



Get Your Business Found Online

The 5 most reliable, proven methods for getting found online

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The expectation that a new website will automatically receive a flood of new visitors, and therefore new customers, is not realistic. You must use an online marketing plan to get your new or existing website found by potential prospects.

If you don't know what you're doing, determining which tactics you should employ can seem overwhelming and intimidating. We're going to provide you with an overview of the 5 most reliable online marketing tactics there are.

Method 1

Local Listings





Method 1 Local Listings

The first step in getting found by locals in your area is with local listings.

Local business results for pet stores near New York, NY

- A** [Petland Discounts](http://www.petlanddiscounts.com) ☆
www.petlanddiscounts.com - (212) 964-1821 - 8 reviews
- B** [Trixie + Peanut](http://www.trixieandpeanut.com) ☆
www.trixieandpeanut.com - (212) 358-0881 - 110 reviews
- C** [Petco](http://www.petco.com) ☆
www.petco.com - (212) 358-0692 - 10 reviews
- D** [Pets On Lex](http://www.petsonlex.com) ☆
www.petsonlex.com - (212) 426-0766 - 20 reviews



Not only are local listings free of cost, but they occupy a special section on search engine result pages (usually at the very top) which is reserved for local businesses that match the current search phrase.

These listings are usually accompanied by a map. More and more people are using Local Listings from their mobile device to find specific places nearby “on the fly”.

Businesses, particularly in retail, who fail to get listed are leaving a ton of sales on the table.

Method 2

Search Engine Optimization (SEO)





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SEO is the process of getting traffic from the free “organic” search-result listings on search engines.



All major search engines such as Google, Yahoo and Bing list such results. This is where your web pages and other content such as videos or local listings are presented based on what the search engine considers most relevant to the user’s specific search.

Unlike PayPerClick, SEO is free when someone clicks your link; therefore, it typically yields the highest return on investment. However, it also requires more time to see results.

If you want to learn SEO yourself, Google’s “Search Engine Optimization Starter Guide” is a free PDF that covers basic tips that Google provides to its own employees. You can find it [here](#).

Method 3

Pay Per Click (PPC)

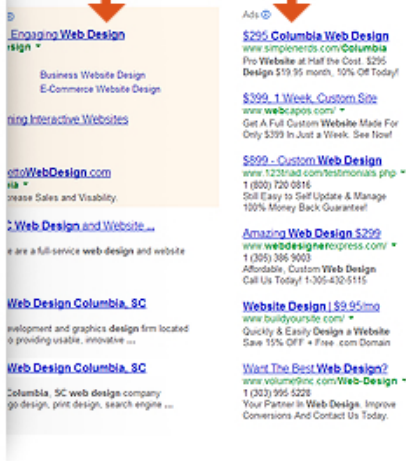




Method 3 Pay Per Click (PPC)

PPC is a paid-for online advertising used on a wide range of websites, including search engines, where the advertiser only pays if a user actually clicks on their ad.

Pay Per Click Ads



Although PPC ads on search engines appear to look similar to the results gained from SEO, they differ in that you bid for an ad space that appears on the results of the search terms that a user looks up. You are not paying for your ad to be displayed; instead, you invest a sum of money into your ad account and only pay when someone clicks on it.

PPC can be a very effective way to test the effectiveness of your advertisements and their relationship to keywords that users are searching with. That said, if a PPC campaign isn't executed carefully, it can become quite expensive.

9 steps of an effective pay per click campaign:

- | | | |
|-------------------------------|---------------------------------|-------------------------------|
| 1. Keyword Research | 4. Account Set Up | 7. Monitor Performance |
| 2. Ad Creation | 5. Tracking Installation | 8. Campaign Assessment |
| 3. Create Landing Page | 6. Campaign Launch | 9. Analysis & Feedback |

Method 4

Social Media Marketing (SMM)





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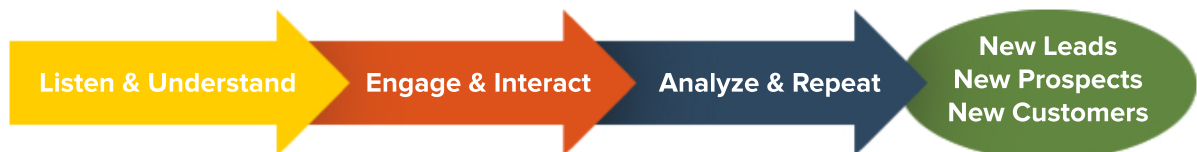
Social media marketing refers to the process of gaining traffic or attention using social media sites like:



The two main ideas behind SMM are to engage your prospects through real conversation and allow the viral nature of the social web to increase awareness of your business. Your following will build by getting people to know, like, and trust you, and you will eventually convert those followers into paying customers.

It's important to evaluate which social networks are the best fit for your business. For example, just because everyone is on Facebook doesn't mean you should be

A well-thought strategy should be at the heart of your SMM.



Method 4

Blogging



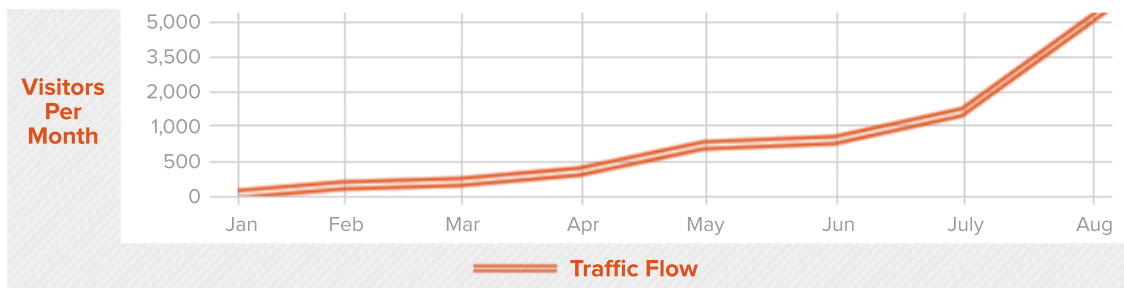


Method 5 Blogging

Blogging is the process of updating your website on a regular basis with rich, meaningful content.

The idea behind blogging is to create content that is of interest to your prospects. The more “relevant” the information is in your site, the more often search engines will fulfill your prospect’s searches using your site’s information. Search engines prefer sites with regularly updated content. It increases your “relevancy” score. The more relevant and fresh your content is, the more probable it will be to outrank your competitors, even if they’ve been around longer.

According to HubSpot, “Small businesses with blogs get **55% more website traffic**, and that number goes up **exponentially** when you post once a week...” Blogging is even more effective if combined with an SEO strategy.



Tip: Once prospects arrive on your site, use a Call-To-Action (CTA) button with clear instructions to entice them to click through to other pages that display your products or services.

Thank you for reading *Get Your Business Found Online*

While there are many marketing strategies across the Internet that pay big dividends in terms of acquiring new customers, Local Listings, Search Engine Optimization, Social Media Marketing, and Blogging are the best for your long term investment.

PPC should not be discounted, but it doesn't provide the residual value that the other marketing tactics do.

We recommend pursuing each tactic cautiously and carefully, as you can waste a lot of money if you don't have a well thought out strategy.

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