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Digital Age Marketing

Marshall Baker



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Digital Age Marketing @Small Business by

Marshall Baker

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Introduction

It may not come as a shock to you unless you've been out of touch with the business world for a while, but there has been a major shift in how to successfully market your local business.

These days so many business owners are scratching their heads trying to figure out why their leads, customers or sales have dropped off and what they can do about it. Well, the good news: This is what this book will answer for you.

You see, the shopping habits of consumers changed in alignment with economic conditions and technology. Which means, tried, tested and proven marketing strategies of the past no longer work.

Marketing techniques that many local businesses used to depend on to reach their market in the past are now ineffective. This means Yellow Page ads, newspapers and other types of hardcopy advertising are becoming redundant. This is because the ads do not get the same amount of exposure they once received. In fact, do you know where your copy of the Yellow Pages is now?

These days, people are looking more and more to the internet to find information about the services and products they use every day. Additionally, they're searching not only locally, but they're searching nationally and internationally too.

This brings up an interesting question: Do you know your customer-base, or are you struggling to grow your marketing share by using outdated numbers and statistical information from years past?

If you want your business to reach new customers in the current market environment, then you need to wake up, because while you were sleeping your competition's market power went global!

Your business name and your product or service must be where your customerbase is searching for your products or services.

They are searching on the Internet. The easier it is to find your business on the Internet, the more revenue you're going to generate from sales. Translation: The results are going to show up as big bucks on your bottom-line! It is that simple.

What many business owners don't realize is this means setting up your

business with an online shop-front that is open 24/7 to anyone who wants to visit. I call this your website. Your website in today's marketplace has to be more than just an online brochure.

This small thinking, still in the box approach just doesn't cut it anymore. You must think of the Internet as a powerful marketing tool that can really help your business grow. Yes, grow, as long as it follows some basic online marketing principles. These principles can help you convert browsers to leads or buyers.

As more and more businesses catch on to the immense power of the Internet to help them, more businesses boost their bottom-line profits. Result: An increase in businesses throwing up websites on the Internet to try and get in on the action.

The downside of this though is most fail miserably, because they put little to no thought behind their website. However, their competitors (who use a variety of specific online marketing techniques), stand out from the crowd do extremely well.

Not to mention, your site also needs to be *search engine friendly*. Long gone are the days when you could simply build a website and add in a few meta-tags. No more *presto* your site hits the front-page of the search engines.

Today, because of the ever increasing number of businesses wanting to get found on the Internet, unless you apply specific Search Engine Marketing Strategies to your website it probably won't get very many visitors to it; which means you won't get much business.

Getting business from the Internet is an ever changing medium that even Internet Marketing experts have to work damn hard to keep up to speed.

Where does this leave the average business owner? It leaves them scratching their heads about what they need to be spending their marketing budget on to get leads, customers or sales from the Internet.

Business owners have their hands full managing staff and keeping customers happy, coupled with the day-to-day business operation. When you add in the super fast-paced world of online marketing, and toss in business owners trying to figure out what to do, then you're left with business owners who don't know where to begin.

What exactly is Internet Marketing?

It is broken down into the different ways your business finds people who are searching for products or services online. But that's not all; it's also about brand awareness; social proofing and developing a strategy that will help your business stand out from the ever increasing crowd trying to market their

business online.

Ask yourself the following two questions. Then answer each.

Look at the list below and ask yourself: What do I know about each area on the list? Do I know how each can help me dominate the Internet?

! Organic Traffic

! Paid Traffic

! Social Media Traffic

! Backlinks

! Social Proof

! Reputation Management

! Website Conversion Strategies

! Opt-in Forms

! Squeeze Pages

! Purpose of a Blog

! SEO

! PPC

! Content Optimization Don't be alarmed if you answered —not much! This is expected.

The good news is by the time you have finished reading this book your understanding will be massively different. In fact, you'll know exactly what you need to do to market your business on the Internet. You'll also know how to cash in on the best advertising medium that has ever hit the marketplace.

To make it even clearer, what I love about using the Internet is it has the ability to drive a stampede of qualified leads to your virtual shop-front, or as some call it *your 24/7, no-days-off, sales machine*. The fact is the return on investment (ROI), possible, makes every dollar you spend on advertising virtually staggering.

I, personally, have seen a return as high as 47,000 percent ROI for email marketing campaigns. This is simply unheard of in most of the traditional or print based advertising mediums we once relied on.

The point is clear, whether you make \$2 for every dollar you spend on your marketing budget, or \$1,000 for every dollar spent, the opportunity for your profits to soar and the opportunity for your business to boom is only limited by your knowledge and how quickly you apply it.

Allow me to give you an example. Let's take an accountant that gets \$8,000 a month in revenue from selling just 4 Self Managed Super Funds a month from his website. That's \$2000 a week from 1 product he markets on his site. He also gets thousands of dollars a month in sales from new clients who sign-up for his accounting services.

Do the math. We worked out the averages around 12,000% ROI on what he spends to get this one business off and running using only 1 Internet marketing strategy called, SEO (Search Engine Optimization).

4 Keys to Online Marketing Success ! How to develop an Online Marketing plan so your business can dominate the internet for your local area and be perceived as a market leader.

! The most effective ways to drive a stampede of free and paid qualified traffic to your site each and every day on auto-pilot

! The essential elements to turn your website into a high-converting lead generation or sales machine.

! The best way to get any or all of your Internet Marketing done for you so you can focus on growing your business and doing what you do best. In the next chapter we're going to focus on developing your online presence.

It All Begins With A Plan

The first place to start when looking at getting the best return on your investment for marketing online is your website.

Long gone are the days when you could simply upload a website that looks like a brochure and add some basic information and perhaps add a few meta-tags. Gone are the "Presto" days when your site would end up getting found by the search engines.

These days your website needs to serve multiple purposes, but the main focus should still remain congruent with your original goals of pulling more traffic to your website.

Let me explain. The purpose of a website can be defined as: ! Promotional

! Generate leads

! Build a database

! Sell products online

! Provide information

! Attract new clients

! Add value to existing clients (i.e. members area)

Do you know how to achieve all of the above? If the answer is, *no*, to this question, then by using this book as a tool, you can then setup your website to achieve your goals and purpose for setting up your site.

The above list should be followed whether you have an existing website or you're considering a new website; otherwise your website will never achieve its true potential and it will cost you time and money in the process.

Here's another super important tip:

“Websites Need to Change as the Internet Evolves”

I don't know how many web owners I have come across that haven't looked at their site in years. bring it more in compliance.

Let alone invested the time and energy to freshen it up and alignment with current search habits or search engine

In today's market your website is usually the first place a prospect looks to find your products and services. On average you can expect your website to generate 50% or more of your business either directly or indirectly.

I have many business owners telling me, “Lately, 18-months ago” they “got 90% of their business from walk-ins or referrals” and now they are “getting 90% of their business from the Internet.”

The reality is the internet is constantly changing and evolving. If your website fails to keep up with the times it will quickly fall behind those that are adapting to change. The internet is a goldmine of opportunity, but first you must know how to mine it. The websites that adapt and change will prosper, and those that don't will fail.

Everything you do affects your internet presence and internet sales of your product or service. From how your website looks to what content you use, right down to how easy it is to update your chosen keywords. All parts make up the whole, resulting in your website being, becoming and staying one of your most powerful marketing tools.

These days your website can become your #1 source of new business, as well as, being a highly cost effective way of getting past customers to return, buy more and refer friends.

What makes up a good website?

Here are 11 Tips to optimizing your website:

1. Be clear about what you want your visitors to do
2. Have strong calls to action
3. Feature your unique selling proposition
4. Make sure all the important information is “above the fold” of your website
5. Provide additional conversion paths
6. Shorten contact forms
7. Get rid of unnecessary text or links
8. Use a simple website design and layout
9. Make your words and image count
10. Convey trust and authority

11. Know Your Stats Today, local business owners are in a hungry marketplace. They need more work. They need to attract more clients. They

need to adapt to the changing economy, or more specifically, they need to know how to reach the market as it is changing. Understanding the change in consumer buying habits and understanding and staying ahead of trends in consumer spending is essential to business survival.

Case in point:

One local business was spending \$1000 per month on *Yellow Page* advertising that cost more than the revenue it was bringing in. In fact, the business owner was so unimpressed with the lack of results from the Yellow Page ads, he cancelled the ads.

Now the business owner is left with an annual \$12,000 budget for marketing, but doesn't know where to spend the allotted money. He knows he needs to focus more on the internet, but he isn't sure where to start. This business owner is like many other entrepreneurs.

These entrepreneurs realize the internet is the future. They know more than 2.6 Billion local searches are performed online every month. They know this number grows by more than 50% each year. In fact, 80% of people search online before they make a purchase.

They now prefer this type of search over *Yellow Pages* or newspapers. Therefore, entrepreneurs know the need and urgency of getting online to promote their businesses in an effective way. Marketing online and being internet marketing savvy is this book's focus.

Explode Your Return on Investment

Using internet marketing can easily result in an increase in sales of tens of thousands of dollars. This is amazing considering the sheer number of layoffs, crises, and more economic hardships people are facing in today's economy.

Their old ways of doing things are broken and people must learn something new. Many people who thought they had retired are back to work and working hard in businesses. They are the people who can use an internet marketing plan to save their business and their livelihood.

By putting online marketing strategies to work, you are not only impacting your own business in a positive way; you are improving your local economy. More money is being spent locally. You don't need to downsize or do layoffs.

In fact, your business will grow, despite the economy because you are reaching those who are looking to buy from a business like yours. This is what effective marketing is all about!

Online marketing has the potential for massive returns on your investment. If you are not ready for your business to double or triple —stop reading now!

Interesting Statistics

The following statistics give you a glimpse of how people use the internet in their choice of businesses to frequent:

! 64% of US Gross domestic product comes from local businesses

! 4.2 million local small businesses are in the \$500 to \$20,000,000 range

! Over 2.6 billion local searches are performed monthly and this number grows more than 50% each year

! 98% of searchers choose a business that is on page 1 of the results they obtain from their search

! 41% of clicks go to the #1 ranked site in a search

! 12% of clicks go to the #2 ranked site in a search

! 8.5% of clicks go to the #3 ranked site in a search

These statistics prove the importance of prioritizing an online marketing strategy to get to the top of the search results for your keywords. You can dominate the internet.

A Simple Internet Marketing Plan:

Dominate the Internet

To make the changes to your online marketing methods there are a variety of things you should know.

! First, the potential to grow your business using online marketing is phenomenal, no matter what industry you are in. You just need to cultivate it.

! There are 5 extremely useful internet marketing techniques no one is doing. Learn them and put them into practice and you will quickly outperform all your competitors.

! You need to achieve local online domination. It is a 4-step process. Focus on it to get the results you want.

! There is a simple online marketing plan you can follow to make sure you get all the tasks done to get to the top of the search results and get more new clients to your site.

! Before implementing your new marketing plan, take the time to thoroughly analyze what you are already doing. Then you'll know where to go from here. You'll have a baseline to measure against.

! Make your tasks more reasonable by breaking them down. Start with the tasks that are one-time jobs, as they provide the foundation for your marketing plan. Then you'll have the pleasure of checking things off your list.

! When the one-time online tasks are completed, you should begin the tasks that repeat. These are long term commitments requiring monthly, weekly, or even daily attention.

! You should consider seeking out subcontractors for a portion of (or), the

entire online marketing plan. Simply for the sake of expediency and skill. There are many who can take on selected tasks to facilitate the process for you.

! You will conclude the implementation of your marketing plan with an increase in your business income.

7 Things Few Local Businesses Do

While some people are using select internet marketing techniques to drive traffic to their site, others are doing none at all. They are *hoping for the best*. Using a wide variety of *tried and true* online marketing methods is the best way to see real results in your sales.

A great place to start is by opting to implement the 7 things practically no one is doing. These things produce serious results and should be used by every business with an internet presence. They include:

1. Latest News Feeds / Blog Updates
1. List Building
1. Free Reports / Giveaways
1. Video / You Tube
1. Basic SEO
1. Testimonials
1. Mobile Friendly Website

Let's go over each one on the list below.

Latest News Feed / Blog Updates

Blogging creates a steady online presence that increases your chances of being at the top of search engine results for your keywords. Using a blog you can get content containing all your long-tailed keywords on the web.

In addition, it allows you to build a following of customers who are interested in what you share. customers and potential

It also creates social interaction and provides valuable feedback. This particular audience is ripe for being marketed to when your business is in a slump.

List Building

List building using autoresponder sequences, is a tool which allows you to build an email list easily. It allows you to follow up with those on it. They are a set of standardized emails that are set up once. Then the necessary contact is repeated every time a new individual opts into your email list. Emails are taken care of and go out automatically.

Autoresponders are an indispensable tool which saves time for you. They actually do some of the lead nurturing that is absolutely essential in demand

marketing. They can be pre-written. This allows each new person added to your database to receive ongoing information for as long as you like.

Free Reports / Giveaways

Offering free reports or giveaways to those who are interested is another of the underused tools in the online marketer's toolbox. Everyone loves getting something for nothing.

If you offer free reports or a free EBook (or even an online brochure on an area of interest in a specific field), you'll easily move visitors to your site to give you their email or other contact information.

Interested individuals will give you their email information in exchange for a report that actually provides useful information. Figure out what your potential customers may find useful or interesting and then give it to them for FREE.

Video

Video is the video version of blogs and articles. You can reach numerous customers and potential customers with this new hot online marketing tool. You can create a simple video from text or PowerPoint slides and add music, or record a video of actual products and services in use. Be sure to place video both on your site and offsite for maximum effectiveness.

Basic SEO

SEO is another tool that goes unused by those looking to promote their business online. It is simply making sure your website is as appealing as possible to the spiders that crawl the internet collecting information for search engines. This includes strategic use of keywords, backlinks and more.

Many businesses pay a lot of money to have someone create a fancy looking website for them, but it is simply not search engine optimized, so it will never get ranked in the search engine results.

Without the strategic use of keywords, a significant number of links to their site will be lost. Also, the removal of sluggish things like Flash can make the difference between a website achieving a top ranking.

Testimonials

Testimonials are a great way to build social proof right on your website. These days' reviews can have the power to make or break a business. It stands to reason the more positive testimonials you have on your site, the more instant credibility your business warrants.

I have also found video testimonials carry far more weight than their text based cousins. In fact, if you have an iPhone or Smartphone you can do a video testimonial at *point of sale* or completion of a service. I have used this

with great success and it helps massively with converting new clients.

Mobile Friendly Website

Mobile browsing and searches are now happening more than desktop. You really are shooting yourself in the foot if your website is not mobile friendly. I'll actually go over this in more detail later on in the book, but for now know that a shrunk version of your website makes it difficult for mobile browsers to view or navigate. It ultimately will cost you in lost business.

By putting in place the seven marketing plans above (that few are using), you'll easily and profitably set your website apart from most of your competitors. Your search engine results will begin to quickly climb. You will find more and more customers are "stumbling across" your website.

Dominate Your Local Market

The big payoff for your business will come when you are dominating the Internet in your local area. This is when the *boom* will really sound and your website takes off.

Local domination means you are the #1 authority on the Internet for your local market. You get that distinction by taking your business from hard to find online to literally being everywhere online.

You'll be in the top 10 of the local search, natural search and pay-per-click campaigns. Your content will show in top results and you'll have more consumer reviews than any other local business in your market.

Once your business is consistently the most popular one found in any type of online search, and once you're absolutely everywhere your local clients look, potential new clients will quickly recognize you as an authority in your field.

They will want to do business with you, because they will recognize you as the best. And who doesn't want to do business with the best?

Online local domination is simply being the most readily found business of its type in a given local area. If your business is consistently at the top of the local search results, normal search results and geo-targeted generic results, you have achieved online local domination. If your business is at the top of normal search results not including an indicator of area, it is even better.

Front page results are what you need and ultimately what matter most, because 98% of people searching choose from those page 1 results (no matter what search engine they use). In fact, you want to be in the top 3 results for your keywords to get potential clients to your site. If you are not in those results, you are losing out on a lot of business.

Professional online marketers get most businesses to rank on the front-page of

Google for local keywords typically within a short period. They do this, because most local keywords have very little competition and are ripe when someone comes around who is knowledgeable.

Local Search Optimization

The key areas to focus on that will help position your business as one of the main players in your Industry include dominating:

1. Local Listings (Google Places / Google Plus)

1. Organic Listings (SEO)

1. Paid Listings (PPC)

Let's take a detailed look at each one.

Local Listings

The fastest and easiest way to get noticed and get FREE exposure is through the millions of basic searches for local online businesses. Reportedly 97% of buyers search for local businesses. If you're not visible when those searches are carried out; you're missing out. Check out Google Places for Business. It's a free local platform from Google.

Organic Listings

Organic is just as it implies, a natural occurrence whereby pages appear by the dozens. Because the searches performed by traffickers had a bearing on certain search terms, versus someone placing an ad and having the words popup as an advertisement.

Paid Listings

Of course, paid listings are advertisements you've paid to run, for instance on Google, or the many search engines with any significant market share which accepts paid listings; which are ultimately linked to a series of keywords.

The Power of Search Domination

The overwhelmingly most popular portal to most websites is the search engine. It is estimated 90% of all web traffic comes from search engines. If you don't honor them, you are potentially missing out on a massive stream of traffic.

I keep using search engines plural, but currently Google has such an overwhelmingly market share it is all we really care about. When we mention search engines, we are almost certainly talking about the big G.

When you're looking to become a dominating force in the online arena for your products, services or brand, you can't take the powers of search engines for granted. If you are ranking #1 in Google for your choice of keywords, that might be all you need to drive traffic to your offer. Many people make a good living just by using search engines as their traffic streams.

How Do I Honor the Search Engines?

The best time to start worrying about the search engines is BEFORE you even build your website. If you build your site with the search engines in mind you will be off to a great start. Some factors to consider include:

Platform

We mentioned this in the first commandment. You want to pick the right platform to build your site. Search engine friendliness is one of the variables when choosing. So, let's just cut to the chase and say *build your site with WordPress*. Google likes it. It's that simple.

Keywords

Keywords are essentially the terms people type into the search engine to find your offer. You must ask yourself, what are the most likely terms buyers are willing to pay for, and what keywords they'd use in an online search. Make a list of all the words or groups of words you can. Think of every way someone would attempt to find your product or service.

How Will People Search for You? What types of phrasing will potential customers use when searching for you? Will they look for a person, position, a firm or a solution? Will they use geographic modifiers like city, state or region? Will their level of motivation come through in their search by using specific words?

Specific Person

! "Electrician" or "electrical contractor" Geographic modifiers: "Electrician Dallas", "electrician Dallas TX"

! Motivation levels: "Emergency electrician Dallas", "24 hour electrician"

As a critical part of your keyword research, you should employ a keyword research tool. While there are a variety of such tools on the market, Google AdWords is a free one which helps greatly, as it generates keyword ideas for you, as well as synonyms?

Cross reference your keywords with geographic modifiers. This will often help you be as effective as possible getting ranked according to strong keywords. The more precise the keyword, the better conversion rate it will have for sales.

The Google keywords tool will help you build a great list of relevant keywords people are using every single day to find products, or services like yours. Here's a link to the tool, or cut and paste the URL provided into your browser.

[The Google Keyword Planner](https://adwords.google.com//) or use this URL: <https://adwords.google.com//>

KeywordPlanner

Once you are there, you can plug in a couple of your keyword terms and Google will give you a whole list of related keyword terms. They will also give you an estimation of how many searches they receive.

You can then download a convenient spreadsheet of all of the keywords. You'll also see if the keyword search you performed showed the keyword results in *low*, *medium* or *high* searches.

Be sure to keep a running tab of all the keywords you discover. This will give you information to work with for your online content. It will also keep you from having to repeat the keyword search.

Keywords will be used in every aspect of your online marketing. Therefore the research you do in the beginning about your ideal client and how they search will carry over in all your online content. You will use those keywords for:

- ! Articles
- ! Blogs
- ! Search Engine Optimization
- ! Press releases
- ! Ads
- ! Social media
- ! Videos and audios
- ! Tags

Even simply adding one or more traffic methods per month to your existing traffic generating strategies will earn significant results. Target a couple more keywords from your keyword list each month.

URL: When starting a new website, one of the first and most important decisions you have to make is choosing a domain name. That choice will impact the website's success in nearly every area, included search engine optimization (SEO) and social media marketing (SMM). Let's examine how a domain name impacts SEO and SMM and then analyze the factors that make a good domain name.

Should I Choose A Keyword Domain?

For years SEOs and search marketers have often purchased domains that contained their targeted keywords in order to increase CTRs and to help gain higher rankings on Google, Yahoo and other search engines. Let's examine this strategy to determine if it is still effective.

Many SEO strategists would purchase exact match domains (EMDs), which

are domains that exactly match the keyword phrase they are targeting. For example, if they want to rank for “buy red widgets” the person might purchase BuyRedWidgets.com. EMDs offered three advantages.

1. The presence of the keyword phrase in the domain was itself a ranking factor.

2. The presence of the keyword phrase in the domain encouraged other webmasters to include

3. The keyword phrase in the anchor text when linking to the site.

However, in light of recent Google updates (especially the “EMD update”), EMDs are no longer as helpful as they once were.

Page Title & Post Titles: You want to ensure the title of your webpage includes your ideal keywords! The title is usually found in the browser at the very top, above the address bar even. If you are on Google, it will say Google at the top of the screen (this is the page title).

It is the first thing Google sees when it looks at your site. It is an important factor in ranking in the search engines. If you use WordPress you can use a plugin like *All in One SEO Pack* to easily change your page and post titles.

Also in Wordpress, if you set your Permalinks to */%postame%/* in your settings, then whatever you name your posts, this is what the web URL will be. For example: *www.yoursite.com/your-post-title*. This is one way you can get your keywords into your web URL if you have a generic domain name.

Backlinks: One of the best ways to get your site to rank high in the search engines is to create backlinks to aim traffic back to your site. Backlinks are simply links elsewhere on the web leading to your website. If Google finds lots of these, your site will be more powerful and popular in their eyes.

One major thing to consider is anchor text. Whatever the link actually says which leads to your site is the Anchor Text. You want your keywords to be this text. You don’t want your link to say “click here” it is much better if it says “your keyword.”

You can find a lot of backlink info online. A couple of popular places used for backlinks are:

- ! Blog Comments

- ! Forum Signatures

- ! Web Directories

- ! Article Directories

- ! Social Bookmarking Sites

- ! Website Profiles

- ! Other Websites

A backlink guide is an entirely different book, but a Google search on how to get backlinks, should lead you on the right path.

Content: To me this is the most important step in making your site friendly to the search engines. Google loves fresh content (more on this in a future commandment).

In general, fresh content is valued highly by the search engines. Google's main goal is to provide its users with relevant content. If a website has fresh content, then it usually means the content is more current, therefore relevant.

More on content later, but consistently creating it is one of the best factors when it comes to ranking high on Google.

How to Get a Stampede of Targeted Leads to Your Site

First and foremost, traffic is just one part of the equation to get your business booming via online marketing. The other two aspects are having a good converting website and having a solid backend process once your business receives an email, phone call or enquiry from the Internet.

Here's the great news though, even if your website is the biggest load of cow dung on the Internet and you have zero conversion strategies on it, if you have 1,000, 10,000 or 100,000 people visiting it each and every month, then you still have a potential goldmine of business.

With a stampede of traffic coming to your site on a daily or weekly basis it's easy to make a few changes and PRESTO your phone starts ringing and orders start flying in.

However, if you have the best converting website in the world and no traffic coming to it, then you are dead in the water. My point here is: Don't worry too much about getting your website right in the beginning. You will definitely need to change it on an ongoing basis anyway (whether you want to or not). Internet marketing is changing so rapidly your site needs to change with the times, for if it doesn't you'll find yourself in a world of trouble real fast.

Check out the strategies below to discover the best way to get traffic to your site.

What exactly are the best traffic getting strategies?

1. SEO
2. PPC
3. Google Maps

In fact, to dominate Google, the goal is for your site to get found on the

frontpage of Google as many times and towards the top as much as possible. You can use this section now as your Marketing Roadmap for online success, as I'm going to breakdown exactly what you need to do to get the most out of the strategies above.

If we go back to the stats mentioned earlier it'll show you what I mean.

! 98% of searchers choose a business on page 1 of the results gathered from their search

! 41% of clicks go to the #1 ranked site in a search

! 12% of clicks go to the #2 ranked site in a search

! 8.5% of clicks go to the #3 ranked site in a search

Let's break it down and look at what you can do to tap into the majority of people looking to do business on any given day.

SEO (Search Engine Optimization)

Search engine optimization or SEO is vital to the implementation of your online marketing plan. While this is a part of the 5 one-time things you must do to get your plan started successfully, it must also be monitored and updated. You do this to make sure you keep your local business results and your natural search results ranking near or at the top.

Google Maps (Local Business Listings)

Local business results will impact not only on the traffic to your website, but will also impact the phone at your place of business. Once your business is successfully located at the top of these results, you'll find your phone ringing more often. It'll ring because your phone number is listed in the local business results.

Submit your business to the three major local business results sites. Monitor and update listings regularly to secure top spots. Make sure your listings are search engine optimized. The two sites you must be on are:

! Google – the most important one as it owns more than 2/3 of online traffic

! MSN/Bing – Growing in importance, but not as prominent as Google and Yahoo

These local business results each pick up on select keywords and use different location modifiers when ranking listings. However, most listings include address, phone number, directions to a physical address, website and customer reviews.

The ones with the best reviews containing targeted keywords, in addition to location modifiers, will find their way to the top of the search results.

To be listed in the top 10 search results, follow these 7 tips:

1. Optimize every aspect of your listing with strategic keywords.

1. Get reviews from clients.

1. Obtain backlinks from local online directories.
1. Strategically choose the areas you want optimized; even establishing different addresses and phone numbers for other areas.
1. Get listed in about 4 to 5 categories related to your business for your business results listing.
1. Place coupons with the listing to increase conversion rates.
1. Use YouTube videos and photographs with your keyword in the title. After listing in the top local business listings, seek out other directory listings to use such as Kudzu, City Search, cmac.ws, Best of the Web, local, and more.

Track changes you make. This way, you can keep the listing as relevant as possible. It will also help you monitor what works and what doesn't. Be patient, it sometimes takes 3-4 weeks to see your listing appear.

Organic Listings

Organic listings are also referred to as FREE or natural listings, as they are generated by the search engines themselves and are not paid for. They are typically placed below local searches with the map and paid searches, many people consider them the most valid type of search results.

It is possible to get a variety of listings in the natural results. Anything with relevant content on it, especially if it has been search engine optimized, can be included in natural search results. Search engine rankings can include:

- ! Your main website
- ! Social media content ! Articles
- ! Press releases
- ! Web 2.0 content
- ! Landing pages
- ! Videos
- ! Social bookmarks
- ! Directory listings
- ! Blog posts

Keyword research is vital to the successful ranking of your website, and more important in the natural results of search engines. Therefore this step is not to be overlooked. The relevancy of your content is very important to placement. Other ranking factors which impact where your content shows up in ranking include:

- ! Content congruency / consistency
- ! Keywords used in page links
- ! Keywords used in content

! Backlinks

! Links pointing back to your site / content

! Google page rank

In fact, good relevant content and on-page SEO combined with the proper keyword usage, and enough backlinks, will be sure to make it to the top of many categories within a given period of time. Get links to your site from local directories, article marketing/press release syndication, Web 2.0, blogs, social bookmarks, and video marketing. The more quality links you have to your site, the more successful it will be in ranking.

PPC (Pay-Per-Click)

Pay-per-click advertising is one area where many people are already investing in online marketing. You may be one of those who recognize the value of such campaigns in finding potential clients.

One of the major advantages in PPC campaigns is you can be up and running with traffic actually coming to your site in as little as one day.

Other major benefits, you can easily and accurately measure results and you can achieve incredible ROI (return-on-investment) from well-structured campaigns. Then you can monitor and optimized for success.

Pay-per-click campaigns can also be quite expensive. However, they can be greatly downsized and often completely eliminated by the effective use of an online marketing strategy. You can easily spend a lot less on your PPC campaign than you have previously (when your business is consistently at the top of search engine results).

However, PPC campaigns are still important tools that can remain as a part of a good online marketing strategy, especially for extremely competitive keyword searches.

The Right Keyword Research

Keyword research is the *key* (excuse the pun), that makes your PPC campaigns work like never before. If you have your keyword research done correctly, you will have a list of keywords used when people search for something your business can provide, including very specific long-tailed keywords.

These keywords will not only be the ones most commonly used, but also the ones that have the fewest PPC matches for them. This means when someone uses those keywords your ad will appear at the top, not mixed in somewhere with endless others.

Keyword research makes all the difference between hit-n-miss PPC campaigns. Keyword research makes all the difference between a set of

keywords that really work, and the ones with a high click-through rate of conversions to sales. Having professional management of your PPC campaigns can mean having huge savings and much greater results.

Geo-Targeting Your Ads

This is one of the most awesome features of running PPC campaigns, as you have the option to target PPC ads to only the people in your area who are searching for a given term.

Using a geo-targeting search from someone in your geographic area for a generic term like “electrician” would reveal your ad; whereas someone in another state or area that you don’t serve who searches for “electrician” would not see your ad, (unless you wanted them to).

Using Google Ads and other PPC services, you can choose to have your ads shown only to people living in certain zip codes, cities or regions.

By doing so you can bid on very generic terms that previously would not have been a good choice. This is possible because search engines know where searchers are located. You can choose to target:

- ! Actual location
- ! Narrow geography such as city, state, metro area
- ! IP Address

In addition, you can choose to do PPC campaigns on works with a location qualifier attached to them. Many people will actually choose to include the location qualifier in their search, such as “Miami plumber.” By using both the searcher’s actual location and where the searcher is looking, you will have the greatest success possible in your pay-per-click campaign.

The advantages to geo-targeting generic terms for your PPC ads are:

- ! Cheaper click rates
- ! Fast traffic results
- ! More targeted traffic
- ! Lower competition
- ! Higher conversion to sales

The Importance of the Landing Page

A landing page is the page a prospect reaches when they click through your ad, a link in your article’s resource box, or a link in a press release, video, or audio. The best-designed landing pages have a way these visitors can trade their contact information for a special report or some other content that’s valuable to them.

The landing page is a very important component in the online marketing strategy for pay-per-click campaigns. It should be relevant to the ad that you

have placed and should contain keywords related to the search. You should have a different landing page for each PPC ad you place. Include navigation links to other parts of your site for even better results in Google.

Content Network PPC Campaign Content network PPC allows you to sell advertising space on your own website and use space on other websites that relate to yours.

What's most effective about advertising with the content network is, mostly the time people spend online aren't using search engines, but visiting their favorite sites. Content PPC allows you to get your ad in front of them while they are on these popular sites.

A large number of websites collaborate in a content network and you get the advantage of the traffic attracted to each of them. Your ad can be much more than a text ad like traditional PPC. You can opt for images and even a video to capture the attention of potential clients. Content network PPC is wide open right now and is an excellent option to explore in your internet marketing plan.

Report Generation, Testing, Tracking

Report generation must be done regularly to stay on top of the performance of your online marketing plan. Through testing and tracking you can effectively and clearly see what is working and *what is not*. *By doing more of what is working and less of what isn't working*, you'll grow faster at less cost.

This is a very important part of your business and must be done at least quarterly (unless you are functioning at beyond full capacity). As you are implementing, or even prior to implementing your new marketing strategies, take time to test and track so you have a baseline to compare against.

Use the following types of data in your analysis of your marketing:

- ! Rankings
- ! Links/backlinks
- ! Traffic sources and volume
- ! Visitor data
- ! Visitor actions and behavior

Rankings

You will need to track the main site rankings for the different keywords. This will tell you where each keyword ranks. You can get an idea of the ranking possibilities for the content you put out there using that keyword. You can use rank checker tools to assist you in tracking rankings for keywords. Check those of your competitors also.

Links/backlinks

When testing your backlinks for your site, you need to find out where links are coming from. This is simultaneously a test to make sure links are actually working. Track how many backlinks your site has and how many are recognized by Google.

Do the same for your competitor's, especially those who already have a good degree of online domination. This will give you ideas of where you need to link from. You can access link and backlink tracking tools to facilitate the process.

Traffic Sources and Volume

Traffic sources and the volume of traffic need to be tracked and optimized. This will tell you where your visitor's are coming from and the number of visitors you are getting from each source.

It is important to know if they are direct visitors, referred through natural search engine results, referred from other sites or referred through paid search engine ads. This type of tracking will also reveal the keywords that are working to get visitors to your site. There is traffic tracking tools available for this.

What Are Visitors To Your Site Doing?

Visitor data should also be tested, tracked and optimized as a regular part of your marketing program. You want to know where they are located, which web browser they use, the type of operating system they use, connection speed and if they are a brand-new visitor or a repeat one.

This will help you create the best visitor experience possible for those who come to your site. The same tracking tools that provide traffic data will also help you track visitor data. One of the best free tools for this and to measure visitor behavior is Google analytics. All you need to use it is a free Google account

Visitor Actions and Behavior

You will also need to track visitor actions and behavior information. Details like the page of the site the visitor entered on and exited from will divulge the relevant information they were looking for.

With such information, you will learn how well your landing pages and other content are working for you. You can also find out how long they stayed on your site; which will help you come up with ways to keep them longer.

Record the links that get the most click-through traffic, so you know what information attracts visitors most. The most important feature of tracking visitor behavior is to find out the number of people who took action and what they actually did. There are a variety of technologies which allow you to track such information.

By regularly testing and tracking your site by the collecting important data, you will be equipped to optimize it so you're getting the best results possible. You will know what is working well and what needs to be changed.

Discern what the data actually means, so you can change content or make site adjustments if necessary. This will help you improve your business by getting the right people to your site (who will then convert to sales).

Here's the link for Google Analytics free download: www.google.com.au/analytics/

Other Ways to Drive Traffic to Your Site Press Releases:

Never underestimate the power of a Press Release. A few well placed keywords throughout a well crafted press release can produce a volume of high traffic. Some use a sales/marketing/press release as a single tool to perform multiple functions. A good writer can spin the content around an entire PPC campaign.

Articles:

As mentioned above, you can write an article about your product or service (or have a creative writer write one for you), then use a group of articles for press releases/marketing and promotions. Simply take the original content, add some facts or stats about your business, add keywords to link to your site, and you have it.

Social Media

Facebook

There are as many good reasons for your business to participate in the Facebook community as there are people on the web. It's a great way to connect to people searching for what you sell. It's also an easy way for you to converse directly with your customer-base.

You have an opportunity to create a community around your product or service. It's easier to generate leads from someone you know or who is in your circle or who knows someone you know. Additionally, you can use your Facebook posts to create and build your SEO Rankings.

Twitter:

By the time Twitter came along MySpace was pretty much spammed out. Twitter quickly became the hot new thing everyone was talking about. It suddenly became cool to Tweet. Rest assured those small Tweets you perform within seconds grow big nest eggs. It's one of the fastest ways to grow your brand presence.

You-Tube

Send people to YouTube to watch your videos. Use Facebook as your gateway to connect with people, and then send them to YouTube. Because of the importance of Facebook, it's particularly essential to incorporate content from all social media like YouTube to extend your reach across the web.

SlideShare

If you're not familiar with SlideShare, it's quickly becoming a busy slide hosting service. You can upload files privately or publicly using PowerPoint, PDF, etc.

Pinterest

If you're unfamiliar with Pinterest, then get to the website and create an account. Why is this important to you? Because it is now the most effective means of driving traffic (and sales) to your website and it's a more powerful tool for social networking than Facebook and Twitter.

Linked In

Linked in is the world's largest professional network with nearly 200 million members at time of writing this and rapidly growing. LinkedIn connects you to your trusted contacts and helps you exchange knowledge, ideas, and opportunities with a broader network of professionals.

Linked in gives you the ability to create a professional profile that helps establish your credibility in the marketplace. It also enables you to find experts and ideas to help resolve business challenges with a specialized search feature that lets you explore their network of professionals by name, title, company and location.

Additional Traffic Strategies

By using a wide variety of traffic strategies, you will have the best chance of being able to attract the maximum number of potential clients to your website. Apart from the techniques already mentioned, there are other ones that will help you drive traffic to your site.

Some of them are completely free, while others involve a varying amount of investment (depending on the quality of equipment you want to use to create them).

Classified Ads

By placing carefully created online classified ads you can easily drive traffic to your website. Many of these websites are free of charge, like craigslist.org. You can choose to put an ad in the sections which best fits the services or products your company provides.

You can even put links directly back to your website in many of these ads.

The sheer volume of traffic on such sites will help people find you and your website more readily, as there are numerous people who use such sites as their *go-to* resource for many things.

To get the maximum amount of use from your classified ads, create links to your ad using social bookmarking sites and other social networking sites. This will create additional backlinks to your ad and help it get ranked in the search engines.

Any content that gets ranked in the search engines is excellent for your online marketing.

Make sure the ads you place on classified ad sites are search engine friendly (like all of your online content). Use keywords correctly, without stuffing them into the ad, this will maximize your search engine result ranking.

Such ads need to be placed monthly to stay current in the search engines. Vary the content though and add seasonal specials, if appropriate.

Some of the best classified ads include:

! Craigslist.com

! Backpage.com ! Topics.com/classifieds/city

! Olx.com

! Oodle.com

! Kijiji.com

! Usefreeads.com

Local Online Discussion Forums

Make sure you are active in local online discussion forums. This will help you reach even more potential new clients. Many times people seek out forums in an attempt to solve a problem they are facing. By being present and taking part in discussions, you can offer your services to solve appropriate issues.

In addition, you will be connecting with potential customers who speak openly about what they can't find or what is not being offered. It is great to do, because you're researching to fine-tune your offerings. This will ensure you are actually meeting the needs of those you want to buy from you.

You can find such local forums by doing a simple online search on them. Most require you to create a free account and profile. Your profile should include information on your business and include a link to your site.

Some tips for optimal use of local online discussion forums as a part of your marketing strategy include:

! Start or contribute to conversations in a relevant way.

! Pay close attention to the forum rules.

! Realize blatant advertising is a no, no.

- ! Use an anchor text keyword in your signature.
- ! Use “how to” articles as good posting content for the forums.

Post weekly or monthly on local online discussion forums to take advantage of the benefits, such as multiple backlinks generated from each post.

What Makes A High Converting Website?

Very few people talk about this, but here’s the equation I use to ensure success with any business wishing to market online and grow their brand presence.

Website + Traffic + Conversions = Success

With this in mind let’s look at part 3 of the *Business is Booming* equation; which is how to effectively convert visitors that come to your site to phone calls, email enquiries, opt-ins (if you are list building), or to direct sales (if you have an ecommerce site).

First you will need to begin by analyzing your current site. Review the following: ! The look and feel of the site

- ! Is the site optimized for visitors?
- ! Is the site optimized for search engines?
- ! Does the site work for multiple browsers?

37 Essential Components of a High Converting Website

In most cases, websites are lacking in some of these areas. In order to make your website appealing to human visitors and search engines, and be effective in its purposes, you will need to go through and make sure the following things are in place. If they are not, you need to include them for the best results possible.

Use this list as a checklist against your website (or any site you may be planning to develop), either now or in the future. You’ll be guaranteed to maximize your sites conversion potential.

! Ease of Navigation:

- o Make sure the site is easy to use and straightforward.

! Most Important Info above the fold:

- o Make sure all the important information is visible when a visitor first arrives at the home page. A good number of people will not scroll down to find the important information.

! Correct Sizing of Pictures

! Lead Visitors through the Site:

o Make sure you are taking visitors exactly where you want them to go on your site.

! Multiple Calls to Action: o Call Now!

o Buy Now!

! Subscription Box :

o Make it easier for visitors to subscribe to your site by having subscription boxes. Another fantastic way to pull traffic is to invite blog readers (if you have one), to your blog and RSS feeds. You'll boost exposure and boost traffic.

! Video on the Site

o It's not enough in the twenty-first century to have a site. You must think about including a video presentation as a key feature of your site. You can attempt to produce the video however, many prefer to hire a professional to produce a video for their site to promote their products or services.

! Phone Number on Top Right:

o Don't hide your phone number at the bottom of the front page, put it at the top of every page.

! Mobile Browsers:

o Back to the 21st Century note above. To coin a phrase, *Time is*

Money, and you lose traffic everyday you do not have a website with mobile browsing capabilities. People around the globe use their Smartphone's to key in products and services. they choose to buy when they locate what they need. Oftentimes,

Don't miss out revenue by not having mobile browsing on your website.

! Pages Should Include: o Home Page

o Products Page o Service Page o Testimonials o About

o Contact Form

! Phone Number & Address Details: o Always add to the footer

! Email Form:

o A lead capture system is simply an opt-in box offering more information, an E-Newsletter subscription, a free report or some other freebie in exchange for simple contact information.

o Typically the information requested is just a name and e-mail address, but some systems do ask for a mailing address and, or a phone number. Try to refrain from requesting too much information.

! Call to Action on Every Page: o At the top of the page o At the bottom of page o In the middle of the page

! Good Content:

o Ensure all text on your website is search engine optimized with strategic use of keywords and avoid duplicate content. **! Make Unique Selling**

Proposition Clear:

o Let visitors know what is unique about the way you do business. This will help you stand out from the crowd.

! Personal Branding:

o Pictures of you and your staff o Branded vehicles
o Audio and video messages

! Links to any social networking site ! Facebook or Twitter or other

! Correct Use of Images:

o This includes proper sizing of pictures as well as using captions to explain what the pictures represent.

! Photo of Owner

! Non-Distracting Design:

o This goes for a background that is too distracting as well as crazy fonts, italics and underlines.

! Trust Factors Like:

o Better Business Bureau
o Association Logos
o Editorials
o Awards
o Seal of Approval from Trusted Brands

! Credit Card Logos

! Multiple Ways to Contact:

o Phone number on the top, side and bottom o Address only at the bottom !

References/Testimonials

! Relevancy:

o Search engines love website that show relevancy. This is done by picking broad and then drilling down in themes. Always optimize one keyword per page instead of multiple keywords per page.

! Audio from Owner

! Blog + Frequency of Posts

! Avoid Flash and Frames

! All Links Working

o Don't frustrate visitors or the search engines with broken links.

! RSS Feeds Installed

! Facebook

! Twitter

! Pinterest

o Keep your focus on your brand and don't overpower with pictures and content focusing on you alone. Your goal should be to stick out ahead of the crowd.

! Testimonials:

o Place on the front page of the website. Video testimonials are even better.

! Optimization for Keywords:

o Using good keywords is huge for search engines and you must take some time to do keyword's research before you can determine if keywords are optimized properly.

! Captions, Alt Text

! Nice Fonts:

- o Arial
- o Georgia
- o Times Roman o Verdana

! No Underline, No Italics

! Centered Layout:

o Layout that has dark text on a light background statistically converts better than reverse text.

Working Smarter, Not Harder

Online marketing, like any marketing, is multi-faceted and requires a great amount of work, coupled with a hefty learning curve for those who have never done it before. Today's marketing previously. For instance, monitoring requires a lot more maintenance than

your Web 2.0 applications should be checked daily. This one area can eat up precious time in your schedule. By outsourcing your online local marketing, you can ensure your online marketing is done by those who are skilled in the field. You can conserve your own time to spend on the tasks in your company that rely on your expertise. In addition, the implementation of your marketing changes (which are necessary to effect a change in your sales), will get done quicker than if you had to learn how to do it yourself.

Most business owners are spending 80+ hours weekly in their business, doing the things necessary to be successful. These people are the masters of their domains and know what they are doing in their field of expertise. However, taking extraordinary amounts of time to learn and master internet marketing does not always make sense.

What does make sense is for them to continue doing the things they know how to do well and let a master in internet marketing take care of that side of things for them. This is time and resources well spent.

Time is a crucial factor when you think about marketing your business. With the help of a professional internet marketer, your business can easily rank #1 in Google searches for local keywords in only 1 week.

If you were to do it yourself, where would you be in the process of implementing your online business plan? Would you still be learning, procrastinating or would you actually have things done? Do you have the time to devote to this?

The Power of Outsourcing

Outsourcing Can Take Care of: Site design!

! Landing pages for PPC campaigns

! Video creation (slide show style)

! Video marketing

! Article marketing

! Directory submissions

! SEO

! Backlink generation

! PPC campaign management

! Social networking setup

! Email marketing setup

! General marketing consultant

In each of these categories there are so many more tasks which must be mastered before implementing them effectively on your website. By hiring a professional, all aspects can be taken care of quickly and easily.

Let's take a closer look at each one below.

Site Design

This can be much more than just creating a site from scratch. Internet marketers can also do any of the following:

! Site Cleanup

! Meta tag cleanup

! Total redesign ! Setup contact forms

! Add audio

! Add video

! Mobile friendly website

Landing Pages for PPC

Internet marketers can help you setup a landing page that:

! Has proper keyword density

! Has an opt-in or capture page for collecting emails to be used later

Content Creation

There is a wide range of services an internet marketer can handle:

- ! Website content
- ! Blog writing
- ! Article writing
- ! Email messages
- ! Free giveaway report
- ! Capture page writing
- ! Press release writing

Video Creation

This can be done in the form of a slideshow or even live action. Here, they can create videos for:

- ! Your website
- ! Capture pages
- ! Off-site properties
- ! Video marketing

Video Marketing

Just what it sounds like, this is marketing with video. This can be done by:

- ! Submitting to video sharing sites
- ! Repurpose for multiple keywords and submit to other sites
- ! Submit to external blogs

Article Writing

Some internet marketers and article writing services can:

- ! Ghostwrite your articles for publication
- ! Write to submit to article directories
- ! Position for branding and backlinks

Directory Submissions

This is the key for any business and can be done by: ! Submitting to top directories

- ! Submitting to local directories
- ! Submitting to niche directories
- ! Pick a number of directories they will submit your site to per month

SEO and Backlink Generation

Get your website ranked higher in the search engines by:

- ! On-Page optimization
- ! Off-Page optimization
- ! Diversified and quality backlinks galore

PPC Campaign Management

They manage your PPC campaigns with:

- ! Google AdWords
- ! Yahoo sponsored search

- ! Microsoft Ad Center
 - ! Lesser known PPC spots
- Social Networking Setup**

This is becoming more and more popular these days and with this they can:

- ! Set up profiles on Twitter, Linked In, and Facebook ! Tweak backgrounds
- ! Add content
- ! Create groups
- ! Add friends / followers

Email Marketing Setup

Internet marketers can help you capture emails and use those emails to market:

- ! Send giveaway reports
- ! Setup capture pages
- ! Setup an autoresponder
- ! Write a series of emails

General Marketing Consultant

The sky's the limit here and marketers can provide you with:

- ! Anything that will improve your business
- ! Give you guidance and instructions on setting up any of the other business tactics from above

Mobile Marketing

- ! SMS marketing
- ! Mobile friendly website

! Mobile SEO In addition to any or all of these tasks, an internet marketer can become your online marketing partner, doing all your internet marketing tasks for you on a continuity bases. This makes you essentially completion proof, because there is someone staying on top everything for you and constantly getting more and more links and ranking for you for more and more keywords.

Choosing the Right Outsourcers

If you decide subcontracting your online marketing out to another firm is the right decision for you, take the time to find the right subcontractor. You should begin by deciding what you want done for you and what you plan to do yourself. It is fine to let a subcontractor do everything for you.

Next find an online marketer who is an authority in the field. Good choices are those individuals who make presentations for business groups on the topic of *internet marketing*. Other good choices are those who appear at the top of natural local searches for internet marketers, because this means they can actually do what they say they can do.

If an online marketer is everywhere, including in the top several spots on

searches, you can feel confident he or she is a leader in the field and a good choice for you.

There are so many different internet marketers who offer some or all of the things above. Some specialize in just one area, while others offer all online marketing services. Y

You need to determine if you want to take care of any of the tasks yourself, with an employee or through a professional. Internet marketers will often provide a variety of options for you to choose from to tailor the service you are purchasing to your needs.

A La Carte

This is ideal for those who want to keep a hand on things and have a good knowledge of some of the areas of internet marketing. It also works well for those who want to learn some of the specialties mentioned here.

Package Deals

This is the perfect solution for the busy local business person who does not have the time or is interested in learning the details of internet marketing. It allows for quicker implementation of all the different parts of internet marketing (as there is no learning curve involved). Those who will be doing your internet marketing already know what they are doing. You just need to prepare for the influx of new business.

Purchasing Leads

There are companies out there who have done all the internet marketing in your domain and have the Web 2.0 applications in place. They have gathered leads for the type of products and services you deal in. You can simply purchase leads from such companies and follow up on them yourself.

Continuity Programs

With the purchase of a continuity program, you have an internet marketer on retainer. These individuals offer programs whereby they implement new marketing strategies monthly over a fixed period of time, or they do all the implementation of the strategies at the beginning, and simply maintain them over a given period of time.

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- ! Yahoo sponsored search
- ! Microsoft Ad Center
- ! Lesser known PPC spots

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- ! Give you guidance and instructions on setting up any of the other business tactics from above

Mobile Marketing

- ! SMS marketing
- ! Mobile friendly website
- ! Mobile SEO

In addition to any or all of these tasks, an internet marketer can become your online marketing partner, doing all your internet marketing tasks for you on a continuity bases.

This makes you essentially completion proof, because there is someone staying on top of it all for you and constantly getting more and more links and

ranking for you for more and more keywords. It's a win-win situation.

Putting it All Together

Your online marketing strategy is based on getting more qualified visitors to your site and converting them into leads, enquiries, sales or customers. It really is that simple.

Through using a wide variety of techniques you can pinpoint those customers and make sure they find your business when they search online for products or services you provide. When they find your website a variety of other online marketing tools will be waiting to convert them into buying customers. To do this effectively, most of your focus will be on 2 major aspects of your marketing plan.

First, you'll use keywords in all online content and creating as many links as possible to your website. The more backlinks you have, the better your site will place in the search engine results and the more people will find your website. The more effectively you use keywords, the more search engine friendly your content is and therefore more likely to be ranked.

Second, the more visitors you get to your website, the more new customers for your service or product. New customers mean an increase in sales and profits (as we said when we discussed the potential for exponential growth with online marketing for your business).

Techniques to Increase Your Business's Profits

Whether you have suffered a downturn in your business, have never built it to the level were aiming for, or if you are just starting out, your goal needs to be using online marketing strategies to increase your profits.

There are Three Basic Ways to Improve Profits: 1. Increase Customers

- ! Increase traffic to increase customers
- ! Add to product offerings to make them more compelling
- ! Use PPC, SEO, local business results, article marketing etc

1. Increase number of transactions per customer

- ! Build mailing list
- ! Increase customer communications through autoresponders, newsletters, broadcast messages
- ! Offer them up sell opportunities – pitch something special
- ! Send out reminders for services and specials

1. Increase the average dollar amount per transactions

- ! Offer bundle packages and upgrades, strong reasons to purchase
- ! Decrease costs, finding free traffic, lowering cost per click

! Increasing conversions, decreases costs
! Offer a bonus, change a headline, offer a free consultation
! Even converting from 1% to 2% is a 100% improvement and cuts costs for buying traffic in half – Pure profit!
By putting an online marketing plan in place and following through with it, you can achieve all of these goals.

You can easily improve your profits through the strategic use of online marketing techniques that will increase customers, increase the number of transactions per customer, increase the average dollar amount per transaction and decrease costs while finding free traffic; which leads to a lower cost per click.

Take the time today to investigate if your website is doing all it can to attract new clients for you. If not, get started putting the simple online marketing plan into place on your own or with the help of a professional.

Get started now on your online marketing plan to rescue your business. *Good luck!*

Conclusion

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Your online marketing strategy is based on your ongoing ability to stay ahead of your competition. Once you've made your presence known on the World Wide Web it's up to you to keep the momentum going.

You defined goals and objectives for your website the moment you gave birth to it. Your product or services grow and expand your business based on your performance. It's as simple as Business 101.

The activity of leading your website to the top of the search engines is in your hands. You are constantly:

- ! Leading
- ! Directing
- ! Motivating
- ! Actuating
- ! Much More...

It's easier to understand complex management of your website or websites when you see it mapped out in steps. This is what this book is about. It's a tool to assist you in organization, in designing and developing a step-by-step plan to get your site/s to center page rank #1 in all the major search engines.

Your business isn't on an efficient assembly-line in a factor. You're product or

service is sold over cyberspace. Yet, how you sell your product or service does not lessen you need to approach your market in a straightforward, forceful way. You must have the ability to determine what your plan of action is in regard to marketing, and you must stick to the plan.

It's hard work. No one said it was going to happen overnight. Yet, if you set a good standard of performance for your online business and you work toward the goals you've set as your established standards, then you can't help but to succeed.

Continually follow the guidelines presented throughout this text and you can't go wrong. You can only go wrong if you're not putting in the hours, and following through with your customers, steadily growing your customer-base, and expanding your business. That's how you make the money online.

Take the time now to review if your website is being as effective as it can be to get new leads, customers or sales. If not, now is the time to implement a new plan either by following the steps in this book or with the help of a professional online marketing services provider.