

# MORE BUSINESS TODAY

## Internet Marketing Guide

Marketing Advice For Local Businesses

**EVERY ISSUE**  
is jam-packed with  
insider secrets from  
Marketing experts

(Google's at it again!)

## Goodbye Google Places Hello Google+ Local

Get ahead of your competitors in Google searches

**5 Things Your  
Business Should  
Do Right Now  
To Profit From  
Facebook**

Why **You Tube** is  
your new secret  
weapon

We show you how to get  
more customers

**GOOGLE PLUS Explained**

How to use Google +  
to give your business  
a competitive edge

**5** things customers could HATE  
about your website

**7** great reasons why your  
business should use Twitter



# We Will Send Highly Targeted, Fresh Traffic to Your Website and Dramatically Increase Your Sales

**Better Search Ranking = More Traffic = More Business**



## Search Engine Optimisation

We will optimise your site so that it will be discovered by the search engines and drive new customers to your site.



## Social Media Marketing

Your customers all use Facebook, Twitter and Google+. You should too. We will do it all for you and give your business credibility and attract new, targeted customers.



## Video Optimisation

The search engines love videos and so do your customers. It is one of the most effective ways to attract new clients. .



## Local Search Optimisation

Get a distinct advantage over your competitors by being listed and found in all of the local maps in the search engines



## Mobile Marketing

More people own a mobile phone than a toothbrush. We will make sure that your website is mobile phone ready and looks great when they find you online.



[www.MoreBusinessToday.com](http://www.MoreBusinessToday.com)

**Sending targeted buyers to your website.....fast!**



Typical! Just as you get round to adding your website to Google Places, Google is at it again and changes everything by introducing Google+ Local. But fear not, all is explained in this month's issue. We show how the new Google Plus and Google Plus Local are going to revolutionise your online business and bring lots of new customers to your website.

Social media sites such as Twitter and Facebook continue to grow at a phenomenal rate and yet amazingly, some businesses and companies are choosing to bury their heads in the sand and pretend they don't exist. Hopefully, if you are one of those businesses we can convince you to bite the bullet and get involved. Once you see how effective it is for your business you will wish that you did it years ago.

We also reveal why you should be using YouTube as a way of communicating with your customers and direct them to your website.

As always we love to receive your comments and feedback so if you have anything that you would like to say about this issue or you want us to manage your Internet marketing campaigns then please feel free to contact us.

Look forward to hearing from you

Thanks,

Justin Feral-McWhirter

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# HAVE WE GOT A REAL TWEET FOR YOU!

## 7 GREAT REASONS TO USE TWITTER

In 2006 three young American dudes had a “day-long brainstorming session” and came up with the idea for Twitter. The reason they called it Twitter was because it means “a short burst of inconsequential information” and “chirps from birds”.

Six years on and Twitter is booming. 140 million of us send approximately 340 million tweets per day.

Not all tweets are inconsequential. It’s true that you can watch and participate in conversations of with rock stars, sports stars and film stars. However, Twitter is not just a place for celebrities to air details of their exciting lives or talking about what you had for breakfast.

It has become an indispensable communications tool for businesses, non-profit organisations, celebrities and people all around the globe.

### What is Twitter?

**Twitter is a messaging service. It allows you to send and receive messages up to 140 characters in length, about the size of a news headline, meaning they are really easy to write and read.**

**All messages on Twitter are public. You don’t have to give people permission to see what you have written, making it easy to meet new people on Twitter.**

Twitter is having a real impact on how we receive information both on the news and in the media. It has become a key communications channel during major political events and natural disasters. And businesses now rely on it for marketing, PR and customer service.

The fact is if you don’t Tweet then you are missing out on one of the fastest growing social network platforms for your business.

## Here are 7 Reasons why your business should use Twitter:



### 1 It’s Easy To Locate and Engage With Customers

Twitter is based on a system of give and take. You post a tweet and your followers respond. It’s simple and direct and enables you to build a relationship with your current or potential clients. With a 140-character limit per tweet, Twitter is also not a substantial time

investment. People on Twitter will expect your business to engage with them. No matter what your sector, the chances are, people are already tweeting about your products, your brand, your company or at the very least, your industry.



### 2 It Helps Build Your Brand

What you Tweet is a piece of your brand, just like your logo or the jingle in a commercial. Your tweets help define you and your business. For example, is your

business family-oriented? Does popular music have an impact on your products? Every post you make will have an impact on your brand, so post wisely.





### You Can Offer An Irresistible Deal

Everybody loves getting a great deal. When one pops up on their Twitter feed, it can build excitement and generate buzz. How this works is one of your followers re-tweets your message to his followers, then they re-tweet to another and they re-tweet to another...

Here are some other tactics that companies use:

#### **Promotions:**

Offer Twitter-specific discount codes. Most companies report that lower priced items are much more likely to get uptake but do some testing and see what works for you.

#### **Contests:**

People on Twitter LOVE a contest. A fun, creative game with good rewards can generate a great buzz. If you do run a contest, be sure to describe it on your website and include legal details and small print to cover you and keep it legal.

Contests and genuinely good deals **DO** get re-tweeted, so they are a great way of drawing not just business, but brand new followers too.

#### **Another good tip is this:**

If you do offer a deal, post it a number of times. That way, you guarantee the maximum number of people see it and it won't just slip under the radar of a lot of people.



### Solve Customer Service Issues

Every business, no matter how big or popular they are, has some customer service issues. It is impossible to please all of the people all of the time. A customer with a negative experience may head to Twitter to release her fury and tell the world.

Savvy companies have figured out they need to find ways to control the message and do some damage limitation. By having an active Twitter account, you can directly handle these potential issues before they spiral out of control.

The cool thing about Twitter is you can reply in public, showing everyone you are a responsive, caring company. The potentially negative situation can then be turned on its head, made into a positive experience.

Twitter is a great way for tackling situations like this: It is likely, when issues arise, that a number of people have the same issue, so answering publicly can help a lot of people all at once saving you lots of time and aggravation.



### It's Great For Networking

It is well known that people have landed new jobs and contracts with contacts they met through Twitter. As a small business owner, Twitter can help you manage your contacts to uncover new opportunities for growth.

#### **You Can Engage With Journalists and PR People:**

Twitter is home to thousands of journalists, media workers and PR people. Look on any major online news site and you will come across at least one story taken from Twitter. They trawl through Twitter trying to find newsworthy posts and trends, so if you are looking for a little exposure for your business, Twitter can be a great place to connect with these people.

#### **Here is how you can do it:**

##### ***Post great messages.***

If your Twitter account is a resource in your sector, journalists will be more willing to trust you. They might even find you through re-tweets and comments that other people are making about you, if your posts are good enough.

##### ***Follow the media people who cover your sector.***

Quite often they will tweet when they are looking for sources. You can build a better relationship with them by following them. Keep in mind though, that they have a lot of people trying to do the same thing so they will be wary and will be able to tell if you are just trying to use them for self interest.

##### ***Follow Help A Reporter Out (@helpareporter).***

Yes, that account really exists. The owner of the account regularly posts inquiries from reporters looking for legitimate sources.

“ **TWITTER - It's simple, direct and enables you to build a relationship with potential clients.** ”



## You Can Tell People Your Latest News

Twitter is a fantastic way to push out the latest news about your company.

For example, if you're preparing to open a new location or unveil a new product, a series of strategic tweets is a cost-effective way to provide that information.

A word of warning though: Don't make all of your posts just about your company. If you are a brand that a lot of people already

love and are fans of, like Apple for example, then you can probably get away with posting mostly about your company. But if you are a small company and not well known, it is best to not to post solely about your own company all of the time.

Taking this approach will help build your credibility with existing and potential customers.



## You Can Provide Product Information

If you are just about to launch a brand new product or service, Twitter is a great tool for getting the word out to the masses.

A good tweet can build up a buzz and get lots of interest as people start up conversations.

At the same time, you can be informative and establish trust with your followers so that they will be eager to buy your product or use your services. Think of Twitter as a way of exchanging mutually interesting information.

# THE FAMOUS FIVE

They are the most popular and followed Tweeters in the world ... but there's no need to follow the herd!

1. LADY GAGA	27,894,920 Followers
2. JUSTIN BIEBER	25,998,819 Followers
3. KATY PERRY	24,387,901 Followers
4. RIHANNA	23,597,381 Followers
5. BRITNEY SPEARS	19,173,686 Followers





# THE FACTS

- + Social Media more popular than Porn
- + Facebook mobility impacts on business marketing
- + Americans spend more time socializing on phone than eating

## SOCIAL MEDIA

### Have Clear Goals

Because it is lightweight and so easy to use, you may be tempted to just dive into Twitter and give it a go.

That's fine if you are posting as an individual, but can be a professional catastrophe for companies. An unfocussed attempt at Twitter generally leads to accounts that don't represent the company very well or that with other communication channels that they might be using.

A quick search on Twitter will reveal lots of business accounts started with good intentions but quickly abandoned, leaving a permanent, public record of corporate neglect for all to see.

Not only that but tweeting can suck up valuable staff time, so it is not good to launch into Twitter without really knowing what you are hoping to get out of it.

Rather than trying to use Twitters as some part of marketing campaign you can put it to more effective uses. For example, Twitter provides the perfect platform to build relationships with customers.

Your goals could also include using Twitter for better serving your existing customers, increasing your customer base, offering customer service and connecting with potential partners.



# SOCIAL

Americans spend 2.7 hours per day socialising on their mobile device. That is over a third of the time they spend sleeping and over twice the amount of time they spend eating.

### Social Media More Popular Than Porn

A recent article published by Reuters states that social networking has beaten porn to be the number one online activity.

**Hitwise** reports the hottest searches now are social networking sites and as social networking traffic has increased, visits to porn sites have decrease, especially in 18-24 year olds.

The theory is "young users spend so much time on social networks that they don't have time to look at adult sites."

# 30

The number of customers that a single negative tweet or Facebook comment can cost a company. This figure is slashed **IN HALF** when a company replies and tries to solve the problem.

### Facebook Facts

Facebook continues to innovate and evolve: Timeline introduced; The purchase of Instagram. Why is Fb so effective?

1. It's **MOBILE**
2. **VISUAL ENGAGEMENT**

And these features will continue their impact on social networks and business marketing.

### Important Facebook Statistics - More Than Just Numbers



250 million  
photos  
uploaded  
daily



2.7 billion  
'LIKES'  
every day



425 million  
mobile users



20 minutes  
time spent  
per visit



Gender usage:  
57% female  
43% male



# What Every Local Business Should Know Now Google+ Local Has Replaced Google Places

The Internet never stays the same. It is constantly evolving, changing and adapting. The same can be said of search engine giant, Google.

Have you noticed that your Google Places page looks different yet? If not, spend a few minutes looking at the changes.

In its latest attempt to catch up with social media rival Facebook, Google has recently made some new changes converting approximately 80 million Places pages into 80 million Google+ Local pages.

This is a move toward integrating its search engine, social networking, maps and business directory features. Jen Fitzpatrick, a VP of engineering at Google explains; "With one listing, your business can now be found across Google search, maps, mobile and Google+, and your customers can easily recommend your business to their friends, or tell the world about it with a review".

So it is Goodbye Google Places and hello Google Plus Local pages.

If your business currently has a Google Places page then there is no need to worry. Google has already integrated all existing Google Places into the new Google Plus Local layout.

You can still access these pages through regular Google search or maps, but that information is now available on a new tab within Google+ called 'Local' which is in the sidebar of Google+.

This is the home of all your important business information, including address, phone numbers, hours of operation, photos, videos and reviews.

## How Does It Work?

Google+ Local has been designed to enable people to discover and share information about local businesses, stores and restaurants. It has combined Google Places and the Zagat review and scoring system, more about this in a moment, and created a more social and interactive way to

share and research information about local businesses.

Some of these changes can be daunting as you need to make sure that your business account has been converted over properly. If not, you could be losing a lot of business as a result of not using the Google+ local listing.

If you have not listed your business yet, you need to do this as soon as possible or get an expert to do this for you. To illustrate how important this is, take a few minutes to search for similar products or services that you provide on Google and see how many of your competitors are listed. They are stealing business away from you.

By setting up and regularly updating your Google Plus Local profile, your business will be at the forefront of Google searches, ahead of your competitors. As a result, users will be able to leave feedback in the form of a review as well as being able to recommend your business to their friends, family and colleagues all with a click of a button.

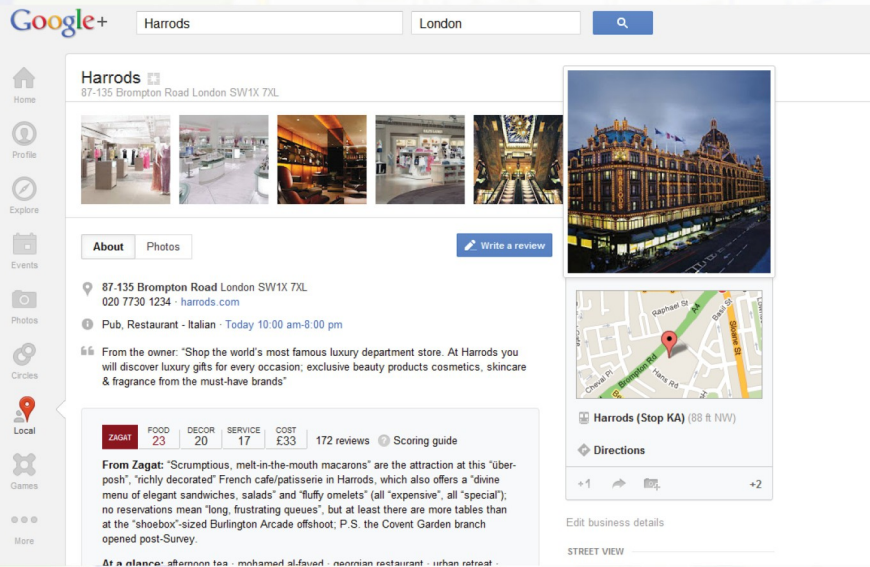
Not only will your business details such as how to contact and locate you be displayed but also all of the reviews and discussions about your business will now show up on your companies Google Plus Local profile.



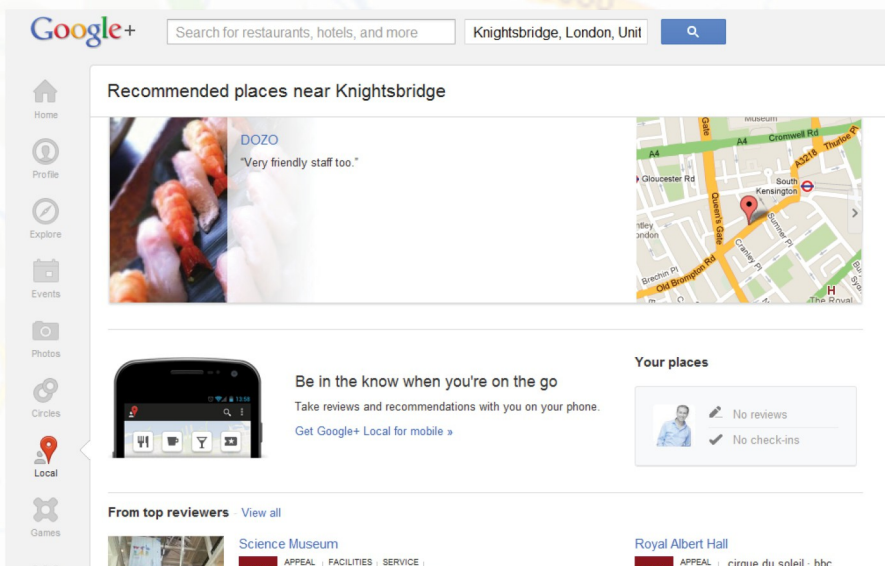


## The Google+ Local Tab

Users now search for specific places or browse through various categories of business listings such as restaurants, clothing stores, real estate agents etc. by using the new 'Local' tab which is located on the left hand sidebar of Google+.

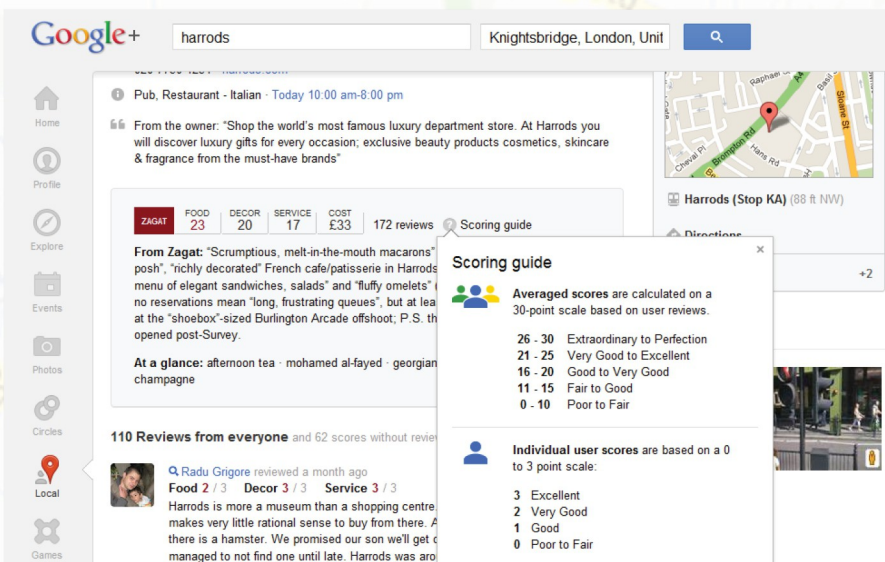


When they click on a particular listing, it will take the customer to the Google+ Local page of that business or company. Here they will see features such as location, contact information, photos. Reviews and Zagat scores.



## Google+ Local and Zagat Scores Explained

Google bought the Zagat review company last year and now features the Zagat summaries and scores on every Google+ Local page.



Zagat uses a 30- point scale and displays the average of all of the individual scores given by the reviews of the business or company broken down into categories. This is all compiled into one summary at the top of the page.

On every page you will see individual scores from 0 – 3 next to the user's reviews:

3 = excellent  
2 = very good  
1 = good  
0 = poor to fair

# Now Is the Perfect Time to Get on Board Google Plus Local

## If you haven't already done so, fill out your Google+ Local page:

Take advantage of the great opportunity to advertise your business free on Google+ Local pages and Google maps by filling out your profile page.

Add photos, videos, your logo, testimonials and a description of your business. This will help potential customers to understand your business and what it offers. This will increase your sales by attracting new customers.

## Increase your Google+ Local search engine ranking:

Every time a customer writes a review for your business on Google+ Local, your business will then appear higher on their followers Local search results. Your aim is to get lots of people to write positive reviews for your business to gain access to a wider range of potential customers.

This will significantly increase your online visibility by getting your business to appear higher on Google+ Local searches.

## Provide Great customer service:

Providing great customer service is now more important than ever because customers are much more likely to write a review about your business on the social media sites.

This means you need to be prepared to offer great customer service in all aspects of your business to gain positive reviews on your Google+ Local page.

Now you can see why it is the perfect time to take advantage of this great online opportunity by creating a Google+ Local page for your business which will increase your online presence and attract new customers.

Our business specialises in creating top ranking Google+ Local pages and we can give your business the online boost it needs to send more targeted customers to your site. Our contact details are on page 3 of this magazine.



# Do you need help putting your business on the on the map?



# Get Your Business Noticed With Affordable Local Optimization Service

A smiling man with light brown hair and a beard, wearing a grey t-shirt and a red apron, holds a red sign with white text. He is positioned on the left side of the image.

**Google+ Local** is one  
of the most important  
new opportunities to  
attract traffic, leads and  
customers

**Thanks for your  
help.**

**Now everyone finds  
my business on  
GOOGLE + Local**

We are at the  
forefront of using  
**Google+ Local**  
for our clients

Contact us today to discover how we can  
send more customers to your website  
**[www.MoreBusinessToday.com](http://www.MoreBusinessToday.com)**



# 5 SCARY WEBSITE MISTAKES

Don't Make Your Customers Run For The Hills

**Great news....somebody has visited your website!**

Hurrah! Perhaps they might buy your product or decide to use your services...But wait...Oh NO! They are leaving again. "What?" You cry, "They only stayed for 5 seconds".

Yes, they stayed long enough to be appalled by your website and then made a quick exit to one of your competitors. If your site is not converting visitors to sales, then you might be committing one of these deadly mistakes:

## 1 Flash Driven Design

Search engines hate Flash driven design. In fact they hate them so much that they will completely ignore your site no matter how pretty you think that it looks.

So what if it is clever and it contains beautiful state of the art design? Nobody is ever going to see it. Google is just going to skip right past your site as if you are the invisible man. And those millions of iPhone and iPad users who use their mobile devices instead of their desktops certainly won't see it because they can't see Flash on their phones.

It is pointless to annoy Google so much it chooses to ignore you. It's YOU that won't get any visitors. Just because you can add whistles and bells doesn't mean that you should.

## 2 The Annoying "Welcome to our Website"

How long do you think you have to grab your visitor's attention? Here's a hint: It isn't 2 minutes, 1 minute or even 30 seconds. It is more like 10 seconds. That is all the time you have, so don't waste it with such a boring introduction.

Most people don't like to read much on the online, so when

they first visit your website they are probably just going to quickly scan it to see if anything catches their eye. Why would you want to squander an already tiny attention span by reminding people which site they are visiting? Instead, use an attention grabbing headline?

People should already know where they are just from

glancing at the top of your site, where they should see your logo and a snappy tagline, or a short description of your site, so there is absolutely no need for stating the obvious with a banal "welcome to our website" message. Yawn!





### 3 “We.... We... We... We... zzzzzzzz”

“We have a team of....”

“We plan to....”

“We have been in business  
for....”

Sorry to sound blunt but...  
NOBODY CARES!

Visitors to your website are only  
interested in one thing: What is  
in it for ME?”

If your site doesn't answer this  
question pretty quickly they will  
leave.

Instead of just talking about you  
and your site or your business,  
imagine that you are talking one  
to one with one of your typical  
customers and 'speak' to them  
as an individual. Tell them how  
your product or service is going  
to benefit them.

### 4 Tech Speak

Every industry and business  
sector has its own tech speak  
and industry only words that  
nobody else understands.

Try talking to friends and family  
about Autoresponders, SEO and  
long tail keywords and you'll see  
their eyes glaze over as they slip  
into a coma.

If you use words, terms and  
phrases that mean something  
to you but go straight over  
your visitor's heads, then you  
are going to lose them. We've  
already said visitors are going to  
scan over much of the content  
on your website anyway, so it  
makes sense to make it as easy  
as possible for them to be able  
to pick out and understand the  
main points from the bits that  
they do read.

“ You invest a LOT  
of time and money  
encouraging  
people to visit  
your website. So  
why scare them  
off by making  
one of these fatal  
mistakes? ”

### 5 No Clear Call to Action

As well as telling your visitors  
“what is in it for them”, your next  
job is to tell them what they  
need to do now.

It is absolutely pointless giving  
them great reasons why they  
should use your products and  
services, and then not tell them  
what they need to do next to get  
it.

You need to have a clear call to  
action AND make it blatantly  
obvious what you want them to  
do.

Do you want them to ring you  
up for a free quotation? Then tell  
them!

However, telling them to ring  
you and then hiding your  
number somewhere on your  
website is another big fail. If  
your call to action is telling them

‘RING US RIGHT NOW’, then make  
sure you put your telephone  
number right next to it.

Do you want them to click on the  
‘Buy Now’ button? Again, you  
have to tell them, and then show  
them clearly where that Buy  
button is.

And don't try to cleverly disguise  
the button or link. Make sure  
that it is **bold** and **clear enough**  
for them to see what they need  
to press.

Never assume that your visitors  
will know what to do next.  
**S-P-E-L-L I-T O-U-T** for them.  
Tell them what you want them  
to do. If you make it difficult for  
them, then they will leave. Yes,  
they probably could figure it  
out...but they won't! They will  
move on to the next site in the  
blink of an eye.



# Why Google+ Is Good For YOUR Business

Few brands are as familiar to us as Google. It is now one of the most recognized brand names in the world next to Coca Cola, Microsoft and Apple.

The very word Google has even entered into our everyday vocabulary. You never hear anybody say 'I Yahoo'ed' something or I 'Binged' something. It is testament to Google's overall popularity, the fact that 'to Google' is a commonly accepted verb.

Figures show that around two-thirds of the world's internet population uses the Google search engine as opposed to other search engines.

Despite heavy advertising and a huge advertising budget, Bing has struggled to even make a dent in the search universe and Yahoo, once king of the Internet search, is fading away.

None of this has come around by accident.

Google has made the science and art of search into a technology that continues to innovate and is managing to remain relevant despite the rise in popularity as social platforms such as Facebook and Twitter.

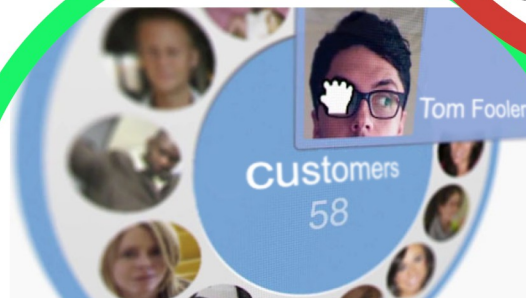
Google's creators don't provide all of these great search results and tools out of the goodness of its heart. Google is a well-oiled money making machine and its core product of search produces revenues of over \$30 billion a year. For that kind of revenue to continue it needs to constantly evolve its product and services with a host of features and functions that are relevant, mobile and social.

One way that it is doing that is with Google+, the search giants answer to Facebook. This is a new face in social media and Google is relying on Google+ very much. It is the key to and core of Google's web strategy and business. When it was announced almost everyone said "not another social network". They thought that Google was mad for taking on a beast like Facebook. However, just over a year since its launch in June 2011, it has rapidly increased in popularity and has now passed 250 million registered users.



## HANGOUT

Let customers and clients know you are free for a video consultation or support



## CIRCLES

Make it easy to share the right things with the right people. Now you can share targeted info with your clients



## SEARCH ENGINE FRIENDLY

GOOGLE has invested a LOT of money in Google+ (more than **\$500,000,000**), so Google+ is here to stay!





**“Simply put, GOOGLE+ could be the difference between a customer finding your business and not even knowing your company exists”**

## **Why Should You Use Google Plus as a Social Network?**

Rather than ignore or dismiss Google+ as a passing fad or as a poor rival to Facebook, it is very important as a business that you add it as part of your arsenal of Internet marketing tools.

Google plus is actually a good platform for business people and the average user alike. The majority of businesses and marketers online have included the Google plus one button above their content to become a part of this vast social network.

The 'Plus one' button is the Google+ equivalent of a Facebook 'Like'. It makes it very easy for your viewers to share your content on the Google+ network if they like it.

Another key feature of Google+ is you can follow people and their content in a single group or different groups. This could include family or friends, or you could also create a group of people sharing the same interest on a particular topic.

The major advantage of using Google plus is that if your content is shared on Google plus then it gives a solid positive signal to the Google search engine that your content is quality content. This is great for your business and helps you in getting a good ranking, resulting in more traffic and potential customers.

Here are three powerful reasons why adding Google Plus account is important to your business.

### **1. Google Plus Circles**

In Google Plus, "Circles" is the equivalent of Facebook's "Groups".

This allows you to place all your contacts in different circles such as friends, colleagues, work etc. From a business point of view it makes absolute sense. It means that when you post content you can choose the different circles where you want them to be displayed.

For example, if you want to say how much you loved the latest Batman movie you would probably only include this information with your friends and family. But if you wanted to talk about the latest networking event that you attended, or some news that happened in your industry or service sector, then you would place the content so that only your business associates could see it. Another good feature is that you can choose the update to be public if you want the content to be seen by everyone **OR** you can keep it private.

The majority of conversations on Google+ happen in private within these "Circles". This has led to Google+ being accused of being a ghost town when in fact it is full of vibrant passionate communities and tribes. What you see on Google+ that is visible and public is just the tip of the iceberg to what is really going on beneath the surface.

Sharing content that is relevant to your target audience is important for you as a business. The Google Plus Circles feature allows you to share content that is specific and targeted to a specific group.

### **2. Google Plus Hangouts**

When it was launched, Google+ Hangouts was seen as the Ace card that Google help up its sleeve. Hangouts is a place where you can create your own video chat rooms. You can have up to 9 participants in the chat.

It's an excellent feature. You can have a live chat with multiple people at a time. This is the best place to educate your clients, share ideas or tell customer stories and case studies. You can create hangouts with customers where you can share information face to face and build the rapport without having to jump on a plane or travel for miles in the car.

Google+ has made it easy to do. It has forced Facebook to sit up and look at its own model to see how it can up its game to produce a similar feature. You can now initiate or answer a Hangout call from a person that uses the Google+ app for iOS or Android.

Live, face to face video on the web is transforming communications, allowing businesses to build online relationships with companies and their clients easier than ever before.

### 3. Google Plus Is Search Engine Friendly

Google has invested a lot of money in Google Plus - over **half a billion dollars**, which provides a hint as to how important Google sees Google+ in the future of the internet.

It sees Google+ as being the core to the future of an expanding social networking web, and it is determined that it will remain active and relevant for everybody using it.

And because Google owns and controls this social platform, you can be sure that they are using it for capturing signals for their search engines. They are using it to capture data that will enable them to serve up more personalized data to its search users and paid Google "Adwords" customers. This is all made easier because they own it and so have complete control.

So what does this mean for your business?

Well, the advantage to any business on Google+ is because you are providing content and information vital to Google's dominance, Google will then reward you by improving your search engine results (sometime called SEO or Search Engine Optimization).

Many online stores rely on these organic search traffic results to drive free traffic because 90% of all search results happen when your website appears on the first page of Google. That is important!

### Why Google+ is Here To Stay

As a business resource Google+ is huge. If you don't have a Google+ business page with proper SEO, then you're missing out on potential high rankings in search results. Simply put, this could be the difference between a potential customer finding your business, and not knowing you exist.

Google is making sure their social network is here to stay. To ensure its prominence, all new Google users have to sign up for an account and, as a result, Google plus is gaining 625,000 new members each day and it is predicted to reach 400 million members by the end of 2012.

Google+ is integrated into the Google black bar that appears when you're logged into your Google account. (Look for the '+You' tab on the black menu bar at the top of the page). It's visually appealing and it's very easy to navigate.

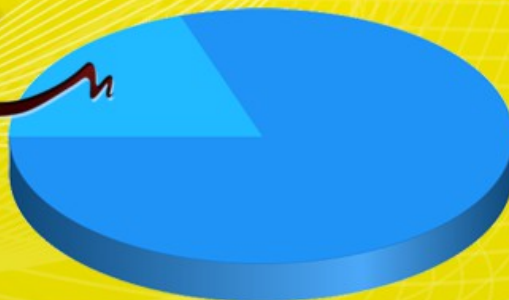
These points, taken all together, highlight why it is so essential for any business that takes its Search Engine Optimisation seriously to use Google+, and so keep up with the latest developments in social media. It could be the thing that keeps you ahead of your competition!

# WHY YOU NEED A MOBILE SITE

## Mobile Usage is on the Rise!

# 25%

of mobile users expect to access the web from their device at least once a day.



Call Justin @ 503-828-1763 for more information



# 5 Things Your Business Should Do Right Now To Profit From Facebook



## 1 Add a Facebook 'Like Box' to Your Website

An effective way to drive traffic to your Facebook Page is to promote it on your own website. A 'Like Box' makes it extremely easy for your visitors to 'LIKE' your page without ever having to leave your website.

## 2 Add a Hyperlink In Your Facebook 'About' Box

In the left hand column of your Facebook page you will see the 'About' box. In this box, add a hyperlink to your website to encourage more people to visit your site. You only have a limited amount of space so be sure to keep it simple by posting something like this: For more great deals visit us at: <http://www.MyWebSite.com>

## 3 Engage With Your Visitors By Asking Smart Questions

Questions are a great way to engage with your visitors...but there is definitely a right way and wrong way to ask questions on Facebook. People move from page to page very quickly so they will be unlikely to make a comment if the post or question is too long. Make sure you ask questions that allow them to

make short and easy response.

## 4 Use Every Pixel To Create A Strong, Well Branded Timeline Cover Image

Consider the Timeline picture as a massive Billboard everyone visiting your page will see. Business pages aren't allowed any kind of contact details, sales pitch or calls to action on the cover image BUT you can highlight your product, your logo, your staff or even your customers by using a clever mix of images and design. You can get a designer to do it, but there are many free sites that will help you to do it yourself.

One thing to keep in mind: For many, this will be the first contact with your company, so keep it fun but professional; engaging but fresh. And update it regularly.

## 5 Don't Forget to Secure Your Custom Facebook URL

Once you have created your Facebook page, go to <http://facebook.com/username> and secure a username for your Facebook page.

**Top Tip:** Keep it simple so that people will remember it. If you get too clever or creative, you might confuse your audience.

1



Add a 'Like' box to your website

2



Link to your website

3



Ask engaging questions

4



Create a Timeline image that really brands your business

5

[facebook.com/me](https://facebook.com/me)

Secure Your Facebook URL

# Your **SECRET** Weapon In The Fight For Free Website Traffic

As anybody knows, traffic is the lifeblood of every online business.

Without traffic you will fail. Virtual tumble weed will roll through the Ghost town of your website. You could have the best-looking site on the Internet but absolutely NO-ONE will see it if they don't know WHERE you are.

If you desperately need traffic to your website then you need to be let in on a little secret. There is a secret weapon that is a powerful traffic attractor. It helps drive tons of FREE and TARGETED traffic direct to your website and services. Not only does it work, but it is easy to apply and gets swarms of hits to your site fast.

## Your secret weapon and new best friend is YouTube.

You might be rolling your eyes right now thinking that YouTube is just a site full of piano playing cats and hysterical sobbing rants from unhinged teenagers pleading for us to leave Britney Spears alone but you would be wrong.

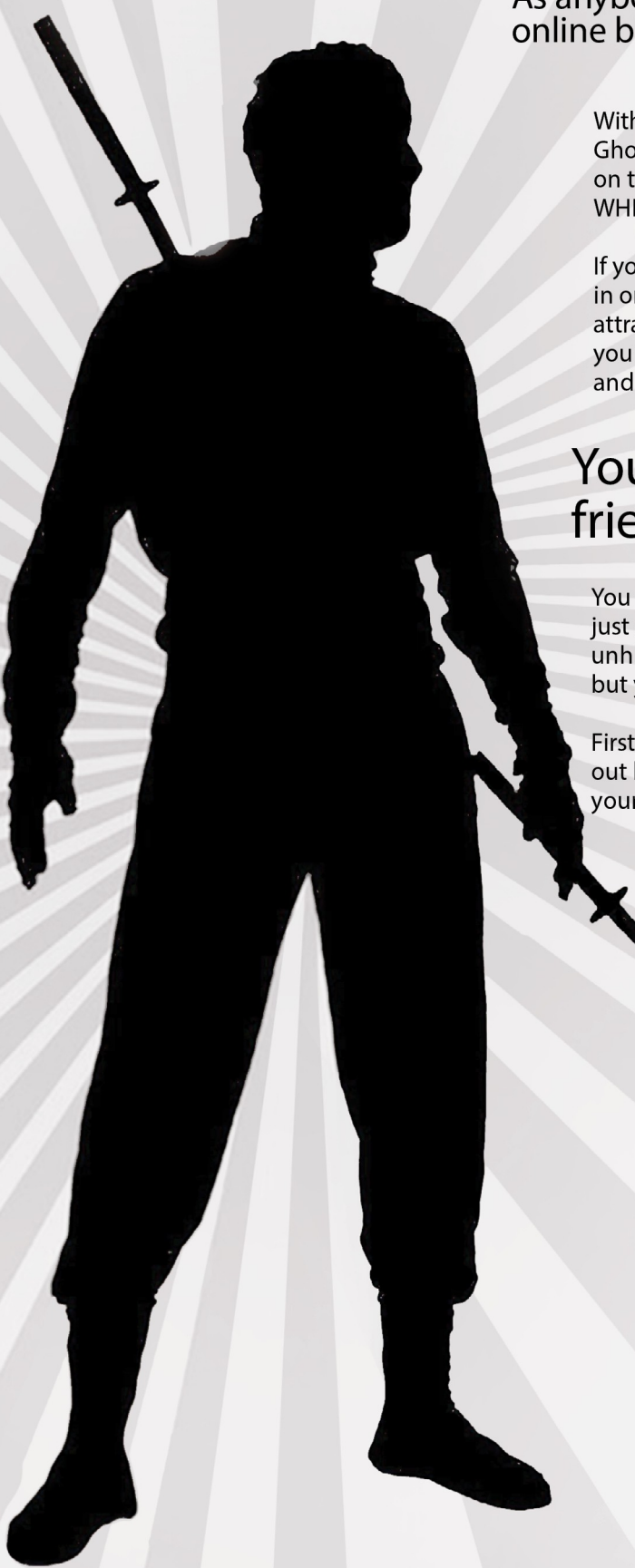
First of all, here are some facts about YouTube and then you will find out how you can capitalize on this amazing resource by putting on your own viral videos.

**Over 4 Billion Videos are viewed a day!**

**Over 800 Million Unique Users visit YouTube each month!**

**Over 3 Billion hours of video are watched each month on YouTube!**

Thousands of companies and businesses are using YouTube to drive traffic to their sites by creating viral videos about their products and services. Viral video is basically a video that becomes popular and is shared through social media sites (like Facebook, Twitter and Google Plus), email and video sharing sites like Youtube.com.





They use do this because:

- It's Free
- It's an Effective source of Targeted Traffic
- It's Evergreen
- It's Easy (not writing!)
- It's Fun
- You DON'T have to be in the video or even talk in it!

It's no secret that Google loves video; it DOES own it after all. Do a search for almost anything that can be shown through a video and you'll notice YouTube videos dominating the first page.

What you might surprise you are these amazing behind-the-scene facts:

- According to industry watchdog, eMarketer, 52% of all web traffic is video.
- Another source, Comscore, states that 38% of Google Universal Search results included video.
- More than 70% of all web visitors watch online video, reports the New York Times.
- The average YouTube visitor spends 27 minutes per day watching videos.
- The search engines visit video sites every few minutes - so your videos appear in Google, Yahoo and MSN just MINUTES after you submit, not days or weeks like written articles. Because video is so popular, video links and clips often show up before other content.

Using YouTube is very easy. All you will need is a Google account. If you have a Gmail account, a Google+ account, a Google Adwords account or a Google AdSense account... then you already have a Google account to get on YouTube.

If not you haven't got a Google account you will need to go to YouTube, click "Create an Account" and sign up. (URGENT TIP: Ask your website marketer to set up a Google Plus Local page immediately. See page 8 to find out why this is so important for your business),

## Whoa - Don't just Dive In

First, you need to know that there is a right way and a wrong way of creating your video on YouTube if you want it to go viral and get people to come and visit your site.

The wrong way is to create a video first and then hope for the best that people will come and watch it. Unfortunately, that is what most people do. So the video

they hoped would go viral, just sits there with an embarrassing 1 or 2, or even worse, NO viewers. The shame of it.

The right way is to find out what viewers are looking for FIRST and THEN create a video specific to what they are looking for.

So how do you go about finding what type of information people are looking for on YouTube?

Never, ever guess. You find out exactly what type of information people want by understanding who you are targeting and what they are looking for. This is how you do it:

1. Go to [www.YouTube.com](http://www.YouTube.com)
2. Find the "Search" box at the very top of the page
3. Start typing in something that you think is related to what you are selling or promoting on your website
4. As you start typing you will see that YouTube gives you a list of results very similar to the way that Google does then you are searching on the search engine. The very top one that appears on the list is the most popular.
5. Find the ones on the list that are relevant to your website and jot them down in a notepad to use as your titles and subjects in your videos

By investing this bit of time, you will be able to come up with a highly targeted informative video relating to your product and service that will work for months and even years to come as it goes viral on YouTube and the social networking sites.

Your video doesn't need to be a Spielberg production or the new Avatar. You can simply add a basic PowerPoint presentation with great information that your potential clients would love.

Again, your website marketing expert will be able to help you with this if you don't want to do it yourself and the investment will pay for itself for years to come.

