



presented by Blaze Marketing, Inc.



*“Ten Strategies for Local Online Visibility”*

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aka “Top Strategies for Getting to the Top of the Search Engines  
for Local Searches on your Business...and Staying There!”

**It’s Time to Stop Wasting Money on  
Worthless Newspaper and Yellow Page Ads  
and all the other Outdated  
Advertising and Marketing Tactics.**

**Now is the Time to Quickly Move Your  
Business to the Top of the Crowd.  
Introducing...**

***Local Internet Marketing***

**Local Internet Marketing  
from Blaze Marketing, Inc.**

“Local Internet Marketing Will Light Your Path to the Top”  
| [www.blazemarketinginc.com](http://www.blazemarketinginc.com) |

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### **Overview of the Local Marketing Landscape**

The ongoing recession has been brutal, to say the least, for many businesses.

In 2009 and 2010, declining revenues, layoffs, and reduced incomes were the reality for most small and medium-sized business owners. And the outlook for 2011 is for a slow recovery.

Unfortunately, many businesses cut back on marketing only to regret it now. Instead, what they’ve needed all along was a way to make every marketing dollar work for them. The world has changed quite a bit. Gone are the days of outdated marketing tactics that don’t pay for themselves. In today’s world, the ROI simply must be positive or that marketing approach must be replaced.

This is the problem many small businesses now face with their traditional marketing channels like the yellow pages, magazines, newspapers, radio, and cable TV advertising. The truth is that consumers have migrated away and aren’t utilizing those resources as much anymore.

### **The Big Advertising Shift to Online Channels**

#### **Offline**

Yellow Pages



Newspapers



Direct Mail



Magazines



Radio



Cable TV



#### **Online**

Search Engine Marketing

Social Media Marketing

Email Marketing

Article Marketing

Podcasting

Video Marketing

Consumers have spoken with their wallets and pocketbooks over the last few years...they have moved online to look for goods and services, and they have done so in droves. They have and continue to move to online resources in search of solutions that they formerly used traditional

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advertising for. And they are looking for YOU there. Over 1 billion local  
online searches are now performed every month.

**And it’s growing over 50% a month!**

**Consider the following regarding online consumer behavior...**

- 80% of people **FIRST** go online to search and do some research before making a purchase, replacing what they formerly used (yellow pages, newspapers, etc.).
- 70% of U.S. households now use the internet as an information source when shopping locally for products and services. (Kelsey Group)
- 67% of **offline** purchases start with **online** product research and comparison shopping. (Accenture)
- 90% of purchases are made within 50 miles of a person’s home. (Kelsey)

**...and consider the following local search data...**

- 84% of U.S. based internet users performed local searches (129 million people) in the last year looking for a local business.
- Advertising spent for local search:
  - ⇒ \$3 billion in 2008 (Kelsey)
  - ⇒ \$13 billion projected for 2010 (Forbes)
- 35% of all searches are “local.” (DM News)
- 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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**So the solution is to move the lion’s share of your marketing efforts online and take advantage of a few of the many avenues available to you there!**

Some of these online avenues are well known and others are coming to the forefront. (We’ll discuss these later.) The biggest problem is that most local businesses have no internet marketing (IM) strategy at all!

So it’s time. If you haven’t done much with internet marketing or are simply looking to improve your results, keep reading to see what **Local Internet Marketing** from Blaze Marketing can do for you....

## **Because Your Success Will Depend More and More on Local Internet Marketing!**

**Local Internet Marketing** from Blaze Marketing, Inc. is a full-service consulting firm specializing in internet marketing services for local small and medium-sized businesses. We provide a full-range of customized internet marketing services for businesses who want to successfully harness the power of the internet. Whether you are a total newcomer to internet marketing or are simply looking to improve your current results, we want to work with you. We offer effective packages at a very affordable price. More on that later..



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### **The View from the Top**

Marketing online can be boiled down to this: position your website in front of people when they are researching a specific service or product and persuade them to take action. And if you can “join the conversation” they’re having in their heads, all the better. Positioning is a consistent process you must follow to train the search engines (such as Google/Yahoo/Bing) to rank you highly when keywords are typed in.

Before listing the Ten Strategies, it’s important that you know the foundational steps before turning the positioning and dialogue on. In addition to being able to help you with the Ten Strategies, Blaze Marketing can also help you with the foundational steps. They are:

#### **A) Website Layout and Optimization:**

Did you know that search engines drive more traffic to a website than all other mediums combined? It’s true. So while it’s still important to send visitors from off-line advertising (such as billboards, print ads, etc.) to your website, nothing will be more effective than visitors typing keywords into a search engine to find you.

This is why it’s crucial for the structure of your site to be well-laid out and optimized. This helps the search engines in directing traffic to you.

But just capturing traffic is half the battle in terms of site layout. Here are some other important things:

- ➔ The look and feel of the site – is it warm and inviting?
- ➔ Is the site optimized for visitors in order to maximize conversions?
- ➔ Is the site optimized for search engines (SEO)?
- ➔ Does the site work for multiple browsers (IE, Firefox, Safari, Chrome)?

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### **B) Personal Branding and Trust Building:**

The profile of a typical online consumer has taken shape. Most now use the internet to do research that was not previously available to them. They (we) have short attention spans, make quick decisions, and have trust factors related to doing business online (and their skepticism has been increasing over time).

So when they visit a website today, they want to know if they have found what they're looking for, who the company is, if the company can provide what they need, and if the company can be trusted.

This is where your personal branding comes into play. It's important that you become a visible and trusted expert in your local market using specific online tactics. Not only will this approach increase your online traffic, but will quickly build trust and lead to buyers!

### **C) 3-Point Online Domination:**

When most people think of search engines (such as Google, Yahoo, or Bing), they think of one search area. However, there are actually three different search result areas. They are marked on the graphic on the next page.

The first area (area 1), which is the oldest and still most utilized, is called the “natural search”, “free”, or “organic” area. These results run vertically along the left hand side of all search engines. The really wonderful thing about this area is that it ranks any and all important information that it indexes. That is, press releases, video, and other things can and do rank right up there alongside websites in this area. So a good goal is to get as many pieces of relevant content in the natural results as you can that talk about your business and how you can solve the visitors' problem.

The second area (area 2) is know as Local Search. The listings that are shown here are local businesses that have something to do with what you typed in to the search engine. The results are based on the geographic

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proximity you have to them based upon IP addresses. So as an example, if you typed in “widgets”, then the providers that offered widgets in your geographic area would show up in this box.

One particularly great thing about Local Search is that the phone number and address immediately pop up within these results. This helps local prospects to find and contact you easily.

Unfortunately, most businesses don't take the time to get listed in this area or manage their listing.

The third area (area 3) is called “pay-per-click”, “PPC”, or “internet advertising”. Pay-per-click is a different approach where you set up a campaign and have your listing posted in this area. As the name implies, each time a visitor clicks on the listing, you pay the search engines money. The great thing about pay-per-click is that it's the fastest and most controllable way to get traffic flowing. Using Google's pay-per-click system (called “Adwords”), you can be up and running the same day pulling in interested buyers. And it's also geo-targeted like Local Search, which makes it easy to reach out to your specific target market.

3—

2—

1—



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The drawback to pay-per-click however is that it’s easy to lose money. This is largely due to the fact that business owners don’t know the fundamentals of this process and don’t manage it well.

Being listed and managing these three areas of the search results is what we call “Three-point Online Domination”. Focus on all three will expand your online marketing firepower tremendously. But it requires an understanding and process of writing for all three in order to be successful. All three of these are important to getting maximum exposure. And this works for all businesses.

So now that we’ve laid the foundation, and without further ado, below are the 10 Strategies that will get you where you need to go. Remember that Blaze Marketing’s unique process will help you put these strategies in place-

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# **Ten Strategies**

## **1) Identify Your Ideal Customers through Keyword Research:**

Conducting keyword and keyword phrase research helps determine what words and phrases potential customers use to search online for your products and services.

Keyword and keyword phrase research is a vital part to any marketing campaign and one that is too often overlooked. Without a core set of identifiers (keywords), it is practically impossible for prospects to find you...or for you to carry on an organized marketing campaign. A common misconception is that keyword research should only be done early on. This is not true. As competition shifts and needs evolve, it's important to conduct keyword research consistently.

No matter how you intend on promoting yourself online, keyword research is an invaluable step.

## **2) Online Business Directories:**

While some people underestimate the value of online business directories, we can tell you that they are very much worth your time and in some cases, money. Simply put, directory submissions help prospects find your business.

When someone types in a business name or a niche and locale, the directories are often the first to pop up with results, providing the information needed to connect the potential customer with your business.

Online directories also typically provide relevant backlinks which signal to the search engines that your website is valuable and should be ranked higher. Directories are a good piece of the puzzle drawing traffic and valuable backlinks!

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### **3) Article Marketing:**

Article marketing is the practice of writing content-rich articles for use on websites to drive traffic to your site. It’s often overlooked because of its simplicity but when done with the right strategy it can be very powerful and effective.

Each article will contain a bio box and byline that includes references and contact information for the author’s business. Well-written articles have the potential of increasing your business’ credibility within its market as well as attracting new clients. It’s a great way to have other people help promote your business.

### **4) Internet Video:**

Internet video is hot and will continue to be for some time because of its inherent ability to pass a lot of information. Due to equipment and broadcast expenses, this medium has long been out of reach for the typical business owner. But due to the now inexpensive and widespread availability of equipment, along with increased online bandwidth, video is available to all. Computers now even come with free software to make and edit movies at home.

Internet videos are actually comprised of two types, onsite and offsite:

**Onsite:** Here you simply create a video and then upload it to a video sharing site and then use embedded code to put it on your site.

**Offsite:** Here you just submit your video to several video sharing sites always being sure that you keyword optimize your submissions. This is great because many times the videos actually get ranked in the search engines higher than other content.

### **5) Online Press Releases:**

Online press releases can be a great way to gain exposure, credibility, and backlinks for your business. When done correctly, this valuable public relations tactic can:

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- Generate buzz about your business
- Get further exposure in the search engines
- Get backlinks to the main site
- Drive traffic to the main site

### **6) Blogs:**

There's been some question as to how valuable blogging is and how long the “fad” might last. But based on our observations, we can tell you that blogs will be around for a long time and become an even bigger part of the marketplace.

This is because of the many advantages blogs have over other tools. The web considers blogs to be an evergrowing website that has a great ability to speak to prospects directly. So by having a blog, you in essence have an interactive website already. Another advantage is that the blog is the cornerstone of new content generation. So the various social media sites (discussed next) should point back to your blog and website for maximum effectiveness.

Also important is that one of the top reasons that people use the internet is to search for answers to their pressing questions. A blog gives you an opportunity to answer them and to create an ongoing dialogue. What could be more important than that?

### **7) Social Media and Web 2.0:**

Many people get nervous when hearing the words “Web 2.0”, “wiki”, “twitter” and so on. But the truth is that there's nothing to be apprehensive about. All of these social media tools simply offer you another way to get your information out usually in the form of two-way communication. Done properly they can mean more backlinks and traffic for your website.

The growth and use of social media has been nothing short of staggering. Consider that it took radio 38 years to reach 50 million users. It took television 13 years to reach that same level. It took the internet four years. But it took Facebook nine months to reach double that figure, 100 million

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users! If Facebook were a country, it would be the fourth largest. This growth isn't just for the young either - the fastest growing segment on Facebook is in the 55 to 65 age group.

**Generation Y (in their 20s) will outnumber Baby Boomers by next year. Ninety-six percent of them have joined a social network. One out of eight couples married in the U.S. last year met via social media. Web 2.0 is here to stay!**

Twitter is another important social media tool. Eighty percent of Twitter usage is now over mobile devices as people update them anywhere and at anytime. Imagine what that means for a bad customer experience. Seventy-eight percent of Twitter users say they trust peer recommendations versus 14% who trust advertisements. That means a brand can be made or broken by peer-to-peer instant communication.

And all of this means more than that – it means that you can't ignore the social media revolution. You must jump in and lead it!

### **8) Classified Ad Posts:**

Classified ads are a great tool for local business. They are an excellent source of traffic and backlinks as well as a key way of testing rankability.

Some classified ad sites can have a huge amount of traffic and loyalty. Craigslist.org, for example is one of the top 25 sites in the world. We highly recommend using the top classified ad sites in your area as well as the top national and international sites.

### **9) Local Forum Posts:**

Another great source of traffic and backlinks, local forums were the original Web 2.0 sites, which means they allowed people to interactively converse with one another.

Some of these forums have even turned into local review sites and if this is the case you definitely want to make sure that you claim your business on those review forums.

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Keep in mind though that writing in forums is much different than posting ads and it takes a skilled nuance to be effective.

### **10) Building an Email List from Your Website:**

Building an e-mail list is a popular tactic among large corporations but not as popular (even just plain overlooked) by smaller businesses. That said, this tactic provides a different way to dialogue that is very important.

Why is building an e-mail list important? Below are several reasons:

- Multiple selling opportunities
- More sales to existing customers
- More referral opportunities
- Creates a branding image
- Positions you as an expert

Once you capture names and contact information for prospects, you must continue to speak to them. Email is a great way to do that!

### **Tying it All Together:**

So you might be wondering at this point...how does this all tie together in the consumer buyer process? Well, here's the bottom line (below): you need to **drive traffic** through SEO, pay-per-click, article marketing, social marketing, etc. Then you need to **increase conversions** through testing, site design, video marketing, blogs, etc. And you need to **analyze** your marketing process in order to effectively market your local business online-

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### **The Winning Process:**

#### **Traffic**

SEO  
PPC  
Targeted Email  
Social Marketing  
Social Bookmarking  
Article Marketing  
PR Marketing

#### **Conversion**

Testing  
Site Design  
Email Marketing  
Video Marketing  
Audio Marketing  
Blogs

#### **Analysis**

Competitive Research  
Website Analytics  
Keywords

**So there are the Ten Strategies. We find that those businesses that utilize them enjoy far more traffic, customers and business than those that do not...sometimes by multiples!**

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### **Time to Take the Next Step**

Despite all the changes in technology, the one thing that remains constant in growing a business is **solid and consistent marketing**. It takes a quality (not necessarily quantity) effort over time.

But keep in mind that local online marketing is unique. Promotional methods change frequently. And the strategies and concepts that apply to a national market may not work so well in your backyard. So most of what you read on the internet about online marketing just doesn't work for local businesses.

Online businesses without geographical locations do not have to deal with local concepts like local business results, address verification, local directories, and offline authorities and reviews.

The best internet marketers with no local marketing knowledge will certainly fail trying to apply their strategies to local business marketing.

You need to have local internet marketing knowledge to succeed.

Has this eBook been helpful? We hope so!

Now take the next step and Sign Up for a FREE website evaluation by Blaze Marketing, Inc. The link for that is [here](#). Once registered, we'll evaluate your site and share important information on where you rank, how your site is designed, suggestions for action, and so on.

Thanks and look forward to speaking with you soon!

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Whether you are a total newcomer to internet marketing or are simply looking to improve your current results, we want to work with you. Contact us TODAY to get started.

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