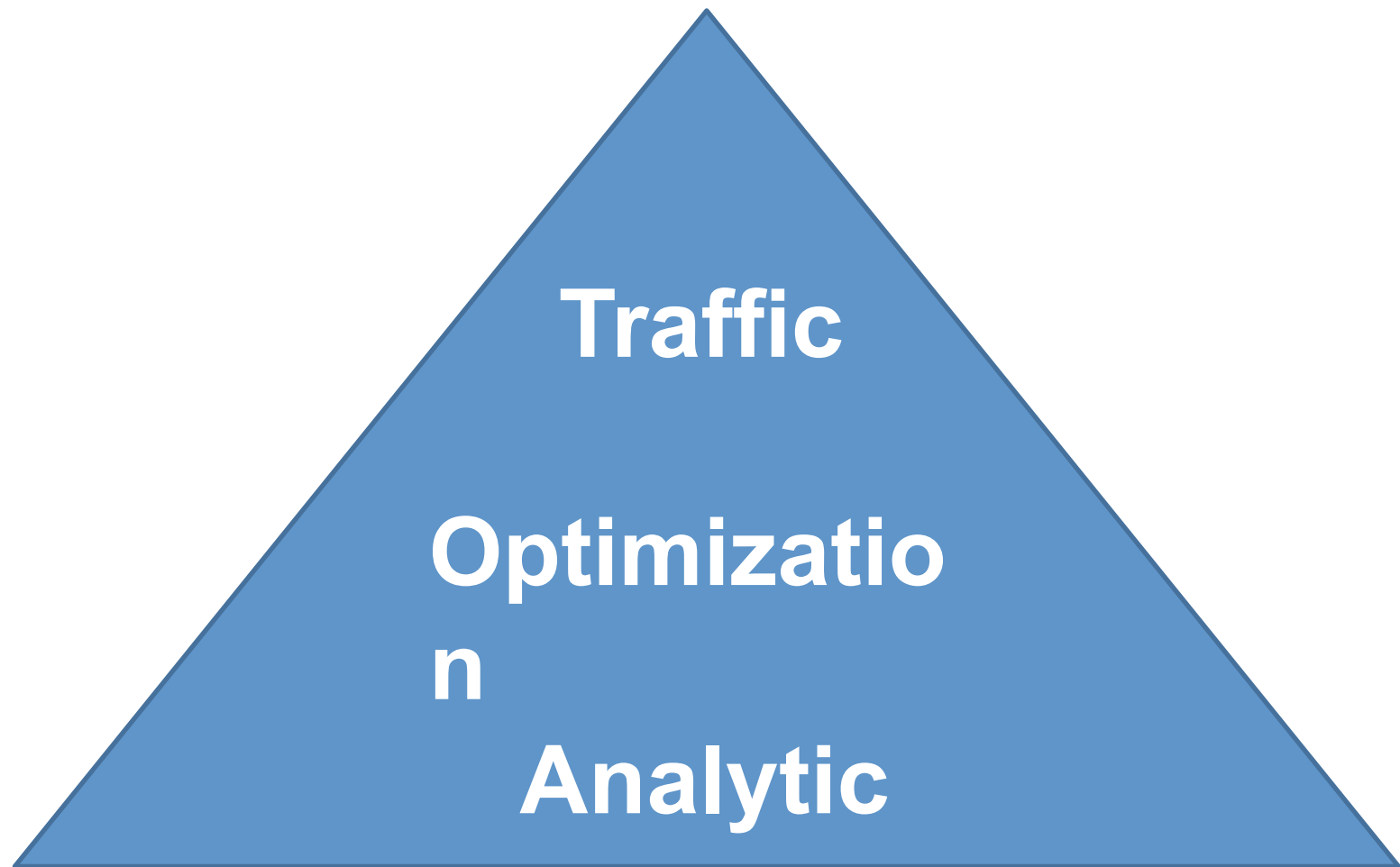


Internet marketing--the Correct Way

Barry Abraham

Internet marketing pyramid



Outline

- Analytics
- Website optimization
- Search engine—overview
- Search engine--organic traffic
- Search engine--local listings traffic
- Search engine--paid ad traffic
- Remarketing
- Reviews

Free guides

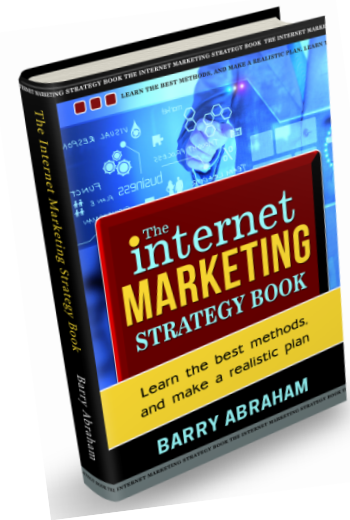
Google Analytics Cheat Sheet

Google Adwords Cheat Sheet

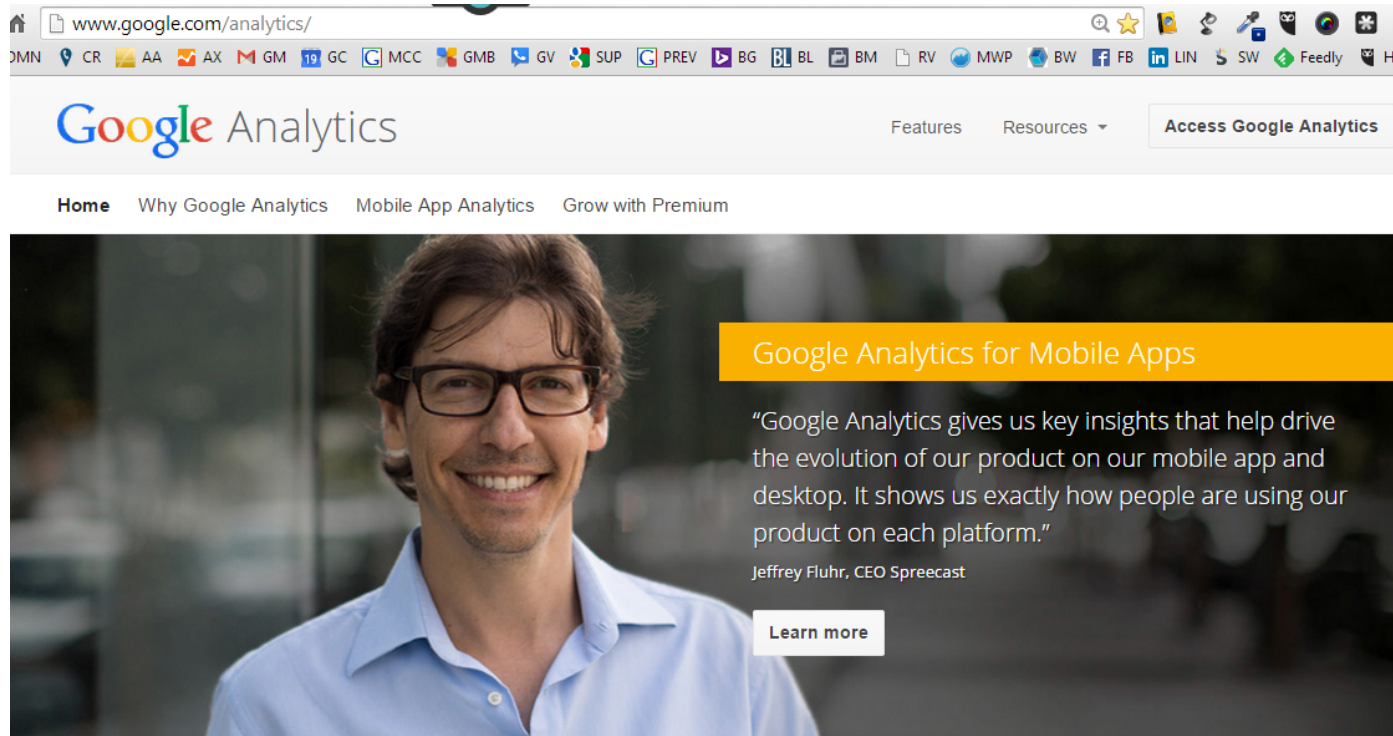
Remarketing Cheat Sheet

“The Internet Marketing Strategy Book” (PDF Version)

barryabraham@montessori.org



Google Analytics



Google Analytics

A-B-C

Acquisition

Behavior

Conversion

Create an Account

**[www.google.com/
analytics](http://www.google.com/analytics)**



**Click “Create an
Account”**

Add Tracking Code

```
<script>
|
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r] || function(){
  (i[r].q=i[r].q || []).push(arguments)},i[r].l=1*new
  Date();a=s.createElement(o),

m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.ins
ertBefore(a,m)
})(window,document,'script','//www.google-
analytics.com/analytics.js','ga');

ga('create', 'UA-667249-93', 'auto');
ga('require', 'displayfeatures');
ga('send', 'pageview');

</script>
```

Setup a “Goal”

Reporting Customization **Admin**

✓ **Goal setup** [Edit](#)
Custom

2 **Goal description**

Name

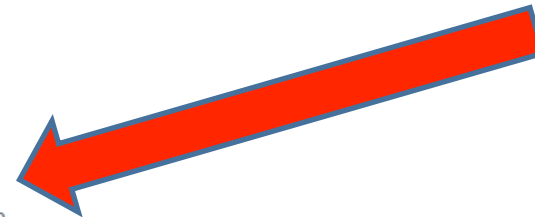
Goal slot ID

Type

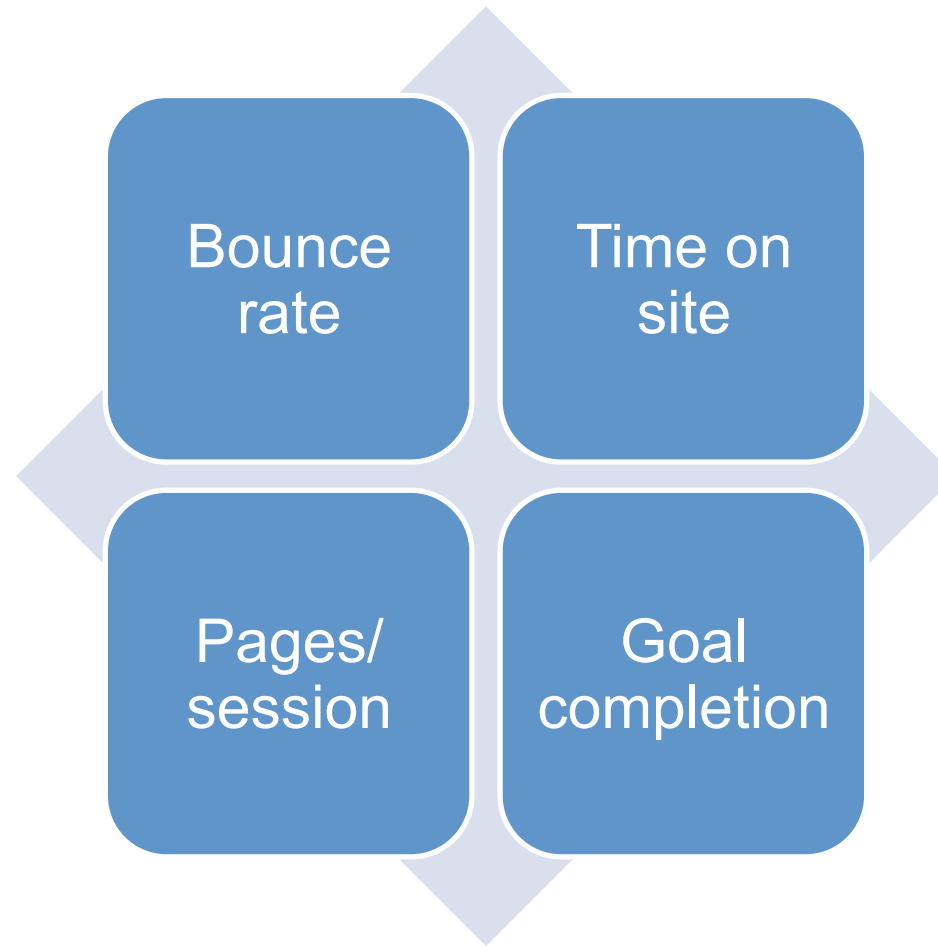
- ☐ Destination ex: thanks.html
- ☐ Duration ex: 5 minutes or more
- ☐ Pages/Screens per session ex: 3 pages
- ☐ Event ex: played a video

[Next step](#) [Cancel](#)

3 **Goal details**



Valuable Metrics



Metrics by Segment

	Bounce rate	Goal completion rate
DEVICE		
Desktop computers	32%	4%
Mobile smart phones	91%	0%
GENDER		
Men	49%	3%
Women	41%	5%
TRAFFIC SOURCE		
Google	19%	5%
Facebook	40%	2%
LANDING PAGE		
Homepage	28%	3%
Blog article 1	22%	5%
DAY OF THE WEEK		
Tuesdays	26%	1%
Fridays	43%	6%

How Important is Your Website?



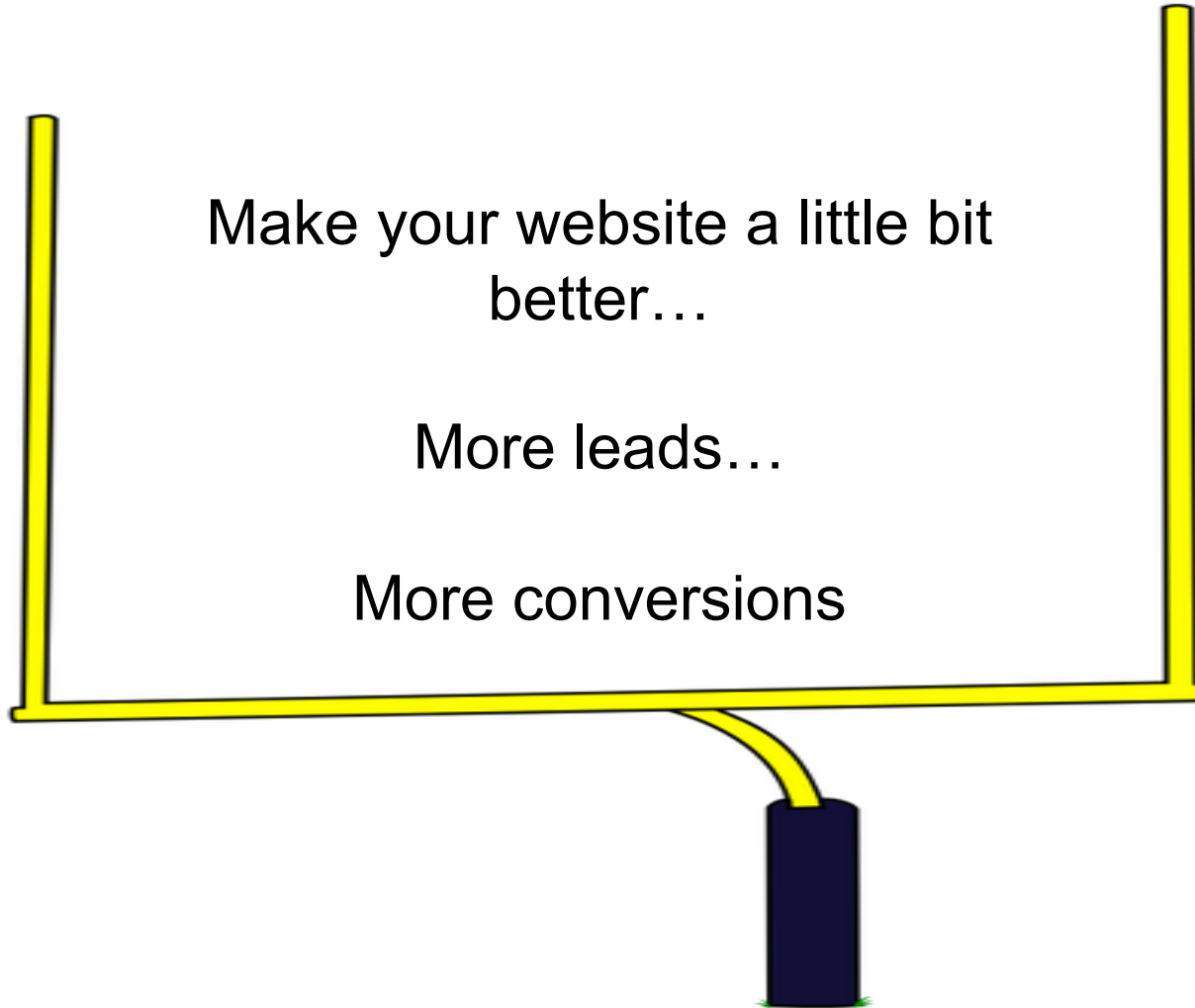
How important is your website?

Goal for 2015...

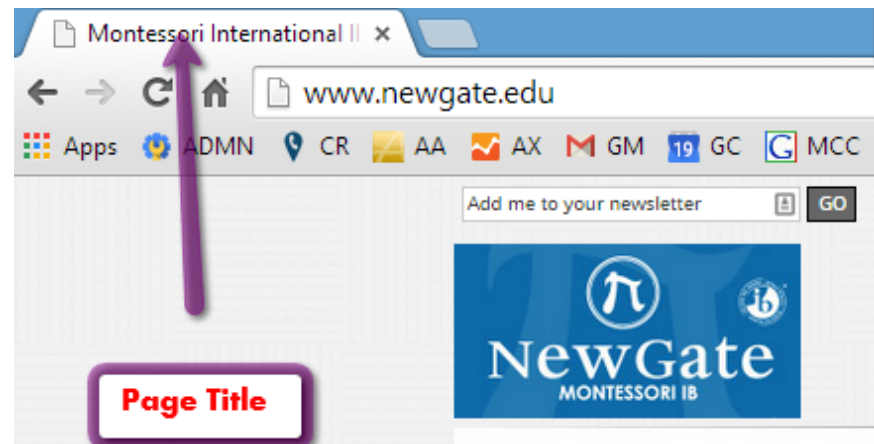
Make your website a little bit
better...

More leads...

More conversions



Put City and State in Page Title



```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
<html xmlns="http://www.w3.org/1999/xhtml" xmlns:fb="http://www.facebook.com/2008/fbml">
<head>
<meta name="google-site-verification" content="PMn2gaJ-uxJG6v4rMBRsin-M4904cyP6ojK7_Qm6" />
<meta http-equiv="X-UA-Compatible" content="IE=8" />
<title>Montessori International IB School Sarasota Florida</title>
<meta name="description" content="NewGate International Montessori School, Sarasota Flo" />
<meta name="keywords" content="international montessori school, international ib school" />
<!-- favicon -->
```

Relevance – Golden Triangle



Value Proposition

Add me to your newsletter NEWGATE SCHOOL, AN INTERNATIONAL MONTESSORI IB WORLD SCHOOL, 5237 ASHTON ROAD, SARASOTA, FL 34233, (941) 922-4949

[NEWS & BLOGS](#) [PHOTOS VIDEOS](#) [EVENTS CALENDAR](#) [AMAZON SMILE](#) [GIVE BACK](#)

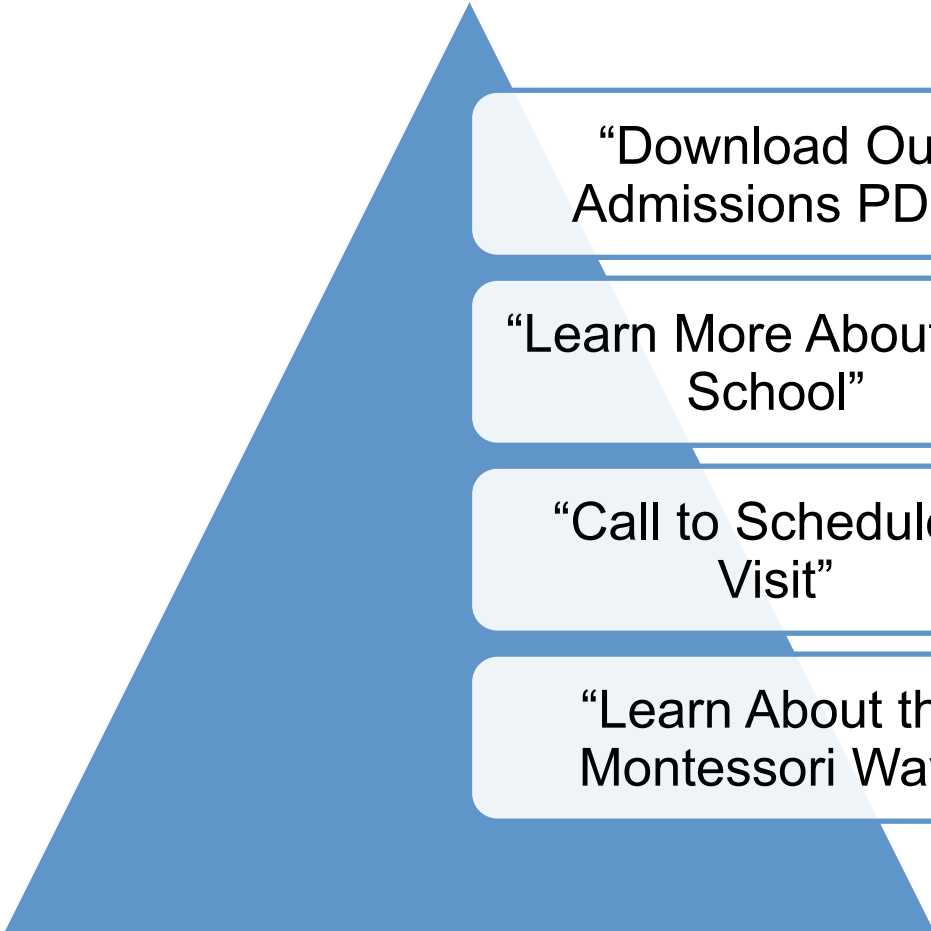
[HOME](#) [ABOUT NEWGATE](#) [A NEWGATE EDUCATION](#) [CURRICULUM](#) [PROGRAMS](#) [ADMISSION](#) [PARENTS](#) [STAFF & FACULTY](#) [CONTACT](#)



The Essence of NewGate's Secondary Montessori Program
These are the essential characteristics of our secondary Montessori [read more](#)

"Nurturing & Inspiring Curious, Creative and Gifted Minds"
A part of the Sarasota Community since 1984.

Call to Action



“Download Our
Admissions PDF”

“Learn More About Our
School”

“Call to Schedule a
Visit”

“Learn About the
Montessori Way”

Convey Openness

Convey
Openness

Convey Emotion

Convey
Emotion

Convey Emotion

Help
Build
Consensus

Load time



www.tools.pingdom.com

Make a List of Improvement Ideas

List as many improvement ideas you can think of. Ask others to do it too.

Prioritize them based on difficulty of implementation and possible benefit to be gained.



Mobile Device Appearance



Search Engine Strategies

The Google logo is displayed in its characteristic multi-colored font. The letters are blue, red, yellow, blue, green, and red, with a trademark symbol (TM) to the upper right.The Yahoo! logo is shown in a purple, serif font. It includes a registered trademark symbol (®) at the bottom right.The Bing logo is presented in a blue, sans-serif font. The dot above the 'i' is a small yellow circle, and a trademark symbol (TM) is located at the top right.

Parts of a “SERP”



[Web](#) [Maps](#) [News](#) [Images](#) [Shopping](#) [More ▾](#) [Search tools](#)

About 165,000 results (0.47 seconds)

Toledo, Ohio's Leading Montessori School | West Side ...
www.montessoritoledo.org/ ▾
West Side Montessori is a private school that meets or exceeds the State of Ohio curricula requirements for K-8 and is the only Toledo-area Montessori school ...
[Calendar](#) - [Summer Camp](#) - [Employment](#) - [Faculty](#)

West Side Montessori (Toledo Cam...
www.montessoritoledo.org
Google+ page

**7115 W Bancroft St**
Toledo, OH
(419) 868-1931

Montessori Day School
montessorischooltoledo.com
Google+ page

**5559 W Bancroft St**
Toledo, OH
(419) 537-7011

West Side Montessori (Perrysburg ...
www.montessoritoledo.org
Google+ page

**13587 Roachton Rd**
Perrysburg, OH
(419) 874-9385

Map results for Montessori school in Toledo Ohio



Map for Montessori school in Toledo Ohio

Ads (1)

Puffin Montessori School
www.puffinmontessori.com/ ▾
Montessori Preschool & Child Care
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Maumee Valley Preschool
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Full and Half Day Programs.
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Preschool Montessori
www.montessoriinstituteofbroward.com/ ▾
Bilingual Montessori Preschool for
Ages 3-6. Registration Discount.

Nexus Academy High School
nexusacademyhighschool.com/Toledo ▾
Personal Success Coaches & Small
Class Sizes. Get Info & Enroll Now!

iPlanet Academy Preschool
plus.google.com/Preschool ▾
Preschool at Coral Springs open for
1 to 5 years. VPK. Family Central!

Montessori Day School Toledo | Montessori Alternative ...
montessorischooltoledo.com/ ▾
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Financial Information - montessoritoledo.org
www.montessoritoledo.org ▾ [Home](#) ▾ [Prospective Parents](#) ▾ [Admissions](#) ▾
West Side Montessori (WSM) is committed to enrolling students from diverse backgrounds representing the global community. ... school campuses serving the communities of Toledo, Sylvania, Perrysburg, Maumee, ... **Toledo, OH 43615-3010**

West Side Montessori - Toledo, OH - School, Professional ...
<https://www.facebook.com/pages/West-Side-Montessori/121200301230909> ▾
West Side Montessori, Toledo, OH. 691 likes · 96 talking about this · 356 were here.
[Private school Toledo and Perrysburg Ohio. Preschool, kindergarten](#)

Parts of a “SERP”

Google search results for "Montessori school in Toledo Ohio".

Organic

Web Maps News Images Shopping More Search tools

About 165,000 results (0.47 seconds)

Local

Organic

Map for Montessori school in Toledo Ohio

Ads

Paid ads

Organic Results:

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Map Results:

Map for Montessori school in Toledo Ohio

Ads:

- Puffin Montessori School**
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A Place To Grow, Learn & Play.
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(419) 381-1313
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Schedule A Campus Tour Today!
- Preschool Montessori**
www.montessoriinstituteofbroward.com/
Bilingual Montessori Preschool for
Ages 3-6. Registration Discount.
- Nexus Academy High School**
nexusacademyhighschool.com/Toledo
Personal Success Coaches & Small
Class Sizes. Get Info & Enroll Now!
- iPlanet Academy Preschool**
plus.google.com/Preschool
Preschool at Coral Springs open for
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plus.google.com/Preschool
Preschool at Coral Springs open for
1 to 5 years. VPK. Family Central!

Organic—How SE's Work

Google search results for "Montessori school in Toledo Ohio".

Search results include:

- Toledo, Ohio's Leading Montessori School | West Side ...**
www.montessoritoledo.org/
West Side Montessori is a private school that meets or exceeds the State of Ohio curricula requirements for K-8 and is the only Toledo-area Montessori school ...
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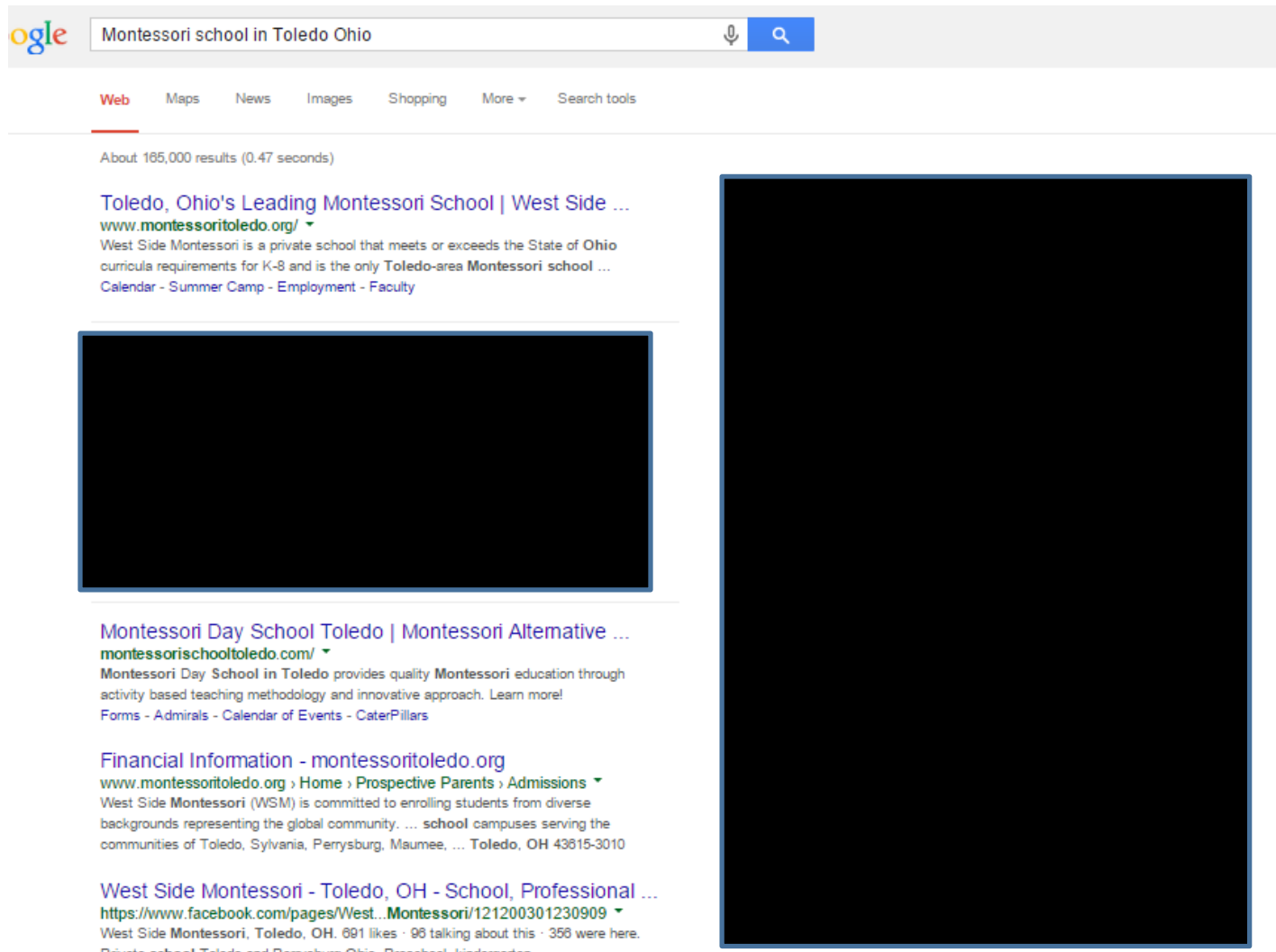
Map for Montessori school in Toledo Ohio

Map showing Toledo, Ohio, with locations marked A, B, and C. Map data ©2014 Google.

Ads (1)

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plus.google.com/Preschool
Preschool at Coral Springs open for
1 to 5 years. VPK. Family Central!

Organic—How SE's Work



The image is a screenshot of a Google search results page. The search bar at the top contains the text "Montessori school in Toledo Ohio". Below the search bar, the "Web" tab is selected. The results show "About 165,000 results (0.47 seconds)". The first result is titled "Toledo, Ohio's Leading Montessori School | West Side ..." with the URL "www.montessoritoledo.org/". The snippet describes West Side Montessori as a private school meeting or exceeding Ohio's K-8 curriculum requirements. Below this is a small black rectangular placeholder. The second result is titled "Montessori Day School Toledo | Montessori Alternative ..." with the URL "montessorischooltoledo.com/". The snippet mentions quality Montessori education through activity-based teaching. Below this is another small black rectangular placeholder. The third result is titled "Financial Information - montessoritoledo.org" with the URL "www.montessoritoledo.org". The snippet states the school's commitment to enrolling students from diverse backgrounds. The fourth result is titled "West Side Montessori - Toledo, OH - School, Professional ..." with the URL "https://www.facebook.com/pages/West...Montessori/121200301230909". The snippet shows the school's Facebook page information, including 691 likes and 96 talking about this. To the right of the search results is a large, solid black rectangular area.

Montessori school in Toledo Ohio

Web Maps News Images Shopping More Search tools

About 165,000 results (0.47 seconds)

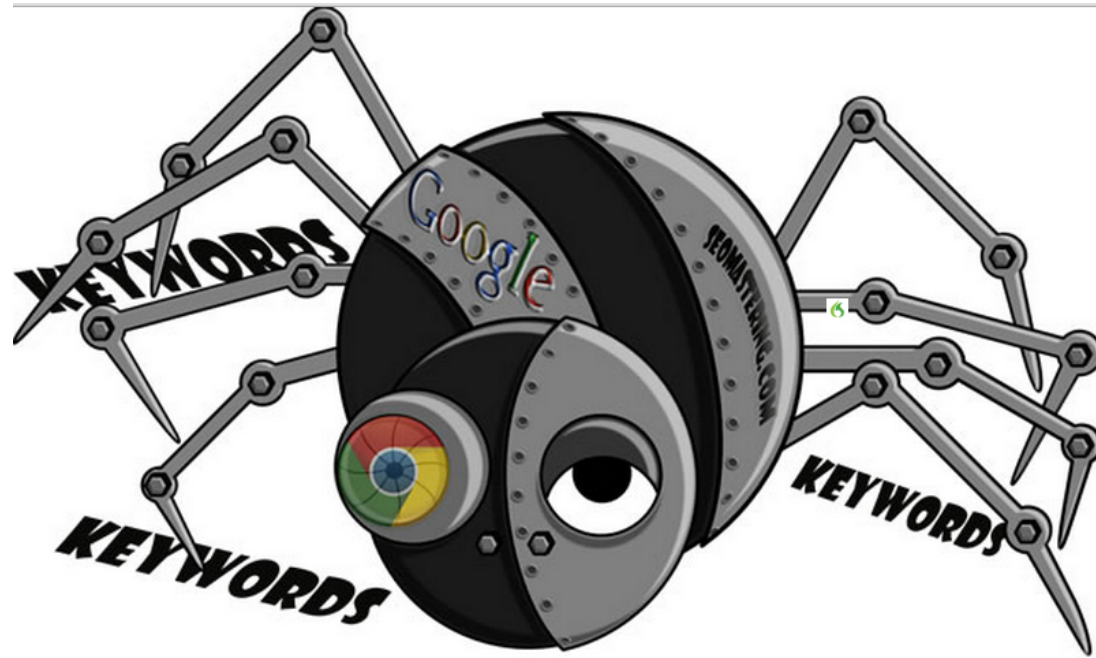
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West Side Montessori - Toledo, OH - School, Professional ...
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West Side Montessori, Toledo, OH. 691 likes · 96 talking about this · 358 were here.
[Private school Toledo and Perrysburg Ohio](#) - [Preschool](#) - [kindergarten](#)

Spiders



How is Rank Determined?

Relevancy

Credibility

Google's algorithm considers over 200 factors!

Wikipedia--model for good SEO

The screenshot shows the Wikipedia article for P. T. Barnum. A red box highlights the browser tab title "P. T. Barnum - Wikipedia, t...", and a red arrow points to the URL "en.wikipedia.org/wiki/P._T._Barnum". Another red box highlights the article title "P. T. Barnum".

Wikipedia Article Structure:

- Page Title:** P. T. Barnum - Wikipedia, t...
- URL:** en.wikipedia.org/wiki/P._T._Barnum
- Article Title:** P. T. Barnum
- Text:**

Phineas Taylor Barnum (July 5, 1810 – April 7, 1891) was an American showman and businessman remembered for promoting celebrated hoaxes and for founding the [Barnum & Bailey Circus](#).^[1] Although Barnum was also an author, publisher, philanthropist, and for some time a politician, he said of himself, "I am a [Please say that again](#) ssion...and all the gilding shall make nothing else of me",^[2] and his personal aim was "to put money in his own coffers".^[3] Barnum is widely, but erroneously, credited with coining the phrase "There's a sucker born every minute".^[4]

Born in [Bethel, Connecticut](#), Barnum became a small-business owner in his early twenties, and founded a weekly newspaper, before moving to New York City in 1834. He embarked on an entertainment career, first with a [variety troupe](#) called "Barnum's Grand Scientific and Musical Theater", and soon after by purchasing [Scudder's American Museum](#), which he renamed after himself. Barnum used the museum as a platform to promote hoaxes and human curiosities such as the [Feejee mermaid](#) and [General Tom Thumb](#).^[5] In 1850 he promoted the [American tour](#) of singer [Jenny Lind](#), paying her an unprecedented \$1,000 a night for 150 nights. After economic reversals due to bad investments in the 1850s, and years of litigation and public humiliation, he used a lecture tour, mostly as a [temperance](#) speaker, to emerge from debt. His museum added America's first aquarium and expanded the [wax-figure](#) department.

Barnum served two terms in the [Connecticut](#) legislature in 1865 as a [Republican](#) for [Fairfield](#). With the ratification of the [Thirteenth](#)
- Image:** A portrait of P. T. Barnum, a man in a dark suit and bow tie, sitting in a chair.

Credibility Factors

- Age of the page/site
- Click-Through-Rate
- Time on page/site
- Backlinks!!!!

Backlinks



Best Advice for Organic Visibility

- Have pages that are focused on one main keyword phrase.
- Provide content that is informative and valuable—that people will WANT to link to.
- For quality content, consider adding:
 - Good lists (people like lists)
 - Lots of stories!
 - Informative videos
 - Images with people's faces
- Think: quality, value, and stickiness

Best Organic SEO Mechanism: A Blog

- Create posts on a regular basis that focus on a certain keyword phrase.
- Depending on your website platform and development techniques, posts are usually separate pages in themselves. Every one you create gives you a chance to appear in organic search results.
- New posts also give you something to promote on social media.
- The cumulative effect of making regular blog posts is significant.

Local Listings

ogle

Montessori school in Toledo Ohio

Web Maps News Images Shopping More Search tools

About 165,000 results (0.47 seconds)

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Map for Montessori school in Toledo Ohio

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Class Sizes. Get Info & Enroll Now!

iPlanet Academy Preschool
plus.google.com/Preschool ▼
Preschool at Coral Springs open for
1 to 5 years. VPK. Family Central!

Citations

Citations = Mentions of your business,

Especially the NAP (Name, address, phone number)

Anywhere on the web!

- Directory sites (like yellowbook.com, yelp.com, etc)
- Social media sites
- Even your own website!

Top citation sources for education

moz.com/learn/local/citations-by-category#Education

CR AA AX GM 19 GC MCC GMB GV SUP PREV BG BL BM RV MWP BW FB LIN SW Feedly HS

Top Citation Sources for Doctors

- healthgrades.com
- yellowpages.com
- yelp.com
- local.webmd.com
- local.yahoo.com
- superpages.com
- indeed.com
- ucomparehealthcare
- facebook.com
- health.usnews.com

Top Citation Sources for Education

- en.wikipedia.org
- yelp.com
- local.yahoo.com
- yellowpages.com
- facebook.com
- education-portal.com
- campusexplorer.com
- 50states.com
- hackcollege.com
- USNews.com

Directory Sites

AllPages.com
AngiesList.com
BBB.org
BingPlaces.com
Bizwiki.com
Cherrp.com
Citygrid.com
Company.com
Companylist.org
Ezlocal.com
Foursquare.com
Kudzu.com
LinkedIn.com
Local.botw.org
Local.com
Local.yahoo.com
Localdatabase.com
Localguides.com
LocalPages.com
Makeitlocal.com
Manta.com
Matchpoint.com/directory
MerchantCircle.com
Mojopages.com
Mygreenpages.com/
Mylocalservices.com
Nethulk.com/
Nexport.com/
Oneclicklocal.com
Oodle.com

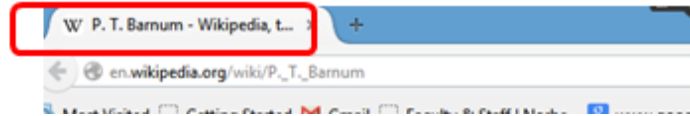
Patch.com
Pegasusdirectory.com/
Premiumpages.net
Revark.com
Salespider.com
Seekitlocal.com
Serviceslisted.com
Sheridanmedia.bizlistonline.com/
Showmelocal.com
Snaplocalbiz.com
Socialraves.com
Socialstreets.com
Somuch.com
Speedy-pete.com/
SuperPages.com / SuperMedia.com
Tenlist.com
Theultimateonlinedirectory.com
Theusaexplorer.com
Thinklocal.com
Thumbtack.com
Topix.com
Whofish.com
YellowBook.com
Yellowee.com
Yellowhours.com
Yellowise.com
Yellowmoxie.com
Yelp.com
YP.com

Best Practices for Building Citations

- The more, the better
- Be very consistent with business name, address, and phone number. (Try to correct any inconsistencies.)
- Make sure you choose the correct business category.
- Complete the profile as much as possible--add images, short description, long description, office hours, etc.

Best Practices for Local Listings

- Have many consistent citations.
- Make sure your Google plus page looks good.
- Link to your Google plus page from your website.
- Make sure your website has your city and state in the page title of every



- Generate some reviews (minor ranking factor, but major customer acquisition factor)
- Remember, local ranking is not about prominence of a webpage or website, it's about the prominence and perceived credibility of a business.

Pay-per-click ads

google Montessori school in Omaha Nebraska

Web Maps News Images Shopping More Search tools

About 59,700 results (0.46 seconds)

Omaha Montessori School - Quality Montessori preschool
Ad www.montessorichildrensacademy.net/ (402) 819-5270
Enroll Your Child Today!
map - gallery
14340 Harrison St, Omaha, ne

Papillion Montessori - montessori-papillion.com
Ad www.montessori-papillion.com/ (402) 502-5800
Preschool/Daycare call for a tour!

Preschool Montessori - montessoriinstituteofbroward.com
Ad www.montessoriinstituteofbroward.com/
Bilingual Montessori Preschool for Ages 3-6. Registration Discount.
Contact Us Today - Elementary Programs - Preschool Programs

Montessori Educational Center Inc
www.omahamontessori.com
Google+ page

Montessori International School-Plains
www.plainsmontessori.org
Google+ page

Montessori Learning Center of Dundee
www.montessoriofdundee.com
Google+ page

The Hills Montessori of Omaha
www.thehillsmontessoriomaha.com

Montessori Educational Center Inc
400 S 39th St
Omaha, NE
(402) 393-1311

Montessori International School-Plains
7001 Oak St
Omaha, NE
(402) 614-9074

Montessori Learning Center of Dundee
5103 Capitol Ave
Omaha, NE
(402) 558-6018

The Hills Montessori of Omaha
6210 N 107th St
Omaha, NE

Map for Montessori school in Omaha Nebraska

Ads

Puffin Montessori School
www.puffinmontessori.com/
(855) 855-9250
Montessori Preschool & Child Care
A Place To Grow, Learn & Play.

Montessori Preschool
www.discoverykidsexperience.com/
Wonder-filled Learning Experiences
for children 12 months - 5 years

Marblue Montessori
www.marbluemontessori.com/
An authentic Montessori program for
children 18 mo-12 years of age.

Fulltime infant openings

Two Simultaneous Goals



Get Clicks

(Be visible to people who might become customers)



Avoid Clicks

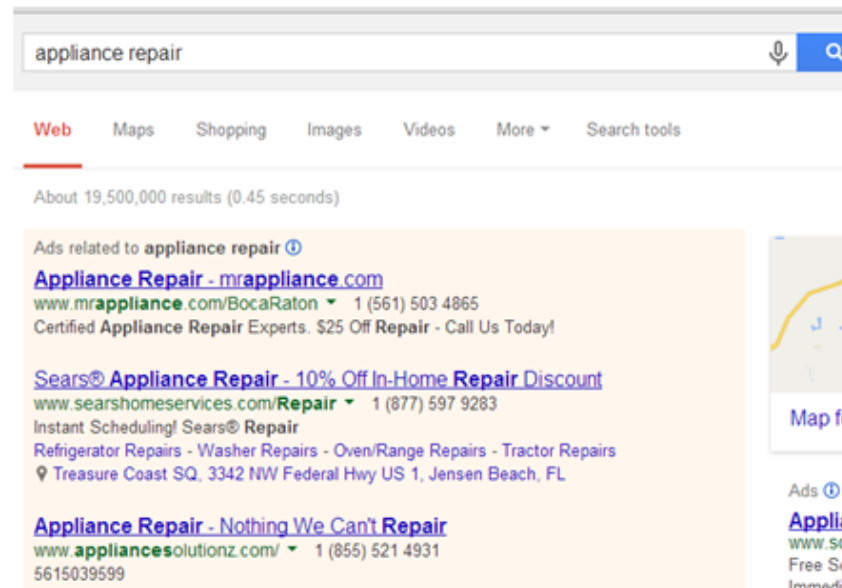
(Be invisible to everyone else)

Auction-Based System



Ad Ranking System

$$\text{BID} \times \text{QUALITY SCORE} = \text{RANK}$$



The screenshot shows a Google search interface with the query 'appliance repair'. Below the search bar, there are tabs for 'Web', 'Maps', 'Shopping', 'Images', 'Videos', and 'More'. The search results indicate 'About 19,500,000 results (0.45 seconds)'. Three ads are displayed:

- Appliance Repair - mrappliance.com**
www.mrappliance.com/BocaRaton 1 (561) 503 4865
Certified Appliance Repair Experts. \$25 Off Repair - Call Us Today!
- Sears® Appliance Repair - 10% Off In-Home Repair Discount**
www.searshomeservices.com/Repair 1 (877) 597 9283
Instant Scheduling! Sears® Repair
Refrigerator Repairs - Washer Repairs - Oven/Range Repairs - Tractor Repairs
Treasure Coast SQ, 3342 NW Federal Hwy US 1, Jensen Beach, FL
- Appliance Repair - Nothing We Can't Repair**
www.appliancesolutionz.com/ 1 (855) 521 4931
5615039599

On the right side of the ads, there is a map snippet and a 'Map for' button. Below the map, there is a small section titled 'Ads' with a link to 'Applia' and some text: 'www.sol', 'Free Ser', and 'Immediat'.

Match Types

Broad

Modified Broad

Phrase

Exact

Negative

Easy cake recipes

Easy +cake +recipes

“easy cake recipes”

[easy cake recipes]

-wedding



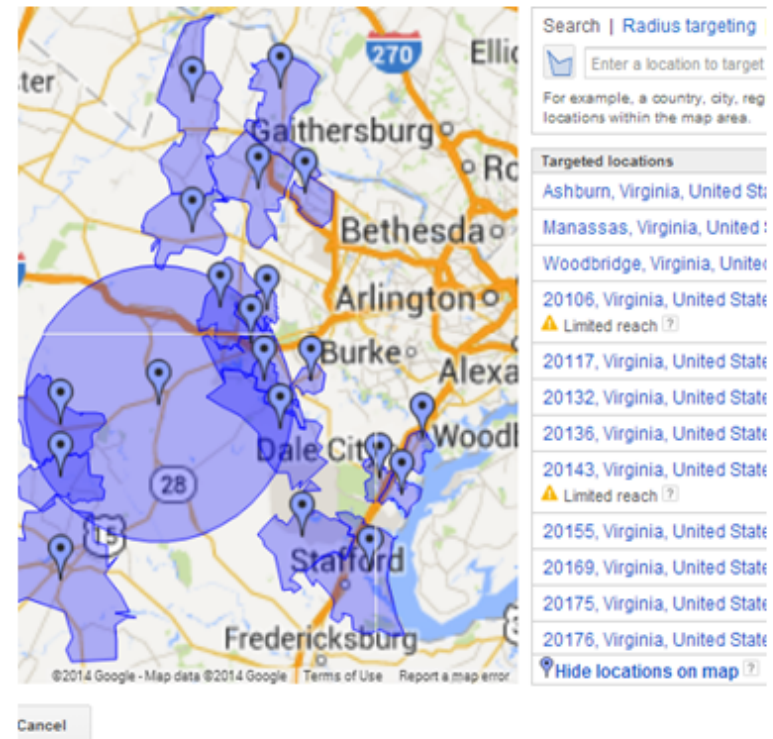
Targeting

Location Target by:

- Country
- State
- City
- Congressional District
- Zip code
- Radius

Also, Target by:

- Schedule (days, times, etc.)
- Device



Pay-Per-Click Advice

- Think relevancy! (Keyword “private school”... Ad text “private schools”... Landing page “private school”)
- Take a “watch every penny” attitude. (Look at the data!)
- Think of each keyword as a salesman.
- Always add more and more negative keywords to streamline your spending.
- Best advice: Hire a professional. It's very difficult to be competitive with pay per click ads in a cost-effective way. It requires a deep knowledge of the system.

Remarketing

Advertising to the right people--those who have already taken an interest.



Lots of bang for the buck!

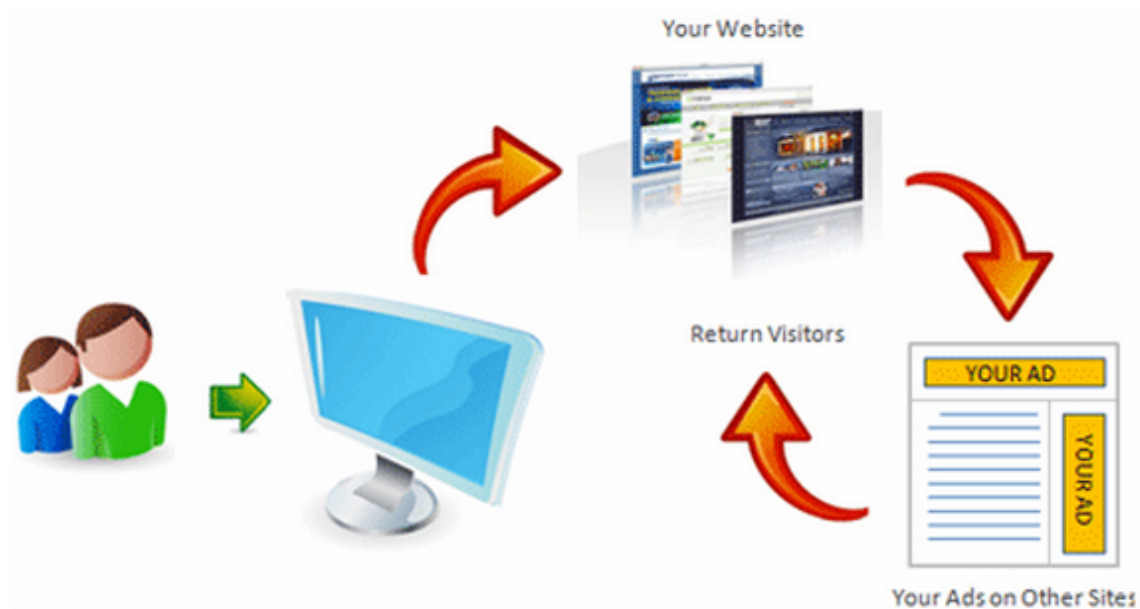


How It Works

- A parent of a three or four-year-old child is considering where they might send their child to preschool or kindergarten.
- Through some means (referral, Google ad, newspaper, etc.), they find out about your school.
- They go to your website and take a look.
- They leave your website, and soon get occupied with other things—more-or-less forgetting about your school.
- A few days later, they are reading a news article on their iPad. Next to the article is a small ad that says "NewGate Montessori School--Call now and schedule a visit."
- They think, "Oh yeah, that did look like a good school. Maybe I will plan a visit."

Remarketing Effect

Remarketing ad serves as a reminder to people who have recently taken an interest by looking at your website—or just specific pages on your site..



Remarketing PPC

Remarketing ads are pay-per-click display ads.

The screenshot shows a web page with several remarketing ads. The ads are as follows:

- password again?**
Learn about the simple mouse click to this common problem - the password manager.
- VA Loans for Veterans**
Veterans Can Qualify for \$0 Down VA Loan. Pre-Qualify Today!
www.vamortgagecenter.com
- How To Write e-Books**
Let AuthorHouse Teach You How To Publish E-Books. Get A Free Guide!
www.authorhouse.com
- \$19 * Cheap Car Insurance**
(Florida Residents Only)
Get a Free Quote & Save 55-75%!
quotelab.com/Florida
- Body Language Basics**
Customizable training materials to teach basic body language courses.

On the right side of the screenshot, there is a small box labeled "Ads by Google" with a "what's this?" link. The ad in this box is for **CTU™ Online Programs**, with the text "It's not Too Late To Enroll At CTU. Start On The Path To A New Degree!" and the website www.coloradotech.edu.

Click costs are cheap.

Impressions are free! (with Google)

Stats for Remarketing

NewGate School—March, 2015



Campaign	Budget ?	Status ?	Campaign type ?	Campaign subtype	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Converted clicks ?
 Remarketing	\$8.00/day 	Eligible	Display Network only	Remarketing	10	2,367	0.42%	\$0.35	\$3.49	2

TOTAL CHARGE FROM GOOGLE: \$3.49!

Remarketing Key Points

- Remarketing codes/scripts are placed on your webpages. (These interact with cookies used by Google/Facebook.)
- You customize one or more "audiences" based on the pages that they visit. (You can also create an audience of simply "new site visitors.")
- A window of time is set, for example, you can set it to advertise to people who were new site visitors within the last 20 days.
- You can easily control your daily budget, and amount you are willing to pay for a click.
- You can also limit the geographic locations, actual websites, and types of websites where your ad will appear.
- Requires a privacy policy that mentions your site uses remarketing.
- Requires an audience of at least 100 to begin advertising. That's for anonymity and privacy.

Online Reviews

yelp.  facebook. Google Citysearch® twitter bing™

Set Emails Per Day



Website can automatically send feedback requests to your customers for you.

Choose a customer communication method:

- ☒ **Automatic** - Feedback requests are sent automatically.
- ☐ **Manual** - Send your feedback requests manually.

We recommend Automatic mode. You can still send feedback requests to individuals any time you want so it is the best of both worlds.

Automatic mode will send emails  per day.

You will get the best rankings and results if you build your reviews gradually over time, instead of all at once.

Parent Receives Feedback Request Email

NewGate School <mailto:mailer@reviewability.com> 5:16 PM (1 hour ago)
to me 



Dear Barry,

Thank you for the trust you place in us by letting us educate your child at NewGate School. We appreciate it, and value you in the NewGate family. To help us in our efforts to keep improving, we request that you give us some feedback. Just click on the button below.



NewGate School
5237 Ashton Road
Sarasota, FL 34233
[\(941\) 922-4949](tel:9419224949)
[Need directions?](#)



Feedback Page



We'd love to hear from you

NewGate School

5237 Ashton Road Sarasota, FL | (941) 922-4949

Your Feedback

How likely is it that you would recommend our school to a friend or colleague?

6

0 1 2 3 4 5 6 7 8 9 10

0 = Definitely Not 10 = Definitely

How did you feel about your experience with us?

Write comments here...

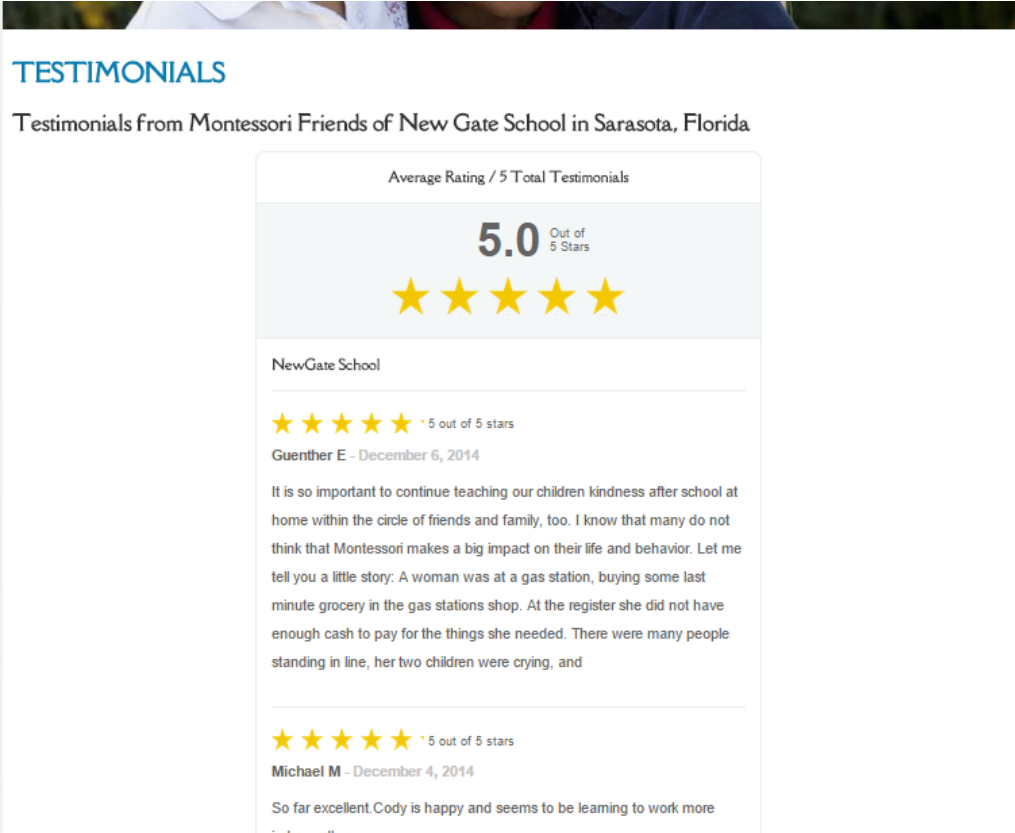
Automated Follow-Up



Website Testimonials Page

www.newgate.com/testimonials

- Has true SEO value!
- Counts as real, fresh content on your site.
- Structured in the Schema.org review format, which means search engines recognize these as reviews.
- Google often displays links to these pages in search results, as "review pages."
- Helps convince visitors to your site that you have a lot of happy customers!



The screenshot shows a website titled "TESTIMONIALS" for "NewGate School". It features a section for "Average Rating / 5 Total Testimonials" with a "5.0 Out of 5 Stars" rating displayed as five yellow stars. Below this, there are two individual testimonials, each with a 5-star rating and a date. The first testimonial is from "Guenther E" dated "December 6, 2014", and the second is from "Michael M" dated "December 4, 2014".

TESTIMONIALS

Testimonials from Montessori Friends of New Gate School in Sarasota, Florida

Average Rating / 5 Total Testimonials

5.0 Out of 5 Stars

NewGate School

★★★★★ 5 out of 5 stars
Guenther E - December 6, 2014

It is so important to continue teaching our children kindness after school at home within the circle of friends and family, too. I know that many do not think that Montessori makes a big impact on their life and behavior. Let me tell you a little story: A woman was at a gas station, buying some last minute grocery in the gas stations shop. At the register she did not have enough cash to pay for the things she needed. There were many people standing in line, her two children were crying, and

★★★★★ 5 out of 5 stars
Michael M - December 4, 2014

So far excellent.Cody is happy and seems to be learning to work more independently

Montessori Foundation Internet Marketing Package

- Professionally managed Google Adwords search engine advertising
- Remarketing advertising through Google AdWords
- A link from the Montessori Foundation's website to your school's website (valuable for search engine optimization because of the foundation's high "authority" ranking by Google & Bing)
- Bi-monthly reports on your website's ranking and optimization for organic and local search
- Google Analytics management, monitoring, and reporting
- Google Plus optimization
- General consulting on: website effectiveness, search engine strategies, and overall Internet marketing opportunities

Setup: \$450 Monthly: \$325

Questions? Email: barryabraham@montessori.org

Montessori Foundation Internet Marketing Package

Special promotion:

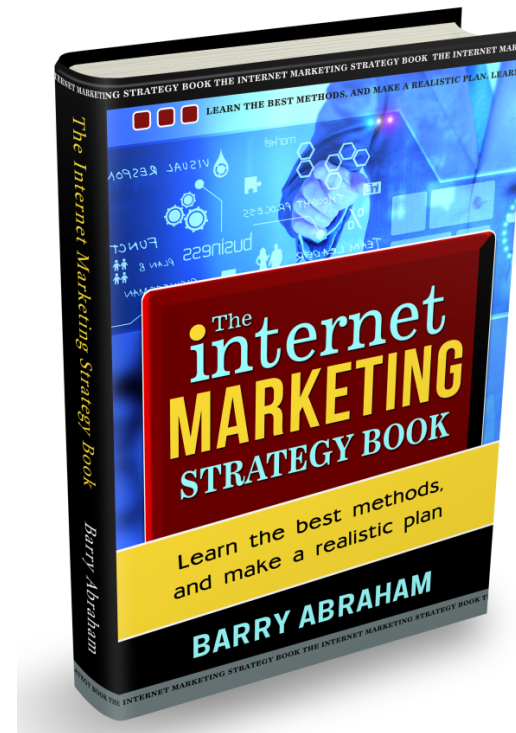
\$150 Off Setup Fee

(Until April 20th, 2015)

Questions? Email: barryabraham@montessori.org

Giveaways

- Summary of this presentation
- Free PDF of my book
- AdWords Cheat sheet
- Analytics Cheat sheet
- Remarketing Cheat sheet



barryabraham@montessori.org