

Welcome to the Happier at Home Franchisee Marketing Newsletter. We hope you will find this to be informative and beneficial.



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## From The CEO

DEBORAH C. MARCELLO



I know the last few months have seen quite a bit of change. I believe you will see we have been working diligently to provide you the tools you need to be successful.

We have many new and exciting improvements underway and will continue to keep you informed along the way.

I am so incredibly encouraged by our collaborative efforts and the differences we are making for our clients and communities.

# What is the Marketing Resource Library?

It is a centralized location for assets that support Happier At Home franchisee marketing efforts. A collection of brand-aligned documents, images, and graphics that are sortable and searchable by keyword. We will continue to update the library with new assets frequently, providing you with content that supports branding, client acquisition & employment initiatives, community awareness, and resource positioning.

If you need additional support, marketing requests can also be made using the lead form. We believe this will streamline communication and improve efficiency.

URL: <https://HappierAtHomeFranchise.com/resource-library/>  
PASSWORD: resourcelibrary

## Search Engine Optimization



Many of you have questions regarding SEO, which is completely understandable.

It is complicated and ever-changing. Here is a great article that simplifies SEO. Keep reading for a progress report from our first few months together.

<https://www.uschamber.com/co/start/strategy/four-main-types-of-seo-explained>

**Technical SEO:** We immediately went to work improving the infrastructure of the website. This is the intangible yet essential behind-the-scenes work that lays the foundation for success.

**Local SEO:** Each location was immediately enrolled in a premium listing management service to ensure the accuracy of NAP (Name, Address, Phone). Up next will be GBP updates, and social media cross-posting.

**On-Page SEO:** In conjunction with the technical SEO, we have been correcting titles, tags, meta descriptions, images, and more. Up next, we will be working on minimizing duplicate content via refreshed pages for each location.

**Off-Page SEO:** This is also well underway with Google Review capture recently integrated into the website and backlinks for Pharmacy partnerships up next.

Debbie worked with the Steven James Team to prioritize SEO. This investment is covered by HAH at a brand level. We have shared monthly progress reports with her and are working on custom reporting that will show page-level analytics. We are testing reporting compilation tools in September and hope to share with you soon.

# Website Updates

We are thrilled to share two updates that will not only improve SEO but also the overall client experience and journey. Most of your pages now have an easy way for clients to leave Google reviews and see existing reviews. This is essential for building trust and credibility with your community, caregivers, and clients. In the very near future, we will integrate a direct Instagram Feed that brings cohesion with social platforms and enhances your overall visual presence.

Website care & maintenance are covered by Happier at Home at a brand level.

## Social Media

We would like to take this opportunity to remind you that core social media posts are handled by the Steven James team, directly by Joanna. This includes service overviews, resource positioning, and recruitment.

However, we encourage you to post your location-specific content as well. If you need passwords, support, or best practice guidance, email us and we will be happy to help.

Custom requests for important posts or new theme creation can be handled via the marketing request form.

## Google & Meta

As many of you know, Google and Meta recently issued protocol changes that significantly impacted account set-up and management. We realize that this was, and in some circumstances continues to be, quite an inconvenience.

We would like to thank you for your collaboration and ensure you that we are creating infrastructures that streamline social & digital access and functionality in the future.

## Team & Communication

Custom marketing requests can be made via the lead form on the franchisee site. Should you need to email, HAH@stevenjames.com is the distribution list for the HAH team at Steven James. Individual contacts are below.

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