

# TAPPING LOCAL AND NATIONAL SEARCH

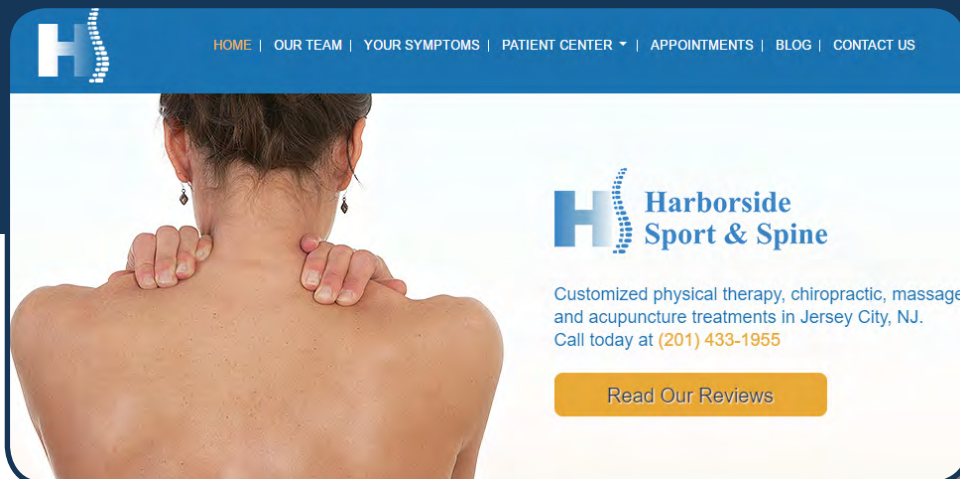


**AMMA MARKETING**  
Online Marketing - Websites  
*Big Agency Background*  
& *Small Agency Focus*

# HARBORSIDE SPORT AND SPINE

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<http://www.harborsidespine.com/>



## *Executive Summary*

Harborside Sport and Spine hired AMMA Marketing to reclaim their lost Google Local search engine positions.

Having relied on online local marketing and Google reviews to build their client base, the disappearance on Google Local results caused a great commotion within their marketing efforts and moreover for their patients looking for help.

A website that Google has stopped indexing because of some algorithmic changes or a website that was not optimized properly can be bad news if you are using your website as a marketing tool for your business, local or otherwise.

## *About the Client*

HSS holds its local clientele to a Ten-Minute Promise.

For this brick and mortar location most of their clients are busy professionals whose time is extremely valuable, and they help them stay on schedule. If a client arrives at their office on time for their scheduled appointment, they make sure that the person is seen by one of their staff within ten minutes.



AMMA Marketing - Online Marketing - Websites  
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Not showing up in search results on a desktop and multiple devices in a timely manner contrasts with their guiding principle of being fast, efficient, and effective for today's busy professionals.

## *The Challenges*

You can search for all kinds of things, like post offices, photo booths, bus stops, or street names, using Google optimization. HSS were unsatisfied in trying to find a professional partner that could restore their lost positions with Google, a seemingly simple task.

Poor results from online marketing agencies left a bad taste in their mouth.

## *The Solution*

Our intelligent SEO plans are a methodology that highlights specific dividends of organic growth. Sample Intelligent SEO Plan Here:

<http://ammamarketing.com/wp-content/uploads/2016/11/intelligent-SEO-plan.pdf>

The AMMA Methodology highlights specific dividends of organic growth. Showing consistent results with our proven methodology of providing relevant and reliable statistics accountable to advertising investments is how we save our clients time and money, while leaving them with tremendous opportunities for new choices in the marketplace.

Our research showed we could create several new online visibility and lead capturing strategies. The one we agreed upon included a rebuild of their website for optimization reasons. Per current SEO standards we carefully laid out on-page optimization tactics in the code of the website. Then we tested speed and response times on desktop and mobile devices again, according to current SEO best practices.

Our online marketing campaign supplied them with more local and national exposure search positions, and therefore targeted qualified prospects could visit their website.

A prominent display button named "read our reviews" highlighted their impressive 118 Google 5-star reviews on their homepage.

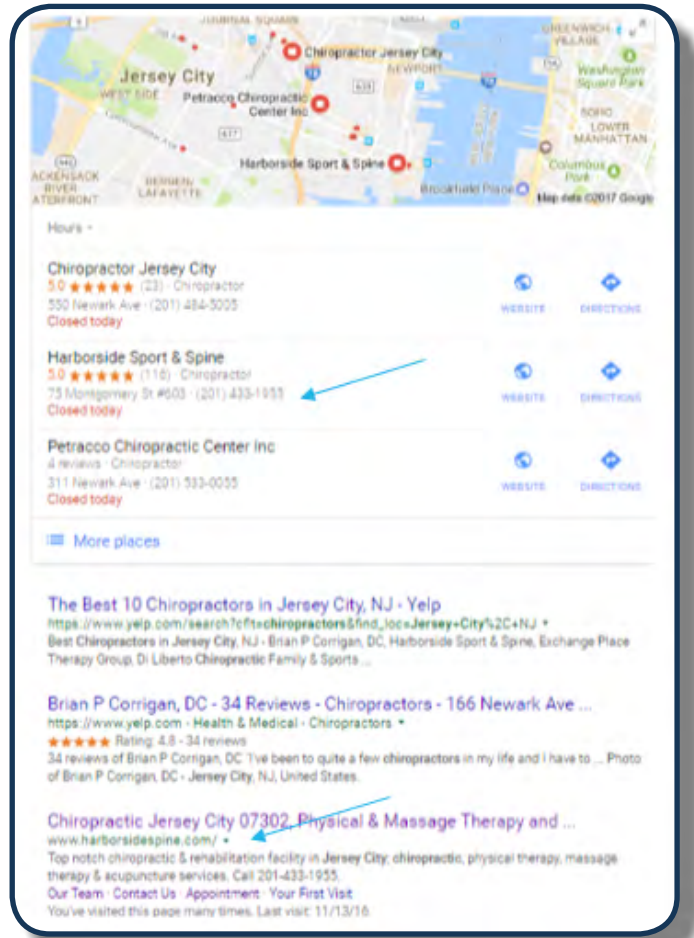


## The Results

As you can see by the results of our client Harborside Sport and Spine, it is common for a business listed properly with local listings combined with a well-executed national SEO strategy to outperform their competition spending hundreds of thousands of dollars monthly.

We are pleased to share a testimonial from David Sylvester, the owner.

*“I truly appreciate the work that Ray and the staff at AMMA marketing have done. In my business ranking on Google maps is very important and I was nowhere to be found before I started working with this company. Now I can say that I am near the top listing in a very competitive industry. They had a clear plan and really helped my business grow month-to-month. Because of the great job, they have done with my ranking, when I needed a new website for my new business they are the first company I’ve turned to. And again, I’m pleased with the results. What I like most about this company, is the customer service. When I have a question or concern, I get an immediate response. So, thanks for the hard work! 5 stars!”*



DO YOU WANT  
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TO APPEAR NATIONALLY?



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