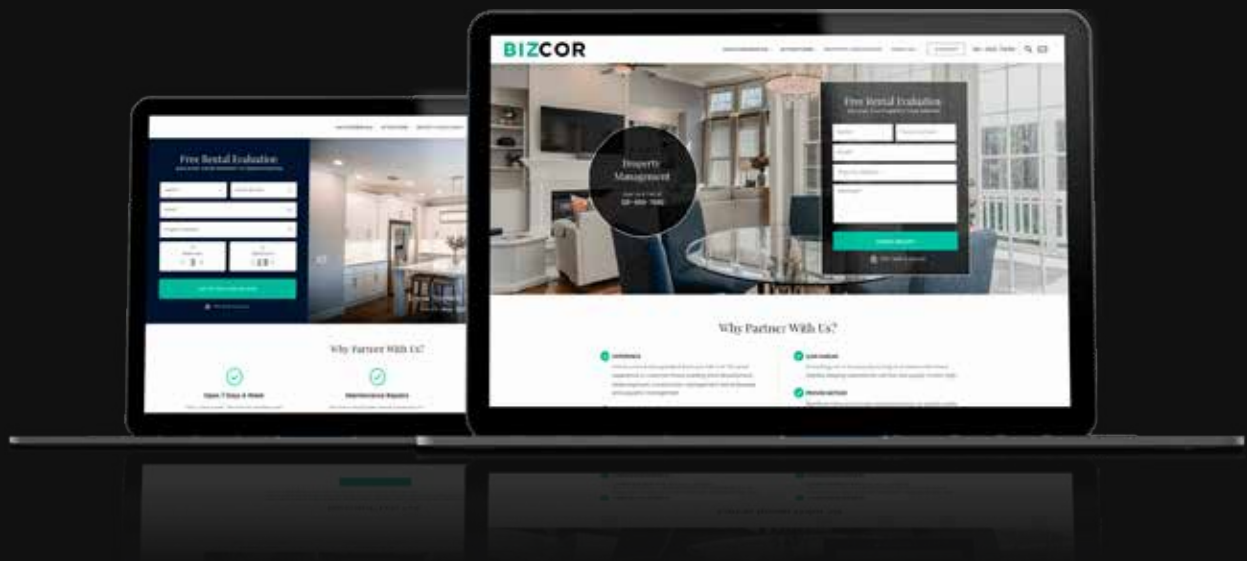


HOMEOWNER ACQUISITION



BIZCOR®



SEO

TRACKING CONFIGURATION

OUR TEAM WILL WORK WITH YOU TO OBTAIN “GOOD DATA”
AND IMPROVE REPORTING

- ☑ Configure goal tracking within Google Analytics.
- ☑ Utilize advanced contact forms to track conversions by visitor source.
- ☑ Establish baselines for tracking average property revenue and incoming lead revenue.



OFF-LINE AUDIT

Links

- Missed backlink opportunities (brand name mention without link)
- Negative backlinks external from Google Console
- Competitor link analysis
- Recommend or configure authoritative local directory links

MONTHLY RESIDUAL SERVICES

ON-SITE SEO

Content Development

- 5 Pages of content per month – 50% Property Management, 50% Direct Booking content

Site Optimizations

- Meta data audits / revamps based on keyword positioning reports
- Misc monthly optimizations
- Title / meta tags
- Bolding
- Internal linking
- HTags
- Track property management keywords
- Includes 25 additional keywords for vacation rentals

OFF-SITE SEO

Citation Development

- Sign up for premium listing with Yext
- Configure and register data with large data aggregators
- Manually check, verify, change, and develop citations
- Manually locate, fix, or setup authoritative local citations

Google / Bing / Yahoo

Local Optimization

- Optimize local business pages
- Help you to develop a post-checkout review process

Advanced Conversion Tracking / Reporting

- Inquiry, email, and online reservation reports to measure SEO ROI
- Real-time keyword positioning and traffic reports
- Monthly PDF reports and monthly recap decision maker phone calls



PPC

✓ **Initial Setup**

✓ **Ad Copy Creation**

BIZCOR's PPC specialists will create a minimum of two pieces of ad copy for every ad group. Our PPC specialists will start the process using Client's messaging suggestions and will tailor the ad copy to the necessary specifications.

✓ **Banner Ad Creative Design**

Utilizing BIZCOR's creative Ad templates, we will create remarketing ads that are compelling and proven to convert.

✓ **Conversion Tracking**

BIZCOR will ensure conversion codes and tracking are integrated into the website to track inquiries.

✓ **Account Build**

Upon completion of the above tasks, BIZCOR's PPC specialists will organize information into a complete, optimized PPC account. This will be sent to Client for review, selection and approval.

MONTHLY SERVICES

In addition to the initial setup, BIZCOR's PPC specialists will provide the following services on a monthly basis, for the term of the agreement:

- ✓ Keyword bid management
- ✓ Keyword expansion
- ✓ Campaign monitoring and bid adjustments
- ✓ Ad copy testing and revisions
- ✓ A/B site testing
- ✓ Remarketing via Google GDN / Facebook Ads
- ✓ Remarketing ad creation
- ✓ Email tracking
- ✓ Bi-Weekly reports.

Recommended Monthly PPC Spend: \$400

SNAIL MAIL MARKETING

ADDRESS ACQUISITION

Absentee Homeowner Address Acquisition

- Locate address information for absentee homeowners in the area.
- Build a list of addresses for potential homes that can be targeted utilizing our snail mail campaign.
- Convey this list of homeowner addresses to the client or whoever will be sending out the postcards designed in the design process.

Absentee Homeowner Email Acquisition

- Use a variety of tools to locate Email and Phone Numbers of absentee homeowners.
- Build a list of this contact information that can be targeted using email marketing.
- Convey this list of contact information to your email marketing team.



These reports should be run monthly - and a database should be created of all addresses / contact information we've acquired, as well as which ones have already been targeted.

POSTCARD DESIGN

Our Design Process

- The BIZCOR team will utilize the intake form and interview from the Brochure onboarding process to integrate value proposition. Once our design team is completed with the initial concept design, we will present it to you for revision or acceptance.

Delivery

- We will deliver this postcard to you in 300dpi format for best possible printing quality.

Measuring Success

- Our team will guide you in capturing data to track the success of the mailers that you distribute, including:
 - Tracking codes
 - Vanity URLs
 - Analytics configuration





BIZCOR®

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