



Product Deepdive

Websites + Hosting
SEO Campaigns



EXECUTIVE SUMMARY

Launch Service Offerings:

1. Custom Optimized Websites + Dedicated Hosting
2. SEO Campaign Management

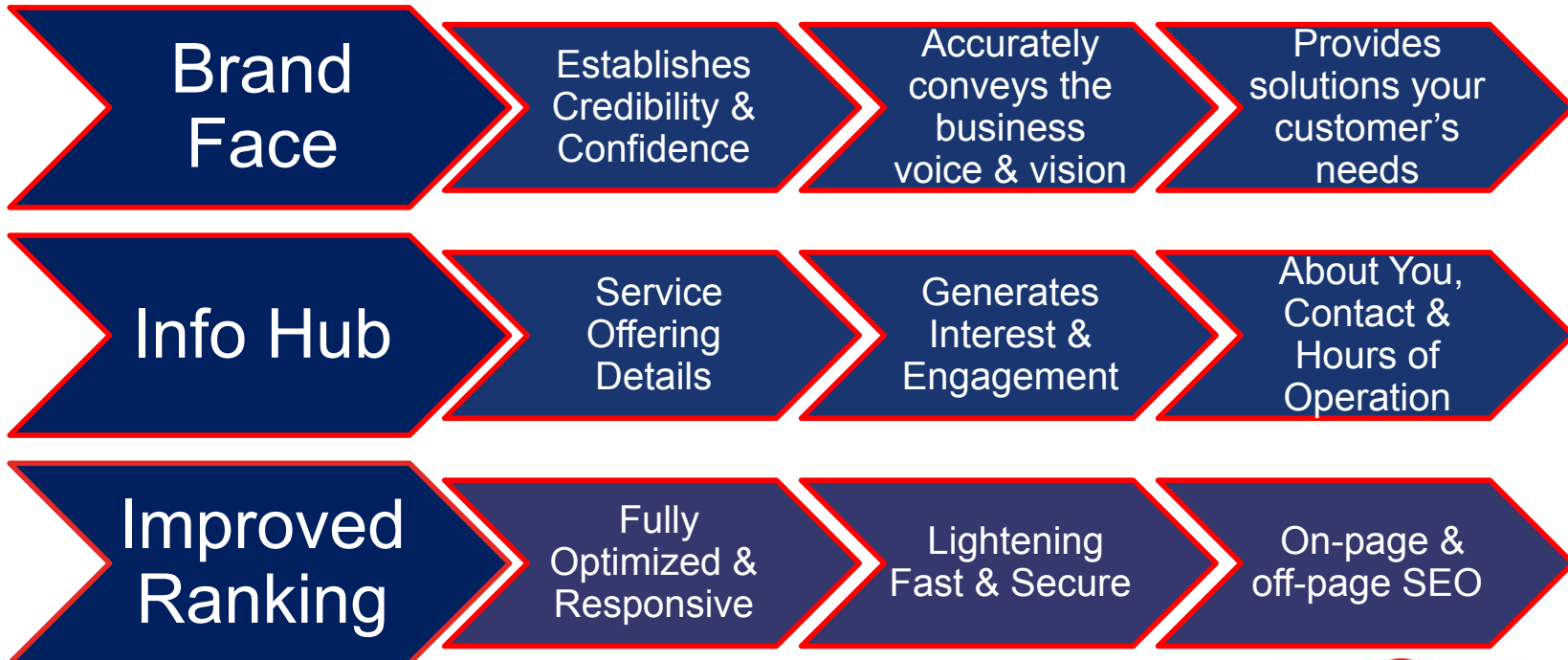
Services Coming 2019	
eCommerce	Customer Retention Management
Facebook & PPC Advertising	Social Media Campaigns
Micro SEO Campaigns	Logo Design
Print	Email & SMS Marketing



Product #1: Custom Websites

Websites are the foundational offering of PinPoint Local.

Why is a website so critical? It is the face of a company, the information hub & the key to customers finding a business online. A good website elevates the brand presence, engages the customer with all relevant information & is precisely designed, built & configured to increase search engine rankings so a website can be found with ease.





Product #1: Custom Websites

Four Key Factors In Successful Website Design

APPEARANCE	SPEED	MOBILE RESPONSIVE	SEARCH RANKING
<p>75%</p> <p>Of internet users make a judgement about a company's credibility based on website design</p>	<p>47%</p> <p>Percent of people expect a site to load in 2 seconds or less</p>	<p>79%</p> <p>Of users leave a site if it doesn't load properly on their mobile device</p>	<p>93%</p> <p>Of online experiences begin with a search engine</p>
<ul style="list-style-type: none">• Professional, attractive design is crucial• Pages that engage quickly• Easy to Navigate• Reinforce what the business does in 2 seconds or less• Capture attention with large images• Create a community through blogs & forums	<ul style="list-style-type: none">• Load times of 2 secs have a bounce rate of only 9%, pages that take 5 have a 38% rate• For every extra second a site takes to load beyond 2 seconds, sales drop by 27%• Speed is one of the most critical factors in SERP• Compression tools are key to ensure fast loading	<ul style="list-style-type: none">• 60% of people view sites on their mobile device• A mobile-responsive design is automatically configured to fit smaller screens• Critical factor search engine favor• Reduces bounce rates	<ul style="list-style-type: none">• SEO optimized• On & off-page links drive massive credibility• SSL certificate (https)• Strategic usage of key words organically in content, H1 & Tags• Proven compression tools & plug ins• Voice search enabled (50% of search will be voice by 2020)



Product #1: Custom Websites

Every custom PinPoint Local website is built in WordPress & includes all of the following elements for the most professional, SEO-optimized website that will drive increased rankings:

<input checked="" type="checkbox"/> Custom Gorgeous Design	<input checked="" type="checkbox"/> Responsive Design / Mobile Friendly	<input checked="" type="checkbox"/> Voice Search Enabled	<input checked="" type="checkbox"/> SEO Optimized Plug-In Suite
<input checked="" type="checkbox"/> Easy to Navigate Site Structure	<input checked="" type="checkbox"/> Lightening Fast	<input checked="" type="checkbox"/> Google Map Integration	<input checked="" type="checkbox"/> Strategic Internal & Outbound Link Placement
<input checked="" type="checkbox"/> Up to 20 Pages	<input checked="" type="checkbox"/> Client Access	<input checked="" type="checkbox"/> SSL Certificate	<input checked="" type="checkbox"/> LSI Keyword Integration
<input checked="" type="checkbox"/> Social Proof & Links	<input checked="" type="checkbox"/> Google Analytics	<input checked="" type="checkbox"/> Smart Site Architecture	<input checked="" type="checkbox"/> Alt Tags Meta Tags H Tags
<input checked="" type="checkbox"/> Blog / News Page	<input checked="" type="checkbox"/> Speed Optimized	<input checked="" type="checkbox"/> Retargeting Pixels	<input checked="" type="checkbox"/> Image Alt Attributes

- ❖ Advanced Websites are also available & include added features such as Online Scheduling, Live Chat & eCommerce.
- ❖ Customer Provides: Website copy, blog copy, logo, domaine name



Product #1: Custom Websites

PinPoint Local has built over 3,000 websites using WordPress. It is the number one content management system in the world, powering 1/3 of the internet, and is the solution of choice for small business to large enterprises for 6 key reasons.

Easy User Management

- User-friendly platform, once built, no coding or development skills required easy for business to update
- Security updates with a click of a button

Fluidity of Design

- Beautiful endlessly customizable templates so no 2 sites are the same
- Once designed, WP ensures consistency with all added pages for harmony

Robust Security Features

- The security protocol in WP is one of the most robust in the industry
- WP updates all of its security tools daily to detect malware, spamming & prevent hacking
- SSL Integration - a key ranking factor for Google

SEO Optimized

- At its core, WP is SEO-friendly allowing search engine bots to easily crawl & index the site
- Google loves WP sites as they have optimized content, easy navigation & are responsive

Easy Content Management

- WP was built as a blogging platform so content creation tools are built into every template to ensure content stands out from the rest & is easy to publish

Social Media Features

- Through the use of widgets & plugins social media integration is simple
- Allows user to post on multiple platforms through the WP interface
- Simple audience engagement built in & analysis





Product #1: Custom Websites

All PinPoint Local websites include the highest level of secure web hosting available in the industry - Dedicated (+ email)

	SHARED	CLOUD	VPS	DEDICATED
SECURITY LEVEL	Lowest			Highest
DESCRIPTION	Sites share space with thousands of sites on the same server	Site is hosted on a network of servers	A virtual private server is a server programmatically divided into a number of sections which act as a separate dedicated server for its user (like a condo bldg)	Entire server dedicated to a single site
COST	> \$5 / Mo	\$6 - \$14 / Mo		\$15+ / Mo
RISK	<p>Least secure, if one site is compromised, a gateway opens to access all sites on the server.</p> <p>Search engines blacklist sites who engage in illegal/discouraged practices (spamming). Bad neighbors often get the entire IP address blacklisted, making other websites practically invisible.</p>	<p>Data Breaches</p> <p>Unauthorized access to customer or company information</p>	<p>VPS host high-traffic web apps (forums, chatting software, e-commerce forms) which are complex & can become unmanageable resulting in slow speeds</p> <p>Limited RAM, central processing time & disk space</p>	<p>Critical that the dedicated server has the following:</p> <ul style="list-style-type: none">• DDoS Protected Network• Network Layer Intrusion Detection System• Each Server is "Hardened" on Deployment• Proactive Server Monitoring Updates & patches to detect bad stuff before it happens• Daily backup of entire server• Weekly backup of individual websites



Product #1: Custom Websites

Pricing & Turnaround Time

	Price	Timeline
Custom Website Includes dedicated hosting & email for 12 months	\$2,700	4 Weeks*
Advanced Website Includes dedicated hosting & email for 12 months	\$3,000 - \$3,800	6-8 Weeks

★ From order form submittal date to PinPoint Local



Product #2: SEO Campaigns

What is SEO?

SEO stands for Search Engine Optimization, which is the practice of increasing the quantity & quality of traffic to a website through organic search engine results (Google has over 92% of search engine volume, with Bing at 2.6% & Yahoo! at 1.9%).

What goes into SEO?

It's all about the Quality & Quantity of traffic combined with how customers are finding a site via Organic methods:

- Quality of Traffic A business can attract all the visitors in the world, but if they're visiting a site because Google tells them it's a resource for Apple computers when really it is a farmer selling apples, that is not quality traffic. Goal is to attract visitors who are genuinely interested in products that business offers.
- Quantity of Traffic Once the right people are clicking through from those search engine results pages (SERPs), the more traffic the better.
- Organic Search Traffic Ads make up a significant portion of many SERPs. Organic traffic is any traffic that isn't paid for. Organic search traffic is specifically any unpaid traffic that comes from SERPs.



Product #2: SEO Campaigns

How SEO works

You might think of a search engine as a website you visit to type (or speak) a question into a box and Google, Yahoo! & Bing magically replies with a long list of links to webpages that could potentially answer your question.

That's true. But have you ever stopped to consider what's behind those magical lists of links?

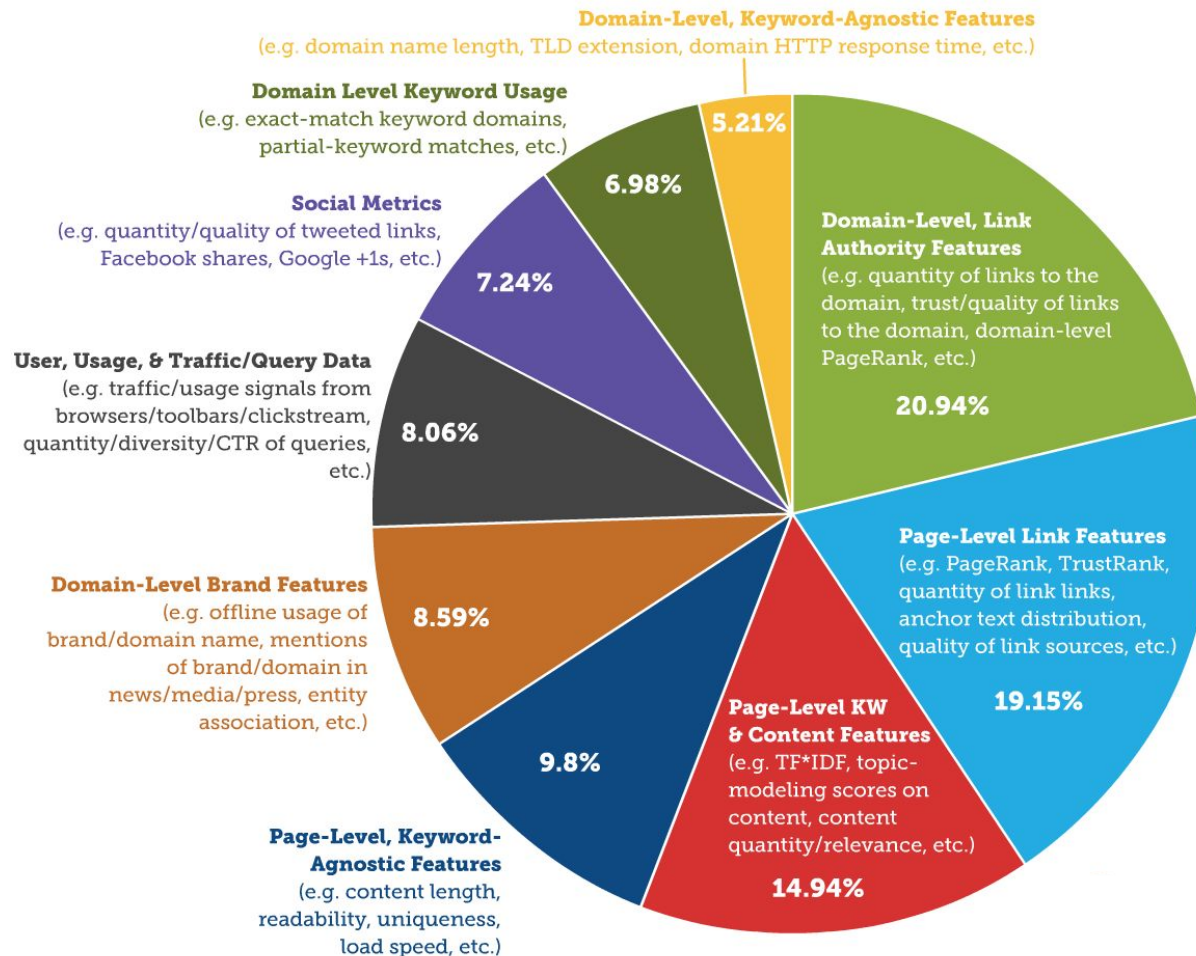
Here's how it works: Google has a crawler that goes out & gathers information about all the content they can find on the Internet. The crawlers bring all those 1s and 0s back to the search engine to build an index. That index is then fed through an algorithm that tries to match all that data with your query.



Product #2: SEO Campaigns

The ranking factors that go into a search engine's algorithm is complex - some of the key elements that make up the “SE” in SEO (note, this is a snapshot in time but these are always changing)

Weighting of Thematic Clusters of Ranking Factors in Google





Product #2: SEO Campaigns

Optimization, the final component of SEO

Content is King! This is a focused effort to create meaningful content that contains strategic keywords sprinkled throughout, written in a way that search engines understand & that users who arrive via search will like what they see & engage in it.

Optimization takes many forms.

1. Building an SEO-friendly site
2. On-Site SEO
3. Off-Site SEO



Product #2: SEO Campaigns

On-Site (or on-page) SEO

On-Site SEO is the process of optimizing elements on a website to rank higher & earn more relevant traffic from search engines. On-site SEO refers to optimizing both the content & the HTML source code of a site.

Beyond helping search engines interpret page content, proper on-site SEO also helps users quickly & clearly understand what a page is about and whether it addresses their search query.

In essence, good on-site SEO helps search engines understand what a human would see (& the value they would get) if they visited a page, so that search engines can reliably serve up what human visitors would consider high-quality content about a particular search query (keyword). The ultimate goal of on-site SEO can be thought of as attempting to make it as easy as possible for *both* search engines and users to:

- Understand what a webpage is about;
- Identify that page as relevant to a search query or queries (i.e. a particular keyword or set of keywords);
- Find that page useful and worthy of ranking well on a search engine results page (SERP).



Product #2: SEO Campaigns

On-Site (or on-page) SEO

This is done through a multi-faceted strategic process which includes:

1. **Content:** Relevant, Unique, Up-To-Date, Shareable & Professional
2. **Page Title & Meta Description:** These two elements are representative to a site to Google & are what will motivate (or not) a person searching for something to click to a site. No pictures, fancy anything - so it must be compelling to generate a click



webtexttool. | webtexttool turns every copywriter into a SEO ...
webtexttool.com/ ▾ Vertaal deze pagina
Webtexttool helps you optimize your text realtime while writing them! Quickly, excellent and smoothly optimized content - Sign up for a free account!

3. **100% SEO-Friendly Content:** Content needs to be both structured & focused in a way that is easy for the search bots to read & understand in a few seconds. To do this strategic, smart, useful placement of keywords is critical. For example, use the keyword 1x in the title, 1x in the meta description, 1x in H1tag, 1x in webpage URL - this structures & focuses the content for optimal search engine scanning.
4. **SEO-Friendly Design & Links:**
 - a. Website design needs to be clean, easy to navigate & mobile-friendly (need to be able to access all of the content & images)
 - b. Links - important that your site has links backward & forward to a category, sub-category & homepage - this connects a site's pages together making the site more accessible





Product #2: SEO Campaigns

Off-Site (or off-page) SEO

While keyword driven content & site optimization play a huge role in any successful SEO campaign, the real key to success is off-page! Off-page SEO is all about building links to a website. And the focus is on both quantity + quality

		Definition	Ranking Factor	Detail
1	Number of Links	Number of other sites linking to a site	By Far the Biggest	<ul style="list-style-type: none">• Google views a hyperlink to a site as a vote of confidence by another user, more = better• Critical they come from unique domains• Anchor text in link w/ keyword so easy to ID
2	Quality of Links	The expertise level of the site that is linking to another site	Close 2nd	<ul style="list-style-type: none">• Well-established sites more valuable• Good sites: High-PR / .edu or .gov• Google looks for sites that are Expert / Authority / Trustworthy (EAT)
3	Link Building Speed	How quickly a (new) site adds links	Important But Clear 3rd	<ul style="list-style-type: none">• Upward trajectory is key• Not too fast as Google will get suspicious & potentially penalize a site• Steady link building over time is key



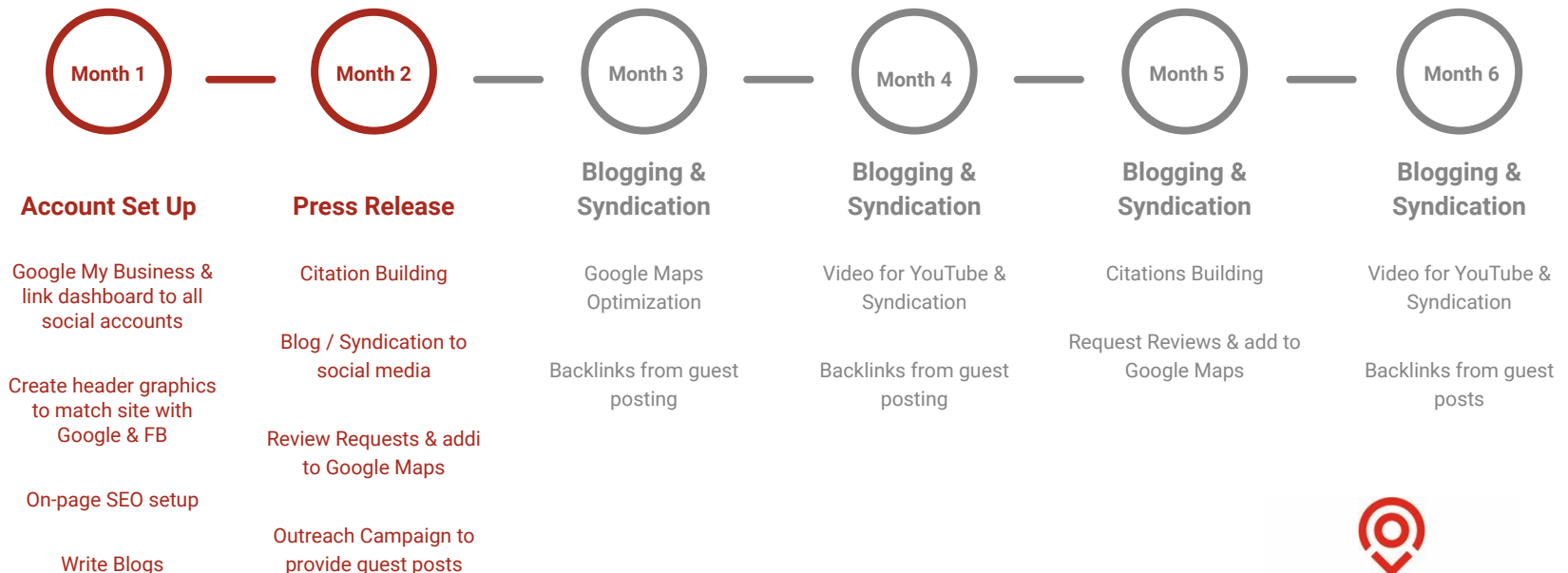


Product #2: SEO Campaigns

Off-Site (or off-page) SEO

Off-page links are earned or editorially placed & the way to do this is almost always by creating high-quality content over time

<p>Press Releases</p> <p>If picked up by local media, will have links to a site in the article</p>	<p>Blogging & Syndication to Social Media</p> <p>When someone is interested in the topic, they will click through to your site</p>	<p>Reviews & Reputation Management</p>
<p>Guest Posts</p> <p>Partnering with a complimentary expert to post an article on their website</p>	<p>Citation Building</p> <p>Any mention of a name, address or phone for a local business (directories, social platforms, apps, websites, etc)</p>	<p>Google My Business, Places & Maps</p>





Product #2: SEO Campaigns

Pricing & Turnaround Time

Custom SEO Campaigns	Price	Timeline
Set Up	\$1,350	1 month
Month 2 & Beyond	\$750	5 months

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