

BE SEEN IN THE 904

MARKETING BASICS FOR YOUR BUSINESS



+



WHO WE ARE



WE ARE WINGARD

A team of designers,
communicators, and strategists
working in tandem to help our
community and our client partners
meet their full potential.





ABOUT WINGARD

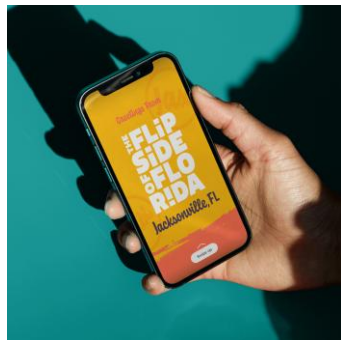
Wingard is a full-service marketing agency that delivers daring ideas and fresh perspectives that engage, inspire and convert your target audience.

- Brand Activation & Community Engagement Services
- Branding & Design
- Digital & Social Media
- Marketing & Advertising
- Marketing Strategy
- Media Planning & Buying
- Video & Animation
- Public Relations & Communications
- Search Engine Optimization (SEO) Services
- Web Design & Development





OUR WORK



WEBSITE

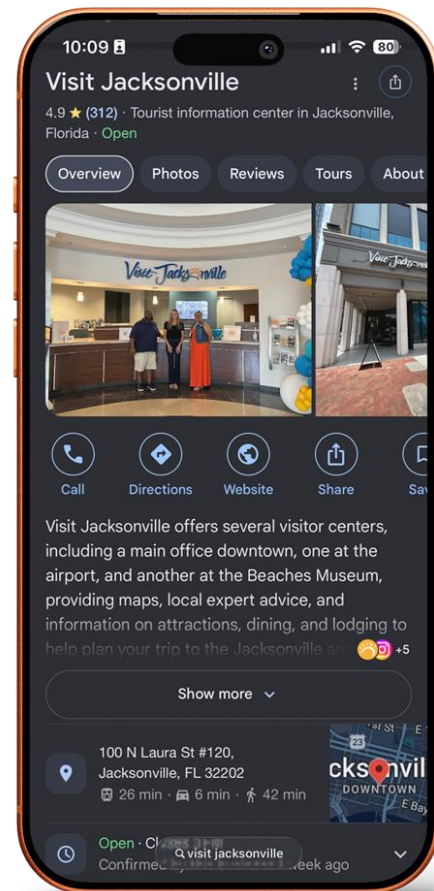


LOCAL SEO & GOOGLE BUSINESS PROFILES

Proximity, reviews, content. 3 things Google really ranks.

Local Map rankings live and die by data consistency, review volume, and fresh content.

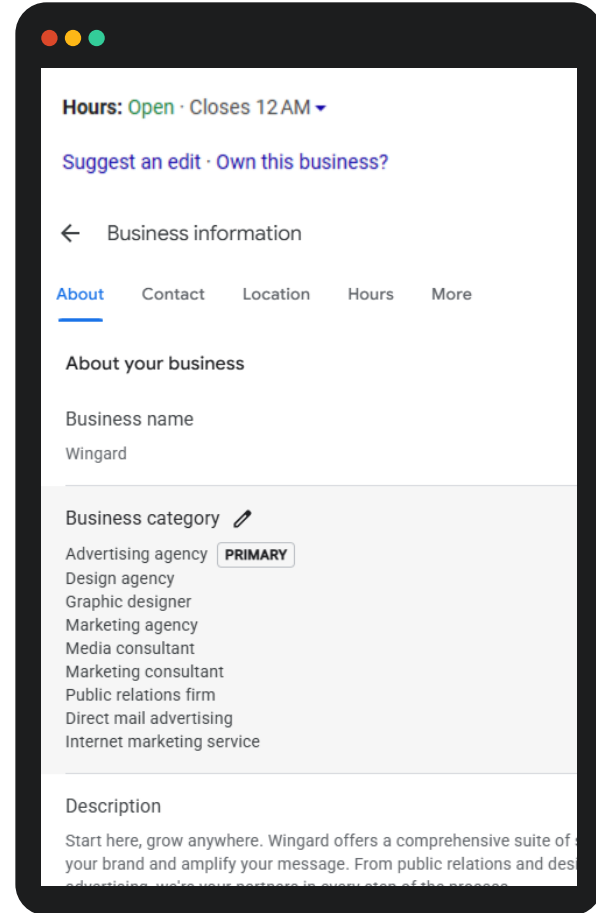
- + **Name, address, phone number alignment**
- + **Google Business posts & offers** — weekly cadence
- + **Local landing pages** — built for conversions
- + **Local Map performance reporting** — by keyword, by location





GOOGLE BUSINESS PROFILE CHECKLIST

- Claim your profile if you haven't already
- Ensure that name, address, phone number is consistent everywhere (website, social, gbp, etc)
- Select your primary category
 - Then secondary categories
- Update the profile with new pictures and content every week or two.



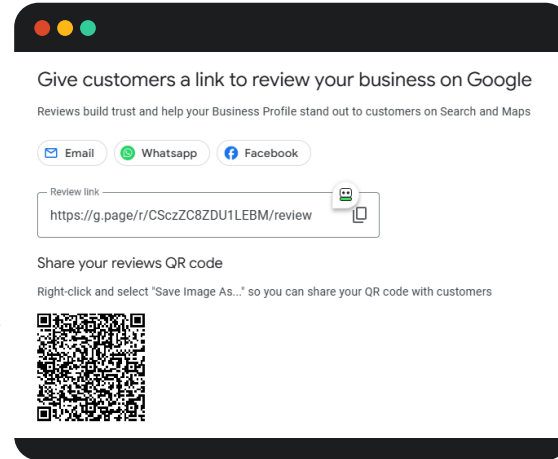
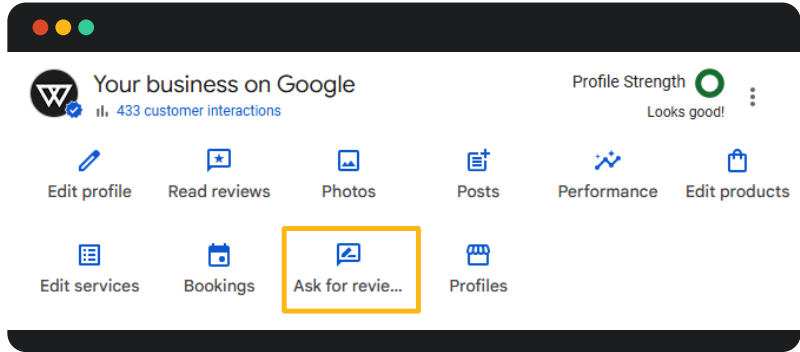


THE POWER OF REVIEWS

Reviews are one of the most important ranking factors for google while considering to server your business in an organic search. It is not always about the star-rating. Google likes to see consistent reviews coming in for businesses.

Review
Link

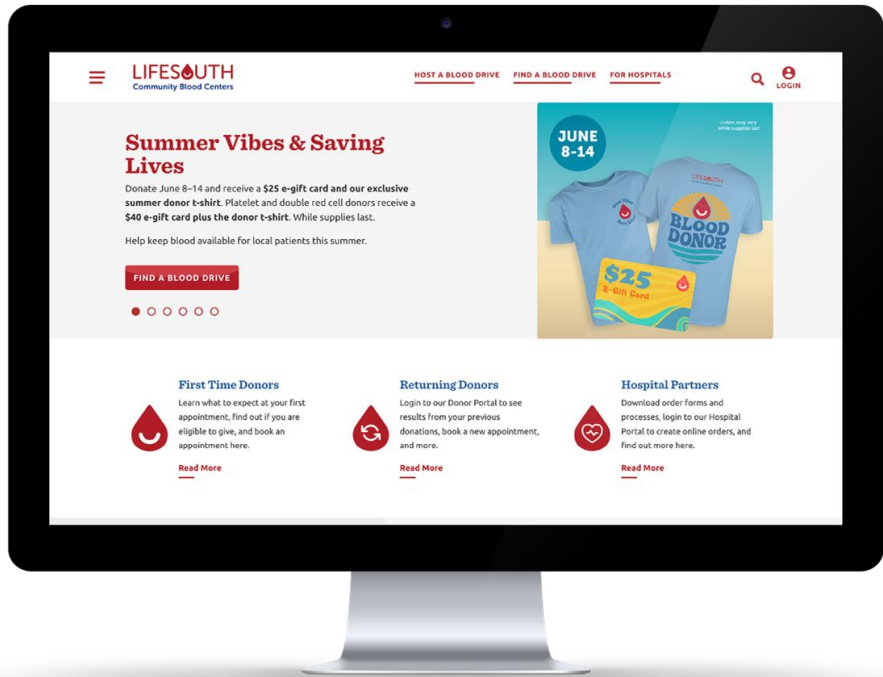
QR Code





WEBSITE TIPS

- **Don't make people search your site to make sure they are in the right place**
 - Add the most relevant content above the fold
 - Make what you offer the next thing people see
 - Include pricing if that is relevant to your business
- **It should be super easy to contact you or purchase products.**
 - Click to call phone number
 - Simple forms that only ask for the most important information
 - The rest you'll get if they want to be a customer
 - Easy checkout and payment options





WEBSITE CHECKLIST

- 1 Does your site have the word Jacksonville in your title tag?
- 2 Does your site have the word Jacksonville in your description?
- 3 Is your phone number prominent and clickable?
- 4 Is it easy to find your address?
- 5 Are your H1 tags being used properly?



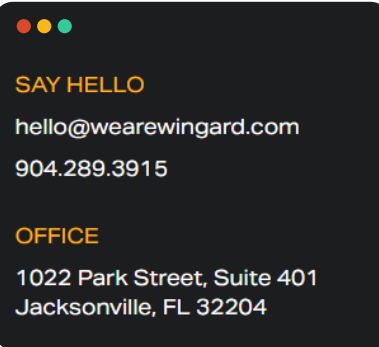
Wingard Marketing
<https://www.wearewingard.com> › agency :

1

Marketing & Advertising Agency in Jacksonville, Florida

2

Learn more about Wingard, a Jacksonville-based marketing company that specializes in creative solutions to client goals.



3

SAY HELLO

hello@wearewingard.com

904.289.3915

OFFICE

1022 Park Street, Suite 401
Jacksonville, FL 32204

4

5

H1 Title - Very important

H2 Title - Less important than H1

H3 Title - Less important than H2

H4 Title - Less important than H3

H5 Title - Less important than H4

H6 Title - Less important than H5



GEO VS. SEO: WHAT'S THE DIFFERENCE?

	SEO	GEO
Goal	Rank high in traditional search engines, including SERPs and AI-powered features like AI Overviews, to drive traffic to your site	Get your content cited or mentioned in AI-generated answers (and in voice search) to grow brand awareness and drive traffic to your site
User Behavior	Users browse SERPs and decide which link to click. They also explore AI-generated answers to satisfy their search intent and potentially click to learn more.	Users ask questions and read the AI-generated answer. They might also explore the sources used to create the AI response (citations).
User Intent	Navigate to a site for detailed information or get an instant response via a SERP feature	Get detailed information directly from the AI search engine
Discovery surface	Direct links, featured snippets, People Also Ask, local packs, knowledge panels, AI Overviews, and AI mode	AI answers, citations, embedded URLs, brand mentions, and Google's AI features
Success metrics	Higher rankings and visibility across both search results and AI-powered features, leading to more organic traffic	Increase in AI brand mentions, citations, or placements in AI-generated responses

How They Work Together

While SEO builds your authority and trustworthiness, GEO makes your content easier for AI systems to parse, understand, and cite.

AI favors trusted domains

Strong organic rankings and authority make a domain more likely to be cited

AI doesn't necessarily cite high-ranking pages

AI often pulls subpages, blog posts, or documentation within trusted domains instead of the exact ranking URLs.

Authority Drives Inclusion

AI prioritizes domains with strong backlinks, authority, and visibility.



GENERAL GUIDELINES: HOW TO OPTIMIZE FOR AI SEARCH



Add Specific Statistics to Your Best Content

Content with specific, cited statistics consistently gets referenced more than vague generalizations.



Test Your Topics on AI Platforms

Ask AI chat bots the same questions your target audience would ask about your industry. Note which competitors are cited and which pages. (Wingard can also help with this!)



Structure Content for Direct Answers

Write content that answers questions directly and specifically in standalone sections. Provide direct answers upfront rather than building success. AI systems extract chunks of information, so each section in your web page should make sense out of content from the rest of the page.

This can include:

- Comparison charts or tables that structure information to be read easily
- FAQ-style content
- “Semantically chunked” web content broken up into a headline and subhead-rich format



Make Yourself Easy to Quote

Include expert quotes, testimonials, case studies, and concrete examples AI systems can extract and reference.

SOCIAL MEDIA



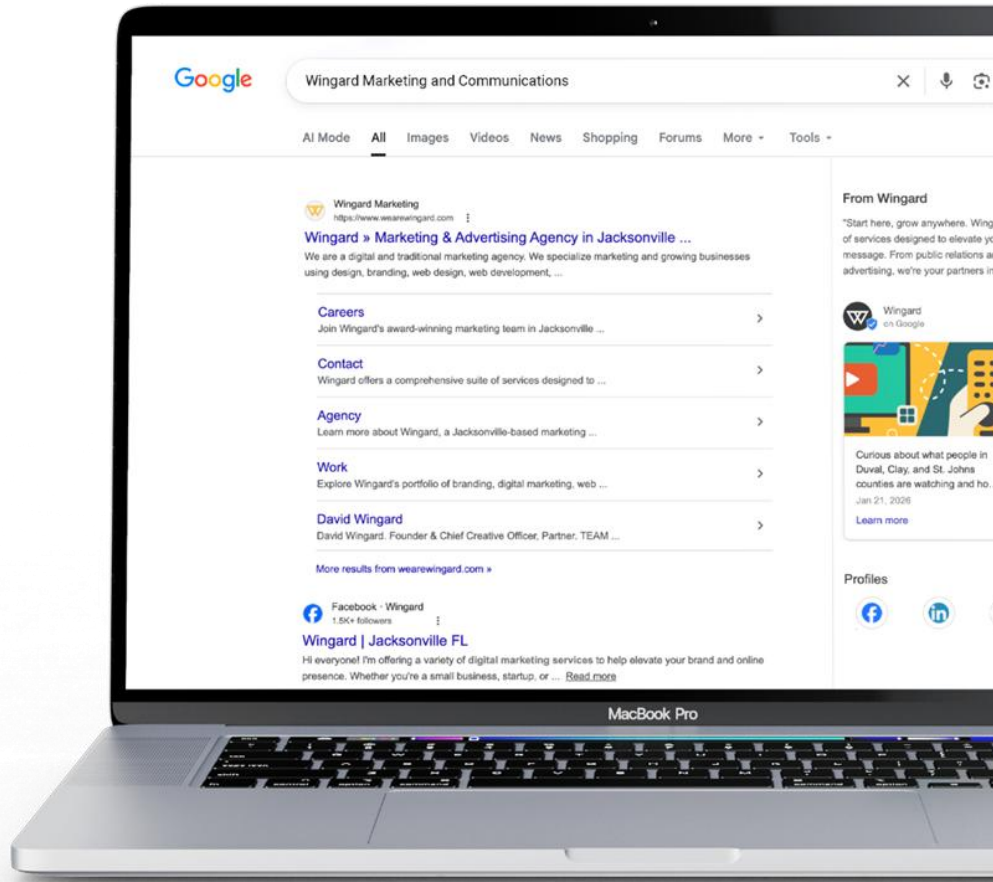
SEARCH DOESN'T STOP AT YOUR WEBSITE

Social Media Helps You Show Up on Google.

In fact, your social profiles are often some of the first things people see when they search your business. That's because Google is looking at the broader signals surrounding your brand on the web.

Social activity helps strengthen your visibility through:

- More website traffic
- More backlinks
- More brand mentions
- More engagement signals
- Greater keyword association





SOCIAL CONTENT IS SEO CONTENT

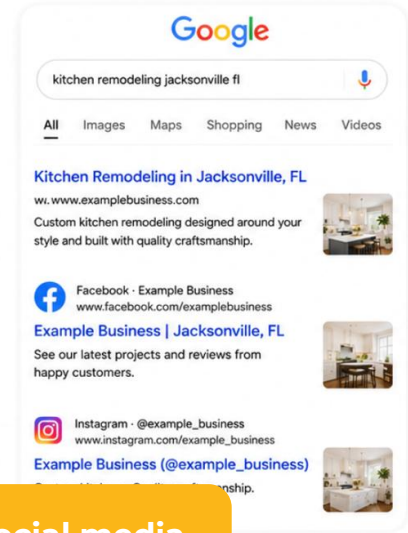
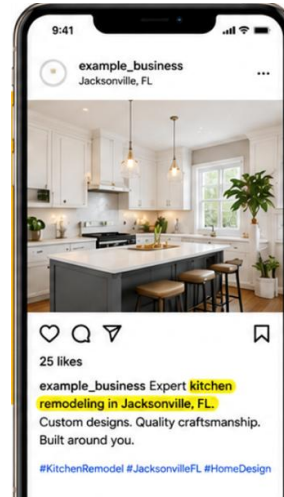
What You Post Matters

Facebook AND Instagram content appears in Google search results, making captions more important than ever.

Instead of relying solely on hashtags, focus on creating content that reinforces what you want to be known for.

Post regularly about:

- Services offered
- Locations served
- Expertise & industry knowledge
- Frequently asked questions
- Projects & case studies
- Products & customer success stories



41% of Gen Z say they turn to social media first when looking for information



YOUR SOCIAL MEDIA SEO CHECKLIST

- ▶ Optimize social bios with keywords and location
 - ▶ Write captions using natural search language
 - ▶ Add location tags whenever relevant
 - ▶ Use descriptive alt text
- ▶ Create FAQ-style content
 - ▶ Repurpose blogs and social posts
 - ▶ Align messaging across all platforms
 - ▶ Post about services, locations and expertise

USING VISIT JACKSONVILLE'S PLATFORM

**USING
VISITJACKSONVILLE.COM
TO YOUR ADVANTAGE**



NEWSLETTER

TRIP PLANNER

WATCH NOW

Jacksonville
THE FLIP SIDE
OF FLORIDA

78°F



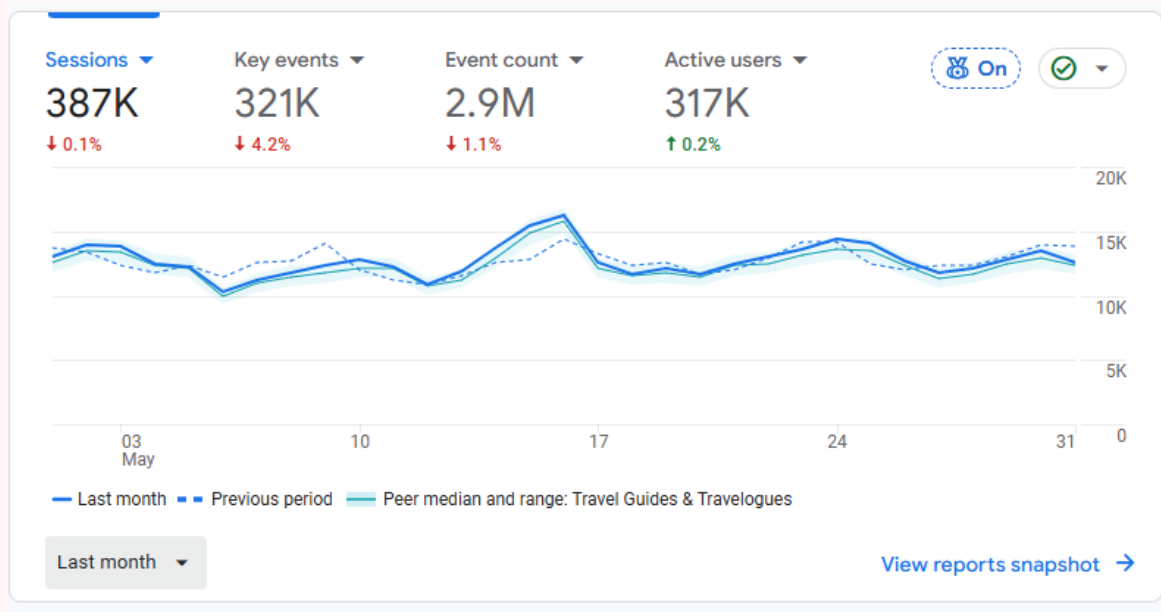
Welcome to the Flip Side of Florida

If you had to sum up Jacksonville in a nutshell, it would be a boiled peanut: a secret recipe, an unexpected delight, a reason to pause instead of passing through.

Yes, we have 22 miles of beaches, year-round sunshine, world-



WEBSITE TRAFFIC & SEO

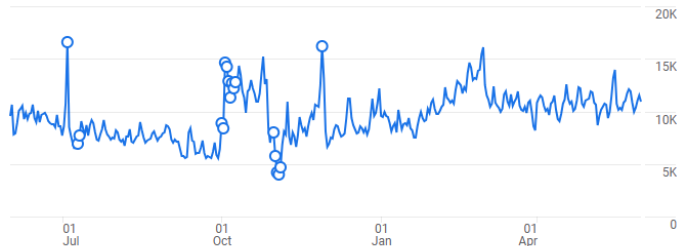


Acquisition overview



Active users ⓘ 3.2M

New users ⓘ 3.1M

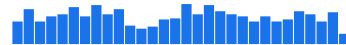


ACTIVE USERS IN LAST 30 MINUTES



227

ACTIVE USERS PER MINUTE



TOP COUNTRIES

ACTIVE USERS

United States	221
Singapore	2
Italy	1
Netherlands	1
Puerto Rico	1

[View realtime →](#)

New users by

First user primary channel grou...

FIRST USER PRIMARY CHA...



NEW USERS

Organic Search	907K
Cross-network	556K
Paid Social	533K
Display	321K
Paid Search	265K
Direct	259K
Paid Video	176K

[View user acquisition →](#)

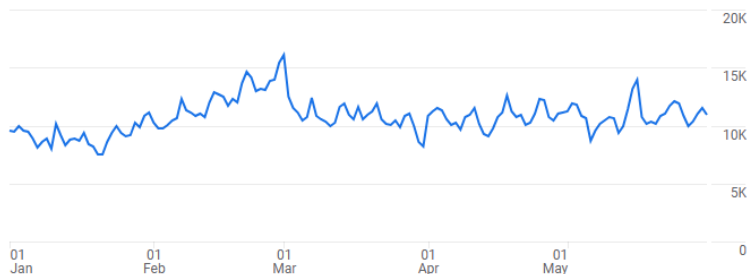
Custom Jan 1 - May 31, 2026



Acquisition overview

Active users ⓘ 1.5M

New users ⓘ 1.5M



ACTIVE USERS IN LAST 30 MINUTES



233

ACTIVE USERS PER MINUTE



TOP COUNTRIES

ACTIVE USERS

United States	227
Singapore	2
Italy	1
Netherlands	1
Puerto Rico	1

[View realtime →](#)

New users by

First user primary channel grou...

FIRST USER PRIMARY CHA...



NEW USERS

Organic Search	352K
Cross-network	316K
Paid Social	258K
Paid Video	127K
Display	119K
Direct	117K
Paid Search	111K

[View user acquisition →](#)

Jacksonville Area Businesses

Search by Category

All Categories ▼

Search by Location

All Neighborhoods ▼

Search by Amenity

All Amenities ▼

Search by Keyword

Search here...

Display Mode

GRID

MAP

Sort By Nearest To Me

YES

NO

Results Per Page

24 ▼



1 Foxy Lady Cafe and Catering

1837 N. Pearl Street
Jacksonville, Florida 32206
(904) 339-3505



103rd Street Sports Complex

10244 103rd Street
Jacksonville, Florida 32222
(904) 703-5939



11 North

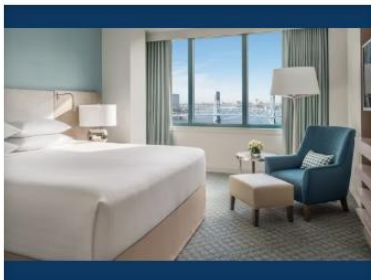
11 19th Ave N
Jacksonville Beach, Florida 32250
(904) 297-3932

< BACK

Hyatt Regency Jacksonville Riverfront

SHARE 

Hyatt Regency Jacksonville Riverfront is located adjacent to the city's scenic Main Street Bridge, providing panoramic river views, complimentary shuttle service and walkable access to the heart of downtown. Our hotel leverages the largest function space in Northeast Florida, relaxing views from hotel rooms and meeting spaces, and brand new lobby and restaurants that foster connections and energize travelers.



WEBSITE

EMAIL



Details

Virtual Tour

Amenities

Meeting Spaces

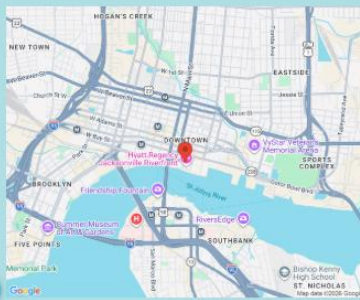
Reviews

ADDRESS

225 East Coastline Drive
Jacksonville, Florida 32202

PHONE

(904) 588-1234



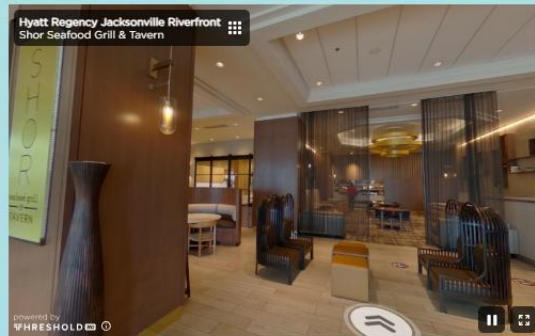
Details

Virtual Tour

Amenities

Meeting Spaces

Reviews



Details

Virtual Tour

Amenities

Meeting Spaces

Reviews

Guest Rooms: 951

Meeting Rooms: 25

ACOSTA

- Area: 1,122 square feet

Configuration	Description	Occupancy	Area
Banquet		50	1,122 sq ft
Reception		75	1,122 sq ft
Theater		90	1,122 sq ft
Classroom		54	1,122 sq ft
U Shape		32	1,122 sq ft

BOARDROOM 1

- Occupancy: 20 - 70
- Area: 588 square feet
- Height: 9 feet

Configuration	Description	Occupancy	Area
---------------	-------------	-----------	------

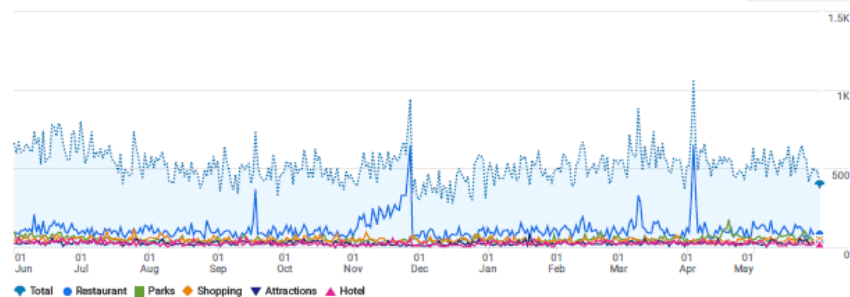
All Users Event name includes part...

Custom Jun 1, 2025 - May 31, 2026

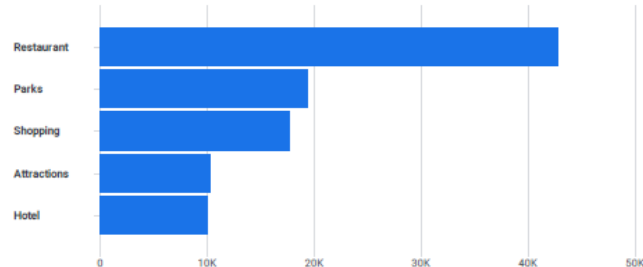
Partner Referrals

Screen resolution does n...

"partner_referral" event count over time



"partner_referral" event count by category_name



Plot rows

Search

Rows per page: 10

Go to: 1 1-10 of 107



category_name



Total



Event count
partner_referral

191,830
0.58% of total



1

Restaurant

42,791 (22.31%)



2

Parks

19,475 (10.15%)



3

Shopping

17,743 (9.25%)



4

Attractions

10,279 (5.36%)



5

Hotel

10,085 (5.26%)



6

Nightlife

6,364 (3.32%)



7

Meeting Facility

5,806 (3.03%)



8

Water Transportation/Taxi

5,555 (2.9%)



9

Performing Arts

5,015 (2.61%)



10

Guided Tours/Walking Tours

4,576 (2.39%)

All Users

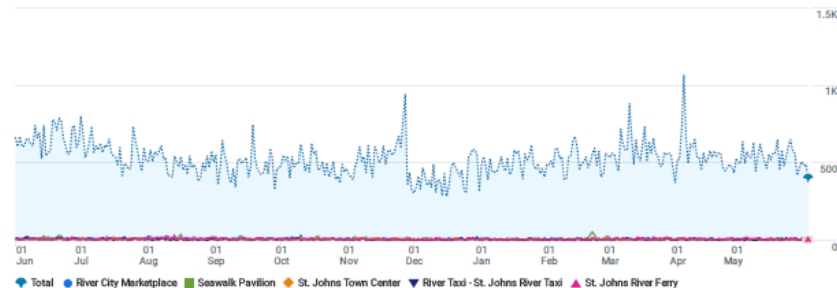
Event name includes part...

Custom Jun 1, 2025 - May 31, 2026

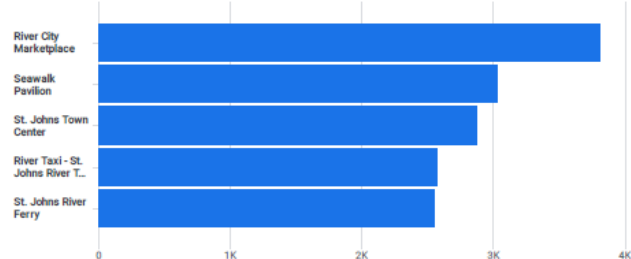
Partner Referrals

Add filter

"partner_referral" event count over time



"partner_referral" event count by partner_name



Plot rows

Search...

Rows per page: 10

Go to: 1

1-10 of 2546

	partner_name	Event count partner_referral
☒	Total	191,863 0.57% of total
☒	1 River City Marketplace	3,815 (1.99%)
☒	2 Seawalk Pavilion	3,032 (1.58%)
☒	3 St. Johns Town Center	2,872 (1.5%)
☒	4 River Taxi - St. Johns River Taxi	2,576 (1.34%)
☒	5 St. Johns River Ferry	2,548 (1.33%)
☐	6 Friendship Fountain	2,456 (1.28%)
☐	7 103rd Street Sports Complex	2,113 (1.1%)
☐	8 5 Points Farm	1,979 (1.03%)
☐	9 Riverside Arts Market (RAM)	1,971 (1.03%)
☐	10 13th Floor Haunted House Jacksonville	1,836 (0.96%)

Events

[SHARE](#)

Get a "first look" at what's going on in Jacksonville.

A comprehensive view of big events in Jacksonville, Florida. View our [big events](#) page to learn more about annual "trip worthy" event highlights.

Events in Jacksonville

Search by Category

All Event Categories

Search by Location

All Neighborhoods

Search by Keyword

Search here...

Date Range



Display Mode

GRID

MAP

Sort By Nearest To Me

YES

NO

Results Per Page

24

[TODAY](#)
[THIS WEEK](#)
[THIS WEEKEND](#)


JUN 16 - 21

Lerner and Loewe's My Fair Lady

Artist Connection Theatre
 5566 Fort Caroline Rd
 Unit 5
 Jacksonville, FL 32277



JUN 16 - 28

Violet

Players by the Sea
 106 N 6th St.
 Jacksonville Beach, FL 32250
 (904) 201-9609



JUN 16

PROJECT ATRIUM: Nari Ward

MOCA (Museum Of Contemporary Art)
 333 N Laura St.
 Jacksonville, Florida 32202

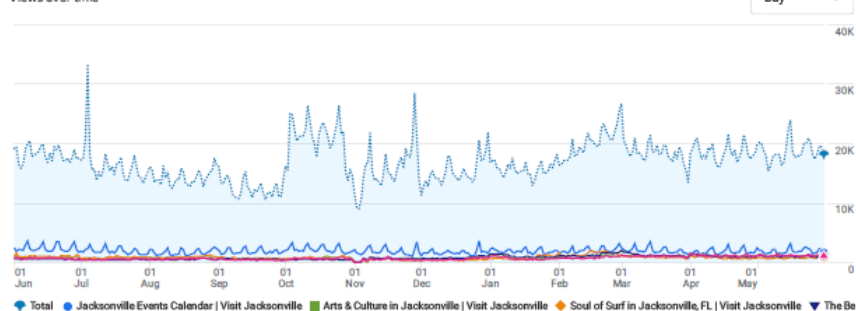
All Users Event name includes part...

Custom Jun 1, 2025 - May 31, 2026

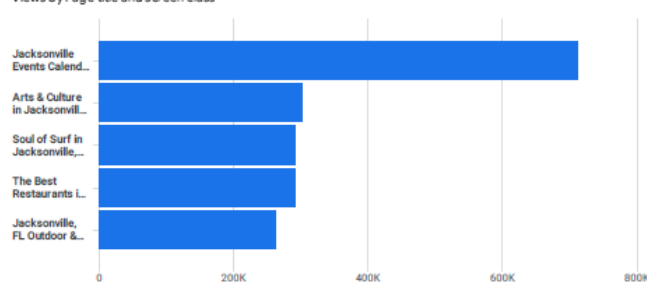
Pages and screens: Page path and screen class

Add filter

Views over time



Views by Page title and screen class



Plot rows

Search...

Rows per page: 10

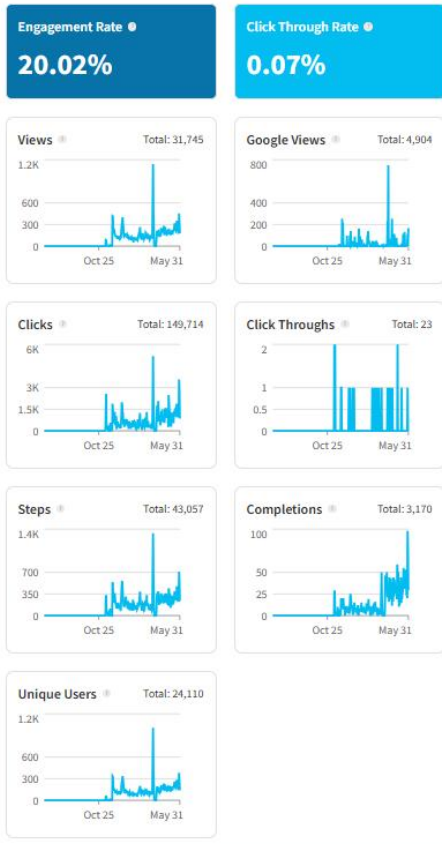
Go to: 1 1-10 of 8534

	Page title and screen class	Sessions	Engagement rate	Views	Active users	Views per active user	Average engagement time per active user	Event count All events	Key events All events	Total revenue
	Total	4,023,911 100% of total	58.68% Avg 0%	6,230,058 100% of total	3,182,017 100% of total	1.96 Avg 0%	1m 03s Avg 0%	33,434,883 100% of total	3,936,494.00 100% of total	\$0.00
1	Jacksonville Events Calendar Visit Jacksonville	339,973 (8.45%)	84.44%	713,095 (11.45%)	261,467 (8.22%)	2.73	1m 55s	2,973,956 (8.89%)	546,485.00 (13.88%)	\$0.00 (-)
2	Arts & Culture in Jacksonville Visit Jacksonville	265,909 (6.61%)	46.01%	302,041 (4.85%)	227,265 (7.14%)	1.33	27s	1,132,208 (3.39%)	68,523.00 (1.74%)	\$0.00 (-)
3	Soul of Surf in Jacksonville, FL Visit Jacksonville	275,576 (6.85%)	49.35%	292,378 (4.69%)	238,837 (7.51%)	1.22	30s	1,170,679 (3.5%)	94,950.00 (2.41%)	\$0.00 (-)
4	The Best Restaurants in Jacksonville, FL Visit Jacksonville	246,456 (6.12%)	53.61%	291,329 (4.68%)	208,874 (6.56%)	1.39	27s	1,240,595 (3.71%)	70,600.00 (1.79%)	\$0.00 (-)
5	Jacksonville, FL Outdoor & Nature Activities Visit Jacksonville	227,296 (5.65%)	48.91%	261,944 (4.2%)	196,817 (6.19%)	1.33	35s	960,280 (2.87%)	68,578.00 (1.74%)	\$0.00 (-)
6	Beaches in Jacksonville, FL Visit Jacksonville	210,805 (5.24%)	53.25%	239,009 (3.84%)	187,857 (5.9%)	1.27	34s	928,984 (2.78%)	84,808.00 (2.15%)	\$0.00 (-)
7	Things To Do In Jacksonville, Florida Visit Jacksonville	120,453 (2.99%)	87.6%	214,410 (3.44%)	106,232 (3.34%)	2.02	1m 06s	1,654,255 (4.95%)	130,576.00 (3.32%)	\$0.00 (-)
8	Official Travel Website for Jacksonville FL Visit Jacksonville	134,686 (3.35%)	73.87%	162,474 (2.61%)	117,136 (3.68%)	1.39	40s	674,190 (2.02%)	56,220.00 (1.43%)	\$0.00 (-)
9	Mayport Shrimp Trail Mayport Seafood Restaurants in Jacksonville, FL Visit Jacksonville	85,889 (2.13%)	66.58%	142,177 (2.28%)	68,915 (2.17%)	2.06	52s	728,163 (2.18%)	65,143.00 (1.65%)	\$0.00 (-)
10	Guide to the Best Beaches in Jacksonville Visit Jacksonville	124,907 (3.1%)	87.06%	124,978 (2.01%)	123,139 (3.87%)	1.01	1m 54s	1,009,011 (3.02%)	245,325.00 (6.23%)	\$0.00 (-)

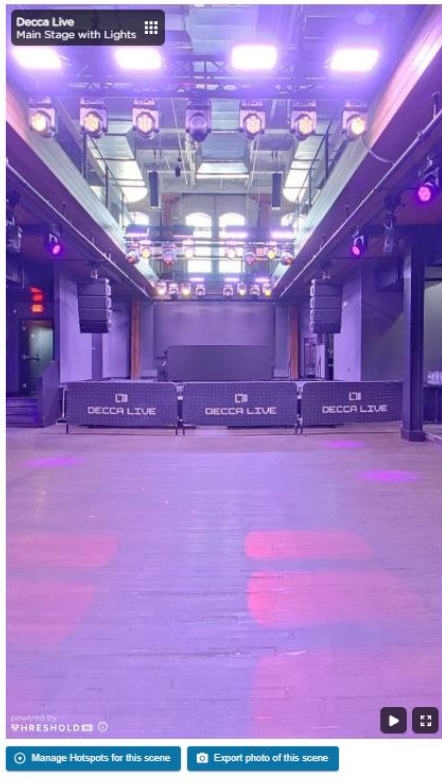


06/01/2025 to 05/31/2026 Apply

☒ Display shared analytics No campaigns found Source Domain Filter

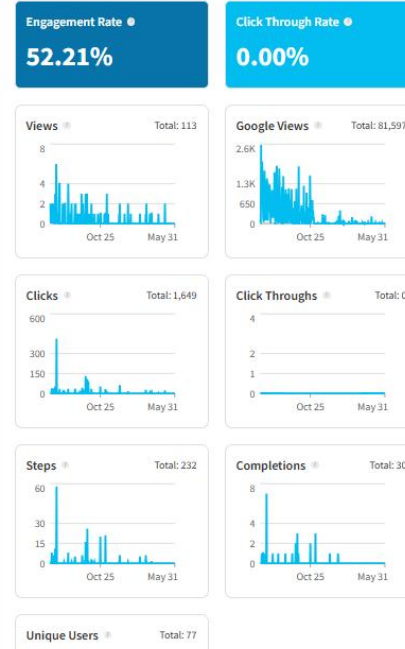


Decca Live



06/01/2025 to 05/31/2026 Apply

☒ Display shared analytics No campaigns found Source Domain Filter



Visit Jacksonville Usage Report May 1, 2026 - June 1, 2026

Analytics Overview

Google Views	38496 views
Threshold 360 Views	13681 views
Clicks	83641
Click Throughs	92
Engagement Rate	26.40%
Completions	2156
Unique Users	10637
Most Viewed Locations	1. JAX Yacht Charter 2. Garden Club of Jacksonville 3. Jacksonville Zoo and Gardens 4. Friendship Fountain 5. Kathryn Abbey Hanna Park/Dolphin Plaza 6. St Johns Town Center 7. River City Marketplace 8. Pecan Park Flea and Farmers Market 9. Southbank Riverwalk 10. The Lark
Top Clicked Locations	1. JAX Yacht Charter 2. Garden Club of Jacksonville 3. The Lark 4. Kathryn Abbey Hanna Park/Dolphin Plaza 5. FIVE 6. Pecan Park Flea and Farmers Market 7. Prati Italia 8. Jacksonville Zoo and Gardens 9. Community Center and Exhibition Hall 10. Southbank Riverwalk

Visit Jacksonville Usage Report June 1, 2025 - May 31, 2026

Analytics Overview

Google Views	3792304 views
Threshold 360 Views	95397 views
Clicks	637018
Click Throughs	836
Engagement Rate	30.81%
Completions	14925
Unique Users	70011
Most Viewed Locations	1. JAX Yacht Charter 2. Garden Club of Jacksonville 3. Jacksonville Zoo and Gardens 4. St Johns Town Center 5. River City Marketplace 6. Friendship Fountain 7. Times Union Center for the Performing Arts 8. Southbank Riverwalk 9. The Lark 10. Kathryn Abbey Hanna Park/Dolphin Plaza
Top Clicked Locations	1. JAX Yacht Charter 2. Garden Club of Jacksonville 3. The Lark 4. Prati Italia 5. Pecan Park Flea and Farmers Market 6. Jacksonville Zoo and Gardens 7. FIVE 8. Southbank Riverwalk 9. Kathryn Abbey Hanna Park/Dolphin Plaza 10. St Johns Town Center

QUESTIONS?

THANK YOU



bit.ly/be-seen-in-904