



Edge Advertising Group

Shaping Your Brand

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Edge Advertising Group would like to share one of our customer stories. This service story represents critical next steps for businesses with websites.

Challenge: Web analytic reports were showing relatively few website visitors from Steinmiller Insurance's geographic area.

Goal: Ensure online connection with geographic area in which business resides, as well as connection of the business with services it provides, in order to show up organically for local searchers.

Analysis:

- Online inconsistent and outdated representation of business name and address
- Website backend tags not optimized
- Website and other online representation listings lacked the use of business, location and category keywords
- G+ and other directory listings/profiles were not claimed and verified with correct business categories

Strategy:

- Optimize the website
- Ensure online consistency
- Claim, verify and optimize third-party online citation/directory listings

Tactics:

- Update website coding
- Update website content
- Claim and verify G+
- Update other online platforms (Facebook, G+, third-party directories), ensuring consistency of name, address, telephone information; selecting best business categories; populating the sites with targeted business and geographic keywords and photos

Results: Within a month, the Village where the business is located, was listed as the second most represented city on their Google Analytics and they continue to enjoy positive local search results.