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What Will We Cover

1. What exactly does sparefoot do?
2. How to take on Sparefoot Locally
3. How to Run a One person Shop with the ability to scale
4. What is in the Lab right Now



2022 Battle Plan

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Who Am I



20 Year Storage Owner Operator and Marketing Agency Owner

Localbizdigital.com
gaetano@localbizdigital.com



Note to New Buyers

A large part of local seo is how long a facility has been on the net. If you are looking to by a older facility (20+) and they have an online presence then make sure you put the transfer of the following in the contract:

GMB
URL
Phone
Email Used to claim any citations

If you are purchasing a facility and would like to know if their current digital assets are worth it or what you need to add to the contract to at least ensure they cooperate with you to transfer the assets, email me at gaetano@localbizdigital.com for a free report on what they have and wording for your contract I would use.

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Note to New Buyers

As a “Additional Service” I have seen ESS and Storedge claiming GBP for clients and making themselves Primary owner, this is no bueno, you should be the Primary owner on your GBP

Example



Note to New Buyers

Create a Seperate gmail to “house” your GBP, the only thing that email will do is exist to hold your GBP, this will reduce your chances of getting hacked or losing your GBP

What do I mean?

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How Does Sparefoot Do That?

1. Sparefoot pulled and Amazon…..
2. Started in Big cities and just kept building pages
3. Now the largest storage directory on the net
4. Say hello to your competition…..

Page Content + Links + Ad spend = Rental Prospects

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Sparefoot Weaknesses

Sparefoot cannot rank in Maps

Sparefoot will not buy all the local ad traffic

Sparefoot has only Storage directed Assets



Local Storage Battle Plan
Local Storage Armor
Local Storage Shield
Local Storage Artillery
Local Guerilla Storage

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Local Storage Armor

1. Optimize your Products
2. Optimize your Q and A
3. Optimize your GBP Site
4. Storage Posting
5. Make a Video- camtasia
    a. Make 30 video
    b. 4-5 photos of my site
    c. Transition for 30 seconds
    d. Voice over
    e. Publish via mp4

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Local Storage Armor

1. Optimize your Products and Services
    a. Conversion.ai
    b. watermarkly
2. Optimize your Q and A
    a. Google Search
3. Optimize your GBP Site
    a. Wikipedia, county page, map cid, lp, yt channel, service bullet list and product bullet list
    b. Local sites
    c. Embed - iframe generator
4. Storage Posting
    a. Offer Posts
    b. Review Posts
    c. Content Posts(Best)
5. Make a Video
    a. Camtasia

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Local Storage Shield

1. Branded Syndication Network
2. Optimized Meta Titles, Descriptions, H1 and H2
3. Service Pages Matching GBP
4. Service Area Pages Matching GBP
5. Point of interest Pages
6. Citations

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Local Storage Shield

1. Branded Syndication Network



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Local Storage Shield

1. Branded Syndication Network
    a. Properties on the net you own that use RSS feeds to share your content(blog, video, reviews)
2. Optimized Meta Titles, Descriptions, H1 and H2
    a. Search your competitors
    b. Rebrand their tags using Screaming frog
3. Service Pages Matching GBP
    a. Create service pages on your GPB
    b. Match them with Content on your site
4. Service Area Pages Matching GBP
    a. Create pages about towns in your radius
5. Point of interest Pages
    a. Create Pages about points of interest in your radius
6. Citations
7. Interlinked Schema - What?



Local Storage Artillery

1. Link Building Manually
2. Link Building with Blogs via rss
3. Video Review Link Building
4. Paid Ads

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Local Storage Artillery

1. Link Building Manually - Backlinks - A Vote for your Site
    a. “Website.com” Inurl:website.com “yourselfstorage.com” Inurl:yourselfstorage.com
    b. SEO Quake
2. Link Building with Blogs via rss
    a. Create Blog posts
        i. Paid
        ii. spun
    b. Syndicate using IFTTT or zapier
3. Video Review Link Building
    a. Create Video of your Reviews
    b. Post to Youtube on a Page
4. Paid Ads
    a. Refer to Last years bootcamp vid

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Local Storage OPF Formula

1. Create, Intercept or Buy Traffic
2. Close the Traffic
3. Get Reviews
4. Repeat

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Local Storage OPF Formula

1. Create, Intercept or Buy Traffic
    a. Use the tactics in the presentation to get organic traffic
    b. Use the tactics in last years presentation to buy traffic
2. Close the Traffic
    a. Learn to Sell your Storage units
    b. Use a Script
3. Get Reviews
    a. Ask for reviews using Tech
4. Automate
    a. Use a CRM to Automate Follow up and Review Requests
    b. Catch Messages across platforms
5. Repeat

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Local Storage Digital Guerrilla

1. Ground Game - Create a Referral Network
2. Create a local event page
3. Create your own directory

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Citations 2022 DIY

Take you GMB Info and add it to local and national directory sites. Which Ones? Here is a list of Core Citations -

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Yext Vs Manual

Yext is an api based program - pricy and you don't own them

When you do it manually or have it done, you own it.

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3 Ways for Citations

DIY - You find and set up on your own and you own

Automated(Yext) - Set up for you with API you don’t really own usually a monthly fee

Hire it Done Manually - DFY You own pay to update when update is needed - if your interested in our DFY packages - email me at gaetano@localbizdigital.com

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Syndication

GMB - FB - Youtube

Posting to GMB when your Comp does not Big Boost

Posting to FB increases your reach for ads

Posting to youtube and adding a video page to your site boosts SEO

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How to do

DIY - Manually post to all with templates

Automation - Use Tools like publer.io

DFY -Have it all custom created and posted for you - gaetano@localbizdigital.com

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What to Post

FB -

Link to a special page on your site
Daily holidays
Storage Tips
Review Videos

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How to do

DIY - Manually post to all with templates

Automation - Use Tools like publer.io

DFY -Have it all custom created and posted for you - gaetano@localbizdigital.com

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Innovations

Chat - Text - Message for 1-2 man operations

Site Engagement for the smaller operator

Custom CRM that Scales your Labor



Questions

For More information on anything you have seen presented here, contact me here

https://localbizdigital.net/storage-marketing-audit

Call at 315-302-1441

Visit me at localbizdigital.com