



J. Keith Maxwell, PE&LS 17262  
Auburn, Alabama

(888) 316-4124



# Local Advertising Forms Available


- **Yellow Pages** - \$300-900/month
- **Radio Advertising** - \$600-1200/month
- **Billboard Signs** - \$800-2,500/month
- **Newspaper Advertising** - \$300-600/month
- **TV Advertising** - \$500-1,500/month
- **Direct Mail Campaigns** - \$250-1,000/month
- **Internet Advertising** - \$250-1,000/month



# Websites

- [Pro17Engineering.com](http://Pro17Engineering.com)
- Google.com – search “land surveying auburn al”
- Yahoo.com
- Bing.com

# Keyword Research using Google Adwords Keyword Tool

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- “surveyors *city state*”
  - “land surveyor *city state*”
  - “boundary survey *city state*”
  - “topographic survey *city state*”
  - “elevation certificate *city state*”
  - “alta survey *city state*”

# Local Online Marketing Campaign



- Localized Marketing for your City

- [DothanLandSurveying.com](http://DothanLandSurveying.com)

- [TroyLandSurveying.com](http://TroyLandSurveying.com)

- [MobileLandSurveying.com](http://MobileLandSurveying.com)

- [HuntsvilleLandSurveying.com](http://HuntsvilleLandSurveying.com)

- [TuscaloosaLandSurveying.com](http://TuscaloosaLandSurveying.com)

- Exclusive Contract - One Surveyor per City

- Measured Results – site visits, keywords used, ads clicked on, calls to the business



# Local Online Marketing Campaign



## ● Onsite Search Engine Optimization (SEO)

- Build an “Authority Website”
- Write Localized Content for the Site
- Created Unique Banner for the Site
- Create a Blog (Articles) for the Site
- Create Videos for the Site
- Create Blog Articles & Videos monthly

# Local Online Marketing Campaign



## ● Offsite Search Engine Optimization (SEO)

- Create Backlinks (votes) to the Authority Site using
  - videos
  - articles
  - forum posts
  - Images
  - social media (Facebook, LinkedIn, etc.)
- Monthly SEO work to obtain & maintain the ranking for major and additional keywords

# Local Online Marketing Campaign



## ● Online Marketing Investment

- Initial Month Investment (Build Authority Website)
- Google Adwords PPC (\$75/mo incl. first 2 mos.)
- Initial Month Investment = \$750 normally
- Monthly Investment based on the Local City & the Local Competition for those keywords (\$500 normally)
- Google Adwords (\$25/mo incl. after first 2 mos.)
- Monthly work **MUST** be done to maintain ranking



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[www.AuburnBusiness.com](http://www.AuburnBusiness.com)

Call Today

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Helping Local Business Get Online - Where The **\$MONEY\$** Is