

GROW YOUR BUSINESS

Your simple guide to building online.

START

How to attract new business:

- SITE** A quality web site comes first.
- PPC** Get your digital footprint started with Pay-Per-Click.
- SEO** Widen an online presence with Search Engine Optimization.
- SOCIAL** Broaden your client base with social media tools.

SITES & BUDGETS

\$ Go with an instant site: Yahoo Intuit UltraCart	\$\$ Self-host Wordpress and use Volusion for e-commerce	\$\$\$ Custom CMS Wordpress and use Magneto for e-commerce
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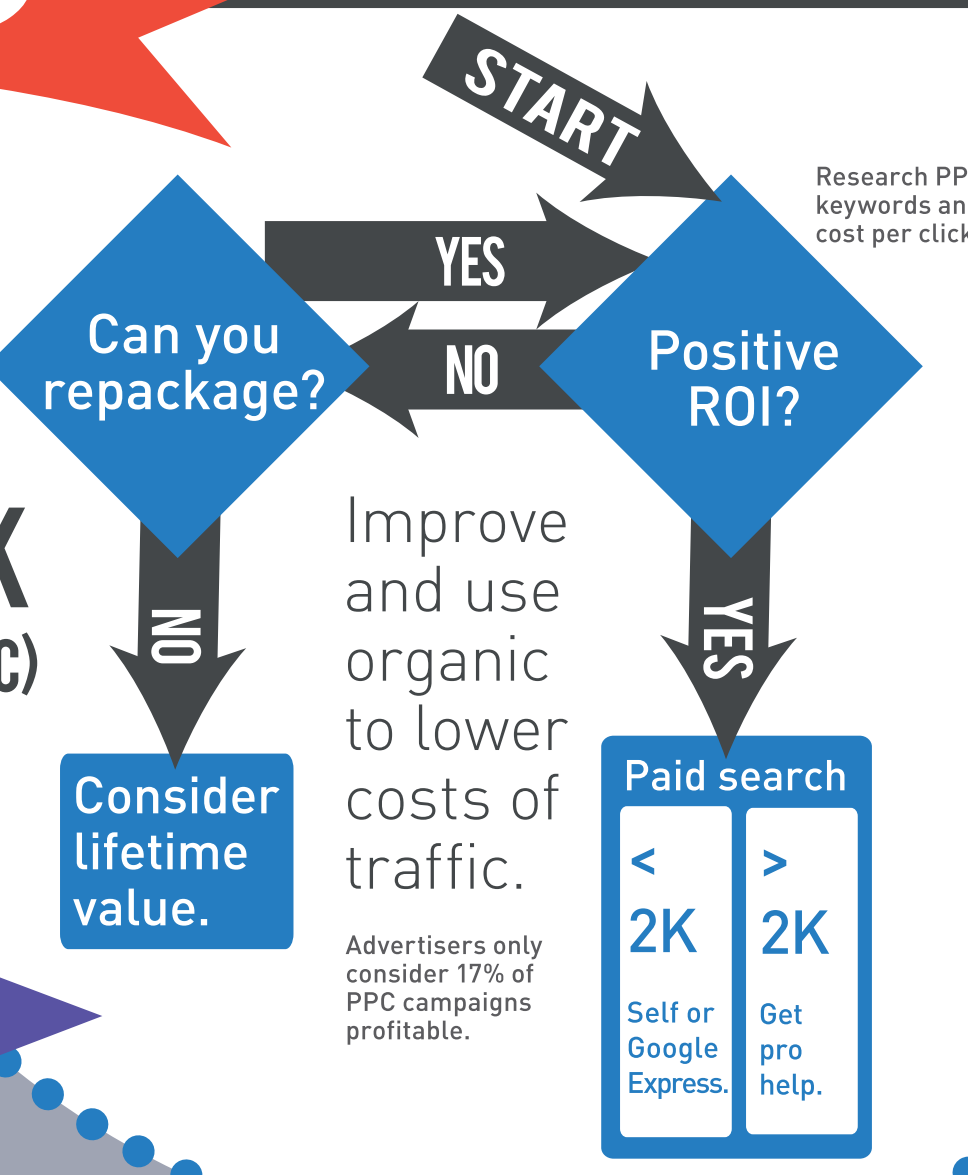
Of 207 million Internet users in the US at the end of 2011, 94% will use Search to buy something in 2012.

POSSIBLE ISSUES

TRAFFIC Search & referral traffic low? Try SEO, Social, and link building.	BOUNCE Work to improve content. Focus pages to keywords.	NO BUY Right folks coming to your site? Are there calls for action? Is navigation easy?
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93% of online experiences start with a search engine.

PAY PER CLICK (PPC)



SITE

EFFECTIVE?

- Doesn't make me think?
- Consistent UI design?
- Content focused for SEO?
- Uses Analytics to hone?
- Optimized for speed?

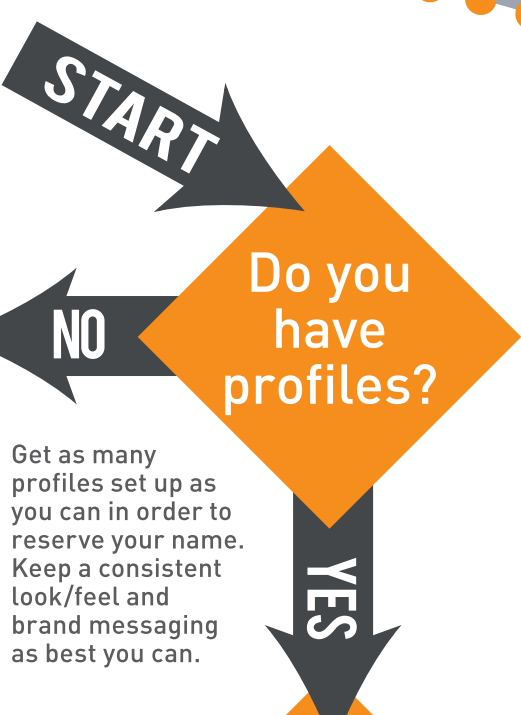
CREDIBLE?

- Looks professional?
- Uses third-party citations?
- Shows off people?
- Super easy to contact?
- Ads hardly there?
- Not all promo?
- Updated?

SETUP PROFILES

PLACE Where are your customers? Spend time on those platforms.	HOW Build trust and real authenticity. Be helpful.	DO NOT go onto social just to self-promote. Lead with passion.
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Get as many profiles set up as you can in order to reserve your name. Keep a consistent look/feel and brand messaging as best you can.



Make sure Name, Address, Phone are consistent.

Register



SOCIAL

Diversify and widen your client base.

Internet ads will pass TV advertising at \$40+ billion in 2012.

Got employees? Make a policy.



Listen so you can engage with your audience. Start participating in a personal way, but don't just broadcast or self-promote.

Engage your community.



Conversations you hear on social media will help you pinpoint where your target audiences are. You'll want to show up there.

TIP! Google Alerts is FREE!

What's being said of you, your biz, your industry? Monitor closely.

In the social space, 80% of shoppers change purchase decisions based on negative reviews. What are they saying about you?

Study keywords. Build a quality landing page for each major set of keywords.

SEO

More leads at lower cost over time.

BLOG
Shareworthy blogs get linked to, and Search Engines think that's cool.

Are you getting backlinks? YES

STRATEGIZE

ONSITE Making use of page elements? H1, H2, meta tags Title, links etc.?	OFFSITE Are you listed in directories? Getting back links? Engaging bloggers?
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Measure traffic that comes from social platforms like LinkedIn or Twitter. If people start talking about you, you might get a backlink. Backlinks are the best way to up your stake in the eyes of Search Engines.

Keep benchmarking performance of Site, PPC, SEO, and Social against your overall business objectives.

Revise as needed.

Companies that blog get 434% more indexed pages. More pages means more leads.

WIN!

