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Introduction

Thank you for registering to receive our free local search marketing plan report and follow up eCourse. The idea is to provide you with a solid plan that you can use to help your local business take advantage of local search marketing.

Even if you are not in the UK, your local business can still use the information contained to develop your own local search marketing plan – just find the local directories and searches relevant for your country.

What is local search marketing?

There is a detailed outline here on this video

<http://www.youtube.com/localbusinessonline#p/u/0/NehmmyGuW34>

And if you prefer to read you can read my website here

<http://www.littlefishmediacompany.com/localsearch.html>

In a nutshell a local search is a search that is performed by someone who is searching for a local service provider or product in a local area. They will either use the postcode, town or even city name to find what they are looking for. They will not only be searching from home but will also be using mobile devices like laptops, mobile phones, PDAs etc

Local search is increasing and is set to continue increasing so if your local business isn't being found on the first page of the search results then you may miss out.

If my partner is on his way home and wants to surprise me with a gift he will use the internet to search for "jewellery shops in Twickenham" or "Jewellers in TW1"

You want to make sure you are the website he finds – but not just that he finds you. When he clicks to view your site he needs to instantly be able to see:

- If you can help him choose a gift (can he buy it online and pick it up in store?)
- If you will gift wrap it for him
- What time you are open until to ensure he can pick it up
- What happens if he gives it to me and I don't like it (do you offer any kind of guarantee?)

Knowing all of that will be the factor that will decide whether he stays on your site or goes.

A simple headline ***"Need a gift for a women in a hurry?"*** could be enough to get him to click and read on. Now you have his attention you need to make sure you deliver on your promise to show him great gifts and let him know how he can get hold of them.

This local search marketing plan is going to show you how to put together a document that will give you a clear idea about how you will take advantage of this kind of search and be that jewellers that he finds.

Research has shown that

"86% of all local searches are online

90% of these searches result in offline activity

61% of offline activity results in a purchase"

Check out the news we have put together on local search if you are still wondering whether it is worth the effort.

<http://www.localfishmediacompany.com/local-search-marketing-news.html>

Creating and Implementing Your Own Plan

This isn't going to happen overnight. Let me stress that. If you have to do it yourself on top of running your business it may seem time consuming. Less than 10% of the local businesses that read this will act on it – which leaves it wide open for you.

Your competitors probably aren't doing much of this right now and you need to take advantage of that. We offer a low cost service if you need help or find yourself a university student or teen looking to make some extra cash to help you do some of the more mundane jobs like submitting your web site to directories.

Below is an outline of what we will be covering:

- We will start by developing a clear foundation for your plan so you know who your customer is and why you are looking to attract those particular customers
- The next stage will be to identify what your customers are typing in when they search online and how you can find out the best terms to use.
- I will spend some time showing you why trying to sell to "everybody" isn't always the best policy and how to instantly attract a specific group of customers.
- How to build a second income stream for your business using the internet will be next, because if you are already doing the work to find people why not stay in touch.
- Improving online visibility and building credibility. How you can easily use the internet to do both.
- You have to be different and you have to know how you are different so you can get that message out to your customers. Differentiating, positioning and your unique selling point are all covered here.

- Finding visitors – or traffic generation – as it is more commonly known is our final piece of the local search marketing plan puzzle.
- Using each of the above lessons you will then be able to put together your local search marketing plan and begin working on improving the results your business is experiencing online.
- Finally, we look at working the plan and I offer you ways to get further support (including our free web based training and teleseminars which focus on different aspects of these lessons)

Advertisement

Local Marketing Toolkit

Are you a local practitioner, therapist, personal trainer or any other kind of practitioner who wants to get found online but needs to save money by doing it yourself? Our local business marketing toolkit takes you through the steps you need to get started.

To help you get found online quickly and in the most cost effective way we recommend Local Marketing Toolkit membership site.

<http://www.om4b.co.uk>

Building Your Foundation

This edition of our free eCourse will focus on getting you to look at what you want to achieve with your local search marketing plan.

T here is no shortcut to any place worth going. Are you familiar with that saying?

To successfully attract new customers to your local business using the internet you need to have a plan that will outline what you are going to do, why you are doing it and how you will know when you have been successful.



Isn't that what made you register to receive this eCourse? If it is then I hope you take the time to actively use what you are about to learn.

Let's get started by adding **the foundation of our plan** – which focuses on knowing what you want to achieve from the effort you are going to put into using the internet to find customers.

Here are five very important questions you need to answer :

1. Who do you want to attract and why?
2. What are they searching for?
3. What do you want them to do when they find you?
4. What can you do to keep them as customers once they find you?
5. How will you measure your results?

Who do you want to attract & why?

Do you know exactly who your customer is? How you use the internet to market your business will depend on knowing this information. Fitness for guys who want to build muscle and fitness for middle aged unfit women require a different approach and unless you know who your customer is you won't know the best approach to take.

That doesn't mean you can't cater for both on one website - you can - but you at least need to know that you want those types of local customers to begin with.

You also need to look at WHY you want those customers. Focus on what the aim is in attracting those customers and how they will help you increase business profits. Are you looking to sell a particular product or build the number of people subscribing to a particular service?

Make sure you know who you want to attract and why - write out your message and have a clear picture. Maybe the people you attract online might be new customers or different to the ones currently visiting your local business.

Whether you are looking for a new market segment or you are looking to attract more of the same type of customer you need to know **WHO** they are and **WHY** you are doing it.

Here is an example for you : I am an electrician. I want recently divorced women finding me online. **Why?** Because they are alone and may have trouble dealing with electrical issues, my past customers are divorced women so it means I can use them as examples (credibility) and I am looking to increase my customer base of divorced women by 25% over the next 4 months.

Can you see why knowing who and why are important! It doesn't mean you can't find new customers who are families or newlyweds, but it does mean you will go out of your way to structure what you do online to attract that particular group of clients.

Why knowing the **WHO** and **WHY** of your plan is important **will become even more evident** as you go through the eCourse.

What are they searching for?

Knowing who you want to attract isn't enough. You need to know what they are searching for when they come online. Keyword research is the backbone of all great local search marketing plans. Having a clear idea of who your customer is, is important **AND** equally important is knowing the word(s) or phrase they will type in to find you.

This is the part that is often overlooked by many local businesses and it is very important because your website must contain these phrases whenever you create any type of content online - whether it is on your own website or on another medium like a social network.

Get keyword research right and you will find it easier for people to find you. More about keyword research is covered in this eCourse so don't worry if you are uncertain about how to do this.

What do you want them to do when they find you?

Another thing you need to be certain of is what you want your customer to do when they find you. You also need to look at **how you will be different** to everyone else on the web because if there are two companies to choose from locally you want to make sure your potential customer chooses you.

If you are a florist perhaps you want them to visit your shop.

- How will you make sure they know exactly how to get there?
- Will you give them the option of booking their bouquet online and being able to pick it up in your shop?
- Will they be able to ring you to let you know they are on the way to your shop and let you know what they need?

Getting your potential customers to your website is not enough. You need to know what you want them to do once they get there.

What can you do to keep them as customers once they find you?

Keeping existing customers happier is easier, far more productive and way cheaper than having to find new customers all the time. How can your local business ensure that your customers keep coming back to your business rather than your competitor?

How can you generate a sustainable income for yourself by continuing to support your current offline customers and new customers that find you online? If you are not sure about the answer to that question never fear - that is why this free eCourse is here! I dedicate a whole session to this one point because it is important.

How are you going to measure your results?

“You can’t manage what you don’t measure” is a very popular saying. When deciding on who you want to attract and why you also need to look at setting goals that you can measure; so if you know you only have 5 people visiting your site every day and you want to increase that by 100% so you have 10 people visiting every day then you need to set that goal.

To increase my website visitors by 50% over the next 4 months; from 100 visitors a day to 150 visitors a day and to measure that using my website stats

You know what you want to do, you know how long you want to take to achieve it, you know where you are now (100 visitors) and where you want to be (150 visitors) and you know how you will measure your success (using website statistics)

When you set your goals it is important you make it:

Specific: Be clear about what you want to achieve

Measurable: You must be able to know where you are and where you want to be

Achievable: Is 4 months long enough? Is it too long? You need to make sure you are not setting your targets to high or too low (most people traditionally set low targets)

Realistic: You have 4 months, based on the skills and knowledge you have is it realistic to believe that you can achieve it that quickly? Go through and make sure you are not stretching yourself too thin.

Timely: You know when you are starting and you know when you are completing your goal/target.

Be S.M.A.R.T. about your goals/targets and delegate whenever you can so you do not have the sole responsibility to meeting them.

You can use your offline business and your online presence as a way to generate an income so you have two sources instead of one and you can keep your customers happy by staying in touch with them and offering them special discounts, coupons, information and other goodies. **Look out for that lesson!**

Summary

Your local search marketing plan relies heavily on you knowing exactly what you want to do and why- that is the purpose of any plan - it may change as the months and years go by. You may add to it or remove things from it but without it you are wasting time.

Getting yourself on to the web without a clear idea about why you are doing it or what you want to achieve is like turning up at the airport to buy a plane ticket without any idea about your destination.

Action

It is time to start building your local search marketing plan by answering the 4 questions above.

Remember if you need help with anything visit my site Little Fish Media Company and complete our form for a free quote.

<http://www.littlefishmediacompany.com/free-quote.html>

For training enquiries use the form below

<http://www.littlefishmediacompany.com/training-enquiry.html>

Local Keyword Research

You know who and why now we can take a look at how they will find you online! Local keyword Research will help you discover the best words to use on your website so your customers find you online.



o kay, you know [who your customers are](#) and you know why you want them to be the customer you focus on, **now it is time to look at how they will find you.** One of the most crucial and perhaps over looked part of being online is keyword research.



In case you don't know what a keyword is it is simply a word and/or phrase that someone types into a browser using a search engine.

for example: Internet Explorer (or Firefox) is your browser, Google is your search engine - google.co.uk - the words your potential customer types into that box is what you need to focus on and are traditionally known online as "keywords"

Which keywords you should use online is not something you can guess at - you need proof to make sure people are searching each month. Doing this research is known as "keyword research"

Every day thousands of local businesses pay out hundreds or thousands of their hard earned money to develop a website without knowing who they want to find them, why they want to be found or even what their keywords are. My first web designer never bothered to ask me - he took my money and developed an attractive site that did nothing for my business.

You hit the online jackpot when you can get this local keyword research right and combine it with some other easy to do on page and off page optimisation techniques that help the search engines ensure they choose your site in the first 3-5 results when someone searches.

Local Keyword Research Basics

The keywords you use will be based upon the number of people searching. For example if you typed in **"car mechanic in North London"** and you found out 50 people use that phrase each month you might think that is the best phrase to use on your site

"XYZ is the best car mechanic in North London"

But what if you did some local keyword research on the phrase **"mechanic North London"** and found out that 1800 people typed that in instead - it makes sense that you want to do your best to rank for that keyword.

The only trouble is it makes it a little harder to write a sentence that makes sense "XYZ is the best **mechanic North London**" does not read as well. Plus there will be a large number of other mechanics in North London fighting for the top spots. That doesn't make it impossible for you - just might take a little longer and a little more work.

You search again and find "**mechanics in N19**" : This phrase is being typed in 287 times a month by people searching for a mechanic in that particular part of North London- and it happens to be where your garage is based!

You can also use it online to help you rank for it "XYZ garage is based in North London, if you are looking for **mechanics in N19** that you can trust"

So which one do you use? Well the truth is you use a combination of all three and you work to get ranked no matter which of the three people type in. It will be easier to get ranked for the first and may take longer for the third but the more you persist the more likely it will happen.

Starting Your Keyword Research

The best tool available for [local keyword research](#) in the UK right now is the Google Adwords tool, which brings up local search information.

Go to <https://adwords.google.co.uk/select/KeywordToolExternal>

Here is an actual example of an image I took for "florist in Camden" which had 28 searches in one month. Now look at "florists in Camden" slightly higher at 36 - but look further down the page and you will see "camden florist" at 260 keywords a month.

The screenshot shows the Google Adwords Keyword Tool interface. The search term entered is "florist in camden". The results are displayed in a table with columns for Keywords, Advertiser Competition, Local Search Volume: January, and Global Monthly Search Volume. The table is divided into two sections: "Keywords related to term(s) entered - sorted by relevance" and "Additional keywords to be considered - sorted by relevance".

Keywords	Advertiser Competition	Local Search Volume: January	Global Monthly Search Volume
Keywords related to term(s) entered - sorted by relevance			
florists in camden	Low	36	140
florist in camden	Low	28	170
Additional keywords to be considered - sorted by relevance			
online florist	Low	6,600	74,000
florists online	Low	12,100	74,000
florist	Low	823,000	6,120,000
online flowers delivery	Low	2,400	14,800
camden	Low	400,000	4,090,000
camden florist	Low	260	1,300
flowers for delivery	Low	5,400	33,100

Your aim will be to get found for all three and to rank highly for the last one. As local keyword

research for the UK improves I will make sure I share that with you but for right now the Google Adwords tool is our best free keyword tool right now.

Your web presence matters

Your web presence plays a huge part in your local search marketing plan and if you don't have one you can use our local business marketing services to help you build one that will get you found locally.

<http://www.littlefishmediacompany.com/local-business-marketing-services.html>

Niche Marketing

“If you want to go broke, market to all the folk, but if you want to get rich, market to a niche” Quote by internet marketer Stephen Pierce

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oday we will be focusing on the importance of niche marketing and ensuring your customers know what you want them to do when they find you.



It has been recognised online that if you focus on [niche marketing](#) and connecting to a particular market you stand a much better chance of getting an income from that target group than if you try to help everyone.

There are thousands of people who want to start a business online and if I tried to help them all my messages will be completely mixed. Multi-millionaire Stephen Pierce (he started online homeless and broke and now has a 2 million dollar ranch in Texas) uses this phrase to describe niche marketing:

“If you want to go broke, market to all the folk, but if you want to get rich, market to a niche”

Choosing a niche doesn't have to mean leaving all your customers behind – it just means you focus in one delivering a particular message. Even tissue manufacturers take part in niche marketing! Think about tissues – is there just one variety? Not anymore.

There are mansize tissues, tissues for women, decorative tissues, pocket tissues, mansize pocket tissues, cold and flu tissues, tissues for kids, oval tissues, ultra soft tissues and on and on the list goes!

There are loads of different varieties of tissues and one company may make several varieties but they market them all in different ways because they have recognised the value in a niche and a target market.

McCoy crisps – are they for women or men? What about Yorkie bars?

Does it mean a woman can't buy a yorkie bar or eat a packet of crisps made by McCoy? Of course it doesn't – but they still target in on one particular market. They have a message for that market and they promote using that message. They recognise that it is better to have all the men in England buying their product than it is to try and reach out to both men and women but attract neither.

50% of something is always better than 100% of nothing!

You will find **the more you niche the better chance you have of being able to speak directly and personally** to the people you want to do business with.

If my market focused on any business how could I possible connect and relate to them all. It is impossible – but I can connect with local businesses, especially as I have helped many of them and I can connect with solopreneurs because I understand their need to get their message out and I know how to make it happen.

If I tried to work with a corporate company and a small local business how do I structure my message?

Knowing your audience will help you to focus in on your niche marketing too - the two go hand in hand together. Once you know who you are looking for and why, the keywords they may use to find your business and you know the niche market you are looking for it is important when they arrive at your website that they know what to do next.

What do you want them to do?

After local keyword research this is the other huge mistake that many local businesses make. They believe that just by being up on the net this will encourage loads of their potential customers to buy something or visit their shop but it won't – you need to tell people what to do next.

Your homepage will introduce them to your business. If they have just performed a local search where will they go next on your site – do you know? Is it clear that if they are looking to book a table they have to ring your restaurant to book? Or do they have to go hunting around your site to find that. Is it clear that if they are looking for an emergency plumber you can help them and what they have to do? Maybe you just want them to become a subscriber first and receive free information from you. Whatever you want someone to do you need to make sure it is clear when they hit your site

1. You can help them (do you explain who your ideal customers is on your site?)
2. How you can help them
3. What they have to do to get help from you

Summary:

You need to make sure that your target market hits your site and can see how you can instantly help them. After all they are looking for a local business and you could be the local business they need so make it easy for them and let them know exactly what they need to do next.

Developing An Online Audience For Local Businesses (aka List Building)

Having a list of subscribers gives you an online audience you can build a relationship with and market your products too. Traditionally known as list building it is essential if you are looking at developing an additional income stream for your business.

A

local business looking to take advantage of being found by local customers must take a serious look at developing an online audience (*that I will refer to from now on as list building.*)



This list will contain people who have signed up to hear from you on a regular basis and they will often sign up because you have offered them an incentive like a free download, free course or some other gift.

Your business can also take advantage it by encouraging your offline customers to go online and sign up to receive information from you - as long as you make your offer attractive enough many of them will be happy to do that, plus you have the added benefit of attracting new customers searching online.

The process of list building is fairly easy and the first thing you will need is a reliable autoresponder service. **I recommend Aweber** as one of the better solutions online. <http://bestautoresponse.aweber.com>

This service automates the whole process of people signing up and receiving your messages. You create your signup box and from that moment everything is left to the autoresponder sequence to send out.

You can sometimes get a free service with your hosting but it is never worth using that service because if you leave your hosting company you lose your subscriber list or you have to go through the trouble of getting them to sign up before you leave. An independent autoresponder service has other advantages including protecting you from spam complaints.

Sometimes people sign up for information and then forget a few months later so when they receive your email they think you are spamming them. **Spam complaints are now taken very seriously** but a professional autoresponder service will look into the complaint rather than shut you down and ask questions later. They will have a record of your list building

activities including when the person signed up, the date, time, day and their IP address so they will know whether this was a genuine spam complaint or not.

The only other thing you need once you have your autoresponder is **information to place in your autoresponder**.

You may decide to give away a free report, ebook, audio or video. Some people like to include several weeks worth of information that is sent out every three or four days to their subscribers. Other people send out information daily, some weekly and some once a month.

There has been a lot of debate in the list building community about how often you should send out emails to your subscribers and the one thing everyone agrees on is it is better to send it too often than not often enough because people forget. At least once a week is the minimum, three times a week is a good general number and more than that should be monitored to see what response you get. If you find people unsubscribe soon after joining you may want to cut back on the daily emails.

Of course this article is assuming you already have some kind of web presence – either a website or blog that people will be visiting and invited to sign up – because without that it will be difficult to make your offer to them. When making your offer to sign up and hear from you make sure you include the benefits of signing up, anything in particular that is relevant to people who join, what they will receive and how often they will receive it.

The best way to get your offline customers to sign up is to hand out flyers of your online incentive. Let them know that when they join they have an opportunity to receive subscriber only discounts and you share information only available to subscribers.

Offline businesses can really do a lot to take advantage of the internet and it is important to begin looking at how your local business might benefit from online activities such as [list building](#). I can think of no easier way than to build a list of past and present customers that you regularly send out emails too.

Summary:

List building is a great way to ensure you have two sources of income – one offline from your local business and the other online. Site Build It offer a built in autoresponder with their local business website – but even though that is available I still recommend you think about having your subscriber list with an independent service if you can afford to do that.

You will be able to log in at any time and send an email out to your subscribers promoting one of your own products or a product as an affiliate marketer – the more they know, like and trust you the more chances you have of someone buying something you recommend.

Developing the “know like and trust” factor is what we cover next. We move on to focusing on how you are going to help your local customers find you and once they have found you how to help them learn to know, like and trust you. To do that you need to improve your online visibility and build your credibility.

Action:

What will it take for your local business to take part in list building? If you are not doing it yet think about how you can find a way to begin building your list so that you can build yourself a passive income using the internet.

Build Credibility Improve Online Visibility

If you want people to know, like AND trust you then you have to give them a chance to do just that!

Improving your online visibility and building your credibility is an ongoing process that you need to undertake if you are serious about making the most of the hundreds of local customers searching for your product/service each month.



As an entrepreneur you have probably heard the phrase that goes *"people buy from those they know, like and trust!"*

Little Fish Media Company supports entrepreneurs looking to build credibility and improve online visibility by providing outsourcing services and one to one mentoring. We are building a site will become one of the top source for local business, and entrepreneurs looking to start an online business and our target to achieve that is by 2012. By continually providing high quality information that helps our readers we are looking to build an authority site that the search engines love too!

If you have absolutely no idea how to build your credibility, improve online visibility and build your online audience here are a few tips for you:

1. A solid web presence

You need a blog or website (or a website with a blog!) that highlights who you are, what you know and why you can be trusted. Your web presence must include loads of valuable information that people can learn from in text, video and audio format and it must also be optimised to ensure people find you. The first thing to decide is the type of internet business you want to focus on; are you going to be an infopreneur and create your own products? Will you build a website on a particular topic and create loads of great content?

Your site should include [testimonials](#) and if they have a domain name and photo even better. People have made contact with me asking for my "honest" opinion of a product when they notice I have written a testimonial about it so they work. Feel free to get in touch with anyone on this site who has left me a testimonial.

2. Information in different formats

Video is so very popular now and you are crazy not to take advantage of it. Whether it is a video of you speaking directly into the camera, a video article where you narrate the important parts of a particular topic, or a video of your desktop where people watch you

perform a task. There are all kinds of different videos you can provide so make the most of it. Showing your expertise through video is a great way to build credibility improve online visibility and build your online audience.

3. Contact details and policies

It is a good idea to have your full contact details on your site that includes phone number, mobile number, company address etc. Some people even suggest it should include a photo of you standing outside your office! Have your privacy policy and any relevant disclaimers available for visitors to read too. People may not read the whole thing but it will provide a feeling of security and knowing you have gone to all the trouble to add them it shows your intention is to build a business that will be around for a while!

4. Write, write, and write some more

Have articles available on the more prominent article directories like Ezine articles. Get on niche related sites and write for them. Guest post on other people's blog and of course if you are building an authority site for yourself then make sure you include all content on your site first so you get the kudos from the search engines as hosting the original piece. When you go to put it on other sites change the headline and a couple of paragraphs so the one on your site stays unique. Also make sure the content on your site stays fresh because the search engines will love you for it.

5. Improve online visibility (give stuff away)

When it comes to improving your online visibility the easiest way to do that is to make full use of social media and give away as much information as you can so that people can make an informed choice. Free training, teleseminars and even events will all help to improve visibility of your brand if that is what you want to achieve. Successful people like Christopher Howard run free weekend events because they know the value of it - if it didn't work they wouldn't do it.

The value comes in being able to sell their information products and courses during that weekend. Maybe you are not at that level right (or maybe you don't want to be) but it is a simple way to demonstrate how you can improve online visibility of who you are. Get yourself in the local press, on internet radio stations and send out press releases. Continually doing this on a regular basis will also help you to improve visibility.

6. Improve Online Visibility (be seen online)

Think about where your potential customers spend their time online because these are the best places to be found. Whatever type of business you run there will probably be a Ning social network available. If there isn't consider starting one, more companies are now.

Also think about joining social networks and networking groups like Facebook, Ning, LinkedIn, Ecademy, 4Networking, busy forums – make sure you are seen both online and offline.

Use video marketing; make videos of your business, sharing your expertise, ask your customers to make videos talking about how wonderful you are. Use video marketing to improve online visibility and build credibility for your business.

Set up a press release campaign – if you provide entertainment every event you run is a great excuse to send out a press release online or offline. Online press releases are a highly effective way to get valuable visitors to your site.

7. Help out on social networks and other sites

There is so much choice! A great way to build credibility and improve online visibility is to be seen on social networks connecting with people, having conversations and helping people. This comes naturally to most of us as entrepreneurs - we just can't help it! So use that desire to naturally help people and go out there and do it. People who try to sell before building relationships never last long on social networks. People will naturally seek you out when you help so there is no need to go out there and leave your link everywhere. Just be yourself and do what you naturally do - help people.

8. Dominate the search engines

Adding your site to local search directories will also help you with visibility - when someone searches on the web you want them to find more than just your website - you need them to find your Squidoo page, your hub page, your press releases, your ezine articles, your Facebook page. You want your Youtube videos to come up too - the more the better!

9. Talk at events

Find groups where your target market hang out and offer to run a free session for them - either a talk or a training session - make sure you give them your website detail so they can visit your site and take a look. Use internet radio stations too like Blog Talk Radio - run your own show if you can - but aim to get invited on to other shows as the expert in your field.

10. Have a sign up box

Not everyone who visits your site will do much on the first visit and they may want to get to know you so give them that opportunity by sending out a regular newsletter and keeping them informed. The more useful it is the more your credibility will increase in their eyes.

11. Give away a tips booklet

For a fairly cheap price you can produce a booklet full of useful tips and then give it away to your target audience whenever you are at networking events. It is so much more original than just a business card!

As an internet business owner our only goal (apart from developing fabulous content) is to focus on how we intend to build credibility, improve our online visibility and build an online audience who enjoys reading, listening to and watching the material we produce.

It is the best way to become an authority in your chosen niche but it isn't quick and it isn't easy - the great thing about working with your passion though is that it will always be fun.

12. Focus on the content that is on your site/blog

Create high quality content. Imagine if someone is looking for their local building contractor to build their loft and they read an article on “how to know if your building contractor is trying to rip you off!”

Firstly, they will know you obviously won't rip them off because you told them what to look out for and secondly they will be able to read your expertise and professionalism portrayed in your article.

What will make your credibility really stand out is if they see a short video of some of the work you have undertaken followed by a couple of testimonials from happy customers.

If I was thinking about a loft extension and I came across a company who went to the trouble to doing that – they would certainly get my business.

As you read through these different methods make a note of the ones you think you can do right now for your business and other ones you may need to learn about, or get someone else to do for you. You will be including them in your plan when we get to the part where you are putting everything together.

These are the activities that you will need to do daily, weekly or monthly to ensure people find you online. They form the main part of your local search marketing plan and so are vitally important.

Dare To Be Different

Differentiating Your Business

If your business is similar to the next guy promoting the same thing how is someone searching online going to decide to choose you?

You need to stand out – you need to be different from the rest of the crowd. You need to let me know why I should visit your shop and buy your product and service rather than pass on by and go next door. You need to be what Seth Godin calls “a purple cow!”



In a recent teleseminar I attended with Brian Tracy he said a business needs to be different in 3 ways that a customer can easily identify. If they are going to choose you then your potential customers need to be able to see three things that you provide that your competition doesn't.

As they will be searching for something online you need to make sure they see those things pretty quickly so they don't move on to the next site! All you really need is one good hook to keep them there long enough to look out for the other two.

Positioning

If differentiating is making yourself different from your competition then positioning is about where you stand in relation to your competition. Here are some of the things you consider when differentiating your business and focusing on your position within the market:

- Are you better value for money?
- Do you provide outstanding customer support?
- If you are not the cheapest then what is it about your company that makes it worth spending that little bit extra?
- Do you provide a money back guarantee?
- Higher quality, better performance, durability – or all 3?
- Do you deliver faster than anyone else? (*pizza in 30 minutes ring any bells!*)

Unique Selling Proposition (USP)

Hopefully as you run a business you know what this is – it is a statement that identifies what makes you the brilliant company that you are! You can use your USP to help you identify how you are different and where you position your company in relation to your competition.

All of this is about being able to express to your potential customer what sets you apart as quickly as possible.

If you are the only local florist that allows people to write their own personal message online that you then print off and include with their flowers then tell them that. If you are a mechanic who will collect a car from where ever it is in the local area and take it to your garage highlight that. If you are a local jewellery shop that sells original designer pieces that can't be found elsewhere they need to know.

Differentiating your business is important and the best way to do that is to look at the claims you can make that will immediately raise your local business in the eyes of your local customers.

Your message will evolve and develop with your business

As your business grows so will your positioning and your USP – differentiating your business will be an ongoing basis that will help you survive long term.

If you are not sure what your USP is there are plenty of great books out there to help you identify it and if you don't have one you really do need to get one.

The best way to think about creating your USP (well the best way I know how anyway) is to look at what problem you solve for your customer and how you solve it. If you can write down 4 or 5 problems that your current customer have that you put right for them this will put you on the path towards figuring out how you help and how you are different.

Don't Lie!

I can't stress this strongly enough. If you lie about what you can do then you have to remember that lie forever. Every time you are at a networking event, giving a presentation, talking to a local customer, meeting with your Bank Manager. Every single day the lie that you told about what you can do or what your business can do will follow you around.

Be authentic, be truthful and definitely blow your own trumpet 😊

Differentiating your business will give you a competitive edge. It could mean the difference between survival and profits. Your competition is the best place to go to find out how you are different and what you offer that they don't – if you are unsure about this then that is the best place to start.

You might also consider asking your customers what they love about your service/product. It never hurts to make sure you are always offering them the best that you can.

We are now moving into the final piece of your local search marketing plan. Let's summarise what we have covered so far

- You have a clear foundation for your plan and you know who your customer is and why you are looking to attract those particular customers
- You know your keywords and you have checked them to ensure people are using those terms when they search online.
- You are clear on the benefits of niche marketing and why creating a niche for yourself can be more profitable than trying to go for "everyone"
- You recognize the power behind list building as a second income stream and you may (or may not) be in a position to build a list for your local business.
- You are ready to work on building the online visibility of your local business and display your credibility for potential customers to see so they can begin to know, like and trust you.
- You now appreciate the importance of your USP (if you didn't before) and are ready to begin to get clear on how you are different to your competitors.
- We are now going to look at difference ways you can generate visitors to your website and/or blog as the final part.
- Then using each of the above lessons you will then be able to put together your local search marketing plan and begin working on improving the results your business is experiencing online.
- Finally, we look at working the plan and I offer you ways to get further support (including our free web based training and teleseminars which focus on different aspects of these lessons)

There is a great article here by one of my business mentors Jay Abraham

[http://www.abraham.com/articles/How To Create A Unique Selling Proposition.html](http://www.abraham.com/articles/How_To_Create_A_Unique_Selling_Proposition.html)

Getting Visitors To Your Site

Traffic Generation

Getting visitors to your website/blog (traffic generation as it is known online) is what this whole thing has been about – the result of all your work. So let's see how we can get that going for you.

Traffic generation isn't difficult. You would think it was based on how difficult people find it but as with everything online there are some tried and tested methods that work all the time and newer methods that are worth focusing on even though they are a little time consuming.



I am going to list a number of different ways you can get people to your site and what you will need to do is decide which ones are available for immediate use – which ones you will have to get someone else to do and which ones are so far off your radar right now but you would like to do.

Your local search marketing plan should include a large mixture of different types of traffic generation activity and you also want to consider activities that will get your offline customers logging on to join your list to take advantages of any special offers.

Why are you doing this?

Because you are looking to turn your website or blog into a HUB of activity that will generate an income – that overtime and with consistent work can become a large income.

The definition of a hub is

“A centre of activity or interest; a focal point around which events revolve”

To ensure your main site becomes the HUB of activity. The central place where everyone is directed to after finding you online through the search engines; whether they find an article you have written, a blog post you created, your BT trade space – whatever it is they find as long as it leads them back to your main website that is your ultimate goal.

To use a computer analogy a hub is a device that connects the wires from you your computer, printer, webcam and other devices into a local network. All of these things revolve around the hub and can be removed or others plugged in without affecting the hub.

Well your HUB will be your main website where you want people to come along and find out about you, join in with your activities and buy your services.

The activities you perform online are the other devices that plug into your hub. So whether you have a Twitter account, Facebook page, LinkedIn profile, Squidoo Lens, remote blog – all of these things have links that point back to your main site – your hub, that help you get found.

Traffic Generation

Below are a list of activities many of which you can take part in starting now that will help more visitors find your site/blog. Remember you want to focus on using your keywords and writing content that will direct people to you via those keywords. Whether you are on Facebook or Blogger – keep in mind that you need to write about something you want to get found for because remembering that will help keep your writing focused.

1. Content Development

Your website can only become a hub if it contains information that people want to read and that they will return to find. You want to become the source for all things related to your niche. To make that happen you need to write keyword focused content that your readers will love and that is optimised so it is picked up by the search engines too.

You can include news about your industry, video, audio, written articles and reports. Just keep adding information to your site.

Also write a regular newsletter or provide free information so that people can take a look at what you know. Once you get into the habit of doing this it becomes fun. Point out the latest things happening in your niche, products and services you provide, stories from happy customers, the winner of your latest competition and your latest giveaways/coupons. Make it as engaging as you can so people stay around.

2. Article Marketing

The classic way to generate traffic is to write articles or re-write your blog posts, make them longer and send them out as articles. There are plenty of free article directories (check the search engines) available and many of them will let you add your article for free but this can be time consuming. A better way is to use an article submission service like isnare.com or submit your article which will cost you a monthly fee but is worth it.

Your resource box will be added on each article and will contain information about who your business helps and how (don't talk about YOU talk about how your business helps) along with a link back to your site that will bring people back to you. Under the LINKS section I have given some tips on how to make sure your main site contains original articles.

3. HubPages and Squidoo

These two sites give you the opportunity to set up an informational page about a particular

niche/topic. You can sign up for free and choose your subject and then add text, video, RSS feeds and more. You can also make yourself an income by adding Amazon products and other affiliate widgets.

The main reason for setting these up is not the money but the link that goes from them to you because that will bring visitors to your hub, blog or anywhere you choose. Again, the more informative you make your page the more chance people will pay attention to what you have to say and will follow back to your site. With so many different pages to read on these two sites people don't have to waste their time looking at or reading rubbish so don't skimp on time, spend time crafting a great page that people will love.

4. Website Directory Submission

Boring but necessary is all I can say about directory submissions. You submit your domain to loads of different directories and add a description about your site. When people are on that directory searching for information and they find your site they can come over and visit. Doing this is also important for back links to your site so it really must not be ignored.

The key is consistency. Even if you only manage to submit to 5 a week it is better than zero! The ideal situation is to submit your blog to a large number of blog and website directories – we are talking 30-100 a week and that is too much for one person to do alone. One tool I use is called Directory Maximizer and for cents per domain (you can place an order for as little as \$5) you can get them to submit your site for you.

<http://www.directorysubmissionsites.com>

5. Press releases

If you have something that you believe to be news worthy why not put together a press release and send it out via a press release submission site. This has the advantage – like article directories – of getting your news spread around the world that news websites/blogs will pick up and publish. It also means that you again collect links which all point back to your site. If you can get into a habit of regularly submitting press releases it can make a great difference to your business.

6. Writing And Giving Away Free Reports/Booklets

If you want to get traffic to your site write a free report, guide, white paper, booklet (booklets are traditionally shorter than books being 7-15 pages long) whatever you want to call it and then give them away. It is important that your information is valid, helpful, and most importantly contains a link coming back to your site. Add links to relevant products inside your report but don't overdo it! These links will give you the potential to earn an income when people buy.

7. Forum contribution and posting

Join a forum that is relevant to your niche and go in there and help people – really help them! You can add your domain in your signature, which will get people naturally curious to take a look, especially if you have just helped them sort out something everyone else couldn't.

Not everyone comments on forums and there are a bunch of people who will read forum posts (known as lurkers) and will see your link too. Plus you will be found in the search engines by anyone looking for answers to that topic. Taking part in forums can be time consuming if you are a member of too many. You might want to limit your time by getting known in a few good forums rather than being a member of 10 or 12 not very active ones.

Also join business network groups even if you do not sell to businesses the link back to your site will be worthwhile. **Always remember to use your keywords at all times when creating any profile on the web.**

8. Yahoo and Google groups

Great places to let people know about what you are doing, just don't send out spam links to your blog but instead become part of the community. As trust grows you can let them know what you have just written an article or blog post about and get visitors that way. Yahoo and Google groups are easy to join and free to use so why not make full use of them.

9. Social Networking micro blogging & bookmarketing

Get yourself on social sites like Twitter, Facebook, Myspace and start contributing. Whenever you can share your content and leave a link back to your main site. Share great content with people – not just your own content but anything you think might be of interest to people – because then they will come to see you as a great source of information, not just someone trying to promote their stuff. I enjoy being social on social sites and will mention family stuff or ask questions about life in general.

Social bookmarking is an activity which involves you adding the link of your blog/website posts into sites like Stumbleupon, Digg, Delicious, Onlywire; places where you can store a collection of links that include things you find of interest. You can get a large amount of traffic from these sites and other people on the sites can also see what content you have shared. Again, don't only share your own stuff but take the time to find great content on the web and share that too. I don't tend to do the social thing on these sites much although I think if I did it would be a great investment of time because you meet people with the same interest and share information.

10. Run your own social network

If you have the stamina you can use sites like Ning and SocialGo to set up your own social network. It can be a lot of work but running your own network – or forum if you prefer – can help you to develop brand recognition and give you your own pool of target customers as well as increase the number of visitors to your website which will help in the search engines. The main trouble with running your own network is the time it takes to monitor activity and to keep it active – as the owner of a social network your members will expect to see you in there too so you will have to find time to be active. It can be a lot of work but is well worth the effort.

11. Blogging

Are you familiar with blogging? In 2010 as a business owner I really hope so. Blogging is a content management system that allows you to write content that you save according to the day and month it was written. You also select particular categories that you save your blog posts under.

Blogs are popular because many of them contain great information that is fresh so the search engines love them. You want to have a blog that you associate to your main site and use it to be social and keep people up to date.

If changing the content on your website is too difficult then your blog is the easier alternative for you. You can run competitions, engaging in conversation, share your latest coupons and discounts and have this be another hub of activity for you.

12. Blog Commenting

Find other blogs in your niche and leave a comment on the blog post. By leaving a comment and leaving your domain name it provides you with an opportunity to get visitors from that blog to you. Search the engines for other related blogs and post a relevant and worthy comment on all types of blogs from the new one to the very active one. What you have to remember is even new blogs have potential and it may not be ranked well now but that doesn't mean it won't change in the future. So go ahead and vary your blog comments to all types of blogs but make sure the blogs are relevant to your niche topic.

13. Guest Blogging

Guest blogging is an opportunity for you to write about what you know on other blogs. I set the level of this to easy because it is easy to do – you find another blog and you add a blog post! However, people looking for guest bloggers may want writers who are at an intermediate/advanced level in their blogging career. By getting yourself on other blogs your link gets a chance to go from that blog back to you. Again this brings visitors from that blog over to yours – especially if your posts are informative ones.

14. Feeder blogging

You will have your main blog and you will have what is known as feeder blogs. These blogs “feed” visitors from that blog to your main site. You set them up on places that already have a large number of visitors like blogger, facebook, weebly and you write a short post that then links back to your main site. Also include a call to action when you are linking back to your site and link back to pages on your site – not just the main page.

15. Blog Carnival - <http://www.blogcarnival.com>

Takes a little bit of figuring out at times but is worth adding your blog posts to for extra traffic to your site. You visit the site and find a carnival on a particular topic then click on the submit button to add your blog post. If your post is great content and you are chosen to be part of the carnival your link is posted to the blog of whoever is hosting it. Submitting your own blog post is easier than running a carnival but both are traffic worthy.

You take part in this activity because it is simple - you only have to submit a blog post – and having your post accepted means you gain a link from that blog back to yours.

16. RSS Feed

Every blog has one and some websites too. An RSS feed is a link that is generated by the content you write and that people can subscribe too and be notified whenever you write new content – it saves people having to come back to your site to keep an eye out for new content (which 99.98% will never do anyway!)

It is important you always make it as easy as possible for people to stay in touch with your activities and your RSS feed is a great way to do that – although it is still not widely used but it is growing and will depend on your target market.

There are also RSS directories that you can submit your feed too which will give other people in those directories an opportunity to read what your latest content.

This is what the RSS feed for Little Fish Media Company looks like

<http://feeds.feedburner.com/local-onlinemarketing?format=xml>

Notice it ends in .xml because most of them do – that is how you tell them apart from a normal website url.

If you click on that link you will be invited to subscribe. As I use Google as my home page this appears

The image shows a screenshot of the Google homepage with the 'Add to Google' button highlighted. Below the search bar, there is a section titled 'Internet Business Blog' with a link to 'http://www.inspirationalguidance.co.uk/internet-business-solutions.xml'. Below this, there are two options for adding the RSS feed: 'Add to Google homepage' and 'Add to Google Reader'. The 'Add to Google homepage' option shows a sample of the Google homepage with the RSS feed integrated into the 'Sample' section. The 'Add to Google Reader' option shows a sample of the Google Reader interface with the RSS feed integrated into the 'Sample' section.

You can now have the RSS feed appear on your homepage and every time you visit that homepage you can see if I have written any new posts. Or you can add it to Google reader (along with all the other RSS feeds you subscribe to) and be notified of new content just like you are notified of new emails in your inbox.

Imagine if every day 10 people took your RSS feed and added it to their homepage or reader – it will mean every day there are more and more people staying in touch with your information. They will be able to read the title of your blog post then click on it and be taken back to your website or blog to read the story.

RSS feeds are powerful and if you have one and have done nothing with it then it is time to put it to work for you!

Also remember to use it in as many places as you can – whenever you build a Squidoo lens add your RSS feed to it. On your feeder blogs you should be given an option to add an RSS feed so add yours to your remote blog. The more you can share it the better.

17. Video Sharing Sites

Love it or hate it you definitely can't ignore multimedia. The use of audio and particularly video online is transforming the way you can advertise and promote your business. Videos that entertain and/or educate that have a link back to your site are always better than a video that just sells something.

We all know Youtube as a popular and busy video sharing site well there are actually thousands of others that you can add your video too. I find Viddler and Daily Motion are both good at getting you found in the search engines. Vimeo is great for your learning videos that won't have advertising all over them (if you upgrade).

Video brings you traffic and loads of it if you can get it right. It will also help you get to the top of the search engines for your keyword (trick is to use your keyword in the title of your video.) Depending on your skill level creating and uploading a video is easy it is only editing that might take a little more time to figure out.

With a webcam costing around £30 it can be easy to get started. As always the more you provide value and entertain the more chance of people checking out what you do.

18. Audio Sharing Sites

Audio is another great way to stay in touch with people and there are podcasting series that I listen to all the time using iTunes. There are loads of free podcasting sites that will let you upload your audio like podbean.com.

The trouble is you need to know how to create an audio in the first place – of course I made a video about that too that you can watch here.

<http://www.localfishmediacompany.com/creating-audio-with-audacity.html>

Audacity is free to download and all you need is a headphone and microphone (which if you use Skype you will already have anyway) – you record, upload and you are done. To save you time you can record your blog posts or website content, which will save you having to think of additional material to write about.

19. Internet Radio Show

If you don't want to do it yourself you can use two great services that will allow you to just pick up the phone, dial in and run your own internet radio show or live TV broadcast. They are all US based so dialling in will mean ringing a US number. For your radio internet show there is

Blog Talk Radio : <http://www.blogtalkradiocom> and Talkshoe : <http://www.talkshoe.com>

For video there is UStream : <http://www.ustream.tv> & Oovo: <http://www.oovo.com>

20. Skype

Skype is a VOIP operated system which lets you talk to people around the world who are using Skype. It started off as computer to computer conversation free of charge and is now available via mobile phones and as a telephone. As long as the other person you are talking to has Skype you can talk free of charge no matter where you are in the world.

If you haven't downloaded and installed it yet I recommended it. <http://www.skype.com>

21. Gorgok Desktop Sharing

Gorgok is so very excellent and is a system that connects to skype and lets other people see your computer desktop. It is a great teaching tool because you can conduct training from the comfort of your own home and use skype so that people can hear you. It is a brilliant tool for anyone who provides coaching.

<http://www.gogrok.com/en/download.html>

22. Providing support

Whether you have regular live Q&A sessions, free teleseminars where you are the host or you interview experts, offer people an opportunity to connect via a group or forum, or use ustream for live training once a week providing support will help you establish credibility in the eyes of your potential customers.

23. Give out postcards

You can use offline activities to bring people to your site. Have a simple postcard made at somewhere like VistaPrint with just your website address on one side and an invitation for people to visit your website and sign up to receive special offers. You will need to make the card and the offer very appealing. Then give it out to people whether they buy or not. Also find places to post the card so people can see it.

24. Craigs List and Gumtree

Craigs list, Gumtree and other places that provide free advertising opportunities are great to add your website link to along with a special offer. Just check the terms and conditions because you can't be seen to be advertising something you will make money from. You might be better off offering the chance to download a free gift or find discount coupons and get people to your site that way.

So there you have it; different ways to get links and visitors coming back to your site by simply providing great content, to really benefit from this it will help if you have a basic understanding of how links work and why they are important (see "link building for traffic" below.)

All you need to do now is to set yourself a plan, make the decision to do something from this list every single day so you are using a combination of different techniques. Once your site is up there really is nothing more to do except keeping writing and keep doing activities that will draw people to you.

If you have ever been on any of the major social networking sites like Facebook, when you joined you probably went round every day adding loads of people as your friend until one day you notice more and more people connecting with you and you no longer had to go in search of people on a regular basis.

The same can be said of your website visitors, you will always be finding ways to find visitors but the better you get at making them come to you then the less work you have to do to find them. Always remember – **consistency and commitment** - the two winning words when it comes to getting people to your site and succeeding with your internet business.

Remember to think for yourself, is there anything else that I haven't added that you can use to help get visitors to your site?

Advertisement

Local Marketing Toolkit

Are you a local practitioner, therapist, personal trainer or any other kind of practitioner who wants to get found online but needs to save money by doing it yourself? Our local business marketing toolkit takes you through the steps you need to get started.

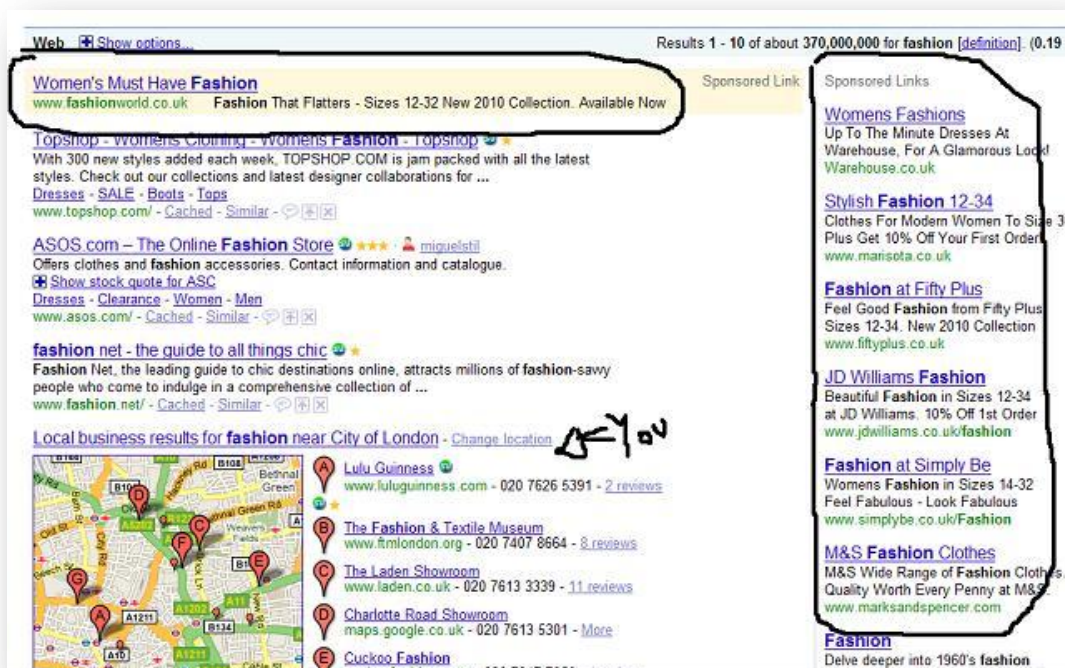
To help you get found online quickly and in the most cost effective way we recommend Local Marketing Toolkit membership site.

<http://www.om4b.co.uk>

Paid Advertising For Traffic Generation

The methods I mentioned above are all free and a few are low cost (directory submission) – they will help you to get found in the organic search results. Those are the results which appear when someone performs a search.

You can also appear in the paid results. These are the results that appear at the top (in yellow) and on the right hand side of the search engines (see example below) – you want to be found in the local business results because that is free and appears close to the top but you can also pay your way to the top too by using what is known as pay per click (PPC) advertising.



Paid traffic is a particular area that needs specialist help and you must definitely learn how to use it properly because it can use up a lot of your profits for very little results.

There are now alternatives to Google PPC. Yahoo and MSN have their own version and so does Facebook. Facebook has become a viable and low cost option for businesses but again, you need to focus on training that will help you succeed.

Paid traffic can help you instantly generate a large volume of targeted visitors to your site looking for information so it is something worth investigating for any small business and will save you having to do a lot of the work mentioned above to get found organically. Although taking part in both will really help you ramp up your results.

Link Building For Traffic

I feel like I am always saying “this is important” but I seriously mean it this time – this is IMPORTANT 😊

The search engines have been using links as a way to grade your site and decide how much of an authority it really is – the more links the better. Then someone figured out if I swap links with you and you swap links with me it can help to build links. Of course everyone started doing it and now, although still important two way links are not as highly regarded.

The BEST link you can possibly get is called a **ONE WAY LINK** and is a link from an authority site that loves something you have written and writes about it on their site linking back to you. That is pure gold dust!

Just imagine someone at the BBC decided to write about your local business and they link back to your website – imagine the flood of visitors that would come your way!

But while we are all waiting for our BBC, CNN, or Oprah link ship to sail in we can come back down to earth and focus on more relevant but still highly regarded sites to get a one way link from.

Think about the people who are the experts in your field. Do you know them? Is there a way to get a link from there?

Three great ways to attract attention and links from other people are :

- Write great information that people want to link to or that is news/conversation worthy so people write about what you have said.
- Write material and offer it to the site to be published as long as they are happy to add a link back to you in the article.
- If applicable to what you do contact education sites, government sites and universities. Large institutions like that – maybe even your local council. Work at getting featured so that local people find you.

Again, you are doing this for sites with a lot of traffic on that are in your niche and you know your target market visits that site. You want to be continually working at finding a “way in” because it only takes one great link to make a difference.

There is still more you can do to get links – articles are a great way and I covered that under the 21 ways above. Each article that appears on an article directory is a link back to you. It can be tempting to be hypnotised by sites promising to send it out to thousands but to be honest you are much better finding a local directory and adding it into that.

Local Directories

There are more and more niche directories appearing because people recognise the advantages of local advertising. If they give you an opportunity to add your business for free then take it, if they give you an opportunity to submit articles to them then do that too!

You will find a list of local directories relevant to the UK here.

<http://www.littlefishmediacompany.com/local-business-directories.html>

If you are not in the UK and you search the internet you will find local directories that you can add your business and/or article too.

Networking Sites

Business networking sites often provide you with an opportunity for you to add your business details and also submit articles and/or blog posts. Again, make sure you include all your details and a keyword rich summary of what you do. If you can add an article then take the time to do that.

A quick word about articles

When it comes to writing articles it may seem like a lot of work to keep writing content. The best rule of thumb I can give here is to make sure everything that appears on your site is original content. You write it and add it to your site. You can then take the same content and change the title, change or add a few lines at the beginning of the first paragraph, change or add to the middle of the article and completely change the end.

By taking the time to do that your article will then become a new piece of original content in the search engines. You should then add it to your blog and then to other sites like article directories or networking sites.

It can take less than 5 minutes to change an article once you get in to the routine of doing it – so don't see it as extra work. Just really make sure that everything you do on your main hub site is original.

Paid Links

It is not a good idea to spend your money on getting thousands of links to your blog – any company that promotes that is just out to rob you because if in one week 1,000 links suddenly appeared the search engines will become suspicious. Link building has to be done slowly over time and should not be rushed.

Some sites allow you to pay a sum of money to get a link from them back to you – they are usually a high ranking site, which is why people are willing to pay. However this too is frowned upon by the search engines and it is much better to focus on finding a way to get a natural link as mentioned above.

Link Groups

There are a number of groups that exist on the internet which allow you to join and swap links with their members. You find a site that is worth linking to and get in touch with them – you add them and they add you. Although this type of two way linking isn't as highly regarded it is still worth taking part in because if the site is relevant the traffic will help you.

Building a ring around your hub

If the search engines need a large number of links from different sources to rate you there is something you can do to make it a little easier to make that happen. The image I put up above showing the number of different sites that plugs into the Little Fish Media Company hub – well that is what you want to get working for you.

You can make it as simple as linking directly to your site or bring a little complexity into it (recommended) by linking each one to each other and then to your site.

So your blogger blog links to your squidoo page which links to your wordpress blog which links back to your site. You have a one way link going through each page and back to your site. Too complex for you? **Then forget I even mentioned it** and just link them back to your site, but link back to different pages on your site and use anchor text linking.

Anchor text linking

What is an anchor text? It is a link back to your site using your keywords. As an example if your keyword is *Hammersmith Jewellers* – when you link from one of your feed posts you write your information and then at the end of your post you say.....

To find out more about Hammersmith jewellers McKenzie Bright visit their site

<http://www.yourdomain.co.uk>

An **anchor text link** will link the words Hammersmith Jewellers so it looks like this

To find out more about [Hammersmith jewellers](#) McKenzie Bright visit their site

<http://www.yourdomain.co.uk>

You need to write your content on other sites and use your keywords to link back to your site as often as you can. If you are on business networks and have not done this I encourage you to go back and change your profile because it is important. The search engines will happily bring you up to the top of the search engines if someone types in Hammersmith

Jewellers if they have evidence that you will provide the information people need. The only way they know that is to pay attention to the links out there on the internet.

So if you have happily been typing – visit my site click here – **arrrrgggghhhh!** Go back and change that to your keyword and link your keyword to your site or to a page on your site.

If you are wondering just how important this is read this blog post on the top 5 ranking factors that search engines use to determine whether you are a site worthy of position 1

<http://www.seomoz.org/article/search-ranking-factors>

Keyword Focused Anchor Text from External Links is 73% - that is how important it is!

Is traffic generation a little clearer now?

Can you see exactly what needs to be done to ensure visitors find you? It can seem time consuming and hard work but a lot of it is simply scheduling the time and outsourcing tasks whenever you can.

Look out for outsourcing opportunities with Little Fish Media Company because we are putting together packages to help local businesses make full use of the internet.

When you combine link building with paid traffic sources and take part in some of the inbound traffic generation I mentioned above you will find your traffic increasing.

Plan Your Work

Creating Your Local Search Marketing Plan

It is time to put everything you have learnt into an actionable plan that you can refer to over and over

It is now time to put your plan together and take everything you have read above and turn it into an actionable plan you can use.



Like all plans it is a work in progress and subject to change – never think because it has been written there you are stuck with it!

Also, don't add too much or too little to your plan otherwise you will find you won't get the desired result.

The sections you will have for your plan include

Foundation: Who is your ideal customer. Who are you searching for online and why? How can you help them?

Once you have written that out next focus on

Keywords: What are your top 5 keywords that you will use on your blog and around the net. Where do you rank for them now? Choose at least 2 you already rank well for and 2 or 3 you want to build on and begin ranking well for so you can chart your progress.

Niche: You probably already have your niche because you are in business but while looking at your keywords is there anything your business can do to begin to take advantage of catering to a niche?

Your niche research and keyword research should be carried out at the same time not separately.

List Building: Is your website ready for visitors? Do you have a way to capture their name/email so they become a subscriber? How will you encourage them to sign up and what will you offer them once they have?

Improving visibility and building credibility: What will you do to improve the visibility of your site and the work that you do – this will also help with traffic generation. What will you do or offer to help improve your credibility in the eyes of your potential customers?

Differentiating: How will you show your potential customers that your business is different from all the others out there? What is unique about you and your business? What do you specialise in that others don't and what position will your business hold in the market? Will you be cheaper, better value, provide a friendly service?

Traffic (visitor) generation: List at least 3-5 inbound traffic generation techniques that you can do now and 3 that you want to be able to use but need to learn.

Then look at the outbound traffic generation tips – list 3-5 that you can do now and 3 that you want to be able to use but need to learn.

Paid advertising: Can your business make use of that now or is that something you will have to learn for the future?

Link building: How will you go about getting one way links? List the sites you can contact about adding your articles or expertise on their site. Also list places you can submit articles too on a regular basis – especially business networking sites.

Take yourself through each part of this plan one step at a time and by the end of it you will have a complete and workable plan. If adding 5 traffic generation sources is too much add less, if it is not enough then add more. Do what works for your business – just ensure you do something.

It is always better to do something small every day than it is to do nothing at all.

If all you managed to do was to add one article to a site every day or add your site to one web directory every day at the end of a year you will have 365 pieces of content all out there linking back to you – so the small steps add up to something much bigger and are worth it.

We do it for you

Online business marketing services

If you are a local business owner with five or more employees who usually advertises in the local paper you can redirect your budget towards online business marketing and get long term results from the internet.

**To help you get found online quickly call
Diane Corriette on 0208 242 4339**

<http://www.littlefishmediacompany.com>

Work Your Plan

Taking Action Daily Guarantees Results

It is time to put everything you have learnt into an actionable plan that you can refer to over and over

Taking action daily will guarantee you experience results with your new local search marketing plan. Doing nothing with it – or reading this and then not taking the time to put your plan together, will ensure your business results stay the same.



Using the internet to attract new and potential customers/clients is no different that running an offline business – you have to have a message, it has to be delivered consistently and finding new customers is a daily activity your business needs to engage in if it is going to survive.

The difference online is that your subscriber list will be building and as that builds it provides you with an opportunity to keep in touch and send out emails to your clientele – some of them will respond and some won't but at least they are all there at the touch of a keyboard.

Research has proven that when a customer buys something from you once and they are happy with their purchase it is easier and more cost effective to keep that customer happy by promoting other products to them rather than consistently looking for new customers.

By developing and nurturing your subscriber list you will be able to get repeat business both online and offline from your customers – so build it right and treat them well.

Let's get ready to work that plan

You now need to decide what you will do on which day. I find it easier to do some type of marketing every day and will set aside at least a couple of hours. You need to decide how much time you can set aside and what you will do on which days. So sit down and just write out what you will do.

Monday

Post replies on 10 blogs

Write an article and submit it to ezine articles

Spend 20 minutes in the forum

Tuesday

Set up a free teleseminar on Facebook for 7 days time and promote

Add RSS feed to RSS directories

Add website to 20 website directories

Write an article for the website

Build a Squidoo Lens

Spend time on Twitter and Facebook

Wednesday

Spend time on Twitter/Facebook finding new friends

Reply to messages in my Google group

Write an article and send it out to article directory

Make 20 blog comments on blogs in my niche

Spend time in a forum

Write a blog post on 2 of my feeder blogs and link back to site

Write out what you can do every day and make sure you include as many different things as you can so you bring in visitors from as many different places as you can.

Remember to get help if you need it – outsourcing is a local business owners dream – you need to spend time on your business but this is essential business building tasks in a new age of free online advertising and social media.

If you know putting this plan into action will be difficult for you then use our services and let us do the work for you

<http://www.littlefishmediacompany.com/local-business-marketing-services.html>

Promoting your site on the world wide web

The thing to remember with your plan and building a hub online that will help everyone find you is this - it is not your job to sell – selling should never be your first priority in anything you do. You need to develop the mindset of wanting to provide value to your customers because we all know how we feel after experiencing an annoying pushy sales person as opposed to one that is helpful and has your interests at heart.

Provide value to the people who will visit your site – whether it is a feeder site or your main one. Give them a reason to click through to find out about what you do. Brian Tracy taught me that I will become successful when I forget about selling and think about providing valuable content that helps. It will work for your business too.

As your activity increases you will find when someone searches for you it will be easier for you to dominate the first page of the search engines because your site will come up, your video, your Squidoo Lens and some of your other content.

This is ultimately why you are taking yourself through this process – so that in the eyes of your potential customer you are “everywhere” online.

If you run a business that can get customer testimonials and reviews make sure people leave them not only on your site but on any other profile you have that permits it.

Take the traffic generation strategies you have decided to use and work out which days as best to use them.

If Friday is usually an admin day for you then set aside an hour to write a couple of blog posts or take part in forum activity or create a video.

I usually have different activities that I do on different days – but that is me – you need to find out what works for you.

I am in the content delivery business – I deliver valuable content around the web – and my only job to make money is to fill the information gap. I hope I have filled a gap for you and if you need help with getting a website that pulls in your local customers or if you want your hub to centre around your blog please call Diane Corriette 0208 242 4339

Resources

Here are a few links I thought might be useful I hope they help you in your quest to find more visitors.

Writing free reports/booklets etc

If you decide to write and give away free information here are a few sites you can add them too to help spread yourself around the web.

- * <http://www.free-ebooks.net>
- * <http://digitalworkspublishing.co.uk>
- * <http://www.sallys-ebooks.co.uk>
- * <http://www.ebookjungle.com>
- * <http://www.ebook88.com>
- * <http://www.ebooktags.com>
- * <http://carltonross.tripod.com>
- * <http://www.ebookdirectory.com>
- * <http://knowbetter.com>
- * <http://www.ecourseweb.com>
- * <http://www.virtual-ebooks.com>
- * <http://knowfree.net>
- * <http://www.ebookletdirectory.com>
- * <http://www.getfreeebooks.com>
- * <http://ebook-cafe.net/submitebook.html>
- * <http://anythingebooks.com>
- * <http://www.fizziebooks.com>
- * <http://www.e-booksdirectory.com>

Send Out Press Releases

If you decide to send out a press release every month or two here are a few sites you can add it too. If you have really big news it is worth paying to have it sent out professionally.

Note : not all links listed here are free – some are fee based.

www.freepressreleases.co.uk

www.pressdispensary.co.uk

www.get2press.co.uk

www.pressbox.co.uk

www.prfire.co.uk

<http://uk.prweb.com/>

www.prnewswire.co.uk

www.journalism.co.uk/

<http://www.newswiretoday.com>

www.prurgent.com

www.prleap.com

www.prnewswire.com

www.prwebdirect.com

www.theopenpress.com

www.free-press-release.com

www.i-newswire.com/

www.prfree.com/

www.theopenpress.com/

www.pressreleasenetwork.com

www.softpressrelease.com

www.prweb.com

A Bit About Me – Diane Corriette

The one thing you can count on me for is to deliver what I promise because if I don't you don't pay me! I am only as good as my last project and with each project I intend to impress.

I am a born teacher and supporter. When I undertake a personality profile I am always told I was born to write, teach, support and empower – which is great because it is what I love to do. It is part of who I am and I do it with the intention of making sure the people I impact get the most out of what I am sharing.



I live by Zig Ziglar words

“If you help enough people get what they want you will get what you want”

It is not about money for me otherwise I would spend my time pushing “make money online” products that I know people buy and never use.

My intention is simply to share what I know and support you in using the internet to the best of your ability without the need for expensive SEO companies or web designers. There really is no need for any of it.

If you are a small company or a solopreneur looking to make use of the internet you really can compete with the giants now and enjoy your own piece of the internet pie. There is plenty to go around.

Due diligence is importance so never take my word for anything I say. Check it out for yourself online 😊

Start by researching my name “Diane Corriette” and see what you find. I hope you find enough so that you can begin to know me, read enough so that you begin to like me and take part in the activities I provide so you begin to trust me.

You will find an about me page here as a starting point

<http://www.littlefishmediacompany.com/internet-business-instructor.html>

Free Web-Based Training

We provide regular webinars with experts and web based training that goes through what we have covered in this report. Find our replays here

<http://www.littlefishmediacompany.com/Web-based-training.html>

Advertisement

e-business success for your local business

If you are looking to build a local business web presence that is highly optimised and can become a HUB that the search engines love and so do your prospects I recommend Site Build It because they provide you with the tools you need to succeed online.

Everything I have outlined in this plan is included as part of the package which is why I love them. You don't have to buy a keyword research tool, get hosting, get a domain, buy an autoresponder system (although I do recommend you consider getting a separate account if you can)

They have been online since the late 90s and their goal is to help you through the maze that is online marketing. In your SBI system you receive the following tools :

Keyword research : You have your own dedicated area that saves you time and helps you pick high ranking keywords for your site.

Niche development : Choose your niche according to what will help you develop a business income for yourself – their system and training takes you through the process of how to do this so you end up profitable.

Website builder: Build your own website using the Site Build It web template or upload your own html pages – the choice is yours.

Traffic Centre: Wondering where your traffic comes from, which pages they visit and what they do while they are on your site? Your own dedicated traffic centre will tell you that.

Link building system: Join their link building system and find other SBI sites that you can exchange links with.

Site Build it is the *only all-in-one product that provides all you need* (process, tools, support, updating) to build long-term, profitable e-businesses... businesses with high intrinsic value, equity that you can ultimately sell, just like a well-built offline businesses.

SBIers focus upon building genuine *businesses*, ones that deliver ever growing profits and supports them in building a hub that the search engines love and their visitors love too.

Take A Moment and "Experience" SBI!

<http://localbiz.sitesell.com/ebusinesstraining.html>