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Web Sites
Blog Sites
Education

Marketing Your Business Online Handout

Your Business Is Comprised Of People, Services & Products

- People - Everyone in your business should be represented well online
- Services – Go out of your way to be honest and look honest
- Products - What makes yours better than theirs?

Online Marketing Focus

- Internet Presence – is the marketing of your business and personal name
- Search Engine Optimization and Marketing – is for marketing by service or product area

Website Basics – See how it looks up close and from a few feet away

- Professional Looking
- User Friendly
- Clear Call To Action
- Interesting Or At Least Clear
- Good Spelling & Grammar
- Updatable

Top 3 FREE Online Tools To Manage Your Internet Presence!

- **Amazon.com**
 - You can set up a profile for free using your name and business email
 - It ranks very well with search engines
 - The Good News: Your smart and witty book reviews will rank very well
 - The Bad News: Your wish lists and recent purchases can show up too - so be careful what you wish for!
 - Set up your profile, review 1 or 2 books per month, and manage your preferences
- **LinkedIn.com**
 - Simple: An online “black book” of whom you know
 - Complex: An incredible tool for becoming known and knowing others
 - Ranks very well in search engine results-even for a fairly common name
 - Invite and recommend only those people whom you actually know
 - Questions: You can ask or answer questions on a variety of topics
 - Recommendations: Posted on profiles with link to the
 - Ask your network for introductions
 - Fee based portion: Allows you to see who has viewed your profile and contact them, use their proprietary email system which has a higher response rate than normal email and gives you the ability to contact those not in your direct network
- **Google Local Business Center**
 - Registration is free
 - Good for any business
 - When someone Googles your business type and location, you will show up on the map

SEO-What Is It?

- Stands for “Search Engine Optimization”
- It is the art of getting your website listed in the top section of the first page of search engine results
- Search engines such as Google do not tell anyone how they decide which site goes where, and they change it constantly
- They try to mimic a human-if that human had read every page online and followed every link

Getting Clicks

- Organic Listing - When someone searches for you-you come up in the list of regular results
- Paid Listing - you pay per click (when someone clicks through to your site)

SEO Strategy Basics

- “Content is king” - focus on strong and relevant content
- Keep updating your site
- Get meaningful links from other sites to yours
- If you are in a very competitive area-it is harder
- If it is important, hire an SEO consultant and expect to spend a minimum of \$500 per month for expertise only and possibly much more
- Everything is trackable - know what works and what does not on a monthly (or even daily) basis

Web Resources:

- Google Local Business: www.google.com/local/add
- Google Ad Words: www.adwords.google.com
- Linked In: www.Linkedin.com
- Amazon: www.Amazon.com



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