

# Onward & Upward

## FREDERICKSBURG, VA



### FALL IS HERE

Fall has definitely made its arrival known! It seems like all the leaves fell at once this year.

Fall is a great time to revisit your marketing plan for the upcoming new year. We recommend that you take some time to review your plan to determine what is working, what needs to change and how you might accomplish it. We have made a cheat sheet of sorts for you, which is on our blog, link below.

### SERVICES WE OFFER

- Website Design
- Website Maintenance
- Search Engine Optimization
- Social Media Marketing
- Reputation Management
- Citations, both local and national
- Google Products
- Email Marketing
- Digital Marketing
- Website Hosting

Not certain if your Google Business Profile or Bing Places are doing all they could be for your business? Reach out for a free audit. Crystal will review one or both for you.

### SOCIAL MEDIA - PINTEREST

Pinterest is an image based social media network where users and businesses can promote and explore their interests by pinning images and videos on a virtual board. Pinterest is not a good fit for every business but for those that it is a good fit for, they will find that the average salary of a Pinterest user is \$131,506 per year.

Everyone has heard of Pinterest, and people seem to be of the opinion that it is a great place to get ideas. While a great place to get ideas, many businesses have used it to grow their businesses. It just takes a bit of out of the box thinking.

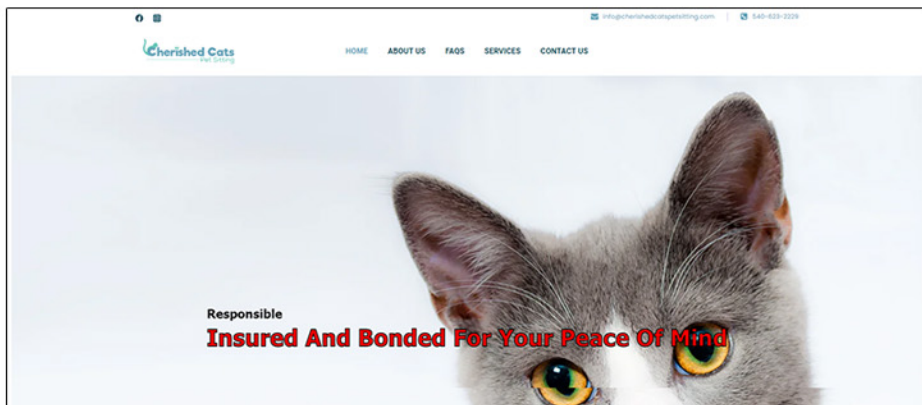
### ON THE WEB

Blog:  
<https://simplywebservices.net/blog/>

Facebook:  
<https://www.facebook.com/FBurgWebDesign/>

30% of consumers assume online reviews are fake if there are no negative reviews at all.

## NEW SITE RELEASE



Cherished Cat Pet Sitting - Karen was part of the SWS family in the early 2000's for some time. She sold her business due to life situations but is now back with a new company. If you need someone to keep an eye on your kitty and live in Fredericksburg or Spotsylvania give her a call!

## LOCAL CITATIONS

Local citations are a type of business directory/reference that features the business name, address and phone number. Citations play an important part in a company's local SEO and be set up as soon as possible. When set up correctly citations can be really easy to manage and lead to improved local rankings. If done incorrectly they can be a nightmare. They should be reviewed at least quarterly to ensure the information remains correct, reviews do not need attention or other information needs updated.

## GOOGLE REVIEW OF SIMPLY WEB SERVICES, LLC.

Are you using Google Reviews for your business? We can help you setup your Google Review page. Studies show that 74 percent of local businesses have at least one Google review, while the average local business has 39 Google reviews. Sixty-one percent of local businesses have an average star rating of four to five stars. On average local businesses have a 4.4 star rating on Google local.

You can give SWS a review and check out how it works at the same time, it is very simple. Visit this URL <https://g.page/r/CUO-tH20Edq-EBM/review> it is quick and easy.

## ORGANIC SEARCH ENGINE OPTIMIZATION (SEO)

Organic SEO uses a digital marketing strategy rather than Pay Per Click so you earn the placement with content and a complete marketing strategy. It is not a quick strategy to employ but can have amazing results (done correctly of course!) Search engine optimization continually changes as Google continues to update their algorithms.

**(540) 479-6350**

## WEBSITE FACTS

It takes 50 milliseconds for a user to form an opinion about your website- do they stay or do they go?

38% of users will stop engaging with a website if they feel the layout or content is unattractive

88% of consumers are less likely to return to a website after a bad experience

## GOOGLE GUARANTEE

What is Google Guarantee? A badge is available for businesses that pass a Google screening verification process through Local Services Ads (or partners). The point is to help increase a customer's confidence in local businesses. It currently has an annual cost of \$600 plus the ads cost.

## EMAIL MARKETING

In your email marketing, do you have a consistent template that you are using? Consistency is an important part of branding (being consistent across the board) so that people get used to associating the look with your business.

