

LOCAL BUSINESS WEBSITE DOMINATION



Anthony J. Ventura

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YOUR LOCAL BUSINESS MARKETING BOOK

By Anthony J. Ventura

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If you have remained consistently involved in the world of business for the last couple years, you are more than likely aware that the dynamics of marketing your business have drastically changed.

Countless entrepreneurs and business owners find themselves in a state of confusion regarding why the traffic and the interest to their companies has seemingly decreased, and they are seeing this decrease in existing as well as prospective customers and leads. Thankfully, you have made the right decision in choosing this book, which will provide the answer to you.

As it so happens, there is a direct correlation between the health of the economy, the advancement of technology, and the shopping patterns of consumers. This means that the marketing techniques once thought to be fool proof can become obsolete.

These various strategies that business owners used to rely on are no longer working, and they therefore are not effective in reaching the target market. Strategies such as taking out ads in newspapers and magazines, or other forms of using paper copy, are quickly disappearing due to lack of success. Think about it: when was the last time you picked up the newspaper or the Yellow Pages for a product or service?

In those instances, you are probably more inclined to use the Internet in searching for something you need, and even then, your search is not limited to a local radius; you can search statewide, country-wide, or globally now for a product or service that you require.

This fact begs the question: how well do you know the customers that you are trying to reach? Is this impacted by the techniques and the information that you are using, which might be outdated?

If you don't want any of your competitors to figure out that going global is the best way to succeed in today's business and respective markets, then you need to come to terms with change. You must ensure that the products and services that

you are offering to your clients and customers are within their reach, and this means their technological reach.

Putting yourself within your customers' grasp on the Internet means that you are providing them an easier path by which they can find you. If they can find you without obstacles, they can then buy from you without obstacles. Bottom line: your sales will skyrocket from increased traffic.

By placing your business on the Internet and operating an online store, complete with a checkout and payment process, you are making yourself available to a huge market on a 24/7 schedule. This is your website, and it must have much more functionality than just a few sentences about your company.

There is a huge advantage to putting your company online and guaranteeing that potential customers can view your site at any point during the day or night. For one, an online presence is a great marketing technique that you can leverage, as long as you do it correctly. Many companies are quickly realizing what a benefit the Internet can be, which is why you see so many businesses going online.

And while there is an obvious benefit, there are some potential Local Business Website disadvantages to using the Internet as a marketing tool for your company. The success of a website is dependent upon the users; if your site is not user friendly or is not appealing to the eye, you are going to lose potential customers. Those companies that have realized this early on are generating the most business thanks to their great online presence.

In addition, SEO (search engine optimization) is a huge component of a successful site. You want your customers to be able to find you through search engines if, for instance, they do not have your exact URL handy. Due to the sheer number of other sites out there, using tags on your website will ensure that

your site appears in the search results over the competition. For this reason, effective Search Engine Marketing is crucial.

If you haven't noticed, websites are constantly changing and updating. This is just another obligation that business owners must consider if they want to keep up and maintain their relevancy online.

All this considered, how does the everyday business owner determine how much to spend on Internet marketing? What techniques will yield the most returns on investment? The idea can make anyone's head spin; business owners already must juggle employees, payroll, client relations, and an array of other responsibilities. Adding one more task to the to-do list in the form of a website can seem overwhelming.

What is Internet Marketing?

Internet Marketing refers to the process in which you and your company leverage different marketing techniques to reach out to potential customers that might require your products or services. It is done exclusively online, hence the name, and is also dependent on your company's ability to create and market a brand as well as to create a need for people in the market.

As a short exercise, try to answer the following questions:

How familiar am I with each of the terms listed below?

Do I know how to leverage each concept to succeed at having a presence online?

- 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

Spoiler alert: you are not expected to know the majority of these right off the bat!

You can rest easy in the fact that once you have read this book, you will have gained all the knowledge necessary to begin a successful Internet Marketing endeavor for your business. You will also gain insight into one of the best advertising techniques that this niche has to offer.

From my perspective, I am drawn to Internet Marketing due to the immense amount of traffic and leads that it can generate to your website. This is a constant opportunity for people to view your products and services and to learn about your business. The return on investment is truly remarkable when you think in the long-term regarding money spent promoting and advertising for your company.

There are some companies that have been able to generate close to 50,000% ROI just through well-planned Internet Marketing campaigns. An ROI with numbers like that is not feasible if you rely solely on print media and other outdated platforms to generate a buzz around your company.

Other companies can generate \$2 or \$3 for each dollar that they spend on Internet Marketing, and some have been able to reach in the thousands of dollars for each dollar they personally spend. The opportunities for success are limitless because the Internet offers limitless possibilities for growth.

So, let's delve into this a bit further and provide an example: let's say an Internet Marketing guru makes \$6,000 a month running a blog, complete with articles and webinars to help others in the business. He is therefore making \$1,500 a week from just that blog, and makes money when he signs up new clients or when people buy his self-help products.

What is his cost to operate the blog? \$500 a month. Do the math: that is a 1,000% ROI on just one blog site, which he has successfully managed and operated using one of the most effective techniques out there: Search Engine Optimization (SEO).

4 Keys to Online Marketing Success

- How to meticulously organize and implement an Internet Marketing plan so that your business is ranked one of the leaders in the field in terms of local interest.
- The best and most successful ways of generating meaningful traffic - both free and paid - to your site each day while operating on autopilot.
- The most effective techniques to take your website to the next level when it comes to generating traffic and leads that will eventually become sales.
- How to establish a system where most or all your Internet Marketing obligations are taken care of and carried out for you, enabling you to concentrate on growing your business in the meantime.

The next chapter will concentrate heavily on creating and maintaining your presence on the Internet.

It All Begins with A Plan

There is really no better place to get a substantial return on your investment than your Internet Marketing endeavors through your website.

Companies can no longer upload a plethora of information and "About Us" pages to a bland site in hopes that the customers will simply come to them. With the heightened competition, it takes more than just a few buzzwords or metatags to even show up in search engine results.

As a business owner with a website, it is thus your responsibility to ensure that your site fulfills a range of purposes, but meanwhile, remains faithful to your original cause and goals: generating purposeful traffic and leads.

Allow me to explain. The following can be used to define the purpose of a website:

- 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 leverage all the points above to make your website as successful as possible? If not, then you are going to want to rely on this book as a complete guideline for achieving exactly what you want from Internet Marketing.

Whether you already have a website affiliated with your company or you are in the process of creating one, you should be sure to follow the list above as closely as possible, for it will absolutely save you precious time and money in your endeavors.

Another tip that is not listed above is this: "Websites must change as the Internet Evolves"

Have you ever clicked on a website and thought, "When was this made?" There is something particularly jarring about seeing a website that you know has not been updated in a few years. The point is, the Internet is constantly evolving, and not just in terms of technology. The face of the Internet is changing, and companies must keep up in order to maintain relevancy and appear in search engine results.

Gone are the days in which a prospective client is going to look up your name in the Yellow Pages. Now, we are to expect that when a customer needs a product or service, that person is going to utilize the Internet more times than not. And when that happens, you need to expect that more than 50% of your potential business will be generated from your website.

While some companies might do well operating by word of mouth, there are other companies who have been able to generate at least 90% of their business from the Internet, while everything else is generated from walk ins or by referrals.

This all goes to say that the Internet is absolutely evolving at a constant rate, and if you do not upkeep your website to the ever-changing trends, then you are going to fall behind those who are ready and willing to adapt. There is so much untapped potential that can be found from the Internet, but you must be willing to change with it or risk getting left behind.

Every move, decision, and post you make on your website affects your presence on the Internet, which in turn can affect the amount of traffic you generate and, therefore, the number of potential sales. All of the components have to be near perfect: the content, the updates, user ability, and the other marketing techniques that you utilize so that you can rest assured that your website is a powerhouse

among the rest. You owe it to yourself, seeing as your website has the potential to be your most reliable source of new clientele at a low cost.

What makes up a good website?

The following are 11 ways that you can optimize 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

It is crucial that business owners - both local and more national - understand how the marketplace is changing, which includes the variations in consumer habits. Everything depends on your ability to adapt to the economy, patterns of consumerism, and the Internet. Staying one step ahead of these trends will ensure that your company remains a leader in the field.

Let's examine a local business that did not stay ahead of the curve:

Company A was spending around \$700 a month advertising in the Yellow Pages, yet the amount of revenue generated from those Yellow Pages ads were not nearly equating \$700, and therefore the business owner was losing money due to the failed advertising methods. He therefore decided to pull his ads from the Yellow Pages.

Company A was then left with a total annual budget of \$8,400 to spend on marketing, but the owner did not know exactly how to spend the money in a way that was purposeful as well as profitable. He is not alone; there are many business owners who do not at first realize what a gold mine the Internet can be.

There are many, however, that do understand the potential of the Internet. These are people who have paid attention to the statistics, who know that more than 2.6 billion online searches are carried out each month, and that this figure doubles each year. They also understand that around 80% of consumers search the Internet before deciding to make a purchase.

It is clear now that customers and business owners alike prefer to search on the Internet rather than pour through the Yellow Pages or newspapers, wasting time and money. The purpose of this book is thus to educate entrepreneurs and company owners on how to effectively promote their businesses and leverage the Internet for proper marketing techniques.

~~Explode Your Return on Investment~~

The truth is, many people are facing a variety of problems and setbacks with the current economy, especially if we consider the rates of job losses and layoffs. Retirees who assumed they would be enjoying the rest of their lives are heading back to work just so they can have that extra income.

In this climate, the Internet is one of the most foolproof ways to increase revenue and drive sales up by tens of thousands of dollars. Putting your company online is a step in the right direction and can have immense benefits for the local economy. Through targeting local consumers, more money is rotated throughout the local economy, resulting in cash flow throughout the community and less layoffs or downsizing.

Without spending money on rent, electricity payments for the storefront, or any other costs associated with owning a physical company, you will thus save your hard-earned dollars and will be able to reach only those people who are actually interested in purchasing from you!

You will therefore see a huge return on your investment, but only if you are ready to take these necessary steps.

~~Interesting Statistics~~

The statistics listed below give insight into how people utilize the Internet to make their business and purchasing decisions:

- 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

Given the statistics above, there is no question regarding how vital Internet marketing can be to the success of your business. If you want your company or service to appear in the top search engine results, then you are going to have to make the move and adopt these techniques so that you can establish yourself as a leader in the industry.

~~A Simple Internet Marketing Plan:~~

~~Dominating the Internet~~

In getting started with your Internet marketing methods, you are going to have to make a few changes based on the following important facts:

- There is immense promise in the world of Internet marketing, and it is not exclusive to any business or industry. All you must do is tap into that potential.

- If you want to surpass the competition, you are going to have to learn and implement 5 especially useful Internet marketing strategies that virtually no one else is utilizing.
- The 4-step process toward becoming a leader in the local online niche is one that you need to learn and hone if you want to achieve your desired results.
- If you are looking to get your company in the top search results and therefore draw new customers to your website, then you will have to implement a simple Internet marketing plan for maximum results.
- Before you put this Internet marketing plan into practice, you are going to have to assess your current position in the market to see where you need to make changes. This will serve as your baseline, and from there you can make your marketing decisions as needed.
- In creating your to-do list for the marketing plan, make sure that each of the one-time tasks you list are reasonable and attainable. Crossing them off will provide that much more satisfaction, and you will avoid feeling discouraged at the onset of this exciting new change to your business.
- After you have checked these one-time tasks off your list, focus on those tasks that are recurring, since these are the tasks that will require more of a commitment on a time-sensitive basis. These tasks might recur daily, weekly, or monthly depending on the nature of that task.
- If you feel that you can afford it, then consider hiring a subcontractor (or maybe a few) to help manage some or all the Internet marketing plan. This will ensure that you are taking advantage of the skill and the experience out there from people who are experts in this field.

- The implementation process of your Internet marketing plan will then conclude with an increase in your company income.

7 Things Few Local Businesses Do

Surprisingly, there are those business owners who are not taking advantage of the Internet in the implementation and maintenance of their marketing plans and ignore the fact that there is a significant untapped potential. The only way to see foolproof results for your company sales is to get online.

One of the best first steps you can take is to incorporate the following 7 things that only a few businesses are doing. It is a shame that so few companies rely on the points below, but the sooner you begin implementing them, the better your Internet presence will be. They are:

1. Latest News Feeds / Blog Updates
2. List Building
3. Free Reports / Giveaways
4. Video / You Tube
5. Basic SEO
6. Testimonials
7. Mobile Friendly Website

Let's review each of these 7 things.

Latest News Feed//Blog Updates

The logistics behind blogging are simple: by constantly creating and posting content, you are therefore sure to increase your visibility online and boost your Internet presence. In addition to getting your name out, you also increase your chances of showing up at the top of search engine results thanks to the longtailed keywords that will appear linked to your site.

Blogging is also a great way to build relationships with current and potential customers. If they take interest in what you post and the content that you promote, they will no doubt take an interest in your business, as well. You can gain quite the following if you have clients that are interacting with you on your blog.

List Building

One of the most important and effective Internet marketing techniques is your list of email addresses. List building allows you to keep a running tab of people who have signed up to hear from you, meaning they want your content! Using autoresponder, you can effectively build an email list to send emails automatically to the people who have opted in. These emails are standardized, which saves you precious time and energy in sending them out.

Each time you want to send out a message or a piece of content, you simply engage the autoresponder to email all of the people on your list. These emails can be written ahead of time, and this process will absolutely facilitate your ability to nurture leads.

Free Reports // Giveaways

Who doesn't like getting something for free? One of the more under-utilized tools that is available to you includes free reports and giveaways, which you can offer to your current and potential clients.

It can be as easy as offering an e-book, a report, or even a brochure that has to do with your industry. People will flock to you to take advantage of what you are giving out, and you will no doubt obtain their contact information as well as more traffic to your site.

Those who are interested and find usefulness in what you are providing are going to want to give you their contact information. It's really that simple: all you have to do is find out what they value in terms of information, and then give it to them.

Video

You can take your blogs and your articles to the next level by incorporating video. People love to see their local businesses post live content about themselves, and a great way to extend your outreach is to take advantage of this great Internet marketing technique. You are not limited in what you can do with video; slides, music, snapshots, and other possibilities await you to really deliver information about your products and services to your current and prospective clients. To maximize your reach, make sure your video is posted both on your website and on a social site, as well.

Basic SEO

SEO (Search Engine Optimization) is no doubt a term that you have heard before. It refers to the speed and the ease with which those little spiders on the Internet can land upon your website. How does this happen? You incorporate

as many useful and relevant keywords, back-links, and other techniques as possible so that the spiders can collect your information and have your site show up on search engine results.

There are companies who spend money on SEO experts and webmasters to make their sites as appealing as possible; but the most aesthetically pleasing sites are nothing if they are hidden in search engine results. If site owners do not utilize strategic key words, links to their sites will be buried and lost, and their sites will have no hope in ranking toward the top.

Testimonials

There is truly no better way to prove to your potential clients that your business, products, and services are to be trusted and valued than by using testimonials. Testimonials provide a sure- re way for your prospective customers to read about you and how well you ll their needs. The more positive things people have to say about you in their reviews, the more credible your company looks to your future clients.

As stated above, videos are a powerful marketing tool, so why not join forces and create video testimonials? These can be completed right at the moment you serve a happy customer and give even more credibility by putting a face to the review. You do not even need to have fancy lm equipment; a Smartphone will do.

Mobile Friendly Website

There is no question that many people are spending a ton of their Internet time on their cell phones and mobile devices. But one of the most frustrating parts of shopping or browsing online with a mobile device is landing on a site that is not compatible with that device. Therefore, it is crucial that you make your website

mobile friendly. This will build credibility and trust with your current and prospective clients, as it proves to them that you know and can satisfy their needs.

Through implementing the seven techniques listed above, you will quickly become a top contender in the marketplace with your website and will distinguish yourself greatly from the competition. No longer will people simply "come across" your website without rhyme or reason; with these Internet marketing tips, you can be sure that your site will appear high in their search engine results time and again.

Dominate Your Local Market

One of the major indicators of the success of your business is when you begin to dominate the local marketing. This means that instead of being impossible to find on the Internet, you will move into the arena of being virtually everywhere online. You therefore establish yourself as the top authority of your niche in the local market.

Once you establish yourself in the top 10 of the local market, your business will appear in the top search results, and you will soon have the most amount of customer reviews in the field. If your local customers see you online a few times, they will later be able to instantly recognize your name or logo in future searches and will connect your brand to the services that they need. The more they see you, the more they will know that you possess the authority in the field.

There are a few signs that let you know when you have officially dominated your local market. When your company begins to appear everywhere that local consumers are looking, when your name shows up in geographically specific search results, and when people can identify you as one of the leading businesses in their local area for the service they require, that is when you have achieved

domination. As an added bonus, if your company is coming up in regular search results that are not tied to a geographically specific location, even better.

As I'm sure you know, front page search results are the most important. It is proven that 98% of Internet users will select only from the front page of their search results, regardless of the search engine they are using. The logic behind this statistic is that the front-page search results are the most relevant, and therefore, people feel that they have deviated too much from their search if they click to the next pages. If you are not at least in the top 3 of those front-page search results, you are going to lose some potential business.

When you have attained the title of local dominator for your business, it will be much easier for you to appear in the top search results for your market. Local keywords, because they are much more specific, are practically void of competition; therefore, the work that you must put into getting your company search engine ranked is less.

Local Search Optimization

The following are some of the components that you will have to include in your Internet marketing plan to help position yourself toward the top of the local market in hopes of dominating:

1. Local Listings (Google Places / Google Plus)
2. Organic Listings (SEO)
3. Paid Listings (PPC)

Let's examine each one a bit further.

Local Listings

One of the best ways to gain exposure in a quick and FREE manner is to utilize the basic searches that people carry out for local online businesses. There is a huge potential to get discovered when people search for local businesses, and if potential customers can't find you, you can always utilize other platforms that are available to you. One of these is Google Places for Business, which is a free service and allows for people to find you through multiple avenues.

Organic Listings

Organic listings are exactly what they sound like; these are listings that appear on search engine results due to their level of relevancy to the search term. The more relevant your website and keywords are to what a person is searching for, the better chance you have at getting your business at the top of those results. This is different from a paid listing, which is defined below.

Paid Listings

Paid listings are also somewhat self-explanatory: these are listings that businesses have paid to be visible. Companies can pay other sites, such as Google, to run an advertisement on their site or on another search engine to ensure that their company gets listed in the results. These are, of course, dictated by various keywords.

The Power of Search Domination

When we think of search engines, Google is perhaps the first one that comes to mind for a lot of people. Much of the traffic that websites experience - round 90% - comes from people utilizing search engines; they are therefore not simply

"stumbling" upon random sites. Rather, consumers are typing their needs and keywords into the search engines and go to the relevant websites that way.

You cannot therefore take a *laissez faire* approach to search domination, as you will want to be on that front page of the search results each time. In order to honor the power of the search engines, you must take all the necessary steps to ensure that you come out as #1 ranked on those search engines.

How Do I Honor the Search Engines?

One of the most effective ways to make sure that your site ends up on search engine results is to build your site with the results in mind. This is a great way to guarantee that you will have all the components necessary to achieve that #1 ranking. The following are some factors that you should include:

Platform

The platform that you choose to build your site can be crucial to the health and stability of it. People like easy-to-use platforms, and search engines like them too. They are search engine friendly, which will be a huge factor in helping to drive traffic to your site. WordPress is one of the most user-friendly platforms on which you can build a site, and you don't have to have a background in web design to create a really great website.

Keywords

Keywords are what people type into their search engine in order to find something. When thinking about how you will position yourself toward the top of the search engine results, it is crucial for you to think about the terms that people will search to get to your site. What seem to be the most relevant when they conduct an online search? It is a great idea for you to compose a list of all the relevant terms

that come to mind. That way, you put yourself in the mindset of your potential clients.

How Will People Search for You?

What exactly are the terms that people are going to use when they search for you? Will they know to search for a person? A service? A solution? Will they also search based on geographic location? What is the level of motivation with which they will conduct these searches?

Specific Person

- "Painter" or "Paint company". Geographic stipulations: "Painter in San Diego" or "Painter in San Diego, CA".
- Motivation levels: "Painter for touch ups" or "Weekend painters"

In addition to generating that list of keywords that was discussed before, you should also think about utilizing keyword research tools such as Google AdWords, which is a service that allows you to increase visibility to potential clients when they are conducting a Google search. This will also help you to generate important keywords for your site.

For increased efficacy, make sure that your keywords include some geographic modifiers, which will help you in the local markets as well. The more precise and relevant the keywords, the more traffic you will attract to the site, and thus the more potential sales you will have.

In order to start building a list of relevant keywords, simply cut and paste the following link in your browser, which will take you to the Google Keyword Planner: <https://adwords.google.com//KeywordPlanner>

Simply type in some of the keywords that you are thinking about using, and Google will generate a list of additional and related terms. The terms are converted into a spreadsheet that you can download and keep handy for when you are ready to build or modify your website. You will be able to refer to this list when you want to see which keywords yielded low, medium, or high amounts of search results.

The more you add to this list, the better it will be for you in the long run. Keep it in an easily accessible place on your computer.

Keywords are therefore a crucial part of your Internet marketing plan. You will ensure yourself success if you begin your website building with your future customers in mind, as you will try to replicate their search patterns as best you can. You will use the keywords you keep handy for the following:

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

Once you have created an extensive list of keywords, try targeting a few of them each month so that you are constantly increasing your methods of generating traffic. Adding just one more traffic generation technique each month will yield phenomenal results. \

URL: when you get to the point at which you are ready to start your site, one of the most important components you are going to consider is your domain name. This is vital to the success of your site, as it will affect the SEO (search engine optimization) and the level to which you can market yourself through social media. The following section focuses on how your domain name can affect SEO and social media marketing (SMM), as well as the components that make for a good domain name:

Should I Choose A Keyword Domain?

There has been a long-standing trend in Internet marketing in which search marketers and others involved in SEO purchased domain names that contained their keywords. This, they thought, would increase their click-through rates to the site, and would ultimately position them toward the top of search results on Google, Yahoo!, and other search engines. We are going to focus on this strategy and evaluate it for effectiveness:

SEO strategists would frequently purchase exact match domains, also known as EMDs. This means that the exact keywords that they would want their clients to use would appear in their URL. For instance, if they wanted to appear toward the top of the search results for the keywords "buy blue cars", they might buy the domain BuyBlueCars.com. EMDs therefore offered the following advantages:

1. The keyword in the actual URL did help to dictate top rank in the search results.

2. The keyword in the actual URL also inspired other webmasters to include it.
3. The keyword phrase was included in the anchor text which linked to the site.

The downside is that EMDs are no longer the useful tool they once were thanks in part to the recent Google Updates (such as the EMD update).

Page Title & Post Titles:

The title of your webpage obviously has to include relevant keywords. You can find the title at the very top of the browser right above the address bar. It is what you see on the little tabs when you have a website open.

This is also the first thing that Google sees when it happens upon your site, and is therefore important in the search result ranking process. I suggested using WordPress before as a good platform, and one of the benefits of using WordPress is their plugin capabilities, such as the All in One SEO pack, that allows you to change the page title and post titles if you so choose.

In addition, WordPress lets you display the post titles as you want them to appear simply by setting your Permalinks to `/%postname%/`. The URL for your posts will therefore look like this: `www.yourwebsite.com/post-title`. What better way to get your keywords into the site URL, especially if your domain name is a generic one!

Backlinks:

Another important tool in driving traffic to your site and increasing your online presence is to make use of backlinks. These are links that appear elsewhere on the Internet, and once you click on them, they take you right back to your

website. There is no better way to increase exposure to your site as well as your popularity on the Internet.

When creating these backlinks, you have to keep in mind what the link actually says. This is known as the anchor text, and it is the word that will appear which, when someone hovers over it with the mouse, will be a clickable link. You don't want your backlink to simply say, "Click Here". It is more effective if the backlink is a relevant keyword.

The following is a great list you can use to find some great backlink information:

- Blog Comments
- Forum Signatures
- Web Directories
- Article Directories
- Social Bookmarking Sites
- Website Profiles
- Other Websites

While a backlink guide would be a different book altogether, there are some great resources you can find on Google which will lead you in the right direction.

Content:

Providing new and fresh content is one of the most important factors in making your site more prevalent in search engine results.

Google prides itself on delivering relevant content to the people that use the site, and for that reason search engines place much value on new content. The more current the content, the more credibility a company builds with the consumers.

We will delve more into the content component later on but ensuring that you are updating and delivering new content frequently is a great way to position yourself high on the search engine results for Google and other sites.

How to Get a Stampede of Targeted Leads to Your Site

There are three main parts of the equation when it comes to establishing a robust online presence for your business. The first - and potentially most important - is the amount of traffic and targeted leads that are driven to your site. The second is, of course, your website, while the third is the series of communication that occurs when an interested prospect sends your business an email, phone call, or other type of inquiry.

If you follow this equation, then you can rest assured that the following will happen even if the content and layout of your website is just above mediocre, you will still have an incredible amount of success if you are generating a lot of traffic to the site. Think about it: a website that is just okay but has 100,000 visitors a day is much more powerful than a stellar website with 1,000 daily visitors.

With this increase in daily or weekly traffic, it behooves you to make the necessary changes to your website to have your phone ringing off the hook and your sales ying through the roof.

The point is your best converting website will be nothing without the traffic to back it up. The changes will come eventually, and you will need to make them when the time is right. Always remember what we covered in the beginning: the Internet is constantly changing, as are patterns of marketing, so you need to keep up or risk getting left behind.

Look at the following strategies for ideas on how to drive traffic to your site.

What are some of the best traffic generation techniques?

1. SEO
2. PPC
3. Google Maps

When it comes to Google, as we have already stated, your aim is to get onto that coveted front page of the Google search results, and toward the top as best as you can. The following section that we will delve into can serve as your Internet Marketing Roadmap that will guide you to success, as I will delineate everything you need to know about the techniques listed above.

Remember those statistics we covered earlier? Here's what they 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

So let's delve into these and examine exactly what you can do to break into that untapped potential and reach the people who are looking to do business with you.

SEO (Search Engine Optimization)

SEO is also one of the more vital components in your Internet marketing plan. Although search engine optimization falls under the category of a one-time strategy that you put in place at the beginning of the implementation phase, you must also keep a close eye on it. Constant monitoring will ensure that your business stays near the top of those important search engine results.

Google Maps (Local Business Listings)

If your company appears fairly highly on the local business search results, not only will you have a guaranteed stream of traffic to your site, but you will also have a steady stream of calls made to your businesses. You will discover that with the higher placement of your company name in search results, your phone is going to be ringing much more than it did before. This is because your visibility will be increased.

A great step for you to take is to submit your company name to the three most popular sites that list local businesses. This, like SEO, is not simply a one-time task; rather, you must also monitor your position on those sites to make sure that your name remains toward the top. The two sites that you should try to put yourself on (while always employing SEO tactics) are:

- Google – the most vital choice as it owns more than 2/3 of the Internet traffic.

- MSN/Bing – while it is not as widely used as Google or Yahoo!, it is increasing in prominence.

When they rank listings, the local business sites will make use of various keywords and geographic location modifiers. Yet a lot of these do not make use of other identifying information such as a company's physical address, their website, reviews from customers, or phone number.

Therefore, the sites that feature reviews with the most targeted keywords and geographic location modifiers will inevitably appear higher in the search results.

If you want your company to appear in the top 10 search results, follow the 7 tips listed below:

1. Make use of strategic keywords to get the most out of your listing
2. Obtain reviews and testimonials from customers and clients.
3. Get backlinks from the local online directories.
4. Strategize the areas that you want to optimize; this can be done, for instance, by having addresses and numbers for other locations.
5. Have your business included in 4 to 5 categories that are relevant to your business in the local listings.
6. Increase conversion rates by offering coupons.
7. Include relevant and targeted keywords in your YouTube videos and pictures.

Once you are successful in putting your company toward the top of those local business listings, make use of other listing services and directories such as Kudzu, City Search, cmac.ws, Best of the Web, local, and more.

As always, make sure you keep track of the changes you make so that your listings remain relevant. Keeping track will also help you to evaluate the techniques that work and those that do not. But always remember that you must wait to see these materialize; it might not become immediately clear if a tactic is not working for at least 3 to 4 weeks.

Organic Listings

Organic listings are also known as free or natural listings; therefore, these are the listings that simply appear as a result of the search engine and companies do not pay to have them show up. They hold a bit of weight in terms of their legitimacy since they are valid, and they typically appear right below the search results that feature the local maps and the paid search results.

Organic listings can be inclusive of an array of components. If you include relevant content and have made sure to employ SEO techniques, your site can show up in the natural listings. Rankings on search engines can therefore include:

- Your main website
- Social media content
- Articles
- Press releases
- Web 2.0 content

- Landing pages
- Videos
- Social bookmarks
- Directory listings
- Blog posts

You are going to have to spend some time researching keywords if you want to bulk up the health and ranking of your site, including your placement on natural search results. As we have discussed, fresh and relevant content is extremely important, yet it is not the only key factor. Some other components that can affect your 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

If you employ these tactics and make sure that you are regularly generating relevant content, utilizing SEO techniques, are properly employing keywords,

and you are using enough backlinks, then it should not take very much time for your site to reach near the top spots in search results. You can get backlinks to your site by including them in articles, blog posts, social bookmarks, press releases, and a few other areas. The more prevalent the links, the higher your rankings will be.

PPC (Pay-Per-Click)

Many people have already begun taking advantage of pay-per-click (PPC) advertisement as they understand that it is a great way to not only find prospective customers, it is also a tool that can get traffic to your site after only one day of implementation. The other advantage offered by PPC is that you can track and monitor the results and manage your ROI on the campaigns that are well-organized. Using those results, you can thus optimize accordingly.

Though one of the downsides of PPC campaigns is the price you must pay, but the benefit is that once you have generated enough client interest and traffic, you might be able to phase out your PPC campaign or at least decrease the amount of money that you are investing in it. This can only happen, however, when your PPC campaign has officially led you to the top of the search results.

Nevertheless, PPC campaigns are a tried-and-true tool of Internet marketing and have proven themselves to be extremely effective in the realm of strategic keyword searches.

The Right Keyword Research

In order to bolster your PPC campaigns, you are also going to need to research keywords. This goes back to the list that I encouraged you to make that included all the keywords that came to mind when you think about your business. The more robust a list with specific long-tailed keywords, the better. Specific longtailed

keywords are highly likely to help you position yourself high on the search engine results, as there are fewer words that match with them on the PPC campaigns. With this level of targeting, your ads will therefore appear right at the top and will not be buried somewhere down the line with random listings.

The research that you put into the keywords will make a world of difference in your PPC campaigns, as those that are more researched and relevant will do better to yield you a rate of conversion right to sales. You are aiming to have high click-through rates as a result of these keywords, which is why organized management of your PPC campaigns is crucial. In some cases, companies opt to hire a professional to manage the PPC campaigns, which can result in a better outcome.

~~Geo-Targeting Your Ads~~

Geo-targeting allows you to get even more specific in your endeavors to reach a certain market, as you can tailor your PPC campaign and ads to market only to those people living within a certain geographical location that are searching for a given term.

Say for instance that you own a painting company and only want those people who live in a 30-mile radius of you to see your ad. If any of those people search for "Painter" online, your ad will come up. If, for example, someone outside of your specified radius - say in another state - searches for "Painter", your ad would not come up.

By utilizing services such as Google Ads, you can ensure that your company only shows up in the search results from people that are located within certain zones, zip codes, areas of your city, etc. This process also allows you to bid on keywords that seem too generic to yield results, and therefore would not have been a good

choice for you to use. Because search engines are somewhat tied to location, you can opt to target the following:

- Actual location
- Geographic range such as city or state
- IP Address

You may also opt to run a PPC campaign in which you feature a geographic location qualifier, meaning that the search and the subsequent results will be tied to a specific location. For instance, someone might search for a "Dallas Painter", and if you are in the right vicinity in Dallas, then you will have a greater chance at visibility through your PPC campaign.

The following are some of the advantages of geo-targeting when it comes to the terms that you use in your PPC campaign:

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

The Importance of the Landing Page

The landing page is the first thing that a prospective client sees when he or she clicks on a link that connects back to your page, such as in an article, a press release, an ad, or any other location that might feature your company site. Some of the best landing pages are those that allow people to give their contact information in return for a special reward, such as a free report on a particular subject or niche.

As with all the other vital tools of your Internet marketing campaign, your landing page is a fundamental component of the PPC campaign process, and you should make sure that all the keywords that you use for the ad are 100% relevant and targeted. It is in your best interest to use a different landing page for each of the PPC ads that you create, and as always, be sure to include navigation links so that you appear even higher in Google searches.

Content Network PPC Campaign

By running a Content network PPC campaign, you can make some extra cash by selling advertising space hosted on your own website, and you can also utilize space on other sites that are relevant to your own.

In using the content network, you can ensure that prospective clients will see your ads even when they are simply visiting their favorite websites. Many people spend most of their online time going to sites that they prefer, so why not take advantage of this fact and place your ads right where they can see them?

The benefit is thus two-fold; you get to promote yourself on popular websites and you get the advantage of driving traffic to your site. Remember you do not always have to make use of traditional text ads throughout your PPC campaign. You may choose videos or image-based ads to better grab the attention of

prospects. No matter what format you choose, utilizing the content network for your PPC campaign is a great direction for your Internet marketing plan.

Report Generation, Testing, Tracking

Report generation is also one of those strategies that you need to keep on top of and monitor regularly to guarantee that your Internet marketing plan is operating smoothly. By then utilizing testing and tracking, you can gauge the components of your plan that are working as well as those that are not and begin to make changes accordingly. The more time you invest in utilizing the techniques that are working in the beginning, the less time and money you will have to spend growing your business in the long run.

If your company is not operating beyond full capacity, then the report generation along with the testing and tracking should be performed on a quarterly basis. The best thing to do is to establish a baseline at the beginning stages of implementation; that way, you always have a base result to compare your later tests and tracks to.

The following types of data can be used to your advantage when analyzing your market:

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

Rankings

There are numerous easy ways to see how the keyword you use will rank you in search results; this is done by referring to the main site rankings that are posted, which will tell you the possibilities of rank based on each keyword you use. A rank checker will inevitably put you ahead of the competition and assist you in the future should you choose to add more keywords to your site.

~~Links/backlinks~~

Since you are probably posting backlinks on o -sites, you need to see exactly where they are coming from and if they are working. There is nothing more frustrating than a dead link, and this can hurt your image online. Use Google when you can to see how many backlinks are a liated with your site, and how many of them are recognized by the search engine.

To keep ahead of the game, you might also want to test your competitors' backlinks as well, especially those you feel are somewhat toward the top of the market. You will therefore get a better idea of the locations in which you can place your backlinks for increased exposure.

~~Traffic Sources and Volume~~

Once you are certain that the steps you have taken are helping to generate tra c, the next best thing you can do is to gure out where that tra c is coming from. The source as well as the precise number of visitors is a crucial piece of information to have. Are these direct visitors, or have they come to your site through search engines? Were they referred by another site? In tracking the tra c sources, you will also be able to identify those keywords that are generating the most visitors to your site. Tra c tracking tools are available to help you do this.

What Are Visitors to Your Site Doing?

You should also be keeping close track of visitor data, which is something else that you can test and optimize along the way. Where are your visitors located? What browser or search engine are they using? Are they a one-time visitor, or have they been to your site multiple times?

Fortunately, you can use the same tools for visitor tracking that you used for traffic tracking, and you will make the experience that much better for the people who come to your site. Google analytics is one of the best tools out there to help you accomplish this, and it doesn't take much more than creating a free Google account to begin taking advantage of this strategy.

Visitor Actions and Behavior

In addition to tracking the number of people who come to your site, as well as where they are located specifically, you will also have to track their behavior when they come to your site. How much time did the visitor spend on the site, and why did the visitor exit the site? This will help you to focus on providing exactly what you think your visitors will need and want from your site.

With this information, you can then gauge the efficiency of your landing pages and the other content that you put on your website. As usual, it is always good to track how well the specific components of your site are working, especially if those tools that you employ are working to keep people longer on the site.

It is also prudent for you to keep a running list of the links with the highest click through rates. This will clue you in on the information that most attracts visitors and will help you better understand visitor behavior on your site. Once you tap into visitor behavior, you can then optimize the various parts of your website for the best possible results. With that information, you'll know what parts of the

site to change, and which to leave be. You will ultimately reach the right people who will convert a passing interest into a legitimate sale.

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

Ways to Drive Trac to Your Site

Press Releases:

Press releases are the tried-and-true marketing technique that have been around for decades. The potential of a press release is limitless, even if you post them electronically. A good press release writer will include all the relevant information, keywords, and other components to ensure that people become interested in your company. You can even release a press release that center around your PPC campaign. It is always a good tool to fall back on.

Articles:

Articles are not going out of style with print media! As stated above, you can get a good writer to craft some well-written articles for you, and then group them together as part of a promotional material package. All you must do is draft a simple write-up of you company, add in some key words and the link to your website, and you will have some high-quality articles to use.

Social Media

Facebook

Facebook is not just for the average individual; there are many bene ts for companies to create business pro les on the social media site. Facebook provides

your company with a great opportunity to connect with other people, especially those that might turn into prospective clients. A Facebook page makes you more accessible to your potential customers, and you can utilize it to create a community that links people by their interest in your product or service. By building a rapport, your clients will feel more at ease doing business with you. In addition, Facebook can also contribute to your high SEO rankings.

Twitter:

Twitter is another great site that you can leverage, and people appreciate it since you can only send short and sweet messages, known as Tweets. You can increase your visibility tremendously if you are tweeting about your company, the market in which you work, your products, or anything else that would be relevant in your niche. Not only will you attract more Twitter followers, but you will also be well on your way to establishing your Internet brand.

You-Tube

After you have made a connection with people using your social media sites, you can then direct them to view your videos on YouTube. This will give a more personalized feel to your company, as people like to put images to the brand that they are researching and considering doing business with. The more social media sites you are on, the further you will extend your online reach.

SlideShare

SlideShare is gaining momentum as a reputable slide hosting site, to which you can upload public or private files in the form of PDFs, PowerPoints, and other formats.

Pinterest

Pinterest is all about community building using pins, which can link people based on similar interests. If you are involved in a market or a niche that would benefit from this community interest, then you need to get on Pinterest and create an account. It can be just as powerful as Facebook and Twitter for building a rapport with prospective customers.

Linked In

Think of LinkedIn as a Facebook for professionals. This social media site is a great way to network with professionals that may or may not be in your specific industry. Nevertheless, it is a vital tool if you want to build your credibility in the market and make that much more of a connection with people who want your business. You can also bounce ideas off other professionals by speaking about different topics in your market, hot trends and ideas, and other important details.

There is nothing more attractive to a prospective client than a professional profile, which is something that LinkedIn provides for you. It is a platform on which customers can search by company name and location, and for you, it is completely free.

~~Additional Traffic Strategies~~

There are many other strategies that you can employ to drive traffic to your website. These tactics will ensure that you attract the most number of visitors possible so that you increase your chances of changing a prospective client into an actual customer.

While some of these are free, there are others that might require an investment depending on the services that they provide you.

Classified Ads

Do not underestimate the power of classified ads, which like articles and press releases are not disappearing with print media. On the contrary, classified ads are another great way to include information about your company and provide important links to your potential clients, and free classified ad hosting sites such as Craigslist.org make this process easier than ever.

The daily volume that these types of sites experience is staggering, so it behooves you to take advantage of their Internet traffic by generating some leads through them. You can effortlessly promote your products and services to the many visitors that rely on these types of sites as their go-to locations for various resources.

Always remember to utilize backlinks wherever possible, and classified ads fall into that category where you'd want to use them. You can obtain this by placing links on social bookmarking sites or other networking sites, which will inevitably help you in the search engine result rankings, as well.

And of course, everything that you post on the classified ads sites should be SEO friendly; you do not want to put in the effort of drafting a classified ad only to have it buried in search engine results. You have to stay current and up to date to maintain that high position, and to ensure this for the long term, make sure your content stays frequently updated and relevant.

Some of the most widely used classified ad sites include:

- Craigslist.com
- Backpage.com
- Topics.com/classifieds/city

- [Olx.com](#)
- [Oodle.com](#)
- [Kijiji.com](#)
- [Usefreeads.com](#)

Local Online Discussion Forums

Online discussion forums are not usually what come to mind when business owners think about making themselves available to the local clientele. But the fact of the matter is that they are a great tool to leverage if you want to build that coveted rapport with your local market. Simply by offering advice or information about a product or service within your market will make people more appreciative of you and your company. Take the time to take part in discussions on online forums, and you can connect with potential customers who will feel comfortable enough to become one of your clients.

Another benefit of being active on these forums is you can see the kinds of things people are talking about, and what questions they might have about your market. If you dive in and help a few people out, chances are they will be drawn to your company. Simply search for a few local online forums in your preferred browser; you should come upon a few that might not require more than an easy sign up and profile. As always, make sure your profile is inclusive of your company information.

Here are some tips to keep in mind as you begin to participate in these discussion forums:

- Make sure your contribution to the forum is relevant, and when possible, helpful.
- Familiarize yourself with the rules of the forum.
- Stay clear of blatant advertising.
- Make use of an anchor text keyword in the signature of your forum posts.
- Take time to post "how to" articles to help your prospects with their issues.

The more frequently you post, the more of a chance you have for people to see you and make connections with you and your business. But be careful not to inundate people with too much content. It is recommended that if you are going to post on online forums, you do so weekly or monthly. Consistency is key. Put those backlinks to work!

What Makes a High Converting Website?

What is the exact equation that I use to ensure success with my Internet marketing plan? I will reveal it to you below:

Website + Traffic + Conversions = Success

This is the most effective equation to grow your online presence as well as your business. We are going to start by examining the third part of the Business is Booming equation, which touches on effectively converting prospective customers into actual clients and real sales through phone calls, email inquiries, and other modes of contact.

The first step, as we have stipulated, is to examine the various components of your current website. This is what you will need to focus on:

- The layout of the site, including the look and feel
- Is it user-friendly and optimized for site visitors?
- Is it search engine compatible, and does it help you with rankings?
- Will your site work on different browsers?

37 Essential Components of a High Converting Website

Even some of the most well-organized websites are lacking in some important areas, and they are therefore not attractive to visitors nor are they very compatible with search engines in terms of rankings. You will therefore need to comb through your site to make sure that it is in fact not lacking in any of these areas. If you find that there are a few vital components missing, then set aside the proper amount of time to add them in to truly maximize your site.

You can refer to the following checklist as you peruse your existing site (or as you start to plan and implement your new website) so that you can ensure high conversion rates.

• Ease of Navigation:

- The site should be user-friendly and easy to get around.
- Put the most important information toward the top:

o Always be sure to place the most important information that you want potential clients to see toward the top of your site. They will not scroll down to find the info that they are looking for. Make it as accessible to them as possible.

- Proper sizing of images
- Guide visitors through your site:
- Be sure your visitors can navigate the site easily and they are ending up on the pages that you want them to see.
- Have more than one call to action:
- Call Today!
- Buy Now before it is too late!
- Subscription Box:
- Your visitors should not have a difficult time subscribing to your site. You need to have the proper boxes and signage in place so that they can subscribe easily. Invite your visitors to read your blogs and subscribe to your RSS feeds, which is a great way to maximize exposure and increase your online reach.
- Video on the Site
- Your current and potential customers want to see your face or images that are associated with the company. Having a mere website will not cut it; you need to utilize videos on that site to further draw in your audience. You can opt to shoot the video yourself, or you might consider hiring a professional for an

added touch. It boosts credibility and allows for your customers to feel comfortable with you.

- Phone Number located on the top right:
- Be sure to include your phone number at the top right of the page; do not bury it at the bottom.
- Mobile Browsers:
 - The browsers that people are using are about as diverse as the keyword searches that they are typing. These days, it is not enough to be compatible with just one browser. You must recognize that in order to be a leader in your field, you must make your site accessible to the most amount of people possible. There is nothing worse than losing potential clients because they cannot access your site. Keep in mind that mobile browsing is perhaps the most popular form, and that you need to keep up with this trend if you want to generate traffic and, ultimately, revenue.
- Pages Should Include:
 - Home Page
 - Products Page
 - Service Page
 - Testimonials
 - About

- Contact Form
- Phone Number & Address Details:
- Make sure these are also in the footer of your site.
- Email Form:
- Including lead capture systems on your pages is a great way to get the contact information of your visitors, and many successful websites will trade email addresses or subscriptions to newsletters for a small reward, like a free report.
- While there are some lead capture systems that ask visitors to provide a mailing address and phone number, you are going to want to limit the requested information to just a name and email address. Potential customers might shy away from providing too much personal information.
- Include a call to action on each page:
- Top of the page
- Middle of the page • Bottom of the page
- Good Content:
- Content should be relevant and, when possible, new and fresh. Your content should also always be SEO friendly with targeted keywords and should not be repeated in the interest of keeping visitors' interest.

- Make the unique aspect of your business clear:
- Show, don't just tell, your visitors why your company is unique, and why they should be doing business with you over the competition.
- Your personal brand:
- Photos of you and your employees
- Vehicles with your logo or brand
- Multimedia (audio or video) messages
- URLs to your social media and networking sites (such as Facebook or Twitter)
- Proper use of photos and other images:
- Proper use and inclusion of photos means including images that are clear, easy to identify, and have short yet descriptive captions so that your visitors know exactly what is going on.
- Photo of Company Owner
- Visually appealing design or logo:
- Everything that you post should look clean and should gel well together. Avoid eye sores: bright fonts, annoying lettering, and backgrounds that are too frustrating on the eye.
- Trust Factors such as:

- Better Business Bureau
- Association Logos
- Editorials
- Awards
- Seal of Approval from Trusted Brands
- Credit Card Logos
- Different modes of contact:
- Phone number(s) should appear at the top, on the side, and at the bottom of each page.
- The address should appear only in the bottom banner.
- References/Testimonials
- Relevancy:
- The best way to ensure that your website is search engine optimized is to ensure that your content is relevant and will appear on those search results. The fewer keywords per page that you optimize, the easier it will be for your site to show up in those coveted results. So, make use of broad themes and your company name will be listed toward the top every time.
- Audio from the company owner

- Frequent posts on blogs or other forums
- Avoid Flash and Frames
- Working links All Links Working
- Few things are less attractive to visitors than links that simply won't load or are broken
- RSS Feeds Installed
- Facebook
- Twitter
- Pinterest
- If you utilize this fun site, then be sure you maintain loyalty to your brand and image. Do not pepper your Pinterest profile with photos of only yourself; rather make your visitors understand what your company is about using fun content.
- Testimonials:
 - Any testimonials from clients should appear on the front page and should be easy to find. While written ones are good, video testimonials are even better.
- Optimization for Keywords:

- Utilize specific and targeted keywords to place your company high in those search engine results. Make sure you are consulting your list of keywords each time you add a new one to guarantee relevancy.
- Captions, Alt Text
- Easy to read Fonts:
 - Arial
 - Georgia
 - Times Roman
 - Verdana
- Avoid underlining and italics
- Centered Layout:
- Studies have shown that Internet users prefer a darker colored text on a light background, as it is much easier to read. This contributes more to conversion than the opposite type of layout.

Working Smarter, Not Harder

Internet marketing, as you are now aware, is not a one-time approach to generating traffic and business; rather, it is a comprehensive plan that you need to upkeep and monitor constantly. It requires work and dedication if you want to maximize results, and for those who are not familiar with it, there is much

learning to be done if you want to reach the level of domination in your market. Oversight is key for a successful online marketing campaign. Therefore, your applications should be checked daily so that you can avoid having a timeconsuming problem in the future.

Due to the vast responsibilities that are required by a successful online marketing plan, you might want to hire a professional to take care of the details for you. These are experts in their field and know the right amount of time to dedicate to each component of the plan. You would then be free to concentrate on the areas of your business that require the most amount of your time, and no one else's. However, one thing to remember is that if you learn how to manipulate each piece of the puzzle on your own, you can make the changes that you need to make that much quicker, versus always having to call up the professional that you have hired when you need to make a modification.

Many company owners have admitted to logging in more than 80 hours per week on different company obligations, as these are necessary for them to do if they want to keep their business afloat. These are truly the people who are masters in their fields and understand the levels of commitment that it takes to owning and operating a successful business. Yet it is not logical for some to spend copious amounts of time learning the ins and outs of various Internet marketing plans.

What is logical is for a company owner who is not as well-versed in Internet marketing to take on a professional who knows his or her way around proper Internet marketing and can then free up time for the business owner to focus on what is most important. By leveraging the knowledge and the expertise of a professional, you can easily get your company name into the top search engine results.

So, put yourself right into the scenario: if you were to begin an Internet marketing plan right now, would you know everything there is to know about the implementation, or would you have to spend vital and valuable time learning

some of the techniques? How much time would you have to devote to Internet marketing based on your level of skill and proficiency?

The Power of Outsourcing

Outsourcing can be used to accomplish the following:

- 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

These are simply all the aspects which you are required to include in order to lead a successful Internet marketing campaign, and within each of these are subcomponents that must be fulfilled. As you can see, hiring a professional to take on some of these tasks might be in your best interest if you do not have copious amounts of time to dedicate to all of them.

Let's explore each one:

Site Design

Site design includes more than simply creating the site and putting the pieces together; it can also include the following, which Internet marketers are responsible for:

- Site Cleanup

- Meta tag cleanup
- Total redesign
- Setup contact forms
- Add audio
- Add video
- Mobile friendly website

Landing Pages for PPC

A professional Internet marketer could also help you establish a landing page that does the following:

- Includes the right number of keywords on each page (keyword density)
- Features a capture page or an opt-in that allows visitors to submit their email addresses

Content Creation

Internet marketers can also carry out the following services:

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

Video Creation

As stated, videos can be included on the site in the form of slide shows, or they can be actual videos of yourself or the company. Internet marketers can therefore create videos for the following:

- Your website
- Capture pages
- O -site properties
- Video marketing

Video Marketing

A self-explanatory concept, video marketing can be carried out in the following ways:

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

Article Writing

There are some professionals who will do the following in the realm of article writing:

- Ghostwrite your articles for publication
- Write to submit to article directories

- Position for branding and backlinks

Directory Submissions

A vital component of your Internet marketing plan, directory submissions can include:

- Submitting to top directories
- Submitting to local directories
- Submitting to niche directories
- Choosing several directories that they will submit your site to on a monthly basis

SEO and Backlink Generation

Position your website higher in search engine results through the following:

- On-Page optimization
- Off-Page optimization
- Diverse and quality backlinks galore

Pay-per-click (PPC) Campaign Management

Professionals can manage your PPC campaigns utilizing the following:

- Google AdWords

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

Social Networking Setup

Growing in popularity, social network setup can be accomplished if professionals do the following:

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

Email Marketing Setup

Capture pages are a great way to begin an email marketing campaign, which professionals can utilize to:

- Send giveaway reports
- Setup capture pages

- Setup an autoresponder
- Write a series of emails

General Marketing Consultant

These types of professionals 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

A professional Internet marketer can therefore aid you in accomplishing all these tasks, ensuring that at least what you need to get done in terms of your Internet marketing plan will absolutely be accomplished. You can rest easy knowing that there is always going to be someone taking care of the responsibilities of your company, generating more keywords, backlinks, traffic, and thus, potential sales.

Choosing the Right Outsourcers

As with every service that you solicit from another company, if you opt to hire a professional to take care of your Internet marketing plan, then you are going to have to do some research on the different companies and professionals out there to see which is the right one for you. Finding the right Internet marketer to match with the goals and the vision of your company is crucial for your success, and you cannot venture out and search for that individual if you first do not know what you want. A great first step is to map out exactly what it is that you want the Internet marketer to accomplish; you should therefore build a list of realistic goals and ideas that you want the subcontractor to tackle.

Here is where you are going to have to put yourself in the shoes of your potential customers. They want to do business with someone who is a leader in the field, and you are on your way to becoming that company. The same holds true for when you begin your search for an Internet marketing professional; you want someone who is at the top of the field, not someone who is going to make hollow promises and not deliver on his/her contractual terms. So do what your customers do and conduct an Internet search to see who comes up, who has the best reviews, and who you think you short-list based on those results. Remember that everything you have learned about search engine positioning and testimonials holds true, even when the shoe is on the other foot and you become the potential client of someone else.

If you see an online marketing service or professional whose name seems to be appearing on all your local and regular searches, then you know you have found someone who is qualified in the field.

Again, you cannot simply pick an Internet marketing company or subcontractor unless you are sure that 1.) they will give you what you need (seeing as there are some companies that do not specialize in everything) and 2.) you are unable to do all of the work yourself or pass the work on to one of your employees. If there is a way that you can find someone within your company to handle the Internet marketing responsibilities, then all the better for you and your company

budget. If you cannot select from within, make sure you find a company that will allow you to tailor the services to your needs as best as possible.

A La Carte

This option is the best for those who want to remain involved in the process, who might have some knowledge to contribute to the Internet marketing operations. A La Carte services also allow company owners to learn some of the specialty services mentioned.

Package Deals

For the busy company owner that simply does not have the time or resources to devote to learning the ins and outs of the Internet marketing plan, this is a great solution. Implementation is quick, the pieces of the puzzle are set up in a short amount of time, and you can rest easy knowing that the professional is competent in his/her modes of setup. All you must do as the business owner is wait for new leads and business.

Purchasing Leads

Always remember that there are other companies out there who have already combed the market and done the research necessary in your field when it comes to leads. They have done this either through their own Internet marketing plans or through various Web 2.0 applications. If you so choose, you can purchase their lists of leads to save yourself some time.

Continuity Programs

When you hire a professional and settle the terms for a continuity program, you have thus guaranteed your company an Internet marketer on hand at any point

that you will need him/her. Within these types of programs, the Internet marketing professional will simply implement a part of the program - let us say at the rest of the month - and will then maintain the specific components of the program on a monthly basis, making changes and modifications where necessary over a specified period.

As you can see, there is a lot to learn with each category. If you do not have that kind of time to invest, then hiring a professional is the best solution for you.

Putting it All Together

The aim of your Internet marketing campaign and strategies is to generate more traffic to your site, which will then convert into leads, sales, and ultimately revenue. That is the simplistic beauty of the process.

By utilizing the techniques that you learn throughout this guide, you will be able to target many potential clients and cultivate their interest in your company, products, and services. Getting them to find your website online is the first part of the process; converting them from prospect to lead to client is the job of the marketing tools that they will encounter once they are on your site. For this process to come to fruition, you are going to need to employ two important strategies in your online marketing plan:

First and foremost, you will have to make use of as many targeted and relevant keywords that you can and include them in all of the online content that you post. Keep in mind that the more backlinks you include in this content, as well as off-site, the more potential you must rank higher in search engine results and therefore appear right in front of your prospects. Search engine optimization is key for your company's visibility and rank.

Second, the more times your site is visited, the more potential you have for those visitors to become clients of yours. With an upswing of new visitors to the site, you will then have a better chance at selling more and seeing an increase in profits for your business. This is one of the ways in which companies have experienced exponential growth: by following the process of attracting traffic, converting leads into customers, and finally generating revenue.

Techniques to Increase Your Business's Profits

No matter where you currently find your company - in a downturn, experiencing losses, or in a favorable position - you are going to need to either begin employing online marketing techniques, or modify the ones that you currently have. The following will give you an idea of how to turn more profit with your Internet marketing plan.

In all, there are three basic ways to generate more profit:

- Increase Customers
- Increase your traffic generation to therefore increase the number of customers
- Offer more in terms of your products to make them that much more appealing
- Utilize techniques such as payment-per-click campaigns, SEO, article and videomarketing, etc.
- Augment the number of transactions per client
- Build a mailing list

Increase the amount of contact and communication you have with customers by setting up auto-responders, newsletters, and blast emails

- Offer them something special for signing up and communicating with you -these are known as up-sell opportunities
- Give out reminders when you are having a special, or when there is a product or service that you want to highlight especially for them
- Increase the per-transaction dollar amount
- Provide them good reasons to purchase from you, such as bundles, upgrades, and other package features
- Lower the cost per click rate by focusing on free traffic generation
- Increase conversion rates to drive costs down
- Offer other goodies such as a free consultation or some type of bonus or reward
- A simple conversion rate that increases from 1% to 2% is still a 100% improvement; it also slashes costs and provides more profit for you

These goals are all in reach if you correctly implement the proper techniques.

Through proper implementation of an online marketing plan, you will turn your goals into a reality by way of increasing traffic and leads, augmenting the number of customers you have, driving up the transactions per customer, and cutting click-through costs using free traffic-generation strategies.

Set aside time today to really analyze what your website is doing to generate traffic and leads for your business. If you find that there are some parts which are lacking, then all you must do is put these techniques that I have laid out for you into practice. Keep in mind that there are professionals to help you take that first step if you find yourself lost and at square one. Take advantage of the potential and the opportunities that are ahead of you.

Jumpstart your Internet marketing plan today to guarantee a successful business for the future. Best of luck!

~~Conclusion~~

The success of your Internet marketing plan is completely dependent upon your ability to always stay a few steps ahead of your competitors. As we have covered, the first step is getting your company name on the Internet and in front of the eyes of your prospective clients. Once that happens, it is up to you to keep yourself ranking high and visible so as not to miss out on further leads.

The minute you established your company and the subsequent website to go along with it, you had a specific set of goals in mind that you wanted to see carried out. This is the tool that you have been looking for in making those dreams come to fruition. Think of this as Business 101.

Because you are a business owner, the fate of your company when it comes to Internet marketing lies completely in your control. As the owner, you are always doing the following:

- Leading
- Directing

- Motivating
- Actuating
- Much More...

When you have a goal in mind, it is much easier to envision how everything is going to play out if you compose a road map to get yourself to that destination. If you can see it, you can make it happen. That is the goal of this book: to provide you with the right tools and the proper steps to mapping out your Internet marketing plan, in hopes that eventually you will become the #1 ranked company in your field and convert that overwhelming amount of traffic into revenue.

While this book will help you to create and implement a plan, it is up to you to make sure that all the pieces are constantly updated and stay relevant so that you do not get left behind. Your products and services will be sold over the Internet, and therefore, you are going to have to manipulate the Internet to get the most out of the process. Your online marketing plan is therefore the map that you are going to need to stick to if you want to succeed.

With any endeavor, the results are not going to occur in a 24-hour period. However, if you set everything up properly in the very beginning, you have a better chance at success with a strong foundation than you would with a weak start and a shaky implementation. You owe it to the goals that you have set for yourself.

If you adhere to the strategies and the techniques outlined in this book, there is little chance that your online marketing plan will lead you in the wrong direction. This is of course dependent upon your level of dedication, the number of hours that you spend, and the follow-ups that you conduct with your prospective customers. That is how you will guarantee success online.

So, take the time today to review and analyze your site for optimization. How effective is it in generating leads and accommodating customers? Now is the time to initiate a new or different marketing plan to experience a positive turnaround, and you can rely on this book to take you there.

Have any questions?

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