Digital Marketing The Webo Way

A Guide for Local Businesses

AA by Alan Mackenzie: Webo Academy

Getting Found on the Internet the Webo Way: A Guide for Local Businesses

Is your business lost on the Internet? Let's explore how to get found in today's digital landscape.

AA **by Alan Mackenzie: Webo Academy**

Webo

The Webo Way

Attract > Excite > Retain > Grow > Support

We Attract Buyers on the Internet by Dominating Local Search Results

We Excite Buyers with Deal and Coupon Campaign Marketing

We Retain Buyers with Loyalty Programme Marketing

We Grow Prospective Buyer Audiences with Reputation & Referral Marketing

We Build Relationships by Providing All Prospective Buyers a Private Online Account.

Communicate

Engage

Collaborate

Share

Community

The Webo Way: “Hamburger Marketing”!

Webo

The Webo Digital Marketing Platform

Directory > eBusiness > eCommerce > eMarketing

Collective Marketing
Category Search Listed Businesses & Products By Country, State, City or Postal/Zip Code.
Free Mini Website Listings

Present Your Value Proposition
On Websites, Blogs, Online Content Communicator Apps, Meeting Rooms & Work-From-Home Desktops, etc. Gather Info with Agile Surveys & more

Sell, Showcase or Auction Physical & Digital Products with Variation Management, Stock Tracking, Payment Gateways, etc. **Build Corporate or Community Intranets** to Showcase Knowledge and People.

Build & Grow Relationships.
Get Found and Get Your Customers to Grow Your Business. We Challenge You to Double Turnover in Half the Time. DTHT!

Communication - Engagement - Collaboration & Sharing - Thriving Communities

The Webo SaaS (Software as a Service)

The Internet is a Game of Hide & Seek.

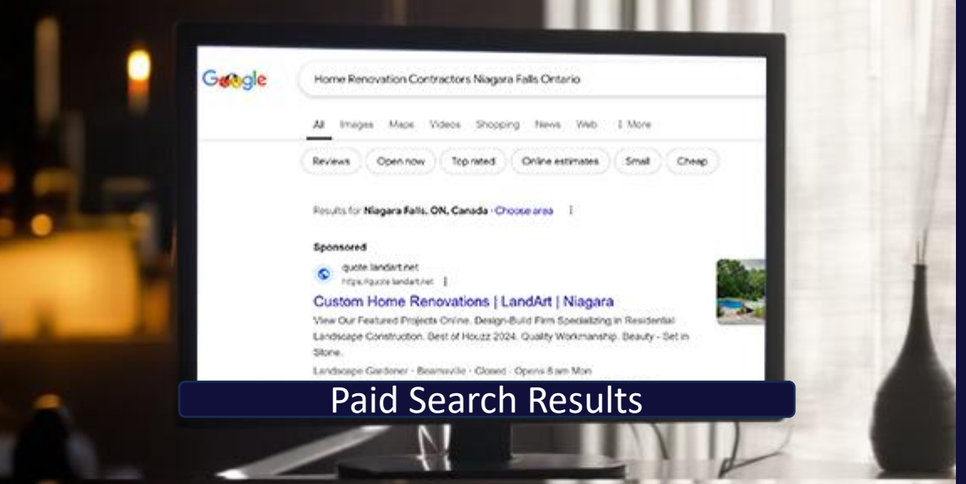
Prospective Buyers Seeking Hidden Sellers!

The Internet is Home to “Lost Sellers” wanting to be Found.
Has Your Business Given Up on the Internet?

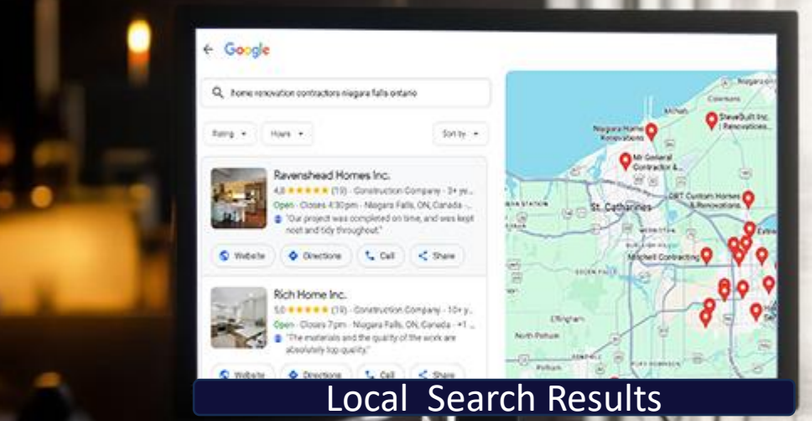
Webo

Founded by Alan Mackenzie in 2004, we're Digital Marketing Strategists & Coaches who nurture Local Businesses from Struggling to be Found to Thrive in a win: win Relationship with their Cuctomer Communities.

The Three Playing Fields of Internet Search



Paid Search Results



Local Search Results

Global Search Results

Paid Search

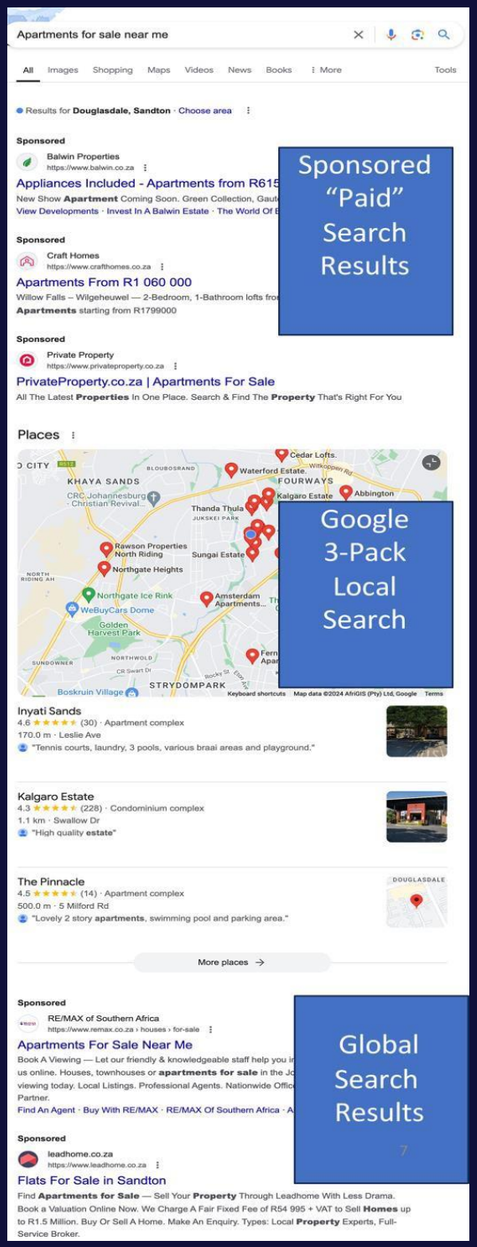
Advertise your business through paid platforms.

Local Search

Optimize for nearby customers with Google Business Profiles and AI Bot Answer Engine Optimisation eg via FAQ's.

Global Search

Compete on a worldwide scale via SEO it works but it needs TIME & MONEY, lots of it!



The Internet Is Overcrowded

95% of all Global Search Is Focussed on Page One
(75% to top 3 Listed & 20% Rest of Page 1)

The Top 100,000 Global Search Results List 0% Local Site Builder Sites

Over 95% of all websites in the world are never found, not once ever, on a Global Search Results Page.

Why have a Google Business Profile?

- Over 80% research online before making a purchase online or in-store.
- Global Search Results list Local Websites; Zero are in the top 100,000.
- Paid Search Works but needs Big Budgets, Time and SEO.
- The Alternative is a Google Business Profile with the Affordable Webo Way.
  - We Make it Easy and Rewarding for Customers to Grow Businesses.
  - However, it only works if you do it. Let us show you how.

Webo's GO LOCAL eMARKETING

Google Maps Linked To Google Profiles,

Webo Directory & Marketplace Listings & Website Blogs

Driven by Collective & Network Marketing, Rewards & Reviews

“At Webo, we are strategists who coach SMEs to digital marketing success.
You can drive your build, while we coach or we'll do it for you.
As a browser / buyer find businesses, deals and classifieds.
Business listings are FREE.”

The Rise of Local Search

Pre-2019

1. Global Search dominated, often burying local businesses.

2019

2. Google launches Local Search to address visibility issues for local businesses.

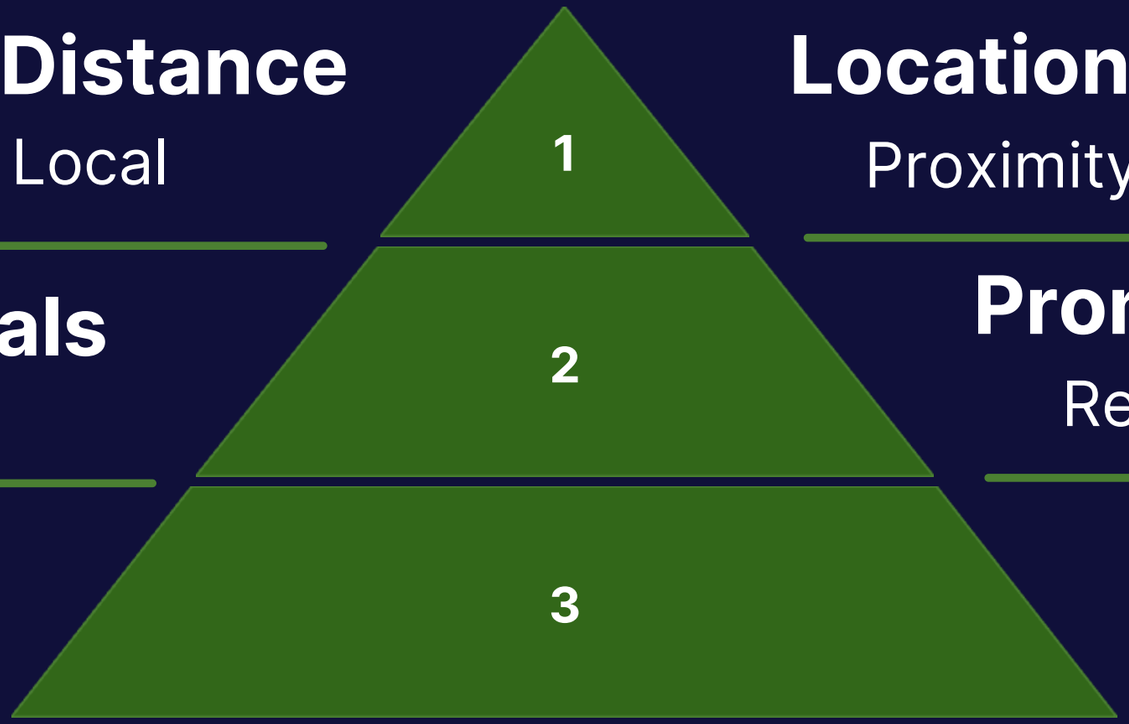
Today

3. Local Search offers a dedicated platform for nearby businesses to shine.

Winning at Local Search
The Visibility Scorecard

Distance
I'm Local

Location
Proximity to Buyer



Referrals
I'm Popular

Prominence
Reviews and Ratings

Needs
I'm a Good Fit

Relevance
Keyword Matching

Think of it as a three-hole golfing playoff.
Points in each category determine your visibility.

Location:
The First Pillar of Visibility

Proximity Matters

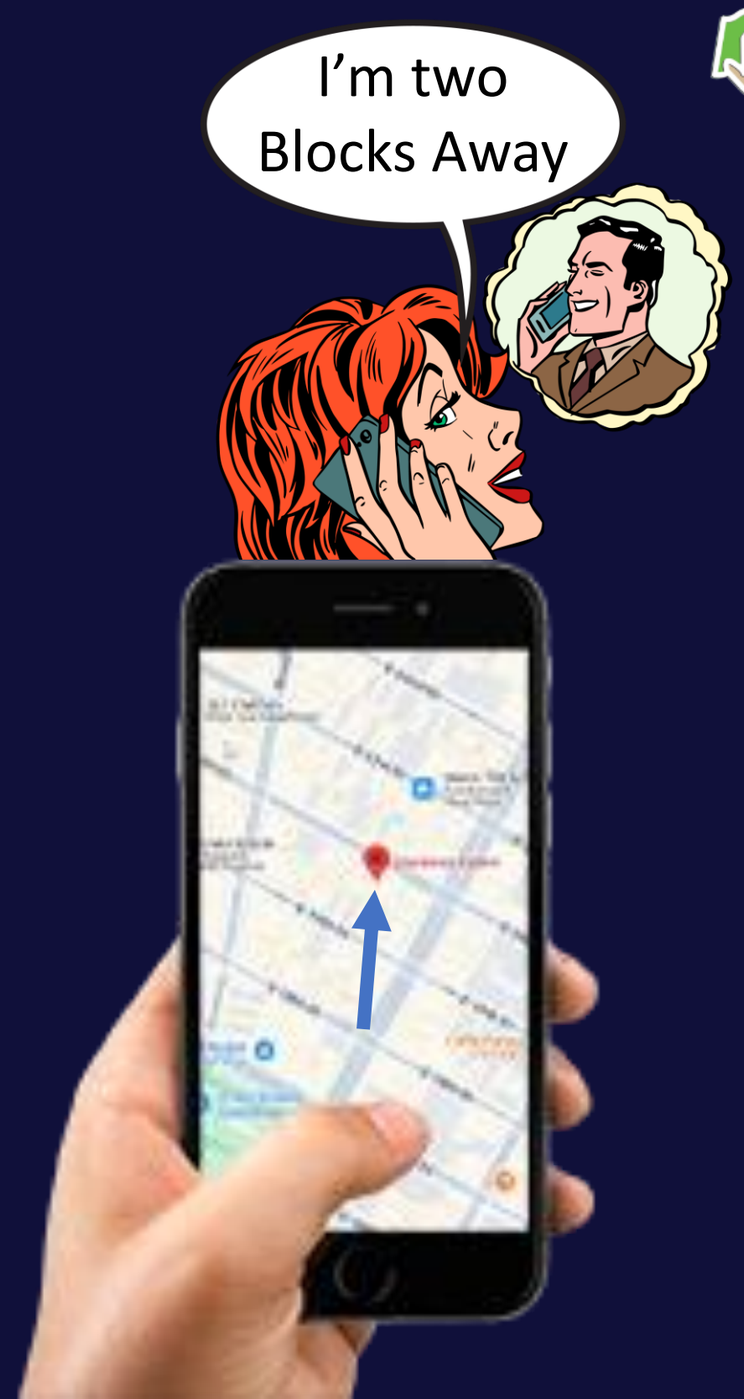
Closer businesses to the prospective buyer score higher.

Local Relevance

Emphasize your local presence in your online profile.

Area Targeting

Focus on your immediate service area for better visibility.



“To be found you must score on Location, Prominence and Relevance. Location alone will not get you found, even if you are next door!”

Total number of reviews
36 reviews

Google rating
5.00

Average of Google review rating
5.00

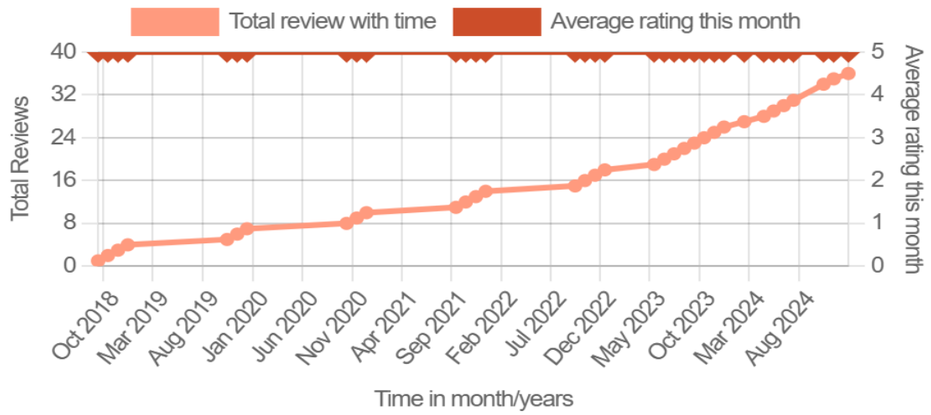
Number of reviews with photos
4

Number of reviews provided by Local Guides
4 reviews

Average number of reviews given by people who reviewed this business.
6.92 reviews

Track Review Analytics
Star Ratings, Quantity and Review Age

Review Audit Graph



Prominence: Building Your Online Reputation

Star Rating

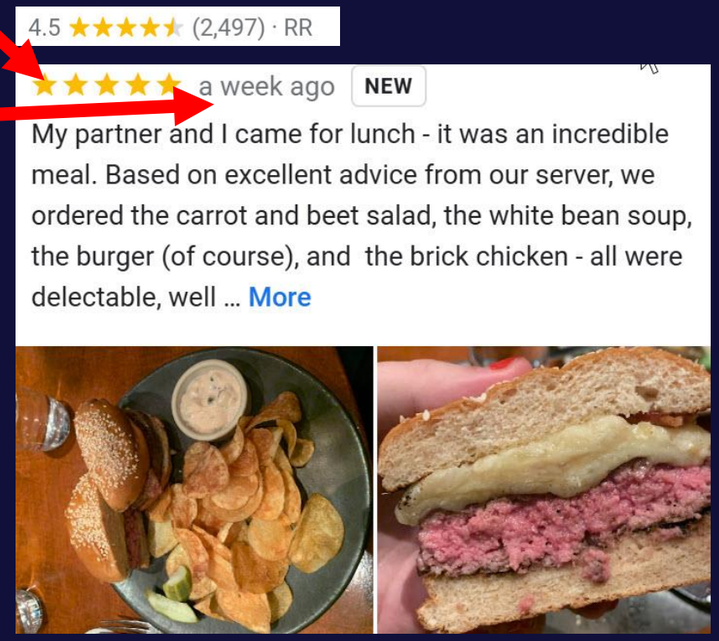
Higher ratings boost visibility.

Number of Reviews

More reviews increase prominence.

Review Age

Recent reviews carry more weight.



"Reviews with pictures, videos and which show or mention identifiable landmarks are the best!"

Relevance: Matching User Intent

1

Keyword Matching

Use relevant keywords naturally in your content.

2

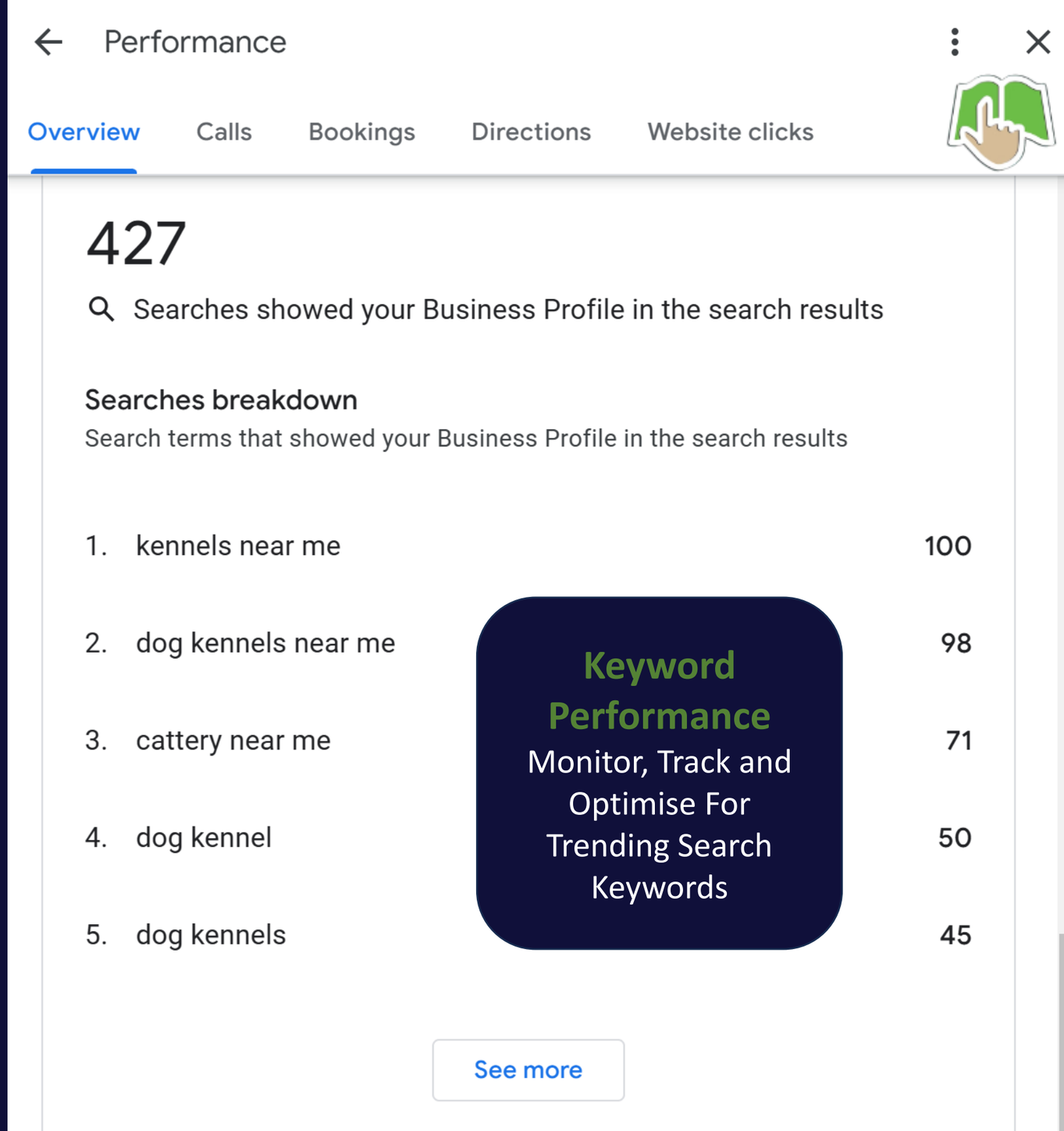
Verification

Ensure your business information is accurate across platforms.

3

Content Quality

Provide valuable, relevant information to users.



KEYWORD MATCHING

It's About
Content Verification

Visibility/Ranking Scorecard = 90

Compare scores for ranking

Location:

- Double 18 = 36

Prominance/Reviews:

- Double 2 = 4

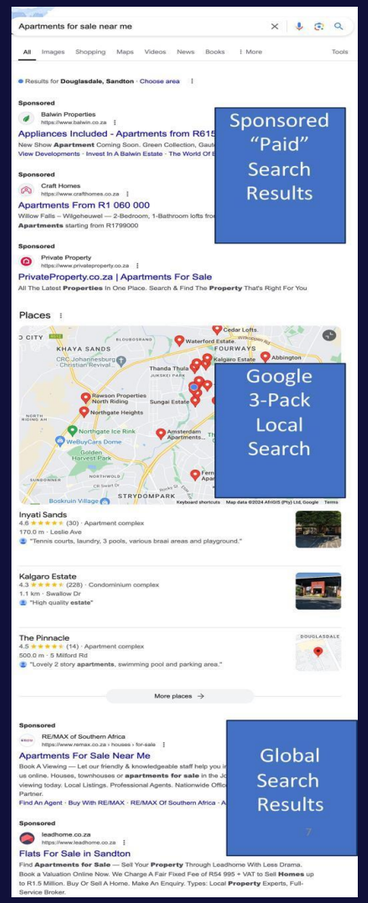
Relevance/Keywaord Matching:

- Bulls Eye = 50

Search Engine Results Pages vs. AI Bots

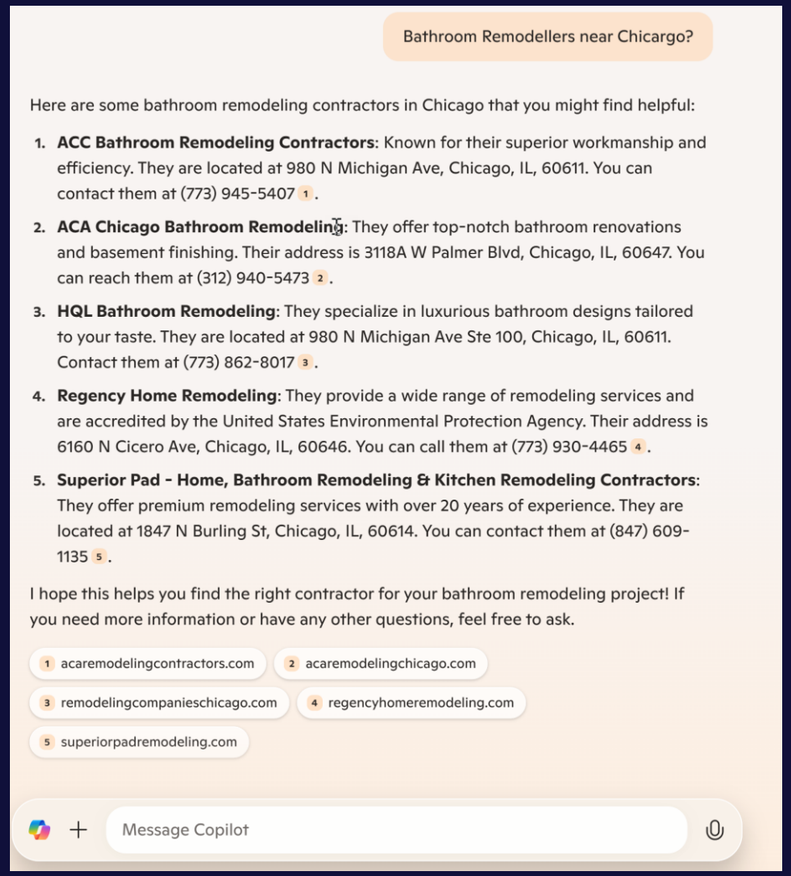
Search Engine Results Pages

Offer a ranked list of businesses as search results.



AI Bots

Tell stories using snippets from eg Q&A pages matching search queries.



Introducing Webo: Your Digital Marketing Partner

Founded in 2004

World's most comprehensive Directory, eBusiness, eCommerce and eMarketing site builder.

Alternative SEO Approach

Designed for small to large local businesses and startups.

Affordable Solution

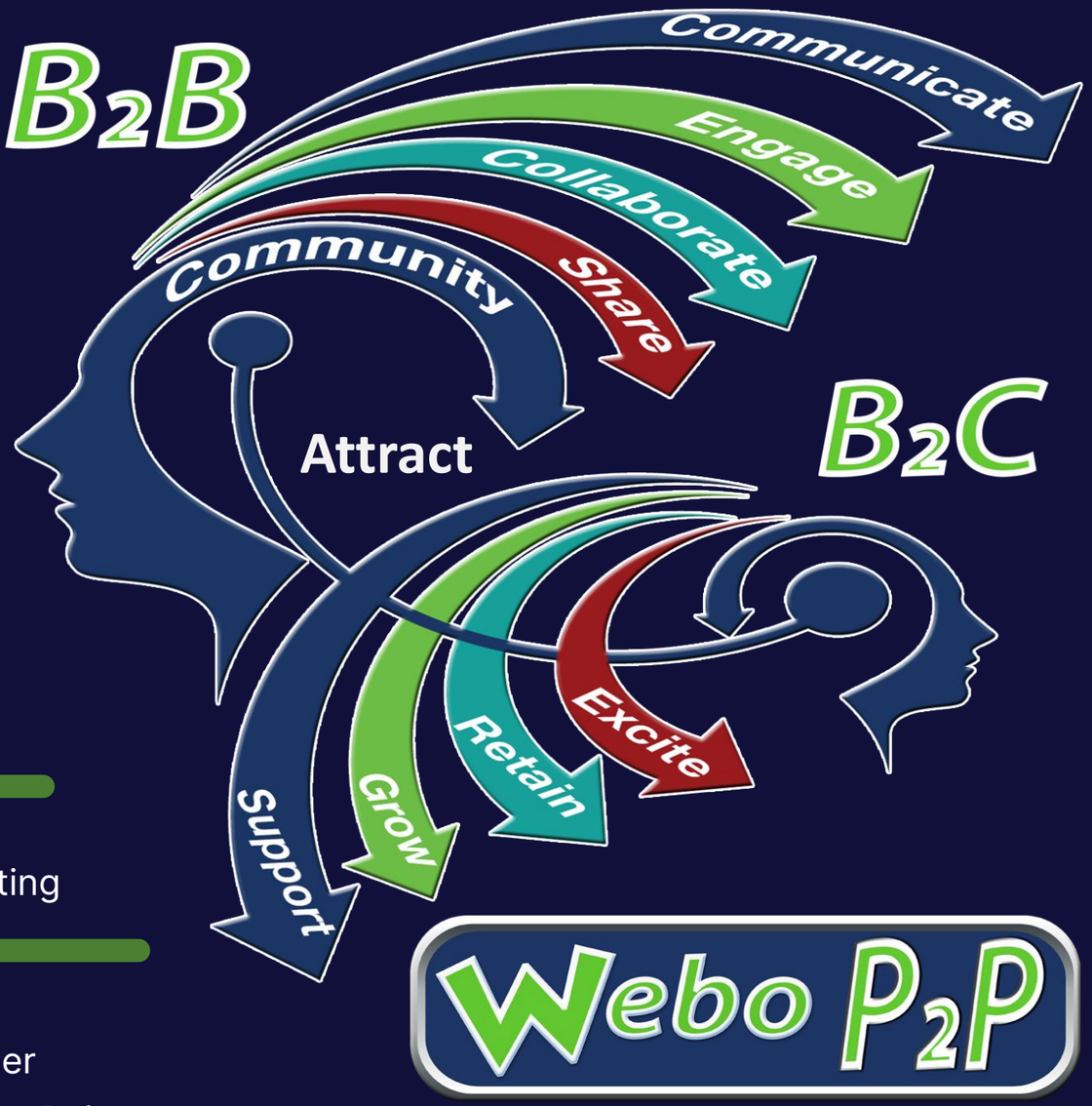
Accessible for businesses of all sizes.

Webo's Vision

Double Turnover in Half the Time

Webo’s Strategy

1. **Attract**
   Customers eg Google Business Profiles & Sharing
2. **Excite**
   Engage with compelling offers: Deals & Coupons
3. **Retain**
   Keep customers coming back: Loyalty Rewards & Points
4. **Grow**
   Expand your business reach: Reputation & Referral Marketing
5. **Support**
   Private Buyer Accounts Build Relationships: Every Customer of Every Client Gets an Online Private Account for Rewards, Points, etc.



Attract:

Google Business Profile Optimization

DIY Option

Do It Yourself with a Webo SaaS membership and how-to guides.

D4U Option

Done for You service with Accredited Site Builders using the Webo SaaS.

Benefits: Get Found

With increased visibility and better local search rankings.

The Webo SaaS (Software as a Service)

Attract:

We Promote Sharing With eBook Rewards

“Give something worth sharing

and make it easy to share and it will be shared.

It is a win:win for the seller and for the buyer/browser”

Webo's eMarketing Referral Rewards Programme offers an unlimited number of eBook Downloads across a wide range of eBook Categories as a reward for social sharing.

All Marketplace Marketing Listings offer content on two unrestricted webpages and 21 images plus slideshows etc. Plus if a user shares a deal, review or any other page on the marketplace they can download as many eBooks as they like. All the books have our Ads in them so the more eBooks that users gift the greater their benefit.

The secret to rewards sharing is making it one click easy to share and offering a broad range of eBooks so that there is something of interest to users and their friends.

Find value for him, her, kids, etc

Webo

www.webo.directory

LOCO MARKETS are LOCAL MARKETPLACES

that offer Crazy Deals & Specials

Specials 5 to 24% Off Deals 25%+ Off

DEALS FINDER

REWARDS CHALLENGE

Sharing is thoughtful

Caring is being kind

eBook Categories

- DIY Projects
- Education & Careers
- Family
- Food & Beverage
- Gaming & eSports
- Health & Beauty
- Hobbies
- Home & Garden
- Kids Activities
- Kids Tales

Be Thoughtful In 10 Minutes Browse & Share "Deals & Specials" Relevant to Friends

Be Kind In 10 Minutes Browse & Share "eBook Rewards" Relevant to Friends

eBook Categories

- Legendary Tales
- Lifestyle, Outdoor & Travel
- Making Money Online/Business
- Motivation & Productivity
- Personal Development
- Pets & Animals
- Software & Apps
- Sports
- Wealth Building
- Weight Loss & Exercise

It's FREE

It's about Finding & Sharing Crazy Deals & eBooks on the Webo Directory Loco & Nook Marketplaces www.Loco.Markets

FRIENDS that BENEFIT

COOK EBOOK TO MOLLY

GARDENING TO SALLY

TRAVEL EBOOK TO JANE

DIY TO DAD

DECKBUILDING TO JOHN

WOW! ALL THESE BENEFITS FOR SHARING A DEAL WITH MY BROTHER!

ACTIVITY EBOOK TO MY SISTER'S CHILD

Share
SHARING DEALS

2

Share
SHARING REWARDS

Welcome to Webo's

Share 2 Share

Deals & eBooks

FRIENDS that BENEFIT

Programme

CAREERS EBOOK TO SIFISO

SPORTS EBOOK TO MARK

MAKING MONEY ONLINE EBOOK TO ALFRED

THINKING OF YOU! YOU'LL LOVE MY SHARING REWARDS

HOBBIES EBOOK TO JOAN

LIFESTYLE EBOOK TO BONGIWE

5 Ways To Reward Your LOYAL CUSTOMERS

Imagine that you are a customer for a brand which you have continuously supported for a few years. How would you like to be rewarded for such loyalty? Your customers will cheer loudly for you if you're willing to offer more great things for them!

1 LOYALTY CARD SCHEME

Offering a loyalty card to your customers is a conventional yet effective way to reward them. This also encourages them to spend their accumulated points to make another purchase from you again. So in order to gain loyal points, your customers could have possibly made more purchases from you in order to accumulate points and enjoy spending it.

2 OFFER DISCOUNT OR REBATE ON PRODUCTS

In order to reward their supportive purchases you can offer your customers discounts on selected items. Besides, you can offer them higher discount rates than the normal rate so that they can truly enjoy the benefits as loyal customers. Helping them to save money makes them happy and thus triggers their interest to make more purchases from you in the future!

3 EXCLUSIVE PRODUCTS

Another way to reward your customers is to offer them exclusive products which cannot be found in the market or cannot be purchased as a non-member. This is to make your loyal customers feel that they are special by becoming your loyal member.

4 GIVE AWAY FREE ITEMS WITH MULTIPLE PURCHASES

Who doesn't love freebies? Same goes to your customers. You can increase their shopping desire by offering them free items with multiple purchases or a minimum purchase amount. As for the free gift, you may reward them with the items which are only available in your store.

5 CELEBRATE THEIR SPECIAL DAYS

Offer free gifts or higher discount rates for your customers when they make purchases on their birthday month or other special days such as mother's day, father's day, labour's day, etc. Your little act can make them feel exceptional on their special month. In addition, your credibility and reputation can be enhanced through your generous act. Their return rate is guaranteed!

Welcome to Webo's

Share 2 Share

Deals & eBooks

FRIENDS that BENEFIT

Programme

COOK EBOOK TO MOLLY

GARDENING TO SALLY

TRAVEL EBOOK TO JANE

Heading Message

DECKBUILDING TO JOHN

ACTIVITY EBOOK TO MY SISTER'S CHILD

GET FOUND

My Biz

Webo

Webo

COOK BOOKS

CUSTIMERS GROWING BUSINESSES : ASK ME HOW

Google Business Profile: DIY Option

SaaS Membership

R300pm for eBusiness and eCommerce startup SaaS. This includes unlimited eBook Rewards on your Site or Marketplace Listing.

14-Day Free Trial

Test the platform before committing.

How-to Resources

Tips and eBooks available in the Admin Panel.

DIY OPTION
Read More at:

https://STSDIY.gr8.com

And at:

https://webo.mobi/GBPblog

NexGen DIY OPTION
Signup for the eBusiness Bundle at:

https://webo.directory

Google Business Profile: DIY Option

Register & Sign Up. Then Login

Select GO

Seller's Admin Panels will display On the right hand side of the pages that follow.

Note: See the Admin Panel Options on the next slide.

Every option, once opened, offers a How To guide at the foot of the page.

Welcome

TheFlightSchool

Log Out

MY ACCOUNT

GETTING STARTED:How to Tips

P.S. RENEW MY MEMBERSHIP BY 30TH DECEMBER 2022

Edit My Account
View My Profile
Renew My Site Pay-As-You-Go Membership
Change My Password
Advertise With Us :Place Hub Advert
Unsubscribe From Deal
My Showcase Product Submissions
My Hub Banner Advert
Add a free Directory Listing
My Free Directory Listings
Add Home Page Blog Topics
My Home Page Blog Comments
My Store/Product Reviews On Hub Stores
My Listing Reviews
My Purchase Orders On Hub Stores
Change to a Directory Listing only
Change to a Webpage only
Change to a Website only
Change to an Online Store only
Upgrade To A Featured Listing
Upgrade to a VIP Listing Bundle
Close Website
Close Online Store

MY SITE BUILDER

MY EBUSINESS COMMUNICATORS

Blog:Category & Topic Summary
Blogs: Add/Manage Topics
Blogs: Add/Manage Categories
Blogs: Manage Comments
Blogs: Followers
Blogs: Manage Banners
Blogs: Guest Bloggers

WEBSITE: View: Website
Audio: Store Background Music
Downloads/Video Player: Add Files
Downloads/Video Player: Categories
Downloads: View Downloaded PDF's
Flipbooks: Add Website Pages
Flipbooks: Create Categories
Forms: Add Website Forms
Forms: Create Categories
Forms: View Forms Submitted
Google Analytics
Hub: Add Site Categories
Hub: Alpha Search Tag Descriptions
Images: Add Non-Flash Images & Text
Images: Non-Flash Album Categories
Links & Lists: Create Categories
Links & Lists: Add Items
Marquee: Footer Marquee Generator
Marquee: Header Marquee Generator
Pages: Scroll Box Page Categories
Pages: Create Scroll Box Pages
Setup: Search Engine Descriptions
Setup: Website Contact Details
Setup: Website Main Page Contents
Setup: Website Page Menu etc
Setup: Website Page Submenu
Template: Change /Select New
Template: Edit Existing Template

LINK & LIST COMMUNICATOR
Setup: Link & List Communicator

WHATSGOOD COMMUNICATOR
Setup: WhatsGood Communicator

MEETINGS COMMUNICATOR
Meetings: Setup Categories
Meetings: Add/Manage Meetings
Meetings: Manage Followers
Meetings: Manage Comments
Meetings: Manage Templates Option
Setup Facebook/Instagram/Twitter Integration
Add A Poll/Survey: + Images
Add A Poll/Survey: Text Only

DESKTOP COMMUNICATOR
Workspaces: Setup Categories
Workspaces: Add/Manage Workspaces
Workspaces: Manage Followers
Workspaces: Manage Comments
Setup Facebook/Instagram/Twitter Integration
Add A Poll/Survey: + Images
Add A Poll/Survey: Text Only
Autoresponder: Add/Manage Lists
Autoresponder: Add/Manage E-Mails
Autoresponder: Add/Manage Timelines

PAGES: Specialist Pages & Albums
Pages: Create Linked Webpages
Pages: Create Linked Quizpages
Pages: Create Signup Webpages
Audio: Add Music Albums
Audio: Music File Webpages
Images: Add Flash Albums & Images
Images: Flash Gallery Webpages
Images: Mouseover & Link Generator
Images: Alternator & Link Generator
Images: Gif Generator
Images: Resize / Edit
Images: Rotator Generator & Link
Images: Slide Show Generator & Link
Links: Add Footer Partner Links
Quick Quotes: Add Pricing Calculator
Video: Video Gallery Webpages
Video: Add Videos To Webpages

MY ECOMMERCE TRADING ENABLERS

STORE: View: Store / Showcase
Audio: Store Background Music
Flipbooks: Add Store Pages
Forms: Add Store Forms
Hub: Upgrade to Featured Store
Hub: Upgrade to Featured Website
Images: Add Non-Flash Images & Text
Images: Rotator Generator & Link
Links & Lists: Add Items
Marquee: Footer Marquee Generator
Marquee: Header Marquee Generator
Manage Store Review
Manage Store Product Review
Pages: Create Scroll Box Pages
Quick Quotes: Add Pricing Calculator
Setup: Store Page Menu etc
Setup: Store Main Page Submenu
Setup: Store Contact Details
Setup: Store Page Contents
Setup: Payment Options
Setup: Delivery Fee Options
Setup: Product Category Options
Setup: Product Variation Options
Manage: Showcase Pages
Create: Showcase Loading Pages
Store Mgt: Product / Item Admin
Store Mgt: Add Products / Items
Store Mgt: View Orders Received
Download: Store Subscribers
Store Mgt: Orders Checkout

MY AUCTIONS

Current Auctions
Successful Bids

BUILD RELATIONSHIPS & GET GROWING WITH MY EMARKETING ENABLERS

Loyalty & Referrals Communicators
Setup Vouchers & Coupons Templates
Setup Terms & Conditions Templates
Setup Excluded Validity Dates
Setup Product Options
Manage Loyalty Points Administrators
Setup Sign In/Up & Note
Setup My Account
Set up Loyalty & Referrals Communicator
V & C Mgt: View Orders Received
Manage Subscribers
Dashboard Reports

Deals & Referrals Communicators
Add Deals
Manage Deals
Manage Subscribers
Setup B4U Marketer Notifications
Set up Deals & Referrals Communicator
Setup Excluded Dates
Setup Ts & Cs Templates

Points Exchange Participation
Setup Points Buddy Selection
Setup Points Buddy Terms & Conditions
Manage Points Exchanged
View Customer Orders Profile
View Customer Points Loyalty Account

Google Business Profile: Done for You Option

R12,000

Standard Price

Once-off setup fee for complete D4U service.

80%

Limited Time Discount

Incredible deal offering 80% off the standard price.

Our BUY NOW deal is at: R3,000 About $ 160

Attract: The Marketplace Marketing Bundles

GBP and Offsite Verification Setup

Includes Google Business Profile Optimization and Webo NexGen Upgrade.

Get Visible
& be
Found

Maintenance Services

Ongoing optimization, content updates, review management, and more.

Stay Visible
& be
Found

Excite: Coupon and Deal Marketing

Part of eMarketing Bundle

Integrated solution for promotional campaigns.

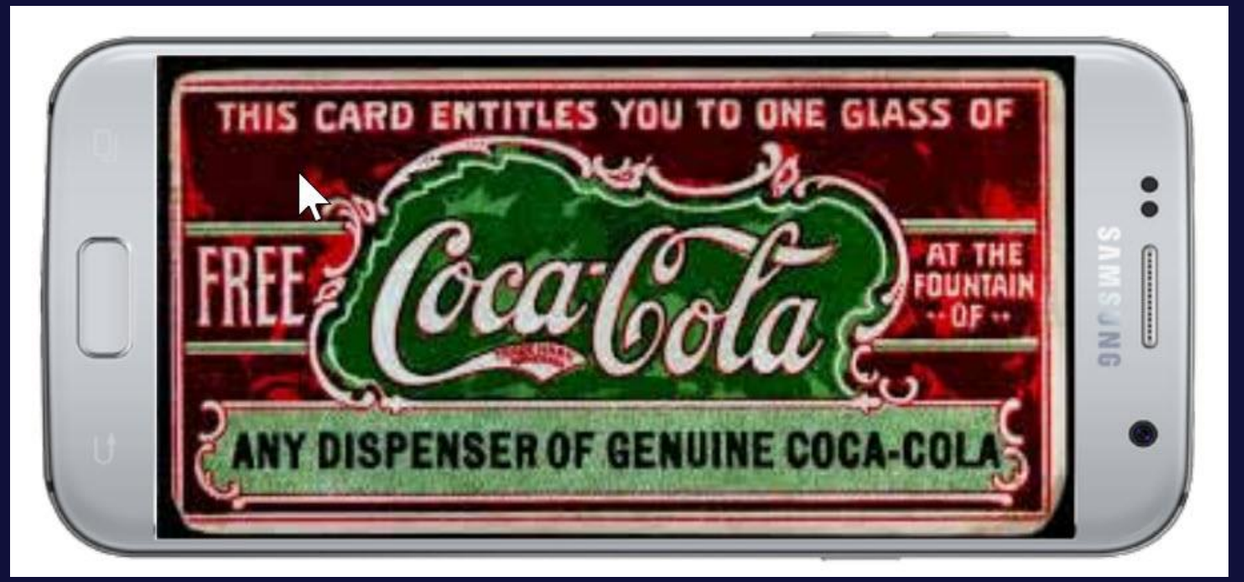
Online Coupon Management

Issue, manage, and redeem coupons easily.

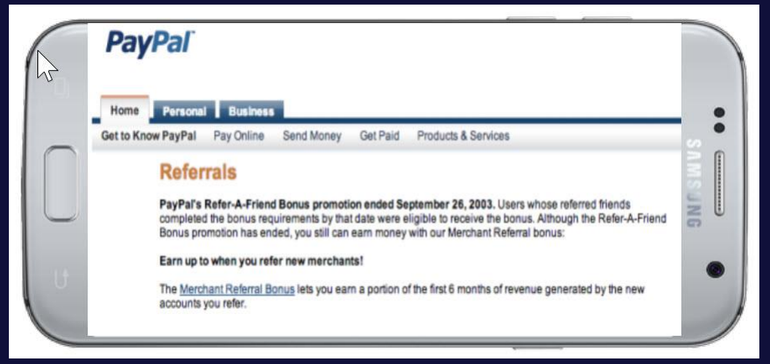
Customer Accounts

Every customer gets an online account to manage coupons & Rewards.

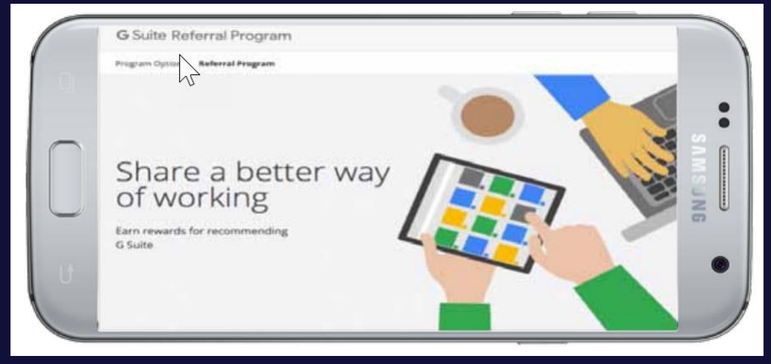
Success Stories



1887 GIVE A GLASS OF COKE Asa Candler’s coupon idea transformed Coca-Cola from an insignificant tonic into a marketdominating drink. His hand-written tickets offered consumers a free glass of Coca-Cola & by 1913 8,500,000 free drinks made Coca-Cola a national craze in the USA.



2003 EARN A % AS A CASHBACK The PayPal Referral Program resulted in PayPal achieving a 7 to 10% daily growth that rocketed them to a user base of over 100 million users before the end of September 2003.

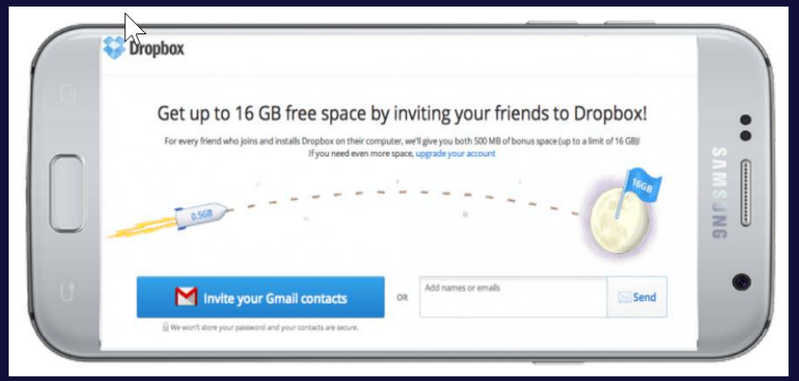


EARN A CASHBACK In Google's G Suite Referral Program Account Holders earn $7.50 for every new G Suite customer that you refer limited to $1,500 per business that signs up

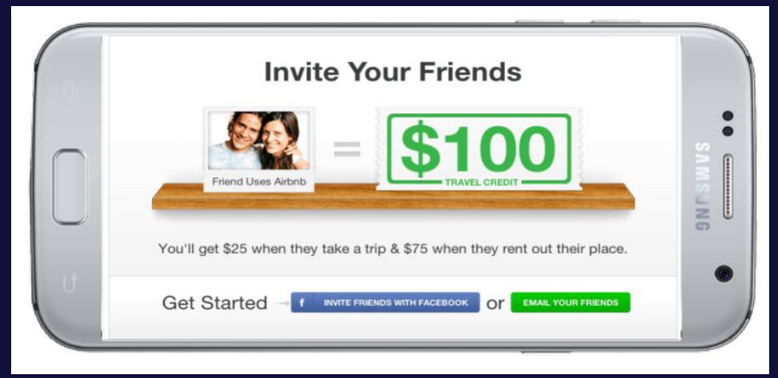
2012: SHARE YOUR CODE Uber expanded into over 50 countries in 3 years! Double-sided Referral Rewards. Send out your referral code by e-mail, Facebook sharing or by Twitter. Give a $10 ride and get a $10 ride!

Coupons have grown thousands of International Success Stories:
Find many more here: https://www.webo.directory/videos/pdf/d-376.pdf

Learn from major brands' coupon strategies in our Digital Marketing eBooks.



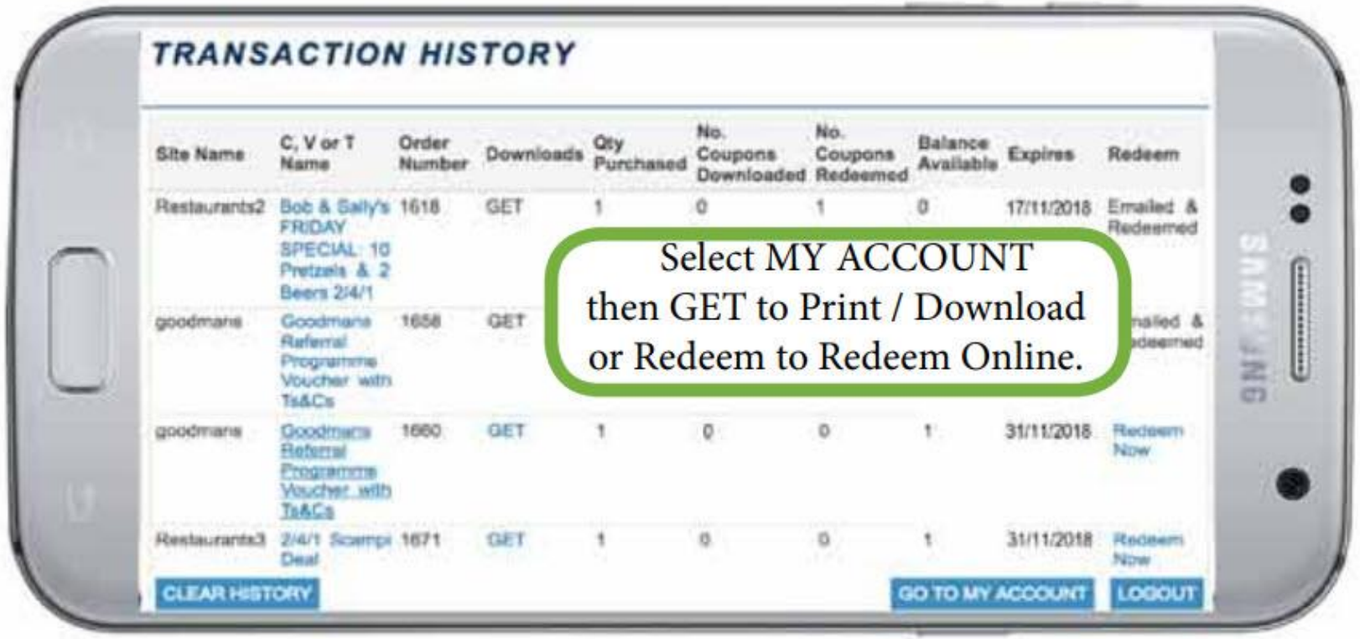
GIVE STORAGE SPACE Dropbox launched a Referral Program in 2010. By April 2010 they permanently increased signups by 60%. Users made 2.8 million referrals and both the customer and friend earned extra storage space.



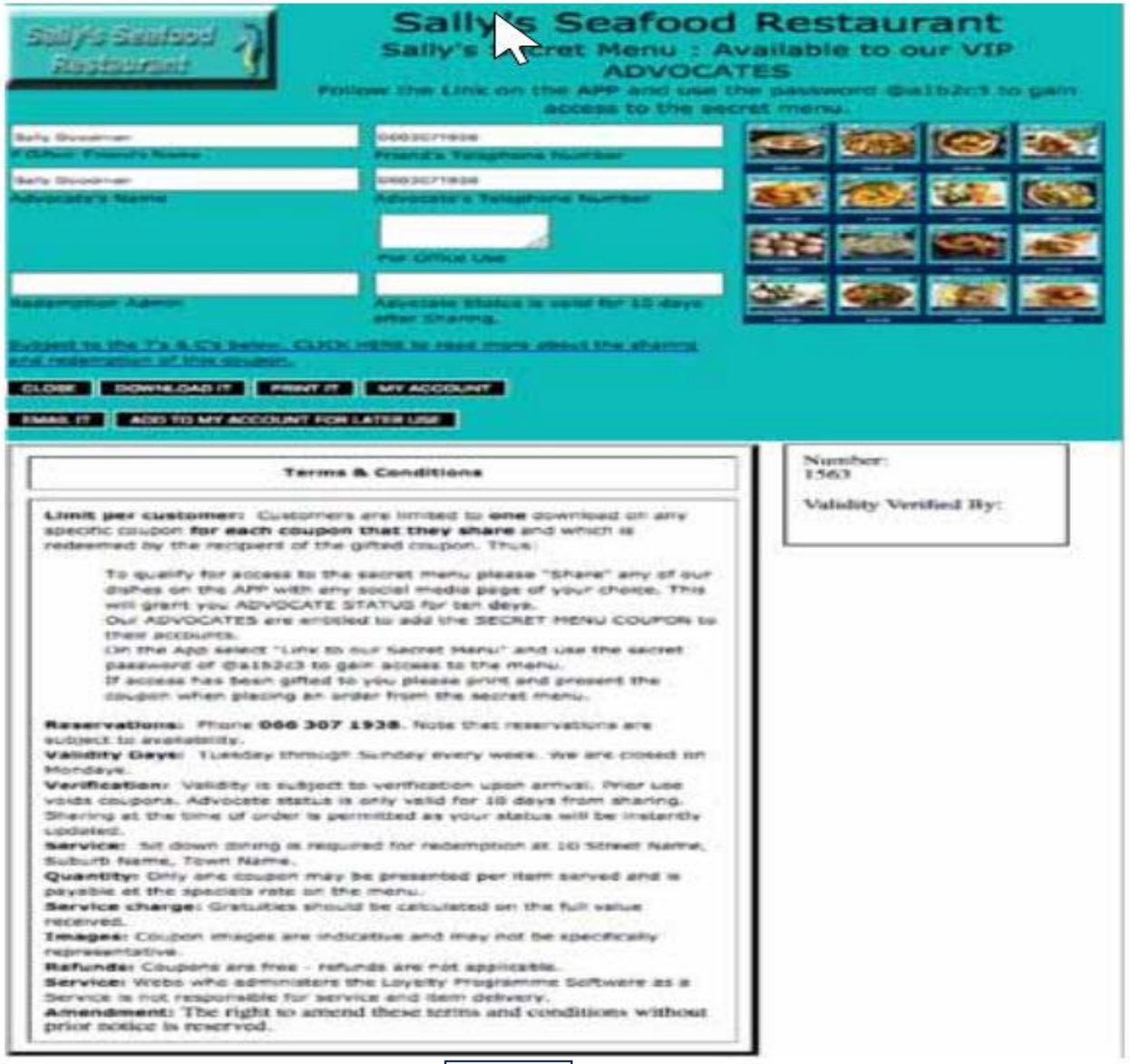
EARN ACCOMMODATION CREDITS Airbnb launched in 2008 & has booked millions of bed nights. Their 1st referral program test to 2,161 members doubled membership by 2,107. They offered a $25 travel credit for every referral that booked a $75 trip.

Sally's Seafood Restaurant
Mains: A dozen Scampi and savoury rice
2/4/1 Mondays to Thursdays Only
Rice &
A Dozen Scampi
CLOSE
DOWNLOAD IT
PRINT IT
MY ACCOUNT
ADD TO MY ACCOUNT FOR LATER USE
EMAIL IT
Sally's Seafood Restaurant Terms & Conditions
Coupons:
On The App
Select GET to open a Coupon

Sally's Seafood Restaurant
Mains: A dozen Scampi and savoury rice
2/4/1 Mondays to Thursdays Only
Rice &
A Dozen Scampi
Close
DOWNLOAD IT
PRINT IT
EMAIL IT
Sally's Seafood Restaurant Terms & Conditions
Coupons:
Number:
1671
After Selecting GET
view the Coupon & Options


TRANSACTION HISTORY
Site Name
C, V or T Name
Order Number
Downloads
Qty Purchased
No. Coupons Downloaded
No. Coupons Redeemed
Balance Available
Expires
Redeem
Restaurants2
Bob & Sally's FRIDAY SPECIAL: 10 Pretzels & 2 Beers 2/4/1
1618
GET
1
0
1
0
17/11/2018
Emailed & Redeemed
goodmans
Goodmans Referral Programme Voucher with Ts&Cs
1658
GET
goodmans
Goodmans Referral Programme Voucher with Ts&Cs
1660
GET
1
0
0
1
31/11/2018
Redeem Now
Restaurants3
2/4/1 Scampi Deal
1671
GET
1
0
0
1
31/11/2018
Redeem Now
CLEAR HISTORY
GO TO MY ACCOUNT
LOGOUT
Select MY ACCOUNT
then GET to Print / Download
or Redeem to Redeem Online.

Sally's Seafood Restaurant
Mains: A dozen Scampi and savoury rice
2/4/1 Mondays to Thursdays Only
CLOSE
DOWNLOAD IT
PRINT IT
EMAIL IT
SUBMIT TO REDEEM
Sally's Seafood Restaurant Terms & Conditions
Coupons:
Order Number1671
After Selecting Redeem
view the Coupon & Options



All tickets, coupons and vouchers can be set up to be print and present or they can be presented online on phone, iPad, tablet or on a PC in the Restaurant.

FORMAT & REDEMPTION OPTIONS

PRINT AND PRESENT OR LOGIN AND PRESENT ON PHONE

The One Page Summary

1. Get the App URL or Scan the QR code

2. On Phone: Add to Home Screen

3. Tap the App Button on Phone to Open

4. Sign In or Sign Up & Select a Deal: tap GET

5. Pay Admin Fee (if needed) online

6. Print & Present Coupon is an Option

A Printed Coupon Is An Option

7. Hand Phone or the Printout to Seller

8. Seller enters PIN on Phone. That's it!

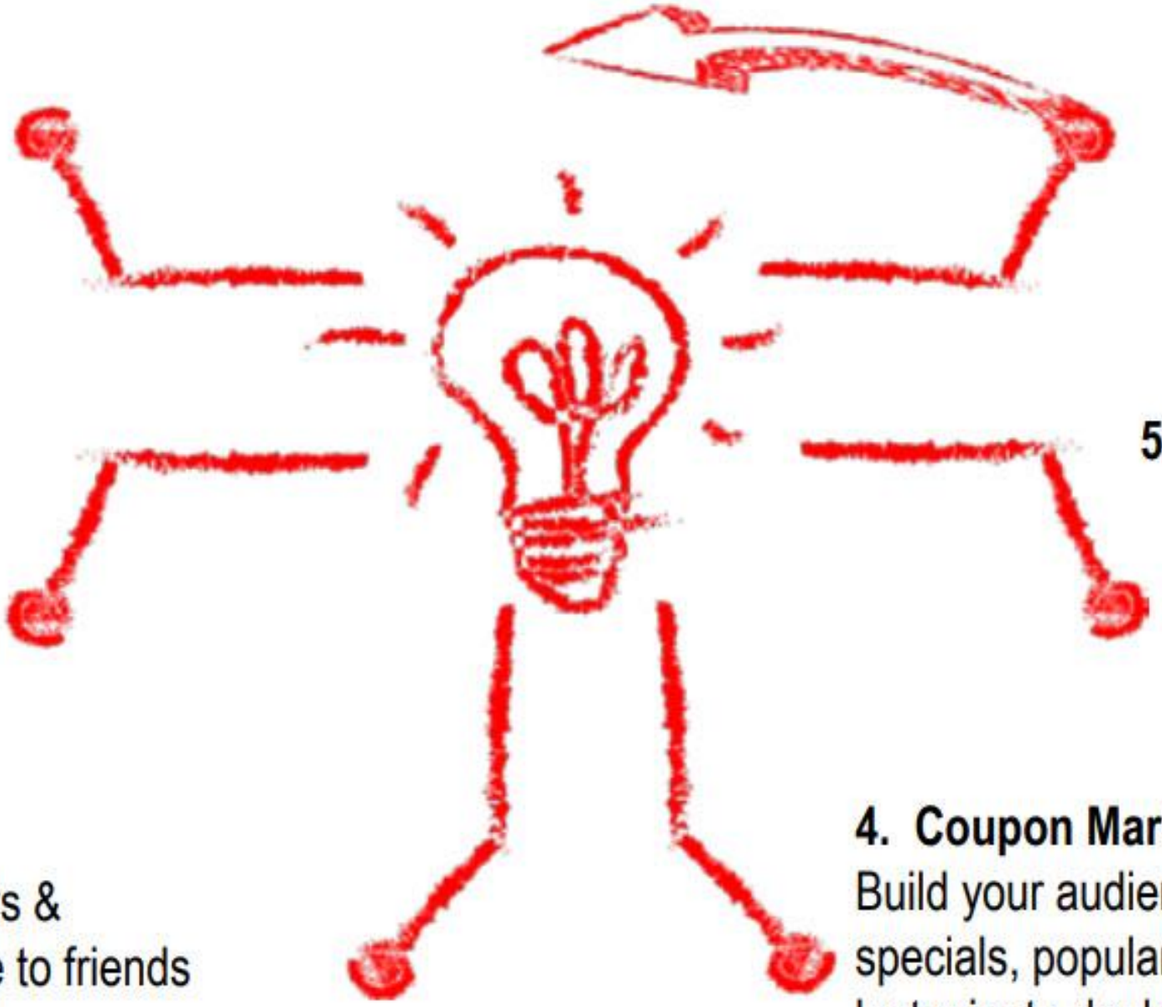
Coupon on Phone

The Customer Journey in 6 Steps

1. Delight Customers
Marketing before meeting expectations is premature.

2. Loyalty Marketing
Reward patronage, Segment Customers into 3 levels to precision target desires.

3. Referral Marketing
Reward Sharing, Reviews & Recommendations made to friends & Business Connections



6. Convert
From Browser & Bargain Hunter to Active Customer.

5. Engage on 4 Channels:
Website, App, Blog & Social Media.
Ignite Desires, Advise & Sell Experiences & Value

4. Coupon Marketing
Build your audience by offering attractive specials, popular events, coupon deals, last minute deals,

THE CUSTOMER JOURNEY
FROM
BARGAIN HUNTER
TO ACTIVE ADVISORS, ADVOCATES & AMBASSADORS
WHO GROW YOUR BUSINESS

COMMUNITY - PARTICIPATION
With Memorable Experiences & Relationships
Engaged, Meeting Desires & Established Loyalty

WORD of MOUTH - SHARING
Credible Reviews Posted with Regularity
Comments & Shares Spreading the Word
Reviews Rewarded

SOCIAL - APPRECIATION
Events Desired & Competitions Entered
Benefits are Gifted & Shared
Sharing Rewarded

SELF INTEREST - REWARDS
Focus is on the Customer
who is Delighted with
Patronage Rewards
that are Relevant & Valued.
Popular Coupons, Lucky Draws,
Secret VIP Menus & Events.
#Hashtag Competitions Entered & Promoted.

MANAGED GROWTH
Regular assessment of Staff and Capacity
Next Steps Planned & Executed

REVIEWS
Rewarding customers for reviews
Engage by addressing matters raised and
thank customers for sharing their experiences

SOCIAL MEDIA SHARING
Ignite an interest in Sharing Comments
Encourage customers to e-mail coupons
Grow Awareness with Social Sharing &
WhatsApp Specials Group Messaging

DELIGHT & REWARD
Reward Customers for Patronage
Encourage Buying More
Encourage Buying More Often
Get Personal; Address Diners
by Name. Ask if you can take a
photo for your Instagram Page,
Post to Pinterest, Tweet Reviews

Retain: Loyalty Programme Marketing (LPM)

1

Points

Customers earn points from eCommerce purchases.

2

Points Sharing

Enable point consolidation to expedite points redemption benefits with a defined rage of suppliers.

3

Campaign Management

Leverage LPM (Loyalty Programme Ma
marketing efforts.

Grow: Reputation and Referral Marketing

Easy Sharing

Simplified process for customers to share experiences.

Reward System

Incentivize users for sharing and referrals.

DTHT Challenge

Double Turnover in Half the Time framework.

Support: Customer-Centric Approach

Customer Accounts

Every customer gets an online account with Webo Members.

Communication Hub

Engage, collaborate, and share with customers easily.

Growth Foundation

Nurture customer relationships to drive business growth.

Webo: More Than a Website Builder

Strategic Partners

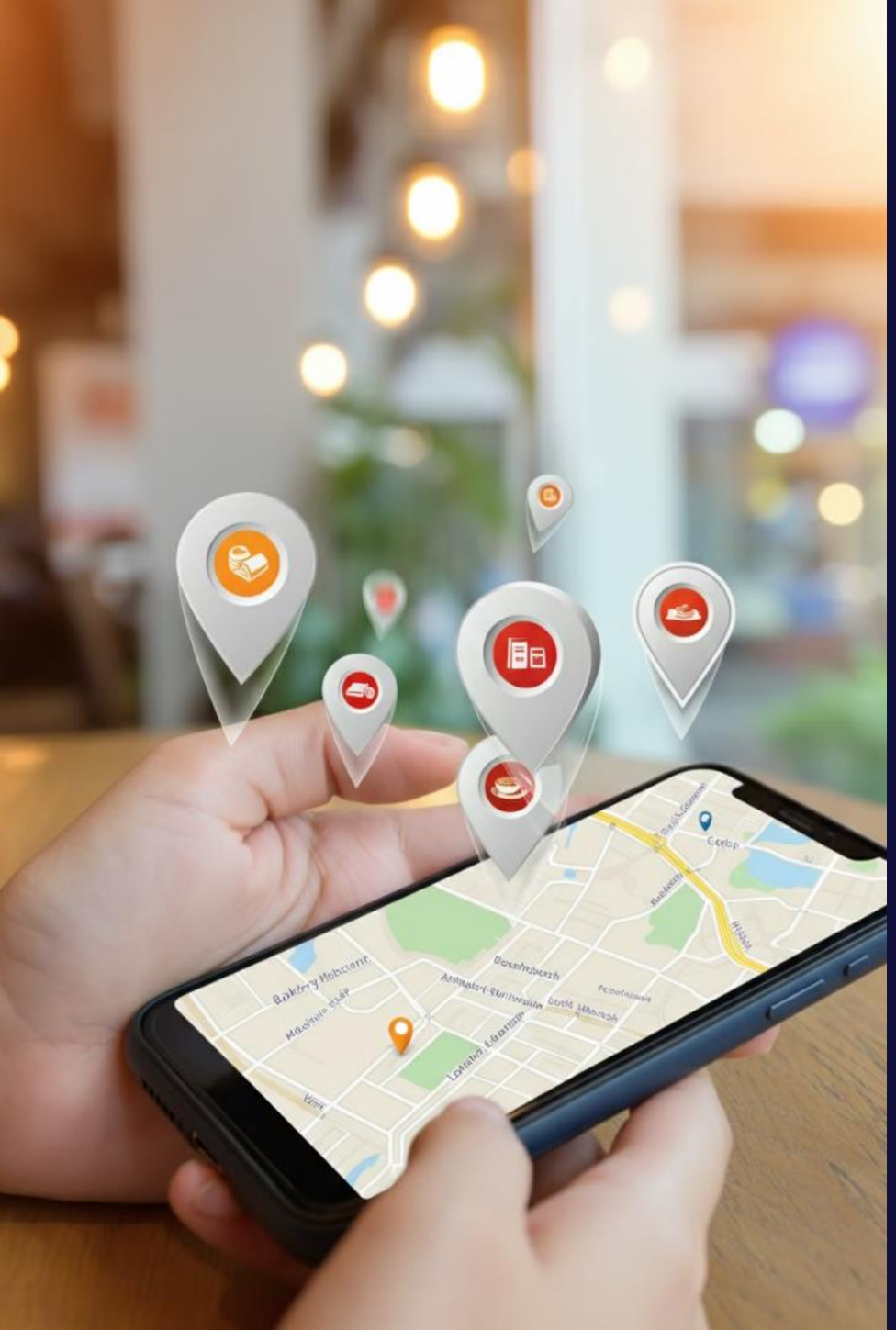
We work with you to grow your business.

Growth Focus

Dedicated to helping local businesses expand.

Comprehensive Tools

World's most complete Digital Marketing Platform.



The Power of Local Search Optimization

46%

Search Result Clicks

Nearly half of all Google searches are for local information.

88%

Local Business Visits

Percentage of consumers who visit a local business within 24 hours of a local search.

The Impact of Google Business Profiles

The average Google My Business has had a 404% increase in total views and a 113% increase in clicks or actions when ranking in the Google 3-Pack, resulting in 5.0x as many views and 2.1x as many clicks respectively

Increased Visibility

Appear in Google Maps and local search results.

Customer Insights

Access valuable data about how customers find and interact with your business.

Direct Communication

Respond to reviews and messages directly from your profile.

The Evolution of SEO for Local Businesses

1

Past

Keyword stuffing and backlink manipulation.

2

Present

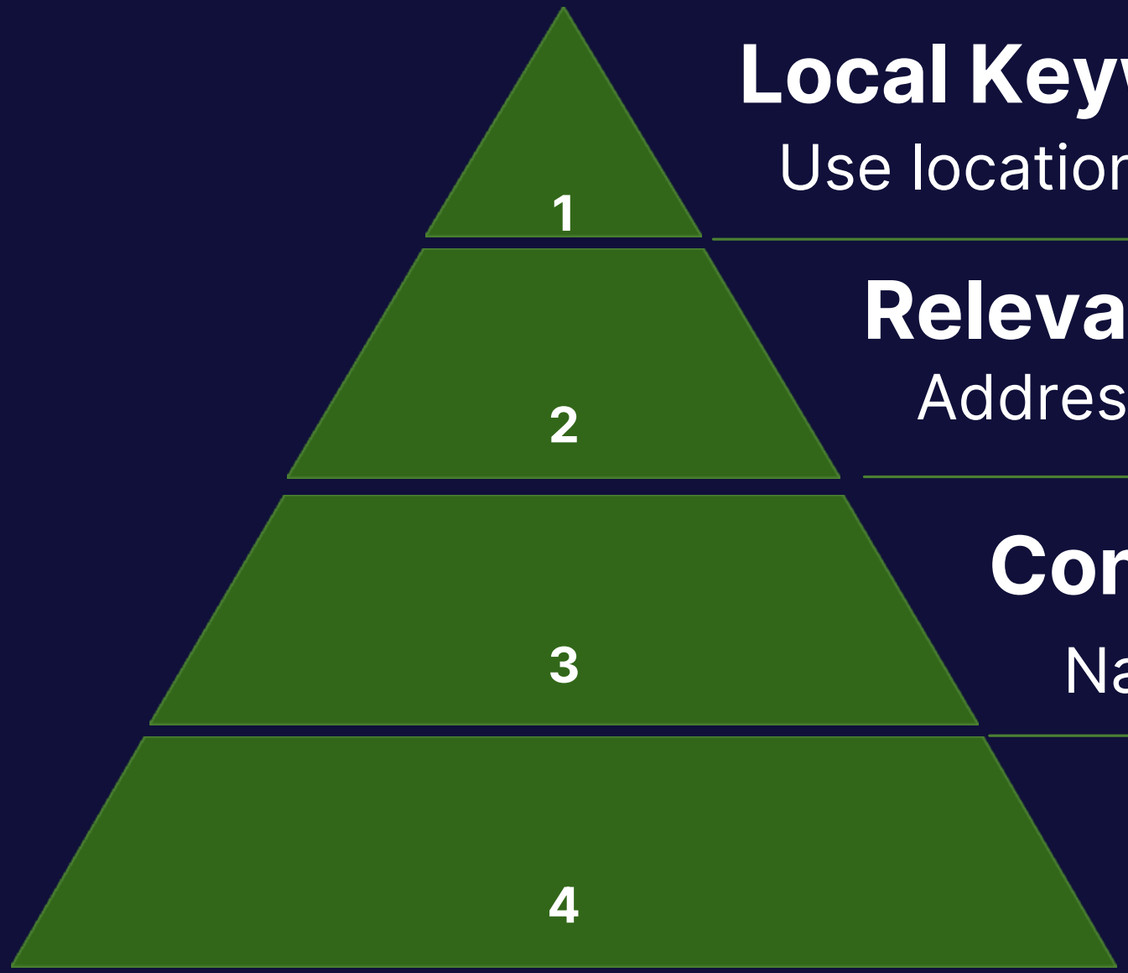
Focus on relevance, prominence, and proximity.

3

Future

AI-driven personalization and hyper-local targeting.

The Role of Content in Local SEO



Local Keywords
Use location-specific terms

Relevant Information
Address local customer Needs, Desires & Pains

Consistent NAP
Name, Address, Phone across platforms

Local Events & News
Showcase community involvement

Leveraging Social Proof for Local Businesses

Customer Reviews

Encourage and respond to reviews across platforms.

User-Generated Content

Share customer photos and experiences.

Local Influencers

Collaborate with community figures for authentic promotion.

The Mobile-First Approach for Local Businesses

61%

Mobile Searches

Percentage of Google searches performed on mobile devices.

76%

Local Visits

People who search for something nearby on mobile visit a related business within a day.

Integrating Online and Offline Experiences

1

Online Discovery

Customers find your business through local search.

2

Digital Engagement

Interact through website, social media, or messaging.

3

In-Store Visit

Seamless transition to physical location.

4

Post-Visit Follow-up

Encourage reviews and maintain connection.

The Future of Local Search: Voice and AI

Voice Search

Optimize for conversational queries.

AR Integration

Explore Augmented Reality for local discovery.

AI Assistants

Prepare for AI-driven recommendations.

Measuring Local SEO Success

1 Search Rankings

Monitor position for local keywords.

2 Website Traffic

Track visits from local searches.

3 Conversion Rates

Measure actions like calls or directions requests.

4 Review Sentiment

Analyze customer feedback trends.

Take Action: Optimize Your Local Presence Today

Claim Your Listings

Start with Google Business Profile and other directories.

Optimize Content

Focus on local relevance and user experience.

Engage Your Community

Respond to reviews and participate in local events.

Partner with Webo

Leverage our expertise to accelerate your growth.

Why Upgrade?
eMarketing >
Google Maps >
GO LOCAL
GET YOUR CUSTOMERS TO GROW YOUR BUSINESS
eCommerce >
Google Profiles >
GO GLOBAL
< eBusiness
Webo
< Marketplaces

Join Me & Start a Work-From-Home Business

Email: Info@ Webo.Directory Website: www.Webo.Directory

YouTube: https://youtube.com/@webo-videos