

LocalAdAdvice.com

Presents

**Local Online Advertising
De-Mystified**

The Definitive Guide to Helping Local Business Owners
Reach Local Customers with the Internet

Danny Firth

Local Online Advertising De-Mystified
The Definitive Guide to Helping Local Business Owners
Reach Local Customers with the Internet
By: Danny Firth

Table of Contents

Introduction to this guide.....Page 3

Part 1: Quick Start Guide

Traffic is Only Half the Battle.....Page 4

Do You Know Your Visitors? The Power of Google Analytics.....Page 5

If You Do Nothing Else Submit to these Five Sites.....Page 6

Part 2: Ways to Advertise Your Website for FREE

Introduction and My Recommendations.....Page 7

Local Search Engines.....Page 8

Internet Yellow Pages.....Page 9

Social / Networking Web Sites.....Page 11

Data Providers.....Page 12

Part 3: Paid Advertising

Make an Informed Decision About How You Spend Your Advertising Dollars....Page 13

Pay Per Click.....Page 14

Flat Monthly Fees.....Page 17

Submission Services.....Page 19

Full Service ProvidersPage 20

Part 4: More Techniques to Help Local People Become Your Customers

How to Make Your Local Business Stand Out On Google's Local Search..... Page 22

Google Adwords Cheat Sheet.....Page 23

Geotargeting: How to Use it to Out-Compete Your Pay Per Click Competitors... Page 24

I Don't Have a Website. Do I Need One?Page 26

Introduction

I have two numbers and two percentages to share with you.

106 million - The number of websites on the internet

109 million - The number of searches for local businesses every month

54% of Americans do not use printed yellow pages; they rely on the Internet

55% of all Internet search engine references are for locally sold products and services

If those numbers do not impress the importance of making sure that your business can be easily found on the internet I do not know what will.

This guide is written with the simple aim of teaching local business owners reach local customers. None of the information presented requires expert computer knowledge. My aim is to help you make sense of the bewildering array of options for local online advertising.

I have two main goals

#1

To introduce you to and help you maximize the use of the FREE resources for advertising your business online

#2

To provide comparison and contrasts between the various paid options for advertising your business online, so that you can make an informed decision.

I sincerely appreciate any feedback whether it is positive or negative. I can be reached at Danny@LocalAdAdvice.com

Best,

Danny Firth

Traffic Is Only Half the Battle: The Importance of a Well-Planned Website

Before we get into how to get people to find you I would like to take a moment to discuss your website. (If you do not have a website please see “I Don’t Have a Website. Do I need one?”)

If you are not already online get online now and open your web browser to your business homepage. Now close your eyes for a minute and pretend that you are a potential local customer. Open them and look at your website from his/her perspective.

- Is your website organized logically?
- Is it easy to find contact info and other important information?
- Does your website look professional?
- Does your site make a convincing argument that you can help the customer solve his/her problem?

The point of this exercise is to try to "get inside your customer's head". You should perform this exercise frequently. Your website and your advertisements should be written with the customer in mind.

There have been many great books and articles written about this topic. For more resources visit LocalAdAdvice.com/articles

Do You Know Your Visitors? The Power of Google Analytics

Do you know?

- What websites your visitors are coming from?
- What specific pages do they spend the most time on?
- What pages makes them leave your website?
- Where they are geographically located?

This is invaluable information and you can obtain it for FREE using Google Analytics.

To view more features

<http://www.google.com/analytics/features.html>

Sign Up Below

<http://www.google.com/analytics/>

Installation is very straightforward. All you have to do is Paste the Google Analytics tracking code into each of your website pages and tracking begins immediately.

If You Do Nothing Else Submit to These 5 Sites

1. Google Local
2. Yahoo Local
3. Local.com
4. Yellowpages.com
5. Superpages.com

You will find links to the submission pages for each of the sites listed above on the next page.

Submission Guide

Before you start you may want to make a spreadsheet of the following information

1. **Business name**
2. **Address**
3. **Phone**
4. **Website URL**
5. **Business Description:** This is usually only around 200 characters. Take some time with this part. Try to put yourself in your customer's shoes and enter his/her inner conversation. Is your description good enough to make a customer click through or pick up the phone?
6. **Image:** Many of the local search sites let you upload an image. This is one where you can really stand out. I recommend using a logo that is attractive as well as one that has your website URL in it.



7. Business Categories you fit under.
8. Coupon ideas: Many sites including Google allow you to upload a coupon. Preferably use an Ad that you already know works. If you do not have anything already written write the best ad copy you can. Offer a special or discount of some kind.

See “How to Make Your Local Business Stand Out on Google’s Local Search” for more ideas“

Preparing this information ahead of time will help avoid having to reinvent the wheel as many of these sites ask for the same information. It will also enable you to spell check and proofread. Take your time writing these.

Introduction to the FREE Ways to Advertise Your Local Business Online and My Recommendations

In this guide I list local search engines in descending order of popularity as determined by Alexa.com site ranking. To submit your website does not require any great technical skill, but it does take time. As a small business owner myself I realize that time is limited. This is why I suggest starting with the most popular search engines first.

This means starting with Google Local, Yahoo Local, Local.com, YellowPages, and Superpages.

Chances are your business may already be listed. You may still need to tweak the ad though. Especially with Google. If you are unsure simply go to the site and search for you business name.

The free services are divided into

1. Local Search Engines
2. Internet Yellow Pages
3. Social / Networking Web Sites
4. Data Providers

In the following page I compare your options within each category.

Local Search Engines – FREE Submission

How many sites you decide to submit your site to is up to you. I would recommend at the very least starting with Google and Yahoo.

Keep in mind that 60% of all searches done on the Internet are with Google and 30% with Yahoo.

The people searching these sites are not browsing for information; they are looking for a specific business or service. So take some time to make sure that your listing is as complete and professional looking as possible. If you are allowed to put up pictures, coupons, etc. then do it. Especially with Google. See “How to Make Your Local Business Stand Out on Google’s Local Search” for more ideas“

Site Name	Site Popularity (As determined by Alexa.com)	My comments	Submission Link * You may want to check first to make sure that your business is not already listed
Google Local	1	Make sure you read “How to Make Your Local Business Stand Out on Google’s Local Search” before submitting.	Submit Now
Yahoo Local	2	Almost as popular as Google. Make sure to submit.	Submit Now
Local.com	2064	Not as popular as Google or Yahoo, but definitely worth the 10 minutes it takes to submit.	Submit Now
Manta.com	2534	Their site is more B2B (Business to business) directed.	Submit Now
Truelocal.com	156,224	Not very popular. Submit if you have the time.	Submit Now

Internet Yellow Pages – FREE Submission

The Internet yellow pages are basically the same as the printed copy, but they are searchable. Overall they are used much less frequently than the search engines. However the people searching on them are extremely likely to be looking for the exact product or service that your business has to offer.

According to data from Superpages.com the people searching their website:

- Have an average income over \$85,000
- Own their own house (80%)
- 83% definitely plan on contacting the business they find
- 68% plan to purchase a product or service from the business they find.

With that in mind I recommend first checking to see if your business is already submitted. If so check the listing and see if you would like to make changes.

