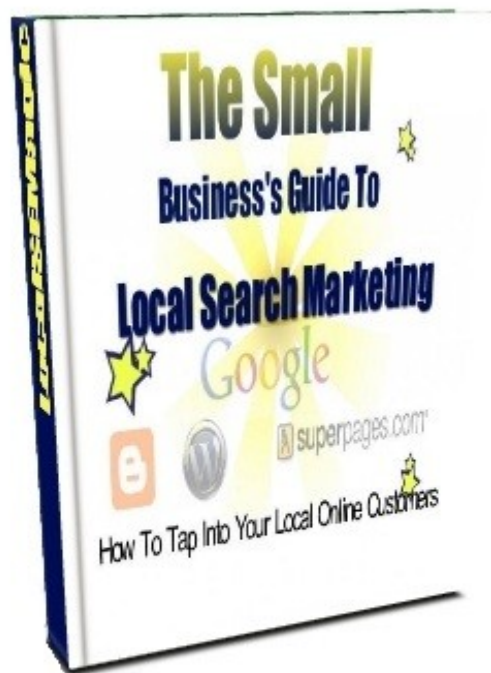


# **THE SMALL BUSINESS'S GUIDE TO LOCAL SEARCH MARKETING**

*How To Tap Into Your Local Online Customers*



This guide is Part I of the III Part book,

**THE SMALL BUSINESS'S GUIDE TO LOCAL SEARCH MARKETING:**  
***How To Tap Into Your Local Online Customers***  
Bernard Hall

You can get the full book right now at [www.LocalSEMagic.com](http://www.LocalSEMagic.com).

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## Part I

# FINDING YOUR ONLINE CUSTOMERS

## Introduction

### What You Will Learn

By the time you go through this guide, you will know exactly what Internet marketing is, why it's vital to the success of your business as well as which precise actions to take to find your pools of waiting customers.

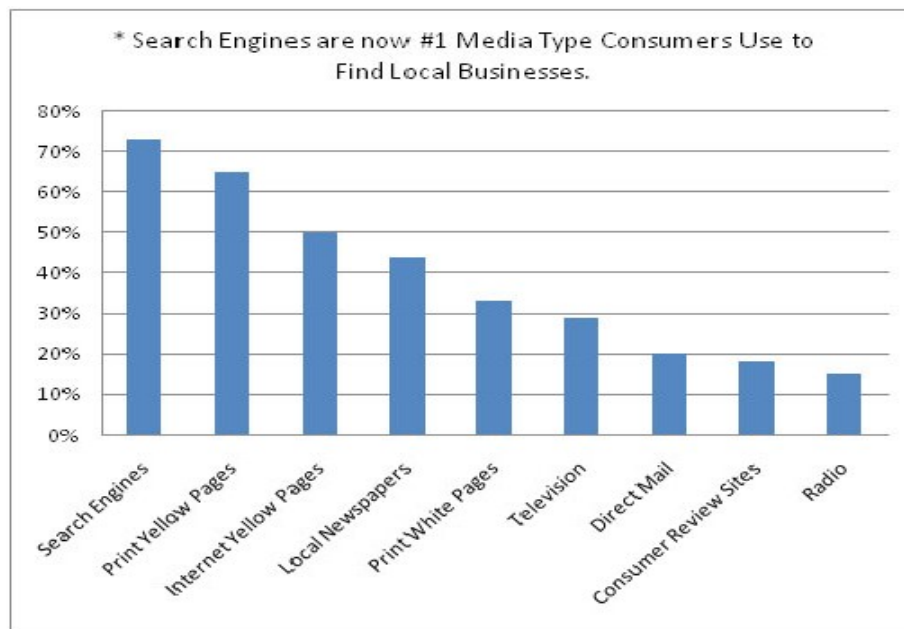
And most importantly - you will have fun doing it!

### Why You Need To Be Online

75% of Americans today use search engines on a regular basis.

56% of Americans use Search Engines every day

40% of all search engine searches are for local businesses and services.



### **Internet Marketing Defined by Wikipedia:**

“Internet marketing, also referred to as i-marketing, web-marketing, online-marketing or e-Marketing, is the marketing of products or services over the Internet.

### **Local Search Marketing Defined:**

A way to become visible on the web for the specific terms you want to be searched for that also include your neighborhood, city or region. The average online user is looking for media,

information or entertainment. But the online BUYER is looking for things that are very, very specific and 60% of the time LOCAL.

For us, it is very important that we really focus on the local marketing part. As a marketer, you are not going to be advertising to the entire world. But your advertising must be presented as if the whole world were going to see it. Also, don't feel like you have to know how to build a computer to market on the Internet. General Example: Dallas Pet Groomer.

#### Examples of traditional marketing:

McDonalds, Apple, Bank Of America.  
These companies do a good job creating familiarity with consumers.  
This is NOT what we are doing.

We are basically doing direct marketing. Some examples of this would be infomercials and billboard ads – anything that presents a call to action. Results should be trackable. Meant to generate an action by potential customers. Our goal is transactions.

When advertising to your customers, the number one point to stress is:

What You Do - Not Who You Are

What do you want to be known for; what is your expertise. Think in terms of elevator speech.

Not I'm a \_\_\_\_\_, but I help \_\_\_\_\_ by \_\_\_\_\_.

#### Important Questions You MUST Know The Answer To

Who Are Your Competitors?

How Do People Look For You?

Where Are Your Customers?

From what Product Or Service Do You Make The Most Money?

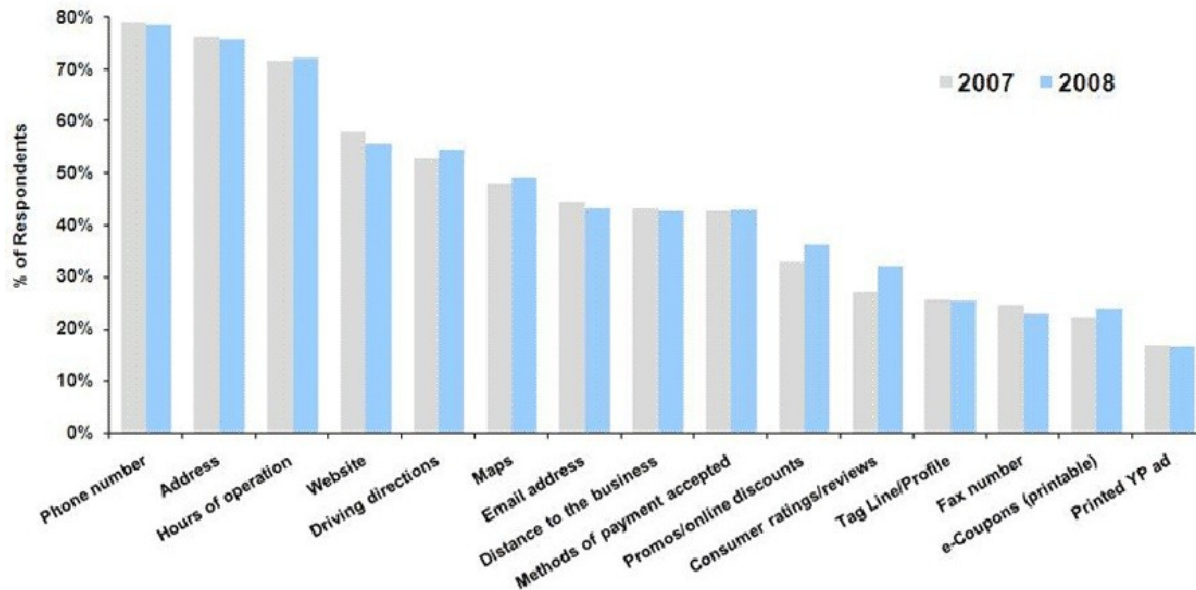
To understand how people look for you, think about what you would type in the search engines to find your product or service.

Probably not "city real estate"

More so "city rental homes" or "sell my house fast city name" or "city first time home buyer assistance".

You want quality visitors and not necessarily quantity.

## Survey: What information do you expect to find when searching for local businesses online?



Source: 2008 TMPDM/comScore - Local Search Study

### Basic Internet Marketing Algebra

**Traffic + Conversion = Customers**

Miss one of the variables and you'll get squat.

Finding and directing your pools of online customers with key phrases

Key phrases are basically words or phrases that customers will type in to find the product or service they are looking for. Above all else, they are words or phrases most relevant to whatever it is you are selling. Internet marketing mediums such as SEO, SEM and Pay Per Click are absolutely centered around having accurate key phrases.

### SEO

Search Engine Optimization is the process of improving the volume or quality of traffic to a web site from search engines via "natural" or "organic" search results. Generally done in the coding of the website. One of the slowest and tedious ways to get ranked well in the search engines.

Always a guessing game. Search engines won't tell anyone how they rank sites.

SEO is sometimes contrary to good marketing principles.

### SEM

Search Engine Marketing promotes websites by increasing their visibility in search engine result pages (SERPs) through the use of paid placement, contextual advertising, and or paid inclusion.

Can achieve front page visibility very fast.

Can drive targeted traffic very quickly.

Can be very expensive if done wrong (or right in some cases).

### Pay Per Click

Pay Per Click advertisers pay their host only when their ad is clicked. With search engines, advertisers typically bid on keyword phrases relevant to their target market. Google Adwords and Yahoo Search Marketing are the largest pay per click service hosts.

## Lead Valves

This is the concept given to the authority sites whose power we will use to drive traffic to your local business.

Requires some monthly maintenance but worth the results.

They will make you findable in multiple places when local consumers look for your product or service.

## Typical Search Engine Results Page

The image shows a Google search results page for the query "we buy houses houston". The search bar at the top shows the query and a "Search" button. Below the search bar, there are several search results. A red arrow points to the top of the page with the text "Paid Ads Google". Another red arrow points to a map of Houston with several red pins, with the text "Free Local Business Maps". A third red arrow points to the bottom of the page with the text "Free Organic Search".

Search results include:

- New Homes in Houston** - www.NewHomeSource.com/TX
- Houston Real Estate** - www.House.com/Houston
- I Buy Houses Fast** - Buy houses cash homes
- Local business results for we buy houses near Houston, TX** - A list of 10 results, including "We Buy Houses Fast", "We Buy Houses", "We Buy Houses Houston", "We Buy Houses Houston", "We Buy Houses Houston", "We Buy Houses Houston", "We Buy Houses Houston", "We Buy Houses Houston", "We Buy Houses Houston", and "We Buy Houses Houston".
- Free Local Business Maps** - A map of Houston with several red pins.
- Free Organic Search** - A list of search results for "we buy houses houston" from various sources.

## Google Places (Maps)

### Google Local Business Center

Change Language: English

New! Now offering a reporting dashboard. Learn how people find your business.



[Sign up now »](#)

Sign in to Local Business Center with your

Google Account

Email:

Password:

Stay signed in

[Can't access your account?](#)

Help customers find you on Google, it's free.



#### Free listing

Local customers already search Google for the products and services you offer. Create a business listing to be sure they find you.



#### Free updates

Keep your address, phone number, hours of operation, and more up-to-date. Even create coupons and display photos and videos, all for free.



#### New! Free insights

Use the power of Google's data to learn where your customers come from and what they search for to find you.

## Online Directories

Merchant Circle  
Superpages  
Yellowpages  
Info USA

Merchant Circle

infoUSA.com



 superpages.com®

**YELLOWPAGES.COM™**

Your business listings tell what you do, not who you are!

## Online Classifieds

Craigslist  
Backpage  
Oodle  
OLX  
Ebay Classifieds (Kijiji)



Your ad titles are key. They tell more of what you do - less of who you are.

### Social Media

Remember, social media sites like Facebook, MySpace and Twitter are designed for SOCIAL interaction. You don't want to be the guy at the part trying to sell insurance. Let people know what you do but don't make it the focus of your presence. You will quickly lose followers if you are all business.



### Blogging For Business

Basic blogs can be setup for free with Blogger or Wordpress. Blogs are easy to setup and very search engine friendly. Can be a mix of social and business. Great way to share expertise and build credibility.



Bottom line..  
The lead valves work!

Sell Your Houston TX Home Fast - We Buy Houses In Houston, Texas  
We buy houses in Houston. We buy Houston Texas homes, fix up homes, buying houses and selling your house, buy my house, buy my home, we buy homes, we buy houses ...  
[www.webuy-houstonhouses.com/](http://www.webuy-houstonhouses.com/) - [Cached](#) - [Similar](#)

We buy run-down, beat-up Houston houses & homes in any condition...  
Houston Home Buyers wants to buy your run-down, beat-up home, house or real property. We buy all types of homes and houses. We are contractors that will pay ...  
[www.houston-home-buyers.com/we\\_buy\\_run\\_down\\_houses.htm](http://www.houston-home-buyers.com/we_buy_run_down_houses.htm) - [Cached](#) - [Similar](#)

We Buy Houses, investors buy ugly houses fast.  
We buy houses, fast, ugly houses and nice. ... Massachusetts Michigan Missouri New Jersey New York Oklahoma Pennsylvania Tennessee Texas Texas, Houston ...  
[www.housesfast.com/](http://www.housesfast.com/) - [Cached](#) - [Similar](#)

We Buy Houses Houston - Sell House Fast Houston TX 77042  
Get discount coupons for We Buy Houses Houston - Sell House Fast and other Houston, TX local merchants. We buy houses. Cash offer within 24 hours.  
[www.merchantcircle.com/.../We\\_Buy\\_Houses\\_Houston\\_-\\_Sell\\_House\\_Fast.713-334-7053](http://www.merchantcircle.com/.../We_Buy_Houses_Houston_-_Sell_House_Fast.713-334-7053) - [Cached](#) - [Similar](#)

We Buy Houses Houston - How to Sell My House Fast in Houston ...  
1 min 30 sec - Sep 23 2008  
<http://www.cumminshomesl.com/quickresponse.htm> WE BUY HOUSES for ALL CASH OFFERS and CLOSE QUICK in the HOUSTON AREA We buy ...  
[www.matacata.com/watch/1408852/we\\_buy\\_houses\\_houston\\_how\\_to\\_sell\\_my\\_house\\_fast\\_in\\_houston/](http://www.matacata.com/watch/1408852/we_buy_houses_houston_how_to_sell_my_house_fast_in_houston/)

We Buy Houses Houston - Sell House Fast 713-263-7466  
We Buy Houses Houston - Sell House Fast 713 263 7466 (Houston Area) ... Call 713-263-7466 for a no obligation cash offer on your house! ...  
[houston.craigslist.org/tsr/295919015.html](http://houston.craigslist.org/tsr/295919015.html) - [Similar](#)

Front Page Search For  
We Buy Houston Houses

Directory

Classifieds

## Tracking Results

Web site hosting accounts have traffic stats. However, it isn't wise to rely on website statistics exclusively. If you are marketing on the internet properly, a lot of consumers may never make it to your website before contacting you.

Just like with Yellow Pages, Billboards, Mail, TV, Radio...

You must incorporate a way to ask your customers how they found you for the most accurate results.

## Outsourcing

Find and hire an online virtual assistant or freelancer.

Odesk.com

Elanca.com

Scriptlance.com

These are excellent sites with many capable hires.

Each task of Craigslist posting, blog entries and link campaigns can be done for you through hiring individuals from these sites.

For information on outsourcing work through LocalSEMagic.com, refer to the end of the next section.

## Anatomy Of An Effective Website

You must first buy a domain name. You can get one from the following places:

GoDaddy.com

Register.com

Namecheap.com  
Networksolutions.com

Get a .COM!  
Keep It www.ShortSweetAndSimple.com

**What if I already own a website?**



Having a website alone accomplishes nothing - like a cell phone without service.  
What a landing page looks like:

Send This To A Friend

# We Buy Houston Houses

**Any Price  
Any Condition**      **713-555-5555**

---

### Cash Offer Within 24 Hours!

Just Fill Out The Form Below For A Free, No Obligation Cash Offer On Your House

\*All fields required

Full Name:	<input type="text"/>
Property Address:	<input type="text"/>
Property City:	<input type="text"/>
Property State:	<input type="text"/>
Property Zip:	<input type="text"/>
Contact Email:	<input type="text"/>
Contact Phone:	<input type="text"/>
Reason for Selling:	<input type="text"/>
Asking Price:	<input type="text"/>

**Get Your Cash Offer Now!**

### We Buy Houses ... Fast!

- Pretty Houses
- Ugly Houses
- Divorce
- Inheritance
- Problem Tenants
- Need Repairs

Together We Can Find A Solution

"How Can You Get a Cash Offer On Your Houston House... Within The Next 24 Hours?"

Fill out the simple Sell Your House Fast Form or call 713-555-5555 for a Free, No Obligation Cash Offer.

That's right! You can receive a no obligation cash offer on your house within 24 hrs.

Sell your house in any condition and location in Houston and our bidding is on.

What a traditional brochure website looks like:

The website features a blue header with navigation links: Home, Fast Cash Offer, Avoid Foreclosure, Free Report, Fair Solutions, Common Questions, Consult a Professional, Testimonials, About Us, and Contact Us. The main content area is titled "We Buy Houses! Any Reason, Any Condition" and lists various reasons for selling, such as "Behind in Payments?", "Bad Tenants?", "Relocation/Job Transfer?", "Facing Foreclosure?", "Is your house vacant?", "Divorce?", "Need to settle an estate?", "Tax Liens?", "Expired Listing?", and "Fire Damage?". A central image shows a family of five, with text explaining the "Home Buying Service" and offering a "FREE REPORT". A testimonial from "TODD & JEN" is also included, stating: "On very short notice we were forced to relocate. Fortunately, we contacted..."

What a hybrid landing page looks like:

The landing page has a red header with the logo "PAYING CASH FOR HOUSES AND LAND" and the phone number "480-777-CASH". Navigation links include Home, Sales Request, Investor Register, Lenders Form, Affiliate Program, and Contact. The main headline reads "We Buy Houses, Homes, Sell Your House At Paying Cash For Houses.com". A list of benefits includes: "We buy in any condition", "We do not charge commissions or fees", "Our hassle-free system avoids all the normal hassles of selling your home", "In most cases we are able to close within 7 days", "Need to pay off your home?", and "Need help finding a home after you sell". A "Facing Foreclosure?" section states "No Equity..... No Problem" and offers a "Short Sale Specialist" to help achieve a "fresh start". A contact form is provided with fields for Name, Phone, Email, Address, City, State, Zip, # of contributors, Total Loan Amount, and How Long Owned. A "Submit" button is located below the form. The page concludes with the text "If any of the following applies to you, then consider selling your house at Paying Cash For Houses.com - the perfect solution for fast cash!" and a note: "Facing foreclosure or in arrears foreclosure and want to avoid it, read..."

## Template Based Website



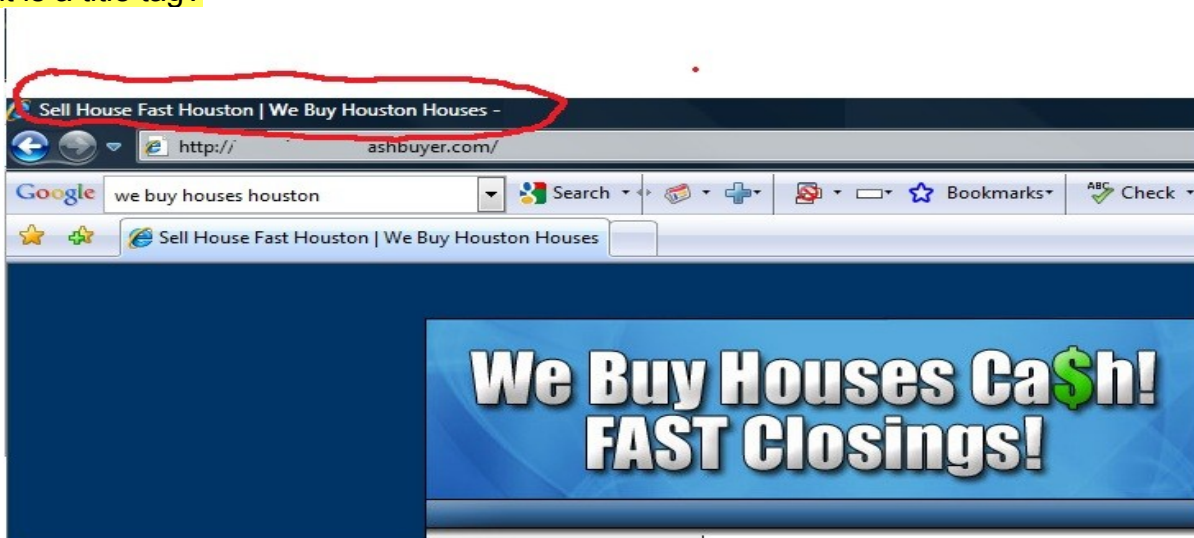
Plus many more colors and themes available!

You can obtain a template based website at Ibuilt.net.  
Your website has a sole purpose, and that purpose is to generate a customer.

GoDaddy Website Tonight  
Generally \$5 - \$20 per month

Free site creators are Weebly.com and Wetpaint.com

## What is a title tag?



Here are some rules to make your website rich in key phrases:

H1 and H2 Tags – this is basically the title and description of a website. This seems to be the first thing search engines such as Google will look at for relevancy.

Bold and Links – any bold text and links you have on your website should be relevant to what your website is about.

Avoid Click Here Text – make your 'click here' text links a word or phrase relevant to the subject of your business's website.

Important key phrases sprinkled in content – For every paragraph, it will be beneficial to have your key phrase mentioned 3 to 5 times, depending on the size of your paragraph.

Do not stuff keywords – do not make every other word your key phrase as it will likely not make sense and Google will recognize this as spammy.

Take advantage of footer text – footer text is all the links at the bottom of standard websites. They usually contain copyright “stuff”. This another important anatomy of a website that search engines observe for relevancy. So, it will also benefit to have a key phrase or two down here.

### **Outsourcing The Construction Of Your Website**

Elance.com

Scriptlance.com

RentACoder.com

99Designs.com – Graphic design

Odesk – Virtual Assistants

### **A Turn Key Solution**

If you are interested in providing your business with an effective website that is designed to generate customers - or, need some marketing work and campaigns done for you, give LocalSEMagic.com a call at 706-973-7347.

You can also send an inquiry at [localsemagic@gmail.com](mailto:localsemagic@gmail.com).

### **Conclusion**

Now that you've fully gone through this guide, there is no reason why you cannot go out and exploit the unlimited potential you have as a local business reaching out to it's customers via online.

In whichever city or town you are located in, you will virtually have an entire local market to yourself so the time could not be better than right now to get serious with your business's advertising.

My recommendation is to head over to [www.LocalSEMagic.com](http://www.LocalSEMagic.com), and grab the rest of this 3 part book to accelerate your understanding of Internet marketing. NONE of your competitors will have the knowledge you will have after acquiring the contents of THE SMALL BUSINESS'S GUIDE TO LOCAL SEARCH MARKETING. So, this means you must take advantage before THEY do!

To Your Success,

Bernard Hall

[www.LocalSEMagic.com/blog](http://www.LocalSEMagic.com/blog)