



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

*"Gain Clients and Grow Returns on Existing Ones"*  
- **One Step at a Time!** -

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, the Yellow Pages and now, even Facebook... 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 a few 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. You'll also want to understand and implement the tools that are available to you to, analyze the vast array of data now available to take full advantage of today's marketplace.



## More Good News!...

One thing that remains constant in today's world is core marketing messaging and techniques haven't changed in many years, and probably won't in our lifetimes. 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 by the way<sup>1</sup>!

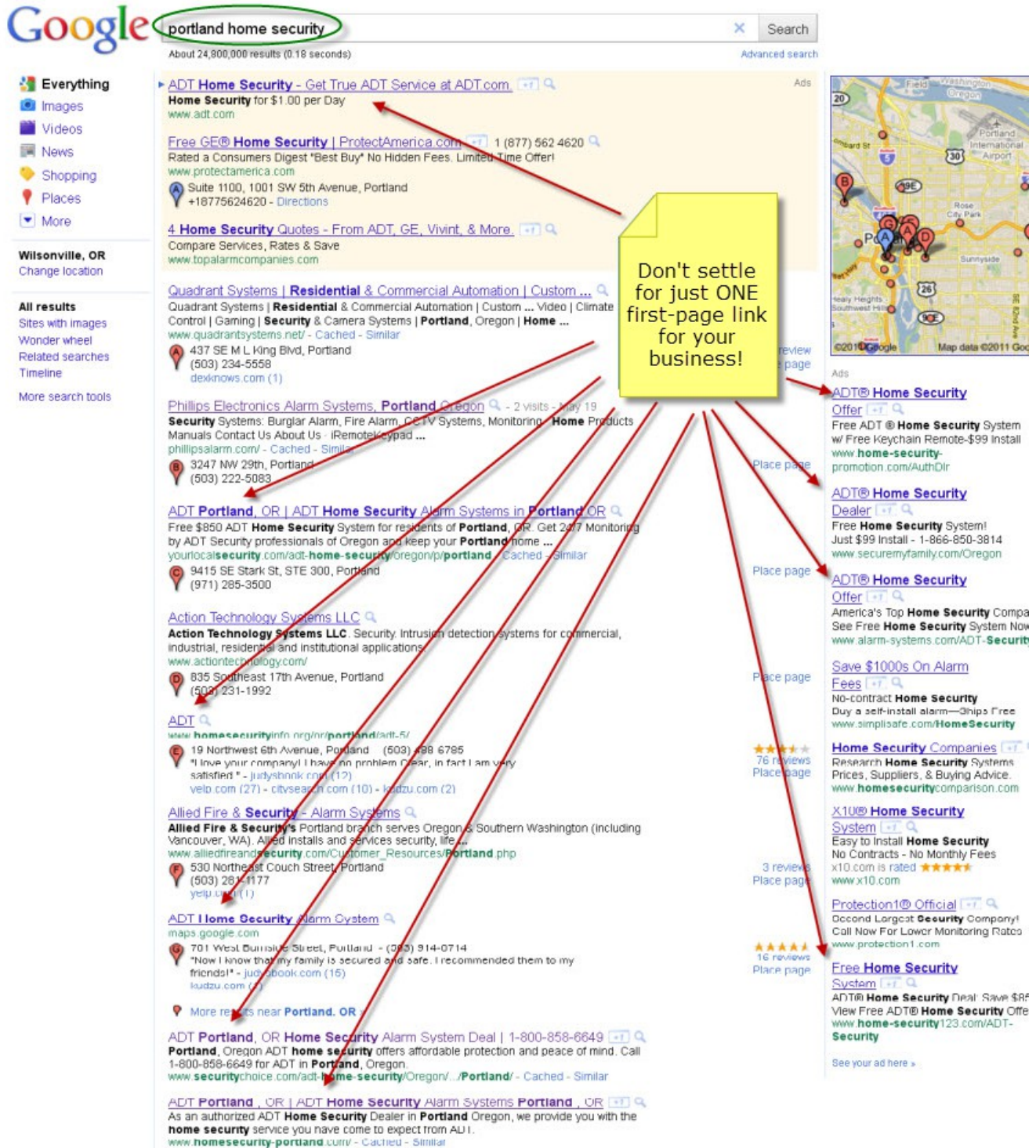
Below you'll see an image for what ADT has accomplished in Portland, Oregon. This is an extreme example, but it goes to show what can be done with a robust internet marketing campaign.

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

*Please keep in mind that as the late-night weight-loss commercials always say "extreme results aren't typical", we too picked an extreme example just to demonstrate what can be done.*

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1 Let's get the question of "how much" out of the way? Obviously it all depends. 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 business-card sized advertisement would cost monthly in the old-fashioned Yellow Pages for your city.





Whether you are a new business trying to get a foot-hold or an established 'brick and mortar type' intent on growth, this exclusive membership course is for you!

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

These online marketing modules for your small and medium sized businesses will focus on items one and two above, but the basic strategies apply if you only seek an informational presence on the internet as well.

Why is all this necessary for healthy growth and customer retention? That's a fair question to ask. The following are some statistics that show how important it is for your business to have a robust online presence if you wish to remain relevant:

- 78.3% (272m of 347m) of North America is online<sup>2</sup>
- 2,161,530,000,000<sup>3</sup> internet searches are performed annually in the US on Google alone. For a slightly more comprehensible number, that's 5,922,000,000 searches *performed daily* on Google alone
- 61%<sup>4</sup> of *all* searches are related to making a purchase (product or service)
- 97%<sup>5</sup> of internet connected consumers use online resources to shop **LOCALLY**

You should not have to be a computer science major to figure out how to get your business in front of these consumers...

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2 [www.internetworldstats.com](http://www.internetworldstats.com). Copyright © 2001 - 2011, Miniwatts Marketing Group

3 <http://www.statisticbrain.com/google-searches/>

4 <http://www.hubspot.com/marketing-statistics>

5 <http://www.biakelsey.com/company/press-releases/100310-nearly-all-consumers-now-use-online-media-to-shop-locally.asp>



Thankfully you don't have to be with a little research and forethought!

Using the advice in this training will help you determine:

- What to focus your time or resources on
  - What's a fair price to pay for online marketing services
  - How to effectively evaluate a service provider
  - What can you do to retain control over your internet marketing properties while having others perform the work, if you wish
  - What sort of ongoing commitment (time and money) is necessary
  - What technologies can you invest in that won't soon be obsolete
  - How to Identify trending technologies
  - What can you easily do for yourself instead of paying somebody else
  - What tools are available to track and measure your success
  - When is a free resource 'good enough' and when a paid solution may be best suited for you
- And much, much more! Pardon the oxymoron, but call it ***in-depth Cliff Notes if you will!***

By the way, you can if you choose, rapidly review the contents of these online marketing foundations within a day or two, or at your leisure... this membership is broken into bite-size modules for your convenience, anytime.

All of the modules and associated worksheets, action pages, and appendices are kept within your exclusive membership area. All material is updated on a periodic basis to ensure you always have the best and latest information possible (and, you can download at anytime).

*Please keep in mind whenever we use the word **traffic** in any of your modules, that traffic equals money. The more traffic you achieve, the more money you'll earn! This assumes you convert that traffic into sales which is discussed later in your exclusive membership access.*



The following topics will be covered in your first seven modules:

## **Your Internet Marketing Foundations**



**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)**

### **Plus Four Bonus modules:**

module: Traffic - Paid Advertising (PPC/PPV) & Organic

module: Domain Names

module: Outsourcing, VA's & Sub-Contracting

module: Blog / PR / Article - Campaigns

Any Online or Off-line Businesses can benefit from the use of the BAMMO system... Retail, Wholesale, Professionals and Organizations Profit or non-profit... any Products or Services!



## Search Engines:

"Google" will be often used generically as the term for *search engine*. However, there are literally hundreds of search engines out there, but as of 2014, Google held a 70%+ share. Google has become the *Kleenex* of tissues or the *Jacuzzi* of hot-tubs.

In some instances (advertising for example) we will break down the search engines a little further and there are some minor differences. In the end though, you'll discover these concepts will have your concentrated accomplishments climbing Google's rankings and the other search engines will follow. Leave the minor differences to the techies if you employ them.

Speaking of Google, in years past the most guarded secret in corporate America was the secret formula for Coca-cola. You've probably heard the tales of it only being known by two executives at any given time and they never flew on the same plane should it crash etc...

Then there's always the mystery behind the 13 '*secret herbs and spices*' behind KFC's secret recipe...

The list goes on and on...

Marketing (branding) posturing aside, there's little question that the most guarded secret in today's corporate America is the algorithm Google uses to rank websites and internet commerce. If this algorithm were to be divulged, then people would exploit it for their own purposes and the results returned by Google would diminish in quality and soon another search engine would over-take Google.

That being said, there *are* times when Google will come straight out and share with us some ranking metrics of the hundreds, if not thousands used. Couple what Google has freely divulged with extensive testing and reverse engineering and we have a pretty good idea of what it is that Google takes into consideration when deciding how to rank a website or other internet media (video, .pdf's etc...) for a particular search phrase.

This is noted throughout this course, as there will be times referenced to simply doing something because Google says to. Given there has never been any evidence that they have been misleading, we are willing to take what they recommend to heart.

This is jumping ahead a little bit, but the following are some major ranking factors as used by Google right now if you are interested. If this doesn't make sense to you yet, that's perfectly alright as it will as the modules unfold.

Major Relevant ranking factors in no particular order:

- Quality backlinks built in a seemingly organic fashion
- Building a solid base of local citations (not relevant for national, but absolutely critical for local search)
- On-page Search Engine Optimization (SEO)
- Keywords used and in proper density (relevant content)
- Sitemap for searchbots
- Age of domain
- Current or fresh content



There's only one non-executive within Google who is allowed to speak about their search algorithm and luckily he's a pretty nice guy. He frequently reaches out to the internet community via his blog, speaking engagements, and the official Google Channel on YouTube. His name is Matt Cutts and here's a link to his blog:

<http://www.mattcutts.com/blog/>

His video channel on YouTube is also great. Here's a link to the Google Webmaster Central Channel:

<http://www.youtube.com/user/GoogleWebmasterHelp#g/u>



If you are not already familiar with the following couple of acronyms and concepts, it may behoove you to scan the definitions/glossary before beginning. While we go into these topics in specific detail later in the course, there are references to them before we get there<sup>6</sup>:

- Keywords – Keyword Phrases
- SEO – (Search Engine Optimization)

There are several icons used throughout the content of your training to highlight certain passages.

These icons are:



*Clue* – A passage that provides what we feel is of particular interest to you or may be overlooked if not made to stand out.



REMINDER

*Reminder* – This icon is similar to the above, but is used to remind you of a topic or passage that is covered prior in this training, and we are demonstrating that it applies here as well.



*Related* – It's an icon used to provide a further notation or hyperlink to a prior article or topic.



*Resources* – This icon represents 'resources' – Resources may be books, websites, videos, software, checklists, mind-maps, specific recommendations, etc... In other words, they are resources outside of the modules which are referenced within for your convenience. You will also find them in the resource center of the membership area.



*Caution* – This is area that you should be aware of before proceeding. Such cautionary considerations will be spelled out for you.



*Techie Alert* – This is an item that may require a bit of technical knowledge or skills. Resource provisions will be noted.

<sup>6</sup> This course assumes a basic understanding of computer and internet terminology. Basic terms such as search engines, website, Google, email, and internet etc... should be understood at least in general. We will provide a glossary for terms specific to internet marketing.

## Your "Website"

Throughout these modules we'll often refer to "your website". On occasion "your web presence" or "internet presence". This is just to keep the verbiage easy to read.

It often surprises people that in many cases a website isn't needed at all! Some businesses depend on their Facebook page as their primary *website*. Others will simply wish to get listed in *Google Places*, or they currently *are* listed in Google Places, but wonder why they aren't in the top-ten?

Another option is a *Squidoo Lens* or a *Hub Page*. Don't worry if you have no idea what those are. The point is that after reading this material, whatever it is you wish to have more exposure, can, and there are options other than formal websites available for the shoe-string start-up!

Of course a full-blown website will give you several advantages and may give you another position in the "top-ten" Google results for your business, but it's not *necessary*.

For example, many low-margin activities or manual labor jobs may not justify the expense or hassle of a website. Does semi-retired Bob who likes to get out of the house and earn a few extra bucks need a website for his Handy-man service? Not necessarily!

Bob's not trying to take the world by storm. Bob used the information here to propel his Handy-man service to the top of Google Places and he subsequently works more than he cares to!

Maybe Uncle Joe's Dog-walking is just starting out and he needs to keep it as inexpensive as possible? Great! Instead of spending \$1,500 on a snazzy website, Joe would be far better off simply ensuring his directory citations<sup>7</sup> were all current and up to date!

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<sup>7</sup> There's an entire module dedicated to just this topic. Don't worry if the phrase "directory citations" means nothing to you yet

Perhaps you live in a smaller town where there's only you and maybe another person or two that advertise the same service. You'd again be far better off skipping the website and using the free alternatives to get multiple first-page Google results. The proverbial *big fish in a little pond*. It's easy (especially in smaller cities) to have your name/business be listed under Yellow Pages, Super Pages, Yelp, Google Local, etc... Using the techniques and strategies herein, some of you won't need to do much else at all to achieve name saturation in your market!

If this sounds like your situation, please read the modules on Keyword Research, Search Engine Optimization (SEO), and Directory Citations and apply what is discussed. In other words, you can perform SEO on *any* internet link you wish to give some advantage to!

*All that being said, the majority of BAMMO members are well-advised that having an actual website provides the best home-base to start with and the vast majority of BAMMO members have an appropriate website for their sales goals.*

### **A Quick word about Photo's and Video:**

The internet loves nothing more than pictures and videos. Please don't be intimidated by either. These topics will be covered later within your exclusive membership course.

You will learn how both are used to great benefit... Both the media itself, and the names you give them. You'll also learn where to post them. And you'll learn how to leverage them across multiple channels to skyrocket your core website above any competitors!

*It's commonly said that a picture is worth 1,000 words. We'd like to suggest in this case that a picture is worth 1,000 backlinks... This will make sense later on. Although we can't promise you'll find it amusing...*



Some businesses lend themselves to one media better than another, however, we've yet to find one who can't make great advantage out of photos or videos one way or another.

Granted dozens of pictures of an Accountants office showing him filing tax-returns wouldn't exactly set the internet on fire, but he could easily create a series of 10 quickie recordings answering the "Top-Ten IRS Changes for Fiscal Year" and leverage that to great success.

As you'll soon learn, we really don't care if anyone watches those recordings. We just want the "link-juice" to flow to his website thus elevating him above all others when they look up "Denver Tax Accountants" etc...

Some people of course *will* see them, so they can't be of such poor quality that our friend the CPA is embarrassed, but we don't need to turn them into a big production either. That's all a very long-winded way of saying, don't sweat the photos or videos at this point.

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### **Your Beta Conclusion:**

We truly appreciate you taking your time to review this material and please feel free to contact us about *any thing!*

[Mailto:bammo@bammo.org](mailto:bammo@bammo.org)

Now, there might be the fear that going through your/these modules to be time consuming. However, if you're a... Do It Yourself (DIY) type of person, then most all of these modules will be available and at your disposal.

BTW, once you establish a portion or all of your module(s) tasks, you will 'only' need and want to review the balance of your modules on an occasional basis.

For example, you might bring a new 'related' keyword to your business... (eg., you add a product line to your existing genre). Then yes, you'll want to re-visit 'those specific' modules... eg., Keyword and SEO and apply thereof.



Of course at the end of each module, you (as a biz owner) will always have the opportunity to simply, Do It Yourself (even by your staff assistant / outsourcer) or, you'll have the option to 'order' any project you wish as, Done For You (DFY).

This way you can either do it now or apply any portion now and, follow-up later to complete your module (tasks).

It's not super time consuming, once you know how (BAMMO!)

Another insecurity you might be feeling is...

"I'm deciding if my technical abilities will ever be able to figure this out?"...

"Just like you are reassuring me that it is okay, even if I don't know all the technical terms yet. That makes me feel confident, I want to feel that about the process as a whole. It's awesome how you motivate with new customers, increased sales, first page listing - very important that's totally why I need your assistance!"

### **IMPORTANT!**

#### Survey Monkey...

Since we are presently in our beta phase, there is a request that you assist with a very 'quick' SurveyMonkey 'survey' after each of your (free) modules. Your input will help shape the future of this material and we again, wish to **thank you** for your time and feedback. Good or bad!... Really!

Please and thank you for taking this 'very short' Survey Monkey, survey here:

→ <https://www.surveymonkey.com/s/VW73QWD> ←

Thank You!!!

Remember, if you wish to contact us anytime: [Bammo@Bammo.org](mailto:Bammo@Bammo.org)