

The
**CUSTOMER
MAGNET**



21-Steps To Ensure
Your Business
Dominates Google's
Local Search Results

STEP ONE

The first step to any successful Google campaign is research.

The very first thing you should do is create a list of terms that describes your product or service. For this part, don't think locally. Just think about general terms that people could use to find your business in Google.

A couple examples might make this easier.

You own a landscaping company: Landscaping, landscaper, yard work, gardener, gardening etc...

You own a day spa: Spa, day spa, hairdressers, massage, pedicures etc...

Take this time now to make a list of as many "keywords" you can think of. All of these terms you come up with, will be known as keywords from now on. Try to make this list as long as you can, and make sure to keep a copy of it because you will need it later.

If you are feeling stuck, just think about the services or products that your company offers. That is the perfect place to start when thinking about keywords.

*****NOTE*** Remember no local terms yet. Don't include your city or area in the terms you are currently brainstorming.**

STEP TWO

Last time we talked you were working on a list of keywords, terms that people would use to find your business online. By now you should have a pretty good list. Let's take that list and expand it.

I want to introduce you to the Google adwords tool. This tool will give you an approximation on how many times your terms are searched per month (plus a bunch of other information). First step is to visit:

<https://adwords.google.com/select/KeywordToolExternal>

You will be brought to a page where you can enter your keywords. You can add them all line by line into the box that is titled "Word or Phrase". You can leave the website field blank.

Underneath the box where you enter your keywords, is a check box. Check this if you want to limit the results to only terms that include the keywords you have entered. If you have a big list you can check this, if you struggled to think about keywords, leave this box unchecked and it might come up with some great ideas you didn't even think of.

Once you have your list entered and the box checked (or not), enter the security code and click search. Once you do that you will get a list of keywords. Click on "local monthly searches". This will sort the keywords by how many searches they get in your country. These numbers will be pretty high.

*****NOTE***This is why we didn't include any local search terms. Many times these terms won't even show up in the rankings, even though they are getting searched. It really depends on the size of your local area.**

Now that you have this list in order of local searches, make a note of the top ten or so terms. In fact, export the whole list as a CSV (or other) file. You will be able to make use of this later on. Just click on "download" it can be found at the top left of the keyword list.

STEP **THREE**

In the last step we used Google Adwords to sort a list of keywords in order of how much they are searched. We kept this list general (not local) because we wanted to have enough search results to properly rank them. In this next step, we quickly localize these terms.

Take your list of top ten searched terms and simply add your city to the front of them, and to the end of them. If you are a Landscaper, and "Landscaping" was your keyword, then it becomes:

**"* your city* landscaping"
"landscaping *your city**"**

Now you have local search terms.

If you live in a small city, you might want to include other nearby cities you service in your terms. You can also think about including your county (or township etc...) in the keywords.

Once you add the city/county to the front AND back of each keyword you should have a large list of great local search terms!

*****NOTE*** The reason we add them to the back of the term as well is to make sure we catch the people searching for "landscaping in *your city". Google ignores the "in" (and other similar small words) so we don't have to worry about that.**

If you don't want to manually create your list you can use a free service:

<http://www.keywordlizard.com>

This website will allow you to put all of your keywords in box A, then your city(or cities) into box B. You can then automatically add the cities to the front and back of each word using their online tool.

STEP FOUR

The thinking and brainstorming is over! Now we start getting into the actual steps it takes to get your website to dominate Google for local search terms. It is time to take your list of local search terms and put in work. So what exactly are you going to be doing?

Well you, or someone who controls your website is going to be editing your TITLE TAGS. The title tag is a piece of code on your webpage, it tells the search engines what the title of your website is. When you are surfing the net, you know the words at the very top of your internet browser? That is the title tag.

There are many ways to edit the title tags but it all depends on what system your website was built with. We can't possibly go over each system, but we can give you a general idea.

You first need to access the code for your web pages. You can do that however you normally do, or you can ask your web designer to do it. You want to find this code:

<title>Whatever Your Website is Titled</title>

This code will usually be found at the top of the web page in the <head> area. All you have to do is put your keywords in between them. Start with your most searched term for the homepage title and go from there. Name each page a different keyword for maximum effect. Even if you only have five pages, name each one a different local search term.

If you have a company blog this method is even easier, but we will go into that in future steps.

Hopefully you have a good web designer and they can handle this for you. A good web designer should know how to change a page's title tags.

The reason we do this step first is because, the title tag is the first thing that the search engines see on your website. That definitely counts! In some smaller towns, this change alone can get you to the first page of Google.

*****NOTE*** To fit more keywords in, you can use a couple per page. Just remember to keep your title tag to about 70 characters in length, because Google will only show so much in their search results.**

STEP FIVE

In the last lesson we talked about changing the title tags on each of your pages. We discussed how you will have to figure out how to access the code of your website, or ask your web designer to do it.

There is one more tag you should be changing and it is the ***META Description Tag***.

This tag adds a description to each page. It is another chance to use some great local keywords. When you create a description you are basically creating a small advertisement for your website. This description will show up when your site comes up in Google searches.

A typical Google search result will look like this:

Your Title Tag

Then right under will be your description like this.

I suggest trying to get your keywords into the description tag. Match the keywords in the description tag to the title tag you used. Keep the description less than 160 characters (including spaces) because that is all Google can display.

Here is an example of a title tag and description:

Toronto Ontario Landscaping

If you are looking for the best Toronto Ontario Landscaping, then you found them! Check out our website for more info.

The key is to include your keyword from your title tag but to make it look natural. This is basically an 160 character ad for your website. Each page that has a unique title tag should have a unique description.

To change your description you have to access your website code (or get someone to do it) again. In the same <head> area look for:

```
<meta name="Description" content="****">
```

Replace the stars with your 160 character description.

STEP SIX

OK, maybe the proverb is a bit of an exaggeration. A picture isn't really worth a thousand keywords, but it can certainly help if you name your images properly.

You can do this yourself if you know how (it depends on what system you are using for your website) or once again you can ask your web designer. I hope you don't have an absentee web designer because that is a common online problem!

Anyways, renaming your pictures has a couple benefits:

Google will be visiting your site. Google has "robots (software that ranks websites)" that check out your site. The thing is, these robots don't see pictures or colors etc... They only see text. So they don't see your pictures, but they do see the name of the pictures. It certainly can't hurt if Google sees more instances of your keywords on your site!

Another reason to rename images is that Google has a great image search. Your images can show up in these searches and lead to web traffic.

For this next step rename all of the images on your website. This can be a bit of a process and the step isn't integral but if you want a boost in your rankings, give it a try.

If you have too many images, or don't want to start this process, keep it in mind moving forward. When you add new images start titling them with your keywords.

STEP SEVEN

This is a lesson that a lot of people have no idea about.

I was lucky enough to have a personal friend get the chance to join a mastermind group at Google's Canadian office in Toronto.

He said it was a lot of stuff he already knew - basically the lessons you have already learned and will learn in the future. He was disappointed he didn't get any new insights...except one that is.

Apparently, Google recognizes if your website has a privacy policy. I am not sure how much it matters, they didn't discuss the weight they give it, but if it matters to Google, it matters to us!

For this step, simply add a privacy policy to your website. You can add it anyway you want. You can add it as a page in your nav, or as a link in your footer. Just have the link actually say "Privacy Policy" and make sure it links to a good privacy policy.

Here is a sample Privacy Policy. You can use all of this policy or just choose the parts of it that make sense to your website:

<http://surfsafety.net/sample2.html>

STEP EIGHT

The entire goal of this course is to get your site on the first page of Google for your search terms (keywords). The higher the better. That's the reason we don't leave a stone unturned. If there is something that might help us get there, we need to take a shot.

Google provides a number of free tools for the webmaster. One of the most important is Google Analytics. This tool allows you to keep track of your web traffic. You can monitor how many people visit your site and how they got there (amongst dozens of other measurables). If that was the only benefit it would still be well worth it. These lessons are concerned about Google search rankings though, how does this fit?

Well it is the opinion of many people that Google lends some weight to sites that use their website services. In my opinion, this makes it a complete "no brainer".

You can monitor your websites traffic AND possibly boost the status of your site in the eyes of the almighty Google. Win-win.

To set up Google analytics follow these steps:

1. You will need a Google Account, you can get one from Google.com if you don't already have one. If you have gmail, you have a google account.
2. Then you need to visit: <https://www.google.com/analytics/> and there will be a big "access analytics" button, click it. You will have to enter your Google account information.
3. You will be prompted to enter things such as your URL, country and time zone. Do that and hit continue. You will be prompted to enter some personal information, enter that and hit continue again.
4. Next step you will read and agree to Analytics terms and services.
5. Now that is done, you will get the "Google tracking Code". This code will need to go into your website code (yes code again, hopefully you are comfortable with this or have a good web designer). Just enter the code provided onto the bottom of the pages you want to track, right before the </body> tag.
6. In 24 hours you will begin to receive updates on your web traffic! Simple as that.

For more detailed instructions (including pics) visit:

<http://www.flyteblog.com/flyte/2008/12/setting-up-google-analytics-a-stepbystep-guide.html>

STEP NINE

Last lesson, we discussed Google Analytics. Google doesn't just offer analytics, it also offers another free web service called Google Webmaster Tools. Similar to Analytics, this also offers website owners some cool features on top of a potential rankings boost.

Using Google Webmaster tools allows you to do things like:

- ★ Submit Sitemaps (more in future lessons)
- ★ Find external links to your website
- ★ Analyze your Title and Description tags (helps eliminate duplicate ones)
- ★ Navigation Diagnostics - Will let you know of dead links on your website, or pages that Google can not see

For our purposes, the real benefit to this is a potential boost in your search engine results. Setting up Webmaster Tools is a snap - especially if you did the last step (Analytics).

You need to start by visiting:

<http://www.google.com/webmasters/tools>

You can use your current Google Account to access Webmaster Tools. It is recommended you use the same account that you used to set up Analytics (I will explain later).

Once you have accessed and logged in to Webmaster Tools. You will see a button that says "Add A Site" click this button and add your website URL. Once you have done that you will be taken to a verification screen. There you will see a piece of code you can add to the <head> area of your webpage.

Are you sick of dealing with website code? Well, if you set up Google Analytics with the same account you are using now, you will be able to verify using that code you have already added. Look for that option and choose it.

If everything goes smoothly you will now have a verified Webmaster Tools account. Once your data populates you can check out the different options available to you now. Google has a great knowledge base with answers to just about any question you may have.

STEP TEN

I was gonna mention this point near the end, but since we just set up the Google Webmaster Tools account lets move on to XML Sitemaps.

An XML Sitemap is a file that lists all of the URL's of your website. This file will allow search engines to quickly find any new pages you add (or posts if you have a blog).

The first thing you have to do is actually create the XML file. If you use WordPress for your website (more on this later, always recommended) there is a plugin called "Google XML-Sitemaps". This plugin will handle XML Sitemap creation and submission. It is highly recommended. For those of us with traditional websites, read on...

Creating an XML Sitemap from scratch is not really fun, especially if you have tons of pages. There are lots of XML Sitemap Generators out there, you just have to search for them. The one I most recently used was:

<http://www.xml-sitemaps.com/>

You can use this one, or find your own. Once you have found one just follow the onscreen directions to create your sitemap. On the above site, you will get a link to download your xml file. Once you have done that, you will have to upload that document to your website. You can do this yourself via FTP, or your website's backend. You can also get your web designer to do it. If you upload the file to your public_html folder, then the link to the sitemap will be www.yourdomain.com/sitemap.xml (or whatever you titled it, keep it simple with sitemap.xml though).

Once you have your sitemap URL it is time to go back to Webmaster Tools! Log into your account and then under the Site Configuration tab will be a Sitemaps link. Click that link and you will see a "Submit a Sitemap" button. Click that button and add the URL of your sitemap. You are done!

STEP 11

This next step is a big one. This step is bigger than search results placement - it is a must for every business out there, even those that don't want to dominate the local search terms.

Google has a local business center that allows users to basically get a profile of their business integrated into Google Maps. This step is a big one for local businesses. You definitely want your business coming up on Google Maps. It will help people with directions, be seen by anyone searching Google Maps and it could help in the search engines. Have you ever searched for something on Google and instead of the normal results, a map pops up showing you all of the local businesses that match your search? You want to be on that list! Best part is it is free and easy.

*****NOTE*** Google Local Business Center is now known as Google Places.**

To get started visit:

www.google.com/local/add/businessCenter (or you can visit www.google.com/places and click on add new business)

Once again you get to flex your mighty Google Account, use the account you created for previous steps to log in once you visit the above link. Click on Add a New Business.

The next page you are prompted to enter your country and phone number. You should enter your business number here to see if Google already has your business listed. If it does, then you can follow the on screen directions to edit and verify your business.

If your business doesn't exist you will get a form to fill out. Take your time and fill out the form as best as you can. Make sure to include a link to your website. I also like including a couple pictures, it does make a difference. Give as much information as you are comfortable. The more you fill out, the better your listing will look. Once you are done, click submit.

The next step requires you to verify your business. This is done in one of three ways. Phone call to business phone number, text to listed cell phone number or a post card. The first two are nearly instant, the post card takes a week or so. All three methods result in a PIN number you need to enter in the back office of your Google Places account. Once you have verified your listing it will be published and you are done a very effective step. You will now show up in Google maps searches, and possibly google search results.

STEP 12

Alright, this step is pretty huge. I don't expect everyone to take it but it can make a big difference both in terms of website functionality and search engine rankings.

Your website really should have a blog. This is a big step and it can be accomplished a couple ways.

1. You can build your entire site using WordPress. This is the ultimate choice because WordPress offers you so many benefits. Google loves it. It is a blogging platform by nature and you can update your website using the WordPress back office, which is as simple as using a word processing program. Lastly, you can use "plugins" to accomplish many of the tasks from earlier lessons.

Now that said - this is a high level choice with a cost and time commitment you may not be able to handle right now. That is fine, there is an alternative. If you ever do commit to a site redesign or a new website, consider WordPress as the platform, but until then...

2. You create an offsite blog and link to it from your website (vice versa you link to your site from the blog). This is a simple solution and can be done quickly and free! You can do a Google search on "free blogs" and get a ton of results. I strongly suggest WordPress.com though. You can enjoy some of the benefits from the above and if you do ever move your website to a WordPress platform you will be familiar with the back office. Just visit Wordpress.com (or blogging site of your preference) and follow the on screen directions to create your blog.

*****NOTE***If you are asked for the title of your blog and web address, use your favorite keywords from the list you created in early lessons!**

The basic idea of a blog is an online journal. You make "posts" (daily, weekly or whatever) about your business. Blogs are important because they allow you to create and produce content quickly. The more content you have on your website, the more powerful Google views that site.

For example your website grows by another webpage every time you make a post. So instead of your website having five pages, if you made a post every day your blog would have well over 360 pages by then end of the year. A 360 page site is more powerful than a five page site in Google's opinion.

So the goal now is to either built a website that natively supports a blog, or create one off site and link to your site. The next lesson will deal with how to use the blog, then we will end the blog talk and the rest of the lessons will be applicable to traditional sites as well.

STEP 13

Alright in the last lesson we talked about the ways you can incorporate a blog into your site. If you aren't interested in blogging, then you can ignore this lesson. The future lessons will get you back on the track on how to promote your traditional site. This lesson is how people can best use their blog to attract customers. These tips work whether the blog is on your main site, or hosted elsewhere (wordpress.com for example).

The key to a blog is updating it properly. I will discuss two techniques you can use.

1. Brand yourself as an expert. Use your blog to answer questions about your industry. Think of a huge list of questions people might have about your service or product. Each question can be one "post" on your blog. You might even start to rank in Google for these questions, attracting potential leads when they search for answers.

2. Use your original keywords. Remember you made a huge list of local search terms in one of the first steps? You used some of these keywords on your website already but you probably have a large list remaining. Here is where you can use them. Each keyword is the title of your post!

*****NOTE*** If using Wordpress.com set your permalinks (in settings menu) to Custom: /%postname%/ . This will ensure that the URL of each of your posts has the post title in the address. Which means, you will also have keywords in your URL. A definite bonus in Google's eyes.**

Now you can make a post a day, or a week or whatever. The key is to stay active and somewhat regular. No huge delays in between posts. Once you have a huge list of questions to answer, in combination with your existing keyword list, start making posts. You can even make a bunch of small posts one day, and schedule them to show up on your blog at future dates.

As for the posts themselves, I think you can keep it simple. I would suggest to aim for +250 words. You can add a picture if you want, but it isn't necessary. If your blog is offsite, remember to include a link to your main website.

In conclusion: *The best bet is a website built with WordPress. The second best option is to have your blog offsite but linking to your site. Make regular blog posts using keyword terms and industry specific news/questions. Keep the posts in the 250 word range.*

STEP 14

The following few steps will be the most effective steps in getting your website to the top of Google for your local search terms. There are two terms you will hear a lot and you need to know...

Backlinks: Backlinks are the number one most important factor when you want your website to get to the top of Google searches. In the simplest terms, backlinks are links on the internet that point back to your site.

Anchor Text: Anchor text is the actual text of the link. For example, if you notice on a website you can click on certain words and be taken to another site, those words are the "anchor text". Commonly, you might see the words "Click Here" and when you click them you are taken to another site. The "Click Here" is the anchor text in that case. This is important and you will see why later.

Google loves backlinks, and it is widely believed that they are the single best way to get your site to the top of Google. If a site has a lot of other sites linking to it then that site is powerful in Google's eyes, why else would there be so many other sites linking to it?

Developing backlinks should be the majority of your Google search engine optimization. The key is to use anchor text properly! You want your keywords to be the anchor text. If you want to get to the top of Google for "Toronto Landscaping" then you want as many links as possible with that as the anchor text.

Future lessons will tell you how to build these links, but sometimes you may be required to use some HTML OR BBcode. The code is very simple though, and it is worth memorizing:

HTML

```
<a href="http://www.yoursite.com">ANCHOR TEXT aka KEYWORD</a>
```

BBcode

```
[url="http://www.yoursite.com"]ANCHOR TEXT aka KEYWORD[/a]
```

On a high level that is really it. Create backlinks with your keywords as the Anchor Text. That is the most effective way to climb to the top of Google. Future lessons will let you know where to get them!

STEP 15

This is the first lesson about where to get backlinks, this is one of the simplest methods...ask your friends, family and business contacts!

Anyone you know who has a website may have a spot for a backlink. It can not hurt to ask.

*****NOTE*** One for one link trades are not very effective, if your friends/family won't link to your site without you reciprocating, then try to offer them something other than a link back to their site. If you trade one for one links, they almost cancel out in Google's eyes. You can still do it of course, but if you can get a backlink without reciprocating, do it!**

Just start with your family - any of your kids have blogs? What about your extended family? Once you have exhausted that route, move on to friends and then eventually business contacts. It couldn't be simpler to ask people, just email them...

Hey Joe,

Ted here, hope all is well! I am just contacting you because I was curious if you would mind linking to my website? I am just trying to expand my web presence. It would be super helpful if the link could say "Toronto Landscaping" as well. If you need the code for that, I have it handy here:

<a href="<http://www.yoursite.com>">Toronto Landscaping

You can just copy and paste that into the code of your site anywhere! I appreciate the link and if there is anything you need just let me know.

Ted

That is just an example, but it shows how easy it is to ask. Even if only a couple people help you out, it can make a big difference.

If you don't feel comfortable doing that though, don't worry, future lessons will look at some ways you can get backlinks on your own!

STEP 16

Alright, so last lesson I had you "begging friends and family for backlinks. If you felt comfortable doing that you should have a couple inbound links to your website so far. Great start! Let's move on to something that takes a little less social interaction though -- Online directories.

At one time, directories use to be pretty powerful when it came to search engines. They aren't as powerful as they once were, but they do still hold some weight. Also, when dealing with local search terms, you shouldn't have a lot of competition so this step might be enough to get you to the top of Google. Another bonus, there are probably thousands of these free directories online.

When it comes to directories there are two big dogs:

DMOZ (<http://www.dmoz.org>): This is the most powerful directory available. The first step to any backlinking campaign should include a submission to DMOZ. Just follow their posted instructions (to the letter, they are picky). The frustrating part is it can take months for DMOZ to approve your submission. Don't panick and resubmit too many times, check every 3 months and resubmit then if your link hasn't been approved.

The Yahoo Directory: This is separate from the Yahoo search results, it is another powerful directory. It does entail a cost though. It is the only paid directory I will suggest to you, and the only one I would personally pay for. It is a very powerful link, and if you are investing in a Google campaign it is a great place to start.

You can find hundreds of other directories by searching things like "Free web directories" on Google. To get you started here is a great list:

<http://www.addurl.nu/>

When you are submitting to these directories they will usually ask for the "title" of your link. This will be your anchor text, so you should be using your chosen keywords.

*****NOTE*** Some directories will require a reciprocal link, you can ignore these ones. Also do not pay for these directories, they are low quality links that aren't worth the money.**

This is a great first step, and can easily be outsourced to friends or family.

STEP 17

One of the more popular ways to get backlinks these days are through user profiles on websites. There are no lack of sites that offer free user profiles. Another benefit is that many of these profiles are connected to powerful web pages, so Google will view a link from them, more favorably.

*****NOTE*** One way Google values websites is by using it's "Google PageRank (PR)." Installing the Google toolbar will let you see a webpages Google PageRank (PR). I won't get into PR fully, but basically it is an overview of the quality and quantity of links pointing towards a certain page. Google ranks sites on a scale of 0-10, with ten being the highest rank. The higher the PR of a website, the more valuable a link will be from that site.**

You can find many websites that are a high PR (6+) that offer profiles to users. The profiles may be PR 0 themselves, but since they are connected to a high PR site, they are more valuable.

The key is how to find these profile sites. There are such a wide variety of these kind of sites, that no one method will encompass all of them. Your best bet is to keep your eyes open for high PR sites and see if they offer a user profile.

Most of these profiles will either have specific fields to fill out your links (like web directories) or else you will have to use the code we talked about in earlier lessons and post it in a space like an "about me" box.

To find these site you can also do google searches for "free profile backlinks" and there are some good lists available on tech blogs. You can also purchase packets of these links from a service like Angela's Backlinks, which costs about \$5 a month.

You might consider signing up for this free service: <http://www.paulieciara.com/freeweeklybacklinks/> This service sends you 5-6 sites to get profile links from every month (usually). They include helpful pictures to teach you how to get the backlinks. That is the KEY! You can only really learn how to find and create these links by doing it.

*****NOTE*** All profiles will need you to insert an email address. Don't use an email address you use regularly. Go to Gmail and create an account you will use just for these backlinks. That way you can avoid the spam.**

To get you started, here are ten high PR sites that offer links in their profile:

www.ted.com

www.digg.com

www.linkedin.com

www.viddler.com

www.poynter.org/

www.newsvine.com/

www.fastcompany.com/

www.mixx.com

www.dailymotion.com

www.collegehumor.com

So start creating your profiles and adding your backlinks!

*****NOTE*** If a profile won't allow you to use anchor text and you can only add your website URL, do it anyways. Links like that seem natural to Google and will add general link "power" to your website.**

STEP 18

We have been talking about how to generate backlinks to your website. A very easy way to get some more backlinks to your website is through article submission sites. There are a lot of article submission sites out there and more popping up everyday. For the purpose of this lesson I will be talking specifically about one:

<http://www.ezinearticles.com>

*****NOTE***If you want to tap into even more article submission sites you can check out this list: <http://www.vretoolbar.com/articles/directories.php>**

The process for these sites will be quite similar to the process for I explain below.

Ezine articles is the most popular article submission site on the internet. This process for getting backlinks only requires one thing - an article. You need to have a 250 word (minimum) article to submit to the site. For the most effectiveness, the article should be based around the keywords you have chosen for your website.

The general process is simple (the website will guide you more thoroughly).

1. Visit www.ezinearticles.com
2. Create a free account
3. Submit Your Article

You can include links to your site in two ways. First, you can add one to the body of the article (if it makes sense to be there). Make sure this link is near the bottom of the article (one of ezines many rules).

Secondly, every article you post comes with a resource box. This box is for you to do as you wish (within reason). It is a great chance for you to "sell" yourself or business with some catchy copy. You can also add an anchor text link in the resource box.

If you don't feel comfortable writing your own articles there are many online options. One example is Fiverr.com where you can pay someone \$5 to write you an article (and in some cases more than one article)! There is no reason not to take advantage of the backlinks that article submissions provide.

STEP 19

The internet is currently being swept up in an explosion of social interaction. Social based sites like Facebook are driving the trend. When you have a website it is a good idea to tap into some of these sources. I want to look at a couple you should be using, and why they help.

Facebook Fan Page (www.facebook.com) - A ton of people use Facebook. Millions in fact. If you are under 30 then a majority of people you know probably use it. The younger you get the higher the ratio gets as well. You want a facebook fan page because you tap directly into all that traffic. People can easily share your business fan page to their "friends" and these "friends" can share to their "friends". Another bonus is you can share your website link to these people as well. Lastly, your Facebook fan page will have a lot of power in Google's eyes and it might rank on the search engines by itself. Try to get a keyword into your Facebook Fan Page title!

If you want to invest money, Facebook also offers a great advertising opportunity. You can purchase ads on the Facebook network that you can target to people in any geographical area, and base it on any of their "likes". For example you can target it to people in Canada who are 18-35 and interested in weight loss.

Twitter (www.twitter.com)- I also think all local business should have a Twitter account. Twitter is another super popular social site. It is a great place to get up to the minute information. To really tap into Twitter, you need to devote time to it and for most small business owners, that is impossible. Still it can be great for networking and as it grows in popularity it may become a must have for any business.

It allows you to keep track of anyone talking about you or your business in real time. You can also respond instantly to people who have questions about your general area of business. Monitor what people are saying about your competition and instantly woo the ones who complain.

Lastly, Twitter is now showing up in Google searches. Quite often when you search for current events, a Twitter feed will pop up above all of the Google results. As search engines begin the shift to social based searches, you will want to be active on these type of sites!

Digg (www.digg.com) - Digg is a social bookmarking site. At it's most basic level it is a place for people to share interesting links. You are going to want to create an account here and submit all of your webpages to Digg. Even if this doesn't result in traffic, it can give you a boost in your Google rankings. If you have a blog you should submit every post you make to Digg once you publish, this will help Google find your new content quickly.

Connotea (www.connotea.org) - Connotea is another bookmarking site. You can store all of your favorite websites here. Why not start with your own? Create an account here and link to each of your webpages. Connotea will create links that have your title tags as your anchor text. If you changed your title tags like suggested in an earlier lesson, you are set. Instant anchor text rich backlinks to your website. Again, if you have a blog submit each post here as you publish.

Mixx (www.mixx.com) - Mixx is yet another bookmarking site that will provide you with a solid backlink to your website (and blog posts). Just like Digg and Connotea, join and submit your website. Use keywords in the "title" field.

These five sites are a great way to get started in the social media world. You can be assured of a steady stream of web traffic if you are active on all of them. If you don't have time to manage these yourself, think about educating one of your tech savvy staff. Staff will often be motivated by these type of jobs if they are already active on these sites.

STEP 20

This is the 20th lesson of our journey, and I think it is time to look back on what we have discussed. I want to use this time to share a checklist, how much of this list have you actually done?

- 1. **Brainstorm what potential customers search for.**
- 2. **Use Google adwords to refine list.**
- 3. **Localize those terms.**
- 4. **Change title tags.**
- 5. **Change description tags.**
- 6. **Change image names.**
- 7. **Add privacy policy.**
- 8. **Add Google analytics.**
- 9. **Add Google webmaster tools**
- 10. **Add an XML site map and submit it to Google**
- 11. **Activate your business on Google Places**
- 12. **Add a blog to your website, or start an offsite one.**
- 13. **Add a blog post for each of your keywords (titled with the keyword).**
- 14. **Read general overview of backlinks.**
- 15. **Approach your friends and ask for backlinks.**
- 16. **Submit your website to web directories. Start with DMOZ.**
- 17. **Create high quality Profile links at the websites we suggested.**
- 18. **Submit an article that includes your backlink in the article resource box, at Ezine Articles.**
- 19. **Join and use the Five suggested Social Networking websites**

If you have already done all of these steps, then your website has a great chance of being near the top of Google for your local search terms. Now it will depend on the size of the area you are targeting. For example, Toronto, NY and Chicago are tough local areas to crack of course. But if you are in a small or medium sized town you will be seeing results already.

The key to this list is to repeatedly do any steps that make sense. You do NOT want to change title and description tags repeatedly, but anything after Step 13 is best done thru repetition.

The two major keys to remember is to produce web content and anchor text rich backlinks as often as possible.

Keep this checklist handy and set a goal to check off every step!

STEP 21

Some people are going to find this whole course a little overwhelming. Especially if they are attempting to rank for a very powerful and competitive keyword. Luckily you are not alone, you have options. You can always "outsource."

There are people and companies online, that have been specializing in things like article writing, backlinking and social media for years. There are also websites dedicated to finding people to help with this kind of work for a certain fee. You just have to know the right place to look and the pitfalls to avoid. That is why we included this lesson...

So what can you outsource?

You can outsource a number of activities that can help you save a lot of time, some of the things you can outsource that we talked about are...

On site SEO (search engine optimization, i.e. title tags etc...)

Article Writing

Profile Backlinking

Directory Submissions

There are also companies who offer you all in one solutions. They will handle all of the steps we have mentioned. The choice to outsource is yours, you have to weight the time you spend doing this yourself versus how much that time is worth. If you have the money, it is a good idea to consider outsourcing, so you can focus on other money making strategies.

One highly recommended company offering local search engine optimization is:

*****INSERT YOUR PITCH*****