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September 7, 2018

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Summary - Website and Internet Presence

**Client:** Twin Oaks Restaurant, Cranston RI  
**Dated:** September 7, 2018  
**Subjects:** Changes to Google & Facebook.  
Price and Service Changes

**I. General:**

**Summary of “Today’s Internet” including Search Engine Optimization and Social Media. (USA)**

This letter is about your internet presence and the services we provide or can offer your business.

Today’s Internet is substantially different than it was just 10 years ago. With the evolution of the Mobile Phone into a Pocket Computer, The Power of Google and the Incredibly Explosive attraction Social Media has become, there has been an onslaught of changes, user options, data collection and value. Because of this, I felt it was important to you and your business, to have a clearer understanding of where your interests may lie, and if there is a need to amend, introduce or expand your presence on The Web. (*Fact*) Most people, 85% specifically, search for local businesses online (Reach Local). The power of the internet has become immeasurable.

- I. April 2018, Google accounted for 93.5 percent of the mobile search market in the United States. With 56 percent reach among mobile audiences, Google Search is also one of the most popular mobile apps in the United States. ([statista.com](http://statista.com))

- II. According to official Google statements, nearly 60 percent of search queries globally now come from mobile devices. The category with the highest percentage of mobile search volume was “Food & Beverage,” with 72 percent. ([searchengineland.com](http://searchengineland.com))
- III. The implications are clear - if you're not able to reach your audience through mobile search or display, or you're not providing a satisfactory mobile experience, you will miss out compared to your competitors who are.
- IV. Facebook represents a huge potential market for your social media efforts. Translating to new business.
- V. The total Facebook audience in the United States amounted to 214 million users. With more than 1.8 billion monthly active users, Facebook is the most popular social network worldwide.
- VI. In 2014, U.S. users spent an average of 39 minutes on the site every day and the social network has become a part of daily online usage for millions of users. ([statista.com](http://statista.com))
- VII. Out of all industries, consumers read restaurant reviews more than any other industry (Bright Local).
- VIII. \*\* A half-star difference on a review rating can swing restaurant business by a whopping 27% (Foodbeast).
- IX. Restaurants who respond to customers on social media will win as 71% say they're more likely to recommend a company that responds quickly to them on social media (Forbes).
- X. Online orders are growing in popularity as 57% of customers order their food from a website. Tables are all full? Continue filling your register with take out or delivery. ([Toast Tab](http://Toast Tab)).
- XI. Americans spend around 12.5% of their income buying food (BLS). As you know, since this is one of the reasons you're in this business, there's money to be made serving food.
- XII. A study found 75% of consumers have used Facebook to decide on what restaurant to eat at (Social Media Monthly). The influence of Facebook on purchasing decisions is only rising higher. Image views greatly out number text views. People read only what's important. Pictures tell most of the story they are looking for.

## So What am I Saying and Why:

- Registration of Your Business Listing within Google Search Results, & Keeping that information up to date, are a vital aspect of your business success. Both with new and returning clients.
- Quality, useful, and Clear content in both The Google Web Tool Box and Your Facebook Page can make a substantial impact on your business's bottom line.
- Consistent monitoring of your Customer Reviews and responding when required, can change the impression you leave online.
- High Quality Images and Presentations appeal to peoples emotions. (Ever look at a High Resolution Image of a Food, and your mouth begins to water, you find yourself all or a sudden hungry?)
- Keeping your listings in Social Media and Google clean and fresh. Remove distasteful, old, unattractive and confusing content. Utilize tools to hold peoples attention, get them to engage.
- Take Photos!!! But make sure they are clean, well focused and the lighting is proper. Hire a service that is experienced, up to date and consistent with it's knowledge and application of Google's Webmaster Tool Box and Social Media. A firm that stays up to date with changes within the internet marketing spectrum (Like us) **We also provide consultation to teach you and your staff how you can handle this in house. Not recommended though**

**What's coming to Steven Potter Design?** For the past 9 years, through study, research and experience, I have gained great insight to the working and successes to be found with these platforms. I regularly apply and provide these services now to several of my web clients, with amazing return to their investment.

With the popularity and strength of these platforms, and the proven successes we are able to provide our clients, our new customer base is expanded rapidly. With this expansion I now have a need to hire an assistant to help in administering these services. What's that mean to some of you?

- Starting November 1st, if you wish to have us start, continue to, or provide the setup and daily maintenance and monitoring of your Google and Facebook presence, there will be new fees associated. I will provide a list of those fees, services, options and available payment plans later in this presentation. However, rest assured, this is not by any means a service that will negatively impact your Advertising and Marketing Budgets. It would be safe to say that this service will pay for itself in a very short time.
- We will also provide you with statistics and results of your account from this past year if we have access to them. You will see for yourself the value and power in properly using The Google Webmaster Tool Box, and Social Media. (if you received this service from us in the past, we will attach you results and insights) As always, I take our relationship seriously, please do not hesitate to schedule an appointment if you wish to sit and discuss this further with me.

## **Descriptions of Terms often used when talking about website success:**

Old school hit counters on websites just don't mean a thing when it comes to understanding how many people are actually visiting. Surprised? Well, you should be! Website statistics say a lot about your web activity, popularity and success, but if you can't read the numbers properly, you might find yourself greatly misinformed.

### **Hits**

Often, people think that the term "hits" refers to the number of individuals that are visiting a website. This is NOT true. "Hits" actually refers to the number of files that a website has to request. And, a file can be anything from an image to a video on a page. So, if you have an HTML page that contains 3 images and a video, all of these files will be requested from the server upon page load. That means the hit counter will add 5 hits for the one visit.

Hits statistics are a great resource for webmasters when analyzing attributes such as server load, page load errors and website speed.

### **Visits**

A visit refers to a visitor's session with your website. During the session, the user can view any number of pages, but the visit as a whole will count as one. The session ends when the visitor navigates to a new website, closes the browser or is inactive for a certain period of time (i.e. 30 minutes). If the visitor returns to the website later in the day, this will count as the second visit.

Visits, when compared with the next term - unique visitors, can help a webmaster understand the number of times visitors repeatedly enter a website.

### **Unique Visitors**

Unique visitors refers to the number of unique individuals that visit a website within a specific timeframe. The time period set can vary depending on the tracking system in use, but it can be a week or month, for example. There are usually two ways to track unique visitors, and this may be through a tracking cookie or by unique IP addresses. So, if your tracking method uses a month long tracking cookie, one web user can visit the website as many times as they want during that time and only have it counted as one visit.

The unique visitor tracking method is good because it shows a business website how many potential customers they have browsing the site. This number is much more beneficial to a business, as opposed to hits.

### **Page Impressions / Page Views**

Tracking page impressions can tell a webmaster which pages have interesting content, as well as indicating the overall site popularity. A page impression is literally the number of times a page is loaded. So, if you have one unique visitor, but 20 page impressions, this tells us that the site was interesting enough for the visitor to click around and explore. On the other hand, if you have one unique visitor, but 2 page impressions, this shows that the content, navigation or other aspect of the website was not sufficient enough for the visitor to browse around.

Page impressions can also tell you how to better target content for web visitors. Let's say you have a blog article that gets hundreds more page impressions per day than others. Apparently, that information was more intriguing and interesting to your web visitors than others, thus giving you a better idea of what future content is better suited for that audience.

## Google Analytics

A while back, we did an article on Google Analytics and how it can be used for traffic analysis. This FREE tool is amazing and can help you track your unique visitors and page impressions... and a whole lot more.

Since bringing up Google Analytics in this blog post, we've received a few phone calls about how to actually install the script they provide. Well, after signing up, Google gives you a handy little block of code that you have to insert in the code for EVERY page you want to track.

### Installing Google Analytics

- For normal website installation, you will want to include the script just before the </body> tag on all the necessary pages.
- For a PHP or CMS driven website, you can place the code at the bottom of the index.php page (or equivalent), or in an included file that will pull into each page.
- If your website uses frames, it is suggested to put the tracking code in the page containing the frame, and in the content that goes in the frame. (Source: [www.facebook.com/notes](http://www.facebook.com/notes))

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Call or write us if this is all above you or overwhelming. We are here to serve you, so that you can continue to serve the rest of the world with the great products and services that you have been offering for years and years.

Sincerely,

Steven K. Potter

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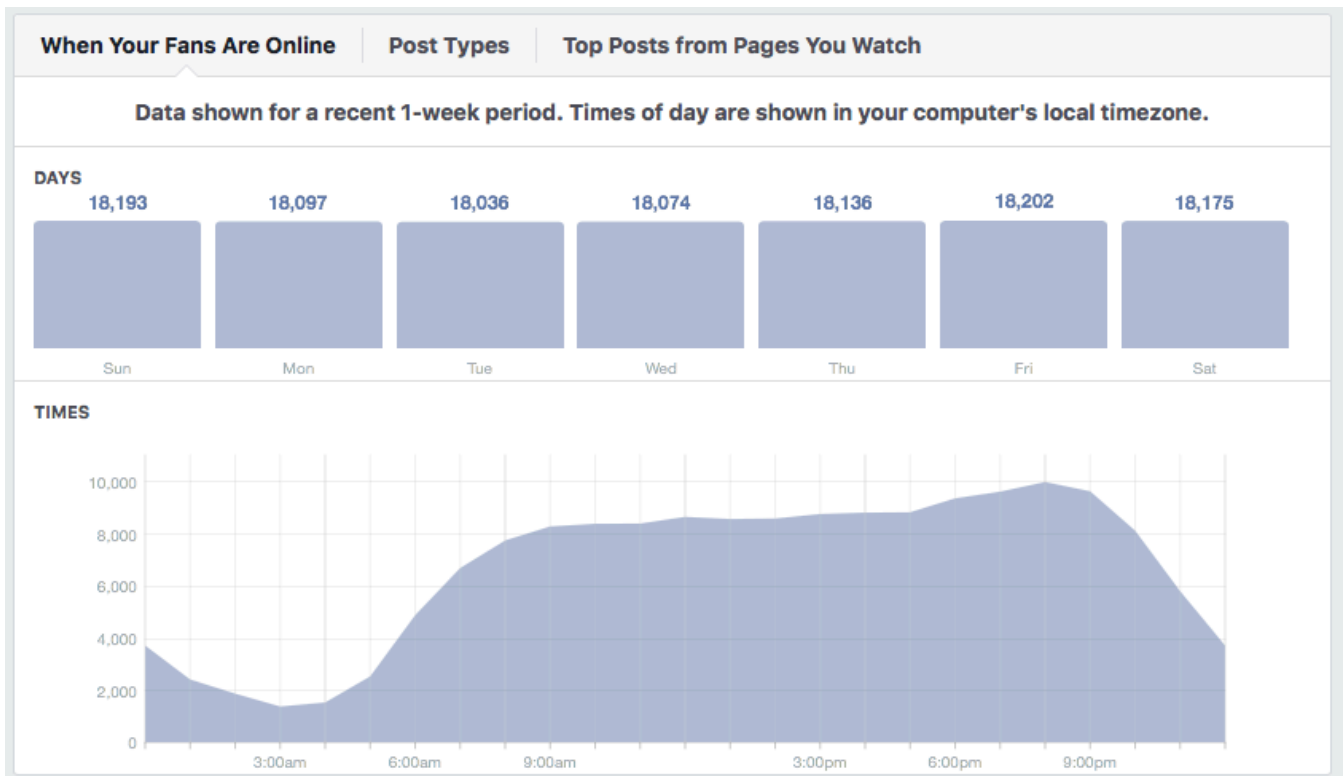
Steven K. Potter, Owner, Steven Potter Design

Date: \_\_\_\_\_

Client: **Twin Oaks Restaurant**

Services: [Google Registration](#), [Website and Facebook](#) - PDF Summary of Insights listed & attached.


Stats Attached: [PDF Summary from Facebook](#) and [Insight Stats from Google My Business](#).



**Post Details**

**Twin Oaks**  
Published by Steven Potter [?] · September 7 at 4:15 PM · 🌐

Life is Short, Buy the Shoes, Drink the Wine, and Order Dessert.....



**Performance for Your Post**

**4,382** People Reached

**272** Reactions, Comments & Shares

<b>166</b> Like	<b>115</b> On Post	<b>51</b> On Shares
<b>25</b> Love	<b>14</b> On Post	<b>11</b> On Shares
<b>1</b> Haha	<b>1</b> On Post	<b>0</b> On Shares
<b>22</b> Wow	<b>14</b> On Post	<b>8</b> On Shares
<b>33</b> Comments	<b>15</b> On Post	<b>18</b> On Shares
<b>25</b> Shares	<b>25</b> On Post	<b>0</b> On Shares

**274** Post Clicks

<b>55</b> Photo Views	<b>0</b> Link Clicks	<b>219</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>2</b> Hide Post	<b>1</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

**Get More Likes, Comments and Shares**  
Boost this post for \$20 to reach up to 10,000 people.

**View Insights** **Boost Post**


👍❤️👏 142 13 Comments 25 Shares

👍 Like    💬 Comment    ➦ Share    🌐

**Post Details**

**Twin Oaks**  
Published by Steven Potter [?] · August 15 at 1:35 PM · 🌐

It's that kind of day. Let us help you unwind on our lake side deck with a cold clean fresh cocktail.....



**Performance for Your Post**

**5,038** People Reached

**257** Reactions, Comments & Shares

<b>156</b> Like	<b>76</b> On Post	<b>80</b> On Shares
<b>25</b> Love	<b>19</b> On Post	<b>6</b> On Shares
<b>1</b> Haha	<b>0</b> On Post	<b>1</b> On Shares
<b>2</b> Wow	<b>2</b> On Post	<b>0</b> On Shares
<b>1</b> Angry	<b>1</b> On Post	<b>0</b> On Shares
<b>43</b> Comments	<b>14</b> On Post	<b>29</b> On Shares
<b>29</b> Shares	<b>29</b> On Post	<b>0</b> On Shares

**252** Post Clicks

<b>29</b> Photo Views	<b>0</b> Link Clicks	<b>223</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>1</b> Hide Post	<b>2</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

**Get More Likes, Comments and Shares**  
Boost this post for \$20 to reach up to 10,000 people.

**View Insights** **Boost Post**


👍❤️👏 Paula Meegan, Rick Mancini and 95 others 11 Comments 29 Shares

👍 Like    💬 Comment    ➦ Share    🌐

**Post Details** ✕

**Twin Oaks**  
Published by Susan DeAngelus Valles (??) · August 29 at 11:37 AM · 🌐

Grass Fed Rib Eye with Scallops, shrimp and Risotto final plate for TV Show we shot today. Fresh And Local with Joe Zito and Chef Ryan Mancini



👍 **Get More Likes, Comments and Shares**  
Boost this post for \$20 to reach up to 10,000 people.

[View Insights](#) [Boost Post](#)

👍❤️👍👍👍 Jeanne Lundgren, Helen Gannon and 166 others · 12 Comments · 12 Shares

👍 Like    💬 Comment    ➦ Share    🌐

**Performance for Your Post**

**3,471** People Reached

**252** Reactions, Comments & Shares 📊

171 Like	145 On Post	26 On Shares
20 Love	16 On Post	4 On Shares
1 Haha	0 On Post	1 On Shares
12 Wow	12 On Post	0 On Shares
1 Angry	1 On Post	0 On Shares
33 Comments	15 On Post	18 On Shares
14 Shares	12 On Post	2 On Shares

**254** Post Clicks

45 Photo Views	0 Link Clicks	209 Other Clicks 📊
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**NEGATIVE FEEDBACK**


1 Hide Post      1 Hide All Posts  
0 Report as Spam      0 Unlike Page

Reported stats may be delayed from what appears on posts

**Post Details** ✕

**Twin Oaks**  
Published by Susan DeAngelus Valles (??) · August 26 at 11:51 AM · 🌐

Great day for Lobster Salad on Patio #twinoaks #Diningalfresco #bestdrinksandfood #summer



**Performance for Your Post**

**3,543** People Reached

**138** Reactions, Comments & Shares 📊

107 Like	84 On Post	23 On Shares
10 Love	10 On Post	0 On Shares
2 Wow	2 On Post	0 On Shares
12 Comments	10 On Post	2 On Shares
7 Shares	7 On Post	0 On Shares

**144** Post Clicks

29 Photo Views	0 Link Clicks	115 Other Clicks 📊
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**NEGATIVE FEEDBACK**


4 Hide Post      0 Hide All Posts  
0 Report as Spam      0 Unlike Page

Reported stats may be delayed from what appears on posts



## Stats Attached: GOOGLE Insights

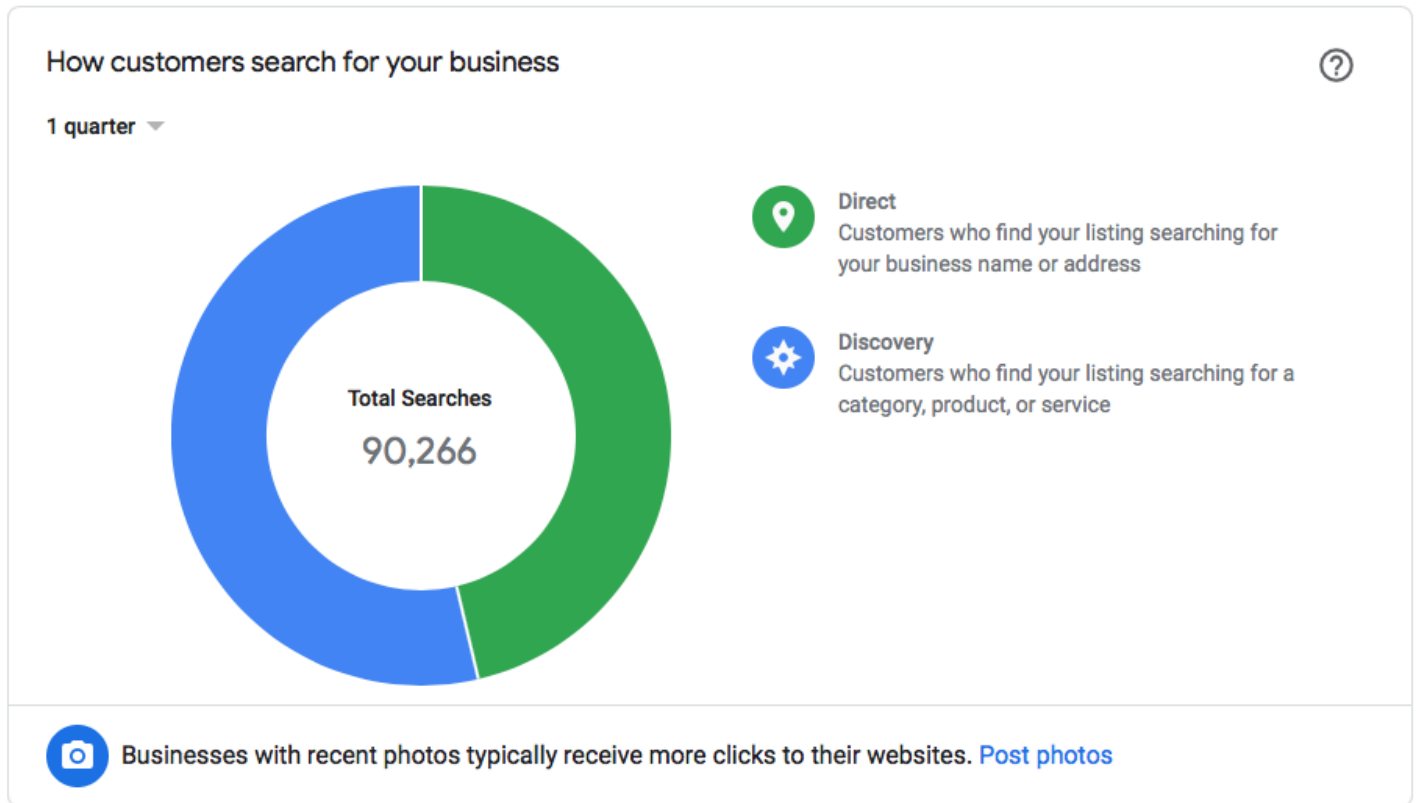
Top 10 of 1,000 ways people find you on the internet, Key Search Words and phrases: (1 Month)  
These terms are also called Tag words, which can, or should be used, in the Meta Tagging of your website and Social Media Headers and Footers. Many of Today's Applications offer Tag Line selection boxes.

Queries used to find your business • <a href="#">Send feedback</a>		
The most popular queries for your business by unique users		
1 month ▾		
	Query	Users
1	twin oaks	3,005
2	restaurants	686
3	restaurants near me	673
4	twin oaks menu	660
5	twin oaks restaurant, sabra street, cranston, ri	557
6	twin oaks cranston	423
7	twin oaks restaurant	382
8	twin oaks ri	291
9	restaurants in cranston ri	266
10	twin oaks cranston ri	261

1-10 of 1,000 < >

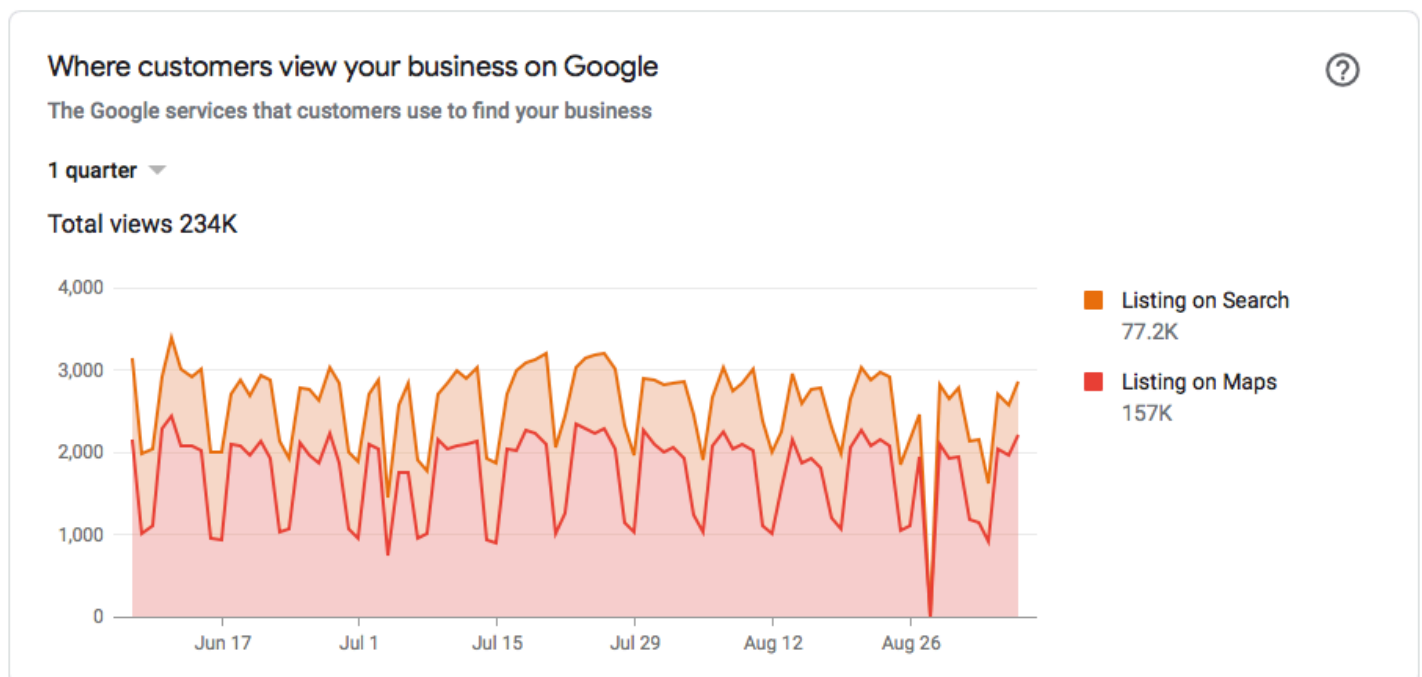
## How customers reach your business: (1 Quarter)

This is where the proper use of Key Search Words and Meta Tags can influence consumers search results

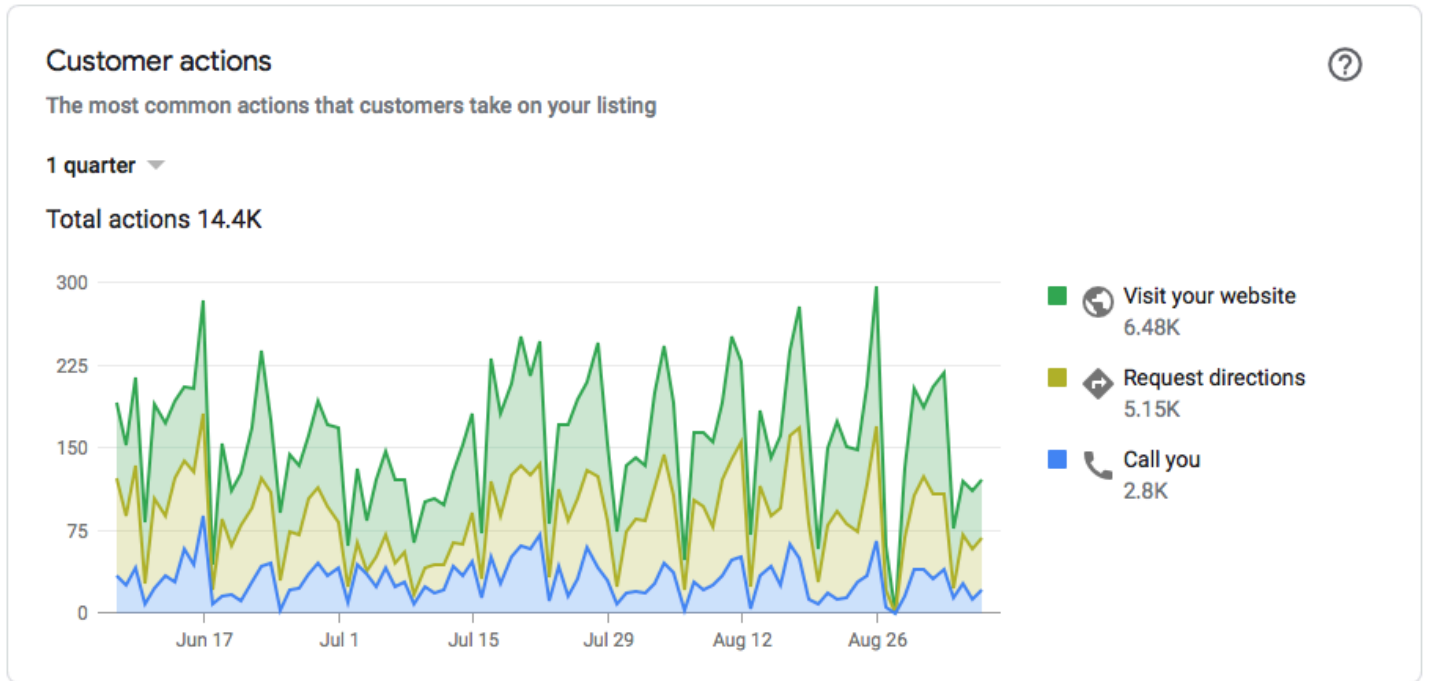


## Where customers view your business on Google: (1 Quarter)

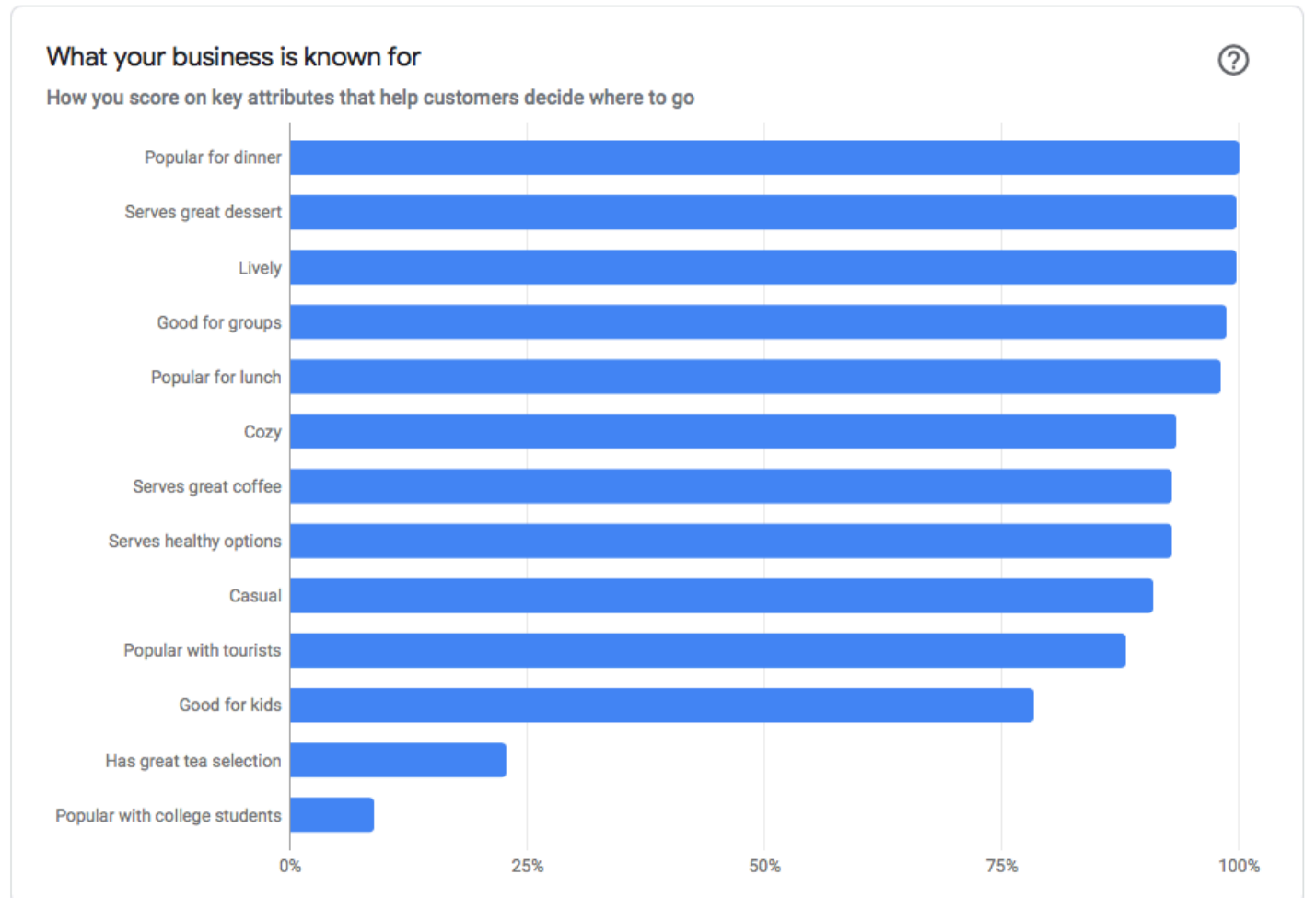
When a consumer searches, a “Search Results” Page appears that lists you and business like yours. On that page is the Search Listing and Maps. Here are the results of what the consumer uses to find your business.



## The most common action customers take on your Google listing: (1 Quarter)



## What your Business is known for on Google.



Popular Times: Available for each day of the week. Can be useful when deciding days and times to get creative and market specials, promotions, or events.

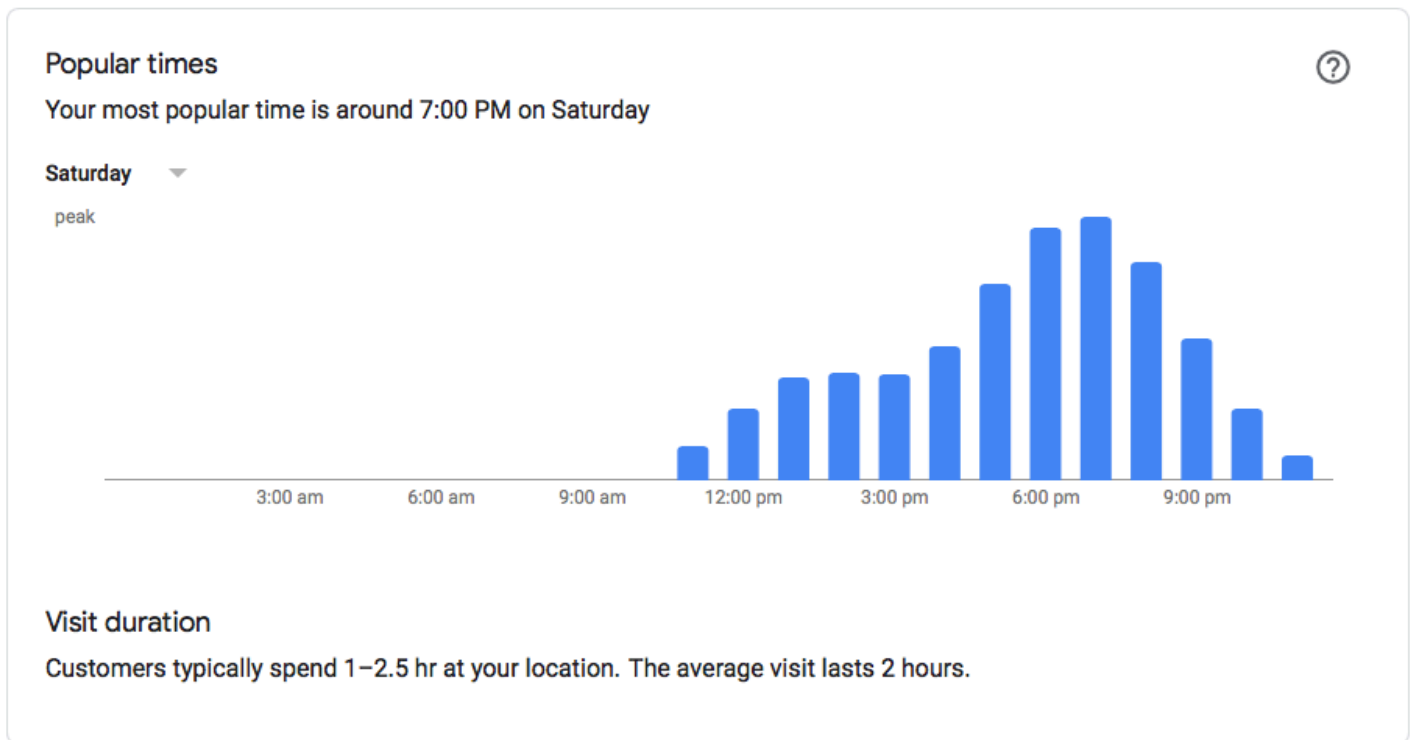
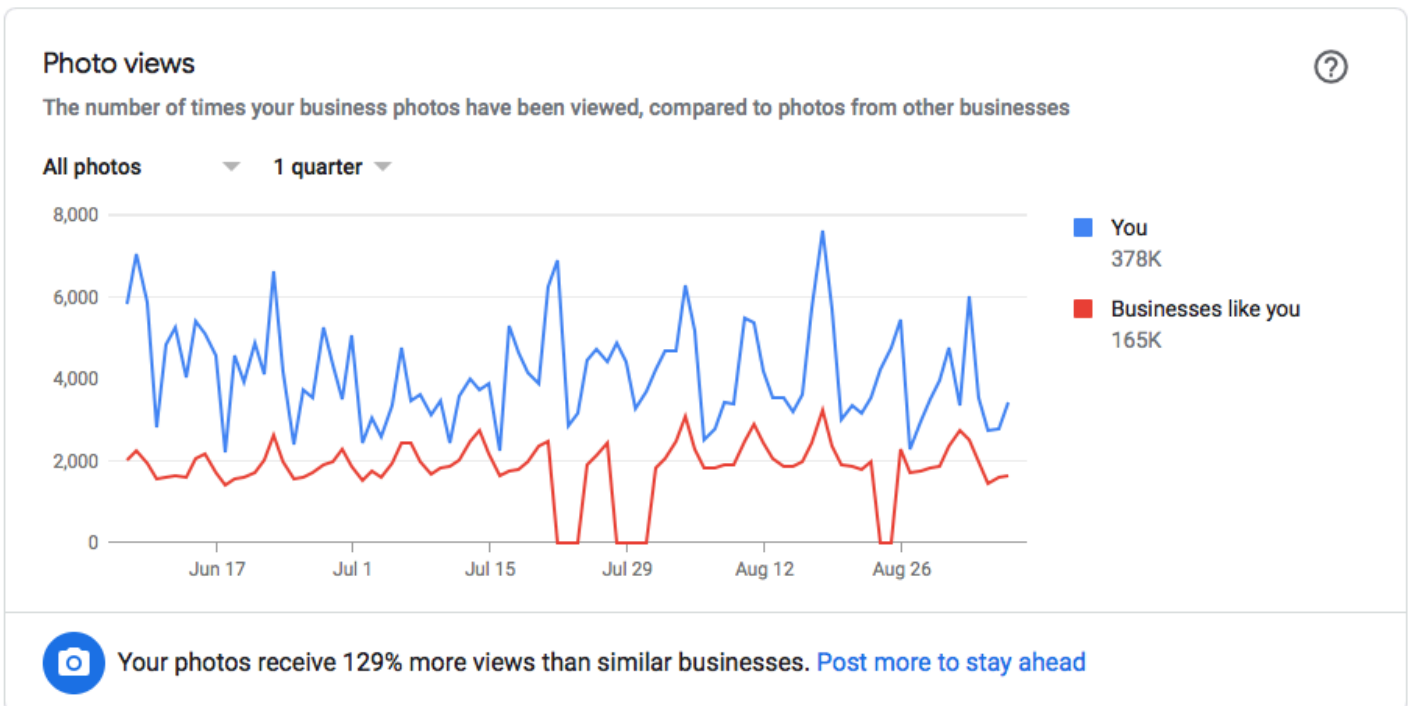
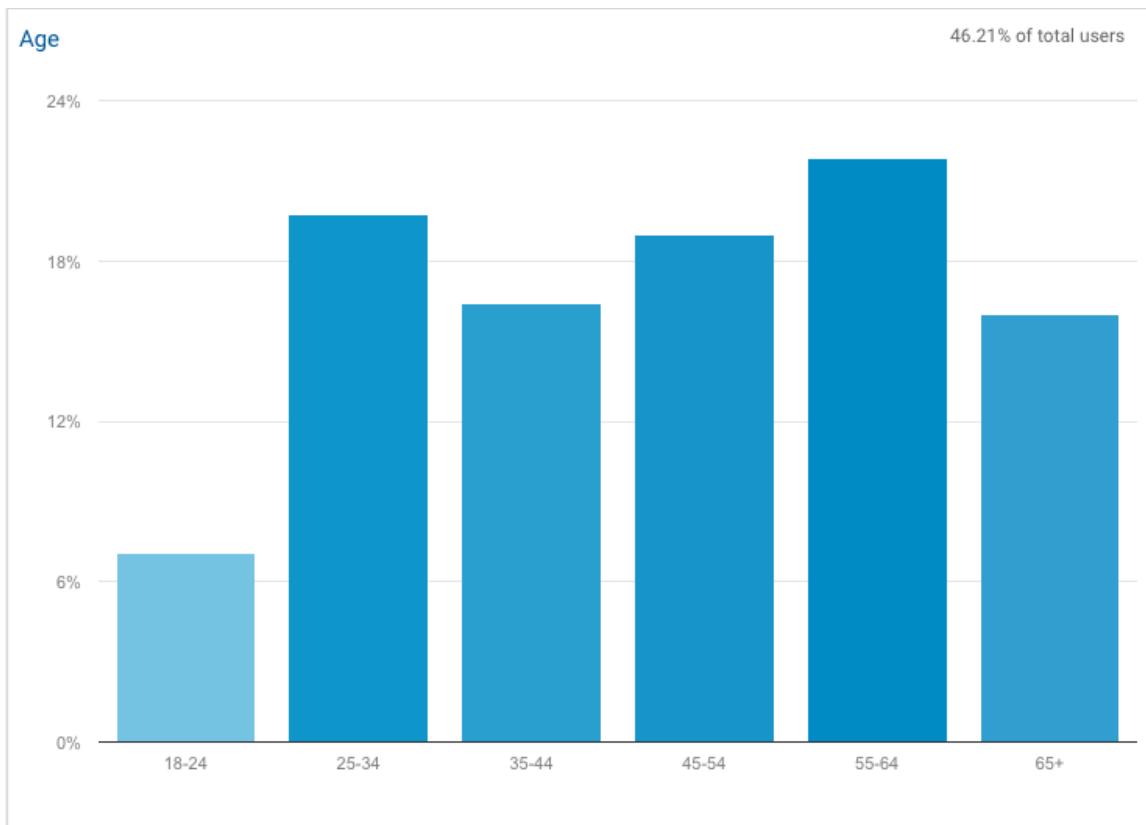


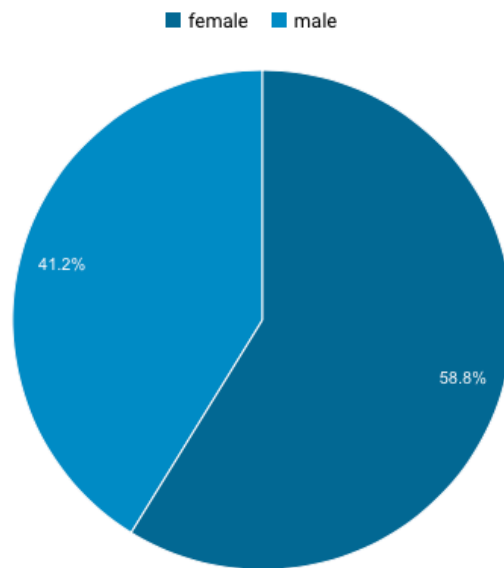
Photo Views for the last quarter:



Demographics - Age/Gender: Useful when creating targeted promotions to generate new business or attractions.



Gender 45.91% of total users



Website: Mobile vs. Desktop vs. Tablet

Plot Rows		Secondary dimension	Sort Type: Default		
<input type="checkbox"/>	Device Category ?	Acquisition			
		Users ? ↓	New Users ?	Sessions ?	
		<b>59,911</b> % of Total: 100.00% (59,911)	<b>59,447</b> % of Total: 100.04% (59,423)	<b>79,693</b> % of Total: 100.00% (79,693)	
<input type="checkbox"/>	1. mobile	<b>33,163</b> (55.24%)	<b>32,692</b> (54.99%)	<b>45,627</b> (57.25%)	
<input type="checkbox"/>	2. desktop	<b>20,834</b> (34.70%)	<b>20,797</b> (34.98%)	<b>25,572</b> (32.09%)	
<input type="checkbox"/>	3. tablet	<b>6,035</b> (10.05%)	<b>5,958</b> (10.02%)	<b>8,494</b> (10.66%)	

Mobile Device:

<input type="checkbox"/>	Mobile Device Info ?	Acquisition		
		Users ? ↓	New Users ?	Sessions ?
		<b>39,239</b> % of Total: 65.50% (59,911)	<b>38,650</b> % of Total: 65.04% (59,423)	<b>54,121</b> % of Total: 67.91% (79,693)
<input type="checkbox"/>	1. Apple iPhone	<b>23,214</b> (59.36%)	<b>22,911</b> (59.28%)	<b>32,544</b> (60.13%)
<input type="checkbox"/>	2. Apple iPad	<b>4,455</b> (11.39%)	<b>4,403</b> (11.39%)	<b>6,270</b> (11.59%)
<input type="checkbox"/>	3. Samsung SM-G930V Galaxy S7	<b>563</b> (1.44%)	<b>559</b> (1.45%)	<b>723</b> (1.34%)
<input type="checkbox"/>	4. Samsung SM-G955U Galaxy S8+	<b>468</b> (1.20%)	<b>468</b> (1.21%)	<b>603</b> (1.11%)
<input type="checkbox"/>	5. Samsung SM-G950U Galaxy S8	<b>355</b> (0.91%)	<b>344</b> (0.89%)	<b>511</b> (0.94%)
<input type="checkbox"/>	6. (not set)	<b>309</b> (0.79%)	<b>308</b> (0.80%)	<b>425</b> (0.79%)
<input type="checkbox"/>	7. Samsung SM-N950U Galaxy Note8	<b>284</b> (0.73%)	<b>284</b> (0.73%)	<b>386</b> (0.71%)
<input type="checkbox"/>	8. Microsoft Windows RT Tablet	<b>272</b> (0.70%)	<b>267</b> (0.69%)	<b>344</b> (0.64%)
<input type="checkbox"/>	9. Samsung SM-G920V Galaxy S6	<b>232</b> (0.59%)	<b>233</b> (0.60%)	<b>314</b> (0.58%)
<input type="checkbox"/>	10. Samsung SM-G950F Galaxy S8	<b>205</b> (0.52%)	<b>203</b> (0.53%)	<b>263</b> (0.49%)