



The Tow Academy

Improving Your Bottom Line Through Increased Visibility



Website Optimization

To be effective, your website should be structured using Google's complex algorithm of more than 200 factors. The goal being to increase your business's visibility online.



Social Media

Social media campaigns should target customers who are likely to do business with you. Social media's only goal is engagement. A good targeted campaign drives traffic to your website.



Pay Per Click Marketing (AdWords)

The goal with Pay Per Click Marketing is to Generate Revenue. We are a Google AdWords Certified Partner. We create ads that work for your business because we target only those people who are looking for your services NOW.



Reputation Management

Google believes businesses who care about the accuracy and consistency of how they are listed online are more reputable than those who don't. Your business's reputation is a determining factor for how often you are presented in search.

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About The Tow Academy



- The Tow Academy is based in Jefferson City, Missouri, and we are the premier online search and digital marketing agency for the towing industry.
- The Tow Academy has one goal, to ensure its clients experience a marked increase in the overall performance of their presence online, resulting in increased leads, phone calls and customer revenues.
- We do this through our in-depth experience and knowledge of online search coupled with specialized software to significantly increase our client's visibility in search results. Our SEO techniques drive customers to our client's websites.
- Starting with a properly structured and optimized website, like the frame of a car, The Tow Academy builds websites that cater to Google's search algorithms.
- We then double-down by incorporating Social Media Marketing and a proven ongoing Dynamic Content Strategy. This increases visibility and relevancy of your business.
- The Tow Academy's comprehensive digital marketing packages offer a complete set of services which include social media, reputation management, and pay per click advertising management. With the goal being to maximize search rankings, leading to more conversions for our clients.
- Our ongoing client communications keep you informed about your online performance through detailed analytics and reporting.



About The Tow Academy

- The Tow Academy is based in Jefferson City, Missouri, and we are the only online search and digital marketing agency that caters specifically to the towing industry.
- The Tow Academy has one goal, to ensure its clients experience a marked increase in the overall performance of their presence online, resulting in increased leads, phone calls, and customer revenues.
- We do this through our in-depth experience in the towing industry, and knowledge of online search coupled with specialized software to significantly increase our client's visibility in search results. Our SEO techniques drive customers to our client's websites.
- Starting with a properly structured and optimized website, like the foundation of a house, The Tow Academy builds websites that cater to Google's search algorithms.
- We then double-down by incorporating Social Media Marketing and a proven ongoing Dynamic Content Strategy; this increases the visibility and relevancy of your business.
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Web Design

Website Optimization

Social Media Marketing

Reputation Management

Pay Per Click Marketing (AdWords)

Increased Visibility Online

More Cash Calls

Analysis and Recommendation Overview

We have performed a complete analysis of your business's online performance.

Like a doctor who performs a physical, we use specialized software and in-depth knowledge of key digital marketing performance areas that impact your search ranking, website activity, and conversions. This allows us to determine your business's overall health online.



Our recommendations will significantly improve your company's online performance, increasing leads and conversions.





Goals



Increased conversions through increased visibility

Analysis



An In-depth look at the internal structure of your site

Recommendations



Create a properly structured website that the search engines can understand

Example: Website Current Optimization Level

SEO Issues

45%

Site optimization

24 issues found

6 pages with issues

22 total pages analysed



- Google's complex algorithm uses more than 200 factors to determine what pages to present when a search is performed.
- All these factors must be taken into consideration when optimizing your website.
- **What matters most in your website is what you CAN'T see behind the scenes.** There are hundreds of on-page elements that must be in harmony for you to have a chance at being found.
- **That's why we meticulously Optimize Each Page for the "specific terms" your customers are using when searching for your services**

Goals

Social media campaigns create engagement, & drive traffic to your website.

Analysis

Side-by-side comparison of existing social post versus our posts with engagement

Recommendations

Run a targeted campaign that encourages engagement and drives traffic to your website

Example: Social Media Campaign

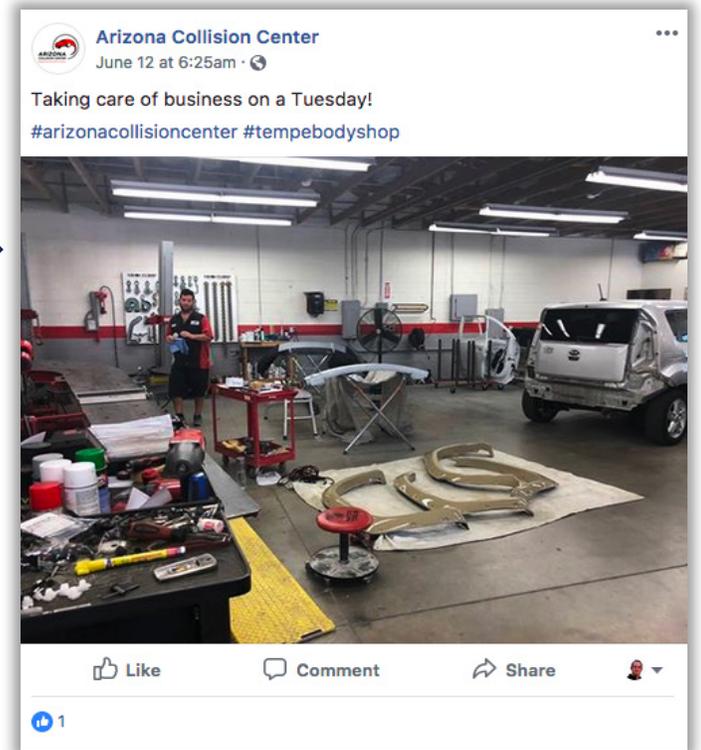


Post From One of Our Targeted Campaigns

- 220 Likes
- 29 Shares

Non-Performing Post
Low Engagement

- 1 Like





Goals



Generate revenue

Analysis



Click through rate, conversion rate, and budget

Recommendations



Create and manage a results-based campaign that targets customers for conversions

- **We are a Google AdWords Certified Partner.** 
- We create ads that work for your business by knowing who your customers are and what they are looking for.
- We incorporate a mix of our knowledge of the towing industry, psychology, and AdWords “Know-How” to create ads that get attention.
- We optimize campaigns for conversions NOT CLICKS, so you get more high quality leads.

Example: Pay Per Click Proposal

Based on marketing campaign estimates and our own data for similar programs on our platform, estimates show there are 3,764 impressions per month with an average cost per click of \$6.80.

Using an industry average click-through rate of 2.7%, there could be up to 102 clicks per month.

Using the expected 102 clicks per month, we could deliver up to 6 form leads and 67 phone call leads per month.

Which gives a true market value of a lead of \$9.50. With an estimated monthly budget of \$700.



Goals



Create authority in your market place

Analysis



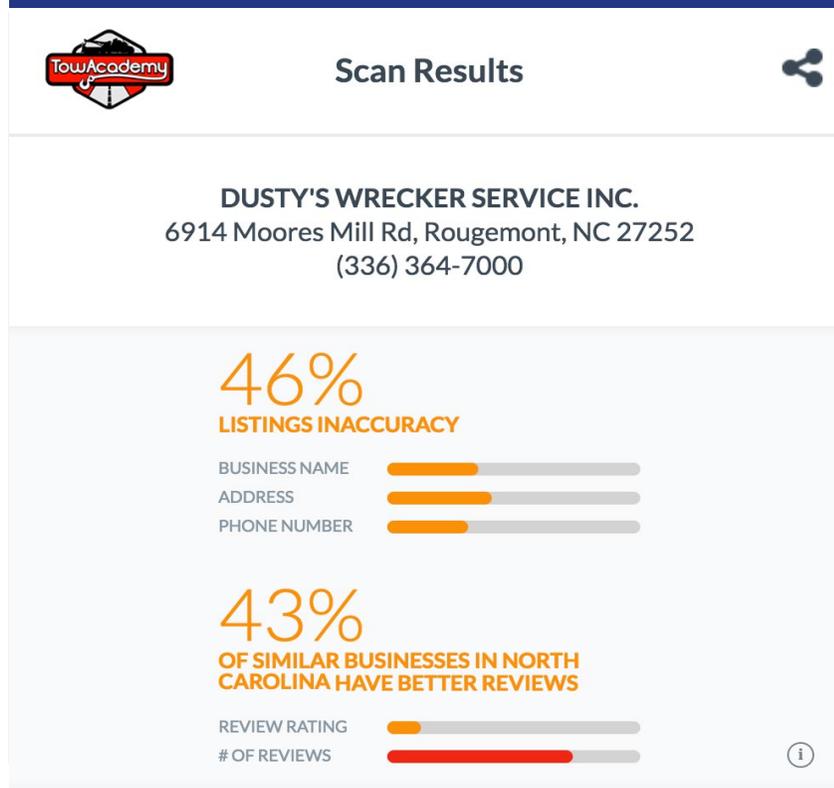
Scan your business for directory listing inaccuracies and online reviews

Recommendations



Manage directory listings and manage reviews, implement use of review tool

Example Scan Online Reputation



- Google believes businesses who care about the accuracy of how they are listed online are more reputable than those who do not.
- **Companies with accurate directory listings show up in search results more often than those with inaccurate listings.**
- We ensure that your business information is listed accurately and consistently as a **YEXT Certified Partner**.
- **92% of consumers use reviews when making buying decisions, choosing the star rating as the number one factor to judge a business's worthiness.**
- Google uses reviews too, the more reviews you have, the more authority you have, and the more you are shown in relevant searches.



The Tow Academy

**A PROVEN PROCESS
THAT GETS RESULTS**

CASE STUDY NUMBER #1

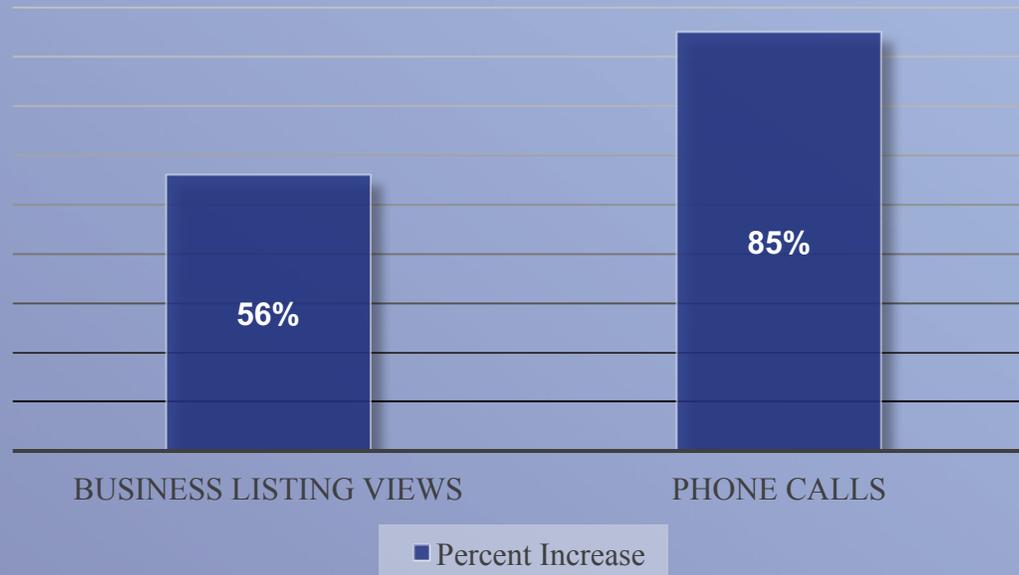


J & L Towing and Recovery

8225 Grey Eagle Drive
Upper Marlboro, MD 20772
www.jltowingmaryland.com

J & L Towing

**319 %
Increase In
Web Traffic**



319% Increase In Web Traffic

Comparing May, 2017 to May, 2018 website traffic increased by 319%. From only 158 visitors per month to 663 visitors per month.

56% Increase In Business Listing Visibility

Through our efforts, J & L Towing's Google Business listing now shows up 56% more often when a search for towing is performed.

85% Increase In Phone Calls

Due to the increase in visibility, month over month, J & L Towing receives 85% more phone calls directly through their Google Business listing.

CASE STUDY NUMBER #2



Westmont Towing

329 S Lincoln St.

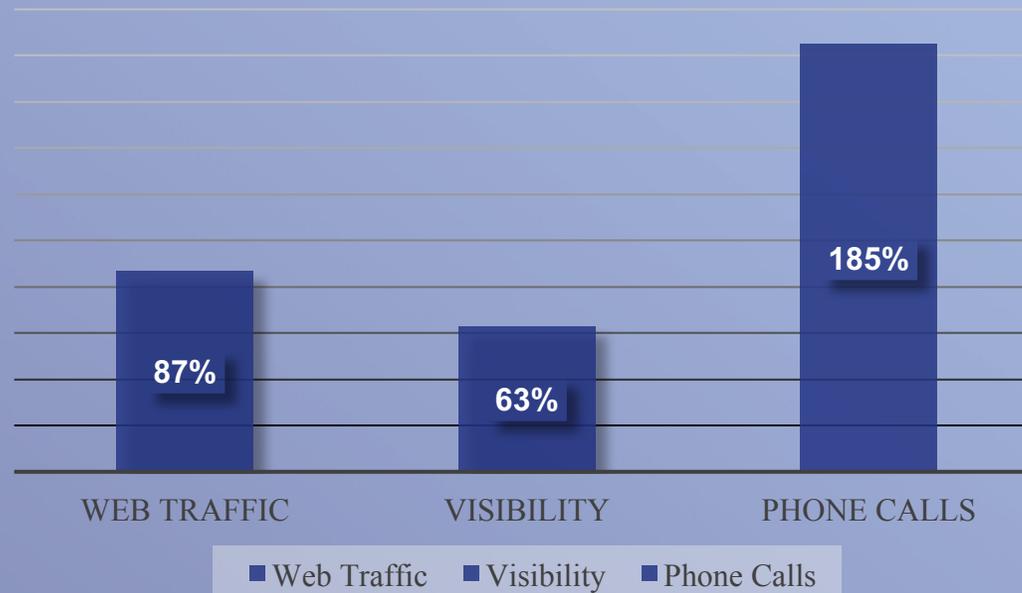
Westmont, IL 60559

www.westmonttowing.com

227
5-STAR
REVIEWS

On Google alone

WESTMONT TOWING



87% Increase In Website Traffic

Comparing May, 2017 to May, 2018, we were able to increase traffic to Westmont Towing's website by 87%.

191% Increase In Visibility

Westmont Towing's Google Business listing is now presented 191% more often in search results.

185% Increase In Phone Calls

Due to the increase in visibility, this company received a 185% increase in phone calls directly through their Google Business listing.

2738% Increase In Online Reviews

From only 8 reviews on Google, this company now has 227 reviews, with a 5-star aggregate.

CASE STUDY NUMBER #3

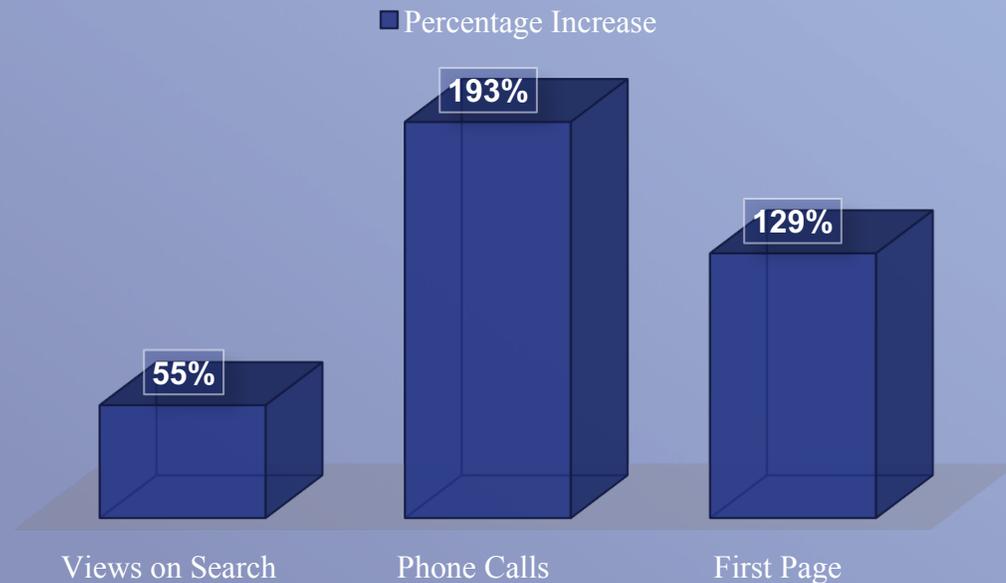


The Towing Company LLC

11196 E Ada Pl,
Aurora, CO 80012

www.thetowingcompanyllc.com

THE TOWING COMPANY



55% Increase In Views On Search

In only a 90 day span, Google Business Page views on search & maps went up by 55%.

193% Increase In Phone Calls

The increase in views on search resulted in 193% more phone calls within the same 90 day span.

129% Increase in First Page Results

Over a six month span, first page results for their website grew by 129%, from 14 positions on the first page to 32 positions.

CASE STUDY NUMBER #4

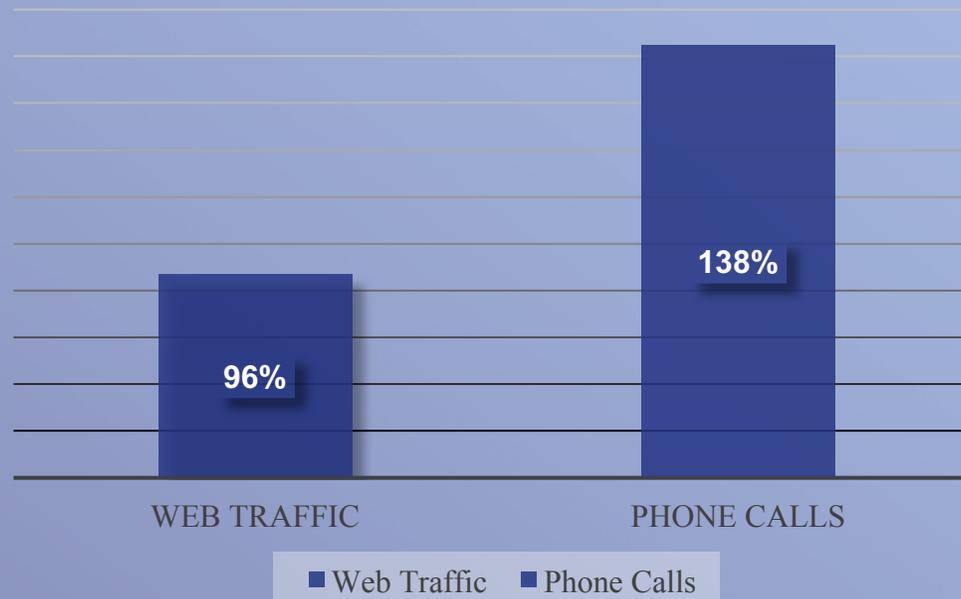


Chacon Towing

San Antonio, Texas

www.chacontowing.com

CHACON TOWING



32
Keywords in
the #1 position
on Google

96% Increase In Website Traffic

Comparing July 2017 to July 2018, Chacon Towing's website has seen a 96% increase in traffic.

32 Keywords In The First Position

With 32 keywords in the #1 position, Chacon Towing consistently shows up on Google's first page.

138% Increase in Phone Calls

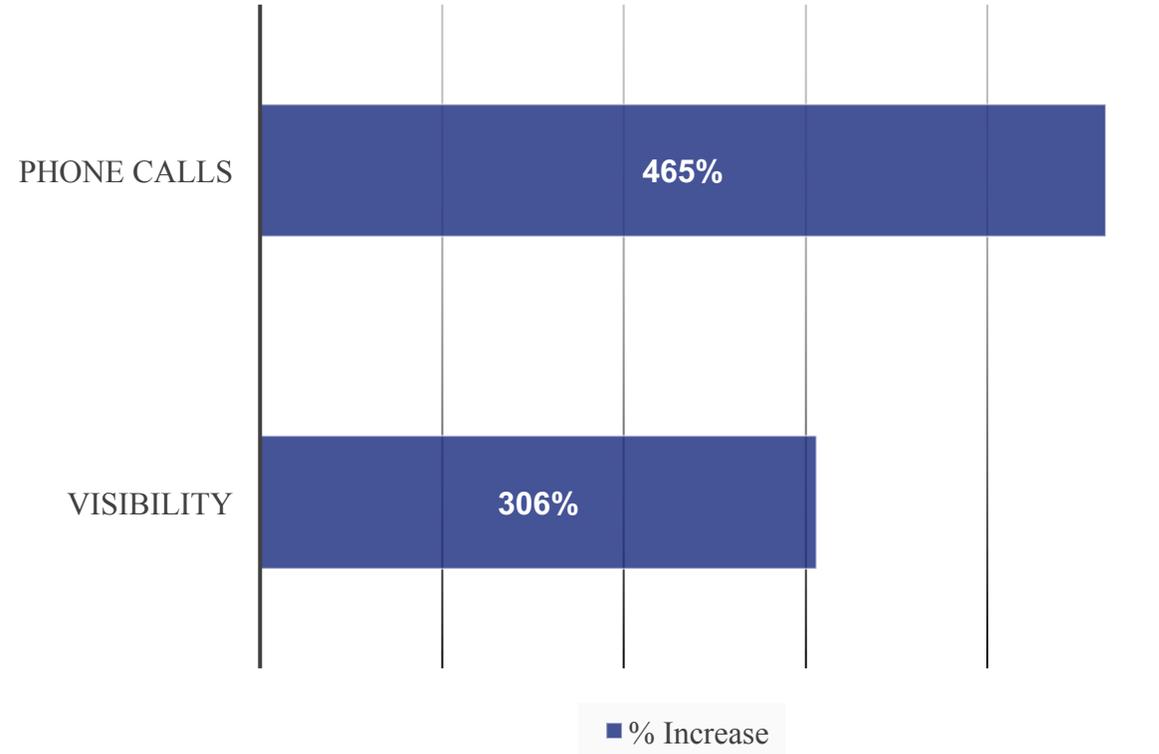
Comparing July 2017 to July 2018, Chacon Towing is receiving 138% more phone calls directly through their Google Business Listing.

The Tow Academy

10 Month Track Record



% Increase



306 % Increase In Visibility Online

Over the 10 months spanning July of 2017 to May 2018, the towing companies we serve have seen a 306% increase in visibility. Resulting in increased authority.

465% Increase In Phone Calls Received

Due to this increase in visibility and authority, these companies have realized a 465% increase in the number of phone calls they receive.



What Our Customers Have To Say

“

“The best investment I have ever made is not in my trucks , but rather in my partnership with Don and the Tow Academy. For all of 2016 our cash-calls amounted to \$193,260.00. For the first 10 months of 2017, so far cash calls have reached \$244,948.00.”

Luis Chacon
Chacon Towing

San Antonio, Texas
www.chacontowing.com



INCREASED VISIBILITY INCREASED AUTHORITY MORE CASH CALLS

CONTACT US

Thank you for your time and consideration. If you would like to move forward and allow us to help grow your presence online, please get in touch.

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*While we do stand behind our work, revenues and statistics provided are not to be construed as guarantees.