

3

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**MARKETING
SERIES**



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IMPROVING ONLINE PRESENCE



TODAY'S AGENDA

- 5:00 – 5:25** Welcome & Foundation
- 5:25 – 5:55** Creating Relevance
- 5:55 – 6:10** BREAK
- 6:10 – 6:40** Building Trust & Optimizing Experience
- 6:40 – 7:00** AI, Measuring & Your 30-Day Plan

THE FACILITATOR

CHERIE HEBERT

Co-founder of BBR Creative

With 30 years of marketing and advertising experience, Cherie Hebert has helped more than 750 businesses grow their brands since co-founding BBR Creative in 1997.



BBR

THE FACILITATOR

TEREZ MOLITOR

VP, Creative

Armed with a sharp eye for strategy and a deep love of design, Terez leads creative and digital with equal parts vision and problem-solving. She's the mastermind behind ideas that stick, click and sometimes sparkle.



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QUESTIONS & CONCERNS?



TODAY'S OBJECTIVES

By 7:00 PM, you'll leave with:

- A relevance fix
- A trust fix
- A local fix
- An experience fix
- A conversational fix
- A 30-Day Action Plan

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THE REALITY CHECK

What Happens When Someone Googles You?

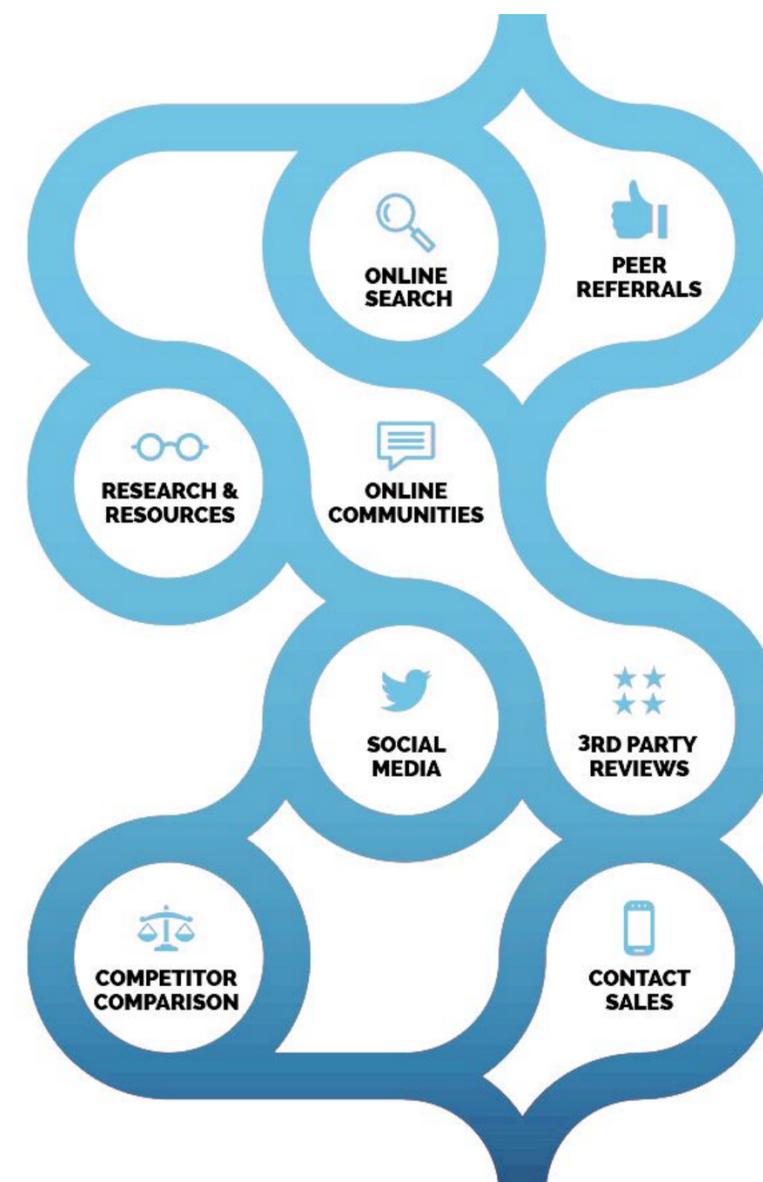


THE BUYER JOURNEY ISN'T LINEAR

What we think the path to purchase looks like...



What it actually looks like...





CONSUMERS EXPECT MORE

81%

Expect small businesses to have an online presence

87%

Start their product research online

75%

Visit a local store within 24 hours of a mobile product search



ONLINE PRESENCE = 3 THINGS



Relevance

Did you answer
the question?



Trust

Do others vouch
for you?



Experience

Was it clear
and easy?



TIME TO SCORE YOURSELF

Rate yourself 1–5 in:

→ **Relevance** _____

→ **Trust** _____

→ **Experience** _____

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RELEVANCE: Being the Right Answer



WHEN SHOULD YOU SHOW UP?

Complete this sentence:

“When people search for

my business should show up.”

→ **SHARE YOUR SENTENCE**



KEYWORDS & SEARCH INTENT

**Keywords =
What people type in**

**Search Intent =
Why they're searching**

KEYWORD

“family law attorney”

INTENT

“I need help with custody and I'm stressed.”

KEYWORD

“crawfish boil catering Lafayette”

INTENT

“I need someone reliable for my event.”



COMMON MISTAKE

We talk about ourselves while customers search for solutions.

No one searches “family-owned since 1982.”

They search “best plumber near me” or “retirement help in Louisiana.”

WE SAY

“Full-Service Residential Solutions”

CUSTOMERS SEARCH

“AC repair near me”

WE SAY

“Comprehensive Financial Services”

CUSTOMERS SEARCH

“How do I start planning for retirement?”



YOUR RELEVANT FIX

**Write down ONE
improvement:**

- **Update service page**
- **Add location to headlines**
- **Create FAQ content**
- **Clarify homepage messaging**

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BREAK TIME

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TRUST: Proving You're Legit



WHO WOULD YOU BUY FROM?

Bluebonnet Florist

3.1 ★★★★★ (54) · Florist in Houston, Texas

21+ Photos

Website Directions Save Share Call

Overview **Reviews**

Review summary ⓘ

5	████████████████████
4	██████████████████
3	██████████████
2	██████████
1	██████

3.1 ★★★★★
54 reviews

"Always good **service**, friendly **staff** and ample **parking**."
★★★★★

"They sent another bouquet and it was extremely small for the **price** he paid."
★★★★★

"I was promised fresh flowers in the **arrangement**."
★★★★★

EC Blooms Floral Design

5.0 ★★★★★ (118) · Small business · Florist in Houston, Texas

718+ Photos

Website Directions Save Share Call

Overview **Reviews**

Relaxed florist featuring an assortment of fresh arrangements as well as dried bouquets.

Review summary ⓘ

5	████████████████████
4	██████████████████
3	██████████████
2	██████████
1	██████

5.0 ★★★★★
118 reviews

"... bouquet. The staff at EC blooms was courteous and answered all my questions. **They arranged a stunning bouquet on the spot while respecting our budget.** Great local ..."
★★★★★

"I recently discovered EC Blooms & Co. and am so thankful that I did! **They exceeded all expectations with prompt deliveries and gorgeous sprays!** Jose is the nicest guy who ..."
★★★★★



REVIEWS DO 2 THINGS

- 1. Influences Your Customers**
- 2. Influences Your Rankings**

BONUS BENEFITS:

- **Increases Click-Through Rates**
- **Generates Keyword-Rich Content**
- **Responses Show Active Management**
- **Generates UGC**
- **Guides FAQs & Clarity**



LIVE REVIEW CHECK

**Google your
business & check
FB reviews.**

- **How many reviews?**
- **How recent?**
- **Did you respond?**



YOUR LOCAL FIX

GBP Checklist:

- Correct hours**
- Updated photos**
- Services listed**
- Description complete**
- Recent posts**

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EXPERIENCE: Encouraging Engagement



FIRST IMPRESSION TEST

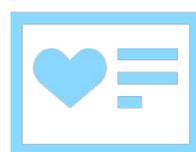
Pair up. Go to your partner's website.

ANSWER THESE QUESTIONS:

- What do they do/offer?
- What impression do you get of their business (professional, friendly, generic)?
- What is the main thing they want you to do?



EXPERIENCE = 3 FACTORS



Core Web Vitals

Google measures loading performance, interactivity & visual stability



Emotions & Functionality

Useful, easy to use, and intuitive to create positive, meaningful interactions



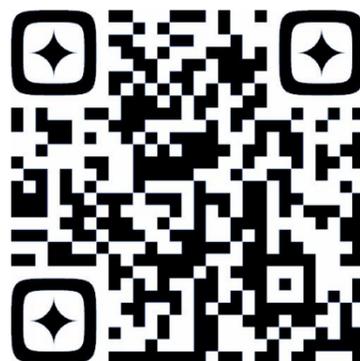
User Accessibility

Ensures sites are navigable and usable by everyone, including those with disabilities



YOUR EXPERIENCE FIX

Go to
[pagespeed.](https://pagespeed.web.dev)
[web.dev](https://pagespeed.web.dev) &
review results.



- What needs improvement?
- What are some easy fixes?

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AI SEARCH: What is Changing?



WHAT'S NEW

- **Google shows AI summaries**
- **ChatGPT recommends local businesses**
- **Voice search is conversational**
- **Fewer clicks happen when answers appear directly in search**
- **There is no perfect way to optimize or track**

WHAT'S NOT CHANGING:

- **Real reviews**
- **Local reputation**
- **Human trust**
- **Established user patterns**
- **The importance of traditional search optimization**



KEY CONSIDERATIONS



AIO

WHAT TO DO:

- Use natural language
- Include question-based headings
- Avoid robotic keyword stuffing



Reviews

WHAT TO DO:

- Encourage specifics in reviews (GBP) to show
 - What you're known for
 - What customers value
 - Service strengths
 - Sentiment



FAQs

WHAT TO DO:

- Add an FAQ section that answers real questions in plain language
- Create blog posts around specific problems
- Engage in forums

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MEASUREMENT



WHAT SHOULD YOU TRACK?

WEBSITE ACTIVITY:

- Website visits
- Website engagement
- Top pages viewed
- Conversions (form, call, purchase)
- Traffic source

SEARCH & GBP ACTIVITY:

- Search queries
- Click-through rate
- GBP profile views
- Calls & directions
- New reviews & rating



MEASUREMENT TOOLS

Google Analytics

For tracking site activity and the sources of site traffic

Google Tag Manager

For adding tags to websites for conversion tracking, site analytics & remarketing

Google Search Console

For fixing indexing issues, viewing search traffic data & Google issue alerts

MOZ Local

For creating, managing and syncing local listing data across the web

SEMRush

For keyword research, competitor analysis, content marketing, local SEO, rank tracking and link building

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YOUR 30-DAY PLAN



NEXT MONTH I WILL

1.

2.

3.



WHO WANTS TO SHARE?

Accountability makes it real.



Takeaways:

- **Online presence is expected**
- **Relevance + Trust + Experience**
- **Google Business Profile is critical**
- **Small consistent updates beat big overhauls**
- **SEO is a long-term, always-changing tactic**

Q&A

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NEXT SESSION



NEXT IN THE SERIES

March 19, 2026

Session 4: Email Marketing

Drive repeat business and nurture loyalty with engaging email marketing tips that elevate your communications.



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PRESENCE

THANK YOU

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