



Local Internet Marketing

*get found online—via search engines, directories,
links from other local sites*

[A KEY-POINTS SUMMARY OF A WEBINAR GIVEN FOR ISU'S WORKFORCE TRAINING]

—**Local Search is critical for business.** Consumers are wired; mobile device search is exploding, and it's expected that if you're for real (as a business) you will show up online. Establish your presence, stake your territory, provide the information people are online to find: namely—what's in it for them?

—**You've got to be on Google Maps & Bing Maps and in other relevant Business Directories.** Establish a listing to prevent hijacking and insure information about your business is correct. A Google or Bing map pin means you'll most likely make the first page of search engine results. Typically directory-type sites rank high, so you need to be in good directories too. Pay-per-click is another option to make page one search results (right column), but you'll have to outbid the competition and the network-placement sites and the chain businesses.

—**Search Engine placement improvement/ranking takes time.** Follow the guidelines and continue to do the little things, tweaking and refining, working to increase your ranking. Setting yourself up effectively for local search is a multi-step, time-taking process. If someone offers to sell you an easy or 'automatic' solution, run.

But the hard work involved presents an opportunity: you can outwork your competition. Precisely because it's not simple, most of your competitors make only a half-hearted attempt at it, if they make any at all.

—**Build name awareness locally via other marketing methods** so, when potential customers do search, they use *your business name* as part of the keyword search string, and you dominate the results.

—**Establish website OR improve website.** Optimize your content with better, more skillful keyword placement.

—**Improve your site content.** Make sure your content is customer focused, benefit focused. Too often, websites are company focused...this is our mission statement, this is our staff, this is our history, these are the FEATURES of our products or services. Instead, the site content should *focus on what's in it for your customer...why they would BENEFIT* from doing business with you. Great benefit-centric content streamlined for conversion brings results.

—**Work for links from other local businesses and business-focused organizations.** In-bound links work as citations that increase your local search page ranking as well as bring in traffic directly, avoiding the SE's altogether.

POSSIBLE DIRECTORIES FOR YOUR BUSINESS LISTING:

Get listings (most free; upgrade options for a fee) only in those directories that make sense for your business. Also find and get listed in any vertical (industry specific) directories that may exist for your industry as well.

Yahoo Local (local.yahoo.com)

Local.com

CitySearch.com

Kudzu.com

Open Directory Project
(www.dmoz.org)

SuperPages.com

Yellowpages.com

Hotfrog.com

Manta.com

Best of the Web Directory (botw.org)

MagicYellow.com

DexKnows.com

YellowBook.com

Where2Go.com

Info-Listings.com

Kahuki.com

Business.com

Aardvark.co.za

AllPages.com

ThomasNet.com

Any Local or Regional Biz Directories
specific to your location

Chambers of Commerce or

Industry Associations you belong to