

## SocialShelfspace.com Supporting Information

Below is the URL of an interactive business intelligence and social listening map from one of our tourism search optimization projects. You can zoom in or out to see local and national interactions. The available layers are: cluster view, intensity, posts and time-lapse. **You can click on a “post”** (the small orange dots) to see the interaction source. If you click the URL from the interaction source you will see the actual interaction from Facebook, Twitter, Foursquare or Instagram.

<http://socialshelfspace.com/slo-fb201410/>

### Julio Fernandez’s Bio

Julio Fernandez has been a pioneer in online marketing for over a decade. He started his content creation career in 1992 with *The Miami Herald* newspaper. By 1997, he was one of the first online editors responsible for the daily production of The Miami Herald Publishing Company’s Miami.com, Herald.com and ElHerald.com. During his newspaper career, his team was recognized with a Pulitzer Prize and several Society of News Design Awards.



For eight years, Mr. Fernandez served as Director of Global Marketing for Oracle Corporation, where he managed the team responsible for online marketing programs and search advertising. He had the opportunity to work on landmark Oracle acquisitions of industry leaders including Siebel and PeopleSoft, as well as implement email privacy mandates including the CAN-SPAM Act of 2003. During his tenure at Oracle, Mr. Fernandez also spent time on the Google Technology Council, testing new Google services before they were released to the public and providing feedback to Google engineers.

In 2008, Mr. Fernandez transitioned from corporate marketing to the agency side, when he joined Ogilvy & Mather as a Senior Partner. While working with several top global brands, he helped establish their search centers of excellence and some of the first internal social media teams that are now recognized as some of the best in the industry.

After assisting in the launch of numerous internal social media teams, Mr. Fernandez realized he wanted to focus on his passion for linking businesses and their consumers via social means. In 2012, he co-founded SocialShelfspace.com, a marketing agency that combines search engine optimization with content creation and social technologies to deliver measurable results. With more than 20 years of experience, Mr. Fernandez brings together the latest knowledge, tools, and methods from the world of search Engine marketing and social media to help his clients dominate the search and social shelf space, and therefore grow their bottom line.

Mr. Fernandez also contributes articles to different publications including *The Huffington Post*, providing insight as an active participant in the evolution of search, location based services and mobile marketing. You can reach Julio Fernandez via his work email, [Julio@SocialShelfspace.com](mailto:Julio@SocialShelfspace.com) or most social channels including Twitter with the user name @SocialJulio.

# Online Optimization and Asset Creation to Increase Tourism



**Proposal for  
Okaloosa County RESTORE Act Council  
May 7, 2015**

## Situation Overview

Okaloosa County RESTORE Act Council is interested in project proposals that focus on one or more of the eligible RESTORE Act activities including the promotion of tourism in the Gulf Coast region, recreational fishing, promotion of the consumption of seafood harvested from the Gulf Coast region, workforce development and job creation among others.

## Solution Overview

SocialShelfspace.com is a local award-winning marketing agency that has been a member of the Destin Chamber since 2011. Our agency combines search engine optimization with keyword research, influencer outreach, and social technologies to deliver measurable results.

With our experience working on similar projects, we are offering Okaloosa County our tools and knowledge with the latest Google ranking algorithms to:

1. **Optimize** content from current tourism websites managed by Okaloosa County, the Tourist Development Council (TDC) / Convention & Visitors Bureau (CVB).
2. **Recommend** new search-friendly assets (Web pages, social media channels, YouTube videos) for the Tourist Development Council to distribute.
3. **Create** new search-friendly content under our domains including:

Dest.in	BestFishing.in
FWBdeals.com	DeepSeaFishing.in
BestVacation.in	BestSeafood.in
ToSee.in	SuperOferta.de (for Spanish content)

The new search and social media friendly content will have URLs like [www.BestSeafood.in/OkaloosaIsland](http://www.BestSeafood.in/OkaloosaIsland) , [www.BestFishing.in/ChoctawhatcheeBay](http://www.BestFishing.in/ChoctawhatcheeBay), [www.ToSee.in/FortWaltonBeach](http://www.ToSee.in/FortWaltonBeach) , etc. We can also create sub-domains like [EcoTourism.ToSee.in/HendersonBeachStatePark](http://EcoTourism.ToSee.in/HendersonBeachStatePark) and link back to your current websites.

Our goals is to increase the number of ranking assets for long-term organic visibility, online traffic, and year-round visits, including the off-season to Okaloosa County.

## Deliverables

### *Service One: Okaloosa County Keyword Research*

We start with a conversation to determine the keywords you believe potential visitors use to find Okaloosa County. We will also research tourism-related keywords with their corresponding search demand for the past 24 months.

Next, we research the highest value keywords and phrases used by the target market to find Okaloosa County attractions and services as well as attractions from non-Gulf Coast regions. We then work to identify long-tail opportunities that have the potential to increase traffic.

The next step is to compile a list of target keywords that can deliver organic traffic with high conversion potential. Typically, this involves generating 10,000+ relevant search phrases. We refine this list with your feedback and end up with 200 “golden keywords” with topics and subtopics that should be used for content creation, social media outreach and online ads.

The keyword research process takes four to six weeks. SocialShelfspace.com will deliver the keywords by topics and subtopics with their corresponding search trends as an Excel spreadsheet.

### *Service Two: SEO Analytics, Baseline Ranking and Domain Market Share Report*

The next step is to integrate your Google Analytics and Google Webmaster Tools accounts into our data warehouse and reporting platform. If the Tourist Development Council does not use these accounts, we will help you set them up.

Once we have the keywords and access to your Google accounts, we will run a baseline ranking report to find the **keywords** that are creating impressions, the **URLs** that are ranking today, their **corresponding rank** on Google's search engine results pages (SERP), and the number of **clicks** and **visits** to your websites. The baseline report will also help us identify competitors that are ranking and the current **market share** of each domain for the keywords Okaloosa County cares about.

Next, we will ask the Tourist Development Council to review the URLs and select the best pages for their audience. We call these pages "preferred landing pads" or PLPs. The goal is to assign **one PLP to each golden keyword** in order to track optimization efforts with our monthly SEO ranking reports.

With the above information, we will be able to distribute the keywords and create new search-friendly content under our different domains. This strategy increases the number of assets that users can find but limit competition between County websites and pages from local Okaloosa County businesses that are already ranking. We estimate offering these reports by the 10<sup>th</sup> of each month. SocialShelfspace.com will deliver the baseline ranking report and the domain market share report as an Excel spreadsheet with several graphs and slices to sort the data by topics and subtopics.

### ***Service Three: Twelve Monthly Ranking Reports and Content Creation***

When we have reached this point, we have curated the branded keywords (Destin Harbor, Okaloosa Island, Heart of Florida's Emerald Coast) and unbranded keywords (seafood restaurants, bike trails), the landing pads, preferred landing pads, partner sites and primary competitors. The next step is to run search ranking reports.

These monthly reports are a powerful road map that will help the Tourist Development Council identify content creation opportunities. Simply put, each monthly report outlines where we see search demand, but no corresponding ranking pages. We will also find pages that are not PLPs but are ranking well. As we identify these content creation opportunities, SocialShelfspace.com will create content under our domains, promote the content via our social media channels and pay for Google and Facebook ads out of our own budget.

Monthly ranking reports will also show how non-Gulf Coast domains rank (like TripAdvisor) and the URLs that achieved a top 20 ranking. The report will also provide the online traffic distribution between desktop, mobile and tablet traffic, and the percent of traffic from the different search engines (organic traffic), referrals from other domains, traffic from social channels, from email, from paid campaigns, and direct traffic from bookmarks.

The Tourist Development Council will be able to determine when pages that were not previously ranking (or new pages) begin to rank and the percent of new versus returning visits. The report also provides the number of clicks per keyword and visits per page. Each month, your report will be updated with the latest data and will have important findings and recommendations.

### ***Service Four: Ongoing Search Optimization and Training***

This proposal includes **one hands-on workshop** with members of the Okaloosa County community to go over best practices for content creation and the latest search algorithm updates. Our workshops are usually a day-long event and we will work with the Tourist Development Council to select a day and location for maximum community reach.

In addition to the hands-on workshop, SocialShelfspace.com will provide monthly title and meta tag recommendations to improve 10 pages from current Tourist Development Council websites and a page elements report to track titles, page descriptions and HTML headings. We are strong believers that the success of our search engine optimization engagements is the ongoing training that we offer.

### **Estimated Project Schedule**

After approval, the first four to six weeks of the project will be utilized for keyword research, set up of the analytic accounts and the baseline reports. The next 12 months will be used for monthly SEO ranking reports and content creation.

## Possible Project Risks

Search engines penalize websites that create “thin and duplicate content.” For this reason, SocialShelfspace.com starts with keyword research to understand traffic patterns, distribute keywords between the domains and create “rich content.” Search engines also penalize websites that are not mobile friendly. All of our domains will be created with the latest responsive and mobile-friendly designs.

## Budget and Matching Funds

Budget	
<b>Service One:</b> Okaloosa County Keyword Research	\$5,000
<b>Service Two:</b> SEO Analytics, Baseline Ranking & Domain Market Share Report	\$4,000
<b>Service Three:</b> Twelve Monthly Ranking Reports and Content Creation	\$72,000
- <b>Service Four:</b> Ongoing Search Optimization and Training*	\$12,000
- Use of Tourism related domains*	\$15,000
- Web hosting and domain services*	\$5,000
- Targeted Google Ads*	\$6,000
- Targeted Facebook Ads*	\$6,000
<b>Total Budget</b>	\$125,000
* Matching funds from SocialShelfspace.com if the proposal is selected	(\$44,000)
<b>Required funding to complete project</b>	<b>\$81,000</b>

## Key Contacts for the Project

Company	SocialShelfspace.com
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## Company Information

SocialShelfspace.com is a Division of Aroma Creek Inc. a Florida Corporation founded in 2006. DUNS number 061235295. Employer Identification number 20-5338209.

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