



TOP 10

INTERNET MARKETING TIPS FOR SMALL BUSINESSES

To compete and grow your business, It's Essential to have an effective online presence.

1 Make sure your business appears on the 1st page of Google™

If you are not found on the top half of the 1st page when people in your city search for the services you offer, then you are not even in the game. Do NOT expect people to bypass all of the first page search results and continue to the next page and then choose you.

2 Stand out from your competition with a 5 star rating

Even if you currently appear on the first page of Google™, the problem is that you are still one of about 25 companies on that page. The key is to make your company stand out above your competition. This is accomplished by providing good service to your customers and then getting them to post a positive review on Google™. Since it's a challenge to get customers to post a review, there are services available to automate the review process.



3 Make sure your web site:

- Looks impressive & projects a professional image
- Tells visitors what you offer within 5 seconds of arriving at your web site
- Shows the benefits of working with you
- Includes customer testimonials
- Includes a clear call to action, such as “Call now” or “Submit web form”
- Includes a video on the home page if possible - People prefer videos over reading
- Is mobile responsive (meaning that it automatically adjusts to look perfect on mobile devices like cell phones and tablets).

Note: On April 21, 2015 Google™ announced that mobile responsive web sites will rank higher than non-mobile responsive sites. See article at: www.ViewOnline.net/news



4 Create a free Google™ Business Page and YouTube™ account

5 Create a free Facebook™ Fan Page

6 List your company in the top 50+ online directories

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Look into Paid Advertising Options

After you accomplish everything listed above, consider targeted paid advertising on Google™ or Facebook™. Targeted means that your ads are shown to people who are most likely to want or need what you offer.

Warning: throwing money at online advertising is one of the fastest way to lose money. Consult a paid advertising professional you can trust to optimize your campaigns and make sure you can compete for top placement at an affordable price. Then, start out with a small advertising budget and measure the results. Stop or adjust any paid ad campaigns that are not giving you a positive return on your investment within 5 business days.



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Know when to hire a professional

Although you may be able to accomplish the necessary tasks, realize that it's all very time consuming and can be complicated and even overwhelming. If your time is your most valuable asset, consider spending your time running your business and outsourcing your online marketing needs to a professional who has a proven track record.

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Ask for a guarantee

Don't fall for a sales pitch. When a marketing company calls to sell you SEO or any other online marketing service, ask what guarantee they offer? Before you commit to anything, get that guarantee in writing. Few online marketing companies will offer a guarantee.



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Get a detailed "Web Site Report" including:

- Where your web site currently ranks for your main keywords
- How you compare to your competition
- Your company reviews & online reputation
- If your web site is mobile responsive
- Recommendations for making improvements to attract new customers
- Pricing options to have a professional make improvements for you



SERIOUS ABOUT USING **ONLINE MARKETING** TO GROW YOUR LOCAL BUSINESS?

TAKE THE FIRST STEP. GET YOUR FREE WEB SITE REPORT AT:

www.InternetMarketingSuccess.com

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