

5 Easy-To-Do Online Marketing Tips For Any Local Business

Nearly 7 billion unique U.S. local searches occur on Google every month.
<http://moz.com>



Preliminary information:

Today there is a huge opportunity for local businesses to reach more customers by improving the way customers find the business. A survey, *Neustar's Localeze and 15miles Seventh Annual Study*, published in early 2014 tells us that consumers interact with local content on more devices (phones, tablets, PCs, etc.) than ever and this is growing. The downside is that many local businesses don't provide the information their potential customers are seeking. The opportunity to connect with more customers is great, just give information that consumers want.

Your customers are not the same and it makes sense that there are different ways they search for your services and products. Some people only use mobile phones and others use a combination of gadgets. The smartphone and tablet users are not necessarily looking to conduct research, they just want to get your information on the fly. Easy access to your location and contact information with basic product/service information is what they want. The dedicated desktop user tends to read more information and will appreciate the good content on your website.

Golden nuggets from the survey:

- Nearly 80% of mobile phone searches end in a purchase.
- Three out of four mobile phone searches that ended in a purchase brought the customer into the establishment.
- 44% of tablet traffic occurs after 5 p.m. when brick-and-mortar stores are closed.

About the survey

Neustar, Inc. (NYSE:NSR) is a provider of cloud-based information services and data analytics. For more information about The *Neustar Localeze and 15miles comScore Local Search Usage Study* visit www.neustar.biz.

Printing the Marketing Tips on the next page

5 Easy-To-Do Online Marketing Tips For Any Local Business appears on the following page. It's set up as a Legal-size document. When printing to Letter-size paper select **Shrink to Fit**.

About me

I am a small business owner. My name is Eleni Davis, my business is [Of Value Marketing, LLC](http://OfValueMarketing.com). Since 2009 I have been leveraging online resources to help local businesses connect with their customers.

If you find value in *5 Easy-To-Do Online Marketing Tips For Any Local Business*, please share it with your colleagues.

To your success,

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1

Know your keywords.

Use Google's Keyword Planner to find out the words your customers search for. Include the keywords on your website.

<https://adwords.google.com/KeywordPlanner>

2

Get local listings.

Put your location, phone number and keywords on free business listings and on your website. This helps tell Google and customers how to find you.

3

Use social proof.

Get reviews on local listings. Ask customers to review your business online. Social proof is like word of mouth. Include reviews on your website.

4

Get on the map.

Get listed on Google My Business it's an easy way to get Google's attention and it helps customers find you.

www.google.com/business

5

Be everywhere.

Be where your customers are. Put your company video on YouTube. Did you know YouTube is a search engine and it's owned by Google?



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