

HOW OUR UNIQUE APPROACH CREATES CUSTOMERS

1

We publish “expert” content featuring you and your business...

- Typically an article series on topics important to your target audience, tips, or other recurring discovery features...
- Including a lead-generation “Ask a Question” feature...
- Including an “About” section with valuable backlinks to your business that make it more relevant for Google in local search...



2

We often combine that with video content to add an attention-getting social media component...

- Then we embed that video into the article to make it multi-media...



3

Post the combined article & video to social media and our e-mail newsletters...

- With well over 50,000 local social media connections in Williamson and Rutherford Counties (each), we can then promote the content to potential customers all over the area...



Potential Customers Discover You in the Context of Valuable Local News & Information
Google Sees You as a Highly-Relevant Local Search Result Related to Your Business