Annual General Membership Meeting

February 2018
San Antonio, TX

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Key Take Aways

- I am not an expert on internet marketing and/or search engine optimization.

- As Chief Executive Officers, we delegate to those who are experts.

- Internet Marketing and SEO are important components in an overall marketing strategy.

What is Search Engine Optimization?

- SEO is the process of affecting the online visibility of a website or a web page in a web search engine's unpaid results – often referred to as "natural", "organic", or "earned" results.
- SEO differs from local search engine optimization in that the latter is focused on optimizing a business' online presence so that it's web pages will be displayed by search engines when a user enters a local search for its products or services.

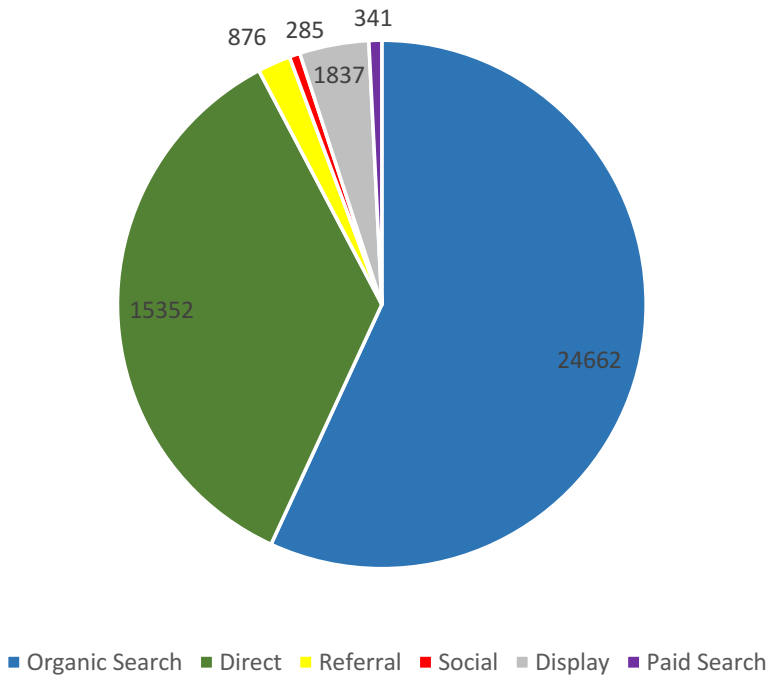
Marketing Strategy

- As an Internet marketing strategy, SEO considers how search engines work, the computer programmed algorithms which dictate search engine behavior, what people search for, the actual search terms or keywords typed into search engines.
- SEO is not an appropriate strategy for every website, and other Internet marketing strategies can be more effective like paid advertising through pay per click (PPC) campaigns, depending on the site operator's goals.

Local SEO

- Local SEO is focused on optimizing a business' online presence so that its web pages will be displayed by search engines when users enter local searches for its products or services. Ranking for local search involves a similar process to general SEO, but includes some specific elements to rank a business for local search.
- The origin of local SEO can be traced back to 2003-2005 when search engines tried to provide people with results in their vicinity as well as additional information such as opening times of a store, listings in maps, etc.

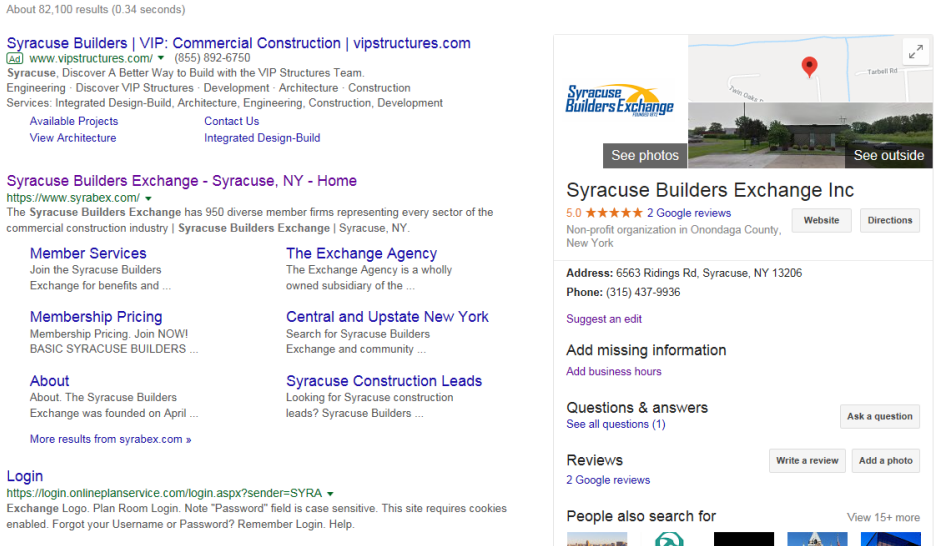
Acquisition Channels

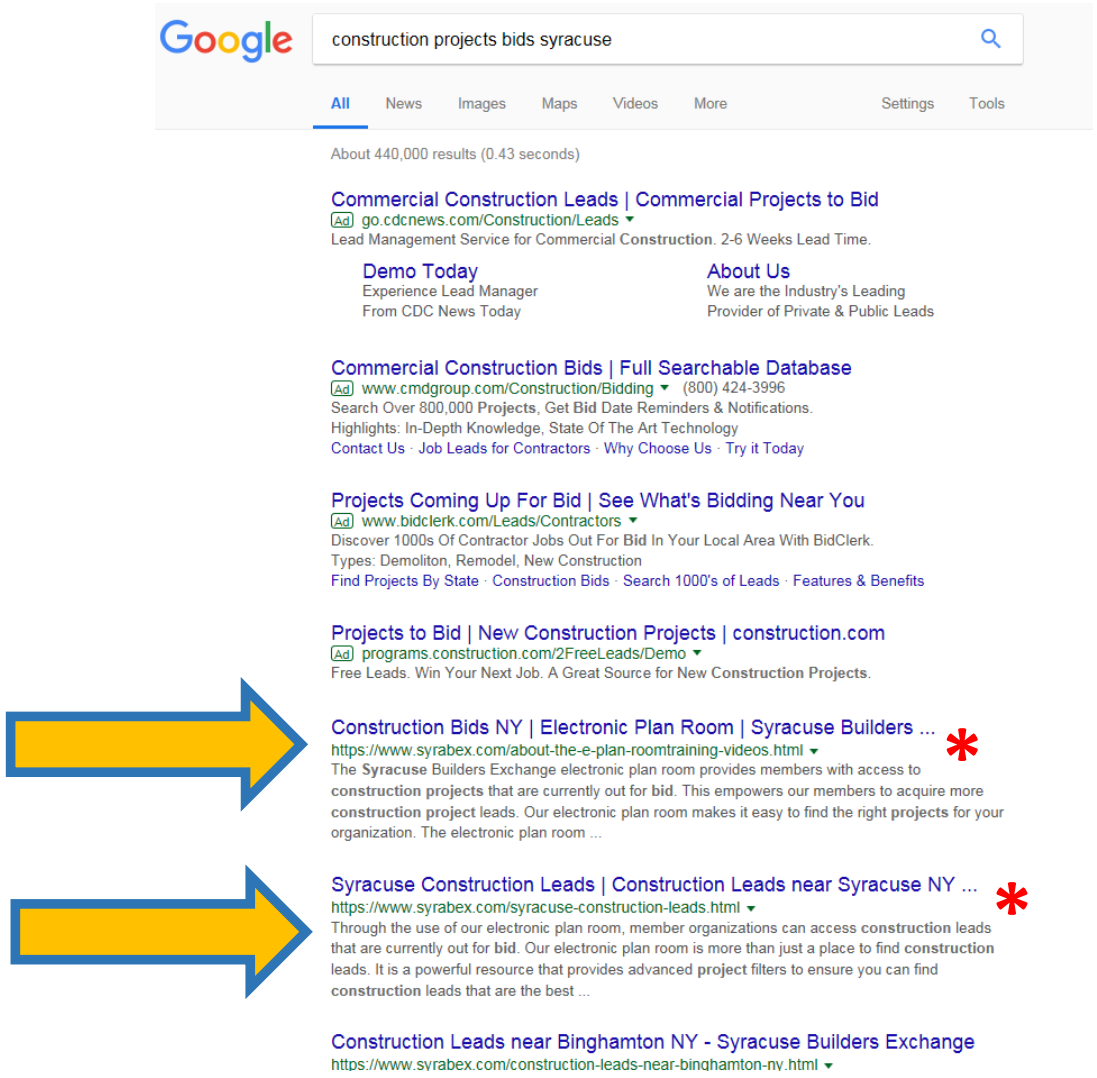


- In 2017, we continued to build more online business directory profile pages for Syracuse Builders Exchange. These online business directory profiles create more online references to your business, in turn helping to achieve higher positioning on search engines.

Brand Placement

- Syracuse Builders Exchange maintained strong positioning on Google when its brand name is searched. Syracuse Builders Exchange continues to hold high visibility due to the Knowledge Graph being displayed (seen to the right of the search results) and the site links being displayed directly below the first organic search result. The site links appearing directly below the first organic search result signals that the site is understood well by search engines. Site links also make it convenient for potential members to find specific information they're looking for.



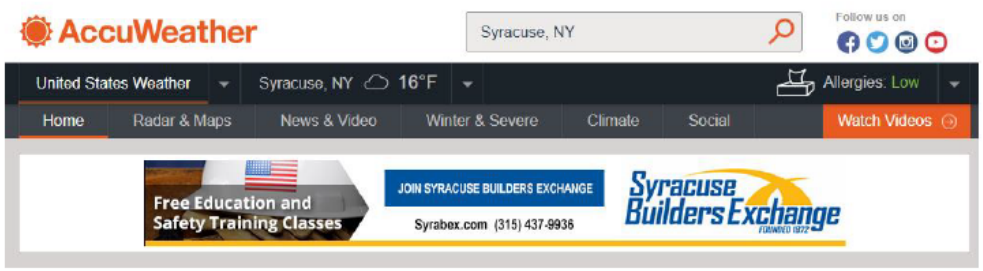

Google
construction projects bids syracuse
All
News
Images
Maps
Videos
More
Settings
Tools
About 440,000 results (0.43 seconds)
Commercial Construction Leads | Commercial Projects to Bid
Ad go.cdcnews.com/Construction/Leads
Lead Management Service for Commercial Construction. 2-6 Weeks Lead Time.
Demo Today
Experience Lead Manager
From CDC News Today
About Us
We are the Industry's Leading
Provider of Private & Public Leads
Commercial Construction Bids | Full Searchable Database
Ad www.cmdgroup.com/Construction/Bidding (800) 424-3996
Search Over 800,000 Projects, Get Bid Date Reminders & Notifications.
Highlights: In-Depth Knowledge, State Of The Art Technology
Contact Us · Job Leads for Contractors · Why Choose Us · Try it Today
Projects Coming Up For Bid | See What's Bidding Near You
Ad www.bidclerk.com/Leads/Contractors
Discover 1000s Of Contractor Jobs Out For Bid In Your Local Area With BidClerk.
Types: Demoliton, Remodel, New Construction
Find Projects By State · Construction Bids · Search 1000's of Leads · Features & Benefits
Projects to Bid | New Construction Projects | construction.com
Ad programs.construction.com/2FreeLeads/Demo
Free Leads. Win Your Next Job. A Great Source for New Construction Projects.
Construction Bids NY | Electronic Plan Room | Syracuse Builders ...
https://www.syrabex.com/about-the-e-plan-roomtraining-videos.html
The Syracuse Builders Exchange electronic plan room provides members with access to construction projects that are currently out for bid. This empowers our members to acquire more construction project leads. Our electronic plan room makes it easy to find the right projects for your organization. The electronic plan room ...
Syracuse Construction Leads | Construction Leads near Syracuse NY ...
https://www.syrabex.com/syracuse-construction-leads.html
Through the use of our electronic plan room, member organizations can access construction leads that are currently out for bid. Our electronic plan room is more than just a place to find construction leads. It is a powerful resource that provides advanced project filters to ensure you can find construction leads that are the best ...
Construction Leads near Binghamton NY - Syracuse Builders Exchange
https://www.syrabex.com/construction-leads-near-binghamton-ny.html

Cost Per Impression

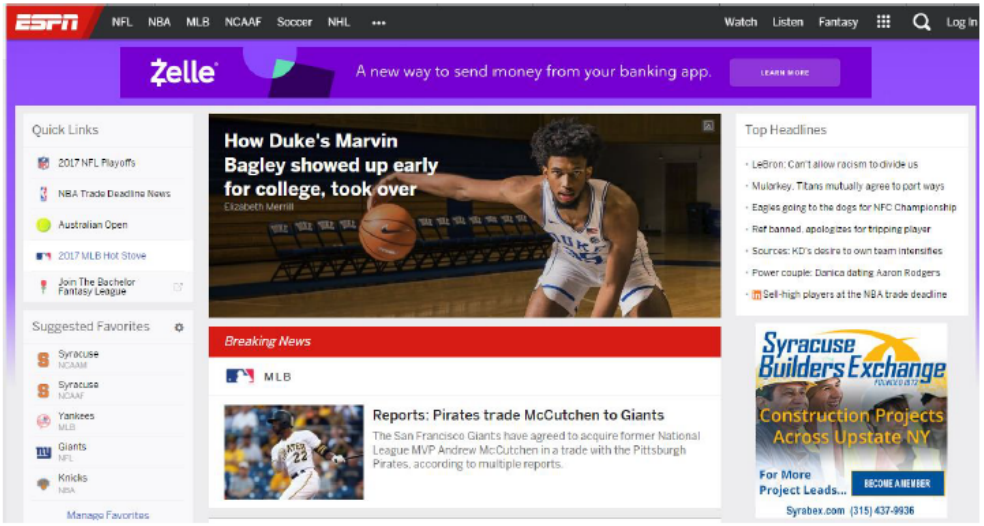
- **Cost per impression** (**CPI**) or "**cost per thousand impressions**" (**CPM**), is a term used in the traditional advertising media selection, as well as online advertising and marketing related to web traffic. It refers to the cost of traditional advertising or internet marketing or email advertising campaigns, where advertisers pay each time an ad is displayed. CPI is the cost or expense incurred for each potential customer who views the advertisement(s).
- **PURPOSE:** Cost per impression, along with Pay-per-click (PPC) and cost per order, is used to assess the cost effectiveness and profitability of online advertising.

Placements

AccuWeather.com



ESPN.com



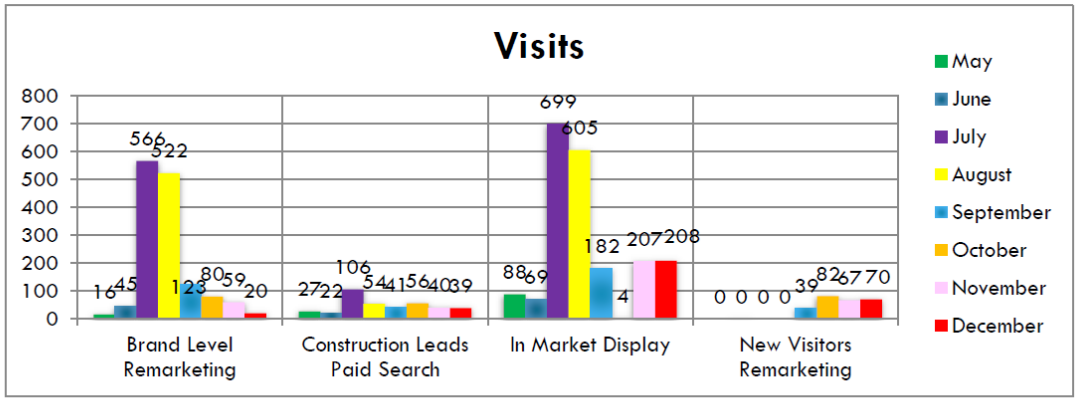
Pay-Per-Click

- **Pay-per-click** (**PPC**), also known as **cost per click** (**CPC**), is an internet advertising model used to direct traffic to websites, in which an advertiser pays a publisher (typically a website owner or a network of websites) when the ad is clicked. With search engines, advertisers typically bid on keyword phrases relevant to their target market.
- **PURPOSE:** Pay-per-click, along with cost per impression and cost per order, are used to assess the cost effectiveness and profitability of internet marketing. Clicks are a way to measure attention and interest.

PPC & Display Progress & Plans

1,025,043	**Impressions**

The above figure details the total number of Syracuse Builders Exchange ad campaign impressions in the entire year of 2017. Impressions refers to how many times your ads were shown to people. These 1,025,043 impressions are evidence of success from our Internet Marketing efforts in terms of brand awareness growth.



Social Networking Websites

- Social networking websites are based on building virtual communities that allow consumers to express their needs, wants and values, online. Social media marketing then connects these consumers and audiences to businesses that share the same needs, wants, and values. In 2014, over 80% of business executives identified social media as an integral part of their business.

What is Web Analytics?

- **Web analytics** is the measurement, collection, analysis and reporting of web data for purposes of understanding and optimizing web usage. However, Web analytics is not just a process for measuring web traffic, but can be used as a tool for business and market research, and to assess and improve the effectiveness of a website. Web analytics applications can also help companies measure the results of traditional print or broadcast advertising campaigns. It helps one to estimate how traffic to a website changes after the launch of a new advertising campaign. Web analytics provides information about the number of visitors to a website and the number of page views. It helps gauge traffic and popularity trends which is useful for market research.

Analysis

- 2017 was a year of growth for Syracuse Builders Exchange, both in terms of improved positioning on search engines as well as lead generation growth.
- Syracuse Builders Exchange continues to improve its positioning on search engines. Syracuse Builders Exchange now holds 1st page positioning on Google for the following keyword:
  - **'electronic plan room," #3 when searched in either Syracuse, NY or NY State**
- This improved positioning on search engines has directly translated to an increase in potential new members, as new visitors from search engines to your website increased by 22% in Q4 of 2017 compared to Q4 of 2016.
- This increase in potential, new members has also translated to trackable lead generation growth. Contact Form Submissions increased by 19% in 2017 compared to 2016.

Overall Growth

- Syracuse Builders Exchange experienced an increase in completed site goals in December 2017. Completed site goals refers to when someone takes one of the following actions on your site:
  - Contact Intent, which occurs when someone visits the Contact form page, as visiting the Contact form is an action most likely to be taken by potential members.
  - Contact Form Submitted, which occurs when someone completes the Contact form
  - Free Trial Planroom Intent, which occurs when someone visits the Free Trial Planroom form page, as interest in Planroom access is an action most likely to be taken by potential members.
  - Free Trial Planroom Form Submitted, which occurs when someone completes the Free Trial Planroom form.
  - Membership Application Intent, which occurs when someone visits the Membership Application form, as visiting the Membership Application form is an action most likely to be taken by potential members.
  - Membership Application Form Submission, which occurs when someone completes a Member Application Form.

Overall Growth

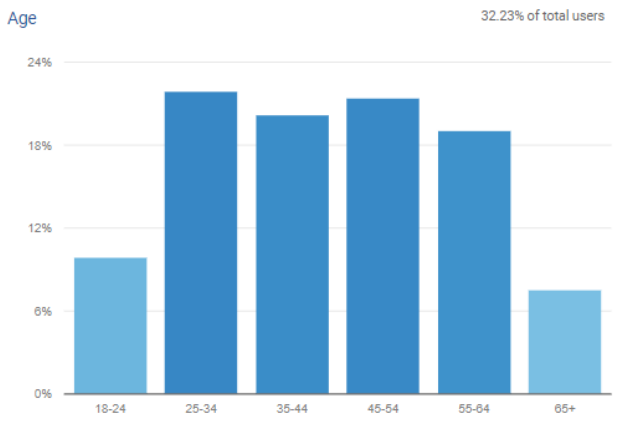
- 2,606 Total Leads in 2017
- 1,048 Contact Intent
- 153 Contact Form Submissions
- 656 Free Trial Planroom Intent
- 708 Membership Application Intent
- 41 Membership Application Form Submissions

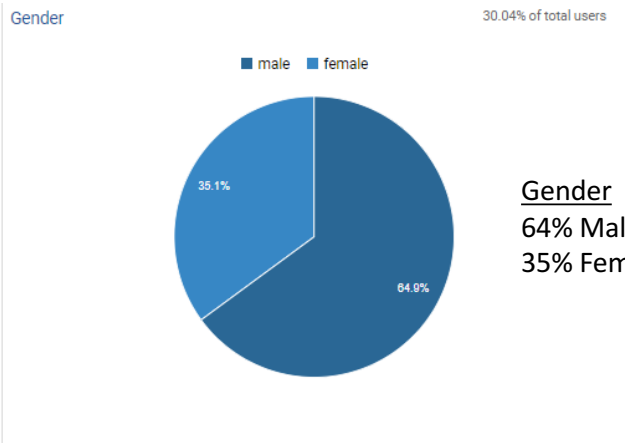
Contact Form Submissions *2017 compared to 2016*	+19%	Syracuse Builders Exchange experienced year-to-year lead generation growth in 2017. Contact Form Submissions increased by 19% in 2017 compared to 2016. This **year-to-year lead generation growth** is evidence of success from our Internet marketing efforts.
Free Trial Planroom Intent *Q4 2017 compared to Q4 2016*	+41%	The above year-to-year lead generation growth is a result of quarterly year-to-year potential lead generation growth in 2017. Visitors to the Free Trial Planroom page increased by 41% in Q4 of 2017 compared to Q4 of 2016. This is evidence of success from our Internet Marketing efforts in terms of **quarterly year-to-year potential lead generation growth**.
Membership Application Intent *2017 compared to 2016*	+23%	Syracuse Builders Exchange also experienced year-to-year potential lead generation growth in the form of growth for visitors to the Membership Application page. Membership Application Intent increased 23% in 2017 compared to 2016. This is evidence of success from our Internet Marketing efforts in terms of **year-to-year potential lead generation growth**.
New Visitors *2017 compared to 2016*	+28%	The above potential and trackable lead generation growth is a result of growth for new, potential members. New visitors to your site increased by 28% in 2017 compared to 2016. This is evidence from our Internet Marketing efforts in terms of **year-to-year growth for potential, new members**.
New Visitors from Search Engines *Q4 2017 compared to Q4 2016*	+22%	Similarly, Syracuse Builders Exchange also experienced quarterly year-to-year growth in terms of new, potential members who arrived at your site from search engines. New visitors who arrived at your website from search engines increased by 22% in Q4 of 2017 compared to Q4 of 2016. This is evidence of success from our Internet Marketing efforts, specifically our SEO efforts, in terms of **quarterly year-to-year growth**, both in terms of improved positioning on search engines as well as **growth for new, potential members**.

Demographics

Syracuse Builders Exchange
FOUNDED 1872

Age
09% between the ages of 18-24
21% between the ages of 35-34
20% between the ages of 35-44
21% between the ages of 45-54
19% between the ages of 55-64
07% are 65 or older





Gender
64% Male
35% Female

Via our remarketing efforts we are able to obtain very high profile placement in prestigious relevant and well known publications such as:

THE WEATHER CHANNEL weather.com
CNN.com
CNYCENTRAL.COM
Forbes.com
CBS NEWS
NEWS CHANNEL 9 abc WSYR-TV SYRACUSE LOCALSYR.com
DAILY NEWS NYDAILYNEWS.COM
AccuWeather.com
The New York Times NYTIMES.COM
BBC NEWS

Q&A
Any Questions?