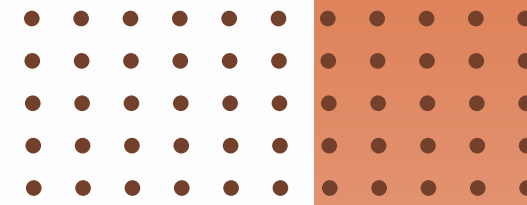


Giving You Digital



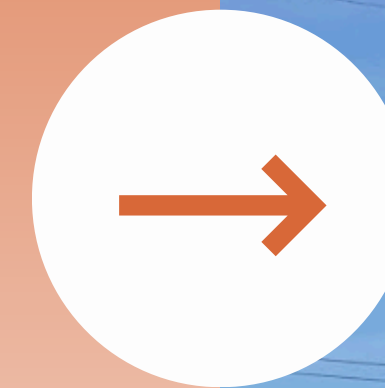
GABRIEL'S INC. COMPANIES

**Scaling a Multi-Brand Service
Business Through Unified Marketing
Systems, SEO Infrastructure & AI
Search Optimization**

Presented by: **Anthony Galizia**



www.givingyoudigital.com



Giving You Digital



INTRODUCTION

Giving You Digital partnered with Gabriel's Inc. Companies to solve a complex marketing and operational challenge involving multiple brands, multiple service divisions, expanding service areas, rapid company growth, and a newly acquired business that needed to be integrated immediately into a newly built marketing ecosystem.

The organization required a scalable marketing system capable of supporting several home service brands across Chicagoland while maintaining operational flexibility, lead generation consistency, SEO authority, and long-term brand growth.



THE PROJECT



This engagement involved:

- Multi-website management and SEO architecture restructuring
- Website CMS transfer and SEO preservation
- 3 New website builds
- Local SEO and AI Search Optimization (GEO)
- Knowledge Center and content marketing systems
- Project-based content strategies
- Video marketing integration
- Multi-brand lead generation architecture
- New service launch development and branding
- Fractional CMO leadership and employee training
- AI Marketing Task Implementation

The result was a unified marketing ecosystem that supported multiple service-based brands while increasing local authority, search visibility, lead generation, and AI-powered search presence throughout Chicagoland.



THE BUSINESS CHALLENGES



Gabriel's Inc. Companies operated multiple service brands with different audiences, service offerings, and geographic markets, including:

- Gabriel's Inc. - Luxury outdoor living spaces, hardscapes, pools, patios, and landscape construction
- Gabriel's Tree Care – Tree care and arborist services in the Palatine and surrounding areas
- Mid-West Tree Service – Tree service operations focused in the Wauconda market

As the company continued growing, they faced several major operational and marketing challenges:

THE BUSINESS CHALLENGES

Key Challenges Included:

- Managing multiple websites and marketing systems
- Scaling marketing across multiple brands and service areas
- Preserving SEO authority during website platform transfers
- Launching and integrating a newly acquired company quickly
- Creating consistent lead generation systems
- Building stronger local authority in highly competitive markets
- Expanding into new service offerings
- Developing internal marketing leadership and processes

The organization needed more than a website company, they needed a strategic marketing partner capable of building scalable systems designed for long-term growth.



Giving You Digital



MARKETING AND TECH STRATEGY



Giving You Digital developed a complete multi-brand marketing ecosystem designed to centralize operations, improve scalability, strengthen SEO infrastructure, and position the brands for future AI-powered search visibility.

The strategy combined across 3 brands:

- Website development
- SEO architecture
- Local SEO expansion
- AI Search Optimization (GEO)
- Knowledge Center development
- Video and multimedia integration
- Project-based local content
- Internal marketing systems
- Fractional CMO leadership and training
- AI Reputation Management System Fully Built



We Listened



**We
Strategized**



**We Created
the Solutions**





CMS WEBSITE TRANSFER & SEO PRESERVATION

One of the most technically sensitive parts of the project involved transferring existing websites to a new CMS environment while protecting existing SEO authority and search visibility.

Website migrations are often one of the highest-risk SEO activities for service-based businesses because improper transfers can lead to:

- Ranking losses
- Traffic declines
- Broken URLs
- Loss of indexed content
- Reduced local visibility
- Lead generation interruptions

Giving You Digital managed the migration strategy by:

- Preserving critical SEO structures
- Managing redirects and URL mapping
- Rebuilding page architecture
- Maintaining local SEO relevance
- Protecting existing authority signals
- Improving technical site performance
- Organizing scalable page structures for future growth

This allowed the company to modernize and centralize its digital infrastructure without sacrificing long-term SEO value.



Advanced SEO Strategies



Website Development



GEO Opportunities



NEW WEBSITE DEVELOPMENT & MULTI-BRAND INTEGRATION

At the same time the website transfers were taking place on a new platform, the company was also acquiring a new business that required immediate digital integration into the system.

Giving You Digital developed and connected a new website under Gabriel's new CMS system while aligning all brands under a scalable lead generation and marketing framework. SOP's were developed for Gabriel's Inc to manage all websites under one system going forward.

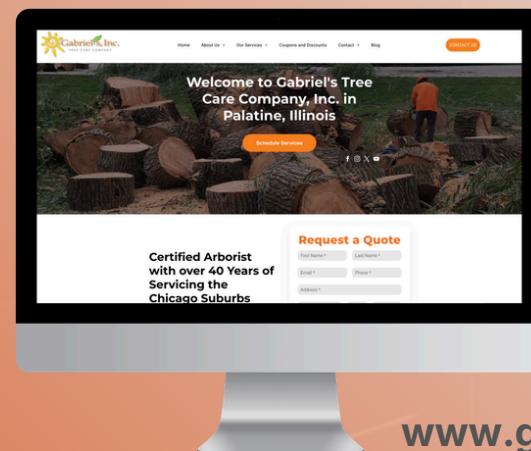
The goal was to create:

- Consistent branding systems
- Shared marketing workflows
- Regional lead generation support
- SEO scalability
- Easier long-term management
- Multi-service targeting across Chicagoland

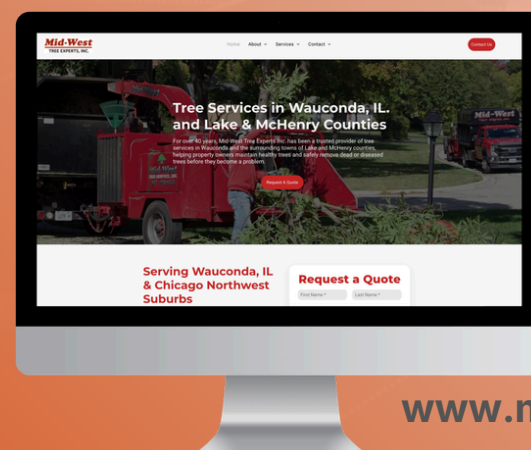
This created a much faster and more organized system for managing marketing operations across several growing brands.



www.gabrielsinc.com



www.gabrielstrees.com



www.mid-westtree.com

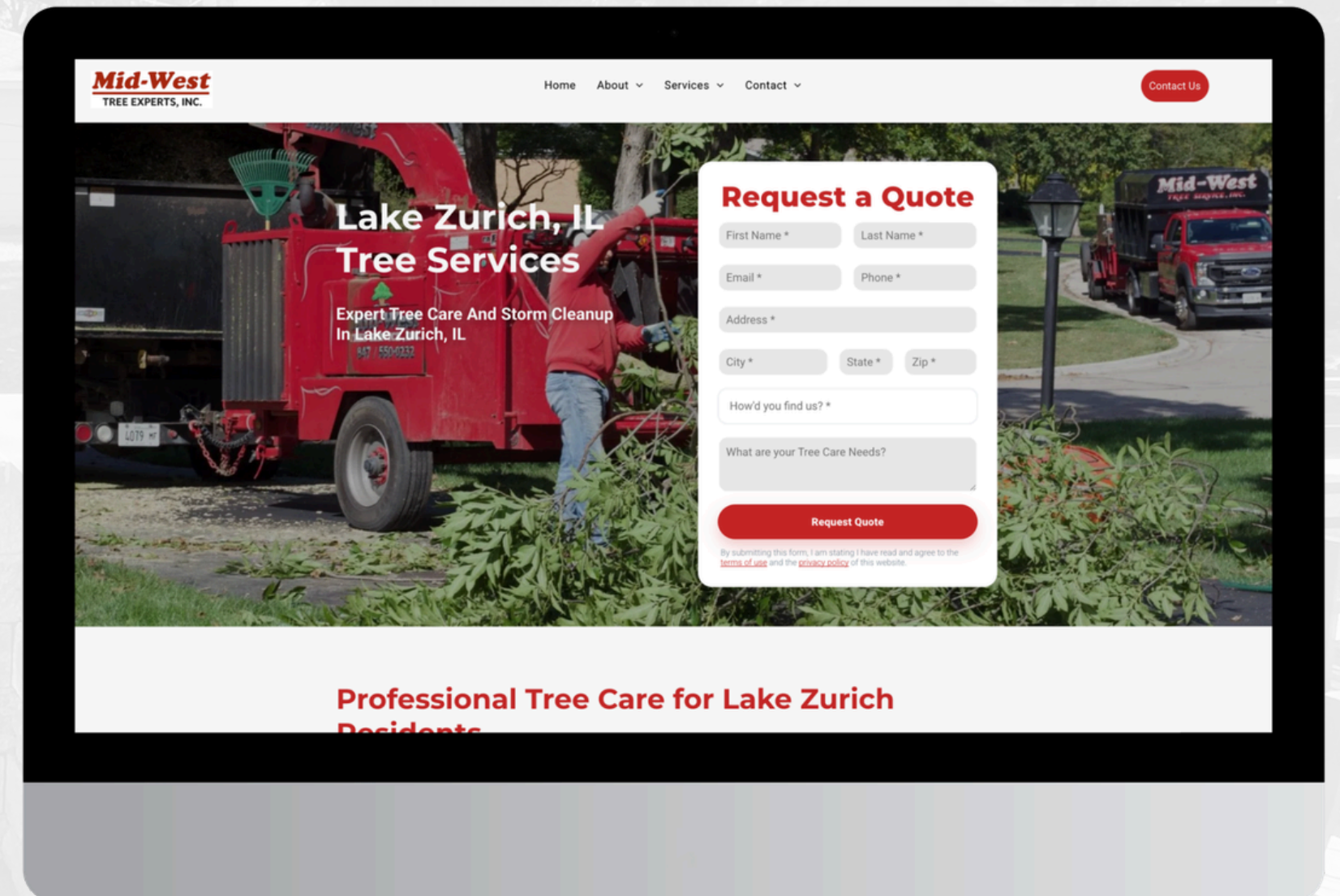
LOCAL SEO & GEOGRAPHIC AUTHORITY EXPANSION

A major component of the strategy focused on expanding local visibility across Palatine, Wauconda, Lake Forest, and surrounding Chicagoland service areas.

Giving You Digital implemented:

- Geographic landing pages
- Service-specific local pages
- Internal linking systems
- Local content strategies
- Project showcase pages
- Search-intent-focused service architecture
- Google Business Profile optimization strategies

The objective was not only to improve traditional search rankings, but to establish strong geographic authority signals across multiple markets.





KNOWLEDGE CENTER & EDUCATIONAL CONTENT STRATEGY

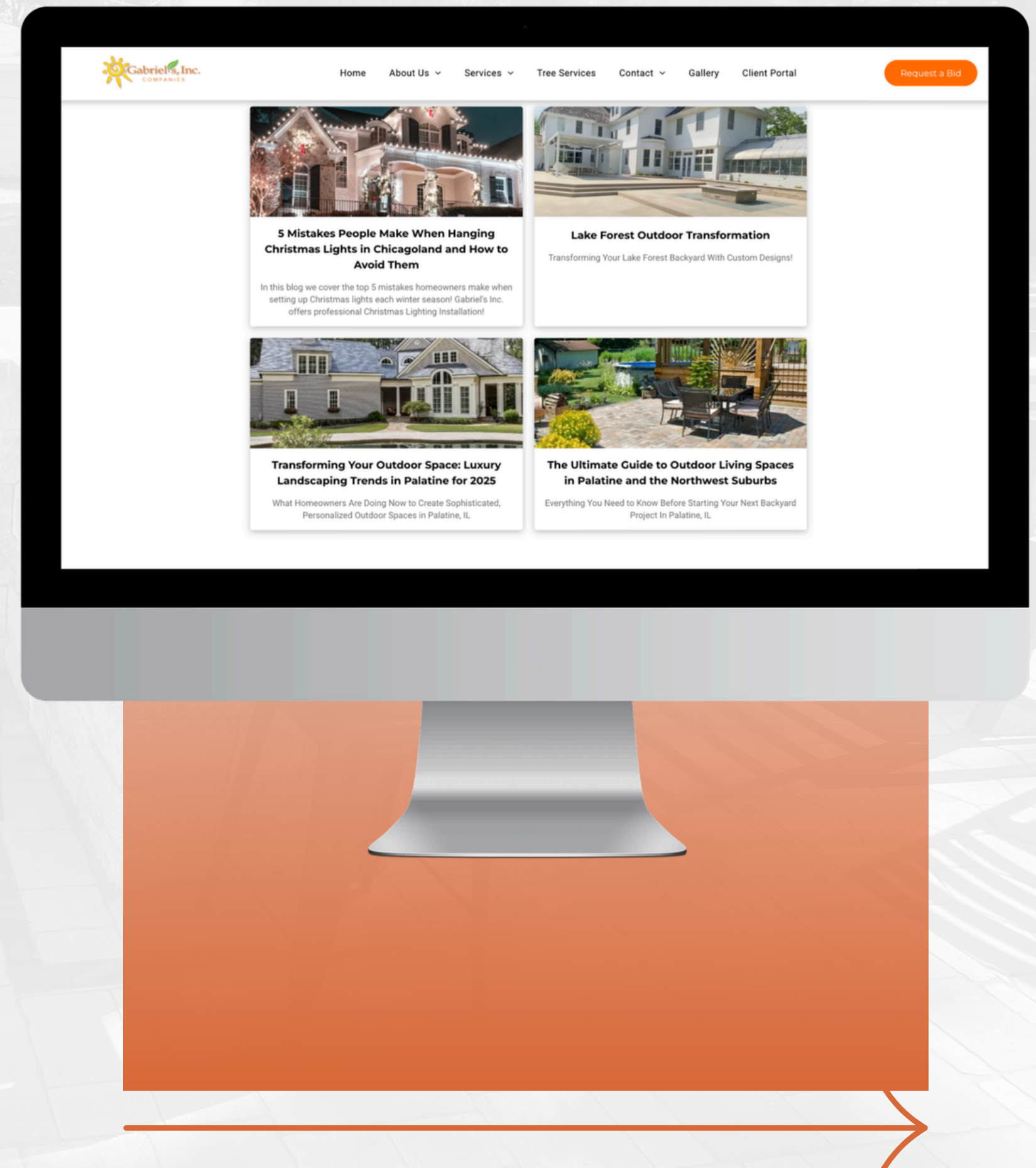
To strengthen authority and improve search visibility, Giving You Digital developed educational content systems designed around customer search behavior and E-E-A-T principles.

This included:

- Knowledge Center development
- Educational blog content
- Service explanation pages
- Seasonal service content
- Localized educational content
- FAQ development
- Buyer-focused informational resources

The content strategy was designed to:

- Improve search relevance
- Build topical authority
- Increase organic traffic opportunities
- Support AI-powered search systems
- Position the brands as trusted regional experts





PROJECT PAGES & MULTIMEDIA CONTENT STRATEGY

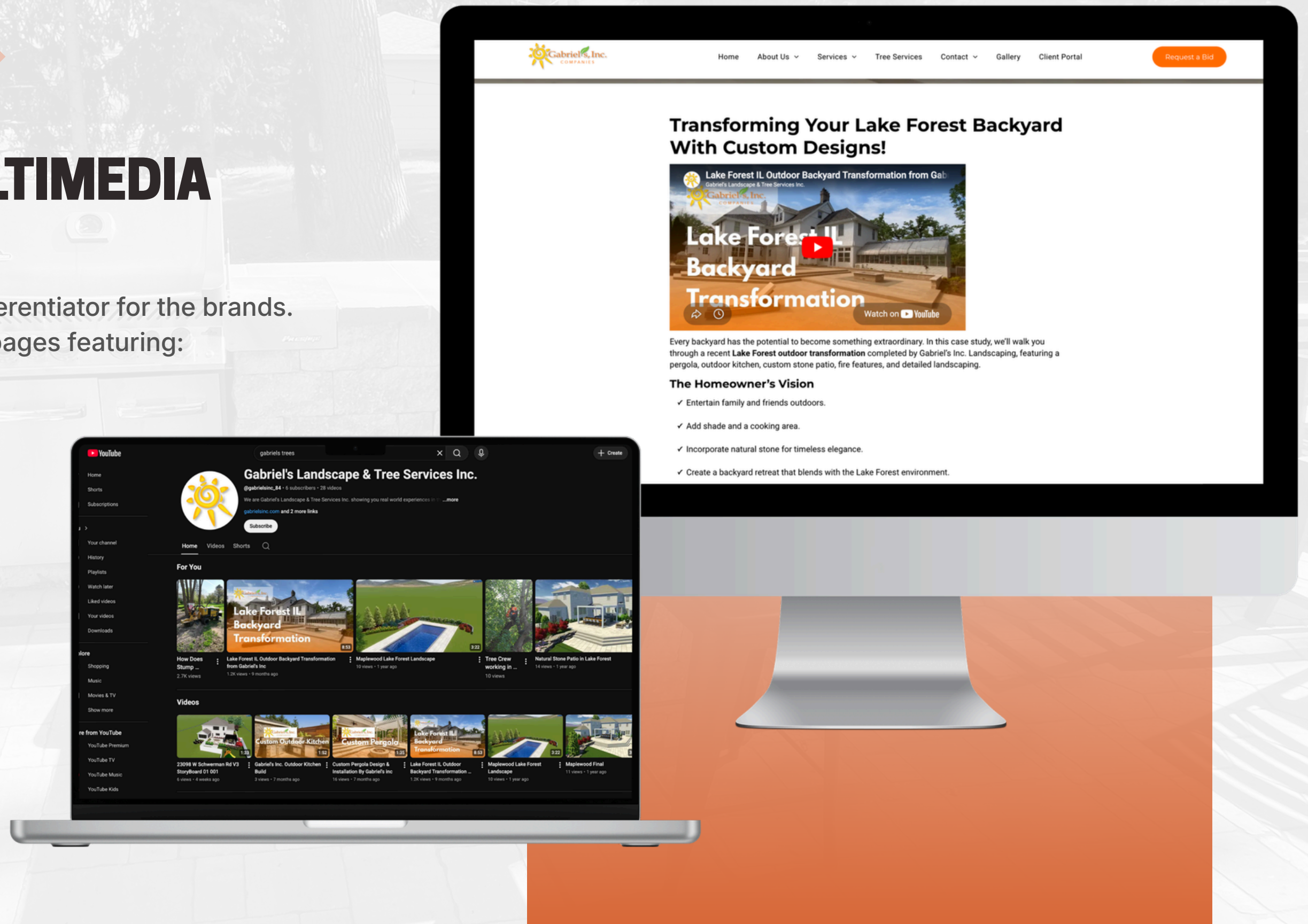
Project-based marketing became a major differentiator for the brands. Giving You Digital created project showcase pages featuring:

- Real completed work
- Geographic targeting
- Educational explanations
- Before-and-after project storytelling
- Video integration
- Service-focused search optimization

This helped:

- Build trust with potential customers
- Increase local SEO relevance
- Improve conversion opportunities
- Create highly unique local content
- Strengthen E-E-A-T authority signals

Video content and multimedia were also integrated directly into the websites and content ecosystem to increase engagement and improve brand recognition across local markets.





AI SEARCH OPTIMIZATION (GEO) RESULTS

One of the most significant outcomes of the engagement was the successful positioning of the brands within emerging AI-powered search experiences.

Through advanced SEO architecture, local authority development, educational content strategies, multimedia integration, and geographic relevance optimization, Giving You Digital helped multiple brands appear prominently within AI-generated search results.

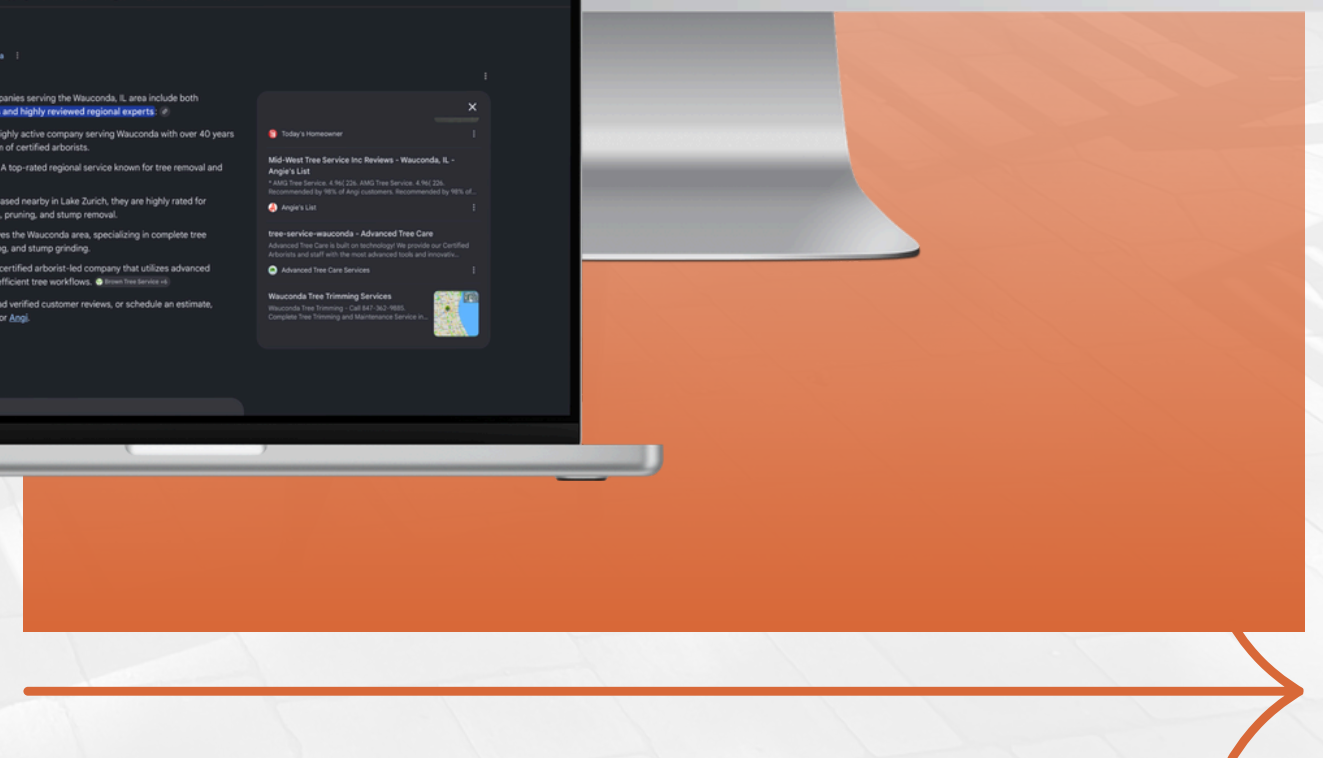
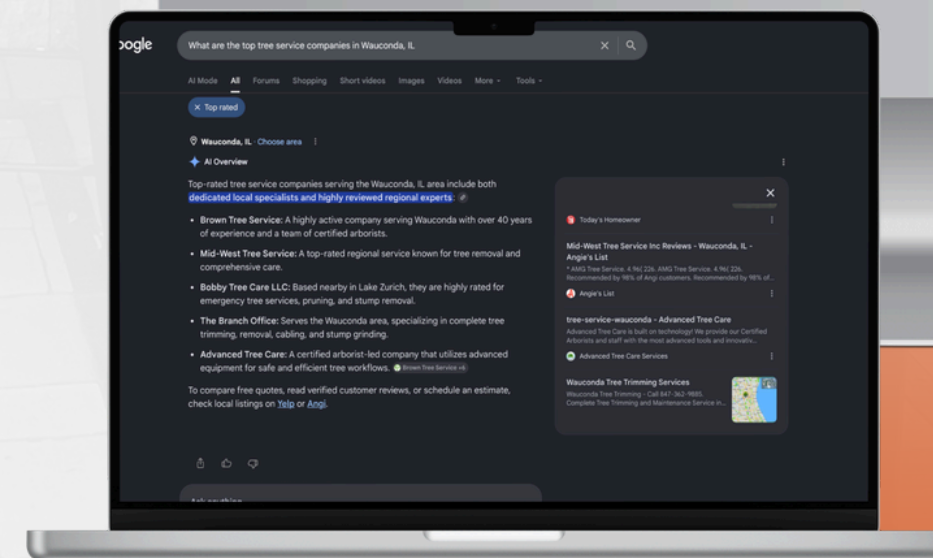
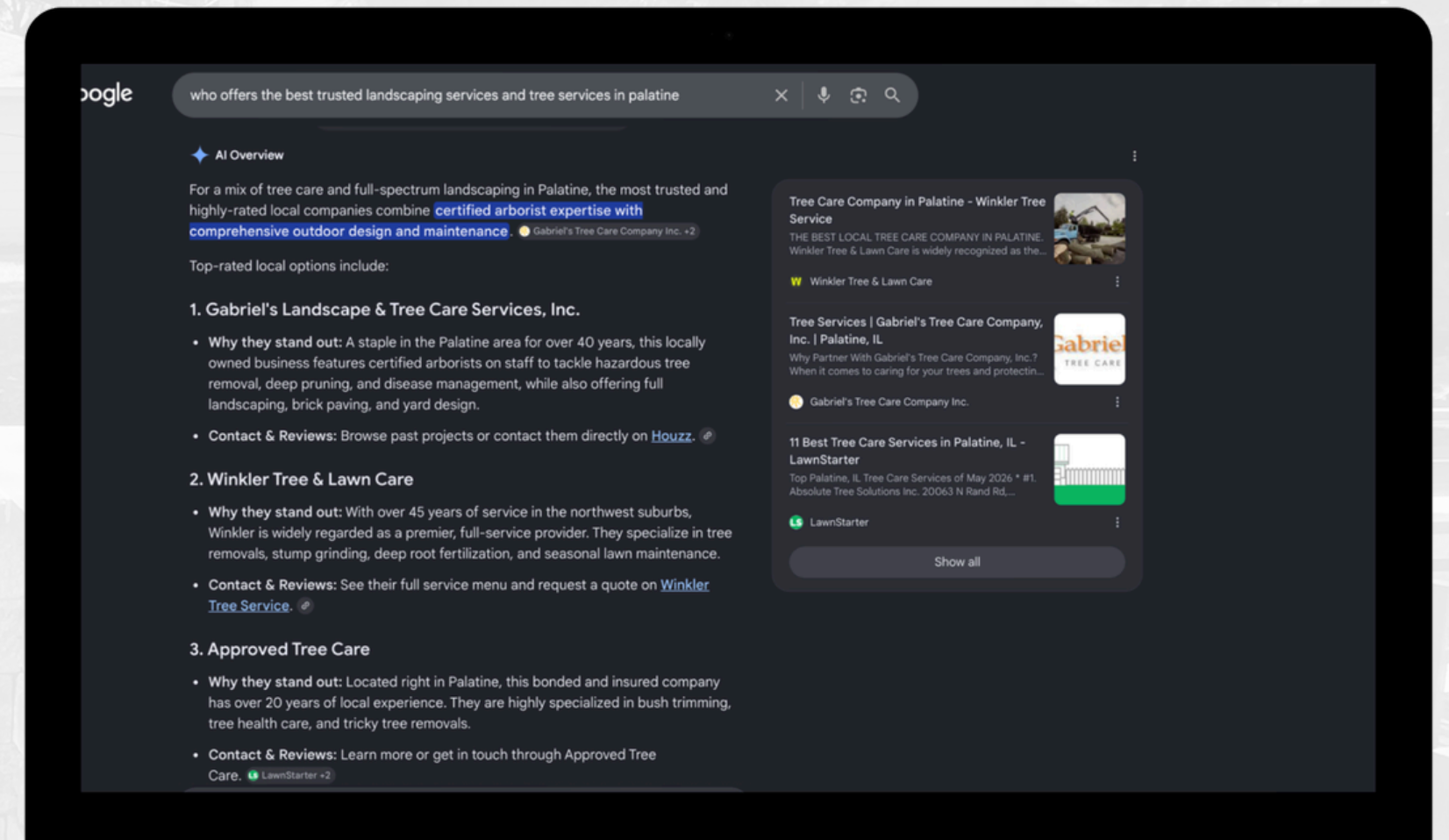
This included:

- Mid-West Tree Service appearing in AI-powered search results for the Wauconda market
- Gabriel's Tree Care appearing in top AI search positions for Palatine and surrounding areas
- Increased visibility in AI-generated recommendations tied to tree care and outdoor service searches
- Stronger regional authority signals across Chicagoland markets

These results were achieved through:

- GEO (Generative Engine Optimization)
- Local SEO implementation
- Educational content ecosystems
- Geographic service page structures
- Project-based local content
- Multimedia and video integration
- Brand authority development
- Website architecture optimization

Rather than focusing only on keyword rankings, the strategy focused on building complete digital authority ecosystems that AI search systems could understand, trust, and recommend.





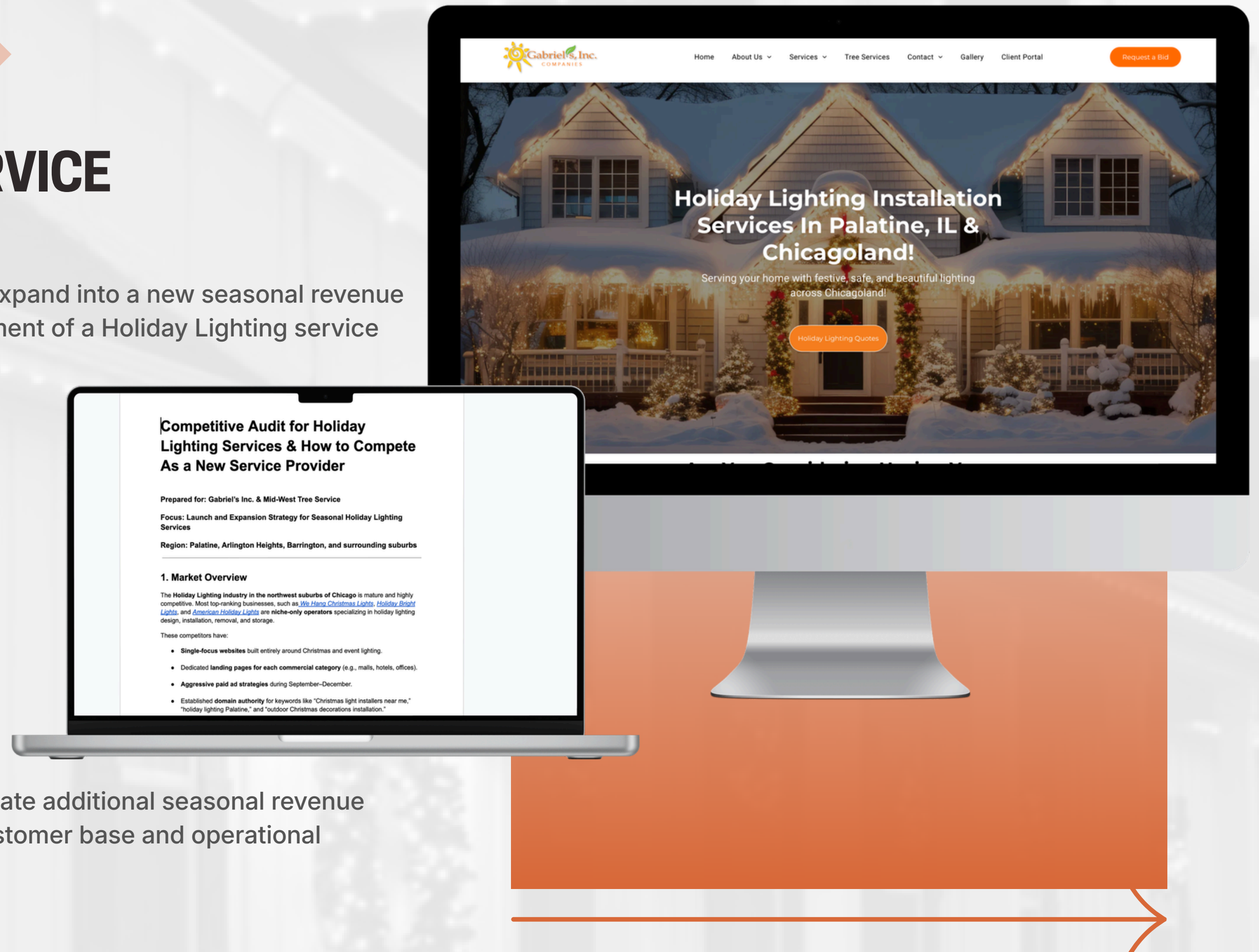
HOLIDAY LIGHTING SERVICE EXPANSION

Giving You Digital also helped the company expand into a new seasonal revenue opportunity through the launch and development of a Holiday Lighting service offering.

This involved:

- Market research
- Competitive analysis
- Service positioning
- Branding strategy
- Website content development
- Service page architecture
- Marketing messaging
- Lead generation strategy

The new offering allowed the company to create additional seasonal revenue opportunities while leveraging its existing customer base and operational infrastructure.



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FRACTIONAL CMO LEADERSHIP & INTERNAL TEAM DEVELOPMENT

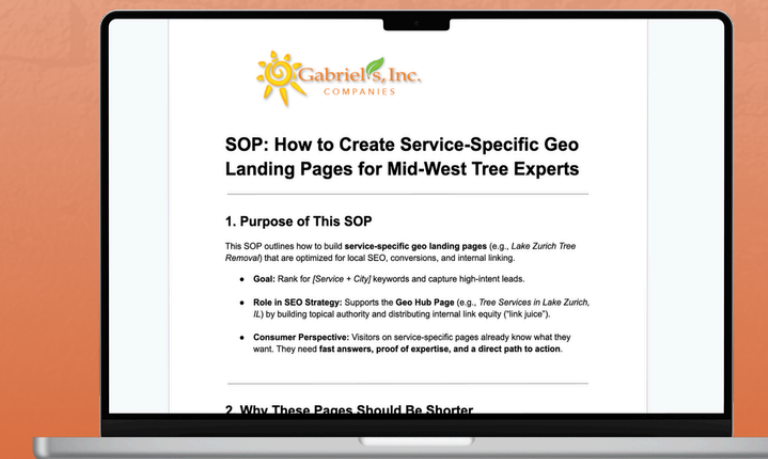
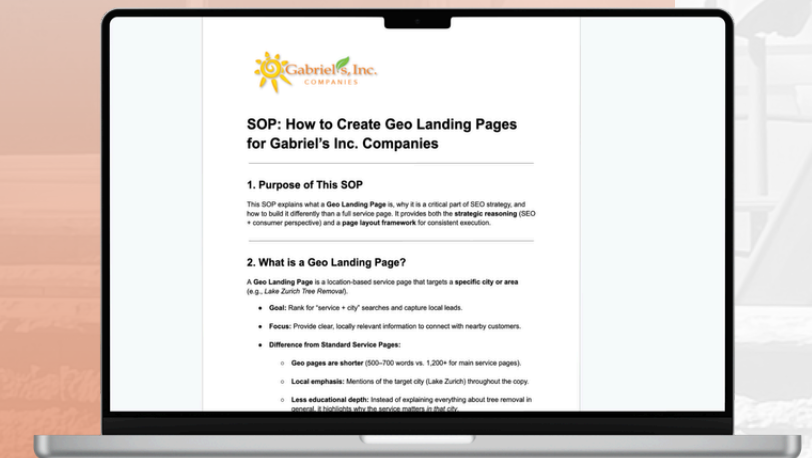
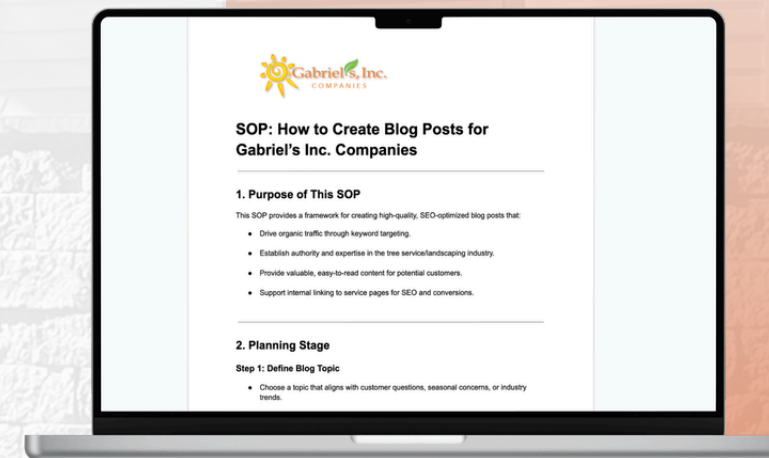
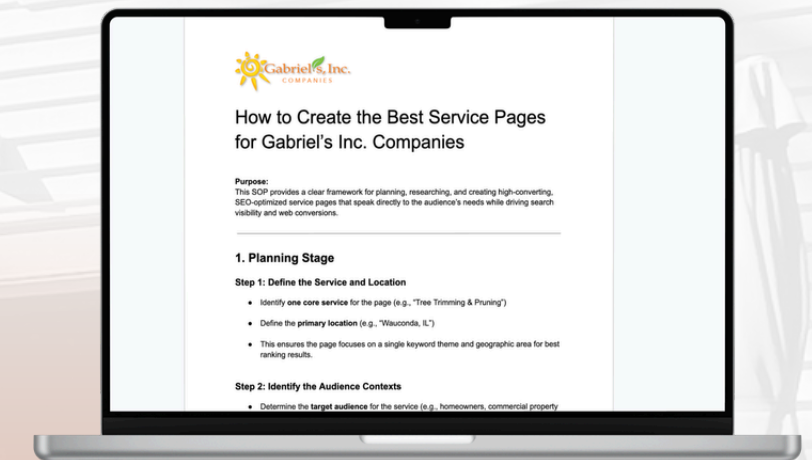
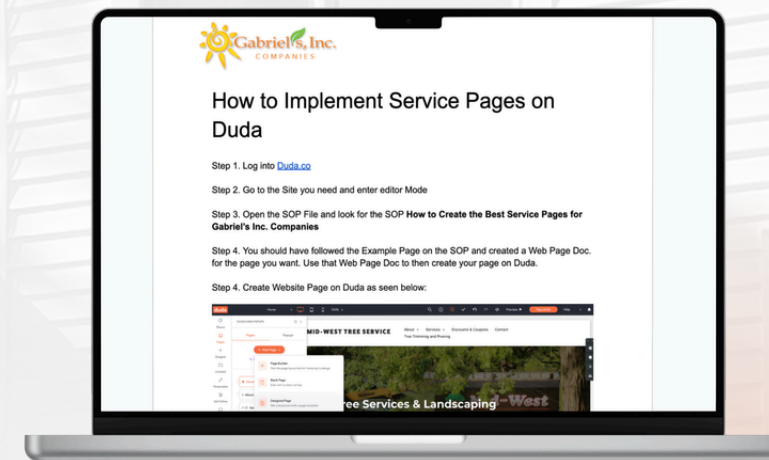
In addition to execution, Giving You Digital also provided executive-level marketing leadership and training support.

This included:

- Fractional CMO consulting
- Strategic marketing oversight
- Internal marketing process development
- KPI and performance planning
- Marketing system organization
- Leadership guidance
- Employee development and mentorship

One of the key outcomes was helping train and develop an internal employee into a full-time marketing management role through structured executive-level guidance and real-world implementation experience.

This helped the organization create stronger long-term internal marketing capabilities while maintaining strategic direction and scalability.





➤ **Full Marketing
and Lead System**

➤ **Scaleable
Business Plan**

➤ **Expert
Authority
Figure**

THE OUTCOME

Through the partnership, Gabriel's Inc. Companies gained:

- A scalable multi-brand marketing system
- Unified website and lead generation infrastructure
- Stronger SEO and Local SEO positioning
- Increased AI-powered search visibility
- Better geographic authority across Chicagoland
- New revenue opportunities
- Improved operational marketing efficiency
- Stronger internal marketing leadership
- Long-term digital growth infrastructure

The engagement demonstrated how larger service-based companies generating \$1M-5M+ in revenue require more than isolated marketing tactics. They require integrated systems, strategic leadership, SEO architecture, operational scalability, and long-term authority building.



Giving You Digital

THE INVESTMENT

Gabriel's Inc. Companies partnered with Giving You Digital to modernize and consolidate multiple digital properties across their expanding portfolio of brands, including Gabriel's Inc., Gabriel's Tree Care, and Mid-West Tree Service.

The initial engagement included complex website CMS transfers, multi-site infrastructure planning, SEO preservation strategy, and a new website build designed to support lead generation and long-term scalability across multiple service divisions and geographic markets.

The company invested over **\$15,000** into the **websites and infrastructure phase of the project**, followed by an additional **\$10,500** investment into **ongoing marketing strategy, SEO systems, content development, and fractional CMO consulting services focused on operational marketing leadership and long-term growth planning.**

By investing in scalable infrastructure and strategic marketing systems early, Gabriel's was able to position its brands for stronger local visibility, improved search performance, operational consistency, and future expansion across the Chicagoland market.

Rather than relying on disconnected marketing vendors or fragmented systems, the company chose to build a centralized marketing ecosystem designed for long-term growth, authority, and lead generation.

Full Marketing
and Lead System

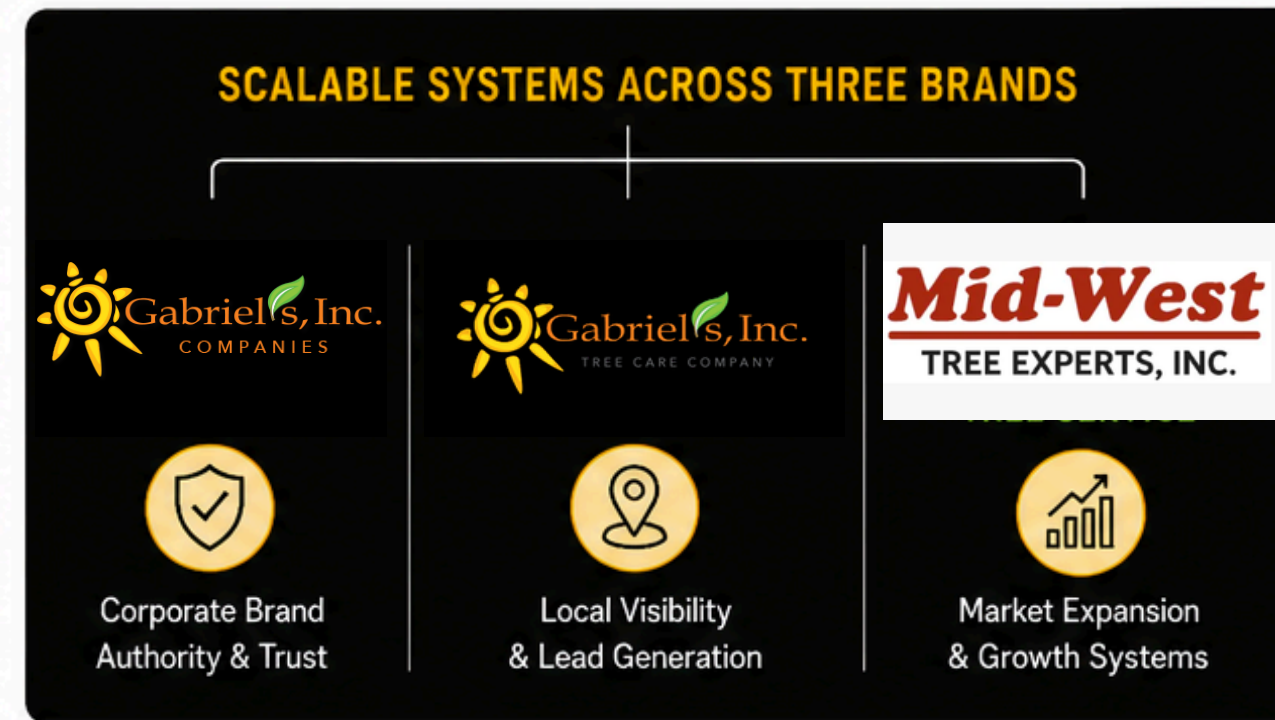
Scaleable
Business Plan

Expert
Authority
Figure

INVESTMENT OVERVIEW

PHASE	INVESTMENT	FOCUS AREA
 PHASE 1 WEBSITE & INFRASTRUCTURE 2023	\$15,000+ One-Time Investment	Website CMS Transfers & New Build ✓ CMS migration across multiple brands ✓ Custom website design & development ✓ SEO preservation & technical optimization ✓ Multi-brand architecture & scalability ✓ Lead generation infrastructure ✓ Content structure & service alignment
 PHASE 2 MARKETING & CMO SERVICES Ongoing	\$10,500 Ongoing Investment	Marketing Strategy & CMO Services ✓ SEO & local search strategy ✓ Content development & authority building ✓ Marketing systems & operational support ✓ Fractional CMO leadership ✓ Performance tracking & reporting ✓ Growth planning & execution
 TOTAL INVESTMENT	\$25,500+ Total Investment	Scalable Marketing Infrastructure Across Three Powerful Brands

INFRASTRUCTURE IMPACT



THE BOTTOM LINE

Gabriel's Inc. Companies invested in a modern, scalable marketing infrastructure designed to unify multiple brands, strengthen search visibility, generate consistent leads, and support long-term growth across all service lines and markets.

A strategic investment in infrastructure today builds a foundation for growth tomorrow.



STRONGER DIGITAL PRESENCE

Modern, professional websites built for trust & conversions



SEO & LOCAL AUTHORITY

Improved rankings across services & locations



UNIFIED BRAND EXPERIENCE

Consistent messaging & systems across all three brands



OPERATIONAL EFFICIENCY

Streamlined systems for lead management & reporting



BUILT FOR SCALABILITY

Infrastructure designed to grow with the business

CONCLUSION

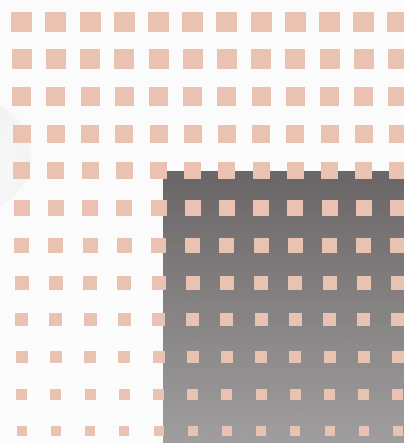
Giving You Digital helped Gabriel's Inc. Companies transform a highly complex multi-brand marketing challenge into a scalable digital growth system designed for both traditional search and the future of AI-powered discovery.

By combining:

- Website development
- SEO strategy
- GEO implementation
- Content ecosystems
- Video integration
- Multi-brand lead generation systems
- Fractional CMO leadership
- Internal team development

Gabriel's Inc. Companies were able to strengthen its market position, improve operational efficiency, and establish a stronger foundation for long-term regional growth across multiple industries and service areas.





HOW TO WORK WITH US AS YOUR GROWTH PARTNER



SEO and AI
Search Audits



Automation
Consultations



Competitor
Analysis

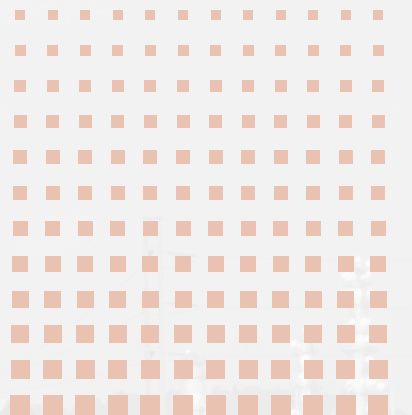
Contact us to start the conversation about marketing and your business! We offer consultations to hear your pain points and offer solutions that help you scale your business through growth marketing engines.



THANK YOU



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We will spend 1 hour with you reviewing the Audit and giving you the next steps on how to rank in local searches as well as AI Search results. We will also audit your competition to capture their strategy and develop the winning strategy.

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