

# **Dominate Your Local Market**

The Secrets To Growing Your Business  
Locally Are Finally Revealed

**Brought to you by:**

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## Your Business Depends On New Customers For Growth

Customers are the lifeblood of your business. In order to keep your doors open and live the life you want, you need people to buy your product or service. Although there are many rewarding reasons to be in business for yourself, your most likely reason for running a business is to turn a profit and make money.

Although keeping your existing client base happy is incredibly important, most businesses depend on new customers for growth. If you're like many businesses, you've probably tried various methods of marketing and advertising.

Almost every business I've worked with has been involved with yellow page or phone book advertising at some point. Not only can these advertisements be costly, but it can be hard to track the results if you're doing multiple forms of marketing as many businesses are.

This may not come as a surprise to you, but the number of people going to the yellow pages or other forms of print advertising to look for your business is dwindling every year.

**82% of local searchers follow up offline via an in-store visit, phone call, or purchase (TMP / comScore Study)**

**73% of online activity is related to local content (in-house Google Study)**

If you think you're not in the online business, think again. LOCAL customers are searching for LOCAL business and service providers, and then making contact with those businesses. **This is huge!**

So, this leads to the obvious observation that far fewer of your potential customers are looking for you in the yellow pages or other forms of offline advertising.

I don't know about you, but if I'm in a business that depends on new customers to grow, I want to tap into the 82% of people that are searching for me online.

Sure, the yellow pages may include you in their online directory as well, but the downside is you're competing with all of your competitors in the online yellow page directory listings just like the phone book.

The business with the biggest ad wins! And typically there is a hefty price tag attached to that big ad. ***There's got to be a better way to market in the 21<sup>st</sup> century...***

## You Need More Than a Pretty Website to Have a Web Presence

In this day and age you must have an effective web presence. One of the biggest misconceptions I've run across with business owners is that many believe their customers will find them simply because they've got a website online.

This unfortunately couldn't be further from the truth. You can have the prettiest, most expensive website on the internet, but if you don't know how to drive your potential customers to it, ***it does you no good.***

If for some reason you're reading this and don't have a website for your business yet, keep reading, as I'm going to show you something that will enable you to have a web presence WITHOUT a website.

I still recommend for many reasons that you get a website for your business, but you can get started without a website.

The best way to drive massive traffic to your website is by having sites that are already ranking well with Google and the other search engines sending traffic back to your site. The search engines already like these sites, and if these sites send traffic back to your site, it's going to make Google and the other search engines like your site more.

Now, I'm sure you agree that having massive traffic coming to your site from other sites or even calling you would be a good thing, right? But, that traffic also needs to be targeted. If you're a dentist, people calling you or visiting your site that are looking for a haircut or a new car will probably not make you much money.

# Now, There's A Free And Easy Way To Get Targeted Traffic To Your Website

What if I told you there was a completely free and easy way to get potential customers that are targeted (looking for your business) to call you directly or visit your website? What if I also told you that the company that offers this is the most popular website on the planet?

Sounds pretty good right?

*The company I'm talking about is Google...*

And yes, Google has been on a mission lately to improve search results for local users.

**Local users = your potential customers!!**

You see, Google is looking at the same statistics I referenced earlier. From studying the searches that millions of people are typing into Google, *Google also knows that 73% of online activity is related to **LOCAL CONTENT!***

And these numbers are growing every year! Not too long ago, Google introduced something called the Local Business Center.

You can check it out here:

<http://places.Google.com/>

If you've used Google in the past, you've probably seen the Google Maps box come up after you've performed a search:

The image shows a Google search interface for 'portland dentists'. The search bar contains the text 'portland dentists' and a 'Search' button. Below the search bar, there are several sponsored links for dental services in Portland, Oregon. A red box highlights the text 'Google Local Business Center Listings' with two red arrows pointing to the local business results below. The local business results include a map of Portland, OR, and a list of seven dental practices with their names, websites, phone numbers, and review counts.

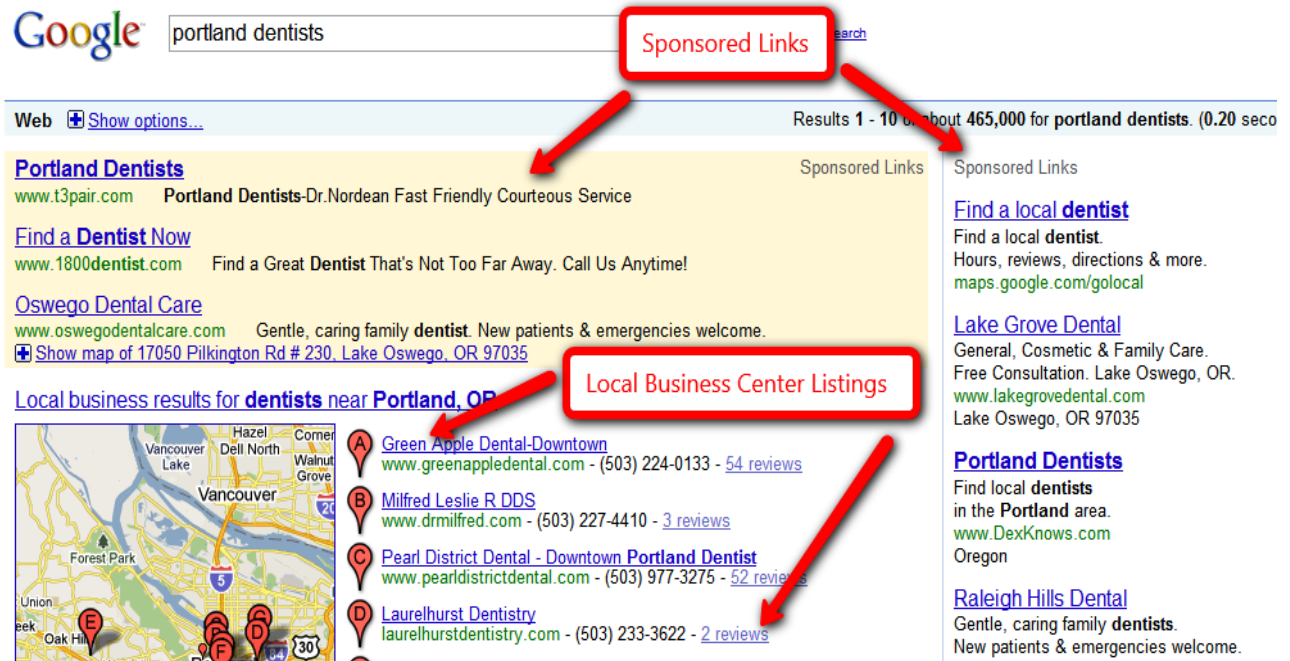
**Google Local Business Center Listings**

**Local business results for dentists near Portland, OR**

- A** [Green Apple Dental-Downtown](http://www.greenappledental.com) - (503) 224-0133 - 54 reviews
- B** [Milfred Leslie R DDS](http://www.drmlfred.com) - (503) 227-4410 - 3 reviews
- C** [Pearl District Dental - Downtown Portland Dentist](http://www.pearldistrictdental.com) - (503) 977-3275 - 52 reviews
- D** [Laurelhurst Dentistry](http://laurelhurstdentistry.com) - (503) 233-3622 - 2 reviews
- E** [Gentech Dentist](http://www.gentechdentist.com) - (503) 614-9999 - 32 reviews
- F** [Bravo Smile - Dr. Timothy S. Chapman DMD](http://www.bravosmile.com) - (503) 222-3591 - 54 reviews
- G** [Pediatric Dentistry PC](http://www.pediatricdentistrypc.com) - (503) 284-5678 - 4 reviews

As you can see, Google is placing quite a bit of significance in these listings and putting them at virtually the top of the page.

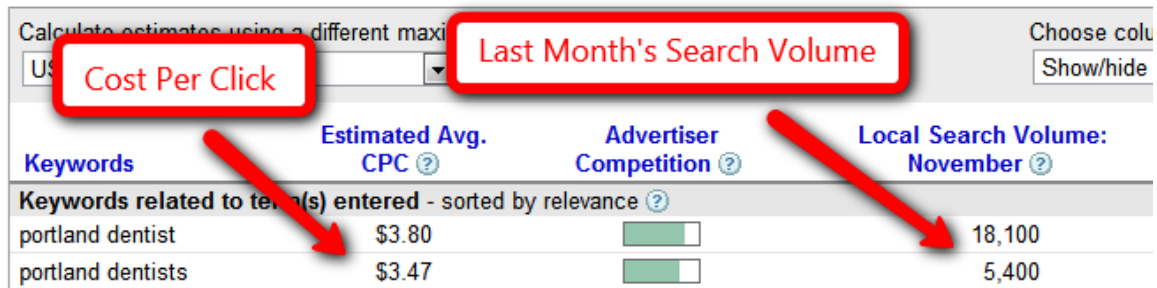
If you'll notice the 3 listings above the Local Business Center Listings, you'll see that those are Sponsored Links.



The Sponsored Links are just what they sound like: businesses have paid Google to show up here. Go ahead and type in your city name and business type and see what comes up. Most business types will generate both the Google Places listings and the Sponsored Links.

**Let me reiterate that the Google Places listings are FREE. Yes, completely free... no strings attached... 100% free!**

This is an amazing opportunity for a business owner. To give you a little perspective on this, check this out:



The screenshot shows a Google AdWords interface with a table of search results. Two red boxes highlight 'Cost Per Click' and 'Last Month's Search Volume'. Red arrows point from these boxes to the corresponding columns in the table.

Keywords	Estimated Avg. CPC	Advertiser Competition	Local Search Volume: November
Keywords related to term(s) entered - sorted by relevance			
portland dentist	\$3.80	<input type="checkbox"/>	18,100
portland dentists	\$3.47	<input type="checkbox"/>	5,400

So, to be in almost the same position as the Google Places listings... the free ads, it's costing those businesses on average almost \$4.00 per click. That means every time someone clicks on one of those Sponsored Links, the business is charged roughly \$4.00.

Think about that for a minute... what if one of those business's ads was pulling in 10 clicks per day? ...\$40/day or \$1,200 per month... what if they were getting 50 clicks per day? ...\$6,000 per month!!

For many businesses Google Adwords are an incredibly cost-effective marketing method. In fact, I even manage some client's adwords campaigns. However, Adwords is not free.

Unlike Adwords with Google Places listings, you have the opportunity to be at the top of the Google search results just like these Sponsored Links for FREE. I know I've said this more than once, but it's an amazing opportunity that EVERY business should take advantage of.

Now, if you are in a particularly competitive business niche, you may not show up in the top seven results of Google's Local Search Results. There are no guaranteed steps for you to get to the top of Google's Local Search Results – Google doesn't tell anyone how they pick the top listings. But there are clues.

As an avid Google user myself, I am more likely to click on a listing in the Places listings just due to the map. Notice how your eyes hone in on the listing? The map really draws you in and actually gives you an advantage over the paid listings in many cases.

## Even If You Don't Have A Website, Having A Google Places Listing Is a Must

When a potential customer clicks on your listing, they will be directed instantly to your website. But notice that the listings also show your phone number right there. If you don't have a website, this makes using Google Places even more of a no-brainer.

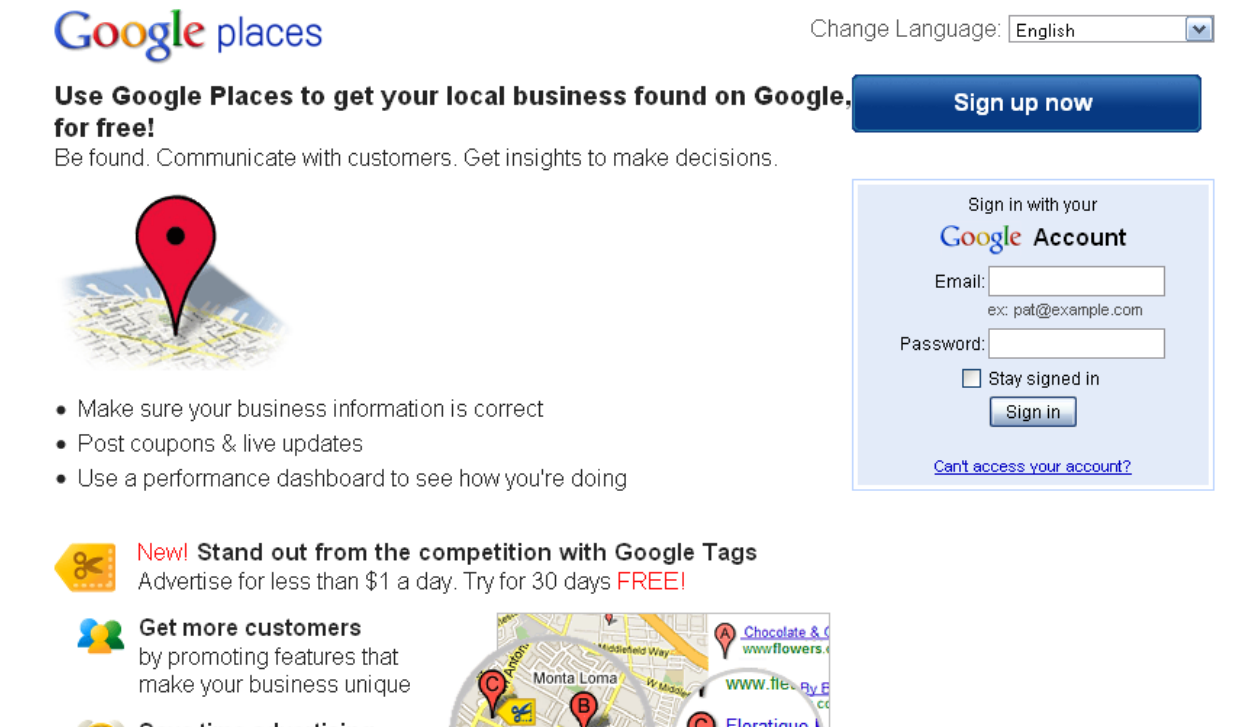
The Google Places listings also provide a wealth of information to your potential customers if you spend the time to properly set up the listing. Your potential customers will be able to see:

- Reviews left by other customers about your business
- Your operating hours
- Description of your business
- Videos or images you've uploaded about your business
- A more detailed, drilled down view of your business on the map (without all the dots for your competitors)
- Your contact information
- Any other information you'd like your customers to know about your business

You'll even be able to create coupons for your potential customers that you can link to your Google Places listing.

Setting up a Google Places listing is fairly simple. You'll just need to visit:


<http://places.google.com> to get started. If you already have a Google account you can sign in. If you don't have a Google account, then you need to create an account by clicking the "Sign up now" button.



**Google places** Change Language: English

**Use Google Places to get your local business found on Google, for free!** [Sign up now](#)

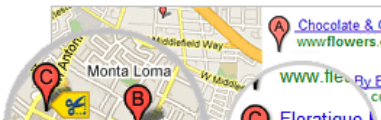
Be found. Communicate with customers. Get insights to make decisions.



- Make sure your business information is correct
- Post coupons & live updates
- Use a performance dashboard to see how you're doing

**New! Stand out from the competition with Google Tags**  
Advertise for less than \$1 a day. Try for 30 days **FREE!**

**Get more customers**  
by promoting features that make your business unique



Once you've logged into Google Places, click the "Add New Business" button. From there follow the steps to create your own business listing!

If you've been in a business awhile and/or have listings in popular directories online, it's possible that Google will already have a listing for you. At this point, you'll be able to actually claim that listing and confirm the information they have about your business is accurate. You'll also have the opportunity to modify your listing and add content.

Depending on how large your city is and how many competitors you may have, it's quite possible that you won't automatically rank on the first page of the Google Places listings.

## The Secrets Behind Ranking On The First Page Of Google With Your Local Listing

There are many things you can do to increase your rankings and ultimately provide a 1<sup>st</sup> page Google listing for your business.

The first thing to keep in mind is Google is very big about providing the most relevant and helpful content to its users... which would be your potential customers.

The more helpful information you can provide in your listing the better. Here are a few tips for a great Google Places listing:

- Use your full business name but **don't include phone numbers or website addresses in your business name**. This is grounds for removal of your listing by Google.
- Give a thorough description of what your business does and the benefits you provide to your customers. If it makes sense, this is an excellent spot **to include some keywords that your potential customers might be utilizing in search** when looking for your type of business.
- Make sure your contact information is accurate and your phone number rings your business directly.
- Provide the hours your business is open and any special information about finding your business or business policies that a potential customer would need to know.
- You'll have the opportunity to add categories in your listing. You must use one pre-selected business category that Google has come up with, but you can **create custom categories** as well. This is another great opportunity for working in some keywords.
- **Add pictures, videos, and website links to your listing.**
- Link a coupon(s) to your listing.

- **REVIEWS!!** The more you have the better. Fake reviews are big no-nos. Its grounds for having your listing removed and bad business anyway. Encourage satisfied customers to go to your Google Places listing and provide reviews (you can even send the link to your customers). *Your Google Places listing will also pick up reviews that customers leave on other directories and review sites.*

After you've created your listing, it won't go live until you verify your business. This is done by receiving verification PIN from Google via phone or postcard. When you receive this PIN, simply enter it on your Google Places dashboard.

**Don't wait!** Get your FREE Google Places listing online today. It's one of the best ways to increase your online presence, and you don't even have to have your own website to take advantage of this powerful tool.

If you'd like help getting your Google Places listing setup and optimized correctly, [Ask Cary Duke](#) can help!

Ask Cary Duke can create an optimized Google Places listing for you which includes:

- **Keyword research to determine what phrases your potential customers are actually searching for**
- Keyword optimization of your listing including the description and categories
- **Professional copywriting to prompt visitors to your listing to take action and visit your website and/or call your business**
- Adding content such as pictures, videos, links, etc. to your listing (you must provide the pictures and videos in electronic format)
- **Creation/linking a coupon to your listing**
- 15-minute brainstorm/marketing consultation on how to get more targeted LOCAL traffic to your website

**If you are interested in more information, please contact me either by phone or email.**

**678-453-6752**

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*or via email at:*

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Best of luck to your business and make sure you take advantage of one of the best FREE marketing tools available to your business today!

To your success,

**Cary Duke**

[AskCaryDuke.com](http://AskCaryDuke.com)