

Dear Small Business Owner,



If you are puzzled about how to market your business online, you may find it reassuring to know that you are not alone. Almost every day, I meet with small business owners who would love to use the internet to enhance their business, but don't know how to actually go about doing it, don't have the time to figure it all out, and don't have the budget to hire a traditional agency.

In the following report, I am going to share some internet marketing secrets with you that can make your website more than just an attractive online brochure -- implementing these secrets into your website can turn it from a basic "online brochure" into a low-cost, high-impact marketing tool!

Keep in mind that I am not going to discuss graphic design or color schemes, or bog you down with every last boring detail about how to implement these ideas. Rather, I am going to provide quick overview of some exciting strategies and principles that professional internet marketers use to make their living *completely online*. These secrets can definitely work for your offline business too! If, after reading the overview of the strategies, you need more details then you can always get in touch with me...

Please, just remember that these strategies just barely scratch the surface of what is possible. There is so much more that I can share with you! If this report sparks some

ideas that you want to run by me, or you have further questions, or you want me to help you implement some of these strategies, then make sure to look at the end of this report for my *special limited time offer* and details on how to contact me.

To Your Success,

Sarah Zeldman
The E-Marketing Maven

Secret #1 - Well-Researched Keywords Are Key!

I often meet business owners who *think* that their web designer has optimized their website for the search engines properly. However, when I check their site, I see that the designer has merely *guessed* at the appropriate keywords for their business!



This kind of haphazard work is unforgivable! Simply put, detailed keyword research is *foundational* to a profitable website.

In order for your business to be found when people are searching for you, your keywords must be carefully thought out, researched and placed properly on the website. I'll give you a quick summary of how it's done, so that you can quiz your designer if s/he did it correctly.

First, you must brainstorm keywords and phrases. Try to get inside of the mind of your target customer and figure out what words and phrases s/he would type into a search engine to find your site. Then you should research those phrases (and the alternatives that will be generated) at "[The Google Keyword Tool](#)" or a similar online tool. Simply input the terms you thought of, and then look for keywords that have some competition (but not too much!) and produce a result between 1,000 and 6,000 searches. Once you have completed those steps, you should have generated an excellent list of strategic keywords that includes:

- Long-tail keywords -- 3 to 4-word keyword phrases which are very specific to whatever you are promoting or selling.
- Informational keywords - keyword phrases that show that the searcher is seeking information and not necessarily ready to buy. (For example, searches including the words "how to" and "free")
- Commercial Keywords - keyword phrases that show that the searcher has an obvious intent to buy. (For example, searches including the words "order" or "purchase")

Now you are ready to place these keywords strategically on your site, both in your metatags and in your content. Hopefully, your web designer knows how to do *that* properly!

In conclusion, if you want your website to be found by the right people (i.e. your target customer) in Google, so that you can make *more sales*, make certain that whoever is designing your website knows how to do proper keyword research. Hint: If they do not know about long-tail keywords, informational keywords, and commercial keywords -- run in the other direction!

Secret #2 - Make sure you are listed locally!

I'm sorry to say, (especially after everything I wrote above) that while using well-researched keywords are still *vital*ly important to creating a profitable website, it just isn't enough anymore!

Due to the recent advances in Google's mapping technology, if you are a local business owner who depends on local customers, you *must* make sure that you are able to found on local searches, as well as in the more "global" search engines.



Don't believe me? Just check the numbers:

- 300 million people search the web everyday. (WikiAnswers.com)
- Over 80% percent of internet traffic begins at a search engine (Harris Interactive)
- 74% of internet users perform local searches (Kelsey Group)
- 97% of Internet users in the U.S. gather shopping information online. (NPD Group)
- 51% explicitly characterize their behavior as "Shop Online, Purchase Offline" (NPD Group)
- 61% of local searches end in a transaction being completed from a business they find on that search (TMP Directional Marketing /comScore Inc.)
- 82% of local searchers follow up offline via an in-store visit, phone call or purchase (TMP / comScore)

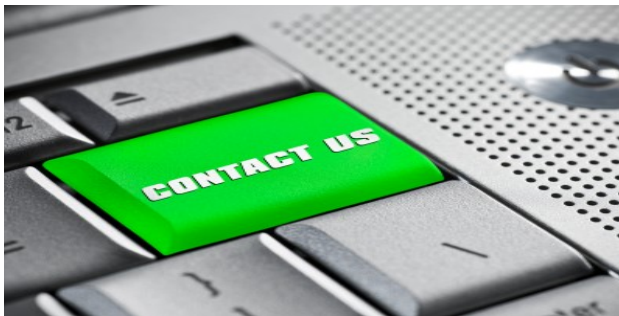
In other words, if you want your website to sell to local customers, then you must make sure that your website is properly registered in the local search engines of Google, MSN and Yahoo! You won't regret it!

Secret #3 - Build a list. Build it big!

Consider the following; every time you get a first-time visitor to your website, or a customer to make a purchase, it represents an investment that you've made. After all, you invested your time and money to create your website, and have you likely spent some money on advertising that brought the visitor there.

What happens if the visitor comes to your website and then clicks away to compare you with someone else, or for any other reason? Chances are, they won't come back, and everything that you've invested to get that customer to come to your website is now lost.

Now imagine that before they click away, you've enticed them to provide you with their email address and permission to contact them further. Your website is set up to put their information a list of prospects or customers, allowing you to contact them with new information or special offers, whenever you want to stimulate sales. Imagine that, instead of losing the people you've invested in getting to your website or your store, you could begin building a relationship with them and keep them coming back for more.



That is why rule #1 of internet marketing is: "The money is in the list." Building a list *is that* important to making your website *sell!* If you want to turn your current website into a high-impact, low cost marketing tool then you must add a list building mechanism!

Secret #4 - Seriously Consider Adding a Blog To Your Website

In case you don't know, a blog is a kind of website, or part of a website, that offers readers short, regularly updated entries. The entries can be information, commentary, descriptions of events, pictures and/or video. It also allows readers to leave comments in an interactive format. New entries are commonly displayed at the top of the blog, with older entries following it.



There are many advantages to adding a blog to your website. Business Blogs:

- Offer an easy and informal way to regularly communicate with your customers.
- Provide a perfect opportunity for companies to promote their products, services, achievements, innovations and more.
- Help establish a relationship with visitors and build a climate of trust.
- Usually consist of short entries which are easy for the customer to read, and for you to write, or have written for you.
- Can be updated easily and frequently, unlike traditional websites and other media.
- Allow businesses to continually keep their products, and the benefits of using their products, in front of customers on a regular basis.
- Are excellent places for customers to find the latest news and offers about existing or new products?
- Are very search engine friendly. Blog entries will often be indexed at the top of google rankings very quickly, and thus drive more traffic to your website.
- Creates an online buzz and word of mouth marketing.

In conclusion, I can't say it any better than this:

"Go ahead and bellyache about blogs. But you cannot afford to close your eyes to them, because they're simply the most explosive outbreak in the information world since the Internet itself. And they're going to shake up just about every business—including yours. It doesn't matter whether you're shipping paper clips, pork bellies, or videos of Britney in a bikini, blogs are a

phenomenon that you cannot ignore, postpone, or delegate. Given the changes barreling down upon us, blogs are not a business elective. They're a prerequisite." -- Stephen Baker and Heather Green, "Social Media Will Change Your Business", *Businessweek*, February 20, 2008

Simply put, starting a business blog is small investment that can pay off through better search engine rankings, more targeted website visitors, increased customer satisfaction and loyalty and, most importantly, *increased sales!*

Secret #5 - Get Connected With Social Media

Twitter, and Facebook and YouTube -- oh my!

Yes, it's a jungle out there. But it is a jungle you must jump into in order to really *make your website sell!*



Check out the following statistics:

- If Facebook was a country, it would be the 4th largest in the world.
- YouTube is the 2nd largest search engine in the world.
- Over the last 12 months, Twitter's year on year growth has broken the 1000% barrier
- 1 out of 8 couples married in the U.S. last year met via social media.

Then consider this recent survey where 700 small business owners reported the results they got when they used Social Media Marketing:

- 81% generated exposure for their business
- 61% increased traffic/subscribers/opt-in list
- 56% resulted in new business partnerships
- 52% increased search engine rankings
- 48% generated qualified leads
- 45% reduced overall marketing expenses
- 35% closed new business deals

"Social Media is not just a fad; it's a fundamental shift in the way we communicate."
- Erik Qualman, Socialnomics.

Connecting your website to a few carefully chosen social media websites is an extremely powerful and cost-effective way to promote your website and your business. On sites such as Facebook and Twitter, people fill out profiles and share important information which can help find your target customers and start a conversation with them. This information and opportunity is priceless to local businesses! As John Jantsch of *Duct Tape Marketing* pointed out, "Think about it, you've already established a level of trust in a community and now you can use technology to help build deeper engagement and deeper relationships with the folks that you already do business with. Plus, social media makes it much easier to build awareness with people in your community that you might never find, but who you could easily turn into a customer, because they can jump in the car and go to your store in person." The impact of this kind of relationship-based marketing can't even compare with more expensive, yet impersonal forms of traditional marketing like newspaper ads and bill boards.

In order to *make your website sell*, it cannot stand alone; it must be connected to social media.

Are you excited (and maybe a little overwhelmed) by the possibilities?

If so, then read on for a special offer from The E-Marketing Maven

As we have seen, by implementing some of the internet marketing secrets above, you can use your website to make some serious sales and profits and enhance a whole range of different facets of your business. But to see results, it takes effort and expertise. It's a process of trial and error that may take some time.



But you're a small business owner. You have plenty of other things to take care of in your business. I bet you already have a stack of other tasks and projects that you *know* could help your business. But you never get around to them. You don't need more work and more tasks that you simply don't have the time to get finished. If you want to leverage the power of the internet, you're probably going to need the help of a committed expert to make it happen, the right way, and the first time.

- Think about it, a dedicated Internet Marketer:
- Stays up-to-date on the latest changes in the internet marketing world.
- Constantly hones and refine their approach and tests new strategies.

- Has close ties with teams of experts and colleagues who do nothing else but work on getting the best results possible through their internet marketing expertise.
- Talks with other experts on paid private forums and share secrets that others won't discover for years...if they ever do.

When you're running your own business there's simply no way in the world you can put that kind of commitment into mastering internet marketing world the way a professional internet marketer can.

You don't just need a consultant or advisor to tell you what to do. Let's face it...you just don't have the time...even to implement good advice.

"What you really need is someone to do this vital internet marketing FOR you..."

You need a skilled expert with an army of resources who can get things done for you and focus on getting the results you want. Every day you ignore the internet marketing in your business is costing you real money. Don't ignore it anymore. Now is your chance to take action.



I'm going to give you a chance to talk to a real professional and if you act quickly I'm going to give you \$150 in value as your complimentary gift...

Your \$150 Gift...

As an internet marketing consultant I work for my clients implementing strategies for them. A large percentage of the solutions I provide are "hands off" meaning I do the work and you just tell me about the results you're getting (hopefully a whole lot more sales and profits). I also look for very simple things you and your staff can do in your business...often immediately...to increase the real money you're making.

My time is limited but if you act right now I am going to give you one hour of my time...one on one with you. We'll talk about your business and I'll provide you with ideas and strategies that are likely to work to make your business real sales and profits.

Why will I give you an hour of my valuable time?

Because I don't want to just give you a sales pitch (yuck!) and offer you a "cookie cutter" internet marketing plan. Instead, I want to get a deep understanding of your needs and goals so that I can offer you the right solutions for your situation.

During your consultation, I'll ask in-depth questions about your ideal customer, sales process, current marketing methods, and more. Once I understand your unique business, I'll suggest specific techniques you can easily use to leverage your website

and turn it into a high-impact marketing machine! Together we'll create a plan that is *custom made for you!*

Why would I offer this valuable service for free?

First of all, I am not going to do this forever! This offer is available for a limited-time only. As demand increases, I will start charging for my comprehensive business analysis and consultation. However, for now, I know that...

Once you see the ideas and strategies that I suggest, based around your unique business and goals, and once you see that I genuinely care about working to get real results for your business – I know there's a good chance you'll hire me – or introduce me to someone else that I can help.

Either way, you'll get a unique opportunity to pick-the-brain of an experienced internet marketer, and leave with a whole pile of ideas and suggestions that won't cost you a cent.

But act now! My time is limited, and I can only offer these free consultations while I still have a few free hours available to do them!

Call me...Sarah Zeldman...at 905-709-7729

or email me at Sarah@TheEmarketingMaven.com

I look forward to speaking to you and seeing how I can help you and your business.