

Small Business Marketing Trends Report, Infusionsoft, 2016

PPC - Client Case Study #1

Based on 3 Real Estate Agents



76%

Of Leads Generated
Are Qualified Leads

87.5%

Of All Leads Generated
Are Phone Leads

6:52

The Avg. Call Duration
For Phone Leads

\$61.5

Is the Avg. Cost For
Qualified Lead



PPC - Client Case Study #2

Xpeditr Inc



25%

Avg. Lead to Client
Closing Rate

\$86.8

Avg. Cost For Qualified
Lead from PPC Ads

\$3,200

Avg. Order Value

821%
Return On Investment




XPEDITR
INC.
Experts in Wine Relocation

SEO is Still King!



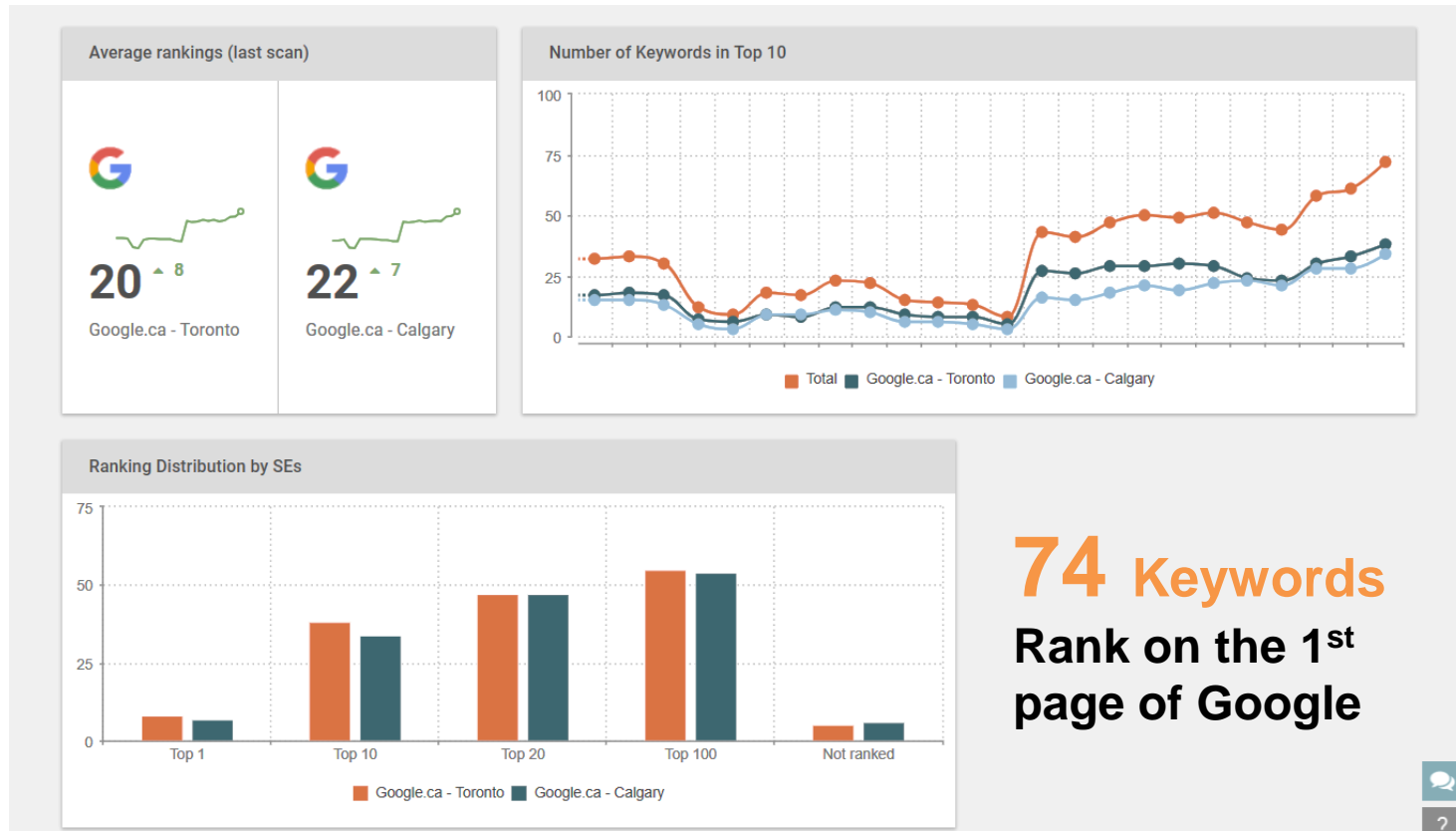
How is your business ranking?

SEO - Client Case Study #1

Dynamix Solutions Inc



120 Keywords – Ranking Analysis:



62% of Targeted Keywords Rank on Google's 1st Page

Dynamix Solutions Organic Ranking



Keyword (56)		Google.ca - Toronto	Google.ca - Calgary
☆ managed it services benefits		1 1	1 1
☆ services provided by cloud storage		1 2	1 2
☆ Cloud services company Calgary		1	2
☆ service provided by cloud		1 1	1 1
☆ Cloud services provider Calgary		2	2
☆ managed it services Markham		3 7	3 7
☆ IT solutions Toronto		3	3
☆ it companies in Markham		3 15	3 13
☆ Managed IT company		4 5	6 19
☆ Cloud services provider Toronto		4	4
☆ Outsourced IT Toronto		4	4
☆ Cloud services company Toronto		5	5

SEO - Client Case Study - #2

Xpeditr Inc

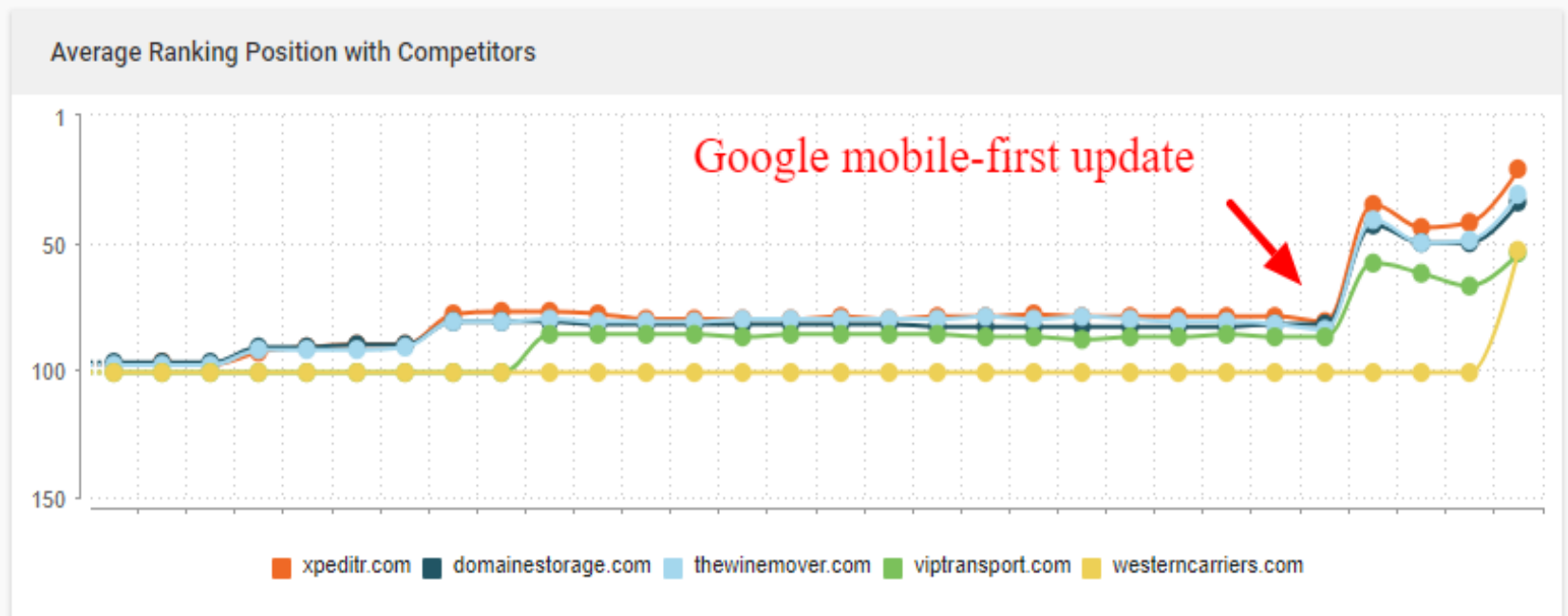


79 Keywords
On Google 1st page
in USA & Canada & UK

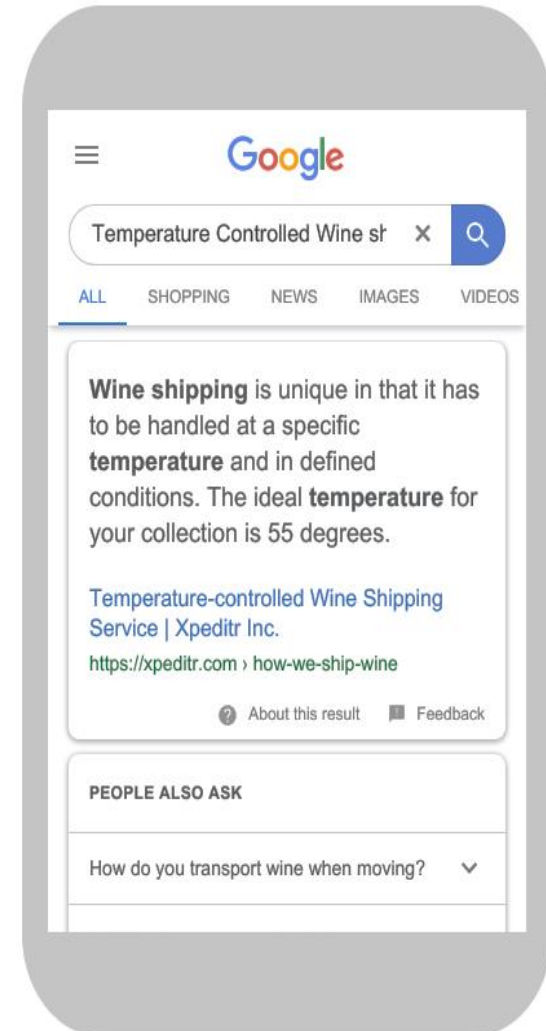
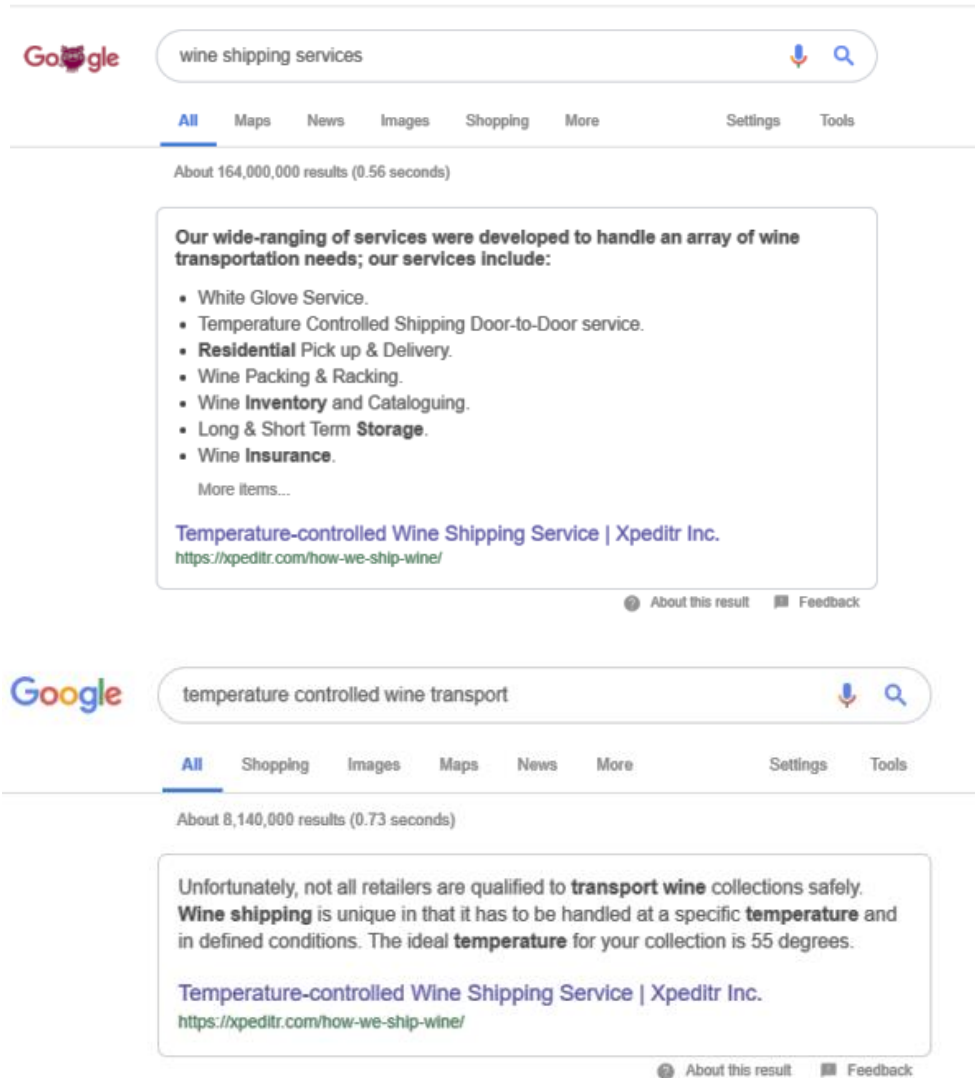
95% Site SEO Health

85% Mobile User Experience Score

89/100 Page Speed



Xpeditr Feature Snippets



SEO - Client Case Study - #3

Remington Medical



427%

Avg. Google Keyword Ranking
Increase Across Canada

3rd Position

Traffic Score Has Moved from 19th to
3rd most competitive website

Google 1st Page Ranking
103 Keywords

after having only few keywords ranks on the first page, Client's site
now ranks for more 100 keywords on the 1st page of Google



Remington Medical Feature Snippets




Google

fazer by artzt vitality

All Images Shopping Videos News More Settings Tools

About 265,000 results (0.60 seconds)

Fazer by ARTZT vitality. The **ARTZT vitality FAZER** package consists of four therapeutic treatment instruments made in Switzerland from high-quality stainless steel – corrosion-resistant and fulfilling the highest requirements. The materials employed are also used for surgical instruments.



[Fazer by ARTZT vitality - Remington Medical](http://www.remingtonmedical.com/product/detail/Fazer)
www.remingtonmedical.com/product/detail/Fazer

Shopping News More Settings Tools

About 167,000,000 results (0.51 seconds)

Remington Medical provides most of the everyday supply items your clinic needs for daily operation.

- Dry Needling **Needles**. **Acupuncture Needles** & Supplies. ...
- **Electrodes** & Sensors. **Tapes** & Wraps. ...
- Fixing Straps (Nylatex, Elastic Straps) **Antiseptics** & **Disinfectants**. ...
- Nuvaply - Treatment Table Repair Kit. ...
- Other Clinic Supplies.

[Clinic Supplies Canada - Remington Medical](http://www.remingtonmedical.com/category/10/5)
www.remingtonmedical.com/category/10/5

About this result Feedback

Is Your Marketing Strategy Working for You?

Market Strategy Analysis by Green Lotus Based on 1,000 Site Audits



Average Site Performance = 54%

- 439 websites score below 30% Site Performance
- 82% of sites have technical issues
- 76% of sites don't rank on Google's 1st page
- 41% of sites are unsecured
- Avg. 26 out 100 Page speed on Mobile (8+ sec load time on mobile)
- 64% of sites are not mobile friendly (or have a very low user experience score)
- 31% had toxic / low quality backlinks

[Request Your Free Consultation!](#)



Main Reasons For Low Performance:

- Outdated site management solutions or outdated WP theme & plugins (**most common issue**)
- Using CRMs that are not SEO friendly – most easy drag & drop website solutions are not SEO friendly because of coding issues
- Duplicated content (using a CRM that shares the same content on all clients sites)
- Slow sites due to shared hosting platforms
- Outdate or black-hat SEO practices

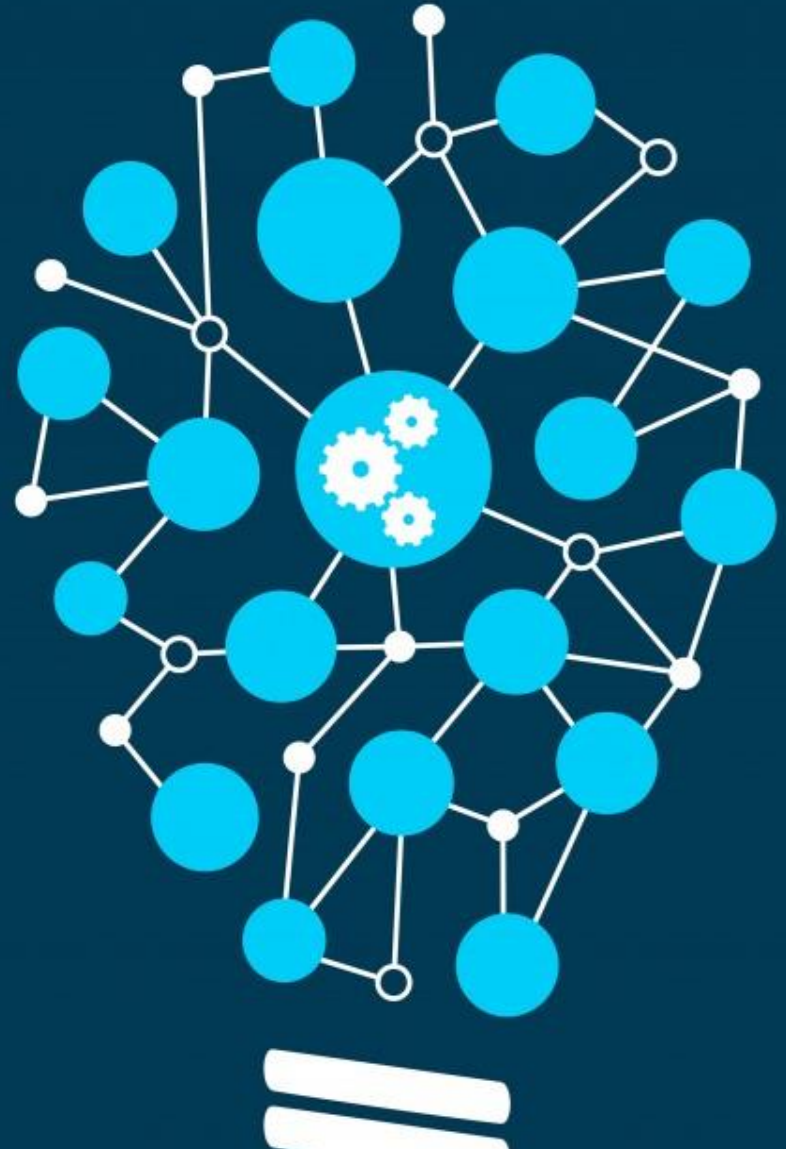


What's The Future Of Search?

The Future!



MACHINE LEARNING



The Trend Is Not Slowing Down!



50% of all
searches will be
Voice by 2020

Comscore

41% of adults use
Voice Search
daily

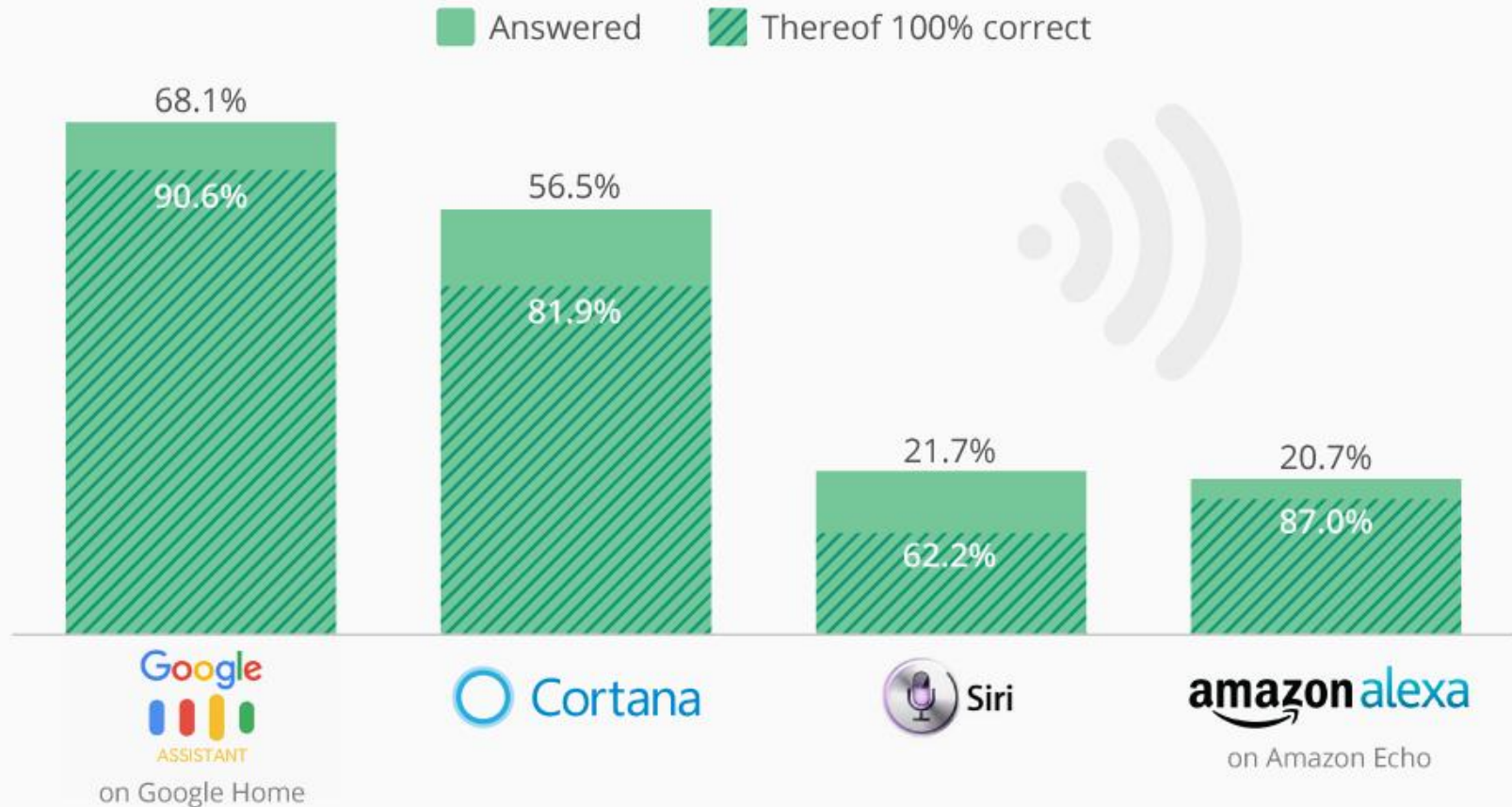
Northstar Research



Who's Winning The Voice Search Race?

How Smart Are "Smart" Assistants?

Percentage of general knowledge questions (correctly) answered by smart assistants



Bad News!

The Competition is About to Get More Fierce



Good News!

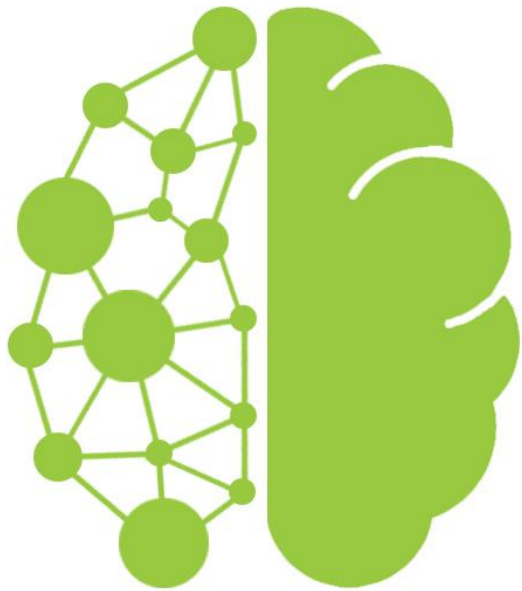


If Your SEO Strategy is Successful, You Can Dominate Voice Search Too!

"Ok Google"



Your Business Deserves a Smarter Site



MySmart
Site.co

By Green Lotus

[Learn More!](#)

Smart Site is Built For Personalization

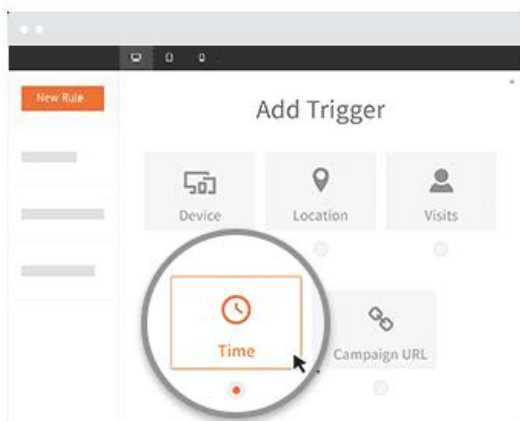


40%

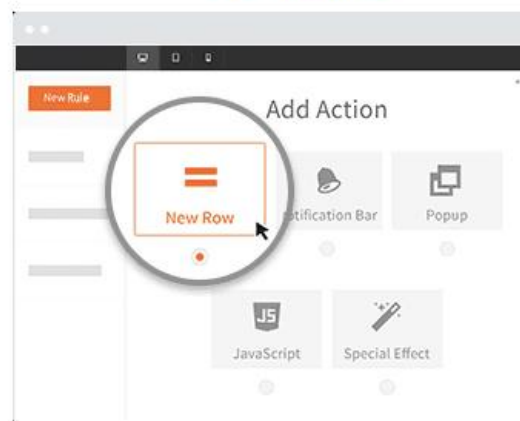
of consumers buy more from
retailers who personalize their
shopping experience



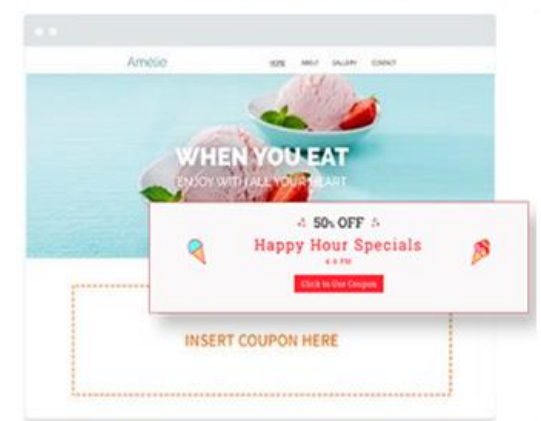
#1 Setup Triggers



#2 Setup Actions



#3 Personalization



Real-World Examples of Personalization



Special Promotion

Trigger

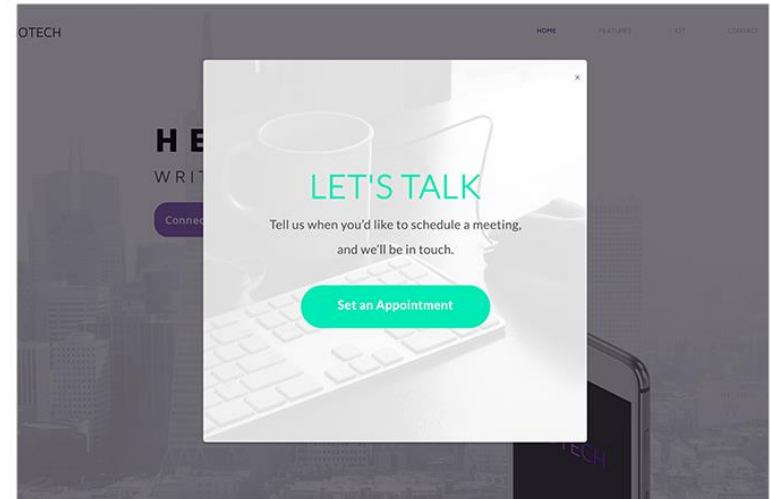
Visitor clicks on a unique link from a Facebook or Google Ads

Action

Display a sale popup that directly relates to the campaign

Smart Value:

Improve coupon redemption rates and increase campaign ROI



Appointment Popup

Trigger:

Visitor arrives when your business is closed

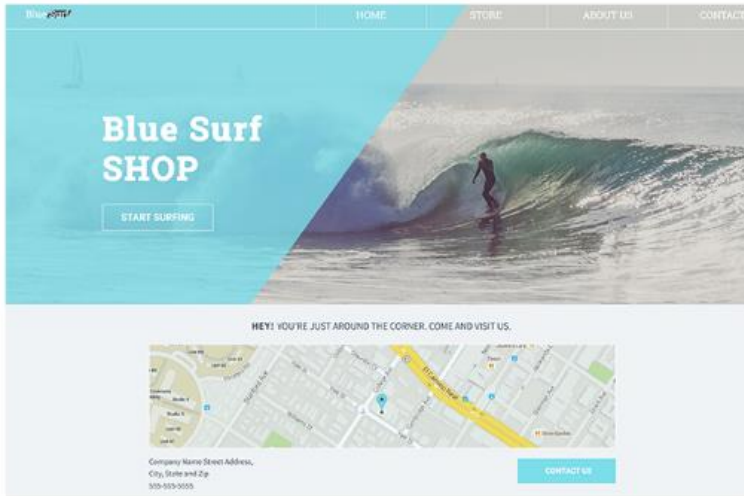
Action:

Replace your phone number with an appointment popup

Smart Value:

Enable appointments to be made even when your office is closed

Your Business Deserves a Smart Site



Visit Us

Trigger

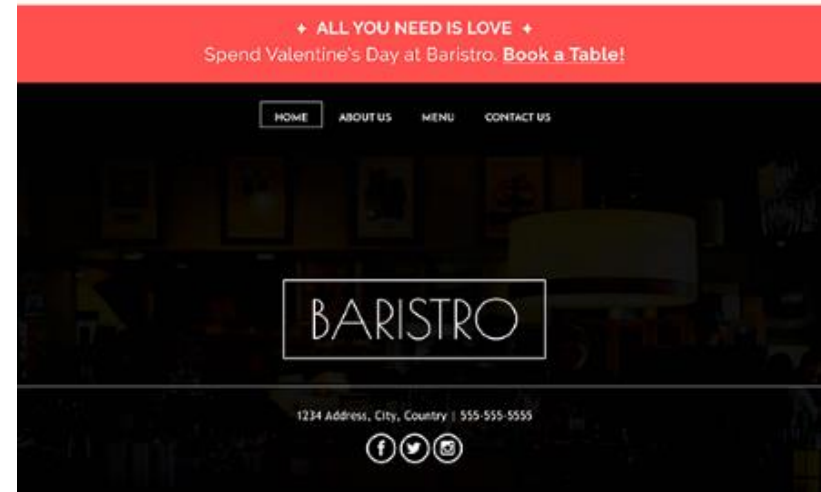
Visitor arrives from a near by your business

Action

Show a map to your closest branch

Smart Value

Smoothly guide clients to your business



Valentine's Day Reservation

Trigger

Visitor arrives on Valentine's Day

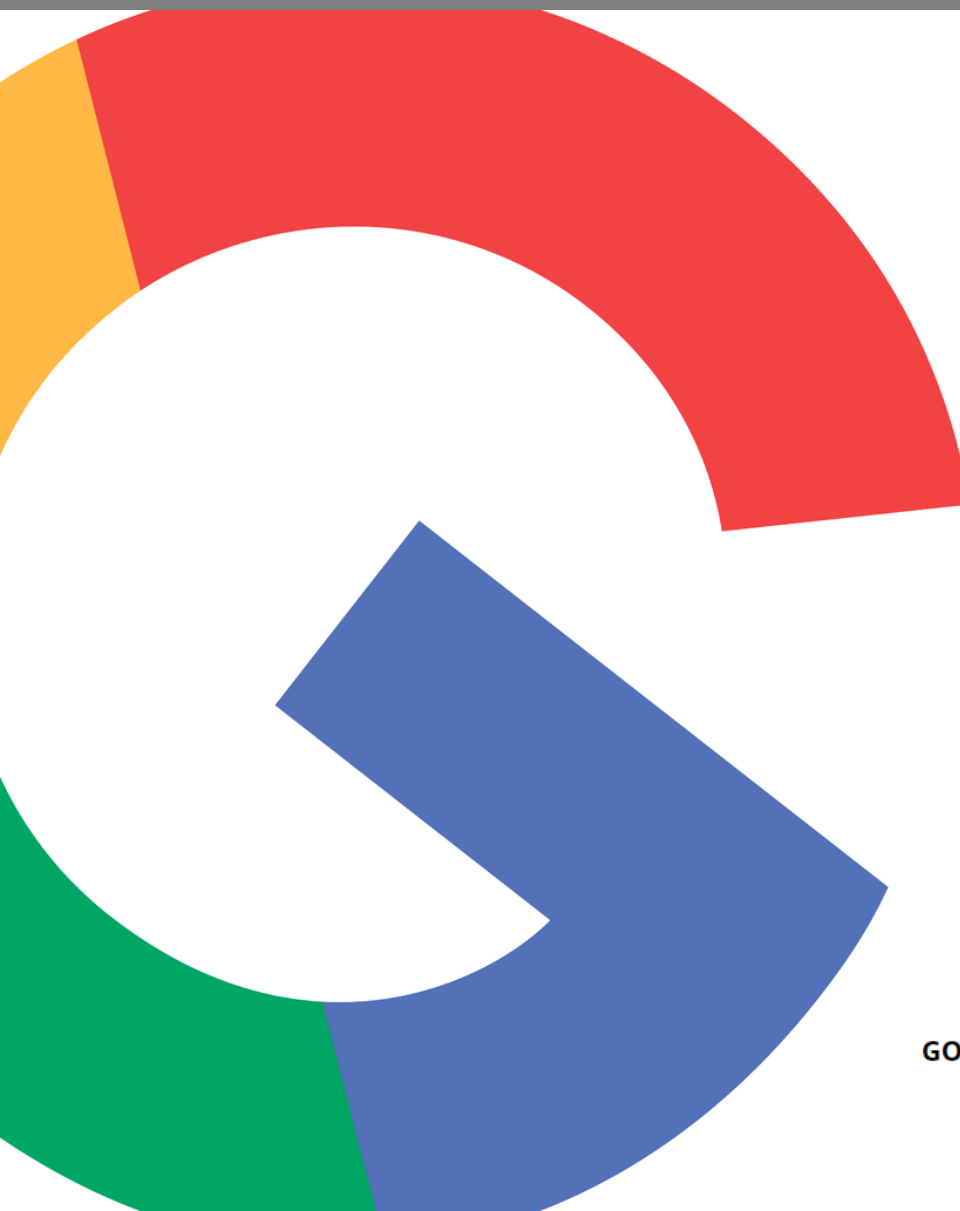
Action

Show notification bar enabling reservations

Smart Value

Boost sales with easy online reservations

Smart Site is Built for Google



91%

Of Consumers Use Search
Engines To Make Buying Decisions.



GOOGLE SECURITY OPTIMIZED



GOOGLE PAGESPEED OPTIMIZED

Smart Site is Built For Mobile



60%

Of all web traffic comes from mobile devices



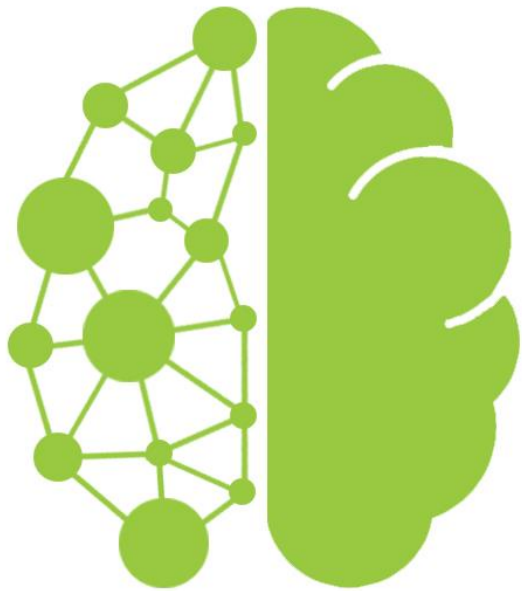
50% of local mobile search

resulted in a store visit in **within a day**



Understanding Consumers' Local Search Behavior, Google / Ipsos Media / Purchased, 2014

Your Business Deserves a Smarter Site



MySmart
Site.co

By Green Lotus

[Learn More!](#)