



# Local Brand Advisor Campaign Expectations

Know What To Expect to Maximize Your Success

## Text & Email Communication

- In addition to email, LBA offers text or SMS support.
  - Save Our Number! (412) 910-2417
  - Available During Business Hours (9AM - 5PM EST Monday - Friday)
- Fast updates and easy follow ups with our team
- Perfect for two-factor authentication for your properties and creatives

## Onboarding Call

- In order to access your properties to better optimize and rank them, we will require several key property logins, including:
  - GMB Listing
  - Google Analytics & Google Search Console
  - Website & Hosting
  - Social Media Accounts
- The best way to go over required access is during your onboarding call! We'll walk you through the steps to complete the onboarding form and get us the core info about your business.

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- We'll verify all account access during the onboarding call
  - If any logins are not provided, our team will follow up weekly for access
  - We can even work with you to schedule future logins for properties with two-factor authentication

## Campaign Reporting

- LBA offers multiple forms of campaign reporting:
  - Live Metrics Dashboard
  - Live Keyword Rank Tracker
  - Weekly Report Email
  - Month-In-Review, Monthly Overview Report
  - Monthly Review Call or Video



## Additional Guidelines

### Citation Building

- Signal building is integral to the visibility and authority of your brand
- During signal creation, your brand may experience an influx in 3rd party calls and emails as some of the directories we will need to get listed on double-as a lead generation platform for that company. It's a trade-off that is worth it. The sales calls will taper off in a few weeks and we will be listed on the appropriate directories.
  - **Emails for directory verifications do not need to be responded to**
  - **Calls from directories about verification or upcharges can be ignored**
- Directory contacts should start to taper off around month 2.

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## Onsite Changes

- As a full service marketing company, our campaigns include website optimization and design (as needed), including:
  - Content for new and existing pages
  - Supporting page creation
  - Internal contextual link building
  - Theme and media updates
  - Complete website build & design (if included in contract)
  - Monthly website maintenance and updates
- Many changes are reported before they are made and are done based on competitor and industry analysis.
- We always keep your brand message in mind when creating content and making on site changes.

## Plan on Quarterly Benchmarking

- Most campaigns will see good improvement by month 3.
  - Every campaign is different; some may improve faster
  - All campaigns receive a quarterly deep dive and competitor review so that we can create an updated ranking strategy each quarter
  - Not all campaigns improve in the same way; expect improvements in the form of visibility increases, calls, and organic traffic improvement, among others!

## Custom SEO

- Each month features a selection of predetermined local and organic tasks like:
  - GMB post & photo optimization
  - Signal creation
  - Local and niche outreach and link building
- Each month may also feature custom link building and content creation like:
  - New website pages
  - Social media posting content

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- Review generation and management
  - Local forum content
  - Manual competitor analysis and signal building
  - Paid directory or local classified submissions
  - Your complete end of month report will detail all completed tasks for the prior 30 days and all prior months.

## Have a Question?

- If you have a question about our guidelines or getting started, please reach out to our team:
  - Niki - Campaign Coordinator - [niki@localbrandadvisor.com](mailto:niki@localbrandadvisor.com)
  - Sophie - Sales & Marketing - [sophie@localbrandadvisor.com](mailto:sophie@localbrandadvisor.com)