



MORE

8 WAYS TO ENSURE YOUR BUSINESS

CUSTOMERS

IS THRIVING ONLINE

PLEASE!

WRITTEN BY

PERFECT LAYOUT
DIGITAL MARKETING

FOLLOW THESE STEPS TO GET MORE CUSTOMERS

MORE CUSTOMERS PLEASE!

BY PERFECT LAYOUT DIGITAL MARKETING

This book is designed to give you helpful tips to help you get more visitors to your website and encourage more clients. It does not guarantee extra revenue, as this is dependent on what products and services you offer and whether there is market for these at this time.

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The moral right of the author has been asserted.

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INTRODUCTION

How to get more customers from your website



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At the end of the day, we all want more customers, right? What would a 10% increase in customers mean from a financial point of view? How much more profitable would it make your company? What does the lifetime value of each customer represent? How much business do you get via word of mouth?

One customer does not equate to a single transaction and every effort should be made to turn them into regular, returning customers. Look at them as a pebble that causes a massive ripple effect. Are you doing everything you can to help bring in more clients? Is your online presence as good as it could be?

Improving the online visibility of your business, is something that every serious business owner should be thinking about. The bottom line is that increased visibility, equals to more customers visiting your business and thereby offering you more opportunities to make money.

So, what are you waiting for?

Whether you're a small start-up business or an established company looking to increase your profits, being visible must be one of your primary objectives if you want to achieve this goal. Spreading the word about what you do, the services you provide and the products you sell can be done in a variety of ways.

In this book we will look at ways of improving your website visibility so that you can attract more clients and win more business.

Digital Marketing is not a finite project. It is an ongoing organic process that you need to employ if you want to stay ahead of your competition.

The good news is that there are some tasks that you can do just once that will work in the long term, whilst other strategies will need your regular attention.

This guide will help you take your business to where you want it to be.

CHAPTER 01

Five reasons why your business needs a digital marketing strategy



Photo by Campaign Creators on Unsplash

Today more than half the media we consume comes through digital channels. In today's world, no business can succeed without a digital strategy. It should be a fundamental part of all businesses to produce, publish and distribute content which allows them to expand awareness of products and services through digital channels. Reaching consumers in this way offers various advantages and today we will discuss five of those benefits.

It takes money to make money. If you want to expand your brand, increase sales and grow your business fast, then it is important to invest in marketing for it to happen.

Reason 1 - Target a Specific Audience

The scope of digital marketing is such that advertisers have the capability to target a specific group or audience in a desired location. Google Ads, Facebook Ads or LinkedIn Ads are a few examples of platforms that allow marketers to have the ability to precisely target their audience.

Offering a sale during a festive season in a certain area, can be an example of location-based targeting. Example: A Sandwich Bar can post Google Ads during lunchtime to workers nearby to invite them to get lunch from them.

Reason 2 - Visibility in the Online World

Online customers are actively searching for products and services. Unlike the traditional form of marketing, digital marketing has the capacity to reach the right audience and also engage with them in various forms of communications. Your increased online activity can motivate potential customers to take action, which generally leads to a better Return of Investment (ROI).

Nowadays, there are various platforms in which businesses can be listed. Using social media, directory listing services like Google Maps, Trip Advisor and Yelp can help to increase the brand visibility on the internet. Search Engine Optimisation plays a huge role in the organic side of visibility. Placing ads on Google or social media are other ways that can increase the visibility of the brand.

Reason 3 - Two-way Communication through Social Media

Social media has become an integral part of many businesses and is used to promote the product or service as an effective marketing strategy. Using social media platforms such as Facebook, YouTube and Twitter offers up the opportunity to create a two-way communication funnel between the service provider and customer.

Reason 4 - Fast, Effective and Low-Cost

Unlike traditional media, digital marketing is able to penetrate the market quicker. Campaigns can be effective when applied with great marketing vision. When comparing costs, it's more likely to be much cheaper than traditional formats such as directory, print, radio or TV advertising. Businesses can market their services with better effectiveness at a lower cost.

Reason 5 - Measurable

Digital marketing campaigns are measurable and can be segmented in metrics to create a meaningful output. The output can be analysed, in order to optimise further campaigns to create more efficient results. Some of the tools used for Digital Marketing are Google Analytics, Google Ads Platform, Facebook Analytics.

An example of how analytics can have an effective impact on a business is demonstrated by this example...A barbershop decides to put a store ad to Facebook. He creates an ad which ran 24h every day. After a few weeks, he looks at the analytics and finds that the peak hour of the clicks in the ads are during the day from 12pm-4pm. Now, he edits his campaign so that the ads run with more budget during these peak hours, and less, or not at all, outside of these time frames. This way the barbershop used the power of digital marketing to successfully give him a better Return of Investment (ROI).

CHAPTER 02

More than words...



Photo by Jacqueline Kelly on Unsplash

The term 'Content is King' has been bandied about for many years. It came from an essay that Bill Gates wrote in January 1996 entitled, 'Content is King'. It was published on the Microsoft website and stated...

"Content is where I expect much of the real money will be made on the Internet, just as it was in broadcasting."

Imagine, Bill Gates, the creator of Microsoft computers made this statement over 20 years ago! Did he have a crystal ball? We'll never know, but his intuition was certainly firing on all cylinders as his prediction has become a reality. Today, content is a huge factor in what drives the internet. It's what search engines love to find and use to rank a website as an authoritative and trustworthy site - hence content being at the top of the pecking order when it comes having a great website.

Is content on a site that important?

There's really no getting away from the fact that having interesting, informative, content on your website is great news for your business. Think of it this way, you wouldn't buy a book entitled: 'How to create a great blog' if the ideas contained within it was not about blogs and full of grammatical mistakes.

It's the same with a website. Nowadays consumers aren't solely surfing to buy a product or service. They want to be clued-up, educated or tickled with something that will draw them in to press the buy, subscribe, like or recommend button, and ultimately come back for more. The right content on a website can help a business achieve these things – but it can't do it on its own. That's where the rest of the royal family come into play...next up, 'The Queen'.

So, what is the role of the Queen?

Having great content is not a stand-alone facet of getting customers to a site. There has to be a strategy behind the content to ensure that it's relevant and directed at the right customers at the right time.

The content that's being offered should have the right 'context' which means offering information that is relevant and helpful to the customer in their current situation. The more relevant a post is to that person's need, at that point, the more that person is likely to buy that product or service. To fully merge the right context into your content means thinking about what context would be helpful for your customers and then identifying the kind of factual data you need to identify that context.

The work of The Queen doesn't stop there. Her role also holds the title of 'creative development'. Making your content stand out and really shine amongst the competition isn't easy. Depending on your niche you will have a particular demographic and age-range that you need to appeal to. Do your research and tailor your content to appeal to them.

The final role of The Queen (such a busy lady!) is that of 'distribution'. What platforms are the best to get your content seen by those that need to see it? Nowadays, there's a plethora of social media platforms that can be used to get your content seen by the right people. Facebook, Twitter, LinkedIn, Instagram and Pinterest, are just some of the ways in which you can distribute your content directly to the people that want to see it.

So, during the planning stages you will need to think about:

- what your content will contain?
- how it will be worded?
- identifying who its appeal will be aimed at
- how it will be found?

And last but not least...The Prince and Princess

Whilst there's little written about the off-spring of this royal family, liberty has been taken in identifying who they are and the role they play in keeping the King on his throne.

The key to ensuring that your website, and the content contained within it, are working optimally, are Web Designers. They can assist you to:

- position your business as an expert
- improve your search engine ranking
- acquire and retain customers
- generate (blog) traffic
- generate new leads

Good content is not enough because everyone has good content. You also need to promote it, understand how to get it out there; reach new audiences and then make sure the traffic that you do get converts into a subscriber or customer.

CHAPTER 03

How to have a website that smashes your competition



Photo by Chris Curry on Unsplash

SEO stands for Search Engine Optimisation and basically refers to the processes that are followed when it comes to optimising (getting the most out of) a website to be ranked by search engines. The most popular search engines on the internet are Google, Yahoo, Bing and Microsoft.

When a website is designed and developed, it should represent more than just a portfolio of your products and services. After all, what's the point of having a website that looks awesome, but goes unseen by the people that would like to buy your wares? SEO is the technical part of marketing online as it helps your website get promoted to the correct location – right in front of buying customers.

There are various techniques used to get more traffic to your website from search engines, which can be broken down into two categories. Off-page SEO, is the work undertaken externally to a website and on-page SEO are the changes made on the actual website.

Why is SEO important?

Undertaking SEO is important as it can improve the volume and quality of traffic to a website from search engines. If you want to get more visitors to your site, then you must employ SEO. Remember, there are billions of websites on the internet and billions of people visiting those sites looking to buy or hire services or products. If you want to receive some of that revenue, then add SEO to your timetable and budget.

The following 7 SEO tips will increase your chances of getting ranked higher on Google searches.

1. Use H1 tags

Headings are a way to help improve the user experience. They break up the content and make it easier to read. If your website is a big block of text, people are going to click off your website. Using proper heading tags on your website helps the algorithms distinguish this content from the main body content. Bolding your headings is not good enough. If you're not using headers, try and incorporate them within your content now.

2. Use keywords

Keywords play a major role in ranking. Brainstorm your sector. How do you think people will find you? 'Plumber in Romford', vs 'Central Heating Company in Romford' or 'Emergency Plumber in Romford'. There are so many ways people may look for your company. Now you need to include these 'keywords' into the content of your site. But do it sparingly. Keyword stuffing is frowned upon by the search engines and you will be penalised.

Keywords should fit naturally into sentences:

- Include them in your header tags
- Include them in image captions
- Include the use of long-tail keywords, (three or four words that make a phrase)

If your keywords match their search, your website will have a greater chance of getting ranked higher. Read more about this in Chapter 04.

3. Optimise your images

Photographs and other images are not only visually great for your website, but they can also improve your SEO ranking when optimised properly. Make sure you do the following:

Resize your images. Huge images can slow your page loading time, which can hurt your ranking. Use your images to sneak in keywords by naming them accordingly. Add keywords in the title of your image as well as the caption or description.

4. Linking

Linking to other websites is another vital part of the SEO process. When a website is newly created it can take some time to be indexed in the search engines. Having links to and from other websites makes this process much faster but should be undertaken with moderation and done in a natural way. Creating too many links, too quickly, can lead to problems and potentially result in your website being penalised by the search engines. It is also frowned upon to generate forced backlinks on unscrupulous sites.

Obtaining quality backlinks is imperative, as it can improve the importance of your website. There are 3 types of links:

- Inbound links - when an external website links to your page
- Outbound links - when you link your website to an external web page
- Internal links - when you link a page to another page that is within your website

How to generate inbound links

Having other internet sites linked to your website is important because it's something that search engines use in their process when ranking websites. Search engines look at the number and the quality of websites that connect to your website to determine how your page may rank on their listing. One of the most common ways of finding backlinks is through advertising, sponsoring and guest posts on other websites.

Use outbound links

When you are writing a blog or have content that researches a topic, link to sites you have used for information or that go into further detail about the topic. Connect your facts to the data source with a hyperlink back to them. When you source something, try to ensure that it is the most recent information.

Create internal links

Internal links direct visitors to other pages on your website. Not only are you encouraging the reader to find out more about what you do, you are keeping visitors on your site for longer, reducing your bounce rate and potentially persuading them to buying your services/products.

5. Create hyperlink text properly

If you ever type 'Click here for more information'. STOP. Start creating relevant links within the text. 'Click here' means nothing to the search engine. "Central Heating Installations" is rich with keywords. It will improve your search engine rankings, as well as the ranking of the page you are linking to.

6. Title Metadata

Title metadata is the page title displayed at the top of a browser window and is the headline within search engine results. It is the most important metadata on your page. Make sure your site has this section filled in.

7. Description Metadata

When you see the results in organic search there will be a title and a description. This description metadata is vital to encouraging visitors to click to your site. Spend the time to make sure each page has the best description possible.

Also remember these key points too:

1. Optimise your site for mobile devices

The tablet and smartphone have been available for many years. They have taken over as preferred devices to use as when looking for something online compared to a laptop or desktop computer. If your website design is not mobile friendly, you are going to be penalised.

Why? Because Google wants you to offer your customers the best user experience possible and that includes having your website convert to the appropriate screen size of a mobile or laptop. This is one of the ways that websites get ranked. If you have a website that is not mobile friendly, invest in a new web design now as it will be money well spent. Ignore this tip at your peril.

2. Make sure your site is readable

Is the language that you are using on your site, written with your customer in mind? If you want people to visit your site and spend time there, speak in a way that they will understand. Don't try to sound too professional. Write your content in clear and simple terms and use short sentences. If you are not sure if your content is readable, use the Hemmingway App. It highlights where your content isn't working as well as it could be.

3. Format your page

When designing your website, take time to think about the layout for each page. Make sure it is neat, logical and uncluttered. Consider things like your font size and typography. Use coloured text, bold font, and italics sparingly. Consider using bullet points and checklists to make it easy to scan through your content. A clean design and format will improve your organic ranking.

4. Encourage people to stay on your site

How much time do people spend on your website per visit? If your site has fresh information, it will keep visitors on your page for longer and this can be achieved in various ways. Think about the inbound linking mentioned above.

5. Produce high quality content

There is no substitute for great content. Quality content created for your audience will increase site traffic. How often do you update your website? To encourage visitors to return you need fresh content. The more traffic to your website the more you will increase its popularity. Your content needs to be high quality, recent, and relevant.

6. Start blogging

Another way of getting your website more visible is to blog or provide regular newsletters for your customers. The more regularly you post, the greater your rate of online traffic will be. Depending on your type of business, this process may be easier said than done, but planning will help.

It's important to gauge the type of things your audience may want to be informed of and weigh it up against your ability to provide them with interesting ways to share your expertise. So, get creative and start writing about how the life of your business can add value to the life of your customers.

Stepping out of your comfort zone and trying one of these techniques will help grow your business and customer base. If you want your business to be more visible online, you must develop ways of reaching your customers. If investing in social media platforms isn't your thing, then take the time to master something else first. You'll probably surprise yourself with your own creativity and ability at thinking outside of the box. The more confident you become, the more skills you'll attain and the more your business will benefit. Read more about this in Chapter 05.

8. More than words

Your website should contain more than just written words. Break up the pages with relevant, high-quality pictures. Consider also adding videos, slideshows, or audio to your site. This improves the user experience, as not everyone enjoys just reading.

Remember what we said about the time people spend on your site? The use of videos, is an example of how a User's browsing time could significantly increase. If that happens, it will boost your search ranking.

9. Provide appropriate contact information

Have you ever struggled to find the contact information of a business on a website? This should never happen. All your contact information should be easy to find. Make sure you have a footer on every page of your site that includes your Name, Address and Phone number, otherwise known as the NAP.

10. Sharing is caring

Every business and website should be active on social media. Your SEO ranking will improve when people share links to your website on social media. If you encourage social sharing as a regular part of your SEO campaigns, you will see a difference. Include social sharing icons on all your content and share links on your social media pages.

11. Directory Listings

If your business hasn't done so already, claim your spot on online directories like Google My Business, Yahoo Local and Bing. There are many others, all free, including Thomson Local, Yell and Yelp.

They all help increase your visibility when search engines like Google and Bing, crawl the internet looking for sites that your website is linked to. If your business is cited on these directories, the search engines will see this and view you as being more trustworthy and credible than someone who isn't listed. The result – your rankings improve. (Read more about this in Chapter 06)

12. Search Engine Marketing (SEM)

SEM, also known as Pay-per-Click (PPC), refers to paid search marketing in the search results. For example, when a user enters a search query, a paid bid can be made on the keywords that algorithmically match and serve a text ad to them.

This method allows you to be seen above your competitors when a search is made using keywords related to your business. A big plus is that you can track the number of clicks people make on your advert, measure the cost and pay Google only made when a customer visits your website.

The downsides of undertaking a Google AdWords campaign are that you need to really understand your business, your customers and, to a certain extent, how the internet works. For example, what words will people use when searching for your business? Choose those terms and then you can set your budget. If you have numerous search terms, then your budget will need to be set accordingly. It may take a while to see a return on your investment (ROI), but over time, with some tweaking, this can be achieved.

Monitor your results monthly. Checking your traffic and search ranking will help validate your SEO strategy. It will also highlight areas on your website that need more attention. Who knows, by working on these elements, you might claim that elusive number one spot! It's all about outsmarting your competition.

CHAPTER 04

Writing the right way...talking the way your customers do



Photo by Mihai Surdu on Unsplash

The success of your website is determined primarily by its content. Good content is what sets your website apart from the masses and delivers the right message into the minds of your customers or audience.

Having clear, relevant and keyword-rich content that delivers the right message with power and conviction is the key to success. The content of your website should always begin with proper market research.

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Having clear, relevant and keyword-rich content that delivers the right message with power and conviction is the key to success. The content of your website should always begin with proper market research.

Taglines and slogans that are customer-centric (focusing on the needs of the customer) are essential to capturing their attention. The content on your website should target your audience, engage them and persuade them to take action.

Content marketing involves the creation and publishing of content and sharing that content in order to acquire customers. This information can be presented in a variety of formats, including blog posts, videos, white papers, infographics, case studies, and so on. Posting relevant, valuable and frequently updated information on your website will help boost your Search Engine Optimisation (SEO). It will also help by placing you in the position of an expert and allow you to build relationships with your audience professionally.

Your SEO keywords are the key words and phrases in your web content that make it possible for people to find your site via search engines.

Quality content writing is the most important part of your SEO. Keywords are very important for every business and a website drives targeted web traffic to your business for free.

When a visitor uses a search engine, like Google, to find what they are looking for the content on your website comes under scrutiny. With quality content and SEO-friendly formatting the Google algorithm will look for important words at particular places on your web page or blog post – thus enabling you to get found.

Another important detail to keep in mind are long-tail keywords. These are keyword phrases that contain at least three words, and sometimes more. Long-tail keywords are used to target niche demographics rather than mass audiences. In other words, they're more specific and often less competitive than generic keyword terms. They are very specific to whatever you are selling. So, said more specifically, whenever a customer uses a highly specific search phrase, they tend to be looking for exactly what they are actually going to buy.

Some businesses choose to include keywords relevant to their business in their domain name. This strategy works as long as the name is in line with the brand identity for the website. It is also important not to limit your business by choosing a name that is applicable for your business only in the short term. Let your 5 to 10 year business plan reflect where you want to be long term.

One way in which to create relevant and powerful SEO keyword-content for your website, is through brainstorming. Try and put yourself in the position of your customers and think about the words they might use to search for the services and/or products you are offering. This process can be undertaken on your own or in a group.

Because algorithms are constantly changing, it's paramount that you keep a fresh eye on the content of your site. If people are changing the way in which they search for you – the keywords on your website will need to reflect this too.

Why not have a look at your site today and think through some of the keywords your customers might be using. Do they appear on the pages of your site?

CHAPTER 05

Keep your customers 'in the know' about your business



Photo by Jason Rosewell on Unsplash

We already know about the importance of content, yet often people question the worth of a blog.

In a nutshell the number one reason for having a blog on your website is that it can help drive search engine traffic.

How does it drive search engine traffic? Firstly, it enriches your overall content and secondly (and of equal importance) it keeps your site updated.

Google and other search engines work by constantly looking for indexed pages. Every time you put up a blog it's one more indexed page on your website that opens up a greater opportunity for it to show up in search engines.

Blogging also shows search engines that your site is active and encourages them that they should be checking back regularly for new content. In addition to this, it puts more keywords on your site, which help it rise up the page rankings.

But it's not all about SEO. Blogging is one of your best sales tools that can help increase leads and improve conversion rates. Whilst it can be viewed as tacky to use your blog for a direct sales message, it provides you with a chance to give insights into your organisation's stories.

Your blog will enrich your site and help change it from a showroom into a friendly business. It will also show your credibility and prove your authority in your market. When a blog teaches us something new and is written by someone passionate about their subject, it provides an excellent opportunity for the personality of a business to shine.

But try not to make your blog too long, around 500 words is optimum. What is important is to tell compelling stories in your voice which help customers and potential customers understand something about what you do, how you work, your industry or what you've learned on your journey.

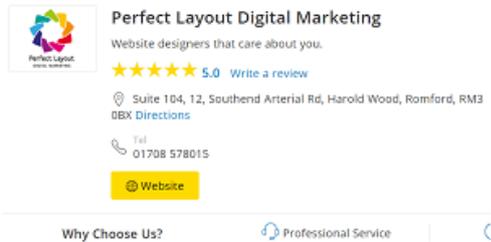
The big benefit of this rich content is that readers love to share new, fun and interesting material they've found online. This means that not only do you have something to put up on your social media channels every time you blog, but so do your clients and potential clients.

If a potential client has read your blog and linked to it on social media, then the magic is working. If you never had the blog to share and all they had seen were the static "services" or "about us" pages on your website, an opportunity to properly engage would have been lost.

Social media links like these are great for creating inbound links to your website, something search engines absolutely love.

Chapter 06

Let other businesses promote yours – for FREE!



So what is a citation?

A citation, or being listed, is an online reference that contains information about a business, namely their name, address and phone number (NAP). This can be in directories, like Thomson, Yell or 192, on websites like Netmums, or social media platforms like Facebook.

Google My Business is a core platform that all businesses should try and list their businesses on as it's key to being seen on Google Maps. It also allows customers to connect with companies directly via a search or Maps.

Is it worth taking the time to cite your business on local directories?

Yes! It allows you to be found by a greater number of online customers and search engines like Google and Yahoo. The more directories your business is cited on, the better, as it will increase your chances to rank highly for local searches.

Online directories have replaced the paper versions of Yellow Pages and Thomson Local. Whilst they still exist in paper form, how many of us actually access them to find out where the Chinese restaurants are if visiting a new town? Or which shop on the high street sells your favourite perfume? Are you really going to carry a paper directory around, just in case you need it? Didn't think so!

The fact is, online directories offer the facility for customers to find out much more about a business other than just the name, address and phone number. It has the added bonus of being accessible whilst on the move via a mobile phone, laptop or iPad.

Here is a list of the information that a business may include on a directory listing:

- Categories of the business
- Description of the business
- Opening hours
- Photographs relating to the business (images or videos)
- Methods of payment accepted
- Reviews/Ratings of the business and responses to comments by the owner
- Links to the company website and other forms of social media
- Details of the business email address/fax number/phone number
- Location of where the business is on a map

Listing a business on a directory is not difficult, but it can be time consuming. If you choose to give it a go yourself, make sure you do the job properly. If you don't, it could affect your income, online rankings as well as your reputation.

Follow these tips to ensure that search engines, like Google, view you as a business that's real and worth trusting and ultimately worth ranking:

- Be accurate with what you write. Your NAP should be consistent across all directories.
- List your business once only per directory.
- Keep track of where your business is cited. If details of what your business offers changes (hours, phone number etc), then this will need to be reflected on your citations.
- If reviews or complaints are written, have a strategy of how you'll be alerted to this. Good customer practice is to follow up on all comments and engage actively with people.

Remember, citations that are accurate help your business to be discovered. Which business wouldn't want the traffic to their website to increase?

CHAPTER 07

Dominate the search results with your Google My Business listing

Perfect Layout
Digital Marketing



Website Directions Save

5.0 ★★★★★ 9 Google reviews

Website designer in Romford, England

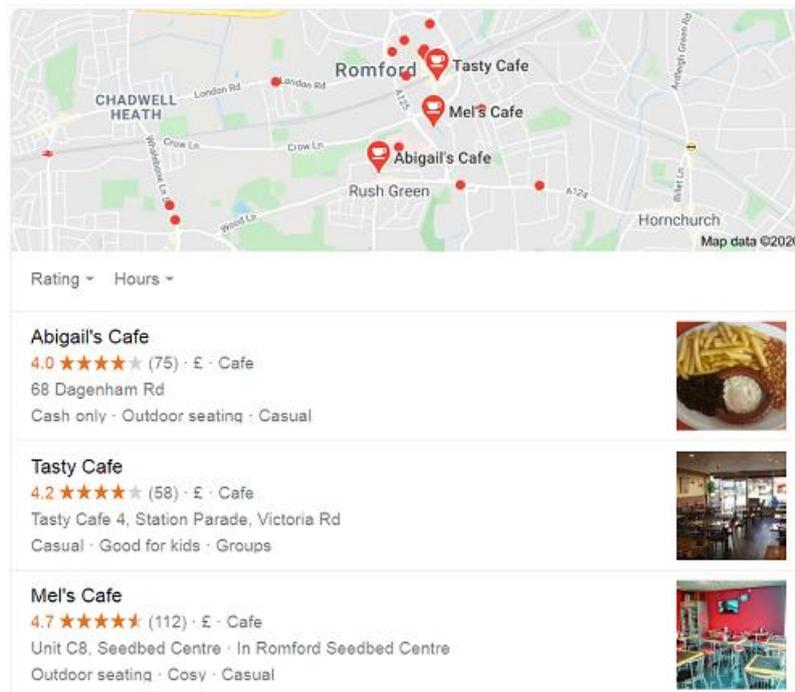
The previous chapter spoke about citations in general, which are important for any business. But always start with the beast of listings – and that is Google My Business. (GMB).

You may feel that people “google” your business all the time, but do they always find you? Google’s free product Google My Business (GMB) is incredibly useful for helping people discover you and for putting your name on the first page of search results.

How does GMB work?

You’ve probably seen hundreds of Google My Business listings without realising it. They’re the short lists that pop up when you search for something generic like “cafes near me” or when you search for a specific business name, the GMB listing may also appear.

Below is an example of a “cafes near me” search.



Each one of these businesses will have a GMB listing. You’ll see that a list of 3 names appears, this is what Google calls the “3 pack”.

GMB 3 pack example

When you click on one of the named business it will take you through to their individual GMB listing, containing more information including a location map and often a photo, video, blog and other relevant information about that business.

GMB is essentially a widely used local business listings service, used by large and small companies. The great news is that every business can achieve a GMB prominent listing if they get the basics right and deliver great value that customers appreciate.

Here are the top 8 Reasons you need to be on GMB

1. Achieving prominence in search results

A listing can help your business to stand out in search results, and can help people to find your business, whether it's online or offline. Your objective should be to get into the top 3 search results, which is where factors such as review scores are important.

2. Local search for local services

If you want to improve your chances in local search results, then a GMB listing is the key. Research shows that 46% of all searches are for local businesses while the "3 pack" format of results now appears in 93% of all local searches, so you have to be there!

3. Searching on your mobile

Most local search is now done on smart phones and GMB listings dominate mobile search results.

4. Make it easy for customers to find you

GMB listings provide a quick snapshot of your business. Maps, opening times, images and reviews all help searchers quickly decide whether they should visit you.

5. Think about your competition

If you're annoyed that your competitors always appear in searches and you don't, it's probably because they have a GMB listing. Something as simple as that will mean that they're getting some of your business, unless you update your own GMB profile.

6. Gives you credibility

Users are accustomed to seeing these profiles, and it can lend some credibility to your business. Listings look professional and provide key information that helps people to decide whether you're a credible business or not.

7. GMB has amazing features

Google are constantly updating their GMB features, so you can now add all kinds of fabulous elements to your listing, not just photos but videos too. Videos are a great way of educating customers and really help them make buying decisions.

As with everything on the internet it pays to keep your GMB listing fresh, so make sure to add seasonal special offers, events information, and regular blog posts. They all help in making you easier to find and ultimately appear in the "3 pack".

8. Free and Easy

Google My Business is free and easy to set up. If you don't have the time to do it all at once, you can do sections at a time and update them periodically.

CHAPTER 08

Other digital marketing strategies to get attention



Photo by Drew Graham on Unsplash

So far, we have mainly focused on your website and how to optimise it to get better visibility. However, there is a whole other world of online marketing for you to explore and master.

Social Media Marketing (SMM)

Social Media Marketing is a method to increase traffic and promote your content, product or service using social media platforms like Facebook, YouTube, Instagram, Twitter or other social media apps. We can term Social Media Marketing as the process of using the potential of social media to leverage the value of your business.

Out of 4 billion internet users, 3 billion people use social media. So, the power to network and publish through social media is high.

Pay-Per-Click Advertising (PPC)

PPC stands for pay-per-click. It is a model of online marketing in which advertisers pay a fee each time one of their ads is clicked.

Essentially, it's a way of buying visits to your site, rather than attempting to 'earn' those visits organically. The advertiser pays publishers every time a visitor clicks their ad, hence the model is known as pay-per-click, as advertisers only pay when the visitor clicks their ad. If a visitor sees an ad but doesn't click it, the advertiser is made aware of the impression but doesn't have to pay as no click took place.

Affiliate Marketing

Affiliate marketing is monetisation of word-of-mouth marketing. It is a way of getting a commission in exchange for referring a product or service to another customer. Affiliate marketing has evolved over the past decade as the internet has evolved. Basically, it is influencers that are recommending products and services that are not their own, but people go to them to get the information.

Email Marketing

Email marketing is a workhorse of digital marketing as you can deliver a highly personalised experience, multiple times on a scale through email. The main advantage of email marketing is that you precisely know how many emails have been delivered, opened or clicked upon. Tying up these numbers with revenue metrics, the numbers will have a big meaning to your email marketing campaigns.

Email marketing can be used to send:

- promotional emails
- email with offers/discount
- thanking customers or users for using the product
- inspirations to try a product or services

Some of the popular automated email marketing tools are MailChimp, AWeber, Constant Contact, drip and Convert Kit.

CONCLUSION

Where to start?

The world of digital marketing is only going to get more sophisticated, competitive and technical. Trying to run your business and keep up with what's needed is becoming increasingly difficult. If you find that you are in a position where you cannot systematically work through each of the recommendations in this book, it would be wise to invest in people that can do so on your behalf.

There are elements that you can outsource to a digital marketing agency and some of the suggestions in these chapters are actions that only need to be undertaken once. Don't spend time trying to figure it out yourself, instead, invest in someone with the expertise to get these tasks done faster and better.

Digital marketing is a never-ending process. In addition to the one-off tasks there are some processes that need constant feeding; actions such as updating social media accounts and writing regular blogs. If you don't have the time to do these yourself, or you're finding it taking up too much of your valuable time, hire an expert.

Many business mentors will ask you for your business plan. It is good practice to look at this regularly and take the time to analyse what is working and what is not. The same attention needs to be applied to your marketing efforts too.

What have you tried that generated new customers for you? Is it a methodology that could work again? What did you do that could have worked better? Brainstorm and try to understand what may have been done differently. Give it a go.

By regularly spending time on the business and taking action on what needs to get done will see changes occur. All of these actions combined will reap rewards in the form of more customers.

The team at Perfect Layout Digital Marketing wish you well in using these techniques to make your business more visible. If you get stuck at any time, feel free to give us a shout!

hello@perfectlayout.co.uk or call us on 01708 579 015.

BONUS CHAPTER

Videos capture many more viewers



Photo by Donovan Silva on Unsplash

According to emarketer approximately \$11.5 billion was spent on online video advertising in 2018. And it's growing each year. There is now an expectation from consumers to view the products and services of a business in a different format. Those in the know, have incorporated some of their advertising and marketing budget to attract customers by using this method in different ways.

The reason for the rise in video advertising becoming more popular is its effectiveness. If a picture is worth a thousand words, a video is worth much more. Forrester estimates that one minute of video equates to 1.8 million words of text in the message communicated. That's an amazing statistic!

Picture

YouTube has been a prime catalyst in this movement. Created by a group of ex-Pay-Pal employees after the success of audio sharing, the first video uploaded to the site on 23 April 2005, showed one of the founders discussing elephants. The potential of this video-sharing platform was highlighted when Google purchased YouTube in 2006 for a reported \$US1.65 billion.

Research shows that four times as many consumers would prefer to watch a video about a product rather than read about it. Video content already represents 76% of all Internet traffic and projections estimate 80% of all Internet traffic by 2019 will be videos. The same study states that using the word 'video' in an email subject line boosts open rates by 19% and clickthrough rates by 65%.

Video on a Landing Page

When a visitor lands on your site, you've literally got seconds to impress them and get them engaged with what you have to offer. This is the whole point of a landing page. But these days, people are so used to seeing rich media content on the internet that text content doesn't work at keeping them engaged.

Embedding a video on your website will not only increase the length of time that visitors stick around, but will also increase the number of conversions, i.e. customers paying for your services and/or products.

Cons of using videos on a landing page

1. A low-quality or poorly execution video could possibly cheapen your brand and offering
2. An over long video can be seen as overkill or a distraction
3. An autoplay video might be annoying for users if the website is visited frequently by your prospects and customers
4. In some instances, an image (meme, infographic, etc.) can be more interesting than a video, especially if your target demographic is less inclined to pay attention to videos
5. Producing top-quality marketing videos will require hours of learning a new skill set

There are many different types of video content you can use. To give you a flavour of the different types on offer – here is a short list explaining some of them:

Demo Videos

Demo videos should teach prospects or customers how to accomplish something with your product. This should be a quick overview of one or more of your features. Keep your demo videos to the point, walk viewers through one action, and do it succinctly. Brands need to create extraordinary videos to earn attention, likes, and shares. The video should reflect the business ideology and style in a short and effective way.

Event Videos

Most event organisers have recognized how important video content is in making people aware of an event. Event videos communicate impressions of the event and can aid in transporting emotions.

Educational Videos

Effective educational videos are driven by emotion and backed by facts. Our brains process visual information 60,000 times faster and the use of sound and visual cues increases enjoyment and retention. Video puts us in the room where it happens, which makes it particularly effective in education as it creates context and puts learners at the centre of the action.

Explainer Videos

Not every business with a website has a product to sell, as some businesses are service oriented. For these, you can increase conversions with the use of explainer/introductory videos. There are varying styles for these videos and there's no exact science as to which styles work best. It's more about producing a video that explains/introduces a client's business effectively and in an engaging way.

Animated Videos

Animated video brings concepts to life that text and live videos can't. The world really is your oyster where you can make your characters talk, fly, or travel in time. With the help of animation, you can show how mechanisms and processes of your business work in an interesting way.

Case study Videos

Rather than focusing directly on your product or service itself, a good case study tells the story of your customer from their point of view and how your business helped to solve their problems. All of this builds the credibility of your brand. Social proof is another reason why case studies work so well. It's a psychological phenomenon which means that people are more likely to take certain action if they see others taking that action also.

Testimonial Videos

If you're hosting or participating at an event, that means your customers are likely to be there too. Take advantage of the opportunity and get them on camera to create customer testimonials full of passion for your brand. Attendees can also be interviewed on what they are enjoying and learning to get more people to attend your corporate events in the future.