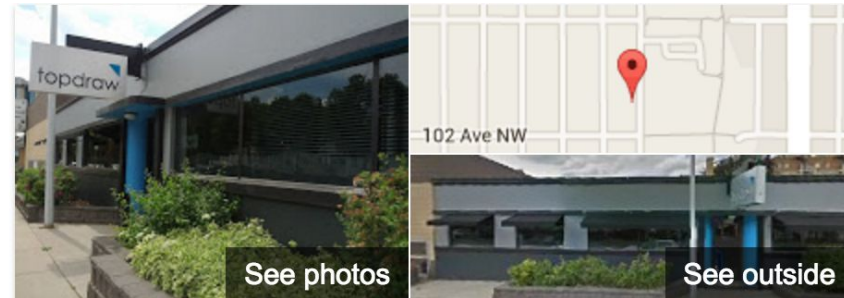
★★★★★ Rating: 5 - 2 votes

Top Draw Inc., **Edmonton**, AB. 341 likes · 10 talking about this · 31 were here. We are an expert team of designers and practical strategists focused on...

Top Draw Edmonton, AB Jobs | Glassdoor.ca

www.glassdoor.ca › [Jobs](#) › [Edmonton](#) ▼

Search **Top Draw** jobs in **Edmonton**, AB. Get the right **Top Draw** job with company ratings & salaries. 19 open jobs for **Top Draw**. Get hired!



Top Draw Inc

4.6 ★★★★★ 11 Google reviews

Internet Marketing Service

[Website](#)

[Directions](#)

Address: 10210 111 St NW, Edmonton, AB T5K 1K9

Phone: (780) 429-9993

Hours: Open today · 9AM–5PM ▼

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Reviews

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"...you clients will notice when your website looks just as good on a **smartphone**."



"...make websites they just changes one two contents of a **wordpress** template..."



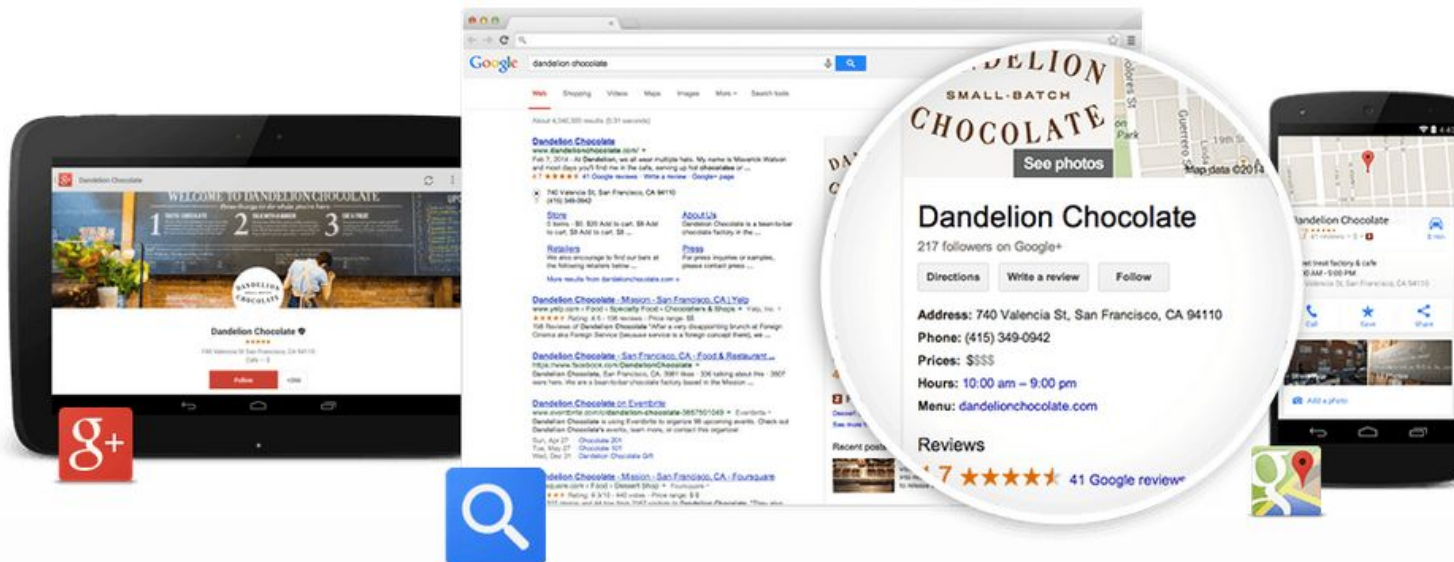
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New – Google My Business connects you directly with customers, whether they're looking for you on Search, Maps or Google+.

Get on Google



Show up across Google

Give customers the right info

Build lasting relationships



Google My Business

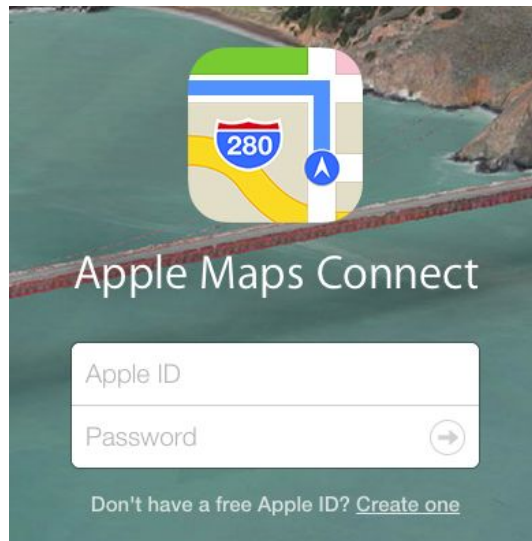
- Claim your location (phone call or postcard to verify)
- Add logo, background image.
- Add business info: phone number, category, description, photos, videos, etc.
- Add business hours.

The logo for Google My Business, featuring the word "Google" in its multi-colored font followed by the words "My Business" in a grey sans-serif font.

Business Locations on Other Platforms

- Claim your location (phone call or postcard to verify)
- Add logo, background image
- Add business info: phone number, category, description, photos, videos, etc.
- Add business hours.

facebook for business



Find and Claim your Yelp Business Page

| | | |
|---------------------------------------|--|--------------------|
| Business Name e.g. Mel's Diner | Near Address, Neighbourhood, City, Prov. or Postal Cc | Get Started |
|---------------------------------------|--|--------------------|

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Reviews

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RE/MAX Real Estate (Edmonton) - Central

1 review

Real Estate Agency · 120 St ...

Closed now



Website



Directions

Discover Real Estate

No reviews

Real Estate Agency · 116 St ...



Website



Directions

Ryan Philipenko Re- max Real Estate

No reviews

Real Estate Consultant · 108...

Open until 9:00 pm



Website



Directions

Liv Real Estate

4.8 ★★★★★ 6 reviews

Real Estate Agency · 111 Av...

Closed now



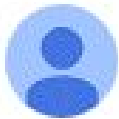
Website



Directions

Negative Reviews

Google reviews



Leo n

2 years ago

★☆☆☆☆ Tracey Roos is a old crazy biopolar scamer, dont make any buisiness with her

Liv Real Estate

18831 111 Ave NW, Edmonton, AB

 Write a review

4.8 ★★★★★ 6 reviews

Sort by: Most helpful ▾



Anita Wagner Godwaldt

4 months ago

★★★★★ Sheldon's knowledge about the local real estate market is unparalleled and his service is exceptional! This was the second time selling our property with Sheldon and it was the same great, professional experience. We would recommend Sheldon ... [More](#)



Michele Joly

a year ago

★★★★★ The LIV Real Estate site is user friendly, current and informative. It is my first choice when looking at properties. The listings themselves have amazing photos and descriptions. I would highly recommend the LIV site and the LIV realtors ... [More](#)



Sean Ivens

a year ago

★★★★★ As a return customer, I have recently worked with Liv Real Estate to purchase some commercial property in the Edmonton area. I love their common-sense approach and ability to just know their clients needs. Choosing the "right" property is ... [More](#)



gabriela siade

2 years ago

★★★★★ My husband and I really loved to work with Liv Real Estate, specially with Beverley Hasinoff. She was so candid, looking out for what we wanted, diligent and so helpful in helping us understand all the process as first homeowners. They ... [More](#)



Naresh Jha

a year ago

★★★★★ Have worked with Sheldon & Sara team for over 7 years. They are a great team to work with. They are are very thorough, insightful and professional in everything they do. They get all my business as I am impressed with their service, both ... [More](#)



Gordon McCallum

2 years ago

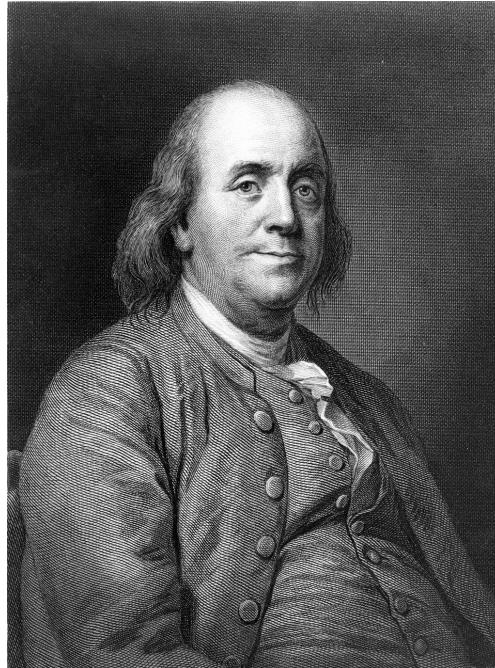
★★★★★ Great group of people who are truly professional, very knowledgeable about real estate in Edmonton with very high service and ethical standards. Our clients are always well taken care of when we refer them to Liv.

Google My Business - Getting Reviews

- Create a rigorous after-sales process that generates reviews and testimonials.
- Use marketing automation if your volume is high.



Google My Business - Getting Reviews



The **Ben Franklin effect** is a proposed psychological phenomenon: A person who has *done* or completed a favor for someone is more likely to do another favor for that person than they would be if they had received a favor from that person. Similarly, one who harms another is more willing to harm them again than the victim is to retaliate.^[1]

AdWords

About 783,000 results (0.37 seconds)

Top Edmonton Realtor® - agentpronto.com

Ad www.agentpronto.com/Edmonton

Work with the best in Edmonton, AB. 3 top Realtors® compete for you.
Top Rated Local Agents · Personal Recommendations · Completely Free
Types: Listing, Buying, Condo, Relocation, Luxury, Residential
Buyers Start Here - Sellers Start Here

Edmonton MLS® Listings - edmontonhomesonsale.com

Ad www.edmontonhomesonsale.com/ (780) 951-6530

Hourly Updated MLS® Listings. Search Now With Advanced Tool On Market

Edmonton Realtor - Fully Trained Real Estate Brokers

Ad www.realtygredmonton.ca/

Contact us Today.



EdmontonRealEstate.CA

No reviews · Real Estate Agency
99 St NW
Open until 5:00 pm



Website



Directions

Liv Real Estate

4.8 ★★★★★ 6 reviews · Real Estate Agency
111 Ave NW
Open until 5:00 pm



Website



Directions

Realtors Association Of Edmonton

2 reviews · Association or Organization
112 Ave NW
Open until 5:00 pm



Website



Directions

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Ads

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Search & Save from all MLS listed
homes for sale In the Edmonton Area
7815 - 101 Ave, Edmonton, AB

Edmonton For Sale

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Find your next home on Kijiji, local
free classifieds site. Search now!

Edmonton, AB - Realtors

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Now Hiring Talented REALTORS! Join
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Beaumont Retail Space

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Own high exposure commercial space
Retail Space for Sale or Lease


RE/MAX - Ralph Johnson

www.rjohnston.com/


Exclusive edmonton properties. With
integrity, performance and results.










See your ad here »

AdWords

| Search terms | | Avg. monthly searches  | Competition  | Suggested bid  |
|-----------------------------|--|---|---|---|
| real estate agent |  | 40 | Low | — |
| edmonton realtor |  | 110 | Medium | CA\$3.21 |
| real estate agents edmonton |  | 50 | Medium | CA\$3.06 |
| edmonton real estate agent |  | 20 | Medium | — |

AdWords

| Search terms | | Avg. monthly searches ? | Competition ? | Suggested bid ? |
|--|---|-------------------------|---------------|-----------------|
| mortgage brokers edmonton |  | 110 | High | CAS\$15.01 |
| | | | | |
| Show rows: <input type="text" value="30"/> 1 - 1 of 1 keywords | | | | |

| Keyword (by relevance) | | Avg. monthly searches ? | Competition ? | Suggested bid ? |
|------------------------------|---|-------------------------|---------------|-----------------|
| mortgage broker edmonton |  | 260 | High | CAS\$13.51 |
| mortgage broker |  | 140 | High | CAS\$8.27 |
| edmonton mortgage brokers |  | 90 | High | CAS\$17.89 |
| insurance brokers edmonton |  | 210 | High | CAS\$16.45 |
| mortgage brokers |  | 40 | High | CAS\$12.38 |
| edmonton mortgage broker |  | 40 | High | CAS\$17.27 |
| insurance broker edmonton |  | 90 | High | CAS\$13.69 |
| mortgage rates edmonton |  | 140 | High | CAS\$8.87 |
| mortgage brokers in edmonton |  | 10 | High | CAS\$16.06 |

AdWords

| Search terms | | Avg. monthly searches <small>?</small> | Competition <small>?</small> | Suggested bid <small>?</small> |
|---------------|---|--|------------------------------|--------------------------------|
| injury lawyer |  | 20 | High | CAS\$40.50 |

| Search terms | | Avg. monthly searches <small>?</small> | Competition <small>?</small> | Suggested bid <small>?</small> |
|---------------------|--|--|------------------------------|--------------------------------|
| web designers |  | 10 | High | CAS\$45.43 |
| edmonton web design |  | 320 | High | CAS\$27.30 |
| web design edmonton |  | 170 | High | CAS\$32.11 |
| edmonton seo |  | 170 | Medium | CAS\$24.41 |

Advertising via AdWords

- \$3/click
- 5 calls per 100 clicks
- Close 50%

- Advertising cost per closed sale: \$120

Cost Per Acquisition: CPA

What is Remarketing?

- Remarketing is a way for you to show your ads to people who visited your website but didn't complete a desired action; for example, making a purchase or signing up
- It is a powerful way to stay engaged with your target audience and can radically improve return on investment for your marketing campaigns

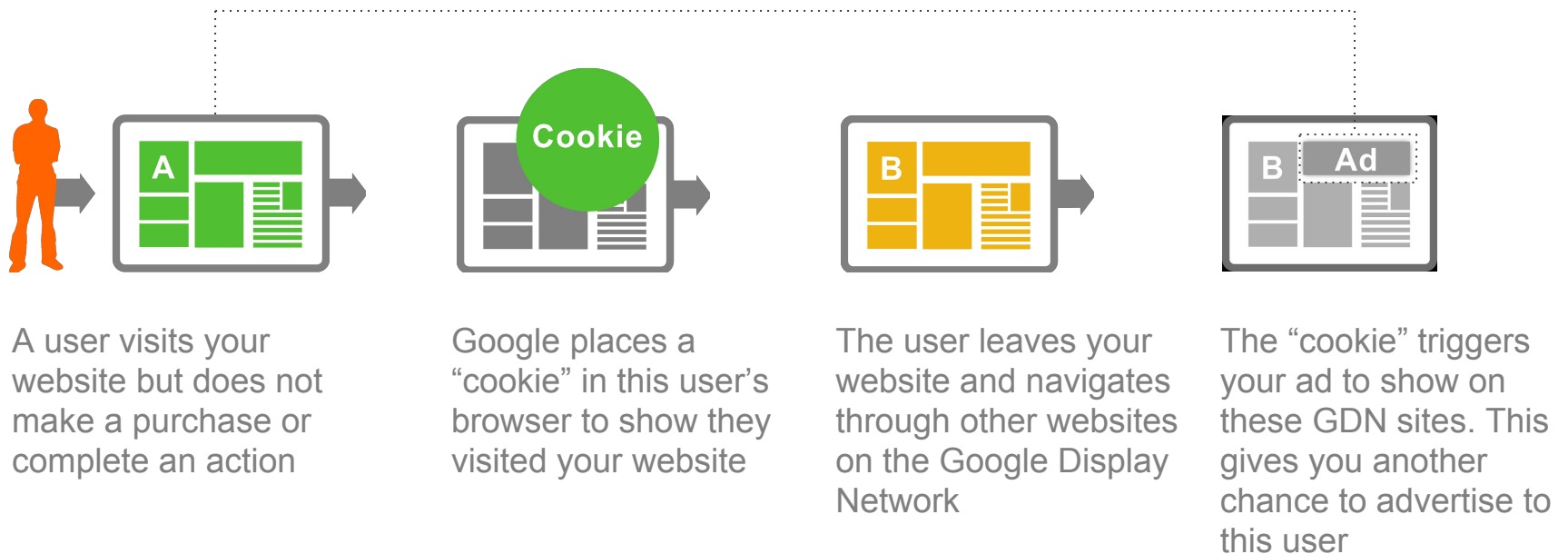
What are the benefits of Remarketing?

More relevancy, more leads Remarketing increases the relevancy of your campaigns. You're targeting the right people with the right message

Wide coverage The Google Display Network reaches millions of unique internet users around the world

Message evolution With Remarketing you move from a generic message to a segmented message once prospects have visited your site and expressed interest

How does it work?



Performing AdWords

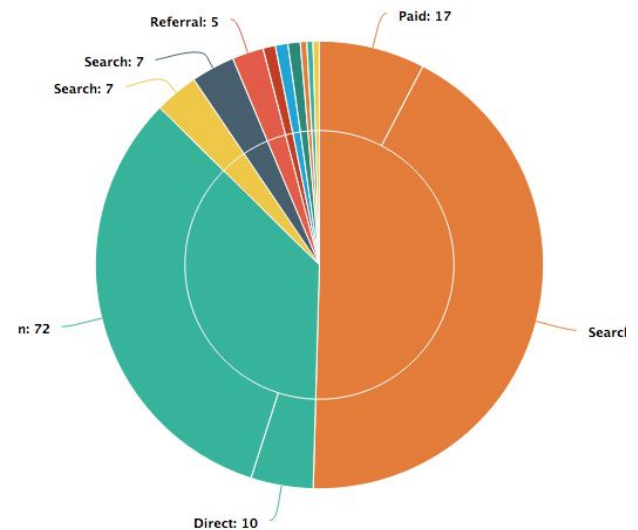
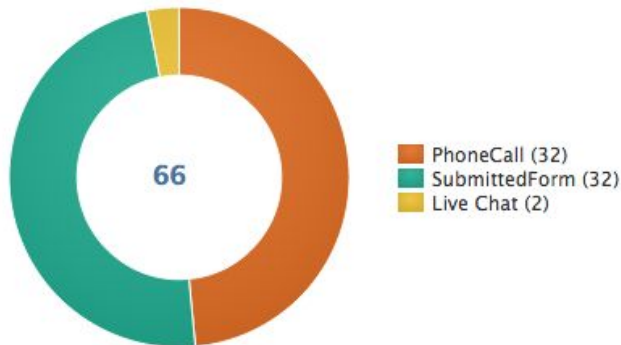
- Easy to spend a lot of money and get no leads
- Requires in-house expertise or agency to maintain



Marketing Automation

- Tracks customer touchpoints more rigorously
 - Website form fills, Website visits, Phone calls, Online chat, Social media engagement, Newsletter clicks, etc.

CONVERSION BY TYPE Last 30 Days



Marketing Automation

- Automates common customer workflows

Marketing Automation

Customer Review and Testimonials (IN PRODUCTION)

Overview

Workflow

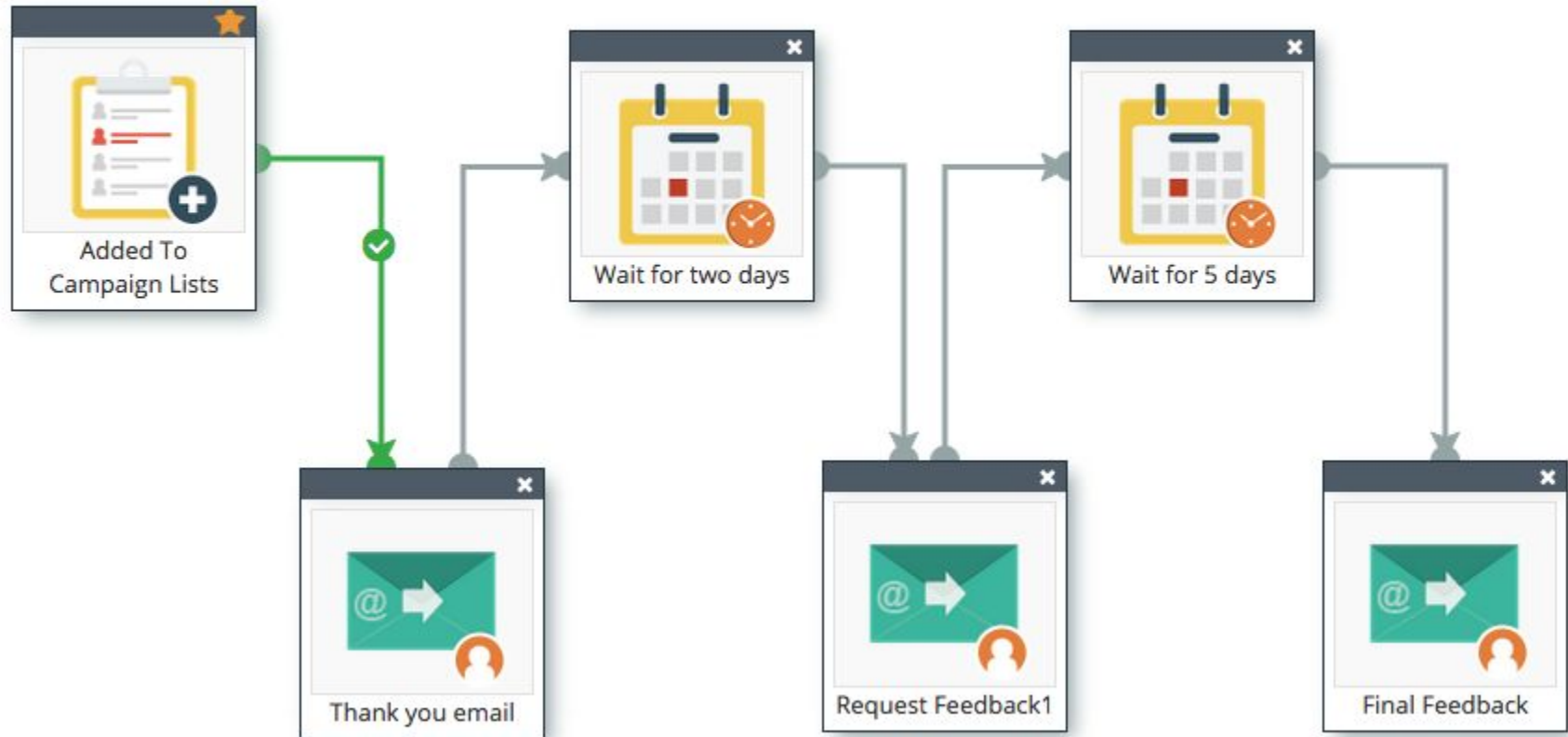
Dashboard

Goals

Assets

Variables

Auto Responders



Questions?

Full slide deck at: www.topdraw.com/presentations

Takeaways

- Research keywords using Google Trends or Google Keyword Tool
- Verify your website in Google Search Console
- Claim your My Business listing.

<https://www.google.ca/trends/>

<https://www.google.ca/webmasters/>

<https://www.google.com/business/>