

THE LOCAL SEARCH MARKETING FORMULA

Being Seen on Google, Generating Leads, Closing Business

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Ready for More Business?

Success on Google is first being seen, second generating interest in your company in the form of calls or leads. The benefits of good web marketing will also be seen in an increase of business from referrals. Before we get into 'the keys of success' we want encourage you to understand SEO and the mechanics of Search Engine Results, which are explained in the next two sections, and also to understand **one of the major components of internet marketing success is being seen in multiple locations on the first page results for search terms your prospects are using.**

Being seen one place on the first page of results is good, but the more a customer sees your company name, the more they will think you are serious about getting in front of them and the more deep-seated your company name will become. This is a major factor towards ramping up your Website's ROI (return on investment) through web marketing.



Once a prospect gets to your website it should WOW them and compel them to do business with you!

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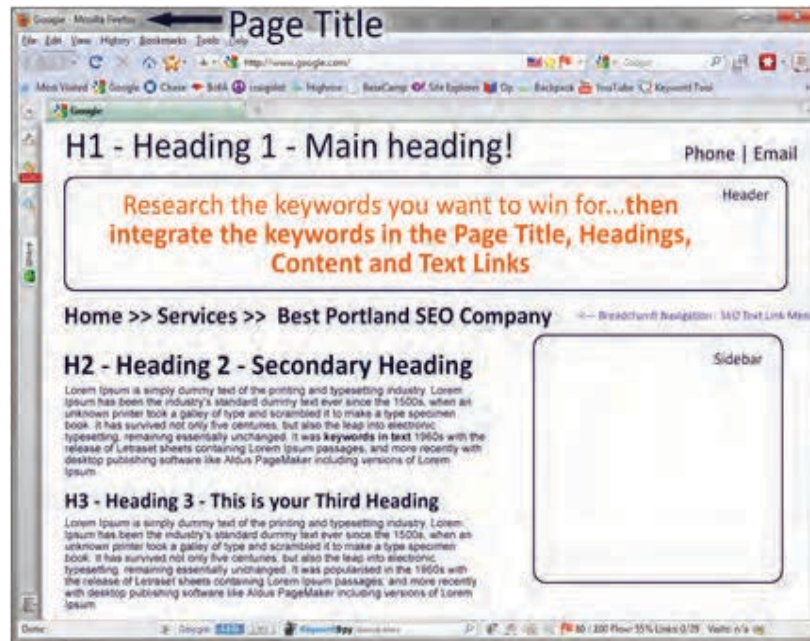
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Understanding SEO – Search Engine Optimization

Before You Can Understand Internet Marketing Success, you need to understand SEO – **surprise it's easy!**

SEO = Three Main Things (+ a few more)



#1 - A Google Friendly Website – This means simply that it has to be built the way Google wants, with Google SEO Best Practices in mind. It should have many pages with strategically integrated keywords and do a GREAT job of interlinking all of its pages. If you do this your website will beat other websites that aren't engineered as well, that have the same number or less inbound links.

#2 - Inbound Links – Inbound links each count as a vote in the internet world that you and your company are important! Quality of links matters; as does quantity.

#3 - Off Page Factors – This category includes domain age, domain registration length, the amount of traffic your site is receiving and more.

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Understanding Localized vs. Non-Localized Searches

Before You Can Understand Internet Marketing Success, you also need to understand what a localized search versus a non-localized search is...

Localized Searches Include a City and/or State; Non-Localized Searches Do Not.

Localized and Non-Localized Searches divide the world of search results in half. If a searcher does not specify a local area like a city or state, we call those non-localized searches (like 'dry cleaning'). If someone types 'Portland dry cleaning' into the search engine, that is a localized search because they are specifying a region.

Why is this important? Many times the number of searches for non-localized search terms greatly outweighs the number of searches with a region. In the case of gold coins, in our approximation the ratio is easily 5:1 searches, considerably more without a geography specification. With 'plumber' as a search term, in our approximation the ratio is over 2:1 (See Appendix 1 for a more defined example).

Keywords	Global Monthly Search Volume	Local Approximation / 200
[gold coins]	201000	1005
[gold coins houston]	73	73
[gold coins miami]	22	22

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It is extremely difficult to get your website ranked on the first page of Google organically for non-localized search results ('plumber' instead of 'Portland plumber'), because the search term without a city is actually a national competition, but **Key #2** and **Key #3** show you the two ways to be seen at the top of Google for Non-Localized Search Terms – possibly at the same time.

To be seen multiple times as a user scrolls down the search results, you will need to have your company listed or ranking in multiple locations, and here is a summary of those opportunities:

Localized Search Opportunities	Non-Localized Search Opportunities
'Portland Plumber'	'Plumber'
1. Google Adwords	1. Google Adwords
2. Google Map	2. Google Map
3. Organic Website Ranking	

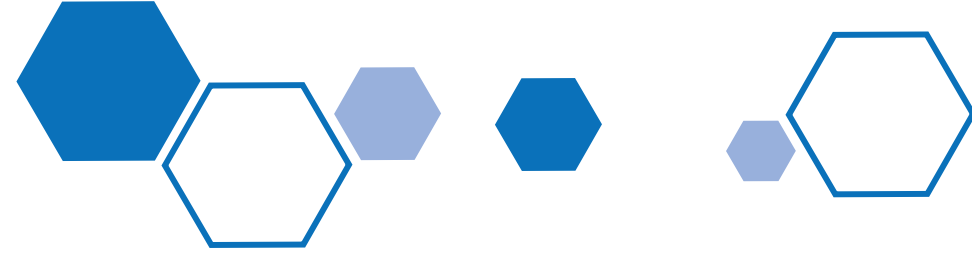
Here it is, the formula for Small Business Internet Marketing Success:

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Key #1 – Your Top Quality Website



Your website has to be built for domination, to show people how AMAZING your company is, to answer their questions before they ask, to show them how happy your other customers are, and to **compel visitors to take action!** Additionally your website should foster confidence, give you a bigger than life image, make it EASY to get in touch with you and turn cold prospects into warm referrals through storied testimonials.

What's a good website?

- **Enhances your Brand**
 - o Makes your company look like an industry leader
 - o Inspires confidence
- **Saves You Time**
 - o Answers easy questions
 - o Gives your best sales pitch
- **Generates leads**
 - o COMPELLING calls to action – lead forms
 - o Walk them through the sales process – meet them where they are
[Inquiry](#) → [Discover](#) → [Consider & Compare](#) → [Choose](#)
 - o Give something away in exchange for customer information (lead)
 - o Help them take the first step towards a solution
 - o Prepare them to buy the final steps
- **Turns Cold Prospects into Warm Referrals**

- o This is done through testimonials
- o Blog articles like stories of how your company helps customers
- **Encourages Contact Easily**
 - o Phone number / email on every page
 - o Contact form on every page
 - o Take the call, answer the email...

OK, actually you need a Search Optimized, Quality Website

Not only do you need a quality website, but your website must adhere to Google's standards - **Google must love your website!** Why? Because 3/4 of the following keys in the formula for small business internet marketing success call for it! Having a search optimized website makes your Sponsored Google Advertising cheaper, and makes your Google Map listing stronger and therefore more likely to rank on the first page of search results for multiple keyword phrases. **First Page Organic Google Ranking is Key #4 and having a Google friendly website is a major component of that - read on for more details!**

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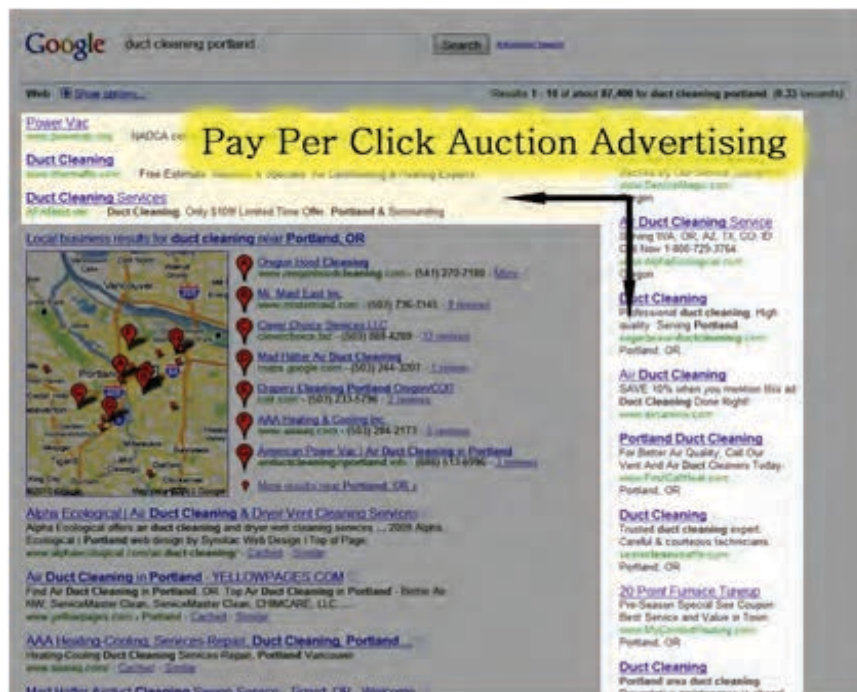
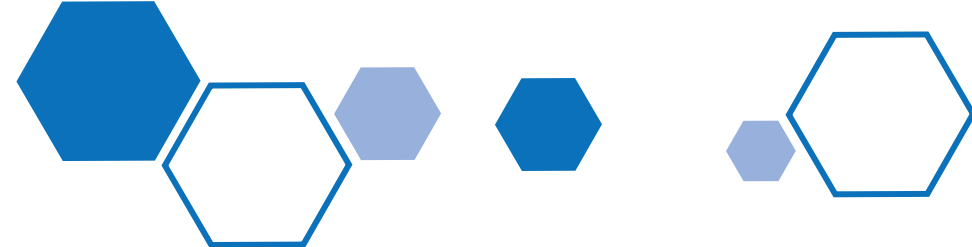
Key #2 –

Smart Sponsored Google Advertising (AdWords)

How do you get your company name, website and phone number listed in the VERY TOP of Google, the first place people see when searching for what you do?

You do it through Google's Sponsored Links Advertising.

This type of advertising is literally an auction for Google's very top search results, with the first three being the most important. The third from the top in the middle is also the cheapest, so the best strategy in our opinion is to set your campaign up to target position 3 in the middle top – but that's not all there is to it. Many people have lost great sums of money with this type of marketing so beware - we absolutely recommend professional help like our managed service to assist you with Sponsored Advertising.



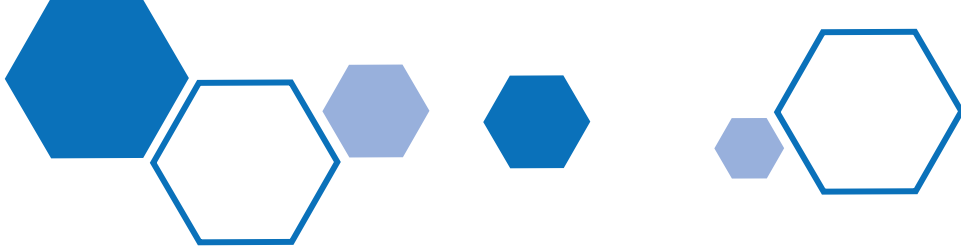
Localized and Non-Localized Search Results

Sponsored Google Advertising can be a vital component to Small Business Internet Marketing Success because you can literally pick any search term related to your business to show your ads for – including the core terms without a city or state. As discussed previously a very healthy amount of search traffic, sometimes a vast majority, comes in the form of non-localized searches. Since you can pick the exact term your ads show for, this can be used to show for the localized search terms your website is (or isn't) winning for also.

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The Old School Spam

Sometimes users who search don't even realize these are paid search results, although many people do and bypass them because it used to be a major place for spam type marketing - and that's ok! **It doesn't cost you anything if they pass you by – BUT they have seen your company name and may remember it as they scroll down.**

Phone Number in Your Ad

Many people use search engines as phone books, so with your phone number in the ad they can call without even clicking. Many of your competitors may not even be on to this strategy but this is a behavior exhibited by many searchers who are used to paper phone books.

[Local Portland Roofers](#)

www.ThePortlandRoofers.com

Sponsored Links

Efficient Quality Since 1973 Say Online 10% Off - 503-267-0276

Cost of Sponsored Advertising

This form of advertising is not CHEAP in and of its self, but done right can be very effective. It is particularly effective when combined with the Google Maps and Organic Google Ranking as we explained, being seen multiple times increases the likelihood one of your results will be chosen to view. Several other things can drastically increase the sponsored links advertising including compelling ad copy and targeted landing pages, BUT this is the secret of the formula – combining locations in search results so your potential customers see your company name multiple times on the first page.

Sponsored Links

[Portland Tree Expertise](#)

Keep Your Yard Safe & Beautiful
Free, Fair Estimate - 971-998-8733
www.EliteTreeServicePDX.com
Portland, OR

Sponsored Advertising Tips:

- Get a professional's help
- Use your phone number in your ads
- Track your conversions & results
- Target position 3 in the middle top
- Don't go for every search term
- Build your account slowly

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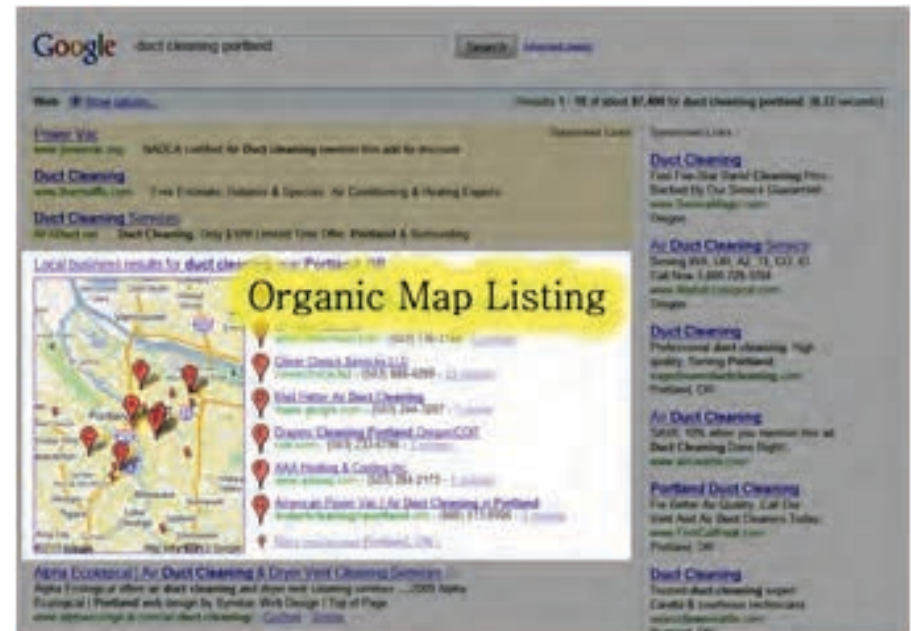
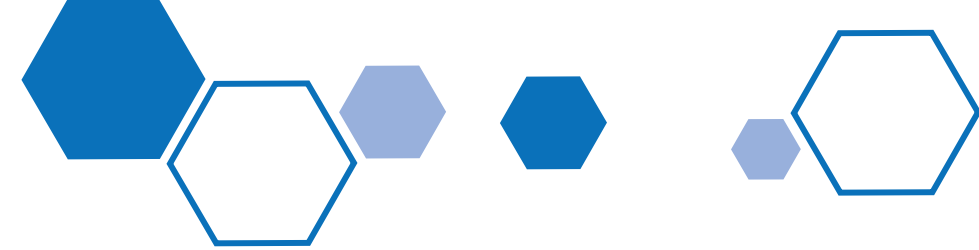


Key #3 – Winning on Google Maps –

This is the favorite spot of many searchers!

Today someone told me they are actually upset when they search and the map doesn't show because they appreciate knowing the distance from the business so much. The map also shows how many happy (or unhappy customer reviews) have been left for a business.

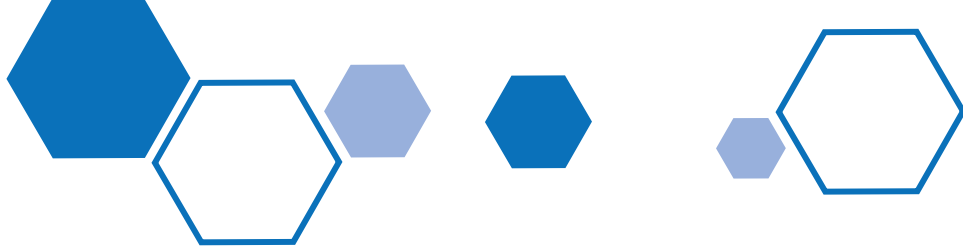
Ultra-importantly, this is the second place on Google your company phone number and website with a link can be displayed! This position and the Google Sponsored Links Advertising are the top two locations your website can be displayed, above the fold, and in combination they can generate many leads.



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Localized and Non-Localized Search Results

Google map results are vitally important to Small Business Internet Marketing Success because **they show local results without a city, state, zip code or other region identifying component to the search phrase.**

While the Sponsored Links are an auction, and therefore purchased, **the map listing is an organic competition** with Google deciding who is listed in the limited seven first page search results. Google uses a lot of different information – up to 60 different factors – to determine who wins a first page listing including the optimization level of the listing itself, the proximity from the searcher, the strength of your website, the reviews, the web citations from Internet Phone Books, and many more.

[Contact us](#) for help optimizing or creating your map profile – **as you can see its reach is tremendous.**

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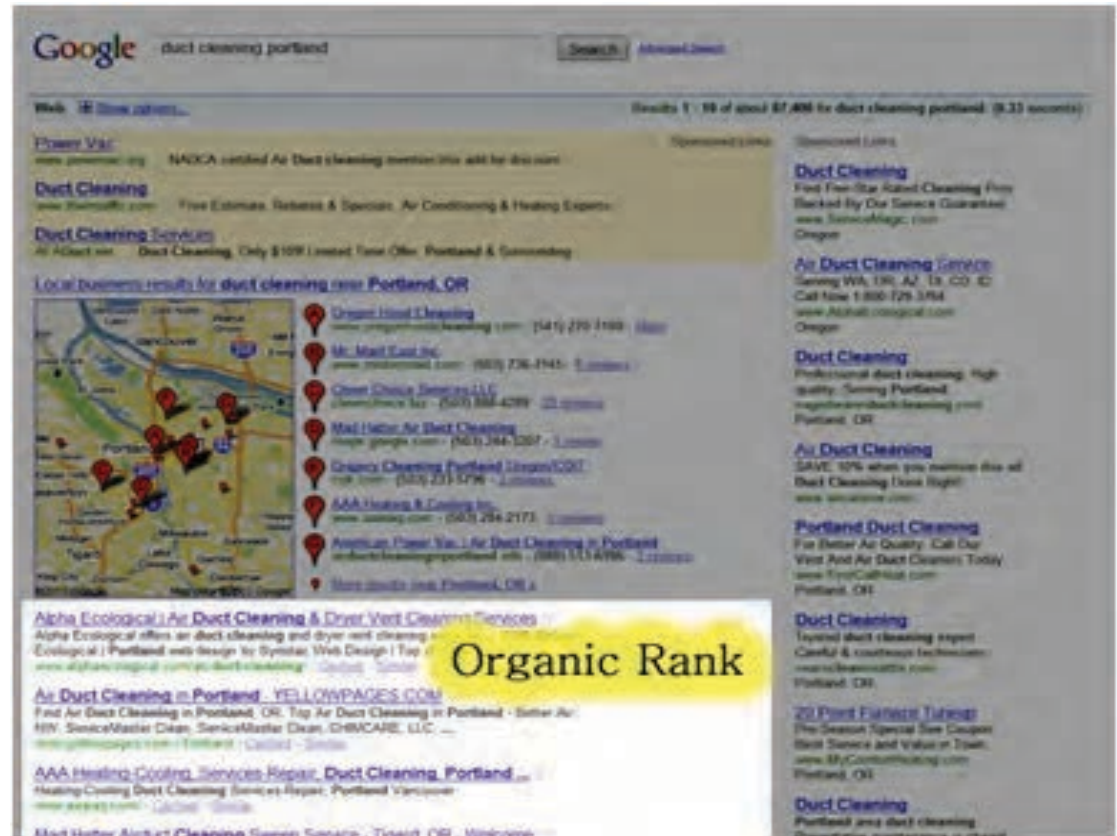
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Key #4 –

First Page Organic Google Ranking -

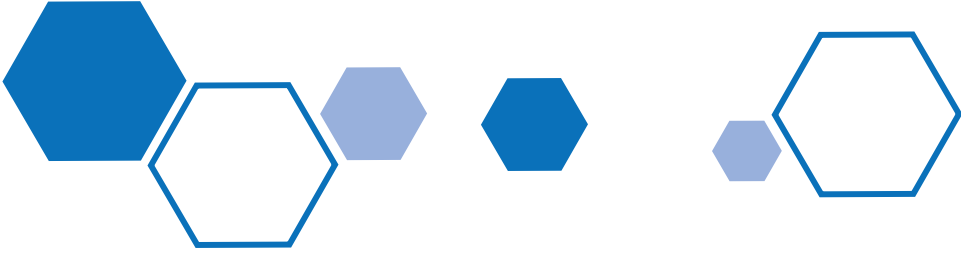
The third place your company (and website) can be found on the first page of search engine results is the Organic Listings – the main body of search results. This is an organic competition (like the Google Maps) where the winners are determined by adherence to Google's search ranking formula. That formula is explained a little bit above (Understanding SEO at the very beginning), and again breaks down to how well a website is built to Google standards, the quantity of and quality of inbound links, as well as several other factors. It is not that complicated, but it takes a solid amount of learning time invested to really master the principles – and considerably more to be good at implementing them skillfully.



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The Website Internal SEO Formula that is step one in first page organic Google ranking starts with knowing which keyword phrases will generate healthy traffic (proper keyword research), then finishes by placing those targeted keyword phrases throughout your website in:

- Page Titles
- Headings (H1-H3 or more)
- Text Links
- Content
- Image Alt Tags
- Meta Page Descriptions

The art of SEO in Web Design is balancing your search objectives with the marketability of the website.

To truly be successful, the keyword phrases need to be used constructively and placed appropriately so they don't detract from the message, but rather build it up. This strategy comes in the design phase so that construction of the site theme allows positioning of important headings and text menus correctly, so they can have SEO key phrases and not detract from the message. Advanced SEO techniques include engineering the website page and link structure to 'silo' or 'sculpt' the flow of information, links and traffic.

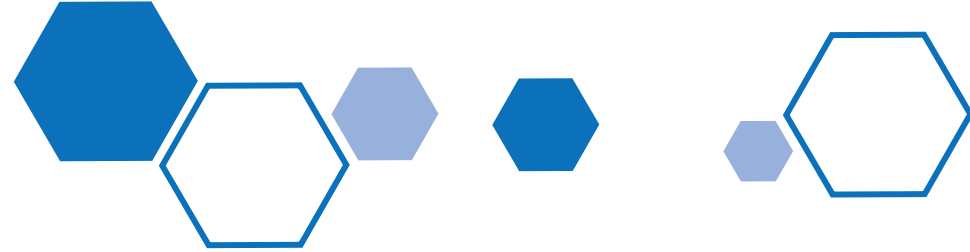
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Key #5 –

The Internet Phone Book -



Internet Phone Book profiles are your company's listings online business directory websites. They all feature your contact information (phone, address, email) and can often contain photos, videos and user comments. The photos and videos are usually added by a company owner or an agency; they must claim the listing then update the information and submit the photos and videos. Once optimized, your profile stands out among the others in the directory with greater appeal and has more content for Google to find.



Some of the most important Internet Phone Books include:

Maps.Google.com
Local.Yahoo.com
Bing.com
MerchantCircle.com
OregonLive.com
Yelp.com
Yellow Pages.com
SuperPages.com

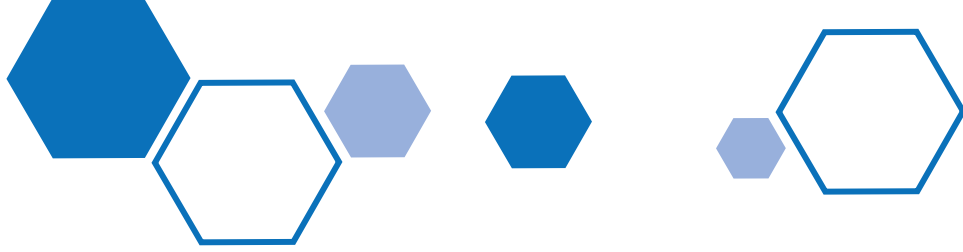
InsiderPages.com
CityVoter.com
GetFave.com
WhitePages.com
Yellowbot.com
HotFrog.com
Local.com
InfoUsa.com

Kudzu.com
City Search
Localeze.com
Angieslist.com
BestOfTheWeb
Acxiom.com

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Google Map Benefit

Google's map listings are what we call an Internet Phone Book – an online business directory. One of the interesting things is that **Google's Map directory uses information from OTHER online business directories to supplement and verify its own information** - so a company who is listed in multiple online business directories will have a significant advantage over a company that is not. *This is a major component of a Google Map profile called citations.* **Even the customer comments are now pulled over to Google's map profiles.**

Inbound Links and Comments

Each optimized listing on an Internet Phone Book creates a link back to your website, which is paramount to organic ranking and success as described in Key #5. These profiles also provide a forum for your customers to leave you happy reviews. If you are listed among your competition, why not stand out with 5 star reviews? Take time to make this happen by emailing your customers a direct link and requesting a comment.

Crowding Search Results for Your Company Name

You'd be surprised to know that up to 20% of an optimized local company's website traffic can be from direct company name searches. A benefit of being listed in the Internet Phone Books is that **when a client or a referral of yours searches for your name, your Internet Phone Book listings will very likely follow your primary website, if you have them.** If you don't the user could see nonsensical search results and in the worst case scenario *your competition can rank for your name, particularly if your name includes what you do like United Plumbing' for example.*

Suburban Search Results

When a user searches for a localized search in a smaller city, like Troutdale or Gresham (in the Portland, Oregon area), Internet Phone Books often dominate the search results. This is due to a number of reasons including lesser competition and the structure of their directory websites. The opportunity is that you can be listed on those phone books with positive reviews, images and videos.

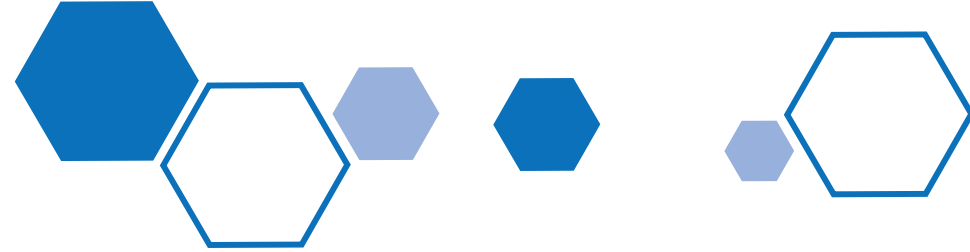
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Key #6 –

More Inbound Links to Your Website -



An inbound link is when a text or an image is present on another website that links to your website. Google basically counts inbound links as votes that you or your company are important to the rest of the world. The more links you have, the more important you must be. There are tools available that allow us to actually see and measure how many inbound links a website has – including your competition. Before targeting a search phrase it is often good to analyze your competition's website to see how strongly it is built and also to see how many links they have and from whom. Google's Webmaster Central and Yahoo's Site Explorer show this as well as several other tools.

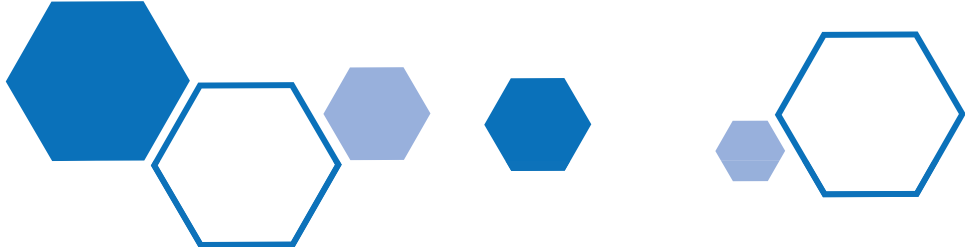
Are all links created equal? Absolutely not. A link's value comes from several components and the first to look at is whether it is text or an image that links. Text links are of much greater value than images because Google can read the text while it cannot yet see what the image is of. Alternate text and description fields on images help, but still don't make an image link count as much as a text link.



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The actual words in the link are of huge importance as they directly tell Google what the site that is being linked to is about. Another thing that affects a link's value is the surrounding text. A link by itself is not as valuable as a link in a paragraph whose subject matter is similar to your website or the page on your website the link points to.

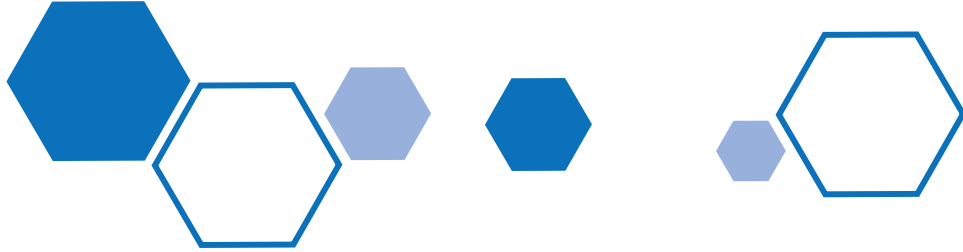
Is it ok to get all of my links from one place? No, Google wants to see your website linked to from a cross-section of website types like blogs, forums, directories, user content driven websites, video hosting sites, social bookmarking and social media sites - and as many others as possible. Also Google's algorithm can change at any time so having too many links of any one kind can be detrimental if Google shifts strength away from those sites.

Google wants to show searchers the results they want to find, so having links to your website about the content on your website shows them that you have something others want to see and share, and will rank you accordingly. Inbound links are a major component for first page ranking and of our overall formula for internet marketing success.

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A Simple Summary & Conclusion

We think success on Google and other search engines is first being seen and second generating interest in your company in the form of calls or leads. We have experienced that good web marketing will also create and help you to see an increase of business from referrals.

To summarize, the keys are:

Key #1 – Your Top Quality Website

Key #2 – Smart Sponsored Google Advertising

Key #3 – Winning on Google Maps

Key #4 – First Page Organic Ranking

Key #5 – Internet Phone Books

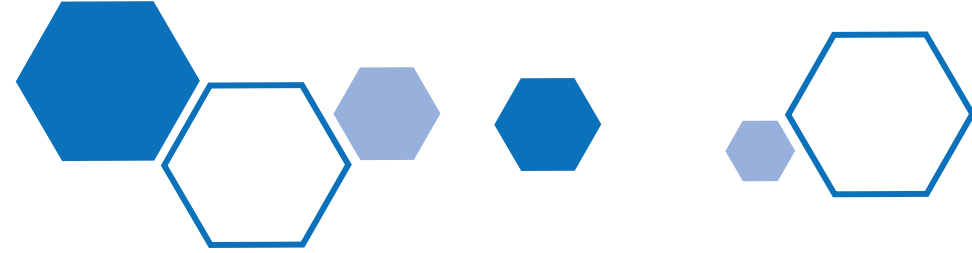
Key #6 – More Inbound Links to Your Website



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In our experience, most web designers and web design companies will tell you that optimizing your website is Step 1 to making money online. We agree it is a key factor, but that it is only one of 6 pertinent action items. Basically the process should start first with having a high quality, good looking and content compelling website that will convert visitors to leads or customers. Once you have that in place the marketing begins. You can jump right into the mix with smart sponsored Google advertising, and the other elements you will want to work simultaneously. You will want to optimize your Google Map listing and see how it ranks, work on optimizing your website perfectly according to Google's formulas and build inbound links to your website from all over the web including optimization and creation of your listings on the internet phone books.

Smart sponsored advertising matched with a winning Google map can get your company visibility for non-localized search terms. Adding a first page organic ranking to the sponsored advertising and map will get you above the map, on the map and below the map – surefire position to generate business.

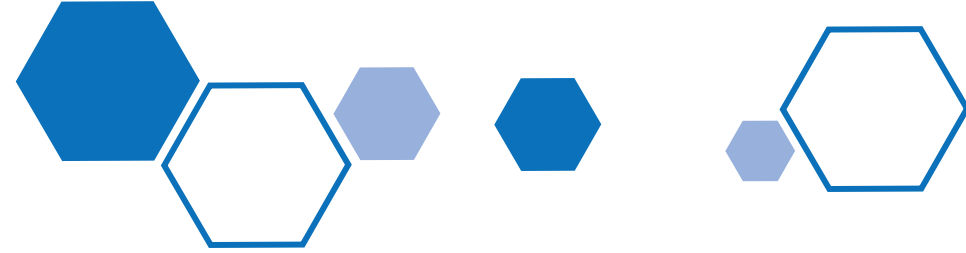
Internet marketing success is multiplied in factors by being seen in multiple locations on the first page results for search terms your prospects are using. Prove to your prospects you are serious by implementing our Local Search Marketing Formula today!

Contact us with any questions.

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Appendix 1 – Further Explanation

What is the Volume of Localized vs. Non-Localized Searches?

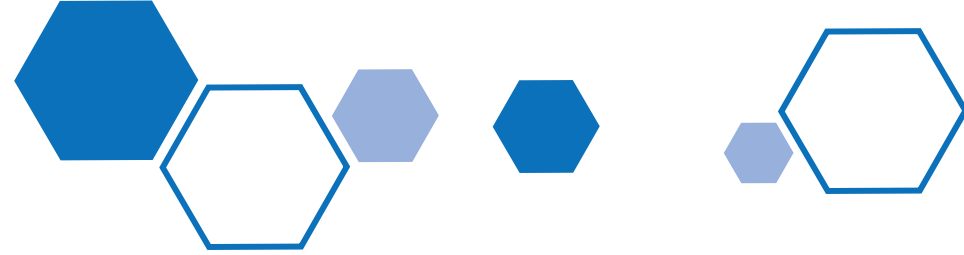
In this example all of the possible localized iterations of plumber with the city and/or state don't add up to half of the searches done without any localization. This difference varies greatly between industries.

Keywords	Global Monthly Search Volume	Local Approximation / 200
[plumber]	550000	2750 Non Localized
.....		
[plumber miami]	390	390
[miami plumber]	260	260
[florida plumber]	210	210
[plumber florida]	210	210
[plumber miami fl]	91	91
[fl plumber]	46	46
[plumber miami florida]	28	28
[miami fl plumber]	-	-
[miami florida plumber]	-	-
[plumber fl]	-	-
		1235 Localized

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