



POWER YOUR GROWTH  
DOMINATING LOCAL ONLINE SEARCH



# UNDERSTANDING LOCAL DOMINATION THROUGH ONLINE SEARCH

Using our Years of both Traditional and Digital Marketing experience, we have been able to combine, Locally focused SEO along with a Local Marketing Strategy to create a Local Domination Strategy for each Dealer to Dominate the Search results in their Local Market.

This booklet is meant to give you a brief and very quick understanding of some key terms as it relates SEO and Paid Marketing Efforts.

Below we have provided some real examples of how a number of current dealers are benefiting from Local Search and Local Domination in their markets with real time screenshots of active searches along with before and after SEO Keyword Ranking Results that truly show the benefit to each dealer and their quest for Local Domination of their Market!

## WINNING THE MOMENTS THAT MATTER!

"81% of shoppers search for and review products ONLINE before purchasing".  
Is your business being found?

NEW ENGLAND  
**GRILL & HEARTH**

About 420,000 results (0.72 seconds)

**New England Grill and Hearth** · <https://negrillandhearth.com>

**New England Grill and Hearth: Hearth & Grill Store | Shop the ...**

Shop the New England Grill and **Hearth** store for the best online deals on BBQ grills, hearths, **fireplaces** and more. Our family-owned **hearth** and grill shop ...

**Houzz** · <https://www.houzz.com> › Middletown--RI

**Custom Fireplace Contractors & Installers in Middletown - Houzz**

Search 43 Middletown custom **fireplace** contractors & installers to find the best ... reviewed local **fireplace** services and installers in **Middletown, RI** on Houzz.

**Angie's List** · <https://www.angi.com> › ... › Middletown

**Top 10 Best Gas Fireplace Repair in Middletown, RI | Angi**

Top-rated gas logs work. Get matched with top **gas fireplace** repair services in **Middletown, RI**. There are 1 highly-rated local **gas fireplace** repair services.

★★★★★ Rating: 4.4 · 470 reviews

**Yelp** · <https://m.yelp.com> › ... › Fireplace Services

**THE BEST 10 Fireplace Services near Middletown, RI - Yelp**

Best **Fireplace** Services in **Middletown, RI** - A Traditional Sweep, StoneCraft, The **Fireplace** Showcase, Certified Chimney Inspections, Liberty **Hearth & Home**, ...

**Yellow Pages** · <https://www.yellowpages.com> › gas-fire...

**Best 30 Gas Fireplace Inserts in Middletown, RI with Reviews**

**Gas Fireplace Inserts** in **Middletown, RI** · 1. Cantone & Sons Mason Contractors, LLC · 2. Old Port Homes · 3. Newport Propane, Inc. · 4. Travers Plumbing & Heating ...

**HomeAdvisor** · <https://www.homeadvisor.com> › c.Firep...

**Top Fireplace & Wood Stove Contractors in Middletown, RI**

Other Cities in Rhode Island ... HomeAdvisor: The nation's largest network of screened and rated pros. Find **Fireplace & Wood Stoves** Pros in **Middletown, RI**. Tell us ...

★★★★★ Rating: 4.1 · 950 reviews

**Facebook** · <https://www.facebook.com> › NEgrillandhearth

**New England Grill and Hearth | Middletown RI - Facebook**

New England Grill and Hearth, **Middletown, Rhode Island**. ... on a **FREE** accessory for Regency Wood and **Gas fireplaces**, inserts, stoves and outdoor products!!

★★★★★ Rating: 5 · 1 vote · Price range: \$\$

**Fireside Stove Shoppe** · <http://firesideonline.com> › gasfi...

**A Rhode Island Gas and Wood Stove Retailer**

This is the '**gas fireplace**' page, often referred to as 'pre-fab fireplaces'. 'Fireplaces' are often mistakenly referred to as 'inserts' or '**fireplace** ...

**Gil's Appliances** · <https://www.gilsappliances.com> › catalog

**Outdoor Fireplaces & Firepits | Bristol and Middletown, RI**

Napoleon® Outdoor **Gas Fireplace**. Model #: GPFL48MHP. (0). \$1,499.00 Save \$NaN. \$1,499.00. Add To Cart Compare. XO Handcrafted Fire Bowl.

**The Fireplace Showcase** · <https://thefireplaceshowcase.com>

**Fireplaces Store, MA, RI, Pellet Wood Stoves, Fireplace ...**

**Fireplaces**. **Gas**. Wood and Pellet **Stoves**. **Fireplace** accessories. and more. The



**New England Grill and Hearth**

[Website](#) [Directions](#) [Save](#)

4.0 ★★★★★ 19 Google reviews

Grill store in Middletown, Rhode Island

**Service options:** In-store shopping · In-store pick-up · Delivery

**Address:** 750 Aquidneck Ave, Middletown, RI 02842, United States

**Hours:** Open · Closes 5 p.m.

**Phone:** +1 401-619-1235

[Suggest an edit](#) · [Own this business?](#)

Questions and answers [Ask a question](#)  
[Be the first to ask a question](#)

[Send to your phone](#) [Send](#)

Reviews from the web

5/5 [Facebook](#) · 1 vote

Reviews [Write a review](#) [Add a photo](#)

**D** "The **price** was great but more importantly the **service** and **delivery** was great."  
★★★★★

**A** "Quality of **work** impeccable."  
★★★★★

**A** "I've both called and emailed and can't get any **response**..."  
★★★★★

[View all Google reviews](#)

Profiles



People also search for [View 15+ more](#)



About 43,600 results (0.59 seconds)

[negrillandhearth.com](https://shop.negrillandhearth.com) · <https://shop.negrillandhearth.com> ...

### Outdoor Fireplaces

Browse our extensive selection of premium **Napoleon Outdoor Fireplaces**. Fast and on time shipping. Shop online or visit our store today.

<https://shop.negrillandhearth.com> ...

#### Shop Napoleon Wood Fireplaces in Middletown, Newport ...

Get the best deals on **Napoleon Wood Fireplaces**. Enhance a space with warmth and beauty. Shop Online & Save Big!



[napoleon.com](https://www.napoleon.com) · <https://www.napoleon.com> › fireplaces

### Dealer Locator - Napoleon® Fireplaces

Are you looking to find an authorized **Napoleon Fireplace** dealer? Visit our website and use our dealer locator to find your local Napoleon dealer.

Missing: middletown ri

<https://www.napoleon.com> › fireplaces

### Dealer Locator - Napoleon Grills

Dealer Locator. Find your local **Napoleon** dealer below. In-StoreOnline (Electric Fireplaces Only)Professionals. Dealer Locator. Our dealers are ready to help ...

[Fireplace Showcase](https://thefireplaceshowcase.com) · <https://thefireplaceshowcase.com> › ...

### Napoleon Electric Fireplaces

The **Fireplace Showcase**, MA, RI ... **Napoleon's Electric Fireplace** Mantel/Entertainment Packages combine centuries old tradition and elegance with modern flare and ...

[Facebook](https://www.facebook.com) · <https://www.facebook.com> › NEgrillandhearth

### New England Grill and Hearth | Middletown RI - Facebook

New England Grill and Hearth, **Middletown, Rhode Island**. ... Receive **FREE ACCESSORIES** now through June 19, 2017 with any qualifying **Napoleon Grill** purchase!

★★★★★ Rating: 5 · 1 vote · Price range: \$\$

[Gil's Appliances](https://www.gilsappliances.com) · <https://www.gilsappliances.com> › catalog

### Outdoor Fireplaces & Firepits | Bristol and Middletown, RI

Napoleon® Outdoor **Gas Fireplace**. Model #: GPFL48MHP. (0). \$1,499.00Save \$NaN. \$1,499.00. Add To Cart Compare. XO Handcrafted Fire Bowl.

[Angie's List](https://www.angi.com) · <https://www.angi.com> › companylist › ne...

### New England Grill & Hearth Reviews - Middletown, RI | Angi

See reviews for New England Grill & Hearth in **Middletown, RI** at 750 Aquidneck Ave from Angi members or join today to leave your own ... **Gas fireplace**.

★★★★★ Rating: 5 · 3 reviews

- People also ask
- Are Napoleon Fireplaces good quality?
  - Where are Napoleon Fireplaces manufactured?
  - What is a Napoleon fireplace?

Feedback



## New England Grill and Hearth

Website | Directions | Save

4.0 ★★★★★ 19 Google reviews

Grill store in Middletown, Rhode Island

**Service options:** In-store shopping · In-store pick-up · Delivery

**Address:** 750 Aquidneck Ave, Middletown, RI 02842, United States

**Hours:** Open · Closes 5 p.m. ▾

**Phone:** +1 401-619-1235

[Suggest an edit](#) · [Own this business?](#)

Questions and answers  Be the first to ask a question

Send to your phone

### Reviews from the web

Facebook	angi.com
5/5	5/5
1 vote	3 reviews

Reviews

- D** "The **price** was great but more importantly the **service and delivery** was great." ★★★★★
- [Profile]** "Quality of **work** impeccable." ★★★★★
- A** "I've both called and emailed and can't get any **response...**" ★★★★★

[View all Google reviews](#)

Profiles

People also search for [View 15+ more](#)



gas grills middletown ri



Sign in

All Shopping Images Maps News More Tools

About 762,000 results (0.65 seconds)

## Places

Rating

Hours



**New England Grill and Hearth**  
4.0 ★★★★★ (19) · Grill store  
750 Aquidneck Ave · +1 401-619-1235  
Open · Closes 5 p.m.  
Their website mentions gas grills



**Gil's Appliances**  
4.4 ★★★★★ (24) · Appliance store  
926 Aquidneck Ave · +1 401-314-9789  
Open · Closes 5:30 p.m.  
In-store shopping · In-store pickup · Delivery



**The Home Depot**  
4.2 ★★★★★ (539) · \$ · Home improvement store  
878 W Main Rd · +1 401-845-5092  
Open · Closes 9 p.m.  
Their website mentions gas grills

More places →



<https://negrillandhearth.com>

**New England Grill and Hearth: Hearth & Grill Store | Shop the ...**

Shop the New England Grill and Hearth store for the best online deals on BBQ grills, hearths, fireplaces and more. Our family-owned hearth and grill shop ...



napoleon fireplaces middletown ri



Sign in

All Shopping Images Maps Videos More Tools

About 386,000 results (0.64 seconds)

https://shop.negrillandhearth.com Napoleon Grills & Fireplace Dealers in Middletown, Newport ...

One stop store for all your BBQ & Fireplace needs in Middletown, Newport & Portsmouth areas. We offer a wide range of Napoleon Grills & Fireplaces at ...

https://shop.negrillandhearth.com product-category

Outdoor Fireplaces

Browse our extensive selection of premium Napoleon Outdoor Fireplaces. Fast and on time shipping. Shop online or visit our store today.

https://www.napoleon.com fireplaces dealer-locator Find A Napoleon® Fireplace Dealer - Canada

Are you looking to find an authorized Napoleon Fireplace dealer? Visit our website and use our dealer locator to find your local Napoleon dealer.

Missing: middletown ri

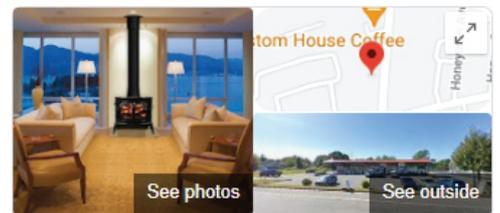
https://thefireplaceshowcase.com napoleon-electric-fir... Napoleon Electric Fireplaces

The Fireplace Showcase, MA, RI ... Napoleon's Electric Fireplace Mantel/Entertainment Packages combine centuries old tradition and elegance with modern flare and ...

https://www.facebook.com NEgrillandhearth New England Grill and Hearth | Middletown RI - Facebook

New England Grill and Hearth, Middletown, Rhode Island. ... Receive FREE ACCESSORIES now through June 19, 2017 with any qualifying Napoleon Grill purchase!

★★★★★ Rating: 5 · 1 vote · Price range: \$\$



New England Grill and Hearth



Website Directions Save

4.0 ★★★★★ 19 Google reviews

Grill store in Middletown, Rhode Island

Service options: In-store shopping · In-store pickup · Delivery

Address: 750 Aquidneck Ave, Middletown, RI 02842, United States

Hours: Open · Closes 5 p.m. ▾

Phone: +1 401-619-1235

Suggest an edit · Own this business?

Questions and answers Be the first to ask a question

Ask a question

Reviews from the web

Facebook 5/5

angi.com 5/5

Google USA (Middletown, Rhode Island, United States)

May-01 2022 - October-31 2022

Keyword	May-01	October-31
napoleon grills Middletown	-	1 ▲99
propane grills Middletown	-	1 ▲99 📍
napoleon grills store Middletown	-	1 ▲99 📍
bbq dealer near me	-	1 ▲99 📍
gas grills Middletown	-	1 ▲99 📍
bbq dealer Newport	-	1 ▲99 📍
napoleon grills Newport	-	1 ▲99
Gas fireplaces Middletown	-	1 ▲99 📍
Electric fireplaces Middletown	13	1 ▲12 📍
Wood fireplaces Middletown	-	1 ▲99 📍
Gas fireplace inserts Middletown	-	1 ▲99 📍
Fireplaces Newport	-	1 ▲99 📍
Fireplace dealer near me	-	1 ▲99 📍
napoleon dealer Middletown	-	2 ▲98
Electric Firepalces near me	-	2 ▲98 📍
bbq grills Middletown	-	3 ▲97 📍
Outdoor fireplaces Middletown	-	4 ▲96 📍
bbq dealer Portsmouth	-	11 ▲89
bbq dealer Middletown	-	-
grills near me	-	-

## Rankings for the first and last period dates

 shop.negrillandhearth.com

 Google USA (Newport, Rhode Island, United States)

May-01 2022 - October-31 2022

Keyword	May-01	October-31
napoleon dealer Middletown	-	1 ▲99
napoleon grills Middletown	-	1 ▲99
napoleon grills store Middletown	-	1 ▲99 📍
bbq dealer near me	-	1 ▲99 📍
gas grills Middletown	-	1 ▲99 📍
bbq dealer Newport	-	1 ▲99 📍
napoleon grills Newport	-	1 ▲99
Gas fireplaces Middletown	-	1 ▲99 📍
Electric fireplaces Middletown	21	1 ▲20 📍
Wood fireplaces Middletown	-	1 ▲99 📍
Fireplaces Newport	-	1 ▲99 📍
Fireplace dealer near me	-	1 ▲99 📍
Electric Firepalces near me	-	1 ▲99 📍
bbq grills Middletown	-	3 ▲97 📍
propane grills Middletown	-	3 ▲97
Outdoor fireplaces Middletown	-	4 ▲96 📍
bbq dealer Portsmouth	-	8 ▲92
bbq dealer Middletown	-	-
grills near me	-	-
Gas fireplace inserts Middletown	-	-

**BEST BARBEQUES & ISLANDS**  

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**OUTDOOR 🔥 KITCHENS**

About 1,030,000 results (0.43 seconds)

Places | Rating | Hours



Arizona Gas Products 4.5 (41) · Fireplace store 16050 N 76th St Suite 104 · +1 480-609-8855 Open · Closes 4 p.m. Store for fireplaces, gas logs & grills

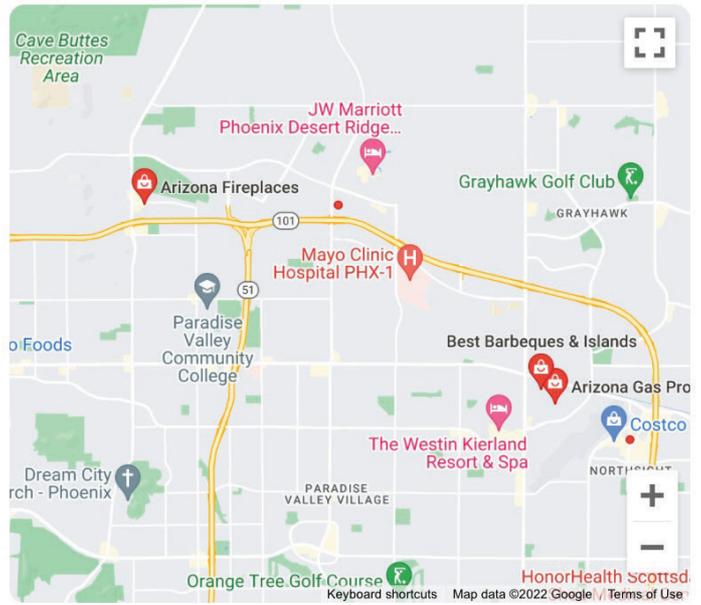


Best Barbeques & Islands 5.0 (13) · Grill store 16255 N Scottsdale Rd suite c-4 · In The Promenade · +... Closed · Opens 10 a.m. Their website mentions napoleon's and fireplace



Arizona Fireplaces 3.7 (130) · Fireplace store Phoenix, AZ, United States · +1 602-343-1000 Open · Closes 5 p.m. Stoves, grills & a variety of fireplaces

More places ->



napoleon.com · https://www.napoleon.com › barbecues

### Dealer Locator - Napoleon

Our dealers are ready to help! Enter your city or postal/zip code to find a dealer near you.

Dealer Search: Country:.

Missing: seottsdale | Must include: scottsdale

https://www.napoleon.com › barbecues

### Dealer Locator - Napoleon

Our dealers are ready to help! ; Allsouth Appliance. 874 Murfreesboro Pike, 37217 ; Mannix Pools and Grills. 3500 Cypress Gardens RD., #1, 33884 ; Builder Supply.

https://www.napoleon.com › barbecues

### Dealer Locator | Napoleon

16255 N Scottsdall Road, C-4, 85254 Scottsdale, AZ 85254. 480-922-8390 · Contact · Directions. Gold Dealer. —. Tri-County Hearth & Patio Center.

Best Barbeques & Islands · https://bestbarbequeandislan...

### Napoleon Prestige Grills Dealer in Scottsdale, Phoenix ...

One stop shop for all your BBQ needs in Scottsdale, Phoenix & Fountain Hills areas. We offer a wide range of Napoleon Prestige grills & accessories at ...

AF Distributors · https://www.afdistributors.com › napol...

### Napoleon :: AF Distributors

Napoleon® fireplaces are designed to provide you absolute comfort and control at the touch of your fingertips. When you install a Napoleon® gas fireplace ...



bbq grills scottsdale



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All Shopping Maps Images Videos More

Tools

About 193,000 results (0.65 seconds)

Places

Rating

Hours



Best Barbeques & Islands  
5.0 ★★★★★ (14) · Grill store  
16255 N Scottsdale Rd suite c-4 · In The Promenade  
In-store shopping · In-store pickup · Delivery



BBQ Island - Outdoor Kitchen And Gas Grill Speci...  
4.9 ★★★★★ (43) · Grill store  
14987 N Northsight Blvd  
In-store shopping · Curbside pickup · Delivery



Arizona Gas Products  
4.5 ★★★★★ (40) · Grill store  
16050 N 76th St Suite 104  
Store for fireplaces, gas logs & grills

More places →



https://bestbarbequeandislands.com

Napoleon Prestige Grills Dealer in Scottsdale, Phoenix ...

One stop shop for all your BBQ needs in Scottsdale, Phoenix & Fountain Hills areas. We offer a wide range of Napoleon Prestige grills & accessories at ...





napoleon grills scottsdale



Sign in

All Shopping Images Maps Videos More

Tools

About 916,000 results (0.58 seconds)

Places

Rating

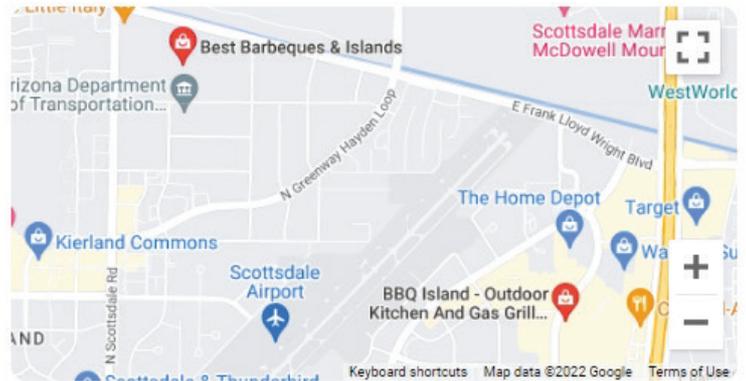
Hours



**Best Barbeques & Islands**  
5.0 ★★★★★ (14) · Grill store  
16255 N Scottsdale Rd suite c-4 · In The Promenade · +...  
Open · Closes 5 p.m.  
In-store shopping · In-store pickup · Delivery



**BBQ Island - Outdoor Kitchen And Gas Grill Speci...**  
4.9 ★★★★★ (43) · Grill store  
14987 N Northsight Blvd · +1 480-503-1110  
Open · Closes 6 p.m.  
In-store shopping · Curbside pickup · Delivery



<https://bestbarbequeandislands.com>

**Napoleon Prestige Grills Dealer in Scottsdale, Phoenix ...**

One stop shop for all your BBQ needs in Scottsdale, Phoenix & Fountain Hills areas. We offer a wide range of Napoleon Prestige grills & accessories at ...



<https://www.napoleon.com> > barbecues > dealer-locator

**Dealer Locator - Napoleon**

Our dealers are ready to help! Enter your city or postal/zip code to find a dealer near you. Dealer Search: Country:..

Missing: ~~scottsdale~~ | Must include: **scottsdale**

## Rankings for the first and last period dates

 bestbarbequeandislands.com

 Google USA (Scottsdale, Arizona, United States)

February-01 2022 - October-31 2022

Keyword	February-09	October-31
napoleon grills Scottsdale	6	1 ▲5
napoleon grills store Scottsdale	2	1 ▲1 📍
prestige bbq Scottsdale	1	1 📍
napoleon prestige 500 grills Scottsdale	1	1
napoleon prestige pro grills Scottsdale	1	1
napoleon built-in grill heads Scottsdale	1	1
napoleon grills Fountain Hills	1	1
gas grills Fountain Hills	2	1 ▲1
bbq dealer Scottsdale	4	2 ▲2 📍
napoleon dealer Scottsdale	2	2 📍
bbq grills Scottsdale	6	2 ▲4 📍
propane grills Scottsdale	2	2 📍
gas grills Scottsdale	4	2 ▲2 📍
napoleon grills Phoenix	4	2 ▲2
gas grills Phoenix	76	3 ▲73 📍
bbq dealer Fountain Hills	2	3 ▼1 📍
propane grills Phoenix	30	7 ▲23 📍
bbq dealer Phoenix	45	13 ▲32
grills near me	14	49 ▼35
bbq dealer near me	3	-

Google USA (Phoenix, Arizona, United States)

February-01 2022 - October-31 2022

Keyword	February-09	October-31
napoleon grills Scottsdale	7	1 ▲6
bbq grills Scottsdale	8	1 ▲7 📍
napoleon grills store Scottsdale	4	1 ▲3 📍
gas grills Scottsdale	6	1 ▲5 📍
prestige bbq Scottsdale	1	1
napoleon prestige 500 grills Scottsdale	1	1
napoleon prestige pro grills Scottsdale	1	1
napoleon built-in grill heads Scottsdale	1	1
napoleon grills Fountain Hills	1	1
gas grills Fountain Hills	4	1 ▲3
bbq dealer Scottsdale	4	2 ▲2 📍
napoleon dealer Scottsdale	2	2 📍
propane grills Scottsdale	3	2 ▲1 📍
napoleon grills Phoenix	2	2
bbq dealer Fountain Hills	2	3 ▼1 📍
propane grills Phoenix	36	10 ▲26
bbq dealer Phoenix	17	13 ▲4
gas grills Phoenix	77	43 ▲34
bbq dealer near me	-	60 ▲40
grills near me	-	-





outdoor fireplaces st catharines



All Shopping Images Maps Videos More Tools

About 1,330,000 results (0.65 seconds)

### Places

Rating Hours



**Stella's Regional Fireplace Specialists (St. Cathari...**  
4.0 ★★★★★ (96) · Fireplace store  
118 Dunkirk Rd · (905) 984-6896  
Open · Closes 5 p.m.  
Sold here: **outdoor fireplaces**

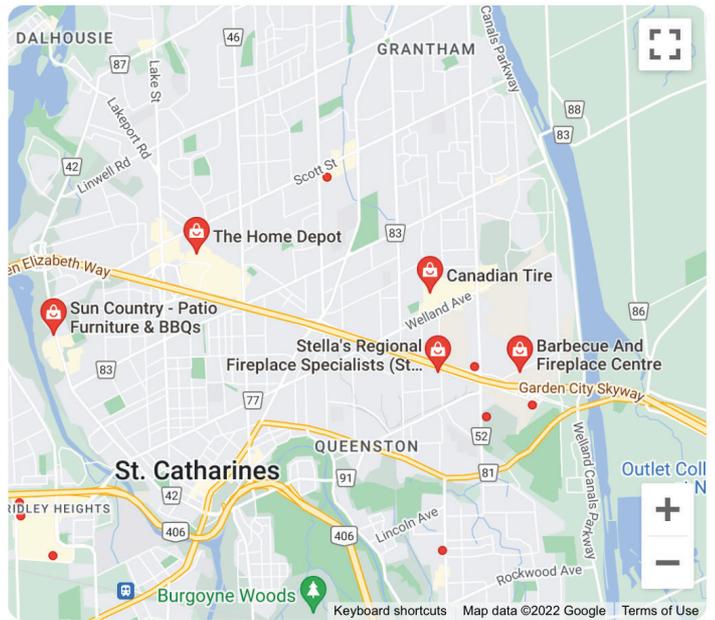


**Barbecue And Fireplace Centre**  
4.7 ★★★★★ (109) · Fireplace store  
480 Eastchester Ave E · (905) 684-0672  
Open · Closes 5:30 p.m.  
Seen by shoppers: **outdoor fireplaces**



**The Home Depot**  
4.2 ★★★★★ (1.8K) · \$ · Home improvement store  
20 YMCA Dr · (905) 937-5900  
Open · Closes 9 p.m.  
In stock: **outdoor fireplaces** · Updated 1 day ago

More places →



About 1,270,000 results (0.87 seconds)

Places

Rating

Hours



Barbecue And Fireplace Centre
4.7 (109) · Grill store
480 Eastchester Ave E · (905) 684-0672
Open · Closes 5:30 p.m.
Their website mentions gas grill

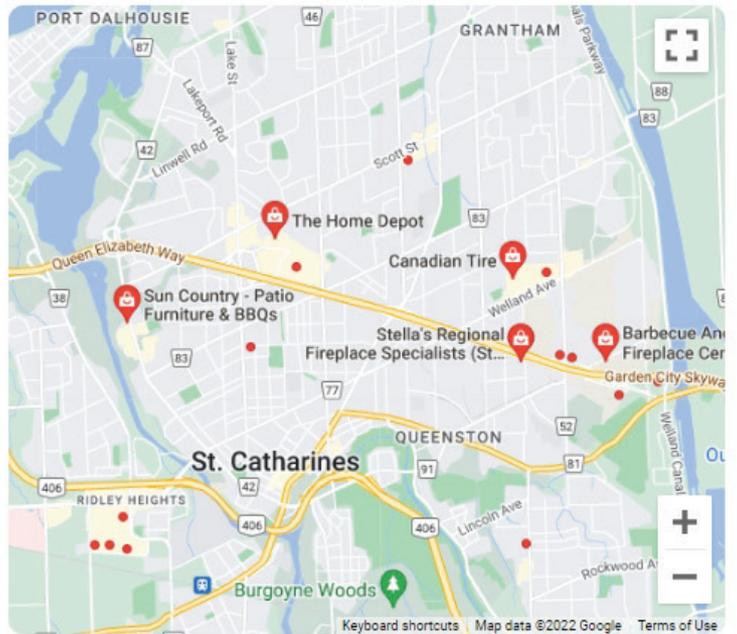


Sun Country - Patio Furniture & BBQs
4.7 (65) · Outdoor furniture store
343 Ontario St · (905) 685-0062
Open · Closes 5 p.m.
Their website mentions gas grills



Canadian Tire
4.1 (1.4K) · Home improvement store
Lincoln Mall, 459 Welland Ave · In Lincoln Value Centre ...
Open · Closes 9 p.m.
In stock: gas grills · Updated 1 day ago

More places



https://suncountryleisure.com › product-category › bar...

Barbecues Niagara - High Quality BBQs from Sun Country

Sun Country has the widest selection of barbecues in Niagara, offering quality and the brand names you trust. For great BBQs and accessories, get your grill ...

https://shop.barbecueandfireplacecentre.ca

Napoleon Grills & Fireplace Dealers in St. Catharines

One stop store for all your BBQ & Fireplace needs in St. Catharines, Niagara Falls & Niagara on the Lake areas. We offer a wide range of Napoleon Grills ...



gas fireplaces st catharines



Sign in

All Shopping Images Maps News More Tools

About 85,700 results (0.57 seconds)

Places

Rating

Hours



**Stella's Regional Fireplace Specialists (St. Catharin...**

4.0 ★★★★★ (94) · Fireplace store

118 Dunkirk Rd · (905) 984-6896

Open · Closes 5 p.m.

🌐 Their website mentions gas fireplaces



**Barbecue And Fireplace Centre**

4.7 ★★★★★ (109) · Fireplace store

480 Eastchester Ave E · (905) 684-0672

Open · Closes 5:30 p.m.

🌐 Their website mentions gas fireplaces



**Stamford Fireplaces**

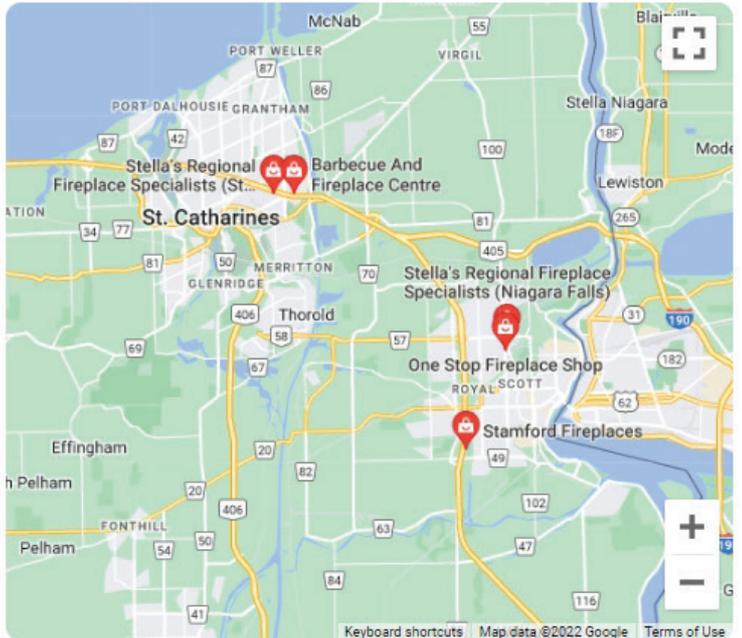
4.1 ★★★★★ (56) · Fireplace store

Niagara Falls, ON · (905) 356-2922

Open · Closes 6 p.m.

📍 Sold here: gas fireplaces

More places →



## Rankings for the first and last period dates

 barbecueandfireplacecentre.ca

 Google Canada (St. Catharines, Ontario, Canada)

May-01 2022 - October-31 2022

Keyword	May-01	October-31
bbq dealer St. Catherines	N/A	1 
napoleon grills St. Catherines	N/A	1 
bbq grills St. Catherines	N/A	1 
propane grills St. Catherines	N/A	1 
bbq dealer near me	N/A	1 
bbq dealer Niagara on the Lake	N/A	1 
napoleon dealer St. Catherines	N/A	2 
Gas fireplaces St. Catherines	N/A	2 
Electric fireplaces St. Catherines	N/A	2 
Outdoor fireplaces St. Catherines	N/A	2 
Wood fireplaces St. Catherines	N/A	2 
Fireplace dealer near me	N/A	2 
napoleon grills store Niagara Falls	N/A	3 
bbq dealer Niagara Falls	N/A	3 
napoleon grills Niagara Falls	N/A	3 
grills near me	N/A	-
gas grills Niagara Falls	N/A	-
Gas fireplace inserts Niagara Falls	N/A	-
Fireplaces Niagara Falls	N/A	-
Electric Firepalces near me	N/A	-

## Rankings for the first and last period dates

 barbecueandfireplacecentre.ca

 Google Canada (Niagara Falls, Ontario, Canada)

May-01 2022 - October-31 2022

Keyword	May-01	October-31
bbq dealer St. Catherines	-	1 <span style="color: green;">▲99</span> <span style="color: grey;">📍</span>
napoleon grills St. Catherines	3	1 <span style="color: green;">▲2</span> <span style="color: grey;">📍</span>
bbq grills St. Catherines	-	1 <span style="color: green;">▲99</span> <span style="color: grey;">📍</span>
propane grills St. Catherines	1	1 <span style="color: grey;">📍</span>
bbq dealer Niagara on the Lake	-	1 <span style="color: green;">▲99</span> <span style="color: grey;">📍</span>
napoleon dealer St. Catherines	-	2 <span style="color: green;">▲98</span> <span style="color: grey;">📍</span>
Gas fireplaces St. Catherines	-	2 <span style="color: green;">▲98</span> <span style="color: grey;">📍</span>
Electric fireplaces St. Catherines	-	2 <span style="color: green;">▲98</span> <span style="color: grey;">📍</span>
Outdoor fireplaces St. Catherines	-	2 <span style="color: green;">▲98</span> <span style="color: grey;">📍</span>
Wood fireplaces St. Catherines	-	2 <span style="color: green;">▲98</span> <span style="color: grey;">📍</span>
napoleon grills store Niagara Falls	8	3 <span style="color: green;">▲5</span> <span style="color: grey;">📍</span>
bbq dealer near me	-	3 <span style="color: green;">▲97</span> <span style="color: grey;">📍</span>
bbq dealer Niagara Falls	-	3 <span style="color: green;">▲97</span> <span style="color: grey;">📍</span>
napoleon grills Niagara Falls	2	3 <span style="color: red;">▼1</span> <span style="color: grey;">📍</span>
Gas fireplace inserts Niagara Falls	-	78 <span style="color: green;">▲22</span>
grills near me	-	-
gas grills Niagara Falls	3	-
Fireplaces Niagara Falls	-	-
Fireplace dealer near me	-	-
Electric Firepalces near me	-	-

*fire* side



electric fireplaces saint john



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About 8,170,000 results (0.58 seconds)

Places

Rating

Hours



Alternatives

3.9 (19) · Fireplace store  
621 Rothesay Ave · (506) 633-1500  
Open · Closes 5 p.m.  
In-store shopping · Curbside pickup · Delivery



Fireside

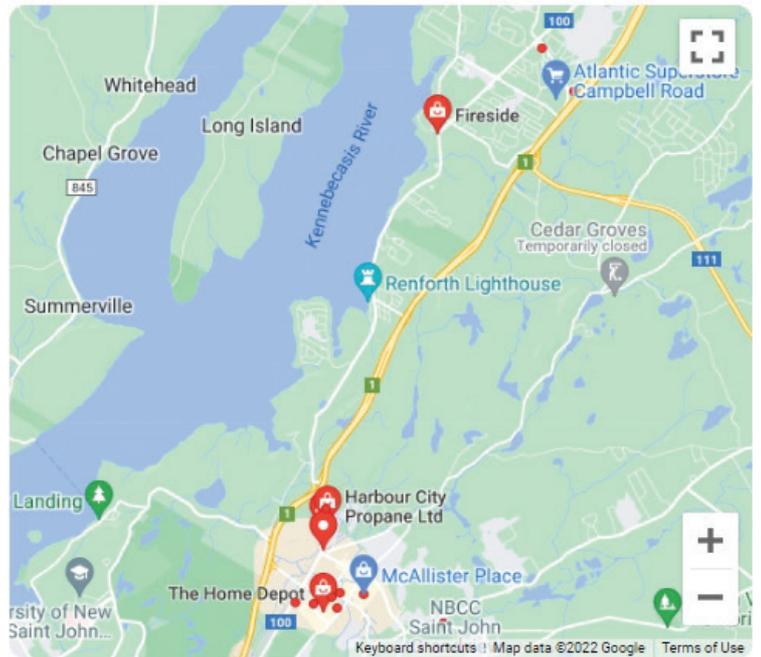
3.3 (20) · Fireplace store  
Rothesay, NB · (506) 847-2707  
Open · Closes 5 p.m.  
Sold here: electric fireplaces



Harbour City Propane Ltd

4.8 (40) · Fireplace store  
640 Rothesay Ave · (506) 696-6699  
Open · Closes 5 p.m.  
In-store shopping · Curbside pickup · Delivery

More places →



About 1,480,000 results (0.58 seconds)

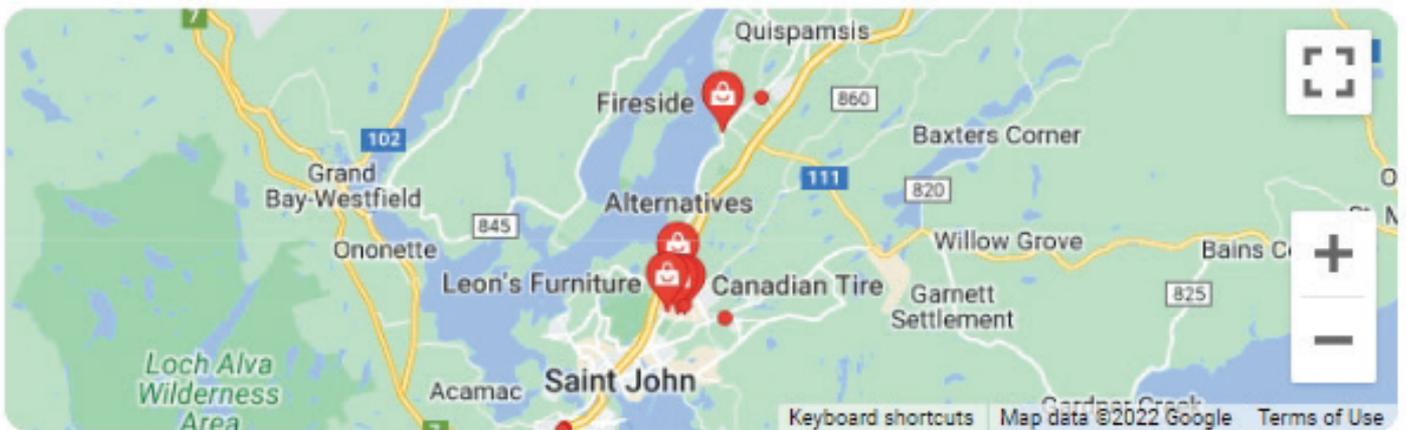
https://shop.firesidene Brunswick.com

### Napoleon Grills & Fireplace Dealers in Saint John ...

One stop store for all your BBQ & Fireplace needs in Saint John & Quispamsis areas. We offer a wide range of Napoleon Grills & Fireplaces at discount prices.



### Places



Rating Hours

#### Alternatives

3.9 (19) · Fireplace store  
621 Rothesay Ave · (506) 633-1500  
Open · Closes 5 p.m.

"Amazing customer service from both Alternatives and Louisiana grill!"



#### Fireside

3.3 (20) · Fireplace store  
Rothesay, NB · (506) 847-2707  
Open · Closes 5 p.m.

Their website mentions bbq's and napoleon



About 26,300 results (0.51 seconds)

[firesidenewbrunswick.com · https://shop.firesidenewbrun...](https://shop.firesidenewbrun...)

### Shop Napoleon Built-in Electric Fireplaces in Saint John ...

As a leading Napoleon dealer, we offer an inclusive range of Built-in Electric Fireplaces at great prices. Shop online or visit our store today.



Places

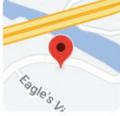


Rating | Hours

**Fireside**  
 3.3 (20) · Fireplace store  
 Rothesay, NB · (506) 847-2707  
 Open · Closes 5 p.m.  
 Sold here: electric fireplaces



**E D Masonry Ltd**  
 5.0 (1) · Masonry contractor  
 422 French Village Rd · (506) 651-2157  
 Open · Closes 6 p.m.  
 Their website mentions electric fireplace



**Alternatives**  
 3.9 (19) · Fireplace store  
 Saint John, NB · (506) 633-1500  
 Open · Closes 5 p.m.  
 In-store shopping · Curbside pickup · Delivery



More places →

**Facebook · https://www.facebook.com › marketplace**

### Electric Fireplaces for sale in Quispamsis, New Brunswick

New and used Electric Fireplaces for sale in Quispamsis, New Brunswick on Facebook Marketplace. Find great deals and sell your items for free.



<https://m.facebook.com › ... › Quispamsis>

**Fireplaces & Stoves for sale in Quispamsis, New Brunswick ...**  
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 <b>Steelside Richardson...</b> <b>\$2,040.00</b> Wayfair Ca... ★★★★★ (14)	 <b>Napoleon Built-In...</b> <b>\$1,829.99</b> Canadian Tire ★★★★★ (30)	 <b>Napoleon - Electric -...</b> <b>\$1,579.99</b> Best Buy C... ★★★★★ (634)
 <b>Napoleon - Electric -...</b> <b>\$1,449.99</b> Wayfair Ca... ★★★★★ (634)	 <b>Napoleon Ascent...</b> <b>\$1,519.00</b> Chadwicks ... ★★★★★ (63)	 <b>Napoleon - Electric -...</b> <b>\$1,299.99</b> Wayfair Ca... ★★★★★ (634)

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## Rankings for the first and last period dates

 shop.firesidenewbrunswick.com

 Google Canada (Saint John, New Brunswick, Canada)

May-01 2022 - October-31 2022

Keyword	May-28	October-31
napoleon dealer Saint John	3	1 ▲2
napoleon grills Saint John	3	1 ▲2
napoleon grills store Quispamsis	1	1
bbq dealer Quispamsis	-	1 ▲99
napoleon grills Quispamsis	1	1
Fireplaces Quispamsis	-	1 ▲99 📍
Electric Fireplaces Quispamsis	6	1 ▲5
Electric fireplaces Saint John	-	2 ▲98 📍
Fireplace dealer near me	-	2 ▲98 📍
Gas fireplaces Saint John	-	3 ▲97 📍
Wood fireplaces Saint John	-	3 ▲97 📍
Gas fireplace inserts Saint John	-	5 ▲95 📍
Outdoor fireplaces Saint John	-	6 ▲94
bbq dealer Saint John	-	8 ▲92
propane grills Saint John	-	8 ▲92
gas grills Saint John	14	9 ▲5
bbq grills Saint John	-	-
grills near me	-	-
bbq dealer near me	-	-
Electric Fireplaces near me	-	-

Google Canada (Quispamsis, New Brunswick, Canada)

May-01 2022 - October-31 2022

Keyword	May-28	October-31
napoleon grills Saint John	3	1 ▲2
napoleon grills store Quispamsis	1	1
bbq dealer Quispamsis	-	1 ▲99
napoleon grills Quispamsis	1	1
Fireplaces Quispamsis	-	1 ▲99 📍
Electric Fireplaces Quispamsis	6	1 ▲5
bbq dealer near me	-	2 ▲98 📍
Electric fireplaces Saint John	-	2 ▲98 📍
Electric Fireplaces near me	42	2 ▲40 📍
Gas fireplaces Saint John	-	3 ▲97 📍
Wood fireplaces Saint John	-	3 ▲97 📍
napoleon dealer Saint John	4	4
Outdoor fireplaces Saint John	-	6 ▲94
bbq dealer Saint John	-	8 ▲92
Gas fireplace inserts Saint John	-	8 ▲92
gas grills Saint John	14	9 ▲5
grills near me	30	72 ▼42
bbq grills Saint John	-	-
propane grills Saint John	-	-
Fireplace dealer near me	52	-

# UNDERSTANDING PAID VS. ORGANIC SEARCH

Organic search is based on unpaid, natural rankings determined by search engine algorithms, and can be optimized with various SEO practices. In contrast, paid search allows you to pay a fee to have your website displayed on the search engine results page (SERP) when someone types in specific keywords or phrases to the search engine. The SERP will display the ads that you create to direct viewers to your site, and the fee you pay is usually based on either clicks on or views of these ads. In other words, you can pay to rank on sponsored search listings. Organic and paid listings both appear on the search engine results page, but they are displayed in different locations on the page.

# UNDERSTANDING **SEO** TERMS:

**SEARCH ENGINE:** An information retrieval program that searches for items in a database that match the request input by the user. Examples: Google, Bing, and Yahoo.

**QUERY:** Words typed into the search bar on a specific search engine.

**PERSONALIZATION:** Refers to the way a search engine will modify a person's results on factors unique to them, such as their location and search history.

**RANKING:** Ordering search results by relevance to the query.

**ORGANIC RESULTS:** Earned placement in search results, as opposed to paid advertisements.

**LOCAL PACK:** A pack of typically three local business listings that appear for local-intent searches such as "napoleon grills dealer near me."

**GOOGLE MY BUSINESS LISTING:** A free listing available to local businesses and will appear for many local searches on the right hand side of the screen with business details, hours, reviews, etc.

# UNDERSTANDING **PAID** MARKETING TERMS:

**SEARCH PHRASES:** Words or phrases that people use when searching online. The essence of the information, products or services they want to find. Also referred to as search terms and search queries.

**SEARCH NETWORK:** Search engine specific results where ads can appear when your keywords are relevant to a user's search. Google search sites: Ads can appear beside, above or below search results on Google Search or Google Shopping.

**PAID CAMPAIGNS:** Campaigns combine the following elements to help your ads show to the right people at the right time: Keywords, Ads, and Targeting Methods.

**OPTIMIZATION:** We look at ways to improve an account's performance. This can range from changing ad copy to changing the website.

**LANDING PAGE:** The page on the website where your advertisement takes the user. It should include the same details, selling points and promotional information as your ads.

**CLICK:** When someone clicks on an ad; this translates to a visit to the website.

**CONVERSION:** When a customer completes a specified action. This can range from a click or download, filling out a contact or quote form, calling your business, click for directions or in the best case, a completed online purchase.



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