

# How To Use The Internet

To Slash Your Advertising  
Budget While Getting More  
Leads and Customers

**Stop Paying for Ads That Don't Work!**



Dear Business Owner,

I know you get calls from all sorts of media outlets and organizations looking to get a piece of your advertising budget.

Today I am not pitching you anything. I would just like to tell you why businesses like yours are changing their advertising strategy. Actually, “why” they are making these changes is perfectly clear. Simply put, the return on investment is much higher.

More customers. More leads. For less cost.

Google’s mission has provided the opportunity for every type of businesses to flourish in ways that were impossible before.

When people want to find something, buy something, research a purchase, they jump on the Internet – at home or on their phone and do a search. If they don’t see your business in the results, they won’t know you exist; won’t buy from you. It’s that simple.

Whatever you are paying for newspaper, radio or other such traditional advertising – your dollars will go much further online. However, getting online traffic into your business can be very confusing.

Web designers will say you need a new website.

Search engine optimization experts will argue that the problem lies in your low ranking.

Copywriters will say that it’s your marketing message.

Social networking experts will say you need to be Tweeting, and Facebooking, etc.

Yellow Pages reps will say you *must have* an ad in the Online Yellow Pages.

## Internet Marketing for Local Businesses

Branding experts will say, yes, you guessed it, the branding and positioning of your company is the problem.

And then there are the larger advertising agencies that take care of all of the above. They'll say *everything* is the problem.

I wonder. Who is really on your side? Who is looking at the big picture?

Unlike any other type of traditional advertising (newspaper, magazines, radio, tv),...

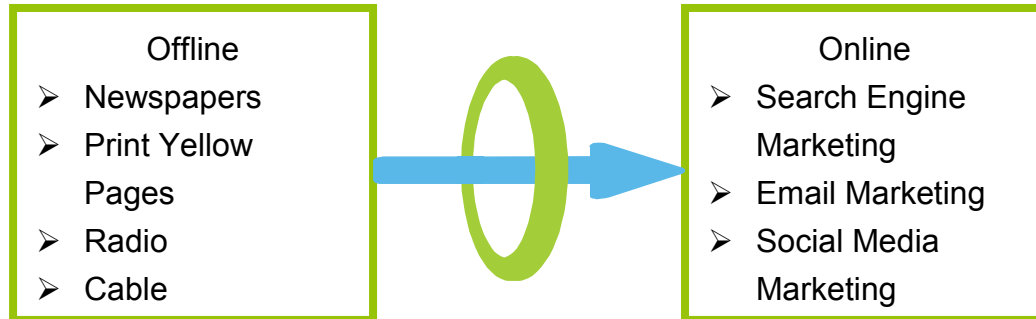
- Internet marketing can be tracked for results: number of searches, clicks, page views etc. So, you'll know right away whether your online presence is bringing in business.
  
- Search engine rankings are self-evident. Higher rankings = more traffic coming into your business than lower rankings (your competitors).
  
- Internet marketing can be optimized over time to ratchet up traffic coming into the business. With analytics installed, it's easy to see where the weak links are and optimize them for ever more traffic and conversion.

There's nothing pie-in-the-sky about marketing online. It's safe, trackable and is by far the highest return on investment compared to any other advertising outlet.

I understand that what you really need is someone to take care of your online marketing that you can trust. The first step you'll want to take is for that person to show you exactly where you rank online and where your competitors rank. This data is freely available to anyone with an Internet connection. If you like, I can give you this data free of charge.

Now, let's dig a little deeper...

## The Big Advertising Shift



Consider the following consumer behavior:

- "70% of US household now use the Internet as an information source when shopping locally for products and services" (Kelsey Group)
- 31% of all business buyers turn to a Search Engine first when looking for a locally based product or service
- Product Research and Comparison shopping happens online, but 67% of those purchases happen **offline** (Accenture)
- 90% of purchases are made within 50 miles of a person's home (Kelsey)

### Got Mobile Internet?

*"There are an estimated 4 billion mobile phones worldwide. 130 million web enabled phones just in the U.S. This number is rapidly increasing and will exponentially increase local search."*

Consider the following local search data:

- 43% of all searches on the Google network included a geographical identifier.
  - 86% of those people followed up with a phone call
  - 61% of those people ended up making a purchase offline

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- 25% of all commercial Internet Searches are conducted by users looking for Local Merchants (*Kelsey*)
- 35% of all Searches are 'local' (*DM News*)
- 84% of U.S. based Internet users performed local searches, or 129 million people, and were looking for a local business
- Advertising spent for local search
  - \$3 Billion in 2008 (*Kelsey*)
  - \$13 Billion by 2010 (*Forbes*)

### **Search Engines drive more traffic to a website than ALL other mediums combined!**

The point is local businesses are transferring their spending from traditional means to an online medium.

*A fresh and focused approach.*

You may have tried some online marketing tactics in the past and failed. You're the norm, not the exception.

Online marketing is easy, just not simple to learn. There is just so much bad information out there.

Incapable people are slamming the industry, and failures are giving the industry a bad name.

Be very careful of those things people tell you that they 'tweaked' a website to rank higher. Here is a document put together by Google that EVERY buyer of online services needs to see.

<http://is.gd/41j8e>

*(paste this into your browser and you'll be sent to a Google page)*

Here are a few things from Google's site:

- **Be wary of SEO firms and web consultants or agencies that send you email out of the blue.**
- **No one can guarantee a #1 ranking on Google**
- **Be careful if a company is secretive or won't clearly explain what they intend to do**
- **Be sure to understand where the money goes**

## WEBSITES

Do you remember when people would visit a family doctor if anything was wrong?

That doctor was essentially a jack-of-all-trades in the medical field. Their advice was the end all, be all.

Now medicine has sub-sectors. Doctors specialize into neurology and other medical fields. In fact, there are subspecialties of the neurology specialty.

There is a specialist for everything.

Way, way back in 1995 there was the IT guy. He knew IT, software and websites.

He was so smart, everyone looked up to him. Now days I still get called an IT geek, but that is dead wrong.

Just because I work on the Internet, I should know how to fix the computer?

Sure, I probably know more than most, but don't call me to fix your computer.

You wouldn't hire a carpenter to sell your house. Don't hire a web developer to market your website.

Make sure you understand that marketing a website is completely different from creating a website.

Imagine a site that doesn't speak to the right audience.

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Imagine if you could just double the call-to-action rates (call you, email you, fill out a form, etc.) on the site with a small investment.

Simple keyword research will demonstrate that people are looking for product or service – in your area - right now!

Once you have that traffic streaming to your site, you must maximize the conversion and the website is a critical component.

A website should touch five separate hands:



Project coordinator who understands your client's business, objectives and goals from a business perspective



Designer who understands art and computer aided design



Developer who understands the latest programming code



Quality Assurance expert to test for flaws (can be a developer, but it's just better to have a second set of eyes, like proofreading)



Marketing expert who understands online promotion and your business objectives

### ***White and Black Hat Online Marketing***

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In the days of old western movies, the good guys wore the white hats and the bad guys wore the black hats.

This is no different in our current world of online marketing.

We have all heard of spam email. Something that is spam comes from someone who is black hat.

Another example of black hat online marketing is using techniques that are disapproved of by the search engines in order to increase your rankings.

Basically, you're trying to fool the search engines.

White hat is where we play.

This is the more difficult route to win online in the short-term; however, it is the most sustainable and ultimately conforms to the guidelines set forth by the online community who represent paying customers to any local business.

### **Don't try and fool the search engines!**

Since it all comes down to the search engines, you must understand their role.

A search engine's job is to provide the most relevant results to a web surfer for the search query requested. Period.

Back in 1998 when Google was founded they gained tremendous market share for one main reason.

It wasn't their marketing. It was their algorithm.

An algorithm is a mathematical function (equation) the search engines use to determine the ranking of a webpage (notice I said webpage, not website!).

Google's algorithm is so good that by 2002 both MSN (now Bing) and Yahoo! had followed Google's style of ranking.

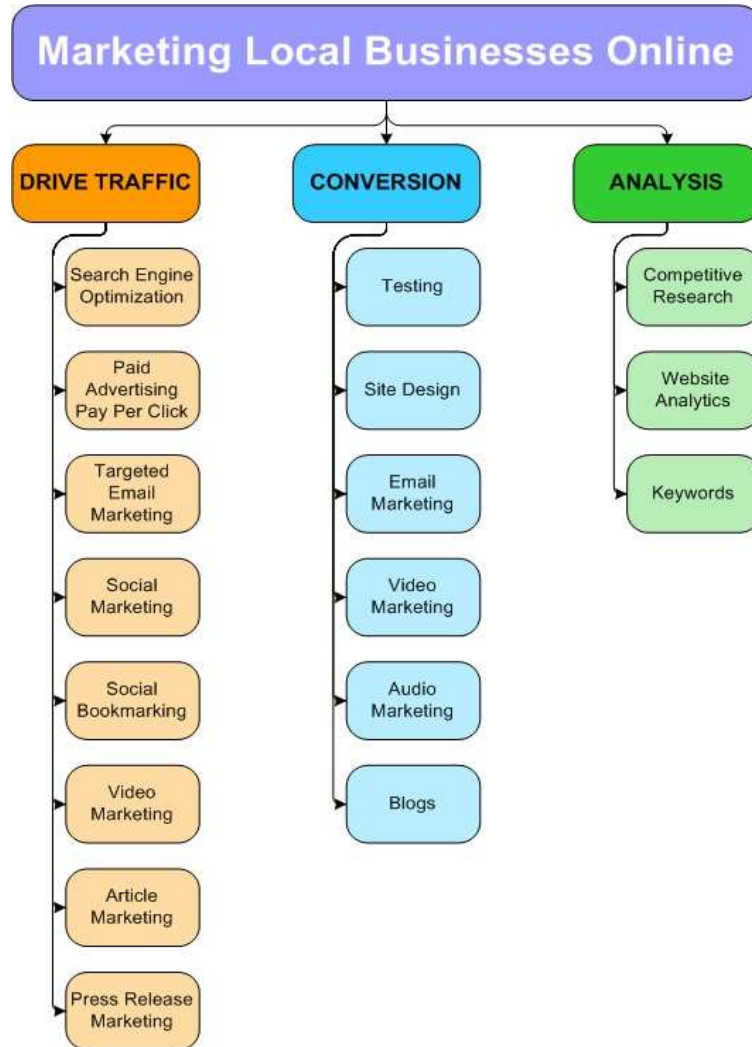
Since the search engines' role is to provide relevant results, the way they determine if a webpage is relevant is very important.

But their algorithm is constantly changing, thereby making it very difficult to completely understand what is needed to rank in the top spots.

I don't like this cat and mouse game.

I'd rather be proactive rather than reactive.

It's about quality efforts, folks!



Quality of inbound links, *not* quantity. Quality of social sites you're on, *not* volume. Quality of your web pages, *not* quantity of pages.

I don't expect this to change or ever go obsolete.

We may add a new strategy, or change a couple of our processes or measurements, but for the most part, the system will remain the same.

## MARKETING TOOLBOX

You have probably been in business for several years marketing yourself to the local community through traditional means such as word of mouth, radio, television, newspapers, yellow pages, conventions, trade shows and charity

events, among many others.

While taking an offline business online is exciting, there are many, many ways you can spin your tires and never gain any traction.

There are many ways to spend time and money in areas that simply don't work.

Marketing online is merely positioning your website in front of those people when they are researching a specific service or product and compelling them to action.

## MARKETING ASSESSMENT

Our no cost website assessment is a not a sales pitch. We know exactly why you're website is not performing and we'll tell you.

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We'll tell you how many people are searching for your product or service on Google.

We'll tell you how strong the competition is. We'll even give you some reports that you can keep.

We promise we'll never put pressure to buy our services, that goes against all of our philosophies. It's simple, that if you ever purchase online marketing services, we want the chance to earn the right to your business.

Call us at 661.505.8517 to book an assessment

Or

Visit us online at <http://BTSmallBusinessOptimization.com>