

Welcome to Content Branding Solutions - Discover ▪ Content that Connects



# BRAND IMAGINEERING

CONTENT BRANDING SOLUTIONS ARTICLES

Nine (9) SEO Solutions to Improve Your Online Rankings



Content ▪ Brand Imagineering ▪ Graphics ▪ Marketing ▪ Multimedia Design



We Communicate in Words, Images, and Actions for all your Content Marketing Needs

## Discover Content Branding Solutions

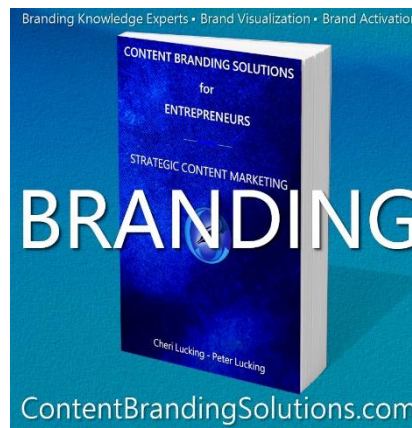
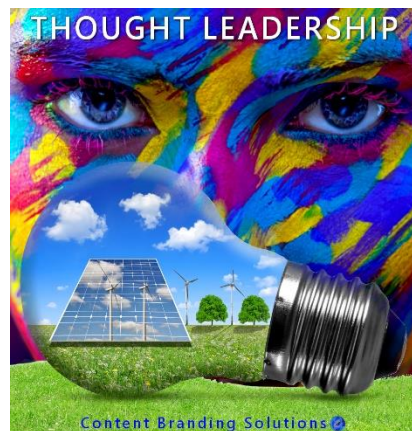
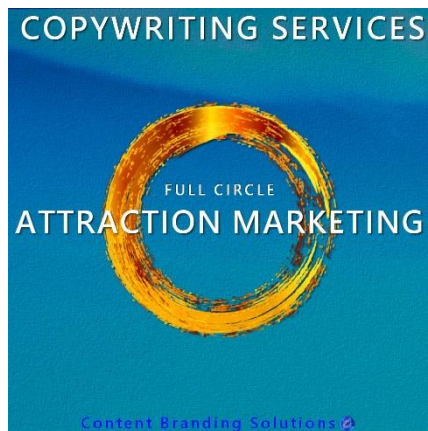
We Imagineer Brands by repositioning You to give You the Competitive Advantage utilizing Branded Content, Images, and Graphics to tell Your Story and the Vision of Yourself You Wish to Portray.

**We are Experienced Content Writers. We have published content for multiple genres, including TV, Radio, and Multimedia.**

**We Write Blogs, eBooks, White papers, Custom Case Studies, and Emails with creative, eye-catching graphics.**

**We share our love of Persuasive Words and Graphics to Empower You to Act.**

*Click an Image To Explore Our Skills*



**Discover why We are the Proven Team that will Get Results for You as Together We Imagineer Your Brand.**



<b>BRAND IMAGINEERING CONTENT BRANDING SOLUTIONS ARTICLES .....</b>	<b>1</b>
<b>Discover Content Branding Solutions.....</b>	<b>2</b>
<b>How to Maximize your SEO with 9 Search Engine Optimization (Seo) Tips .....</b>	<b>4</b>
We Share the Best Ways to Be on Page 1 of Google for Your Area of Expertise .....	4
Lay the foundation for your Search Engine Optimization Success .....	5
11 Things You Need to Know about Your Customers .....	5
How to Create Your Unique Firm Identity and Offer .....	8
The A-B-C to Search Engine Optimization.....	10
Research What Your Competitors Are Doing – Now Do It Better.....	12
Tips to Fix Your Website's Technical SEARCH ENGINE OPTIMIZATION (Seo) Issues.....	13
Optimize Your Website Images and Pages to Improve your SEARCH ENGINE OPTIMIZATION SEO .....	15
Six Key Tasks to Help You Optimize Your SEARCH ENGINE OPTIMIZATION (SEO):.....	16
Optimize Your Google My Business Page .....	18
Get Testimonials and Reviews on Google and Yelp.....	19
Manage Local Business Listings and Reviews .....	21
Get Links from Websites in Your Local Area and National Area .....	22
<b>About The Authors .....</b>	<b>25</b>
Cheri Lucking.....	25
Peter Lucking .....	25





## How to Maximize your SEO with 9 Search Engine Optimization (Seo) Tips

How to maximize your website rankings 9 Search Engine Optimization (Seo) tips to help you attract, retain, and convert more BD, Marketing, Sales, and Services, Clients. These tips will help you get a competitive advantage in your marketplace.

It can be expensive for small businesses to medium-sized firms to utilize pay-per-click to increase their positioning in the market. Organic Search Engine Optimization is a solution that all business website designers should use in conjunction with regular Seo posts and industry white papers. Unfortunately, many small to medium-sized firms and professional practices focus on their work, often neglecting their websites. It is incredible how many small businesses have little or no SEARCH ENGINE OPTIMIZATION (Seo) on their business websites!

**Organic search rankings take time and consistency, in the same way as building an influential portfolio of work.  
Nothing happens overnight without effort and consistency.**

Businesses should never neglect or overlook their SEARCH ENGINE OPTIMIZATION. If you want to improve your online search engine rankings to grow your firm, this is the place to start.

## We Share the Best Ways to Be on Page 1 of Google for Your Area of Expertise

We show you the best ways to utilize these nine (9) inexpensive SEARCH ENGINE OPTIMIZATION (Seo) fixes that will help you improve your rankings, are competitive in the marketplace, and attract qualified clients to your website for your area of expertise.

The SEARCH ENGINE OPTIMIZATION (Seo) Remedies to Get Proven results Include:

1. **Target Your market with your SEARCH ENGINE OPTIMIZATION (Seo)**
2. **How to Create Your Unique Firm Identity and Offer – Your Unique Sales Proposition (USP)**
3. **The Best ways to utilize the 9 SEARCH ENGINE OPTIMIZATION (Seo) tasks**
4. **The importance of each task**
5. **The Time and Resources it will take to get the job done**

The article by Kristi Hines, "[Ultimate Beginner's Guide to Google Analytics \(updated 2021 Interface\)](#)," is a great blog post that will help you understand google analytics and contains updated screenshots and information.





## Lay the foundation for your Search Engine Optimization Success

You need to figure out your target market before jumping into SEARCH ENGINE OPTIMIZATION (SEO). Why? Because Search Engine Optimization SEARCH ENGINE OPTIMIZATION (Seo) relies heavily on attraction marketing content, keywords, and long-tail phrases that your target client is searching for and helpful content that contains the answers to their problems.

You want your website SEARCH ENGINE OPTIMIZATION (Seo) to prequalify and attract your ideal client 24/7/365 as a prospecting machine that can convert eyeballs to inquiries.

[The answers to 11 Things You Need to Know about Your Customers to lay the foundation for your SEARCH ENGINE OPTIMIZATION \(SEO\)](#)

## 11 Things You Need to Know about Your Customers

The following 11 exercises are adapted from "Ten Things You Need To Know About Your Customers." and are used to help you lay the foundation for your SEARCH ENGINE OPTIMIZATION (Seo) and marketing and sales success.

### 1. Who are Your Customers?

If you contract with individuals, research your customers' gender, age, marital status, and occupation.

If you contract primarily with businesses, nonprofit organizations, etc., find out everything you can by researching them on the web. Look for what makes them tick, who are the movers and shakers, where do they gather, what are their values, etc.?

### 2. What do they do?

If you mainly contract with individuals, inquire about their occupations and interests.

If you contract with businesses, research, and understand what their business is trying to achieve, read their mission and vision statements.

### 3. Where do they Buy?

What are their purchasing habits, where do they shop, and why do they go there?

### 4. Why do they buy?

Know why customers buy a service so that you can match their needs to the benefits and Unique Sales Proposition (USP) your business can offer.





**5. That is your offer.**

All Professionals and Small Businesses should have a Unique Sales Proposition (USP). Focus on the value of your services, what you uniquely bring to the table (USP), and the outcome you are promising with your signature approach that provides a unique advantage that your prequalified potential clients need. That is your offer.

**6. When do they buy?**

If your website can attract customers just before or when they want to buy, you will increase your chances of conversion.

Note: Like all people and companies, do your due diligence and research for consultants before starting a project.

**Expert Tip: Know the how, when, and where your customers determine they need your product or service and target them at this point?**

*“In Colorado, for example, clients in the construction industry tend to start Design in late spring and then rush to get the drawings out to bid for the foundations to go in the ground the following spring! So if you work this back, you want to be on your clients' thoughts before the New Year, which is tough with all the holiday seasons that start around Thanksgiving.” – Peter Lucking*

For construction projects in the mountains, you do not want to be fast-tracking the project; you need your clients coming on board no later than fall with contracts signed before the holiday mayhem.

**Expert Tip: Get a head start by being the keynote speaker at conferences and tradeshow where your clients gather in the late summer through the fall.**

**Your Call to Action (CTA) should Trigger an Impulse, a Must-Have Reaction**

The Danbury Mint has the art of the offer, and it's timing down to a tee, watch the mail. The CTA's trigger an **“Impulse must-have Reaction”** That makes the target buy! I know, my wife is one of their biggest customers!

**7. How do they buy?**

Many people will do their due diligence on professional firms online and then request a face-to-face meeting. They have already qualified you, so inquire and listen to what they have to say first. This information is priceless and can be used to rocket sales.

**8. How much money do they have?**

If you match your Unique Sales Proposition (USP) and offering to your customer's price point, you will increase conversions and sales.





**Expert Tip for All Contracts:** *Adjust the services, scope, and complexity to match the fee.*

## 9. What makes them feel good about buying?

If you know what makes them tick, you can serve them in the way they prefer.

*“When I was a Theatre Consultant, I attended every show in every theatre across the US in every town I visited. I would ask the Front House Manager to get a quick tour, dropping my card in their hands.*

*I was always welcomed and often invited to meet The Facility Manager or On-Call Manager, who would show me their facility with pride. They would often tell me what was wrong and what worked well, leading to the ultimate goal, presenting to the board of Directors and Success!” - Peter Lucking*

## 10. What do they expect of you?

For example, if your client is a service provider, they will expect reliable delivery come hell or high water they must deliver. If they are a hospital, project management, and coordinator, it may be a fundamental expectation.

**Expert Tip:** *Know the Clients preferred project delivery method.*

## 11. What are their Primary Concerns?

What they think about you is important. First, the Journey should be fun. If your customers enjoy dealing with you and your team, they are likely to recommend you and be repeat clients.

### **When you Know Who Your Target Market is, You Can Consistently Deliver Superior Value and Satisfaction to them**

From this exercise, you will learn and know a lot about your customers. Who they are, what they buy, why they buy, the more you know, the easier it is to utilize your website to attract them to you. It starts by talking to your top clients informally over coffee or lunch to find out why they chose you and your firm, but more importantly, what is important to them.

Now gather the team and instead of that boring Monday morning meeting, take an hour, use a whiteboard or post-it notes to home in on your clients and understand their needs.

#### **Time and Resources:**

Medium-High/Utilize website searches, power meetings, lunches, and social events where your potential clients gather to develop relationships and understand their needs. Hold an office meeting and solicit responses and help from your staff.



# "A Picture Paints a Thousand Words." Let Us Paint Your World For You



## How to Create Your Unique Firm Identity and Offer

Now that you know your customer needs from the exercise above, you can work out your offer simply by figuring out what problems you can solve for your clients and owners.

*Expert tip: Get on board before your competition. Become the trusted advisers, leading your client through the process, starting with the project development and team selection.*

All firms and professional practices need a reason for their customers to buy or contract with them and not their competitors—Unique Sales Proposition (USP). Your USP, identified by completing the phrase, "Clients and Owners will buy from me because my practice/firm/consultancy is the...?"

Match your services and thought leadership to your Customer needs, wants, and demands. Ask Your principals, your Marketing Director, your core services sales leaders, your thought leadership team, and yourself, to be honest.

NEED HELP TO CLIMB THE SEO MOUNTAIN  
CALL the Search Engine Optimization SEO Experts

Call 303-362-0498 or Contact [↗](#)







## We Have Asked and Shown Some Responses Below as an Example

### Ask:

- Why do our customers need us? "***To Get A Competitive Advantage***"
- What do we have to offer? "***We Imagineer Brands.***"
- What benefits do our products or services provide?
- What Value or benefits do you offer?
- What concerns do you solve for your customers, and how?
- What makes your firm unique, and why is that of value to your prospects?
- What makes us stand apart? "***Brand Imagineering***" Why are we better than the competition? It could be your thought leadership and knowledge, your contract document record, etc.

*We Imagineer Brands by repositioning them to give them the competitive advantage utilizing branded content images and graphics to tell their story. – Cheri Lucking*

- What are our Market offerings (products, services, and experiences)?
- How do we provide services that meet our clients preferred delivery methods?
- How do we provide customer value and satisfaction?
- Where should we utilize exchanges and develop relationships with potential clients?
- What is our unique sales proposition (USP)?

When you answer these questions, you can reposition your firm and yourself in the Market Place.

Generate a comprehensive list of value elements you offer and make sure your message these well in your firm's website content.

Demonstrate persuasively the value of what you provide to help your customers make smarter purchasing decisions in all your marketing materials.



## The A-B-C to Search Engine Optimization

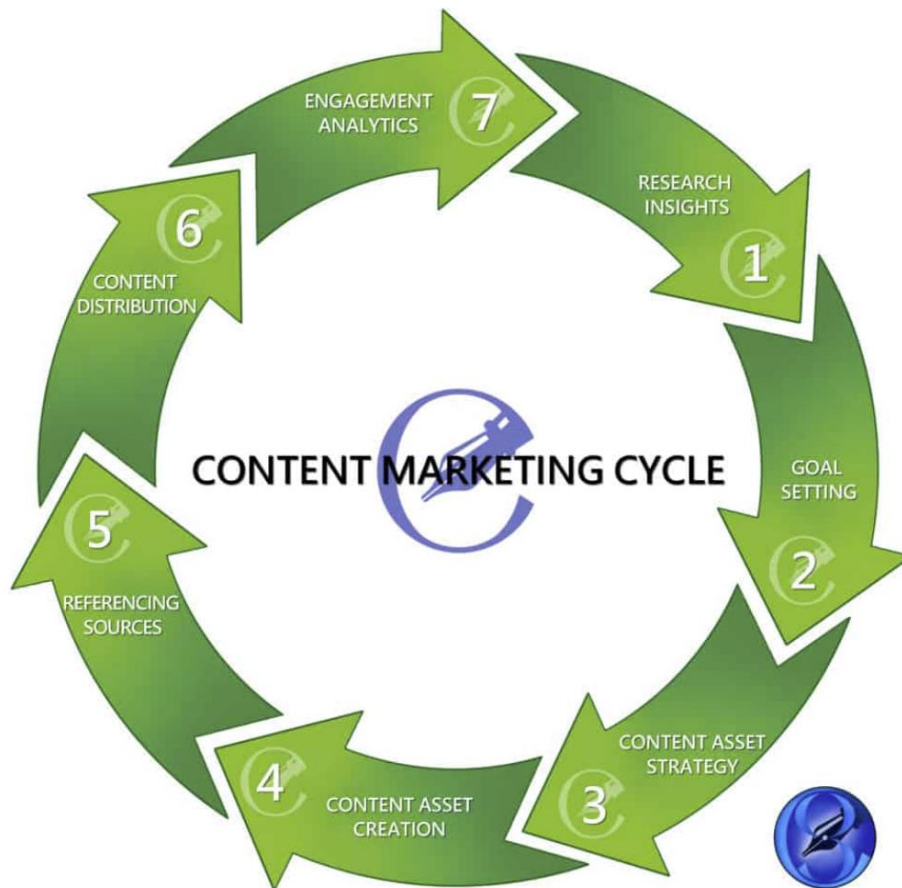
Your content and branding from your sales materials, cut sheets, and leave-behinds to your website leading with its SEARCH ENGINE OPTIMIZATION ((SEO)), and its persuasive call-to-action (ACT) should attract your clients. Should utilize the simple A-B-C... Align, Believe, Communicate, and Connect to give you the competitive edge with persuasive messaging content.

A-B-C...

**Align, Believe Communicate, and Connect**

**Get the Competitive Advantage with Persuasive Messaging and Branded Content Marketing**

The answers to the questions in sections one and two will drive your SEARCH ENGINE OPTIMIZATION (SEO), content creation, social media interaction, along with many other attraction marketing channel developments.



# Cheri and Peter Lucking - Let's Imagineer the World for You



Content Marketing will drive your Search Engine Optimization (SEO), content creation, social media interaction, and many other attraction marketing channel developments.

## Follow the Content Marketing Cycle

**Continuously Search Engine Optimize Your Digital Marketing to, Build Relationships and Engage your Target Audience.**

We write copy that creates a magnetic attraction designed to resonate and persuade more clients and owners FAST! We utilize the A-B-C method; Align, Believe, Communicate, and Connect.

### Time and Resources:

Low-Medium / Whiteboard or post-it notes.

NEED HELP IMAGINEERING YOUR BRAND  
CALL the Branding Knowledge Experts Today!

Call 303-362-0498 or Contact 

## BUILD YOUR BRAND TODAY

With CONTENT BRANDING SOLUTIONS Brand and Branding Services

Whatever your passion, our team of content strategists and **'Branding Knowledge Experts'** can unlock your future today. We are passionate about Helping You Build Your brand. That future can be built with CONTENT BRANDING SOLUTIONS Brand and Branding Services at your side, creating persuasive branded media marketing promotional materials.

Let's Work Together to **BUILD YOUR BRAND TODAY**; call 303-362-0498

- Brand Audit, Needs Analysis and Branding Brief
- Imagineering Your Brand - Brand and Branding Visualization
- Plant Your Flag with Brand and Branding Activation
- Create Your Branding Master Messaging Roadmap
- Strategic Brand Planning and Branding Content Strategy
- Branding Tactics - Implementation Methodology
- Brand Activation



Content ▪ Brand Imagineering ▪ Graphics ▪ Marketing ▪ Multimedia Design



## Research What Your Competitors Are Doing – Now Do It Better

With the internet comes global competition. For all firms, the out-of-town "carpetbaggers" are now a direct competitive threat across the continent.

### Why do We limit it to the continent of the USA?

**Competitive pricing. However, on the larger projects, watch out; the British are coming!**

To be SEARCH ENGINE OPTIMIZATION (Seo) competitive in your local area and stand out from the crowd, you should analyze your competitors and geofence your competition. Now examine the local competition results of the top ten (10) in each competing area. Again you will start to see a trend.

If you download this tool [Free MOZ app for Google](#), you can see your competitor's meta description, etc.

If you compete nationally in a specialist area, for example, Health Care, Hospital design, etc., do the same SEARCH ENGINE OPTIMIZATION (Seo) search exercise and see who pops up. Again, you will see all the firms that are continuously competing with you.

### What does USA Continental Competition mean to small and Medium-sized firms?

**The East Coast Powerhouse Firms are Already invading the mid-west and Rocky Mountain region.**

If you are a small to medium-sized firm, watch out; the big firms are gobbling up the local competition in the USA's Top 20 growing city markets. Why are they doing this? To mitigate the usual local versus out-of-town interview barrier, etc.

Colorado, for example, has a local bias when it comes to professional team selection. Imagine your biggest fear has come true the big boys are now local; they have footholds in many firms. Why am I telling you this?

Because; "Small to medium-sized local firms" need to up their content marketing strategy, starting with their websites Search Engine Optimization, and content to compete and differentiate themselves from the "Big Boys" office that is now just down the street

### A Competitive Analysis Will Show You:

- Your competitors, title tags, meta descriptions, meta keywords, image descriptions, image alt tags, etc.





- Know who your top organic competitors are. The ads in the green boxes at the top of the page on Google are pay-per-click; they don't count. It is interesting to note that Architectural firms are already using this tool to reposition themselves in the market.
- Number and quality of their backlinks
- Competitor keyword position tracking
- Keywords they have missed that you can target

If you don't have the time to do this, Give us a call now at 303-362-0498, and we will provide you with FREE competitor analysis and present it to your thought leadership group.

#### **Time and Resources:**

**Medium-High / Utilize a Word or Excel to list their Meta descriptions and SEARCH ENGINE OPTIMIZATION (Seo)Keywords.**

**Apps to Use: SEMrush, SpyFu. Or contact us, we'll provide you with FREE competitor analysis.**

## **Tips to Fix Your Website's Technical SEARCH ENGINE OPTIMIZATION (Seo) Issues**

Now you have done your due diligence, let's fix your website.

But my website looks fine!

Think of your website as a computer app. "Never judge it by the landing screen," we need to look at its inner workings to find the technical problems, "inside the computer app program to find the broken HTML, and bits that slow down your website," that will and can impact your rankings and traffic.

Just like your computer, we need to clean up your website to speed it up and fix issues so search engines can properly crawl and index your web pages.

The Most Common Technical SEARCH ENGINE OPTIMIZATION (Seo) Problems on Your Website Are:

- No SSL security certificates! There is no excuse for this. Get one!





- Not device friendly? Many older websites do not scale properly, so if this is the case, refresh your website and fix everything in one go
- Download Speed: Large unoptimized image files can slow your loading time, reduce your image file size with an image optimization tool
- Duplicated content may turn search engines away
- Outdated content: Over two years old and not updated
- Broken or outdated links, there is nothing worse than a 404 check all your cross-references and links.
- Improper use of canonical link elements, What? An HTML element that helps web admins prevent duplicate content issues
- Un-optimized pages: (See how to fix this below)

*Expert Tip: We provide a complete SEARCH ENGINE OPTIMIZATION (Seo) Services to get your clunker running like a Ferrari.*

Take a look at [DLAA](#); we imagineered this brand into a powerhouse, using [Attraction Marketing copywriting, content, copy, SEO](#), and images; this could be your website working correctly.

**Time and Resources:**

**TIME commitment is very High. Doing this work can take days on a large site. Resources, Google Search Console, SpyFu, or contact us.**

NEED HELP IMAGINEERING YOUR BRAND  
CALL the Branding Knowledge Experts Today!

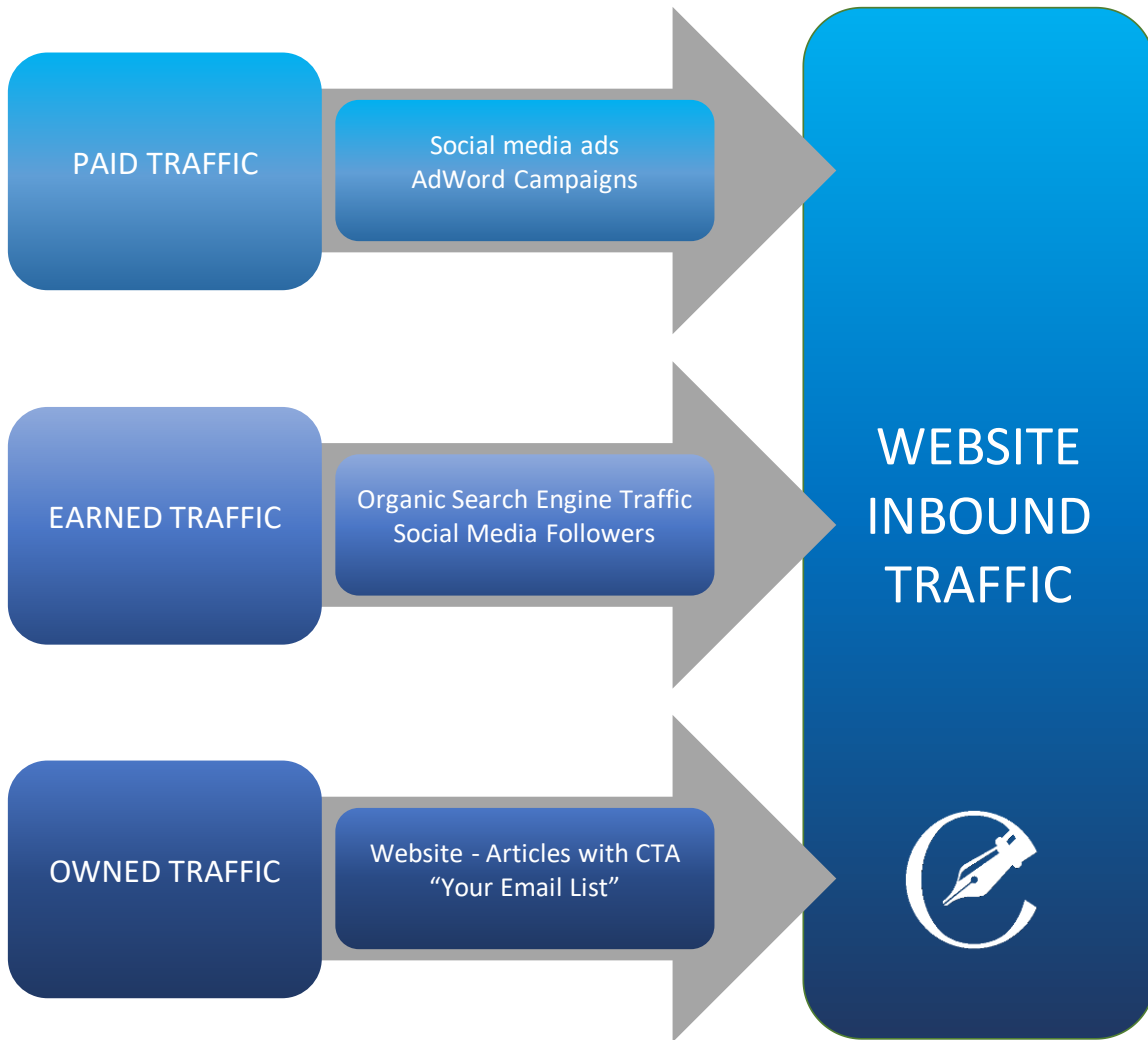
Call 303-362-0498 or Contact 





## Optimize Your Website Images and Pages to Improve your SEARCH ENGINE OPTIMIZATION SEO

Inbound content marketing is the most cost-effective marketing method a business can do. Inbound marketing utilizes [Content marketing](#). Instead of the antiquated outbound unsustainable email blast and paper push, attract your clients to you. It all starts with Your website, SEARCH ENGINE OPTIMIZATION (SEO).



Writing copy for a website is not the same as a proposal pdf Brochureware. On-page content optimization is more than keywords.





Your goal is to utilize magnetic attraction marketing with persuasive content relevant to your core target market to qualify leads 24/7. Improve Your Call-to-Action (CTA), and increase Conversion Rate Optimization (CRO).

*Content marketing is magnetic attraction marketing; it utilizes advanced meta keywords and long-tail keywords integrated into the body of the text positioned persuasively to attract and influence the core clients you want to lead to your benefits and offer them at a value they can afford to create their success.*

*Content is used to attract and entice customers by answering the questions that are holding them or their business back from success. - Peter Lucking*

Content Branding that is persuasive, clearly written attraction marketing copy, using your targeted keywords will have higher conversion rates, convincing your clients to know, like, and trust you. When Google recognizes your relevancy, your search engine rankings will rise.

Inbound content marketing is cost-effective. It pulls and attracts your clients to you. Content marketing starts with Your website SEARCH ENGINE OPTIMIZATION and thought leadership article SEO.

### **Six Key Tasks to Help You Optimize Your SEARCH ENGINE OPTIMIZATION (SEO):**

- **Title tags:** Its job is to tell visitors and search engines as concisely as possible what content a webpage has. If you want to know more, read this great article [How to Craft the Perfect SEARCH ENGINE OPTIMIZATION \(Seo\) Title Tag \(Our 4-Step Process\)](#) (Hardwick, 2018)
- **Meta descriptions:** Search engines show the meta description in search results when a phrase or long-tail keywords meet the search description
- **Meta Keywords:** See sections 1-3
- **Image Descriptions:** Image title, caption, description Alt tags: Make sure you do this for all images on your site. Note it helps if you have uploaded the image with a full descriptive name
- **Body Content:** Write straightforward, clear, coherent content that your customers will find practical and educational
- **[Utilize Attraction Marketing Copywriting, Content, Copy and Seo](#) That is:**
  - **Targeted at your Core income-generating Clients**, not your peers. Not stuffed too full of industry jargon.





# Cheri and Peter Lucking - Let's Imagineer the World for You



- **Shareable:** Would you share it? Are the social sharing buttons readily available?
- **Scannable:** Use short paragraphs, callouts, bold text, bullet points, numbered lists, quotes to make the text easy to read. NO walls of Text!
- Use clear Titles H1s – H4 with a keyword or long-tail keywords in them

*Expert tip: A well-optimized website will convert more and rank higher in the search engines.*

## Time and Resources:

The time commitment on this is very high and extremely laborious.

The best resources are the All-in-One SEARCH ENGINE OPTIMIZATION (SEO) Pack - pro version as it supports multiple Google features. Yoast is an alternative. We often see people have loaded Yoast but are not using it; perhaps they think it works without input!

## NEED A WEBSITE REFRESH?

Content Branding ▪ Brand Refresh ▪ Website Branding Development and Design ▪ Brand Graphics and Infographics ▪ Brand Refresh ▪ Brand Review ▪ Brand Rethink ▪ Branding Charette ▪ Content Rewrite ▪ Website Rejuvenate ▪ Website Refresh ▪ Renew Your Brand ▪ Reinvigorate Your Brand ▪ Branding Restore ▪ Brand Revitalization ▪ Brand Revive or Revamp

# REFRESH YOUR BRAND

[Content Branding](#)

[Branding](#)

[Graphics • Infographics](#)

[Website Design](#)

[Experts](#)



REJUVENATE YOUR BRAND - CALL FOR A REFRESH NOW!  
CALL the Website Branding Rejuvenation Experts

Call 303-362-0498 or Contact 

## OUR PROMISE as CEOs of Content Branding Solutions TO YOU

- **EXCELLENCE; We are TRANSPARENT and HONEST**  
All scope fees, charges, and expenses are clearly spelled out before we do business.
- **We Create and WEBSITES WITH BRANDED ATTRACTION MARKETING CONTENT daily for a living.** We take the time to help you see the big picture on Content Brand Marketing.  
You will always know exactly where you stand, your options, and why we are taking action.
- **INTEGRITY; WE are WEBSITE DEVELOPMENT and DESIGN GURUS**  
Everything we do for your brand from website design, SEO, Graphics, and Infographics will always be in your firm's best interest



### Optimize Your Google My Business Page

Optimizing your local FREE Google My Business page is essential for all businesses. It is easy to update and significantly impacts your SEARCH ENGINE OPTIMIZATION (Seo) on branded search results pages and enterprises where feedback and reviews can push up your rankings.

#### [Claim your Google My Business Listing and Verify it](#)

With Google My Business, You Can:

- Build a free one-page website for your business with images. Great for retail, restaurants, and professional practices like Doctors and Dentists.
- Update your Google local listing
- Share what is new
- Get bookings
- Get Testimonials and Google Reviews (See Below)
- Review customer insights. All firms can benefit from this local information

Fill out as many fields as you can and include photos to enhance your listing

*Expert Tip: Ask customers for a review!*

#### **Time and Resources:**

**You will be up and running in half an hour if you have the resources available.**





## Get Testimonials and Reviews on Google and Yelp

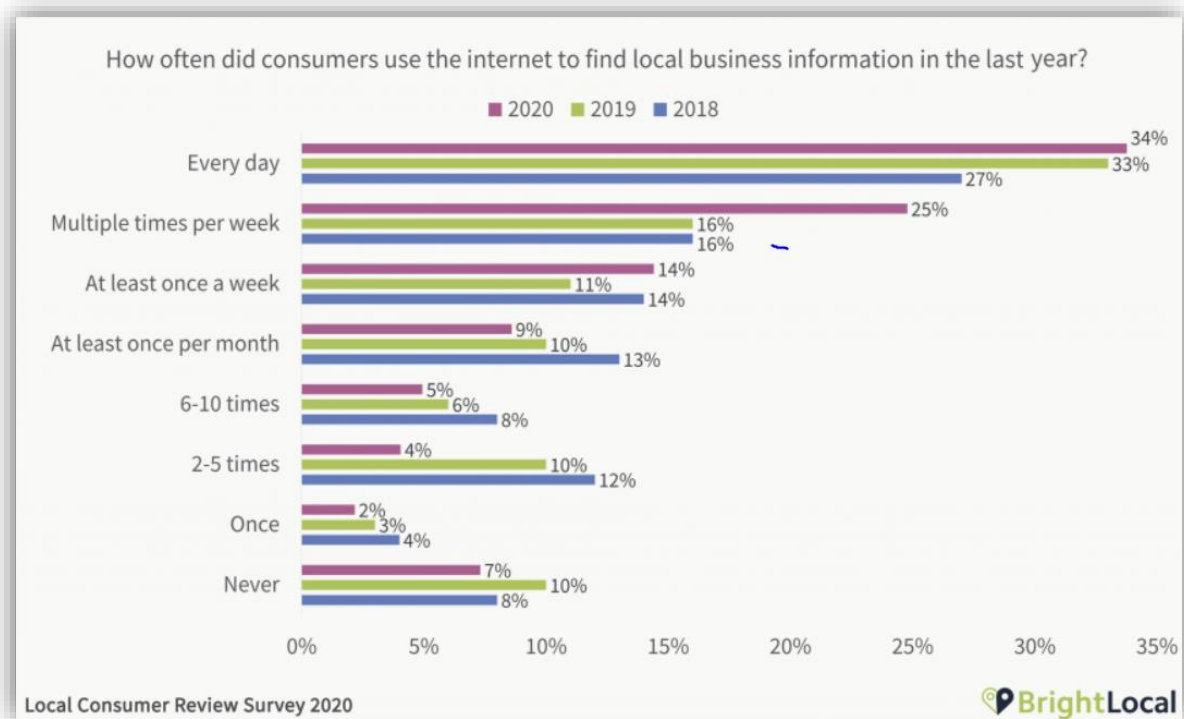
Reviews on your local Google My Business are one of the leading search ranking factors on Google! Unfortunately, many professional practices miss out on this FREE local listing tool. Also, you can improve your conversions by requesting and getting reviews with feedback from your customers.

### Some Key Statistics from [Bright Locals 2020 Consumer Review \(BrightLocal, 2020\)](#)

- 97% of consumers looked online for local businesses in 2017, with 12% looking for a local business online every day
- 85% of consumers trust online reviews as much as personal recommendations

If you review this report carefully, you will notice that many professional practices and firms have yet to make the most of this tool.

### 93% of consumers used the Internet to find a Local Business in the last year, with 34% Searching Every Day





In 2017 Yelp and Facebook led the pack as consumers' most trusted review sites, followed by Google. - Source: (BrightLocal, 2017)

Therefore, a Yelp or Google review could help your reputation, particularly if you are a small Architectural practice, Interior designer, or home builder that provides services locally to smaller private clients who are looking for one-off homes, a living room remodels, etc., claim your page.

[Claim Your Yelp Business Page for Free and help Your:](#)

- Rankings in local search engines
- Show customers why they should choose you
- Influence Customer purchasing decisions

Online reviews can be equally crucial to your local SEARCH ENGINE OPTIMIZATION (Seo) strategy as building referrals, endorsements, testimonials, and on-site optimization. The type of firm you will dictate whether you use the free service.

Many paid services exist that can help you organize and manage a review campaign. For example, a small contractor or supplier can create positive press and help sales conversions when linked to a well-thought-out media coupon campaign linked to a short form squeeze page.

*Expert Selling Secrets: "Fantastic Discounts... NO Money Down! NO Payments! NO Interest. And Hurry, this offer won't last long..."combined a FREE consultation and the request for online customer reviews, this strategy works wonders.*

Some Companies to Consider for Your Reputation Marketing

- **Google+ Local:** As most people utilize Google as their search engine, we recommend you get a Google My Business Page; it is professional.
- **Yelp:** Helps people find places to eat, shop, drink, and relax. It's entertainment-based.
- **CitySearch:** This is great for visitors coming to your city. If you are a restaurant or retailer, this is for you

**Time and Resources:**

**The Time Commitment grows the more sites you do. Try WP Review Pro or WP Product Review Lite (FREE). Or contact us; we'll handle online review management for you!**





## Manage Local Business Listings and Reviews

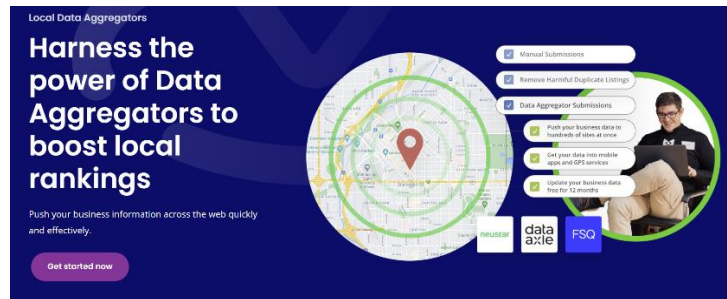
Now you have a Google My Business page; you need to control and manage your reputation and the accuracy of your local business data. Consistency, beneficial value, and satisfaction are critical in building all relationships.

An all-in-one tool like Moz Local or will give you:

- Location Data Management
- SEARCH ENGINE OPTIMIZATION (Seo)Analytics
- Success Assurance
- API Access
- Local Ranking Analysis
- Reputation Management

There is a plan to help every size of business.

There are thousands of local directories that Data aggregators spread, share, and distribute local business information with multiple sources, including Google, so make sure that your name, address, and phone number are current.



[BrightLocal](#) is a great tool to help you submit to local data aggregators to boost your local search rankings with their 'Citation Burs' Campaign.

### Time and Resources:

You can have this up and running in a couple of days. Utilize, MozLocal, BrightLocal, or contact us; we'll handle it for you! 303-362-0498





## Get Links from Websites in Your Local Area and National Area

Most professional practices, small businesses, and suppliers never think or consider backlinks. However, backlinks to power partners are easy to do and make total business sense. So why wouldn't you agree to feature your team's design and construction work with links back to all the team members' websites?

Imagine if a potential client was searching for Theatre Architects / Designers, and you and the whole team kept coming up in his search! You will appear to be the market leader and go-to team. Then, imagine if the Contractor CM/GC also complements and links back to you in the client's search. Now his initial concerns are answered, and he has prequalified your team when he makes the call.

**Backlinks help build relevance in an area of expertise and point the search engine results to you!**

### All Backlinks Should Serve the Following Criteria:

- Link back to your website
- Provide the opportunity to speak to your local and national audience
- Refer others with whom you have worked

### Here are just a few Backlinks ideas to go after:

- Set Up your **LinkedIn Business** page; it's FREE!
- **LinkedIn Pulse** article Placement Read more at [LINK](#)
- **Instagram**, is a photo and video sharing network will work well for Architects, Designers, and Post images of your projects, and do not forget to use hashtags.
- **National article placement through Ezine articles** placement is FREE after you join. In addition, there is a Business section for Architecture and Interior Design.
- **Articles placement in local Media outlets** like the local Business Journal
- **Your Local online business directory**
- **Infographics** get published all over the world. First, research and gather data for the content, then create an infographic. Now the infographic is ready, you need to make it easy for others to share it. To do this, create your embed code using the Siege Media generator. When you are ready, submit your infographic to 100+ Infographic Submission Sites to Submit Infographics.
- **Guest blogging** is the most effective way to reach new audiences by publishing articles on other popular websites.





- **Use Google search queries** to find blogs accepting guest contributors. For Example, drop "Sustainability + submit an article" into the google search bar, and you will see multiple calls for articles.
  - ✓ **Subject/keyword/Long-tail keywords + submit an article**
  - ✓ **Subject/keyword/Long-tail keywords + guest-posts**
  - ✓ **Subject/keyword/Long-tail keywords + inurl:guest-post-guidelines \***
  - ✓ **Subject/keyword/Long-tail keywords + inurl:write-for-us \***
  - ✓ **Subject/keyword/Long-tail keywords + become a contributor**
  - ✓ **Subject/keyword/Long-tail keywords + bloggers wanted**
  - ✓ **Subject/keyword/Long-tail keywords + submit an article**
  - ✓ **Subject/keyword/Long-tail keywords + want to write for**
  - ✓ **Subject/keyword/Long-tail keywords + contribute**
  - ✓ **Subject/keyword/Long-tail keywords + become an author**
  - ✓ **Subject/keyword/Long-tail keywords + guest post by**
  - ✓ **Subject/keyword/Long-tail keywords + now accepting guest posts**

\*inurl: "If you include [inurl:] in your query, Google will restrict the results to documents containing that word in the URL."  
(Google, Na)

The local power-partner website from other businesses that are open to having a local partners page. For Example, Contractors should link Architects and vice versa for projects they have completed in partnership together

Get Interviewed

Local charities that feature sponsor page

#### **Time and Resources:**

**Remember, all of these pieces take a lot of time commitment and must regularly do to maximize the most benefits. Therefore, it is essential to utilize, MozLocal, BrightLocal, or contact us; we'll handle it for you!**

*Expert Tip: If you are a national and an industry-leading firm, you should look at "ahrefs" or Majestic; they are expensive but well worth the investment.*





We Communicate in Words, Images, and Actions for all your Content Marketing Needs

**Content Branding Solutions takes the guesswork out of SEARCH ENGINE OPTIMIZATION (Seo) success!**

This article is a synopsis of some of the simple things you can do to improve your rankings. It all starts with your **Branded Website Development and Design, Attraction Marketing, Copywriting, Copy, and SEO**. We have not included LinkedIn as that is dealt with in detail elsewhere.

*Expert Tip: Always do something on social media to increase your reach and improve your firm's SEARCH ENGINE OPTIMIZATION ((SEO)). Set goals for your marketing department, or if you are a sole proprietor, do a little bit at a time, starting at the beginning.*

**We DON'T JUST Create MEDIA CONTENT  
We will Help You IMAGINEER Your BRAND**



available at  
**amazon**



**amazon**kindle







## About The Authors

### Cheri Lucking

CEO of Content Branding Solutions

Cheri Lucking is co-founder and CEO of Content Branding Solutions, a creative digital content marketing company. We specialize in attraction marketing content, graphics, website design, and associated consulting services in Denver, CO.

Cheri is a radio and TV marketing prodigy, serial entrepreneur, published author, and successful businesswoman.

**Content Marketing Builds Brand Awareness, Visibility, and Consumer Trust.**

**Let's Chat. Give Me a call.**

Cheri has written persuasive marketing copy and provided effective digital marketing content strategies for Fortune 500 firms, small businesses, professional practices, large corporations, and entrepreneurs.

**Cheri is a professionally trained, certified business coach.**



### Peter Lucking

Creative Imagineering Strategist

Peter Lucking is an influential content strategist, designer, brander, marketer, motivator, and media maker—a marketing executive and entrepreneur published author and illustrator.

**An Imagineering Strategist Connects all the Divergent Pieces to Create a Comprehensive Digital Marketing Plan to give You the Competitive Edge.**

Peter is passionate about helping entrepreneurs, small businesses, and consultants find new, innovative, cost-effective ways to leverage technology and marketing to facilitate rapid, sustainable business growth with measurable ROI.

His goal is to help you Double Your Firm's income in just 3 Years with the proven "Full Circle" Marketing Techniques Content Branding Solutions Utilizes, Consults, and Teaches.

**Peter is a Top Person Ambassador.**





We Communicate in Words, Images, and Actions for all your Content Marketing Needs

We share Our "Joie de vivre" Driven by an Inquisitive Interest in Learning, Sharing, and Empowering Others

*"The Biggest Problem You and I have is that the  
Right Decision Makers  
do not Yet know  
Our Offer or Name." – The Top Person Magazine*

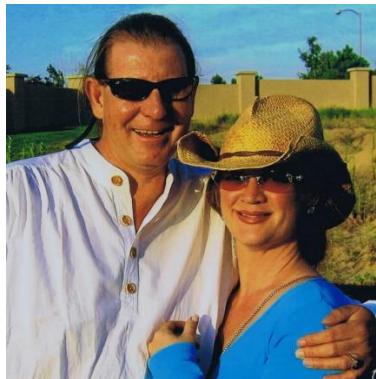
*We will Help You Solve That Problem.*

## **BRAND IMAGINEERING** from **CONTENT BRANDING SOLUTIONS**

Discover Content that Gets Results and Builds Growth as it Creates Your Competitive advantage

**Let's Partner Together for a Successful Shared Journey and Experience.**

**Give us a Call Today to start the Journey at 303-362-0498.**



[ContentBrandingSolutions.Com](http://ContentBrandingSolutions.Com)

