

Futureproof your
company online!

Maximizing
Results in Google
and Social Media.



CanvasDesigners®

Johannes Lombard

A little about me

Born and raised in
Kruger National
Park, South Africa.





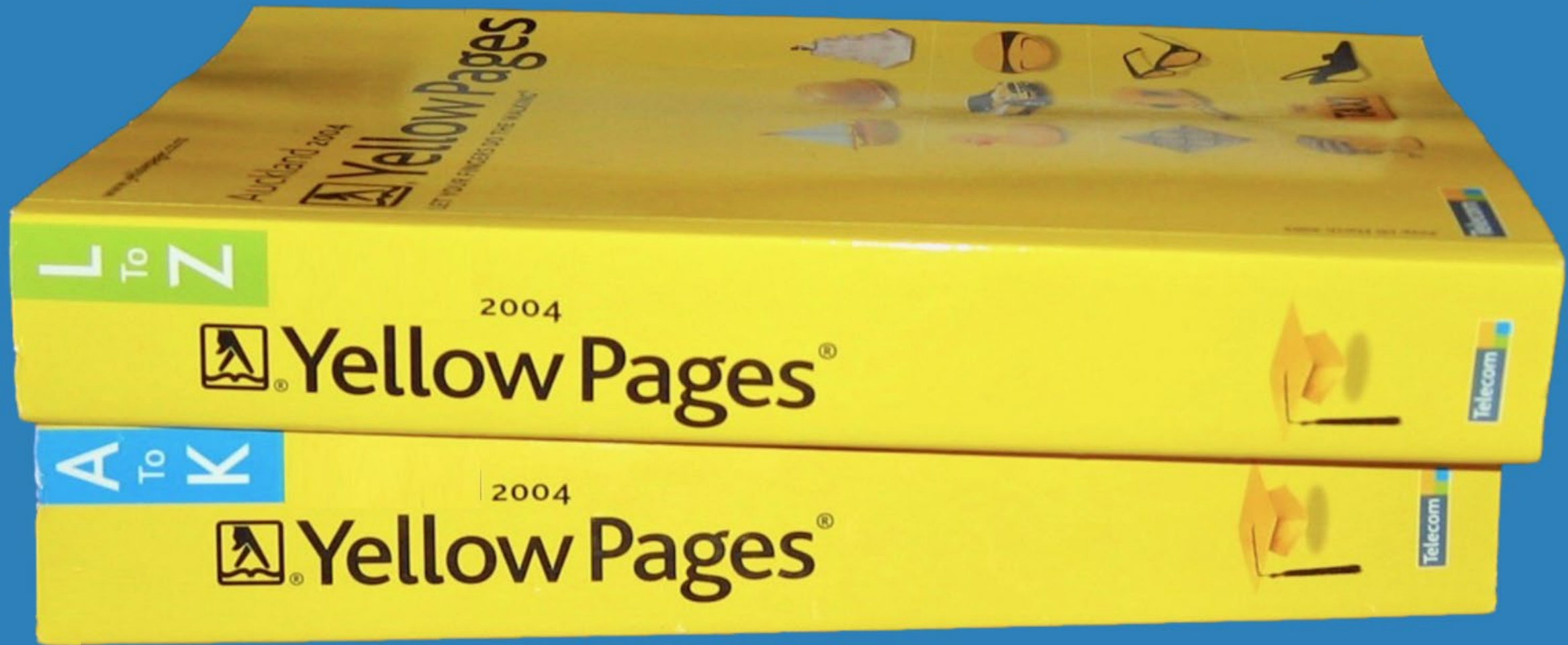
During my 20-year yachting career

I built an app for the marine industry that provides location-based services to yachts.

Everyone has big dreams for their company and this industry is growing at lightning speed.

So, let's get started with future proofing your company!

Remember these?





THE MARKETING RULE OF 7



"It takes an average of **seven** interactions with your brand before a purchase will take place"



Google

🔍 boat cover supplier



Google Search

I'm Feeling Lucky



MARINE
FABRICATORS CONFERENCE

Live Geogrid

Map view of Geolocation used for keyword authority in Google Maps

Your Locations: Canvas Designers Inc, 1500 Australian Avenue, Florida X

Public Locations

Grid Size: 9x9 Grid

Grid Size: Miles | Kilometers

Miles | Kilometers

1m Range

Search Keyword: boat cover supplier

**Don't get left
behind**

**Use the new
online tools
available**

Trust and Authority

24 Hour a day employee

Time

In 2023 Google changed and prioritized who ranks on top based on authority and how people search for the information they need.

WEB

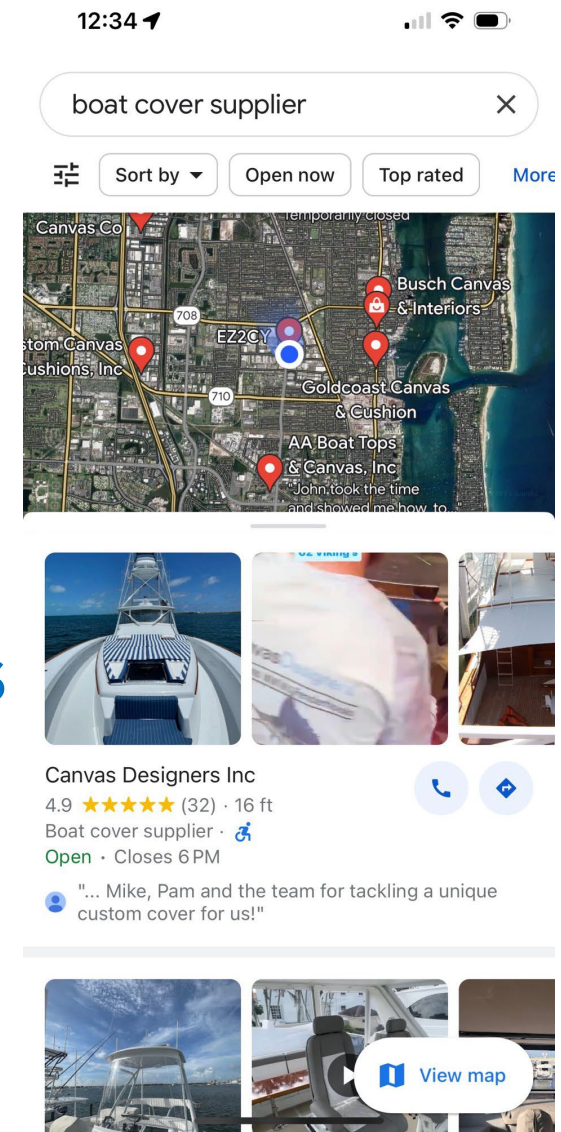


boat cover supplier

Google Search

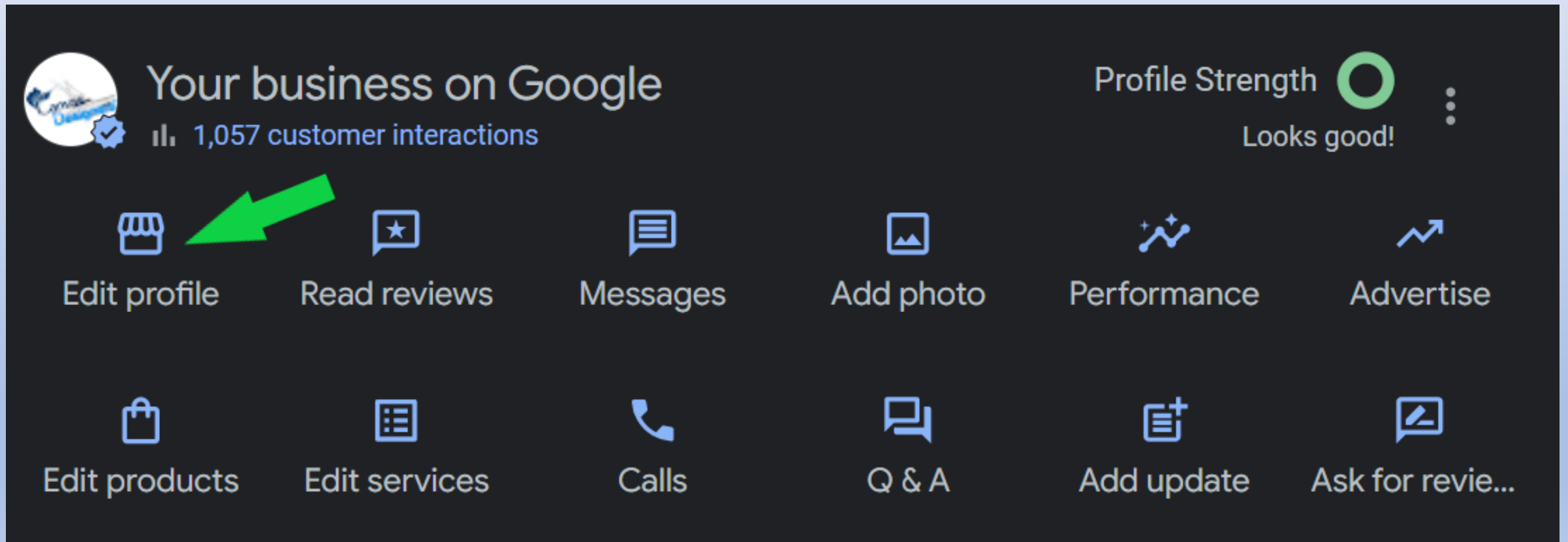
I'm Feeling Lucky

GOOGLE MAPS



Optimize Your Google Business Profile

Ensure your profile is complete, accurate, and up-to-date with relevant information and photos.



Make sure each section is 100% complete

← Business information

About Contact Location Hours More

About your business

Business name

Canvas Designers Inc

Business category

Boat cover supplier **PRIMARY**

Upholstery shop

Boat repair shop

Metal fabricator

Interior designer

Marine supply store

Furniture repair shop

Boat accessories supplier

Description

We design, manufacture, and deliver custom solutions for your boat, including Canvas, Interior and Exterior Upholstery, EZ2CY and Soft Enclosures, Blinds, Fenderhooks, and Metal Fabrication. Our production covers everything from small boats to mega yachts. Our clients range from local boaters to international celebrities.

Established in 1985 with two employees and a sewing machine, Canvas Designers® has since evolved into the largest custom marine canvas shop in the world, with more than forty employees dedicated to providing you with the products that have earned us recognition as the international leader in the field.

Opening date

May 3, 1985

← Edit service details

Service

Marine canvas hardware supplier

31 / 120

Price

No price

Service price (USD)

Service description

We specialize in providing high-quality marine canvas hardware specifically designed to withstand the demands of the marine environment. Whether you need snap fasteners, zippers, hooks, buckles, or any other type of hardware, we have a wide selection of top-notch products to choose from

287 / 300

Delete service

Cancel Save

Update Service areas and business hours

Service area

United States
Miami, FL, USA
Stuart, FL, USA
Jupiter, FL, USA
Boca Raton, FL, USA
Palm Beach, FL, USA
Fort Pierce, FL, USA
Miami Beach, FL, USA
Delray Beach, FL, USA
Riviera Beach, FL, USA
Fort Lauderdale, FL, USA
West Palm Beach, FL, USA
North Palm Beach, FL, USA
Palm Beach Shores, FL 33404, USA

Business hours


Hours


Open with main hours

Sunday	Closed
Monday	Closed
Tuesday	7:30 AM–6:00 PM
Wednesday	7:30 AM–6:00 PM
Thursday	7:30 AM–6:00 PM
Friday	7:30 AM–6:00 PM
Saturday	Closed


Add Social Profiles

 Twitter

 Youtube

 Facebook

 Instagram

 LinkedIn

 Pinterest

 Tiktok

Social profile

+ Add social profile

Website

<http://www.canvasdesigners.com/>

Social profiles

https://www.instagram.com/canvas_designers/

<https://www.youtube.com/channel/UCaH1CbXRb9PAEuDnzT0jliw>

<https://twitter.com/canvasdesigners>

<https://www.pinterest.com/canvasdesigners/>

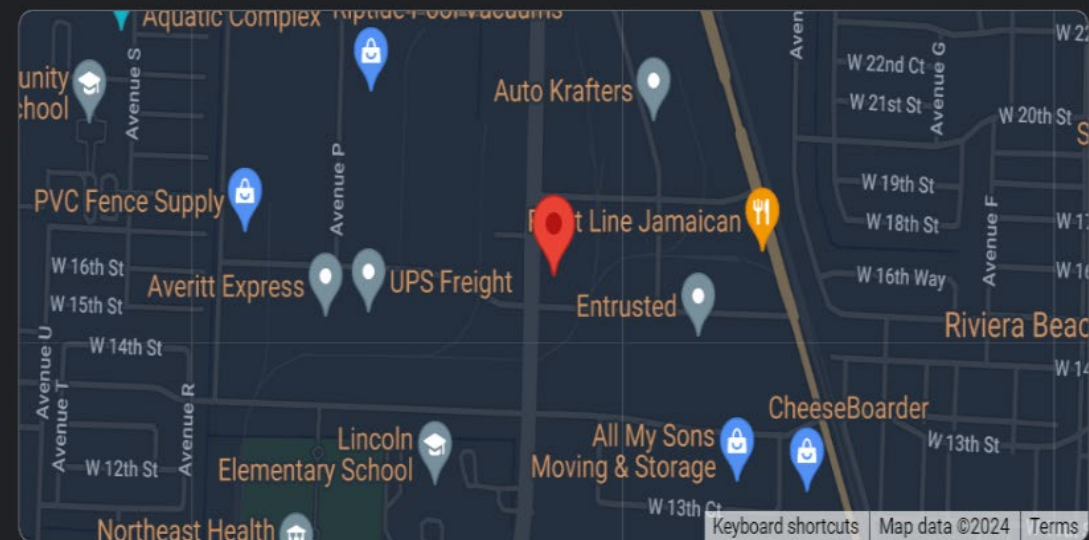
<https://www.linkedin.com/in/canvas-designers-inc-8947082a2/>

<https://www.facebook.com/canvasdesigners>

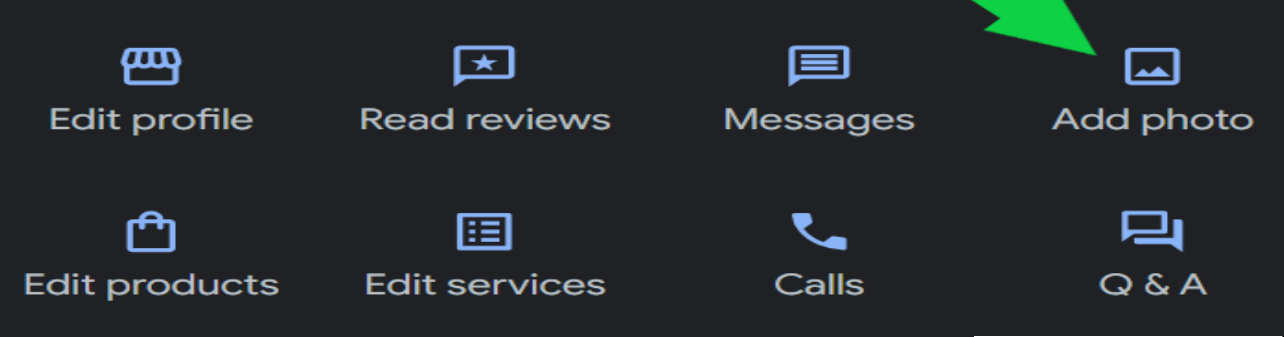
Location and areas

Business location

1500 Australian Avenue, Riviera Beach, Florida 33404

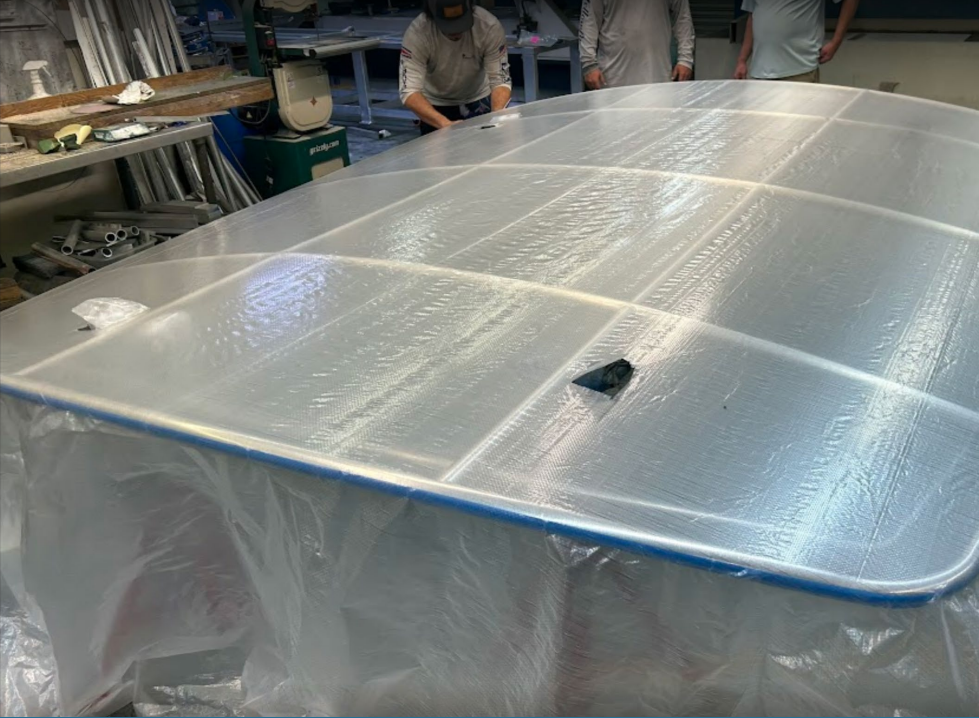


Add weekly photos

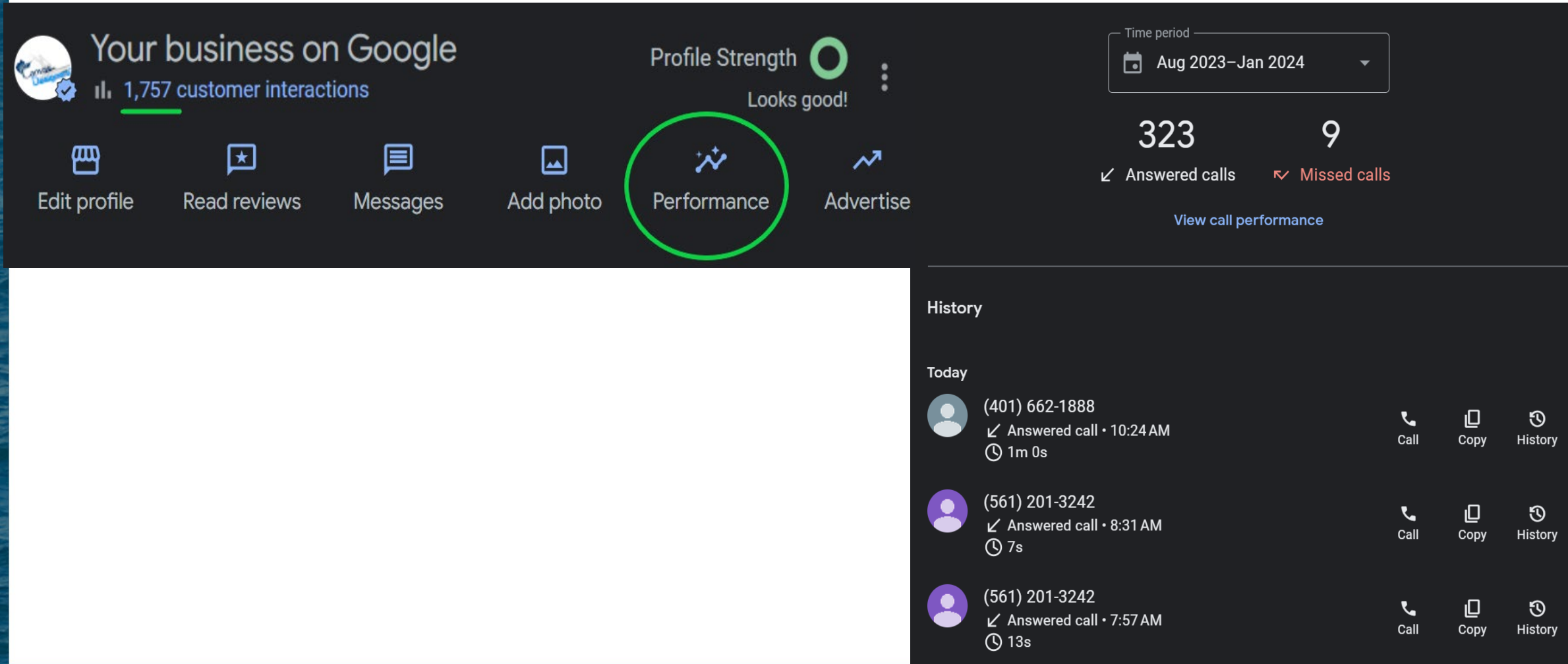


A screenshot of a mobile application's main menu. The menu is displayed on a dark background with white icons and text. A green arrow points to the 'Add photo' option. The menu items are arranged in two rows:

- Row 1: Edit profile, Read reviews, Messages, Add photo
- Row 2: Edit products, Edit services, Calls, Q & A



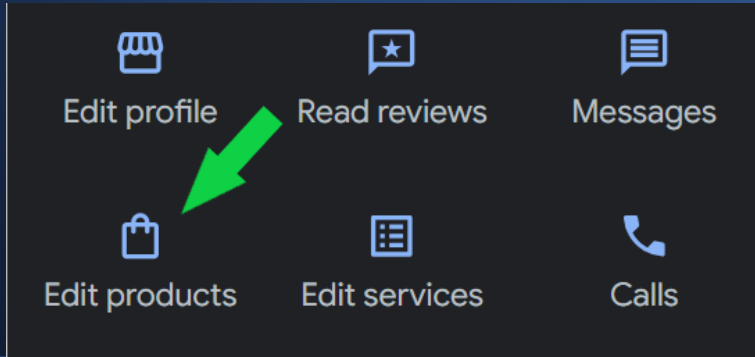
Use Performance Tools



The screenshot shows the Google Business Profile interface. At the top left, it says "Your business on Google" with a profile picture and "1,757 customer interactions". To the right, "Profile Strength" is shown as a green circle with the text "Looks good!". A "Time period" dropdown menu is set to "Aug 2023-Jan 2024". Below this, call statistics are displayed: "323 Answered calls" and "9 Missed calls", with a link to "View call performance". A navigation bar at the bottom of the header includes "Edit profile", "Read reviews", "Messages", "Add photo", "Performance" (highlighted with a green circle), and "Advertise". The main content area is mostly blank. On the right side, a "History" section titled "Today" lists three call events:

- (401) 662-1888: Answered call • 10:24 AM, 1m 0s
- (561) 201-3242: Answered call • 8:31 AM, 7s
- (561) 201-3242: Answered call • 7:57 AM, 13s

Each call entry includes a "Call" icon, a "Copy" icon, and a "History" icon.



Add Services & Products

← Products

Let customers discover your business by adding products to your Business Profile on Google Search and Maps

 Add product

All products ▾



BOARDING GRAB RAIL IN BLACK POWDER COATE...

\$225.00



Anodized Carbon Fiber Sunfly Pole

\$1,595.00



POWDER COATED CARBON FIBER SUNFLY ...

\$1,495.00



Lifting Pole in Anodized Aluminum

\$1,500.00



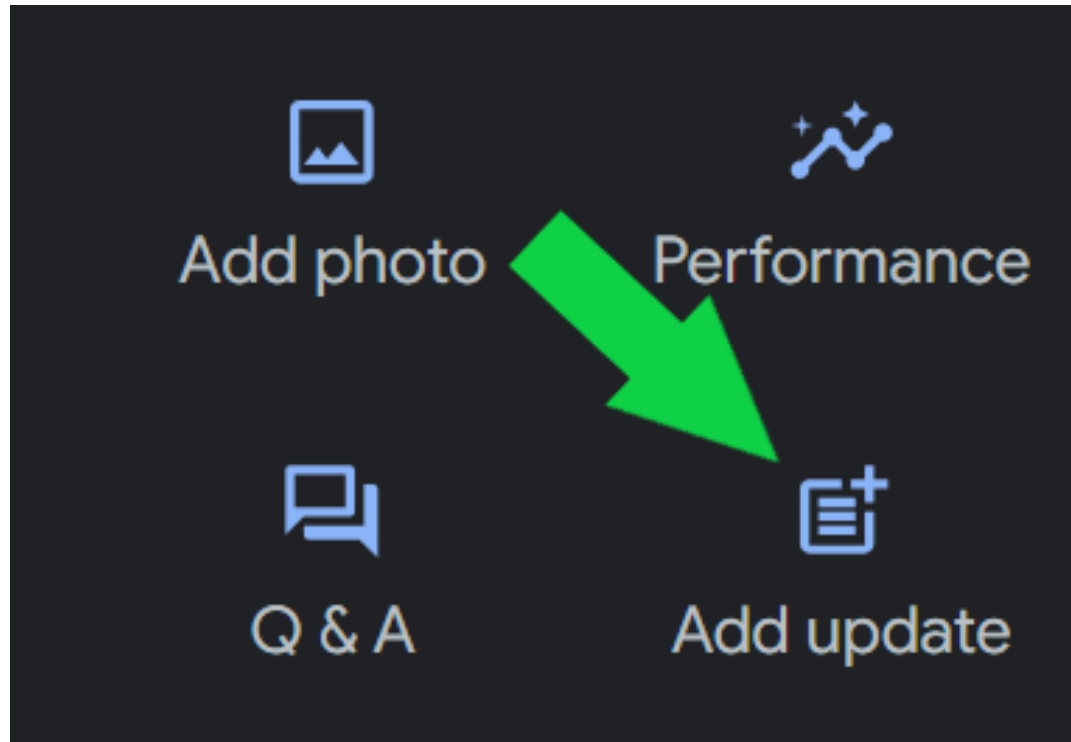
Plastic Scratch Remover 8oz



Costa Track end Cap - Stainless Steel

\$12.50

Make weekly updates



Add a description

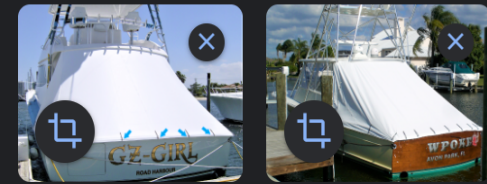
Protect Your Cockpit Like Never Before with Our Winged Cockpit Covers! ☀️ 🌧️

Engineered to offer unmatched protection.

Why Choose Our Winged Cockpit Covers?

Weather-Resistant: Rain or shine, our covers withstand the harshest weather conditions, keeping your cockpit dry and safe.

UV Protection: Guard against the relentless sun. Our covers provide excellent UV resistance, prolonging the life of your cockpit's interior.



Add photos

796 / 1500

Add a button (optional)

Learn more

Link for your button*

<https://canvasdesigners.com/pages/co>

(Example: google.com)

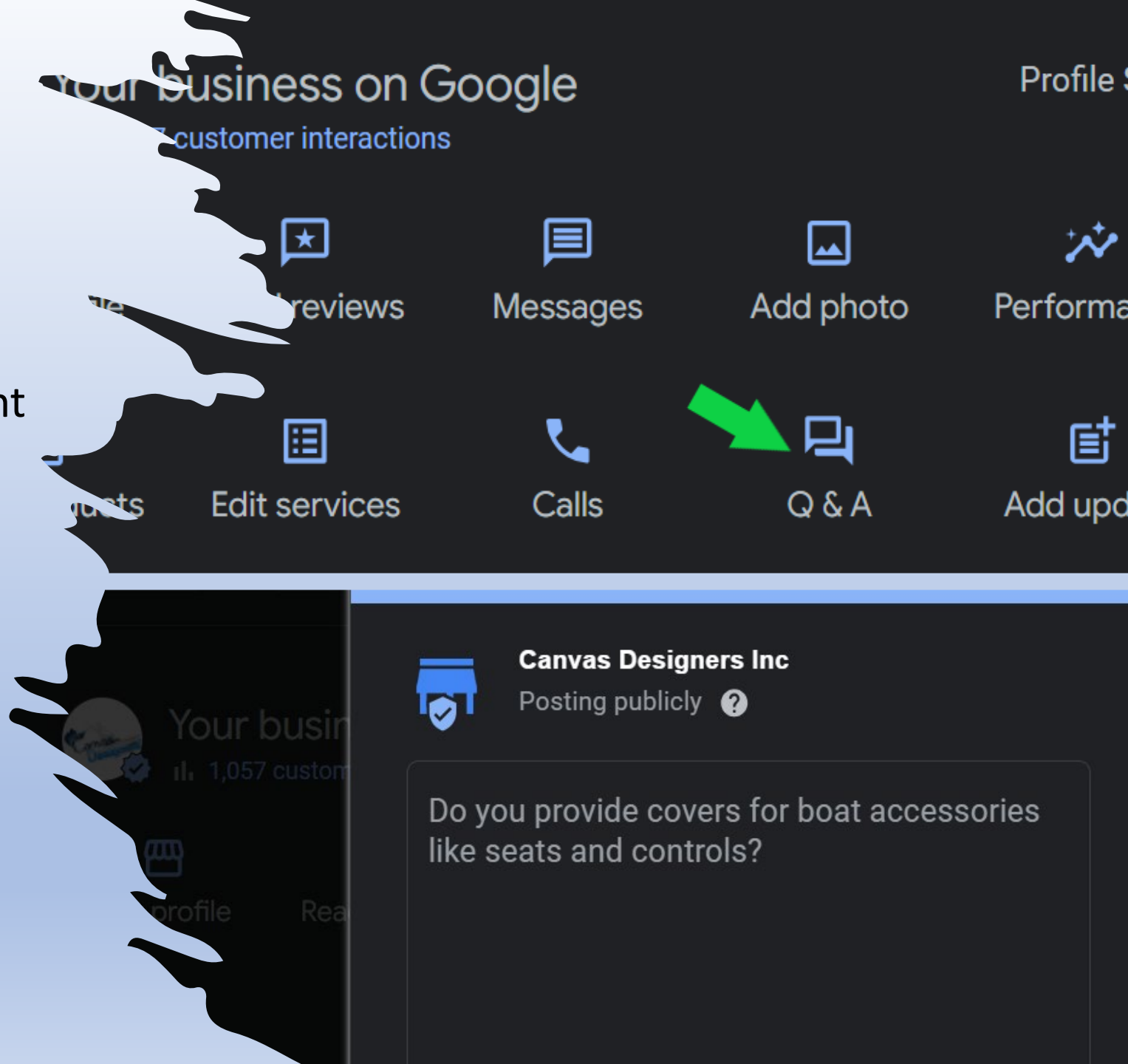
Preview

Post

Add Q & A

Provide fresh content for your customers. It helps you engage with your customers, maintain authority about your business, and stay relevant on search results.

- **Be efficient in replying (48 hours)**
- **Answer in a timely manner.**
- **You must check your Q&A section regularly for any unanswered questions.**



Performance

Advertise



Add update

Ask for review...

GET REVIEWS

Canvas Designers Inc

1500 Australian Ave, Riviera Beach, FL

4.9 32 reviews

People often mention

- All
- products 7
- company 7
- team 4
- cushion 3
- professional 3

Sort by

- Most relevant
- Newest
- Highest
- Lowest



The Capt and the Kid

2 reviews · 4 photos

a week ago **NEW**

We recently commissioned a unique custom project for our 6 ft RC tuna boat with Canvas Designers. They designed us a full boat cover that fit pristinely around her tower legs, outriggers, and gin pole. It turned out PERFECT. It's easy to ... [More](#)



1

Response from the owner a week ago

Dear The Capt and the Kid,

Thank you so much for your fantastic review! We're delighted to hear that the ... [More](#)

Get more r

← Get more reviews



Give customers a link to review your business on Google

Reviews build trust and help your Business Profile stand out to customers on Search and Maps

- Email
- Whatsapp
- Facebook

Review link

https://g.page/r/CRwa4_GlZZr0EBM/review



Why is it Important?

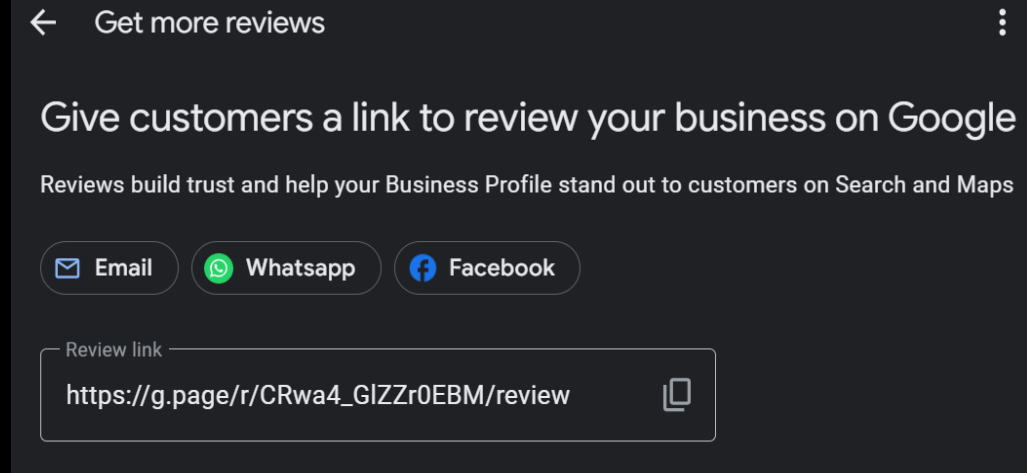
- Reviews positively impact your SEO (search engine optimization).
- A positive review will signify to Google that your business is authentic and trusted.

• You can ask for a review:

- **Ask after you complete a job**
- **Ask through an email**
- **Ask when you send a bill**
- **Ask when you conclude a conversation on the phone**

Please click the [link](#) below or Scan the [QR](#) code.

https://g.page/r/CRwa4_GLZZr0EBE/review



What if you get a bad review?

Example of a bad review

How to Report a Google Review



- After you report a Google review, Google's team will assess the review in question.
- If Google decides that the review violates its policies, it will take it down.

Charles Warnick
7 reviews

★★★★★ 3 months ago

Critical: Professionalism

Supposedly this company does everything? I called them for a quote to repair my boat lift. The rep sent Aiden didn't even look at the job, begged off saying it was too old to work on?? Why are you in business? Don't waste your time with these wannabe marine contractors!

Like

Response from the owner 2 months ago

Charles,

We're sorry we weren't able to assist you in resolving the issues you're having with your lift. We appreciate the opportunity to take a look at your problem yesterday on-site. While we do a lot of different things as a company, repairing a 25-30 year old, galvanized boat lift that has the potential to harm you or your property is not one of them. However, it is our responsibility to inform you that the boat lift is unsafe and dangerous to be loading as we expressed to you in our meeting. We have 44 years of experience and hope you understand our position as this is a big liability for our company. Thank you again for the opportunity.

Edit Delete

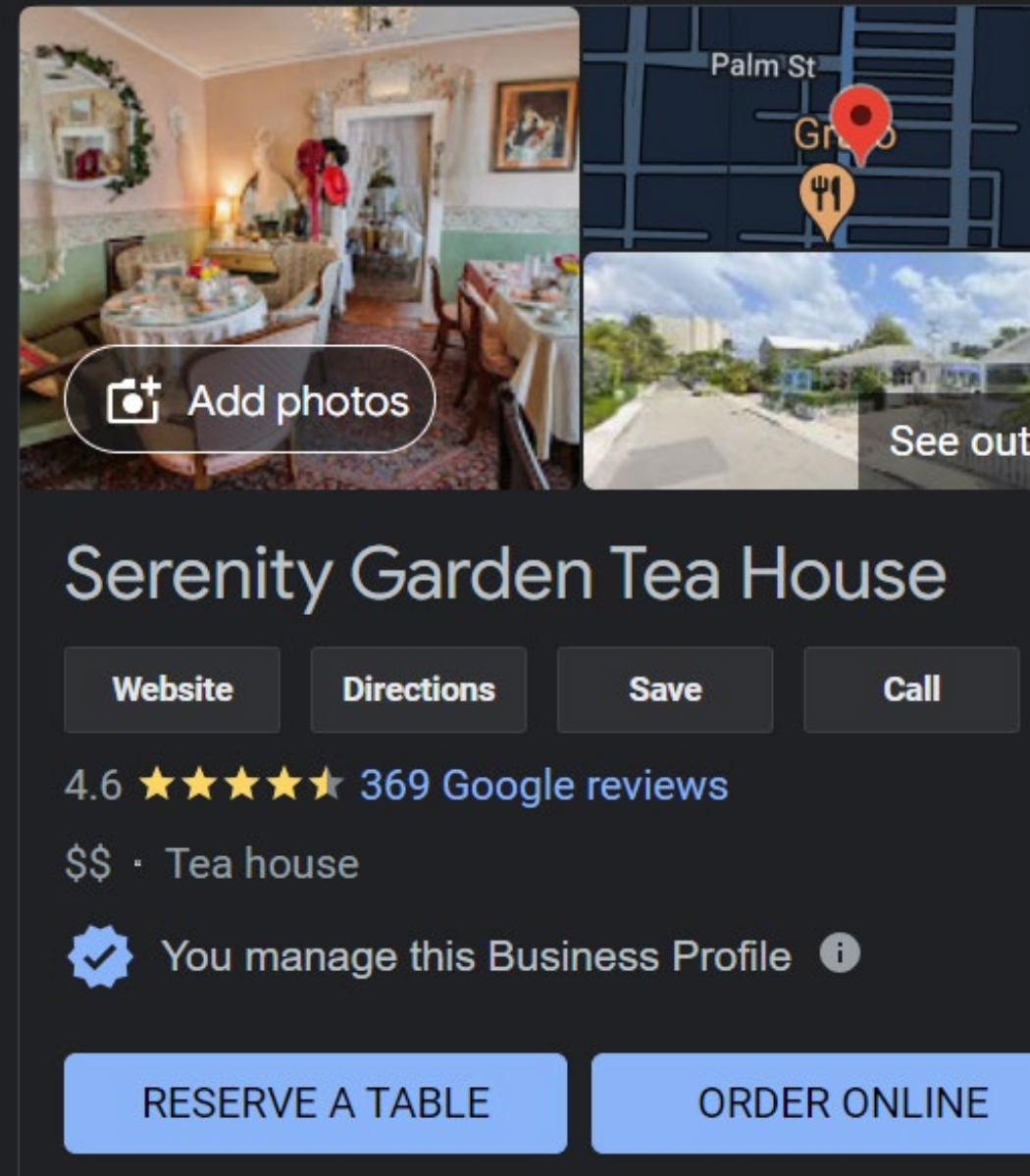
This is what is possible:



Google
Reviews ★★★★★

LEAVE A REVIEW ON GOOGLE

A QR code is positioned to the right of the Google Reviews logo, and a blue button with white text is located below it.



Palm St

Grub

Add photos

See out

Serenity Garden Tea House

Website Directions Save Call

4.6 ★★★★★ 369 Google reviews

\$\$ · Tea house

✓ You manage this Business Profile ⓘ

RESERVE A TABLE ORDER ONLINE

The image shows a Google Business Profile for 'Serenity Garden Tea House'. It includes a gallery of photos (interior and exterior), a map snippet, and various action buttons like 'Add photos', 'Website', 'Directions', 'Save', 'Call', 'RESERVE A TABLE', and 'ORDER ONLINE'. The profile has a 4.6 star rating from 369 reviews and is marked as 'You manage this Business Profile'.





Why use social media as a business?

- **They are on the platform on a daily basis**
- **It's free/ 24 hours a day employee**
- **Easy way to find new customers or engage with other business partners**
- **Showcase your work or new products**
- **Your online audience follows you even if you move.**
- **Easy way to get feedback on your work**

Free highway

2023

TIME SPENT USING SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH



01: YOUTUBE



23H 09M

02: FACEBOOK



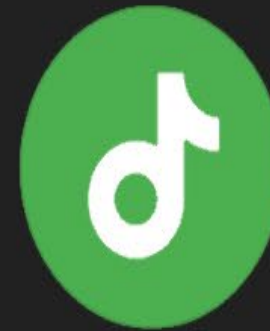
19H 43M

04: INSTAGRAM



12H 00M

05: TIKTOK



23H 28M

08: TWITTER



5H 28M

Who is your audience? How can you reach them? What are your goals?

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM

Choosing the best social media platform

DEMOGRAPHICS



2.7 Billion users

Ages 25-44



353 Million users

Ages 30-49
68% Male



442 Million users

Ages 30-49
78% Female



2.3 Billion users

All ages



740 Million users

Ages 46-55



1.2 Billion users

Ages 25-42



689 Million users

Ages 18-24

PURPOSE

Building Relationships

News & Articles;
Conversation

“Scrapbook-
ing”

“How To”,
Lifestyle,
Educational

News & Articles;
Networking

Building Relationships;
Conversation

Building Relationships,
Conversation

BEST FOR

Building Brand Loyalty

Public Relations

Lead Generation;
Clothing, Art &
Food Businesses

Brand Awareness;
Lead Generation

Business Development;
Brand Awareness

Lead Generation;
Retail, Food,
Entertainment,
Beauty Businesses

Building Brand Loyalty
& Community

DOWNSIDE

Limited Reach

280 characters or less

Images and video only;
Narrow

Resource intensive

Limited interactions

Images and video only

Videos only;
Very specific demographic



Chevon Gibbs
Assign conversation



SPAM

7:35 AM

Important Notification:

Your Facebook page is scheduled for permanent deletion due to a post that has infringed upon our trademark rights. We have reached this decision after a thorough review and in accordance with our intellectual property protection policies.

If you believe this to be a misunderstanding, we kindly request you to file a complaint seeking the reinstatement of your page prior to its removal from Facebook.

Request for Review: <https://ampl.ink/feedbackpagesupport>

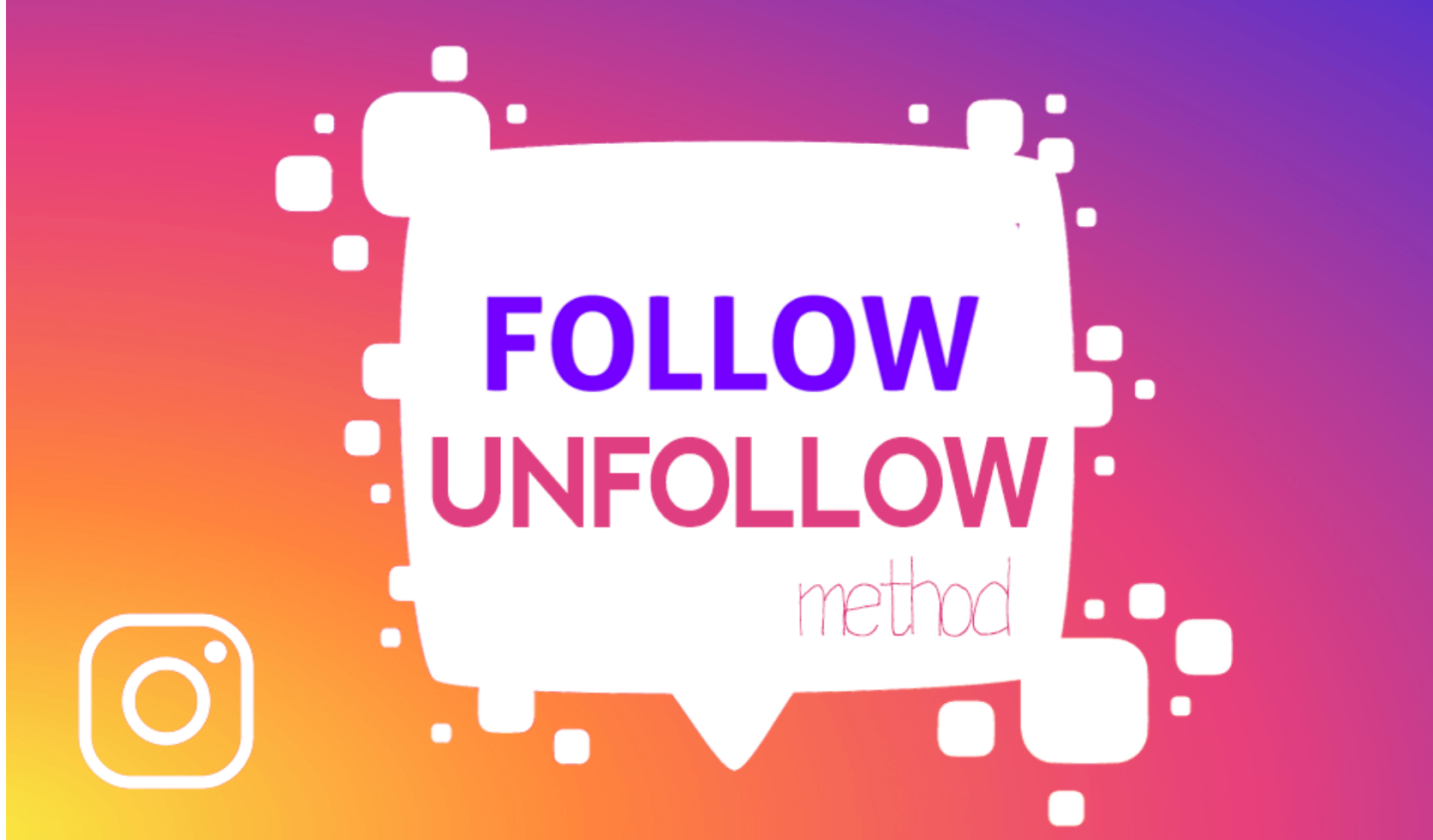
Don't ever click the links.

We understand that this situation may impact your ongoing business operations. However, please be informed that if we do not receive a complaint from you, our decision will be final.

Your cooperation and understanding are greatly appreciated. Should you have any inquiries or apprehensions, please feel free to reach out to us.

Sincerely,
Facebook Support Team





- 1. Only 20 a day of following or unfollowing**
- 2. Like two posts, comment on two posts**

Create a giveaway

**Collaborate with other
Local companies.**





601
Posts

3,084
Followers

1,936
Following

Dreamboats Costa Rica

Fishing Charter

Costa Rica fishing charters at Los Sueños Marina
Inshore/Offshore Sportfishing 🐟 Coastal Cruise, whale
watching, 32'Dream II & 36'Los Suenos Luhrs 🇸🇨
Marina Los sueños, Quepos, Costa Rica

www.dreamboatscr.com

Professional dashboard

8.4K accounts reached in the last 30 days.

Edit profile

Share profile

Contact



GALLERY

Gallery



YELLOWFIN

Yellowfin



SAILFISH

Sailfish



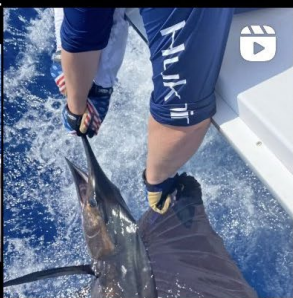
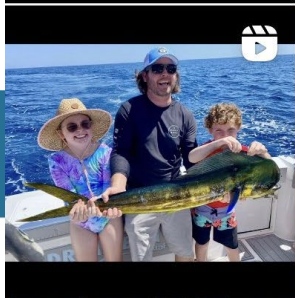
MARLIN

Marlin



MAHI

Mahi



@DREAMBOATS_CR



Share profile



Copy link

WHICH IS BETTER FOR YOU?





**Only lasts 24
hours only**

**Day-to-day
operations**

1-5 a week



Permanent


Quality content


Get new followers

1-3 a week



Original audio

loganaldridge 

 Trending · 2,417 reels

Use audio



0:07

First 3 seconds count!

Your audience has an attention span of 3 seconds which means you have 3 seconds to stop their scroll before they move onto the next piece of content

- Short & sweet
- Juicy hook
- Transition to stop the scroll
- VALUE!!!



Take a screenshot of this slide

Consistency

Nothing builds trust and excitement more than being consistent with your Reels.

Choose a day and a time each week where you'll post a Reel and **STICK TO IT!**

My recommendation: Post 3+ Reels a week

Tell your audience where to go next

A Call To Action (CTA) is one of the most important techniques to turn your audience into a follower.

- Ask a question
- "Follow me for more tips"
- "Comment below..."

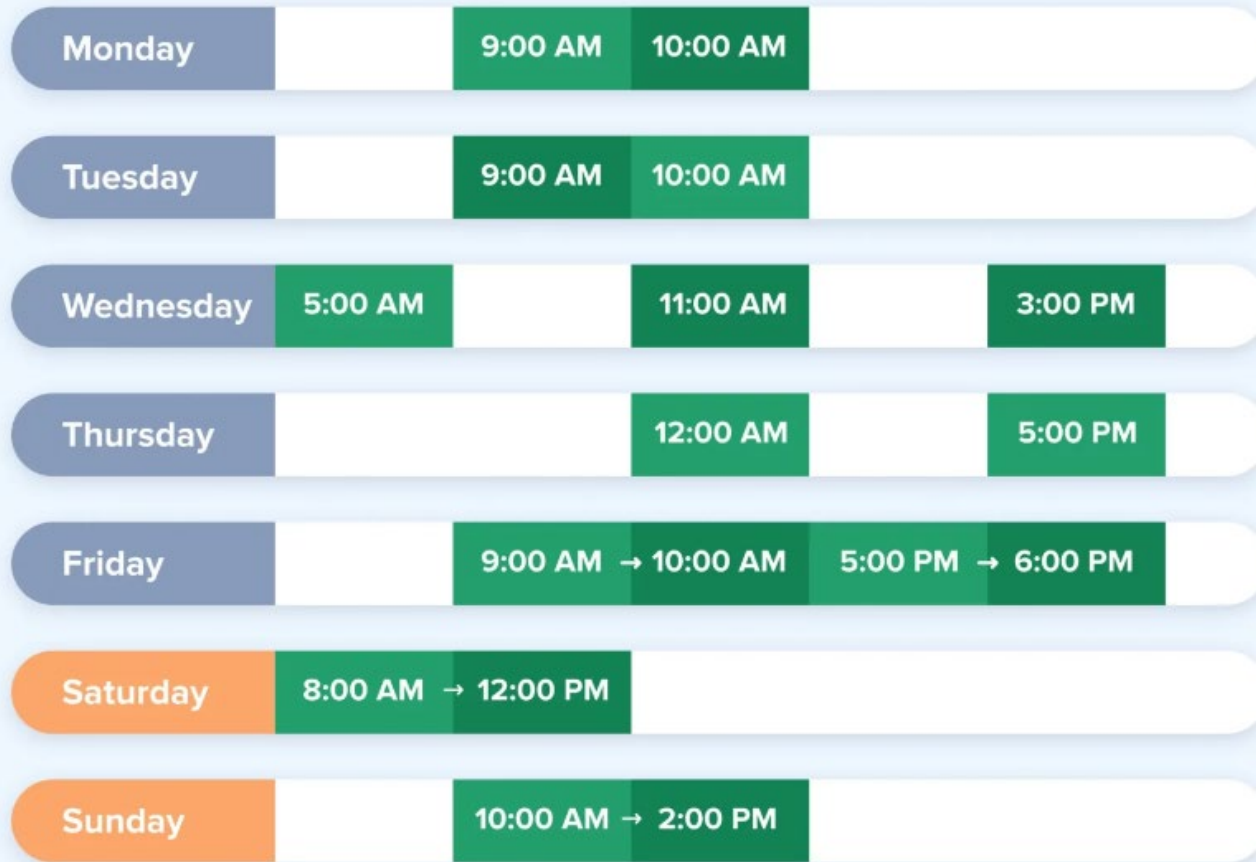
Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text

(Source: Invsivia)





Best time to Post on Instagram by the Days



Ideal Length of Social Media Posts: A Guide for Every Platform

	Organic posts length: 1 to 80 characters	Paid posts length: 5 to 19 words	Video length: 30 to 60 seconds
	Organic and promoted tweets length: 71 to 80 characters	Twitter hashtags length: 6 characters	
	Organic TikTok video length: 7 to 15 seconds	TikTok ads length: 21 to 24 seconds	
	Organic and paid updates length: 25 words	Article length: 1,900 to 2,000 words	Videos length: 30 seconds
	Organic Instagram post caption length: 138 to 150 characters	Sponsored Instagram post caption length: 125 or less characters	Instagram video length: 15 seconds
	Instagram hashtags: 3-5 per post at less than 24 characters each	Instagram Stories length: 7 to 15 seconds	Instagram Reels length: 7 to 15 seconds
	Youtube video length: 7 to 15 minutes	Youtube title length: 70 characters	Youtube title length: 157 characters

If one million people came to your profile, you would want them to follow you. Right?

So, posting photos of your dog is not going to do it.

Your post needs to relate to the customer!

- **Be consistent**
- **Post quality content**
- **Engage with your correct audience or similar business**
- **Hashtags 5-7 no more**
- **1-5 posts a week**
- **1 story per day, 5 days a week**
- **1-3 reels in a week (new followers)**



Great for customer feedback



See insights and ads

Boost reel

4.5K views



Like



Comment



Share

71

15 shares

Most relevant



Carl Schleif

Can you make the cover to go all the way down the gunnels to cover the sides?



77 likes

canvas_designers 🚤🧐 *Enhance Your Valhalla 41 with Canvas Designers' WeatherMAX Boat Cover!... more

December 19, 2023



theboatgirl Loving this cover 🙌

1w 1 like Reply



-- View more replies



statelinecustomupholstery What are the rail pins and how do these work?

1w 1 like Reply



-- View more replies




weathermaxfabrics Killing the game!



How a cockpit cover pin inserts into the rub rail

Reel insights



Upgrade Your Boat's Cockpit Cover with Our St...
January 12 · Duration 0:11

29798 218 6 38 34

Overview ⓘ

Great! This reel has more follows in the first **11 days** than your recent reels. Early engagement can lead to more reach.
Create more reels like this.



Complete profile:

The screenshot shows a Facebook profile for 'dreamboats_cr'. At the top, the profile name is 'dreamboats_cr' with a dropdown arrow, a plus icon, and a menu icon. Below this is a circular profile picture with the text 'DREAM BOATS Costa Rica'. To the right of the profile picture are statistics: 569 Posts, 3,055 Followers, and 1,917 Following. The bio reads: 'Dreamboats Costa Rica Fishing Charter Costa Rica fishing charters at Los Sueños Marina Inshore/Offshore Sportfishing Coastal Cruise, whale watching, 32'Dream II & 36'Los Suenos Luhrs Marina Los sueños, Quepos, Costa Rica'. A website link 'www.dreamboatscr.com' is shown below the bio. There are three buttons: 'Edit profile', 'Share profile', and 'Contact'. Below these are five category buttons: 'GALLERY', 'YELLOWFIN', 'SAILFISH', 'MARLIN', and 'MAHI'. At the bottom, there are three video thumbnails showing fishing scenes.

Complete all fields

The screenshot shows the 'Add to Reel' menu in Facebook. The menu items are: 'Tag people' (4 people), 'Tag products', 'Add message button', 'Audience' (Everyone), 'Add topics', 'Los Sueños Resort & Marina' (Los Sueños, Herradura, Puntarenas, Costa...), 'Add reminder', 'Add fundraiser', 'Recommend on Facebook' (Allow), and 'Advanced settings'. A note at the bottom says 'Anyone will be able to see this reel on Facebook.' At the bottom of the menu are two buttons: 'Save draft' and 'Share'.

Add topics

The screenshot shows the 'Add Topics' screen in Facebook. At the top, the time is 9:35 and there are icons for signal, Wi-Fi, and battery. The screen title is 'Add Topics' with a back arrow on the left and 'Done' on the right. Below the title is the instruction: 'Select up to 3 topics to help match your reel with viewers.' There are several topic buttons: 'Painting', 'Drawing', 'Digital Art', 'Textile Arts', 'Travel', 'Vacation Activities', 'Destinations', 'Landmarks & Destinations', 'Outdoors', 'Tourist Attractions', 'Water Activities', 'Beaches', 'Hotels & Lodging', 'Sports', 'Gym Workouts', 'Strength Training', 'Soccer', 'Cricket', 'Tips', and 'Bodyweight Workouts'. A 'See more' link is located below the 'Hotels & Lodging' button.

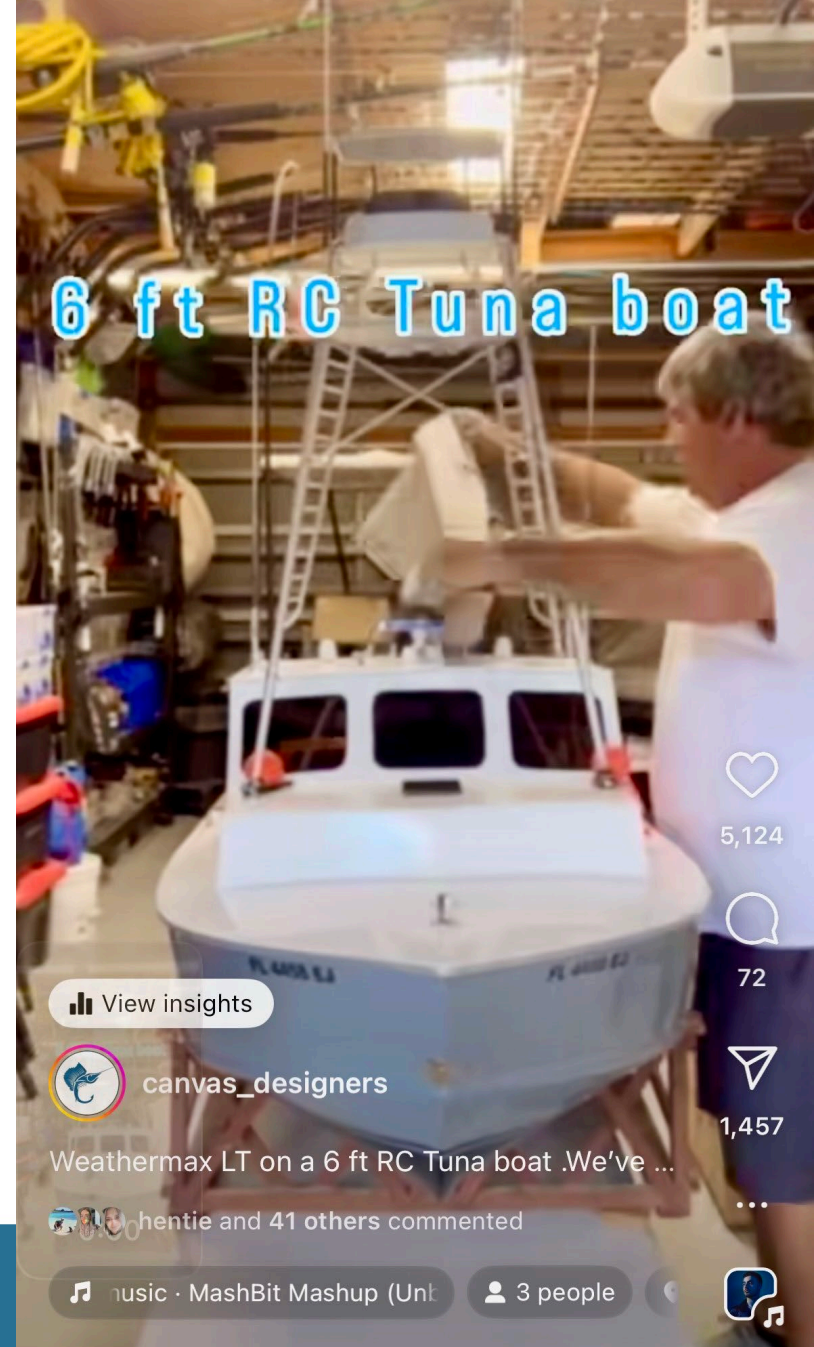
Two of the most popular social media editing apps

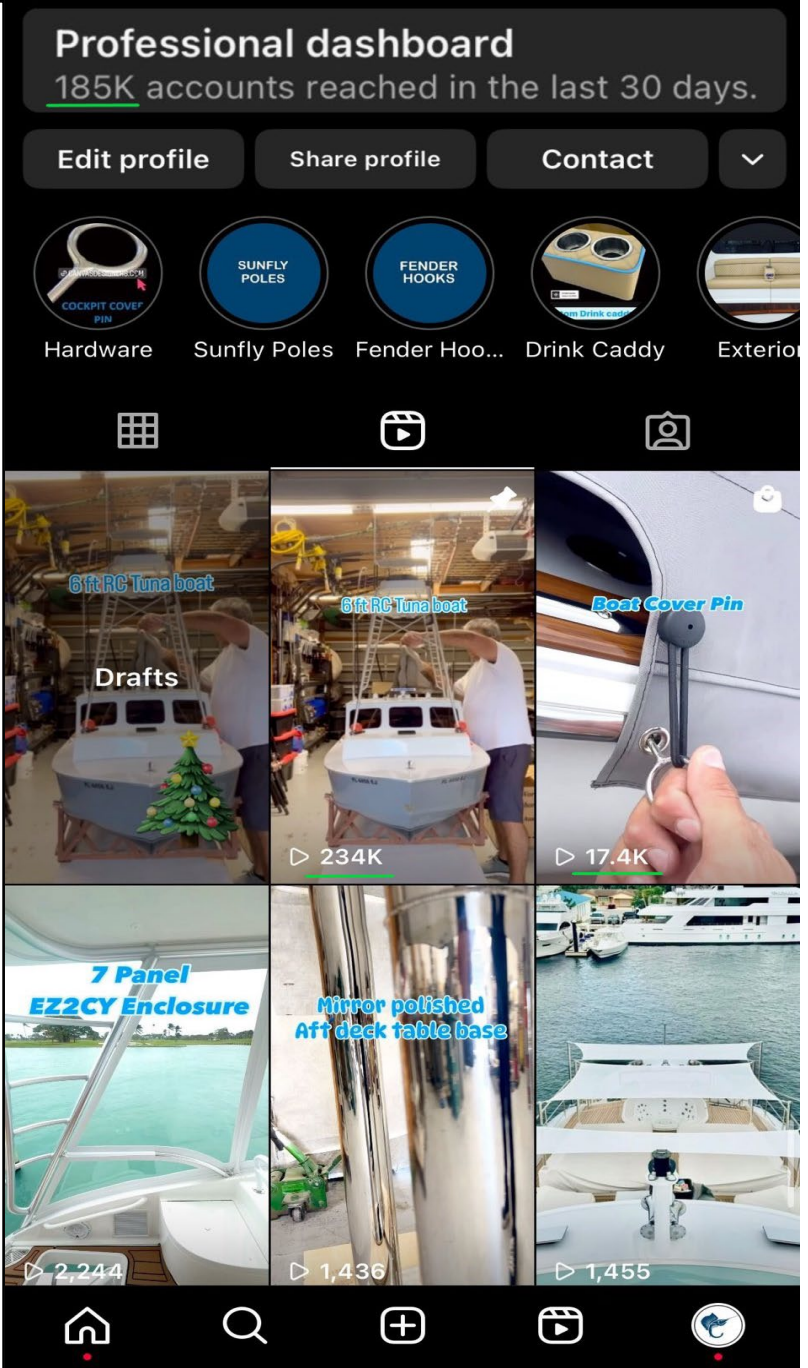
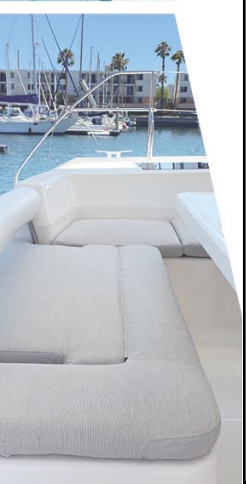


We recently did a post for a boat cover of a 6ft RC boat.

We made a team effort to do the following:

- **Liking the post**
- **Commenting**
- **Saving**
- **Sharing**





**Be consistent,
become an
authority**





CanvasDesigners®



MARINE
FABRICATORS CONFERENCE