

# How To Get Google To Send You More Customers

Slash Your Advertising  
Budget While Getting More  
Leads and Customers

Stop Paying for Ads That Don't Work!

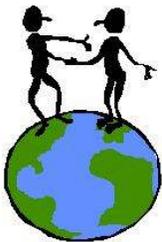
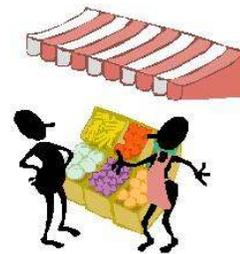


**Paul Williams**

# “How Can the WORLD Wide Web Help My LOCAL Business Which Has LOCAL Clients??”

Do you have a small business (1-10 employees), that is largely offline? Are your clientele mostly local? For example...

- an estate agent or lawyer in Exeter, Devon or in Cowes, the Isle of Wight -- own your geographic niche
- a plumber in Sutton Coldfield, Birmingham -- get the jump on competitors
- a grocery store in Leicester -- differentiate yourself and raise your profile
- a Mexican restaurant in Ealing, London -- run "Net specials of the week"
- a car dealer in Swindon -- build a devoted clientele
- a band in Egham, Surrey -- get hired for "gigs" for 100 miles around.



You might think that the Net, more specifically your own Web site, offers few opportunities for businesses with a customer base clustered in a small geographic area. After all, the Web is "world wide"... a "global medium."

And you **would** have been fairly correct, up until recently. But matters are changing rapidly.

Sure, some **potential clients** still use the Yellow Pages<sup>™</sup> and other business directories. But more and more are using Google<sup>™</sup> and other Search Engines. It's easy and fast to do a search.

Say you type in "lawn care Torquay." Don't find a business in the town of Torquay? Widen the search to "lawn care Torbay." Try widening your search *that* conveniently with your local 10-pound business directory!

And it's not just the clients. Faster and faster, **local businesses are coming online**. They are using the Net to...

- Build trust and deepen relationships with existing local customers by providing friendly, personal information about the business, great content (ex., valuable "do-it-yourself" articles), "Web site only" specials, etc.



- Raise their local profile and position their products and services
- Promote locally and take customers from competitors
- Continue to stay "top-of-mind" and deepen customer relationships through an e-zine, an electronic newsletter (and build sales, too -- ex., "It's spring, which means it's time for aerating and fertilizing your lawn.")
- Build targeted traffic (local and global) to find new customers, even add entirely new income streams (ex., as a chimney sweep, your articles on fire safety not only endear you to local customers, but will attract global ones too -- you can **monetise this traffic** through Google<sup>™</sup> ads and affiliate programs, as we will see below)
- Leverage their local expertise and knowledge for global clients, selling their goods online, even through online auctions.



It's time. Develop a solid Web presence, generate **targeted traffic**, build **loyalty** through a newsletter for customers, get the edge on local competition, and add **new income streams**.

This booklet takes you by the hand to accomplish all that. Just pick an employee, or do it yourself, or hire a Webmaster. But stay in charge by following the advice in this booklet carefully.

No matter what... get started. Because you **do** need a Web site... now. One that **WORKS**.

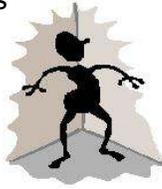
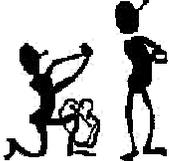
Think of a Web site as a super-**Yellow Pages**<sup>™</sup> ad... with 100 times the results... at 1/10 of the price. People are searching less and less by the offline <sup>™</sup> and more by the online  ...

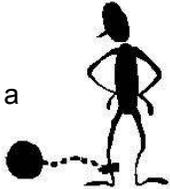
If your small, local business does not use a Net presence to promote itself, keep in touch with its customers, extend its reach, and take your competitors' customers, your competitors will do it to you, and soon.

Yes, a Yellow Pages<sup>™</sup> ad may still be a good investment. But whatever your local business may be... your world, your reach, your **impact** is now much, much bigger than a 4" x 2" ad could ever achieve.

This booklet shows you how to get **1,000 times** (literally) the value of a Yellow Pages<sup>™</sup> ad from a Web site, regardless of the type of local business or local clientele you have, and regardless of your background... starting from scratch, **no technical skills** or Net marketing mastery required.

Indeed... how *does* a 4" x 2" Yellow Pages<sup>™</sup> ad (or other business directory) compare with a *properly* built Web site? Let's see...

	<b>Yellow Pages<sup>TM</sup> Ad</b>	<b>Web Site</b>
<b>Content</b>	There's very little you can say in a tiny little rectangle. And don't even try to update your content during the year due to rigid publication dates!	Show off your local business to its best advantage. No size, color, or media limitations. Update anytime -- make special offers, let visitors know about new products or services, etc.
<b>Visitor Attention</b>	Relatively low. Eyes scan listings.	Total -- once your prospective customer is on your site, you have 100% of his/her attention.
<b>Visitor Mindset</b>	Dubious, careful. Yellow Pages is advertising. We've all had experiences with services that were downright dismal. Low credibility. 	Interested, open-to-buy, PREsold -- they found you through Google, feel smart, and read your excellent content, becoming PREsold upon you as an expert who shares. A Web site that provides as much business information as your prospect needs, along with friendly/useful content, allows the prospective client to know and trust you. High credibility.
<b>Exposure, Traffic</b>	Near-zero -- it may generate a few calls per week (per month)?	Substantial -- attract hundreds, even thousands, of targeted visitors per day, on an ongoing, ever-building basis. And, if you do it right (and you will), they will return to your site. Your e-zine also gives you the opportunity to reach your customers on a repeat basis.
<b>Measurable</b>	No -- do you have any idea how many exposures you get, or how many people call or visit due to your ad? How can you measure ROI (Return on Investment)?	Yes -- you will know exactly how many visitors arrive, every day, every hour... and you will know everything about them. You know the Lifetime Value of a new customer (i.e., the amount of profit that a new customer will bring to your business over his/her lifetime of dealing with you). It makes ROI so easy to calculate.
<b>Build Customer Loyalty</b>	N/A -- not applicable 	Your own e-zine -- develop an increasing sense of loyalty with existing customers, as well as repeat business. You can reach them, free, whenever you want to.

	<b>Yellow Pages™ Ad</b>	<b>Web Site</b>
<b>Competitive Advantage</b>	Low -- everyone takes a Yellow Pages™ ad. That's why you did. Who gets the attention? The companies with the expensive BIG ads. EVERYWHERE.	High -- your Web site, properly done, can both build new local business and pull your competition's customers to you.
<b>New Revenue Streams</b>	No -- Yellow Pages™ just advertises that you have a business. But it does not build new revenues.	Yes -- a Web site builds content, which builds targeted visitors and establishes you as an authority in your field. This establishes the potential for multiple streams of income that can even surpass total income from your current local business. More on this later.
<b>Open New Markets</b>	No -- Yellow Pages™ is a local medium. 	Yes -- the Net is a global medium. More and more, it will replace large paper-bound directories as <i>the</i> way to find local businesses with local clientele. But obviously, it also opens up global potential. More on this later.
<b>Expandable Search -- Geography</b>	No -- Yellow Pages™ is a geographically restricted directory. And it's totally non-interactive. Users either find you... or not. If you did not buy a listing for a particular locale, they won't.	Yes -- suppose the local curling club is looking for a bag-piper in its local town. None? Look in the adjacent town(s). Still none? Look in the nearest mid-size city. Ah... There you are. Better still, SBI! shows you how to get found for that first town... even if your office is not located there.
<b>Expandable Search -- Keywords</b>	No -- you buy a listing for a single category. If a user searches in a different-but-related category, s/he won't find you. For example, you sell and service sprinkler systems in your town? Your prospect is looking up "landscapers" -- s/he calls the landscaper who recommends a competitor.	Yes -- your prospect searches for "+landscapers +your-town" and finds your sprinkler business (because you created some content about landscaping), is PRESold by your site's excellent information, and calls YOU. 
<b>Cost</b>	Expensive -- hundreds of dollars per year, per listing, per geographic area, per category, for each 4" x 2".	Inexpensive -- a Web site costs less than a single 4" x 2" Yellow Pages™ ad, no limit on keywords (i.e., how prospects find you), geography, size, etc. No complicated packages, just one single yearly fee.

**Clearly a Yellow Pages<sup>TM</sup> ad cannot begin to deliver the benefits of a properly built Web site, one with geo-local control...**

- Attract hundreds, even thousands of visitors per day, many of whom become new clients.
- PREsell prospective customers before they call you.
- Nurture, encourage and develop the relationship you already maintain with existing customers, increasing both loyalty and repeat business.
- Command undivided attention. Once they are on your site, you have their total attention (unlike a crowded Yellow Pages<sup>TM</sup> page)!
- Take clients away from competitors.
- Develop new ways to monetize your skills and knowledge.
- Give you the ability to update frequently and to reach your clients with seasonal specials, interesting tidbits, etc.
- Open new markets globally (yes, your local business!).

After all, what could you possibly accomplish in a small rectangle, on a big yellow page crammed with other ads? A typical business directory ad is a distant second place finisher to a Web site, which costs far less.

# Right At This Moment, A Customer Is At Google™ ... Will Yours Be The Business That is Found?

Despite the overwhelming advantages of a Web site, most small local businesses have at least one Yellow Pages™ ad, but they do **not** have a Web site. (Or if they do, their sites are **dying from a lack of traffic and results.**)



**That** is all about to change.

Yes... If your business is primarily driven by local clientele, the Yellow Pages™ and other business directories remain a good way to “be found.” But local businesses are catching on to the Net as a powerful marketing tool...

- to grow their local businesses
- to steal your customers
- even to add brand new revenue streams that they would never have thought possible.

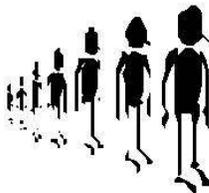
Combine this growing small business trend with another one... more and more **consumers** find those big, yellow directories too inconvenient and limiting.



It's so much easier and flexible to use Google™ and other Search Engines. People are now comfortable with the Net -- and soon, most will be using broadband access with 24 x 7 constant, convenient and high-speed access.

**To summarize...**

Increasing numbers of searching pre-customers use the Net to find local businesses. More and more small local businesses are using the Net. **A self-feeding trend is hitting critical mass.**



With Search Engines, you can easily broaden a search beyond your neighborhood to a nearby city or to the entire region, if you want. Try that with your local Yellow Pages<sup>TM</sup> directory!

With a Web site, the smallest of companies can compete on the same footing as the biggest. You do not have to buy complicated, expensive Yellow Pages<sup>TM</sup> packages, multiple half-page ads, to get "full coverage" across several business categories or geographic regions to "get noticed." Your "niche" site gives you an edge.

**The intense development and marketing efforts of the major engines in local search will rapidly magnify the importance of an effective geo-local Web site. A strong presence on the Net will soon be a must.**

This booklet shows you how to build a highly trafficked site that will in turn build your local business. It gives you all the tools to do it yourself... or you can hire a Webmaster to do it for you. Either way...

You **can** pull high volumes of targeted traffic to your site, by building pages that focus upon frequently searched keywords applicable to topics related to your business. Traffic that will **dwarf** what the Yellow Pages<sup>TM</sup> delivers on a dollar-per-thousand inquiries basis, and traffic that may open up entire new horizons.

You will generate big business, locally and **globally** (if you want)...

## Connecting With Your Customers

There are a number of ways you can connect with your customers online, and if you want to get the best results you need to take advantage of as many as possible. Because the internet makes it so easy for people to find the solutions they're looking for, you can't afford to hope they come to you - you need to meet them wherever they might be searching.

The most important place you need to establish a presence is in the search engines - specifically Google, Yahoo and Bing. Of the three, Google gets the largest percentage of searches (roughly 65% in April 2011, according to comScore) so it is the first place you should focus your efforts.

There are several aspects to having a presence in Google:

- The search results
- Google Places
- Sponsored ads
- Google Images
- Google News
- Google Video

These are all part of Google, but in many ways they are independent of each other. We're going to cover them all in detail in this book, but it's important to remember that each of them works separately from the others so you want to show up in as many as possible when your customers are searching for you. If you show up in most or all of them, it's going to create a strong impression with your customers, and make them much more likely to choose you over another business.

And keep in mind that the other search engines have many of these same features. We're going to talk about Google in most parts of this book because they are the largest, but virtually everything we cover translates over to Bing and Yahoo as well.

## **Google Places**

Google has a service for local businesses called Google Places. This service lets you set up a profile for your business where you can showcase various things, such as:

- Special promotions
- Offers
- Photos and videos

Google Places also lets your customers post reviews about your business and you can respond to those reviews, creating a dialog with those people.

Your Google Places listing will show up when someone searches for the products or services you offer in your area, along with other companies offering the same things.

Now imagine how this process is going to work for a moment. When someone goes online to search for a company that provides the solutions you can, they're going to see several results in Google Places. What is going to make them choose one over another?

One aspect will be the ranking in Google Places. The top 3 results get the majority of their attention, with the first one getting more than the rest. So you want to be sure your listing is at or near the top of those results. (We'll look at some strategies for accomplishing this shortly.)

Another aspect is how much information is shared. If your company has a full profile with pictures, reviews, special offers and other information, it's a lot more likely to get the searcher's attention than another listing that just has the bare minimum information showing.

If this is a potential customer's first impression of your business, you need to be sure you're putting your best foot forward.

There are other important ways to connect with your customers beyond Google Places, however. Some we already mentioned – other Google properties – which we will cover in more detail shortly. But first, let's look at a relatively new way to reach your customers – social media.

## **Social Media Sites**

One of the fastest growing segments of the internet over the last few years is what's known as Social Media. Facebook and Twitter are the two most well-known examples of social media sites.

Having a Facebook page is becoming more and more important, because people have come to expect it. There are over 600 million users on Facebook, and if you don't have a presence there you're missing out on a lot of potential business.

Plus, for many people Facebook has become synonymous with the internet. A lot of people spend most of their time online using Facebook, so if you aren't reaching them there, you may not have a chance to reach them at all.

Facebook started out as a way to connect on a personal level, but over the last couple of years they have added a lot of features that are targeted at businesses. You've probably already started to notice a lot of big companies adding "Find us on Facebook" to their websites, advertising and other places.

It can work just as well for local businesses, in fact it can work even better. Because Facebook is by nature a place to be “social” a local business fits in much better than a big, faceless corporation.

Setting up a Facebook Page for your business gives you a way to connect with your customers “virtually” and it can help to create a real sense of community.

Twitter is another social media site where you should definitely have a presence. It’s a little different beast, because the whole point is to post short updates (up to 140 characters at a time) so you can only share so much information.

It can be useful for sending out messages about special offers and other news, but more importantly it’s another way for your customers and potential customers to contact you.

Your customers can send you messages, called “Tweets”, via Twitter so it is similar to email in some ways. But because the messages are so short, it can be an effective way for them to ask quick questions or give you quick feedback, without having to invest a lot of time to do it.

Aside from reaching potential customers, there's another reason you should have a presence in these places - managing your brand. People will talk about their experiences with your company on the internet whether you're part of it or not. It's important that you are.

## **Managing Your Brand**

One of the biggest hurdles for a lot of business owners to leap when it comes to the internet is realizing that people will be talking about your company whether you like it or not.

And that includes good AND bad. Mistakes are bound to happen in any business, but when they do it's quite possible that the story will wind up on the internet where anyone searching for your business can find it.

If you're not maintaining an effective presence on the web, you're going to have two problems if this happens.

1. The negative review could wind up ranking high in the search results, so whenever somebody searches for your business, this could be one of the first things they see. The review might be accurate if a mistake really was made, or it might be completely inaccurate, but that potential customer has no way of knowing for sure (and is more than likely going to accept it as fact).
2. You won't have a chance to explain the situation and fix it.

The solution here is to be a part of the conversation. In other words, engage your customers where these kinds of things might appear so you can try to correct any mistakes that were actually made, or explain your side if it's completely inaccurate.

We've already discussed two of the places that these kinds of discussions can happen - Facebook and Twitter. It's important that you have a presence on both, if only as a point of contact for your customers who are already in those places.

Imagine this scenario...

One of your employees has been dealing with a customer, and the customer is unhappy with the service they received. But instead of coming to you and giving you the opportunity to fix the problem, they go to these websites and post about the problem and how unhappy they were with your company.

If you don't have a presence on Twitter or Facebook, you might never know about it. But people who are looking for information about your company online could quite likely find that information whenever they search for you.

Now think about this...

If you are active on those sites, on the other hand, you can jump in and try to correct the situation. This is not only going to give you a chance to turn an unhappy customer into a happy one (who might also become one of your biggest supporters at that point) it's also going to add your side of things to the "record" of the situation on the internet.

Now when someone searching for you finds that review/complaint, they're also going to see your response, and the fact that you tried to correct the situation for that unhappy customer.

Which scenario would you prefer?

**5 Fatal  
Internet Marketing Mistakes That Can KILL  
The Sales And Profits  
In Your Business**

Over the last decade we've experienced a radical shift in the way we seek out information and in the way we shop.

10 years ago people were afraid of buying on the internet.

Only a minority of people even had an internet connection.

And only a very small minority of people communicated by email.

What an astonishing difference a decade makes...

**The majority of people in the western world are  
now connected to the internet in some way...**

**And a very good percentage of those  
have high speed internet...**

Nearly everyone you know...young, old and in between...is communicating regularly by email.

And nearly everyone you know has now purchased something online using their credit card or paypal or both.

The change is even more radical than that...

A huge percentage of the population with disposable income to spend are now:

# Searching online for products, services and other information...

# Shopping online or making initial inquiries online to the businesses they're interested in shopping at.

# Communicating online in a huge variety of ways. Email is just the tip of the iceberg. Your prospects and customers are using online chat services, voice communication like Skype and MSN messenger and even online web cams to communicate to each other with video.

# They're getting an ever increasing volume of their entertainment and social outlet online with the explosion of online video and social networking sites.

Put simply if you're not using the internet as part of your business marketing strategy you're missing a fundamental and vital media AND a vital means of communication.

The internet is increasingly replacing media like newspapers, radio and television AND it's already becoming a more effective, more economical means of communication than regular mail and the telephone.

Let's put what that means in perspective for your business in...

**Fatal Marketing Mistake # 1:**  
**Running Your Business**  
**Without Actively Using The Internet Is Worse Than**  
**Trying To Run Your Business Without A**  
**Telephone Or A Mailing Address**

Not using the internet actively as part of your marketing strategy is like no longer accepting mail or using the telephone and never advertising in the yellow pages, on the radio, in newspapers, on television or by mail.

And it's like all these things combined.

No intelligent business owner would try to do business without a telephone and an address to receive mail.

But if you're trying to run your business without an internet marketing and communication strategy over time you'll find that your marketing and communication become less and less effective as the internet takes over more and more of our communication and media tasks.

Of course many savvy business owners have realized that they can no longer afford to ignore the internet as a marketing and communication channel...

But many take well intentioned but poor advice and fall for fatal marketing mistake # 2...

**Fatal Marketing Mistake # 2:**  
**Putting up a “pretty sign” on the internet**  
**instead of aiming for real results.**

The marketing power of the internet is in the way you actively communicate with your prospects and customers.

There are plenty of great looking websites on the internet that do little or nothing to actually help grab the attention of your prospects and move them forward in your sales and marketing process.

What you're looking for is genuine results...not a pretty website.

In most cases a plain looking website that delivers the right kind of marketing message at the right time to your prospects or customers will make you more sales and profits than any fancy looking website ever could.

There are literally hundreds of tools and strategies you can use online to increase your marketing effectiveness.

You need to worry less about how your website looks and more about how it changes the behaviour of your prospects and clients.

To help your business make real sales and profits you need a “direct response” website that's designed to either get sales or move your prospects forward in the sales process.

In the same way if you're using a website to follow up with customers then you need to use it to create repeat sales and referrals for your business or at the very least to increase customer satisfaction and provide added value by delivering useful information online.

Creating an effective internet marketing campaign is not about fancy graphics...it's about getting real results for your business.

And in many cases you can start to get results very quickly. The reason most websites and attempts at internet marketing fail is due to...

**Fatal Marketing Mistake # 3:  
Not Capitalizing On Resources You  
Already Have In Your Business.**

In business we often make the mistake of looking for some magic bullet...an amazing idea that will explode our sales and profits...

But most business owners never realize they're sitting on an absolute gold mine right there in their business.

When you start using internet marketing effectively it also opens up other avenues for integrating your marketing on the internet and your regular sales and marketing.

**“Most businesses are sitting on  
an untapped gold mine...”**

It's right there in the customers you already have and the prospects who come into contact with your business every day.

In many cases trying to follow up with prospects and customers can be expensive and impractical.

But when you start using the overwhelming power of the internet to deliver information almost free of charge the possibilities for follow up, customer education, pre-educating prospects and a whole range of other strategies become very exciting.

Another advantage most business owners have is the physical resources you already have in place.

You can already take money from customers, you probably have staff, business premises, telephones, possibly products and a whole range of other resources that you can integrate into an effective online/offline marketing mix.

This mixing of strategies...using the power of the internet as a means of delivering information then combining that with the physical resources you already have...can multiply your results radically.

But understand that effective internet marketing is a process. Don't be sucked into a pipe dream...

**Fatal Marketing Mistake # 4:**  
**Thinking All You Need Is A Website And**  
**You'll Make A Million Bucks!**

The internet is another form of communication.

It's a very powerful way to communicate with people on the other side of town and on the other side of the world.

You can do all kinds of things automatically...provide lead generating reports, audio and video, send out series of emails to prospects and clients with valuable information they've asked for automatically...

In many businesses you can even take orders and payments online automatically (although that may not be the most profitable course of action).

**“Using the internet effectively**  
**can be an amazing addition to your**  
**marketing mix...”**

But you wouldn't expect to buy a store on the main street and watch hundreds of thousands of dollars in profits roll in without having to do some serious work.

And it's the same on the internet.

You don't just set up a website and make a million bucks. Anyone trying to sell you that pipe dream is simply trying to scam you.

The good news is you CAN use the internet to make some serious sales and profits and enhance a whole range of different facets of your business...especially in the area of information delivery, finding and following up with prospects and clients and adding new dimensions of live communication with prospects and clients.

But to do that does take some work and expertise and it's a process of trial and error that may take some time.

You're going to need the help of a committed expert to make it happen.

Sales don't just come to you magically on the internet...although it might feel like that if you can hire the right internet marketing expert to work with you.

Having said that the next mistake should be obvious to you...

## **Fatal Marketing Mistake # 5:**

### **Thinking You Can Do It All Yourself...**

The internet is changing fast and skilled marketers are working and researching full time to keep up.

We have close ties with teams of experts and friends who do nothing else but work all day in their chosen fields of expertise getting the best results possible with their internet marketing expertise.

We hone and refine our approach and test new strategies.

We talk together on paid private forums and share secrets that others won't discover for years...if they ever do.

When you're running your business there's simply no way in the world you can put that kind of commitment into mastering the internet marketing world or even mastering a small part of it.

Even more important, you already have a stack of other tasks and projects that you KNOW could help your business. But you never get around to them.

You don't need more work and more tasks that you simply don't have the time to get finished.

You don't need a consultant or advisor to tell you what to do. Let's face it...you just don't have the time...even to implement good advice.

**“What you need is someone  
to do this vital internet marketing FOR you...”**

You need a skilled expert with an army of resources who can get things done for you and focus on getting the results you want.

Every day you ignore the internet marketing in your business is costing you real money.

# Mentem: Your Online Marketing Partner.

We have the in-house skills and resources to help make your business goals a reality. Relax in the knowledge that you're being looked after and focus your time and attention on what you do best - running your company. I would be happy to meet with you in person and finding out if I can help grow your business. We have a range of packages to suit all ambitions.

Call or email Paul Williams today to arrange a free no-holds barred consultation and see how between us we can get Google to send you more leads, enquiries, customers and clients - and more profit.

It all starts with a chat...

**0845 4747 928**

**[www.MentemMarketing.com](http://www.MentemMarketing.com)**

