Charlotte County RESTORE Act Funding Application

General Project Information			
Applicant Name	Julio Fernandez		
Was the proposed activity included in any claim for compensation paid out by the Oil Spill Liability Trust Fund after July 6, 2012? If "Yes," the project is not eligible for funding		Yes	No
		☐	☑
Person to be contacted regarding application	Name: Julio Fernandez		
	Title: VP Search Marketing & Analytics		
	E-mail: Julio@SocialShelfspace.com		
	Phone: (850) 461-3969		
Proposal Title	Online Optimization and Asset Creation to Increase Tourism		

Project Executive Summary: Provide a concise project summary or abstract in the space below (250 words max)

SocialShelfspace.com is an award-winning Florida marketing agency that 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 Charlotte County our tools and knowledge with the latest Google ranking algorithms to:

- Optimize content from current tourism websites managed by Charlotte County, the Tourist Development Council and the Charlotte Harbor Visitor & Convention Bureau.
- Recommend new search-friendly assets (Web pages, social media channels, YouTube videos) for the Tourist Development Council to distribute
- Create new search-friendly content under our domains.
- Deliver monthly search ranking reports
- Use our social media channels and budget to promote the new content via Facebook and Google Ads.
- Teach a hands-on workshop with members of the Charlotte County community to go over best practices for content creation and the latest search algorithm updates

Project Location			
	Street: Web-based services		
	City:	State:	
	Zip Code:		
	If no street address is available, please provide longitude/latitude		

Project Eligibility

Select the one primary RESTORE Act eligible activity of the project in the first column and any others that apply in the second column by placing an X in the row corresponding to the qualifying eligible activity. Project must fulfill one eligible activity at a minimum to be eligibile for funding.

RESTORE Act Eligible Activity

Primary activity	All others that apply	Eligible Activity
☐	☐	Restoration and protection of the natural resources, ecosystems, fisheries, marine and wildlife habitats, beaches, and coastal wetlands of the Gulf Coast Region
☐	☐	Mitigation of damage to fish, wildlife, and natural resources
☐	☐	Implementation of a federally approved marine, coastal, or comprehensive conservation management plan, including fisheries monitoring
☐	☑	Workforce development and job creation
☐	☑	Improvements to or on State parks located in coastal areas affected by the Deepwater Horizon oil spill
☐	☐	Infrastructure projects benefitting the economy or ecological resources, including port infrastructure
☐	☐	Coastal flood protection and related infrastructure
☑	☐	Promotion of tourism in the Gulf Coast Region including recreational fishing
☐	☑	Promotion of the consumption of seafood harvested from the Gulf Coast Region

Project Eligibility

Select the one primary Charlotte County goal met by the project in the first column and any others that apply in the second column by placing an X in the row corresponding to the appropriate County goal. Project must meet a minimum of one County goal to be eligible for funding.

Charlotte County Goals

Primary Goal Met	All others that apply	Charlotte County Goal
☐	☐	Water Resource Protection: protects or restores water quality and quantity
☐	☑	Efficient and Effective Government: facilitates organization's capacity to govern and manage effectively
☐	☐	Quality of life: enhances community life through the conservation of wildlife, protection or restoration of natural resource and providing community amenties
☐	☐	Fiscal/ Financial Planning: increases effectiveness of local government and maintains strong financial condition
☐	☐	Growth Management: manages growth and change consistent with County's comprehensive plan
☐	☐	Public Safety: maintains a safe and healthy community
☑	☐	Economic Development: create a business climate that promotes a diversified, growing economy consistent with growth management plans and enhanced quality of life.
☐	☐	Human Services: pursue available funding sources to facilitate providing services to meet community needs.
☐	☐	Infrastructure: stabilize and maintain County-wide infrastructure.

Project Cost

Project Cost	Value	Percent of project cost
Total Cost	$ 125,000	100 %
RESTORE Request	$ 81,000	64.8 %
Secured Match (include documentation)	$	%
In-kind match value	$ 44,000	35.2 %
Funding Gap	$	%
Anticipated Cash Match	$	%

Project Timeline

Estimated Project Start Date	March 2016
Estimated Project Completion Date	June 2017

Range of Project Benefit		
Select the range of benefit project is anticipated to have	Select One	Range of Benefit
	☐	Local
	☑	County-wide
	☐	Regional
	☐	Gulf-wide

Provide brief description of project scale in the space below (100 words max)
Keyword research is a small scale project with a big return on investment to identify: a) Assets that should not be touched - because they have a top ranking and links from other sites. b) Assets that need to be optimized - because they are not ranking c) Assets that need to be created - because there is search demand but no pages from Charlotte County for search engines to find. Assets can be web pages, YouTube videos, Tweets or Instagram photos since they all have the opportunity to rank on the search and social media shelf space.

Does project provide added benefit when combined with	Yes/No	List projects in box below
Other **proposed** projects or programs?	Yes	Any marketing offer from the County will benefit from our keyword research and domain market share analysis. Our training also helps with the creation of any new web or social asset to increase the signals the search engines can find.
Other **completed** projects or programs?	Yes	During our website audit, we will make recommendation to remove ranking barriers from current websites.

Project Feasibility

	Yes/No
Does the project require federal, state, or local permits?	No

If yes, list permits required below

Permits required	Permit Type (federal, state, local)	Status (obtained, not obtained)

Existing Planning	Yes/No
Is the project part of an existing federally approved comprehensive conservation management plan?	No
Is the project part of a County or state plan?	No

If yes, list plan below

Budget Justification				
Activity/Item	**Cost**	**Requested RESTORE Funds**	**Cash Match**	**In Kind Match**
Project Design				
Subtotal	$ 0.00	$ 0.00	$ 0.00	$ 0.00
Project Permitting				
Subtotal	$ 0.00	$ 0.00	$ 0.00	$ 0.00
Project Activity				
	$ 125,000.00	$ 81,000.00		$ 44,000.00
Subtotal	$ 125,000.00	$ 81,000.00	$ 0.00	$ 44,000.00
Monitoring				
Subtotal	$ 0.00	$ 0.00	$ 0.00	$ 0.00
TOTAL	$ 125,000.00	$ 81,000.00	$ 0.00	$ 44,000.00

Costs are in 2015 dollars and do not account for inflation

Online Optimization and Asset Creation to Increase Tourism

Proposal for Charlotte County
RESTORE Act Advisory Board
April 16, 2015

Situation Overview

Charlotte County RESTORE Act Advisory Board 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 an award-winning Florida marketing agency that 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 Charlotte County our tools and knowledge with the latest Google ranking algorithms to:

1. Optimize content from current tourism websites managed by Charlotte County, the Tourist Development Council and the Charlotte Harbor Visitor & Convention Bureau.

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:
    - BestVacation.in
    - BestFishing.in
    - DeepSeaFishing.in
    - BestSeafood.in
    - ToSee.in

    The new search and social media friendly content will have easy to remember URLs like www.ToSee.in/CharlotteHarbor , www.BestSeafood.in/PuntaGorda , www.BestFishing.in/BocaGrandePass , for search engines to rank, users to find and share. We can also create sub-domains like EcoTourism.ToSee.in/CharlotteCounty and link back to 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 Charlotte County.

Deliverables

Service One: Charlotte County Keyword Research

We start with a conversation to determine the keywords you believe potential visitors use to find Charlotte 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 Charlotte 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.

Afterwards, our next step is to compile a list of target keywords that can deliver organic traffic with high conversion potential. Typically, this involves generating10,000 relevant keywords and 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 in 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 Charlotte 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 a PLP to each golden keyword in order to track optimization efforts with the 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 to increase the number of assets that users can find but limit competition between County websites and pages from local Charlotte County businesses that are already ranking. We estimate offering these reports by the 10th 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 (Charlotte County Historical Center, Charlotte Harbor Preserve State Park) and unbranded keywords (seafood restaurants, bike trails), 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 and pages that are not PLPs but are ranking well. As we identify these content creation opportunities, SocialShelfspace.com will create the content under one of our domains and will use our social media channels to promote the content. We will use our own budget to purchase Google and Facebook ads to promote the content.

Monthly ranking reports will also show how non-Gulf Coast domains rank 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 the report is updated with a new column for the latest month and compares the latest data with the previous month.

Service Four: Ongoing Search Optimization and Training

Each month, SocialShelfspace.com will provide 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.

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

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.

Budget and Matching Funds

Budget for 14 months	
Service One: Charlotte County Keyword Research	$5,000
Service Two: SEO Analytics, Baseline Ranking & Domain Market Share Report	$4,000
Service Three: Twelve Monthly Ranking Reports and Content Creation	$72,000
- **Service Four:** Ongoing Search Optimization and Training*	$12,000
- Purchase of Tourism related domains*	$15,000
- Web hosting and domain services*	$5,000
- Targeted Google Ads*	$6,000
- Targeted Facebook Ads*	$6,000
Total Budget	$125,000
* Matching funds from SocialShelfspace.com if the proposal is selected	- $44,000
Required funding to complete project	**$81,000**

Key Contacts for the Project

Company	SocialShelfspace.com
Name & Title	Julio Fernandez, VP Search Marketing & Analytics
E-mail	Julio@SocialShelfspace.com
Phone	(850) 461-3969

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.

Mailing Address	SocialShelfspace.com 981 Highway 98 E. # 3-291 Destin, FL 32541-2525

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.

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.

Sample interactive map from similar projects for the RESTORE Act Advisory Board to review:
http://socialshelfspace.com/slo-fb201410/

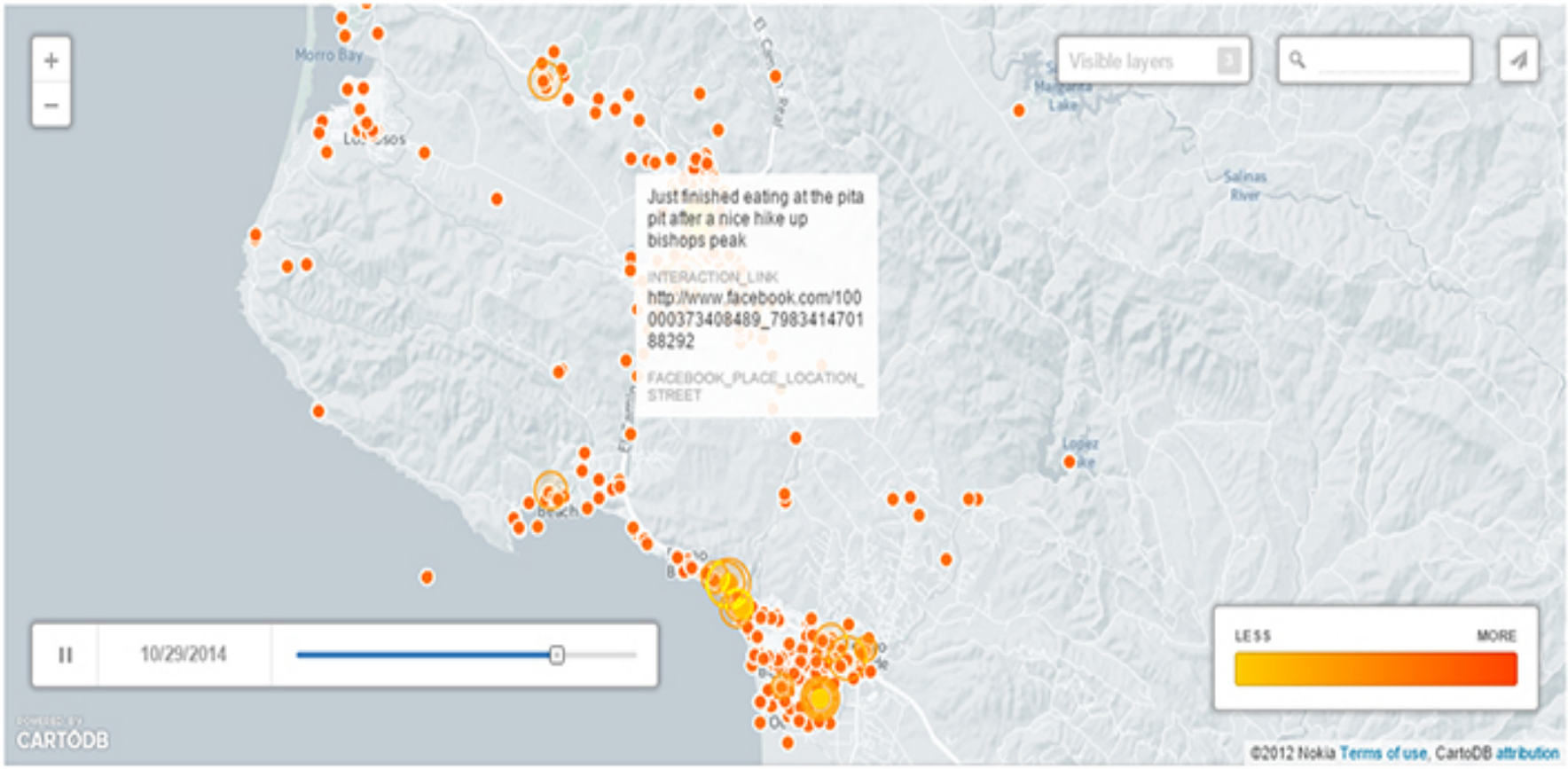
Mr. Fernandez also contributes articles to different publication including *The Huffington Post*, providing insight as an active participant in the evolution of search, location based services and mobile marketing. You can reach Julio Fernandez via his work email, Julio@SocialShelfspace.com or most social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

Social Interactions Map

by Web Admin

> Zoom in or out to see local and national interactions.
> Available layers: Clusters, Intensity, Posts and Time-lapse.
> Click on a "post" to see the interaction source. Click the URL and see the actual interaction from Facebook, Twitter, Foursquare or Instagram.

By Region: Central California.



Map created by Social Shelf Space

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