

Everything You Need To Know To
Dominate Local Search & Get The Phone Ringing

THE
Internet
Driven Sales
SYSTEM

YOUR ROADMAP TO
DIGITAL MARKETING
DOMINANCE

Thomas Matthew Roman

THE *Internet* *Driven Sales* SYSTEM

*Your Roadmap to Digital
Marketing Dominance*

By
Thomas Matthew Roman

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Printed in The United States of America

Published by: The Internet Driven Sales Group

Website: InternetDrivenSales.com

Acknowledgements:

I am deeply grateful to all of our clients who have been a part of this incredible journey for the past 25 years. Your unwavering support, trust, and partnership have been the driving force behind developing the concepts and strategies in this book. Each project we worked on together taught us invaluable lessons and helped shape *The Internet Driven Sales System™* into what it is today. Your feedback, challenges, and achievements have been instrumental in refining our strategies and offerings.

To my wife, your endless encouragement, patience, and understanding throughout the writing process of this book have been such an inspiration and source of strength. Your contributions and insights have been invaluable, and this book would not be finished without you. To my dear children, I hope that this book may inspire you to follow your dreams. May this book and its contents serve as a reminder that with faith, determination, passion, and hard work, anything is possible.

To my Mom and Dad, thanks for the life you have given me and for instilling in me the work ethic and values you did. I am who I am because of you. To my brothers, thank you for your constant encouragement and friendship. To my family and friends, thank you for your love and belief. I am immensely grateful to all the teachers and mentors who have guided and inspired me on this journey, shaping my knowledge and perspective in ways to which I never would have been exposed if it weren't for you.

I would like to express my heartfelt gratitude to our exceptional team whose dedication and passion have been the backbone of our success. Your commitment to excellence, innovation, and teamwork has been a driving

force in shaping *The Internet Driven Sales System™* and delivering outstanding results to our clients. Together, we have overcome challenges, celebrated victories, and continuously strived to raise the bar in digital marketing. Your steady commitment to our vision and relentless pursuit of excellence are deeply appreciated. Thank you for being an integral part of our journey and for making each day at work an inspiring and fulfilling experience.

Finally, I extend my deepest gratitude to God for blessing me with the gifts, opportunities, and guidance to embark on this fulfilling journey. Your presence in my life has guided me through this process, and I am forever grateful for the blessings you bestowed upon me.

This book is a culmination of the collective efforts and contributions of all those who have been a part of my life and business. Thank you for being an essential part of this journey, and here's to many more years of continued growth and success together.

Dedication:

This dedication is directed towards all the dynamic service businesses catering to local markets. Over the years, you have been the cornerstone of your communities, ensuring that homes and businesses receive the essential services they rely on. Your unwavering dedication has been the driving force behind the prosperity of countless families and businesses.

Working together for 25 years, we have witnessed your pursuit of excellence, please know it is a constant source of inspiration and we are honored to be part of your journey. We stand beside you, ready to provide support and empowerment as you venture into new horizons and continue to make positive service contributions to the communities you serve. My wish is that you wholeheartedly embrace the digital landscape so your business can thrive even further in the future.

With deepest respect and admiration,

Thomas M. Roman

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CHAPTER 1:

Introduction



Welcome and thank you for choosing this guide on enhancing your online marketing strategies with *The Internet Driven Sales System™*. This book will take you on an exciting journey through the labyrinth of internet marketing, equipping you with the tools you need to transcend the ordinary and elevate your business to become the leader in your chosen geographic region.

Our mission, and I say our because it was our entire team who helped develop and perfect these systems, embodied

within these pages, is to revolutionize your online marketing approach by implementing the most effective practices across various channels. This involves a combination of SEO techniques, conversion strategies, citation claiming and development, social media, maps optimization, funnel development, and website hosting, supplemented by paid search initiatives and marketing automation systems.

The ultimate aim? To supercharge your sales and multiply your revenue by optimizing your lead flow in the digital space and through direct sales. Ultimately, your digital marketing automation systems will be the place where marketing and direct sales meet.

This book is designed to be your roadmap to online marketing success. It introduces an inventive visual aid we have created known as '*The Internet Driven Sales System*[™]'. This system encapsulates our well-defined, structured approach to improving your lead generation as your internet marketing begins to generate a robust stream of leads for your business.

By the end of this journey, you will have a solid understanding of how to use online marketing to your advantage, how to turn leads into revenue, and how to use our unique '*Internet Driven Sales System*[™]' to ensure your business hits every cylinder of digital marketing so you can thrive in the digital age.

The Internet Driven Sales System for Service Businesses that Serve Local Markets was specifically written to aid companies that serve local markets. If your business involves handling any type of service where people search for you by geography, this book was written for you. It provides valuable insights and strategies to help you dominate local search. Our unique expertise stems from over twenty-five years of experience in local search, which has enabled us to achieve remarkable success with numerous clients in

dominating search engine results for their local keyword sets. Many service businesses operate within a specific local radius, and we take pride in being true masters of local SEO. By combining our mastery of local search with efficient backend follow-up systems, this system is the ideal choice for service businesses seeking to establish a strong online presence in their local geographic area.

Maximizing your lead flow from the Internet requires a well-defined plan that encompasses various online marketing opportunities. The purpose of this book is to provide you with a comprehensive roadmap that will transform you into a dominant player in your local market. Throughout the book, we will lay the foundation for your success by addressing the following key elements of effective digital marketing, what we call, "*The Internet Driven Sales System*™."

The Internet Driven Sales System™ is the bedrock of successful digital marketing for service businesses. This innovative system is a structured and systematic approach to online marketing, meticulously designed to streamline the process of attracting, converting, and retaining customers online.

The system presents a unique fusion of various marketing channels, each playing a pivotal role in maximizing lead generation and sales growth. It incorporates elements of SEO, paid search, citation social media and maps optimization, conversion strategies, and marketing automation to create a comprehensive approach to digital marketing.

The significance of this system lies in its well-rounded approach to SEO, harnessing its power to achieve remarkable results. It emphasizes the need to strike a balance across all components in *The Internet Driven Sales System*™ graphic - a balance that is critical to the successful navigation of the digital marketing landscape.

Each element in the chart is a cog in a larger mechanism, working in harmony to keep the wheels of your marketing turning. The intersection of these elements forms a potent and effective marketing mix that paves the way for ringing phones and new customers - the ultimate goals of any thriving service business.

In essence, *The Internet Driven Sales System™* is not merely a tool, but a catalyst for digital transformation, essential for taking your business to the next level. With this system at the helm, your business is equipped to weather any storm and seize every opportunity in the digital marketplace. *The Internet Driven Sales System™* comprises of the following points:

Mapping Out Your Online Marketing Plan:

1. **Strategic plan:** We will guide you in creating a strategic plan that includes essential components such as website development, search engine optimization (SEO), pay-per-click (PPC) advertising, pay-per-lead services, etc.
2. **Branding - starting with the fundamentals:** Before diving into specific internet marketing strategies, we emphasize the importance of understanding the fundamentals of marketing. This includes identifying your target market, crafting a compelling message, and selecting the appropriate media channels.

Conversion Based Website Development:

1. **Setting up your website:** We provide guidance on setting up a user-friendly and visually appealing website that aligns with your business goals.
2. **Understanding mobile optimization:** With the increasing use of mobile devices, we provide insights

on optimizing your website for a seamless mobile user experience.

3. **Understanding website conversion fundamentals:** We discuss strategies to ensure that your website effectively converts visitors into leads through calls and web submissions.

SEO (Search Engine Optimization):

1. **Understanding search engines:** You will gain insights into how search engines work, including the differences between paid, organic, and map listings.
2. **Optimizing with search engine optimization (SEO):** We delve into the process of optimizing your website with relevant keywords, conducting keyword research, mapping out website pages, and improving visibility in organic search results. Additionally, we cover effective link building strategies and content marketing techniques.

SEO Website & Email Hosting:

In this book, you'll learn that the speed of your website holds significant importance in search engine optimization (SEO). Search engines prioritize fast-loading websites when determining rankings. Optimizing your website's performance and responsiveness is possible by utilizing a web server exclusively dedicated to web application data, relieving it from the burden of email services on the same server. Moreover, investing in a hosting provider who offers a high-speed server equipped with ample processor power, RAM, and a fast solid-state hard drive will further enhance your website's speed and overall performance, ultimately benefiting your SEO efforts.

Social Media Optimization & Marketing:

1. **Utilizing social media marketing:** We guide you on leveraging social media platforms such as Facebook, Twitter, LinkedIn, and YouTube to maximize the impact of your marketing efforts.
2. **Leveraging video marketing:** We explore the power of video marketing and how platforms like YouTube can enhance your online visibility and increase conversion rates.

Citation & Map Listing Claiming & Development:

In this book, you will discover the strategies to optimize your presence on Google Maps and achieve a higher ranking. We emphasize the importance of establishing a strong profile, optimizing your Google My Business listing, and harnessing the power of citation development. Citation and map listing claiming and development are fundamental pillars of your online marketing strategy that demand attention. We delve deep into the essentials of citation building, placing significant emphasis on maintaining accurate and consistent name, address, and phone number (NAP) information. By effectively managing and optimizing your online citations, especially on platforms like Google Maps, you can establish a robust online presence that enhances your visibility and credibility within your target market. Gain insights into leveraging citation development strategies to establish authority and drive local search engine rankings. Understanding the crucial role of citation and map listing claiming and development will position your business for digital success.

Authority Development through Deep Content Development:

In the world of internet marketing, deep content development, exemplified by webinars, holds immense significance. Unlike surface-level content, deep content delves into solving real problems, providing valuable insights, and addressing specific needs of your target audience. As you establish yourself as an authority on the topic through your webinars, not only will users recognize your expertise, but search engines like Google will also acknowledge and reward your content. By consistently delivering high-quality, informative webinars, you not only build trust and credibility with your audience but also enhance your online visibility, driving organic growth and attracting more potential customers to your business.

In this book, we shed light on the importance of providing valuable solutions to the actual problems and challenges that people face within your industry. By delivering insightful and informative content through webinars, you can establish yourself as an authority in your field, gaining credibility, and trust among your target audience. Not only does this contribute to your reputation and brand image, but it also yields significant benefits to your SEO efforts. Deep content development enhances your website's visibility in search engine rankings by attracting organic traffic, generating backlinks from authoritative sources, and increasing overall engagement. By investing in authority development and addressing real-life pain points, you can strengthen your online presence, solidify your expertise, and drive meaningful results for your business. Webinars are not only easy to host but also produce a substantial amount of valuable content that can be leveraged across various marketing channels.

Backlink Building:

In the fast-paced and competitive landscape of online marketing, backlink building stands as a crucial pillar for fueling the success of your business. Backlinks, also known as inbound links, are like endorsements from other websites, indicating that your content is valuable and relevant. As you strategically acquire high-quality backlinks from reputable sources, search engines recognize your website's authority, trustworthiness, and credibility, resulting in higher rankings and increased organic traffic. This book explores the ins and outs of backlink building, providing you with essential insights and actionable strategies to harness the power of backlinks, improving your online presence and driving sustainable growth for your business.

Funnel Development:

Website funnel development is a crucial aspect of your internet marketing strategy, as it enables you to convert website visitors into valuable leads. In this book, we explore the power of implementing a well-designed funnel that captures visitors' attention and guides them towards becoming potential clients. We highlight the effectiveness of incorporating a curiosity-building video sales letter on your website, which entices visitors to take the next step in the funnel. This could involve downloading a book, accessing an educational video, or watching a keynote presentation that provides valuable insights and showcases your expertise. By collecting their name, email, and phone number, you can leverage a marketing automation system to nurture and engage these leads, ultimately converting them into paying clients. The essence of this funnel lies in its ability to seamlessly guide visitors through the stages of awareness, interest, consideration, and action, maximizing the conversion potential of your website.

Marketing Automation and Email Marketing:

Marketing automation is a powerful tool that can revolutionize the marketing efforts of a business. By leveraging automation software, such as email marketing platforms and customer relationship management (CRM) systems, businesses can streamline and personalize their marketing campaigns. With marketing automation, companies can automate repetitive tasks, target specific customer segments with tailored messages, and nurture leads throughout their buying journey with automated campaigns combining digital marketing and direct sales. This results in improved efficiency, higher conversion rates, and enhanced customer engagement. Marketing automation empowers businesses to deliver the right message to the right audience at the right time, maximizing the impact of their marketing efforts and driving business growth. The marketing automation platform also empowers the business owner to manage their sales team effectively by seeing their daily calls, meetings, task completion, and other activities for which they are responsible.

Reputation Management & Referral Programs:

1. Reputation management and referral programs are essential components of a comprehensive internet marketing strategy. In this book, we delve into the importance of maintaining a positive online reputation and provide strategies to effectively manage and enhance it. We discuss the significance of online reviews and provide guidance on how to solicit and manage feedback from satisfied customers.
2. Additionally, we explore the power of referral programs in generating new business and cultivating

a loyal customer base. You will learn how to implement and optimize referral programs to incentivize and empower your existing customers to become brand advocates. By focusing on reputation management and referral programs, you can leverage the power of word-of-mouth marketing and establish a strong, trustworthy presence.

Paid Advertising Channels:

Understanding and capitalizing on paid online advertising opportunities: We provide insights into paid online advertising channels and strategies to optimize their effectiveness.

1. **Utilizing pay-per-click marketing:** We explain the benefits of incorporating pay-per-click marketing, including its role in your overall online marketing strategy. We also cover the Google AdWords auction process and offer guidance on configuring and managing your PPC campaigns for maximum return on investment (ROI).
2. **Utilizing paid online directories:** We discuss the importance of paid online directories and provide recommendations for directories to consider advertising in, such as BOTW, Spoke.com, Yahoo, Yelp, Foursquare, and Yellow Pages.
3. **Managing pay-per-lead and lead services:** We offer guidance on effectively managing pay-per-lead services for maximum returns.
4. **Exploring traditional advertising channels:** We will explore the realm of traditional advertising channels, including billboards, direct mail, print, radio, TV, and public relations, to explore how these time-tested mediums can complement your digital marketing efforts and drive greater results for your business.

Track, Measure, & Quantifying:

In this book, we emphasize the vital importance of tracking, measuring, and quantifying your online marketing efforts. By implementing effective tracking mechanisms, you can gain valuable insights into the performance of your marketing strategies and ensure that your investments yield a strong return. We delve into various metrics and analytics tools that enable you to monitor key performance indicators, assess the effectiveness of your campaigns, and make data-driven decisions to optimize your marketing efforts. Through the power of tracking, measuring, and quantifying, you will gain a comprehensive understanding of your online marketing performance and unlock the potential for continued growth and success.

As we explore these internet marketing channels throughout the book, we will equip you with the knowledge and strategies to effectively leverage each opportunity. It is important to build your online marketing plan step by step, starting with the foundation of your website, organic rankings, and social media/email efforts. Once these elements are in place and performing well, you can gradually expand into paid marketing opportunities and further enhance your growth.

In this book, we'll present campaigns, blog concepts, and press release suggestions tailored to an industry where we've witnessed remarkable achievements: the fuel delivery and gas supply sector. This industry predominantly serves local markets, and we urge you to contemplate how to adapt these showcased concepts to your own business and industry.

Time to fasten your seatbelts and prepare for an enlightening journey into the dynamic world of digital marketing using *The Internet Driven Sales System™*! It's time to unlock your online potential and let your business soar! Now, let's dive into the

fundamentals of your overall marketing strategy before moving forward with full implementation of the various components of *The Internet Driven Sales System*[™].

CHAPTER 2:

Research, Branding, & Marketing Plan



"If you don't know where you are going, you'll end up
someplace else."

YOGI BERRA

In the introduction, we explored the fundamentals of *The Internet Driven Sales System™* and how it can propel your business to new levels. Now, we delve deeper into each piece of *The Internet Driven Sales System™* pie, starting with researching, branding, and your digital marketing plan that aligns with your business goals. By the end of this chapter, you'll have a clear roadmap that not only strengthens your brand identity but also sets the stage as the foundation for your successful digital marketing plan. So, let's dive in and embark on a journey to establish your business as an industry leader in the digital realm.

Market & Message: Developing Your USP (Unique Selling Proposition) & Competitive Advantage

Before we embark on the journey of internet marketing, SEO, and social media marketing, it is crucial to establish a strong marketing foundation. In my interactions with various business organizations around the world, I have noticed that many tend to overlook the basic fundamentals of their marketing strategy and jump straight into tactics such as pay-per-click advertising, SEO, and social media. Many people neglect to do any research on their industry, competition, and to shine an honest light on what they are actually doing with their own marketing in their own business.

So, what exactly do I mean by "Fundamentals"? By fundamentals, it starts with research. Your message must address four things, your customer's needs, interests, problems, and challenges. As you progress through the different parts of *The Internet Driven Sales System™*, I encourage you to position your content and message according to these four pillars, to put yourself in your

customer's shoes, and develop a message that truly serves them. We recommend getting your actual marketing message and market defined first, which, once defined, your message will lead to the actual media you will select to contact your audience. All marketing strategies revolve around three core components:

1. **Message:** This refers to your unique value proposition, defining who you are, what you do, what sets you apart from competitors, and why someone should choose your business over others offering similar services. This message should be on your website and infused in your blog content.
2. **Market:** It is essential to clearly identify your target audience and understand who your best customers are. By determining your ideal market, you can tailor your marketing efforts to reach and attract those customers effectively.
3. **Media:** This encompasses the channels and platforms through which you can connect with your target audience. Tactics like Pay-Per-Click, SEO, social media, and direct mail fall under the "Media" category.

Focusing solely on the *media* or tactics without a strong *message* and understanding of your *market* is likely to result in failure, regardless of how well-selected the media may be. Therefore, it is crucial to scale back and prioritize the fundamentals. Invest time and effort into crafting your message and defining your market. By doing so, all of your media choices will become significantly more effective.

To begin, take a few moments to reflect and jot down your thoughts on the following questions:

Message:

- What unique qualities or differentiating factors does your business offer compared to competitors?
- Put yourself in the shoes of a potential customer. What concerns or apprehensions do you think they may have about hiring a new business? How can you address these concerns in a unique way?

Market:

- Who is your ideal customer? It's important to consider that not everyone resides within your immediate vicinity.
- Evaluate your last 25 customers and identify those who spent the most money, had the highest profit margins, and were genuinely satisfied with your service. What are the common characteristics of these customers? Do they live in a particular area, have a higher income level, or did they discover your services through specific channels?
- Begin defining your ideal customer profile so that you can develop a targeted marketing plan to attract similar customers.

Competitive Advantage:

As a company business owner, setting your competitive advantage is essential to stand out in a crowded market and attract more customers. A competitive advantage refers to the unique and sustainable qualities that set your business apart from competitors and create superior value for your target audience. To establish this advantage, consider your strengths, resources, and expertise. Are you known for exceptional customer service, reliable delivery, or eco-

friendly practices? Define your value proposition clearly, emphasizing how your services address customers' needs better than others in the industry. By honing in on your competitive advantage, you can position your business for success and build a loyal customer base that recognizes and appreciates the distinct benefits you offer.

Unique Selling Proposition:

A unique selling proposition (USP) is a distinctive and compelling factor that sets a product, service, or brand apart from its competitors in the market. It highlights the unique benefits and value that the offering provides to customers, making it stand out and resonate with the target audience. A well-defined USP helps businesses communicate their competitive advantage and convinces potential customers to choose their product or service over others in the marketplace.

Kindly take a moment to review and write down your message, market, USP, and competitive advantage. Your marketing plan will be developed as you read and apply the specific parts of the following chapters. That plan will ultimately be transformed into a marketing system, where the work is done each month to ensure you get to the top of the mountain and stay there. Now that you have developed a well-defined target market, it's time to shift our focus to the specifics of your digital marketing plan and how to attract the customers who are actively seeking your services. Each chapter of this book will become a part of your 'marketing plan.' Don't get overwhelmed, however, once you have your plan solidified, you will turn it into a marketing system and delegate it.

Media:

Once you have established your competitive advantage, USP, message, and defined your market, you can then focus on determining the most effective media for reaching your ideal customers. The Internet is undoubtedly a powerful platform for connecting with proactive customers actively seeking your services. In the upcoming chapters, we will explore various Internet marketing media channels and provide guidance on how to leverage them to connect with your ideal customers. Remember, always start by defining the **FUNDAMENTALS** (*Message, Market, and Media*) before diving headfirst into any specific marketing endeavors.

The Internet offers a powerful platform to connect with your ideal customers, and in the chapters ahead, we will explore various Internet marketing channels and provide valuable guidance on how to leverage them effectively. The foundation you've laid by defining the fundamentals—*Message, Market, Competitive Advantage, and Media*—will serve as a guiding light throughout your online marketing efforts. By understanding your message and target audience, you can tailor your approach to resonate with the right customers. This allows you to create meaningful connections and build trust with potential clients.

Also, we need to take a hard look at what you are doing now compared to the top ranking companies in your service areas for your keywords. We encourage you to research your closest competition and also your own business and see their messaging and how you stack up against them. If there are gaps in what you are doing, I encourage you to fill them. We created a thorough research system that goes through each aspect of The Internet Driven Sales System™, which we will discuss in the summary.

Remember, the key to successful Internet marketing lies in understanding your customers, crafting a compelling message, and choosing the right media channels to engage with them effectively. In the next chapter, we'll delve into creating a conversion-based website that not only attracts visitors but also converts them into customers. Your website serves as the central hub of your online presence and optimizing it for conversions is crucial to driving business growth.

CHAPTER 3:

Conversion-Based Website



"The true measure of a successful website is how well it turns visitors into valuable leads."

TIM ASH

Now that you have crafted your message and defined your target audience, it's time to solidify your online presence with a cornerstone that will amplify your internet marketing strategy—the website. Your website is the digital face of your business, and it plays a pivotal role in converting visitors into valuable customers. In this chapter, we'll explore the critical aspects of creating a conversion-centric website that will serve as the bedrock of all your digital marketing initiatives.

Your website serves as the hub where potential customers will land after discovering your business through various online channels. It is the place where you have the opportunity to showcase your expertise, build trust, and compel visitors to take action. Whether it's placing an order, requesting a quote, or contacting your team, your website must seamlessly guide users towards conversion.

Throughout this chapter, we'll delve into essential elements that contribute to an effective conversion-focused website. From crafting compelling and persuasive content to designing an intuitive and user-friendly layout, we'll equip you with the tools to create a website that not only captivates visitors but also encourages them to engage with your business and to inquire about your services.

Remember, your website is not just an online brochure; it's a dynamic platform to engage with potential customers, address their needs, and leave a lasting impression. So, let's dive into the world of conversion-centric web design and ensure your website becomes a powerful asset for your business.

Your website is more than just a digital address; it's your digital storefront. Like any other bricks and mortar storefront,

you can't expect people to just show up and buy. This digital storefront needs digital salespeople to help people understand your business and your services. As you describe how your business can solve their need/problem/challenge, and they see that you are a trustworthy establishment who can actually deliver, they make a purchase. Then, it is up to you to continue the relationship to keep them coming back and buying again in the future. This is what a website or 'digital storefront' should be and how it should work and is the goal of this chapter to define how to put the shovel in the ground to meet the goals above.

Therefore, if your site is more than 3 years old, you should start by revamping your current website, rolling out a new and improved version on your domain (www.yoursite.com). This new site should be responsive across multiple devices and optimized for both SEO and conversion, ensuring your business is engaging to your target audience, visible on all search engines, and accessible to the devices they use to search online.

We recommend WordPress as your website's platform due to its Content Management System (CMS) features. Its extensive array of plugins simplifies the installation of SEO functionalities. One such plugin we utilize is Yoast SEO, known for its comprehensive SEO solutions. WordPress just has all of the fundamentals needed to create a dynamite layout, has mobile responsiveness, and has an almost infinite amount of plugins that you can 'bolt on' to your existing site, such as ecommerce, learning management systems, etc.

Content Management Systems (CMS) offer a highly efficient and intelligent structure for interlinking webpages and content, making them significantly more search engine friendly. This enhanced structure promotes efficient indexing and ranking by search engines, making your site more discoverable. In our experience, the utilization of a CMS

offers superior results compared to traditional HTML options, providing a more dynamic, easily updated platform for content that caters to the evolving requirements of search engine optimization.

Next, let's discuss the essential pages that your website should contain:

1. Home – why choose us section prominently displayed
2. About Us – careers, meet the team, why choose our company messaging
3. Our Services – individual page for each service
4. Service Area Pages (More on this in the SEO Chapter)
5. Online Specials or Coupons
6. Reviews and Testimonials – with links to leave reviews on Google and Yelp
7. Gallery: Showcase your trucks, team, and any photos of you filling or pumping tanks
8. Buyers Guide
9. Blog - News
10. Contact Us - directions

Top Navigation:

1. Social Media Channel Links
2. Schedule Delivery Now
3. Phone number – click to call
4. Email – click to email

The pages on your website provide your visitors with a comprehensive overview of your business and its offerings. It's vital to have a "Why Choose Us" section, which allows potential customers to understand your unique selling propositions. If attracting and retaining quality talent is a challenge, consider incorporating a "Careers" page under the

"About Us" section. Here, prospective employees can apply and learn more about your organization's culture and values.

Your website should clearly communicate who you are as a company, prominently display your contact details, and feature a compelling call-to-action (CTA). Incorporate social media links to connect with your customers on other platforms. Leverage customer testimonials to boost credibility and feature authentic images of your products and services to create a more personal connection with your visitors. Some key things to consider when developing your website are:

Clarity in Your Brand Identity

When a visitor lands on your website, they should immediately understand who you are and what you offer—there should be no need for a scavenger hunt to uncover this information. It's crucial to prominently feature your business name and a concise overview of your products or services in the above-the-fold section of your homepage on your website. An unmistakable and specific description grabs a visitor's attention instantly, within just a few seconds, inviting them to engage more deeply with your website and content.

Prominence of Your Contact Information

Beyond your website's navigational structure, what else can enhance conversions? One effective strategy is to consistently display your primary contact number on every page of your website, ideally in the upper right-hand corner. As visitors explore your site, their gaze naturally gravitates towards this top section where they often expect to find crucial details like your logo and contact number. Encouraging them with a direct call-to-action like "call us

now for service" in this prominent location can simplify the contact process and potentially boost conversions.

Clear Calls to Action

A crucial component of a business website is a straightforward web form enabling customers to easily request a quote. It's essential to remember that each visitor on your website is unique, coming with their own circumstances and mindset. Some might be browsing leisurely on their phones, ready to call you directly for your services. Others might be in a work environment, unable to make a call but able to explore online options discreetly. Visitors might arrive at your website uncertain about whether to call immediately, schedule an appointment, or simply request that someone from your team contact them. Facilitate this process by providing an easily accessible web form, where they can enter their name, phone number, email, and specific requests. This approach makes interaction simpler, stress-free, and more conducive to conversion.

Links to Social Media Platforms

It's important to include easily accessible links to your social media profiles such as Facebook, Twitter, Instagram, and LinkedIn. By doing so, you offer customers an opportunity to seamlessly transition from your website to your social media platforms where they can interact with your content and keep up-to-date with your activities. This allows them to engage with your brand on a deeper level by hitting that crucial "like", "follow", or "subscribe" button. Featuring your social media content enhances your brand's authenticity and fosters stronger connections with your customers.

Featuring Customer Testimonials

Incorporate direct links leading visitors to your online reviews and testimonials. Displaying your credentials, whether in the sidebar or the header, such as BBB accreditation or membership in the local chamber of commerce or industry association, adds to your credibility. This reassures potential customers that you are an engaged member of the community and a reliable service provider, increasing their comfort level in doing business with you. It's vital to have your company name and phone number displayed on every page of your website. While your address isn't a deciding factor for customers, as we'll discuss in the Google Maps optimization chapter, maintaining consistency in your name, address, and phone number is essential for ranking on Google Maps. Ideally, this information should be placed in the footer section of your website and be present on all pages, including the 'Contact Us' page.

Incorporating Authentic Imagery

Infusing your website with personality through the use of authentic images and videos is of utmost importance. Highlight your company by featuring photos of you as the business owner, your team, office space, and even your trucks and equipment if applicable. Avoid using stock imagery; instead, opt for original photos that offer visitors an opportunity to establish a connection and build trust even before they make a phone call. If a potential customer visits two similar business sites, one with generic images and another with genuine pictures of the actual team and operations, the latter will outperform the former with a much higher conversion rate. Authenticity is key.

Craft your messaging in a way that clearly articulates why customers should opt for your company over competitors.

Guide them through a journey that elaborates why you're their best choice. Make your online reviews easily accessible for those who are still on the fence, and strategically place special offers and incentives that prompt immediate action. This approach encourages potential customers to contact you without further delay, instead of continuing their search elsewhere on the web.

Compelling Website Copy - Addressing Specific Concerns

Crafting effective copy for your website is all about addressing your visitors' specific concerns and needs. Let's explore how to tailor your messaging for maximum impact:

1. **Be specific:** Tailor the content on each page to address specific concerns. For example, if you own a specialty gas delivery company, your home page could say, "Looking for reliable deliveries?" On the services page, show your track record with a message like, "We aim to make your deliveries on time and schedule, so you can continue your welding operations."
2. **Call to Action:** After every block of text, include clear calls to action such as, "Call now to schedule your deliver," or, "Click here to access exclusive online coupons for a discount on your first delivery." These encourage visitors to take the next step with your business.
3. **Engaging content:** Deepen their engagement with your website by providing "About Us" links, special offers, and gallery images. Keep them hooked with content that showcases your expertise.
4. **Differentiate from the competition:** Tell visitors why they should choose your business over the

- competition. Leverage the strategies discussed in Chapter 2 to create a compelling value proposition.
5. **Web forms:** Place web forms on each page or, at least, on the "Contact Us" page. This allows visitors who prefer not to call to enter their name, email, and phone number, inviting you to contact them.
 6. **Consistent call to action:** Ensure your phone number is prominently displayed in the top right-hand corner of every page. Have a clear call to action under every block of text, guiding visitors on what to do next.
 7. **Personalize with photos:** Incorporate authentic photos of your team, office, and services. Personalized visuals help build trust and connection with your audience.
 8. **Utilize reviews and testimonials:** Leverage your reviews, testimonials, and videos to showcase external proof of your credibility. Direct visitors to review sites like Angie's List and Google Maps to see what others are saying about your business.
 9. **Embrace video content:** Create simple videos for each page, explaining your services and why your business stands out. This appeals to both visual and auditory learners, enhancing conversion.

By following these strategies, you'll create website content that resonates with your visitors, addresses their concerns, and guides them toward taking action. Engage them with authenticity and showcase your expertise to maximize conversion rates and drive business growth.

Your Digital Salesperson - Crafting Your Website Funnel

The development of your website funnel comes into play once we have implemented various traffic generation

strategies like SEO, paid search, link building, and more. We will discuss this in depth in the Website Conversion Funnels chapter. This funnel works as your digital salesperson, steering website visitors through stages of engagement, ultimately transforming them into loyal, repeat customers. The process encompasses several steps:

1. Utilizing a compelling infographic thumbnail that leads to a video sales letter.
2. Creating a Video Sales Letter (VSL) that sparks curiosity, enticing users to fill out a form to access a webinar or another lead magnet.
3. Launching a series of follow-up campaigns that guide your audience through different stages of the funnel: from leads to prospects, from prospects to current clients, and from one-time clients to recurring customers. This sequence also incorporates strategies for affiliates/referrals and media outlets.

Again, more on your website funnel in Chapter 10.

Optimized Mobile Website

An essential aspect to consider for conversion optimization is ensuring your website is mobile-friendly. With the growing reliance on smartphones like iPhones and Androids for internet access, it's vital to offer a streamlined mobile version of your site. This version should not merely be a replica of your regular website; instead, it should be simplified, with content that neatly fits their screen and offers essential information at a glance. Seamless integration with their device is crucial, including features like click-to-call buttons. Remember, mobile users often have different browsing habits and intent compared to desktop users. Ensure that your website caters to these differences by making it easy for

mobile users to access the information they need and contact you effortlessly.

Your customers seek basic information when they visit your website via their mobile devices. They want to know who you are, your location, and your services, with the option to easily book a service. A mobile version of your website that provides essential details and a straightforward booking process is essential to meet their needs effectively. Don't overcomplicate it and simplify your mobile website; offer the essential information and a convenient booking button to ensure a seamless mobile experience for your customers.

Mobile Optimization - Enhancing Your Website for Mobile Visitors

The rise of mobile usage among customers is undeniable, and as a business owner, it's crucial to optimize your website for mobile visitors. Here are some eye-opening statistics that highlight the significance of mobile in today's digital world:

1. In 2021, there were 7.1 billion mobile users.
2. At the end of 2021, mobile devices generated 54.4% of global website traffic.
3. In 2021, Internet users spent half of their online time on mobile devices.
4. 46% of Americans spend five to six hours on their phones per day.
5. There are over one billion tablet users worldwide.
6. 55.4% of internet users use mobile phones to buy online.
7. 50% of smartphone users are more likely to use a mobile site when browsing or shopping because they don't want to download a mobile app.
8. 32% of small businesses already have a mobile app and 42% plan to build one.

9. 73.1% of web designers think that non-responsive design is a top reason why visitors leave a website.
10. 53.8% of web designers cite “not being responsive on all devices” as a top reason for a website to be redesigned.
11. 3.7% of ecommerce website visits are converted to purchases on desktop, versus 3.3% on tablets and 2.2% on phones.
12. 59% of shoppers think being able to shop on mobile is important when deciding where to buy.
13. Nearly nine out of 10 smartphone users are not certain what brand to buy from before looking online.
14. 58% of smartphone users prefer companies whose mobile sites or apps remember them and their past behavior.
15. 64% of SEO marketers say mobile optimization is an effective investment.
16. Mobile website shopping increased by 48% during the COVID-19 pandemic.
17. Reducing mobile site speed by 0.1 seconds results in an 8% increase in conversions.
18. Reducing mobile site speed by 0.1 seconds results in a bounce rate improvement of 8%.
19. About 15 billion mobile devices had 5G connections in 2021. ¹

However, before diving into developing a mobile marketing strategy to boost inbound calls, it's essential to identify your mobile competitors. Understanding who you're up against in the mobile landscape allows you to plan your strategies effectively.

¹ HubSpot. (n.d.). Mobile optimization stats. Retrieved from <https://blog.hubspot.com/website/mobile-optimization-stats>

Start by identifying your closest competitors and analyzing the mobile techniques they employ to drive sales. This valuable insight will help you refine your mobile arsenal and stay ahead in the competitive mobile marketing realm.

Mobile-Optimized Websites: Evaluating Your Competitors and Your Own

To ensure you stay competitive in the mobile-driven market, start by assessing your competitors' websites for mobile optimization. A quick and easy way to do this is by opening their websites on your mobile phone. Pay attention to the following aspects:

1. **Loading Speed:** Did the website load quickly on your mobile device? A fast-loading site is essential for keeping mobile users engaged.
2. **User-Friendly Interface:** Was it easy to find their contact information and other essential details that on-the-go consumers often seek? A user-friendly interface is vital for providing a seamless experience to mobile users.
3. **Responsive Design:** Was the website optimized to fit your phone screen? A responsive design ensures that the website adapts to various screen sizes, enhancing user experience across different devices.

Evaluate Your Mobile Status

If your competitors' websites meet these criteria, it indicates that they have invested in catering to their mobile customers and prospects effectively.

Now, it's time to turn the spotlight on your own website. Pull it up on your mobile phone and evaluate its performance. If you find it to be a nightmare - slow loading, difficult to

navigate, or not optimized for mobile screens - then the issue lies with your website, not your phone. This unfortunate situation means you might have been losing potential business due to an inadequate mobile experience.

Mobile optimization is no longer optional; it's a necessity in today's mobile-driven world. By ensuring your website is mobile-friendly, you can effectively engage with your audience, provide a positive user experience, and stay ahead in the competitive landscape. In the fierce competition among businesses, many owners focus on flexing their muscles against rivals without taking a close look at their own strategies. Conducting a thorough analysis of your mobile status is essential to uncover weaknesses that may hinder your progress and capitalize on strengths that can lead you to victory.

Understanding the impact of your past efforts and your current standing is crucial to chart a successful path for the future. Start by examining your mobile marketing initiatives to identify areas for improvement and potential growth opportunities. Ask yourself the following key questions:

- Is your mobile website user-friendly, loading quickly, and providing all relevant information consumers seek while on the go?
- Does your mobile website rank high in mobile search engines for local consumers searching for your services in your city?
- Have you built a text marketing list, and if so, how are you leveraging it to build trust and retain customers?
- Is your opt-in/call-to-action present on all marketing materials, both digital and print?
- Are you effectively using QR codes to increase awareness and drive traffic to your mobile website?
- Do you engage your audience through a mobile app?

As you delve into these aspects, you'll discover the multitude of considerations necessary to ensure your business outshines the local competition through effective mobile marketing. Embrace the power of mobile technology to propel your business forward and secure your position at the forefront of your industry.

How to Use QR Codes in Mobile Marketing:

QR codes, or Quick Response codes, offer an effective way to enhance your mobile marketing efforts and engage with your audience. Incorporating QR codes into the mobile marketing strategy of a company can offer numerous benefits. By strategically placing QR codes on marketing materials, such as flyers, brochures, or even delivery trucks, customers can easily scan the codes with their smartphones to access exclusive offers, discounts, or promotions. For instance, a QR code on a flyer could lead customers to a mobile-optimized landing page where they can sign up for a loyalty program or receive a special discount on their next service. QR codes can also facilitate easy access to the company's website, allowing customers to place orders or schedule services seamlessly. Additionally, QR codes can be utilized to provide valuable information, such as safety guidelines or maintenance tips, enhancing the customer experience and establishing the company as a trusted source in the industry. Overall, leveraging QR codes in the mobile marketing strategy can boost customer engagement, drive conversions, and elevate the company's brand presence in the digital landscape.

How to use Apps in Mobile Marketing:

An app can be a game-changer for a service business, significantly enhancing their mobile strategy. With a dedicated mobile app, customers can conveniently place

orders right from their smartphones, providing a seamless and efficient user experience. The app can also offer personalized features, such as account management, order history, and real-time tracking of delivery or pumping status, fostering stronger customer engagement and loyalty. Push notifications can be utilized to keep customers informed about exclusive offers, promotions, or service updates, further increasing customer retention. Additionally, the app can serve as a valuable tool for customer support, enabling users to submit inquiries or access resources directly within the app. Overall, an app tailored to the specific needs of a business can streamline operations, drive customer satisfaction, and position the company as a leader in the mobile-driven market.

Now that you have a grasp on what you need for your conversion-centric website, it's time to make sure it reaches the right audience—those actively seeking your services. This is where Search Engine Optimization (SEO) becomes your best friend. In the following chapter, we will explore the world of SEO and how you can use it to boost your website's visibility on search engines and attract organic, high-quality traffic.

Having a well-designed and engaging website is just the first step; now you need to ensure that your target customers can easily find it when they search for the solutions you offer. SEO is the key to getting your website ranked higher in search engine results, allowing you to tap into a vast pool of potential customers actively searching for what you offer.

We'll delve into the various aspects of SEO, from on-page optimization and keyword research to building high-quality inbound links and creating relevant content. By understanding and implementing SEO best practices, you can position your business as a top contender in the online marketplace and gain a competitive edge over your rivals.

As you journey through the world of SEO, remember that it's not just about appeasing search engines; it's about delivering value to your customers through informative and helpful content. So, let's dive into the intricacies of search engine optimization and equip your website with the tools it needs to rank higher and attract organic traffic.

CHAPTER 4:

SEO - Search Engine Optimization



"Good SEO work only gets better over time. It's only search engine tricks that need to keep changing when the ranking algorithms change."

JILL WHALEN

Congratulations on creating a conversion-centric website for your business! Now that you have a website designed to engage and convert visitors into valuable customers, it's time to ensure that your hard work reaches the right audience. This is where the power of Search Engine Optimization (SEO) comes into play.

In this chapter, we will delve deep into the world of SEO and explore how you can optimize your website to rank higher on search engine results pages. By implementing effective SEO strategies, you can attract organic, high-quality traffic to your website, ensuring that your services are discovered by potential customers actively seeking solutions like yours.

Why is SEO so crucial for your online success? Well, think of it this way: when was the last time you scrolled past the first few results on Google when searching for something? Chances are, you clicked on one of the top results that matched your query. This is precisely why securing a prominent position on search engine results is vital for any business operating in the digital space.

Throughout this chapter, we will cover various aspects of SEO, starting with the fundamentals of on-page optimization. We'll discuss how to strategically place keywords, optimize meta tags, and fine-tune your website's structure to improve its search engine visibility.

In addition to on-page optimization, we'll explore the importance of conducting thorough keyword research to identify the terms and phrases your potential customers use when searching for your services. Armed with this knowledge, you can tailor your website's content to match their intent and needs, increasing the chances of your website being found by the right audience.

Understanding the Difference Between SEO, PPC, and Map Listings

Welcome to the intriguing world of Search Engine Optimization (SEO). Here, we'll be demystifying the functioning of search engines and delving into the anatomy of the Search Engine Results Page (SERP). The goal is to comprehend how each component operates so you can strategically optimize your online presence and amplify your outcomes.

The Search Engine Results Page is composed of three primary sections:

1. Paid Listings or Pay-Per-Click (PPC) Advertisements
2. Map Listings
3. Organic Listings

Understanding these sections and how they influence visibility and traffic is a fundamental step in the SEO process. Whether you're new to SEO or brushing up on the latest practices, this chapter will equip you with the knowledge needed to make informed decisions and drive meaningful results. Let's navigate this landscape together.



Paid/PPC Listings - This section of the search engine results allows you to use keywords relevant to your business and pay to have your site appear among the search results. It's often referred to as PPC (Pay-Per-Click) because the payment model is not a flat fee but rather a charge each time someone clicks on your link. You will notice a 'Sponsored' or 'Ad' label next to paid ads.

Map Listings - These listings hold great importance as they usually appear at the top of most local search results. When someone searches for a specific service in your region, map listings typically catch their attention first. Contrary to the paid section, map listings can't be bought - they must be earned. Once you secure a spot here, there are no per-click charges.

Organic Listings - These listings form the organic or natural section of the search engine results page. They are located directly below the map listings in many local searches, but in the absence of map listings, they appear right below the paid listings. Like the map listings, you cannot buy a position in this section, and there's no associated per-click cost. Achieving a spot here depends solely on your website's SEO strength and relevance.

With a grasp of the three key elements of the Search Engine Results - Paid Listings, Map Listings, and Organic Listings - you may now question, "Which section holds the most importance?" This question is a common one we receive a lot.

All three components are essential and each merits a spot in your online marketing strategy. The goal is to make your business as visible as possible whenever a user searches for the services you offer in your locale. Our goal is to maximize your organic search engine visibility, to get you to the top of all search engines organically, and to use ads for certain keywords while your keyword is ranking organically.

Case Study: We had one of our clients who was spending a half a million dollars a month on Google Ads when they came to us. We were able to get them ranking organically at the very top for all of their keywords, and within 18-months, we got their ad spend to \$2,500/mo and tripled their revenue, all by getting their organic SEO right. That company was recently sold to a larger brand and all parties were very satisfied. We are still consulting with the new management team for their SEO and other digital marketing work.

What Do People Click On? Organic or Paid?



If you're operating under budget constraints and aim to maximize each dollar spent on marketing, it's crucial to concentrate your investment on the segments that yield the highest Return on Investment (ROI). Studies have shown that most people direct their attention to Organic and Map Listings during a search, with only a brief acknowledgment of the Paid Listings, as indicated in the figures below. As you see above, the majority of people click on organic and map listings, not ads. The reason why is that, 'if it is easy everyone does it', meaning that if you have ads, you can just throw a credit card down and show up. If you have organic listings, it

means you are more trustworthy as you did all of the things necessary to get to the top, which shows you are a real company, doing the right things. This trust is the reason people click on organic listings 5-6x more than paid ads.

Consequently, if you're aiming to stretch your limited budget and derive maximum value, it's recommended to focus initially on the area that garners the most clicks at the least cost. We've discovered that securing a spot in the Organic and Map sections of search engines considerably boosts ROI compared to Pay-Per-Click Marketing. Start with Organic Listings. Then, as profits increase, gradually allocate those funds to a strategic Pay-Per-Click Marketing initiative with a specific focus to advertise out-of-the-box marketing initiatives, such as events and webinars.

Understanding the Difference Between SEO and Ads:

Frank B. Robinson once insightfully observed, "Advertising is educating the public to who you are, where you are, and what service you have to offer. The only person who should not advertise is the one who has nothing to offer." In the digital world, paid advertising often manifests as 'Ads' on search engine results pages. Again, if you see 'Ad' next to a listing, it's a paid advertisement.

However, it's important to note that studies indicate 85% of people avoid clicking on these ads when they're conducting searches on Google. This reveals the inherent limitations of relying solely on paid advertisements for visibility.

Today, the most effective method to advertise your brand or services online is through search engine optimization (SEO). SEO is all about enhancing your website's visibility in the coveted organic (unpaid) search engine results. It's a modern form of advertising that aligns with consumer behavior —

after all, where do most people turn when they're looking for information, products, or services? The answer is, invariably, search engines. Hence, leveraging SEO helps businesses reach their audience where they are naturally inclined to look.

The transitory nature of ads is a crucial factor to consider; the moment your ad budget depletes, your advertisement vanishes from the search engine results page. Initially, as you're working on boosting your organic ranking, ads might be necessary. However, as your SEO efforts yield results and your website begins to rank higher organically for your target keywords, you can gradually diminish your reliance on paid ads — but only if you diligently monitor your ranking performance.

Unfortunately, many agencies lack the experience to execute organic SEO effectively, leading them to focus on selling ad management services, which typically involves a fee based on the client's ad expenditure.

Contrastingly, SEO — when correctly implemented — provides continuous visibility, indexing your site 24/7/365. Effective SEO is like having a exit sign on a highway. When people are actively searching for your exact service or product, SEO ensures that your business is prominently displayed, directing them straight to your door. Just like the exit sign captures the attention of drivers who need to find a specific exit, SEO captures the attention of potential customers precisely when they are seeking your solution, guiding them to your website.

With SEO, potential customers actively searching for your services encounter your website exactly when they need it. Traditional advertising methods like billboards, print ads, television, or radio might reach a broad audience, but how often does that exposure convert into a sale? Consider your own behavior: How many purchases have you made due to a billboard, print ad, television, or radio ad? Now compare that

to the number of purchases you've made after a Google search. This demonstrates the compelling effectiveness of SEO and why it is an investment worth making. It is up to you, and your website conversion strategy, to increase your chances of converting that interested visitor into satisfied a client.

Understanding the Mechanics of Search Engines

To fully comprehend the mechanisms of search engines, we need to delve into their operating procedures, which includes web crawling, indexing, and the concept of page rank. Search engines operate by exploring billions of web pages with their proprietary web crawlers or spiders, also referred to as search engine bots.

Decoding the Search Engine Index

Once a webpage has been located by a search engine, it is included in a specific data structure within the search engine known as the index. The search engine index encompasses all the web URLs that have been crawled, along with essential elements related to each URL's content, such as:

- The keywords present
- The nature of the content
- The uniqueness of the page
- User interaction with the page

Grasping the Search Engine Algorithm

The primary goal of a search engine algorithm is to present a relevant collection of high-quality search results that promptly address the user's search query.

What Occurs When a Search Query is Submitted?

When a potential user inputs a search query into the search engine, the engine attempts to recognize all pages considered relevant. Throughout this procedure, the search engine employs a unique algorithm to systematically order the most pertinent pages into a set of results. The algorithm used to rank the most relevant web pages differs among search engines. For instance, a webpage that ranks at the top for a specific query in Google may not rank as high for the same query in Bing.

Cross-Search Engine Optimization

To maximize your SEO strategy, you need to make sure you are showing up on all search engines. Indeed, Google is the most popular search engine and garners the majority of web traffic. However, an effective SEO strategy doesn't exclusively target Google but aims to ensure your site gains visibility on all search engines. A significant number of users still turn to Bing, Duck Duck Go, Yahoo, AOL, Ask Jeeves, among others for their online searches.

Ad placements function differently – an ad will only appear on the search engine where it was purchased unless you opt for an ad platform that is visible across all search engines. However, this route may exhaust your budget quicker. On the other hand, well-executed SEO techniques improve your visibility across all search engines, thereby broadening your audience reach by having your site show up for its target keywords on all search platforms.

In essence, when you've fine-tuned your SEO strategy to cover all bases, your website stands to gain dominant positioning not just on Google but across all search engines. This comprehensive approach is the essence of cross-search engine optimization.

As we conclude Chapter 4, it's clear that having a deep understanding of SEO, PPC, and Map Listings is a cornerstone for effective online visibility. We've delved into the workings of search engines, explored the differences between paid, organic, and map listings, and highlighted the value of SEO over traditional advertisements.

But grasping these concepts is only the beginning. Now that we have a theoretical foundation, it's time to dive into the practical application. In the next section, we will guide you on how to put these principles into action. We will unravel the intricacies of optimizing your site, making it not only accessible and readable for search engines but also user-friendly and compelling for your audience. Get ready to turn theory into practice.

How to Perform Search Engine Optimization Properly on Your Business's Website

Optimizing your website for the most crucial local keywords phrases in your industry is the essence of this section. This process involves two central aspects:

1. **Implementing proper on-page optimization:** This makes it clear to Google what services you provide and the general geographical area you cover. This information enables Google to index your site under the correct keywords. To achieve this, you need to create individual pages for each of your services and optimize these pages for particular keyword combinations (e.g., 'Your City + Main Service,' 'Your City + Service 2,' 'Your City + Service 3,' etc.).
2. **Building sufficient authority and transparency:** This persuades Google to rank your website on the first page (as opposed to the tenth) for those specific keywords. Essentially, this is about garnering reliable

inbound links, citations from other websites to your website and its sub-pages, and good reviews. The website with the highest number of credible inbound links, citations, and reviews usually achieves the most success.

In this chapter, we'll guide you step-by-step on which pages to include in your business website and explain why these pages are important. Additionally, we'll share strategies on how to enhance your authority and transparency in the eyes of Google, allowing your website to achieve a page one ranking for the most valuable keywords to your business.

Indeed, SEO can be distilled into several fundamental elements that are critical to achieving positive results. While the overall process can get quite intricate and complex, focusing on these core factors can pave the way to significant improvements in your website's visibility and ranking on search engines.

1. **Keywords:** These are the words or phrases that users type into search engines when they're looking for specific information or products. By using relevant and targeted keywords in your content, you can help search engines understand what your site is about, improving your chances of ranking higher in search results for those terms.
2. **Content:** Content is crucial to SEO because it allows you to include the keywords that search engines are looking for. It's also what users are seeking when they visit your site. Good, relevant, and unique content that matches user intent will rank higher in search engines.
3. **Links:** This includes both inbound and outbound links. Inbound links (or backlinks) are those from other sites pointing to your website. They act as a

vote of confidence, indicating that your site has quality content. Outbound links are those from your website to other sites. They can also boost SEO by showing search engines that you're providing additional resources for users.

4. **Traffic:** The more traffic a website has, the more data search engines have to analyze, and the more reliable their metrics will be. High levels of traffic indicate to search engines that your website is popular and likely provides valuable content, which can boost your rankings.
5. **Reviews:** Reviews have a significant impact on SEO, particularly local SEO. Positive reviews on your Google My Business listing, for example, can help your business appear in the Local Pack, the group of businesses that appear at the top of Google's search results. Good reviews can also encourage more click-throughs, which can improve your site's SEO performance.
6. **SEO Hosting:** Server components play a pivotal role in shaping the overall performance and reliability of a website, contributing significantly to SEO. The server speed, governed by its hardware capabilities, should be optimal to handle varying loads of website traffic. Uplink speed and volume capacity ensure efficient data transfer, supporting high traffic volumes without affecting website responsiveness. A lean server state, achieved by keeping email functions separate from the web application server, improves server performance. Secure Socket Layer (SSL) certification not only secures data transactions on your website but also enhances your website's reputation with search engines. IP Reputation, akin to the 'neighborhood' where your website resides, can affect your site's trustworthiness in the eyes of

search engines. Lastly, website load speed is vital - a quick-loading website offers superior user experience, leading to better engagement, lower bounce rates, and higher SEO rankings. More on this in the next chapter.

In the following sections and chapters, we will delve deeply into each of these aspects.

Discovering Your Key Audience Phrases: A Guide to Keyword Research

Understanding what your potential customers are looking for when they need your services can be determined by employing various keyword research tools. Some of these tools are available for free, while others have a subscription cost associated with them. Noteworthy keyword research tools include Wordstream, Google AdWords Keyword Tool, and SEM Rush.

In this guide, we will focus on utilizing the free Google AdWords Keyword tool to perform keyword research. Follow these steps:

1. Prepare a list of your services
2. Enumerate the cities in which your business operates (your primary service area and smaller neighboring towns)
3. Visit www.mergewords.com, where you will:
4. Paste your list of cities into the first column.
5. Paste your list of services into the second column.
6. Click the "Merge!" button, creating a combination of all your services with your service areas.
7. Visit Google.com and search for "Google Keyword Tool" or directly go to <https://adwords.google.com/o/KeywordTool>.

8. Paste your merged keyword list into the "word or phrase" box.
9. Click "Submit".
10. You will now see your list of keywords each paired with a "search volume" number.
11. Arrange this list in descending order, from the highest to lowest search volume.

This process leaves you with a list of the most frequently searched keywords relevant to your area of business. Using this list, you can now design your website's pages to align with these keywords, ensuring your approach is rooted in real-world demand rather than mere speculation. Utilizing this data for optimal SEO results, you should aim to generate website content tailored to the keyword combinations you have uncovered.

Streamlining Your Website Pages for Optimal Outcomes

Having discerned the most frequently searched keywords in your industry and having chosen the top geographies where you want to rank, it's now time to strategize the distribution of these keywords across your website. Bear in mind that each webpage should ideally be optimized for one to two keyword combinations. So, if you've identified 25 key phrases, you should plan for at least 12 to 15 distinct landing pages. Ensure that each keyword is mapped to a particular page on your site. With the structure of your website defined and each page mapped accordingly, you can now shift your focus towards optimizing these pages for the dominant search engines, namely Google, Yahoo, and Bing.

Geographic Specific Service Pages

Most service websites have several pages, e.g. Home – About – Services – Coupons – Contact Us. Simply having a few pages does not allow us to effectively code all of our keyword goals onto these pages. In order to add all of the keywords, say for every town in a county, we would need a landing page for each town in that county.

For example, a geographically specific landing page for a service would be a webpage on your site explicitly designed to cater to potential customers in a distinct area looking for that specific service. Let's say you operate your business in multiple towns, including Austin, Texas. You could develop a landing page titled "Reliable Fuel Delivery in Austin, Texas," with the link, yourcompany.com/reliable-fuel-delivery-austin-texas. This page would be SEO-optimized with keywords such as "Fuel Delivery in Austin" and would feature information about your fuel delivery services specifically in Austin.

In order to hit other towns around Austin, Texas, you would need another landing page. A geographically specific landing page for a fuel delivery company in Round Rock, a town near Austin, Texas, would be a distinct webpage dedicated to potential clients in this area seeking fuel delivery. Suppose your business operates in various locations, including Round Rock. You might create a landing page titled "Dependable Fuel Delivery in Round Rock, Texas," with the link, yourcompany.com/dependable-fuel-delivery-round-rock-texas. This page would be optimized with keywords such as "Fuel Delivery in Round Rock" and would contain information about your fuel delivery services specifically tailored for Round Rock.

This method is an effective way to attract and directly engage with potential customers in Austin, Texas and the

surrounding towns and counties who require fuel delivery services. You would want to make sure, however, that each geographic page you create has unique content that is relevant to that geography. This is very important as if you don't have unique content on each geography, you could run into duplicate content penalties and disappear from the search indexes all together!

Optimize Your Pages for Search Engines:

After you've created pages and sub-pages for each of your primary services, you need to optimize each page for search engine understanding. This process involves improving certain key elements on each page to help search engines recognize its content.

Here are some of the crucial steps for on-page search engine optimization:

- Craft unique Title Tags for every page
- Include an H1 Tag that echoes the Title Tag on each page
- Name images with your main keywords with alt tags properly named as well
- Ensure the URL of the page includes the keyword
- Have Anchor Text on each page, incorporated into the Footer - e.g., Austin TX Heating Oil Delivery
- Create and submit an XML Sitemap to Google Webmaster Tools and Bing Webmaster Tools

Content Development on Your Website

Content development plays an essential role in SEO for your website. It involves creating and publishing high-quality, relevant, and unique content on your site that both resonates with your audience and is effectively recognized by search

engines. Careful keyword integration, maintaining the right keyword density, and addressing user intent are crucial factors. Keyword density refers to the number of times a keyword exists within the text. Traditionally, a safe keyword density is 3-5%; so, if you have 300 words on a page, have a keyword in that text 9-15 times. This is just a baseline; the key is to develop high-quality content that naturally incorporates relevant words and synonyms into the content. Content development, when done right, not only improves your website's visibility on search engines but also enhances user engagement, both leading to higher traffic and potentially increased conversions. We will get into this in depth in the content creation chapter.

Having mastered the art of SEO and optimizing your website for better search engine rankings, there's another essential factor that can significantly impact your online presence – your web hosting. In this next chapter, we will explore the world of SEO web hosting and how it can complement your SEO efforts to further enhance your website's performance and overall success.

You may wonder, "What does web hosting have to do with SEO?" The answer lies in the underlying technical aspects of web hosting that can either support or hinder your SEO efforts. Factors such as website loading speed, server uptime, and server location all play a crucial role in how search engines perceive and rank your website.

In the next chapter, we will delve into the various elements of SEO web hosting and how you can leverage this specialized type of hosting to ensure your website performs optimally from an SEO perspective. We'll discuss the importance of choosing the right hosting provider, the significance of server locations for localized SEO, and the impact of website speed on user experience and search engine rankings.

By understanding the connection between SEO and web hosting, you'll be equipped with the knowledge to make informed decisions that will benefit your business on many digital fronts. So, let's dive into the world of SEO web hosting and unlock another part of the digital marketing equation.

CHAPTER 5:

SEO Engineered Website & Email Hosting



"With SEO engineered web hosting, your website becomes a well-oiled machine, optimized for speed, security, and search engine rankings."

THOMAS ROMAN

Having established the importance of SEO in optimizing your website's performance and search engine rankings, we now turn our attention to another critical aspect of your online presence - your website and email hosting. In this chapter, we will explore the concept of SEO-engineered website and email hosting, a specialized hosting approach that can further elevate your digital marketing efforts and drive better results for your business.

As you've learned in the previous chapter, SEO plays a pivotal role in ensuring your website is visible to your target audience and ranks higher in search engine results. However, even the most SEO-optimized website can face limitations if it's not adequately supported by the right hosting environment.

SEO-engineered website and email hosting takes a complete approach to web hosting, focusing on key factors that directly impact your website's performance, user experience, and search engine rankings. From website loading speed and server reliability to advanced security features, this type of hosting is tailored to align with the best SEO practices, maximizing your website's potential to attract more visitors and convert them into valuable customers.

In this chapter, we will delve into the key components of SEO-engineered hosting, exploring the benefits it brings to your business. We'll also discuss how email hosting plays an essential role in maintaining a professional and trustworthy communication channel with your customers, further strengthening your online brand presence.

By the end of this chapter, you'll have a comprehensive understanding of how SEO-engineered website and email hosting can complement your SEO efforts and contribute to the overall success of your online marketing strategy. Let's

dive into the world of this specific type of specialized hosting and discover how it can drastically improve your website's value among search engines.

SEO Engineered Website Hosting

SEO Hosting is a specially curated platform designed to adhere to all the best practices for achieving top-tier domain search rankings. It encompasses ultra-fast servers powered by solid-state drives, leading-edge secure socket layers (SSLs), and high-reliability IP addresses. The end result? An exceedingly speedy, front-end web hosting environment that boosts your search ranking exponentially. But here's the key takeaway: without the bedrock of SEO hosting, you may find yourself doing all the right things in terms of SEO, but still falling short of your full ranking potential due to a couple of misaligned variables.

In today's digital age, the continuity of your business operations relies heavily on the dependability of your hosting and email services. In our 25 years in the website hosting field and having run a hosting business for over 16 years (HostRoman.com), we've encountered all kinds of challenges. We have identified and addressed the major problems with website and email hosting, culminating in the engineered SEO web hosting solutions described below. We listed 19 things that were problems with traditional hosting in regard to SEO, then methodically developed systems to address them with permanent solutions. The fundamentals of SEO website hosting are:

Separating Web Applications from Email and Data:

When managing digital platforms, it's crucial to understand the benefits of segregating web applications from email and data storage. The partitioning of web applications from

email and data storage serves a fundamental role in enhancing website speed, a critical factor in user experience and SEO performance.

Web applications are dynamic and constantly engage with user requests, necessitating uninterrupted server resources. On the other hand, email and data, being relatively static, require less frequent access but substantial storage space. When these services share the same server, they compete for resources, potentially slowing down the website's response times and impacting overall performance.

By allocating separate servers for web applications and email/data, each service can function at its best without resource conflicts. The web application server is left with more available memory and processing power, facilitating quicker load times and more efficient handling of user interactions.

A faster website does not only equate to a superior user experience, but it also contributes significantly to SEO. Site speed is a known ranking factor for Google, and faster sites tend to have a higher visibility in search engine results. Visitors are more likely to stay and interact with a fast-loading site, decreasing bounce rates and signaling to search engines that the site is valuable to its visitors.

Furthermore, page load speed can directly impact conversions. Users are likely to abandon a site that takes too long to load, reducing the potential for lead generation and sales. Hence, a quicker site thanks to separated servers can improve both SEO performance and business metrics.

Lastly, search engines are moving towards mobile-first indexing, meaning the mobile version of your site is considered the primary version when evaluating relevance to a search query. Mobile users often have slower internet connections, making site speed even more crucial. A speed-

optimized site resulting from the separation of web applications and email/data servers is better equipped to serve mobile users, further enhancing SEO performance.

SSL Certificates Mandatory on Your Website:

SSL (Secure Sockets Layer) certificates play a pivotal role in modern SEO strategies. In essence, an SSL certificate is a data file that digitally binds a cryptographic key to an organization's details, enabling secure connections from a web server to a browser. The presence of an SSL certificate on a website is signified by the 'https' and padlock symbol in the URL, assuring visitors that the site is secure, and their data is safe.

From an SEO perspective, Google has confirmed that HTTPS is a ranking signal, favoring secure websites in search rankings. This is part of Google's broader effort to make the web more secure and protect users' data. Websites that have not migrated to HTTPS may be flagged as 'Not Secure' in the address bar of most browsers, negatively impacting user trust and possibly increasing bounce rates, both of which can indirectly harm search rankings.

Furthermore, SSL certificates can enhance website performance, which is another critical factor in SEO. SSL certificates enable the use of the latest HTTP/2 protocol, which provides faster data transfer than its predecessor, HTTP/1. This can help improve page load times, a key factor in both user experience and search engine ranking algorithms. Thus, in multiple ways, SSL certificates contribute significantly to the SEO effectiveness of a website.

IP Reputation:

The IP reputation of a server and its neighborhood play a role in SEO performance. Some web hosting companies host ten

thousand unmanaged websites on a single server, which can lead to issues if the majority of these sites being hacked and compromised. In such instances, the server's IP reputation can be negatively impacted, resulting in reduced search engine rankings and trustworthiness for all the sites sharing that IP address or neighboring IP addresses. To ensure optimal SEO results, it's essential to choose a hosting environment where each site is diligently managed, regularly patched, and kept free from hacks or malware. By residing in a clean and secure server neighborhood, your website can thrive and maintain a positive IP reputation, boosting your chances of achieving higher search engine rankings and delivering a better overall user experience.

Where to House Email:

A variety of solutions exist for managing your email, depending on the specific needs of individual users. Here are some suggestions for dependable email systems that separate your email from your web server. All have different price points and goals.

Microsoft Exchange: A powerful email management system from the Microsoft Office suite, Exchange is a top-tier choice for businesses large and small. Not only does it provide robust email services, but also a comprehensive suite of tools like calendars, contact management, and task scheduling. The platform allows seamless synchronization across multiple devices, ensuring that users have access to their mail, contacts, and calendar whether they're at their desk or on the go. We recommend Microsoft Exchange for Windows customers who want to sync their calendar, contacts, and emails efficiently with Outlook. Price Point: approximately \$15-\$22/mo per user.

Google Workspace: Formerly known as G Suite, Google Workspace is a comprehensive cloud-based productivity

suite from Google that includes Gmail as its email component. It provides a highly collaborative environment for email communication, along with other integrated tools like Google Docs, Sheets, and Slides. Its robust search functionality and ease of use make it a popular choice for businesses. Additionally, Google Workspace allows easy integration with other Google services, making it a versatile option for sharing files and other business needs. We recommend Google Workspace for people who want to have everyone share files and calendars. Price Point: approximately \$12.50-\$45/mo per user.

IMAP: Standing for Internet Message Access Protocol, IMAP is a method used to access email messages on a mail server. It's highly useful for users who need to access their mail from multiple devices or locations. The protocol stores email messages on a mail server and presents them to the end-user in a way that makes it seem as though the mail is stored locally. This allows for real-time synchronization across all devices, ensuring that every action, such as reading, deleting, or moving emails, is updated instantly across all access points. IMAP ONLY syncs emails, however, so is good for users in organizations who do not need to sync calendar or contacts. Price Point: approximately \$5/mo per user.

Hybrid Solution: Some companies have hybrid email needs where they need a couple users on Office 365 Exchange who need calendar and contact synchronization, while other team members only need basic email functionality through an IMAP account. This is a great solution for companies, for example, with two people who need Exchange ($\$15 \times 2 = \30), and 35 users on IMAP ($\$30 \times 5 = \150) leading to a total monthly email bill of \$185/mo. Where if all users were on Exchange, the bill would be $\$15 \times 35 = \$525/\text{mo.}$, or Google Workspace, $\$12.50 \times 35 = \$437.50/\text{mo.}$ Our company HostRoman.com is one of the only companies to offer this

hybrid solution with a 100% reliability guarantee. It requires a special configuration called split domain routing, but is totally worth it as it keeps email at 100% with the structure explained here, while not making the email bill massive each month.

Cloud Storage:

Cloud storage is a modern data storage solution that has revolutionized the way individuals and businesses manage their digital data. It refers to the system of storing data on remote servers which can be accessed from anywhere, at any time, using an internet connection. This data is typically managed, maintained, and backed by a cloud storage service provider. Not only does cloud storage offer extensive scalability and accessibility, but it also provides enhanced security through encryption and redundant storage systems. Whether it's for storing personal files, business documents, or backing up critical data, cloud storage has emerged as an incredibly versatile and reliable alternative to traditional storage methods such as hard drives and servers.

We recommend to ALL of our users to install one of the following solutions and setup their local folders to be in their cloud storage folder, so whenever they save any files, they automatically sync with the cloud. This way, if their computer shorts out, falls in a river, is lost or stolen, or they suffer a ransomware attack where they cannot get into their computer, their data is safe and they just re-login with a new device to have all of their data. By getting a cloud storage environment, there is no need to use one's web server to host any files through their FTP (file transfer protocol), so the web server hard drives stay open and free for peak performance. The following are standard options for such cloud storage solutions:

- **Dropbox:** Renowned for its simplicity and robust sharing features, Dropbox offers a straightforward interface for storing and sharing files across devices.
- **Google Drive:** As part of the Google Workspace, Google Drive provides integrated storage and a suite of productivity tools (Google Docs, Sheets, Slides). It is an excellent option for collaborative work. This is a big selling point for Google Workspace, it includes the cloud storage option by default.
- **Microsoft OneDrive:** This solution is seamlessly integrated with Windows and Office 365, offering advanced features like personal vaults and file restoration.
- **Amazon Drive:** Ideal for those invested in the Amazon ecosystem, Amazon Drive offers robust cloud storage options.
- **iCloud Drive:** Apple's iCloud Drive provides seamless cloud storage for users within the Apple device ecosystem.

Each of these solutions offers different storage capacities, sharing capabilities, security features, and pricing plans, tailored to various user needs. We find Google Workspace to really be effective as we can share documents in Google Docs and have our team and customers edit right from a browser.

Separating your web applications from email and data results in a much faster hosting environment. The amount of free space on a hard drive, particularly a Solid State Drive (SSD), plays a significant role in the overall speed and performance of a server. This is because when a drive becomes filled up, it can slow down the read/write operations, negatively affecting server performance. By maintaining ample free space on the drive, the server can perform tasks more efficiently, leading to faster loading times

and enhanced user experience - factors that directly contribute to better SEO performance. Therefore, separating static data such as email and other non-web files from the web server onto a different storage system can help maintain high levels of free space on the web server's SSD. This strategy significantly improves website speed and positively impacts SEO performance, leading to higher search engine rankings.

The Fundamentals of Web Servers for SEO:

Utilizing a state-of-the-art processor, maxed-out RAM, and server-grade SSDs in a web server can substantially enhance your SEO performance. These hardware upgrades translate into faster data processing, improved multitasking, and quicker read/write operations. A high-end processor enables efficient and quick data handling, allowing the server to respond to user requests with minimal delay. Likewise, having maxed-out RAM provides greater space for temporary data storage, enabling the server to swiftly handle multiple tasks simultaneously without lag. Server-grade SSDs further complement these benefits by offering faster data retrieval times, thereby minimizing page load times. All these elements combined lead to improved website speed and performance, which are key factors in Google's ranking algorithm. Hence, hiring a company that has invested in advanced hardware for the web server on which your site resides can contribute significantly towards improving your website's SEO performance and search engine rankings.

WordPress Hosting:

As mentioned before, we recommend using WordPress as your content management system (CMS) on which to build your website. WordPress requires management, however. Have you run the update on your phone's software? Seems

like an update comes out every day, right? The reason why is that as software is released, it is not perfect. There are what are called, 'bugs', in the software that leave vulnerabilities that can be exploited by hackers to gain access to your device and data. The update 'patches' that vulnerability and fills the hole where the hacker could have gotten in and blocks their access. These vulnerabilities are constantly showing up and constantly being patched in all software. The same is true of a website's software, in this case, WordPress.

WordPress has a core CMS software that is released from WordPress.org. The good people at WordPress.org are kind enough to release this awesome software and release patches as vulnerabilities are discovered. Then there are the WordPress plugins. Plugins are pieces of software that are 'bolted' onto WordPress CMS engine that allow different functionality. There are an almost infinite amount of plugins for WordPress that perform many functions, from ecommerce, to SEO tag management, to learning management systems (LMS). These plugins also are patched as vulnerabilities are found. You need a qualified WordPress professional to apply these patches as they are released for both the core WordPress CMS and the plugins. When you have a website with multiple plugins, doing the updates yourself can 'break' the site where a new version of a plugin conflicts with an existing version of another plugin. When a site breaks, it goes down.

A website going down for more than a few days is catastrophic to an SEO strategy. After a few days, Google may de-index your site and it could take many months for you to get your rankings back. If a WordPress site is hacked through a vulnerability, Google sees the hack, will label the site as unsafe, and take the site off of its indexes. A hack is the same thing, or worse, than the site going down. The reason why is that if the hack installs malware on a visitor's

machine and your customer visits your site and they get malware, then visiting your site actually infected their computer. Infecting your client's computer is NOT the way to gain their trust. I highly recommend having a webmaster who oversees not only your website, but the server environment about which we are speaking here.

What is a webmaster? Do you need one?

A webmaster is a professional who is responsible for maintaining a website, ensuring it operates seamlessly, and troubleshooting any issues that might arise. This role is not to be conflated with web development or local computer management as it requires a unique set of skills.

Do you need a webmaster? The answer is a resounding yes if you want a secure, efficient, secure, reliable, and high performing website. Webmasters work in concert with a professional team providing round-the-clock monitoring and support. They ensure robust power and internet supply redundancies, deploy state-of-the-art cPanel web application servers for exceptional website speed, and maintain high-level knowledge on server hardening, email security, and deliverability.

The use of industrial-grade Secure Socket Layers (SSLs) for data encryption, proficient handling of physical firewalls, and strategic defenses against cyber threats are also part of a webmaster's toolkit. With competent customer service and expertise in updating WordPress sites, they create an environment conducive to your website's optimal performance.

Managing a website is not just about owning or leasing a web server. It involves considerable investment, often amounting to tens of thousands of dollars annually, to run it appropriately. The ultimate goal is to keep your website

consistently live, secure, and incredibly fast, thus enhancing user experience and driving business growth through higher SEO ranks. This is the value that a dedicated webmaster brings to the table and if you own a business, it is in your best interest to hire a professional or company to run this for you. It is cost prohibitive to run a web server and hire a webmaster for one website, so we recommend working with a company who specializes in SEO Web Hosting.

Choosing between a shared hosting environment and a dedicated SEO hosting environment can be likened to deciding between a Yugo and a Bugatti, or a pickup truck and an 18-wheeler. While both options serve the same purpose of hosting websites, they operate on vastly different scales. Shared hosting, like a Yugo or a pickup, may seem budget-friendly at around \$20 per month, but it comes with limitations in terms of server resources, performance, and most importantly, the site is not managed. What this means is that you are on your own to patch and upgrade the CMS and plugins. If you forget or don't do it right, it is not a question of if, it is a question of when your site will be hacked. When it is hacked, kiss your SEO goodbye as your ranks will 'drop like a rock'. I am not saying this to sensationalize this either. Hackers have lists of websites, their version of the CMS, the plugin versions, and just wait for a vulnerability to be available to hack. It is a very serious thing, and if you are serious about your business, you must take the security of your website seriously.

On the other hand, dedicated SEO hosting, akin to a Bugatti or an 18-wheeler, offers unparalleled power and security, enabling you to optimize your website's performance for SEO and provide a secure user experience. The management of your website is imperative. While the investment for dedicated SEO hosting may be higher, the benefits it offers in terms of speed, security, and reliability make it an ideal

choice for businesses seeking to dominate SEO and is a critical thing to get right.

At \$2,000 per month for each of our web servers, we prioritize building the best possible web server without focusing on budget constraints. During our last round of server upgrades, we aimed to create a lightning-fast backend website application hosting environment, and I firmly believe that the remarkable success our clients experience with their SEO efforts is largely attributed to the unparalleled speed and performance of our web servers. I encourage you to make sure your hosting vendor is committed to providing top-notch hosting solutions to ensure their clients' websites operate optimally.

On a side note, you might ask why we would spend \$2,000 per month on per web server, when we could probably get away with \$295 per month for a dedicated server. Why? Because we want to win. Or more accurately, we want our clients to win, and we'll do whatever it takes to make that happen. We are not akin to the participation trophies where everyone wins. In business, and in Google, the winners are at number 1, and that is the place where we put our clients, period. For us, it is not okay for our customers to be on the second page of Google. No. If you are our customer, we are getting you to number 1. We will continue to innovate and spend whatever is necessary to get them there and keep them there.

The importance of trust in managing mission-critical operations, such as your website and email services, cannot be overstated. We understand these platforms serve as the primary avenue for leads, communication with clients, team members, and vendors, and therefore, downtime is not only a nuisance but also a financial drain. Think about the cost of lost productive hours during downtime. It's straightforward to calculate: multiply the hourly value of you and your team

by the downtime duration. In our view, any amount of downtime is simply unacceptable. To illustrate the impact further, consider the annual revenue from your new sales, divide it by 365, and you get the monetary value of a single day of uptime. Moreover, as your business expands, your digital infrastructure needs to effortlessly handle increasing volumes of data traveling to and from your website and email accounts. You need a vendor who ensures that your digital setup is 100% scalable to accommodate your evolving business requirements and that you have 100% uptime in your web and email hosting.

With your SEO-engineered website and optimized email hosting now in place, your digital marketing foundation is strong and ready for expansion. But the journey to maximize your online visibility for your delivery or pumping business doesn't end here. As we look to further propel your brand and reach to another level in the digital realm, it's time to unlock the immense potential of social media optimization and marketing.

Social media has become an integral part of our daily lives, and its influence on businesses is undeniable. In the upcoming chapter, we will delve deep into the world of social media optimization and marketing, exploring how to leverage these dynamic platforms to your advantage. By understanding the core principles of social media optimization, you can enhance your social media profiles, engage your audience, and create compelling content that resonates with your potential customers.

Social media marketing will also be at the forefront of our discussion, as it presents a powerful opportunity to connect with your target audience on a more personal level. Through strategic advertising and sponsored content, you can precisely target your ideal customers, effectively

communicating your unique value proposition and driving them to take action.

So, get ready to embark on the next phase of your digital marketing journey. The world of social media optimization and marketing awaits, ready to amplify your brand's voice and showcase your services to a broader audience. Let's explore the strategies and tactics that will position your business at the forefront of your industry, driving growth and success digitally.

CHAPTER 6:

Social Media Optimization & Marketing



"Social media marketing is not a trend; it's a powerful force that can shape the future of businesses and connect them with their audiences like never before."

GARY VAYNERCHUK

Now, let's embark on this journey of harnessing the potential of social media to elevate your brand and foster lasting relationships with your customers. There's considerable excitement around social media platforms like Facebook, Twitter, YouTube, and LinkedIn, but how can these tools be effectively harnessed by a service company? How can you employ social media to expand your business?

In this chapter, we will delve into the realm of social media marketing for your enterprise. By this point, I hope you've gained valuable insights into how to strategically position your company online, how to achieve high rankings in the organic non-paid listings.

We're about to turn our attention to social media marketing, exploring how platforms like Facebook, Twitter, and LinkedIn can be instrumental in propelling your business growth.

When discussing Internet marketing and social media with business owners across the nation, I often encounter perplexed expressions. The burning question is, "How do I apply this social media phenomenon to my own enterprise? How can Facebook possibly aid me in enhancing my revenues, escalating my delivery calls, and garnering more repeat business?"

Let me endeavor to connect the dots and reveal where the most readily achievable gains from social media lie within your business. To initiate this, let's start with a simple question, "What's your primary source of business today?"

Take a moment and ponder: where does the bulk of your earnings originate? It won't take long to realize that the prime source of your income is derived from repeat and referral business.

The heartbeat of any service-oriented business lies in the loyal customers who frequently come back for your services and those who recommend you to their friends and family. Correctly leveraged, social media can increase this repeat and referral business.

Allow me to explain why I believe it's an excellent platform for engaging with your customers, consequently fostering more repeat and referral business. A couple of impressive statistics from Facebook, as provided by Google:

- Facebook boasts 2.37 billion active users
- An average user has 338 friends
- Users typically check their accounts about 14 times a day

By connecting with your authentic customers, both current and past (your sphere of influence), on social media platforms like Facebook or Twitter, your business gets exposure to their 388 friends as soon as they 'like' and follow your page.

It's comparable to them broadcasting an email or a text message to all their contacts, stating, *"I've recently had a positive experience with this local service provider. You should consider them next time you need such services."* The potential of reaching out to their network of contacts is truly immense.

Moreover, by connecting with you on social media, they've effectively granted you permission to consistently stay in their minds. Considering the average user checks their account 14 times a day, they're bound to see updates from all the companies and individuals they're connected with, including yours. By regularly posting on your social media profiles, those who follow your page will see fresh content every time they log in.

They'll notice your update, recognize your logo, and perhaps see a special offer or promotion that sparks their interest. And when they require your services next, guess who they're likely to reach out to?

Maintaining 'Top of Mind' Visibility

It's highly likely that those who have liked your page will choose your services again, and even recommend you to their friends, primarily because they recall you and have had a positive experience with your service. You've managed to stay fresh in their memory.

Consider major corporations such as Starbucks, FedEx, and Red Bull, which pour billions of dollars into advertising and promotions across TV, radio, and print media annually. What's the fundamental reasoning behind such colossal investment? It's all about nurturing their brand to sustain what we term as "Top-of-Mind Awareness" (TOMA). Tapping into your existing customer network through social media is an excellent way to cultivate that kind of awareness.

But where do you start? Amid a plethora of different platforms, how can you effectively utilize social media? Back in chapter two, we touched upon maintaining a blog and regularly posting updates. This approach blends seamlessly with your social media strategy. Here are some social media profiles that you absolutely should have set up and operational for your business.

Building Your Social Media Following

Before diving into the nitty-gritty details, let's discuss the high-level strategy for leveraging social media and gaining that initial following. First and foremost, email engagement is key. Your active social media profile won't yield much benefit without likes and views.

However, it's crucial to ensure that the people following you are relevant to your business. Having thousands of likes from individuals outside your service area or target market won't be advantageous. Thus, focus on engaging your real customers and those within your service area.

To initiate this process, start by building a list of your customers, including current and past ones, along with your sphere of influence, friends, and business partners. Create a well-crafted email expressing your appreciation for their business and relationship. Inform them of your active presence on social media and encourage them to engage with you. Provide a direct link to your Facebook page, for instance, and consider offering an incentive like a coupon or discount to encourage likes.

However, your efforts shouldn't stop at a single email. Incorporate social media engagement as an integral part of your business strategy to consistently grow your following.

Simply Ask!

After providing service, you can send an email thanking the customer and requesting a review on online directories. To further engage with your customers on social media, follow up with a subsequent email a day or two later. Encourage them to connect with you on social platforms by providing direct links to your profiles for easy liking, subscribing, and following. Automate this process to ensure consistency and avoid any potential oversights. Authentic engagement from real customers is what you want, not just random links and subscribers. Once you have that initial engagement, focus on posting valuable content regularly – aim for once a day or at least once a week.

Informative and Engaging Posts

When posting on social media, focus on being informative rather than using it as a sales pitch. Avoid constant promotions and discounts. Instead, share valuable content like photos of your work, market updates, or recent events. Keep it relevant and social, aiming for 80% informative posts. Engagement is key – encourage replies and responses from your followers. Respond to comments and messages to foster two-way communication. Listen to what your fans are saying and participate in the conversation. Show that you care about your customers and their interests. Engaging on social media is vital; it's not just about one-way messaging but building authentic connections through dialogue.

Enhance Your Social Media Bio

To strengthen your brand on social media, focus on filling out the 'About Us' or bio sections on platforms like Facebook, Twitter, and LinkedIn. Use interesting information from your website's 'About Us' page, sharing details about your business's foundation, purpose, and services. Additionally, select a suitable profile icon, either a headshot of the owner or your logo. Maintaining a professional image is essential, as it builds trust and connection with potential customers. Avoid using inappropriate or unprofessional images that may undermine your brand. Consistency is key, so ensure your header graphic, color scheme, and overall branding align across all social media profiles, website, and offline materials. This consistent approach reinforces your brand identity and strengthens your online presence.

Create a Social Media Posting Plan

Develop a clear strategy for your social media presence. Determine the frequency and types of posts, assign

responsibilities, and plan how to engage with your customers. Consider your target audience and craft messages that resonate with them. Don't rush into it; instead, set up your profiles thoughtfully, choosing the right platforms and color schemes. For example, you could schedule DIY tips on Mondays, Wednesdays, and Fridays, engaging photos on Tuesdays and Thursdays, and coupons on weekends. Streamline and automate your posting process to make it efficient and effective. Having a well-defined plan will ensure your social media efforts contribute to your business growth.

Leverage Your Content

As we discussed in the SEO chapter, content is crucial, and creating fresh and valuable information consistently is key. Your content can be distributed across various platforms. When you post new content on your blog, it can automatically be shared on your Facebook and Twitter pages. If it includes a photo, it can also go straight to Pinterest. Additionally, you can repurpose your blog content to create engaging social media posts. Always, remember, however, as we will discuss in the link building chapter, to have your social media post link to your website/blog post so you capture the link and traffic credit to your domain. Remember, content isn't limited to written text. As an industry expert, you possess valuable knowledge. You can write about it, record audio, or even create video content to address your target audience's needs and interests.

Maximizing Your Content

Creating a single video can yield significant benefits across multiple platforms. We will discuss this in depth in the content creation chapter. You can post videos on social media or video-sharing websites like YouTube or Vimeo. Additionally, by transcribing the video using services like

castingwords.com or go to Fiverr.com, you can transform the content into a blog post and syndicate it on your social media profiles. Furthermore, you can convert the audio from the video into an audio podcast for your website. Embrace the modality you are most comfortable with, whether it's writing, speaking, or appearing on video. This strategy of repurposing content not only establishes you as an industry expert but also boosts your credibility, leading to more referrals and business growth.

Effective Posting Guidelines:

1. Follow the 80/20 rule: Strive to maintain a balance of 80% informational and engaging content and 20% promotional material in your posts.
2. Keep it business-related: Avoid discussing your political and religious beliefs on your business profiles to maintain a positive and neutral atmosphere.
3. Be mindful of family content: While sharing occasional photos of your kids or family activities is fine, avoid making them the dominant focus of your business page.
4. Reserve vacation photos for personal profiles: Keep your vacation memories and personal experiences off your business page to maintain a professional image.
5. Avoid expressing strong opinions and beliefs: Keep your business page neutral and refrain from sharing personal opinions or controversial content.

Remember, adhering to these do's and don'ts will help you maintain a professional and engaging social media presence that resonates with your audience without alienating potential customers.

Engagement Tips for Social Media Success:

After encouraging your customers to 'like' your Facebook page and write testimonials, it's essential to actively engage with them. Show appreciation for their actions by responding to their interactions. If they follow your page, thank them genuinely. When receiving positive testimonials, showcase them with gratitude and share them on your website.

To foster engagement, post relevant and informative content regularly. Encourage comments and be prompt in responding to them. For example, if someone praises your services, express thanks and offer further assistance. This active interaction builds a positive image for your business and encourages more meaningful conversations with your audience.

Remember to maintain an active presence on various social media platforms, including Facebook, LinkedIn, Twitter, Instagram, and YouTube. Utilize email marketing to grow your initial following and share updates that focus on providing valuable information rather than being overly sales-oriented.

By consistently following these engagement strategies, you can cultivate a loyal following of real customers within your service area. This approach will keep your business top-of-mind and foster the growth of repeat and referral business, which is the lifeblood of any successful organization.

More Effective Facebook Strategies for Your Business:

To leverage the power of Facebook for your business, follow these essential tactics:

1. Fill out your profile completely to establish credibility and earn trust.

2. Create a business account, adhering to Facebook's rules and guidelines.
3. Integrate Facebook with other social media tools like Twitter to expand your reach.
4. Maintain privacy settings for personal aspects of your profile.
5. Organize friends into lists for better control over profile privacy.
6. Use a professional or business casual photo to reinforce your brand.
7. Limit access to personal photos for business contacts.
8. Display newsletter subscription information and archives on your profile.
9. Obtain a vanity URL for easy discoverability.
10. Promote your Facebook URL in your email signature and marketing collateral.
11. Share business updates and valuable resources on your wall to engage prospects and establish credibility.
12. Utilize Facebook Connect to add social networking features to your website.
13. Suggest Friends to clients and colleagues to build trust and rapport.
14. Consider Facebook ads for targeted audience outreach.
15. Start a group or fan page for your brand, products, or services to create a community around your business.
16. Join relevant network, industry, and alumni groups to expand your professional network.

By following these strategies, you can benefit from repeat exposure with your network, engage clients, peers, and

prospects, and effectively promote events, sales, and special offers to grow your business.

Avoiding Common Facebook Marketing Mistakes:

To make the most of Facebook's marketing potential, steer clear of these common mistakes:

1. **Lack of clear marketing purpose:** Set specific goals for your Facebook page and assign someone to maintain it regularly with fresh content
2. **Confusing personal profile with business page:** Understand the differences to comply with Facebook's Terms of Service. Business pages are for brand promotion, while personal profiles are for individuals
3. **Not understanding customer behavior.** Focus on posting directly to your business page, as that's what your fans will see in their news feed
4. **Not obtaining the right URL:** Get a custom URL for your business page once you have 25 fans to improve brand visibility
5. **Neglecting to respond to wall posts:** Engage with potential customers by quickly addressing their queries or comments on your wall
6. **Using fake accounts to boost fan count:** Avoid creating fake accounts to like your page, as it violates Facebook's Terms of Service and can lead to losing your page
7. **Irregular updates:** Keep your page active by posting fresh content at least twice a week to maintain fan interest
8. **Posting low-quality content:** Share useful and relevant information to benefit your fans, avoiding excessive hype

9. **Ignoring Facebook's free tools:** Utilize Facebook's free analytics tools to measure the effectiveness of your page and understand user demographics
10. **Insufficient promotion efforts:** Make use of Facebook advertising options, post sponsorships, and link your page on your company website to attract potential customers

How to Create a Facebook Business Profile:

Facebook offers a great platform for businesses to reach their marketing goals through a business profile. Follow these steps to set up your own business account quickly and easily:

1. Go to the Facebook website and click on "Create a Page for a celebrity, band, or business" link in the "Sign Up" section
2. Choose the "Business or Brand" option
3. Enter the desired page name and select your business category
4. Add relevant pictures
5. Create a username for your page (e.g., a searchable name for your customers)
6. Provide business details in the "about" section
7. Include additional keywords to enhance discoverability
8. Fill in all contact information, location, hours of operation, and other relevant details
9. Tell your unique story, setting you apart from competitors and sharing your journey
10. Before asking customers to "like" your page, ensure you have engaging content ready to post

How to Build Your Following on Facebook:

Building a strong and engaged following on Facebook takes time and effort. Here are some effective steps to increase your following:

1. **Start with Quality Content and Active Engagement:** Create a well-organized Facebook page with quality content and active engagement. Regularly post fresh and relevant information to impress visitors
2. **Reward Loyal Supporters:** Encourage loyal customers to join your page and reward them with badges and special deals for their support
3. **Leverage Existing Social Networks:** Utilize your strong Twitter network to promote your Facebook page and reach a wider audience
4. **Integrate Facebook Social Plugins:** Connect your website to Facebook using social plugins to encourage interactions and connections
5. **Remind Your Fans to Like and Share:** Encourage your fans to like and share your content to increase visibility and attract new followers
6. **Utilize Forum Signatures and Membership Sites:** Promote your fan page in forums and membership sites where you are an active participant
7. **Take the Initiative:** Reach out to friends and supportive individuals to engage in discussions and ask for their help in growing your following
8. **Use Tagging and Acknowledgments:** Tag relevant authors or pages to draw attention and build relationships with page admins and members
9. **Participate Outside Your Page:** Engage in discussions on other Facebook pages and build credibility and relationships with other admins and members

10. **Collaborate with Other Page Admins:** Work with other page admins to create special events that benefit both your fans and theirs
11. **Embed Widgets on Your Website:** Place Facebook Social Plugins on your website and blog to display your fan page stream and attract visitors
12. **Create a Compelling Welcome Video:** Use a landing tab with an attractive video to explain the purpose and benefits of your fan page
13. **Utilize Facebook Apps:** Use Facebook apps to broadcast live Internet TV shows from your fan page and generate buzz
14. **Integrate the Facebook Comment Feature:** Post and comment on your products and choose to have those comments displayed on your Facebook profile
15. **Place Facebook Ads:** Use Facebook's social ad feature to target your exact audience and increase your fan count effectively

Facebook Tools for Advertisers

To reach broader audiences on Facebook, there are integrated and self-serve advertising solutions. These require a budget but provide extensive reach. Some tools include:

- **Ads:** Choose from various ad types based on your campaign goals, such as brand awareness image ads, local awareness ads, video ads, link click ads, and more.
- **Polls:** Conduct quick research within your targeted audience using polls to gather valuable insights.
- **Facebook Insights:** Use Facebook's free tools to measure the effectiveness of your marketing efforts. Insights provide detailed metrics about user

engagement, demographics, and content performance, helping you refine your strategies and improve results.

By understanding and implementing these tools, you can effectively build your brand and successfully market your business on Facebook.

How to Convert Your Facebook Traffic into Sales:

Facebook has emerged as a leading social media platform and an invaluable tool for business owners and internet marketers to promote their brands and reach a broader audience. While creating a Facebook fan page can drive traffic, converting this traffic into potential sales requires strategic efforts. Here are 10 effective tips to effectively use your Facebook fan page to boost sales:

1. **Offer Ultimate Communication:** Stay active and engaged with your audience, providing regular updates and promptly responding to their questions. Building trust and credibility with your potential customers will lead to increased sales.
2. **Advertise Your Fan Page with Facebook Ads:** Promote your fan page using Facebook Ads to increase its visibility and attract new readers. Present your page as an interesting destination rather than a blatant sales pitch to garner more interest and conversions.
3. **Provide Useful Information:** Balance promotional content with valuable information related to your niche. Educate your customers through informative posts, building their interest in your business and eventually leading to sales.
4. **Don't Hide Information:** Be transparent about your business by displaying your original company name

and contact information. This fosters trust and confidence in potential customers, encouraging them to do business with you.

5. **Highlight What Sets You Apart:** Showcase your unique selling points and explain why customers should choose your products or services over competitors'. Differentiate yourself to build brand recognition and attract more sales.
6. **Add a Review Tab:** Include a review tab on your fan page to showcase verified testimonials. Positive reviews provide prospects with a sense of security and confidence in your products or services.
7. **Promote on Other Sites:** Place your Facebook fan page button on your company blog, website, and other social media platforms. This widens your reach and attracts more visitors, ultimately increasing the chances of getting sales.
8. **Maintain Uniqueness:** Stand out from the competition by maintaining a unique fan page tailored to your niche. Observe related pages and find ways to improve your fan page, ensuring brand recognition and customer interest.
9. **Create Competitions:** Organize attractive competitions and giveaways to generate buzz and interest among your audience. Offering valuable prizes can lead to more engagement and eventually more sales.
10. **Add a Contact Form:** Make it easy for visitors to contact you by adding a contact form on your fan page. Providing a direct way for genuine prospects to reach out will foster more sales opportunities.

We will briefly touch on some other social media platforms and how to use them to market your business. The same principles above apply to the following social media

platforms. You would just want to tweak your posts to effectively communicate with each audience.

Using LinkedIn to Market Your Business

LinkedIn is a powerful platform for effectively marketing your business to a professional audience. To make the most of it, begin by creating a comprehensive and engaging company page that showcases your brand, services, and values. Regularly share high-quality content related to your industry, including articles, blog posts, and relevant news. Actively engage with your network by commenting on and sharing others' posts, building meaningful connections and relationships. Join relevant LinkedIn groups and participate in discussions to establish your expertise and expand your reach. Utilize LinkedIn's advertising options to target specific demographics and industries, ensuring your content reaches the right audience. Lastly, leverage LinkedIn's analytics to track the performance of your posts and campaigns, adjusting your strategy as needed to optimize your business's visibility and engagement.

Using Instagram to Market Your Business

Instagram is a dynamic platform that offers immense opportunities to market your business visually and creatively. Start by crafting an appealing and consistent brand identity through your profile bio, profile picture, and a cohesive aesthetic theme. Showcase your products or services using high-quality images and engaging captions that resonate with your target audience. Utilize Instagram Stories to provide behind-the-scenes glimpses, product demonstrations, and interactive polls to connect with your followers on a personal level. Leverage relevant hashtags to increase the discoverability of your content and engage with

your community. Collaborate with influencers or other businesses in your industry to broaden your reach. Incorporate Instagram Shopping features to enable direct shopping from your posts. Regularly analyze your insights to understand your audience's preferences and adjust your strategy for maximum impact.

Using Pinterest to Market Your Business

Pinterest can be a powerful platform to market your business. Begin by creating visually appealing boards that highlight various aspects of your services, for a fuel delivery company example, such as different types of fuels, eco-friendly options, delivery process, and maintenance tips. Incorporate high-quality images, infographics, and videos that showcase your expertise and the value you offer. Utilize relevant keywords in your pin descriptions and board titles to improve discoverability. Engage with the Pinterest community by repinning, commenting, and collaborating with others in your industry. Consider creating boards that emphasize seasonal promotions, energy-saving tips, and customer testimonials. By curating content that resonates with your audience and aligns with your brand values, you can effectively use Pinterest to drive traffic, build brand awareness, and establish your business as a trusted resource in the digital landscape.

Using Twitter to Market Your Business

Using Twitter to market your business involves concise and engaging communication to connect with your target audience. Start by creating a professional profile that reflects your brand's identity, using your logo and a clear bio. Share a variety of content, including informative articles, industry news, and engaging visuals like images and videos. Utilize relevant hashtags to increase the visibility of your tweets and engage with your audience by responding to comments,

retweeting relevant content, and participating in conversations. Consider using Twitter's advertising options to reach a larger audience and promote your products or services. Consistency is key, so schedule regular tweets and monitor analytics to refine your strategy and optimize your engagement.

The key to all of the channels is to engage your audience with interesting, valuable, and relevant content, to reply to comments, and to be linking back to your website and blog, which we will discuss in depth in Chapter 9.

When using hashtags, remember to use relevant ones that align and are appropriate with your content and target audience. Obviously, there are many more, but these are just some ideas to get your wheels turning on what types of hashtags to add as you post new content.

Having a Social Media Manager

Having someone actively monitoring your social media channels is of paramount importance in today's market. Social media platforms have become essential touchpoints for businesses to engage with their audience, build brand awareness, and foster customer relationships. A dedicated social media manager plays a crucial role in ensuring that all messages, comments, and reviews are promptly responded to, creating a positive and engaging experience for customers.

The role of a social media manager goes beyond merely posting content. They act as the brand's voice, representing the company in the digital space and addressing customer inquiries, concerns, and feedback. Timely responses demonstrate a commitment to customer satisfaction and reflect positively on the brand's reputation.

Furthermore, engaging with customers through social media can lead to valuable insights and feedback. By actively listening to what customers are saying, a social media manager can identify trends, preferences, and pain points, helping the business tailor its products and services to meet the needs of its audience better.

Additionally, a social media manager is instrumental in managing online reputation. Responding promptly to reviews, whether positive or negative, shows that the company values its customers' opinions and is committed to addressing any issues that may arise. This proactive approach can help mitigate potential PR crises and maintain a favorable image in the eyes of the public.

Having a social media manager to watch over your social media channels and promptly respond to messages and reviews is a critical investment in building brand loyalty, fostering customer relationships, and enhancing your online reputation. Their vigilance and engagement ensure that your business stays connected with its audience, harnessing the power of social media to drive business growth and success.

By implementing these strategies, you can effectively convert your social media traffic into meaningful sales for your business. Taking the time to engage with your audience, provide valuable content, and promote your unique offerings will lead to successful marketing on this powerful social media platform.

As we delve deeper into the realm of social media marketing and optimization, we cannot overlook the significance of establishing a strong local presence for your business. As online visibility continues to play a crucial role in attracting customers, citations and map creation and claiming are essential components that can significantly impact your success.

In the upcoming chapter, we will explore the art of building accurate and consistent citations across various platforms, enhancing your business's credibility, and boosting its local search rankings. Additionally, we'll delve into the intricacies of map creation and claiming, ensuring that your business appears prominently on popular mapping services, guiding potential customers right to your doorstep. So, let's navigate through the world of citations and map optimization, a vital bridge connecting your social media efforts to an even broader audience.

CHAPTER 7:

Citation & Map Listing Claiming & Development



"Having accurate and consistent citations and map listings is like planting a strong foundation for your business's online presence. It helps customers find you with ease and builds trust in your brand. Just like a map guiding travelers to their destination, citations and map listings lead your potential customers right to your doorstep."

- NEIL PATEL

In this chapter, we will explore a crucial aspect of achieving top rankings on the Google Map and other prominent online directories—the Citation & Map Listing Claiming & Development process. This essential step plays a significant role in establishing a strong online presence and gaining visibility in your local area and industry.

This guide will help you claim, optimize, and build out your map and directory listings on various platforms, including Google Business Profile (formerly known as Google My Business/Google Map Listing), Bing Places for Business, Yahoo Local Listing, Yelp, CitySearch, and many other directories. By ensuring your information is accurate and consistent across these sites, you significantly increase your chances of ranking higher on local search results.

However, don't let your efforts end with just claiming and optimizing your listings. We encourage you to understand the importance of maintaining a clean and credible online presence, and that's why going the extra mile to resolve any discrepancies in your Name, Address & Phone Number (NAP) is vital. This meticulous attention to detail enhances your online reputation and builds trust with potential customers.

Throughout this chapter, we'll delve into the intricacies of citation and map listing development, guiding you through the strategies that will drive your business to the forefront of local searches. You'll gain valuable insights into the significance of consistency and accuracy across various online directories, enabling potential customers to easily find and connect with your company and order your services.

Our goal is to empower you with the knowledge and tools to strengthen your online presence and serve your community better. So, let's embark on this journey together, and harness the power of citations to boost your local search rank.

Building Authority through Citation Development:

You may ask, "What is a citation?" A web citation is an online mention of a business's name, address, and phone number (NAP) on various web platforms, such as business directories, review sites, and social media profiles. These citations play a vital role in local SEO and can significantly impact a business's visibility in local search results. Consistent and accurate citations across multiple online directories help search engines verify the legitimacy and relevance of a business, leading to higher rankings in local search results and building credibility. After claiming and optimizing your Google My Business Listing, the next crucial step is establishing authority. This involves creating references to your company on various online directories like Yellow Pages, City Search, and Yelp. These citations, comprising your NAP information, contribute to your business's reputation and influence its ranking on Google Maps and search results. Building citations can be done manually or through services like Universal Business Listing or Yext.com, providing you with control and flexibility for updates and edits as needed. The only challenge with Yext is that they don't give you your logins, so it is better, in my opinion, to develop your citations manually and to keep a spreadsheet of your logins so you can reply to reviews and post content to the citations that allow posting.

Google Maps:

Unlocking the potential of Google Maps for your business is a strategic endeavor that hinges on four fundamental factors. These key elements pave the way for your business to secure a spot on the coveted first page of Google Maps for searches like "Your City + Service." Let's explore these essential components that will elevate your local search rankings:

1. **Claimed and Verified Google Map Listing:** To establish your presence on the Google Map, it is imperative to claim and verify your Google Map listing. This process confirms the authenticity of your business and allows you to take control of the information displayed about your company.
2. **Optimized Google My Business Listing:** Creating an optimized Google My Business (GMB) listing tailored to your specific service area is paramount. A well-optimized GMB profile showcases vital details, such as your location and contact information, making it easier for potential customers to find you.
3. **Consistent N.A.P. Profile:** Consistency is key when it comes to your N.A.P. (Name, Address, Phone Number) profile across the web. Ensuring that your business information remains consistent across different online platforms signals to Google that you are a legitimate and reliable organization serving the market you claim.
4. **Customer Reviews in Your Service Area:** Gaining valuable reviews from satisfied customers within your service area can significantly impact your Google Maps ranking. Positive reviews serve as a testament to your business's credibility and excellence, reinforcing Google's confidence in showcasing your listing to potential customers.

By aligning these four critical factors in your favor, you can greatly enhance your chances of securing a prominent spot on the first page of Google Maps in your market. The path to Google Maps optimization starts here, and with each element working cohesively, your business will thrive in the competitive local search landscape.

Building a Consistent Name, Address, Phone Number (N.A.P.) Profile for Your Business

Establishing a strong and consistent Name, Address, Phone Number (N.A.P.) profile is a crucial step in achieving a prominent position on the Google Map in your area. Google recognizes this uniformity as a signal of authority and reliability, which enhances your chances of ranking well in local search results.

To begin this process, prioritize determining your accurate N.A.P. details before claiming your Google Map listing and building citations. Maintaining consistency across the web is key, starting with your business's official name. If your company is called "Murphy's Heating Oil," always list it as such, avoiding variations like "Murphy's Diesel" or adding unnecessary keywords to the name.

In the past, keyword stuffing in company names was a common practice, but it's now discouraged and against Google's policies. Stick to using your exact company name consistently across all directories to build a strong online presence.

When it comes to phone numbers, refrain from using unique numbers for each directory listing. Instead, use your primary business phone number consistently across all platforms. This clarity helps avoid confusion in your name and address profile, preventing any negative impact on your local search rankings.

For your business address, ensure it is listed consistently across all directories. If your address is "235 Winding Way, Suite 245," maintain this precise format without any variations. Consistency in your N.A.P. profile instills confidence in Google, proving that your business is legitimate and dependable.

By adhering to these guidelines and establishing a robust N.A.P. profile, you lay a solid foundation for Google Map success, positioning your business prominently in local searches and driving potential customers to your doorstep.

Pay Attention to the Details!

Consistency is key when it comes to your Name, Address, and Phone Number (N.A.P.) profile. Avoid using different formats for your suite number or spelling out variations of your address. Maintaining a uniform N.A.P. across the web is crucial. For example, if you have an office suite, always use the same word for it. For example, a lot of map listing programs use STE for suite. If you choose to use STE, make sure to use it for your NAP in ALL channels. Another example are the words, boulevard, drive, road, court, etc. If you abbreviate the with blvd, dr., rd., ct., etc., use the exact format you have chosen across all directories, citations, and business listings. Also, with zip codes, if you use a five digit zip code, use it across all of your listings, if you use a nine digit zip code, use that across all listings. Please, just be 100% specifically consistent across the board.

To determine your accurate N.A.P., conduct a Google search for "Your Company" and observe how it appears on the Google Map. Compare this with other authoritative sites like YP.com, Yelp.com, Angie's List, and more. Identify the most prevalent N.A.P. combination and use it consistently across all your directory listings going forward.

The Importance of Claiming Your Citations

In the world of citations, many citation websites automatically generate a citation for your business using records from other citation sites. However, to gain control over these citations, you must verify your ownership by

"claiming" them on each respective website. By claiming a citation, you can access and manage it, allowing you to correct your NAP (Name, Address, Phone), respond to reviews, and post new content with backlinks to your website, boosting your online presence. It's crucial to claim ALL citations, as search engines take note of the number of claimed citations, and unclaimed ones may negatively impact your domain authority and SEO. Take the first step by claiming all existing citations, once you do, you then focus on creating new citations.

Creating New Citations

Creating new citations is a vital aspect of enhancing your online presence and reinforcing your business's visibility in local search results. By generating ten new citations each month, you establish a consistent content release velocity, indicating ongoing engagement and relevance to search engines. These fresh citations not only strengthen your domain authority but also contribute to a strong foundation for local SEO success. As you expand your citation portfolio, ensure that each new entry provides accurate and up-to-date information about your business, such as your NAP details, relevant keywords, and new photos. Ensure that your citations are appropriately branded to reinforce your business identity and leave a lasting impression on potential customers. Utilize a high-quality profile photo and banner wherever possible to create a professional and visually appealing representation of your brand. By maintaining a consistent and attractive brand image across all citations, you enhance your business's credibility and recognition, making it easier for customers to connect with your offerings. This proactive approach to managing citations will help solidify your online reputation and greatly improve your SEO, particularly local SEO and your Map Listings.

How to Claim and Optimize Your Google My Business Listing: A Step-by-Step Guide

The importance of the Google Business Listing cannot be overstated. In order to rank you **MUST** create a Google Business Profile **FIRST**, before performing **ANY** SEO or Map work. If you do the SEO work first without a Google listing, you may **NEVER** rank and may have to choose a completely new domain name for your SEO. Because of the experience we have on this topic, we wrote a dedicated chapter to creating your Google Business Profile. Kindly follow the steps below to create yours:

1. **Visit the website:** Go to <https://support.google.com/business/answer/10514137> to begin the process of claiming and managing your Local Business Listing on Google.
2. **Create an Account and Claim Your Business:** Sign up for a Google account if you don't already have one, and then proceed to claim your business listing.
3. **Provide Your Business Information:** Enter all the relevant details about your business, including the address, contact information, and any other pertinent details.
4. **Choose a Verification Method:** Google offers various verification methods to ensure the authenticity of your business. You can verify by postcard, phone, email, instant verification (if eligible), or bulk verification for multiple locations.
5. **Access Your Google My Business Dashboard:** After successfully claiming your business, access your Google My Business Dashboard to optimize your profile.
6. **Optimize Your Profile:**
 - **Update Your Company Name:** Ensure that your company name reads exactly as it is known

(e.g., "Hampton Diesel") without adding any additional keywords.

- **Add Your Website Address:** Include your website address to create an important inbound link to your website.
- **Upload Photos:** Take advantage of the power of visuals by uploading as many relevant photos as possible. Use images of yourself, your staff, office, equipment, company logo, work, and any other pictures that showcase your business.
- **Upload a Video:** If you have a promotional video, upload it to provide an engaging visual representation of your business. If you don't have one, consider getting one made.
- **List Your Hours of Operation and Services Offered:** Make sure to provide accurate information about your operating hours and the services your business offers.

By following these steps and optimizing your Google My Business listing, you can enhance your online presence and attract more potential customers to your business.

Optimize Your Google My Business Listing: Best Practices to Follow

To ensure your business stands out and ranks well on Google Maps, follow these best practices when optimizing your Google My Business listing from your Dashboard:

1. **Company Name:** Always use your legal company name without adding additional words or keywords. Avoid stuffing the name field with unnecessary information. For example, if your company name is "Northeast Fuel Oil," don't include extra keywords like

- "Northeast Fuel Oil - Dallas." This violates Google's guidelines and can hurt your ranking.
2. **Address:** Use your exact legal address in the "Address Field." Consistency is key, so ensure that your address matches across all online directories, such as YellowPages.com, CitySearch.com, Yelp.com, and others. Maintaining a consistent N.A.P. (Name, Address, Phone Number Profile) is crucial for better placement.
 3. **Phone Number:** Use a local number instead of an 800 number. Make sure to use your real office number and avoid tracking numbers, as they can negatively impact your ranking. 800 numbers generally don't rank well on Google Maps. If you choose a CallRail tracking number first, make sure to use that tracking number across all digital citations, profiles, and on your website.
 4. **Categories:** Utilize all five available categories, but remember to use descriptive categories that represent what your business "is," rather than what it "does." This means using categories like "fuel delivery" or "gas supplier" rather than specific services like "water heater repair" or "boiler service," which can violate Google's regulations.
 5. **Service Area and Location Settings:** Select the appropriate option based on your business type. If you provide home services and visit customers at their locations, choose "Yes, I serve customers at their location." If customers come to your physical business location, select "No, all customers come to my location."
 6. **Address Display:** If you operate from a home office, choose "Do not show my address" to comply with Google's guidelines. UPS Box addresses and P.O. Boxes are not allowed.

7. **Picture and Video Settings:** Upload up to ten pictures and five videos to showcase your business authentically. Use real photos of your team, office, and equipment, rather than stock images.
8. **Picture File Naming:** Save images with a naming convention like "your city + heating oil delivery - your company name" to optimize geo context and relevance.
9. **Geo Tagging:** For pictures, upload them to a video-sharing site like Panoramio.com (a Google property) to enable Geo Tagging to your company's location.
10. **Videos:** Upload customer-friendly videos to YouTube and then Geo Tag them using advanced settings. These videos don't need to be professionally produced; authenticity resonates well with customers.

Once you've implemented these best practices and optimized your listing, ensure that there are no duplicate listings on Google Maps. Consistency, accuracy, and authenticity will help improve your chances of ranking well and attracting potential customers to your business.

Dealing with Duplicate Listings

Duplicate listings can significantly hinder your chances of ranking on the first page of Google Maps. To identify and resolve duplicates, perform a search on Google using the format "Company Name, City."

To clean up these duplicates, follow these steps:

1. Click on the duplicate listing that you want to address.
2. Select "Edit business details" from the options.

3. Click on "This is a duplicate" to inform Google that this listing should be merged with your primary listing.

By following these best practices and addressing duplicate listings, you'll have a well-optimized Google Maps listing for your business, increasing your chances of getting noticed and attracting potential customers.

Top Citation Sources to Claim Manually for Your Business

1. Google My Business
2. Bing Local
3. Yahoo Local
4. City Search
5. FourSquare.com
6. Yelp
7. YP.com
8. Merchant Circle
9. Manta

List of Top Citation Sources for Businesses

1. **Google:** The most essential and talked-about platform for listing your local business. Citations and ratings from many sites below can boost your business' Google ranking.
2. **Yelp:** A popular social networking, directory, and review site. It can provide both citations and significant traffic to your business, but be prepared to handle reviews, positive and negative.
3. **Foursquare:** Enables users to check in to various locations using their smartphones, serving as a valuable citation for local businesses.

4. **Universal Business Listing:** A service that allows you to fill in your information once and get listed on multiple yellow pages, directories, and review sites. It saves time and effort.
5. **Yahoo Local:** Yahoo's local directory connected to Yahoo Maps.
6. **Local.com:** Provides business listings, event listings, coupons, and reviews.
7. **CitySearch:** One of the most authoritative local directories.
8. **Bing Local:** Bing's local business listing service integrated with city and town maps.
9. **Craigslist:** Some recommend creating classifieds for your business on popular sites like Craigslist, though its SEO effectiveness is debated.
10. **GetListed.org:** Helps identify where you are listed and offers referrals to listing services like Universal Business Listing and Localeze.
11. **DMOZ (Open Directory Project):** A free and authoritative index in the eyes of Google. Difficult to get listed, but provides an authoritative backlink.
12. **Superpages:** One of the Internet Yellow Pages directories with business listings, people search, reviews, and local deals.
13. **Localeze:** A multiple local listing service.
14. **InfoUSA:** Another multiple local listings service.
15. **Your local Chamber of Commerce:** Joining your local chamber can often provide a business listing and citation for local SEO purposes.
16. **InsiderPages:** A local directory and rating site.
17. **Better Business Bureau:** Your local BBB may charge for membership but provides a valuable link to your business.

18. **Best of the Web:** A popular directory with free and paid listing options, including a Best of the Web Local directory.
19. **Yellowpages.com (YP.com):** Internet Yellow Pages directory.
20. **Judys Book:** A social search and online yellow pages platform.
21. **Business.com:** Provides business information and a business directory.
22. **DexKnows:** A business and people directory.
23. Your local newspaper's website: Getting an article, business listing, or classified ad optimized with local information and a link can provide a citation for your business.
24. **Yellowbook.com:** Another Internet Yellow Pages directory.
25. **HotFrog:** A business directory with free and affordable paid listing options.
26. **Crunchbase:** A listing of technology companies generated by users.
27. **Angie's List:** A service provider directory.
28. **Jigsaw:** A businesspeople and company directory.
29. **iBegin:** A US and Canadian business directory.
30. **Wikimapia:** A wiki-based directory of places, including schools, businesses, and more, laid out on maps.
31. **CitySquares:** A local business directory with ratings.
32. **InfoSpace:** Provides business and people listings.
33. **MagicYellow:** A straightforward Internet Yellow Pages directory.
34. **Whitepages.com:** Offers people and business listings.
35. **Manta:** Features company profiles.
36. **EZLocal:** A platform for local business listings and ratings.

37. **BrownBook:** A directory for local business listings and ratings.
38. **CityVoter:** Allows users to vote for favorite businesses.
39. **ShopCity:** A platform for local business listings.
40. **YellowBot:** Offers local listings and ratings.
41. **MojoPages:** A social networking and review site similar to Yelp.
42. **Tupalo.com:** An international social networking and review site.
43. **GetFave:** A business directory with featured listings and additional content like videos and pictures.
44. **BizJournals:** Business journal with business directories for certain US cities.
45. **Tjoos:** A platform for online store listings and coupons.
46. **JoeAnt:** A website directory.
47. **Zidster:** Offers listings for products, services, or businesses.
48. **TrueLocal:** A business directory, but may have sparse listings.
49. **ZipLeaf:** A network of international business directories.
50. **WCities:** Provides information on places and events for cities and towns, including ratings.
51. **Naymz:** A personal branding site.
52. **ZoomInfo:** A database of people and companies.
53. **Yellowikis:** A wiki-based business directory.
54. **GoMyLocal:** A platform for yellow pages and local directories.
55. **Fast Pitch Network:** An online business networking site.
56. **City Slick:** A free business directory.
57. **yellowpages.lycos.com:** A general directory.

58. Home Advisor. A directory of service companies with a "seal of approval." By securing citations from these high-quality sources, you will boost your business's authority and significantly improve your chances of ranking in the Google Map Listings.

Now that we have laid a strong foundation with your Maps & Citation Listing Claiming and Development, it's time to explore the next crucial aspect of your digital marketing strategy—Content Creation. In the next chapter, we will dive into the world of content marketing and learn how to harness its potential to showcase your expertise, connect with your target audience, and boost your visibility on various online platforms.

Creating high-quality, relevant, and engaging content is what will set your business apart from your competitors and keep your audience coming back for more. We'll explore the different types of content you can leverage, from informative blog posts and captivating videos to eye-catching infographics and engaging social media posts, all linking back to your website for maximum backlinks and leading to higher domain authority.

Through effective content marketing, we'll help you build curiosity, trust, and brand loyalty among your potential customers. Our goal is to equip you with the tools and strategies to create compelling content that resonates with your audience, drives traffic to your website, and ultimately leads to conversions.

In the upcoming chapter, we'll provide valuable insights on how to craft content that addresses your customers' pain points, showcases your industry knowledge, and positions your business as a trusted authority in your field. So, let's dive into the world of content marketing and discover how it can get your phone ringing with new customers.

CHAPTER 8:

Content Creation for Authority Development



"Content is the lifeblood of digital marketing. It's the fuel that drives engagement, educates, and inspires action. Quality content speaks directly to the hearts and minds of your audience, leaving a lasting impression and building strong relationships with customers."

- RAND FISHKIN, FOUNDER OF MOZ

Welcome to the Content Creation Chapter, where we embark on a journey into the heart of effective digital marketing. Content creation lies at the core of engaging with your audience, building brand authority, and driving meaningful interactions with potential customers. In this chapter, we'll delve into the art and science of crafting compelling content that resonates with your target audience and fuels your online presence.

From informative blog posts and captivating videos to attention-grabbing infographics and engaging social media updates, content comes in various forms. It is the driving force behind establishing your business as an industry leader, distinguishing you from competitors, and nurturing long-lasting relationships with your customers.

Throughout this chapter, we'll explore essential elements of content marketing, including identifying your audience's pain points, understanding their needs, and delivering valuable solutions through your content. We'll share practical tips on creating content that educates, entertains, and ultimately converts visitors into loyal customers.

By the end of this chapter, you'll be equipped with a toolbox of content creation strategies to ignite your digital marketing efforts. Let's get started on this exciting journey of content mastery and harness the power of storytelling to leave a lasting impact on your audience.

Content development plays a pivotal role in SEO and marketing, offering numerous benefits such as improved search engine ranking, increased organic traffic, establishing authority, and driving customer acquisition. By consistently producing valuable content, businesses can effectively engage their target audience and achieve long-term online success.

Benefits of Content Development for SEO and Marketing

1. **Improved Search Engine Ranking:** High-quality and relevant content is a crucial factor in search engine optimization (SEO). Search engines like Google prioritize websites that consistently produce valuable content, leading to improved ranking in search results and increased visibility to potential customers.
2. **Increased Organic Traffic:** Creating valuable and engaging content helps attract organic traffic to your website. When users find your content helpful and informative, they are more likely to visit your website, stay longer, and explore other pages, boosting organic traffic.
3. **Establishing Authority and Credibility:** Content development allows you to showcase your expertise in your industry or niche. By providing valuable insights, answering questions, and addressing pain points, you build trust with your audience, establishing your brand as an authoritative source of information.
4. **Enhancing User Engagement:** Engaging and valuable content captivates your audience, encouraging them to interact with your website and share your content on social media platforms. Increased user engagement leads to longer average session durations, reduced bounce rates, and a higher likelihood of conversions.
5. **Building Brand Awareness:** Consistent content development enables your brand to gain exposure and recognition. As your content is shared and referenced across various channels, more people

- become aware of your brand and what it offers, fostering brand loyalty and repeat business.
6. **Lead Generation and Customer Acquisition:** Effective content marketing attracts potential customers who are actively seeking information and solutions. By addressing their needs through valuable content, you can turn these leads into loyal customers.
 7. **Supporting Conversion Optimization:** Tailored content that aligns with different stages of the buyer's journey can guide prospects towards making a purchasing decision. Informative content helps them understand their problems and provides insights into how your products or services can solve them.
 8. **Increased Social Media Engagement:** Compelling content is highly shareable and encourages social media users to engage with your brand. This sharing of content on social media platforms expands your reach, drawing more traffic and potential customers to your website.
 9. **Long-Term Value and Evergreen Content:** Certain types of content, such as evergreen content (timeless and relevant information), continue to provide value long after their initial publication. Such content contributes to a steady stream of traffic over time, resulting in a more sustainable marketing strategy.
 10. **Cost-Effectiveness:** Content development is a cost-effective marketing strategy, especially compared to traditional advertising methods. Creating and distributing valuable content can yield significant returns on investment, making it an essential component of any comprehensive marketing plan.

Webinar Creation – A Content Lever

Creating webinars is a powerful content lever that enables businesses to quickly generate a substantial amount of valuable content, quickly, while providing in-depth solutions to real problems for users. You can create a PowerPoint very quickly. You just start with the outline/agenda, then build out the slides, add some photos, then use PowerPoint's slide designer to automatically improve the layout for each slide. Once given live, webinars can be transcribed and repurposed into smaller, focused sections, each of which can become the basis for unique blog posts.

The process of creating webinars is often much easier and more efficient than writing text-based blog posts from scratch. When preparing for a webinar, presenters can outline their content and create presentation slides, which serves as a structured guide during the live session. This structured approach allows for a more fluid delivery of information compared to the potentially disjointed process of writing blog posts individually.

Webinars offer the presenter the opportunity to share their expertise and knowledge in a live setting, allowing them to think creatively on the spot. As they engage with the audience and address questions in real-time, they can add value to the content through spontaneous insights, anecdotes, and real-life examples. This organic approach creates a dynamic and interactive experience, which resonates better with participants and enhances the content's overall quality.

During the questions and answers section of the webinar, participants often bring up unique challenges and issues they are facing in their businesses. These real-life scenarios can uncover valuable insights and potential pain points that may not have been apparent during the content planning

phase. By addressing these specific challenges during the webinar, the presenter can provide tailored solutions that add real value to the audience and address their immediate needs.

Once the webinar is concluded, the content can be transcribed, and the recording can be divided into smaller, more focused sections. Each section can be transformed into a stand-alone blog post, allowing for a more detailed exploration of specific topics. This approach not only creates a wealth of content quickly but also ensures that each blog post is deeply informative and addresses specific concerns raised during the webinar.

Webinars serve as a content lever by efficiently generating a substantial amount of valuable content and providing solutions to real problems for users. Repurposing the webinar content into blog posts allows for a more focused and detailed exploration of specific topics. The live nature of webinars encourages spontaneous creativity and insights from the presenter, adding a unique and authentic element to the content. Additionally, the interactive Q&A section provides invaluable feedback and uncovers real customer issues, enabling the creation of content that truly adds value to the audience and their businesses.

Furthermore, webinar transcriptions can be repurposed into a book, making webinars an even more valuable content lever. By structuring a series of webinars where each webinar serves as a chapter of the book, businesses can create a comprehensive and authoritative publication.

A webinar series designed with the book in mind allows for a cohesive flow of information, ensuring that each chapter (webinar) builds upon the previous one. This approach provides a structured framework for presenting the content in a logical order, enhancing the overall readability and coherence of the book.

As presenters deliver the webinars, they can incorporate additional insights and examples that may not have been present in the initial transcriptions. These additions, combined with the interactive nature of webinars, bring a unique and engaging perspective to the content. When these webinars are repurposed into book chapters, they enrich the book with real-life experiences, practical solutions, and valuable anecdotes.

Having a book created from webinar transcriptions can further establish the presenter as an industry authority and thought leader. A published book carries a sense of credibility and expertise, which can elevate the presenter's reputation and attract a wider audience to their content and business.

The book format also enables a broader distribution of the content, reaching audiences who may prefer consuming information through traditional printed materials, Kindle, or audio books. As a result, businesses can tap into different segments of their target market and extend the reach of their expertise beyond the webinar attendees.

The webinar sequence is akin to a captivating movie series, where each installment weaves a compelling story that builds upon the previous ones. Just like big movie studios with their sequels, each webinar holds a unique narrative and together they create an engaging and interconnected experience. As the sequence unfolds, each webinar concludes with a sneak peek or "trailer" for the next one, igniting curiosity and anticipation among the audience, enticing them to join the upcoming webinars. This strategic approach keeps the momentum going, ensuring a continuous flow of eager participants, enthusiastic to uncover the next chapter of valuable insights and knowledge.

Repurposing webinar transcriptions into a book provides businesses with a strategic advantage in content development. By structuring webinars as chapters of a book,

companies can create a comprehensive and coherent publication. The interactive nature of webinars adds authenticity and unique insights to the content, making the book even more valuable. Moreover, a published book enhances the presenter's authority and credibility while broadening the reach of their expertise to a wider audience.

Kindly note, the word "author" is the foundation of the word "authority," and this connection holds a significant truth. Becoming an author of a book is one of the most powerful ways to establish authority in any field. When you write a book, you demonstrate your expertise, knowledge, and unique perspective on a particular subject. This act of sharing valuable insights and wisdom elevates your status as an authority figure in your industry or niche.

A book serves as the ultimate authority builder because it goes beyond a simple statement of your knowledge; it offers an in-depth exploration of your expertise. The process of crafting a book allows you to delve deeply into your subject matter, providing comprehensive solutions, case studies, and actionable advice to your readers. As a published author, you command respect and trust from your audience, positioning yourself as a credible source of information.

Moreover, a book has a lasting impact, continuing to influence and educate readers long after its initial release. It becomes a tangible representation of your authority, showcasing your dedication to helping others and leaving a lasting impression on your target audience. With your book in hand, you can confidently share your insights in various settings, from speaking engagements to media interviews, further solidifying your status as a trusted expert in your field. Ultimately, being an author is a pathway to building enduring authority and leaving a remarkable legacy through the power of written words. Therefore, we strongly advocate transforming your webinar series into chapters of your book.

Live webinars offer a dynamic and engaging experience that sets them apart from pre-recorded ones. The sense of immediacy and interactivity in a live webinar creates a unique atmosphere that excites the audience, encourages active participation, and fosters the development of a personal relationship between the presenter and attendees.

1. **Immediacy and Real-Time Interaction:** Live webinars create a real-time connection between the presenter and the audience. Attendees know that the content is being delivered at that very moment, which generates a sense of excitement and anticipation. They can ask questions, provide feedback, and participate in polls, fostering an interactive and immersive experience.
2. **Personal Touch and Authenticity:** During a live webinar, the presenter's authentic personality shines through. This genuine approach helps establish trust and rapport with the audience. Attendees appreciate the unscripted moments and candid responses, making them feel like they are part of a genuine conversation.
3. **Audience Engagement and Participation:** Live webinars allow for immediate audience engagement through chat features, Q&A sessions, and live polls. Attendees can actively participate, share their thoughts, and have their questions addressed in real-time. This level of interaction keeps attendees engaged throughout the webinar.
4. **Sense of Community:** Live webinars bring together like-minded individuals with a shared interest in the topic. As attendees interact with each other and the presenter, a sense of community is fostered. Participants can network, share experiences, and learn from one another, enhancing their overall experience.

5. **Timely and Relevant Content:** Live webinars often focus on current and relevant topics, addressing the latest trends or challenges in the industry. This timeliness adds value to the attendees' experience, as they gain valuable insights and solutions that can be immediately applied to their situations.
6. **FOMO (Fear of Missing Out):** The live nature of webinars creates a sense of urgency for attendees not to miss the event. The fear of missing out (FOMO) drives more people to register and attend, knowing that they will have a unique opportunity to engage with the presenter and other attendees.
7. **Building Trust and Credibility:** The presenter's ability to deliver information in real-time, address questions, and offer expert advice builds trust and credibility. Attendees see the presenter as a knowledgeable and approachable authority, which fosters a stronger personal relationship with the audience.

Live webinars stand out from pre-recorded ones due to their immediacy, real-time interaction, and personal touch. The excitement and participation they generate contribute to the development of a personal relationship between the presenter and the audience. The sense of community and engagement in live webinars make them a powerful tool for establishing trust, credibility, and loyalty among attendees.

To keep participants engaged until the end of the webinar, consider offering valuable incentives that appeal to their interests and needs. Some effective offers include:

1. **Exclusive Discounts:** Offer a limited-time discount or special promotion for your products or services to those who stay until the end of the webinar.

2. **Free Resources:** Provide downloadable guides, checklists, or e-books related to the webinar topic that attendees can access after the event.
3. **Q&A Session:** Offer an extended Q&A session at the end of the webinar, allowing attendees to ask specific questions and receive personalized answers.
4. **Prize Drawings:** Conduct a prize drawing at the end of the webinar, where attendees have a chance to win exciting prizes, such as gift cards or valuable products.
5. **Bonus Content:** Promise exclusive bonus content, such as additional video tutorials, case studies, or expert interviews, accessible to those who stay until the end.

By offering enticing incentives, you can encourage participants to stay engaged throughout the entire webinar, maximizing their learning experience and fostering a positive impression of your brand.

Why Webinars Are The Ultimate Content Tool

While relatively easy to create, webinars are just so powerful. The following are some reasons why webinars are so effective in not only content creation, but as a reason to contact your audience with a good reason. Most people like to support other people when they are taking a risk, so when someone receives a webinar invitation, they usually don't delete or unsubscribe from it. They look at it, take note, think something like, "Good for them putting on a live event, they must know a lot about this topic," then either register or just go to their next email. It is a great excuse to get in your target audience's inbox in a non-intrusive and positive way. Some other key points to consider about webinars are:

- A reason to email your list with an offer...multiple times
 - Invite to the webinar
 - Reminder before the webinar starts
 - Replay after the webinar
- Drive's multiple sources of NEW content
 - Live Webinar
 - YouTube video with recording of webinar
 - Sliced up elements of the webinar
 - Blog Post on your website with replay of webinar
 - Audio from webinar for Podcast Episode
 - Transcription of webinar for blog post
 - Slides from webinar in PDF on SlideShare
 - Leverage Social Media to drive registration & replay consumption

Webinar Setup Checklist

- Pick Topic & Date for webinar (Block on your calendar)
 - Block The webinar date / time
 - Block out 2 hours at least 2 weeks prior to the event to get everything setup
- Setup static meeting link on your system (Zoom)
- Setup landing page (Ontraport)
- Setup confirmation page (video offering meeting)
- Use existing webinar slides, or create new ones if needed
- Setup & trigger eMail promotion campaign in your system (Ontraport) & Confirmation / Show up Campaign
- Setup Facebook Ads & posts promoting registration
- Conduct Webinar (Be sure to record)

Post Webinar Process (Syndication)

- Download video file from Zoom
- Convert video to audio MP3 with MP3 video converter for podcast syndication
- Upload replay on YouTube
- Upload slides on Slideshare
- Upload audio for Podcast
- Request transcription
- Setup replay page on your blog
- Send replay link in replay campaign
- Setup Facebook Ad campaign with replay to target audience
- Setup blog post with Video & Audio file for iTunes Podcast

Technology Setup

- Webinar engine - Zoom Meetings
- Registration page (synced to Ontraport & Zoom)
- Thank you page - Confirm & offer personal sales call
- Replay page
- Promotion for registration – Email list & Facebook Ads
 - registration:
 - 5-6 emails promoting the webinar
 - Facebook Ads promoting webinar to client list & target audience
- Replay:
 - 1-2 emails promoting replay
 - Facebook ads to Prospect List & Retargeting Audience
 - Syndicate on YouTube, SlideShare, Blog & iTunes

Landing Pages

- Registration page copy:
 - Webinar Starts In...
 - Thursday, June 23rd at 1PM EST
 - Yes, Save My Spot!
 - What You're Going To Learn
 - Paragraph describing each webinar and what they will learn
 - WARNING: LIMITED SPACE AVAILABLE
 - This is always our most popular webinar of the year and space is limited. Make sure to register now to secure your spot on this live & interactive webinar.
- Thank You Page - Confirm & offer strategy session
 - CONGRATS, YOU'RE REGISTERED FOR THE SESSION!
 - Thursday June 23rd at 1PM ET
 - Add event to calendar
 - Murphy's Heating Oil experienced team teaches essential winter preparedness tips to optimize heating oil usage and save on energy costs in the cold season..
 - We know you really want to have your questions answered, kindly click here to setup a brief, 15-minute call with an expert in XYZ (topic of webinar).
- Replay Page
 - H1: Winter Preparedness: Tips for Efficient Heating Oil Usage and Savings
 - Embedded video of webinar
 - BIG BUTTON: Schedule a 15-minute Call with an XYZ (Topic of webinar) heating oil expert to have your questions answered immediately.
 - Text transcript of webinar

- Repeat process for next webinar

Below are some sample webinar topics for a few industries. Kindly try to think of some for your specific business and industry. These are just food-for-thought and meant to prompt new ideas for webinars for your business.

Heating Oil Delivery Company:

1. **"The Future of Heating Oil:** Embracing Sustainability and Renewable Energy Sources"
2. **"Winter Preparedness:** Tips for Efficient Heating Oil Usage and Savings"
3. **"Enhancing Customer Experience:** Best Practices for Reliable Heating Oil Delivery Services"
4. **"Heating Oil Safety Measures:** Ensuring the Well-Being of Your Home and Family"
5. **"Evolving Trends in Heating Oil Pricing and Market Dynamics"**
6. **"The Benefits of Regular Heating Oil Maintenance:** Extending Equipment Lifespan and Efficiency"
7. **"Making the Switch to Bioheat:** Understanding the Environmental Advantages of Biofuel Blends"
8. **"Navigating Heating Oil Price Volatility:** Strategies for Budget-Friendly Purchasing"
9. **"Heating Oil vs. Natural Gas:** Weighing the Pros and Cons for Your Home Heating Needs"
10. **"The Role of Smart Technology in Modern Heating Oil Delivery:** Enhancing Convenience and Automation."

Diesel Delivery Company:

1. **Diesel Fuel 101:** Understanding the Basics and Benefits of Diesel Delivery"

2. **"Maximizing Efficiency:** Tips and Best Practices for Diesel Fuel Storage and Handling"
3. **"The Future of Diesel:** Exploring Renewable and Sustainable Diesel Fuel Options"
4. **"Navigating Diesel Fuel Regulations:** Compliance and Environmental Considerations"
5. **"Optimizing Fleet Performance:** How Proper Diesel Fuel Management Impacts Your Business"
6. **"Diesel Fuel Additives:** Enhancing Performance and Prolonging Engine Life"
7. **"Diesel Fuel Quality Testing:** Ensuring Optimal Fuel Performance and Engine Health"
8. **"Emergency Preparedness:** Safeguarding Your Diesel Fuel Supply During Crises"
9. **"Cost-Effective Diesel Delivery Strategies:** Balancing Efficiency and Affordability"
10. **"Innovations in Diesel Fuel Technology:** What the Future Holds for the Industry"

Specialty Gas Delivery Company:

1. **"The World of Specialty Gases:** Introduction, Applications, and Importance"
2. **"Safety First:** Best Practices for Handling, Storing, and Transporting Specialty Gases"
3. **"Understanding Gas Purity and Quality Standards:** Ensuring Consistency in Specialty Gas Delivery"
4. **"Specialty Gas Blending:** Custom Solutions for Unique Industry Applications"
5. **"Selecting the Right Specialty Gas Supplier:** Key Considerations for Your Business"
6. **"Gas Cylinder Management:** Maximizing Efficiency and Minimizing Waste"
7. **"Gas Chromatography:** A Deep Dive into Analyzing Specialty Gases"

8. **"Specialty Gases in Medical Applications: Advancements, Benefits, and Best Practices"**
9. **"Gas Supply Chain Challenges: Overcoming Obstacles in Specialty Gas Delivery"**
10. **"Sustainability in Specialty Gas Delivery: Embracing Eco-Friendly Solutions for the Future"**

Welding Gas Suppliers (extension of Specialty Gas):

1. **"Welding Gas Essentials: Understanding the Different Types and Their Applications"**
2. **"Gas Safety in Welding: Best Practices for Handling and Storing Welding Gases"**
3. **"Optimizing Welding Efficiency: Tips and Techniques for Gas Usage"**
4. **"Choosing the Right Welding Gas Supplier: Factors to Consider for Your Business"**
5. **"Gas Cylinder Management for Welding: Ensuring Safety and Compliance"**
6. **"Gas Blending for Welding Applications: Custom Solutions for Superior Results"**
7. **"Gas Purity in Welding: Importance, Standards, and Quality Assurance"**
8. **"Gas Regulation and Flow Control in Welding: A Comprehensive Guide"**
9. **"Welding Gas Equipment Maintenance: Extending Lifespan and Performance"**
10. **"Innovations in Welding Gas Technology: Advancements and Future Trends"**

Septic Tank Pumping Companies:

1. **"Septic Tank Maintenance 101: Essential Tips for Keeping Your System in Top Shape"**

2. **"Understanding Your Septic System:** How It Works and Common Components Explained"
3. **"Troubleshooting Septic Tank Issues:** Identifying and Addressing Common Problems"
4. **"Septic Tank Pumping:** The Importance of Regular Maintenance and How Often You Should Pump"
5. **"Septic System Dos and Don'ts:** Best Practices for Avoiding Costly Repairs"
6. **"Eco-Friendly Septic Solutions:** How to Make Your System More Sustainable"
7. **"Septic System Inspections:** Preparing for a Real Estate Sale or Home Purchase"
8. **"Septic Tank Additives:** Debunking Myths and Understanding Their Role in System Health"
9. **"Septic Tank Safety:** Guidelines for Proper Handling and Disposal of Waste"
10. **"Septic System Upgrades:** Exploring Advanced Technologies for Enhanced Performance"

Grease Trap Pumping Companies:

1. **"Grease Trap Maintenance 101:** Essential Tips for Keeping Your System Running Efficiently"
2. **"Understanding Grease Traps:** How They Work and Why They Are Crucial for Your Business"
3. **"Troubleshooting Grease Trap Issues:** Common Problems and Effective Solutions"
4. **"Grease Trap Pumping:** The Importance of Regular Service and Frequency Recommendations"
5. **"Grease Trap Compliance:** Navigating Local Regulations and Avoiding Costly Penalties"
6. **"Sustainable Grease Management:** Eco-Friendly Solutions for Grease Trap Disposal"
7. **"Grease Trap Sizing and Design:** Ensuring the Right System for Your Business Needs"

8. **"Grease Trap Best Practices for Restaurants:** How to Prevent Grease-Related Problems"
9. **"Grease Trap Maintenance for Commercial Kitchens:** Tips and Strategies for a Smooth Operation"
10. **"Grease Trap Cleaning:** Safe and Efficient Methods for Removing FOG (Fats, Oils, and Grease)"

We've covered a range of essential topics for service companies, from maintenance best practices to compliance with local regulations. As we continue to explore effective strategies for growing your business, it's crucial to harness the power of video marketing. In the next section, we'll delve into the world of video content creation, uncovering how impactful videos can engage your audience, boost brand awareness, and drive conversions for your company.

Introduction to Video Marketing:

In the digital age, where attention spans are shorter than ever and information overload is the norm, businesses need innovative ways to capture and retain their audience's attention. Enter video marketing – a dynamic and compelling strategy that has revolutionized the way brands communicate with their target audience.

Video marketing is the art of using engaging and informative videos to convey messages, tell stories, and promote products or services. With the rise of social media and the popularity of online video platforms like YouTube, video marketing has become an essential tool for businesses to connect with their customers in a more authentic and meaningful way.

Why is video marketing so powerful? It's simple – videos have the ability to evoke emotions, capture narratives, and convey complex information in a visually appealing format. They can tell a brand's story, showcase its products or

services, and create a lasting impression on viewers – all within a short span of time.

In this era of content overload, consumers crave content that is easily digestible and visually stimulating. Video marketing fulfills this need, providing a seamless and engaging experience for audiences across various platforms and devices.

Whether it's a product demo, customer testimonial, behind-the-scenes glimpse, or a creative brand story, videos have the potential to spark interest, drive engagement, and influence purchasing decisions. They allow businesses to connect with their audience on a personal level, building trust and fostering brand loyalty.

In this age of rapid technological advancements and social media dominance, video marketing has emerged as a game-changer for businesses of all sizes and industries. It is no longer a luxury but a necessity for staying competitive in the market and leaving a lasting impression on the ever-discerning consumer.

Throughout this guide, we will explore the various aspects of video marketing, from crafting compelling video content to optimizing distribution strategies. We will delve into the power of storytelling, the impact of visual elements, and the art of creating videos that resonate with your target audience.

So, whether you're a seasoned marketer looking to revitalize your strategies or a business owner taking your first steps into the world of video marketing, this guide will equip you with the knowledge and tools needed to harness the full potential of video as a marketing powerhouse. Let's embark on this exciting journey of video marketing and discover how it can elevate your brand's presence, engagement, and success.

Harness the Power of Video Marketing

Did you know that YouTube ranks as the second-largest search engine, surpassing Bing and Yahoo? Despite the significance of video and YouTube, many businesses tend to focus solely on search engine optimization, overlooking the immense opportunities that video marketing presents. By implementing a video marketing strategy, you can not only boost your online visibility but also enhance your overall SEO efforts and drive better visitor conversion rates.

Why Choose Video Marketing?

Video marketing offers a multitude of benefits for your business:

1. **Increased Exposure:** Incorporating videos into your marketing strategy provides additional visibility on search engines, granting you more prominent placements for your targeted keywords. This boost in exposure improves your SEO efforts and drives more visitors to your website.
2. **Enhanced Conversion:** A well-crafted video on your home page and subpages can deeply resonate with potential customers, encouraging them to take action and reach out to your business. The engaging nature of videos can turn passive website visitors into active leads, leading to higher conversion rates.
3. **YouTube's Dominance:** As the second most used search engine after Google, YouTube is a massive platform with tremendous potential. With fewer videos available compared to web pages, creating relevant and high-quality video content presents a significant opportunity to connect with your audience and answer their queries.

Taking Advantage of Video Rankings

With proper optimization, your videos can achieve excellent rankings in search engine results, providing you with multiple placeholders for your important keywords. This means your videos could be visible in:

- Natural searches on Google
- Natural listings on YouTube
- And possibly, your blog post with the video embedded on it could have its own search engine listing as well

These potential triplicate listings are powerful tool to attract organic traffic. By following the strategies outlined in this chapter, you can leverage video marketing to boost your online presence, engage with your audience, and enjoy a competitive edge in your market. You can also strategically use video descriptions on platforms like YouTube to drive traffic back to your website by including a link from the YouTube description to your website.

The SEO Boost of Video Content

Video content can significantly contribute to enhancing your overall SEO efforts. As previously covered in the SEO chapter, inbound links are crucial for ranking well in search results. By creating valuable video content, you have the opportunity to drive inbound links to your website from reputable video platforms like YouTube and Vimeo.

To fully leverage the SEO benefits of video, it's essential to go beyond generic website pages like Home, About Us, Our Services, and Contact Us. Consider having dedicated pages for each of your core services and products. Videos linked to these specific pages will bolster your SEO efforts and positively impact your website's performance.

One significant SEO factor to consider is the bounce rate. Google interprets a high bounce rate, where visitors quickly leave your page after arriving, as a sign that the content may not be relevant to their search. Having engaging video content on your website can reduce the bounce rate and increase the time visitors spend on your site. Even if visitors only watch a few seconds of the video, it captures their attention, signaling to Google that your site is relevant to their needs.

However, it's essential to understand that simply having video on your page doesn't automatically improve your SEO. What matters is the positive impact on visitor behavior, such as longer time spent on your site and reduced bounce rates.

Driving High-Impact Links with Videos

Videos are compelling and enjoyable to watch, making them an excellent tool for keeping visitors engaged. While videos are less commonly found on subpages, featuring them on the homepage banner or services page can entice users to spend a few minutes learning about your offerings. The unexpected and captivating nature of videos resonates with people, making them more likely to explore the content you offer.

When optimizing your website with video content, keep in mind that visitor engagement and retention are key factors that can positively impact your SEO efforts, leading to better visibility and increased conversion rates.

Enhancing Conversion with Above-the-Fold Video

Placing a video above the fold ensures that the most important information is immediately visible without the need to scroll down. We will discuss this more in Chapter 10 in the website conversion funnel chapter. As soon as visitors land on your page, they are greeted by the video, providing an

excellent opportunity to introduce yourself and your services. This smart placement of video content above the fold not only improves on-page site time but also reduces bounce rates.

Beyond its SEO benefits, video can be a powerful tool for improving conversion rates. While driving traffic to your website is essential, converting those visitors into actual customers is equally crucial. Having an intelligent video strategy can make all the difference.

Videos have a unique ability to resonate with people, allowing them to get to know and trust you even before picking up the phone to inquire about your services. By creating authentic videos featuring your team members, service managers, or even the owner directly speaking to the camera, you can establish a personal connection with potential customers on an emotional level. This approach, rather than producing a formal corporate video, tends to be more effective in improving conversion rates.

Furthermore, video accommodates different learning preferences and modalities. Some people prefer reading, while others lean toward listening or visualizing information. By combining video with text on your website, you can effectively cater to every type of visitor. This versatility allows you to connect with a broader audience and increase the chances of making a meaningful impact on potential customers.

Ultimately, having video content on your website can significantly enhance your conversion rates and lead to more phone calls and inquiries. Embrace the power of video marketing strategically, and you'll witness an improvement in customer engagement and overall business success.

Leveraging the Power of Video for to Market Your Business

Harnessing the potential of video marketing can work wonders for your company. By implementing a strategic video marketing approach, you can enhance your SEO efforts, improve search engine placement, and increase conversion rates. So, how can you make the most of this valuable tool?

Create Simple and Engaging Videos Keep it straightforward and personable. Create videos about your company, the services you offer, and address frequently asked questions. Upload these videos to YouTube and other video sharing platforms, and syndicate them across your website and social media profiles. Remember, people resonate with genuine interactions, so put a real face on the camera, whether it's yours or someone representing your company. Aim for videos between 30 seconds to three minutes in length – just enough to deliver your message effectively.

Don't Overthink It! You don't need to invest in high-end production crews or expensive cameras. You can create compelling video content using the technology you already have. A 4k smartphone or webcam is sufficient to get started. Editing software is readily available, such as YouTube's built-in editing features, or free options like iMovie for Mac and Movie Maker for PC. Stand in front of your company sign or in your office, and speak directly to your website visitors – this authentic approach will resonate with them.

Types of Videos to Create Begin with a welcoming introduction video or VSL for your website, thanking visitors and highlighting your unique services. Focus on creating videos related to your primary services. Ensure each service has its own page on your website and a corresponding video that explains its benefits. Additionally, consider producing a frequently asked questions (FAQ) video, addressing common

queries customers may have. This valuable content can be shared on YouTube, social media, and your website's blog.

Deliver Your Message Authentically While some may prefer using a script with a teleprompter, the key is to come across as natural and authentic. If possible, speak from the heart and engage with the camera as you would with a customer in person. This genuine approach will create a strong connection with your audience.

By embracing the power of video marketing, you can elevate your company's online presence, improve customer engagement, and increase conversions. Engage with your audience, showcase your services, and watch your business flourish with the added visibility and trust that video content can provide.

Creating Compelling Video Content for Your Business

To effectively leverage video marketing for your company, follow a simple script that introduces your services and includes a clear call to action. For instance, you could say, "At XYZ Fuel Delivery, we offer a comprehensive range of fuel delivery services in your area. If you need fast and reliable fuel delivery, call our office today at 555-5555." Keep the message concise, informative, and personable to connect with your audience.

Highlight Your Core Services Tailor your videos to showcase each core service you provide. For example, if you specialize in general fuel delivery and 24/7 emergency services, create separate videos for each. Highlight the benefits of choosing your company, such as prompt response times and competitive pricing. You can also offer exclusive discounts, like "\$20 off your first fuel delivery when you mention code 'FuelVideo20'."

Don't Overthink It You don't need a fancy production crew or expensive equipment to create engaging videos. Utilize your smartphone or webcam to shoot the videos and basic editing software like iMovie or Movie Maker to edit them. Be authentic and speak directly to your audience as if they were right in front of you.

Optimize Your YouTube Channel Setup a YouTube channel for your company and name it with your city and services to improve search visibility. Include relevant tags, your company's name, address, and phone number, and a link to your website in every video description. This will not only improve your search rankings but also serve as an important citation source.

Tag Your Videos Strategically When tagging your videos, use keywords related to your services and your city. For example, title your videos "Fuel Delivery in [Your City] – XYZ Fuel Delivery" to increase searchability. Always include your name, address, and phone number in the video description to maintain citation consistency.

Embed Videos on Your Website Copy the "embed code" from YouTube and post your videos on your website. The intro video should go on the homepage, while service-specific videos belong on the corresponding subpages. By doing so, you enhance engagement on your website and give visitors a chance to connect with your services visually.

Expand Beyond YouTube While YouTube is a powerful platform, don't limit yourself to just one video-sharing site. Consider uploading your videos to other well-known platforms to reach a broader audience. Share the videos on Vimeo, Rumble, your social media profiles, etc., and encourage your followers to engage with them.

By following these steps and creating compelling video content, your company can enhance its online presence,

engage with customers, and drive better conversion rates. Videos provide a unique opportunity to showcase your services and connect with your target audience on a more personal level.

Creating a Content Calendar.

Creating a content calendar is a fundamental step in your content creation strategy. It serves as a roadmap, keeping you and your team on track with your content development and distribution efforts. By planning your content in advance and aligning it with your marketing goals and seasonal trends, you ensure that each piece of content serves a purpose and contributes to your overall marketing strategy of addressing your customer's needs, interests, problems, and challenges. With a content calendar in place, you can seamlessly schedule content releases, ensuring that your messaging is timely and relevant to your audience. This organized approach enables you to capitalize on seasonal opportunities, promotions, and events, while also maintaining consistency in your brand messaging. By hitting your season goals thoroughly and on time, you maximize your content's impact, engage your audience effectively, and strengthen your business's online presence.

As we conclude the Content Creation Chapter, we now shift our focus to a critical aspect of boosting your online visibility: Backlink Building. While creating high-quality content is essential for engaging your audience and establishing authority, backlinks act as powerful endorsements from other websites, elevating your business's reputation in the eyes of search engines. In the upcoming chapter, we'll dive deep into the world of backlinks, exploring effective link building strategies, understanding the importance of domain authority, and mastering the art of outreach to secure valuable backlinks from reputable sources. So, let's continue

our digital marketing journey and discover how backlink building can significantly impact your search engine rankings and ultimately drive more customers to your door.

CHAPTER 9:

Backlink Building



"Backlinks are the lifeblood of organic search traffic. They are the secret sauce that separates the winners from the losers in the search engine rankings."

LARRY PAGE, CO-FOUNDER OF GOOGLE

Now that we've explored the art of content creation and its pivotal role in capturing the attention of your audience, it's time to embark on the next phase of our digital marketing journey: backlink building. Just like content creation, backlink building is a critical component of any successful SEO strategy.

While high-quality content serves as the foundation of your online presence, backlinks act as the bridges that connect your website to the vast web of information. Backlinks, also known as inbound links, are links from other websites that direct users to your site. These links not only drive traffic to your pages but also signal to search engines that your content is valuable and authoritative.

In the realm of search engine algorithms, backlinks are like votes of confidence from other websites, vouching for the credibility and relevance of your content. The more authoritative and reputable websites that link back to your pages, the more search engines view your website as a trusted source worthy of higher rankings in search results.

Building backlinks, however, is not a mere numbers game. It's about quality over quantity. One high-quality backlink from a reputable website can carry more weight than multiple low-quality links. The key lies in creating compelling, shareable content that naturally attracts backlinks from authoritative sources.

Throughout this chapter, we will unravel the art of backlink building, exploring various strategies to acquire valuable inbound links that boost your website's authority, visibility, and search rankings. We'll dive into outreach techniques, relationship-building with other webmasters, and the importance of link relevancy.

Just like creating great content, building backlinks requires a thoughtful and strategic approach. It's about fostering genuine connections, providing value to your target audience, and earning the recognition of industry peers and influencers.

So, let's venture into the world of backlink building, armed with our compelling content and a passion for making meaningful connections. Together, we will navigate the intricacies of backlink acquisition and unlock new avenues for enhancing your website's authority, standing tall in your local search ranks.

Establishing Your Website's Authority Through Link Building

After you've created and optimized your website pages, created content, setup your citations and social channels, the next crucial step is acquiring inbound links to bolster your site's rankings for your most crucial keywords. Think of everything we've covered so far as preparing the foundation. The optimized pages enable your site to be in contention. However, securing a top placement largely depends on the number of QUALITY inbound links and references to those pages.

The SEO equation can be divided into 30% On-Page optimization and 70% Link Building. Developing your website pages is only the starting point. Surpassing your competition in ranking necessitates having a GREATER quantity of quality inbound links and citations pointing to your site.

He Who Has The MOST Quality Inbound Links WINS!

It's important to note, if there's any magic formula to achieving high rankings in search engines, it hinges on links

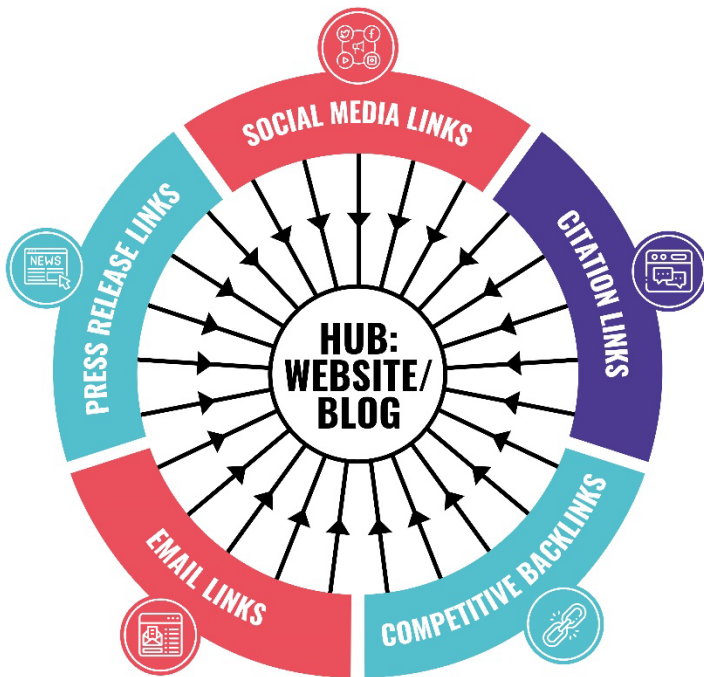
and authority. However, there's a significant stipulation – these can't be just any links. It's not about amassing thousands of inconsequential links. When I mention links, I'm talking about hyperlinks from other websites pointing to your site, which I'll delve into with detailed examples shortly.

Recent updates to the algorithm focus on combating spam. Many internet marketers and SEO specialists, recognizing the importance of links (since Google's algorithm is heavily based on them), devised ways to generate a multitude of links with varied anchor text, directed towards the pages they aimed to rank. However, Google understood that if these links lacked relevance, they offered no value to the internet landscape.

In fact, low-quality or irrelevant links can do more harm than good to your ranking. It's about securing quality, relevant links to your homepage and subpages via content creation and strategic link building. The questions arise – how do you acquire these links? And where do you find them?

Refer to the diagram below to get an idea. We refer to this as a *link wheel*.

Link Wheel:



Think of a bicycle wheel; the hub is your website/blog post with new content. You would start with the creation of engaging content and articles; new, valuable content is the most significant source of inbound links. We would write a compelling title, a two-to-three-line leader paragraph, have a compelling thumbnail, and put a link to your website. We would then post these items above to the various places online that allow us to link to your site, such as:

Social Media Links: Social media platforms offer valuable opportunities to generate backlinks for your company's website. By sharing engaging content on platforms like Facebook, Twitter, and LinkedIn, you can encourage your followers to visit your website through embedded links in your posts. Additionally, when others share your content, it

creates more opportunities for backlinks as your website's link is distributed across various social profiles and blogs. It's beneficial to establish profiles on multiple platforms and incorporate a link back to your website, as social media profile links serve as another accessible source of inbound links. These profiles enable you to provide essential business details, including your website URL, contributing to your website's backlink profile and online visibility.

Citation Links: Citation links, also known as business listings, play a crucial role in local SEO by providing valuable backlinks for your website. As discussed in Chapter 7, by claiming and optimizing your business listings on directories like Google My Business, Yelp, and Yellow Pages, you not only offer essential contact information to potential customers but also create authoritative backlinks. These citations enhance your online visibility and boost your website's authority in local search results. Additionally, you can obtain easy-to-acquire links from various online directories such as Google Maps, Yahoo Local, City Search, Yelp.com, and more, where you can showcase your business details and link back to your website. Many citations allow you to post links with the title, photo, leader sentence, and link structure, just like a social media link.

Leveraging associations, supplier sites, and local businesses also present opportunities to secure relevant backlinks, amplifying your online presence and domain authority. By exploring collaborative link exchange opportunities with non-competitive affiliated industries, you can further enhance your website's credibility and establish a strong online presence in your niche.

If your business is in the field of specialty gas, for example, you could approach your local compressed gas association and propose a mutual link exchange: they feature a link to your website on their site, and you reciprocate. This kind of

cooperative approach with relevant businesses can enhance the authority of your website domain.

Competitive & Industry Backlinks: Building competitive backlinks involves conducting thorough research to identify where your competitors are acquiring their links. By utilizing tools like Raven Tools, SEO Book, and SpyFu, you can pinpoint the links that top competitors have and aim to secure similar links pointing back to your website. To further bolster your ranking, you can employ a strategy known as *competitive link acquisition*, which involves identifying who ranks highest for your target keywords, analyzing their link profile, and acquiring similar links for your site. By systematically replicating and redirecting these links, you can dominate search engine results for service-related keywords in your region and surpass your local competitors. Also, engaging with industry influencers, partners, and relevant websites also presents opportunities to earn backlinks from sources with shared interests or target audiences. These backlinks signal search engines that your website is reputable and relevant, leading to improved search engine rankings and online credibility.

Email Links: Email marketing campaigns can drive traffic to your website and generate backlinks when you include relevant links in your email content. By strategically placing links to specific product pages, blog posts, or landing pages, you can direct recipients to valuable resources on your website. Additionally, if recipients find your content valuable, they may share it with others, creating more opportunities for backlinks.

Press Release Links: Press releases offer a valuable opportunity to acquire authoritative backlinks from media outlets and industry publications. When you distribute a well-crafted press release, there is a chance that journalists and bloggers will feature it on their platforms, providing valuable

backlinks to your website. These backlinks from reputable sources contribute to your website's domain authority and enhance its visibility in search engine results. Consistently issuing press releases and news updates through reputable channels like EIN Presswire plays a crucial role in strengthening SEO link building. Each published press release typically includes a link back to your website, adding to your overall backlink profile and boosting your website's visibility and authority. The regular updates ensure a steady influx of high-quality links, further improving your site's SEO. Moreover, press release distribution can expose your content to journalists and news outlets, potentially leading to additional coverage and more high-value backlinks. Thus, a consistent press release strategy is an excellent way to strengthen your SEO link building efforts. Kindly see some sample ideas for newsworthy press releases and tailor these for your business and industry:

1. **Introduction of New Fuel Delivery Technology:** Highlight any innovative technology or equipment that your fuel delivery company is implementing to enhance efficiency, safety, or environmental sustainability.
2. **Partnership Announcements:** If your fuel delivery company forms partnerships with other businesses or organizations, such as fuel suppliers, renewable energy companies, or community organizations, share the news through press releases.
3. **Expansion of Service Area:** If your company is expanding its service area to cover new regions or cities, use press releases to announce the expansion and showcase the benefits it brings to customers.
4. **Introduction of New Fuel Products:** If your company is introducing new types of fuel, such as biofuels or alternative energy sources, use press releases to

- educate the public about the benefits and advantages of these products.
5. **Recognition and Awards:** If your fuel delivery company receives any awards, certifications, or industry recognitions for excellence in service, safety, or environmental practices, share the news with press releases.
 6. **Community Initiatives and Events:** If your company is involved in community initiatives, such as charity events, environmental programs, or fuel assistance programs, use press releases to promote these initiatives and showcase your commitment to the community.
 7. **Safety Measures and Compliance:** If your fuel delivery company implements new safety measures or achieves compliance with industry regulations, use press releases to inform the public about your dedication to safety and quality.
 8. **Customer Success Stories:** Share success stories and testimonials from satisfied customers who have benefited from your fuel delivery services. Highlight how your services have positively impacted their businesses or households.
 9. **Employee Spotlights:** Showcase the expertise and dedication of your team members through press releases that highlight their achievements, certifications, or contributions to the company's success.
 10. **Company Milestones:** Celebrate significant company milestones, such as anniversaries or business expansions, with press releases that reflect on your company's growth and success over the years.

The above are the fundamental places you will want to go to acquire quality, ethical, and whitehat backlinks. Each of the

categories above can be further expanded and I encourage you to continue to grow your backlink profile each month as links are, as Larry Page says, 'The Secret Sauce' to online credibility.

Website Traffic

Website traffic plays an indispensable role in the realm of Search Engine Optimization (SEO). Not only does a higher traffic volume signal to search engines that your site is valuable and relevant, but it also improves your website's visibility and ranking in search engine results. The quality of content and links is key in driving this traffic. As we discussed, high-quality content, that is informative, engaging, and addresses the needs or interests of your audience can attract and retain more visitors. Similarly, high-quality backlinks from reputable sources can drive referral traffic to your website, diversifying your traffic sources, and increasing overall traffic volume. Therefore, ensuring quality content and backlinks is crucial for driving traffic.

As we wrap up the Backlink Building Chapter, we now pivot our focus to another crucial aspect of fueling your online success: Website Conversion Funnels. Backlinks are undeniably powerful in driving traffic and boosting your search engine rankings, but it's equally essential to ensure that your website is optimized to convert those visitors into valuable customers. In the upcoming chapter, we'll delve into the intricacies of crafting compelling website conversion funnels that guide your potential clients through a seamless journey, from the initial point of contact to making a purchase or taking desired actions. By understanding the psychology of user behavior and implementing effective conversion strategies, you'll be well-equipped to maximize the return on your website traffic and maximize the growth of your

business. Let's explore the art of creating a persuasive and result-driven website conversion funnel.

CHAPTER 10:

Website Conversion Funnels



"A well-designed website funnel is a silent salesman that works 24/7, converting visitors into leads and leads into customers while you sleep."

NEIL PATEL

As we move into this chapter on website conversion fundamentals, we embark on a journey to harness the power of website funnels. A well-crafted website funnel is the backbone of your online marketing strategy, guiding visitors through a carefully designed path to become valuable leads, driving them towards taking action, such as making a call or submitting a web form. By strategically integrating website funnels, you'll not only attract visitors to your business website but also create a seamless process that nurtures them into becoming loyal customers. From the initial setup of your website to the art of crafting compelling messaging and optimizing the navigational flow, we'll equip you with the knowledge and tools to create a high-converting website that serves as a strong foundation for your entire online marketing endeavor. Get ready to unlock the potential of website funnels and propel your business to greater heights of success. The reason the website funnel is at this stage of the book, is because you really need marketing automation to run an effective website funnel, which is discussed in the next chapter. You would design your website funnel, then install it, and the follow up emails and calls, in your marketing automation system to do it correctly.

Imagine having a top-notch Pay Per Click campaign and stellar search engine optimization, even dominating the Google Map rankings. Sounds great, right? However, without a website that effectively engages users and provides them with a compelling reason to choose your business over the competition, all that effort might not yield the desired results.

We're here to change that by ensuring your website is optimized for success. We want your visitors to easily say, *"You're the company I want to call for help,"* based on the information and experience they find on your site. It's not just

about driving traffic; it's about transforming that traffic into valuable leads.

In this chapter, we will dive even deeper into the conversion factors of your website, focusing primarily on your website funnel, but also going through how to craft the right message, confirm the structure your of your website for user-friendly navigation, and how to create an overall experience that resonates with your target audience. By aligning your website's design and funnel with your customers' needs and preferences, you can rest assured that when potential customers visit your website, it is the most effective tool possible to convert them to a lead, and ultimately a customer.

Let's dive into the world of website conversion funnels and unlock the true potential of your online presence. Get ready to make your website a powerful tool in converting visitors into leads!

Website Funnels:

The ultimate objective of a website funnel is to guide potential customers through a series of steady and non-committal steps, gradually piquing their curiosity and leaving them eager for the valuable information promised in the video sales letter (VSL). As we delve into the realm of marketing automation (covered in the next chapter), our focus shifts towards enticing customers to return to our website multiple times, demonstrating the exceptional value we offer, ultimately leading them to make a purchase. Once a customer comes on board, we prioritize delivering excellent service to retain them as recurring customers and potentially turn them into enthusiastic brand advocates who refer their friends.

Just like P.T. Barnum's captivating curiosities, a well-crafted website funnel employs the art of building curiosity to entice

visitors to take the next step in their customer journey. Much like Barnum's half monkey, half fish mermaid and other captivating attractions that drew crowds to his museum and circus, a website funnel leverages intriguing content and enticing offers to pique the interest of potential customers. From attention-grabbing headlines to captivating videos and lead magnets, each step of the website funnel unveils a new and fascinating element that keeps visitors engaged and hungry for more. By strategically revealing just enough information to spark curiosity, the website funnel becomes irresistible, compelling visitors to take that next step, whether it's signing up for a webinar, subscribing to a newsletter, or making a purchase. Like Barnum's masterful showmanship, the website funnel artfully guides prospects through a journey of intrigue, leaving them eager to discover what lies ahead.

The goal of the curiosity building is for your user to take the non-committal steps first, such as pressing play on a video, then the video conveys a message that makes them want what you are offering so bad, that entering their name and email is nothing to them. Provided you offer valuable content and provide real value through cost savings and offers, your audience will be happy to receive future communications from you. The exceptional content you deliver will keep them engaged and eager to stay connected for the value you consistently bring to them. This process completes the narrative woven throughout the funnel, satisfying the audience's curiosity, and addressing their problems with solutions.

The website funnel system commences with funnel development, which comes after implementing traffic-building techniques such as SEO, paid search, and link building. Together, we can craft your website sales funnel, designed to seamlessly convert visitors into leads, leads into

prospects, prospects into customers, and one satisfied customer into several more. This journey unfolds through several essential steps:

1. **Video thumbnail:** A thumbnail infographic serves as an engaging entry point, leading users to push plan on the compelling video sales letter (VSL).
2. **VSL:** The video sales letter (VSL) masterfully builds curiosity, driving users to fill out a web form to gain access to a valuable webinar or other enticing lead magnet.
3. **Follow up campaign:** A sequence of well-crafted follow-up campaigns work diligently to convert users at every stage of your funnel, encompassing lead nurturing, prospect conversion, client retention, affiliate and referral programs, and outreach to media outlets.

By expertly combining these elements, we create a dynamic and efficient website funnel that captures the attention of potential customers and guides them towards becoming loyal and enthusiastic patrons of your brand.

Video Sales Letter (VSL) Format:

Introducing the power of a Video Sales Letter (VSL), an engaging and persuasive tool that takes viewers on an enthralling journey, fueling their curiosity every step of the way. This video should be completed by the owner or president of the company, if possible, to build the authenticity. If not the owner, perhaps the director of marketing or sales. Similar to a traditional sales letter, a VSL unveils 85% of the story, leaving the remaining 15% as an enticing reward that viewers unlock by entering their contact information into a simple form. Once they do, the valuable

content is delivered straight to their inbox or mailbox, igniting their desire to learn more.

The sequence within a VSL is designed to captivate and inspire action, guiding viewers through a transformative process:

1. **Big, Bold Statement:** It all begins with a captivating statement, featured on the thumbnail infographic, urging viewers to hit that play button and take their first small step.
2. **Identifying the Problem:** To ignite action, we must first define the problem the viewers are facing, creating a gap that propels them beyond their current status quo.
3. **Agitating the Problem:** We "poke the bear" by vividly illustrating the repercussions of inaction, highlighting the undeniable consequences of not addressing the issue at hand.
4. **Presenting the Solution:** We unveil the path to resolution, explaining what must be done to effectively solve the problem.
5. **Showcasing Your Company:** Here's where we shine a spotlight on your company, passionately illustrating why you are the ideal solution provider for their needs.
6. **Social Credit:** Building trust is crucial, and we do so by showcasing social proof of your past successes, press mentions, case studies, and other accolades.
7. **Primary Call to Action (Make an immediate sale):** A clear and compelling call to action urges viewers to take immediate steps, whether it's to call now, schedule delivery, or embark on the journey towards transformation.
8. **Secondary Call to Action:** This is where the enticing reward is unlocked, simply by entering their contact

information into a contact form. This content, be it an informative keynote presentation, a comprehensive how-to guide, or an insightful book that delves deeper into the problem-solving process, is delivered to them via inbox immediately, or mailed to their mailbox. This form gives us permission to continue to market to them, which is the topic of the next chapter on marketing automation.

With a masterfully crafted Video Sales Letter, we evoke emotions, spark curiosity, and drive viewers towards transformation and action. It's an artful blend of storytelling and strategic persuasion that leads to conversion and sets your brand apart in the minds of your audience.

Authentic Conversion: Connecting with Your Audience

In the realm of website conversion fundamentals, authenticity reigns supreme. People want to interact with real people, and that's precisely what you should showcase on your website. In your VSL and conversion funnel, you should try to steer clear of stock photography and video whenever possible. Instead, embrace the power of genuine video and images. For your VSL you should try to have the owner perform the VSL script, and perhaps infuse your team, the office, and even shoot it in front of one of your vehicles. By presenting real faces and places, you establish a personal connection with your visitors. They feel confident knowing they'll be dealing with genuine individuals and a business that values authenticity – exactly what modern consumers seek.

For your website funnel, let's focus on crafting compelling messaging that draws them in and fosters that essential connection. Your website's content should speak directly to their needs and desires. For example, if they're in search of a heating oil, specialty gas, or diesel delivery company, your

home page should reinforce the idea that they can trust your services implicitly.

For your thumbnail bold statement, consider phrasing like, "Are you looking for a company that you can trust? Look no further. For the past 30 years, we've stood on the pillars of trust, innovation, and excellence. Click to learn more in our introduction video." Then have a play button on the thumbnail. These words resonate with potential customers and reassure them that your business is the right choice.

But we won't stop there; let's connect with them on a deeper level. Give them clear reasons to choose you above the competition. Add compelling calls to action, such as, "Give us a call at this number for immediate service," or, "Click here to unlock exclusive online specials and discounts."

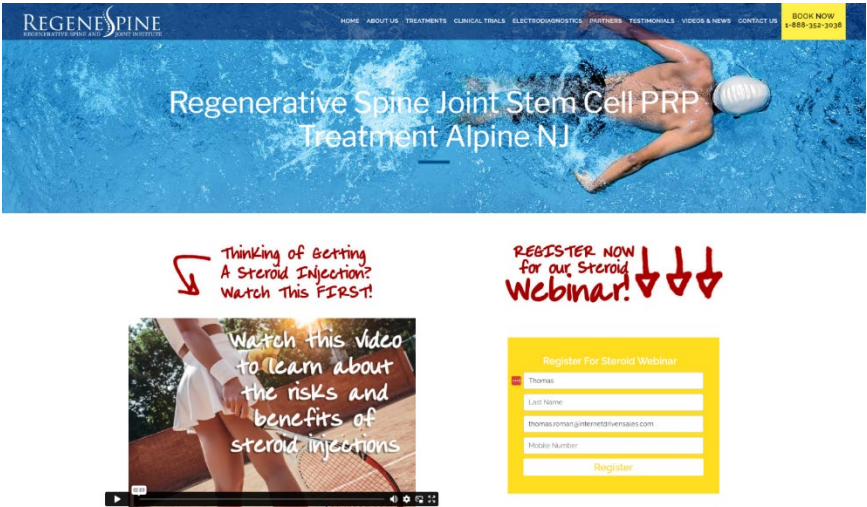
Remember, your audience has many options to explore, so make your offer irresistible. Engage them with information about your values and why you're the best fit for their needs. Encourage them to take action now and seize your enticing offers.

By intertwining authenticity in your photos and video sales letter, compelling messaging, and a captivating call to action, you'll create a powerful website conversion strategy that draws visitors in, fosters trust, and drives them to reach out to you promptly. Let's make your website a beacon of connection and customer conversions!

Example of a Funnel Page Built to Convert

The following is an exemplary Above the Fold Section of a well-designed website funnel page. Kindly Google, "Regenerative Medicine Alpine NJ" or visit: <https://regenespine.com/regenerative-spine-joint-stem-cell-prp-treatment-alpine-nj/> to see the full page. The owner's landing pages feature an engaging video in the

above the fold section, inviting visitors to learn more about the service offering by registering for a webinar. There are also great calls to action in the form of red arrows directing the user to watch the video and register for the webinar: <https://regenespine.com/regenerative-spine-joint-stem-cell-prp-treatment-alpine-nj/> - By captivating users with video content, you can improve their time on your site and decrease bounce rates.



The RegeneSpine® Regenerative Spine and Joint Institute
Offers Stem Cell and PRP Treatments for Patients Near Alpine,
Bergen County, NJ.

The following points are key to have on a high-conversion landing page with a conversion funnel being at the top. The keywords and SEO get them there, but our goal is to get them to watch the video and enter their name in the form. Kindly read below for a real version of a high-conversion landing page with website funnel:

1. **Practice Logo:** The logo is placed in the top left-hand corner, ensuring it's recognizable without overpowering the page. While the name is essential,

we believe in utilizing valuable webpage real estate for more impactful elements.

2. **Easy-to-Find Phone Number:** The phone number is prominently displayed in the top right-hand corner. This gives quick access to essential information, so you don't have to search for it.
3. **Professional Photographs:** To connect with the user, they've invested in professionally shot photos. See the about page on their physician which exudes warmth and expertise. This personalization creates a welcoming atmosphere, reflecting their family-like approach to care.
4. **Video Sales Letter with Compelling Thumbnail:** This is the key to the equation. You need to build curiosity with your website funnel. The goal is for your user to take small steps through your funnel, then to contact them multiple times so they see so much value, that they do business with you.
5. **Clear Navigation:** Exploring a website should be effortless. The main navigation is intuitive, providing clear links to guide you through the information you need.
6. **Contact Form:** Not everyone prefers a phone call, and that's okay. The contact form above the fold captures essential information, allowing you to reach out conveniently. Let them know to rest assured; as you value their privacy and use this form responsibly.
7. **Get to Know The Doctor:** The first paragraph introduces their mission and services briefly. For more in-depth details, you can explore their About Us page. They believe in transparency, so they invite you to learn about their practice and approach.
8. **Visual Impact:** A captivating slider graphic highlights their main services for that page, and their interactive design adds movement and effectively

communicates vital messages to make the journey smoother.

9. **Stay Connected:** Their social media icons are there so the user can explore more about them. It's an opportunity to share videos, photos, and community interactions. Google pays attention to social signals, making this a crucial aspect of online marketing.
10. **Mobile-Friendly:** By having a mobile friendly site, you show that you prioritize your user's convenience, and that includes seamless mobile browsing. As the mobile web grows, you want to ensure that all essential information is just a click away, and the "call us" button remains easily accessible.

The foundation of a high-conversion website landing page with conversion funnel lies in its compelling video sales letter and strategically placed web form at the top of the funnel. These elements, in addition to the other points above, work in harmony to engage visitors, build curiosity, and ultimately drive conversions. The captivating video sales letter entices and educates the audience, while the strategically positioned web form captures their essential information, making it convenient for them to take the next step. Together, these powerful components create a seamless user experience, encouraging visitors to explore further and become valuable leads, ultimately leading to increased conversions and business growth.

Website Conversion Factor Analysis

In evaluating the User-Friendly Interface and website conversions, I have identified key positive and negative points on the website, focusing on the "Above the Fold" section.

Above the Fold Optimization: The sections of the webpage visible without scrolling are crucial for user engagement and conversions. To enhance this space, the following essential conversion factors should be incorporated:

1. **Attention-Grabbing Headlines:** Compelling and captivating headlines draw visitors' attention and encourage them to explore further.
2. **Bullet Points:** Concise and clear bullet points effectively communicate key benefits and offerings, making information easily digestible for users.
3. **Video Sales Letter (VSL) with Lead Capture Form:** Including a captivating VSL along with a lead capture form placed strategically above the fold enables seamless lead generation and encourages user interaction.
4. **Calls to Action:** Strategically placed and well-designed calls to action prompt visitors to take the desired action, such as contacting the business or making a purchase.

By optimizing the "Above the Fold" section with these conversion factors, we can create a user-friendly interface that engages visitors and boosts website conversions.

User Engagement:

For optimal user engagement, it is essential to include a dedicated website funnel section in the "above the fold" area of the website, ideally in the header section. A great way to encourage user interaction is by offering a downloadable 'lead magnet' with an intriguing title that satisfies the curiosity built in the VSL. To access the lead magnet, visitors can click on a prominent "Download Now" button or fill out a form and provide their name and email address.

Some examples of effective lead magnets are:

1. **Ebooks or Whitepapers:** Offering in-depth guides or research reports on a specific topic related to the industry.
2. **Checklists or Cheat Sheets:** Providing a handy checklist or cheat sheet that helps users achieve a particular goal or complete a task.
3. **Webinars or Online Workshops:** Hosting live or recorded webinars on a relevant and valuable topic, encouraging sign-ups for email lists.
4. **Templates or Swipe Files:** Offering pre-designed templates or swipe files that users can use to streamline their work processes.
5. **Quizzes or Assessments:** Creating interactive quizzes or assessments that provide personalized results and recommendations.
6. **Video Tutorials:** Providing informative video tutorials or how-to guides that address common pain points.
7. **Free Trials or Demos:** Offering free trials or product demos to allow users to experience the benefits of a product or service.
8. **Resource Libraries:** Creating a collection of valuable resources, such as guides, videos, and tools, accessible to subscribers.
9. **Exclusive Content:** Providing access to exclusive content, such as insider tips, behind-the-scenes information, or interviews.
10. **Contests or Giveaways:** Running contests or giveaways where users can enter by providing their email addresses.

Sample Lead Magnet Ideas

Kindly see below for some sample lead magnet ideas and tailor these for your business and industry:

Heating Oil Supplier:

1. **"Ultimate Winter Heating Guide"**: Offer a comprehensive guide on how customers can efficiently heat their homes during winter, including tips on using fuel delivery services effectively.
2. **"Top Money-Saving Tips for Fuel Delivery"**: Provide a resource that offers practical ways for customers to save money on their fuel deliveries.
3. **"Fuel Efficiency Checklist for Homeowners"**: Offer a checklist that helps homeowners optimize their fuel consumption and reduce waste.
4. **"Exclusive Monthly Discounts on Fuel Deliveries"**: Provide a sign-up for an email list that gives customers access to exclusive monthly discounts on fuel deliveries.
5. **"Fuel Safety and Maintenance Guide"**: Offer a guide on how to safely handle and maintain fuel tanks and systems.
6. **"Free Tank Inspection and Assessment"**: Provide a free tank inspection and assessment to customers who sign up for your email list.
7. **"Winter Weather Preparedness Checklist"**: Offer a checklist that helps customers prepare their homes and fuel tanks for extreme winter weather.
8. **"Guide to Choosing the Right Fuel Delivery Service"**: Provide a guide that helps customers understand the key factors to consider when choosing a fuel delivery company.

9. **"Emergency Fuel Delivery Response Plan"**: Offer a plan that outlines the steps customers should take during fuel delivery emergencies.
10. **"Fuel Delivery Loyalty Program"**: Provide a loyalty program that rewards customers with discounts or exclusive benefits for repeat fuel deliveries.

Diesel Supplier:

1. **"The Ultimate Diesel Fuel Efficiency Guide"**: Offer a comprehensive guide on how customers can optimize their diesel fuel usage and improve fuel efficiency.
2. **"Top Tips for Choosing the Right Diesel Supplier"**: Provide a checklist or guide that helps customers make informed decisions when selecting a diesel supplier.
3. **"Free Diesel Fuel Sample and Analysis"**: Offer a free diesel fuel sample analysis to potential customers, providing insights into the quality and performance of their current fuel.
4. **"Emergency Fuel Delivery Plan"**: Provide a plan that outlines how customers can quickly access emergency diesel fuel deliveries during critical situations.
5. **"Monthly Fuel Price Tracker"**: Offer a monthly fuel price tracker that keeps customers informed about fluctuating fuel prices and market trends.
6. **"Diesel Fleet Management Best Practices"**: Provide a resource that offers valuable tips and strategies for effectively managing diesel fleets.
7. **"Guide to Diesel Fuel Storage and Handling"**: Offer a guide that educates customers on proper diesel fuel storage and handling practices to ensure safety and efficiency.

8. **"Exclusive Diesel Supplier Discounts and Offers":** Provide a sign-up for an email list that gives customers access to exclusive discounts and special offers on diesel fuel purchases.
9. **"Environmental Impact of Diesel Fuel Usage":** Offer a report or infographic that highlights the environmental impact of diesel fuel usage and how your company promotes eco-friendly practices.
10. **"Diesel Supplier Loyalty Program":** Provide a loyalty program that rewards customers with points or discounts for their ongoing diesel fuel purchases.

Welding Gas Supplier:

1. **"The Ultimate Welding Gas Guide":** Offer a comprehensive guide that covers different types of welding gases, their applications, and tips for safe handling.
2. **"Welding Safety Checklist":** Provide a checklist that outlines essential safety measures and best practices for welding gas usage to promote a safe working environment.
3. **"Welding Gas Selection Chart":** Offer a handy chart that helps customers choose the right welding gas for specific welding projects and materials.
4. **"Free Welding Gas Sample":** Provide a free sample of welding gas to potential customers, giving them the opportunity to experience the quality and performance of the product.
5. **"Welding Gas Savings Tips":** Offer a resource that shares cost-saving tips and strategies for optimizing welding gas usage and reducing expenses.
6. **"Welding Gas Handling and Storage Guide":** Provide a guide that educates customers on proper welding

gas storage and handling practices to ensure safety and efficiency.

7. **"Exclusive Welding Gas Discounts and Promotions"**: Offer customers the chance to sign up for an email list to receive exclusive discounts and promotions on welding gas purchases.
8. **"Common Welding Gas Mistakes to Avoid"**: Provide valuable insights into common mistakes made with welding gases and how to avoid them for better welding results.
9. **"Welding Gas Compatibility Chart"**: Offer a chart that shows the compatibility of different welding gases with various welding processes and materials.
10. **"Welding Gas Maintenance Tips"**: Provide a guide that offers maintenance tips and recommendations for prolonging the lifespan of welding gas cylinders.

Septic Tank Companies:

1. **"The Complete Guide to Septic Tank Maintenance"**: Offer a comprehensive guide that provides tips and best practices for maintaining a healthy septic tank system to prevent issues and costly repairs.
2. **"Septic Tank Troubleshooting Checklist"**: Provide a checklist that helps homeowners identify common septic tank problems and provides initial troubleshooting steps.
3. **"Septic Tank Installation Guide"**: Offer a step-by-step guide for homeowners who are considering installing a new septic tank system, including necessary permits and regulations.
4. **"Septic Tank Do's and Don'ts"**: Provide a resource that educates homeowners on what they should and shouldn't do to keep their septic tank system running smoothly and avoid common mistakes.

5. **"Septic Tank Pumping Schedule Planner"**: Offer a planner that allows homeowners to keep track of their septic tank pumping schedule and receive reminders when it's time for maintenance.
6. **"Septic System Landscaping Tips"**: Provide landscaping tips and ideas that help homeowners design their outdoor spaces to protect and complement their septic tank system.
7. **"Septic Tank Myths Debunked"**: Address common misconceptions and myths about septic tank systems and provide accurate information to help homeowners make informed decisions.
8. **"Septic Tank Safety Guidelines"**: Offer a guide that emphasizes safety precautions for homeowners when dealing with their septic tank system, including proper handling of chemicals and hazardous materials.
9. **"Eco-Friendly Septic Tank Solutions"**: Provide a resource that introduces eco-friendly and sustainable options for septic tank maintenance and products.
10. **"Free Septic Tank Inspection"**: Offer a free septic tank inspection to potential customers, providing them with an assessment of their current system and personalized recommendations.

Grease Trap Companies:

1. **"The Ultimate Guide to Grease Trap Maintenance"**: Offer a comprehensive guide that provides tips and best practices for maintaining and cleaning grease traps to prevent clogs and odors.
2. **"Grease Trap Cleaning Checklist"**: Provide a checklist that helps commercial kitchen owners and managers

- ensure their grease traps are cleaned and maintained regularly and in compliance with local regulations.
3. **"Grease Trap Dos and Don'ts"**: Offer a resource that educates restaurant owners and kitchen staff on what they should and shouldn't do to keep their grease trap functioning efficiently.
 4. **"Grease Trap Pumping Schedule Reminder"**: Provide a tool that allows commercial kitchen owners to set reminders for their grease trap pumping schedule, ensuring they never miss a cleaning.
 5. **"Grease Trap Odor Elimination Guide"**: Offer solutions and tips for eliminating unpleasant odors coming from grease traps, helping businesses maintain a fresh and inviting environment.
 6. **"Grease Management Solutions for Restaurants"**: Provide information on various grease management systems and solutions available for restaurants, including passive grease traps and automatic grease recovery units.
 7. **"Tips for Complying with Grease Trap Regulations"**: Offer a guide that outlines local and environmental regulations regarding grease traps and how businesses can ensure compliance.
 8. **"Grease Trap Troubleshooting Handbook"**: Provide a handbook that helps commercial kitchen owners and managers identify common grease trap issues and initial troubleshooting steps.
 9. **"Eco-Friendly Grease Trap Cleaning Practices"**: Offer eco-friendly alternatives and practices for grease trap cleaning, catering to environmentally conscious businesses.
 10. **"Free Grease Trap Inspection"**: Offer a complimentary grease trap inspection to potential commercial customers, providing them with an assessment of

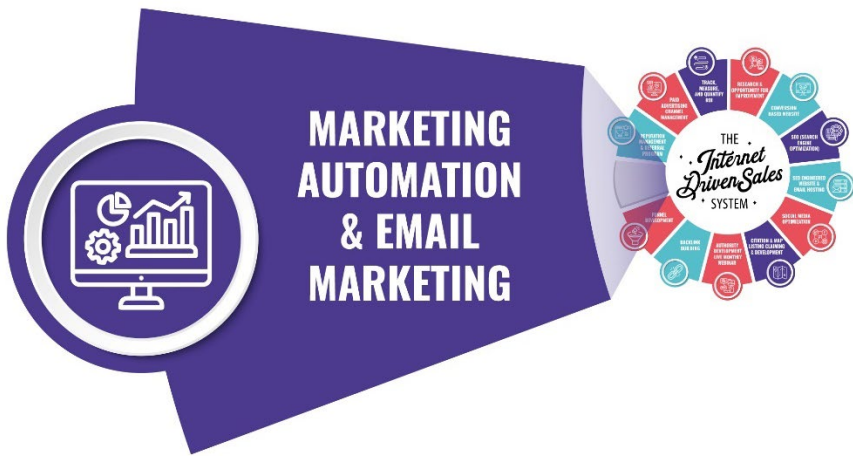
their current system and customized recommendations.

These are some sample lead magnet samples that you can develop to promise delivery of in your video sales letter. Be creative with these. Put yourself in your audience's shoes and think about what problem/challenge they face, then create a piece of digitally deliverable content or a service offer that solves that problem.

With a finely tuned website funnel in place, we now venture into the realm of marketing automation and email marketing, where the true magic of personalized communication unfolds. In the next chapter, we'll explore how automation can streamline your marketing efforts, nurture leads, and engage with customers on a deeper level. Harnessing the power of marketing automation, you'll be able to deliver timely and relevant content to your audience, build lasting relationships, and turn one-time buyers into loyal advocates. From setting up automated email campaigns to implementing lead scoring and segmentation, we'll guide you through the process of creating a well-oiled marketing machine that leaves no room for missed opportunities. Prepare to witness the transformation of your business as you embrace the efficiency and effectiveness of marketing automation and email marketing.

CHAPTER 11:

Marketing Automation and Email Marketing



"Marketing automation is not just a trend; it's a necessity for any business looking to thrive in the digital age. It streamlines processes, enhances customer engagement, and drives revenue growth."

ANN HANDLEY, CHIEF CONTENT OFFICER OF
MARKETINGPROFS

Welcome to the world of marketing automation and email marketing, where technology and strategy unite to revolutionize your business's online presence. In this chapter, we will uncover the power of automation and how it can organize your follow up marketing efforts. By leveraging automation tools and workflows, you'll be able to engage with your audience on a more personalized level, nurture leads, and drive meaningful interactions that lead to conversions and long-term customer loyalty. We'll explore the art of crafting compelling email campaigns that resonate with your audience, as well as the science behind analyzing data to optimize your marketing efforts. Get ready to unlock the potential of marketing automation and email marketing as we guide you through the steps to build stronger customer relationships, drive revenue growth, and propel your business towards continued success in the digital era. Let's dive in and harness the full potential of these powerful tools to fuel your business's growth.

Email marketing has been around since the inception of email itself and remains one of the most effective forms of online advertising. Despite the prevalence of spam, when used correctly, email marketing can drive instant traffic to your website, prompt calls, and foster customer loyalty. The key is to do it right. The Untapped Potential of Existing Customers Many businesses focus on acquiring new customers and overlook their existing client base. However, the easiest customer to sell to is the one you already have. Neglecting to stay in touch with your current customers is a missed opportunity. Your clients want to hear from you, and they want to stay engaged with your business. If you don't reach out to them, your competitors will.

Starting an Email Marketing Campaign To begin an email marketing campaign, you'll need an email marketing service.

Avoid sending mass emails through your regular email provider, as this can lead to blacklisting and unprofessional appearance. We recommend using your chosen automation tool for sending these emails. These platforms offer user-friendly interfaces and valuable tracking statistics. Obtaining email addresses ethically is crucial. Customers should give explicit permission before receiving marketing emails. Add signup forms to your website or use physical sign-up sheets at your business location. Offering incentives like monthly industry tips or exclusive discounts can encourage customers to opt-in willingly.

Content and Frequency Keep the 80/20 rule in mind for content—80% informative and 20% promotional. Share industry insights, homeowner tips, and DIY advice to provide value to your audience. For promotions, include coupons or special offers. Aim to send emails once a month around the same time, as consistency is essential. Avoid bombarding customers with excessive emails, as it may lead to annoyance and unsubscribes.

Compliance and Opt-Outs Always include an easy opt-out option at the bottom of every message to comply with email marketing regulations. Respect customer preferences and promptly remove them from the list upon request. Sending emails to disinterested recipients will only damage your brand reputation.

The Best Time to Send Email Campaigns Generally, daytime is better for sending emails, as people are more likely to engage when they're awake. Avoid Mondays, as people tend to be overwhelmed with the start of the workweek. Weekends usually have lower open rates, so Tuesdays, Wednesdays, and Thursdays are favored for email campaigns. By leveraging email marketing, you can connect with your customers on a deeper level, gain more reviews, increase social media followers, and ultimately generate more repeat and referral business. Treat your email list as a valuable

asset and use it thoughtfully to maintain strong relationships with your customers.

Supercharging Email Marketing with Marketing Automation

Now, we will explore the powerful synergy between marketing automation and email marketing. Marketing automation acts as the bridge between marketing efforts and direct sales, allowing for seamless communication and engagement with prospects and customers. By leveraging marketing automation software to prompt sales calls and meetings, businesses can improve their email marketing efforts and significantly enhance their overall sales strategy.

An automated campaign is a strategic and systematic approach to engaging with your audience and leads through a series of pre-planned and pre-scheduled emails and tasks. With marketing automation, you can set up a sequence of emails and actions that are triggered by specific user behaviors or time-based intervals. The benefits of having emails and tasks automatically generated are immense. It saves time and effort by eliminating the need for manual execution, ensuring consistent and timely communication with your audience. Marketing automation streamlines lead nurturing, ensuring that each lead receives relevant content at the right stage of their journey, increasing the chances of conversion. Moreover, it allows you to personalize messages and tailor your communication to the specific needs and preferences of your audience.

One of the primary benefits of marketing automation is its ability to enhance efficiency and productivity, even with a relatively small team. The software handles repetitive tasks, lead scoring, and nurturing, freeing up your team to focus on high-value tasks such as content creation, strategy

development, direct sales, and analyzing campaign performance. With the right marketing automation platform, you can achieve more significant results with a leaner team, making it a cost-effective solution for businesses seeking to maximize their marketing efforts.

Marketing automation software serves as an invaluable management tool, providing a comprehensive view of a salesperson's daily activities and the performance of lead indicators. With detailed tracking and analytics, managers can gain insights into each salesperson's actions, ensuring that they are following the defined sales process and engaging with leads effectively. Moreover, the software enables seamless transition when a salesperson leaves the company, as another representative can easily step into their pipeline and continue nurturing relationships with prospects.

Case Study: Our team encountered a challenging situation when we were approached by a 30-person company with several salespeople looking to implement a large-scale CRM system. They had attempted to use a complicated CRM solution, but no one in the company could effectively implement it. During our initial meeting, the CEO expressed frustration as one of their top salesmen had quit, taking his leads stored in an Excel spreadsheet with him. This resulted in the loss of years' worth of crucial data from their pipeline. Determined to help, we swiftly took action.

We gathered all the working Excel spreadsheets from their sales reps and consolidated them into one master list. Subsequently, we seamlessly imported the lists into Ontraport's CRM and meticulously organized them by representative. Implementing customized sales campaigns and pipelines for each salesperson, we provided on-site trainings and ongoing support through phone and Zoom to address any questions or concerns. The end result was truly transformative, as the CEO exclaimed how the CRM setup

became a work of art. With a live dashboard to monitor every rep's activity, he now had the tools to seamlessly transition new employees into the system, ensuring no valuable data was lost in the future. The CRM implementation became a life-changing experience for the CEO, empowering the company with an efficient and organized sales process.

The visibility of the sales pipeline allows for a clear understanding of the different phases in the sales process and the number of deals in progress. This, in turn, empowers businesses to forecast sales and plan for growth, enabling strategic decisions such as investing in capital expenditures like new trucks and expanding the team with additional drivers to accommodate the anticipated business growth. By leveraging marketing automation as a management tool, companies can optimize their sales process, maximize productivity, and make informed decisions for sustainable success.

In this list, we will explore some noteworthy marketing automation platforms that cater specifically to the needs of small businesses. From email marketing to customer relationship management, these platforms offer a range of features to help small businesses thrive in the competitive online world.

1. **Ontraport:** Ontraport offers marketing automation, CRM, and reporting tools tailored for small businesses and entrepreneurs.
2. **Mailchimp:** Mailchimp offers user-friendly email marketing automation, audience segmentation, and customer journey mapping for small businesses.
3. **HubSpot:** HubSpot provides an all-in-one marketing automation and CRM platform, ideal for small businesses looking to manage their marketing efforts in one place.

4. **ActiveCampaign:** ActiveCampaign offers automation tools, email marketing, and customer relationship management for small businesses to streamline their marketing efforts.
5. **GetResponse:** GetResponse provides small businesses with email marketing, automation, and landing page creation tools to enhance their marketing efforts.
6. **ConvertKit:** ConvertKit is a marketing automation platform that caters to content creators and bloggers, allowing them to build customized email sequences and automation rules.
7. **Infusionsoft by Keap:** Infusionsoft by Keap offers a comprehensive marketing and sales automation solution for small businesses, integrating CRM, email marketing, and sales tools.
8. **Pardot:** Pardot, a part of Salesforce, is a robust marketing automation platform that suits small businesses looking to integrate their marketing efforts with Salesforce CRM.
9. **Autopilot:** Autopilot is an easy-to-use marketing automation platform, suitable for small businesses looking to automate their customer journeys and email marketing.
10. **Salesforce:** A powerful customer relationship management (CRM) platform that offers comprehensive marketing automation tools to streamline marketing processes and engage with customers effectively.

These platforms can help small businesses streamline their marketing efforts, save time, and engage with their audience more effectively through automated campaigns and personalized communications. Internally, we prefer Ontraport as it has all four of the big things needed for

marketing automation, e.g. a CRM (customer relationship management) section, marketing automation section, email marketing section, and funnel development section with its landing page creator.

The Role of Marketing Automation in Email Marketing:

Marketing automation software plays a crucial role in streamlining and optimizing email marketing campaigns. It enables businesses to automate repetitive tasks, personalize communication, and deliver targeted content to different segments of their audience. However, its true strength lies in its ability to integrate email marketing with direct sales efforts, creating a seamless and efficient process.

Segmentation and Personalization:

One of the primary benefits of marketing automation is the ability to segment your email list based on various criteria, such as demographics, behavior, and engagement levels. By segmenting your audience, you can deliver highly targeted and personalized content that resonates with each group, increasing the chances of conversion.

Triggered Emails for Sales Prompts:

Marketing automation allows you to set up trigger-based emails that are automatically sent to prospects based on specific actions or behaviors. For instance, if a prospect visits certain pages on your website or downloads a particular resource, the automation software can prompt a follow-up email that offers more information or invites them to schedule a sales call or meeting.

Lead Nurturing and Follow-Up:

Lead nurturing is a critical aspect of the sales process. Marketing automation enables businesses to nurture leads through a series of automated emails that provide valuable information, address common pain points, and showcase the benefits of their products or services. By guiding prospects through the sales funnel, the software can identify when a lead is ready for direct sales engagement.

Automated Scheduling of Sales Calls and Meetings:

Marketing automation software can seamlessly integrate with your sales team's calendar and scheduling tools. This integration allows prospects to schedule sales calls or meetings directly from the email, eliminating the need for back-and-forth communication and streamlining the process.

Lead Scoring for Prioritization:

Lead scoring is another powerful feature of marketing automation. The software assigns scores to leads based on their behavior, engagement, and interactions with your emails and website. Sales teams can use this lead scoring data to prioritize their efforts and focus on leads that are most likely to convert into customers.

Combining Email Marketing with Direct Sales:

To upgrade your email marketing efforts with marketing automation, consider the following steps:

1. **Define Your Sales Funnel:** Clearly map out your sales funnel, identifying the various touchpoints and

actions that prospects take along the journey. Determine the key indicators that signify a prospect is ready for direct sales engagement.

2. **Segment Your Email List:** Divide your email list into different segments based on demographics, behavior, and engagement. Tailor your email content to address the specific needs and interests of each segment.
3. **Create Triggered Email Campaigns:** Set up automated email campaigns triggered by specific actions, such as website visits or resource downloads. These emails should prompt the next step in the sales process, such as scheduling a sales call.
4. **Implement Lead Scoring:** Implement lead scoring based on prospect behavior and engagement. Use this data to identify high-potential leads for direct sales outreach.
5. **Integrate with Sales Calendar:** Integrate your marketing automation software with your sales team's calendar and scheduling tools. Make it easy for prospects to schedule sales calls or meetings directly from the emails they receive.
6. **Monitor and Optimize:** Continuously monitor the performance of your email marketing and automation efforts. Analyze data and metrics to identify areas for improvement and optimize your campaigns accordingly.

Marketing automation acts as a powerful bridge between email marketing and direct sales, allowing businesses to seamlessly engage with prospects and move them through the sales funnel. By leveraging the capabilities of marketing automation software, businesses can personalize communication, automate follow-ups, and prompt sales calls and meetings at the most opportune moments. This

integration of email marketing and direct sales enhances the overall customer experience, leading to increased conversions and long-term customer loyalty.

Proper Offer Structure:

In all industries, creating a compelling offer is crucial to attract potential customers and convert them into loyal clients. A well-structured offer follows a clear and persuasive format to capture the audience's attention and drive them to take action. Here's a breakdown of the proper structure of an offer with some samples for the fuel delivery and pumping industries:

1. **Attention-Grabbing Headline:** Start with a captivating headline that instantly communicates the value proposition of your offer. Use strong and persuasive language to address a specific pain point or need of your target audience. For example, "Never Run Out of Fuel Again - Get Fast and Reliable Fuel Delivery Services Today!"
2. **Irresistible Offer:** Clearly outline the benefits of your offer and what customers will receive. Focus on the unique selling points of your fuel delivery services, such as fast delivery, competitive pricing, or eco-friendly options. Make your offer stand out by highlighting any special promotions, discounts, or exclusive packages.
3. **Compelling Deadline:** Create a sense of urgency by incorporating a deadline into your digital offer. Encourage potential customers to take immediate action by providing a limited-time offer or a countdown timer. For instance, "Act Now - 20% Off on Your First Fuel Delivery, Offer Ends in 48 Hours!"
4. **Strong Call-to-Action:** Include a clear and prominent call-to-action (CTA) that directs the audience on

what to do next. Use action-oriented language to prompt them to take the desired action, such as "Get Started," "Claim Your Discount," or "Contact Us Today."

5. **Social Proof and Testimonials:** Enhance the credibility of your offer by including social proof in the form of customer testimonials or reviews. Showcase positive feedback from satisfied customers who have experienced your reliable fuel delivery services.
6. **Follow-Up and Retargeting:** After users have engaged with your digital offer, implement follow-up strategies with your marketing automation system to maintain communication and nurture leads. Use retargeting ads to remind potential customers about the offer and encourage them to complete the conversion process.

By following this structured approach, your company can effectively present your offers to your target audience, generate leads, and ultimately increase your customer base. Remember to continuously monitor the performance of your offer and make necessary adjustments to optimize its effectiveness over time.

There is something marketing guru, Dan Kennedy, terms, "The Godfather Offer." The "Godfather" offer, often referred to as the ultimate or irresistible offer, is a compelling and unbeatable deal or proposition presented to customers that they simply can't refuse. This offer is designed to provide exceptional value, benefits, or exclusive bonuses that go above and beyond the standard offerings. The goal is to entice potential customers to take immediate action and make a purchase, sign up for a service, or become a loyal client. The Godfather offer acts as a game-changer in the customer's decision-making process, creating a sense of

urgency and excitement, leading them to choose your business over competitors. It solidifies the relationship between the customer and the brand, making them feel valued and appreciated for their loyalty.

Here are some examples of a "Godfather" offers

Kindly review the offers below and tweak for your customers, business, and industry.

Fuel Delivery Industry:

1. **"Locked-In Price for (TIME FRAME)":** Customers who sign up for automatic fuel delivery will receive a guaranteed fixed price for their fuel, ensuring they never have to worry about fluctuating fuel prices during the time frame.
2. **"Free Tank Inspection and Tune-Up":** For new customers, the company offers a complimentary tank inspection and tune-up, ensuring their fuel tank is in top condition and operating efficiently.
3. **"Refer-a-Friend Program":** Existing customers who refer a friend or family member to the fuel delivery service will receive a generous credit towards their next fuel delivery.
4. **"Emergency Fuel Delivery Guarantee":** The company promises 24/7 emergency fuel delivery service, ensuring that customers never run out of fuel, even during the harshest weather conditions.
5. **"First-Time Customer Discount":** New customers receive a significant discount on their first fuel delivery, encouraging them to try the service and experience its benefits.
6. **"Bundle and Save":** Customers who bundle their fuel delivery with other services, such as HVAC

maintenance or propane delivery, receive special discounted rates.

7. **"Fuel Reward Points Program"**: Customers earn reward points for every fuel delivery, which can be redeemed for future fuel purchases or other exciting rewards.
8. **"Seasonal Promotion"**: During peak seasons, the company offers limited-time promotions, such as free fuel tank cleaning or extended payment terms, to attract new customers.

Welding Gas Delivery Company:

1. **"Free Gas Cylinder Rental for a Year"**: New customers who sign up for welding gas delivery services will receive free gas cylinder rental for the first year, providing them with significant cost savings.
2. **"Complimentary Gas Safety Training"**: Customers who purchase welding gas from the company will have the opportunity to attend a free gas safety training session, ensuring they handle the gases safely and responsibly.
3. **"Buy One, Get One Free Gas Refill"**: For a limited time, customers who purchase a gas refill will receive a second refill for free, encouraging repeat business and loyalty.
4. **"Welding Gas Starter Kit"**: New customers will receive a welding gas starter kit that includes essential accessories and safety equipment, making it convenient for them to get started with their welding projects.
5. **"Bulk Gas Discounts"**: Customers who order welding gas in bulk quantities will receive special discounted rates, making it more cost-effective for them to purchase larger quantities.

6. **"Refer a Welder Program"**: Existing customers who refer a fellow welder to the gas delivery service will receive a generous credit towards their next gas purchase.
7. **"Same-Day Gas Delivery Guarantee"**: The company guarantees same-day gas delivery for emergency situations, providing peace of mind to customers who may need gas urgently for critical projects.
8. **"Free Gas Analysis and Recommendations"**: Customers can request a free gas analysis, and the company's experts will provide personalized recommendations for the most suitable gas mixtures for their specific welding needs.

Septic Pumping Company:

1. **"Annual Maintenance Plan"**: Customers who sign up for the annual maintenance plan will receive regular septic tank pumping services at a discounted rate, ensuring their system operates efficiently and avoids potential issues.
2. **"Free Septic Inspection"**: New customers will receive a complimentary septic tank inspection, providing them with valuable insights into the condition of their system and any necessary repairs or maintenance.
3. **"Refer-a-Neighbor Program"**: Existing customers who refer a neighbor to the septic tank pumping service will receive a credit towards their next pumping service as a thank-you gesture.
4. **"Septic Pumping Bundle"**: Customers who schedule both septic tank pumping and septic system inspection together will receive a discounted bundle rate, saving them money and ensuring comprehensive care for their system.

5. **"Emergency Pumping Service Guarantee"**: The company guarantees fast and reliable emergency septic tank pumping services, giving customers peace of mind in case of unexpected issues.
6. **"Septic System Troubleshooting Guide"**: Customers will receive a free guide with tips and troubleshooting advice to help them better maintain their septic system between pumping services.
7. **"Bio-Enzyme Treatment Add-On"**: As an add-on service, customers can opt for a bio-enzyme treatment to help break down waste in their septic tank and promote healthier bacterial activity.
8. **"Septic Tank Health Checkup"**: The company offers a special service where trained technicians will assess the health of the septic tank system, including checking for leaks or potential problems.

Grease Trap Pumping Company:

1. **"Grease Trap Maintenance Plan"**: Restaurants and commercial kitchens can sign up for a comprehensive grease trap maintenance plan, ensuring regular pumping and cleaning at discounted rates to prevent clogs and backups.
2. **"Free Grease Trap Inspection"**: New customers will receive a complimentary grease trap inspection, assessing the condition of their trap and providing recommendations for proper maintenance and care.
3. **"Refer-a-Friend Program"**: Existing customers who refer another restaurant or business to the grease trap pumping service will receive a credit towards their next pumping service as a token of appreciation.
4. **"Grease Trap Additives for Free"**: Customers who schedule regular pumping services can receive

environmentally-friendly grease trap additives for free, promoting the breakdown of fats, oils, and grease in their traps.

5. **"Emergency Grease Trap Service Guarantee"**: The company guarantees fast and efficient emergency grease trap pumping services, available 24/7 to tackle any unexpected issues.
6. **"Grease Trap Educational Workshops"**: The company offers free educational workshops for restaurant staff on best practices for grease trap maintenance and proper disposal of grease waste.
7. **"Grease Trap Monitoring App"**: Customers can access a mobile app that monitors their grease trap levels and sends alerts for timely pumping services, ensuring no disruptions to their business operations.
8. **"Grease Trap Odor Eliminator"**: As an add-on service, the company offers a special odor eliminator treatment to keep the grease trap area smelling fresh and pleasant.

Here are some compelling "Godfather" offers for you to consider. Remember to adhere to the essential elements of making offers: a Curiosity-Building Title, a clear Offer, and a Deadline. Now that you have a range of appealing offers, we encourage you to integrate them into your marketing campaigns and content calendar. Don't forget to leverage them in your mobile marketing strategies, as discussed in the upcoming section. These enticing offers can significantly enhance your customer engagement and drive successful results in your business.

Drive Customer Calls with Mobile Marketing

Text message marketing, also known as SMS marketing, is a powerful tool that falls under the umbrella of marketing automation. With the increasing use of mobile devices, text

messages have become an effective and direct way to engage with customers. Marketing automation platforms often offer the capability to send personalized and timely text messages to targeted audiences, allowing businesses to deliver relevant offers, promotions, and reminders directly to their customers' phones. This form of communication enables real-time interactions and fosters a sense of urgency, making it a valuable addition to any comprehensive marketing strategy. By integrating text message marketing into marketing automation, businesses can enhance customer engagement, increase conversions, and maintain strong relationships with their audience.

In the competitive business landscape, capturing the attention of your target audience is the key to surpassing your rivals. By leveraging mobile marketing strategies and maintaining consistent efforts over time, you can make your company more appealing to local consumers and stand out from the crowd. While some of your competitors may employ similar mobile marketing methods, your primary focus should be on enticing customers to choose your business over others. Consistency and persistence will play a significant role in achieving this goal.

To attract and retain customers, consider the following tips:

- Optimize your website for mobile users, ensuring quick loading times, relevant information, and easy navigation. As more people use their mobile devices to search for local products and services, a mobile-friendly website is essential.
- Implement a text message marketing campaign that delivers value, conveys a clear message, and keeps messages concise and informative. Strike a balance

between sending messages consistently and not overwhelming your audience. Offer enticing incentives to grow your mobile subscriber list.

- Having a mobile app developed for your business, and utilizing QR codes to keep local consumers engaged and satisfied.
- Utilize mobile SEO to attract qualified traffic to your website, as mobile users frequently search for local products and services on the go.

Text Message Marketing: Analyzing Your Competitors

Now, it's time to uncover whether your competitors are utilizing text message marketing as part of their strategies. Look out for promotions or advertisements that encourage customers to "text 123 to example" or similar text-based calls-to-action. If you come across such offers, it's a clear sign that your competitors are leveraging text message marketing to build a list of loyal customers.

Text message marketing has proven to be one of the most cost-effective and successful forms of marketing in today's landscape. Through this approach, your competition can entice local consumers with enticing offers, enticing them to engage and become repeat customers. By periodically sending out messages or coupon offers, they ensure that these customers keep coming back to utilize their services.

Consider this scenario: Suppose one of your potential customers intended to contact your business after work today. However, they recently joined your closest competitor's mobile list and received a tempting text coupon offer from them before they had the chance to reach out to you. Now, who do you think this customer will call?

Indeed, text message marketing can significantly influence consumer decisions and prompt them to choose your competitors over you. To level the playing field, you should also explore other forms of mobile marketing that your competitors might be using, such as mobile SEO, QR codes, and mobile apps.

By researching and understanding these strategies better, you can position your business to excel in the mobile marketing arena and effectively attract and retain local consumers. Embrace the power of mobile marketing to stay ahead of the competition and maximize your outreach to potential customers.

Assess Your Mobile Marketing Impact

Understanding your current status in the realm of mobile marketing is vital if you aim to establish yourself as the foremost authority in your niche. While researching your competitors is essential, it is equally important to analyze your business's existing position to propel forward successfully.

Are you currently running a mobile marketing campaign, but the results seem lackluster and fall short of your expectations? Alternatively, are you eager to kickstart a mobile marketing campaign but find yourself delaying it due to uncertainty about where to begin?

In your local area, every business is engaged in a fierce battle to attract more customers and enhance profitability. To experience a significant surge in sales, your company can no longer overlook the immense profitability that awaits by amplifying your mobile efforts.

By evaluating your current mobile marketing strategies and identifying areas for improvement, you can capitalize on this thriving marketing landscape. Let's unlock the potential of

mobile marketing and secure your place as a dominant force in your local market.

Outbound Sales Calls for Residential Market - Targeting New Home Sales

In the world of service companies, reaching new customers in the residential market is vital for sustainable growth and long-term success. One effective approach to expanding your customer base is through outbound sales calls, targeting homeowners who have recently purchased new properties. This chapter explores the benefits and strategies of leveraging new home sales as a prime list for targeting outbound sales calls, mailers, and email campaigns to meet their heating oil, propane, and other fuel-related needs.

Understanding the Potential of New Homeowners:

New homeowners present a unique opportunity for service companies. These individuals have recently made a significant investment in their property and are likely to be seeking reliable and trustworthy services to fulfill their service requirements. By targeting this specific demographic, you position your company to fulfill their immediate needs and create a lasting customer relationship.

Benefits of Targeting New Home Sales:

1. **Timing Advantage:** New homeowners are more likely to be open to exploring various service providers as they settle into their new homes. By reaching out at this opportune moment, you can establish your company as a top choice for their service needs.
2. **Less Competition:** Unlike established homeowners, new homeowners may not have existing contracts

with other providers. This presents a chance to be the first to offer your services, potentially securing long-term customer loyalty.

3. **Growth Potential:** Targeting new home sales allows your company to tap into a continuously replenishing pool of potential customers. As the real estate market thrives, your outreach efforts can consistently generate leads.

Developing an Outbound Sales Strategy:

1. **Acquiring Quality Data:** Begin by accessing reliable and up-to-date data on new home sales in your service area. Work with real estate agents, industry partners, or data providers to obtain accurate contact information of new homeowners.
2. **Personalization:** Tailor your outreach efforts to each new homeowner. Personalize your messages to demonstrate that you understand their specific needs and are ready to cater to them.
3. **Multi-Channel Approach:** Utilize a combination of outbound sales calls, mailers, and email campaigns to reach new homeowners through various channels. This multi-channel approach increases the chances of engagement and response.
4. **Value Proposition:** Clearly communicate the unique value your company offers, such as competitive pricing, reliable delivery, outstanding customer service, and any special promotions or discounts for new customers.
5. **Follow-Up Strategy:** Implement a follow-up system to nurture leads and build rapport with potential customers. Persistence and consistent communication will reinforce your company's commitment to meeting their fuel needs.

Leveraging Live Sales Calls:

1. **Warm and Friendly Tone:** When making outbound sales calls, ensure your representatives adopt a warm and friendly tone to create a positive first impression.
2. **Address Pain Points:** Understand common pain points faced by new homeowners, such as unfamiliarity with local fuel providers or concerns about heating efficiency. Address these concerns proactively to showcase your expertise and understanding.
3. **Offer Informational Sessions:** Consider offering informative webinars or seminars targeted at new homeowners, covering topics like energy efficiency, fuel options, and cost-saving tips. This positions your company as a valuable resource and fosters trust.

Targeting new home sales through outbound sales calls, mailers, and email campaigns is a powerful way for service companies to expand their residential customer base. By leveraging the timing advantage and personalization, your company can establish a strong presence in the minds of new homeowners, becoming their go-to choice for service-related needs. Incorporating a multi-channel approach and employing a warm and informative tone during live sales calls will pave the way for successful customer acquisition and long-lasting relationships. Embrace this opportunity to grow your business and solidify your position in the residential market.

Targeting Commercial Clients Samples for Fuel and Specialty Gas Solutions

In this chapter, we will explore a comprehensive plan for targeting commercial clients who use heating oil, diesel, propane, and specialty gases for their business operations. The goal is to establish a strategic approach that combines marketing and sales channels to effectively reach, engage, and convert these valuable prospects. From identifying the target list to utilizing marketing automation as a bridge to direct sales, we will cover each step of the process to maximize success in securing commercial clients.

Step 1: Identifying the Target List of Commercial Clients

To begin, you must identify the businesses that align with your offerings and could benefit from your fuel and specialty gas solutions. Work with a list purchasing company or use data mining tools to compile a comprehensive list of potential clients in your service area.

Step 2: Prequalification Call and Initial Contact

Once you have your target list, conduct a prequalification call to ensure that the businesses on the list indeed have a need for your products and services. During this call, gather essential information about their current fuel and specialty gas providers, pain points, and potential opportunities for improvement.

Step 3: Personalized Introduction Card and Business Card

After the prequalification call, send a personalized handwritten introduction card to each prospective client.

Express your interest in their business and provide a brief overview of how your fuel and specialty gas solutions can meet their specific needs. Include your business card for easy contact.

Step 4: Follow-Up Call and Establishing a Connection

Following the introduction card, make a follow-up call to the prospective client. Use the information gathered during the prequalification call to tailor your conversation and demonstrate your understanding of their requirements. Have a list of key questions to ask on which you will base the research your team will perform.

Step 5: Research

Perform any research that will add legitimate value to your prospect. This research should answer the questions you asked in your follow-up call and be presented before you show your service offerings.

Step 6: Needs Analysis and Tailored Solution Meeting

Schedule a meeting with the commercial client for a needs analysis. Use this opportunity to present your research delve deeper into their fuel and specialty gas requirements. Listen carefully to their challenges and objectives, and present tailored solutions that align with their business goals.

Step 6: Engaging Presentation and Value Proposition

During the needs analysis meeting, show your research and deliver a compelling and engaging presentation. Highlight

the unique value proposition of your fuel and specialty gas offerings, emphasizing cost-effectiveness, reliability, and efficiency. Use case studies and testimonials to showcase successful outcomes with other commercial clients.

Step 7: Thank You Card and Reinforcing Interest

After the presentation, send a thoughtful thank you card expressing your appreciation for their time and consideration. Reinforce your interest in serving their business needs and reaffirm your commitment to providing reliable fuel, specialty gas, and pumping solutions.

Step 8: Proposal and Detailed Plan

Based on the needs analysis and presentation, develop a comprehensive proposal outlining the specific products and services you recommend for the commercial client. Include a detailed plan, pricing options, and clear benefits they will experience by partnering with your company.

Step 9: Marketing Automation Integration

To bridge marketing efforts to direct sales, incorporate marketing automation software into your strategy. Utilize the automation platform to schedule your proposal follow-up, including follow-up calls, meetings, and personalized email campaigns based on the prospect's engagement and behavior.

Step 10: Closing the Deal and Onboarding

Work closely with the prospect during the decision-making process, addressing any concerns and answering questions promptly. Once they sign the proposal, ensure a smooth

onboarding process and provide exceptional customer service to solidify the relationship.

Targeting commercial clients who use heating oil, diesel, propane, and specialty gases requires a strategic and personalized approach. By combining marketing efforts, such as the personalized introduction card and follow-up calls, with the integration of marketing automation for scheduling and engagement, you can effectively move prospects through the sales funnel. Remember, building strong relationships and delivering tailored solutions based on the unique needs of each commercial client will pave the way for success in securing valuable, long-term partnerships.

As we conclude our journey through the realm of marketing automation and email marketing, it's evident that these tools have the power to transform your service business's online presence and customer engagement. The strategies you've learned will undoubtedly pave the way for stronger relationships with your audience and increased conversions. Now, we turn our focus to another crucial aspect of your online success—reputation management and building a powerful referral program. In the upcoming chapter, we'll explore the impact of a stellar online reputation and how to leverage satisfied customers to drive organic growth through referrals. Get ready to harness the power of positive word-of-mouth, online reviews, and customer advocacy. Let's dive into the world of reputation management and referral programs and see how they can further elevate your business' marketing efforts.

CHAPTER 12:

Reputation Management & Referral Programs



"Your brand is what other people say about you when you're not in the room."

- JEFF BEZOS, FOUNDER OF AMAZON

Welcome to the chapter dedicated to reputation management and referral programs—an integral part of your journey to boost organic SEO rank and growing your business. As we've seen throughout this book, a strong online presence is vital, but it goes beyond just having a website or social media profiles. It's about how your business is perceived by your audience and the trust they place in you. In this chapter, we'll explore the power of maintaining an all-star online reputation, from garnering positive customer reviews to effectively managing any negative feedback. A solid reputation not only fosters trust among potential customers but also significantly impacts your search engine rankings. Additionally, we'll delve into the art of creating a robust referral program that encourages satisfied customers to become vocal advocates, driving organic growth through word-of-mouth marketing. So, get ready to harness the potential of reputation management and referral programs to not only enhance your organic SEO rank but also cultivate a loyal customer base that propels your business to the top of organic search. Let's dive in!

Obtaining Genuine Online Reviews: Real Feedback from Real Customers in Your Service Area

After you've completed the crucial steps of claiming, optimizing, establishing your N.A.P., and developing citations for your Google Map listing, the next vital component is acquiring reviews. However, it is essential to emphasize that you must seek real reviews from your actual customers in your true service area.

Authenticity Matters Let's be clear - filling the system with fake or fraudulent reviews will not benefit you in any way. Creating fake accounts and posting reviews on platforms like Google Map, Yelp, or City Search for the sake of having

reviews will not help your cause. In fact, it can harm your online reputation and credibility. What you truly need are genuine reviews from your satisfied customers who have experienced your services within your service area.

Understanding Google's Review Guidelines Google pays close attention to the reviewer's profile to ensure the authenticity of reviews. An active Google user with a long-standing account history, connected to a Gmail account and perhaps a YouTube channel, holds more credibility. If such a user writes a review and happens to be located within your service area, that review carries weight and will be counted in your favor.

Avoiding Fake Reviews However, Google can easily identify and flag fake reviews. For instance, if someone creates a Google account solely for the purpose of writing a review and has no prior history associated with it, the review will be considered suspicious and may be marked as a bogus submission, especially if it originates from your office's IP address.

Adopting an Authentic Approach To build a strong reputation and credibility, it is crucial to follow an authentic strategy. Connect with real customers who are genuinely satisfied with your services, and encourage them to share their experiences through reviews. Never attempt to manipulate or deceive the system, as search engines like Google and review platforms like Yelp are well aware of such practices.

By prioritizing genuine customer feedback and providing excellent service, you will naturally accumulate positive reviews and enhance your online presence in a legitimate and sustainable way.

Obtaining Reviews: A Strategic Approach

Now, let's delve into how you can effectively gather reviews from your genuine customers in your actual service area. We advocate a simple yet powerful strategy to achieve this goal.

Step 1: Prepare Review Cards To begin, have review cards printed, which are straightforward documents displaying your company logo and a brief, heartfelt thank-you note. The note should express gratitude for their business and kindly request them to write a review. Additionally, include a link to a designated page on your website where they can easily share their thoughts.

Step 2: Create a Review Page on Your Website Before proceeding, make sure your website has a dedicated page specifically meant for reviews. For example, the URL could be yourcompany.com/reviews. On this page, provide links to various platforms where customers can post their reviews.

Step 3: Offer Multiple Review Options It's essential to offer customers a variety of places where they can write their reviews. Include links to your Google Map listing, Yahoo Local listing, Angie's List listing, City Search listing, and any other relevant platforms you may have. The reasoning behind diversifying review sources is twofold:

1. **Google's Perspective:** Having reviews on multiple websites, not just Google, appears more authentic and credible to search engines like Google. They consider reviews from various platforms, including Yelp and Angie's List, in assessing your business's reputation.
2. **Customer Convenience:** Make the process hassle-free for your customers by providing them with multiple review options. Some customers may already have accounts on certain platforms and prefer using them to share their experiences.

By offering a range of review sources, you create a more balanced and genuine review profile. It's more convincing to have, for instance, 12 reviews on Google, 17 on YP.com, and a few on other platforms, rather than solely having 72 reviews on Google.

In summary, make the review process easy for your customers and give them various avenues to share their feedback. By following this strategic approach, you can steadily accumulate authentic reviews from satisfied customers, enhancing your online reputation and visibility.

Simplify the Review Process

It's crucial to keep in mind that people have different preferences when it comes to online platforms. Some may favor Google, while others might be more active on Yelp or Angie's List. To maximize the number of reviews you receive, make the process as convenient as possible for your customers.

1. **Offer Multiple Review Options:** When requesting reviews, provide various choices for customers to post their feedback. For instance, you can ask them to share their experience on Google, Yelp, Angie's List, or any other platform where they are already active. By presenting multiple options, you increase the likelihood of them leaving a review where they feel most comfortable.
2. **Prioritize Convenience:** If you know your customer is an avid Yelp user but rarely uses Google, encourage them to write a review on Yelp. Similarly, if they are more inclined towards Google, guide them towards that platform. By making the process seamless and tailored to their existing habits, you increase the chances of receiving genuine reviews.

3. **Consider the Reviewer Profile:** Remember that Google and other platforms evaluate the reviewer's profile to assess the credibility of the review. If a customer needs to create a new account just to leave a review on a specific platform, they are less likely to do so. However, if they can conveniently write a review on a platform where they already have an active profile, the review will carry more weight.
4. **Optimize for Authenticity:** By offering choices, you encourage customers to leave reviews where they have an established presence. For example, a seasoned Yelp reviewer providing a review on Yelp will likely be seen as more authentic and credible by the platform's algorithms.

In conclusion, prioritize ease of use and cater to your customers' preferences when requesting reviews. By providing multiple options and making the process hassle-free, you can boost the likelihood of receiving valuable, authentic reviews that positively impact your online reputation.

Back to the Review Strategy

In phase one of the strategy, print out review cards to hand out after providing your services. Express gratitude and accountability by asking for feedback. This consistent approach is likely to yield positive results in terms of receiving reviews.

Next, to further boost the number of reviews, focus on your circle of influence. Compile an email list of recent customers, long-term clients, family members, and friends—those you know, like, and trust, and who are willing to support you.

Create an Excel sheet with their names and email addresses, then use email marketing tools like Constant Contact or

MailChimp to send an email blast with the following message:

Subject: Thanks for Your Business!

Dear [Name],

I wanted to take a moment to express my sincere appreciation for your business and to let you know how much we value the opportunity to serve you!

At [Your Company], our goal is to deliver 100% customer satisfaction and exceed your expectations at every step. I sincerely hope that we have achieved just that.

If you've had a positive experience with us, we would be incredibly grateful if you could take a moment to share a review online on one of your favorite review sites. Here are a few direct links where you can write a public review about your experience with us:

- Google - [Insert Google Review Link]
- Yelp - [Insert Yelp Review Link]

Your support means the world to us. Thank you again!

Best Regards, [Your Name]

By providing direct links to the review sites, you save your customers the hassle of searching for them on their own. This approach will generate a significant boost in your online review profiles.

Remember, having reviews is crucial—receiving at least ten reviews on Google Maps is essential. It greatly impacts your ranking and enhances your credibility in the eyes of potential customers. Strive to reach that ten-review threshold promptly.

Create a systematic process where you consistently ask for reviews from the customers you serve. Request their email

addresses at the point of service or after service, allowing you to follow up with them in an organized and effective manner. By following this strategy, you can secure real reviews from genuine customers with authentic online profiles, significantly enhancing your online reputation.

Building Your Email Database

One of the most effective ways to establish your email database is by asking for email addresses at the perfect moment – right when your customers are booking your services. Timing is crucial, as asking for email addresses after the service has been rendered might encounter resistance, making it less likely to succeed.

Instead, capitalize on the initial contact when a potential customer reaches out to schedule a service. For instance, if someone calls in with a urgent request, like a flooded house, take this opportunity to be proactive and efficient in gathering their information. Along with their name, address, and phone number, kindly request their email address, stating that it is for sending a confirmation – a simple and legitimate reason.

By following this approach consistently, you'll gradually build a valuable database of emails. Having this database is not only crucial for future email marketing efforts (which we'll discuss later in the book), but also for soliciting reviews from satisfied customers.

Sending a follow-up message after providing your service, thanking them for their business, and politely asking for a review can yield remarkable results. When customers see that you value their opinion and feedback, they are more likely to respond positively.

By steadily accumulating reviews from actual customers through this method, you will witness a significant boost in

the number of reviews you receive. This, in turn, will have a powerful impact on your Google Map ranking, as reviews and citations work in harmony to establish your authority and credibility in the eyes of potential customers.

Consistency and authenticity are key in this process, and when executed effectively, you'll be on your way to dominating the Google Map and establishing a stellar online reputation for your business.

Sample Review Card

Are You Happy?

Please take a few moments and write us a review.

It will help us improve our services.

Scan Me With Your Phone

QR Code

Or use this link:

Thank you for doing business with us

Phone number

Have an issue?

Let us help, call the number above.

Sample Review Request Email

Subject: Thank You for Your Business!

Dear [Customer's Name],

I hope this email finds you well. I wanted to take a moment to express my sincere gratitude for choosing our services and giving us the opportunity to serve you.

At [Your Company Name], we strive for nothing less than 100% customer satisfaction, and your satisfaction is paramount to us. We genuinely hope that we met and even exceeded your expectations during our service.

If you had a positive experience with us and would be willing to share your thoughts, we would be incredibly grateful if you could write a review for us on one of your favorite online review sites. Your feedback will not only help us better understand your needs but also assist other potential customers in making an informed decision.

Here are a couple of direct links where you can write a public review about your experience with us: • [Google Review Link]
• [Yelp Review Link]

Your review will mean the world to us and will play a significant role in improving our services. We value your opinion and appreciate your support.

Once again, thank you for choosing [Your Company Name]. If there's anything else we can assist you with, please don't hesitate to reach out.

Best Regards, [Your Name] [Your Title/Position] [Your Company Name] [Contact Information]

Sample 'Review Us' Landing Page for your Website

Reviews Page

Your feedback is important to us! If we recently served your home or business, we'd love to hear about it. Please click the link below to leave us a review now. Mention our coupons when you call or click here to check out our internet specials and discounts for your service!

By diligently following these steps to claim your Google Map listing, establish authority through citation development, and implement a systematic review collection process from your

genuine customers in your service area, you are on the path to absolute dominance in the Google Map listings within your market. These essential strategies will not only elevate your visibility but also solidify your reputation as a trusted and reputable business in the eyes of both Google and your potential clients. With a well-optimized listing, a strong citation profile, and a growing number of authentic reviews, your position at the top of the Google Map rankings is within reach.

As we've seen, obtaining real reviews from satisfied customers is a crucial element for ranking well on the Google Map and establishing your business as a reputable entity in your service area. These reviews serve as powerful testimonials, building trust and credibility among potential clients. Having seen the remarkable impact of reviews on your online presence and credibility, it's time to delve into the next phase of our journey – unlocking the true potential of a robust referral program.

Referral Programs for Service Companies:

Referral programs can be a game-changer for service companies. Happy customers who rely on your services are often more than willing to spread the word about your reliable and efficient services. By implementing a well-structured referral program, you can harness the power of word-of-mouth marketing to attract new residential and commercial clients.

When it comes to rewarding referrals in the service industry, it's essential to offer incentives that resonate with your clientele. For residential customers, consider providing discounts on future fuel deliveries, loyalty points, or even cash rewards. On the other hand, for commercial clients, offering service credits, discounted bulk fuel rates, or customized fuel solutions can be enticing incentives.

To streamline the referral process and manage it effectively, marketing automation proves to be a valuable tool. Here's how you can set up a referral program tailored for your service business using marketing automation:

1. **Identify Eligible Customers:** Determine which customers are eligible for the referral program, such as loyal residential clients or specific commercial accounts.
2. **Craft Compelling Referral Content:** Create persuasive marketing materials, including personalized emails, social media posts, and video testimonials, to encourage your satisfied customers to refer others.
3. **Track Referrals with Automation:** Utilize marketing automation software to track referrals efficiently, assigning unique referral codes or links to each customer for accurate tracking.
4. **Automate Reward Fulfillment:** When a referral leads to a new customer, the marketing automation system can automatically trigger the reward delivery, whether it's a discount on fuel or a specialized service package.
5. **Personalized Follow-ups:** Automate personalized thank-you emails to both the referrer and the new customer, showcasing your appreciation for their support and encouraging further referrals.
6. **Analyze and Optimize:** Leverage the data collected through marketing automation to assess the performance of your referral program, identify successful strategies, and refine your approach for maximum impact.

Showcasing Reviews on Your Website and Other Channels:

We leverage plugins where our customers receive notifications whenever they receive reviews, enabling them to respond to their customers' feedback efficiently. Additionally, we utilize a convenient widget integrated from BrightLocal, which prominently displays the top five-star reviews on our client's homepage and landing pages. This way, we showcase the exceptional customer satisfaction to potential clients, building trust and credibility right from the start.

Congratulations! You have learned the essential strategies to boost your organic SEO rank through cultivating a distinguished online reputation and leveraging the power of referral programs to drive organic growth. However, the digital marketing journey doesn't end there. In the upcoming chapter, we will explore the exciting world of paid online advertising opportunities. Paid advertising provides an additional avenue to expand your reach, target specific audiences, and accelerate your service business's growth. From Pay-Per-Click (PPC) campaigns to social media advertising and display ads, we'll guide you through the intricacies of each platform to ensure your investment yields a strong return. So, let's continue your digital marketing expedition and unlock the potential of paid advertising for your business. Get ready for the next chapter that will reveal the art of strategic and impactful paid online advertising!

CHAPTER 13:

Paid Advertising Channels



"As much as possible, avoid targeting ads at people. Instead, design advertising for the audience you seek to serve."

- SETH GODIN, BESTSELLING AUTHOR AND MARKETING GURU

Welcome to the exciting world of paid online advertising opportunities! In this chapter, we will explore the powerful strategies and platforms that can skyrocket your service business's visibility, attract qualified leads, and drive conversions. Paid advertising offers a unique advantage by allowing you to target specific audiences, display your ads to potential customers actively seeking your services, and measure the effectiveness of your campaigns with precision. Whether you're new to paid advertising or looking to refine your existing strategies, we've got you covered. From Pay-Per-Click (PPC) campaigns on search engines like Google and Bing to captivating social media ads on platforms such as Facebook, Instagram, and LinkedIn, we will navigate through the intricacies of each option. Additionally, we'll delve into the world of display advertising, retargeting, and other cutting-edge techniques to maximize your ROI. Get ready to discover the art of strategic and impactful paid online advertising, as we equip you with the tools and knowledge to help your service business attract new customers.

In the Online Marketing Plan discussed in Chapter 2 of this book, we emphasized the importance of organic, non-paid marketing efforts as the foundation of your Internet marketing strategy. These efforts include optimizing your website, implementing SEO techniques, utilizing Google Maps, engaging in Social Media Marketing, and leveraging Video Marketing, among others.

Once you have established a solid foundation with these organic methods and have the necessary financial resources, you can explore other paid online marketing initiatives. In this chapter, we will provide a quick recap of the paid online marketing options you should consider:

1. **Pay-Per-Click Marketing on Google AdWords and Microsoft Search (Yahoo & Bing):** This method involves placing ads on search engine platforms, and you only pay when a user clicks on your ad. It allows for highly targeted advertising and immediate visibility to potential customers.
2. **Paid Online Directory Listings on sites like MerchantLocal, Yelp.com, YP.com, BBB:** Investing in premium directory listings can increase your business's online visibility and credibility, as these platforms are trusted by consumers.
3. **Pay-Per-Lead and Lead Aggregators like Emfluence.com, Fuellead.com, Intellibright.com, etc.:** With pay-per-lead services, you pay for leads generated through the platform. This approach can be cost-effective and efficient for acquiring potential customers.

Now, let's delve into the most powerful of these paid strategies – Pay-Per-Click Marketing. This method offers a significant opportunity to drive targeted traffic to your website and achieve specific marketing goals.

Understanding the Importance of PPC in Your Online Marketing Strategy

In this section, we will delve into Pay-Per-Click (PPC) Marketing and its significance in your overall online marketing strategy. By the end of this discussion, you'll have a clear understanding of how to run a highly effective PPC program that can drive profitable results for your business.

PPC's Quick Results and Targeted Visibility

Unlike Search Engine Optimization (SEO), which takes time to establish, PPC gets results quickly. With PPC advertising, you can set up your campaign and see your ads appearing within

a few days. This immediate visibility can drive significant traffic to your website, especially during times when you need to ensure maximum visibility, such as during special events or seasonal peaks.

One key advantage of PPC is the opportunity to show up in multiple places on search engine results pages (SERPs). By having your ad displayed in the top sponsored results, map listings, and organic search results, you significantly increase the chances of getting clicked on compared to your competitors.

Additionally, PPC allows you to target specific keywords, even non-geo-modified terms, giving you the ability to show up for relevant searches outside your immediate location. For instance, you can target users searching for "acetylene distributor in your area", ensuring your ad appears only to those within a specified radius.

Mobile PPC and Immediate Action

Mobile PPC campaigns are particularly powerful because they target users searching from their smartphones and other mobile devices. These users are often looking for immediate solutions, making them more likely to act quickly. With click-to-call functionality, users can directly call your business from the ad, increasing the chances of converting leads into customers.

Understanding the Pay-Per-Click Networks: Google AdWords and Microsoft Bing Search

Google AdWords and Microsoft Bing Search are the two major PPC networks that manage advertising across major search engines. Google AdWords provides access to Google's search network, including AOL, AT&T, USA Today,

and Ask.com. Microsoft Bing Search grants access to Yahoo!, Facebook, and other platforms.

Google dominates the search market, accounting for more than 80% of all searches. Therefore, it's crucial to include Google AdWords in your PPC strategy. However, Bing and Yahoo! contribute an additional 20% of search volume, making it beneficial to also utilize Microsoft Bing Search for wider exposure.

Understanding the Google AdWords Auction Process

In the AdWords auction, advertisers bid on keywords, and Google determines ad positions based on relevancy and quality score. The quality score considers click-through rate, ad relevance to keywords, and the landing page quality.

To succeed in PPC, you must avoid common mistakes that lead to campaign failures:

1. **Setting up only one ad group for all services:** Create specific ad groups for different services to target relevant keywords and ads
2. Using generic text ads and landing pages for different keyword groups: Customize your text ads and landing pages for each ad group to improve relevance and click-through rate
3. Neglecting a strong call-to-action on the landing page: Ensure your landing page prompts action and guides users to contact you or avail an offer

Maximizing Success with a Well-Crafted PPC Campaign

To set your PPC campaign up for success, follow these steps:

1. Create separate ad groups based on specific services offered.
2. Write compelling text ads matching the keywords in each ad group
3. Drive users to landing pages tailored to the specific services they searched for
4. Use a strong call-to-action and offer to prompt user engagement
5. Utilize split testing to identify high-converting text ads
6. Maintain a top-four position in search results for better visibility and ROI
7. Choose exact match keywords to ensure relevance and avoid irrelevant clicks
8. Consider mobile-specific campaigns with click-to-call functionality for immediate action
9. Use email marketing for longer purchase cycle services to educate and engage potential customers
10. Regularly monitor and optimize your PPC campaign to improve performance and profitability

By following these practices, you can maximize the profitability of your PPC marketing efforts and outperform competitors in the PPC game.

Paid Online Directories - What Directories to Consider

In this section, we'll delve into the realm of paid online directory listings, exploring the potential platforms where you can invest in premium exposure. Before diving into this, let's quickly recap the foundations of your Internet marketing strategy: a well-optimized website, essential pages, conversion elements, off-page optimization for inbound links, domain authority building, review acquisition strategy,

and organic keyword rankings. Once you've established these, you can explore additional paid marketing components, including online directory listings.

There's an abundance of online directories out there, but we'll focus on the most prominent and visited ones that can significantly boost your visibility where your potential customers are actively searching. Here are the top online directory listings in which you should consider investing:

1. **Yelp:** Yelp stands as one of the best review sites for local businesses. Having a presence on Yelp is crucial if you want your business to be discovered online. Utilize Yelp to communicate with customers through public or private messages, offer deals, and track business trends with the reporting tool. If you've accumulated numerous positive reviews on Yelp, investing in a premium ad on their directory can be beneficial.
2. **Yellow Pages (YP.com and others):** Yellow Pages, sometimes branded as YP.com or other regional variations, offers online yellow page listings, catering to various locations. Be cautious when getting started with Yellow Pages, as they may try to push you into print Yellow Page ads, which can be costly. Take charge of your pay-per-click advertising setup and avoid letting Yellow Pages manage it for you.
3. **City Search:** City Search specializes in listings for businesses across various industries, such as restaurants, bars, spas, hotels, and more. It optimizes listings through a partner network that includes popular platforms like Expedia and MerchantCircle.
4. **Better Business Bureau (BBB):** The Better Business Bureau serves as more than just an online directory; it's a symbol of credibility. Though not as popular as it once was, displaying the BBB logo and boasting an

A+ accreditation can enhance your business's reputation. While BBB may not generate an overwhelming number of leads, it adds valuable credibility to your brand.

5. **Foursquare:** Foursquare may not match Yelp's popularity, but it offers listings for various local businesses. With 93 percent of local storefronts represented on Foursquare and over 50 million visitors to the site, it remains a viable platform for exposure.
6. **MerchantCircle:** MerchantCircle caters to all kinds of local merchants, from attorneys and notaries to realtors and agencies. With over 100 million consumers visiting the site annually, it can offer significant visibility for your business.

Pay-Per-Lead and Lead Services - Maximizing Return and Long-term Gains

Now, let's discuss pay-per-lead services as another option to boost lead generation. These services allow you to pay per lead or on a monthly basis for access to leads in your market. While these services can be beneficial if you have the resources to follow up with leads proactively, they shouldn't form the core of your marketing strategy. They are best used as an add-on to a well-rounded Internet marketing program. Here are some reputable pay-per-lead service providers:

1. Emfluence.com
2. Fuellead.com
3. Intellibright.com

Remember that numerous other services are available, so conduct a Google search specific to your business's needs to find suitable lead service providers.

How Do Pay-Per-Lead Services Work?

The advantage of pay-per-lead services lies in the fact that you only pay for qualified leads. However, you must be diligent and quick with follow-up, as these leads are sent to multiple companies in your area. To make the most of pay-per-lead services, ensure you have a system in place for prompt and aggressive follow-up, both through phone calls and emails.

Fast Follow-Up Is Critical

If you lack the time or resources to chase leads actively, pay-per-lead services may not be the best option for you. These leads expect quick responses and are likely to be price-conscious shoppers. Implement a follow-up system to ensure no leads fall through the cracks, including fallback strategies for leads you can't reach immediately.

Stay in Touch

Once you've acquired leads, don't stop there. Create an email marketing database and consistently send out emails to keep prospects informed and engaged with your business. This regular communication helps you remain top-of-mind for potential customers.

The Traditional Media Mix: A Strategic Addition to Your Marketing Arsenal

While digital marketing has undoubtedly revolutionized the way businesses connect with their audience, the value of traditional media cannot be overlooked. Once your business has achieved success through digital channels and experienced increased revenue, it's time to consider integrating traditional media into your marketing mix.

Billboards, print advertisements, radio, television, and public relations can all be powerful tools to further amplify your brand and reach a wider audience.

- **Billboards:** These large outdoor displays capture the attention of passersby and commuters, making them ideal for creating brand awareness in your local area. A strategically placed billboard can leave a lasting impression and drive potential customers to take action.
- **Print Advertisements:** Magazines, newspapers, and other print media still hold a place in marketing, especially for niche audiences. A well-crafted print ad can provide in-depth information and establish your credibility in the industry.
- **Radio:** Radio advertising allows you to target specific demographics and regions, making it an effective choice for local marketing. Engaging radio spots can pique interest and encourage listeners to explore your offerings further.
- **Television:** Although TV advertising can be costly, it offers the opportunity to showcase your business with visuals and storytelling. Commercials during relevant programs can leave a lasting impact on viewers.
- **Public Relations:** Building a positive reputation through public relations efforts is vital for any business. Media coverage, press releases, and community involvement can boost your credibility and foster trust among potential customers.
- Direct mail remains a relevant and effective paid advertising channel, allowing businesses to deliver targeted messages directly to potential customers' mailboxes, creating tangible and personalized connections with the audience.

- **A Clear Call to Action:** Regardless of the traditional media channel you choose, it is imperative to include a clear call to action (CTA). Your CTA should lead prospects to the top of your website funnel, where they can engage further with your brand. Whether it's directing them to visit your website, call a dedicated phone line, or redeem a special offer, a strong CTA ensures that your marketing efforts drive measurable results.
- **Separate offers:** To optimize the performance of each traditional advertising channel, it is advisable to create distinct offers and dedicated funnels or landing pages with compelling calls to action. This approach enables precise tracking of each channel's effectiveness and allows you to tailor strategies based on the unique responses from each audience. By doing so, you can gain valuable insights into which channels are driving the most engagement and conversions, enabling you to optimize your marketing efforts and maximize your return on investment.

By incorporating traditional media into your marketing strategy and ensuring a seamless connection between these channels and your digital efforts, you create an approach that maximizes your brand's exposure and drives conversions. Remember, it's not a question of choosing between digital and traditional; rather, it's about leveraging the strengths of each to create a powerful and effective marketing mix for your business.

In conclusion, paid online advertising offers a plethora of opportunities for your business to expand its reach, attract new customers, and boost revenue. Whether through Google Ads, social media advertising, or display campaigns, these paid channels provide valuable visibility and targeted exposure to your ideal audience. However, it's essential to

approach paid advertising strategically and with a keen eye on tracking and measuring its impact. As you dive into the world of paid advertising, remember that the key to success lies in continually monitoring your campaigns, analyzing the data, and optimizing your strategies accordingly. In the next chapter, we'll explore the crucial process of tracking, measuring, and quantifying your return on investment (ROI) to ensure that every marketing dollar spent contributes to the growth and success of your business. So, let's embark on the journey of making data-driven decisions and uncovering valuable insights into how to further engage with your target audience.

CHAPTER 14:

Tracking, Measuring, and Quantify Your ROI



"Without data, you're just another person with an opinion."

W. EDWARDS DEMING, AMERICAN STATISTICIAN

Congratulations on successfully developing and implementing your online marketing plan! With a well-optimized website, a link-building strategy, email marketing, social media initiatives, and possibly a paid online campaign, you've laid a strong foundation for your online presence. Now, it's essential to put tracking tools in place to measure your progress and ensure your investment generates a strong return on investment (ROI).

Three Core Tracking Mechanisms:

1. **Google Analytics:** Google Analytics is an invaluable website data analysis tool, and the best part is that it's entirely free. With Google Analytics, you can track the following metrics:
 - Daily, weekly, monthly, and annual visitor counts to your website
 - Keywords used by visitors to find your website
 - Pages visited by users
 - Time spent on your website

The key objective with Google Analytics is to determine your starting point and monitor your progress over time. Are your visitor numbers increasing? Are you ranking for a wider variety of keywords? Analyzing this data will help you assess whether you are moving in the right direction. To set up Google Analytics, go to [Google.com/analytics](https://www.google.com/analytics), verify your ownership of the website, and install a small tracking code in your website's HTML.

2. **Keyword Tracking:** Keyword tracking allows you to monitor your search engine optimization (SEO) progress. Remember the list of keywords we researched earlier? Tools like BrightLocal

(www.brightlocal.com) help track your rankings on Google, Yahoo, and Bing for those crucial keywords. You can set up weekly and monthly reports to see how your website is trending in search engine results.

By using these reports, you can identify areas where your website is excelling or stagnating. If you see a keyword is not performing as expected, you can analyze the associated page's optimization, link profile, and other factors to improve its ranking.

3. **Call Tracking:** While increasing website traffic and rankings are vital, the ultimate goal is to drive conversions, and for many businesses, that happens through phone calls. Call tracking is a must-have tool to measure how many calls you receive each month and to understand the outcomes of those conversations. Call tracking services like CallRail.com provide you with unique phone numbers to place on your website. When someone calls these numbers, the calls still go to your office, but they are tracked and recorded. These recordings enable you to evaluate how many calls resulted in booked services and, consequently, revenue generated. This gives you a real gauge of your online marketing strategy's ROI.
4. **Form Tracking in your Customer Relationship Management (CRM) System:** Form tracking is a crucial component of understanding user behavior on your website and gaining valuable data on lead generation and customer interactions. By implementing form tracking in your CRM, you can capture and analyze crucial information about your leads and customers, such as their preferences, engagement levels, and conversion patterns.

5. Email Tracking:

1. To track direct emails sent from the website, you can implement a simple yet effective method by creating a dedicated inbox for that email. Start by setting up a unique email address (e.g., contact@yourwebsite.com or sales@yourwebsite.com) specifically for handling inquiries and communication initiated through the website.
2. Next, use this dedicated email address as the primary contact for users to reach out to your business via the website's contact page or any other direct communication channels. This way, all emails received at this dedicated inbox will be exclusively related to website-generated interactions.
3. To streamline tracking and analysis, regularly monitor this inbox to keep track of incoming messages, inquiries, and responses to ensure timely and personalized communication with potential leads and customers. Additionally, you can use email tracking tools or CRM integrations to gather insights on open rates, click-through rates, and other engagement metrics, enabling you to assess the effectiveness of your email marketing efforts and make data-driven improvements.
4. By having a dedicated inbox for website-initiated emails, you create a clear and distinct pathway to track and manage communications stemming from your website efforts, enhancing your ability to nurture leads, provide excellent customer support, and measure the impact of your email marketing strategies.

5. We also recommend having an email parser integrated into your CRM. The email parser sends the email lead directly into your CRM and allows seamless and automated importing of email leads, streamlining your lead management process and ensuring prompt follow-ups with potential customers through your campaign.
6. **Chat Tracking:** Online chat tracking is a valuable tool for understanding customer interactions in real-time and optimizing your website's user experience. By integrating chat tracking software into your website, you can monitor and analyze the conversations between your team and website visitors. This enables you to gauge customer satisfaction, identify pain points, and gather valuable insights into your audience's needs and preferences. Online chat tracking also provides a way to measure response times, conversion rates, and the effectiveness of your chat support in resolving customer queries or issues. By leveraging the data obtained from chat tracking, you can refine your customer service strategies, improve website navigation, and enhance the overall customer journey, ultimately leading to increased customer satisfaction and higher conversion rates.

These tracking mechanisms—Google Analytics, keyword tracking, call tracking, form tracking, email tracking, and chat tracking—offer critical key performance indicators to assess your progress. By regularly reviewing these metrics, you can make data-driven decisions to optimize your marketing efforts and ensure that your online investment delivers a strong ROI.

This data empowers your sales and marketing teams to make data-driven decisions, personalize customer

interactions, and nurture leads effectively, ultimately leading to increased conversions and higher customer satisfaction. Tracking these submissions within your CRM ensures that no lead slips through the cracks and provides a comprehensive view of your customers' journey from initial contact to conversion and beyond.

As we delve into the crucial aspects of tracking, measuring, and quantifying your marketing efforts, it becomes evident that the data-driven insights gathered play a pivotal role in optimizing your business systems. Tracking allows you to analyze the performance of your marketing campaigns, identifying what works and what needs improvement. Armed with this knowledge, you can make informed decisions to fine-tune your business systems, ensuring they are aligned with your customers' needs and your overall objectives. By embracing a systematic approach to your operations, fueled by the invaluable data obtained through tracking, you'll create a powerful foundation for success in the digital realm and beyond. Now, let's explore how strategically designed marketing business systems can transform your enterprise and propel you towards sustained growth and profitability.

CHAPTER 15:

Turning Your Marketing Plan into a Marketing System



"Systems allow ordinary people to achieve extraordinary results predictably."

MICHAEL E. GERBER

One of my favorite things I learned in life is to know that how people do one thing, is how they do everything. When you install *The Internet Driven Sales System™*, your customers will be WOWED with your organization, precision, and care for them. They will see your marketing as a reflection of how you will perform the actual services you provide for them. This is another great benefit of the system is that it will separate you from your competition in such ways that it will be nearly impossible for them to catch up.

What you created in the chapters above on paper is your marketing plan. Now we are going to discuss how to install that plan and turn it into a marketing system so you can delivery the aforementioned marketing media channels regularly and with precision. In this chapter, we will explore the implementation of marketing business systems specifically tailored for the service industry. To streamline and optimize your marketing efforts, it's essential to establish a well-structured project management system that efficiently assigns tasks to key team members responsible for different aspects of your marketing strategy.

Let's delve into the various job descriptions and roles within this system:

1. **Web Designer.** The web designer is responsible for creating and maintaining a visually appealing and user-friendly website that effectively represents your service business and converts visitors into customers.
2. **Hosting Administrator.** This role involves managing the technical aspects of your website hosting, ensuring it runs smoothly, remains secure, and performs optimally.

3. **Webmaster.** The Webmaster is a key player in your digital systems, responsible for maintaining, optimizing, and securing your website to ensure a seamless user experience and strong online presence. They possess expertise in web development, SEO, security, and collaborate with various teams to keep your digital systems at their peak performance.
4. **Search Engine Optimization (SEO) Specialist:** The SEO specialist focuses on optimizing your website to improve its visibility in search engine results, driving organic traffic and enhancing your online presence.
5. **Social Media Manager.** The social media manager is in charge of developing and executing a comprehensive social media strategy, engaging with your audience, and leveraging social platforms to build brand awareness and customer loyalty.
6. **Citation Specialist:** This role involves claiming, optimizing, and managing your business's listings on online directories, ensuring consistent information across all platforms and boosting your local search presence.
7. **Writer.** The writer creates compelling and informative content for your website, blog, and marketing materials, capturing the attention of your target audience and establishing your authority in the service business industry.
8. **Graphic Designer.** The graphic designer will be responsible for creating visually engaging and impactful graphics, illustrations, and designs that align with the brand's identity and support various marketing materials and campaigns within *The Internet Driven Sales System™*. They will collaborate with the marketing team to ensure consistent and

- compelling visuals across websites, social media, email marketing, and other digital channels.
9. **Webinar Creator:** The webinar creator designs and hosts engaging webinars that provide valuable insights to your audience, nurturing leads and driving conversions. We recommend this being the owner or president of the company. If they are not available, then the director of sales and marketing.
 10. **Video Editor:** Responsible for editing and producing professional videos, the video editor helps visually showcase your services, testimonials, and marketing campaigns.
 11. **Backlink Manager:** This role focuses on acquiring high-quality backlinks from authoritative websites, bolstering your website's credibility in the eyes of search engines and enhancing its search ranking.
 12. **Funnel Specialist:** The funnel specialist designs and optimizes marketing funnels, guiding prospects through the buyer's journey and maximizing conversions.
 13. **Marketing Automation Manager:** This role oversees the implementation and management of marketing automation tools, streamlining workflows, and nurturing leads to drive repeat business and customer retention.
 14. **Reputation Manager:** Responsible for monitoring online reviews and maintaining a positive online reputation, the reputation manager helps build trust and credibility among your target audience.
 15. **Paid Advertising Manager:** The paid advertising manager creates and manages paid online advertising campaigns, targeting specific audiences and maximizing your return on investment (ROI).
 16. **Tracking Specialist:** This role involves analyzing data from various marketing channels, using tools like

Google Analytics, ranking reporting, and call tracking systems, to measure the effectiveness of your marketing campaigns and make data-driven decisions for continuous improvement.

Here is a list of project management software. We personally use Basecamp for our team, but I highly recommend creating the recurring tasks for content creation and also installing your seasonal content calendar into whichever you choose. This one step will take all of the work off of your plate and allow you to focus on running the business and have your marketing system on autopilot.

Here is a list of popular project management software along with their websites:

1. Asana - Website: <https://asana.com/>
2. Trello - Website: <https://trello.com/>
3. Monday.com - Website: <https://monday.com/>
4. Wrike - Website: <https://www.wrike.com/>
5. ClickUp - Website: <https://clickup.com/>
6. Basecamp - Website: <https://basecamp.com/>
7. Smartsheet - Website: <https://www.smartsheet.com/>
8. Teamwork - Website: <https://www.teamwork.com/>
9. Jira - Website:
<https://www.atlassian.com/software/jira>
10. ProofHub - Website: <https://www.proofhub.com/>
11. Airtable - Website: <https://airtable.com/>
12. Microsoft Project - Website:
<https://www.microsoft.com/en-us/microsoft-365/project/project-management-software>
13. Hive - Website: <https://hive.com/>
14. Zoho Projects - Website:
<https://www.zoho.com/projects/>
15. Notion - Website: <https://www.notion.so/>

These project management tools offer various features and capabilities, allowing you to effectively manage tasks, streamline workflows, collaborate with team members, and enhance project efficiency and productivity. Be sure to explore their websites to find the one that best suits your business's needs and requirements.

By establishing a robust marketing business system and assigning the right professionals to each role, your business will be well-equipped to achieve marketing success, generate valuable leads, and foster lasting customer relationships in the digital era.

I also recommend these books on business systems and project management as well. I would get the audio versions on Audible and listen to them:

- **The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It** by Michael E. Gerber
- **Work the System (Fourth Edition): The Simple Mechanics of Making More and Working Less** by Sam Carpenter

These books will give you the structure to not only invest your time and money into creating business systems, but give you the goal, as Robert Kiyosaki says, to be able to leave your business for a year or more and have it in better shape than when you left.

I recommend hiring professionals for the job descriptions above as each has its own nuances and professional trade secrets for which you need experience to get right. My opinion on hiring the right people is that we have to consider the opportunity cost of not installing these systems correctly, or having a current web developer try to 'learn them on your dime,' is that it is YOUR money that is lost. It is YOUR beach

house, college education for your kids, vacations, savings, or other personal financial goals that will be lost by not installing these. I say this humbly, but directly, that if your business is missing any of the pieces of *The Internet Driven Sales System*™ pie, your marketing won't deliver all it is capable of delivering. You will be leaving money on the table, A LOT of money, on the table, or as our account manager says, a **** load of money on the table, each month, quarter, and year, year-after-year.

I want to conclude this chapter by telling a story that Anthony Robbins tells. He calls it the 'rocking chair test.' Imagine yourself at 95-years-old, sitting on your front porch in your rocking chair. Imagine looking back to this moment, when you could have dialed in your marketing and have gotten it right, dominated your local geographies in regard to search and direct sales then saw six to seven figure growth, year-after-year. You think about the experiences you could have shared with your family, the additional pay and bonuses you could have given to your team, and the feeling that you took the information you knew to be right and installed it. Now, think of the opposite, where you imagine not making the move to install what you now know about marketing your business and not hitting all of those goals and having all of those experiences.

I am not saying all of this to be dramatic, however, in life, like in *The Parable of the Talents*, we are called to use our talents to our highest potential, and my main goal in life is to help people reach their full potential. I sincerely hope this book helps you get there. I wrote another book entitled, '*The Vision*' by Thomas Matthew Roman, which is on Amazon. This book helps clarify the 'what' you want to do and puts a 'why' behind it, then holding those goals you set as your predominant mental vision. Writing it was a labor of love. By the end of it, if you do the exercises, you will have a clear

vision on the '*what*' you want and '*why*', and if you install the aspects of this book, you will have the '*how*' to get there.

CHAPTER 16:

Summary & Next Steps

"The best marketing doesn't feel like marketing."

TOM FISHBURNE, FOUNDER OF MARKETOONIST

In the digital age, traditional interruptive advertising has given way to a more subtle and engaging approach. Digital marketing allows businesses to connect with their target audience in a more personalized and meaningful way, creating valuable content that resonates with consumers and builds genuine relationships. It's not about pushing products or services; it's about providing value and solving problems for customers. By embracing digital marketing strategies, businesses can reach their audience where they are most active, whether it's on social media, search engines, or email, and deliver relevant and compelling messages that drive engagement, loyalty, and ultimately, business growth. Also, the process should be fun, where you want to share the new things you and your company are doing with the people for whom you do them. When your company is at the top of search for all search engines, new customers just find you and a stable flow of phone calls and new customers will appear in your business daily.

Next Steps:

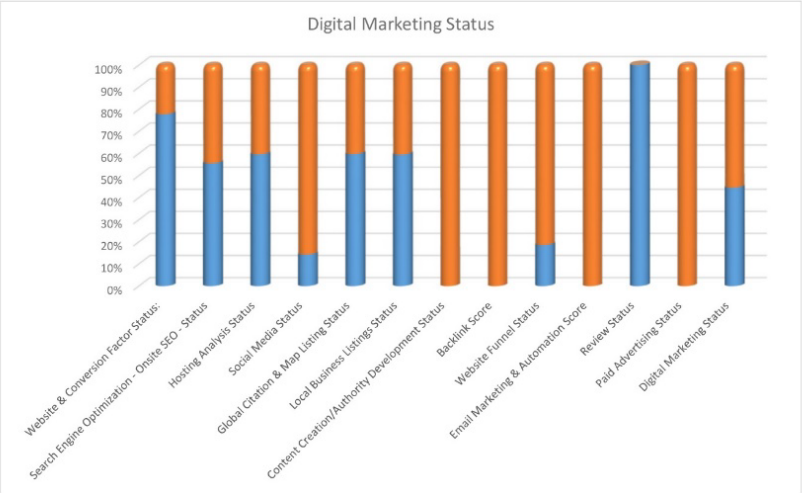
Throughout this book, we have provided you with a wealth of valuable information to organize your internet marketing plan. From claiming and optimizing your Google map listing to leveraging social media for increased referrals, we've guided you step-by-step to dominate search engine results for your area's most relevant keywords. We've also delved into paid online marketing strategies like pay-per-click and pay-per-lead services.

We sincerely hope that the strategies presented in this book will serve as valuable tools for your business. Our primary goal in writing this book was to provide genuine assistance to companies in installing best practices in their marketing efforts, thereby fostering business growth. However, should you desire a more in-depth analysis of your online marketing endeavors, our team would be delighted to assist. Our service and contracting clients have experienced remarkable results, with many achieving a minimum of a 10x return on investment, and some even reaching an impressive 100x ROI. Feel free to reach out to us for a complimentary *Internet Driven Sales System* review, which you can use regardless of whether you choose to work with us.

This is a summary of the thorough research we do on each aspect of *The Internet Driven Sales System*™ for a sample client when we started:

Summary

Status	Score
Average Google Rank - Goal is Under 10	29.5
Website & Conversion Factor Status:	78%
Search Engine Optimization - Onsite SEO - Status	56%
Hosting Analysis Status	60%
Social Media Status	14%
Global Citation & Map Listing Status	60%
Local Business Listings Status	60%
Content Creation/Authority Development Status	0%
Backlink Score	0%
Website Funnel Status	19%
Email Marketing & Automation Score	0%
Review Status	100%
Paid Advertising Status	0%
Digital Marketing Status	45%



As you see, this company was at 45% which is reflected in their average Google Rank of 29.5. As *The Internet Driven Sales System™* is applied and all cylinders are brought to 100%, their Google Rank will sit comfortably in the top 10, and most likely average in the top 5. We have a fuel delivery client who has more than 100% of their keywords in the top 10 due to multiple listings on organic and maps, with more than 60% of their target keywords at number 1. This company is doing hundreds of thousands per month in new business, all of whom are repeat customers. We would be thrilled to do a Zoom call screenshare session, where we can conduct live Google searches to showcase this company's (and other

companies') remarkable Google and search engine dominance. During the session, we will engage in the exciting and fun 'search game,' allowing you to select a service they (and other companies) offer, along with a town within their radius, and witness their impressive rankings at the top, consistently claiming the number 1 spot. You have to see it to believe it and we would love to show you a real-life client and explain, in person, the life-changing benefits of their search engine domination.

If you have any questions or need guidance, don't hesitate to reach out to us directly at 1-877-275-0223. Our dedicated team will conduct the same comprehensive review of your entire online marketing effort that you see above, every piece of *The Internet Driven Sales System™* pie. Following this evaluation, we'll furnish you with a complete assessment of areas for improvement and provide actionable recommendations to take your online marketing endeavors to the next level, whether you choose to work with us or do it yourself. To hire professionals in each area above costs tens of thousands of dollars per month, I know because I pay our payroll. Our goal as an agency is to offer these services to our clients for the cost of an intern each month, and to ensure that each marketing cylinder is firing optimally for our clients each month, leading to the phone ringing off the hook with new clients scheduling deliveries and pumping services.

Requesting a Free Custom Online Marketing Evaluation is a wise move. Your personalized optimization audit will dive into each piece of *The Internet Driven Sales System™* pie as seen in the graph above, and also deliver the following benefits:

- Identifying any hidden issues that might be affecting your website's performance

- Analyzing your website's standing in comparison to your competitors
- Determining if SEO is the right path for your business
- Uncovering untapped revenue opportunities that you may be overlooking
- Offering immediate, actionable recommendations to implement

Again, you can have the report we generate, no strings attached, for use in your marketing efforts whether you use us or not. The report will showcase your Internet Driven Sales Status, as well as show the organic keywords, paid keywords, paid ad budget, and complete backlink list, for your top five competitors. It is everything you need to know to fill your cylinders so they are all firing at 100% in *The Internet Driven Sales System™*, as well as show you any keywords you may have missed that your competitors are using. In addition, it will show you ALL of your competitors backlinks so you can create good content and contact the same backlink sites/authors and surpass your competition in a very short period of time. I say this humbly, but if you apply what you learn in the report, it will be life changing.

If you need any help optimizing your online presence setting up your own Internet Driven Sales System for your business, please don't hesitate to reach out. You can schedule your custom audit now by visiting our website at <http://romanmedia.com> and filling out the form, email us at results@romanmedia.com, or call us at 973-331-0022. I encourage you to make a move installing what you read above whether you do it yourself or if you work with us, either way, the results are life changing. Thank you for your time and God Bless You and your family.



"The Internet Driven Sales System: Your Roadmap to Digital Marketing Dominance" is an all-encompassing and transformative guide that expertly navigates businesses through the dynamic world of successful digital marketing. Written by Thomas Roman, the founder and president of Roman Media Group LLC, this book arms readers with the essential tools and strategies to lead the modern digital landscape. Embark on a comprehensive journey, starting with the core principles of branding, progressing through conversion-based websites, and harnessing the potential of SEO-engineered web hosting. Discover the art of optimizing your social media presence for impactful interactions with your target audience.

The book underscores the significance of citation and map claiming, vital for establishing a robust online footprint in local directories. Dive into content development and funnel creation to captivate and retain customers, while amplifying website authority through backlink building. Explore the effectiveness of marketing automation, achieve mastery in reputation management, and leverage paid advertising channels while efficiently tracking ROI. Throughout the narrative, Tom's unwavering passion for helping businesses achieve a multiple times return on investment shines through. With over twenty-five years of experience, a Bachelor's Degree in Mechanical Engineering, and a Master's in Business Administration from Lehigh University, Tom offers a unique blend of expertise and a results-driven approach to digital marketing.

"The Internet Driven Sales System: Your Roadmap to Digital Marketing Dominance" transcends the label of a mere guide; it serves as a transformative resource empowering businesses to confidently navigate the intricate digital landscape. By embracing the vast potential of digital marketing, companies can forge an enduring online presence, attract new customers, and propel business growth, positioning themselves as frontrunners within their industries and geographical regions.

