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BRICK & MORTAR MARKETING ONLINE

**Here's Your Online Marketing Edge ...
7 – Point Blueprint Outline**

Insightful Internet Marketing Foundations For Your Small & Medium Sized (SMB) Brick and Mortar Business

"Gain Clients and Grow Returns on Existing Ones"

For the last decade, everyone has been telling local businesses that they need to get on the Internet. Many businesses did so by putting up a website... but almost without fail those websites did absolutely nothing to increase profits, which of course is the ultimate goal.

Most businesses were (and still are) using the wrong approach. The Internet and online marketing isn't the problem, it's the way companies use the Internet that delivers such poor results.

The "secret" is getting your web-presence (website, articles, videos etc...) in front of people who are actively searching for your business or services.

Today's consumer requires a more proactive outreach to initially be found and enticed than before. Gone are the days when you could simply hang a shingle outside your door and place an advertisement in the local newspaper and in the Yellow Pages to reach those who are looking for your services or products. And, gone are the days whereby simply placing a web site online you can expect favorable results.

Of course, you no doubt know this already, and that's why you're here!

   However, it also means that you as a business owner face many new marketing challenges and hurdles never before imagined. Not only do you need a search engine optimized website, you'll also want quality content that converts to sales and leads. Furthermore, understanding and implementing the tools required to analyze the vast array of data now available must be comprehended in order to analyze the metrics themselves to take full advantage of today's marketplace.

Your 7 – Point Blueprint

 Now for the Good News

   One thing that remains constant in today's world is that core marketing messaging and techniques haven't changed in many years, and probably won't in our lifetime. The same basic tactics in an 'offline' world still work online...

**The message and the goals are the same...
It's the delivery vehicles that are changing.**

   Today there are endless vehicles to choose from. Yet endless options can result in feeling overwhelmed. That's where proper foundations provided for by BAMMO come into play!

   By following some of BAMMO's recommendations, you'll be 98% ahead of most all other business owners and, you *will* get a first page link listing(s) for your business and you *will* see increased sales and conversions.
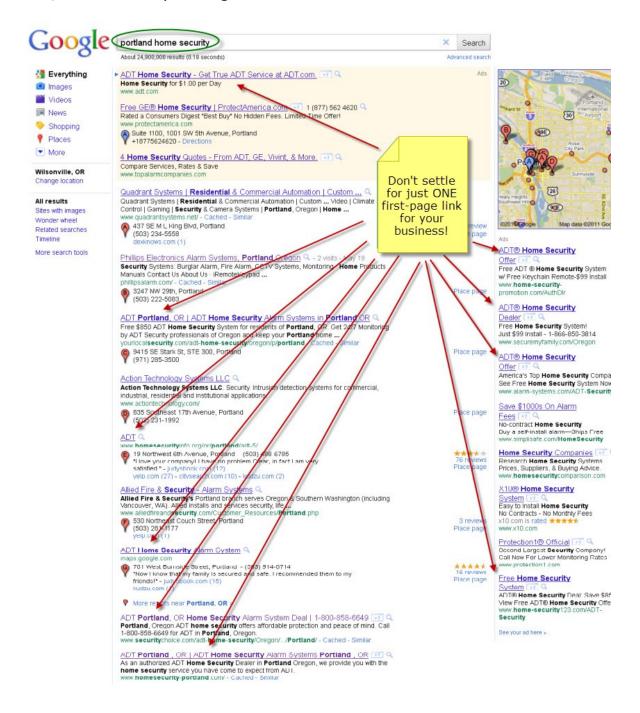
   If you follow *all* of our recommendations you will end up with *multiple* first page links for your business. All this can be done for a very modest budget btw[1]!

   Below you'll see an image for what ADT has accomplished in Portland, Oregon. This is an extreme example, but it goes to show what can be done with a robust Internet marketing campaign. Of course, just getting listed on first page search results isn't the only thing. BAMMO also provides 'all' the insights you'll want.

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1 Let's get the question of "how much" out of the way? Obviously it all depends on the size of your market, the amount of competition, and how internet savvy that competition is. That said, we've noticed in the vast majority of cases, a highly successful internet marketing campaign for your business ends up costing about the same as a small business sized advertisement would cost monthly in the old-fashioned Yellow Pages for your city.

ADT is getting eyeballs both directly through their paid placements and websites, and indirectly through their affiliates.

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Unless you are a hobbyist, the whole purpose of having an Internet presence for your business boils down to serving one or two of three potential goals:

1. Gaining new customers
2. Increased profitability from existing customers
3. Providing informational material

   This 7-point marketing plan is gleaned from each of BAMMO's exclusive membership modules, and they focus on the essential foundations in order to build clients and secure your resolve to sell more of your products and services!

Let's recap on the items you'll be discovering with your 7-point Blueprint

Key-Words Guideline… (your foundation)

Your Website(s)… (setting it up right!)

Search Engine Optimizing… (getting found online!)

Local Verification Insights… (Directory Citations)

Email… Customer Relationships! (what's an Autoresponder?)

Mobile-Friendly Website

Social Media… (your considerations)

OK Let's get to it, shall we...

Key-Words Guideline… (your foundation)

Keyword Research & Organic Traffic

"One of your most important considerations, as you'll soon see why!"

As you are likely aware, computers communicate at their lowest level in binary. Other than super-nerds like recent scientist, Carl Sagan, we humans have a difficult time communicating this way...

Here's a short one-sentence message in binary[2]:

```
0100001101101111011011100110011101110010011000010111010001110101
0110110001100001011101000110100101101111011011100011100110010000 1
0010000001001001011001100010000001110010011011110111010100100000
0111010001101111011011110110101100100000011101000110100001100101
0010000001110100011010010110110101100101001000000111010001101111
0010000001100100011001010110001101101111011011000100011001010010 0 0 0 0
0111010001101000011010010111001100100000011011010110010101110011
0111001101100001011001110110010100100000011100101101111
0111010100100000000010101001001000101001000000110000100100000
010100110110101011100001100101011100100010110101001110011001 01
0111001001100100000100000011010001011011100010000011101000111010
011000010110100101101110011010001011011100110011100100001010000
0011101100101001
```

Never fear, those same Super-nerds have come to our rescue without our even having to ask nicely!

How do we bridge this language gap between us and computers? You have probably heard of Domain Name System (DNS) at some point. This is how computers change words to numbers (IP Addresses) to find websites we are searching for.

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2 Click here for a Binary/Text translator

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Now that we and our computers have reached an understanding, we need a system to allow the search engines to display relevant websites for our searches.

That system depends entirely on **keywords**.

Keywords are used to search for: *websites, articles, music, software, books, dissertations, games, reviews, cars, insurance, dentists, brokers, restaurants, hotels, flights, jewelry, roller skating rinks, monuments, pets, parks, theaters, football games, tv shows, movies, etc...*

Simply put, keywords are used for *every search every time!*

Not just on the internet by the way. If you've ever searched your hard drive on your computer for a document, or searched within an email account, or used the NEAT receipt organizer, etc... they are all also driven by keywords.

We can make the point that every module in BAMMO.org services is in place solely for the express purpose of comprehending and properly utilizing keywords which subsequently earns your business more customers and (of course) ultimately, more money.

BTW, if at any time you wish to gain more depth and insights into these strategies to expand your business even more, discover further details about BAMMO @ … http://www.BAMMO.org/brick-and-mortar-marketing-online/

AND if you desire immediate assistance, contact support: BAMMO@BAMMO.org

Let's next look into the Steps to Profit using Your Keywords...

The Eight Steps to Profit using Keywords:

1) Identify Keywords people are using to home in on your business or services
2) SEO on a continual basis for the identified keywords
3) Gauge your success or failure by using tools such as Google Analytics to calculate your Click-Thru-Rate (CTR) per keyword string
4) Earn more money
5) Incorporate more SEO to rank higher for profitable keywords
6) Earn more money
7) A/B split-test to improve your results
8) Earn even more money

Keywords for Traffic Estimation

A total grasp of this somewhat complex topic is not necessary, but a general understanding of it is if you wish to be successful in either your own research, or in evaluating a professional service you decide to use.

Proper keyword research will provide the basis for understanding what you can expect from your internet presence as far as *organic*[3] traffic is concerned and will give you an idea of how robust a 'paid traffic' campaign to employ should you so desire. For most SMB's (small to medium sized businesses) this is the honey-pot!

There are two main factors for gauging what sort of monthly sales or leads you can expect from a website.

- Traffic
- Conversions[4]

By understanding how to uncover *KeyWords* (KW's) you will be leaps and bounds ahead of most competitors. This topic is the cornerstone of of your entire internet presence. It's so important, we'd like to say it again. Key Words and Key Word Phrases (KWP) will determine your marketing success or failure on the internet.

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3 Organic traffic is any searched for keywords by people who haven't been incentivized to do so
4 Discussed in the Sales Funnel bonus chapter

*Another way to view it is, not properly optimizing your KW's
is simply putting money in your competitors wallet!*

   Before we can capitalize on the billions of searches performed annually, we must first understand how to use KW's to uncover traffic right in front of us each and every day.

   Since most SMB's won't likely be doing this professionally, we'll focus on the free tools available to help you, but we'll also mention some paid ones for those who wish to generate reports and who desire more bells and whistles than the free tools provide.

   Basic keyword KW research does not require *any* investment other than time.

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Next, let's next look at setting-up your website correctly…

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Your Website

Websites

A website or landing page is the cornerstone of your online presence, however:

Q) What's the #1 mistake made by most businesses with their internet presence?

A) Spending all their internet marketing funds on a website and little to none on other parts of their online presence!

For example, you may have the world's slickest looking website, but is it rising to the top of the results when people search the internet for a business in your field? Is the website really attractive and aesthetically pleasing, but not converting traffic to either new leads or increased sales?

CLUE Spending all of your internet marketing budget on a website doesn't leave room for Search Engine Optimization (SEO), A/B testing, an email auto-responder based marketing campaign etc...

Cutting back on your website build while focusing money on SEO and marketing is a more productive way to spend limited resources if on a budget.

To top it off, people are often surprised to find out that 'ugly' websites convert better than attractive ones. How's that for a little salt in the wound?

Diving Right In...

Hyper Text Markup Language (HTML) beginning in the 90's was the format used by everyone. It was either hand coded from scratch or software shortcuts such as Microsoft Front Page or Dreamweaver were used. It's still a viable way to have a website created, but as you'll soon see, WordPress (and in some instances, Drupal and Joomla) are now the standard.

Unless you need something extravagant and extremely customized, it's difficult

coming up with a compelling reason to recommend an HTML 5.0 build for a new website these days.

*Just to be clear, if you already have an older HTML site
we wouldn't suggest you throw it out by any stretch.*

So what's the best solution? You do need some sort of home-base as the cornerstone of your online presence. It may or may not be a full website.

Cutting to the chase, BAMMO suggests that for ~90+ percent of the people reading this, a WordPress.org site inexpensively built is the best way to go.

Here are the most common options:

A)   Squidoo Lens, Google Local and Google+ Page, Blogger Blog, Facebook etc...

B)   Website from a template created by somebody else

C)   Website created by yourself via template

D)   WordPress.*com* site (they host)

E)   WordPress.*org* site (self-hosted)

F)   Custom built from the ground up via Hyper Text Markup Language (HTML), Drupal or Joomla

A - If you're after a quick 'home-base' and offer a simple service like lawn-mowing or dog-walking and live in a smaller town but want to get your name out there – these options may suffice. If this is you, we won't discuss them in depth here as there's plenty of good information available online already.

We'll simply say that we'd begin with a Google+ profile, create/claim a Google Local Business listing, and link a one-page Squidoo Lens. If you can email and surf the internet, you could have this done in an evening or two.

B – *AT&T, SuperMedia, Web.com, YP360 (Yellow Pages),* -

The aforementioned, and other websites marketed by national companies (more seem to start up every year) are making strong sales pushes offering all kinds of website promotions for a small (sometimes not so small at all!) monthly payment. In exchange they take all the worry away and let you sleep soundly at night.

There are a bunch of reasons for not using their services, however, put in its most simple terms, when was the last time you saw *any* of their local business websites hosted by *any* of them in the top ten results for *any* search phrase you looked for?

Most of these types of sites really jack the rates up once you've paid for a year. They know they got ya and will stick it to you accordingly. Normally $39.95 or more (by the time they add in some other services and fees) a month after the 'trial' period. That may seem like a reasonable deal, but we'll detail why we favor paying a webmaster to create a WordPress.org site on your behalf shortly. Basically, you can have all the upcoming WordPress benefits for the cost of two years worth of hosting. If you self host, you can take your content, your domain, and all your efforts to date and pack 'em right up and move elsewhere if you choose.

C – This is similar to option two, although you actually drag-and-drop & cut-and-paste yourself to a website on your own. This is a little bit better only because it's free to very inexpensive. If you have done these before, or want to learn a little bit about websites, then it may be for you. The only company in this category that we have used *and can recommend* is: www.weebly.com
Let's continue to research a touch more on this subject...

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The following negatives apply to the options (1-3) we've discussed so far. Just one of the four italicized negatives are deal breakers to us:

1) *You do not technically 'own' your content.*[5]

2) You may pay a surcharge to upgrade your domain, but it's always more expensive than doing it on your own.

3) In some cases, you trade the 'free' or low-cost part of having a website by agreeing to have advertisements displayed on your website (often its your competitors!).

4) You pay a never-ending and ever increasing monthly fees.

5) You may be limited in the offers you can market to others down the road.[6]

6) Limited customization options.

7) *Lack of plugins or other 'plug and play' modules.*

8) *Dependence on the hosting provider for everything, and no recourse if you need to change providers.*

9) Lack of support if something isn't 'working'.

10) No recourse if they go out of business.

11) *All the time and/or money you've invested in your online presence in other areas (you'll learn about in the upcoming chapters) will be wasted if you have to start over.*

D – WordPress.com – This option is for the person who wants to get their hands a "little" dirty. You don't have to know any code, or anything really technically challenging, but you do learn how to administer your website. Updates, etc...

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5 This sounds outrageous, but if you read the fine-print, you'll note they typically have full rights over everything you publish. Be it photo's, writing, or whatever!

6 If you later you wish to drive traffic with a Pay-Per-Click (PPC) campaign, you may find yourself limited by what the major ad-serving networks require of you.

If you're willing to work with WordPress.com as an administrator, by taking it one step further and installing WordPress.org on your own server you not only have tons of more themes available to you, but you also have endless plugins to choose from.

E – WordPress.org – This option is for the DIY sort, or the one paid solution we recommend.

With self-hosting a Wordpress.org site you gain significant flexibility and control. A few of the major bonuses include the ability to:

- Install themes/templates
- Customize the Cascading Style Sheets (CSS)
- Install plugins[7]

What is a plugin and why does it matter? Here's just a few powerful examples of what plugins can do for you:

- Evaluate and assist your on-page Search Engine Optimization (SEO)
- Generate an Extensible Markup Language (XML) sitemap
- Backup your website
- Deploy Ajax driven contact forms
- Alert you when it finds broken links
- Filter out spam comments
  - And 100's (if not thousands!) of other things

All you need to do is download, install, and enable the plugins, to work!

We simply can't endorse anything other than WordPress.org as there are now over *68 million* WordPress sites in existence with over 100,000[8] new ones coming online *every day.*

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7 Plugins allow your WordPress site to do specific tasks without having to pay a programmer or website specialists to create the code from scratch
8 Wordpress.com/stats/

If you think of mommies blogging websites when you hear 'WordPress', let us assure you that it has come a *long* way...

Here are a few websites you may recognize that are entirely built using the WordPress.com foundation:

www.CNN.com
www.Time.com
www.Techcrunch.com
www.UPS.com
www.DowJones.com
www.TurboTax.com
etc...

Also, while no search engine has outright endorsed WordPress as a platform, search engines prove time and time again that they do love WordPress as a platform based on how well WordPress sites rank.

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Next, we'll discuss factors search engines use to rank your website...

Search Engine Optimizing

aka: Search Engine Optimization (SEO)

SEO Overview
(General Concepts)

This is the magic that makes your website get in front of a bunch of people using the internet to find local businesses on a daily basis all around the world.

Around 80% of internet searches are performed either indirectly or directly for the express purpose of buying something. They may not be immediate purchases, but they are performing research, looking for reviews, advice, commentary, etc...

Nearly 70% of those searches result in local purchases...
Your goal is to capture those dollars, and how you do it is through SEO

Let's start with a dull definition of what SEO is from Wikipedia[9]:

"Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ("organic" or "algorithmic") search results. In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users. SEO may target different kinds of search, including image search, local search, video search, academic search, news search and industry-specific vertical search engines

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9 http://en.wikipedia.org/wiki/Search_engine_optimization

BAMMO's definition of SEO... "Getting your web presence in front of people looking to spend money in your business!"

There are two completely different but related sides to SEO. "On-page" and "Off-page". This is one of those examples where the title descriptions fit well.

On-page SEO are those elements directly *on* your website and help the search engines rank your website.

Off-page SEO are those elements *away* from your website that affect your search engine rankings.

A lot of people ask which is more important. It's a fair question, and we'd respond that you need to have the basic on-page SEO in place before any amount of off-page SEO will do any good.

The good news 'on' and 'off' page updates (once done) requires minimal upkeep.

It was mentioned that off-page SEO are those elements *away* from your website that affect your search rankings. This seems quite unfair doesn't it? How can elements *off* your website be so critical? In a way, it isn't fair at all!

The goal of this chapter is to educate on the topic of SEO but not be a complete how-to. If you wish to delve deeply into SEO as opposed to simply understanding SEO at a level where you can intelligently discuss with an SEO provider and evaluate their results after hiring them, then we highly recommend the bible of SEO titled "*The Art of SEO*" and the following websites for the latest news, commentary, tools, etc...

www.seomoz.com
www.searchengineland.com
www.seobook.com

SEO is an immensely important topic, but it's not a cut and dry one. Notice the title of BAMMO's book recommendation is 'The **Art** of SEO'... It's like doctors who *practice* medicine. There are some general rules and guidelines, but much of it is intuition, experience, practice and a little hope... Don't be discouraged though...

Millions of dollars and countless hours have gone into reverse engineering search engine ranking factors and much *is* understood about SEO.

By following *best practices* you can be assured of your business being displayed on the coveted first page of Google!

> The reason for this secrecy amongst the search engines and their inner workings is their own need to provide quality search results.

We touched on this in the course introduction, but it is worth repeating. There are few corporate secrets more valuable (we can even comfortably make the argument that there is *no* more valuable secret if we are strictly speaking of internet economics) than the search result algorithms used by Google, Yahoo, and Bing.

This secrecy is understandable. If we knew exactly how search engines determined ranking factors for websites, then it would be pretty easy to game the system. In doing so, the search engines would no longer be providing what they estimate to be the *best* results as much as they'd be returning search results from those who took the time to *game the system.*

There's obviously nothing wrong with selling something online and in fact that's what this whole course is about, but we'd soon tire of a search engine if all it returned to us were sales pages when we were doing research, homework, looking for advice, pursuing our interests, etc...

It's an interesting predicament really. Google earned $50,578 *million*[10] in revenue during fiscal year 2013 *just from paid advertising*. Now they clearly don't have anything against selling in general, but it's also in their best interest to limit the amount of Viagra, fake Rolex's, "wonder cures", diets, and pornography people are exposed to when searching the internet.

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10 http://investor.google.com/financial/tables.html

As mentioned, around 80% of internet searches *are* performed either indirectly or directly for the express purpose of buying something. They may not be immediate purchases, but they are performing research, looking for reviews, advice, commentary, etc...

When we first heard this statistic, it sounded rather high. However, it sounds about right after thinking about it. People who go to their favorite hobby sites, chat forums, gaming sites etc... Don't have a need to search often to find those places of interest as they already know where they are, and hence go straight there.

The consumer shopping experience is commonly broken down to the following five categories:

- **Identifying a personal want or problem needing solved[11]**
- **Searching for a solution to their want or need**
- **Evaluating options**
- **Purchase**
- **Evaluating the purchase**

When those five elements are considered, do any websites in particular come to mind? If you said Amazon.com you win the prize for selecting what is generally regarded as the single best example of a website better fulfilling each stage of the consumer's buying steps than anyplace else online..

This course isn't intended to cover national e-commerce sites and their strategies, but we wish to point out how you can use the Amazon experience which fulfills so brilliantly each of categories two through five and see how you can also take away some techniques to increase your own conversions. Whether you are looking to increase sales, leads, or general interest in your offerings.
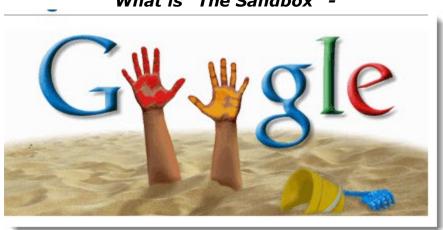
In addition to discussing some SEO *best practices* in this chapter, we will also

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11 Sometimes the problem is obvious like a leaking roof that needs patched or a want for a new watch. Other times it starts out by somebody needing to figure out why they don't get enough quality sleep. Lastly, good sales-copy can create a need or solves a problem we hadn't even thought of before, such as a sudden desire to purchase an emergency generator.

point out some detrimental SEO techniques.

<table>
<tr>
<td>⚠ CAUTION !</td>
<td>Unfortunately, there are some webmasters and SEO practitioners out there who are either not current in their knowledge or are taking shortcuts for their short-term gain at your future expense. These blackhat[12] SEO techniques can result in your website dropping precipitously in the rankings or worse, becoming delisted by the search engines entirely!</td>
</tr>
</table>

"Doing SEO is not the hard part – KNOWING what to do is" - Unknown

What is "The Sandbox" -

   No discussion of SEO would be complete without at least a quick commentary on the dreaded "Sandbox". You may hear people talk of this or that website being *sandboxed* and wonder what they mean? Some people use the term when a website suffers a precipitous drop in ranking. When a website is truly *sandboxed* it has been completely de-listed from the search engine results.

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12 Blackhat SEO is using SEO techniques that Google has outright said they will penalize or delist you for doing when their search algorithm detects their use.

Usually a sudden drop in rankings while disheartening and a valid cause for concern is not nearly as hopeless as having your website completely removed from search results.

Before we worry to much, none of us have ever seen a *legitimate* website be de-indexed. Severely penalized in rankings yes, but never completely de-listed.

No single search engine can make a website *disappear*, but they can certainly remove it from their rankings should they wish. Anyone typing the exact URL into their browser will still find the website, but nobody else will. This is obviously the exact opposite of what anyone following this course would want!

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Let's next delve into the ever important 'Local Search' for your biz...

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Local Verification Insights

Google+ Local and Directory Citations Overview:

Three of the most commonly asked questions related to this chapter are:

1. I know that internet marketing must work because I get *some* calls from folks who found me online. Where did they most likely find me, and how can I get even more calls?

2. Is there anything that's free to drive sales/traffic that I can start *now?*

3. What's the single most important thing to do to start/enhance my online marketing presence?

The answer in all three cases is Google+Business & other "directory listings"!

This chapter details how your business can still be found online without a website.

If you do have a website, this chapter is vital because so much of your traffic will come from the following properties. And of course these links will be *vital* to your *SEO*.

In our introduction we state that the days of hanging a shingle out and taking out an advertisement in the Yellow Pages were all that was once necessary to market yourself. Those days of yore have truly passed. For those who wonder what has replaced the Yellow Pages, it is the following online sources.

The three types of internet listings we will deal with here are:

1) *Google, Bing and Yahoo business listings:* These are the modern-day equivalent of the old-school "Yellow Page" listings.

2) *Directory Citations/Listings:* These are websites that list businesses by category. Yelp, Zagat, Chamber of Commerce, or the Better Business Bureau are all examples.

![BAMMO.ORG - Brick & Mortar Marketing Online]

3) Lastly we have a subset of Directory Citations called *"data-aggregator" sites:* Acxiom, Localeze, Factual, and infoUSA (infoGroup) are all examples. We'll explain the importance and how to use these to your advantage and how to potentially save hundred's of dollars a year shortly.

Many businesses are pleasantly surprised to find they receive more customers from Google Local and directory citations than from all other sites (website and SMM) combined!

CLUE Apple's intelligent personal assistant *SIRI* also uses *Google Local data* for iPad and iPhone users.

While it was super convenient to simply call up Yellow Pages, and cut them a check each month, Google Local has some good benefits:

- It's free
- It can be more detailed than traditional Yellow Pages advertisements
- It fits in customers pockets better (smart-phones vs, phone books)
- It is live in less than 2 weeks typically[13]

One term we'll use often in this chapter is NAP. *Hopefully it's not referring to what you'd rather be doing than reading this!* NAP stands for Name, Address, and Phone number (NAP).

Let's begin by taking a look at the following image for the anatomy of a search results page when Google believes you are looking for a local pizza business:

- Black Circles (2) – These are the paid advertisements[14]

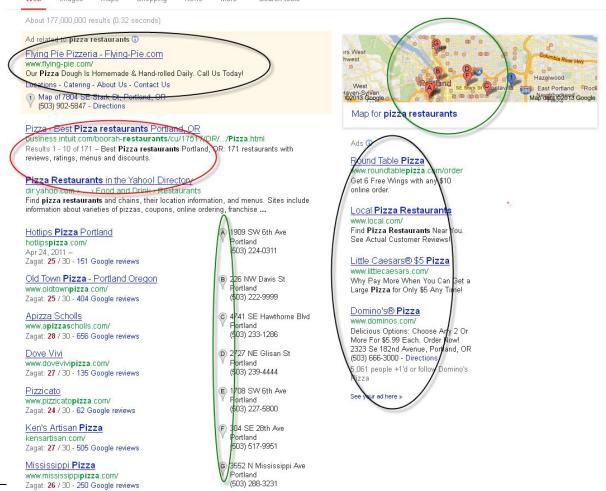- Green Circles (2) – These are what we're after by creating a Google Local...

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13 If you miss a printing with traditional Yellow Pages it may take a full year before your inclusion!
14 A great way to attract more customers. It's also a fantastic way to steal customers from your competitor's! We'll detail the topic of paid advertisements in a Pay-Per-Click (PPC) and Pay-Per-View (PPV) chapter

for business's page. Placement on both the map, and in the A-G results[15]

- Red Circle – These red circles tell us two things. First, it demonstrates that a website *can* outrank the A-G results. Secondly, notice that both the Business.Intuit.com and the Dir.Yahoo.com are directories? It would behoove us to add our fictitious pizza restaurant to both directories

   Going back to the green circles for this portion of the chapter, you may see your business already listed if it's not in a contested category. If you ARE in a busy category then many variables come into play that decide if you are one of the chosen businesses listed.

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15 The A-G list circled in green is commonly referred to as the "seven-pack". Sometimes Google lists just A-C "three-pack" or extends it to A-J or "ten-pack" depending on the category's popularity. Seven-pack is the predominate list though

Probably the most common misconception proprietors have when looking at the Google Local results is that there's nothing that can be done to improve their position. You bet there's stuff we can do! ...

We may not know all the ranking factors, but we know plenty. Here are some that we know for certain in no particular order:

- NAP[16] (explained in detail later) matches other trustworthy sites
- Proximity to person searching[17]
- Number of backlinks to your Google Local listing
- Google Local listing is claimed or not
- Overall completion of your business's profile in Google Local
- Reviews for your business[18]
- Keywords in URL[19]
- Keywords in Meta description[20]

We mention in the introduction how the internet is a synergistic entity. This is a prime example. A good Google Local ranking is the result of an overall robust internet presence. The Google Local listing along with other directory citations give juice to your main website rankings too!

While the primary focus of this chapter is Google Local and directory citations, let's take a moment to look at the two black circles in the aforementioned image. Notice there is only one non-franchise pizza joint in all of Portland using Paid-Per-Click (PPC) advertising? That's Flying Pie Pizza at the top.

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16 Name, Address, and Phone number
17 City center is the epicenter if on a desktop or laptop computer. Distance from your actual location if on a phone or tablet with location sharing turned on
18 Along the lines of "any publicity is better than no publicity", Google does not factor in your score. Just the number of reviews. Also, in order to have reviews show on the search page as they do in the example image, your business needs ten or more from Zagat
19 Notice Hotips Pizza in the "A" position of the Google Local 7-pack (A-G)? Hotlips**Pizza.com** has the word Pizza in url
20 Using the same Hotlips example as above, the company name includes the word "**Pizza**" which is bolded in the example image

The paid advertising is then carried over to the right-hand side where you'll see the major national chains advertising.

CLUE These techniques and more, for example, how to advertise on your competitors keywords, are covered in the PPC chapter, but this is a good place to note the potential. Everyone wants to know the shortcut to the first page of Google, and this is it!

Looking now at the red circle of the same image. Notice these two websites[21] are out-ranking the Google Local results? Interesting...

It's not easy to rank above Google's own 7-pack, however, it can be done and if you follow along with this course over time your website has an excellent chance of doing just that for your keywords!

Another take-away (no pizza-pun intended?) is that if I owned a pizza restaurant in Portland, I'd certainly want to make sure my directory citation was up to date for both Intuit Business listings, and the Yahoo Directory. Since both of these websites out-rank the Google Local 7-pack they are getting a significant amount of daily clicks. And of course, unless we've really done something awfully wrong with our website, clicks translates to money!

This is a good time to mention that the odds are that your business is *already* listed in many online directories, however, there's a big performance difference between those that just show your NAP[22] and those that are claimed by the business owner and completely filled out and current.

Your NAP is likely already in place due to the data-aggregators, which we'll talk about later in this BAMMO's Module.

Next, let's touch on the power of email to build existing customer trust and build more sales with new clients...

If you desire immediate assistance, contact support: **BAMMO@BAMMO.org**

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21 In this case both websites are directory listings, but they could be *any* website, including yours!
22 Name, Address, and Phone number (NAP)

Email... Customer Relationships!
(what's an Autoresponder?)

Email *intro*

   Email dates way back to the early years of the Internet and email delivery was one of the first (online) mechanisms available for the offline business world. As a business owner, you'll discover that this section is another one of your very best friends for building business.

   First, let's talk a bit about email. Something you may be asking yourself at the onset...

Question: Isn't email dead?

Answer: Despite the booming success of social media marketing, email remains the most reliable and effective tool for marketers today. Many expected that social media would replace email marketing altogether. Instead of replacing email, however, social media has become an ally, joining forces with email marketing to provide consumers with yet another way to engage with the companies and businesses that they are most interested in.

   Email remains the most accepted method of communications among social media users (via mobile devices) who choose to interact with companies and brands. In fact, 56% of US Internet users interact with brands via marketing email(s) only, compared to 1.5% who interact only on Twitter and 1.3% who interact on Facebook alone.[23] The same source reveals that US Internet users engage with an average of 11.8 brands through email, compared to only 9.4 and 7.9 brands on Facebook and Twitter respectively.

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23 Lyris Inc "The Lyris Annual Email Optimizer Report" via EmailStatCenter.com (2012)

Companies have placed so much confidence in email marketing, that many increased their spending on their email efforts and have plans to invest even more in email marketing as a part of their overall marketing strategies.

A survey conducted by *B2B Magazine* in January 2013, reported that 68% of the respondents plan to increase spending on email in 2013-14, and the *Digital Marketing Outlook Survey* found that 73% of brand marketers plan to invest in email marketing.

By itself, email continues to grow stronger
as a marketing and engagement tool.

Mobile marketing is another industry trend that has drastically changed the way marketers conduct their email campaigns. Mobile-ready emails and mobile applications were in high demand in 2010, motivating many companies to adjust their email campaigns for optimized mobile phone viewing. Roughly 80 million mobile users accessed email through their mobile device or smart phone in 2011, with 48.3 million doing so on a near-daily basis.[24]

Many other communication protocols have hit the marketplace, like mobile (inclusive of Short Message Service -SMS) and social media marketing (e.g., Facebook, Twitter, LinkedIn, videos, etc.), and these are all important elements in your on-going customer communication foundation. Even so, email will remain as one of the best cornerstones for your business to build and retain a substantial client base.

Consider this... even with all the other social networking campaigns that you are learning about, mobile communications, for example, continues to have full capability of receiving and sending emails.

Now, while email deliveries may not subscribe to the instantaneous recipient deliveries of let's say, Twitter, FaceBook or SMS, if developed correctly... email does have what the online industry terms as... 'lasting results' from your long-term marketing campaigns. And, your email copy can be strategized to prompt immediate results.

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24 Mobile Email Usage on the Rise" (January 2011)

Email doesn't really require the Internet to take advantage of its potential... however, you'll soon discover that by encapsulating all of your online offerings, your email experiences will be *enhanced* regarding customer relationships and the continued expansion of your client base.

**Possessing your customer's email is like adding
an extra couple zeros to their total yearly purchases!**

In this organizational section we will consider strategic applications for maximum utilization of your email communication campaigns.

**So... if you're hearing some nonsense that
email is dead - don't you believe it!**

Sure, email has gone through a great deal of adjustments over the years. But, as *BAMMO.org* has researched the statistics continue to suggest and prove that email remains the 'mainstay' of customer relationship building and communique.

Email *autoresponders*

So, what is an Autoresponder (otherwise known as an 'AR')?

OK... understanding that you might be more advanced than most when it comes to the content of this subject matter, let's break down the elements of an email autoresponder.

An **autoresponder** is essentially a sophisticated email management system, that has the capability to <u>automatically</u> respond to an electronic inquiries with

emails and/or to initiate or send pre-written 'sequential' email messages. Its capabilities far exceeds those of everyday email applications like your personal Outlook, Thunderbird, etc.

   Autoresponders are most often used as email marketing tools by businesses to provide immediate electronic information to their prospective customers, and then follow-up with them at pre-set time intervals, i.e. on any given date(s), time(s) and occasion(s).

CLUE   Autoresponders can handle very simple email tasks or deliver quite complex protocol – all with wonderful tracking capabilities.

   Autoresponders do not really need the Internet at all to communicate with your customers via email. (We'll expand on this even more as we progress further along within this section.)

   By utilizing **autoresponders** correctly, you will set into place a powerful follow-up campaign and, equally important to your business, you will have a tremendous tracking device for your return on investment, right at your fingertips.

You have many variables at your fingertips.

   Many, many variables can be incorporated into your autoresponder campaigns. An autoresonder can perform simple email 'sends' to everyone on your list at once, otherwise known as 'blasts' or an 'eBlast'.

   Or, your AR program can segment your customer list for a specific genre of interest or recipient. For example, you can send a specific message to the men on your list and a different message solely to your women readership (or to any other subset you have programmed).

   Your AR can perform even more intricate tasks, such as delivering an email on a specific date or occasion to one or more persons on your email list (think birthday, anniversary, etc.)... again, all the while giving you reliable tracking capabilities. These are termed *follow-up autoresponders*.

Next, the importance of having a mobile device ready website...

![BAMMO.org - Brick & Mortar Marketing Online]

Mobile-Friendly Your Website

Mobile *intro*

Smartphones, Tablets, Mini-laptops and NoteBooks
Remove the Barriers to Mobile Marketing!

   BAMMO doesn't have to tell you that not too long ago the promise of mobile marketing was mostly hype.

   Small screens, underpowered phones and lack of a mobile eCommerce infrastructure (and no corresponding consumer behavior) meant that people simply weren't ready to be marketed through their hand-held devices.

   Well, we certainly know better now...

   You understand that we use our phones and carry tablets for 'the works'... talking, texting, surfing, socializing, storing, and discovering... all while out-and-about. And, many laptops also fit into this paradigm, considered as hand-carried devices.

   Hand carry mobile devices are...
• Portable • Time saving • Inexpensive • Immediate • Convenient • Personalized

Mobile is Massive!

Full sized websites *that have not been optimized for mobile browsing* are often difficult to read, scroll through or zoom into. These types of websites have a higher bounce rate and people navigating away from them, and this trend reflects the importance of meeting consumer demand for mobile device websites that work seamlessly on all portable screen sizes.

Bottom line, if you're involved in any type of internet marketing; business to business, retail, service-based, product(s), whatever - you'll want to make sure that your content is mobile (device) friendly ready.

CLUE Consider how Google describes a good mobile device experience... aka: "MultiScreen Experience".

*"Today's consumers are ready to connect with your business on screens of all types and sizes. That's a huge new opportunity, **but only if your website is designed to give customers what they need on smaller digital device screens** like smartphones and tablets, along with traditional desktops."*

Google has also noted that your mobile MultiScreen (consumer) user should experience an ease of screen use with your/a (mobile) website, which allows simple 'thumb or finger' taps to achieve the desired results easily, while driving a vehicle [*not recommended by BAMMO*].

To further quote Google...

"For most people today, multiple screens aren't a revolution - they're everyday life. People use the device that's handiest for them at the moment, whether that means the desktop at lunchtime, the tablet/mini-laptop at bedtime, or the smartphone device at the mall. Whatever screen they happen to be on, users want it [your website experience] to just work."

Search is the most common starting point for mobile research

48% Start on Search Engines

42% Automotive
41% Home & Garden
38% Apparel & Beauty

33% Start on Branded Websites

31% Finance
31% Apparel & Beauty
27% Automotive

26% Start on Branded Apps

36% Finance
22% Electronics
21% Apparel & Beauty

Google | Think Insights

google.com/think

Google continues...

"Most all don't want to have to pinch, slide and struggle anymore to get pages to load, fill out a form or make a purchase. That's especially true on screens of 7" or less, where space is at a premium. These devices happen to be the fastest-growing segment in the multi-screen space."

So, if you're depending solely on the internet via a traditional website to reach your target market, you may actually be missing your most lucrative segment... buyers!

Today, even in third world countries, a mobile phone is usually far more affordable and attainable than a computer.

You can generate leads...

> **TECH ALERT**
> You can integrate mobile reach with your existing marketing efforts more easily than you might think, by using it to drive people to your website and blog as well as making sure you are immediately available when they access.

BAMMO.ORG
BRICK & MORTAR MARKETING ONLINE

The most powerful reason you need to optimize your content for mobile marketing is because … it's become a natural part of everyday life for most of us.

You're tapping into what people are already using – and naturally prefer to use.

Plus new search functionality and secure purchasing ability, handy apps and integration with GPS have increased mobile popularity, tremendously!

We have definitely entered into the post-PC phase, where less folks access their Internet via traditional desktop computers and instead, many are surfing almost exclusively on smartphones, tablets, notebooks and mini-laptops.

A mobile landing page is simply a powerful mini-website

So, what does this mean for you and your business?
If something isn't immediately interesting or relevant for a mobile device user, they're likely to switch to a new app or web page, right away.

It's imperative that you secure a mobile friendly environment for your potential and existing customers[25].

If at any time you wish to gain more depth and insights into these strategies to expand your business even more, discover further details about BAMMO @ … http://www.BAMMO.org/brick-and-mortar-marketing-online/

AND if you desire immediate assistance, contact support: BAMMO@BAMMO.org

Let's now investigate your social media aspects…

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25 Google notes on October 2013 that websites must now fit the needs of customers on all screens, from desktop displays to hand-held devices, and in all the moments that matter (PDF download available here): *http://www.google.com/think/multiscreen/whitepaper-multiscreenconsumer.html*

Social Media

Social Media Marketing (SMM)

Introduction

   Chances are you saw the title of this chapter and either got really excited 'cause you already use Social Media Marketing (SMM) privately or professionally, and you were contemplating skipping the whole damn chapter. We don't blame you if this isn't your cuppa... It's not our favorite topic either. We'd rather be doing something that simply feels more *productive*.

   We'd like to state up front that this chapter IS important though. Even if you hadn't planned on using SMM Yup, sorry... In fact, it may be the most important chapter for one reason alone... SEO.

   While the topic of SEO is dull to most folks, we asked you to suffer through it early in the course for a reason. Keywords followed by the SEO performed for those keywords will impact and permeate *everything* you do online.

We're jumping ahead a little bit here, but when we say *everything* in the paragraph above, that includes (but is not limited to):

- Article titles and text
- Press release titles and text
- Pay Per Click (PPC) Headline and meta description writing[26]
- Traffic generation
- Links you share
- Names you assign images hosted elsewhere (Flickr for example)
- Titles you give videos on Youtube
- etc...

In other words, your keyword research and subsequent plans for them will impact every facet of both on-page and off-page SEO.

By the end of the intro and within BAMMO's membership modules, you'll have a pretty good vision of how you can re-purpose (reuse) the same media in a variety of ways to get multiple backlinks. All from one handy dashboard.

Another way to look at SMM is to approach it as it really is – a search engine.

Here are the top five internet sites by *traffic* according to Alexa[27] at the time of this writing:

- Google
- Facebook
- Youtube
- Yahoo and Bing

Most of us when asked would likely call Google and Yahoo search engines, but

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26 Google loves relevant content. If your PPC advertisement headline and meta-description matches the keywords you are paying for, Google will use that to your advantage when determining pricing as the campaign matures. This little hint likely just covered the cost of this course and then some when you run your first or next PPC campaign!

27 Www.Alexa.com/topsites

Facebook and Youtube?

It doesn't matter what we label Facebook and Youtube, what matters is how the users interact with them and how it relates to your business. In essence, people enter the keywords they are searching for (be it a business, a person, a product, a video etc...) and the website performs a search then returns what it believes are the best matches.

For our purposes, we want all roads to lead back to your main internet presence.

While it would be a good idea to at least scan this whole chapter, if you aren't a big fan of social media. At least read the portion on SMM Social Bookmarking, and heed the conclusion at the end?

The goal of this chapter, and this entire course is to help you earn more money through marketing via the internet. Plain and simple. With that in mind, SMM is often the most misunderstood and unappreciated tool for the job.

SMM can be broken into two categories.

Facebook, Pinterest, LinkedIn, Instagram, or other community sites where people share pictures or comments about what they did last weekend are all common examples of this first type.

The second category of SMM, *Social Bookmarking*, is an under-appreciated area and where we'll start.

Hopefully you somehow managed to retain the portion of the SEO chapter that speaks to the importance of a web-page's Page Rank (PR)? A quick refresher is that the higher the PR of the backlink, the more *link-juice* or weight it carries with the search engines. That *link-juice* is the engine that powers your search rankings.

REMINDER

If you desire immediate assistance, contact support: BAMMO@BAMMO.org

Just a handful of high PR backlinks can often move you many pages closer to the coveted first page, or if already there, another position higher. Even in

challenging regions and verticals.

These high PR backlinks are absolutely essential if you wish to take the pole-position for your keywords. They are so valuable to your ranking, that it's not uncommon to purchase expensive directory listings just for a single high PR backlink, but we'll show you how to get many for free!

Use Social Bookmarking sites for high PR backlinks.

The following are examples of high PR 'do-follow'[28] links from social sites where you can create a profile and post or share comments and/or content. You can have the backlinks in both your profile and in your signature:

- PR9: www.Slashdot.org
- PR8: www.stumbleupon.com
- PR8: www.Digg.com
- PR8: www.Reddit.com
- PR8: www.Technorati.com
- PR7: www.newsvine.com
- PR7: www.diigo.com

Some of the above are only 'do-follow' in your *profile*, and some allow 'do-follow' links in each *post* (signature). The rules are always changing for each website, so Create a profile on each of the above and more you'll find when you search for them later.

If you'd like to leverage your profiles by taking advantage of additional backlinks, feel free over time to comment or share content as appropriate. Each time you do, it may be an additional backlink!

How many backlinks are enough? How long is a piece of string – Seriously there's no easy answer, but as you will note in the SEO chapter, the number could

28 Also reflecting back to the SEO chapter, we spoke of 'do-follow' and 'no-follow' backlinks. While you may not receive much (if any) link-juice from 'no-follow' backlinks, they are critical to your overall backlink profile. Google knows that people who have nothing but high PR 'do-follow' links are gaming the system and penalizes the offending website accordingly

be a dozen or it could literally be thousands.

If you do decide to make time for these SMM sites, try to find threads related to your business as those will be stronger links (yes, Google judges the content of the thread by the titles and KW's within).

If you can't find anything directly related to your business to post about, at least post relevant information on unrelated topics for the backlink.

You're also encourage you to simply search for current "High PR do-follow Social Bookmarking sites" when you are ready to get a current list. Websites are always changing their rules.

> Sounds pretty easy actually? Also as mentioned in the SEO chapter,
> SEO isn't hard – it's knowing what to do that's challenging.
> Use these social sites to really boost your SEO!

TECH ALERT If you wish to find out on your own what's do-follow and what's no-follow, and are feeling a bit nerdy, just look at the HTML code after posting and you should see either 'rel=nofollow' or 'rel=dofollow' immediately preceding your link.

Obviously we want to make a mental note and exploit (just a bit!) those sites that give all our posts, and not just our profiles 'rel=dofollow' love.

You will no-doubt find some favorite places and may be tempted to go post-crazy (hopefully not postal!) and gain tons of high PR backlinks in a day or two. Google doesn't much care for that. It's better to trickle in your high PR do-follow

links at a steady and consistent pace.

   In the end, your backlink profile should look much like a food pyramid. More low PR links towards the base, and less and less as the PR climbs from zero to nine.

   Your profile should also contain a mix of both do-follow and no-follow throughout the pyramid.

   Lastly, (at the risk of beating this analogy to death) the pyramids weren't built in a day. Nor should your back-links be.

BAMMO supplies you with all the **required online marketing strategies and tactical resources** to use according to the way you prefer to manage and operate your very own business e.g. **DIY, DIW or DFY.**

* **Do-It-Yourself (DIY)** type business owner, which handles most every detail for their-self.

* **Do-It-With (DIW)** assistance type that prefers to learn enough about the **online marketing world insights,** to effectively select and follow-up with independent (out-sourced) progress.

* **Having It Done-For-You (DFY)** type of business owner that prefers to be 'hands off' and hire full service experienced strategists, yet, want to retain just **enough to critique and ask enough tough questions**.

If at any time you wish to gain more depth and insights into these strategies to expand your business even more, discover further details about BAMMO @ … http://www.BAMMO.org/brick-and-mortar-marketing-online/

AND if you desire immediate assistance, contact support: **BAMMO@BAMMO.org**