

Hello Surf Expo!



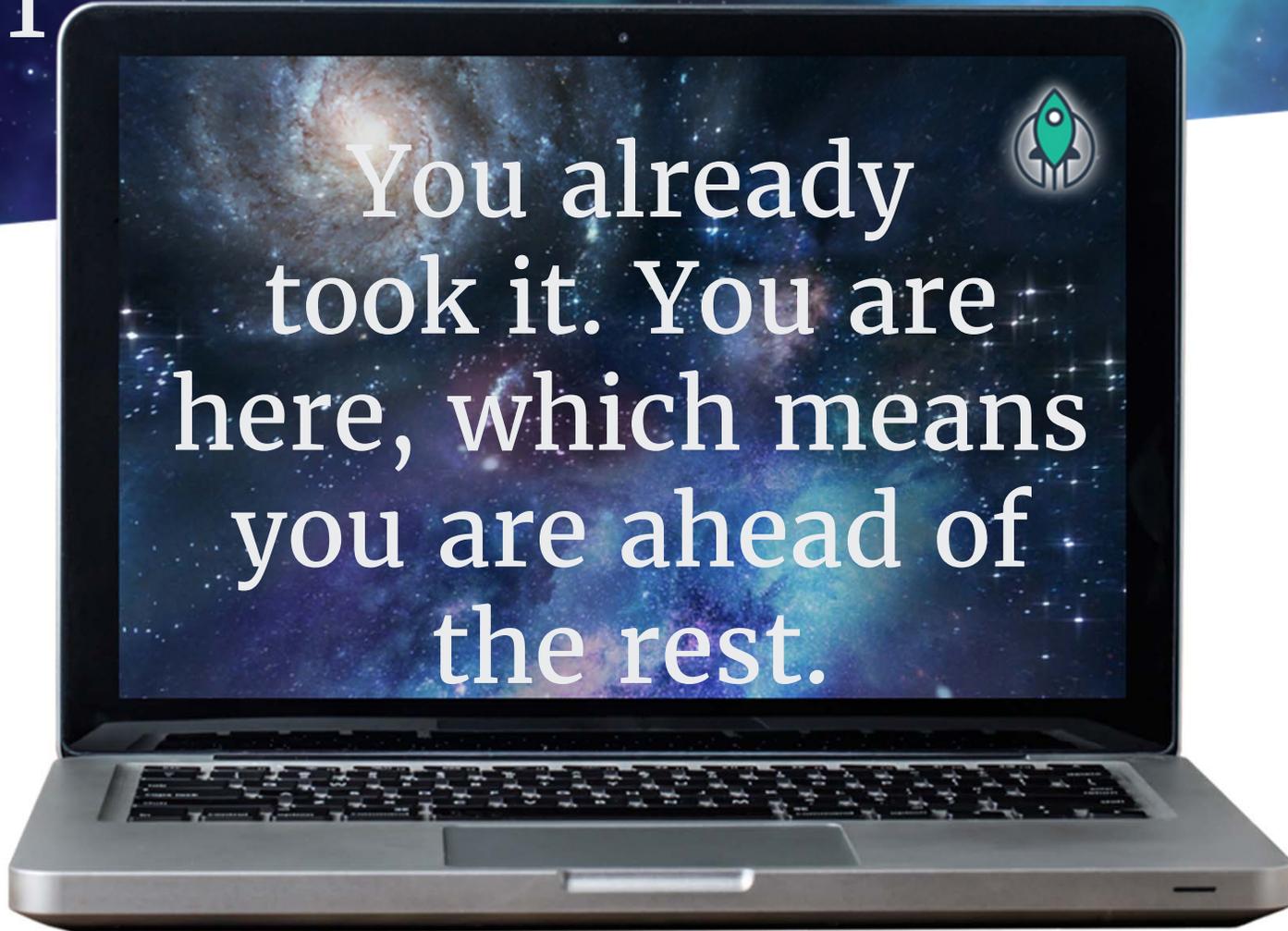
5 Things Every Surf Shop Should Do Now To Boost Web Visibility



Step 1



You already
took it. You are
here, which means
you are ahead of
the rest.



2018 Online Forecast for Local Businesses



Web Presence Continues to Be Invaluable to Local Businesses

Knowing where your audience hangs out online, how they consume media + what you can do to act on that information is the key to a successful web presence.

Keeping up with trends and technology is the catch.



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About webSMART



webSMART
NEXT LEVEL MARKETING SOLUTIONS

On the clock, our core is to empower small businesses to harness their web presence. Off the clock, we conquer the world.



What's It All Mean?



Your friendly cyberspace sherpas
specializing in a good sense of
humor and at our core...

Small Business
Marketing
Analytics
Research &
Training

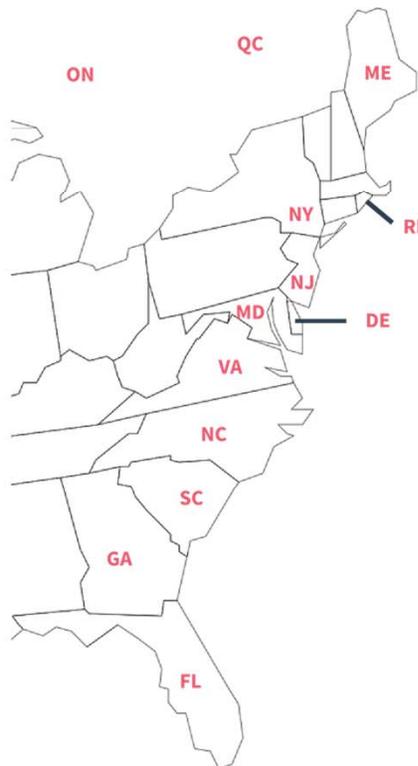
What's Important



East Coast Surf Shop Study



Surf Shops Surveyed by State



FL	40
GA	3
SC	11
NC	32
VA	7
MD	7
DE	4
NY	20
NJ	24
RI	5
ME	2
ON	1
QC	1
TOTAL SHOPS SURVEYED	157



Most Surf Shops Per Town



9	Wrightsville Beach/Wilmington, NC
7	Virginia Beach, VA
6	St. Augustine, FL
5	Ocean City, MD
7	Outer Banks, NC
11	Cocoa Beach, FL



5 Things Every Surf Shop Should Do Now



1. Claim + Maintain Top Directories Listings
2. Have an Optimized, Updated + User-friendly Website
3. Know Where You Stand in Search Engines
4. Solicit + Respond to Reviews
5. Be Social, Be Authentic



Claim + Maintain Top Directories Listings



Good-bye Phonebooks. Hello Directories

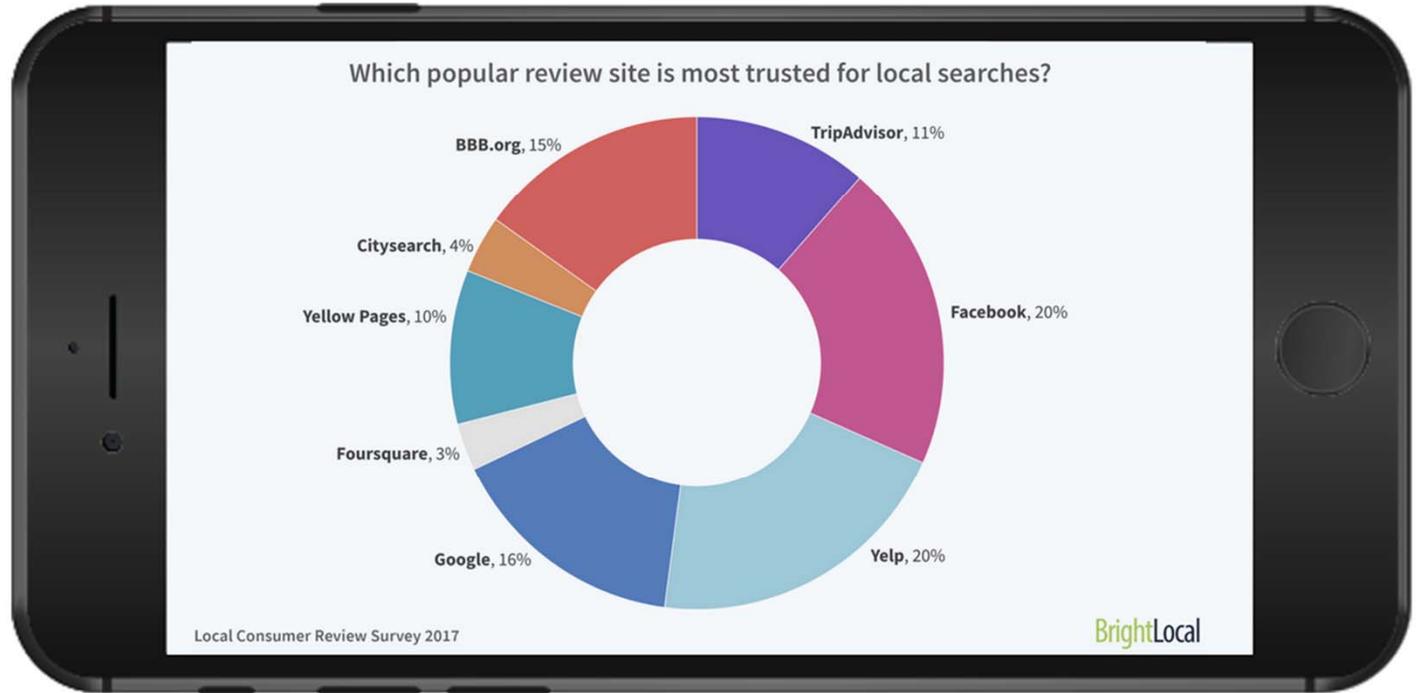
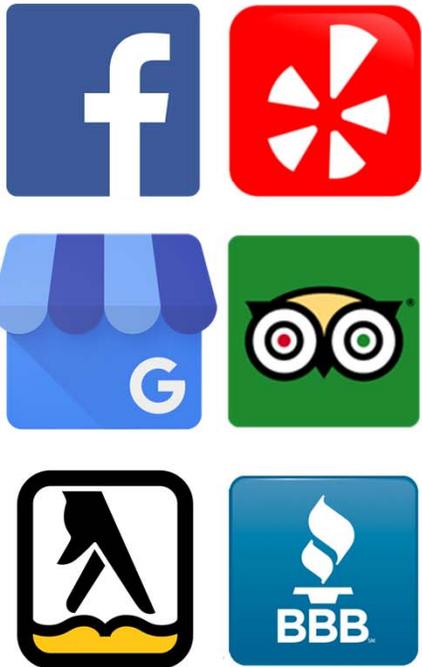


411 ON DIRECTORIES

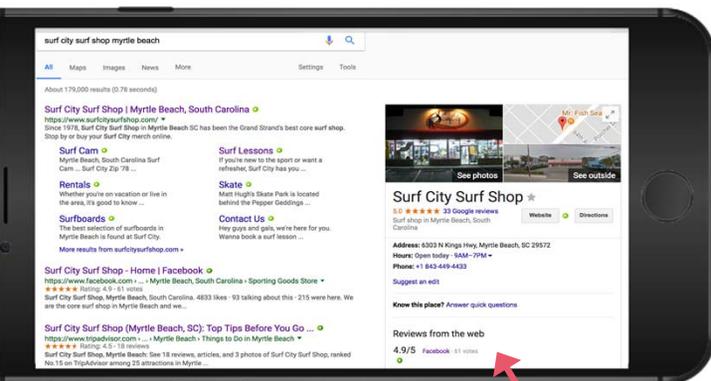
Online directories compile + catalog contact information, ratings, reviews, etc. on businesses



Most Important Major Directories



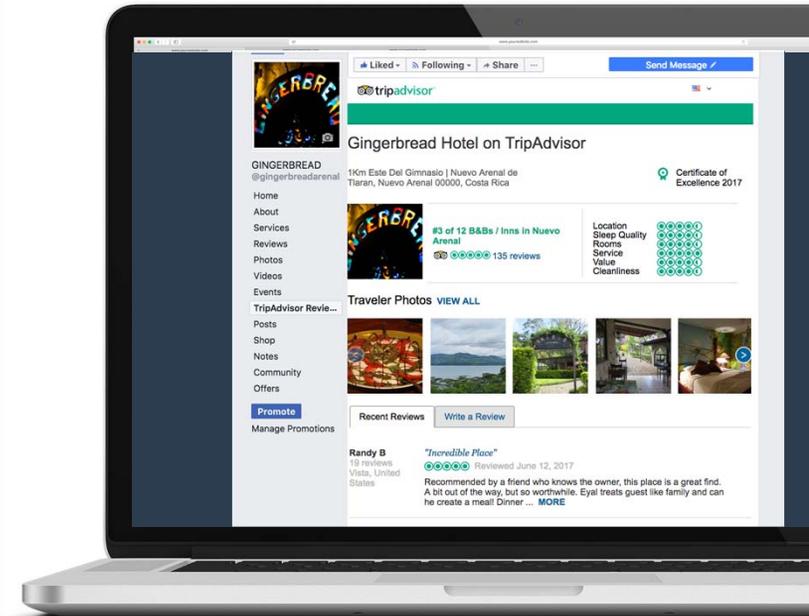
Connectivity of Directories



Facebook reviews are listed on Google



Yelp reviews show in Facebook feeds



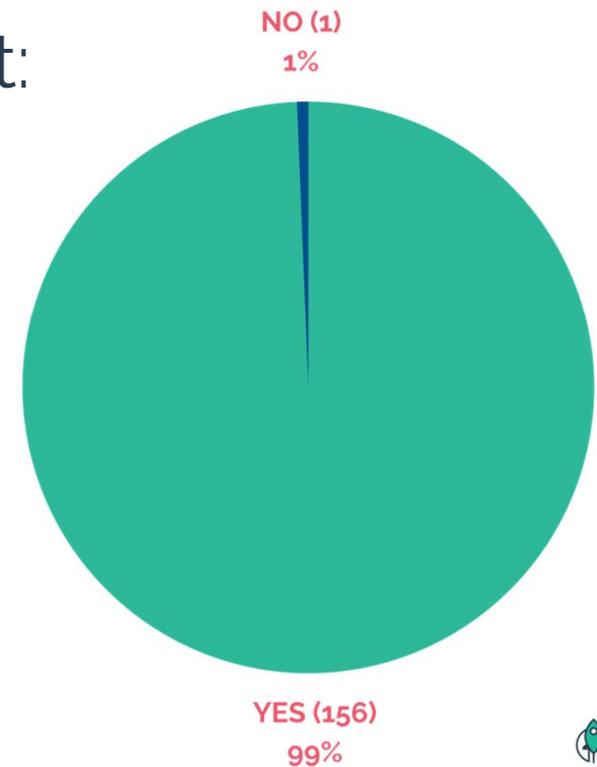
35% of new TripAdvisor reviews are from Facebook



Surf Shops with Facebook Page

Adult users with a Facebook account:
86% Ages 18-29 | 81% 30-59 | 67% 60+

1. **PROMOTE** events you are hosting or attending
2. **TARGET** local users and specific pages
3. **ENGAGE** current and prospective customers
4. **INTEGRATE** social sharing features onto your website
5. **DISPLAY** contact info and reviews



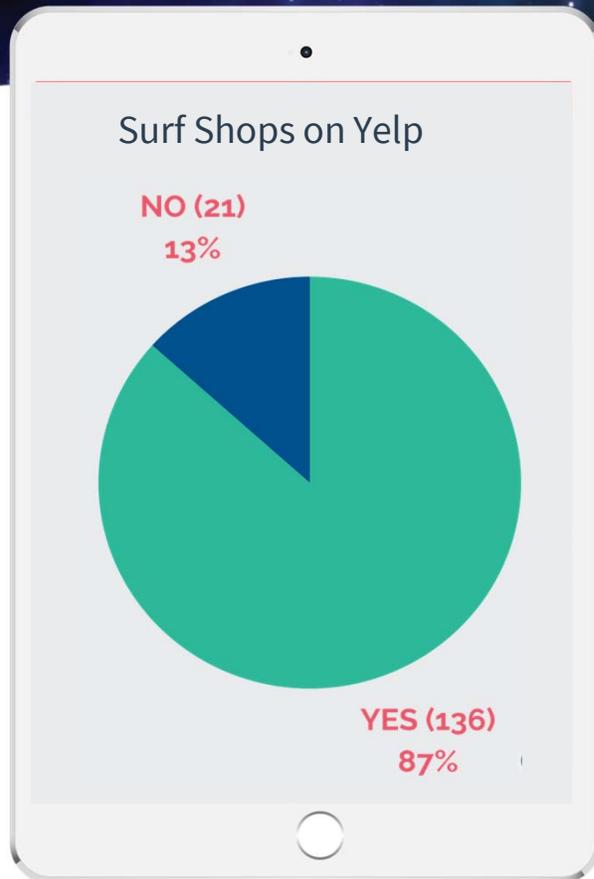


Yelp ties Facebook as the most popular review site

App + website allows users to connect via FB + share reviews, send places to friends etc.

Apple Maps uses Yelp

[The Terrible Yelp Court Ruling Isn't So Bad](#)



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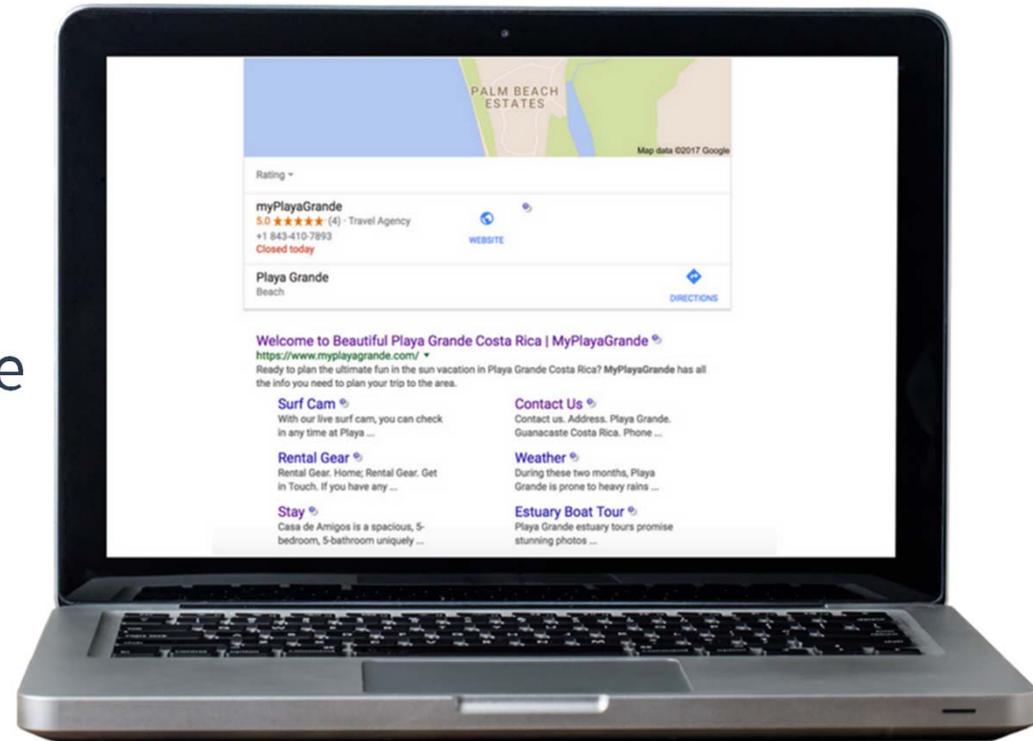
Google My Business



How GMB Get You in Front of Customers

1. Accumulate reviews
2. Featured Snippets, Knowledge Graphs or Answer Boxes
3. Local Search results visibility
4. Google Maps for driving directions

Fun fact: Google owns Waze





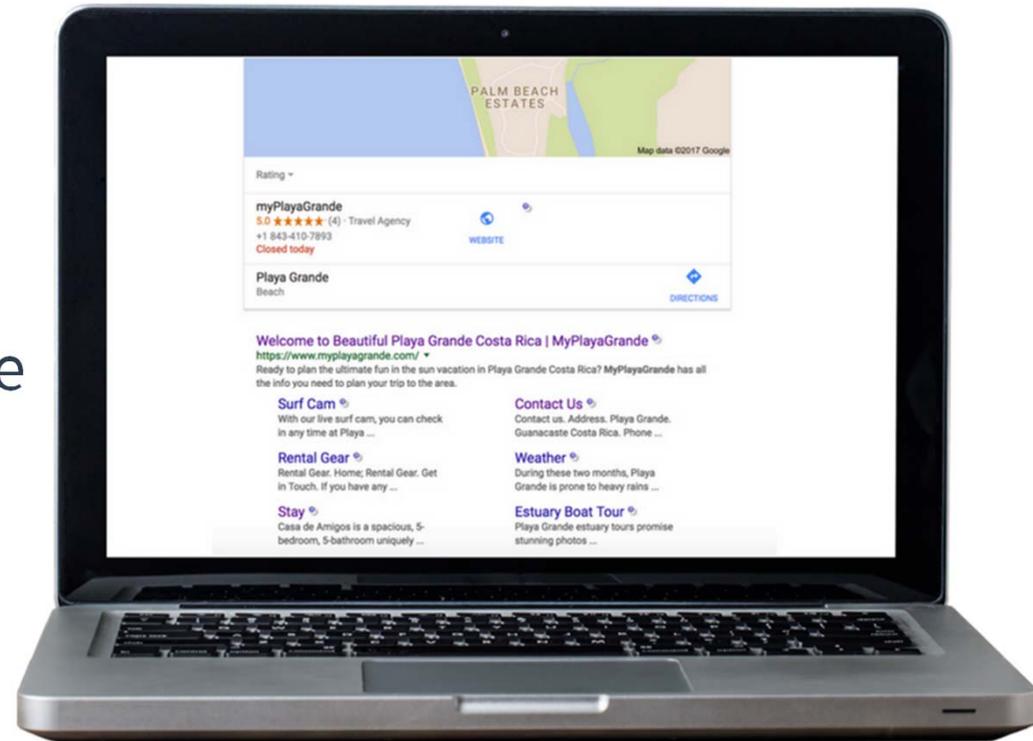
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TripAdvisor



Leading online platform for
travel-related reviews

500M

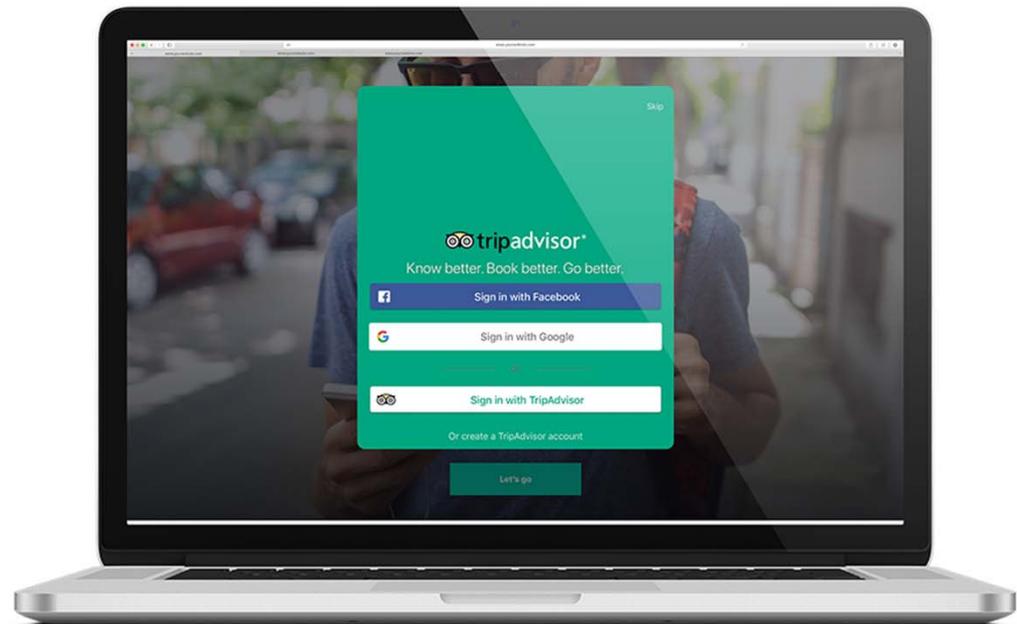
reviews + opinions

390M

monthly average
unique visitors

7M

accommodations,
restaurants + attractions





TripAdvisor



Leading online platform for travel-related reviews

500M

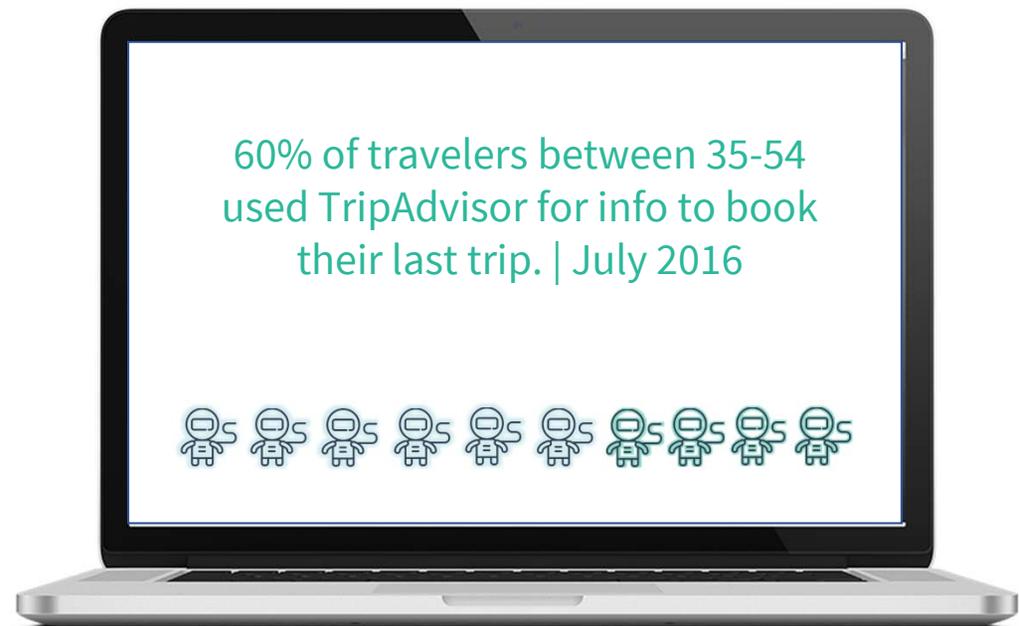
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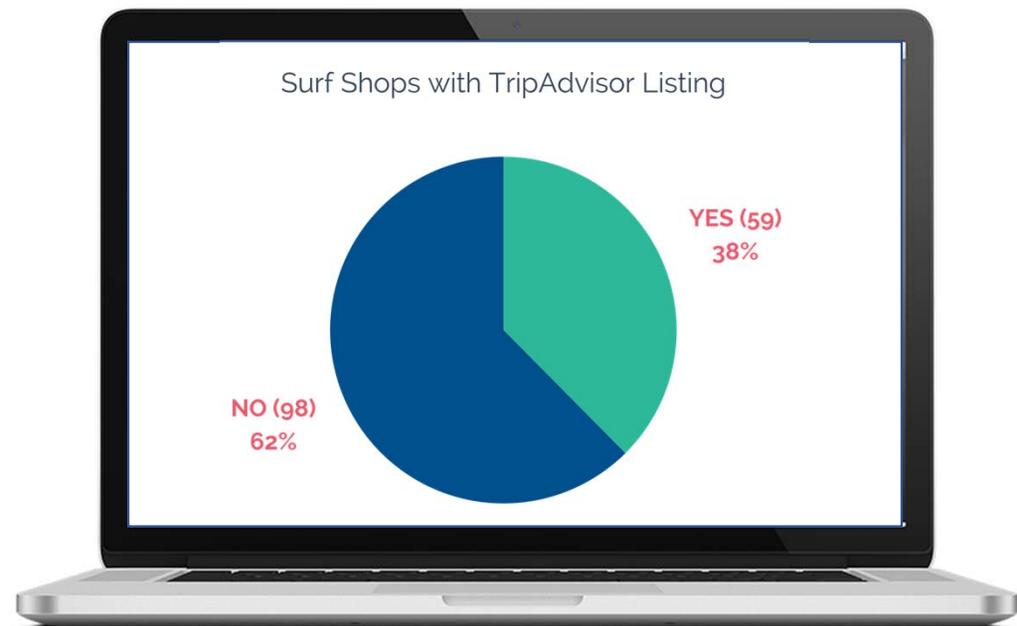
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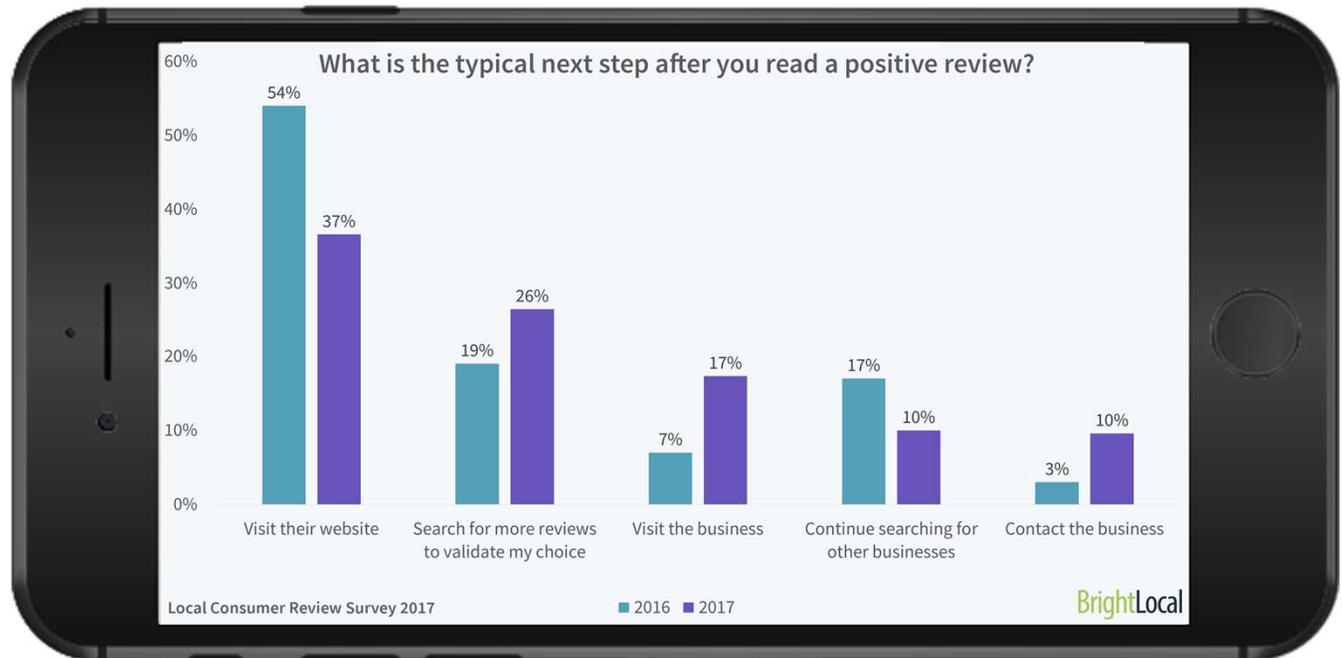
accommodations,
restaurants + attractions



Honorable Mentions



Dealer Directories



Establish Consistency Across Listings



EXPLICITLY define HOW your

Business Name
Physical Address
Phone Number
Website
Email Address

will appear across the web

Choose **ONE** variation
& stick with it.

★ *6303 N Kings Hwy*
6303 N. Kings Hwy
6303 North Kings Hwy
6303 North Kings Highway
6303 N Kings Highway

Does it matter which? Nope.
Does it matter if you switch it up? Yep.

Keep Your Hours Current



Seasonal business owners:
Do your hours or dates of operation change?



If yes, a set reminder to make your updates.

 **webSMART** PROTIP: Make an announcement on social media when hours change or you're closed for holidays/special occasions.

Upload Correctly-sized Media.



Example: Google My Business Image Specs

Photo Sizes Between 10KB and 5MB
File Types PNG or JPG files



Profile

Recommended 250x250
Minimum 120x120



Shared

Recommended 497x373 pixels
Minimum width 497
Maximum 2048x2048



Cover

Recommended 1080x608
Minimum 480x270
Maximum 2120x1192



Update + Optimize a User-friendly Website



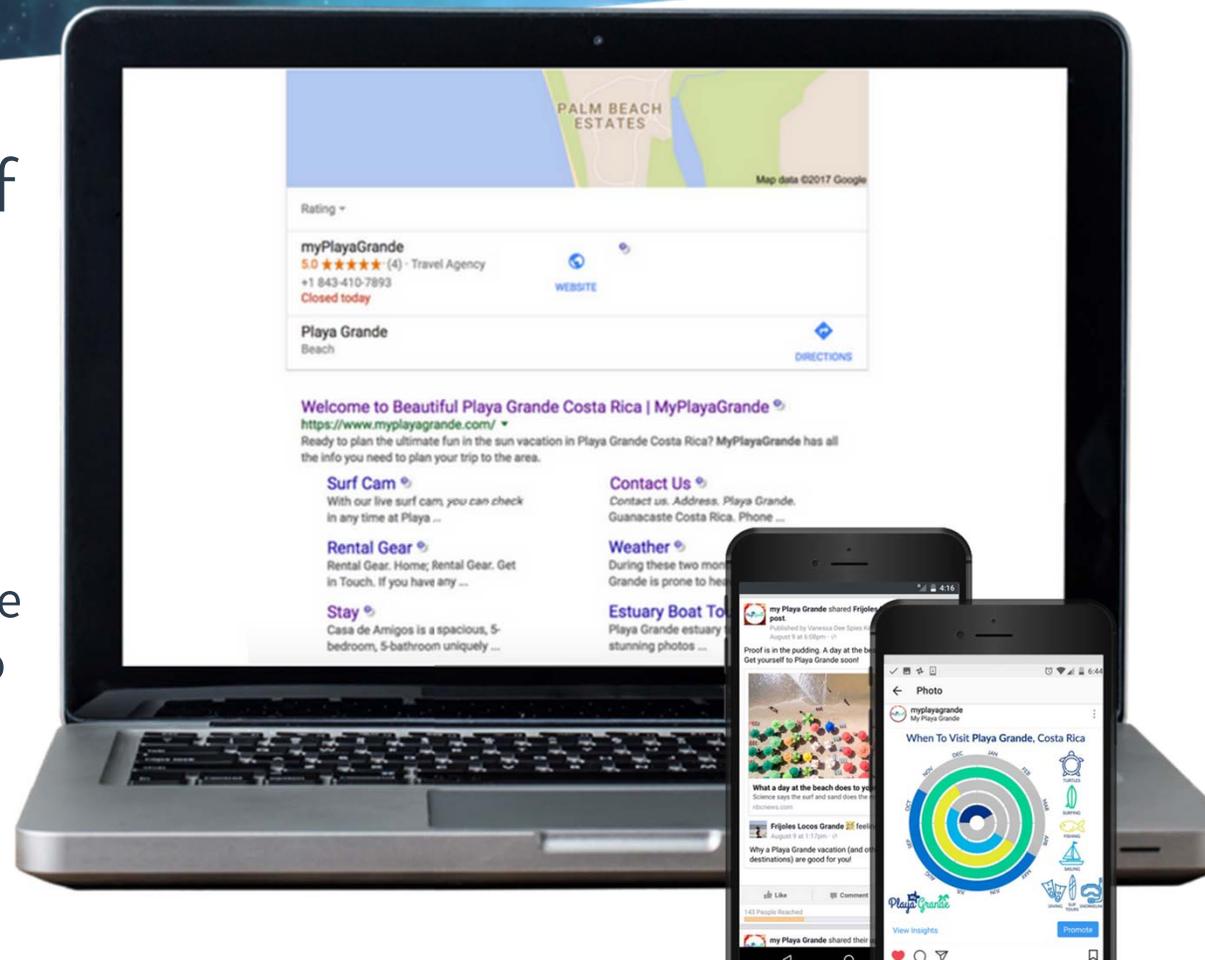
Your Shop's Website



A site is the heartbeat of every surf shop's web presence.

Treat your virtual visitors like your walk-in customers.

1. User-friendly: organized + intuitive
2. Shop information visible + easy to contact
3. Engaging content + fresh information



Your Shop's Website



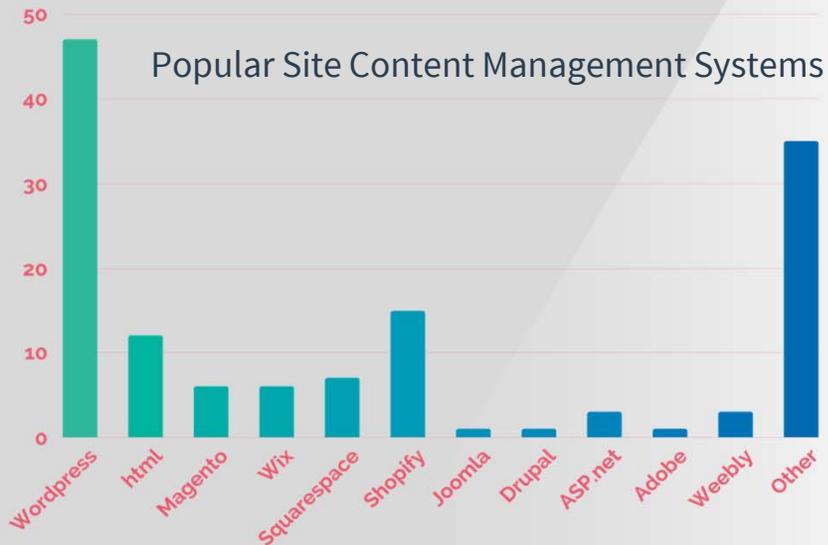
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Own Your Virtual Real Estate



Every small business owner needs to have **admin access to their site + digital accounts.**

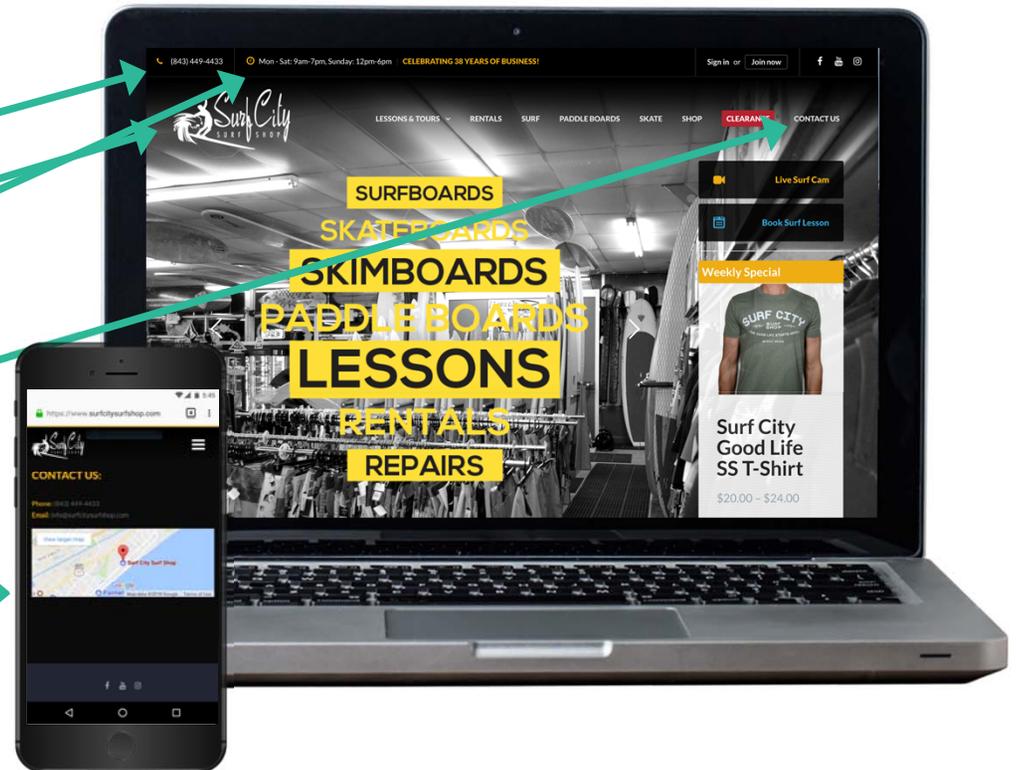
1. Domain registered in your name
2. Admin credentials to your website.
3. Admin access to all social media, email addresses, paid marketing accounts, analytics, directories etc.
4. Logins to additional tools

Name. Address. Phone. [NAP]

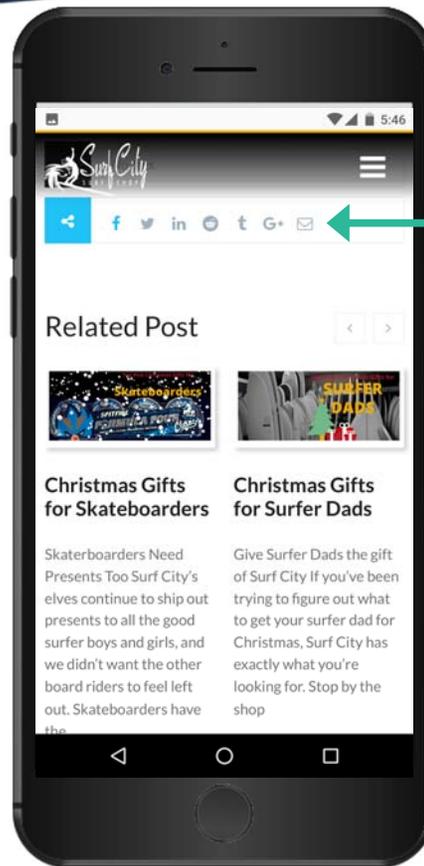


NAP on your HOME page

1. Phone number
2. Shop Name
3. Store Hours
4. Email Address
5. Address/Directions



Social Sharing Capabilities



Content is Share Worthy + Sharable

Make sure your viewers can share web pages across various platforms.

Great for promoting sales, shop news, events + more

Page Load Speeds



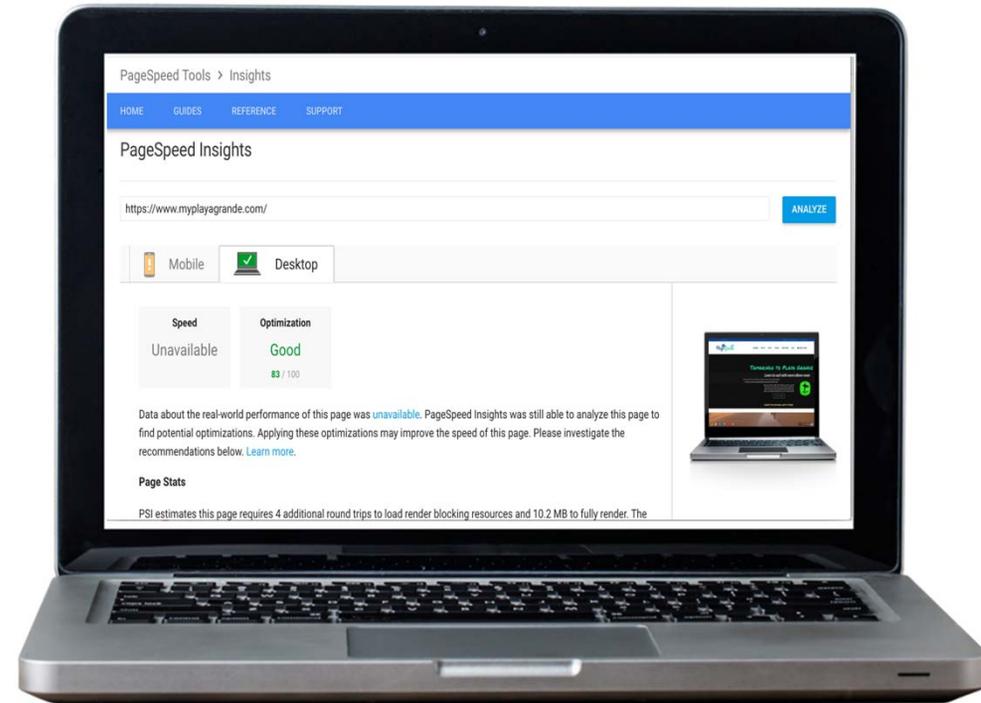
PAGE LOAD SPEEDS (PLS)
The time it takes for a page to fully load.

Reasons Your PLS Are Dragging

Hosting provider
Total bandwidth
Web page design

Code
Images
Browser caching

Check Your PLS for both Desktop +Mobile
[Google Developer Tools](#) | [Pingdom](#)



Page Load Speeds



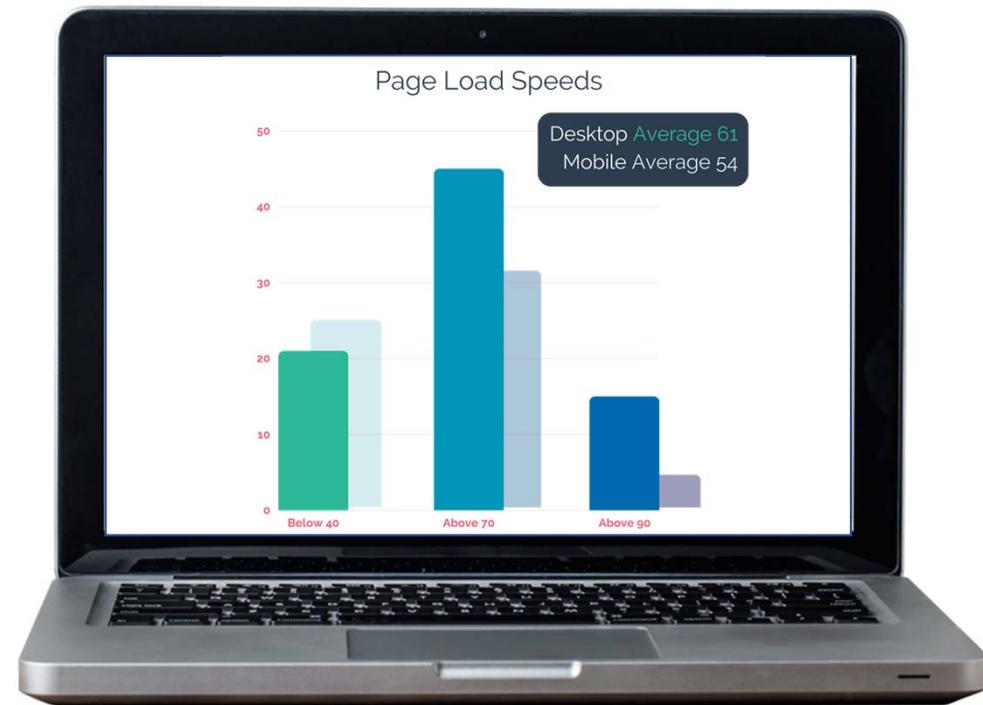
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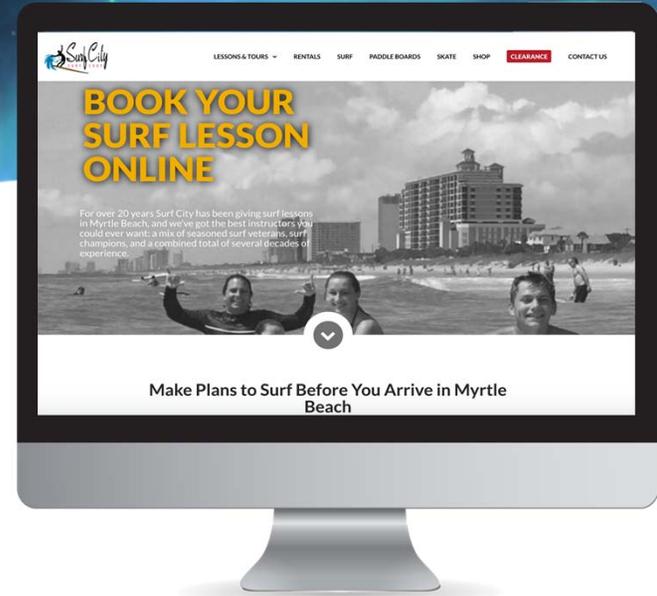
Check Your PLS for both Desktop +Mobile
[Google Developer Tools](#) | [Pingdom](#)



Meta Tags



Snippets of html code in a site that give info about a web page's content for search engines.



what YOU see VS what your DEVICE sees

- Titles
- Headers
- Page Descriptions
- Duplicate Content

- Unavailable After Bot Behavior
- Alt Text
- ~~Keywords~~

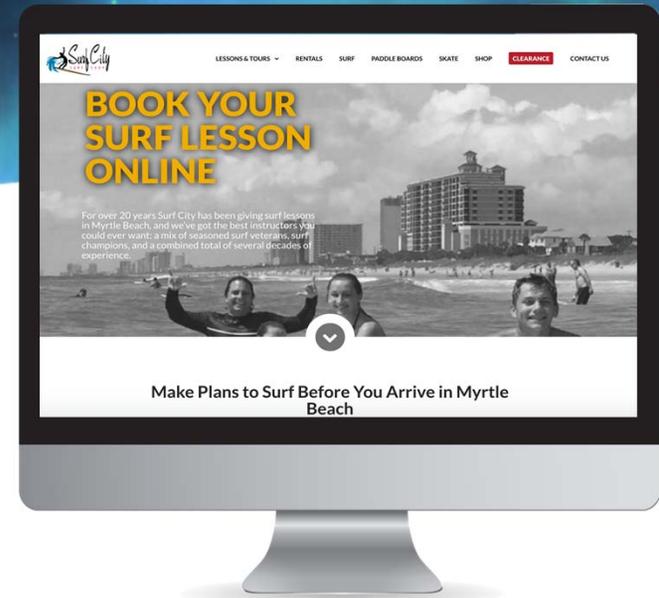
Check your meta tags using [Screaming Frog](#)



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Set Up Analytics



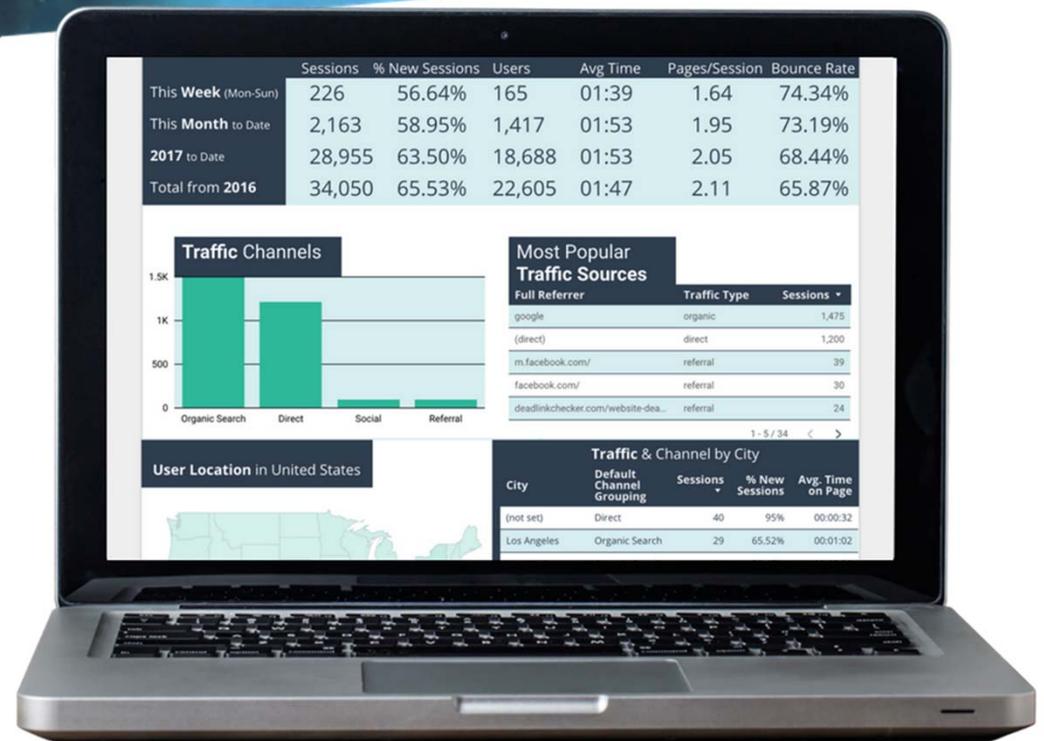
Add Google Analytics + Search Console, even if you don't know what to do with it.



[Google Analytics](#) website traffic trends, conversion rates, user behavior and more

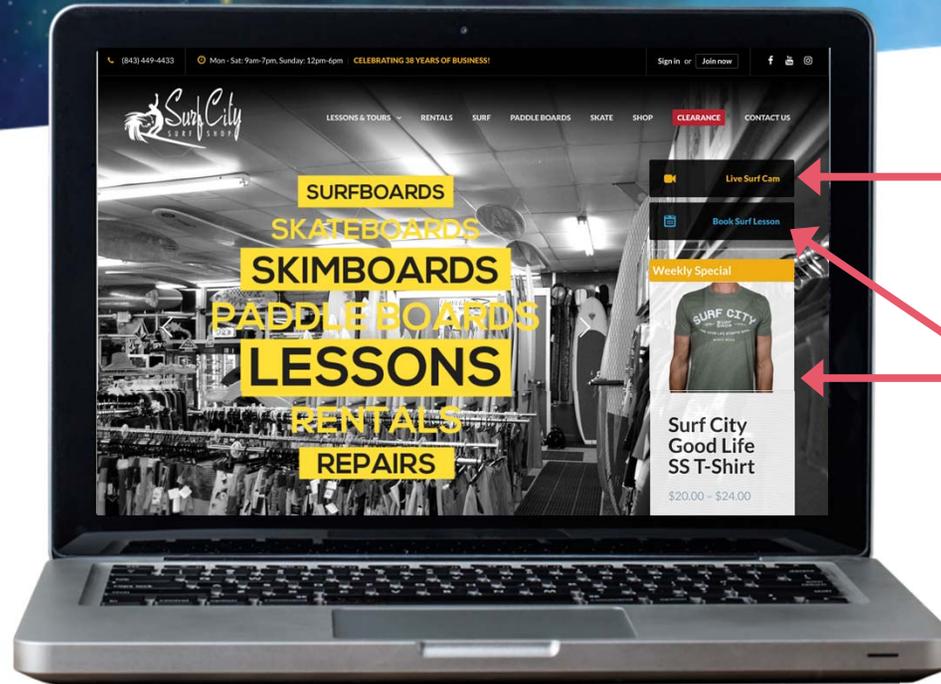


[Google Search Console](#) XML sitemap, crawl errors, search queries, structured data, backlinks etc.



BONUS POINTS Install [Bing Webmaster Tools](#) to collect more data...even if you're not using it

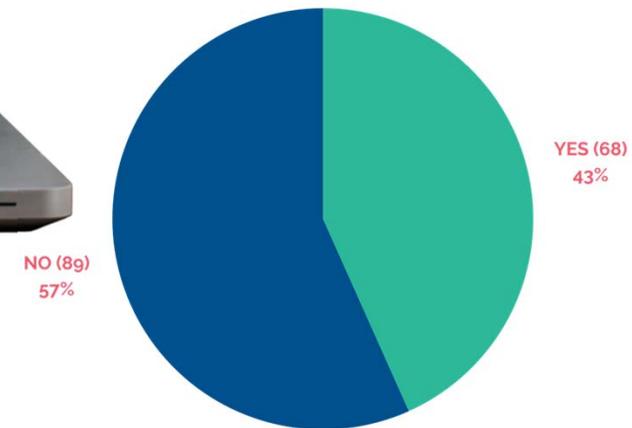
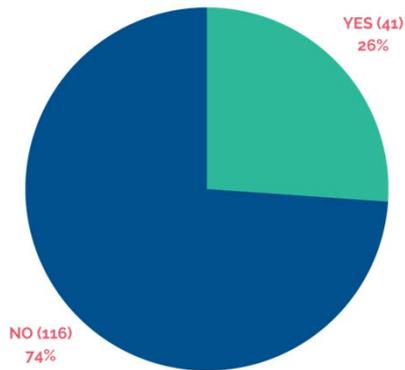
More Qualities of Stand Out Sites



Surf cam

eCommerce

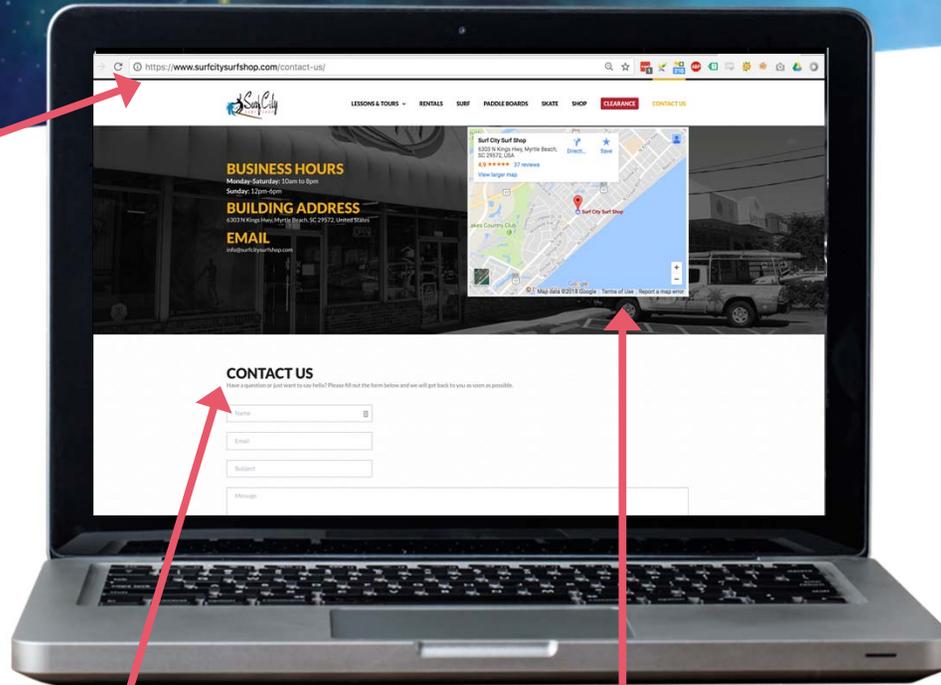
Email list



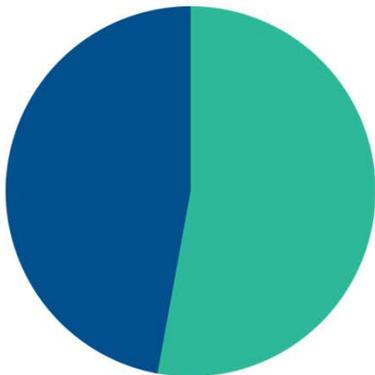
More Qualities of Stand Out Sites



SSL | https://



Contact Form on Site



YES (83)
53%

Contact Form

3rd party resources

Rich snippets

Update Your Site



Invest in your website like an employee, and it will work like one.

Hours + closings
Products
Testimonials
Site maintenance

Banners
Fresh content
Images + video
3rd party add-ons





Know Where You
Rank. Do Keyword
Research.



Search Engine Results Pages



Over 6 Billion Searches Are Processed Daily

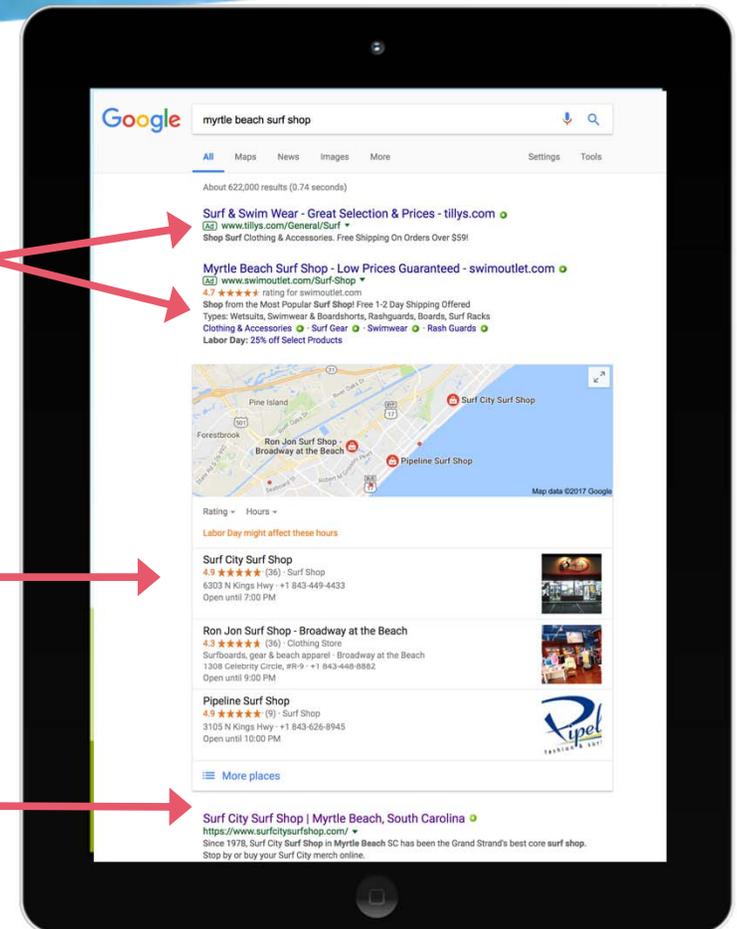
Small business owner's can't afford to ignore the necessity of being listed in results.

Learning how to extract key metrics such as search volume, competition, average ad cost is a game changer

Paid Ads

Local Pack

Organic results



Keyword Research

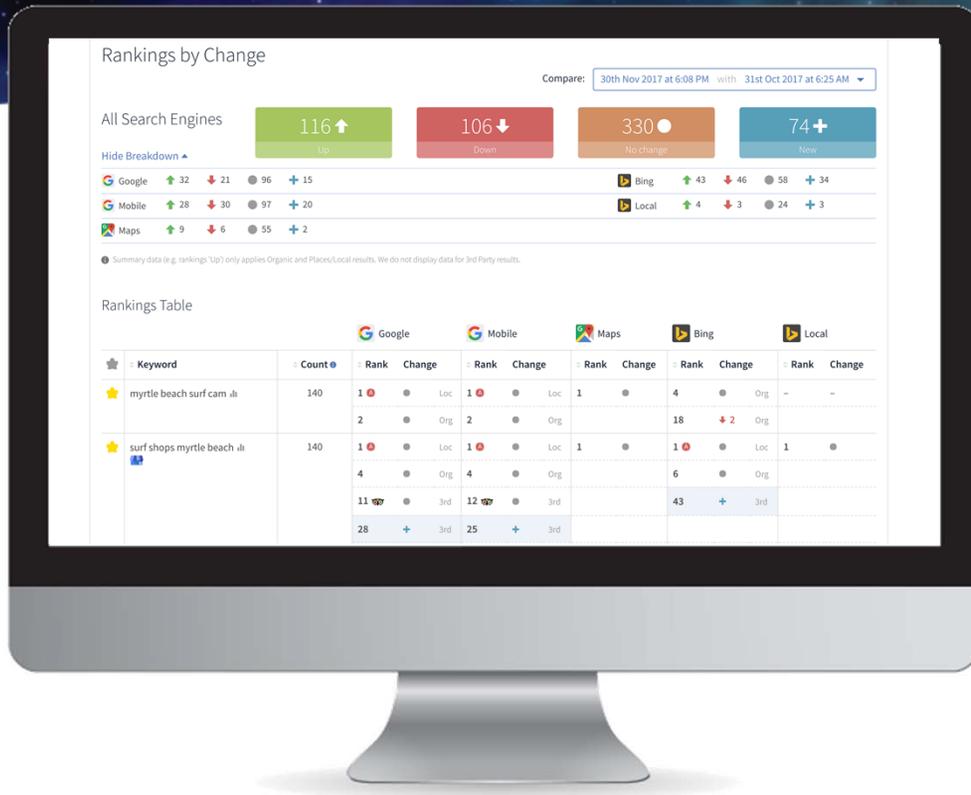


Factors Used to Identify +Track Valuable Keywords

- VOLUME** Average monthly searches
- TRENDS** Seasonal + long term demand
- PPC** Pay per click advertising
- RANK** Placement on a search page
- COMPETITION** Who else appears in results
- LOCATION** Results based on geo location
- GOOGLE SERP CARDS** Enhanced features e.g. Local Pack, Knowledge Graphs etc.



Search Volume



Find in demand, relevant search queries based on user trends.

Hack keyword research using free versions of these tools.

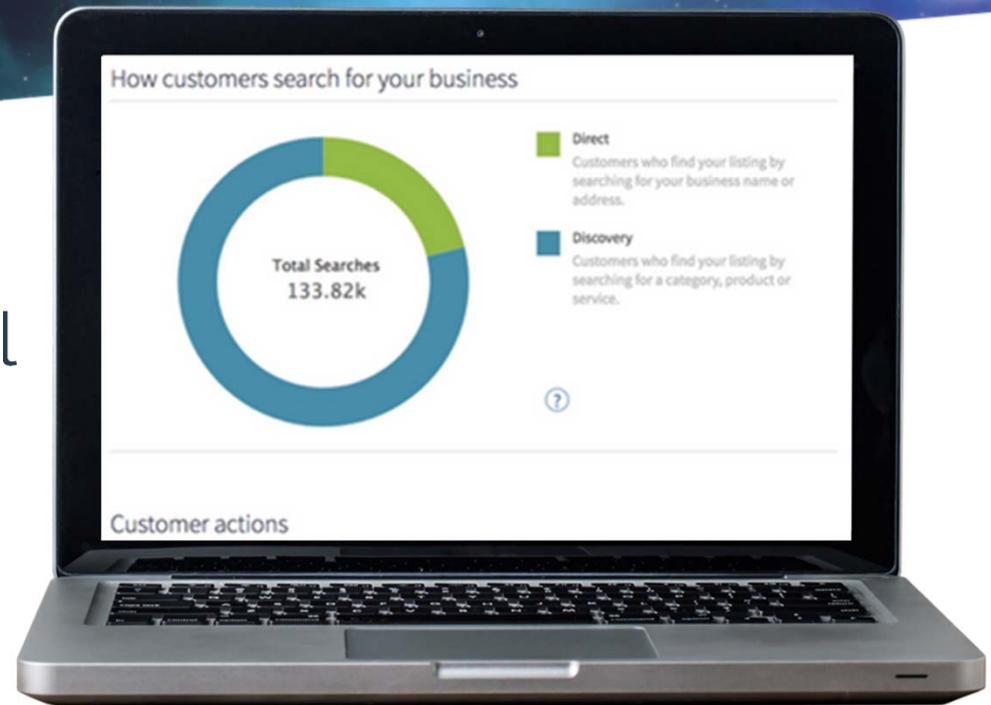


Branded vs Non-Branded Searches



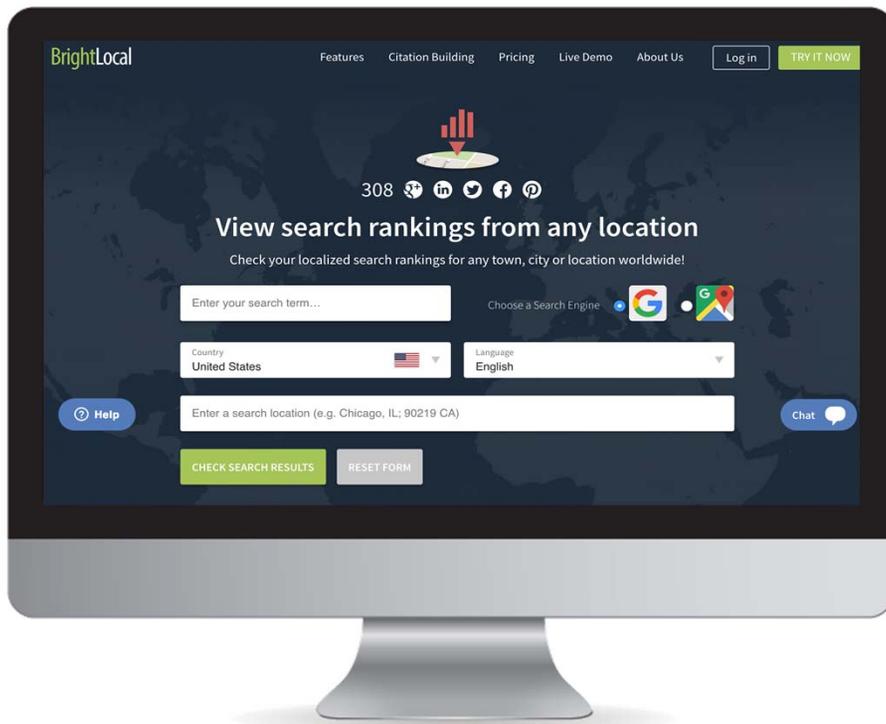
Know which queries viewers use find you as well as which products and services you want to be found for.

Branded Customer searching for you by name:
your shop (+ location)



Non-branded Customer searching for a service/product:
Surfboard rentals + location

Local Search Results



Not all search results are equal. Google uses geolocation to provide local, relevant results to users.

Use [Bright Local's free tool](#) Local Rank Checker to survey local ranking



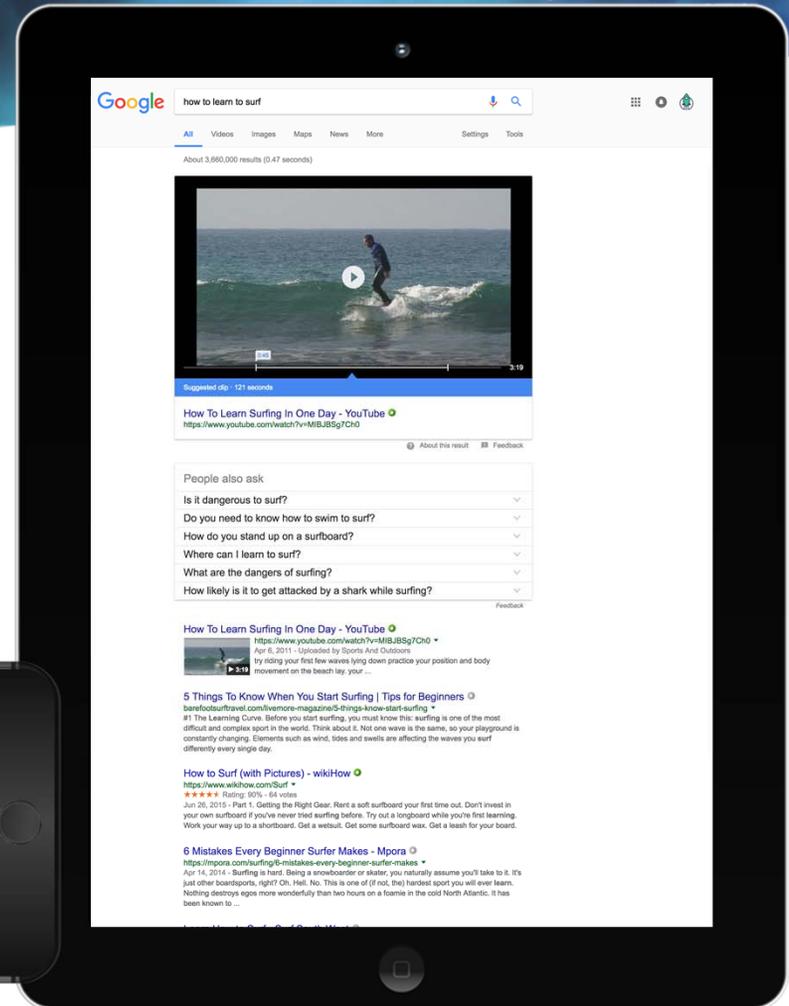
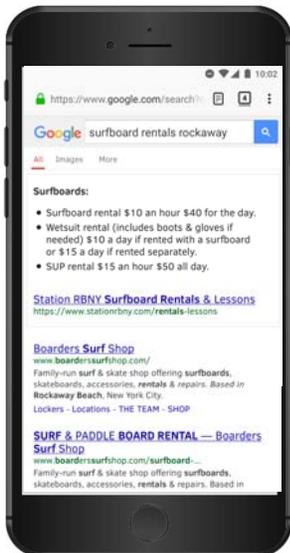
[webSMART PROTIP](#): Get an out of towners perspective by checking cities known for vacationing.

Google SERP Cards



SERP Cards on results pages that go beyond standard links + ads.

Designed to Enhance User Experience



Paid Advertising



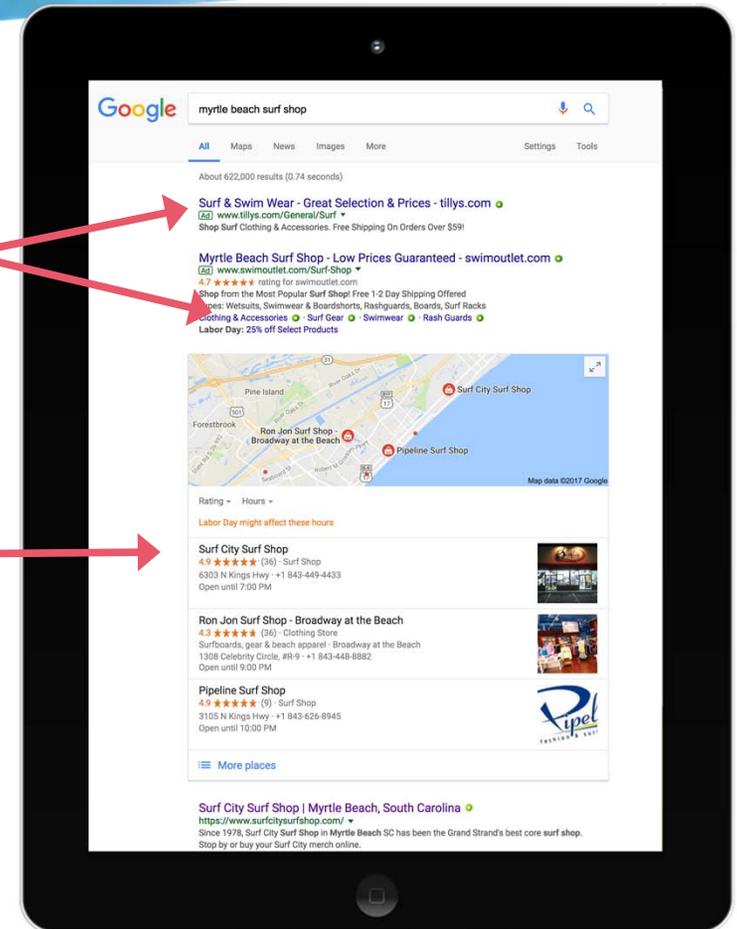
Google's Net Advertising Revenue Projected to be **61.26 billion** in 2018*

Use what you know about **volume** and **CPC** to determine if search engine marketing makes **financial sense**.

*eMarkter [Worldwide Ad Spending](#) Oct. 2016

Paid Ads

Local Pack



Paid Advertising



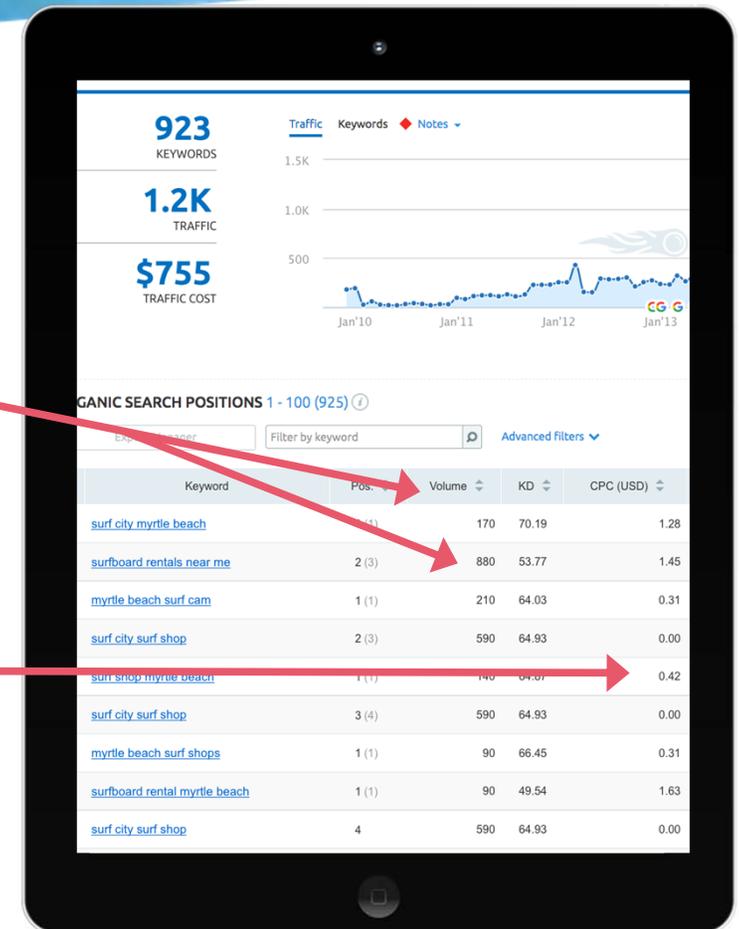
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Volume

CPC



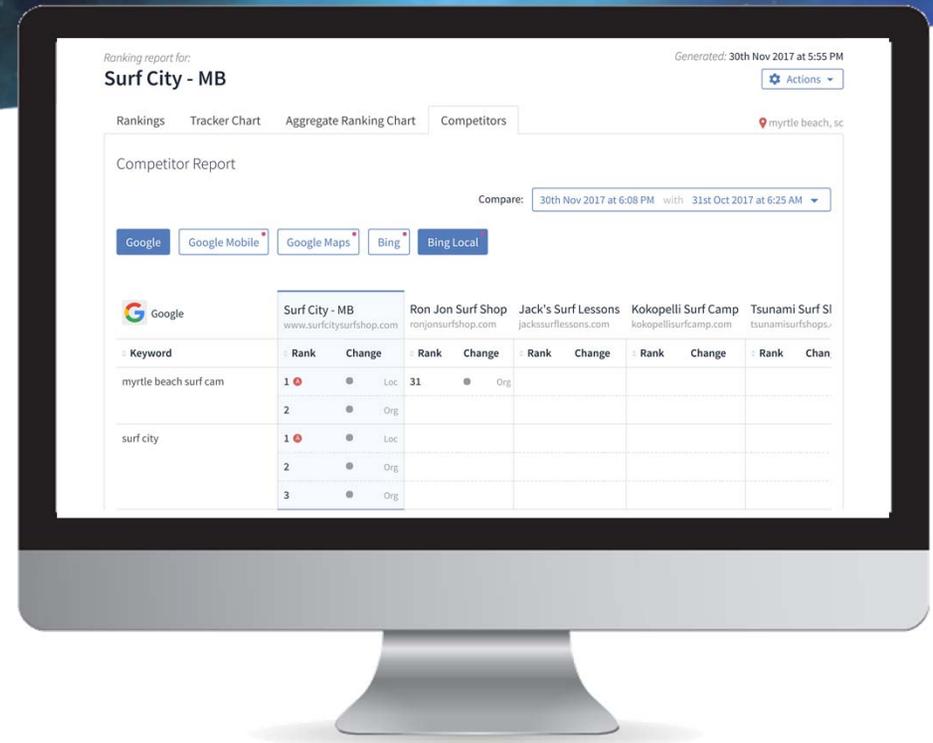
Competitor Research



COMPARE your search engine rankings to your top competitors.

KNOW where you need to hold your ground + where you need to improve.

OUTRANK THE COMPETITION After learning about volume, ad costs and special features determine which keywords have the best ROI.



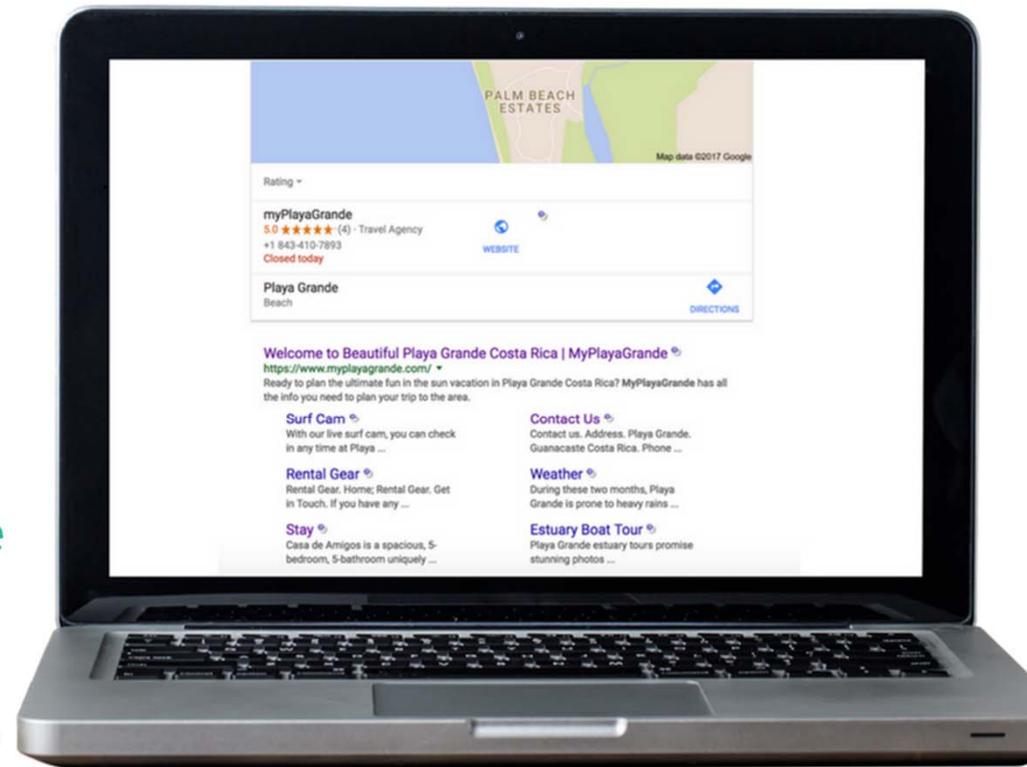
WHEN YOU CAN'T RANK, PAY. If you wanted to be front and center on certain keywords, like yesterday, find affordable AdWords to generate traffic today.

Voice Search



Virtual Assistants continue to increase in popularity

1. 50% of all searches will be **voice searches** by 2020. [comscore](#)
2. 40% of adults now use voice search **once per day**. [Location World](#)
3. 1 in 5 online adults have used voice search on their **mobile in the last month**. [Global Web Index](#)

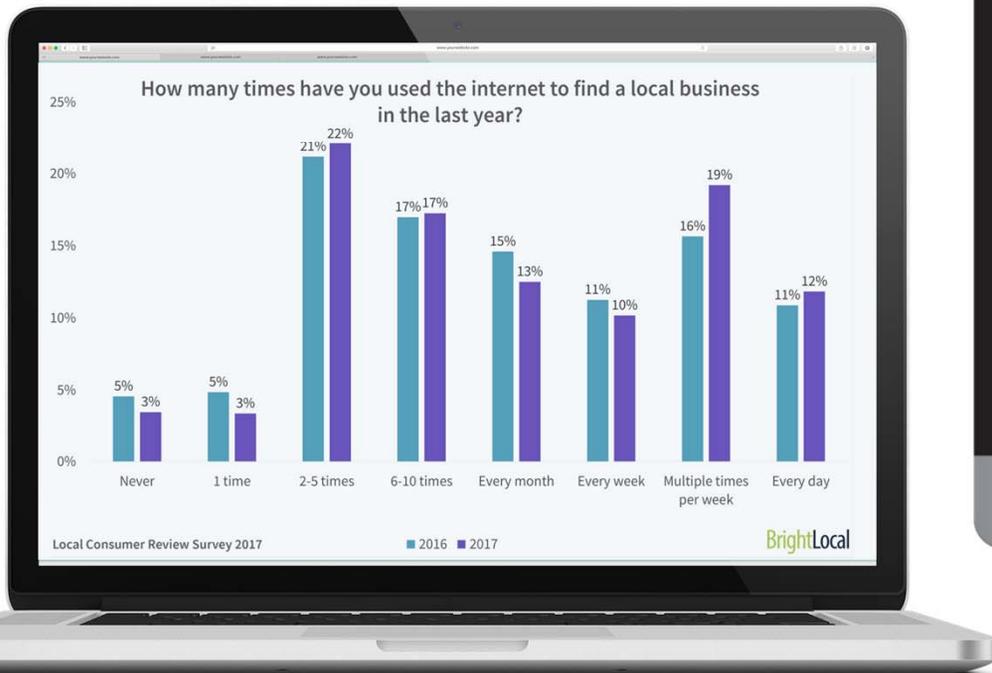




Solicit + Respond to Reviews



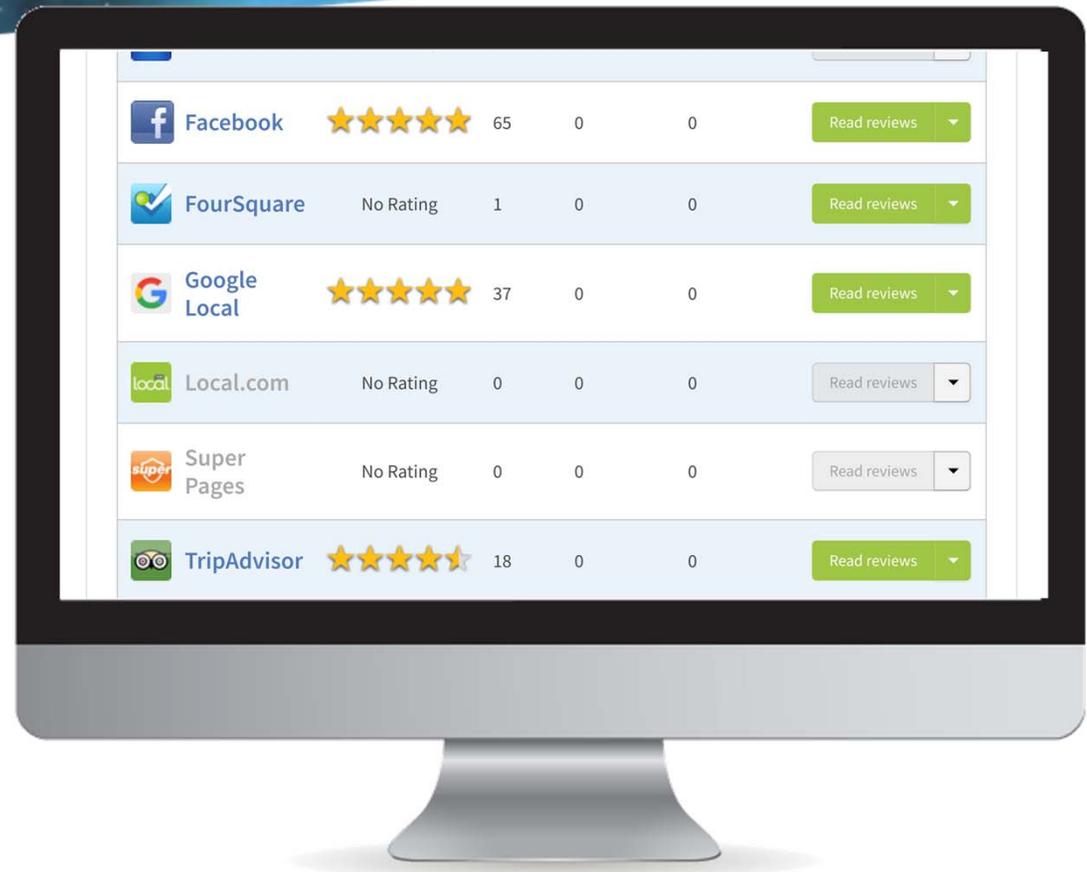
Review of Reviews



Track Review Sites



Make a List of Which Sites Customer Use to Review Your Shop

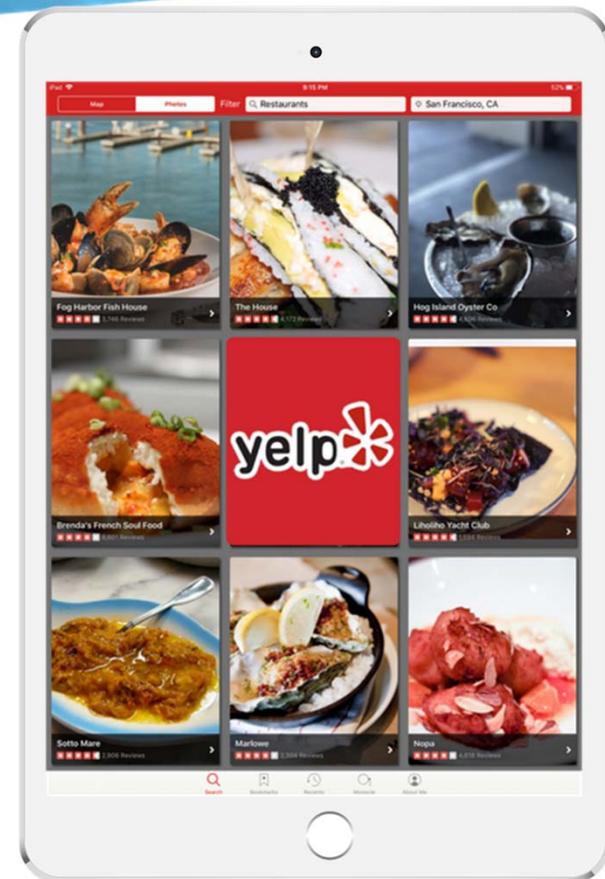


Monitor Where Reviews Go



Directories will incorporate reviews from popular platforms into system

Facebook → Yelp + TripAdvisor
Apple Maps | Siri → Yelp
Yahoo! Local → TripAdvisor + Yelp
Google → Facebook + Groupon + Zomato ...



How to Ask for New Reviews



Display a **sign in your business** explicitly asking for reviews. Include platform's icons

Display **QR code** for direct link to directories in a high visibility place e.g. at checkout register, on a tag or receipt

Include a review request and link in you **email** newsletter

Make monthly or quarterly **media posts**.



webSMART PROTIP: Pay a few \$\$ to boost it



Ask a customer you had a great experience with person

Respond to All Reviews



Make a **Game Plan** for Handling Reviews.

- DECIDE who is responsible.
- DEFINE turnaround time.
- BE ACCOUNTABLE. Make time.
- PROVIDE sample responses.
- PREPLAN for damage control.
- EVALUATE in depth reviews (**good or bad**).



Damage Control



When Reviews Get Mean

Handle negative reviews neutrally

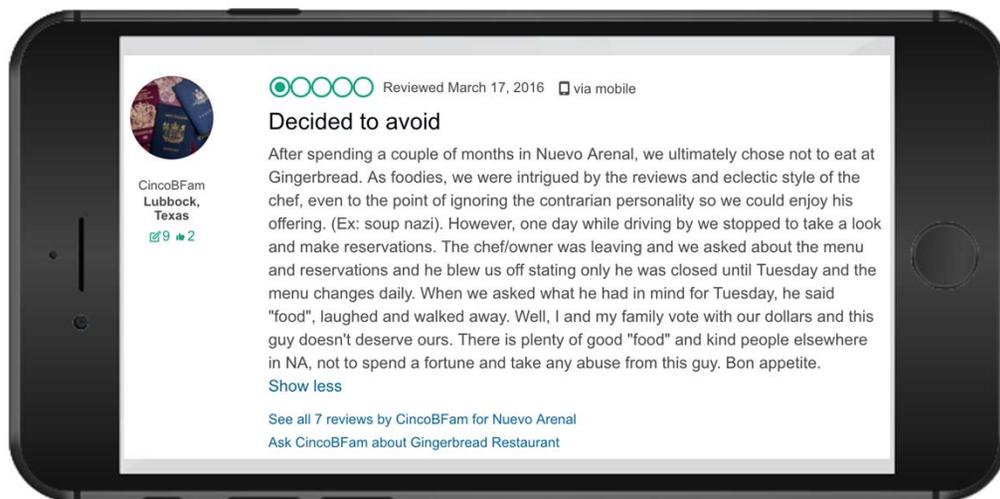
Could you have done anything to make the experience better?

When Reviews Get Weird

Unique opportunity to inform + explain

Can you invite them back?

What can you learn from this incident?



Damage Control



When Reviews Get Mean

Handle negative reviews neutrally

Could you have done anything to make the experience better?

When Reviews Get Weird

Unique opportunity to inform + explain

Can you invite them back?
What can you learn from this incident?





Be Social. Engage +
Network.



Manage YOUR Expectations

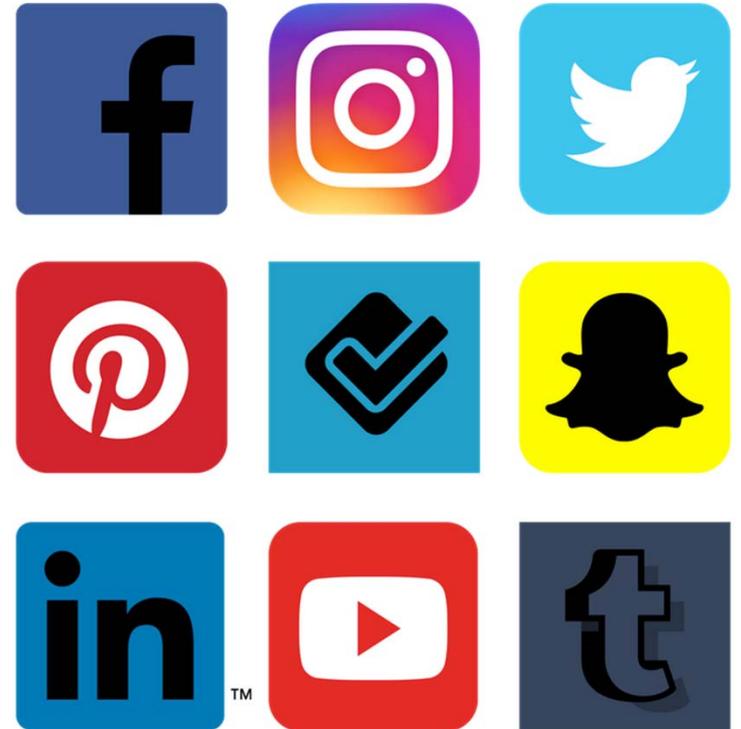


What is your **GOAL** with Social Media?

Social is a platform to springboard from, not rely on.

Small business owners are quick to discover social media is one of the biggest vortexes of times sucks online... but it doesn't have to be.

When you combine your effort + planning ahead + staying organized, you have the recipe for success.



Evaluate Top Social Media Platforms



FACEBOOK Most versatile. Largest audience | Cluttered. Pay to Play

TWITTER Optimal for engaging with influencers, brands, events, pros | Constant monitoring for conversation + relevance

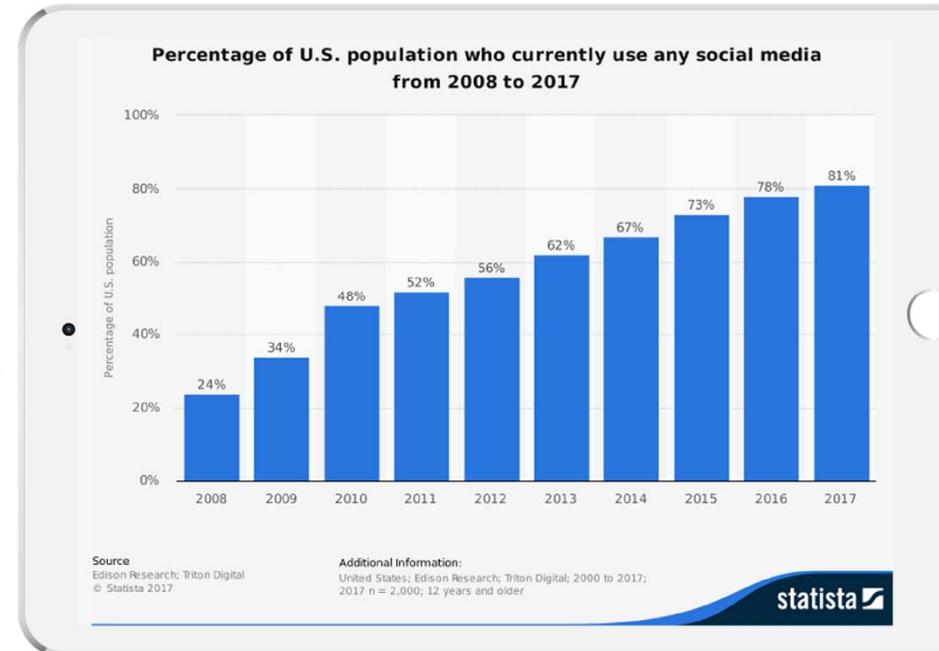
LINKEDIN Have a company profile page

INSTAGRAM Visual, feature rich, less cluttered than Facebook | younger audience need 10k follower to unlock full potential

YOUTUBE Favored among 13-18 year olds | Expensive for quality production

PINTEREST Ideal for capturing women | eComm store

SNAPCHAT Similar demographic to YouTube | Constant interaction is exhausting



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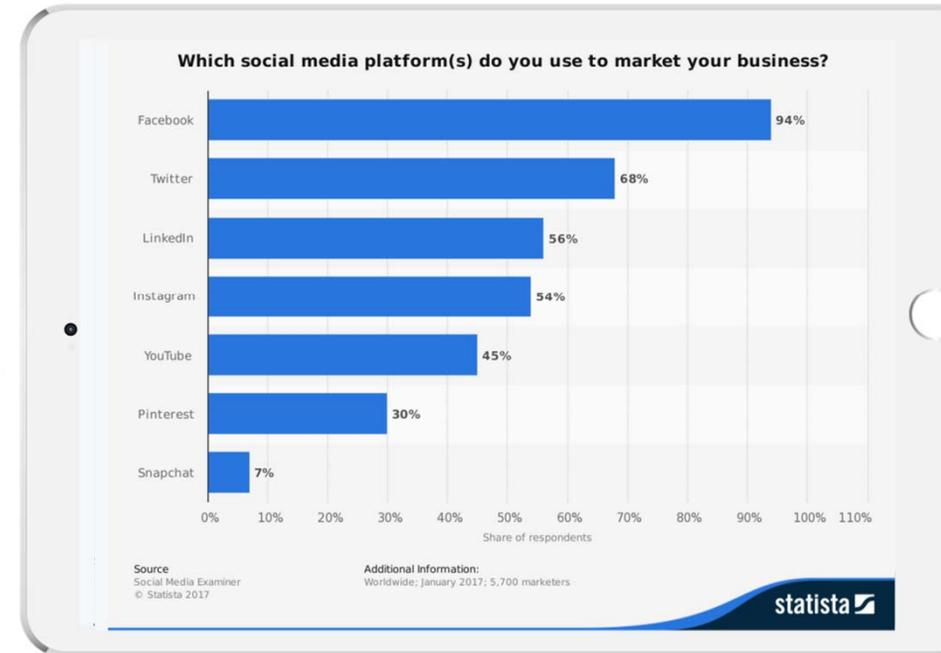
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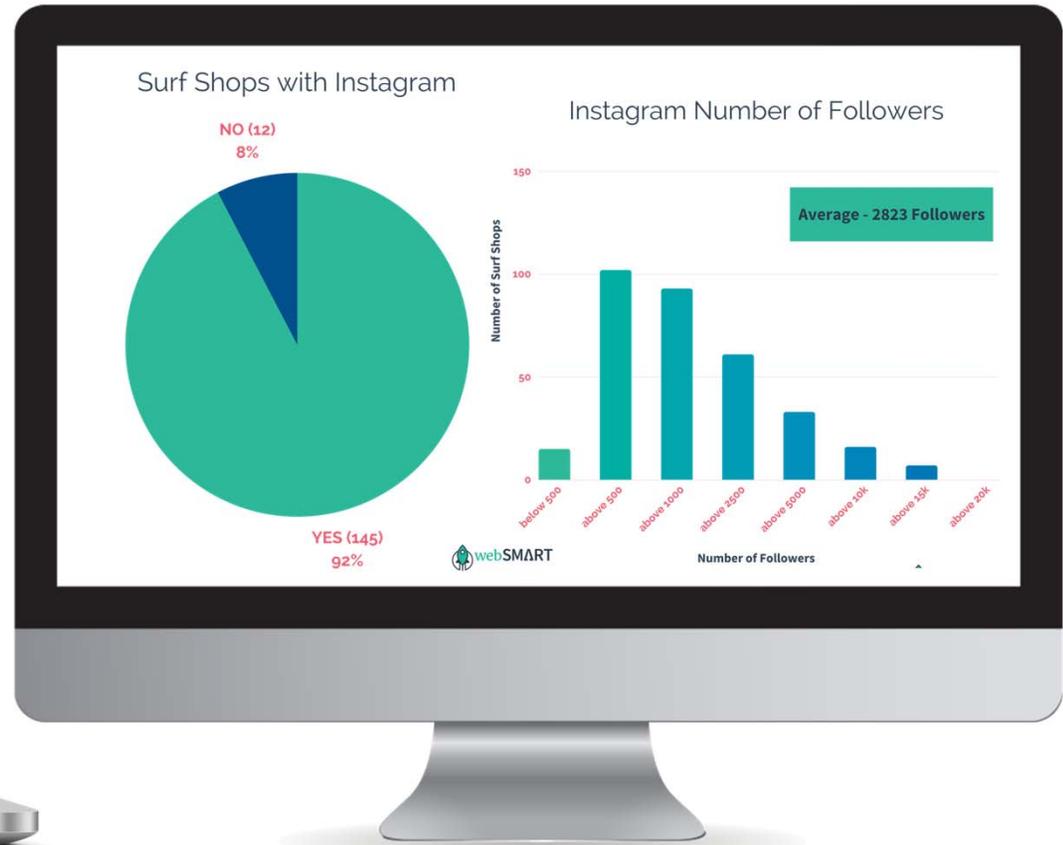
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Surf Shops on Social



Define Audience + Actions To Take

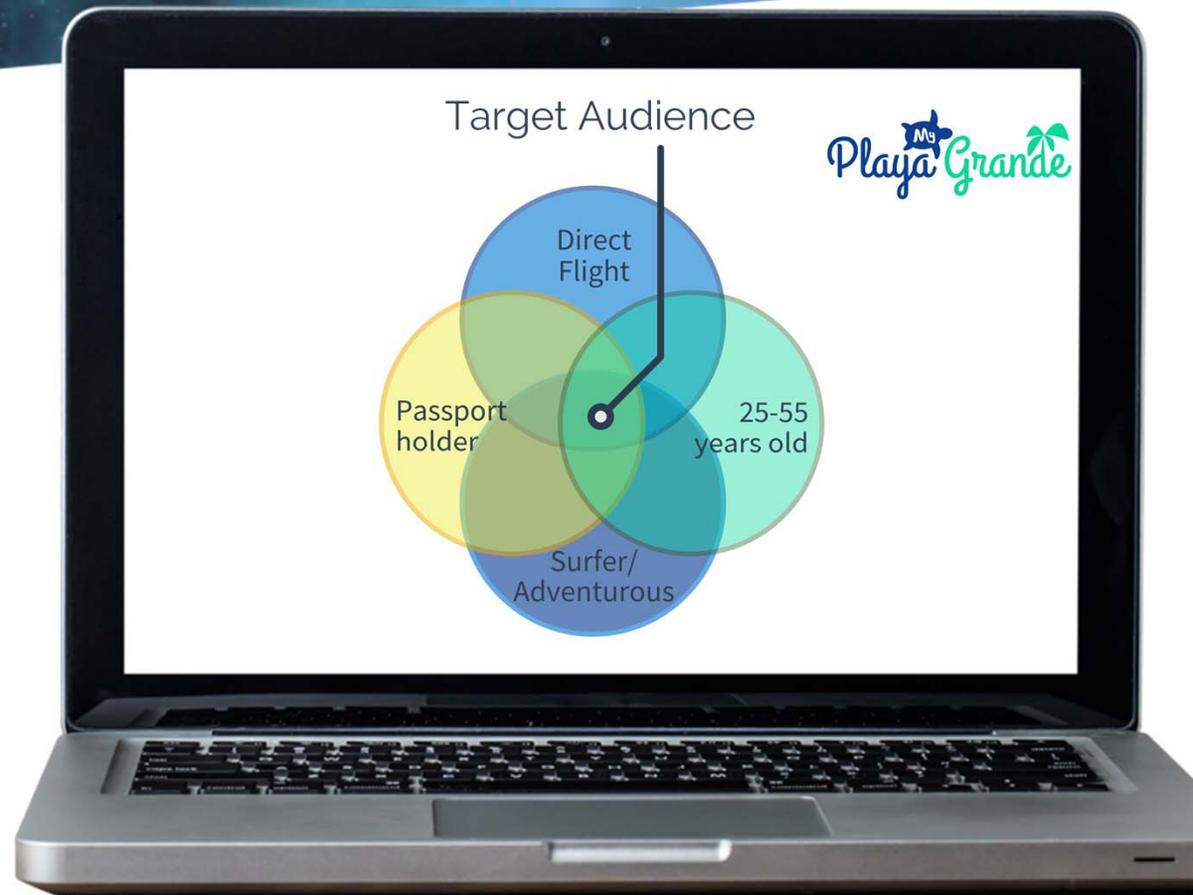


Step 1 Choose who you want to interact with

Age	Occupation
Gender	Income
Location	Contemporaries
Education level	Other hobbies/sports

Step 2 Set Up Content, Channels + Funnels

In store promos	Brand partnerships
Online lessons + rental bookings	Promote events
eCommerce sales	Sign ups
	????



Define Audience + Actions To Take

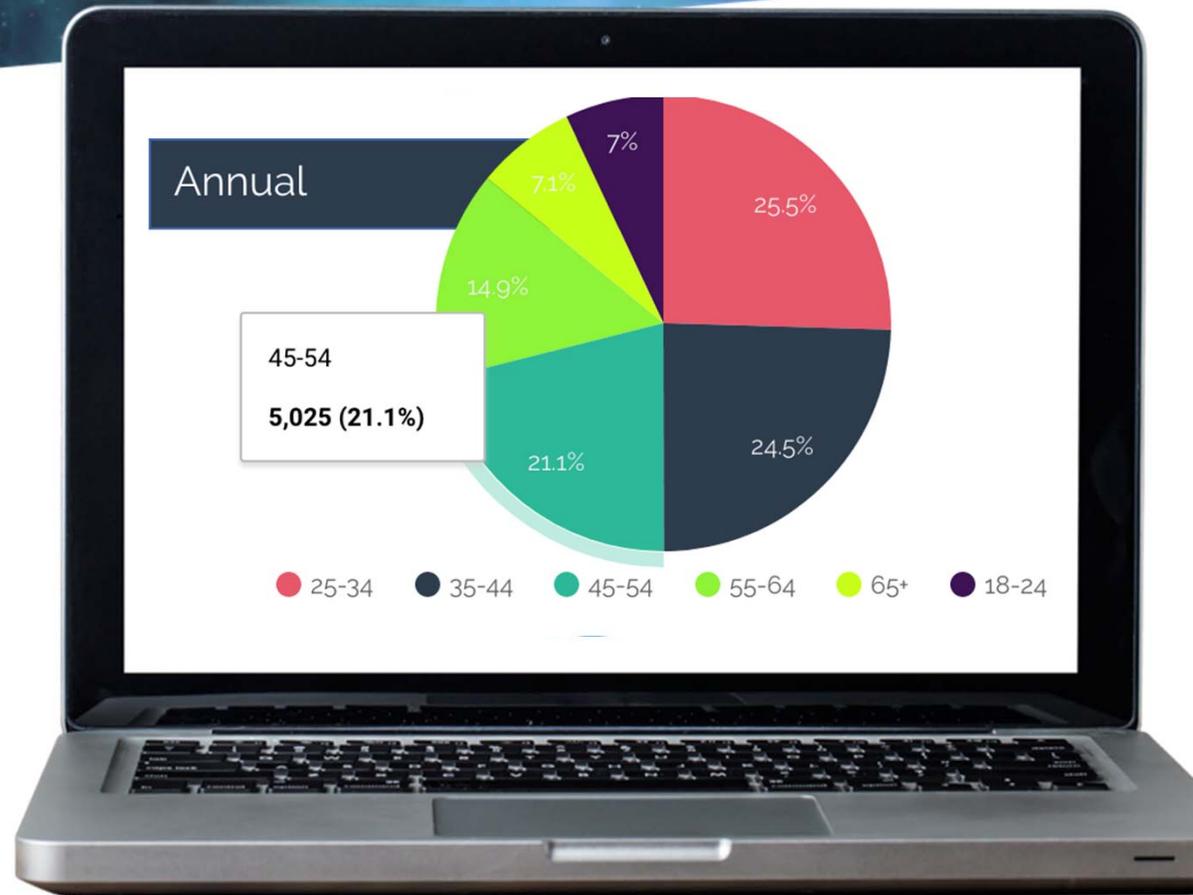


Step 1 Choose who you want to interact with

- | | |
|-----------------|----------------------|
| Age | Occupation |
| Gender | Income |
| Location | Contemporaries |
| Education level | Other hobbies/sports |

Step 2 Set Up Content, Channels + Funnels

- | | |
|----------------------------------|--------------------|
| In store promos | Brand partnerships |
| Online lessons + rental bookings | Promote events |
| eCommerce sales | Sign ups |
| | ???? |

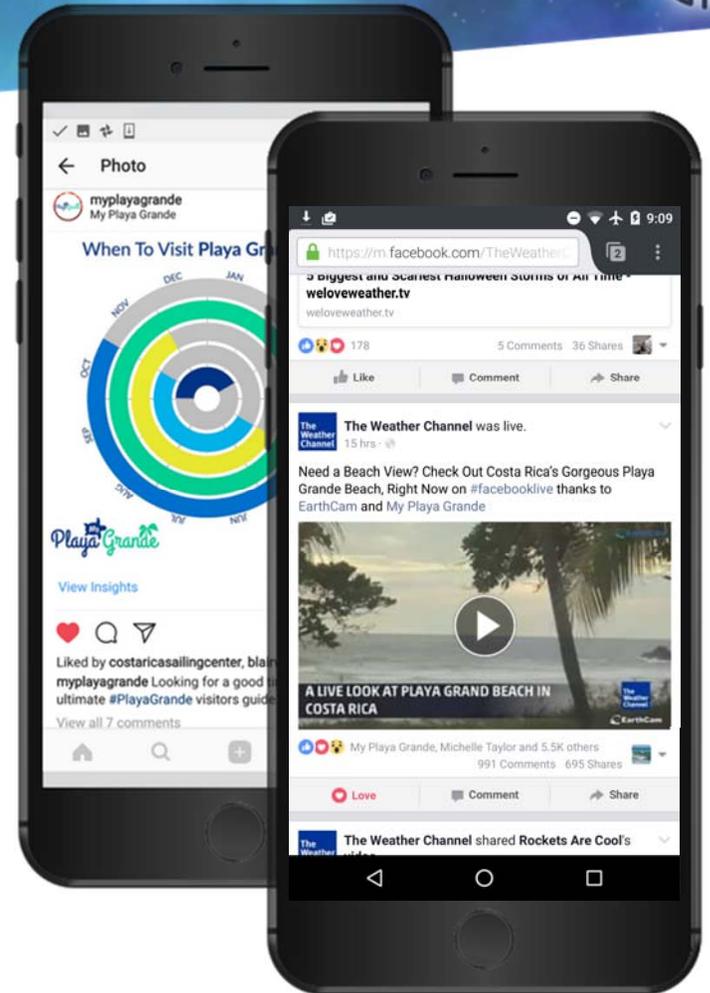


Share + Create Engaging Content



NOT ALL content needs to be original. Follow brands, other local businesses, organizations to engage on social media

1. Start a conversation.
2. Repost + share something other find value in.
3. Organize or participate in events.
4. Sponsor a cause or movement.
5. Join community or industry alliance.



Plan Ahead. Work Backwards.



Brainstorm.

Prepare. Schedule. Share.

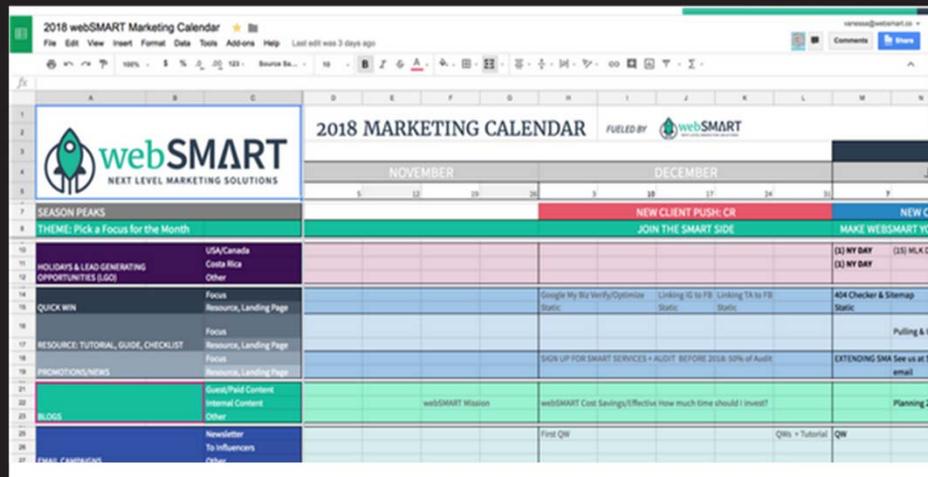
STEP 1 Choose four main points* per month to focus on. Brainstorm ideas for content. *Holidays, sale, seasonal activity, featured product, weather + water temps, etc.

STEP 2 Write posts and create media and materials **for 75% posts.

** images, videos, graphics, web content, landing pages, promo codes)

STEP 3 Use scheduling tool to queue posts.

STEP 4 Set reminders to share others' content (1-2x /week), or finish additional 25% fresh posts throughout month.



The image shows a screenshot of a spreadsheet titled "2018 webSMART Marketing Calendar". The spreadsheet is organized into columns for months (NOVEMBER, DECEMBER) and rows for various marketing activities. The header row includes "SEASON PEAKS", "THEME: Pick a Focus for the Month", "NEW CLIENT PUSH: CR", and "NEW C". The main body of the spreadsheet is divided into sections for "HOLIDAYS & LEAD-GENERATING OPPORTUNITIES (LGO)", "QUICK WIN", "RESOURCE: TUTORIAL, GUIDE, CHECKLIST", "PROMOTION/NEWS", "BLOGS", and "EMAIL CAMPAIGNS". Each section contains specific tasks and dates, such as "USA/Canada", "Costa Rica", "Other", "Focus Resource, Landing Page", "Google My Biz Verify/Optimize", "Linking IG to FB", "Linking TA to FB", "404 Checker & Sitemap", "Static", "Pulling & S", "SIGN UP FOR SMART SERVICES + AUDIT BEFORE 2018: 50% of Audit", "EXTENDING SMA See us at S email", "Guest/Paid Content", "Internal Content", "Other", "webSMART Mission", "webSMART Cost Savings/Effective How much time should I invest?", "Planning 2", "Newsletter To Influencers", "QW", "Tutorial", "QW".

Pay to Play: Get Seen in 2018



Why isn't anyone responding to my posts?

Facebook's algorithm limits business page visibility. **Average post viz: 1%.**



webSMART PROTIP: \$20-50 USD month is enough to test the waters. Keep it simple...Boosts posts. The FB ads dashboard is complex.



Social media platforms have so much data on users, it allows SBOs to be able to target and select desired audiences better than before, and you don't have to spend a fortune either.

Prepare for the Unexpected



The Only Constant in Social Media is Change.

Be up on the latest technology.

When updates occur, make the change over and be rewarded. If a fan follows you and your competitor, you get priority for playing by new rules. Don't be afraid to take risks.



Track Results.
Adjust Strategy.



Seeing Results



When it comes to your online data, get ready to go 0 to 60 million miles an hour.

There is no easy answer, but we're simplifying it one small business at a time.



webSMART recommends diving into these metrics:

- ✓ Number of users & sessions
- ✓ User locations
- ✓ Audience demographics
- ✓ Popular content
- ✓ Referral traffic
- ✓ Search queries
- ✓ Popular channels
- ✓ User behavior

Find Meaning in Numbers

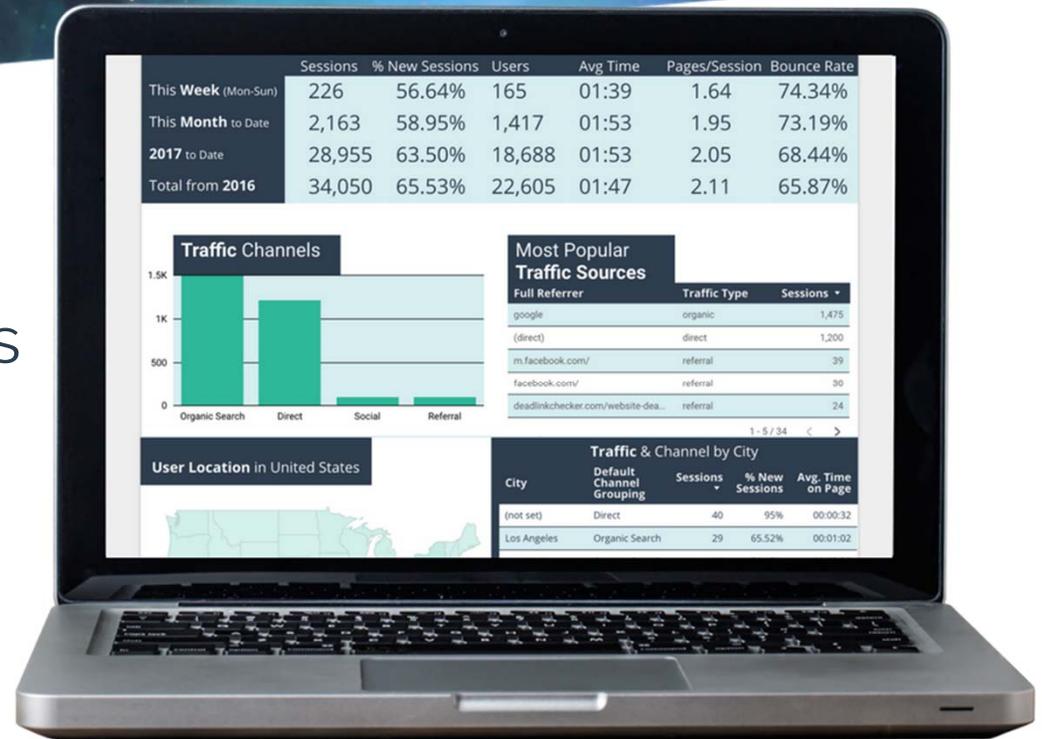


Aggregate data about your site, social media pages, directories, email lists, paid ads to see the big picture.

GENERAL TRAFFIC Get an overview of usage trends like total sessions, new visitors, time on site, devices used and user demographics.

VISITOR SPIKES Investigate what happened to cause an influxes and drops of traffic.

TREND SPOTTING Learn to identify seasonal highs and lows, popular content, best traffic channels, areas of weakness and more.



TRAFFIC BY LOCATION Discover where and how users access your site e.g. channels, new sessions, interactions with content etc.

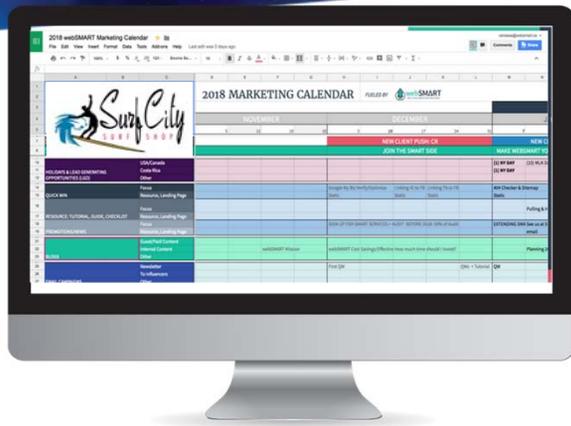
Data Nerds' Cautionary Tale



Optimization isn't a one and done exercise.

MAINTENANCE is something that needs to be regularly incorporated into your small business operations to stay afloat.

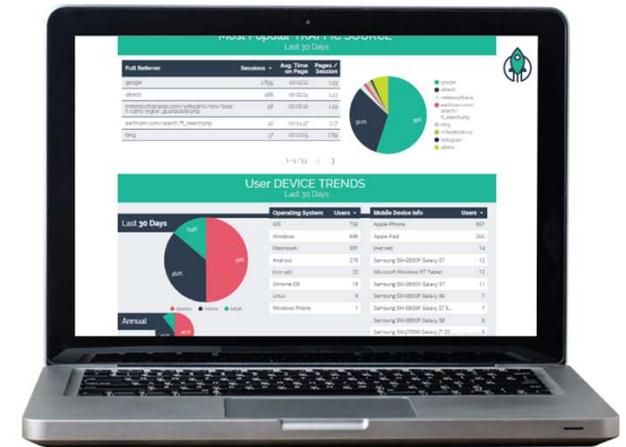
Get Organized. Work SMART



Get **exclusive access** to customizable documents, tutorials, lists of resources + more.



Learn how to **best utilize your time** to organize efforts, carry out your plan or even delegate to someone else.



Single source for your **web data**: rankings, reviews, traffic etc. to help you use your time and money efficiently.

Same tools as HP, Disney, eBay, Booking.com

Thank You



*We like making things
EASY:*

*Digital copies of this
presentation will be
available at
websmart.co/surf-expo*