



# THE PYRAMID OF SUCCESS

Your 6-Stage Guide for  
Driving New Business Through  
Digital Marketing

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So what now??

Make no mistake. Digital marketing is a science. There is a proven roadmap that gets you from your very first steps into sustained and measurable digital marketing results. It's called the

# PYRAMID OF SUCCESS



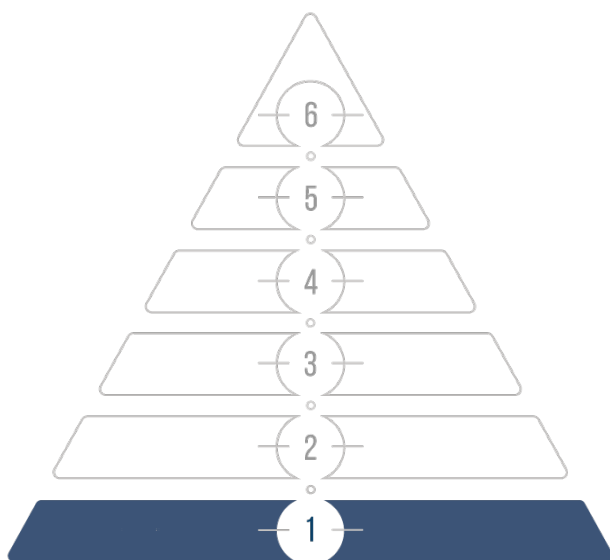
Even as the details of its stages evolve over the years, this six-stage approach has proven time and again to be **THE** optimal path for attracting new customers to your business and retaining your current ones. We'd go so far as to say it's the **ONLY** path.

So dive into the Pyramid of Success, see where you stand today, and think about stages where you have opportunities for improvement. Because the impact will be a gamechanger for your business.

# 1

STAGE

## Website



The number one thing you can do to establish a digital marketing presence is have a website. Period. End of sentence. Why? It's the nucleus for everything you will then do to expand your marketing efforts. Virtually any activity you engage in to promote your business will bring prospects back to your website to request more information, schedule appointments, or whatever action you want them to take. **You're lost without a business website**, and that's why it sits as the foundational layer of the Pyramid of Success.

But here's the catch...and where many businesses slip up. You can't just have ANY website. First impressions are everything in growing your business, so you have to have a website that immediately establishes credibility and confidence in the experience a prospect will have with your business. That means it's attractive. It's engaging. It educates. It works on mobile phones.

Put on your "customer" hat and think about an experience you've had with a poorly maintained website. Did it inspire confidence in working with that business? Of course not. Was it a frustrating experience? Absolutely.

Now maybe you have a site, but it is not performing as well as you would like. Perhaps it has a high bounce rate (meaning visitors show up and quickly leave), or

prospective clients are not filling out your lead forms. A website is an extension of your business that should continue to be optimized for performance.

## And who's making sure your website stays up and running?

You need to ensure that someone is monitoring your site 24/7 to make sure that it doesn't go down, that it remains fully functional, and is not at risk for server and malware attacks. Your site speed, software updates, virus protection, and website status are all things that Google looks at for their rankings, so you mustn't ignore it.

# 94%

of first impressions relate to the design of your website.

SOURCE: WEBFX



## ASK YOURSELF...

- Is it long past time for my business to get a website? (Hint: It is.)
- What first impression is my current website making on potential customers today? (Be honest!)
- How does it look on my mobile phone?

# 2

STAGE

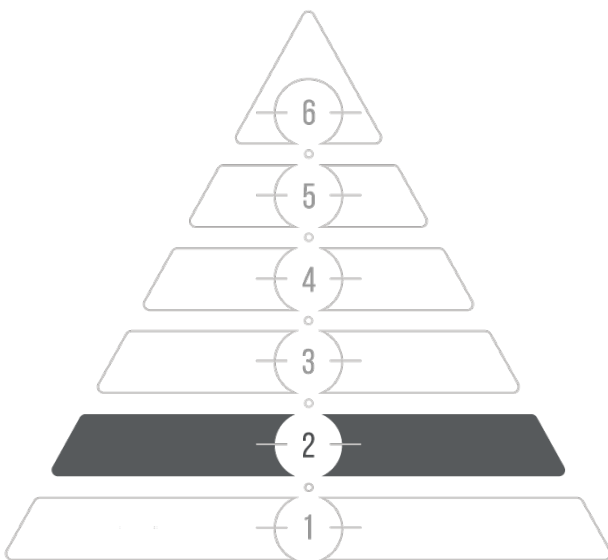
## Local Search

OK, you've got a beautiful, inspiring, and content-rich website. What's next? SEO, right? **Wrong.** We'll get there (see Stage 5), but first things first. Or more accurately, second things second.

Stage 2 of the Pyramid of Success is a focus on local search.

What exactly do we mean by "local search"? It's ensuring that the basic details of your business are accurate—name, address, phone number ("NAP", if you enjoy acronyms)—across the 80+ online directories out there. For years, search engines have gathered data from online directories like Superpages and Yelp to improve the customer experience. More than 150 million people access local directories each month, including that prospect that just hasn't found you...yet.

But take a look at Yelp, Superpages, Yellowpages, Google, and Facebook. You may be surprised to learn that not every listing is the same. **Ensuring that all of your NAP are uniform across all sites is critical.** Even a slight variation (like the one above) is a signal to search engines that your listing might not be legit. When your NAP information is consistent in every listing, Google will see your listing as trustworthy and



help boost your search rankings. **You'll be rewarded.**

If ensuring consistent NAP sounds basic, that's because it IS. It can also be amazingly time-consuming to maintain basic contact information across all of those directories.

It's even more time-consuming to ensure those listings stand out from the pack in search results, enriched with photos, videos, information on services, etc. You don't have time to constantly manage and monitor this. After all, you're running a business here.

# 73%

of people lose trust in brands due to inaccurate local business listings.

SOURCE: PLACEABLE



## ASK YOURSELF...

- Are my business details accurate when I search myself?
- Have I ever spent any time updating local directories? (No shame here. Many haven't.)
- Do I realistically have the time to do it?

# 3

STAGE

## Online Reputation

In Stage 3, you focus on your online reputation. Your reviews.

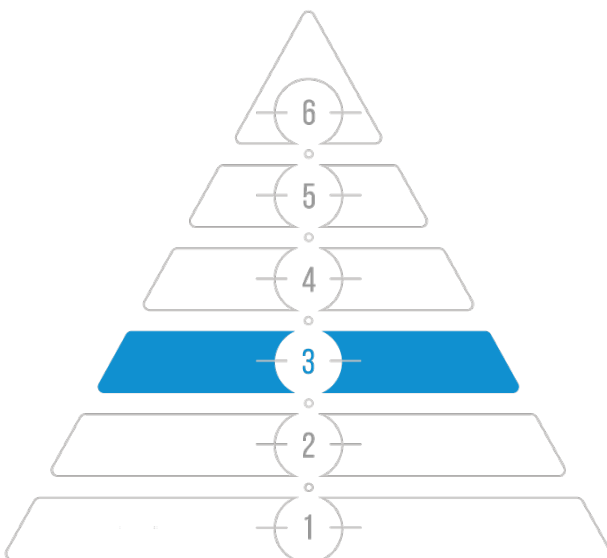
And boy, can these **make or break** your digital marketing success!

80% of people not only trust but actually say they rely on internet reviews when choosing a service provider. In fact, 88% of consumers trust online reviews as much as personal recommendations.

So much for what your prospect's best friend says—the people have spoken, and your prospect is listening.

Simply put, you need reviews. **Lots of them.** The challenge is getting those reviews. Explore tools that make it easy both for you and your raving fans. Look for tools that text or email invitations to leave a review and then remind them to do so. Make it a convenient and enjoyable experience for your customers, and you'll see a huge uptick in review volume.

Managing those reviews should be a snap as well. The best approach here includes having notifications that new reviews have been submitted, templated responses on hand to help you efficiently respond to those reviews, and a user-friendly dashboard with actionable insights to help you manage your online reputation and determine next steps.

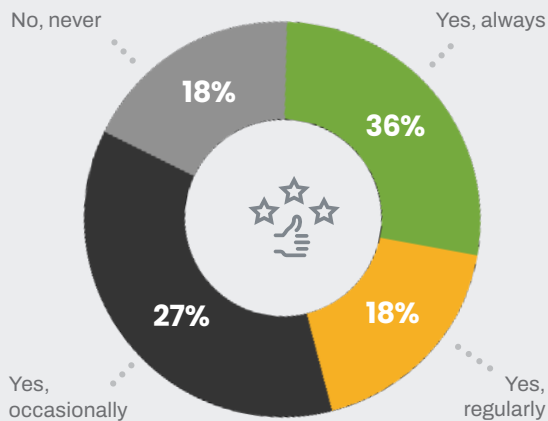




# 25%

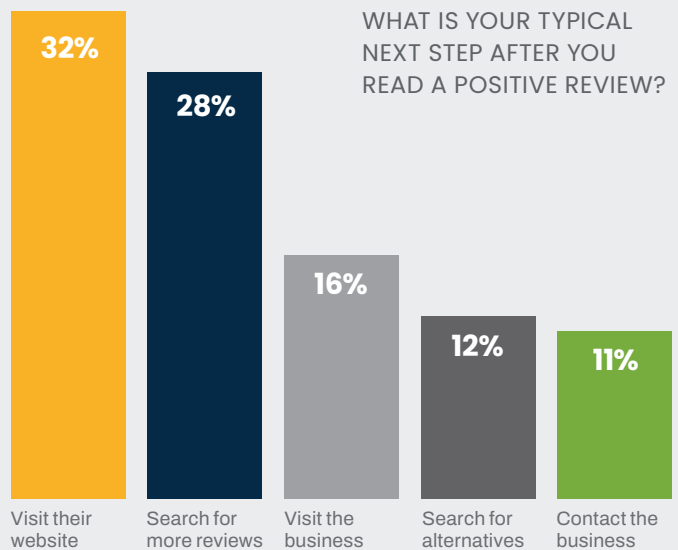
of people are likely to submit a review after a positive experience. Are you capturing them??

## DO YOU READ ONLINE REVIEWS FOR LOCAL BUSINESSES?



SOURCE: BRIGHT LOCAL

## WHAT IS YOUR TYPICAL NEXT STEP AFTER YOU READ A POSITIVE REVIEW?



## ASK YOURSELF...

- Are my new customers mentioning that they found me through my many great reviews?
- How do I know when new reviews appear about my business?
- How do my reviews stack up to my closest competitors?

# 4

STAGE

## Social Presence

We can't talk about the "growing importance of social media" anymore. We're past that. It's here to stay, and it's an essential component of your digital marketing strategy.

Potential and current customers are visiting your company's Facebook page at least once per week before making a purchasing decision. They are also visiting your competition's social media accounts. So, you want to make sure your pages are up to date and include recent, engaging posts.

Whether you're a social pro or you're dipping your toe into the water for the first time, here are some thoughts to consider:

- **Volume is important.** Posting consistently across channels helps you stay visible and gets that top-of-mind benefit social media provides when it's time for your prospect or customer to make a decision.
- You have to **know what to say and what to share.** And when you're posting content at high volumes, that can get tricky for the novice social media marketer. Consider using a social media tool that provides off-the-shelf content that you can use related to your industry and your customers' interests. You can mix that in with more personalized custom posts to easily meet the production demands of a loaded social content calendar. These custom posts are a great way to get your entire staff involved. Your front desk staff can post "Stories" about different staff members or do office tours. You can hold contests or ask for your customers



to post user-generated content that involves your services. It's an opportunity to get creative and interact with your customers.

- Then, of course, there's measurement and knowing **what's working**. Leading social media management tools come equipped with comprehensive but easy-to-use dashboards that help you make decisions going forward.

# 69%

of consumers across all age groups use Facebook.

SOURCE: PEW RESEARCH CENTER



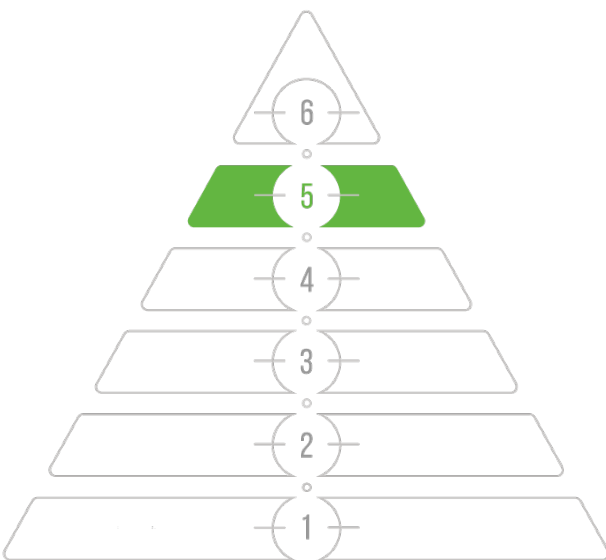
## ASK YOURSELF...

- Am I posting to my social media channels frequently enough today?
- Do I get frustrated trying to come up with fresh content ideas for posts?
- Do I know what is and isn't working?

# 5

STAGE

## Search Engine Optimization (SEO)



The two remaining Pyramid stages will help truly set you apart from your competition.

And as promised back in Stage 2, we've made it to search engine optimization (SEO). Once the first four stages are in place, a solid SEO strategy gets you to the top of your prospect's search results. And that gets you more clicks, more calls, more conversions, and more customers.

### But SEO is not for the faint of heart.

There are volumes and volumes of details to learn about effective SEO, but at the highest level, it boils down to these things on your website:

- **On-Page SEO:** This ensures that the keywords and phrases your prospects search are present on your website and constantly optimized so you appear higher in their search results.
- **Content Creation and Optimization:** Creating a variety of fresh content types (such as blogs) keeps your website fresh and relevant, and that engages your website visitors and increases their chances of working with you.
- **Link Building:** The best align with the best, and building links between your website and other reputable and relevant websites signals to Google and other search engines that you're a trusted authority in your field.
- **Advanced Schema SEO:** It's a fancy name for addressing the "behind the scenes" or "under the hood" elements of your website. Dialing in these technical components paves the way for the search engines to reward your compelling and captivating content for potential customers.

One secret about SEO? It doesn't require an army to be done right. There are cost-effective tools and services available to you that allow you to get outstanding results with minimal effort and investment on your end.

Once you've got the foundation in place, SEO focus really kicks your digital marketing efforts into high gear.

# 75%

of searchers never make it past the first page of results.

SOURCE: HUBSPOT



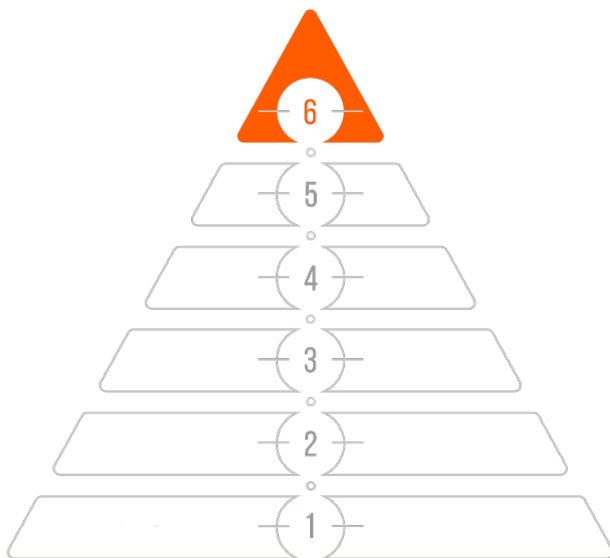
## ASK YOURSELF...

- Do I have a strategy for how common search keywords and phrases are built into my website's content?
- How much "under the hood" work has been done on my current website to make it search engine friendly?
- Does my team have the time and expertise to make those adjustments?

# 6

STAGE

## Paid Search



You've made it to the upper tip of the Pyramid.  
Paid search.

This is where you put your money where your mouth is. Remember that attractive, engaging website you built? Now you'll put some dollars to work to accelerate the number of prospects who visit that beautiful website, and ultimately, convert into new customers.

**Paid search ads have a high ROI for businesses because the business only pays if the ad is clicked.**

These ads bring brand awareness to your business because your ads are consistently showing up on the first page of the search engine results. Even if a prospect doesn't click on your ad, they see it, and that gets filed away in their brain (even if they don't realize it!)

An effective paid search strategy (sometimes known as Pay-per-Click or PPC) includes thoughtful and thorough keyword research, so you feel confident that you're competing for the keywords and phrases that are most searched by your prospects.

Bidding strategy is an essential component of paid

search as well. Once you know the appropriate keywords and phrases, how much will you be willing to spend to appear for them versus your competition. Because it's a jungle out there. Your competitors absolutely want those same clicks and conversions.

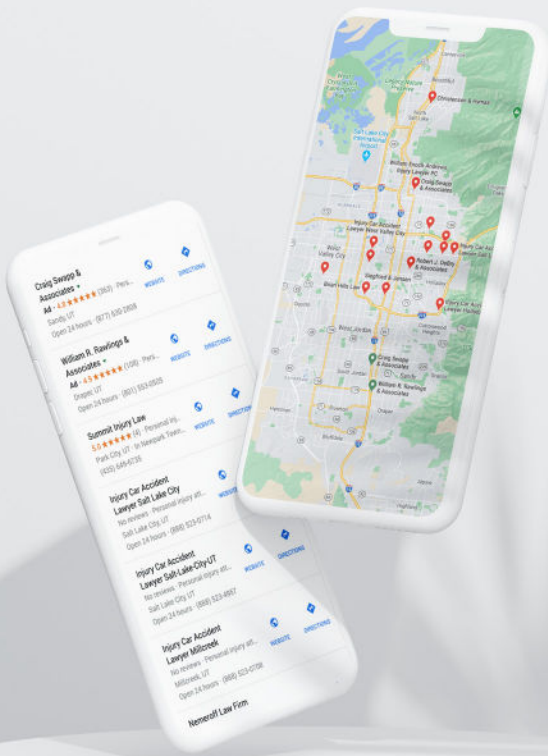
And how about the ads themselves? It's amazing how small nuances in the wording of your ads can drive searchers to take the plunge and click to visit your website.

A strategic plan for paid search that maximizes your budget on highly-relevant search keywords and phrases with ads that compel searches to take action? That can be measured to the penny? That's next-level digital marketing, and with the right tools and guidance, it's absolutely within your reach.

# ROI=200%

Businesses typically earn \$2 for every \$1 spend on Google ads.

SOURCE: GOOGLE



## ASK YOURSELF...

- Do I commonly see my competitors' paid ads in the phrases my prospects and customers should be using to find me?
- What budget do I have available?
- How measurable are my other advertising efforts?

# So what now??

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You've started getting to know the Pyramid of Success. That's an outstanding first step.

If you're serious about improving your digital marketing results, the next step is to evaluate where your business stands in comparison to the Pyramid stages today. If your website is visually outdated or light on content or just in need of a total overhaul, that's where you start. Remember, these six stages are in this order for a reason. Each stage builds upon the one below it.

Good to go with your website but clueless when it comes to local search? Cool. Start there.

**The beauty? You don't have to go it alone. In fact, you SHOULDN'T go it alone.**

Speak with a member of the MyAdvice team about any and all of these stages. And about tools that can make them easy and effective for you and your business.

**Take our Advice.**