

Weekly Webinar

Welcome to the Wednesday webinar!

Please mute your audio connection upon logging in.

For the first 10-15 mins we will discuss the topic at hand.

- Once we go through the presentation, we will open up for questions on what we just discussed.
- After there are no more questions, we will open questioning for ANY Digital resource subject.
- Please raise your hand in the taskbar or type your question in the questions box.

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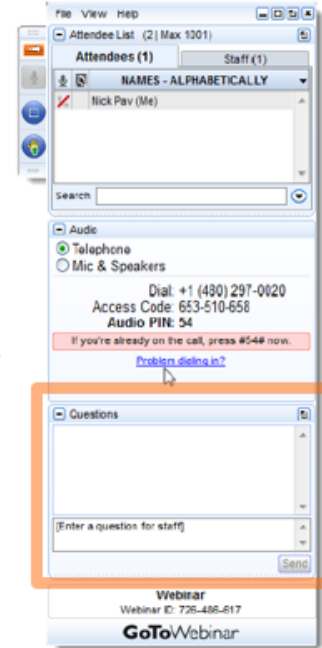
Webinar Instructions

1. Please make sure to mute your audio connection.
2. Submit questions through control panel.

Questions Anyone?

As the presentation is being given, we welcome your inquiries.

Just open the questions pane and ask what you want to know!



Previously Recorded Webinars

1. Visit <http://www.sportclips.com/webinar>
2. Click to see “videos of previous webinars”



The Building Blocks
For Web Success



On Wednesdays, the Marketing Department at Sport Clips hosts a 1 hour webinar to discuss all the website and digital marketing opportunities available to Team Leaders.

- The first 15 minutes is devoted to educating Team Leaders on a specific topic such as updating store hours, posting to Facebook pages, and sending local emails. To see **videos** of previous webinars, click [here](#).
- The rest of the webinar is open for Team Leaders to ask specific questions and get 1-on-1 help from the Digital Marketing Team.

To register for one of the weekly sessions, just click [here](#) or go to a certain date and follow the prompt.

NOTE: Time listed is EST.

Team Leaders are encouraged to review the iAPPS Training Guides that are available in the Digital Resources folder on [BAM On-line](#).

Click [here](#) if you need help logging into iAPPS.

Click [here](#) if you need help logging into BAM On-line.

THE IMPORTANCE OF 3RD PARTY REVIEWS ON GOOGLE SEARCH.

What is SERP?

SERP stands for
Search Engine Results Pages.

Who Owns the SERPs?

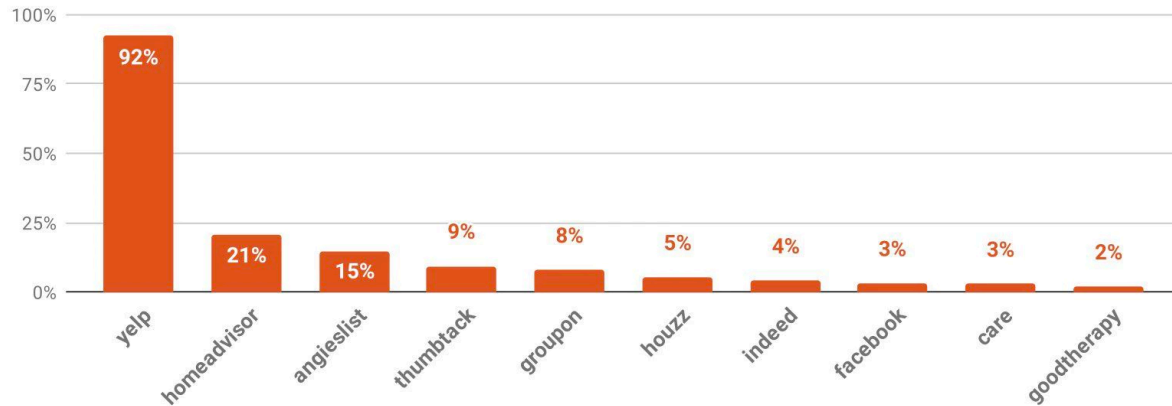
In the current state of Small Business organic search, this 3rd party directory ranks in the top 5 search results 92% of the time.

Who's Reigns Supreme?



Yelp Dominates

**% of Time 3rd Party Directories Rank in Top 5 Search Results
For Business Category Organic Search**



Source: Fresh Chalk 150k Small Business Website Teardown Report

FreshChalk

What Does This Have to Do With Reviews?

It's no secret reviews are a driving force to getting better local search results.
More reviews + star rating = better organic search ranking.

Where Does Yelp Fit?

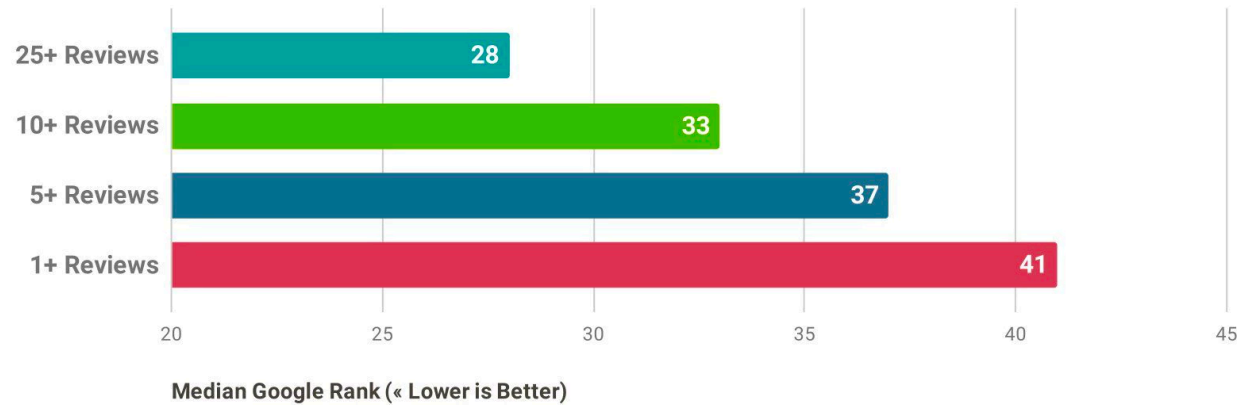
However! This formula doesn't apply to Yelp. Star ratings from Yelp have no impact on your search ranking in Google. The one thing that does impact search ranking:

VOLUME

More Volume!

Yelp Review Count Impact On Google Rank

More Reviews Correlate With Better Organic Search Ranking



Source: Fresh Chalk 150k Small Business Website Teardown Report



Why?

Increasing number of reviews correlates with increased prominence in Yelp search results, which in turn leads to Yelp domain authority passing to your business.

What's Next?

Yelp's guide to success: (Don'ts)

Don't interfere with the natural flow of reviews.

1. Don't post reviews of your business or of competitors — our [content guidelines](#) prohibit it.
2. Don't offer freebies, discounts, [or payment in exchange for reviews](#).
3. Don't work with [companies or 3rd-party vendors](#) offering to “fix your reviews.”
4. [Don't ask anyone to write reviews of your business](#), including friends, family, and customers.
5. [Don't pressure \(or pay or sue\) people](#) into altering or removing critical reviews.

Complete guide

https://biz.yelp.com/guide_to_success

What's Next?

Yelp's guide to success: (Do's)

1. Embed Yelp reviews on your Social Media pages.
2. Display approved Yelp signage. Request "Find Us On Yelp" Sticker.
3. Key to success is focusing on Clients. Engage with your Clients. Responding to Clients show that you care.

Digital Marketing



“Survey Says!” – www.sportclips.com/leadership
Digital Support - website.request@sportclips.com