

VERSION 1.0

Boostly + Foundation

Process Review

September 2025



Search Engine Optimization

Core Deliverables

- Google Business Profile Optimization (Google Map Optimization)
- Local Listing Management & Local Authority Building
- Website Optimization
- Local Search Content
- Monitoring / Rank Tracking / Reporting



Search Engine Optimization

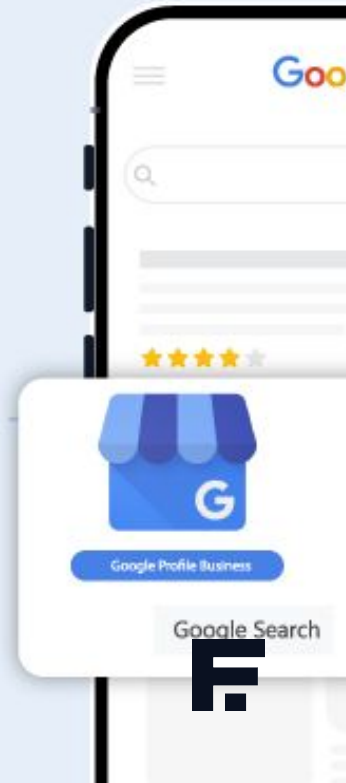
Google Business Profile Optimization

We combine manual review with AI-driven analysis to evaluate all the key factors that impact your Google Business Profile visibility, including your business name, address, phone number, description, images, menu items, and more. Based on this review, we provide clear recommendations for optimization – and once you approve them, we take care of the implementation for you.

Each month we review for additional opportunities and confirm accuracy of key details.

We are available to support updates and changes (phone number, hours, holidays etc..)

We support with content for Posts and FAQs



Search Engine Optimization

Local Listing Management

70+ of the **HIGHEST QUALITY** website directories for local businesses.

Boosts local search rankings and makes it easier for new customers to find you. Builds trust and helps search engines like Google ensure your business is credible.

- **Global directories** like Apple, Bing, Foursquare, Yellow Pages, and Facebook ensure widespread reach
- **Navigation services** (Waze, TomTom, HERE, Apple Maps, Google Maps) and voice search platforms (Amazon Alexa, Google Assistant) benefit on-the-go users
- **AI directories**, including OpenAI listing and Microsoft Copilot, cover popular AI tools
- **Directories to provide search engine authority** and help boost your rankings (Merchant Circle, Tupalo, Manta, HotFrog, Superpages)
- **High-traffic directories that could bring you more potential customers** (Yahoo, Tripadvisor, BBB, Nextdoor, Mapquest, Chamberofcommerce)



Search Engine Optimization

Website Optimization

We start by reviewing your website's homepage and key pages to uncover opportunities for stronger local search rankings. This includes analyzing metadata, schema markup, embedded maps, and consistent Name-Address-Phone (NAP) information. We also review your local landing pages, About page, FAQs, and other important site content to ensure everything is optimized to boost visibility and attract more customers.

We spread this audit out over the first few months, prioritizing key pages. We re-visit and update these metrics as needed.



Search Engine Optimization

Local Content Creation/Publishing

High-quality blog and article content built around important local keywords is one of the best ways to improve visibility in search and connect with nearby customers. We handle the writing and publishing for you, ensuring your business stays relevant and competitive. If you don't have a blog (or prefer not to use one), this content can also be shared as "posts" directly on your Google Business Profile, giving you flexibility while still reaping the benefits of fresh, optimized content.

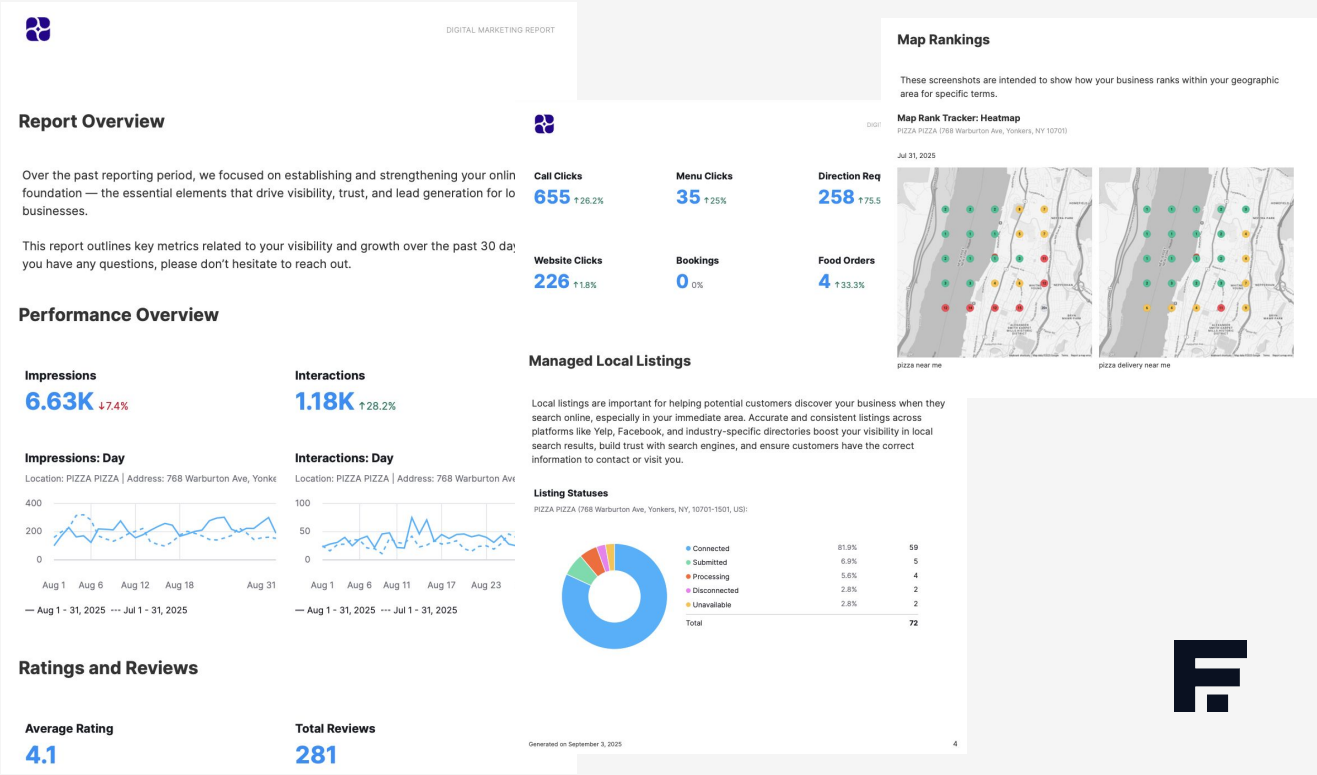
We provide one new content piece each month. Depending on your business needs, this could be a blog post, FAQ, About page, or another key page type designed to strengthen your visibility and authority.



Search Engine Optimization

REPORTING

EXAMPLE



SEO - Timeline & Deliverables

This timeline is a general target and can vary based on factors like client responsiveness and access to key assets (website, Google Business Profile, social accounts, etc.). We've refined it since we first started, so it may also look a little different for each client.

Core Deliverables

Month 1

- **Week 1**
 - Kickoff & Introduction
 - Coordinate Google Business Profile (GBP) Access
 - Coordinate Website Access
 - GBP Audit
- **Week 2**
 - Implement GBP Recommendations
 - Begin Local Citation & Listing Management
 - Audit Website Homepage / Recommendation
- **Weeks 3-4**
 - Implement Website SEO Recommendations

Month 2+

- **Week 1**
 - Monthly Report & Metrics
 - Continue Local Citation & Listing Management
- **Week 2**
 - SEO Article/Content
- **Week 3/4**
 - Location Page Technical Review & Recommendations
 - Implement SEO Recommendations



Social Media Publishing

Core Deliverables

- **Done-For-You Social Media Creation & Publishing:** We create and publish engaging static content for two social media channels, with up to 3 custom posts per week on each.
- **Performance Reporting:** Monthly detailed marketing report with insights on traffic, engagement, visibility, and more. Delivered directly to your inbox.



Social Media Publishing

Social Content Creation

We've found that Instagram and Facebook are often the best platforms for local businesses, though we can also support profiles on X, LinkedIn, Pinterest, and even share select content to your Google Business Profile. We're able to support TikTok and YouTube as well, but since those platforms are more video-driven, we'll primarily post static content (images with text) unless you provide video assets. If you do, we can help with basic video editing and publishing.

We begin with an initial review of social profiles to understand what's currently being done and which strategies are working best.

To help us create effective content and post more frequently, **we ask clients to share available assets such as images, videos, or other media via a shared Google Drive Doc.**

Clients are also welcome to send us social concepts, event updates, or post requests via email. We just ask for a few days to a week of lead time so we can incorporate them into the content schedule.

Before anything goes live, we'll provide a link to preview and approve posts.



SECTION 02


Social Media Publishing

Aug 2025 < > Today

Mon	Tue	Wed	Thu	Fri	Sat	Sun
28	29	30	31			
4	5 10:53 11:02	6 ✓	7	8	9	10
11	12 08:52	13 07:50 ✓	14	15	16	17
18	19 08:44 ✓	20	21	22 08:00 ✓	23	24
25	26 09:00 10:04 ✓	27	28 09:55 ✓	29 08:23 ✓	30	31

Riverfront Seafood Company Fresh Market and Grill
September 2, 09:51 · 🌐

From our Riverfront family to yours. Thank you for making us Kingsport's Best of the Best once again! 🎉



👍 Like 💬 Comment ➦ Share

Impressions 1,740 Reach 1,657 Eng. rate 4.83%

Engagement details


- Reactions 78
- Shares 2
- Comments 4
- Clicks 0

Post Info

- Published
- Post link
- Author
- Tags

Foxs Pizza Den Johnson City TN
August 29, 08:23 · 🌐

POV: you just made the best decision of your week!



👍 Like 💬 Comment ➦ Share

Impressions 633 Reach 587 Eng. rate 3.63%

Engagement details

- Reactions 21
- Shares 0
- Comments 2
- Clicks 0


Post Info

- Published August 29, 2025 08:23
- Post link <https://www.facebook.com/13777...>

Riverfront Seafood Company Fresh Market and Grill
August 22, 09:15 · 🌐

★★★★★ "Fresh seafood, river views, and celebrations made special—thanks for the love, Alesia!"

"Fresh, delicious seafood! Professional staff. Beautiful window view. Perfect venue for a birthday celebration. Our fav place to eat!!"



Alesia C

Tripadvisor

👍 Like 💬 Comment ➦ Share

Impressions 4,738 Reach 4,150 Eng. rate 0.99%

Engagement details

- Reactions 43
- Shares 1
- Comments 3
- Clicks 0

Post Info

- Published August 22, 2025 09:15
- Post link <https://www.facebook.com/77051...>
- Author CJ Lewis
- Tags



Social - Timeline & Deliverables

Core Deliverables

Month 1

- **Week 1**
 - Kickoff & Introduction Email
 - Social Account Review
 - Coordinate Social Media Account Access
- **Weeks 2-3**
 - Draft and Deliver (or Schedule) Initial Social Posts

Month 2+

- **Week 1**
 - Monthly Report & Metrics
- **Weeks 2-3**
 - Draft and Deliver (or Schedule) Monthly Social Posts

