

4 Easy Steps

To Market Your Local Business Online

by Mick McCrory



4 Simple Steps For Marketing Your Local Business Online

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This local marketing for small business report will cover 4 key strategies to get targeted leads and customers to your business website. They include:

1. Website Call to Action
2. Local Business Directories
3. Google Places (Maps)
4. The Power of Press-Releases

These action steps will enhance the presence of your local business on the internet, and will lay out a path to your website for potential customers and clients.

1. Website Call to Action

Marketing your business on the internet is an effective way to boost the bottom line for any business. The first order of business for anyone trying to reach their customers through the internet is to obtain a website, and no you DO NOT have to spend thousands on a website in order for it to be an effective site for your business.

You can literally spend between \$20 and \$200 to get a good looking website up and running without hiring an expensive web designer.

Buying the domain name for your site is quick & painless at godaddy.com or namecheap.com. Hostgator.com is a great place to host your site. The customer service at all three of these companies will give you step by step instructions on how to get your site up very quickly.

I recommend using fantastico deluxe inside the hostgator c-panel (customer services will walk you through that as well), when installing a blog platform for your site. Do a quick Google search on "wordpress business themes" and you will find plenty of professional themes and design templates for your new site. I recommend flexithemes.com.

The most important thing to remember about your website is to make sure you have an in your face CALL TO ACTION!

A call to action is your business phone number highly visible at the top of your home page, and even an email opt-in form so you can capture the emails of the leads and potential customers before they leave your site. The average attention span of a site visitor is between 8-12 seconds, so you have very little time to gather a lead who may not be ready to buy or use your service right now.

Having their email information gives you a chance to communicate with them and build a relationship. I suggest sending emails about related information that's useful, and offering discounts and specials when you do your email marketing.

A call to action is critical when marketing your local business online because you want to make sure the visitor to your website has immediate contact information about your business. I'm the type of person who will leave a site quickly that's suffocated with a lot of information and I have to navigate the entire site in order to find a phone number or contact information. Your call to action can be the difference between you or your competition getting the sale.

2. Local Business Directories

Let's face it. Traditional offline marketing has been sucking money out of the small business owners advertising budget recently with little ROI. Yellow Page ads, Newspaper and magazine ads, radio and billboard ads, and even TV ads have taken a back seat to the power of the internet.

Having your business listed in the local online business directories is important because they lend credibility to your local business.

The local online business directories provide a link to your website and they often have a high search engine rank as well, so your business will pop up whenever someone searches for your particular business through the search engines or even the directory itself.

Searches on the local directory are location based so it's necessary to register your business to as many local directories as possible.

With the surge in mobile internet use, many people are using their mobile phones and smart devices to do local searches on directory sites.

Directory sites also give customers a chance to rate and review the products and services of your business, which can be a deciding factor for some people to choose your business.

One major drawback to open reviews and ratings is the potential for an unhappy customer to leave a negative review about your business, so it's advisable to check your reviews often in case you have to do some damage control to save your reputation.

Some great directories to register your business name are:

- [Yahoo Local](#)
- [Bing Local Listing Center](#)
- [Hotfrog.com](#)
- [MerchantCircle.com](#)
- [USCity.net](#)
- [Yelp.com](#)
- [Localeze.com](#)
- [Judysbook.com](#)
- [Insiderpages.com](#)
- [Yellowbook.com](#)
- [Superpages.com](#)
- [Google Places \(Maps\)](#) *Below

3. Google Places (Maps)

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- 70% of US households use the internet to search for products & services.
- 43% of all Google searches are geographical, and 86% of those people followed up with a phone call, while 61% of those people made an offline purchase.
- 90% of consumers research products online.

Google places will give the local business owner a HUGE business presence by being listed in the Google Maps. The local listings for Google are displayed on the top of the front page of Google search engine results. This particular listing is by far the most significant business listing for your business.

A prime listing in Google Maps for your targeted local business keyword (local business keyword is the search term people will likely type into Google when searching for your product or service) can bring a drove of qualified traffic to your website, consistently.

The Google listing will include the business address, phone number, and a local map that is directed toward the business itself. Put your business on the Google Maps by going to this following link <http://maps.google.com> and click on the link that says “put your business on Google maps”.

Follow the simple registration instructions and complete your business listing. I highly advise that you use a local phone number for your listing, and avoid the 1-800 numbers. Your listing gives you the option to display photos of your business, storefronts, products, and hours of operation.

The kicker about this Google listing is that you don't even need to have a website. This is a simple process and should be the very first thing any business does when creating an online presence for their local business.

4. The Power of Press-Releases

Now that your business has a website, and a few local business listings, it's time to get some recognition and let the online community know that you're open for business. The online press release is one of the quickest traffic strategies you can use to get targeted traffic to your local business website.

A press-release can be on the front page of Google within hours, and they are super powerful. The online press release serves the same purpose as a TV media, or newspaper press release which is communicating and announcing something that is newsworthy. Being open for business is newsworthy information. I would advise to write two or three press releases for maximum effect.

A good press release will expose your business to the online community in many different areas of your business practice, and will display on multiple search engine pages and greatly enhance your business image. Write the press release in journalistic language and not marketing or advertising style. The press release is there to inform the people about your business.

A professionally written press release is ideal but a business owner who can write a good clip about his/her business should do just fine. The power of the press release can help build your brand, gain credibility, and bring a lot of traffic to your website.

An online press release is one of the most popular ways to get publicity for your business. Here are the **top 10 press release sites online:**

- PRlog.org (free)
- Free-press-release.com (free)
- I-newswire.com (free)
- MediaSyndicate (free)
- PrLeap.com

- PrWeb.com
- OnlinePrNews.com
- PR.com
- BusinessWire.com
- PRNewswire.com (\$195)

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