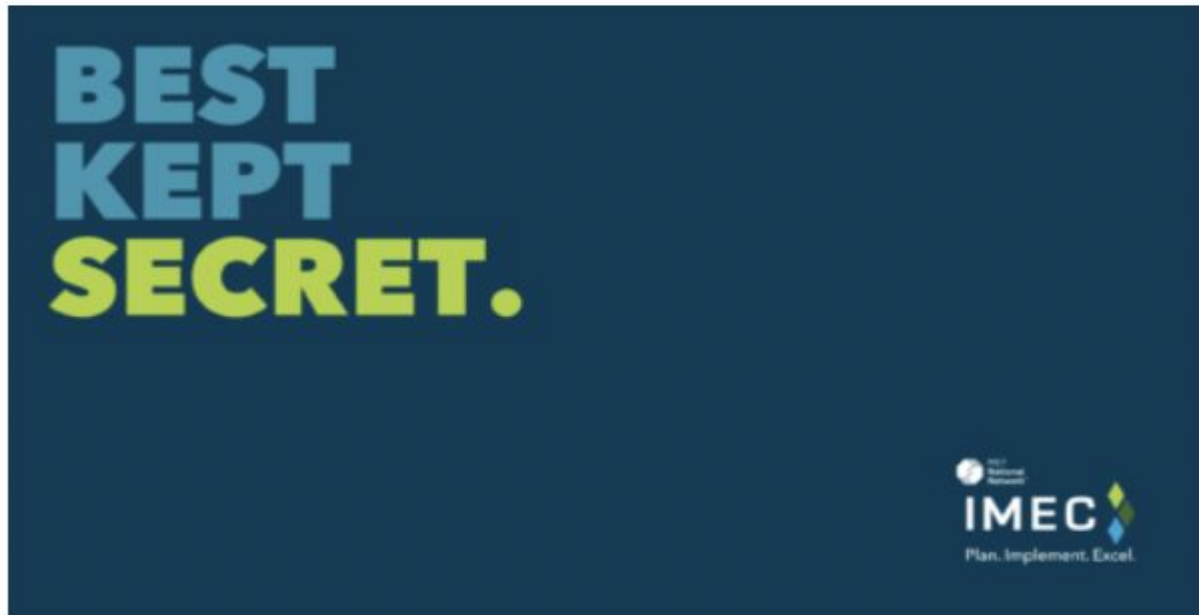



BEST KEPT SECRET: Simple & Efficient Marketing Strategies for Manufacturers that Deliver Results



A rectangular chalkboard with a dark, textured surface and a light-colored wooden frame. The words "Thank" and "You" are written in white, serif font, centered on the board. The chalkboard is placed on a rustic wooden surface. In the top right corner, there are green leaves. In the bottom left corner, a portion of an orange carrot is visible.

Thank
You



**MADE IN
THE U.S.A.**

COMPLIMENTARY WEBSITE AUDIT



info@pedocpower.com | (888)518-0330

HOW TO BUY



MODELS

CATALOG

PRODUCT GALLERY

ADVANTAGES

TESTIMONIALS

ABOUT US

Durable Power Pedestals

Stock, Quick Ship & Custom Options Available

QUOTE REQUEST

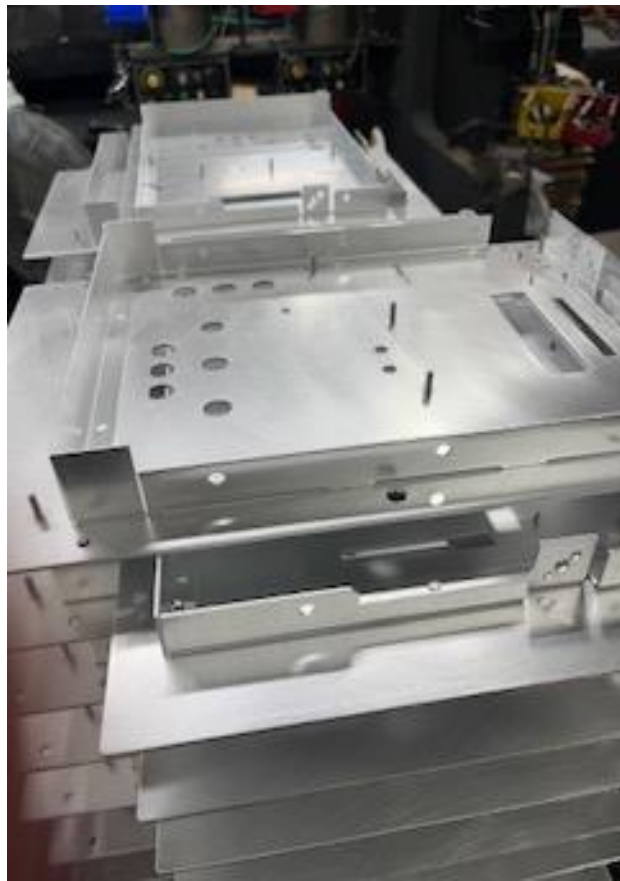
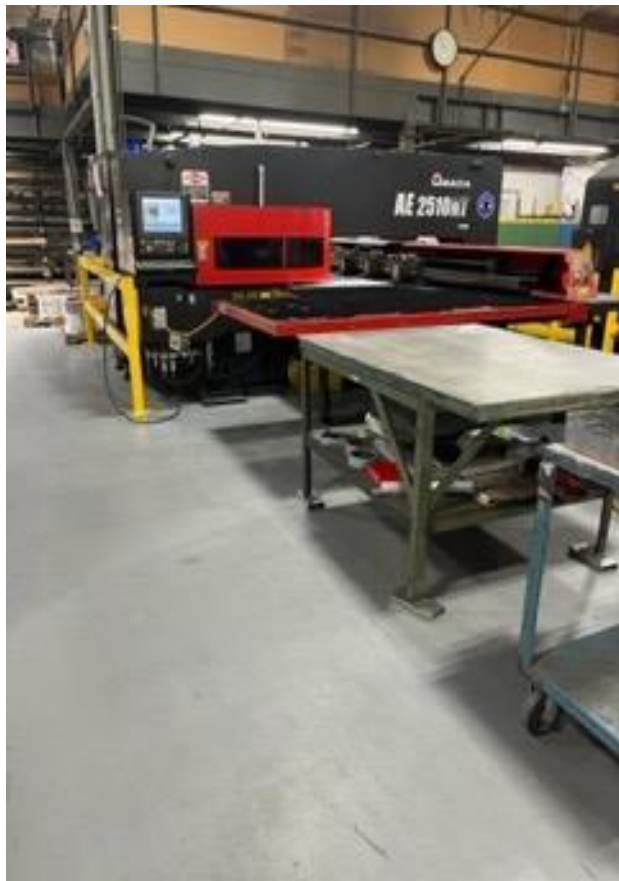














Key to Marketing Success

1) K.Y.S

2) H.Y.S

1) **K.Y.S** = KNOW YOUR SOULMATE

2) **H.Y.S.** = HELP YOUR SOULMATE

K.Y.S = Know Your SOULMATE



Everything to Everyone

=

Nothing to NO ONE

Jason

Landscape Engineer



Bill

The Distributor



Dave

Electrical Contractor



SWEETNESS

"NEVER DIE EASY"

#2 H.Y.S.

HELP YOUR SOULMATE

**Make a Great 1st
Webpression**

"We-We" Syndrome

- **WE ARE On Time**
- **WE HAVE Top Quality**
- **WE HAVE Wonderful Expertise**
- **WE HAVE AMAZING Capabilities**
- **WE ARE THE BEST - JUST ASK US**

**WHAT IS EVERYONE'S FAVORITE
RADIO STATION?**

WIIFM

What's in it for me?

WIIFYS

WHAT'S IN IT

FOR

YOUR SOULMATES

IT'S ALL ABOUT
THEM!

The screenshot shows a web browser displaying the PEDOC website. The browser's address bar shows 'pedocpower.com'. The website's header includes the PEDOC logo with the tagline 'THE OUTDOOR ELECTRIC POWER SOLUTION', a contact email 'info@pedocpower.com', and a 'How To Buy' button. A navigation menu contains links for 'MODELS', 'CATALOG', 'PRODUCT GALLERY', 'ADVANTAGES', 'TESTIMONIALS', and 'ABOUT PEDOC'. The main content area features a large image of various power pedestals with the text 'Durable Power Pedestals' and 'Stock, Quick Ship & Custom Options Available'. A blue 'QUOTE REQUEST' button is visible. Logos for 'UL LISTED', 'NEMA', and 'NEMA 4X' are also present. A video player is overlaid on the bottom of the screenshot, showing a play button, a progress bar at 42:37, and icons for closed captions, settings, and full screen. A red arrow points to the video player's progress bar, and another red arrow points to the website's navigation menu.

Melinda @ Pedoc SEO Jam Sessions 2023-03-15 13:00:03

▶ 1 ❤️ 0

The screenshot displays a web browser window with a search for "Pedoc Power Solutions" on Bing. The search results include a business listing for Pedoc Power Solutions, a product gallery, and a list of testimonials. A video player interface is overlaid on the bottom of the screenshot, showing a play button, a progress bar at 45:16, and a search icon. A red arrow points to the video player interface.

Melinda @ Pedoc SEO Jam Sessions 2023-03-15 13:00:03

SEO Boost Deliverables

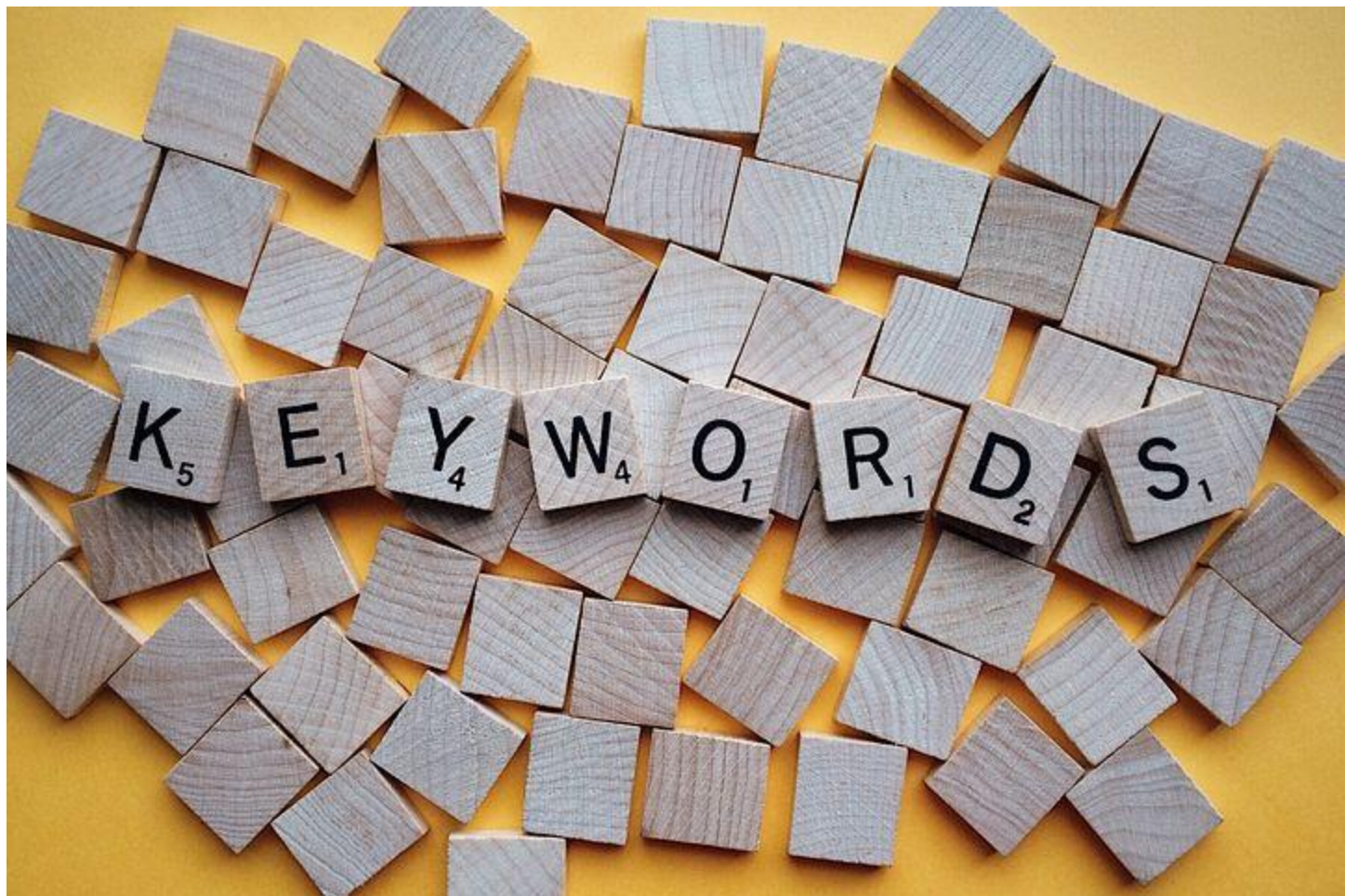
- **Extensive Website Audit**
- **Implementation of findings to increase SEO (Keywords, etc)**
- **Additional recommendations and roadmap for maintenance**

Extensive Website Audit that Includes:

- **Domain Authority**
- **Business Citations**
- **Keyword Rankings**
- **Website Speed, Sitemap, Identify & Correct 404 errors**
- **ALT Tags & H1 Tags**
- **Internal links, URLs, SSL Certificate, Page Titles, Page Descriptions**
- **Mobile Friendliness & Speed**
- **Includes 1 hour training session on SEO Yoast**

Training on Google SEO Tools & Implementation

- **Google Keyword Planner = includes 1 hour training session**
- **Google Business Profile**



CORE STRENGTHS



BRAG PARTY

WHAT ARE YOU ABSOLUTELY
BEST AT?

aka Your Top Keywords...

RIKS

Ridiculously Important Keywords

**Is Your Soulmate's Problem the
SAME keyword or phrase that you
are targeting?**

What is Cardboard Called?



ZARF

JAVA JACKET

How to NOT Burn My Fingers While Drinking Coffee

Niche Down Your Keyword Search Strategy

Shoes
Running Shoes
Pink Running Shoes
Pink Nike Running Shoes
Pink Running Shoes with Purple Shoelaces





KEYWORD PLANNER

Choose the right keywords

The right keywords can get your ad in front of the right customers, and Google Ads Keyword Planner is here to help.

[Go to Keyword Planner](#)

Your account isn't active - Your ads aren't running because your account has been canceled. Hide Learn more Reactivate

electric pedestals, commercial electric pedestals, outdoor power pedestals, commercial outdoor electrical posts

United States English Google Mar 2022 - Feb 2023

Broaden your search: + pedestals + electrical posts + electrical + commercial electric + outdoor electrical + outdoor posts + dryers

Exclude adult ideas X Add filter 31 keyword ideas available

Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad im...
Keywords you provided					
<input type="checkbox"/> electric pedestals	1K - 10K	+900%	+900%	High	
<input type="checkbox"/> outdoor power pedestals	100 - 1K			High	
Keyword ideas					
<input type="checkbox"/> shore power pedestal	100 - 1K	0%	0%	High	
<input type="checkbox"/> outdoor receptacle pedestal	10 - 100	0%	0%	High	
<input type="checkbox"/> dock electrical pedestal	10 - 100	0%	0%	High	
<input type="checkbox"/> eaton dock power pedestal	10 - 100	0%	0%	High	
<input type="checkbox"/> legend outdoor power pedestal	10 - 100	0%	0%	High	

Refine keywords

Expand all

Brand or Non-Brand
Non-Brands, dockside power, eaton, legrand, ...

Others
dock power pedestal

1:07:09

CC Settings Full Screen

B2Btail Manufacturing Ecommerce Success

Melinda @ Pedoc SEO Jam Sessions
2023-03-13 13:29:35

B2Btail Digital Game Plan

Compliments of IMEC

Navigate:

Overview

Positions

Rankings Table

Keyword Groups

Chosen Competitors

Mount Prospect, Illinois, United States



Overview

Hide Section

Average Google Position

26.4 0.5 ↓



Keyword and Positional Movement

12 ↑

Keyword Change

50 ↑

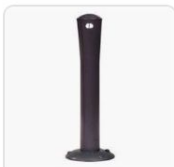
Positional Change

Google Local Pack Coverage

0% 11.1 ↓



Sponsored



Global Industrial...

\$91.95

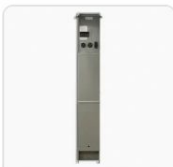
Global Indust...
30-day returns



ProMountDuo Universal...

\$625.00

Enphase Store
Get by 9/26



50-30-20 GFCI RV Pedestal ...

\$295.00

Outdoorsines...
★★★★★ (190)



360-Degree LED Pedesta...

\$1,899.99

Displays2go
60-day returns



Grey Pedestal - Contemporar...

\$261.00

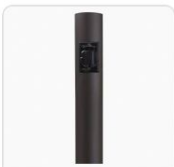
Pedestal Sou...
★★★★★ (4)



Universal Pedestal - for...

\$127.50

Mailboxes.com
Free by 9/...



Bronze 84" High Outdoor...

\$91.56

Lamps Plus
Free shipping



Arlington Gpd19Br Po...

\$45.10

Gordon Elect...
Get by 9/26



Pedoc Power Solutions
<https://pedocpower.com>

Pedoc Power Solutions - Powering the Outdoors

Premier manufacturer of durable outdoor power pedestals designed to safeguard outdoor electrical wiring and outlets. Made in the USA.

[Pedoc Advantages](#) · [Standard With Integral Base](#) · [Photos](#)



Landscape Forms
<https://www.landscapeforms.com> > product > Pages

Power Pedestal - Outdoor Charging Station

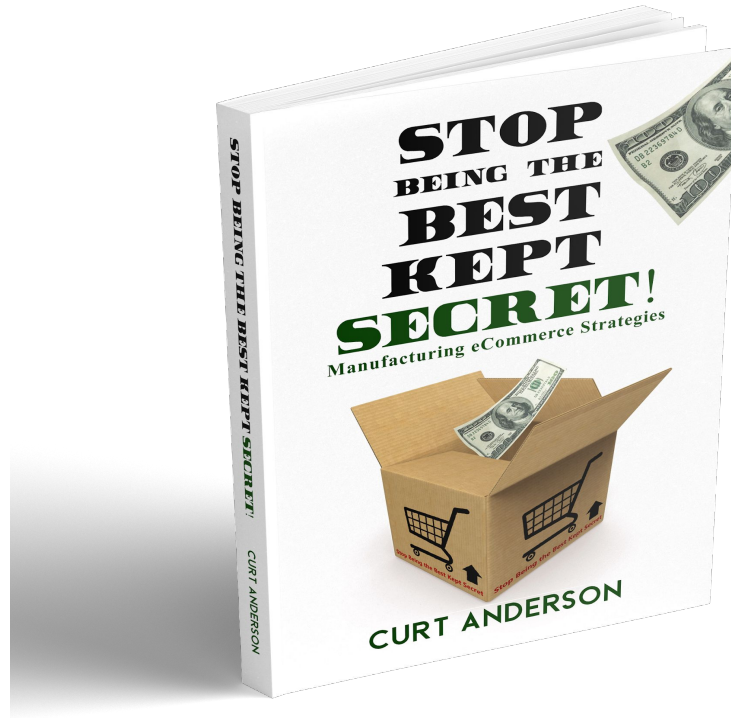
Outdoor Power is a family of mobile device charging stations that enable people to plug in and recharge. The Power Pedestal is a charging station f...



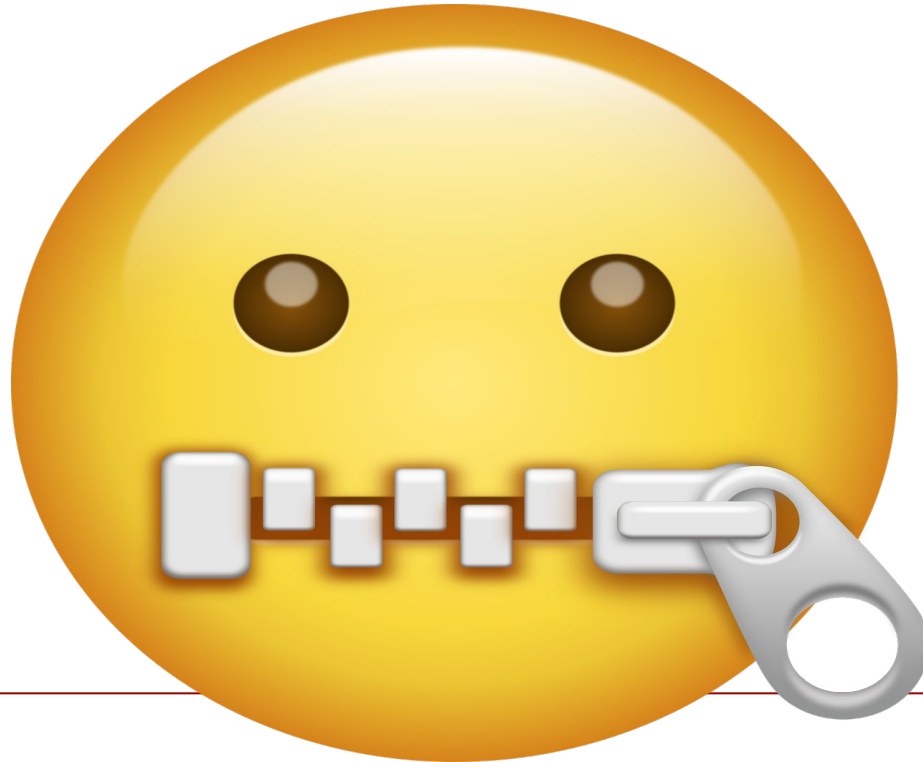
Who is Nicknamed Mr Cub?

SEO YOAST

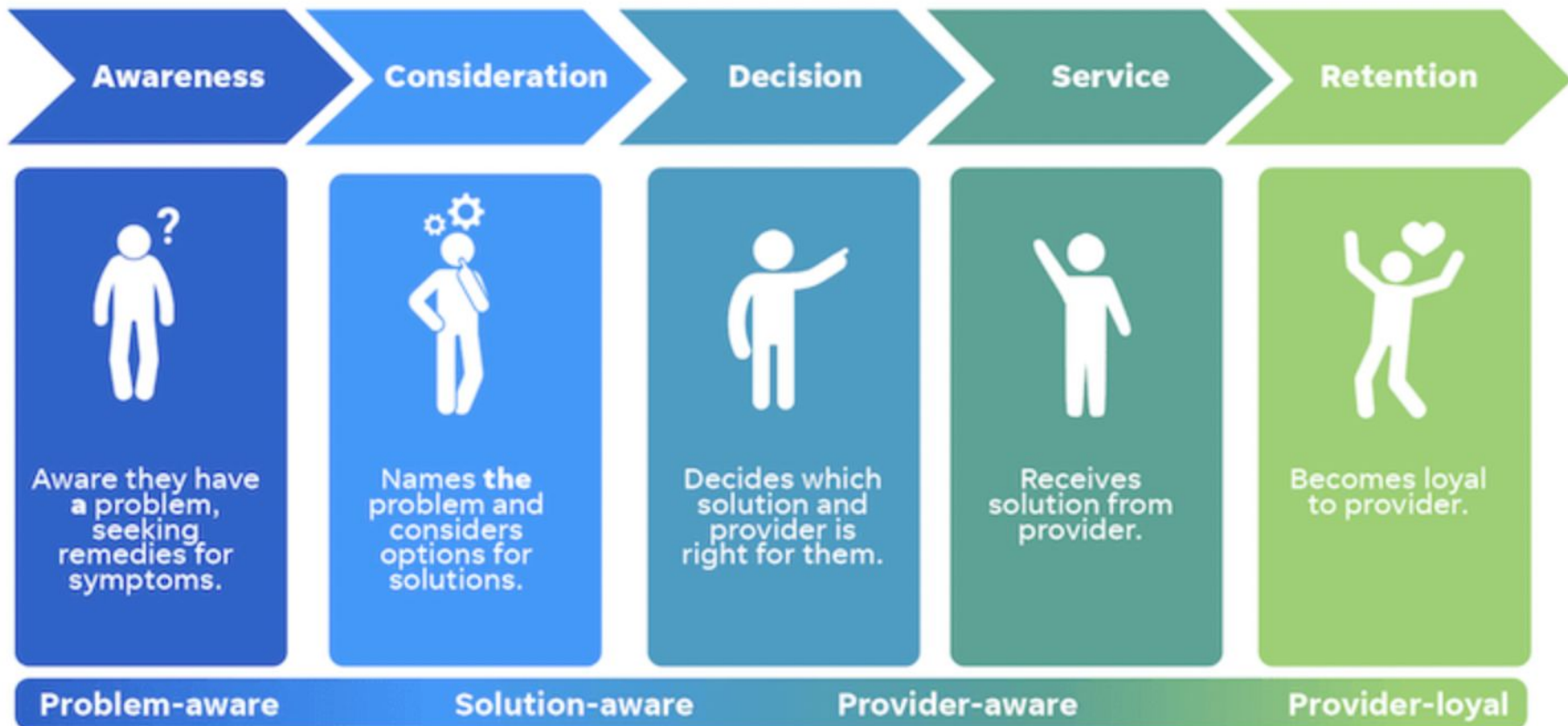
MY MOM'S FAVORITE BOOK



Closed Mouths Don't Get Fed



The Buyer's Journey



OUT-TEACH
THE
COMPETITION

Teach - Educate - Inform - Be the Expert





How to Earn Trust?

- Informative Newsletters
- Video messages - Such as How to's
- Checklists/Resource Guides
- Top 10 Reasons to

Live Streams



Pedoc Power Solutions Partners with IMEC - Live in Chicago





Art Anderson



Pedoc Power Solutions



my Sariego



How are you? How's it going today
Gloomy, but otherwise great. Happy to be

CurrentSAFE

Do You Feel More Empowered
for Your Ongoing Search
Strategies Thanks to IMEC?

**Which Cubs player was the MVP in
the 2016 World Series?**

1) **K.Y.S** = KNOW YOUR SOULMATE

2) **H.Y.S.** = HELP YOUR SOULMATE

**Dedicate Ourselves
to
Relentlessly Solving Problems
for
Our Soulmates**

Exciting Grant Program

ADVANCE MCHENRY COUNTY

No Cost Projects to Help McHenry County Manufacturers Rebound and Reinvent from the Pandemic.

[MORE](#)

COOK COUNTY MANUFACTURING REINVENTED

Suburban Cook County grant to help manufacturers get equipped to prosper!

[MORE](#)

Curt@B2Btail.com

**COMPLIMENTARY
WEBSITE AUDIT**