

# WEB MARKETING

GET YOUR BUSINESS ON

**GOOGLE**

Your customers  
are searching  
but they can't  
find you!

## GET GOOGLED IN 9 SIMPLE STEPS

Our simple guide will show  
you how, for free

**03**

## GET GOOGLE REVIEWS

**05** How to get more, and why  
Google rewards you in return

plus...

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WHAT A #1 GOOGLE  
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CONSIDER IT



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GOOGLE OPTIMIZATION

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NEED HELP? CALL US

909.294.Next(6398)

OR EMAIL...

[Info@NextMediaMarketing.net](mailto:Info@NextMediaMarketing.net)



# Next Media Marketing

**WHO** - Marketing is nothing more than delivering a targeted message that will make someone take an action.

This has always been true and will always be true, the only thing that changes is the media in which it's delivered.

In years past it was the written word in magazines and newspapers, then to radio, TV, the internet, and now social and mobile. The messenger and the messaging may change, but the intent and the

**WHAT**- We provide a wide variety of solutions for businesses looking to grow.

Everything from traditional media like Logos, Business Cards, Flyers, and Brochures. To more modern solutions like Websites, Social Media, SEO, Video Marketing, Email campaigns, Directory Listings, Custom iPhone and Android Apps, etc.....

All designed to get you MORE customers, who come back MORE often, and buy MORE when they do!

**WHY?**- Here at Next Media Marketing we keep an eye to what is coming without neglecting what is already working.

We are a comprehensive marketing agency that will design and execute a custom marketing strategy catered to your goals and unique business.

NEED HELP? CALL US

OR EMAIL...

**LET'S GET STARTED**

# GET

# GOOGLLED

## IN 9 SIMPLE STEPS

Your customers are searching for you, but they can't find you. Here's 9 simple steps to fix that...

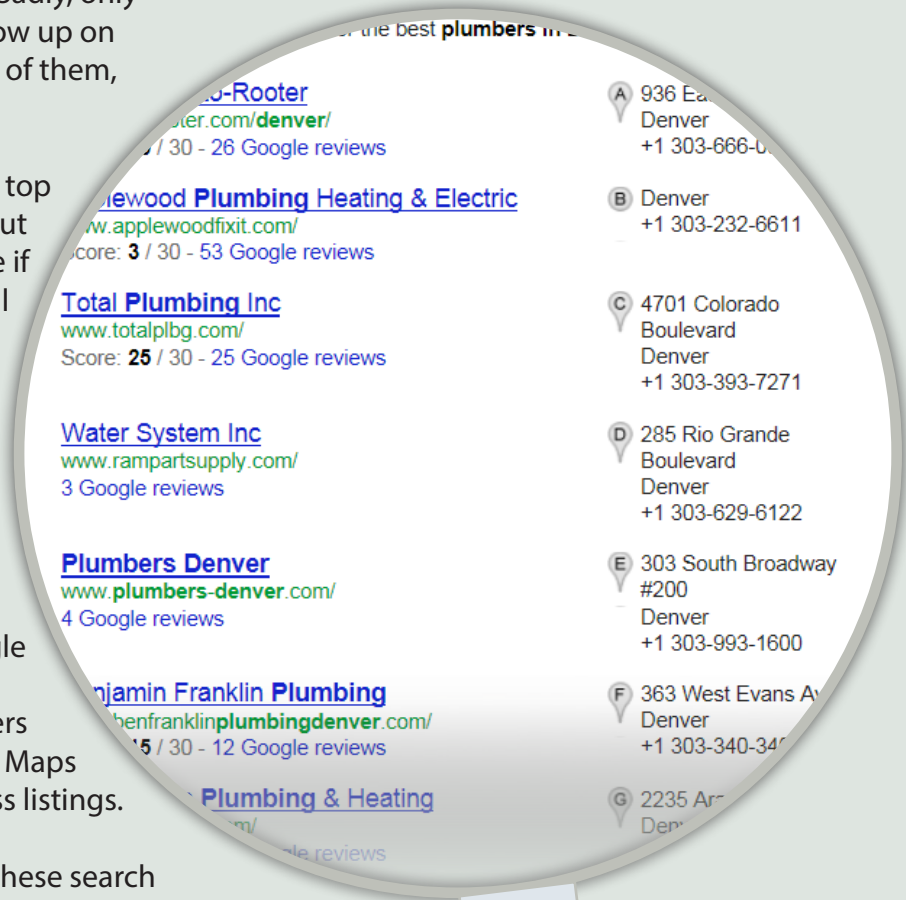
**D**id you know that 85% of people are searching for local businesses online? Sadly, only 25% of small businesses actually show up on those searches and if you're not one of them, then you're losing customers.

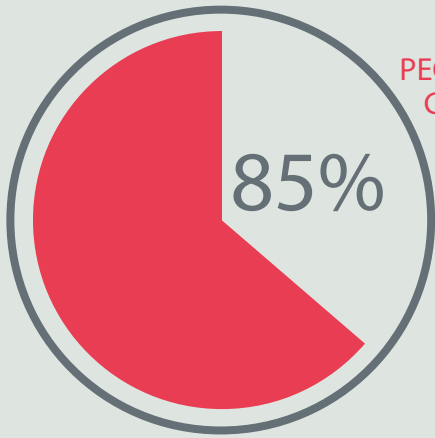
Clearly, getting your business to the top of Google is no longer a cool trick, but an essential marketing tool, because if your customers can't find you, they'll certainly find someone else.

First, let's look at how Google decides to rank local businesses in the search results.

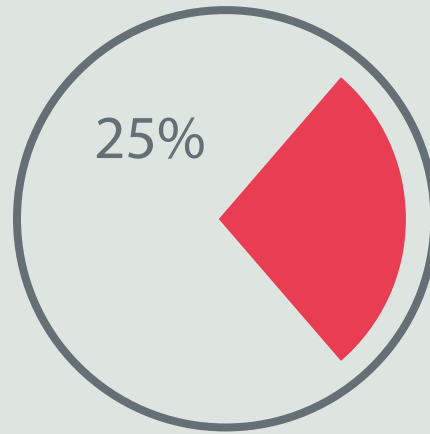
Google Local Business Listings are different than organic or pay-per-click listings. When you search Google for a service oriented business followed by the city name (e.g. Plumbers in Denver) a large map from Google Maps appears alongside up to ten business listings.

As you can imagine, showing up in these search results is the golden gates to daily free leads from the internet and can truly transform your business.





PEOPLE USING  
GOOGLE TO  
SEARCH FOR  
PRODUCTS AND  
SERVICES



SMALL BUSINESSES  
THAT APPEAR IN  
GOOGLE'S SEARCH  
RESULTS

So the big question is, how do you get listed here? To start creating your free local business listing, go to the Google Places and sign in with your Google account. If you don't already have a Google account, click Sign up now to create a new Google account.

Once you've verified your listing, you're almost set, but alas, there's some competition out there! Here's how you can increase the visibility and position of your local business listings, with a few simple steps.

1. Add Photos. The more photos of your store, your staff, your products the better. Include a company logo too.
2. Get Multiple Reviews. Not only can local reviews help generate more leads and more sales, but Google sees local reviews as a big trust and quality indicator. Google wants to deliver the best results to their users, which means showing them the best businesses in the area.
3. Use Keywords in Company Description. When describing your business and your products or services, you should also aim to use targeted keywords in the description. For example, if you sell "pink tennis shoes" then use that phrase in the description.
4. Add a Coupon. Coupons attract more customers and seems to be favoured by Google.
5. Create links to the listing. Link to your Google places listing from your website pages. This will not only encourage your website visitors to leave a review on the Google listing, but also helps to boost your listing organically.
6. Add Videos. Google now owns YouTube, so it's no surprise that they favour videos on your websites, especially if they are YouTube videos. You can place YouTube videos on your local business listing too, which scores another brownie point from Google.
7. Add Your Address to Every Page on your website. Ideally every page should have your address and phone number. This helps visitors and Google to find you.
8. Claim Your Profile on Other Local Business Directories. E.g, Merchant Circle, Google Local Business Center, Yahoo Local. These directory websites can be a good source of leads too. Plus, the more directory listings you have outside of Google, the more validity you have within Google's eyes and therefore a more solid listing with them.
9. Get Links. The more links you have coming to your local business listing, the better. Google sees incoming links – that is, links that are pointing to your listing from other websites – as little "votes of trust" and the more you have, the higher you'll be placed in local listings. To get inbound links, you might consider posting your link to your Google business listing in places such as:
  - Chambers of commerce/local business groups
  - Local business directories
  - Local newspaper websites
  - Friends who have websites
  - Partners/Vendors



# WHY

## GOOGLE WANTS YOU TO GET MORE REVIEWS (AND HOW)

### ADD CREDIBILITY

More reviews means more credibility in the eyes of Google and your customers

### BOOST SALES

The more trustworthy, the more likely people will buy from you over the competition

### IMPROVE VISIBILITY

Online reviews directly impact your rankings in Google and can help bring more customers

Online reviews are critical for any local SEO strategy, for two reasons. Firstly, they deliver massive “social proof” to your new prospects, by showing how satisfied others are with your products or services.

This also shows search engines such as Google, that you’re worthy of appearing in their results pages. Google, after all, wants to display the most relevant (and highest quality) results to their users, so a business with lots of positive reviews is one clear indicator of that.

How to encourage people to give you reviews...

The good news is, consumers love leaving reviews. In fact, a recent study showed that people spend 37% of their time leaving reviews and ratings for products and services.

However, more often, people only leave reviews when they’ve had a negative experience, so you might find a little nudge is needed to leave their positive reviews. Here’s how.

1. Don’t bribe. Google has a watchful eye over businesses that offer incentives or discounts for reviews. Doing so could result in long term penalties and exclusion from Google’s search results
2. Use social media. Contact those that already have experience with your brand/business and ask them to leave a review
3. Use e-marketing lists. Contact your buyers through email, asking for a review.
4. Send a flyer. Encourage people to leave a review and remind them to come back soon. When sending out flyers, you should always use QR codes so smart phone users can scan the flyer and be taken directly to your business listing to leave a review
5. Use your website. Ask your existing visitors to leave a review, by linking to the Google listing from your home page (or another high traffic page on your website.)
6. Use your receipts and invoices. Customers hold onto these longer than any advertisement, so they’re good tools to ask for reviews. Again, add a QR code for people to scan from their smart phones, along with a regular URL for non-smart phone users.

## NEED HELP?

# Get a Free 1/2 Hour Strategy Session With an Expert

# 4 WARNING SIGNS

YOU SHOULDN'T HIRE  
"THAT" GOOGLE EXPERT

## ARE YOU FALLING FOR IT?

**W**ith the rapid rise of the internet, along with the growing number of people searching for local businesses online today, it's no wonder that Search Engine Marketing has become big business.

The problem is, this means more pitches, more proposals and more downright dangerous claims made by people who truly have no idea what they're talking about.

Choosing the right expert help is becoming harder than ever, but to guide you in the right direction, here are 4 warning signs that those people behind that pitch are not up to par.

- 1. They guarantee #1 Google rankings.** If you look at the top 100 legitimate SEO firms, you'll notice that none of them make such ludicrous promises. The reason for that? Because it's impossible to predict, even with the best tools and experts on hand. If you ever see such promises, then turn your back and run.
- 2. They don't target the money.** Getting the top of Google can be a massive sales faucet for your business, but only when you're targeting the right search terms. If you're being promised fast rankings, then check what keywords (search terms) those rankings are for. For example, if you're a mechanic, you don't want easy rankings for search terms such as "FREE tire replacements" now do you?
- 3. They focus on one or two methods.** In the "old" days, you could get your website to the top of Google by simply building hundreds of links that point back to your website, from other websites. Today, getting to the top of Google requires a careful mix of search, social, diverse keyword optimization, onsite content and more.
- 4. They're not transparent.** If you're good at what you do, then why hide behind your desk all day? A trustworthy consultant will be happy to meet you face to face, or over the phone, and they'll usually have a transparent website that shows who they are.

**"IF YOU'RE EVER GUARANTEED TO  
GET TO #1 IN GOOGLE, THEN TURN  
YOUR BACK AND RUN..."**

# KING OF THE HILL

Getting to the top of Google isn't an overnight operation, but the payoffs are truly mind-blowing for years into the future. Let's look at what it actually means to be top of Google for your business, but also, what a #1 listing cannot do for you.

## BIG CLICKS

According to a recent survey by Optify, websites ranked number one in Google received an average click-through rate (CTR) of 36.4%; number two had a CTR of 12.5%; and number three had a CTR of 9.5%. Being at the top brings in the lion's share of the online search traffic.

## BRAND AWARENESS

If your website or business is at the top of Google, then you're more likely to capture the attention of searchers (your potential customers.) The times people see you at the top, the more they associate you as "the best." Many people assume that if a company is ranked highly on Google it is because they are trustworthy, reliable and are appropriate to that search term. And that's true, as Google ranks websites and business listings based on their overall popularity on the web.

## WHAT A #1 GOOGLE RANKING CAN (AND CAN'T) DO FOR YOU

by Our Correspondent

### LOW COST HIGH VALUE

Compared to typical forms of advertising such as newspaper ads and radio spots, search engine marketing trumps them all when it comes to ROI. Being at the top of Google might not happen overnight, but it's arguably one of the best ways to secure a hands free, long term supply of new customers. Over the course of a year, that could pay for your search engine marketing services dozens of times over.

### FIXED COSTS

The cost of SEO is relatively fixed, independent of click volume. When you hire a search engine specialist, you pay for specific work to be carried out. Once the initial work is carried out, the only ongoing costs are to maintain your position. It might be a slightly higher upfront investment that paid advertising, but over time, your ROI increases as more and more customers find you through online search.

### REPEAT BUSINESS

Did you know that customers that find your business through search engines tend to stick around for longer?

### TARGETED PROSPECTS

If someone is searching for a specific solution and they find your business in the results, then you'll have an easier time closing the sale when they contact you. This can reduce your acquisition costs and free up a lot of wasted time in your business.

### WHAT IT CAN'T DO:

With all this being said, it's important to remember one caveat; being #1 in Google can't guarantee or close sales. Once you get there – or before you get close – you should have a solid sales process that closes sales and turns prospects into buyers. Being at the top of Google can only deliver the leads, you still have to make sure they buy.



# Next Media Marketing

Marketing is nothing more than delivering a targeted message that will **make someone take an action**. This has always been true and will always be true, the only thing that changes is the media in which it's delivered.

In years past it was the written word in magazines and newspapers, then to radio, TV, the internet, and now social and mobile. The messenger and the messaging may change, but the intent and the intended result do not.

Here at Next Media Marketing **we keep an eye to what is coming without neglecting what is already working**. We are a comprehensive marketing agency that will design and execute a custom marketing strategy catered to your goals and unique business.

No two business are exactly alike, and what works for one business might not work for another. That's why it's so important to have an expert in your corner, that will listen to you and **advise you of all of your options without bias to a particular solution**.

**We'll help you device a comprehensive Marketing strategy and then execute that strategy using the right tactics for your unique situation and goals.**

Next Media Marketing provides a **wide variety of solutions** for businesses looking to get more clients, and increase sales to existing clients. Everything from traditional media like Logos, Business Cards, Flyers, and Brochures. To more modern solutions like Websites for Desktop and Mobile, Social Media(Facebook, Twitter, LinkedIn , SEO (Search Engine Optimization), Video Marketing, Email campaigns, Directory Listings, and even Custom iPhone and Android Apps all designed to get you **MORE customers, who come back MORE often, and buy MORE when they do!**

This explosive mix of expert guidance, and meticulous execution of a well thought out strategy can multiply the effectiveness of your existing marketing dollars.

**Get a Free 1/2 Hr Consultation with one of our Expert Marketing Strategist (\$147 Value!! ) Just Call (909) 294-6398**





# 2 BIG REASONS TO HIRE A SEARCH ENGINE SPECIALIST

## 1

### FUTURE PROOF YOUR INCOME

Search engines change on a near weekly basis. Hiring an expert to get you to the top is one thing, but keeping you there may require ongoing support...

... especially when Google changes their rules and as a result, wipes your listing off page #1 overnight.

New trends affect how you'll be found in the search engines and having a "go to" expert in this field will help you keep on track and in pole position. A reliable expert will see the tide changing before your boat is sunk.

## 2

### SAVE TIME AND MONEY

As a small business owner, you're busy spinning all the plates in your business. Today, getting to the top of Google and staying there isn't as easy or quick as it used to be. It's a full time job and requires expert knowledge across a range of different areas, such as:

- Strategy
- Keyword research
- Content edits
- Inbound links
- Social / search integration
- Online reputation management
- In-depth reporting

And to accomplish these tasks, you'll need tools. These tools can cost thousands, if you ever have the time or energy to figure out how to use them properly. Just like a plumber would bring his pipe cutters, or an electrician their radio (editor's joke!), an experienced search engine specialist



**Get Started**