

MASTERING GOOGLE FOR BUSINESSES





THE PROBLEM

Businesses biggest asset is **being found on Google**, however the focus to master Google isn't on the priority list.

Google has 8.5 Billion searches done every day. If a business doesn't have a Google strategy they will be **lost and never seen again** on page 5 of Google Search.

Getting to the top of Google can happen with 2 different ways to the top.



READY TO SKYROCKET YOUR ONLINE PRESENCE? JOIN FORCES WITH KAERAE MARKETING

Our expert team harnesses the power of SEO and Google Ads to propel your brand to new heights, maximizing visibility, attracting eager customers, and fueling unstoppable growth.

THE QUESTION IS...

Do you have **TIME** or **MONEY** to invest in your marketing strategy?





MY SOLUTION

NOT SURE WHAT YOU NEED?

Let's complete an Audit.

BECOME APART OF SOMETHING

My community is built to open the space for learning about Google easily.

Join for Free
Open feed for questions
Access to helpful resources and videos
Attend the monthly event

WANT TO LEARN HOW TO DO IT YOURSELF?

Access any of my helpful resources.
Free Google Business Workshop
Discover Your Keywords Exercise (\$8)
Access SEO: Fireside Chat (\$12)

INTERESTED IN BECOMING A MASTER?

Take one of my simple tutorial courses.
Unlocking the Power of GMB (\$349)
WTF is SEO (\$549)

NO TIME TO LEARN IT?

I can do it for you, it's what I do.

SEO Update

Keyword research
Update of all pages of the website
Blog post tags and ideas
YouTube video optimization

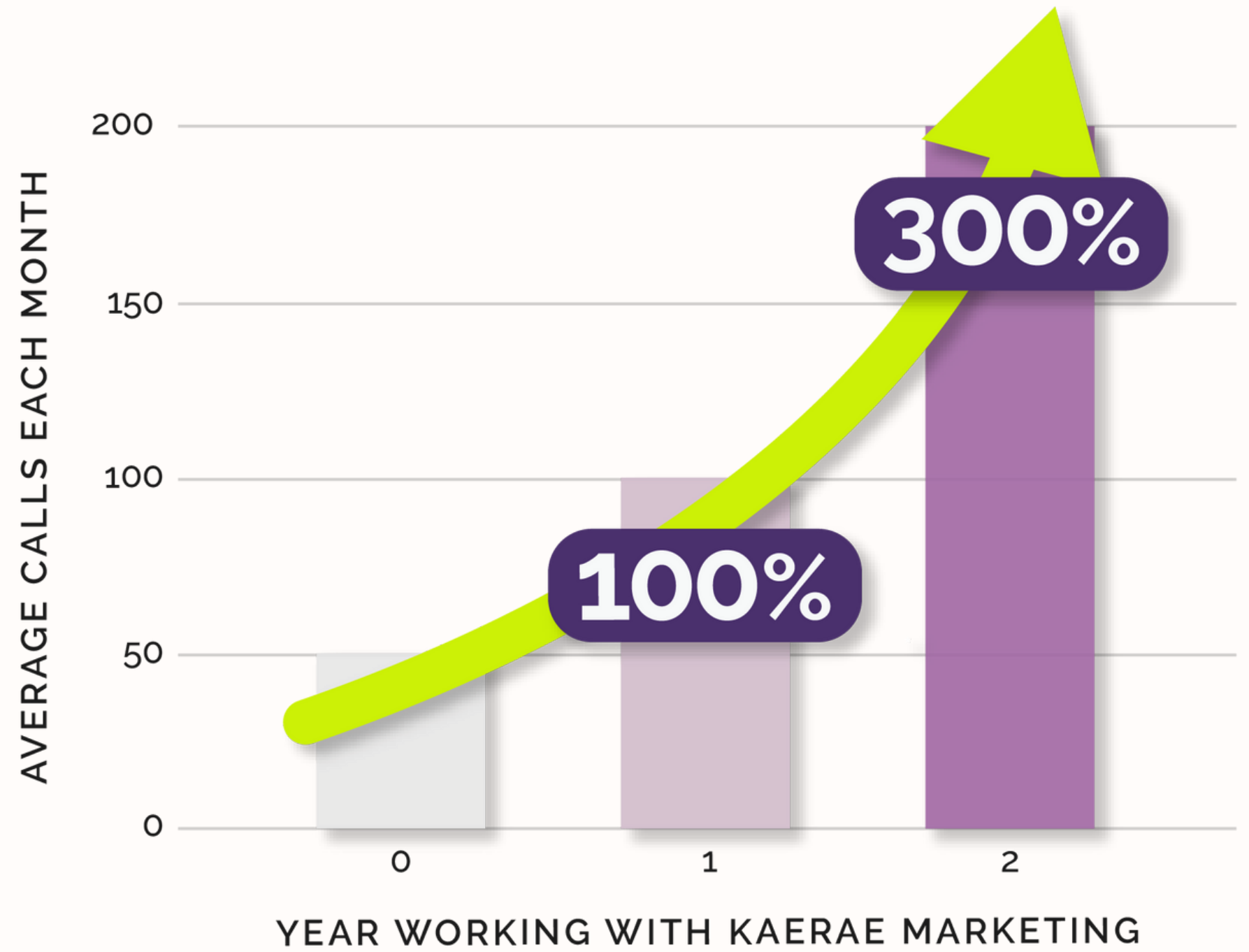
Google Ads Management

Keyword research
Ad campaign creation
Conversion and call tracking
Website optimizations for improved engagement and conv. rate



RESULTS & TESTIMONIALS

PLUMBER NEAR ME



In just two years of collaboration with KaeRae Marketing, this plumbing and HVAC client experienced remarkable growth. By updating their website, implementing a robust SEO strategy, optimizing their Google My Business presence, and utilizing Google Ads, we transformed their business. Within one year, their leads doubled from 50 to 100 per month. And after two years, they reached an incredible average of 200 leads per month. Our comprehensive approach fueled their success, propelling their business to new heights.





RESULTS & TESTIMONIALS

SECURITY SYSTEMS

Five years ago, this security systems installer client partnered with KaeRae Marketing to transform their business. Leveraging the power of Google Ads and custom landing pages, we strategically targeted their audience. Through deep keyword research and continuous optimization, we achieved consistent success. For the past year, they have consistently generated an average of 45 leads per month, surpassing their initial goal. KaeRae Marketing's expertise in digital advertising and landing page design played a crucial role in driving their sustained growth and establishing them as a leader in their industry.

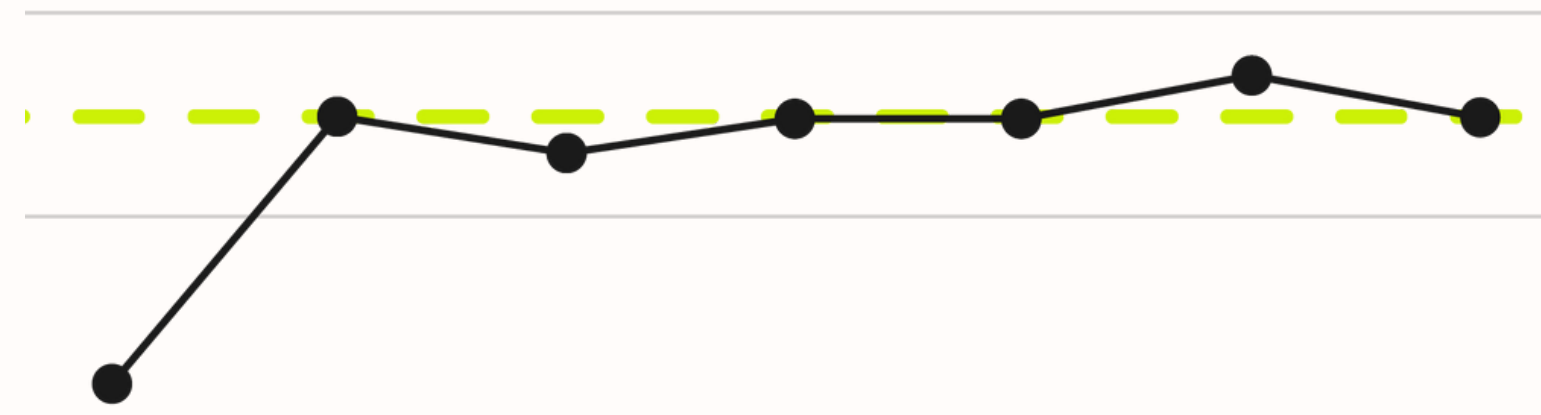
THEIR STRATEGY



GOOGLE ADS

ESTABLISHING

CONSISTENT SUCCESS

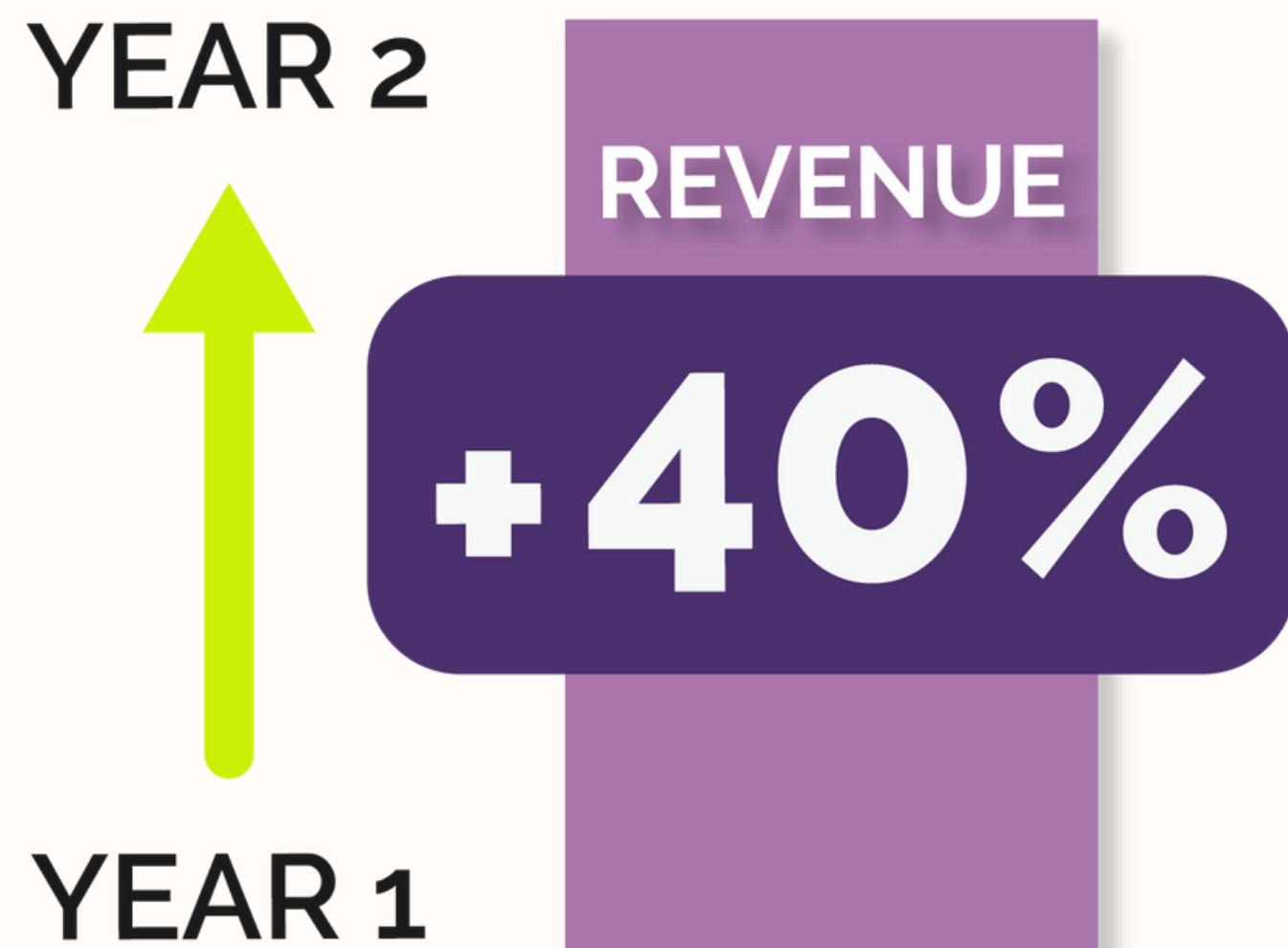


45 AVERAGE CALLS EACH MONTH



RESULTS & TESTIMONIALS

CHIROPRACTOR



KaeRae Marketing's collaboration with a chiropractor client began with a website redesign, including an online booking capability in 2018. The result? A remarkable 40% increase in annual revenue. Building on this success, we launched a targeted Google Ads campaign in June 2022, securing top positions for popular searches like "chiropractor Rochester." The outcome was astonishing—a 24% revenue surge within just six months and an impressive 55% year-over-year increase. By leveraging our expertise, the chiropractor achieved outstanding growth, attracting more patients and reaping the rewards of our strategic digital marketing efforts.





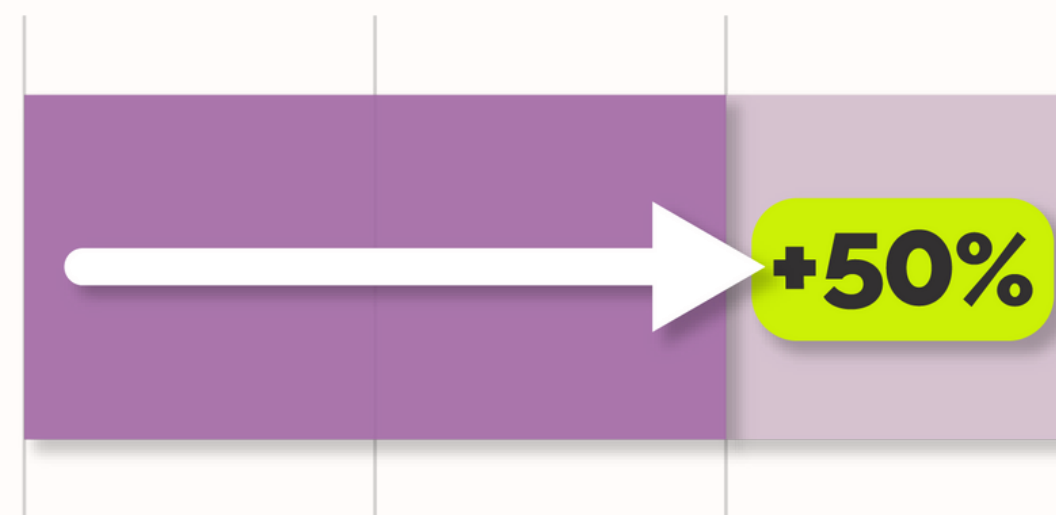
RESULTS & TESTIMONIALS

ECOMMERCE

Six months ago, we prioritized our client's SEO strategy, shifting focus from relying heavily on Google Ads to optimizing product pages. This adjustment leveraged website content to enhance Google Shopping Ads' effectiveness. This strategic pivot resulted in a remarkable increase in performance: organic traffic surged by nearly 50%, and revenue from organic users grew by 15%. Furthermore, our SEO efforts have boosted the website's total impressions by 70%. This demonstrates the power of a balanced and comprehensive approach to digital marketing, emphasizing the importance of SEO alongside paid advertising.



SEO PAGE & PRODUCT TAGS



ORGANIC TRAFFIC GREW NEARLY 50%

RESULTS + TESTIMONIALS



Dr. Susie Gronski, PT, DPT

11 reviews · 5 photos



Working with Kelsey and the team at KaeRae Marketing has been an exceptional experience. Their expertise, efficiency, and reliability in managing my Google Ads and Google Business profile surpassed my expectations. Kelsey demonstrated remarkable patience and responsiveness, addressing any questions or concerns I had with utmost care. I wholeheartedly recommend KaeRae Marketing for any business seeking top-notch marketing solutions.



Hillary Bolter

11 reviews



Working with Kelsey with KaeRae Marketing has been the best thing I have done for my business in 2022. I have never worked with someone so professional, responsive, timely, and high quality all at the same time! HIGHLY, highly recommend Kelsey.



Ray Hasto

Local Guide · 9 reviews · 14 photos



In my humble opinion "5 Stars" is not quite enough to rate my experiences with KaeRae Marketing. As a website development and marketing company, we frequently recommend using Google AdWords. Our interactions with Kelsey and KaeRae Marketing have always been helpful. The services are focused on growing my clients' businesses and bottom line. Advice and direction are offered along the way to maximize returns as well as areas where we have opportunities for "stretch goals". If growing your business through Google AdWords is on your schedule, I highly recommend KaeRae.

RESULTS + TESTIMONIALS



Rebekah Wachob

12 reviews · 3 photos



KaeRae Marketing provided a quality of service I didn't even know existed - safe to say they MORE than exceeded my best expectations! Right at the get-go from having a thorough meeting about my goals with marketing, consistent data updates, and visible results with increased client inquiries.

Highly recommend, and looking forward to launching another campaign with KaeRae this fall!



Sarah Whitney

2 reviews



Kelsey is amazing! Before working with Kelsey, I was feeling overwhelmed with technical aspects of Google that I didn't understand and KNEW I was underutilizing it. Kelsey was able to easily explain to me what I needed to do in order to maximize my client leads and visibility online, and give me clear and actionable steps to take! And the best part is that it's not overwhelming anymore:)



George Chamberlain

1 review



Kelsey was great at knowing what my business needed when she start up my Google business profile. Her attention to detail and knowing how the Google world works is amazing. Now my business is on the map and getting referrals. Highly recommend KaeRae Marketing for any of your marketing needs.





MY OFFERINGS

SEO

KEYWORD RESEARCH

Create a list of search queries for your business, including the search volume, competition level, and current ranking.

\$550

GOOGLE MY BUSINESS

Staying active on GMB can give you the power to rank higher than competitors. Generating and responding to reviews, uploading photos, and creating posts. Rank locally with this tool.

\$500 set up

GOOGLE AUDIT

Finding opportunities on the website to link internally or externally to build authority with Google. Also, identifying places to increase on-page keyword density.

\$450



MY OFFERINGS

SEO MANAGEMENT

\$1,500/MONTH
FOR 3, 6 OR 12 MONTHS

WEBSITE PAGE TAGS

Use the Keyword list to write custom page title tags, meta descriptions, & alt tags for every website page.

BLOG POST TAGS

Updating the blog post page title, meta description, and alt tags. Provide recommended searchable topics.

YOUTUBE VIDEOS

Optimizing the details of uploaded YouTube videos with keywords inserted into the title and description.
Adding a watermark, end screen annotations, buttons, and captions.



MY OFFERINGS

GOOGLE ADS

KEYWORD RESEARCH

Create a list of search queries for your business, include the search volume, competition level, & average cost per click.

\$550

CAMPAIGN SET UP

Create an organized campaign targeting the services you profit from—customized ads with keywords.

\$750

LEAD GENERATION CAMPAIGN & TRACKING

Focusing on generating your lead goal with precise targeting makes the most of your budget.

Detailed weekly lead tracking. **Additional min. ad spend budget=\$1,000/month**

\$1,000/mo



MY OFFERINGS

GOOGLE ADS

LOCAL SERVICES ADS

*If approved. These ads show above all other ads on Google. They only generate calls, and you determine the status of the call and a job or not. Only pay for those “jobs.” **Additional min. ad spend budget=\$1,000 per month**

\$550/set up cost

\$400/mo

ECOMMERCE

Using Merchant Center to showcase products on Google can increase sales. Bidding control can give you the desired ROAS. Optimizing product pages leads to more opportunities. **Additional min. ad spend budget=\$1,500/month**

\$750/set up cost

\$1,500/mo

GOOGLE AD GRANTS

Registered (501c3) Non-Profit organizations can apply for a Google Ads Grant. This program provides \$10,000 a month of free ad spending to use for advertising. No additional budget needed. It is included in the grant program.

\$500/mo



ABOUT
KELSEY/KAERAE

My Values are: Honesty, Transparency, and Authenticity

Google Ads Certified since 2014

Graduated from Buffalo State with Business Administration
and Concentration in Marketing degree (2012)

Dedicated to mastering Google tools and advertising

Committed to empowering through educational content

Experienced in overcoming business challenges

Making digital education authentic and valuable

Trusted partner for managing Google Ads and SEO





PARTNERSHIP OPPORTUNITY

REFERRAL PASSING PARTNERSHIP

develop a strong relationship to pass qualified leads to each other

QUARTERLY MEETING

Allowing us to get to know each other and business on a consistent basis

CROSS PROMOTING

Guest blog posts, social media post sharing, mentioned in email newsletter



WHITE LABELING

Pricing will be available with a discount for no contact leads.
Resell pricing cannot exceed 20% over White Label pricing.

AGREEMENTS NEEDED

“No Guarantees” in sales pitch
Non-Compete Agreement
Non-Disclosure Agreement

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THANK YOU

FROM *KaeRae Marketing*

www.KaeRaeMarketing.com

www.KaeRaeEducation.com

KaeRae Marketing