



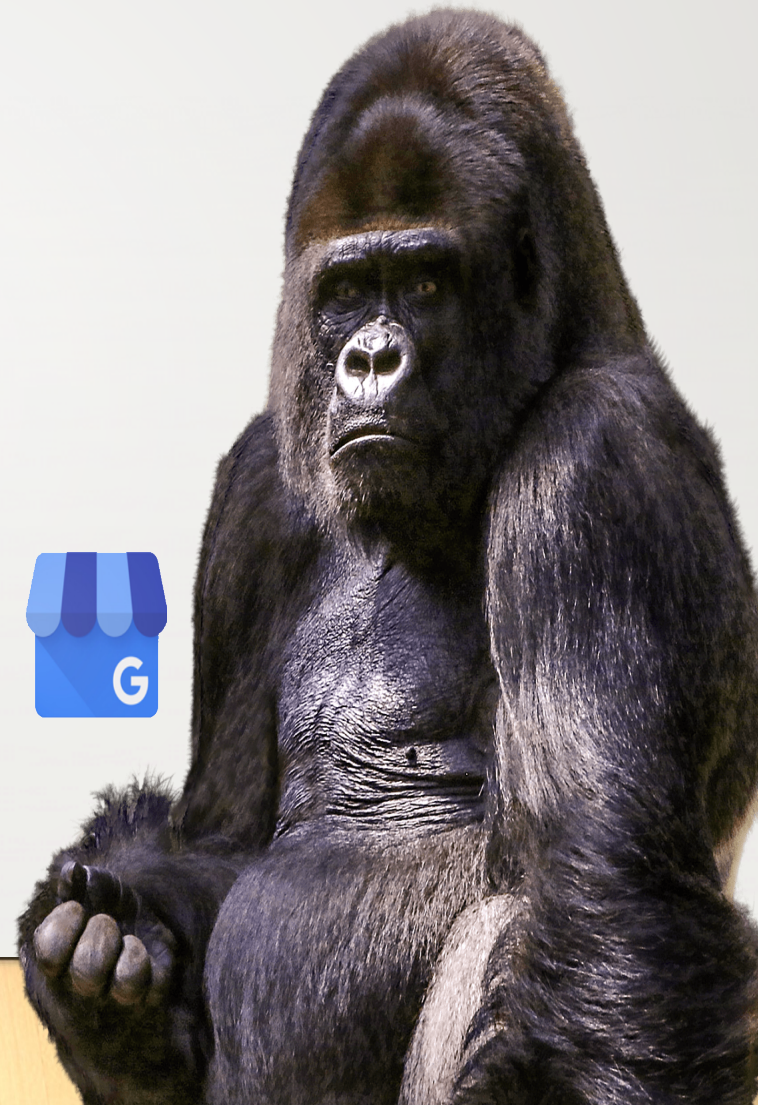
# N.R.G.Y.

New Rankings on Google & Yelp



B:G

## The 800 Pound Gorillas





# BIG

## What is yelp\*

- Yelp is the #1 consumer site in the United States.
- It was started in San Francisco in 2004, and has become the “go-to” site when it comes to searching for and researching businesses online.
- Yelp is so popular that Siri (the voice on your iPhone), pulls her answers to business questions directly from Yelp.

The screenshot shows the Yelp website interface. At the top, there's a search bar with "Find dentist" and a location filter set to "Near Walnut Creek, CA". Below the search bar, a list of dental practices is displayed. The first three results are highlighted with a red box:

- 1. Annoni and White Dentistry**: 1855 San Miguel Dr, Walnut Creek, CA 94506. (925) 934-3802. 164 reviews. Cosmetic Dentists, General Dentistry.
- 2. Kwon & Jabbour**: 108 La Casa Via, Walnut Creek, CA 94508. (925) 930-9465. 124 reviews. General Dentistry, Cosmetic Dentists, Periodontists.
- 3. Walnut Creek Dental - Massood Darvishzadeh, DDS**: 1855 Olympic Blvd, Walnut Creek, CA 94506. (925) 395-4800. 92 reviews. General Dentistry, Cosmetic Dentists. \$40 for \$100 Deal.

Below these, there's a fourth result: **4. Olympic Dental of Walnut Creek**: 1901 Olympic Blvd, Walnut Creek, CA 94506. 40 reviews.

To the right of the list, there's a map showing the location of the businesses. Below the map, there are several promotional ads for dental services, including "New To Walnut Creek? - Visit Dr. Julia Lee Today" and "New Patient Special/Deal - Professional Dentistry".



## Why Ranking on Yelp and GMB Matters

- 82% of smartphone shoppers conduct 'near me' searches
- More than 90% click on the first set of results
- 95% of smartphone users have used their phone to look up local information. After doing so, 61% called and 59% visited.

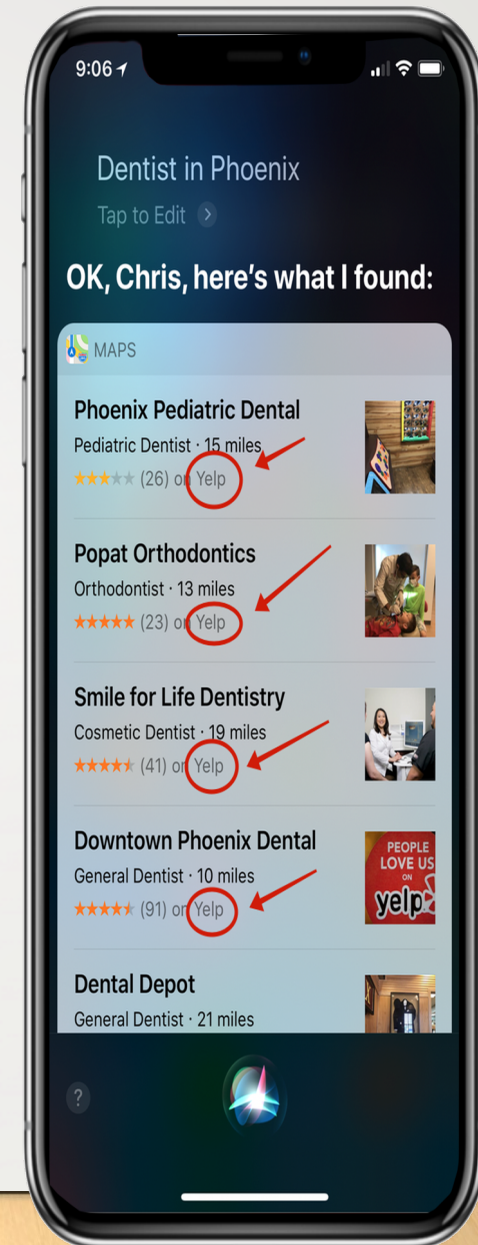






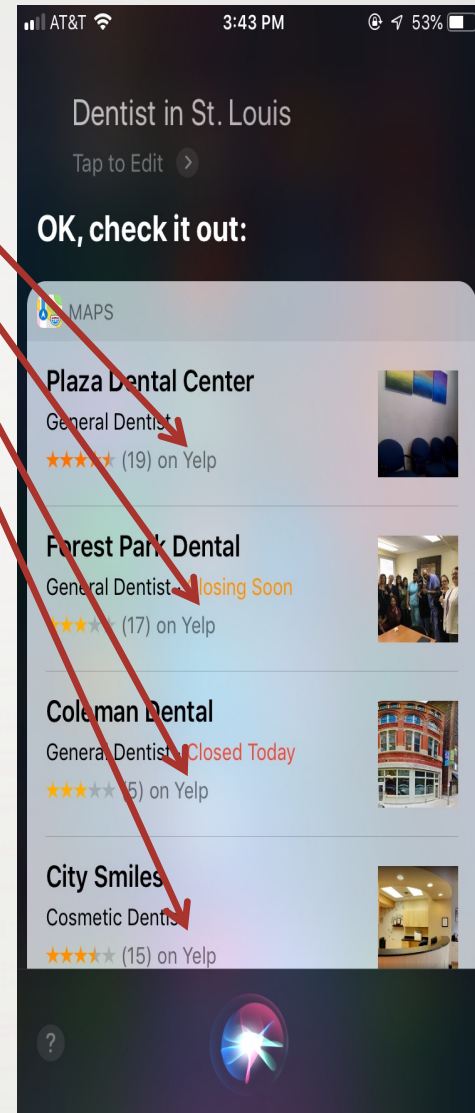
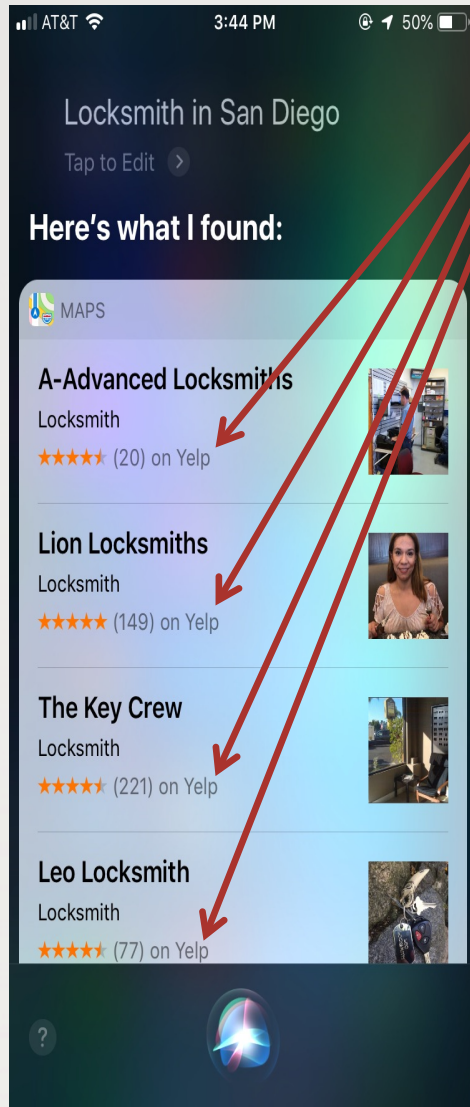
## WHAT??

- 100% of the local search results when you talk to Siri on an iPhone (“find me a dentist” or “pest control near me”, etc.) will come from Yelp.





# 100% of local Siri searches come from Yelp







## So Why Rank on Yelp?

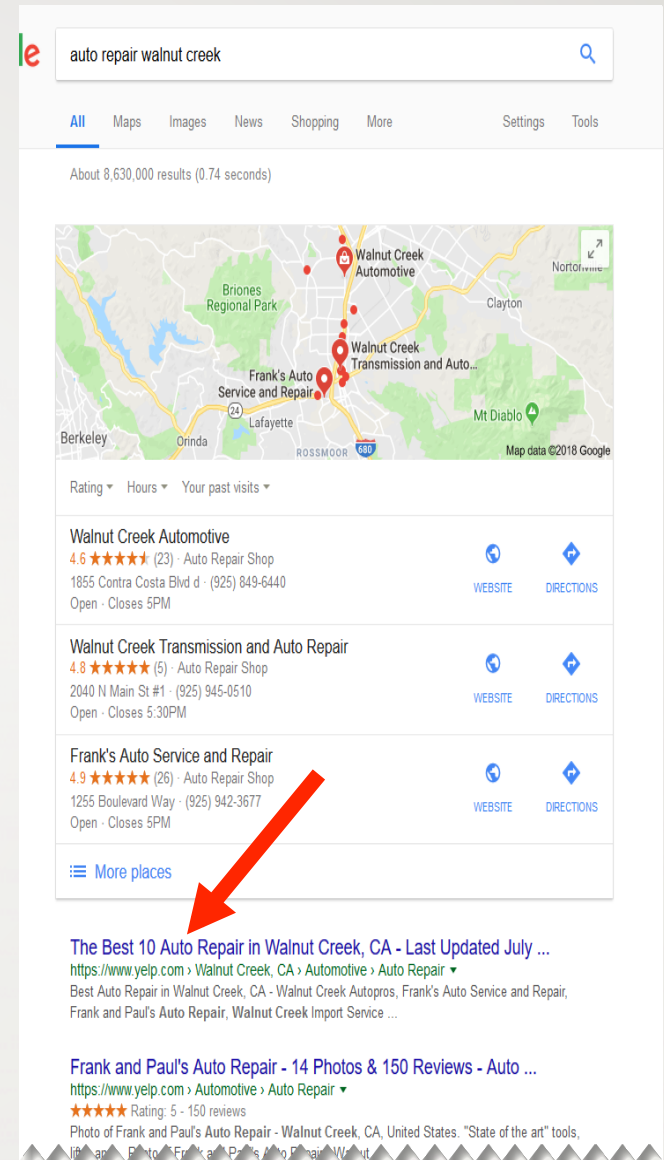
- 98% of Yelp users have made a purchase at a business they found specifically on Yelp.
- 80% of searches on Yelp are made by people who intend to make a purchase that day.





## Use Yelp to Market Your Business

- Use it to attract a steady flow of **new customers** to your business.
- Use it as “**word of mouth**” advertising and promote your reputation online.
- Use it in conjunction with your website to **increase your online rank** in Google searches.







September 8, 2018 - October 7, 2018

Period: 30 days 12 months 24 months

User Views ⓘ

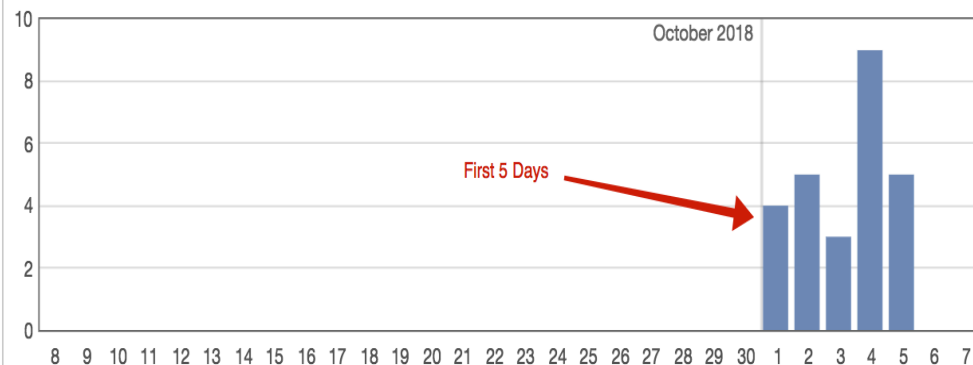
37

Customer Leads ⓘ

26

Revenue Estimate ⓘ

[Get your revenue estimate](#)



Total Leads



### Get more phone calls with Yelp Ads

On average, businesses that advertise on Yelp experience a 152% increase in phone calls.\*

[Create an Ad](#)

\*Yelp internal data

### Customer Leads breakdown: September 8, 2018 - October 7, 2018

0 Mobile Check-ins	8 Mobile Calls	0 User Uploaded Photos
2 Directions & Map Views	16 Clicks to Your Website	0 Yelp Bookmarks
0 Deals Sold	0 Messages	

The forecasted value on the current month is an estimate and will change as the month progresses.

N.R.G.Y Results



## Activity

## N.R.G.Y Results

November 2017 - October 2018

Period: [30 days](#) [12 months](#) [24 months](#)

User Views ⓘ

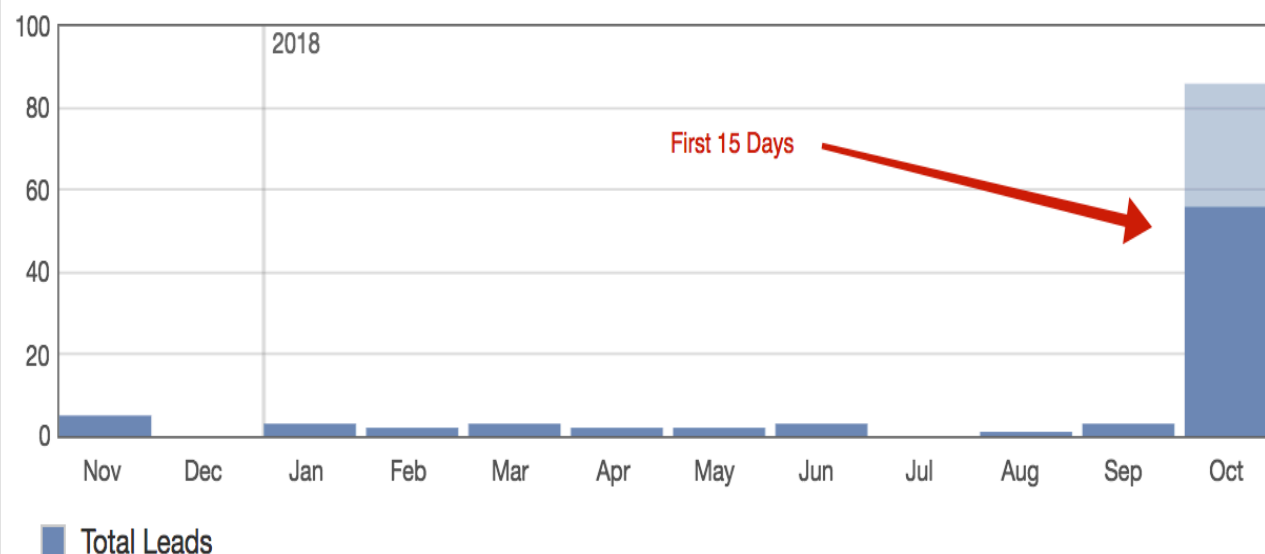
224 ↑ 6%

Customer Leads ⓘ

80

Revenue Estimate ⓘ

[Get your revenue estimate](#)



### Customer Leads breakdown: November 2017 - October 2018

0 Mobile Check-ins

13 Mobile Calls

2 User Uploaded Photos

3 Directions & Map Views

62 Clicks to Your Website

0 Yelp Bookmarks

0 Deals Sold

0 Messages





## Activity

## N.R.G.Y Results

September 16, 2018 - October 15, 2018

Period: **30 days** 12 months 24 months

User Views ⓘ

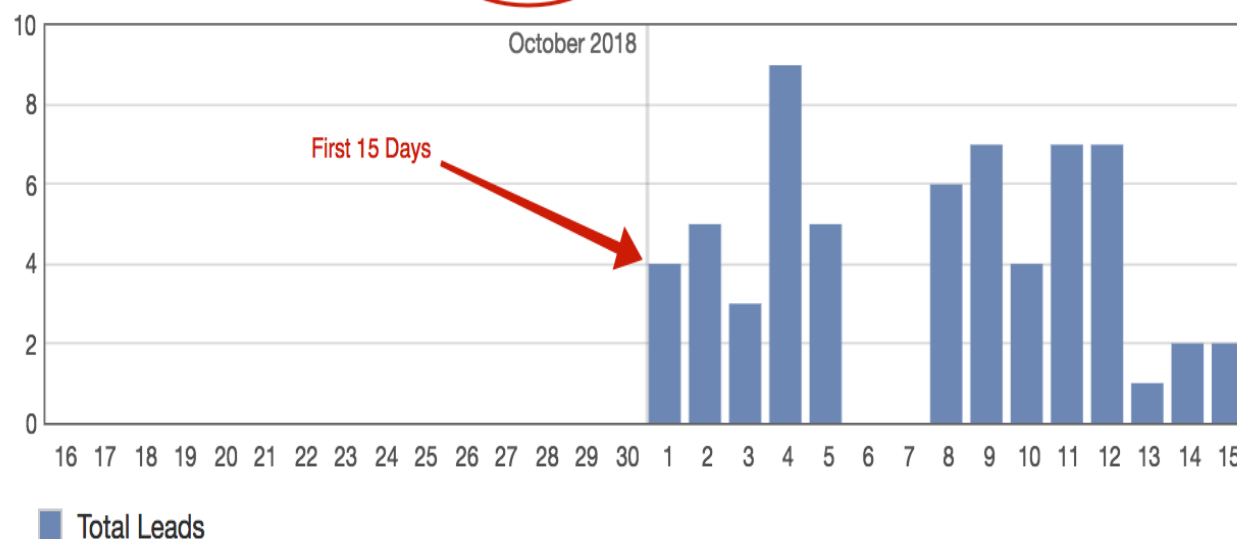
74

Customer Leads ⓘ

62

Revenue Estimate ⓘ

[Get your revenue estimate](#)



### Customer Leads breakdown: September 16, 2018 - October 15, 2018

0 Mobile Check-ins

16 Mobile Calls

0 User Uploaded Photos

5 Directions & Map Views

41 Clicks to Your Website

0 Yelp Bookmarks

0 Deals Sold

0 Messages

Motorport

1000 1000 10

Bellingham, WA 98229

+ Add a Location

Activity

Yelp Ads

Page Upgrades

Call to Action

Business Information

Reviews

Photos and Videos

Inbox

4

Yelp Cash Back

NEW



## Activity

July 2017 - June 2018

Period:

30 days

12 months

24 months

User Views ⓘ

1,270 ↑ 60%

Customer Leads ⓘ

828

Revenue Estimate ⓘ

Get your revenue estimate

Started Our Service



Total Leads

### Customer Leads breakdown: July 2017 - June 2018



4 Mobile Check-ins



103 Mobile Calls



1 User Uploaded Photos



117 Directions & Map Views



500 Clicks to Your Website



5 Yelp Bookmarks





Yelp MYTH

*"You can only do well on Yelp  
if you pay them for Ads."*

**OH, REALLY?!?**



**Sage Productions**

San Diego, CA 92126

[+ Add a Location](#)

Activity

Yelp Ads

Page Upgrades

Call to Action

Business Information

Reviews

Photos and Videos

Inbox

Deals & Gift Certificates

Billing

## Activity

**Started Our Service** N.R.G.Y Results

July 2017 - June 2018

Period:

30 days

12 months

24 months

User Views ⓘ

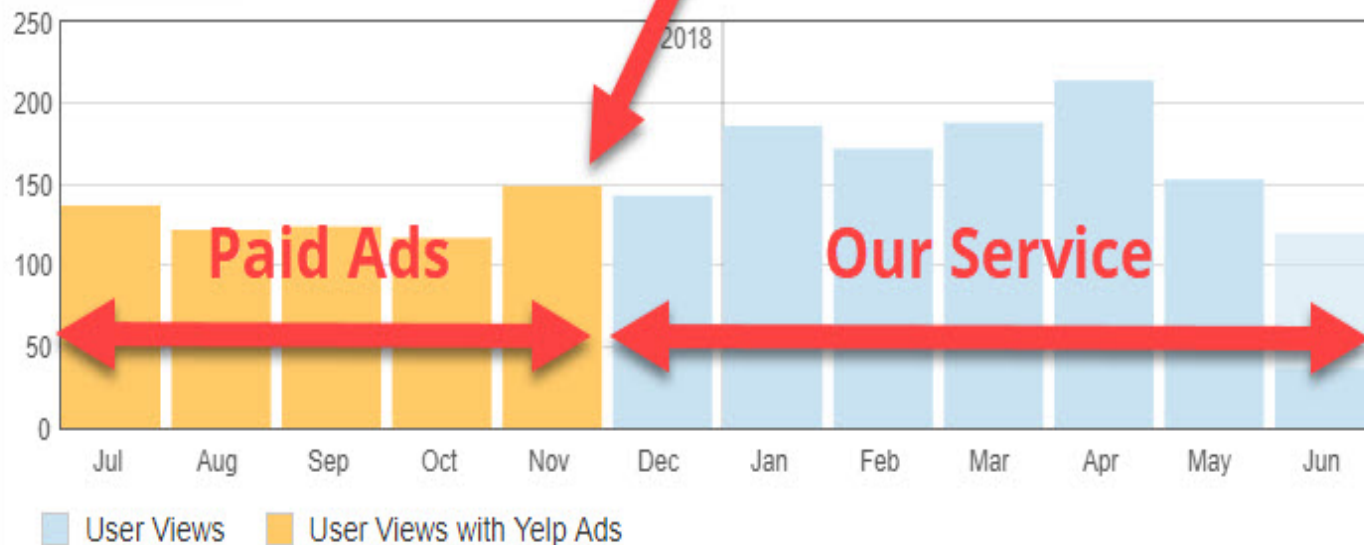
**1,742** ↓ 5%

Customer Leads ⓘ

**1,222**

Revenue Estimate ⓘ

[Get your revenue estimate](#)



### Grow Your Business With Yelp Ads

Reach people who are ready to make a purchase. And pay only when they click on your ad.

Page Productions

San Diego, CA 92126

+ Add a Location

Activity

Yelp Ads

Page Upgrades

Call to Action

Business Information

Reviews

Photos and Videos

Inbox

Deals & Gift Certificates

Billing

## Activity Started Our Service

N.R.G.Y Results

July 2017 - June 2018

Period:

30 days

12 months

24 months

User Views ⓘ

1,742 ↓ 5%

Customer Leads ⓘ

1,222

Revenue Estimate ⓘ

Get your revenue estimate



Same Company!  
Same # Views  
Triple the Engagements

### Customer Leads breakdown: July 2017 - June 2018



0 Mobile Check-ins



98 Mobile Calls



0 User Uploaded Photos



71 Directions & Map Views



839 Clicks to Your Website



7 Yelp Bookmarks



# Activity

July 2017 - June 2018

Period: 30 days 12 months 24 months

## N.R.G.Y Results

User Views ⓘ

1,362 ↑ 335%

Customer Leads ⓘ

896

Revenue Estimate ⓘ

Get your revenue estimate

Activity

Yelp Ads

Call to Action

Business Information

Reviews

Photos and Videos

Inbox

Yelp Cash Back

NEW

WiFi Marketing

Started Our Service



### Grow Your Business With Yelp Ads

Reach people who are ready to make a purchase. And pay only when they click on your ad.

Learn More

54 Motorsport

1111 Iowa St

Bellingham, WA 98229

+ Add a Location

Activity

Yelp Ads

Page Upgrades

Call to Action

Business Information

Reviews

Photos and Videos

Inbox

4

Yelp Cash Back

NEW



## Activity

July 2017 - June 2018

Period:

30 days

12 months

24 months

User Views ⓘ

1,270 ↑ 60%

Customer Leads ⓘ

828

Revenue Estimate ⓘ

Get your revenue estimate

Started Our Service



### Customer Leads breakdown: July 2017 - June 2018



4 Mobile Check-ins



103 Mobile Calls

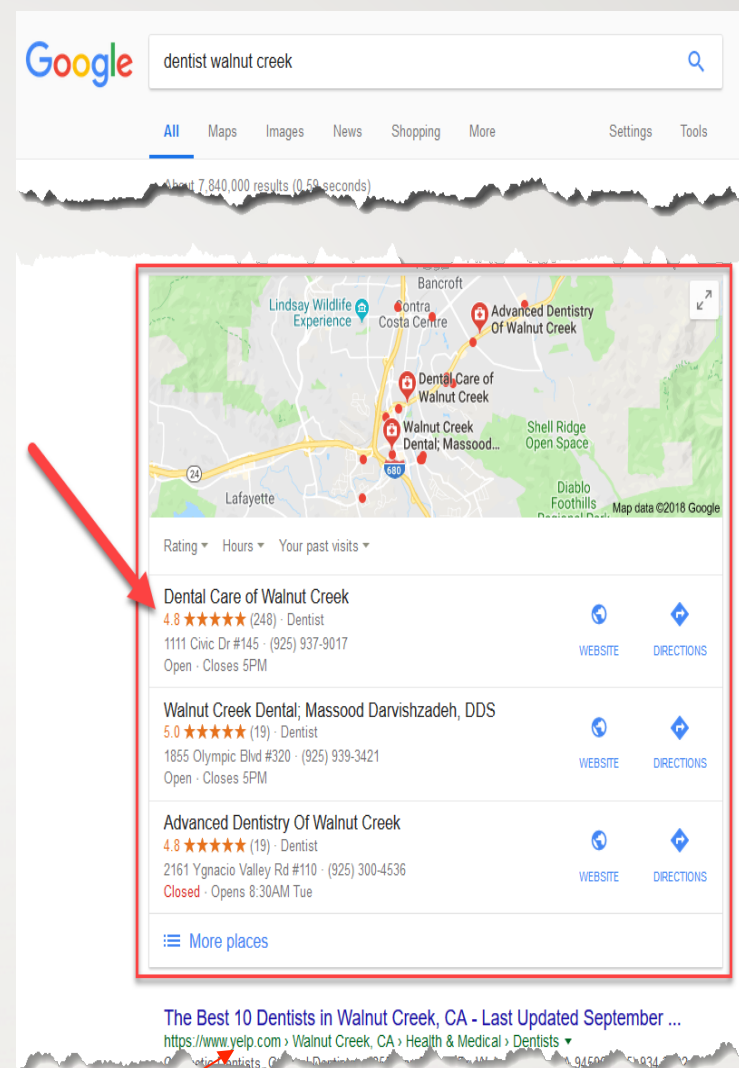


1 User Uploaded Photos



## What is Google My Business?

- It is **Google's version** of a Yelp page.
- It is kind of a **blend** of Facebook & Yelp
- It is extremely user friendly.
- Often called the 3-Pack or Snack-Pack



Note ... Frequently Yelp is the #1 organic search listing





## How GMB Can Help Your Business

- Use it to attract a steady flow of **new customers** to your business.
- **Google Reviews** are used to promote your reputation online.
- Use it in conjunction with your website to increase your **online rank** in Google searches.
- Helps **Local Promotion**





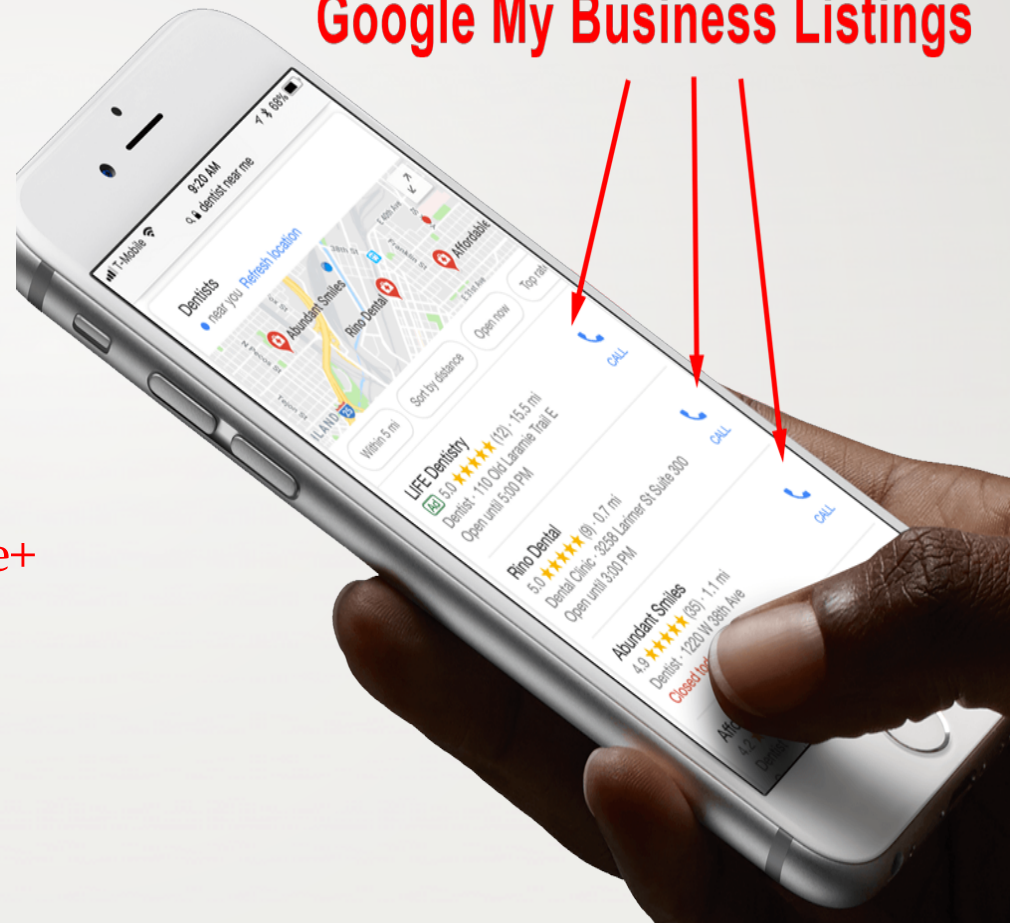
So Why Rank on GMB?

- All Hands Free Search on Android uses Google My Business / Google+



ANDROID

Google My Business Listings





Google  
My Business



## How We Help You!

- We will restructure the content on your Social Media & Internet listings with the most popular search terms & categories to ensure that **you are being found for the RIGHT reasons**.
- We will increase your **“impressions”**
- We will increase your **“engagement”**







## Not All Traffic is Created Equal

- More Traffic  $\neq$  More Customers
- We start where the customers are
- Ranking is one part of the equation.
- But more importantly what you want is for people to be finding you at a higher rate





## Our Goal with N.R.G.Y.

- Traffic & Connectivity
- Ranked for specific terms

most of all...

- More Customers





## The N.R.G.Y. Promise

- We get you on page 1 on Yelp within 3 Months ....
- Or we work **for FREE\*** until you do!



\* We will work for up to 6-Months to achieve these listings





## N.R.G.Y. Pricing

- One City and One Keyword = \$1097
  - Example: Dallas Dentist
- Two Cities or Two Keywords = \$2094 (\$1047 ea.)
  - Example:  
{Dallas Dentist and Dallas Invisalign} or {Dallas Dentist and Houston Dentist}
- Three Cities or Three Keywords = \$2991 (\$997 ea.)
  - Example:  
{Dallas Dentist, Dallas Invisalign, Dallas Pediatric Dentist} or  
{Dallas Dentist, Houston Dentist, Austin Dentist}

\* Each project has a \$197 one-time setupfee



## Please Note

- We only work for one company for your keyword in your city
- Example: Dentist Dallas



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