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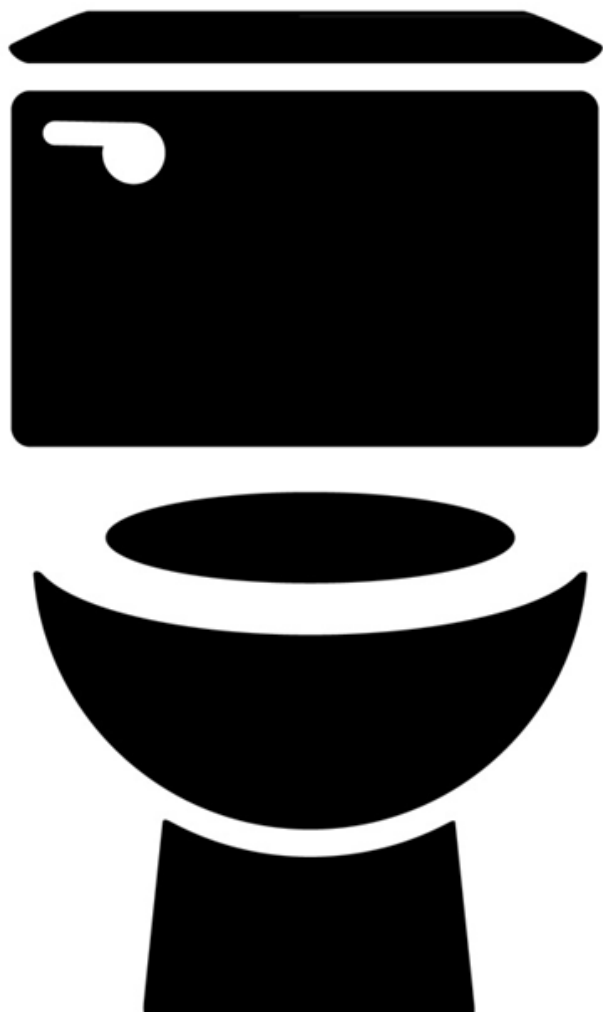
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# Attracting& Engaging Local Searchers

**Mary Bowling**

June 2016







June 2016



# Demonstrate *localized* expertise

SUMMIT DEFENSE

1-800-929-0451

NORTHERN CALIFORNIA'S #1 CRIMINAL DEFENSE LAWYERS

available 24 hours

CHOOSING A LAWYER

ATTORNEYS

OFFICES

CALIFORNIA CRIMINAL PROCESS

CRIMES WE DEFEND

REVIEWS



25 Years Bay Area Courtroom Experience  
Former Prosecutors and Public Defenders on Your Side  
Harvard, Stanford, Berkeley and Hastings Attorneys





ALL  
BAY AREA COURTS  
FREE PHONE CONSULT  
Se Habla Español



Immigration Issues?  
Immigration Status Deportation Expert  
移民驅逐出境的專家地位  
Estado de Emigración deportación de Expertos.  
Tình trạng di trú xuất thân chuyên gia  
অবস্থান স্থানান্তর নির্ধারণ বিশেষজ্ঞ

Legal Question?

First Name

Phone (optional)

Email

send

Fake Pizza Delivery Leads to Home Invasion in Palo Alto (CA Penal Code 459)  
Posted on August 04, 2015  
What are the penalties for burglary in California? [Continue reading >>>](#)



ACCUSED OF PETTY THEFT IN THE BAY AREA?



Super Lawyers

Summit Defense attorneys have handled shoplifting charges involving every major area store. Some of the more common are:

- Fry's
- Costco
- Walmart
- Best Buy
- Kohl's
- Macy's
- Target
- Whole Foods

We have worked with clients accused of **shoplifting**, **petty theft** and **grand theft** from many major Bay Area retail establishments.

Most of our clients are honest professional people who hire us to keep their record clean. We've found that some loss prevention personnel are overly aggressive, often misunderstanding what may be an **innocent mistake**. In other cases where our clients have done something wrong, we are very creative in negotiating outcomes that avoid the stigma of a criminal record.

**PETTY THEFT QUESTIONS AND ANSWERS**

**What is Petty Theft?**

Petty theft is a crime under Penal Code 484 and Penal Code 488 in California. Generally speaking, in most cases it involves the theft, or stealing, of property or services *valued at under \$950*.

Even though this might sound like a relatively minor offense, a charge may affect your future, including your chances of employment. If this is your first charge and you are a first-time offender, there may be ways of avoiding a conviction with the right legal assistance. However, if you have prior convictions - even a petty theft accusation can expose you to serious penalties - if you have been

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Even though this might sound like a relatively minor offense, a charge may affect your future, including your chances of employment. If this is your first charge and you are a first-time offender, there may be ways of avoiding a conviction with the right legal assistance. However, if you have prior convictions - even a petty theft accusation can expose you to serious penalties - if you have been accused of petty theft, you should contact Summit Defense Attorneys immediately to discuss your case with one of our experienced attorneys.

## What is Shoplifting?

Shoplifting is a kind of theft, and one of the most common types of petty theft, if the goods taken are worth less than \$950. It is very common for people who actually did not mean to take property to be accused of shoplifting - it's easy to forget about something you've picked up in a store when distracted by children, a phone call, or simple absent-mindedness.

People accused of shoplifting will usually be confronted by loss prevention officers who are employed by the store. They will decide whether to call the police or not. If you are accused of shoplifting by a loss prevention officer, make sure that you call Summit Defense as one of our attorneys can help you. We've worked with loss prevention officers from stores all over Northern California, and we're usually able to help you to negotiate or settle the matter without having to get the police involved.

## What is Grand Theft?

Grand theft is a crime under Penal Code 484 and Penal Code 487 in California. In most cases, it involves the theft of property or services valued at more than \$950, or the theft of a vehicle, or of a firearm or gun. You might have heard the theft of a car or other vehicle referred to as 'grand theft auto' and of a gun as 'grand theft firearm'. Grand theft is a very serious charge, and may involve serious penalties - if you have been accused of grand theft, you should contact Summit Defense Attorneys right away so we can start working on your defense immediately.

## Can I settle this out of court?

Yes - depending on what stage your case is at, and the exact nature of the accusations against you, an attorney may be able to help you reach an out-of-court, civil compromise or help you get access to a diversion program. At Summit Defense, our goal is always the compromise or full dismissal of charges, so you can feel confident that we will fight hard to get you the best result possible.

It is essential, however, to try to settle any matter as soon as possible, and certainly before charges are filed. Your best chance of doing this is with the assistance of a lawyer who has experience in these kinds of matters. Summit Defense attorneys include a former District Attorney, former investigator, and former police officer - they have their own experience in investigating these kinds of matters and know how things work from the other side. This means you will have powerful and persuasive negotiators with a full range of experience on your side.

## Do I really need a lawyer?

Yes, you do. Not only is it your right, but your best chance of fighting the case against you is by having an experienced criminal defense lawyer on your side. Summit Defense has handled many cases of shoplifting and other forms of theft allegations that never saw the inside of a courtroom - we are your best chance of making sure that you can avoid court too.

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## How can early intervention affect the success of my case?

At Summit Defense Attorneys, we know that early intervention is your best chance of success. It is important to contact a lawyer as soon as you can, because there will be opportunities to settle or negotiate your case at the start that won't exist later. Summit Defense attorneys handle hundreds of cases and work with the stores, loss prevention officers, and police, to ensure that honest people who may have made a silly mistake are given a proper chance. The sooner you or contact us, the sooner we can try to reach a civil compromise in your case, or ensure that you're able to access one of California's diversion programs.

In a recent case, a client contacted us after being accused of shoplifting at a large retail store. She was upset to have received a ticket, but had not yet gone down to the Police Station. She told us that it was all a big misunderstanding, as she had forgotten she was carrying some items when she had received an urgent phone call. We were able to intervene early on her behalf, and discuss the matter with the store. Our discussions with the loss prevention officers indicated that there really wasn't enough evidence to prove the charge against her, and they accepted our client's explanation that it was a misunderstanding and a mistake. In the circumstances, the accusations were withdrawn and our client never had to see the inside of a police station, let alone the courtroom.

Any criminal accusation is a serious matter and, in the case of theft charges, may have consequences for the rest of your life. If you are facing an accusation of theft or shoplifting, contact Summit Defense Attorneys as soon as possible for a free consultation with one of our experienced attorneys.

## PETTY THEFT CASE RESULTS

CHARGES	First time offender charged with <b>grand theft</b> and <b>commercial burglary</b> at Kohl's.
RESULT	<b>Not Guilty</b> at Trial.
CHARGES	<b>Felony shoplifting</b> at Macy's.
RESULT	<b>Civil avoided conviction</b> with a diversion program resulting in no criminal record.
CHARGES	6 counts of theft from the Federal Government. Client had a prior felony conviction.
RESULT	All felony charges were dismissed. Plead to one misdemeanor. Sentenced to home detention.
CHARGES	Client charged with <b>Petty Theft</b> at Costco.
RESULT	After negotiating a settlement with store loss prevention personnel, <b>all charges were dropped - no criminal record.</b>

[http://www.summitdefense.com/petty\\_theft\\_attorney](http://www.summitdefense.com/petty_theft_attorney)

# Provide *local* resources

**CME** COLORADO MOUNTAIN EXPRESS

CALL 1-970-754-7433

SEARCH

ROAD CONDITIONS

MOUNTAIN CAMS

ABOUT US

AREAS WE SERVE

SERVICES

RATES & SCHEDULES

GROUPS

TRAVEL RESOURCES

PRIORITY CLUB

Book a New Reservation

FROM THE AIRPORT

ONEWAY

ROUNDTrip

TO THE AIRPORT

ONEWAY

ROUNDTrip

Group, Promotion or Priority Club Number

Enter Code

MANAGE RESERVATIONS

Travel Resources

CME Travel Resources

Road Conditions & Cams

Events

Weather

Travel Recommendations

CME Top 10 Things to Know


Snow Conditions

Mountain Cams

TRAVEL RESOURCES

SNOW CONDITIONS

SNOW REPORTS FOR COLORADO RESORTS



Snow Reports for Vail, Beaver Creek, Keystone and Breckenridge

Whether you are traveling to Summit County or Vail Valley, Colorado Mountain Express (CME) has the latest snow condition information.

VAIL Like nothing on earth.

Snowfall  
PAST 24 HR

2"

Base Depth

0"

NEW SNOW

Last 24 hrs: 2"

Last 48 hrs: 13"

Last 7 days: 15"

SNOW CONDITIONS

Base Depth: 0"

Season Total: 337"

TERRAIN REPORT

Terrain Open: 0%

Acres Open: 0 of 5289

Lifts Open: 0 of 31

Runs Open: 0 of 195

f

g+

Twitter

Reddit

StumbleUpon

Delicious

pollen report for june 16, 2016*		
Type	Number	Level
Tree	22	Moderate
Grass	36	Moderate
Ragweed	0	Absent
Mold	5474	Low



# How much buy in?



# Start with the business' story

Motivations

USP

People

History

Experiences

Anecdotes



# Ask **local** questions

Best dog parks in **Weymouth**?

Most common allergies in **Boston**?

Most popular pizza in **Cambridge**?

Heartworm risk in **eastern Massachusetts**?

Safe disposal of antifreeze in **Mattapan**?

Permits needed to build a lap pool in **Roxbury**?

# Ask the right people

Owner/manager

Sales

Customer service

Receptionists

Call center

Technicians





# Build a team

Graphic designer

SEO

Writer

Photographer

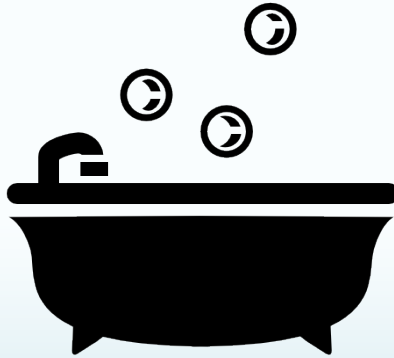
The experts

Videographer

# Do what's easiest for them



# When it's easiest for them



# Recording's Easy

Free voice recorder apps for iPhones and Android let you record long messages

<https://play.google.com/store/apps/details?id=com.hnsoft.media.bestvoicerecord&hl=en>

<https://itunes.apple.com/us/app/voice-recorder-free/id685310398?mt=8>



Best voice recorder  
Khai Nguyen



FREE

## Voice Recorder (FREE)

By TapMedia Ltd

Open iTunes to buy and download apps.



### Description

Voice Recorder for the iPhone and iPad - 100% FREE.

### FEATURES

[TapMedia Ltd Web Site](#) > [Voice Recorder \(FREE\) Support](#) >

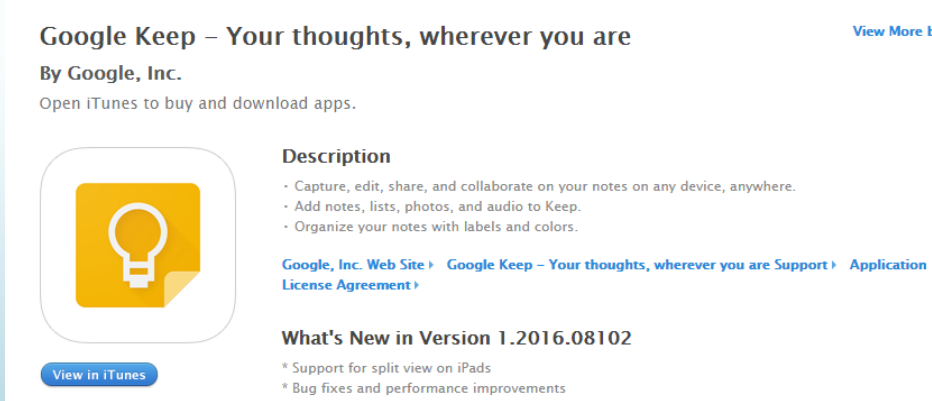
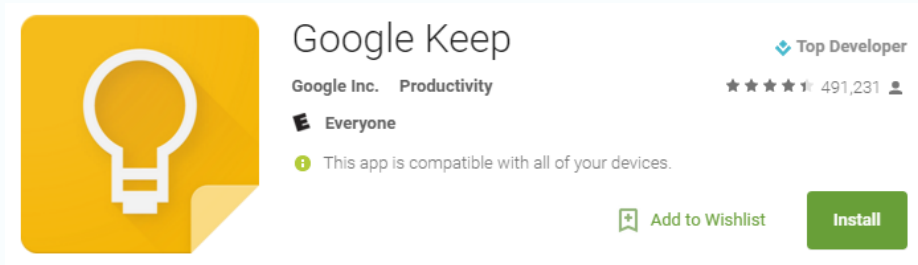
### What's New in Version 1.9

- Minor bug fixes

# Try Google Keep

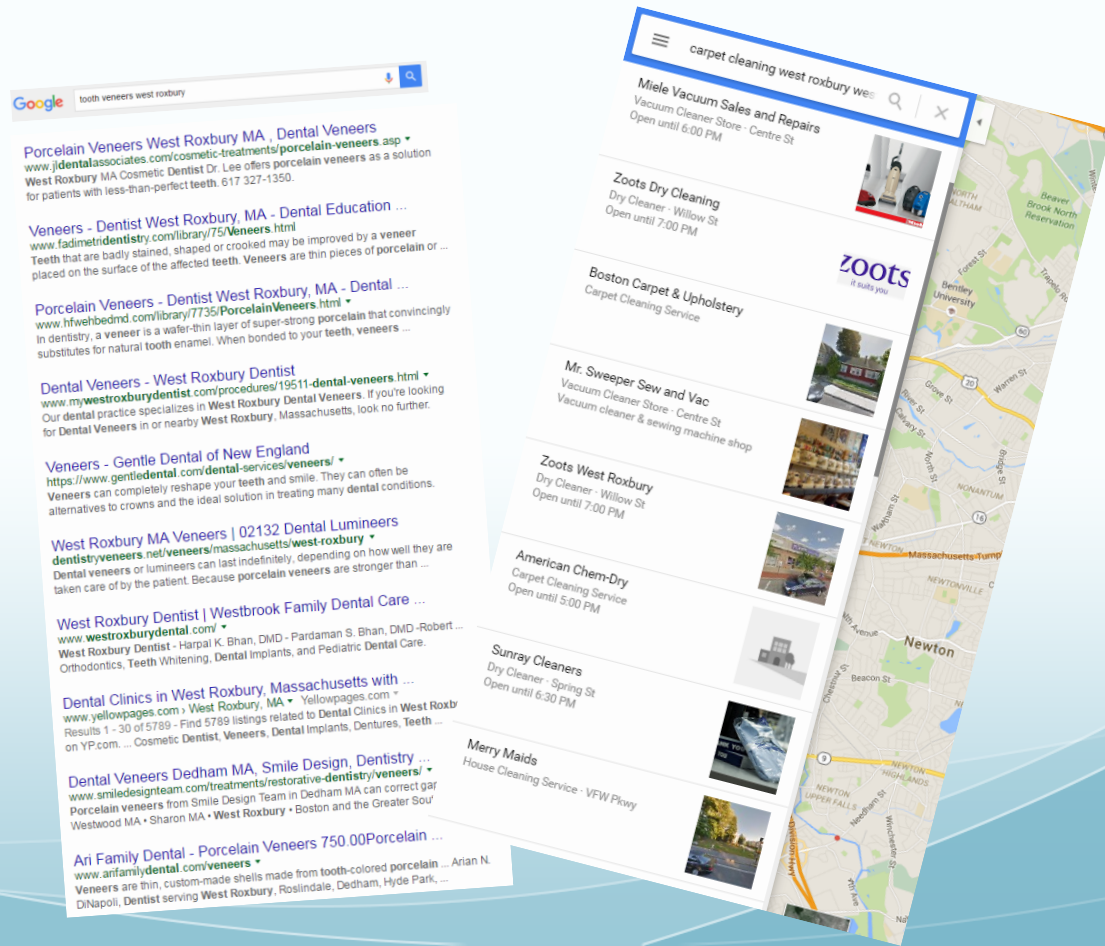
Easy to:

Keep  
Share  
Send  
Save  
Transcribe  
Photos  
Lists  
Reminders  
Notes



# Opportunity's Knocking

# Maximize searcher attraction

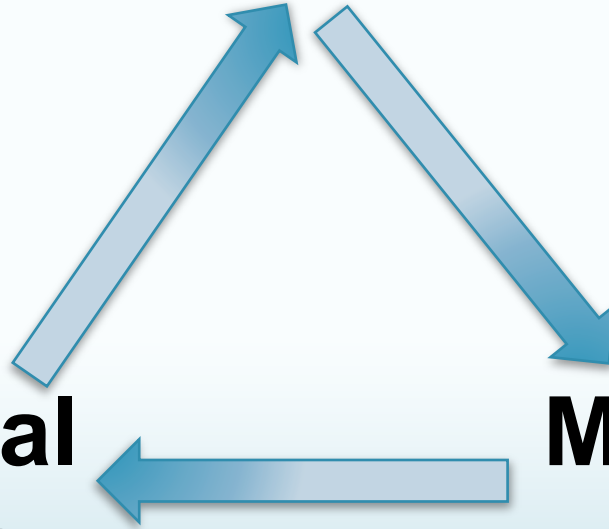




**More new leads**

**Better local  
rankings**

**More new  
customers**





# Improve page title/metadescription/h1

## Ranking Highlights

Great news! Your site now ranks on Page 1 for the following keywords:

Keyword/Page	Search Engine	From	To
install air conditioner furnace repair	Google en-US	#51+	#9

## Ranking Highlights

Great news! Your site now ranks on Page 1 for the following keywords:

Keyword/Page	Search Engine	From	To
furnace repair	Google en-US	#51+	#4
new air conditioner furnace repair	Google en-US	#51+	#10

Feb 1, 2016 - Jun 12, 2016: ● Sessions

Feb 1, 2015 - Jun 12, 2015: ● Sessions

5

2.5



Primary Dimension: **Landing Page** Source Keyword Other ▾

Plot Rows

Secondary dimension ▾

Sort Type:

Default ▾



advanced



	Landing Page ?	Acquisition			Behavior		
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		152.94% ↑ 43 vs 17	11.42% ↑ 72.09% vs 64.71%	181.82% ↑ 31 vs 11	0.63% ↓ 65.12% vs 64.71%	1.16% ↓ 2.21 vs 2.24	261.90% ↑ 00:01:40 vs 00:00:28
<input type="checkbox"/>	1. /air-conditioning/						
	Feb 1, 2016 - Jun 12, 2016	43 (100.00%)	72.09%	31 (100.00%)	65.12%	2.21	00:01:40
	Feb 1, 2015 - Jun 12, 2015	17 (100.00%)	64.71%	11 (100.00%)	64.71%	2.24	00:00:28
	% Change	152.94%	11.42%	181.82%	0.63%	-1.16%	261.90%

# Which lawyer would you choose?

## Dui Laws Anacostia Annex DC 20373 | Dwi Lawyers

[localduilawyer.xyz/tag/dui-laws-anacostia-annex-dc-20373/](http://localduilawyer.xyz/tag/dui-laws-anacostia-annex-dc-20373/) ▼

Jan 23, 2016 - **Driving** under the Influence or **DUI** is in itself a horrible thing to do; **getting yourself arrested** is an experience that is absolutely scary. People ...

## Criminal Lawyers in DC and Maryland

[www.rollinsandchan.com/](http://www.rollinsandchan.com/) ▼

**We** are criminal, traffic, **DUI lawyers** in **Washington, DC** and the State of Maryland. **We** have an emphasis in criminal law. **We** represent people of all walks of life ...

## Washington DC DUI Lawyer - Serrano PC

[serranolegal.com/washingtondcduilawyer/](http://serranolegal.com/washingtondcduilawyer/) ▼

**DUI** arrest in **Washington DC** doesn't have to be a frightening experience. Call **DUI** Defense **Lawyer** Serrano PC at **202-330-6290**. **FREE CONSULTATION DUI**.

# Don't assume anything

Shop Programmable Thermostats at Lowes.com

[www.lowes.com/.../Thermostats/Programmable-Thermostats/\\_/N...](http://www.lowes.com/.../Thermostats/Programmable-Thermostats/_/N...) ▾ Lowe's ▾

Find Programmable Thermostats at Lowes.com. Shop a variety of quality

Programmable Thermostats and Programmable Thermostats that are available for ...

Direct Energy Protection Plans

[www.directenergyprotects.com/](http://www.directenergyprotects.com/) ▾

Welcome to the home page for Direct Energy Home Protection plans. Choose your plan, enroll online or learn more with our FAQs.

## Air Conditioning Repair Austin - Stan's Heating & AC

[www.stansac.com/](http://www.stansac.com/) ▼

**Austin's** Most Trusted **Air Conditioning** and Heating Experts Since 1954. For Residential and Commercial **AC Repair** and Service Call (512) 929-9393 Now!

## Air Conditioning Repair Austin - Stan's Heating & AC

[www.stansac.com/](http://www.stansac.com/) ▼

**Austin's** Most Trusted **Air Conditioning** and Heating Experts Since 1954. For Residential and Commercial **AC Repair** and Service Call (512) 929-9393 Now!

## Air Conditioning Repair - Austin AC Repairs Since 1954

**Ad** [www.stansac.com/ac-repair](http://www.stansac.com/ac-repair) ▼

**\$20 Off Emergency Service Calls!**

**Free Energy Audit · 0% Financing For 3 Years · \$25 Off Precision Tune-up**

**A+ Rating – BBB**



# Make location obvious

## Columbus Furnace Repair and Replacement - Airtron

<https://www.airtroncolumbus.com/heating/> ▼

Call Airtron Heating & Air Conditioning 24/7 (614) 636-5533 for troubleshooting, maintenance or replacement. We'll get your heat back on fast!

## Dentist | Make An Appointment

[www.familydentists.pro/](http://www.familydentists.pro/) ▼

Dentists in Albuquerque, Santa Fe, Midland and Odessa. Comprehensive **dentistry**, orthodontics, **dental** implants & oral surgery. Medicaid accepted.



# Improve headlines (h1s)

# Tick, tick, tick

Frequently asked questions **about**?

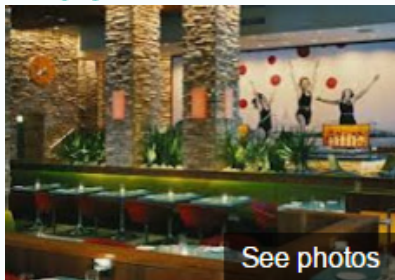
Compare **what** and save?

Costs and coverage **for**?

Service contractors **where**?



# Use structured mark up



Jones ★

4.1 ★★★★★ 148 Google reviews

\$\$ · American Restaurant

Family-friendly eatery/lounge where American comfort-food staples are served up in a retro setting.

**Address:** 700 Chestnut St, Philadelphia, PA 19106

**Phone:** (215) 223-5663

**Hours:** Open today · 11:30AM–11PM ▼

**Reservations:** [opentable.com](https://www.opentable.com)

**Menu:** [jones-restaurant.com](https://www.jones-restaurant.com)

Website

Directions

## Showtimes at United Artists Denver Pavilions 15

Mon, Feb 8

Tue, Feb 9

Wed, Feb 10

Thu, Feb 11

All times

Morning

Afternoon

Evening

Night

### Kung Fu Panda 3

Standard 12:45pm 9:45

3D 3:40pm 6:50

### Pride and Prejudice and Zombies

Standard 12:40pm 4:20 7:40 10:45

### The Finest Hours

Standard 12:25pm 10:45

3D 3:45pm 7:35

All times are in MT

## Estate Sales in Bridgeport / Stamford / Norwalk, CT

<https://www.estatesales.net/CT/Bridgeport-Stamford-Norw...> EstateSales.net ▼

EstateSales.NET provides detailed descriptions, pictures, and directions to local estate sales, tag sales, and auctions in the Bridgeport / Stamford / Norwalk area ...

Feb 11 - Feb 13 Estate Sale by Treasures ... Weston, CT 06883, Weston ...


Feb 11 - Feb 12 SHELTON 3 LEVEL TOWN ... Shelton, CT 06484, Shelton ...

Feb 12 - Feb 13 Historic Stratford District ... Stratford, CT 06615 ...



# Beef up home page


[Home](#) | [Dan Bennett](#) | [Aesthetic Procedures](#) | [Hormone Replacement](#) | [Medical Weight Loss](#) | [Testimonials](#) | [Financing](#) | [Contact Us](#)





## Aesthetic Artistry at its Best.

"The ultimate goal of our aesthetic procedures is to achieve a natural, improved appearance. I offer to you my artistic talent, my knowledge and experience, and the highest ethical standards of medical excellence and professionalism. Together we will build a partnership to achieve your optimal aesthetic results while improving your self image and quality of life."

~ Dan L. Bennett, M.D.




Face

Body

Skin



**Dan L. Bennett, M.D.** American Board Certified Plastic Surgeon  
Serving the Community for over 25 Years



**FREE CASE EVALUATION**

First Name \* Last Name \*

Phone Number \*

Case Details

**SEND MESSAGE**

## Executive Board Member National Trial Lawyers Association

## Maryland Criminal Defense Attorney

Being investigated or charged with a criminal offense can be a stressful and frightening ordeal. Whether you've been arrested on an allegation of a case-related issue in Maryland, agents are knocking at your door with a warrant to search your home or business, you've been indicted on federal criminal charges, or are simply a witness asked to testify in someone else's criminal trial, you need a Maryland criminal lawyer with the knowledge and experience to handle your defense and protect your rights to due process. In these situations, you'll have to anticipate the life you have, because the consequences of a conviction reach far beyond the possibility of jail time. Criminal charges will impact your career, your family, your reputation, and your finances.

The lawyers on our Maryland criminal defense team are skilled, seasoned, and aggressive criminal defense attorneys that can guide you through the criminal justice system. They offer sound legal advice and work diligently to protect you and to obtain the best possible results, whether achieved through trial, negotiations to resolve the case without a trial, or successful advocacy at sentencing. Their clients, who have the experience and dependability in handling complicated, high-stakes cases, and have come to expect the personal attention, hard work, and collective representation that our Maryland criminal lawyers provide.



## EXPERIENCE

Our team of attorneys has a wealth of experience defending those investigated for or charged with criminal offenses throughout the Maryland state and federal court system. Every member of the team is a trial lawyer, which allows case strategies to be developed from the outset that have the greatest likelihood of success.

## HARD WORK

The time and attention paid to your case is directly related to the possibility of a successful result. Our attorneys work extremely hard to provide the personal attention to you and your case because it is that

focus on those minute details that directly increase the possibility of achieving your goals. It is of critical importance in a criminal case that you involve an attorney from the very earliest stages of an investigation.

Kush and the rest of the Maryland criminal defense team make themselves available at a moment's notice to intervene in order to protect your constitutional rights to silence and to counsel. We make every effort to prevent law enforcement agents from taking advantage of you when you are in a panicked state after a search warrant is executed at your home, deliberately at 6:00 a.m., and to help to locate and preserve evidence that will help you in your defense.

## CREATIVITY

In this age of rapidly evolving technology, law enforcement agencies employ increasingly more complex and invasive investigative techniques. Our aggressive Maryland criminal attorneys rely on their extensive experience and knowledge of these techniques to develop creative solutions to the complex issues that arise as a result of their use.

## ORGANIZATION AND PREPARATION

Kush and the rest of the team manage every case with intensive organization as they begin every case with an eye toward trial. Unlike some other firms, we employ two full-time defense investigators, which allows our team to bring investigative resources to bear from the earliest point in a case in a cohesive way.

## Rockville, Maryland Office

Our Rockville criminal defense team works out of an office in downtown Rockville, near the court houses. As experienced Rockville criminal lawyers, we understand the area and we can leverage our knowledge of the local law enforcement practices, ordinances, and roads to our client's advantage when facing serious charges in Rockville court. Police officers in Rockville take criminal investigations and allegations very seriously. We work to protect our clients both in and outside of court. Call today for a free consultation.

## Practice Areas



## ASSAULT

An assault charge in the state of Maryland can be charged in two different ways. First degree assault, found in CR § 3-202 of the Criminal Law Article (the Maryland Code), is the more serious of the two assault charges. You can be charged with first degree assault if the allegation involved a firearm or if it alleged that your intent was to inflict serious physical injury. If you are convicted of first degree assault, the maximum sentence is 25 years in prison.

Second degree assault is a misdemeanor charge, but carries with it a maximum sentence of five years in prison. Any alleged unwanted physical contact, or any alleged assault that does not cause serious injury or the risk of death will typically be charged as second degree assault, pursuant to CR § 3-203 of the Criminal Law Article (of The Maryland Code). Please visit our assault page for more information on these charges, and the various other charges that fall under the assault umbrella in the state of Maryland.

There is also the potential for a **domestic violence** case in Maryland to escalate into charges of assault and/or battery. These cases should be handled carefully and with the help of an experienced Maryland criminal defense attorney.

## BURGLARY

There are several degrees of burglary charges that may be brought in Maryland, from first degree burglary to possession of burglary tools. The penalties for each crime are equally varied. For example, those charged with burglary in the first degree could face up to 20 years in prison. A conviction of second degree burglary charges bring a slightly reduced exposure of up to 15 years in prison. Both crimes are felonies in Maryland, as is third degree burglary. Fourth degree burglary is a misdemeanor offense, though it could still result in you spending up to three years in prison if you are convicted of such an offense. Terms may increase if firearms are involved, and if the prosecution can prove beyond a reasonable doubt that you possessed the intent to use the firearm as part of the crime.

## CHILD ABUSE

CR § 3-601 of the Criminal Law Article defines child abuse as any physical injury suffered by a child or minor as a result of a malicious, cruel, or inhumane treatment. Child abuse offenses are treated very seriously in Maryland and as such carry the possibility of extended prison terms upon a conviction. Even the mere allegation or investigation of alleged child abuse can create lasting damage to a

SOMERSET COUNTY  
ST. MARY'S COUNTY  
TALBOT COUNTY  
WICOMICO COUNTY  
WORCESTER COUNTY  
CALVERT COUNTY  
CHARLES COUNTY  
DORCHESTER COUNTY  
ALLEGANY COUNTY  
GARRETT COUNTY  
WASHINGTON COUNTY  
OCEAN CITY

## CLIENT REVIEWS

## EXTREMELY PERSONABLE AND VERY RESPONSIVE

I was in a position that afforded me privileged information. I had access to that information and was panicked about the possible ramifications. Dave responded to my first inquiry that I...

## MORE REVIEWS

prosecuted and harshly punished in the event of a conviction and may include up to 25 years in prison and possibly thousands of dollars in fines, as is the case for those convicted of selling, trading, or offering a minor for money or anything of value. See CR § 3-603 of the Criminal Law Article.

## DRUG

The penalties you face for a drug arrest vary depending on a few factors. They include the type of drug and amount you are alleged to be in possession of and your prior criminal history, as well as other factors. If you are found to have violated § 5-602 through § 5-606 of the Criminal Law Article, which deals with Schedule I (or Schedule I controlled substances), you could be convicted of a felony and face a potential prison sentence of up to 20 years. A second conviction of violation of this statute would carry a term of no fewer than 10 years incarceration.

There are also various penalties associated with carrying paraphernalia or bringing illegal drugs across state lines. Please visit our drug page to learn more about other types of drug violations found in the criminal state code.

## DUI & DWI

Driving under the influence is one of the most common criminal offenses charged in the state of Maryland, and the penalties associated with a conviction escalate drastically with any subsequent violations. According to Section 3-202 of the Maryland Transportation Code, you can be charged with a DUI if you are found to be operating a vehicle on public property with a blood alcohol content of or above .08%.

A first offense could carry up to a year in jail and fines of up to \$1,000. With a second conviction the potential jail time and the fines double to two years and \$2,000 respectively. A third conviction could lead to three years in prison and a \$3,000 fine. Every conviction starting with the first also carries a potential prolonged loss of driving privileges.

A DUI carries less significant penalties than a DUI because the threshold required to be in a net is order to be charged is far less. A DUI can be issued if your blood alcohol is allegedly more than .08 depending on the circumstances that led to you being pulled over. The maximum penalties for a first time DWI are two months in prison and up to \$500 in fines. Our DUI lawyer page will have more information about these laws and the services we can provide.

Many of our DUI lawyers are members of [The National College of DUI Defense](#) and have received specific training in the administration of the National Highway Traffic Safety Administration's (NHTSA) Standardized Field Sobriety Tests. For our Maryland criminal attorneys, this commitment to excellence extends beyond DUI law to every aspect of criminal defense.

## GUN CHARGES

Some common gun related charges involve instances where firearms are allegedly brought onto school premises or to a public demonstration. Bringing a deadly weapon onto school property could result in a misdemeanor charge, a \$1,000 fine and up to three years in prison. Under section 4-203 of the Criminal Law Article, it is illegal for someone to possess a firearm at a public demonstration, such as marching, speech making, picketing, holding a vigil or protesting. If you are found to be within 1,000 feet of such an event with a firearm in your possession, you could be facing a fine of up to \$1,000 and a year in prison. Please visit our gun page for more information about these and other important gun related laws in the state of Maryland.

## SEX CRIMES

While rape and sexual assault are among the most serious types of charge that you can face, there are lesser-known criminal charges that are still considered a sex crime. That includes general sexual offense, where there are four different levels of charges that one could be facing depending on the facts of their case.

First degree sexual offense, according to CR § 3-305 of the Criminal Law Article, may be charged if the alleged act is committed while displaying a dangerous weapon, with the help of another individual, or if a burglary is committed at the same or during a few other factors. Second and third degree sexual offense deal with those unable to protect themselves, including the mentally incapacitated and minors. Fourth degree sexual offense deals with those in a position of power, such as a teacher or supervisor. The penalties for these crimes vary depending on the specific facts of the case, so please visit our devoted sex crimes lawyer page for more information on these crimes and the penalties that would accompany a conviction.

## Federal Crimes

Federal crimes can include a range of offenses, from drug, weapons, and sex offenses to white collar crimes such as embezzlement, fraud, and bribery. Generally speaking, federal offenses tend to bring the threat of lengthy prison terms in the event of a conviction. Those charged and under investigation for federal offenses are typically facing prosecution by the U.S. Department of Justice and the U.S. Attorney in Office, both of which are the two most powerful federal prosecutive agencies. They are part of a variety of other federal agencies, including the FBI, IRS, DHS, DEA, and the ATF. Many federal investigations include the work of task forces that combine the efforts of local, county, and state law enforcement officials with federal agencies. For more about federal criminal offenses that may be charged in Maryland, [click here](#).

## Other Practice Areas

- Felie D's Robbery

## Other Areas Served

- Deane City

## "How Do I Find The Best Criminal Lawyer in Maryland?"

We hear this question a lot. A lot of individuals who are facing criminal charges want to know who the "best lawyer in Maryland" or "best criminal attorney in Maryland" is. The truth is that no such thing exists.

First, when looking for "the best lawyer in Maryland" to handle your case, you need to understand that the practice of law varies greatly across different practice areas. Lawyers who practice environmental law do not handle the same kinds of cases as attorneys who handle trusts and estates matters.

Second, the same thing goes when looking for the "best criminal lawyer." The criminal laws and statutes vary widely between jurisdictions, and an attorney who practices in one state may not be licensed to practice in Maryland. Even within criminal law in Maryland, there is a big difference between white collar cases, misdemeanors, and serious felony cases.

There is no objective measure for determining who the "best Maryland criminal lawyer" may be. This is why, when you are seeking representation for an attorney in a criminal matter, it is important to look for someone you feel is "the best criminal lawyer for you and your case." In truth, the biggest part of this determination has to do with finding an attorney with whom you are comfortable and who you feel you can trust.

For more perspective on a lawyer, you can look at reviews by former clients. You will want an attorney who is professional, who has sufficient experience handling criminal cases to be able to represent you effectively, and who you believe you can build a strong attorney-client relationship with.

For these reasons, it is important to consult with attorneys and speak to them about your case and your concerns. Look for an attorney who understands your case, case, and your goals. Every case is different, and every set of facts is unique. Moreover, individuals have different goals for their cases. Some people are dealing with possible probation violations, security clearance issues, or concerns about their immigration status.

Instead of looking for the "best Maryland criminal lawyer," look for an attorney you believe is right for you and your case.

## Scholarship Opportunity

Kush Aurora has just announced the 2016 [Kush Aurora Criminal Justice Reform Scholarship](#). Click the badge to access the Scholarship Application directly.

The Kush Aurora Federal Justice Reform Scholarship is open to undergraduates, graduates, and community college students, in addition to incoming college freshmen. The eligibility requirements and applications instructions are available on the page or the cover sheet.

Congratulations to Gustavo Cardenal from more about our [Past Winners here](#)

## Legal Jobs and Internships

You can also visit our employment opportunities pages if you're interested in pursuing a [legal job](#) or a [legal internship](#) with our firm.

## Client Reviews

### Criminal Defense Team

I knew we had found the right lawyer for the case

We are from out of state and had no idea who could help us with our case for our college age son. After seeing his amazing reviews and speaking with him on the phone I knew we had found the right lawyer for the case. Kush Aurora is so knowledgeable and was so reassuring that our case could be handled quickly and as painless as possible. He was responsive to all of our calls and emails and keeping us updated, it was great. Even after the case was closed he has gone out of his way to help us with paperwork, he is gem.

Rating: ★★★★★ 5 / 5 stars

SHARE WITH FRIENDS

## Kush Aurora Attorney At Law

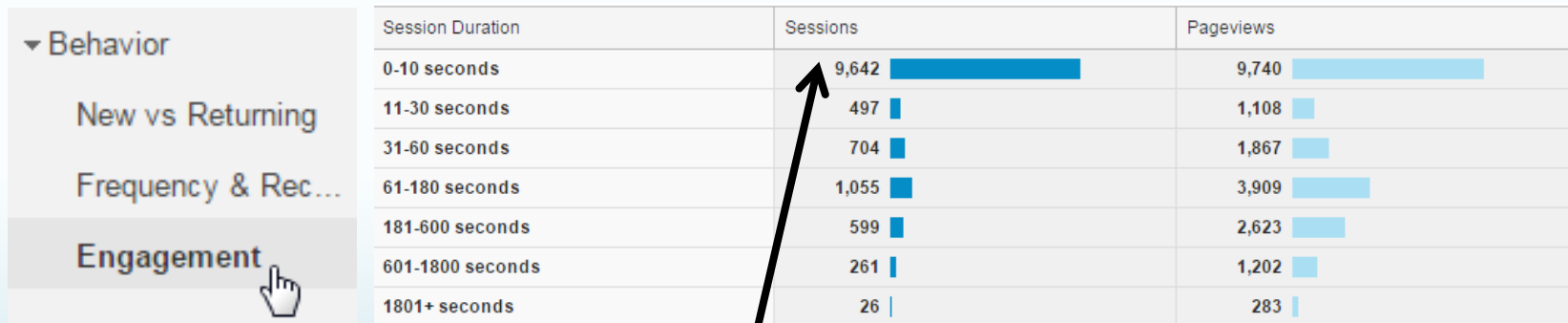
10 Marston St.  
Suite 610,  
Rockville, MD 20850  
202.637.8415  
[info@kushaurora.com/kushlawyer.com](mailto:info@kushaurora.com/kushlawyer.com)



# Follow a master content plan

	A	B	C	D
1	URL	Brief description of content	Action	To do
2	<a href="http://www.skirepair.com">www.skirepair.com</a>	home page	Improve	update images with 2016 model skis, add 2-3 testimonials
3	<a href="http://www.skirepair.com/k2/">www.skirepair.com/k2/</a>	main k-2 page	Improve	update images with 2016 K-2 model skis
4	<a href="http://www.skirepair.com/coreshot/">www.skirepair.com/coreshot/</a>	repairing a coreshot	As-is	
5	<a href="http://www.skirepair.com/blownedge/">www.skirepair.com/blownedge/</a>	repairing a blown edge	Improve	add our how-to video to the page
6	<a href="http://www.skirepair/aspen/">www.skirepair/aspen/</a>	location page for Aspen	Improve	Add photos of new techs (2) and remove Dwayne's photo
7	<a href="http://www.skirepair/snowmass/">www.skirepair/snowmass/</a>	location page for Snowmass	Improve	New exterior photo and map needed
8	<a href="http://www.skirepair/tune/">www.skirepair/tune/</a>	ski tunes	Improve	integrate content from /basegrind/ page
9	<a href="http://www.skirepair/basegrind/">www.skirepair/basegrind/</a>	base grinding	Remove	301 to /tune/ page

# Check engagement



75% of sessions 10 seconds or less



# Learn from what is working

















## ▼ Behavior

New vs Returning

Frequency & Rec...

Engagement



Session Duration	Sessions	Pageviews
0-10 seconds	9,642 	9,740 
11-30 seconds	497 	1,108 
31-60 seconds	704 	1,867 
61-180 seconds	1,055 	3,909 
181-600 seconds	599 	2,623 
601-1800 seconds	261 	1,202 
1801+ seconds	26 	283 



# Combine\* related *thin* content into one stronger page



\*301 URLs and update internal links






# Try removing unneeded content




93% increase in unique visitors via mobile searches and nearly a 100% increase in total sessions								
Source / Medium	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
Mobile Traffic	99.34% <span>1,206 vs 605</span>	3.25% <span>62.69% vs 64.79%</span>	92.86% <span>756 vs 392</span>	0.33% <span>79.60% vs 79.34%</span>	9.53% <span>1.50 vs 1.37</span>	31.14% <span>00:01:01 vs 00:01:28</span>	0.00% <span>0.00% vs 0.00%</span>	0.00% <span>0 vs 0</span>
Desktop	16.87% <span>859 vs 735</span>	16.04% <span>69.15% vs 59.59%</span>	35.62% <span>594 vs 438</span>	2.19% <span>63.21% vs 64.63%</span>	2.64% <span>1.73 vs 1.78</span>	6.13% <span>00:01:12 vs 00:01:17</span>	0.00% <span>0.00% vs 0.00%</span>	0.00% <span>0 vs 0</span>
1. google / organic								
Nov 23, 2015 - Jan 3, 2016								
Mobile Traffic	1,206 (100.00%)	62.69%	756 (100.00%)	79.60%	1.50	00:01:01	0.00%	0 (0.00%)
Desktop	859 (100.00%)	69.15%	594 (100.00%)	63.21%	1.73	00:01:12	0.00%	0 (0.00%)
Oct 12, 2015 - Nov 22, 2015								
Mobile Traffic	605 (100.00%)	64.79%	392 (100.00%)	79.34%	1.37	00:01:28	0.00%	0 (0.00%)
Desktop	735 (100.00%)	59.59%	438 (100.00%)	64.63%	1.78	00:01:17	0.00%	0 (0.00%)



# Improve pages with traffic/rankings

Secondary Dimension: **Landing Page** Other ▾

Plot Rows Secondary dimension ▾ Sort Type: Default ▾  Q advanced     

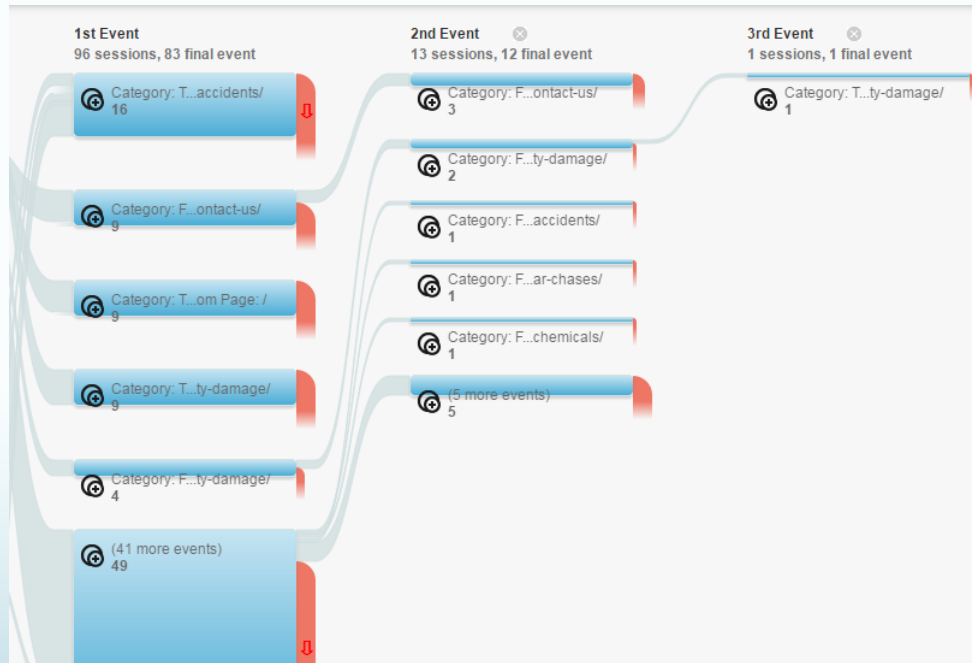
Landing Page ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	11,761 % of Total: 100.00% (11,761)	48.64% Avg for View: 48.64% (0.00%)	5,721 % of Total: 100.00% (5,721)	49.75% Avg for View: 49.75% (0.00%)	3.11 Avg for View: 3.11 (0.00%)	00:03:39 Avg for View: 00:03:39 (0.00%)
1. <a href="/homeownerDeppOrder.flw?viewName=policyApplicantInfo&amp;_flowId=homeowner-order-depp-flow&amp;_flowExecutionKey=e1s1">/homeownerDeppOrder.flw?viewName=policyApplicantInfo&amp;_flowId=homeowner-order-depp-flow&amp;_flowExecutionKey=e1s1</a> 	5,205 (44.26%)	11.62%	605 (10.58%)	21.46%	4.57	00:06:23
2. <a href="#">/</a> 	1,429 (12.15%)	75.51%	1,079 (18.86%)	35.48%	3.25	00:02:48
3. <a href="#">/Home-Surges-The-Good-The-Bad-and-The-Ugly</a> 	1,274 (10.83%)	93.33%	1,189 (20.78%)	94.58%	1.07	00:00:26

Which pages are  
converting best?

How can you get them  
ranking higher?

# Which pages convert best?

Also look at:  
landing pages  
funnels  
ppc landing pages



# Triage for improvement

## Pages that:

1. rank #10-30 on Google
2. lead to most conversions
3. should be combined with others
4. are not optimized
5. are “missing”



# Boost rankings

Easier



Harder

1. Internal linking
  - from high PA pages
  - from topically related pages
  - with good but varied anchor text
2. Improve on-page optimization
3. More content/better content
4. External links




Display  
***pathological***  
***empathy***

# It's not about you!

[HOME](#) [DEFINITIONS/TREATMENTS](#) [INFANTS](#) [SPORTS](#) [HEALTH TIPS](#) [RESOURCES](#) [POLICIES](#) [CONTACT](#)

## Compassionate Care for Asthma & Allergies



**The Cleveland Allergy and Asthma Center can provide you with state-of-the-art care in a sympathetic and caring environment.**

The Cleveland Allergy and Asthma Center provides personal care to children and adults with asthma, nasal and sinus problems, eczema and hives, with a specific interest in chronic coughs. Our dedicated staff gives state-of-the-art care in a sympathetic and caring environment. Lung function tests, methacholine challenges, and allergy skin tests are all performed in our office.

Many people suffer from exercise-induced asthma. Symptoms include: a hacking cough, wheezing, and/or chest tightness, which occurs within 3-8 minutes of starting exercise or just after stopping. But with proper precautions and pre-treatments, most adults and children with asthma are able to exercise regularly and safely.

**Ronald A. Strauss, M.D.**

Dr. Ronald A. Strauss received his BA degree from the University of Rochester, New York; his MS degree is from New York University; his MD is from Downstate Medical Center, New York, New York.


He completed his internship at Cleveland's Metro Health Medical Center and his residency at Metro Health Medical Center and Rainbow Babies and Children's Hospital. Further training was at National Jewish Medical and Research Center in Denver, where he specialized in Allergies and Asthma. He also spent a year as a Fellow in Pulmonary Diseases and Immunology at Rainbow Babies and Children's Hospital.

Dr. Strauss is a Clinical Assistant Professor at Case Western Reserve University Medical School, as well as a Diplomate of The American Board of Pediatrics and The American Board of Allergy and Immunology — a conjoint board of The American Board of Internal Medicine and American Board of Pediatrics.

He treats infants, children, and adults with asthma, bronchitis, nasal problems, allergies, sinus problems, hives, recurrent infections, and allergic reactions to insect bites. He has admitting privileges at Fairview Hospital, Rainbow Babies and Children's Hospital, and University Hospitals of Cleveland.

Dr. Strauss is a devoted amateur violinist and President of the Board of the chamber orchestra **CityMusic Cleveland**. He lives in Cleveland Heights with his wife Eugenia. They are the parents of three daughters and the doting grandparents of four.

An adagio for violin played by Dr. Strauss:



Welcome to Allergy and Asthma Care  
of Los Angeles

**Dr. Alan Khadavi offers patients throughout Southern California an opportunity to experience total relief from their allergies, sinus diseases and asthma related symptoms. Dr. Khadavi specializes in the diagnosis and treatment of both adult and pediatric allergies and asthma related conditions.**

It's all about you. We cater to your needs, continuing a tradition of conservative, patient focused dentistry. At Tuttle Family Dentistry we specialize in creating custom solutions for your dental needs. We take every case individually. We listen to you to understand your particular desires, then we'll discuss each option with you on how to best enhance your look and dental health. With so many advances in the field of dentistry, you have more potential and possibilities available to you than ever before. We think you deserve the best personalized care available. After all, you are one of a kind. Shouldn't your smile reflect that?

Call to schedule a consultation today. (913) 681-2893

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Our talented team is caring and their main concern is your comfort in our office. Click above to learn more..

## Patient Resources »

We understand the value of your time. Click above to fill your patient forms out ahead of time.





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Every person is different.  
Every smile is unique.  
We feel your care should  
be one-of-a kind.



It's all about you. We cater to your needs, continuing a tradition of conservative, patient focused dentistry. At Tuttle Family Dentistry we specialize in creating custom solutions for your dental needs. We take every case individually. We listen to you to understand your particular desires, then we'll discuss each option with you on how to best enhance your look and dental health. With so many advances in the field of dentistry, you have more potential and possibilities available to you than ever before. We think you deserve the best personalized care available. After all, you are one of a kind. Shouldn't your smile reflect that?

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*“...expect websites of large companies and organizations to put a **great deal of effort** into creating a **good user experience**”*





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Friendly

Likeable

Trusted



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- Spring Repairs

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## Contact Us

Your Name

How can we help you?

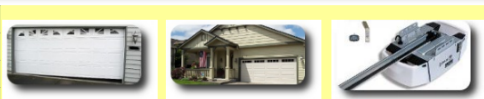
f Like Share 70

G+1 +9 Recommend this

Google+

Check out our review

Angie's list



[Garage Door Repair](#)

[New Garage Doors](#)

[Openers, Keypads, Remotes, etc.](#)

## Garage Door and Opener Repair & Replacement

Serving the Portland, OR area



[please read our customer reviews](#)

"Service was prompt, friendly and the serviceman very helpful. Will definitely call them again"

-Paul B., Angie's List member, Gresham, OR on 8-16-2015

- Same Day Service
- Competitive Prices
- The Longest Warranties in the Area -- Seven years on all replaced garage door parts (including springs).
- Repair or Replace Any Garage Door or Opener
- Fully Stocked Trucks - Most Repairs and Opener Replacement Completed in One Trip
- Remotes, Keypads, Safety Eyes, Accessories

We Repair:



Hi, my name is Brad, owner of Beez Garage Door Services.

Whether you are in need of a repair, a new garage door or opener, or even just a tune up, I guarantee that you will be satisfied with our service and workmanship.

If you have any questions about your garage door system, please give us a call. We are always happy to help.

Thanks for your support,

Brad Salmon



Genuine

Accessible

Straight talk



# Influence review content

## Products/services

★★★★★ After not going to the dentist for 4 years due to a traumatic **deep cleaning** experience, I tried this place. I went in this morning for my **deep cleaning** with a bit of anxiety, but Karah was so patient with me, and she kept checking in to make sure I was doing okay! I was so pleased with this experience that I feel it has almost completely taken away my anxiety :) Thanks for everything today, Karah!! You were amazing!!

## Location

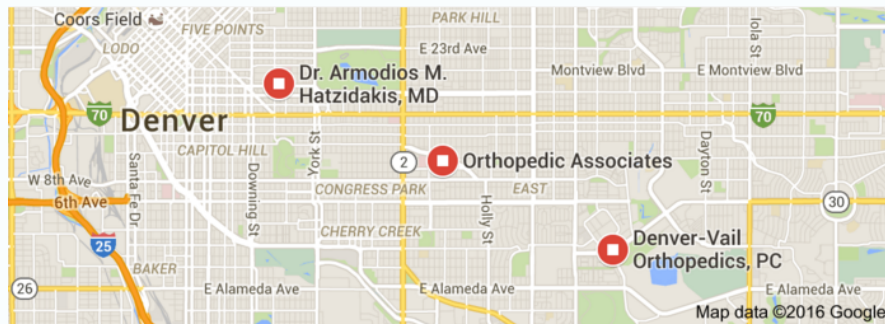
★★★★★ I have loved this place for years! The best damn food on **south federal**.

★★★★★ 12/7/2015

Last year I hired another **Denver plumbing company** to install a couple sinks and a toilet in my newly refinished basement. 3 weeks ago, the valve on the toilet they installed ruptured and flooded my newly refinished basement. I called My Denver Plumber and they were able to schedule an appointment within a week.



# Optimize Key People



**Dr. Armodios M. Hatidakis, MD**  
1 review · Orthopedic Surgeon  
1830 Franklin St #450 · (303) 321-1333  
**Closed today**



Website



Directions

**Orthopedic Associates**  
3.4 ★★★★★ (9) · Orthopedic Surgeon  
4700 Hale Pkwy #550 · (303) 321-6600  
**Closed today**



Website



Directions

**Denver-Vail Orthopedics, P.C**  
1 review · Medical Clinic  
8101 Lowry Blvd #260 · (303) 214-4500  
**Closed today**



Website

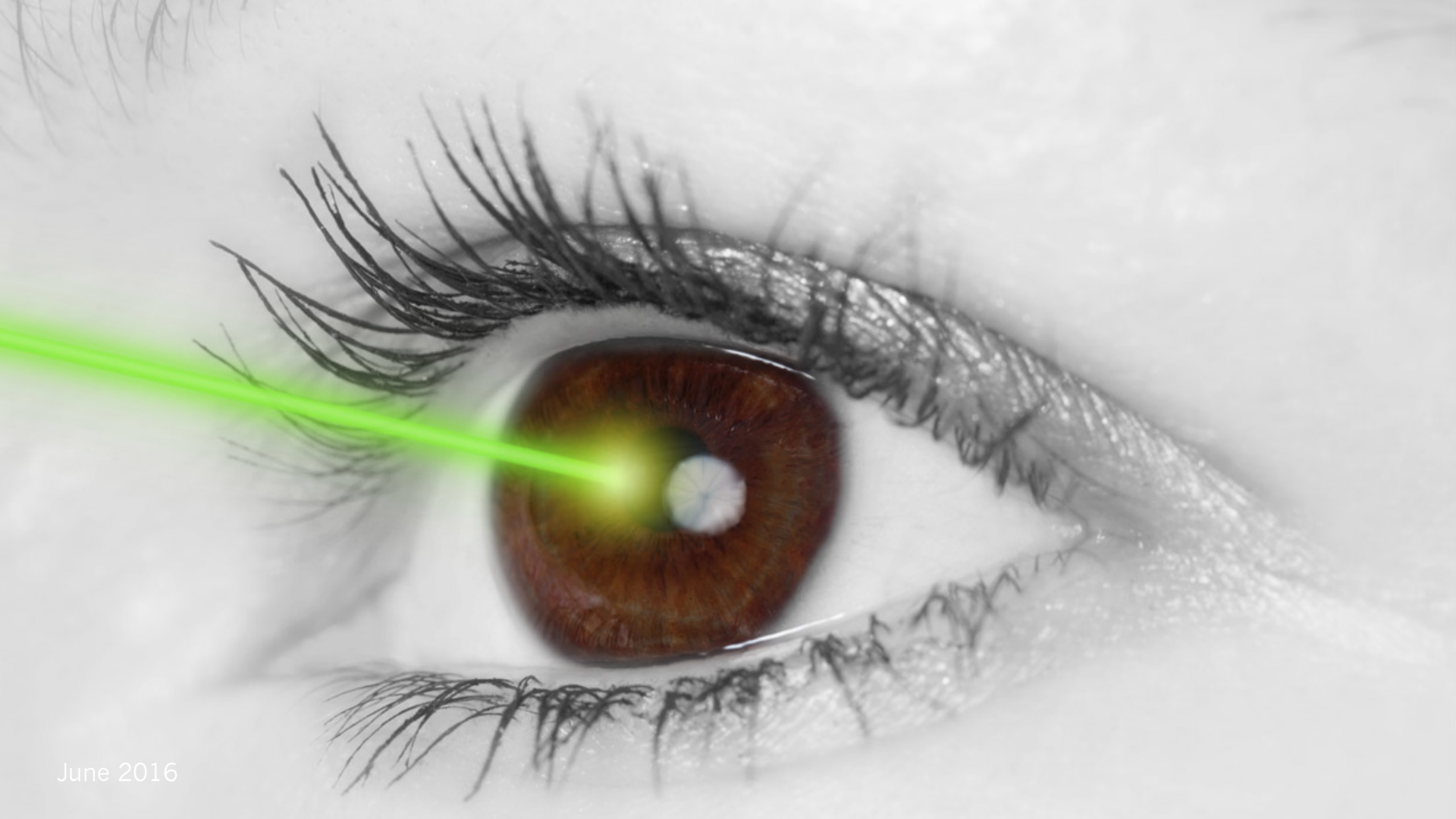


Directions

More places







June 2016



## Meet Our Doctors



DR. JASON WANG

DR. HOWARD AMIEL

DR. VANDI RIMER

DR. THOMAS CRUSE

DR. LAWRENCE SPIVACK

### Denver LASIK Surgeons and Doctors

Providing superior medical and surgical eye care, the renowned doctors at Spivack Vision Center are among the most knowledgeable and experienced refractive eye surgeons in the Denver area. Our surgeons have performed more than 70,000 refractive surgeries and are dedicated to continuing their education to remain leaders in their field. Using state-of-the-art technology, our surgeons have earned reputations for being among the most reliable and trustworthy vision professionals in the community.



#### Vandi W. Rimer, O.D. – Refractive Surgery Care

Dr. Rimer graduated from the University of Utah with a bachelor's degree in psychology. She went on to Pacific University College of Optometry in Oregon, where she completed her Doctor of Optometry degree. During her education, Dr. Rimer completed a LASIK internship at the Eye Institute of Utah, a primary eye care and ocular disease management internship at Eyes of Arizona, a pediatrics and vision therapy and contact lens internship at Portland Clinic and an internship on low vision exams on children at Washington State School for the Blind. She also completed residency training at Omni Eye Specialists in ocular disease as well as refractive and ocular surgery.

Dr. Rimer stays committed to continuing her education and has performed research on various vision-related issues. She has worked in conjunction with Alcon® Laboratories on product comparison for Systane® and Allergan® Refresh™ artificial tears for dry eye syndrome. She has also worked with CooperVision® on research on the effects aspheric contact lenses have on low amounts of astigmatism. Currently, she is an affiliate clinical professor for Pacific University College of Optometry.

Dr. Rimer specializes in refractive, LASIK consultations and follow-up care at Spivack Vision Center, as well as cataract post-op care and ocular urgent care at Omni Eye Specialists.

### Professional Affiliations

- Board Certified, American Board of Optometry
- American Optometric Association
- Colorado Optometric Association
- Residency Director for Ocular Disease/ Refractive and Ocular surgery residence program through Houston
- College of Optometry
- Adjunct Assistant Clinical Professor through Pacific University College of Optometry
- Presenter at Omni Eye Specialists, Fall and Spring Symposiums
- Golden Key Honor Society
- Beta Sigma Kappa Optometry Honor Society
- Psy-Chi Honor Society
- Who's Who Among Colleges and Universities

Call us today at (303) 733-2020 or [click here](#) to schedule your Free Consultation.



# Tell people how much

## Cost of Facelift Surgery at our Baltimore Practice

The cost of facelifts at Dr. Basner's practice average \$9,500. Your final estimate may be higher or lower, but this average gives you a good idea of the general cost of this rejuvenating facial procedure. We can show you how to apply for a CareCredit financing plan if you wish, and we'll make sure you understand all of your payment options.

## \$ EXPECTED COST

Each facelift surgery is unique and will be tailored to the patient, which is why the costs can vary greatly. Most facelift procedures can range between \$8,000-\$12,000. RealSelf.com lists the average facelift cost at \$11,050.



### PLAN YOUR PROCEDURE

- \$ Total Cost \$8,000 - \$12,000
- 🕒 Recovery Time 3-4 Weeks
- 🕒 Average Procedure Time 3-6 Hours
- 🕒 Post-op Follow-up 1-7 Days
- 📍 Procedure Recovery Location Out-Patient

[Contact Us](#)

S	M	T	W	Th	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

## PLASTIC SURGERY PRICE ESTIMATES

The prices listed below are provided to help you plan for your procedure, and are estimates only. The price can change depending on each individual patient's anatomy and their specific target area. After your consultation with [Dr. James Vogel](#), a more accurate estimate can be made in the form of a fee quote. This quote is good for up to six months after your consultation, so you can have time to consider your procedure and prepare. If you have any questions, please do not hesitate to [contact our office](#).

### Fees include:

- Surgeon's fee (Board Certified Plastic Surgeon)
- All visits before and after surgery
- Operating room time and supplies (AAAASF certified center)
- Certified Registered Nurse Anesthetist
- Implants, bra, or liposuction garment

### Face Procedures

Procedure	Low	High
Brow Lift (Forehead Lift)	\$4,000	\$5,000
Chin Implant	\$3,500	\$4,500
Eyelids--Upper	\$3,500	\$4,500
Eyelids--Both Upper and Lower	\$6,000	\$7,000
Eyelids--Lower	\$3,500	\$4,500
Face Lift--Standard	\$10,000	\$12,000
Face Lift--S-Lift	\$7,000	\$8,000
Face/Neck/Brow/Eyelids	\$18,500	\$19,500
Face/Neck/Eyelids	\$14,000	\$16,000
Fat Transfer-Face	\$3,000	\$5,500
Neck Liposuction	\$3,200	\$4,800

Replacing furnace will cost more under new federal rules | The...  
[www.dispatch.com/.../1-hot-button-issue.html](#) • The Columbus Dispatch •  
 Oct 28, 2012 - Homeowners facing the prospect of a new furnace will soon have ...  
 said Paul Schwerling, owner of Sears Heating and Cooling in Columbus. ... costs  
 because several neighbors were replacing their furnaces at the same time.

Average price for new furnace install (Cincinnati, Warren; sale...  
[www.city-data.com](#) › ... › US Forums › Ohio › Cincinnati › City-Data ›  
 Jan 17, 2010 - If you get a new furnace there are tax breaks, so that offsets a lot of  
 the costs. The biggest thing you can do, that will save you a ton of money in.

Furnace Installation and Replacement in Columbus and Centr...  
[www.careheatingcooling.com/ourproducts/furnaces/](#) •  
 CARE Heating and Cooling offers free estimates to replace or install a new ...  
 furnaces are designed to deliver reliable and economical warmth and many are ...

How Much Does a Furnace Cost? New Furnace Installation Pr...  
[www.costowl.com](#) › Home Improvement › HVAC •  
 Learn all about furnace installation and replacement costs. Read general heating,  
 ventilation and cooling prices and get free HVAC estimates. CostOwl.com.

2016 New Furnace Installation Cost | Furnace Replacement &...  
[www.homeadvisor.com/cost/heating-and-cooling/install-a-furnace/](#) •  
 Aug 28, 2015 - HomeAdvisor's Furnace Cost Guide lists prices associated with  
 installing or replacing a furnace including labor and materials, as reported by  
 HomeAdvisor customers. ... Columbus, GA - 33. Columbia, MO - 34. Cedar Rapids ...

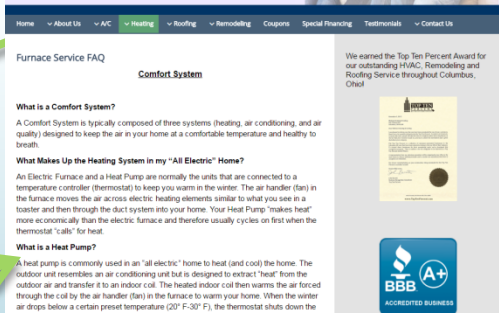
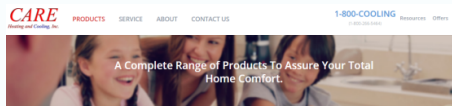
25 Best Heating and Furnace Repair Services - Columbus OH...  
[www.homeadvisor.com](#) › Pro Ratings & Reviews › Ohio › Columbus •  
 Heating and Furnace Contractors Directory for Columbus, Ohio. ... Its population  
 includes new residents as well as many families who have lived in Columbus ...

Furnace Replacement Columbus, Ohio | Atlas Butler Heating ...  
[atlasbutler.com/residential/products/furnaces/](#) • Atlas Butler •  
 If your home's heating system stops working properly, you need a company you can  
 trust to install a new furnace quickly, reliably and affordably. ... furnace repair  
 heating repair atlas butler columbus ohio. Stay Warm for the Right Price ...

10 Best Furnace and Central Heating Services in Columbus, O...  
[www.thumbtack.com](#) › OH › Columbus • Thumbtack •  
 Here is the definitive list of Columbus's furnace and central heating services as ...  
 They offer air conditioning repair, heat pump replacement, and many more. ... They  
 do new heating system installation, boiler furnace troubleshooting and more.

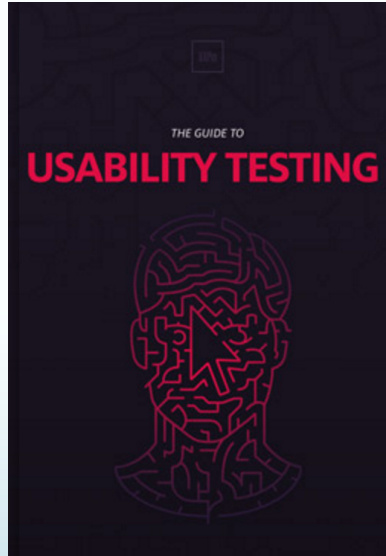
Heating and Furnace Service FAQ - Columbus, OH - Midwest ...  
[www.midwest-contractor.com/furnace-service-faq/](#) •  
 A new furnace offers more reliable, comfortable, efficient heat. Savings of 30% or so  
 from lower utility bills and also from future repair costs covered under ...

Gas Furnace Service Columbus, OH | Furnace Installation ...  
[www.hi-heatingandcooling.com/heating/gas-furnaces](#) •  
 HHR Heating and Cooling offers the best gas furnaces in the Columbus, Ohio area. ... a  
 gas furnace that needs to be serviced or you're interested in replacing an ...





# On-going user testing



<https://studio.uxpin.com/ebooks/guide-to-usability-testing/>

<http://thenextweb.com/creativity/2015/04/27/user-testing-explained/#gref>



# Test calls to action

**For free consultation call**

**(202) 517-6739**

AVAILABLE 24/7

<http://contentverve.com/10-call-to-action-case-studies-examples-from-button-tests/>

<http://www.wordstream.com/blog/ws/2015/02/20/call-to-action-buttons>

<http://blog.wishpond.com/post/103290853633/the-25-best-words-to-use-in-your-call-to-action>

<http://offers.hubspot.com/101-examples-of-effective-calls-to-action>

<http://blog.crazyegg.com/2013/07/24/call-to-action-examples/>



# Use heatmaps

1. The Link Test – Are visitors clicking on dead ends?
2. The Distraction Test – Are irrelevant elements distracting visitors?
3. The Information Test – Is there missing information from your page?
4. The Device Test – Does your page work on different screen sizes?
5. The Depth Test – Is all your content easily reachable?
6. The Engagement Test – What are your site visitors really looking for?
7. The Fold Test – Does your page have what it takes to keep your visitors?
8. The Header Test – Is your page header helping or hurting your site?

<https://www.hotjar.com/heatmaps>



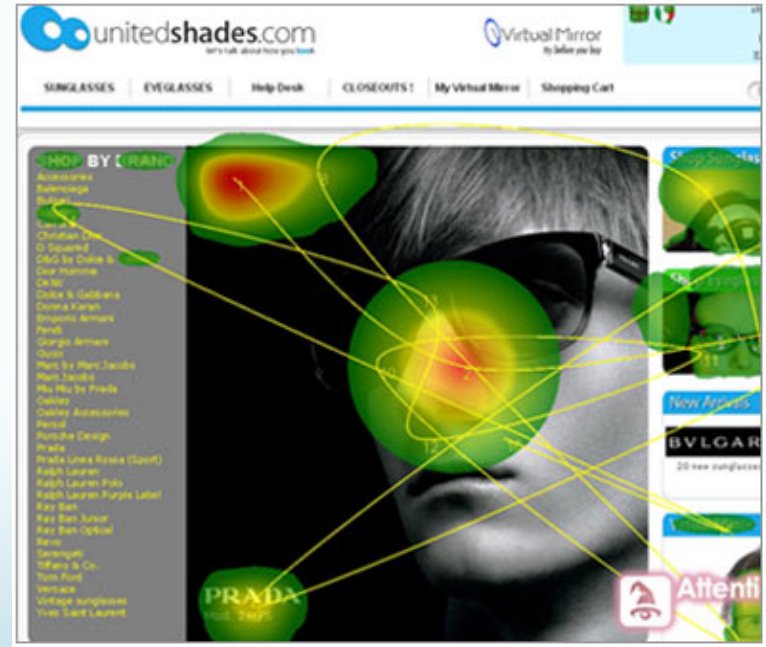
# Try these

AttentionWizard.com

Clicktale.com

Mousestats.com

CrazyEgg.com





# Quickly segment users

 invisalign

Education Login

Thank you for your interest in Invisalign.

### Already an Invisalign Provider?

Build your skills with anytime learning and expert-led courses designed to help you achieve the clinical outcomes you expect.

Patients Account Store **Education**

Clinical Skills Events Treatment Options

GO

Get practice marketing resources to help you grow your practice.

GO

### Not yet an Invisalign Provider?

Find out why Invisalign can be a valued addition to your practice and register for an upcoming course.

#### Invisalign Value

Top reasons to choose Invisalign

GO

Ready for your smile to take the spotlight? Find out if Invisalign can help you straighten your teeth and show off a better smile every day.

GO

Are you a recent University graduate?

I was trained at my dental school or orthodontic residency program GO

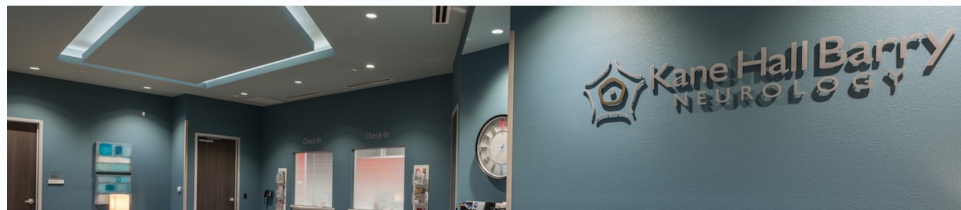
I am interested in Invisalign training GO

### Is Invisalign treatment right for you?

GO

Choose country:

© Align Technology, Inc.  
All rights reserved. [Privacy Statement](#) 



## Quality Neurologic Care in Bedford & Keller, Texas



### Existing Patients

Analyzing negative materials about your brand and addressing them with sentiment analysis and press release distribution.



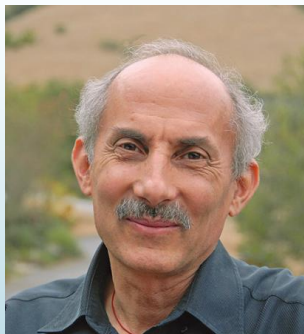
### New Patients

Turn your visitors into customers with our team of experts. We'll analyze your website and develop a suitable conversion-rate strategy.



### Provider Referrals

Sending a patient to Kane Hall Barry Neurology? Find forms, information and resources here.



### Presenters and Programs

Study with the best.



### R&R Retreats

Relax. Renew. Reconnect.



### Schools of Yoga and Ayurveda

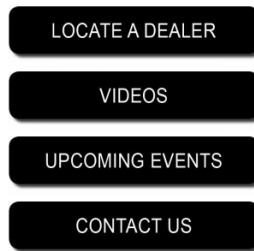
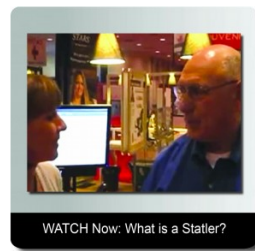
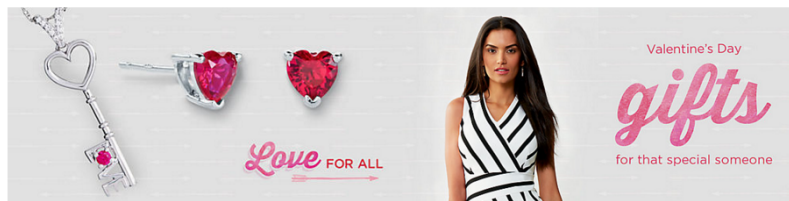
Immersion learning. Exceptional faculty.







# Improve location finder prominence

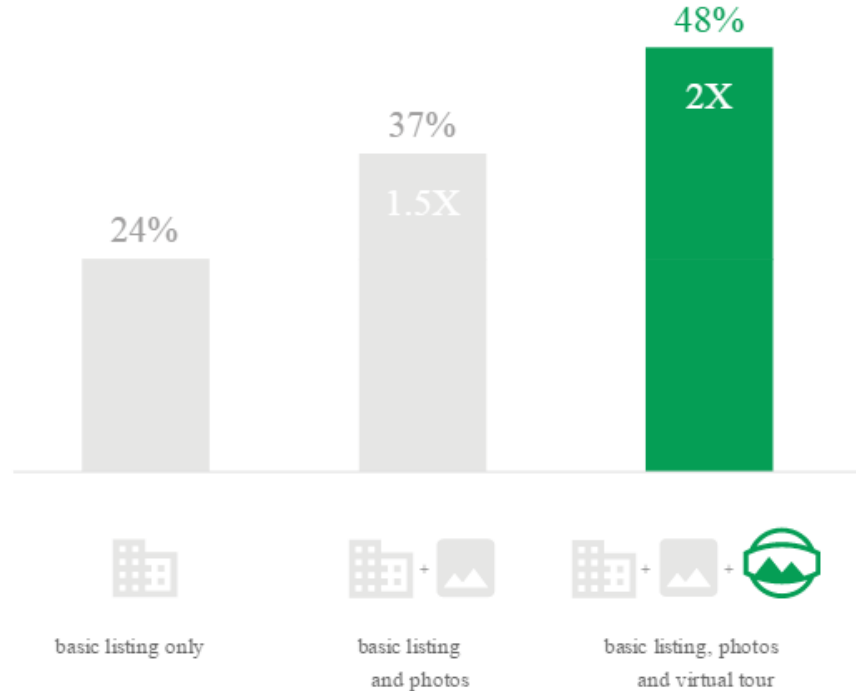




# Get a Google business shoot

## VIRTUAL TOURS HELP DOUBLE INTEREST IN BUSINESS LISTINGS

Those who view a listing with a virtual tour are **twice as likely** to be interested in booking a reservation there. And among 18-34 year-olds in particular, prospects are 130% more likely to book based on a tour.



<https://www.google.com/maps/streetview/trusted/>

# Phone photospheres

Google Maps Help

GOOGLE MAPS

## Use the Street View app

You can view, create, and publish photo spheres with the Street View app. Photo spheres are 360 degree images.

### Get the Street View app

Download the latest version of the Street View app.

- [Android](#)
- [iOS](#)

### View photo spheres

To see photo spheres, follow the steps below.

1. Open the Street View app.
2. At the bottom, touch one of these tabs:
  - **Collections:** Popular photo spheres from all around the world.
  - **Explore:** The top photo spheres of your map view.
  - **Profile:** Photo spheres that you've published to Maps.
  - **Private:** Photo spheres that you've created but haven't published.

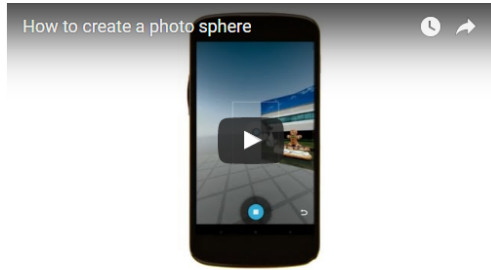
## Help

- Use Street View in Maps
- Use the Street View gallery
- Use the Street View app**
- Cameras that work with the Street View app
- Use the Street View editor
- Join the Trusted program
- See street-level imagery from the past

# Phone photospheres

## Step 1: Learn how to create a photo sphere

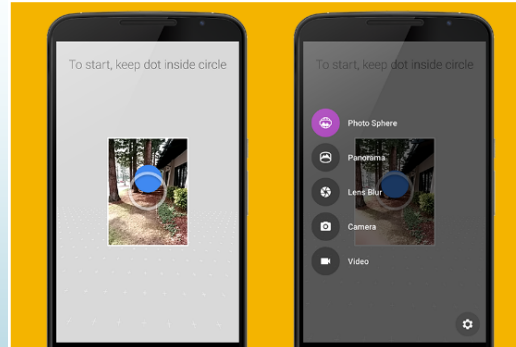
To get started creating photo spheres, first watch the following instructional video:



## Step 2: Create a photo sphere

*Create a photo sphere with your Android device:*

1. Open the [Google Camera](#) app on your device.
2. Swipe to the right and touch Photo Sphere.
3. Hold your device vertically, close to your body.
4. Adjust the camera angle so the blue dot is centered inside the circle. Hold the camera steady until a frame of the scene appears.
5. Rotate yourself and your camera slowly, following the dots through the area you want to capture.
6. Touch the check mark at the bottom of the screen when done.
7. When your photo sphere is done processing, you can view it in your device's gallery.



## Step 3: Share and embed your photo sphere

You've created your photo sphere, and now you're ready to share it with your audience. Here's how:

*Quickly and easily embed a photo sphere on your website*

1. Visit your [Views profile](#)
2. Click on the photo sphere you'd like to share.
3. Select the Share button in the menu on the right
4. Copy the snippet of code under "Embed this image"
5. Paste the iframe into the source code of your webpage
6. Customize the height and width of the photo sphere directly in the iframe






# Repurpose content

## Last Week In Local June 13th

This topic contains 0 replies, has 1 voice, and was last updated by [Mike Blumenthal](#) 2 days, 5 hours ago

Viewing 1 post (of 1 total)

Author	Posts	Favorite   Subscribe
 <a href="#">Mike Blumenthal</a> <small>Keymaster (69,254.97,192)</small>	 June 13, 2016 at 9:57 am <small>EDIT   GLOBE   BROWSE TOP POSTS   MERGE   TRASH   REPLY   #11373</small>	

## Forum Content



## Blog Content

Mary: Gib Olander [did an article](#) at Street Fight where he talks about duplicate listings and the fact that exact duplicates really aren't the problem in most cases, that it's these near duplicates or old listings with a lot of unmatched data points that cause the problem for us.

Mike: Right. There's an area that we talked about a little bit just a minute ago that I think people stress over the citation consistency. Historically, citation consistency was much more important than it is today because essentially Google was using the web index to create a listing, and it would get restructured every six weeks. And the only way you could literally impact errors in the local listings at Google was to fix your local listings around the web. So one big change is the switch from this rebuilding the world every six weeks to a static database with a knowledge graph.

So that makes it less -- what happened in the old world was these listings would bifurcate and create multiple listings at Google. That doesn't happen that much anymore. So that's one issue. The other issue is that Google is able, even if it finds two listings that at say Yahoo as long as you noted, there's a number of common data points, Google is able to associate them with your listing properly.

And then finally the value of these listings that tertiary sites, like Merchant Circle have, used to have an impact. They no longer do have an impact on rank. Google determines relevancy in rank typically without those tertiary sites. So it really ... I mean it's important to be consistent, but I wouldn't even worry about it over past the top 30 or so sites. Obviously I'd worry about seeding good information consistently, but I wouldn't get my underwear in a bundle about fixing every bad citation.

Mary: Yes. That seems to be the hallmark of small businesses and agencies who are not quite keeping up with the algorithm, that they put so much emphasis on citations. It's almost as if they're reading information from two or three years ago and trying to apply it to the current local algorithms. I would be careful of dealing with an agency who is insistent on spending a lot of your money cleaning up every single little citation you have out there on the internet. You need to just be able to zero in on which ones are important for your business, your location, which ones have the best chance of referring actual customers to you, and make sure that you're worrying about those.

## Text Version

# QUESTIONS