

STOP FLUSHING YOUR ADVERTISING DOLLARS

DOWN THE TOILET

**JOIN THE "NEW WAVE" OF BUSINESS OWNERS WHO ARE
USING DIGITAL MARKETING TO ATTRACT THEIR CLIENTS.**



YOUR LOGO

[YOUR NAME]

[YOUR COMPANY]

[YOUR WEBSITE]

[YOUR CONTACT DETAILS]

INTRODUCTION

Every business I connect with is unique in one way or another.

Whether it's the way they run their day-to-day operations or the types of services they offer. However, there's one thing in common with every business owner I connect with. Can you guess what it is?

They all want more customers.

What's the best way to get more customers? This is where so many business owners go wrong. They are stuck in the wrong decade of advertising. Don't get me wrong, there's still a place for radio, television and other forms of traditional advertising, but it's more so for creating brand awareness.

If you want to reach customers right now, you have to realize one thing. Today's technology has placed the power of advertising in the hands of the consumer. What do I mean by that? In the past consumers only knew about companies based on who was advertising the most. For example, they might remember who they last saw on the billboard driving home.

THE POWER SHIFT

Today it's much different. If my furnace breaks, I don't have to resort to the last billboard or TV commercial I saw. I can instantly from my phone or computer type in "heating contractor" and be spoon-fed a list of all the contractors in my area.

But that's not where it ends. I'm not limited to just selecting one of these, I can go and research them all individually. I can see who has happy customers, based on the star rating and reviews that people have left for them.

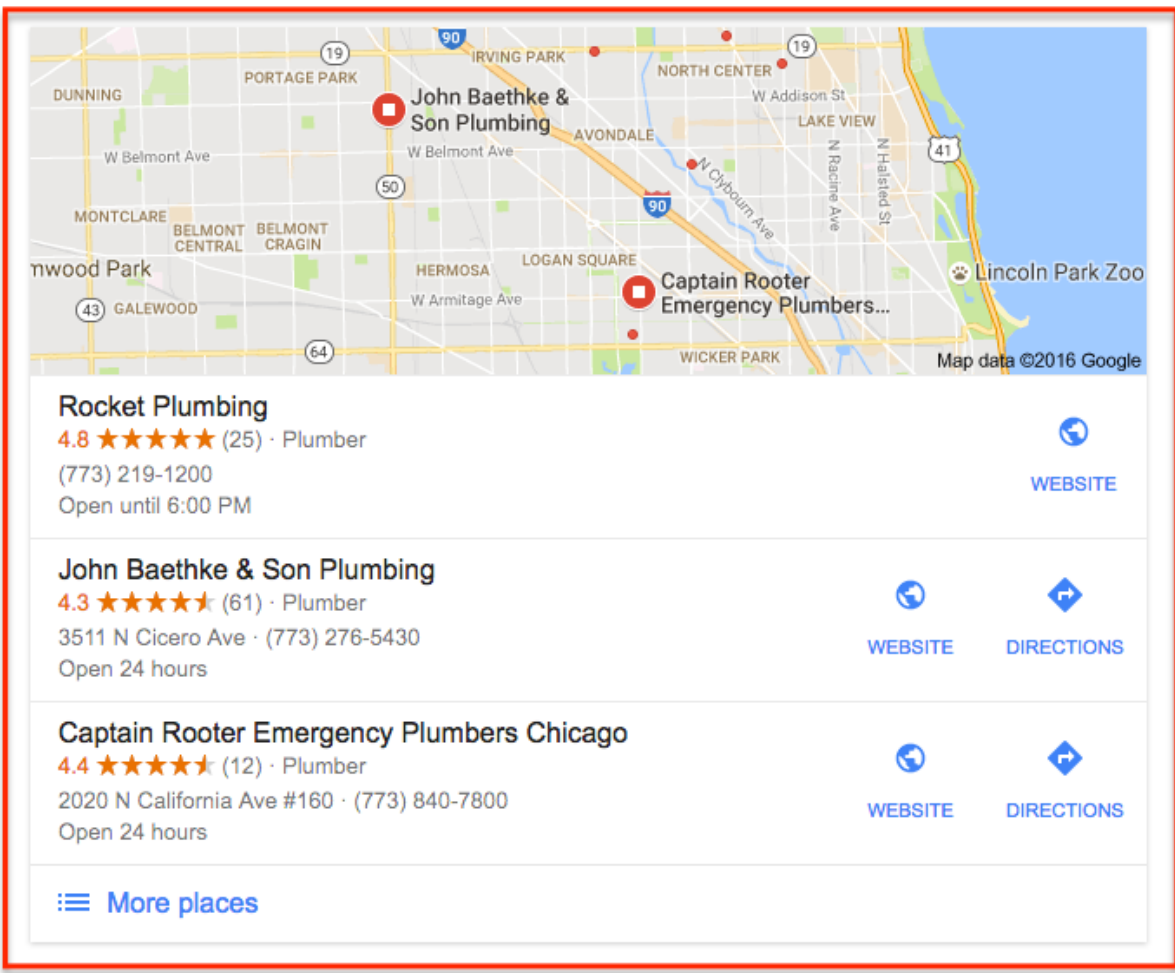
These two things combined have truly shifted the power of advertising into the hands of the consumer, so what does that mean for you? In a way, it's a great thing. You can place your company in a prime position to have leads literally coming to you and do it without having to run pricey television commercials or radio ads.

The way you do it is by claiming a first page ranking in Google for a keyword that gets a good amount of search volume. If you're ready, I'm going to guide you through the best practices of getting Google to place you on the first page.

Imagine turning on the faucet and have customers coming to you giving you money to preform your service for them. All without the traditional overhead the "old-school" advertising methods would cost.

GOOGLE MY BUSINESS

Let me welcome you to **Google My Business**. You see, Google wants to put you onto the first page. They've even reserved this special spot for you, above everyone else. You just need to take the time to claim it.



Rocket Plumbing
4.8 ★★★★★ (25) · Plumber
(773) 219-1200
Open until 6:00 PM
[WEBSITE](#)

John Baethke & Son Plumbing
4.3 ★★★★★ (61) · Plumber
3511 N Cicero Ave · (773) 276-5430
Open 24 hours
[WEBSITE](#) [DIRECTIONS](#)

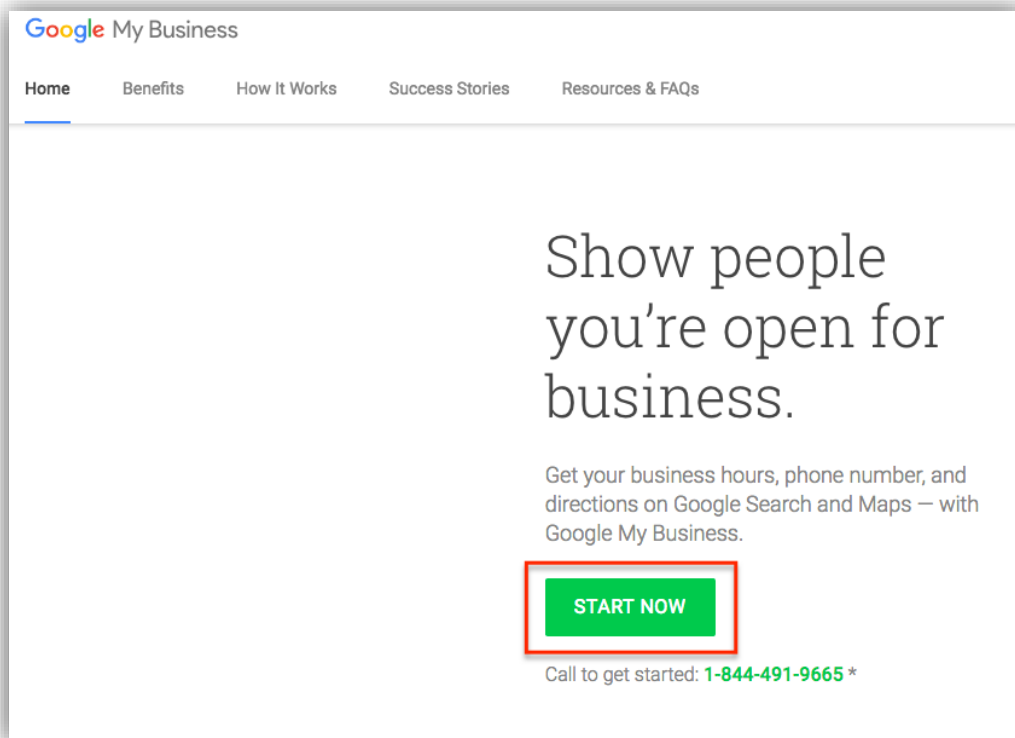
Captain Rooter Emergency Plumbers Chicago
4.4 ★★★★★ (12) · Plumber
2020 N California Ave #160 · (773) 840-7800
Open 24 hours
[WEBSITE](#) [DIRECTIONS](#)

[More places](#)

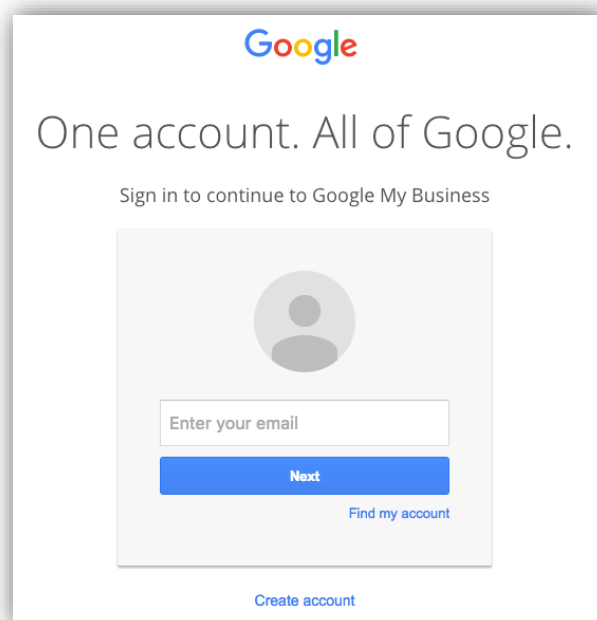
Plumbing in Chicago - Yelp
<https://www.yelp.com/c/chicago/plumbing> ▾ Yelp ▾
The Best Plumbing in Chicago on Yelp. Read about places like: Drain-EEZ Plumbing, Rocket Plumbing, Five Plumbing LLC, MrDid's Custom Touch, Davies ...

Five Plumbing LLC - 79 Reviews - Plumbing - Lakeview, Chicago, IL ...
www.yelp.com ▾ Home Services ▾ Plumbing ▾ Yelp ▾
★★★★★ Rating: 5 - 79 reviews
(773) 297-9153 ... Photo of Five Plumbing LLC - Chicago, IL, United States · Andrew S. Photo of Five Plumbing LLC - Chicago, IL, United States by Andrew S. Photo of Five ...

To get started you'll need to create an account. Head over to <http://google.com/business> and click "start now."



If you already have a Google account, like one you use for Gmail or YouTube - you can sign-in with that. Otherwise you can create a new account from this page.



Next, you'll be prompted to enter your business information. Go ahead and fill this page out with your business details. Take notice to the last option. It reads "**I deliver goods and services to my customers at their location.**" This is important and what it means is, do you have a physical location that customers come into? If you don't, that's okay, just make sure you check "yes."

Business name

Country / Region

United States

Street address

City


Enter the full city name

State

Please select

ZIP code

Main business phone



Category

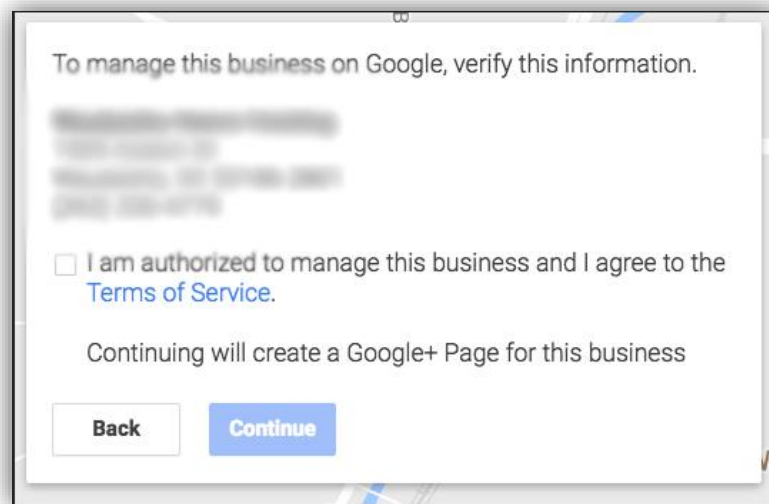
Enter a category

I deliver goods and services to my customers at their location
—[Important information](#)

☐ Yes ☒ No

[Back](#) [Continue](#)

Once you hit continue, Google will ask you to agree to their terms of services as well as verify the information you just typed in.

A screenshot of a Google Business verification window. The title is "To manage this business on Google, verify this information." Below the title, there is a blurred business name and address. A checkbox is present with the text "I am authorized to manage this business and I agree to the Terms of Service." Below this, it says "Continuing will create a Google+ Page for this business". At the bottom, there are two buttons: "Back" and "Continue".

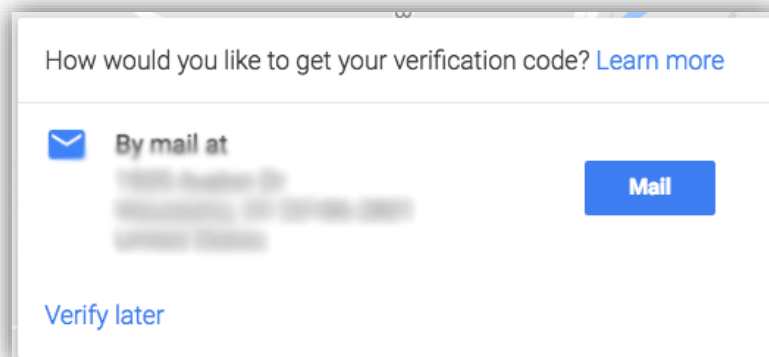
To manage this business on Google, verify this information.

☐ I am authorized to manage this business and I agree to the [Terms of Service](#).


Continuing will create a Google+ Page for this business

[Back](#) [Continue](#)

Now after you hit "Next," Google is going to want to verify that you are actually the business owner. Sometimes they will do this via a phone call, but more often, they will want to mail you a postcard that has a pin number on it.

A screenshot of a Google Business verification method selection window. The title is "How would you like to get your verification code? Learn more". Below the title, there is a blue envelope icon and the text "By mail at" followed by a blurred business name and address. To the right of this is a blue button labeled "Mail". At the bottom left, there is a link that says "Verify later".

How would you like to get your verification code? [Learn more](#)

 By mail at [Mail](#)

[Verify later](#)

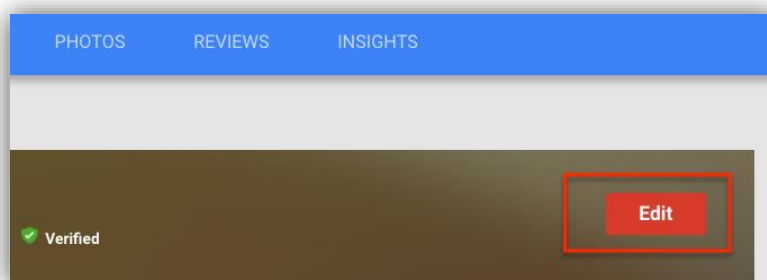
If you've made it this far I have to congratulate you, because you official have your Google My Business listing setup! If not, that's okay too. Maybe you found this is way too time consuming or complicated. Many of my clients are too busy running their business to worry about their digital marketing. If that's you, just reach out to me at [INSERT CONTACT DETAILS] and my team and I can do this for you.

If you're feeling good about the setup and want to keep on going, let's continue.

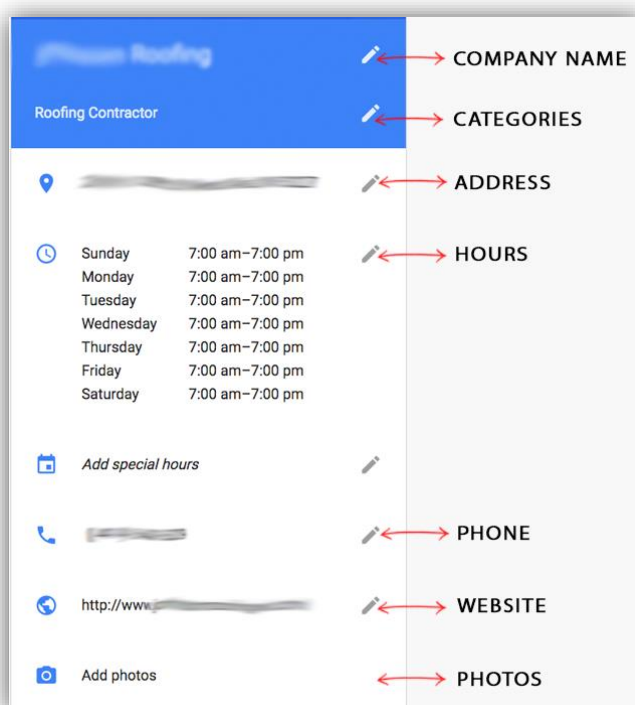
COMPLETING YOUR LISTING

Log back into your account, if you aren't there already and click on your listing. (the one you just created)

Next click on "Edit."

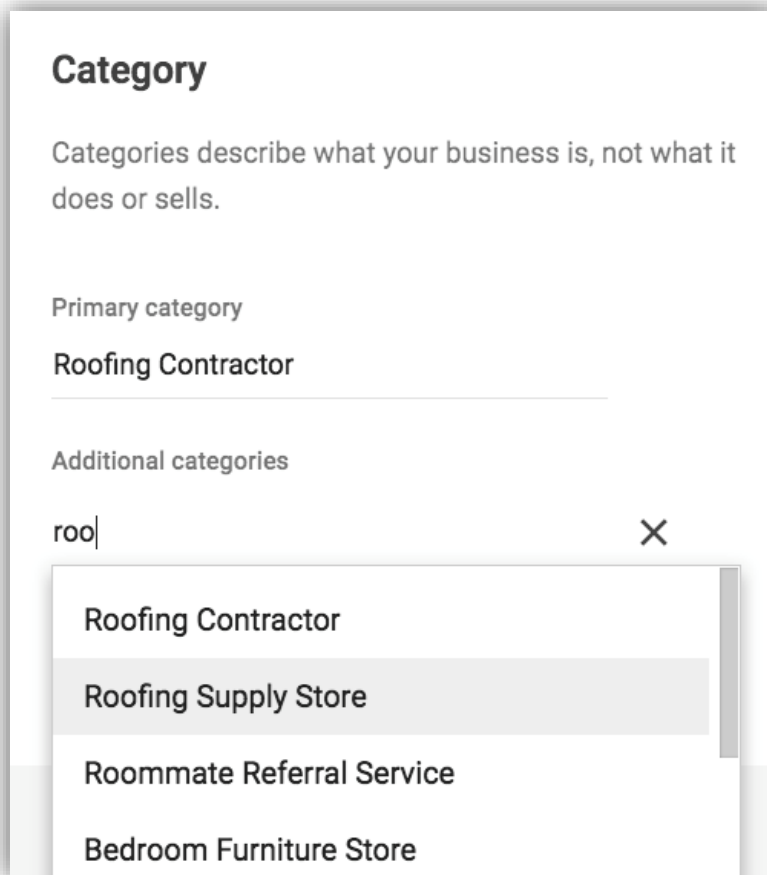


After clicking that you will be taken to an info page, where you will want to enter in all of the details. The goal is to complete this section 100%. Google loves content. They are a "search engine" after all and in order for them to fulfill the needs of their visitors, they have to be ending that visitor's search. By giving that visitor as much details about your company to help them end their search, you make Google happy and they will reward you with a first page ranking by doing so!



One more slightly advanced thing to note about “categories.” Google has predefined a list of categories that they want you to use. I highly recommend you go into there and pick out as many possible categories that you can. Just make sure that they apply to your business.

For example, if you are a roofer, start by typing that into the box and you’ll see a populated dropdown with a list of categories that may apply to your business. **Select all that apply!**



The screenshot shows the 'Category' selection screen in Google My Business. At the top, the heading 'Category' is followed by the instruction: 'Categories describe what your business is, not what it does or sells.' Below this, the 'Primary category' is set to 'Roofing Contractor'. Under 'Additional categories', the text 'roo|' is entered into a search box, which has triggered a dropdown menu. The dropdown lists four suggestions: 'Roofing Contractor', 'Roofing Supply Store' (which is highlighted), 'Roommate Referral Service', and 'Bedroom Furniture Store'. A close button (X) is visible in the top right corner of the search box.

Still with me? Great! You are off to a really amazing start. If you are like some of my clients, you understand that benefits of hiring an expert to do this all for you. If that’s you, just reach out to me at [INSERT CONTACT DETAILS] and my team and I will take over and turn your Google My Business listing into a stream of hungry clients. We live and breathe SEO and love getting results.

DIRECTORY SITES & WHERE THEY FIT IN

Typically, the next thing I like to do is start getting listed on other directory sites. You've probably heard of or seen Yelp, Angie's List, or other similar sites. These are the kind of sites I'm referring to. You want to go out and start getting listed on these sites as it builds "authority" in the eyes of Google.

The more authority you build, the better the chances are of you showing up on page one. Something else really important to consider when creating these accounts on other directory sites is that you may already have a listing on them. It's important that you do a quick search on the site first to make sure you don't create a duplicate listing. This can be worse than not having any listing there at all.

Another important thing is that you want to make sure your business information is consistent throughout every directory listing that you create! Look at what is listed on your Google My Business profile and use the **exact same details**, EXACT. Even minor nuances like using the abbreviation of STE vs. SUITE can make a difference. It's details like this that our clients really appreciate when they bring us on board to help them bring in customers by placing them on the first page of Google. Contact my team and I here to discuss an action plan specific to your business: [INSERT CONTACT DETAILS]

Want to know the best local directory sites to be listed on? Truth is you don't have to guess. Moz (a reputable news site in the SEO industry) published a couple of different lists you can use to your advantage.



First there's this one, which will tell you the best directory sites based on the city your business is located in: <https://moz.com/learn/local/citations-by-city>

In addition, you can filter out the best directory sites based on what industry you are in here:

<https://moz.com/learn/local/citations-by-category>

Creating these listings can definitely be time consuming and a lot of work, but it can give you the boost you need to build up enough authority to rank your listing in Google.

When clients come to us with the desire to bring in more clients by us helping them get listed higher in Google we actually take things a step further by reverse engineering their competitors. We strategically take the top 3-5 companies in their market and we look at what sites they are listed on.

A lot of times we discover that they are listed on 50-100 sites that our client isn't on and we can use that to our advantage by getting our client listed there too! Not only that, but we also analyze what categories and keywords they are using too, so that we can figure out what's working best.

Taking these extra steps can insure you a first page ranking and an increase in your bottom line.

CONCLUSION

I hope that you enjoyed this guide and that it will help you bring digital marketing into your advertising game plan. Remember that once you understand how to attract customers by placement of your business, it becomes much easier and cost effective to grow your business.

Feel free to reach out to my team and I at any time to have a no pressure chat about where your business fits into the digital marketing eco-system.



**STILL HAVE QUESTIONS?
CALL US AND TALK TO US NOW!**

[YOUR CONTACT DETAILS]

[YOUR NAME]

[YOUR COMPANY]

[YOUR WEBSITE]