



Annual General Membership Meeting

February 2018

San Antonio, TX

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Syracuse Builders Exchange



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Construction Exchange of Buffalo & Western NY



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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 its web pages will be displayed by search engines when a user enters a local search for its products or services.

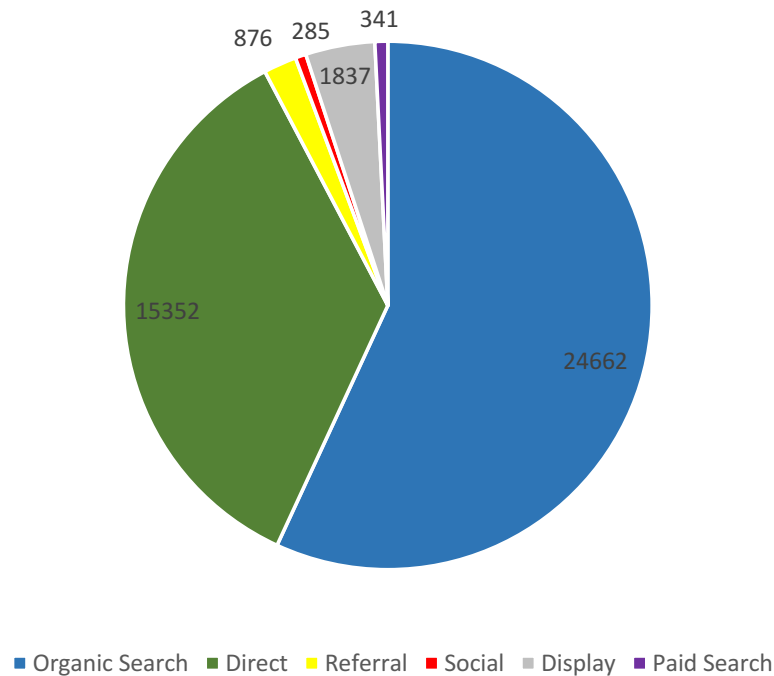
Marketing Strategy

- 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.

About 82,100 results (0.34 seconds)

Syracuse Builders | VIP: Commercial Construction | vipstructures.com
www.vipstructures.com/ (855) 892-6750
Syracuse, Discover A Better Way to Build with the VIP Structures Team.
Engineering · Discover VIP Structures · Development · Architecture · Construction
Services: Integrated Design-Build, Architecture, Engineering, Construction, Development
[Available Projects](#) [Contact Us](#)
[View Architecture](#) [Integrated Design-Build](#)

Syracuse Builders Exchange - Syracuse, NY - Home

<https://www.syrabex.com/>
The Syracuse Builders Exchange has 950 diverse member firms representing every sector of the commercial construction industry | [Syracuse Builders Exchange](#) | Syracuse, NY.

Member Services

Join the Syracuse Builders Exchange for benefits and ...

Membership Pricing

Membership Pricing. Join NOW!
BASIC SYRACUSE BUILDERS ...

About

About. The Syracuse Builders Exchange was founded on April ...

[More results from syrabex.com »](#)

The Exchange Agency

The Exchange Agency is a wholly owned subsidiary of the ...

Central and Upstate New York

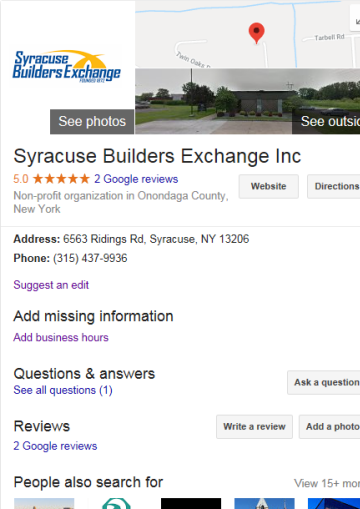
Search for Syracuse Builders Exchange and community ...

Syracuse Construction Leads

Looking for Syracuse construction leads? Syracuse Builders ...

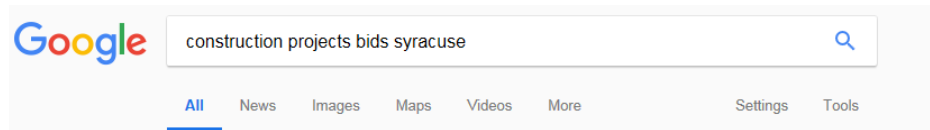
Login

<https://login.onlineplanservice.com/login.aspx?sender=SYRA>
Exchange Logo. Plan Room Login. Note "Password" field is case sensitive. This site requires cookies enabled. Forgot your Username or Password? Remember Login. Help.



The Knowledge Graph card for Syracuse Builders Exchange Inc. features a map of the building location at 6563 Ridings Rd, Syracuse, NY 13206, with a red pin and labels for 'Two Oaks Dr' and 'Turbell Rd'. Below the map is a photo of the building and a 'See outside' button. The card displays the organization's name, a 5.0 star rating from 2 Google reviews, and buttons for 'Website' and 'Directions'. It also lists the address and phone number (315) 437-9936. There are links for 'Suggest an edit', 'Add missing information', 'Add business hours', 'Questions & answers', 'Reviews', and 'People also search for'.

Syracuse Builders Exchange Inc
5.0 ★★★★★ 2 Google reviews
Non-profit organization in Onondaga County, New York
[Website](#) [Directions](#)
Address: 6563 Ridings Rd, Syracuse, NY 13206
Phone: (315) 437-9936
[Suggest an edit](#)
Add missing information
[Add business hours](#)
Questions & answers
[See all questions \(1\)](#) [Ask a question](#)
Reviews
2 Google reviews [Write a review](#) [Add a photo](#)
People also search for [View 15+ more](#)



Commercial Construction Leads | Commercial Projects to Bid

[Ad go.cdcnews.com/Construction/Leads](https://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](https://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](https://www.bidclerk.com/Leads/Contractors)

Discover 1000s Of Contractor Jobs Out For Bid In Your Local Area With BidClerk.

Types: Demolition, 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](https://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

AccuWeather

Syracuse, NY

United States Weather Syracuse, NY 16°F

Home Radar & Maps News & Video Winter & Severe Climate Social Watch Videos

Free Education and Safety Training Classes

JOIN SYRACUSE BUILDERS EXCHANGE

Syrabex.com (315) 437-9936

Syracuse Builders Exchange

ESPN.com

ESPN NFL NBA MLB NCAA Soccer NHL

Watch Listen Fantasy

Zelle A new way to send money from your banking app.

Quick Links

- 2017 NFL Playoffs
- NBA Trade Deadline News
- Australian Open
- 2017 MLB Hot Stove
- Join The Bachelor Fantasy League

Suggested Favorites

- Syracuse NCAA
- Syracuse NCAA
- Yankees MLB
- Giants NFL
- Knicks NBA

Manage Favorites

How Duke's Marvin Bagley showed up early for college, took over

Breaking News

MLB

Reports: Pirates trade McCutchen to Giants

The San Francisco Giants have agreed to acquire former National League MVP Andrew McCutchen in a trade with the Pittsburgh Pirates, according to multiple reports.

Top Headlines

- LeBron: Can't allow racism to divide us
- Mulroney: Titans mutually agree to part ways
- Eagles going to the dogs for NFC Championship
- Riot banned, apologizes for tripping player
- Sources: KD's desire to own team intensifies
- Power couple: Darnica dating Aaron Rodgers
- Self-high players at the NBA trade deadline

Syracuse Builders Exchange

Construction Projects Across Upstate NY

For More Project Leads...

BECOME A MEMBER

Syrabex.com (315) 437-9936

Pay-Per-Click

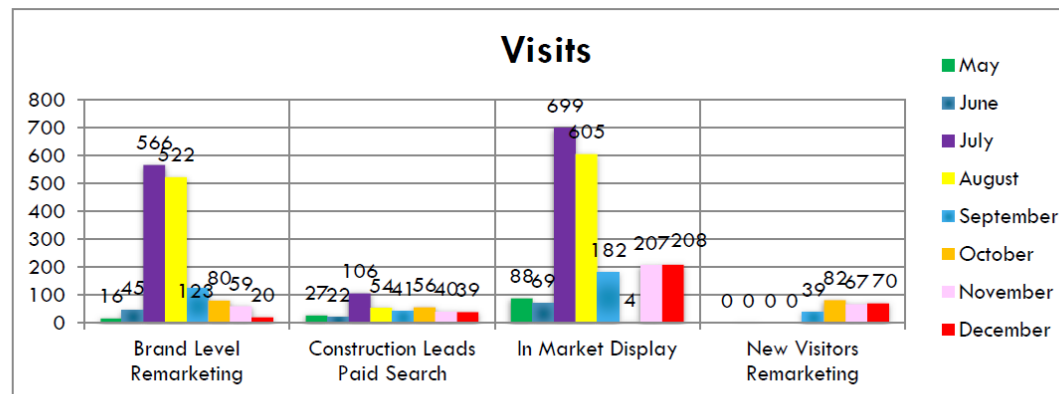
- **Pay-per-click (PPC)**, also known as **cost per click (CPC)**, is an internet advertising model used to direct traffic to websites, in which an advertiser pays a publisher (typically a website owner or a network of websites) when the ad is clicked. With search engines, advertisers typically bid on 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

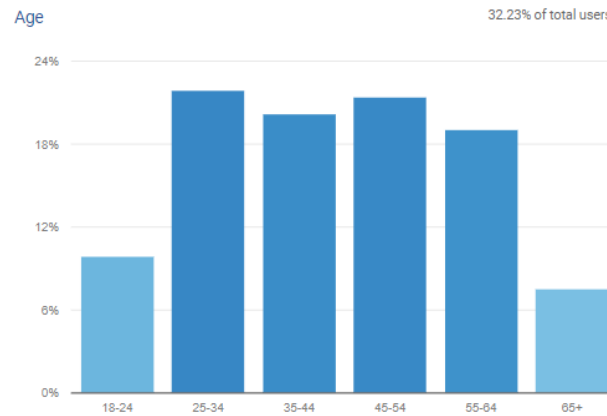
Contact Form Submissions <i>2017 compared to 2016</i>	+19%	Syracuse Builders Exchange experienced year-to-year lead generation growth in 2017. Contact Form Submissions increased by 19% in 2017 compared to 2016. This year-to-year lead generation growth is evidence of success from our Internet marketing efforts.
Free Trial Planroom Intent <i>Q4 2017 compared to Q4 2016</i>	+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 <i>2017 compared to 2016</i>	+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 <i>2017 compared to 2016</i>	+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 <i>Q4 2017 compared to Q4 2016</i>	+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

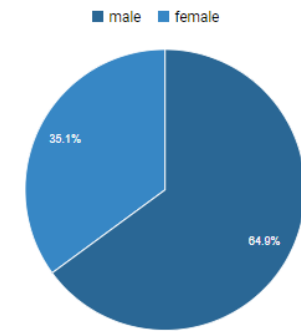


Age

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



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:



Q&A

Any Questions?