

Views 56,993 ↑ 352.8%

Queries 28,432 ↑ 215.4%

Phone Calls 467 ↑ 193.7%

MONTH PERFORMANCE

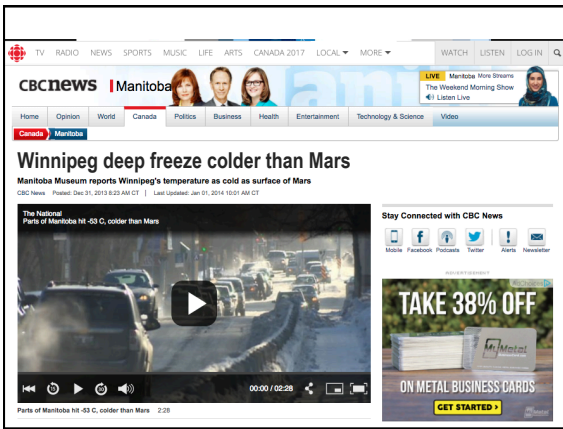
Month	Direct queries	Indirect queries	Map views	Search views	Website visit	Phone calls	Request directions
August 2019	19,422	7,960	47,931	6,827	472	448	302
July 2019	19,935	7,379	49,336	6,666	486	459	262
June 2019	14,428	7,111	34,746	7,018	451	408	277
May 2019	12,324	6,701	25,444	8,472	480	374	271
April 2019	10,524	7,062	20,222	8,476	471	338	274
March 2019	11,737	6,239	24,669	7,883	450	403	292
February 2019	10,763	6,349	23,428	7,317	365	384	233
January 2019	11,849	6,435	25,593	7,380	400	319	219
December 2018	8,160	4,686	18,310	5,217	255	151	200
November 2018	5,214	4,383	10,144	5,160	276	155	211
October 2018	2,760	4,838	3,204	6,092	299	189	273
September 2018	3,955	4,305	5,485	5,706	280	163	240
August 2018	3,628	5,214	5,502	6,710	279	152	194





- How to Get Started
- 3 Secrets to Getting Ranked
- The Next Hot Social Media
- Advertising in GMB
- Tracking and Analytics
- Pro Tips

Jay Berkowitz TenGoldenRules.com



Winnipeg deep freeze colder than Mars
Manitoba Museum reports Winnipeg's temperature as cold as surface of Mars

TAKE 38% OFF
ON METAL BUSINESS CARDS
GET STARTED



The Ten Golden Rules Of Online Marketing Workbook
TURN YOUR WEBSITE INTO A PROFIT CENTER

10 FREE STRATEGIES FOR INTERNET MARKETING

MATT THE INTERNET'S GUIDE TO DIGITAL MARKETING

DIGITAL FUTURE 2020

JAY BERKOWITZ

Thought Leaders



Media Coverage National TV



Media Coverage Wall Street Journal

THE WALL STREET JOURNAL

Free Dow Jones Sites As of Monday, September 24, 2007 Set My Home Page Customer Service

NEWS **TODAY'S NEWSPAPER** **MY ONLINE JOURNAL** **MULTIMEDIA & ONLINE EXTRAS** **MARKETS DATA & TOOLS**

Recommended Reading

BY KEITH HJANKS
Word Count: 5018

As the chief executive of Ten Golden Rules, an Internet marketing agency based in Boca Raton, Fla., Jay Berkowitz stresses how important it is for executives to understand how Web-site design, search technology and other online technologies and trends affect their business.

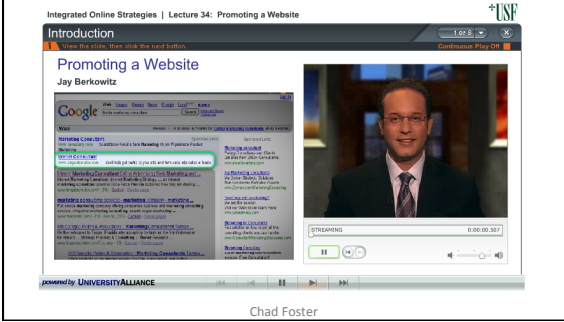
He cites numerous podcasts as his own most important tools, "turning previously monotonous activities into stimulating learning." Among these, are the Daily Search Cast (<http://dailysearchcast.com>), which is run by engine-marketing expert Danny Sullivan, as well as *That Affiliate Thing* (www.WebmasterRadio.fm), which offers the latest in affiliate marketing.

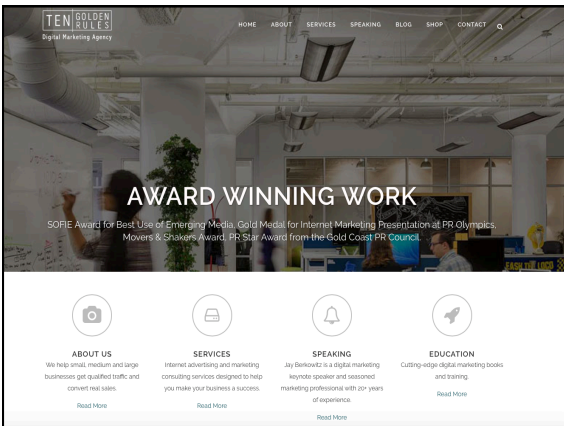
Here are some other resources Mr. Berkowitz

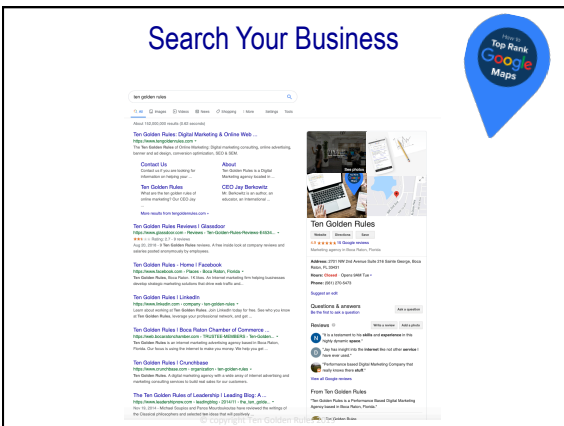
subvertisement

We look forward to the future. Come and join us and find out more about Daimler AG.

Ten Golden Rules Developed the Curriculum for the University of San Francisco Internet Masters Certificate







Search Your Business



The screenshot shows a Google search for 'Kokanee Park Marina'. The results include a map showing the location, a 'Top priority' badge, and a snippet for 'Kokanee Park Marina & Store'. A blue callout box with the text 'Own this business?' has an arrow pointing to the 'Own this business?' link in the search results.

Getting Started Google.com/business



The screenshot shows the Google My Business homepage. It features a navigation bar with 'Google My Business', 'Overview', 'Business Profile', 'Network', 'Help', and 'Contact'. The main content area has the heading 'Engage with customers on Google for free' and a 'Manage now' button. An image shows a smartphone displaying a business profile and a man sitting at a table.

Confirm Location by Mail



The image shows a white envelope from Google. The front of the envelope has the Google logo and the text 'Hello from Google'. The address '15739' is printed in large blue digits. The back of the envelope has instructions for confirming the location by mail.

3 Secrets to Getting Ranked

The screenshot shows a Google search for "personal injury attorney near me". The results list several law firms, including "Personal Injury Attorney - The Law Firm of Peter Carl..." and "Speak To An Attorney". A blue callout bubble with the text "Top Rank Google Maps" is positioned over the top right of the search results.

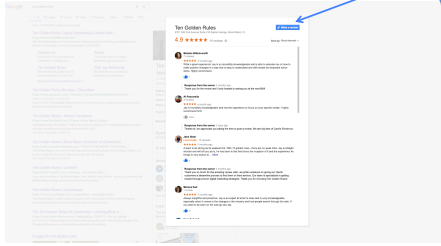
Reviews!

The screenshot shows a Google search for "LAW FIRM IN DALLAS, TX". The results list several law firms, with "From National Law Firms" highlighted. A callout bubble with a 5-star rating and the text "707 Reviews" is positioned to the right of the search results.

Ask for Reviews (make it easy)

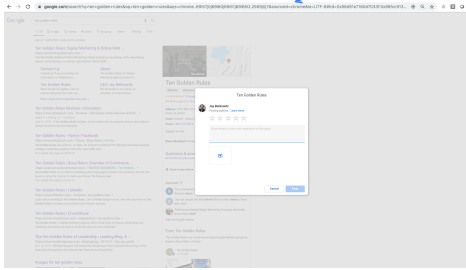
The screenshot shows the website for "Ten Golden Rules". The site features a navigation menu and a main content area with various links and text. A blue callout bubble with the text "Top Rank Google Maps" is positioned over the top right of the website.

Ask for Reviews (make it easy)



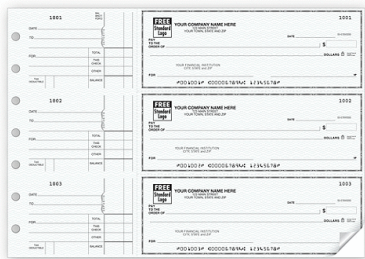
© copyright Ten Golden Rules 2019

Send this Link



© copyright Ten Golden Rules 2019

Write a check, get a review



© copyright Ten Golden Rules 2019



Incentive

A graphic titled "Incentive" featuring a grid of five restaurant logos: Bloomin' Brands (a colorful 'B'), Outback (a red and white logo), Carrabba's Italian Grill (a green and white logo), Fleming's (a red and white logo), and Bonefish Grill (a green and white logo). A blue pin badge in the top right corner says "Top Rank Google Maps". Below the grid, it says "A GIFT FOR ALL TASTES". At the bottom, there is a small copyright notice: "© copyright Ten Golden Rules 2019".

Birdeye (no gate)

A screenshot of the Birdeye website. The main heading is "Birdeye (no gate)". Below it, there is a testimonial: "Make happy customers your unfair advantage. Get more satisfied reviews by being better about your customers - easily and effectively." To the right of the text is a graphic showing a 4.8 star rating and a person celebrating. At the bottom, it says "Over 50,000 businesses of all sizes trust BirdEye" and lists logos for various brands like brother, Harley-Davidson, and others.

Citations (NAP listing no link)

The screenshot shows a Google Maps interface for a business listing. The listing is for 'Douglas DeBocker Injury Lawyers' located at 100 Government Street, Miami Beach, FL 33139. The listing includes a phone number and a website link. A blue callout bubble in the top right corner contains the text 'Top Rank Google Maps'.

3 Secrets to Getting Ranked

The screenshot shows a Google My Business profile for 'Ten Golden Rules'. The profile includes a list of three secrets to getting ranked:

1. Reviews
 - Ask for Reviews, Make it Easy
 - Write a Check get a Review
2. NAP
 - (Name, Address, Phone)
3. Local Links / Citations

A blue callout bubble in the top right corner contains the text 'Top Rank Google Maps'.

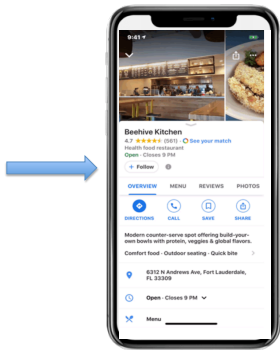
The Next Facebook

The screenshot shows a Facebook page for 'Ten Golden Rules'. The page features a cover photo and a post. Callouts point to various features:

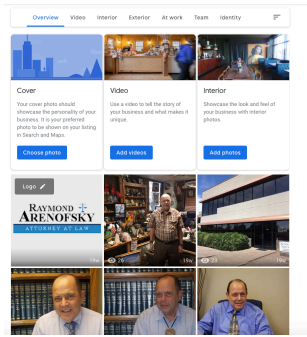
- The host and visitors can post Photos and Videos
- Reviews
- Update with Posts
- Visitors can ask and answer Questions

A blue callout bubble in the top right corner contains the text 'Top Rank Google Maps'.

The Next "Social Media"




Add pictures and video



Add Posts Weekly



Q&A



Ten Golden Rules
 271780 Questions asked in 1 year 4 months ago
 All questions

Top Golden Rule (Event)
 What are the Ten Golden Rules?

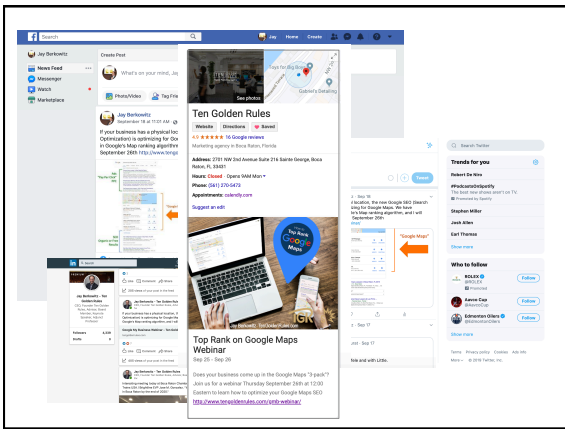
Top Golden Rule (Event)
 7 October 2019

By Q&A, we introduce you to the Ten Golden Rules of the Marketing of 2020. It consists of strategic approaches for online marketers, that if thousands of Q&As and marketing consultants have not come up with the Ten Golden Rules, and these challenge with approaches like the framework for highly successful digital marketing programs.

1. There is no ideal
2. The internet is not saturated
3. Content is king
4. If you build it they won't just come
5. Relationships matter forever
6. Reputation is a 4 P's
7. There is no free
8. Use the right tools
9. The Rich Get Richer
10. Lead the Trends

Learn more and download the free Ten Golden Rules of Online Marketing eBook
 How this eBook revolutionizes content marketing strategies

Answers Factory
 18 October 2019
 A digital marketing company



The image shows a Facebook post from 'Answers Factory' titled 'Ten Golden Rules'. The post includes a list of ten rules and a link to a webinar. An overlay for 'Top Rank on Google Maps Webinar' is visible, featuring a laptop, a smartphone, and the 'Top Rank Google Maps' logo. The webinar is for a Wednesday, September 25th, at 12:00 PM.

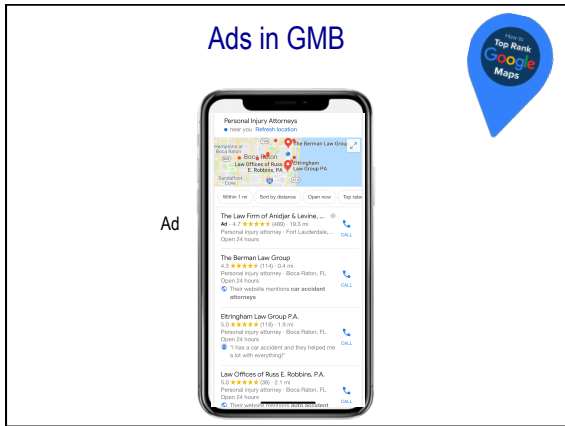
The Next Facebook

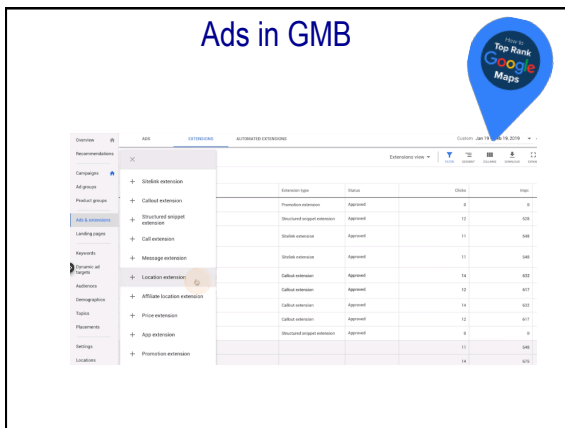


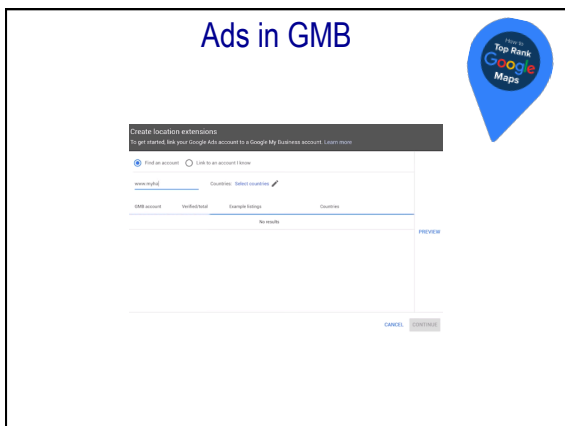
Ten Golden Rules
 271780 Questions asked in 1 year 4 months ago

- Post Photos and Videos
- Weekly Posts
- Answer Questions
- "Cascade Content"

From Ten Golden Rules
 How this eBook revolutionizes content marketing strategies







Ads in GMB Add "Location Extension"

Performance Measurement

VIEWS

56,993

↑ 352.8%

QUERIES

28,432

↑ 215.4%

PHONE CALLS

467

↑ 193.7%

MONTH PERFORMANCE

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Direct Search

“Brand” Search

Google search results for "johnson attorney" in Johnson City, NY. The results include:

- 127 Star Hwy Law Firm (David L. Steiner) | steinerlawgroup.com
- Car Accident | Personal Injury Attorneys | Johnson City, NY
- Free Case Evaluation | Personal Injury Attorneys | Johnson City, NY
- Shiner Law Group | 400 N. 4th St. | Johnson City, NY 13790
- Bakun & Paterson, LLP | 100 N. 4th St. | Johnson City, NY 13790
- Paterson & Hayton PA | 100 N. 4th St. | Johnson City, NY 13790
- Lane Allan B | 100 N. 4th St. | Johnson City, NY 13790
- Bakun & Paterson, LLP, Boon Robin Personal Injury Law Firm and ...
- Attorney John D. Paterson | Bakun & Paterson

“Discovery” Indirect Queries

Google search results for "johnson attorney" showing indirect queries and related information. Results include:

- Johnson City, NY - Personal Injury Attorneys
- Johnson City, NY - Personal Injury Attorneys
- Johnson City, NY - Personal Injury Attorneys
- Johnson City, NY - Personal Injury Attorneys
- Johnson City, NY - Personal Injury Attorneys
- Johnson City, NY - Personal Injury Attorneys
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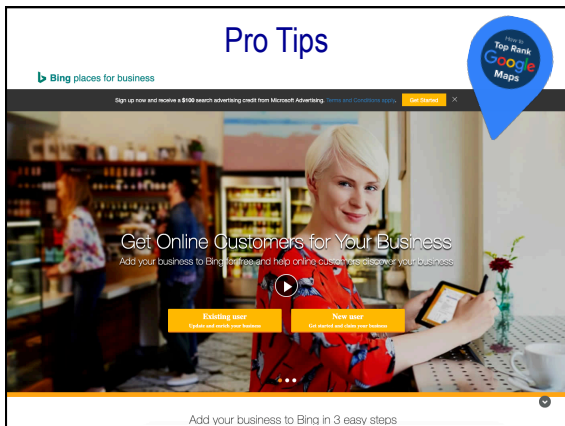
“Discovery” Indirect Queries

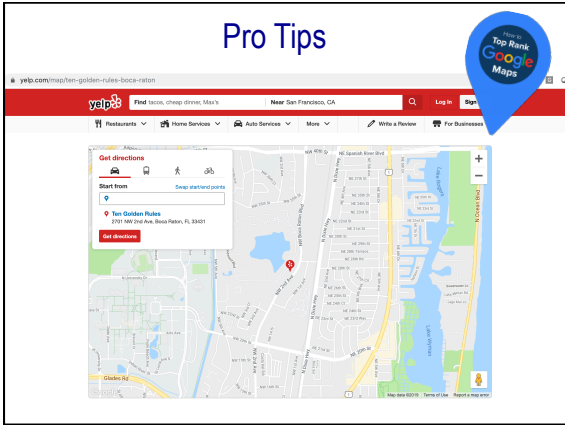
Google Analytics dashboard showing search insights for a business. The dashboard includes:

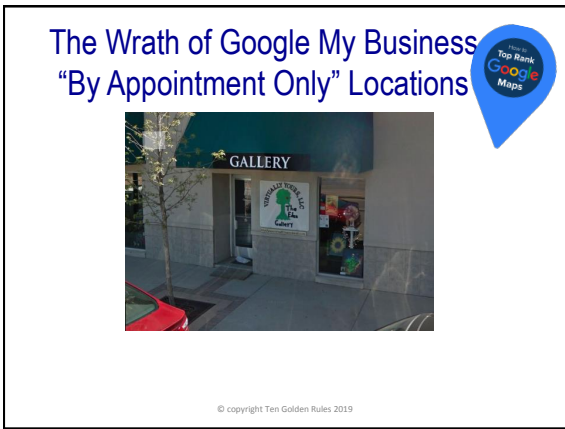
- Ten Golden Rules sidebar
- Home, Posts, Info, Insights, Reviews, Messaging, Photos, Bookings, Services, Website, Users navigation
- How customers search for your business (1 month):
 - Direct: 5,208 (25.5%) - Customers who find your listing searching for your business name or address
 - Discovery: 5,208 (25.5%) - Customers who find your listing searching for a category, product, or service
 - Branded: 5,208 (25.5%) - Customers who find your listing searching for a brand related to your business
- Businesses with recent photos typically receive more clicks to their websites. Post photos
- Queries used to find your business - Send feedback
- Queries table (1 month)

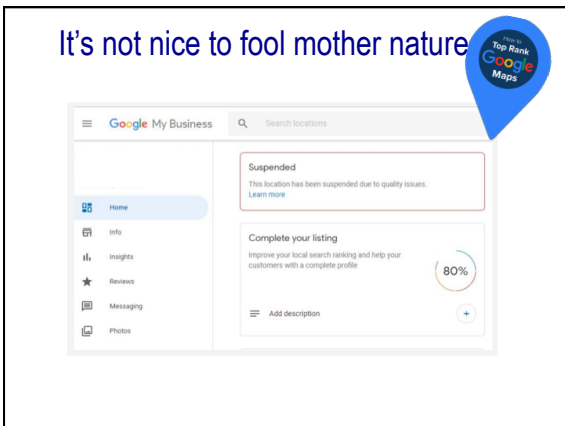




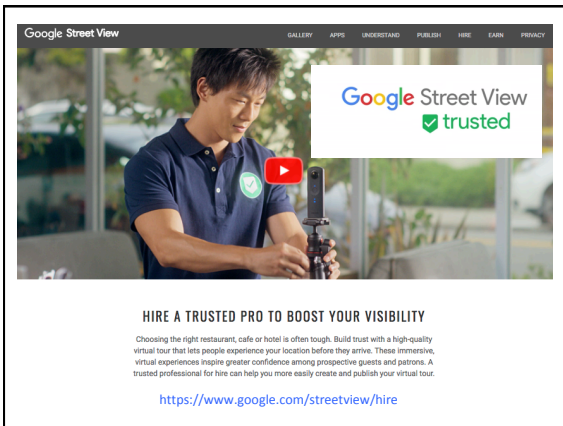


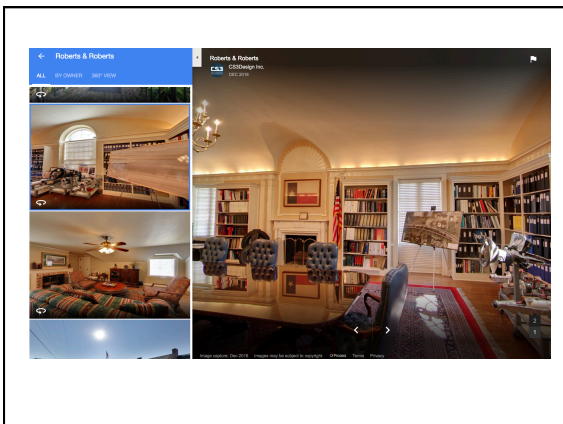












zipsprout local 'sponsorships'



zipsprout

Professional in CHARLESTON, SC, Enjoy

You can now purchase in Charleston, SC. Enjoy

Page 1 of 1

Category	Business	DIA	Next Day	Cost	ETA	Event Date	Comments
Event	Charleston Mental Health Conference	16	37	\$555	78.1	Month only	Education, Mental Health
Event	Ad Spend Center	48	33	\$555	147	N/A	Networking, Education
Event	Charleston State	21	33	\$555	67.6	Month only	Sports, Education
Event	Charleston Mental Health Conference 2018	16	37	\$555	62.5	Month only	Education, Mental Health

Location Schema



Google Search

Home, Images, Reference, Tools, Help

Local Business Listing

LocalBusiness

The full definition of **LocalBusiness** is available at schema.org/LocalBusiness. Define each local business location as a **LocalBusiness** type. Use the most specific **LocalBusiness** sub-type possible, for example, **Restaurant**, **Bayle**, **HealthClub**, and so on.

Required properties

id	URL Globally unique ID of the specific business location in the form of a URL. The ID should be stable and unchanged over time. Google Search uses the ID as an anchor string and it does not have to be a working URL. If the business has multiple business, make sure the ID is unique for each location.
address	PostalAddress The physical location of the business. Include as many properties as possible. The more properties you provide, the higher quality the result is to users. For example: <pre>{ "address": { "type": "PostalAddress", "streetAddress": "148 W 81st St", "addressLocality": "New York", "addressRegion": "NY", "postalCode": "10019", "addressCountry": "US" } }</pre>
name	Text The name of the business.

Respond to Reviews




Gmail

At least a review for Ten Golden Rules on Google My Business

Google My Business

Good job, you got a new 5-star review



Helping to improve our products and services is our top priority. Thank you for your feedback.

Helping to improve our products and services is our top priority. Thank you for your feedback.

Add track-able # in Extension Ads

Map Pack calls turned into a case 2 - 4 times higher!

Category	Total Calls
Map Pack calls to Extension - Michigan	~180
Map Pack calls to Extension - Florida	~40
Keyword Pack	~20

Monitor precise micro local searches in the map pack

Business Name: _____

Keyword Search: **WU attorney near me**

Grid Size: **5 x 5**

Select distance between grid point: **1km**

Search

Export CSV

Export

January 7, 2019

Local Falcon

Monitor precise micro local searches that appear in the map pack... often referred to as the "snack pack". Where the client is not showing up in positions 1-5, we then micro bid up that location using bid modifiers.

Pro Tips



- Optimize other 'maps'
- Do NOT use virtual offices
- Google 360
- Track Calls
- Engage with GMB!

Speaking Opportunities Digital Marketing f/u Google Review!



Jay Berkowitz TenGoldenRules.com

How to Top Rank Google Maps

- Get Started
- 3 Secrets to Getting Ranked
- Build 'Social Media'
- Advertising in GMB
- Tracking and Analytics
- Q&A



Jay Berkowitz TenGoldenRules.com
