



How Online Marketing Can Boost Your Business

Objective:

1. Understanding the Importance of How Social & Search Marketing Can Increase Your Online Presence
2. Determining Your Customers Target Channels
 1. Applying SEO & Social Media Strategies.

Presented by: Tony Andexler



Managing Your Online Presence

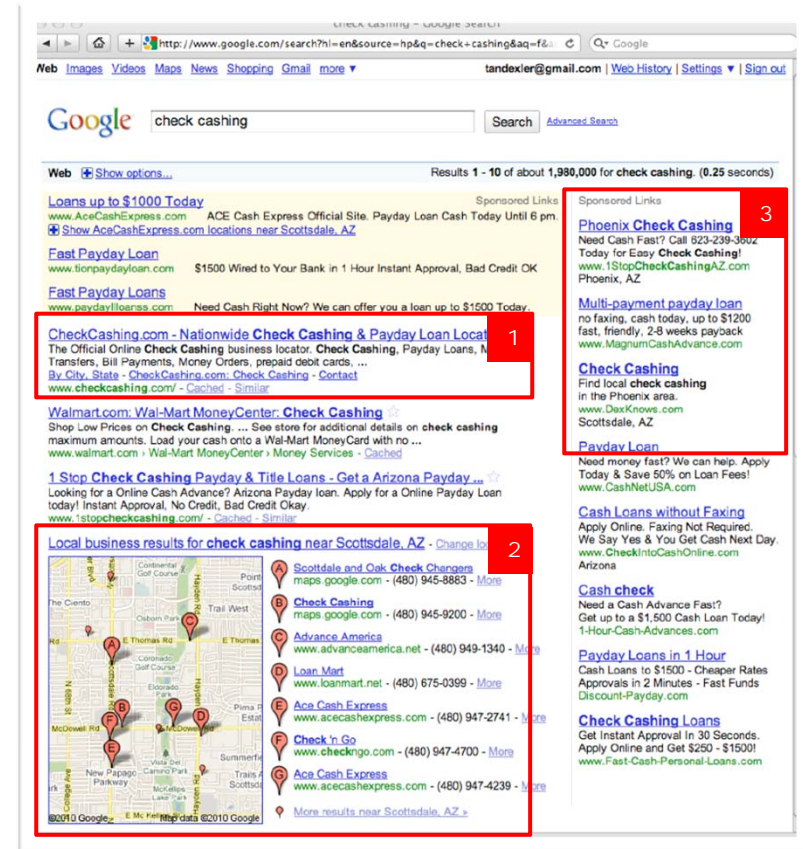
:: How Social & Search Marketing Can Boost Your Business

– SEO & Social Marketing is NOT a Cost But An Investment

- The Ever Changing Google Algorithm
- Multiple Channel Management (Yelp, Facebook, etc.)
- Organic Search (SEO) vs. Paid Search (SEM) vs. Local

– Mobile Is Booming (Statistics Provided by Google)

- 85% of Smartphone Users Have Searched for Local Info
- 81% Have Taken Action as a Result
- 40% Visited In-Person
- 35% Called a Business after Search





Managing Your Online Presence

:: Determine Your Business' Value-Add & Channels

- **Determine Your Business' Value-add (Uniqueness)**
 - Why would a customer select your business over the competition?
 - What makes your business special?
- **Clarify Your Online Goal (Conversions)**
 - Increase Revenue
 - Reaching New Customers
 - Helping Existing Customers Become Repeat Customers
 - Decrease Costs, Save Time
 - Make Resources Available Online
 - Educate Customers
 - Increase Customer Satisfaction
 - Publish Helpful articles
 - Share Items Clients Would Enjoy
- **Find Potential Customers & Determine Customer Journeys**
 - Customer Need to Customer Conversion
 - Example: Friend Referral > Online Search > Review > Website
 - Example: Online Search > Local Results > Map > Driving Directions/Phone
 - Determine Target Channels
 - Yelp (Customer Reviews)
 - Facebook (Personal referrals)
 - LinkedIn (Credentials)
 - Twitter (Real-time info, deals, offers)
 - Youtube (Video education)
 - Pinterest/Instagram (Creative display)





Understand SEO Fundamentals & Midrange Strategies

:: The Must Haves

- Domain Redirects
 - WWW / Mobile / 301 Redirect
- Verify Ownership in Webmaster Tools
 - Provides Insight, Malware, Crawling Issues
 - Domain Background Check (New, transfers, spam keywords, reconsideration request)
 - Fetch as Google Bot
- Include Google Analytics
- Strategy in Site Design & User Flow
 - Customer, Investors, Press
 - Navigation & Content focus
- Define Conversion
 - Buy, Submit, Sign-up
- Research Query Terms
 - Google Adwords Keywords Tool





Understand SEO Fundamentals & Midrange Strategies

:: Getting It Done & The Do's & Don'ts

- **Do Implement Unique SEO on EVERY Page**
 - Create Unique Topics & Content
 - Title Tag
 - Meta Description
 - Filename (Hyphenated)
 - Anchor Text (No “click here”)
 - H1, H2, H3 Headings
 - Alt Text
- **Do Promote Site Ranking**
 - Get Involved with Forums, Blogs, Social Media, Press Releases
- **Don't Hire a Rogue or Shady SEO (Nothing Guaranteed)**
 - Participate in Link Schemes/Buying Links
 - Over Focus on Site Design Than Indexable/Searchable Text





The Do's & Don'ts of Social Media

:: Keeping the Lines of Communication Open

- **Think Holistically (Requiring Sensitivity, Intuition and Tact)**
 - Create a COMPLETE Identity on Key Sites
 - Participate & Create Content Schedule
 - Connect Users to Entry Points of Conversion
 - WooBox.com Cross Linking (Apps)
- **Focus Energy Where Your Audience Hangs Out**
 - Use Automation Sparingly (Don't be Spammy)
 - Don't Try to be Everywhere All The Time
 - Be a Friend to Get a Friend
 - Don't be Needy
 - Be Trustworthy and Transparent
 - Have Direction for Sharing and Avoid Poor Grammar
- **Play to Your Companies Authentic Department Strengths**
 - "CEO" likes to Tweet
 - "Salesperson" enjoys Facebook
 - "Creative" enjoys Pinterest and Instagram
 - "Doctor" enjoys Blogging
 - "Progammmers" on Stack Overflow





Google+ & Local Listings

:: Basic Implementation and Best Practices

- **Create Google Account (Think ahead!)**
 - Claim Your Business & Get Verified
 - <http://www.google.com/business>
 - Call to Action: Address, Phone, Hours, Rates, Service Area
 - Build Engagement: State Value, Answer Questions, Promotions, Localized Adwords
 - Best Practices
 - Cross-link channels
 - Remember logins/passwords
 - Ask tech savvy friends for feedback
- **Differentiate Your Business From the Competition**
 - Who are your competitors?
 - What type of online presence? (Google+, Yelp, website)
 - Does your value-add differentiate you from competitors? (Education, Online videos, resources)
 - What reviews do you or your competitor have? (Negative, positive, responses, amount)
- **Engage Customers with a Holistic Online Identity**
 - Consider posting happy customers (before/after)
 - Connect with Other Google+ Online Communities/Circles
 - Keep Online Presence Up-to-Date
 - Encourage Customers to Submit Reviews



Conclusion

:: Key Take-Away Points & Final Thoughts

- Determine your Business “Value-Add”
- Apply Basic & Midrange SEO Strategies
 - Consider Paid Keywords only AFTER Natural Search and Goals are Setup
- Create Social Accounts that Fit Your Target Channels
- Keep Local Business Information Up-To-Date
- Encourage Customers to Submit Reviews
- Be Proactive But Not Overbearing When Submitting Content
- Be Aware of Social Updates and Algorithm Changes (Google, Twitter, Facebook)
- Use Online Tools to Help Monitor Site Changes & Trends
 - Google Webmaster
 - SEOSiteCheckup.com
 - Woorank.com
 - Twinitor.com
 - Hashtags.org
 - WooBox.com

