



Are You Missing Out on Sales Because Your Online Profile is Too Low?

21 SIMPLE STRATEGIES TO BOOST YOUR ONLINE PROFILE & YOUR BOTTOM LINE USING THE INTERNET!

Hi!

It's Joanne Ernst here, from www.online-catalyst.com. I help offline, 'bricks and mortar' businesses get a great online profile. I'm really excited to share these tips with you to help you boost **your** online presence and grow **your** business – best of all, you can implement most of them at absolutely no cost!

If yours is a traditional rather than an internet-based business, you may be wondering where on earth to start when it comes to promoting yourself using online methods. You might even be asking yourself if it's really necessary.

The reality is that there's a lot of spin about the internet being the **only** way to promote and grow business nowadays. Frankly, I don't subscribe to that view. I think it's an important **part** of the marketing mix, and it can be a lot more cost-effective than some traditional methods, but it is **not** the be all and end all!

That said, there are some good reasons to use it. Like 540 million people on Facebook; 41 million on LinkedIn and 175 million registered users on Twitter. That's a few million good reasons actually ;-)

Engage with this audience and you'll boost your profile, generate interest in your company and your products, generate more leads and, best of all, have the potential to translate all this into additional income.

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1



At www.online-catalyst.com I like to boil it down to a few simple steps, tailor it to my client's business and get it implemented quickly so they can see the results a.s.a.p. (My background is in project management, so I tend to get things done at a breakneck speed!)

Again and again I see the confusion in traditional businesses as they spend precious time figuring out social media and online promotion – time that could be better used on their core business.

So many companies are held to ransom by expensive web designers who charge a fortune for the smallest changes!

Money gets wasted on online advertising that doesn't bring them any results, they see people wasting time on facebook chatting with friends ... and before you know it, they've decided to draw a thick black line under 'all things internet' as a waste of time.

But what if you could get some quick tips, easy and quick to implement, that could be shown to have a positive impact on your bottom line? Then would you be interested?!

Tell you what, take a status check of your business now – your income, the number of clients, the frequency of purchase and all your vital statistics. Note down your average unique visitor rate to your website and your alexa ranking (go to www.alexa.com, it's a simple metric indicating how well your site is ranking. The lower the number the better - ie google.com is #1).

Then try the 21 strategies in this free report in a month. (you'll see results much quicker than that, but a month gives you a better benchmark)

Re-do all your metrics and notice what's changed. The bottom line might not show the impact just yet, but you'll notice your profile improving. You'll notice your traffic increasing, and it will be more targeted. You'll notice the changes.

Keep it up for another month, and notice where your new business comes from. Ask people how they heard about you. If you measure it, you'll see how this can dovetail beautifully with

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2



your more traditional marketing methods and start impacting your bottom line quickly and noticeably.

You might be wondering why on earth I'm giving '*all my secrets*' away – the thing is, this is all information that you could eventually find out on your own; they're not 'my' secrets. (Honestly, I'm so sick of hearing about internet consultants charging a fortune for common sense tips that business people just haven't the time to find out for themselves!).

There's no magic tip that no-one else knows about. But the **discipline and synergy** of doing all of these strategies consistently – **that's what creates real magic**.

I've seen the results established offline companies can get, **I know this works**, I know it's **easy to implement** so I just want to demystify it for as many people as possible. These are straightforward steps that you can implement straight away.

If you're reading this but haven't got time to implement it, I can get it done on your behalf if you like. Email me on Joanne@online-catalyst.com and we'll fix up a time to talk. I'd love to help.

If you're cracking on with implementing it all, or even just some of it, yourself, then that's brilliant – I'm delighted. I'd really love to hear your success stories – you can email me on Joanne@online-catalyst.com.

This is a free report with vital information that can help businesses grow, and I want it to reach as many people as possible. Please pass it on to other business-people that you know!

Thanks,

Joanne

P.S. I really want you to share this report freely, however I respectfully request that you keep it in its current format with my links intact. Thank you!

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3



Strategy 1

First things first, start with your **keywords**. Knowing what your best keywords and keyword phrases are will enable you to focus all of your online efforts.

The focus here is not necessarily on what you want people to know about your business, but actually to find out what words people are already looking for and align your online offerings accordingly.

Do a quick brainstorm of your business offering on a large sheet of paper. As well as noting your key products and services, start to think about what words people might type into google (or other search engine) if they were looking for your kind of business. What problems do you solve for them?

When you've got a mind-map of ideas, head over to either www.wordtracker.com or use the free google keyword tool. Enter in your initial ideas and allow the software to suggest alternative keyword suggestions. You might find that other ideas occur to you as you view the suggested keyword list, add them all in. Try and get a keyword and keyword phrase list that covers all areas of your business as comprehensively as possible.

From that master list, you can now start to narrow down. Review the results for search frequency and competition – ideally you want keyword phrases that have a high level of search and a fairly low level of competition, yet that also closely match your business offering. Try to narrow it down to your top 10-15 keyword phrases.

(It's probably worth keeping a copy of the longer potential keyword list as well – it will be valuable when you review your keyword effectiveness)

Strategy 2

Know your market – it's just as true online as it is offline. In choosing the right online marketing methods for your business, it's vital to know who your primary market is. Are you selling primarily to consumers, small businesses, corporate or public organisations?

If you're in business to business (or corporate), focus your social media efforts on www.Linkedin.com

If you're in business to consumer, focus your social media efforts on www.Facebook.com and www.Twitter.com .

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Strategy 3

Review your current website and web presence with respect to your prioritised **keyword phrases**. Are the phrases already in your text on your website? Make sure you're **consistent** in your spelling of your chosen keywords and that phrases appear in full.

Say for example you've found out that one of your keyword phrases is '*east philadelphia delicatessen café*'. That may be in the text of your website already, but just make sure it appears as a complete phrase:

Come visit our '*east philadelphia delicatessen café*'

NOT: Come on over to '*east philadelphia*' and sample the delights of our '*delicatessen café*'

Ideally you want your keywords and keyword phrases listed as html meta- tags as well. That might sound confusing but honestly it is literally a 10 minute job of typing the keywords into the appropriate place in your html code, or with www.Wordpress.org you can do it with a simple SEO widget.

Strategy 4

One useful tip I've used to great effect, is to use keywords in my domain name itself.

For example, say your business is Joe Bloggs Plumbing Limited. Chances are you've got a domain name such as joe-bloggs-plumbing.com. Actually when you've done your keyword research, you realise that one of your best phrases is actually 'leaky boiler london'. If you secure the domain name leaky-boiler-london.com (or.co.uk or whatever) then you actually supercharge your chances of being found for that keyword phrase. (can be with or without hyphens)

Don't worry, you don't need to create a new site on this domain or change your existing one over. Just secure the keyword-rich domain name and forward it to your existing site. There are plenty of places to get your domains from, I tend to use www.1and1.co.uk or you could try www.namecheap.com.

Strategy 5

To raise the profile and ranking of your website, one of the things google looks for is what inbound links you have. If you can get links from authority sites (eg trade associations) then that's great. Otherwise, a simple way to increase and improve these is by publishing articles elsewhere on the internet and linking them back to your main site.

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If you want to supercharge this strategy, focus your articles on your keyword phrases. If you can hyperlink the text of the keyword phrase back to your main website, that will help boost your ranking for that keyword phrase.

Try www.ezine-articles.com and www.squidoo.com for starters.

Strategy 6

In the world online, video is king. It's so simple – just use a flip camera or a webcam to make short (2 to 3 minutes) videos of yourself, post them on www.youtube.com and tag it with your keywords, link it back to your site. Super easy.

(If you don't have a flip camera, you can get one on amazon for about £100)

Interview a colleague or have someone interview you, if you've got a client who would be willing to do a video testimonial then even better.

Someone who uses video to great effect to build her list, connect with her audience and even deliver paid content is Carrie Wilkerson. You can find out about her business in this link: [The Barefoot Executive](#) . Or see one of her fabulous movies [here](#).

Strategy 7

Boosting traffic to your site is an important way to both build your profile and ensure you turn that into leads (prospects) you can hopefully turn into paying customers. There are a number of ways of boosting traffic.

A free way of boosting your website traffic is by using social media. Whether you're using LinkedIn, Facebook, Twitter or a combination of all three, make sure you're offering readers a good reason to go over to your main website – maybe an article that might be of interest to them.

Strategy 8

If you're using Twitter, be conversational and human. Imagine it's a bit like being at a cocktail party – you need to have social chit-chat with people before you know whether they might be interested in

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finding out about your products. Don't be that person who bursts in, shouting and trying to sell to everyone.

Strategy 9

Announce new blog posts or articles on Twitter and use hashtags (#) to help your tweets be found. So if it was an article about leadership and what Stephen Covey said in his latest book, you'd post your tweet and the link (see strategy 10) to the article then ' #leadership #covey'

When you're on twitter, you'll notice which words are trending as very popular at the moment. If you've got something to add on the topic, go ahead and post a tweet using the trending hashtag. It can help expose you to a wider audience and get more followers.

Strategy 10

To create short hyperlinks to (articles or pages) that you can use in twitter, try websites like tinyurl.com, tiny.cc or tinyurls.co.uk .

Simply type or paste in your full link (eg. <http://www.joebloggsplumbing.com/articles/leakybaths>) , click the 'make tiny url' button and it will do exactly that.

Strategy 11

This is a tip that is not terribly well-known but is very cool and can save you heaps of time. If you connect your twitter profile to your linkedin and facebook profiles, you can quickly post in multiple places using hashtags. It's **#in** for LinkedIn and **#fb** for Facebook.

Simply add those to your tweets and the tweet will also appear in your status bar in the respective applications. Cool eh?

Strategy 12

Hosting webinars is a really great way of letting people know more about what you do and how you may be able to help them. Setting them up is really easy if you use www.gotowebinar.com . Share good content with the attendees and they'll be happy to listen to additional (paid) ways you can help them further. (A great resource for learning more about webinars is [Stephen Beck](#) – his [webinar training](#) is second to none)



Strategy 13

There are a number of tools around that allow you to co-ordinate your social media presence really easily. Try hootsuite or tweetdeck, they're both free downloads. You can see at a glance your status bars from facebook, twitter, linkedin and more.

You can even pre-schedule your tweets, saving you time and that peril of all business owners- distraction from focused action!

Strategy 14

Time is precious, I absolutely get that. One of the ways you can save yourself time and effort is to simplify and systemize some of your marketing efforts using email autoresponders.

An autoresponder is simply a series of messages that you set up once to deliver email marketing messages to your prospects, and thereafter the series is delivered automatically to people who come onto your list. This is **such** a timesaver!

One of the best autoresponder services around is www.aweber.com – they're easy to use, well-respected in the industry, have a great deliverability rate and lots of templates you can choose from.

Strategy 15

Closely connected with strategy 14 ... one of the best ways to build your list of interested prospects who you can then market to with autoresponders, newsletters etc, is to offer some kind of enticing freebie in exchange for their name and email address. Also known as a sign-up, opt-in or squeeze page.

You might have an interesting report that prospects would like to see, or an audio recording, a special video or webinar. You simply offer them that in exchange for their contact details. There are plenty of templates and designs on [aweber.com](http://www.aweber.com) for sign-up boxes you can put on your website. Then you deliver the promised item in the first autoresponder message, simple ☺

Or if you want to use a squeeze page, www.xiosoft.com are brilliant and very reasonably priced. You can incorporate audio, video and bullet points really easily and tie it all in to your preferred autoresponder (eg [aweber](http://www.aweber.com)) or use theirs.



Strategy 16

Another way to save yourself time and money is to take your traditional offline newsletter and deliver it online. The simplest way I've found to do that is using www.constantcontact.com. They have lots of customisable templates that you just fill in the blanks with, or you can create your own design if you prefer. You can add your logo, photographs and so on.

Easy peasy. Set it up once and press 'send'! You'll get all the statistics on who opened it, who clicked on which link etc.

Strategy 17

You may have heard of Alexa ranking? It's simply a way of rating how popular and relevant your website is. For example Google is #1 – so the lower the number the better. It's said that if you get your website to below 1million that makes it an 'authority' site.

I've found the best way to improve the Alexa ranking (www.alexa.com) of a site is to have strong consistency in theme and keywords, to be updating it frequently (eg 2 blog posts a week) and embedding video clips from www.youtube.com usually gives a big boost.

And there's another little-known secret as well ... add the alexa rank widget to your site and you'll see what I mean.... (find it under plugins on www.wordpress.org). Shhh!

Strategy 18

The other side of building a profile is to ensure you're keeping an eye on what is being said about you and your brand online. So set up some **Google alerts** to let you know every time your name / brand /name of products appears. Then if you need to set the record straight at all, you can do so promptly. You can do that on www.twitter.com too.

(By the way, even if you're not going to implement all that I show you in this report, do make sure you've at least reserved your brand names in all the social media so that no-one else beats you to it)

Strategy 19

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I've mentioned it earlier, but it really is important to get yourself a wordpress blog. Make sure it's **wordpress.org** not wordpress.com by the way – the .com version has much less functionality, you won't be able to install a sign-up box for example.

Google **loves** wordpress. You need to have good, consistent and regularly updated content no matter what – but if you have all that on wordpress, you'll be putting yourself at an advantage compared to other blogging tools. (It's fine to do it in addition to whatever other sites you already have – just make sure they're linked to each other)

Strategy 20

This is one to use with caution ... it can be helpful but it can also prove expensive so be careful! You can use google Adwords to get traffic to your site, or to a special offer page that you've set up. It's advertising you pay for so be sure to think through the whole process before you start, and take their online tutorials (free).

I've found adwords to be great for lead generation, particularly if you've got your enticing opt-in all set up on your landing page. Google doesn't usually like squeeze pages though, you do need to have some good content on the landing page as well. Perhaps a landing page with content, but also with a pop-up or a sign-up box to the side so you can capture leads.

This is a big subject area in its own right, if you want some additional help with adwords I'd recommend trying [Simple Six](#) from Paul Evans of [Nicheology](#). He explains all the fundamentals of using adwords, so you can apply it straight away in your business. He's got a very common sense approach, and is not one of those hyped-up internet marketers – he just tells you what works.

Strategy 21

Last but by no means least, if you want to boost your online presence and make sure it translates into bottom line profits, I recommend getting yourself a mentor who was 'been there, done that'. The mentors I would recommend because they are people who have helped me grow my own business are:

For **marketing know-how** aimed at coaches, consultants and trainers the best person around is **Bernadette Doyle** ([How to Attract Corporate Clients](#))

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For **no-nonsense business-building** inspiration and advice I warmly recommend **Carrie Wilkerson** ([Barefoot Executive](#), [Association of Work at Home Women](#), [Magnetic ListBuilding](#)). I've met her in person, and she's every bit as fun and energetic in real life as she seems online!

For down-to-earth advice on **internet marketing** that truly works I think **Paul Evans** is great ([Simple Six](#), [Nicheology](#))

Finally, as I mentioned earlier, if you're interested in running **webinars** I heartily recommend **Stephen Beck** ([8 weeks to online profits](#); [Webinar training](#)).

Of course, if you like what I've offered in this free report, I'd love to work with you too. Head over to www.online-catalyst.com to register for my free webinar and I'll be in touch soon.

With love,

Joanne