

Local Digital Marketing

Google My Business Optimization (Now Called Google Business Profile)

Small Business Marketing Challenges

What helps people, helps business.

- Marketing is far more complicated today
- In the chauffeured car industry, most markets have a lot of competition
- Marketing can be very expensive, especially for a company starting out without a budget for these expenses
- Lack of marketing personnel
- Defining and achieving ROI



Email Marketing

You may think you own your Facebook, TikTok & LinkedIn audience - You dont. But you own your emails

- List Management
 - Segmentation
 - Ride type, GEO, Travelers, Bookers, Booking Channels
 - Collecting
- Email automation vs Batch and blast
 - Welcome Series
 - 2nd, 3rd & 4th Leg of Trip
 - Abandoned Cart
 - Re-Engagement Series (Lost customers)
- Customize your email marketing campaigns
 - A/B Testing
 - Sender, Subject Line, CTA, Images, timing, Design & Layout
 - Dynamic Content blocks

- Mobile
- Spam Filters
- Tools
- Buying Lists
- Partner & Industry Lists



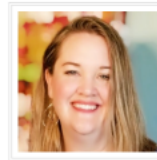
Social Media

You don't need a marketing company to brand you now; you can do it yourself

DIY Marketing

Reach Your Audience & Boost Your Brand

Marketing Your Chauffeured Car Business



Josh Anderson
RememberMyURL.com
Stephanie Carnes
The LMC Groups



Public Relations

PR is not about your company's vision, it's about how the world perceives it.

Audio Visual Sponsor



Education Sponsor



Online Reputation Management (ORM)

Customer Reviews and Testimonials:

Marketing Spend

Half the money I spend on advertising is wasted; the trouble is I don't know which half.

- The average annual marketing spend is 8.7% of total revenue, with larger companies spending up to 15%.
- B2C companies spend between 5-10% of total revenue on marketing, while B2B can get away with 2-5%.
- If your small business is new or very small, you can do a decent amount with \$1,000 per month.
- We're going to show you how to make that money go further or even cut it back with our DIY Marketing tips from our years of experience in the industry.



Search Engine Marketing

Maximizing Visibility and Engagement

the lmc groups

What We Will Cover

The Most Important Things You Can Do - Yourself

- Local Digital Marketing
- Reputation Management
- Email Marketing
- SEO
- Social Media Management
- Public Relations

Thank you for joining us!

Let us know how we did → 

Scan the QR code to complete a short survey




Welcome & Thank You to Our Sponsors

Coffee Sponsor:  Education Sponsor:  Audio Visual Sponsor: 





Local Digital Marketing

Google My Business Optimization (Now Called Google Business Profile)

Business Profile

What

How

Update

Small Business Marketing Challenges

What helps people help business.

- Marketing is far more complicated
- The chauffeured car industry is not there here in the US
- Marketing is the only expense that you can't budget for
- Marketing is a constant effort for without a budget for these expenses
- Lack of marketing personnel
- Marketing and advertising is



Email Marketing

You may think you own your Facebook, Twitter & LinkedIn audience - You DON'T. But you own your email!

- List Management
- Targeting
- Segmentation
- Personalization
- Frequency
- Content
- Timing
- Mobile
- Analytics
- Compliance
- Integration
- Automation
- Reporting
- Optimization
- Testing
- A/B Testing
- Personalization
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DIY Marketing

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Marketing Spend

How do you spend marketing to reach the right audience?

- The average small business spends 8.1% of total revenue on marketing, with larger companies spending 10.7%.
- 87% of companies spend between 0-10% of total revenue on marketing, with 80% of that being digital.
- If you had a business to sell or buy, you would spend 10% of your revenue on marketing.
- How do you spend marketing to reach the right audience?
- How do you spend marketing to reach the right audience?
- How do you spend marketing to reach the right audience?



Social Media

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Your Management Strategy

Brand Management

Content Management

Analytics

Engagement

Conversion

Retention

Referral

Advocacy

Community

Partnership

Collaboration

Influencer

Podcast

Webinar

Event

Workshop

Course

Membership

Subscription

Donation

Grant

Partnership

Collaboration

Influencer

Podcast

Webinar

Event

Workshop

Course

Membership

Subscription

Donation

Grant

Online Reputation Management (ORM)

Customer Reviews and Testimonials

Google

Facebook

Twitter

LinkedIn

Yelp

Trustpilot

Acclaim

Nextdoor

HomeAdvisor

Thumbtack

Angie's List

HomeStars

HomeAdvisor

Thumbtack

Angie's List

HomeStars

Public Relations

PR is not about your company's vision, it's about how the world perceives it.

Shield

Skirt

Network Strategy

Content Strategy

Media Strategy

Event Strategy

Partnership Strategy

Collaboration Strategy

Influencer Strategy

Podcast Strategy

Webinar Strategy

Event Strategy

Workshop Strategy

Course Strategy

Membership Strategy

Subscription Strategy

Donation Strategy

Grant Strategy

Search Engine Marketing

Marketing Visibility and Engagement

Google

Facebook

Twitter

LinkedIn

Yelp

Trustpilot

Acclaim

Nextdoor

HomeAdvisor

Thumbtack

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Audio Visual Sponsor



Education Sponsor



Welcome & Thank You to Our Sponsors

Coffee Sponsor



Education Sponsor



Audio Visual Sponsor





McGRAW HILL FINANCIAL



WESTERN NEW ENGLAND UNIVERSITY | **WNE**
SCHOOL of LAW



FEMA

LexisNexis®



CITY OF ASPEN

YORK COLLEGE
OF PENNSYLVANIA

NOVA Northern Virginia Community College





the Imc groups



Wheaton College®



SUBARU



What We Will Cover

The Most Important Things You Can Do - Yourself

- Local Digital Marketing
- Reputation Management
- Email Marketing
- SEO
- Social Media Management
- Public Relations

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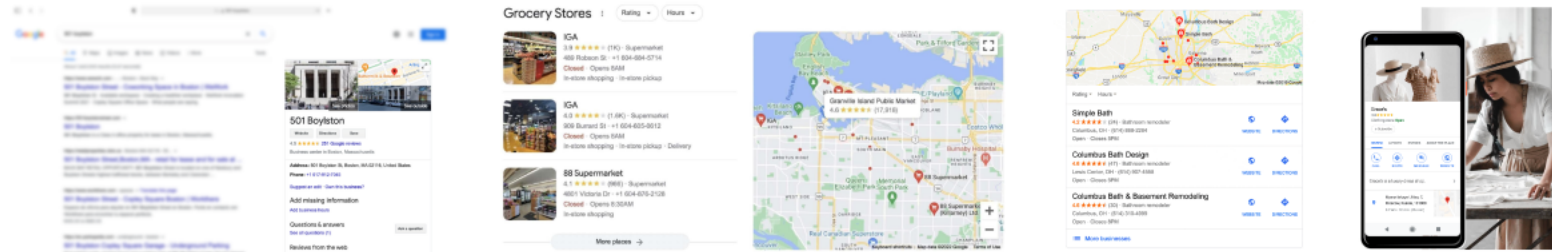


Local Digital Marketing

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Google
Business Profile

What



How

Setup

www.google.com/business/



Optimize

- Use Keywords in Description and categories
- Add all relevant locations
- Respond to reviews
- Upload lots of high-resolution photos & videos.
- Use Local phone # (indicator to algo)
- Get reviews from happy customers
- Pay attention to questions & suggested updates
- Make Posts: What's New, Event Posts, Offer Posts, Product Posts (Posts stay live for 7 days)
- Create separate GBP listings for each location



51 results

1-800-858-8888

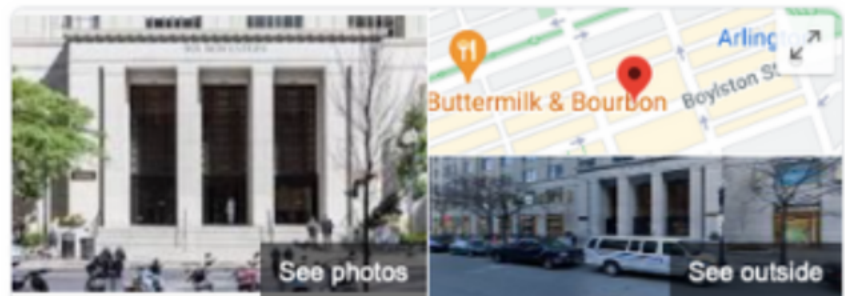
501 Boylston Street - Consulting Services in Boston / Middlesex
501 Boylston St, Boston, MA 02116
508-552-1111

501 Boylston
501 Boylston St, Boston, MA 02116

501 Boylston Street Boston MA - 1000 sq ft office and 100 parking spaces
501 Boylston St, Boston, MA 02116
617-552-1111

501 Boylston Street - Supply Storage Boston / Middlesex
501 Boylston St, Boston, MA 02116
617-552-1111

501 Boylston Supply Storage - Underground Parking
501 Boylston St, Boston, MA 02116
617-552-1111



501 Boylston

[Website](#) [Directions](#) [Save](#)

4.5 ★★★★★ 251 Google reviews

Business center in Boston, Massachusetts

Address: 501 Boylston St, Boston, MA 02116, United States

Phone: +1 617-912-7045

[Suggest an edit](#) · [Own this business?](#)

Add missing information

[Add business hours](#)

Questions & answers

[See all questions \(1\)](#)

[Ask a question](#)

Reviews from the web

Grocery Stores

Rating ▾

Hours ▾



IGA

3.9 ★★★★★ (1K) · Supermarket

489 Robson St · +1 604-684-5714

Closed · Opens 8AM

In-store shopping · In-store pickup



IGA

4.0 ★★★★★ (1.6K) · Supermarket

909 Burrard St · +1 604-605-0612

Closed · Opens 8AM

In-store shopping · In-store pickup · Delivery



88 Supermarket

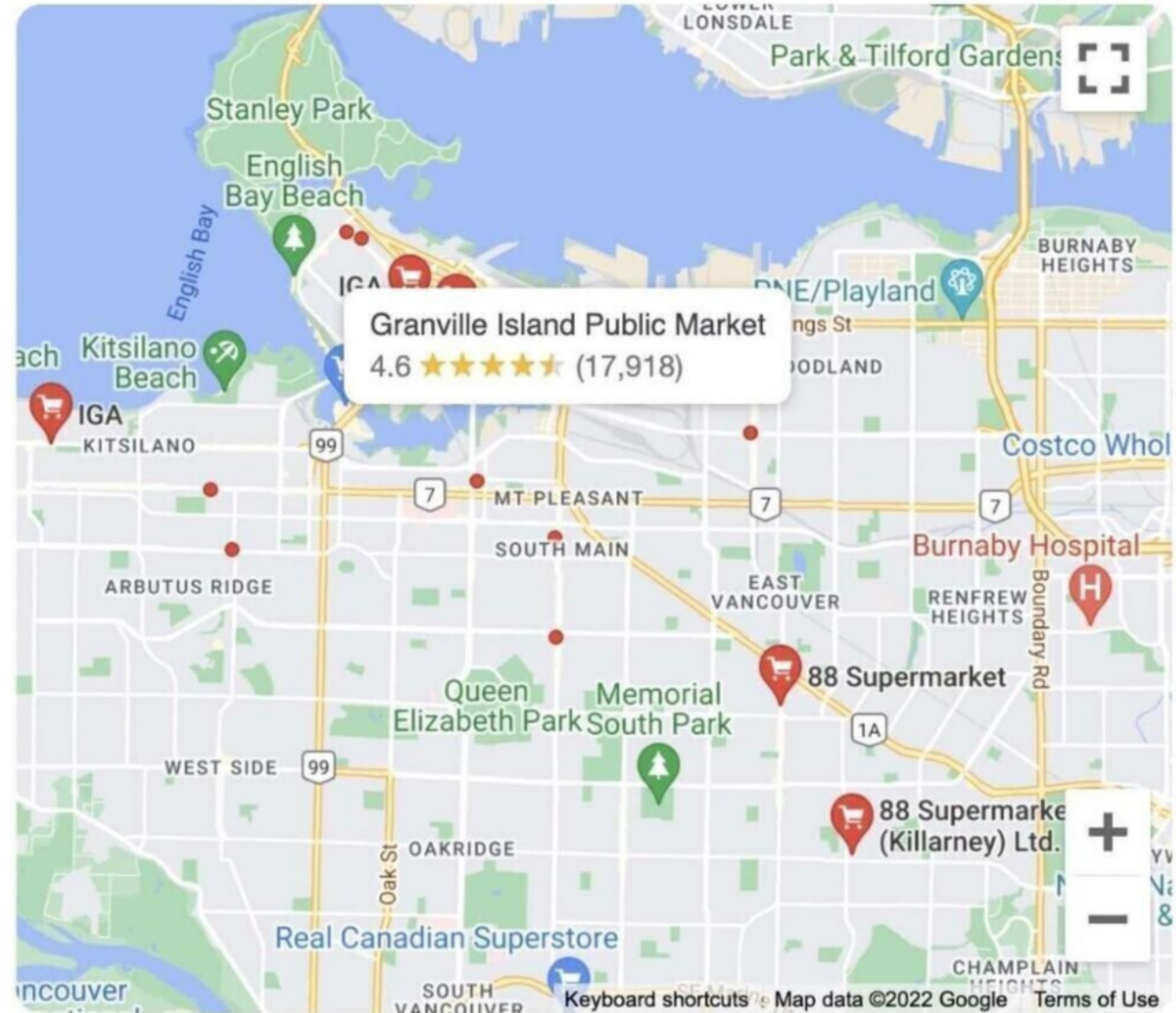
4.1 ★★★★★ (966) · Supermarket

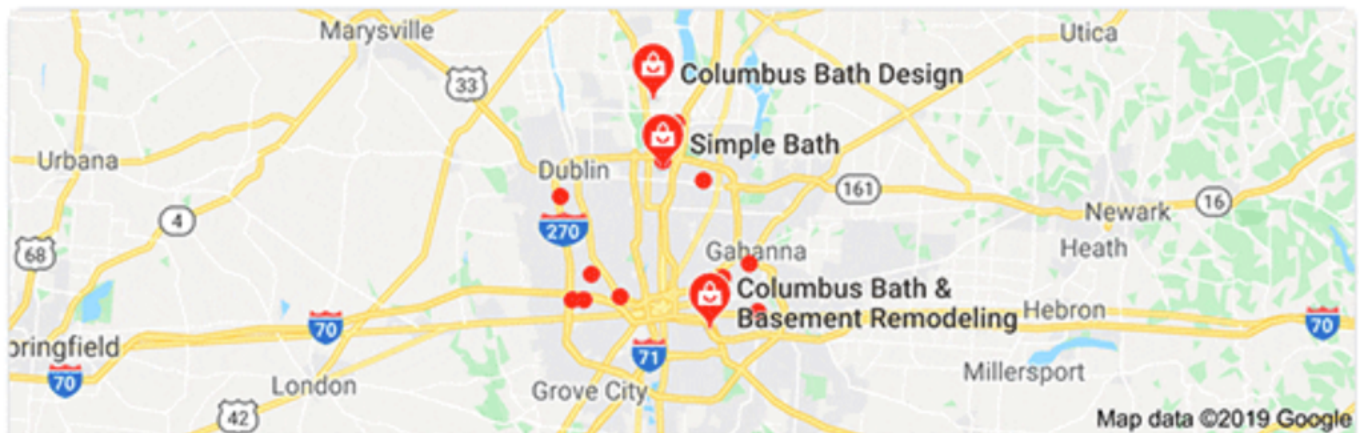
4801 Victoria Dr · +1 604-876-2128

Closed · Opens 8:30AM

In-store shopping

More places →





Rating ▾ Hours ▾

Simple Bath
4.2 ★★★★★ (24) · Bathroom remodeler
Columbus, OH · (614) 888-2284
Open · Closes 5PM

[WEBSITE](#) [DIRECTIONS](#)

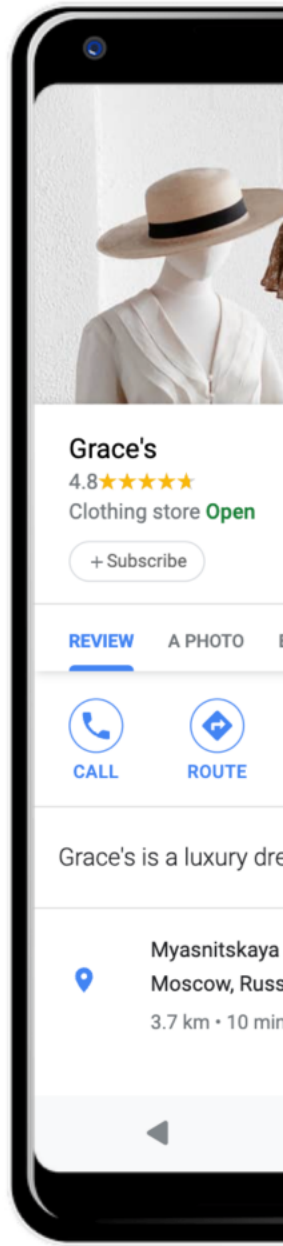
Columbus Bath Design
4.6 ★★★★★ (47) · Bathroom remodeler
Lewis Center, OH · (614) 907-4558
Open · Closes 5PM

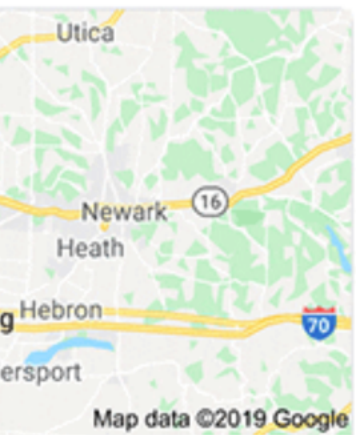
[WEBSITE](#) [DIRECTIONS](#)

Columbus Bath & Basement Remodeling
4.6 ★★★★★ (30) · Bathroom remodeler
Columbus, OH · (614) 310-4999
Open · Closes 8PM

[WEBSITE](#) [DIRECTIONS](#)

[More businesses](#)

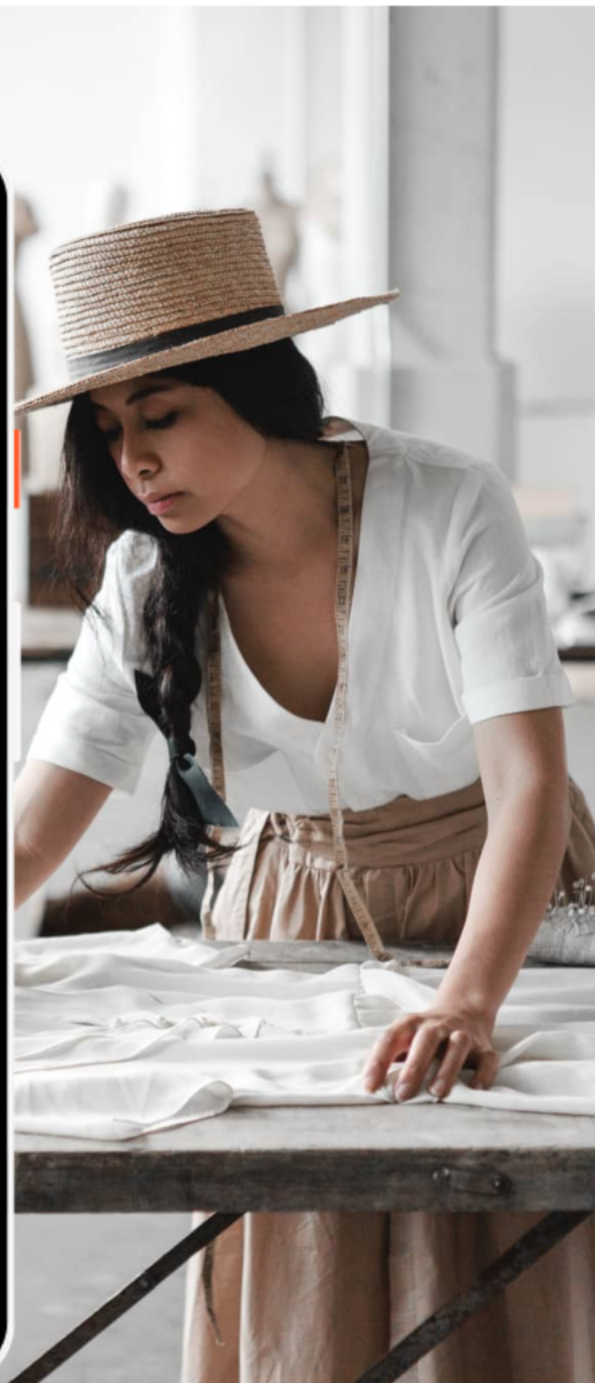
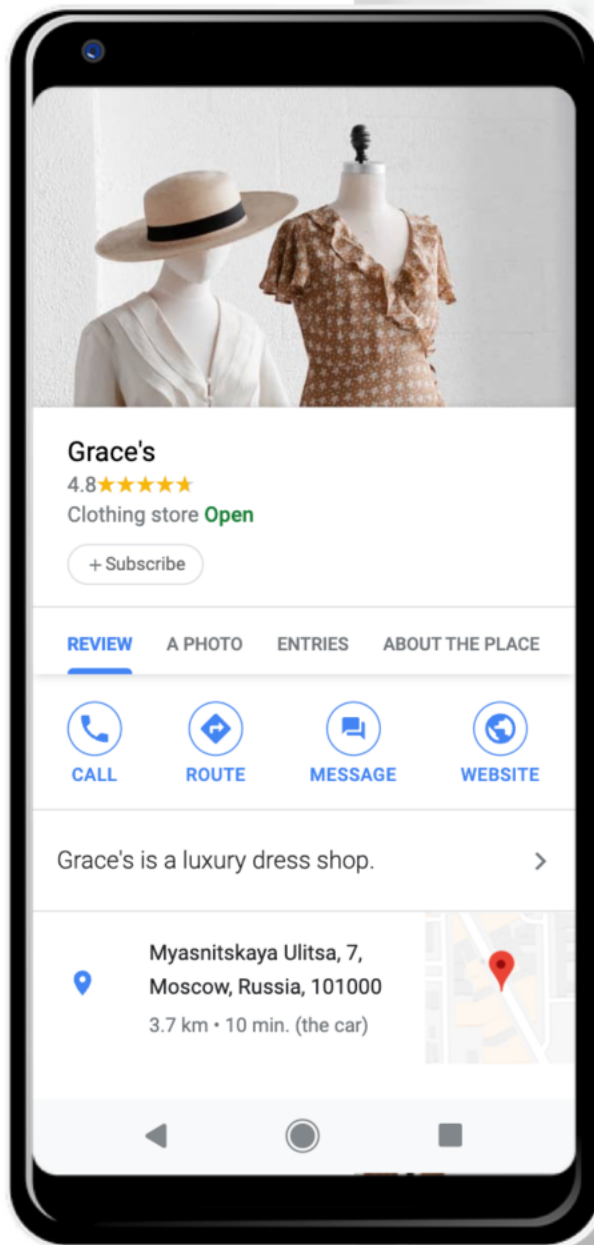


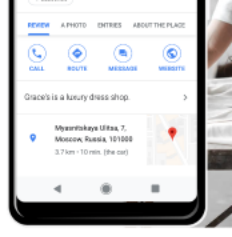
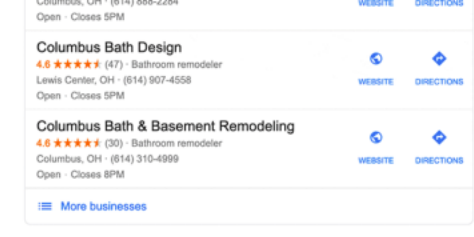
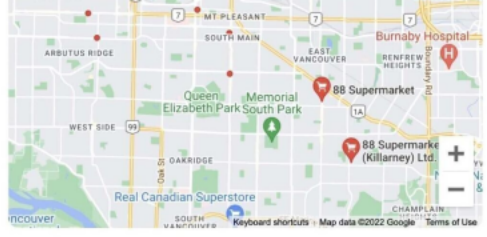
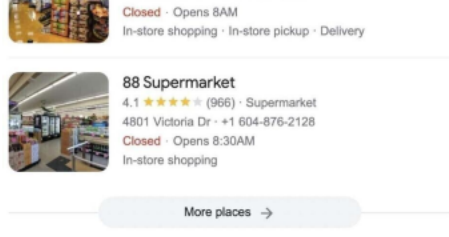
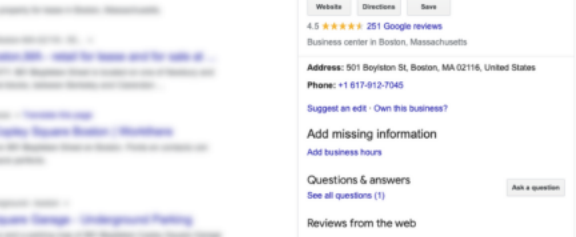


 
WEBSITE DIRECTIONS

 
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How

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www.google.com/business/



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Setup

www.google.com/business/





14.59767, 121.06344

Directions from here

Directions to here

Search nearby

Print

Add a missing place

Add your business

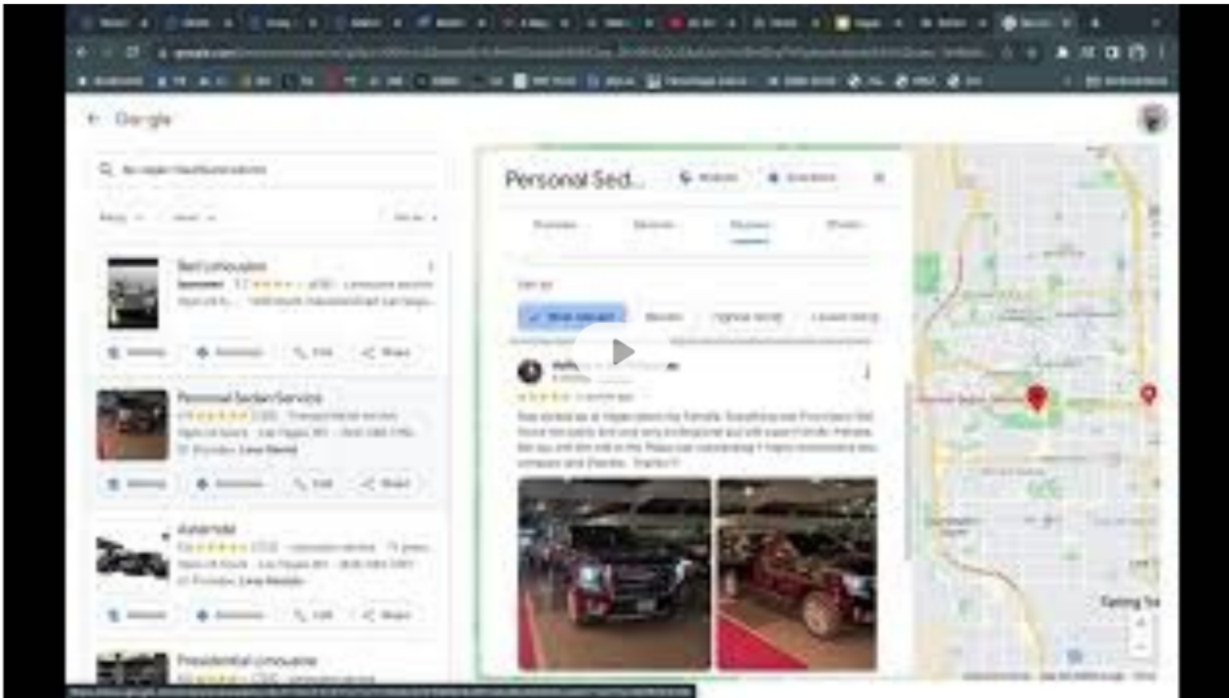
Measure distance

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Online Reputation Management (ORM)

Customer Reviews and Testimonials:



Create a Review Process, Automate as much as possible & Reduce Friction

- Ask @ The Right Time, Offer incentives
- QR Codes, Direct Links
- Respond to all your reviews (negative and positive)

Track

- Tools (Free & Paid), Google Alerts
- Locations: Paid Media, Earned Media, Shared Media, Owned Media

How To Handle Negative Reviews

- Response templates

Sharing Positive Testimonials

Google

Search

Home



Personal Sedan Service

5.0 (10) - Transportation services
1234 Main St. - Los Angeles, CA 90001

Call, Get Directions, 10 Reviews, 12 Photos



Personal Sedan Service

5.0 (10) - Transportation services
1234 Main St. - Los Angeles, CA 90001

Call, Get Directions, 10 Reviews, 12 Photos



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Personal Sedan Service

5.0 (10) - Transportation services

Personal Sedan

Home - Search - Filter - Map

Home

Call, Get Directions, 10 Reviews, 12 Photos

5.0 (10) - Transportation services

Personal Sedan Service is a transportation company that provides luxury sedan services for all occasions. We offer a variety of vehicles including limousines, stretch limos, and SUVs. Our drivers are professional and experienced. We also offer airport transfers, weddings, and corporate events. Contact us today for more information.





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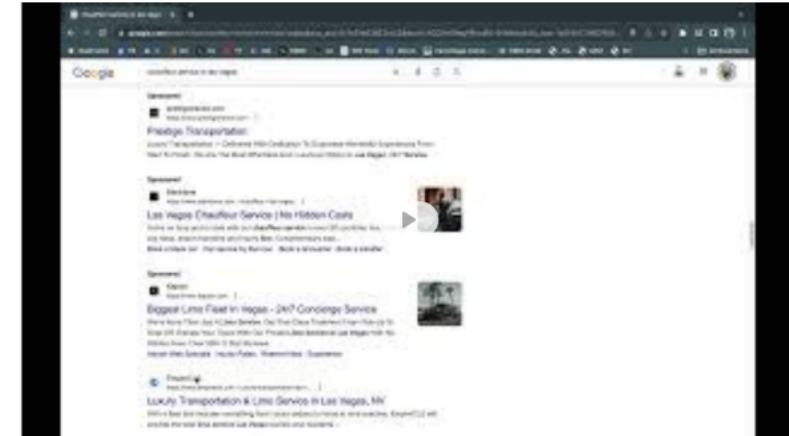
SEO



SEO is the active practice of optimizing a website by improving internal and external aspects in order to increase the traffic the site receives from search engines.

Organic Traffic

Organic search results are listings on search engine results pages that appear because of their relevance to the search terms, as opposed to their being advertisements. In contrast, non-organic search results may include pay per click advertising.



PPC / Paid

Location:

- Google/Bing
- Industry Sites
- Google Network
- Facebook, TikTok, Linkedin, Twitter

Campaign Types:

- CPC, CPA
- Retargeting Ads, Competitive Terms, Products, People, Brand Names, Hand Picked, etc...

Testing:

- Ad Copy
- Keyword List
- Images



	Impressions - Vendor	Clicks - Vendor	Total Spend	Conv (1 per click)	CPA (1 per click)	ROI (DOL's - 1 customer @ 1K)	(Spend)	Investment ratio
Jan								
Google	740666	9197	\$7,902.70	553	\$14.29	\$113,757.30	14 to 1	
Bing	410167	1567	\$479.36	54	\$8.88	\$11,400.64	24 to 1	
	1,150,833	10764	\$8,382.06	607	\$13.81	\$125,157.94	15 to 1	
Feb								
Google	512842	9168	\$7,981.48	600	\$13.30	\$102,810.52	13 to 1	
Bing	198991	803	\$225.21	36	\$6.26	\$7,694.79	34 to 1	
	711,833	9971	\$8,206.69	636	\$12.91	\$109,713.31	15 to 1	
Mar								
Google	967499	9871	\$9,471.05	577	\$16.41	\$117,469.95	12 to 1	
Bing	268,277	1,101	\$579.13	59	\$9.14	\$12,440.87	23 to 1	
	1,235,776	10972	\$10,050.18	636	\$15.74	\$129,910.82	12 to 1	
April								
Google	2021435	12154	\$12,873.79	139	\$91.93	\$105,696.21	8 to 1	
Bing	489,070	959	\$543.51	39	\$13.94	\$8,036.49	15 to 1	
	2,210,505	13113	\$13,417.30	178	\$75.74	\$113,642.70	8 to 1	
May								
Google	1541230	12217	\$12,925.73	686	\$18.66	\$139,974.27	11 to 1	
Bing	213,358	1,284	\$706.00	59	\$11.97	\$12,274.00	17 to 1	
	1,754,588	13501	\$13,631.73	745	\$18.08	\$152,248.27	11 to 1	
Totals								
2012 totals	7,063,276	58,321	\$53,747.96	3,111	\$17.28	\$630,672.04	19 to 1	
2011 totals	6,889,360	33,882	\$20,259.72	849	\$23.88	\$15,038.21	0.7 to 1	
2010 totals	35,973,417	35,124	\$65,268.46	177	\$372.25	\$3,392.11	0.1 to 1	



ucts,

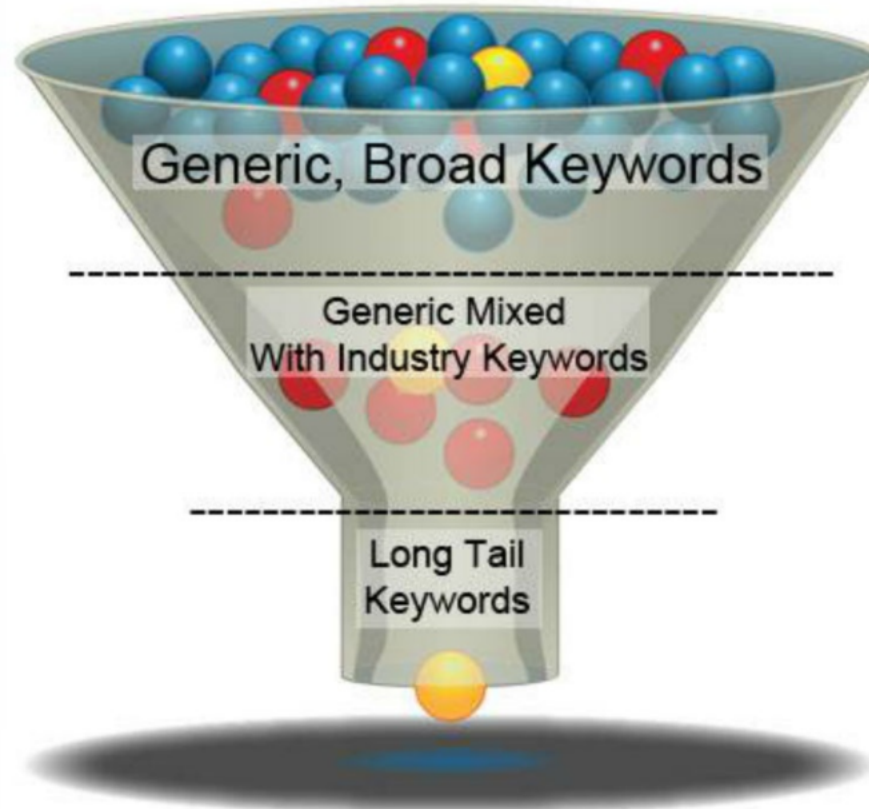
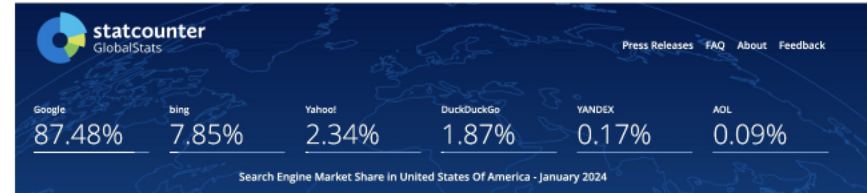
How Customers Use Search

- Most Google searches are three to four words long
- 50% of the U.S. population uses voice-enabled search each day

93% ALL ONLINE EXPERIENCES Begin with a Search Engine

75% USERS NEVER SCROLL TO PAGE 2

70-80% Users IGNORE THE PAID ADS, Focus on ORGANIC SEARCH RESULTS



- 57% of search traffic is mobile.
- Location-related searches account for 30% of all Google mobile searches.

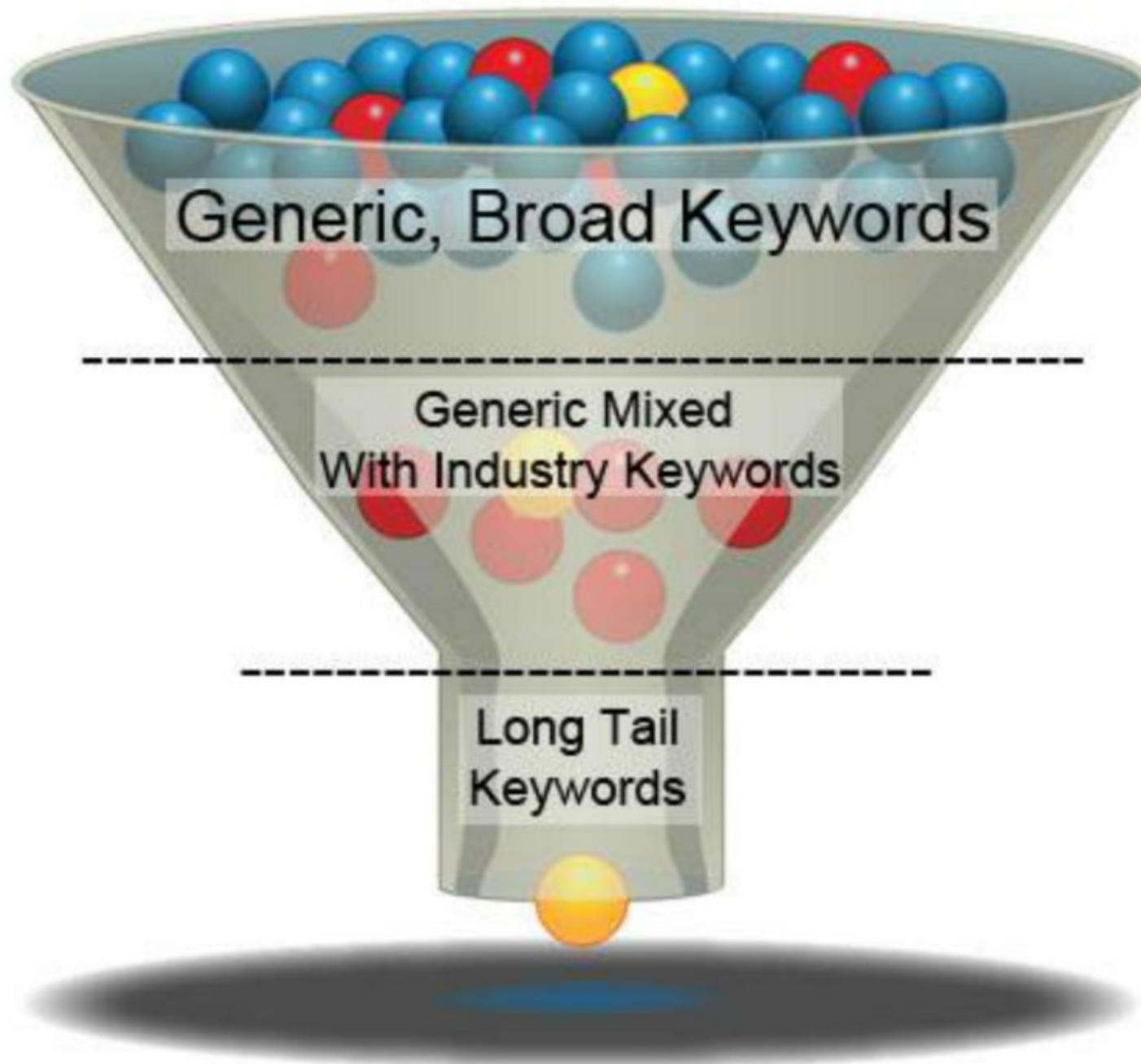


.S.
ses voice-
rch each

IE EXPERIENCES
a Search Engine

VER SCROLL TO

MORE THE PAID
us on
SEARCH RESULTS



search
30%
search



93% ALL **ONLINE EXPERIENCES**
Begin with a Search Engine

75% USERS **NEVER SCROLL** TO
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Customers Use



[Press Releases](#) [FAQ](#) [About](#) [Feedback](#)

Google

87.48%

bing

7.85%

Yahoo!

2.34%

DuckDuckGo

1.87%

YANDEX

0.17%

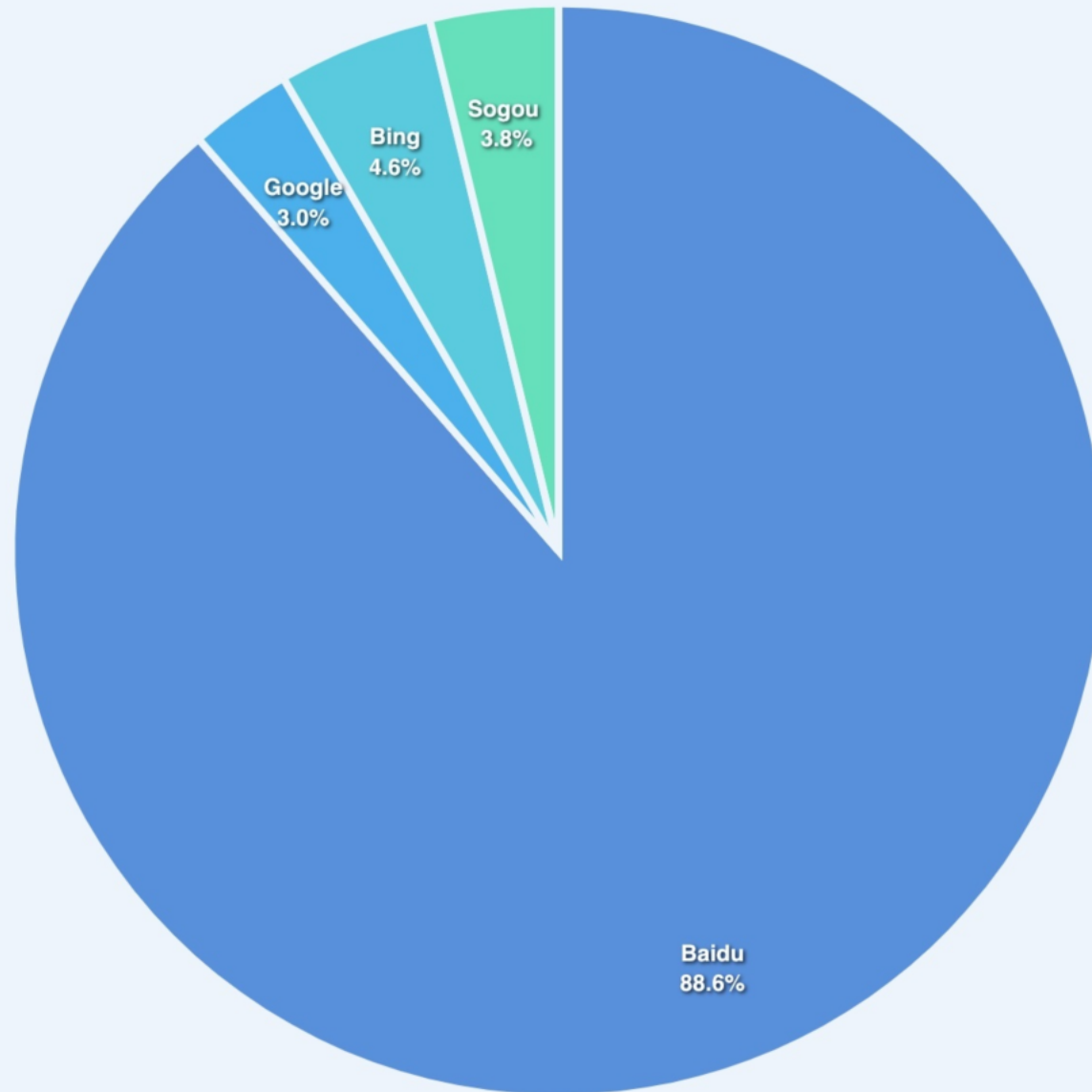
AOL

0.09%

Search Engine Market Share in United States Of America - January 2024



Division of Chinese Search Market



● Baidu ● Google ● Bing ● Sogou

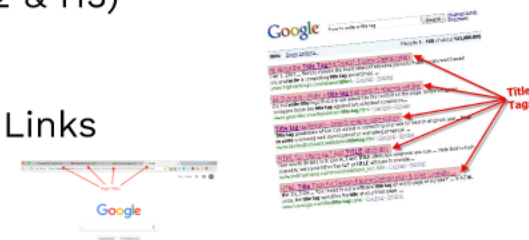
OnPage SEO

On-page SEO is the practice of optimizing individual web pages and their source code (HTML) to make the page rank as high as possible for relevant search terms in the major search engines organic results. Below are just some of the On-page SEO issues most of the companies I have worked with have had to deal with.

- Tagging
 - Title & meta tags, header tags, Alt tag
- Page Speed
- File size
 - CSS, HTML, and JavaScript files
- Image / Video Optimization
 - size, file name, file format,
- redirects
 - 301s, 302s, 404's and Canonicals,
- Other
 - browser caching, server response time, Content distribution networks (CDNs)
- Accessibility & indexation
 - robots.txt, sitemaps, response codes, internal link architecture, crawl stats & errors, URL strings / Parameters, URL strings, Root domains, Subdomains, Subfolders, Pagination issues
- Content
 - Usefulness, Related topics, relevant keywords, use of Bold/Strong tags, content length, backlinks (#of, source & anchor text), Duplicate content



- Title (unique per page)
- META Description Tag (unique per page)
- META Keyword Tag (unique per section)
- Header Tags (H1, H2 & H3)
- Alt Tags
- New Content
- Internal & External Links
- File names
- Sitemaps



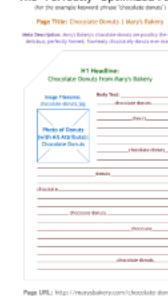
URL Management

When you launch a new campaign or product make sure you consider the following:

- Name
- Social Address (EX: facebook.com/YourCarService)
- Common Misspelling
- 301 Redirects
- SubDomain vs. Subfolder
- Strategy for URL's Not in Use
- Registration Period
- Site & Page Age
- Contact Info for URL Ownership



The "Perfectly" Optimized Page

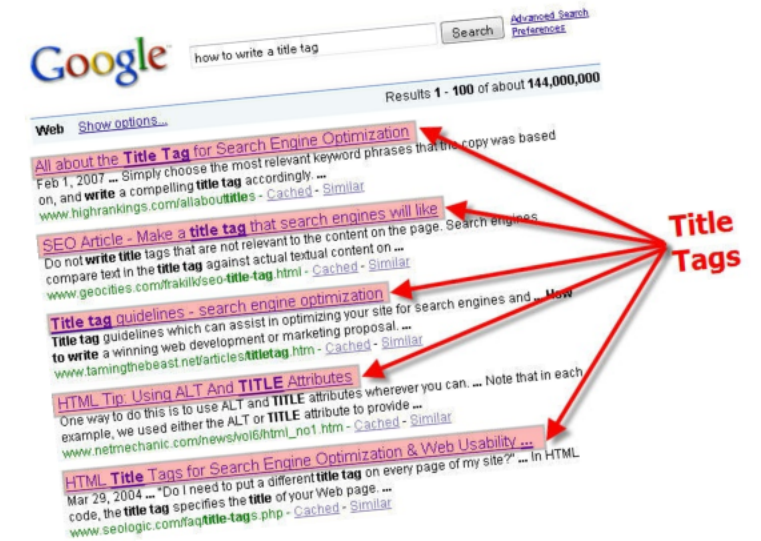
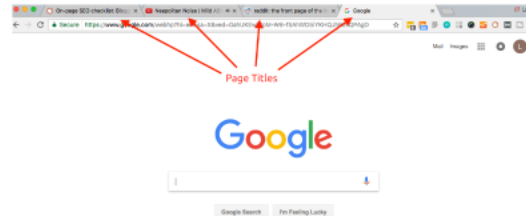


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- META Description Tag (unique per page)
- META Keyword Tag (unique per section)
- Header Tags (H1, H2 & H3)
- Alt Tags
- New Content
- Internal & External Links
- File names
- Sitemaps





how to write a title tag

Search

[Advanced Search](#)
[Preferences](#)

Web [Show options...](#)

Results 1 - 100 of about 144,000,000

[All about the **Title Tag** for Search Engine Optimization](#)

Feb 1, 2007 ... Simply choose the most relevant keyword phrases that the copy was based on, and **write** a compelling **title tag** accordingly. ...

[www.highrankings.com/allabouttitles](#) - [Cached](#) - [Similar](#)

[SEO Article - Make a **title tag** that search engines will like](#)

Do not **write title** tags that are not relevant to the content on the page. Search engines compare text in the **title tag** against actual textual content on ...

[www.geocities.com/frakilk/seo-title-tag.html](#) - [Cached](#) - [Similar](#)

[Title tag guidelines - search engine optimization](#)

Title tag guidelines which can assist in optimizing your site for search engines and ... **How to write** a winning web development or marketing proposal. ...

[www.tamingthebeast.net/articles/titletag.htm](#) - [Cached](#) - [Similar](#)

[HTML Tip: Using ALT And **TITLE** Attributes](#)

One way to do this is to use ALT and **TITLE** attributes wherever you can. ... Note that in each example, we used either the ALT or **TITLE** attribute to provide ...

[www.netmechanic.com/news/vol6/html_no1.htm](#) - [Cached](#) - [Similar](#)

[HTML **Title** Tags for Search Engine Optimization & Web Usability ...](#)

Mar 29, 2004 ... "Do I need to put a different **title tag** on every page of my site?" ... In HTML code, the **title tag** specifies the **title** of your Web page. ...

[www.seologic.com/faqtitle-tags.php](#) - [Cached](#) - [Similar](#)

**Title
Tags**



Page Titles

Google

Google Search

I'm Feeling Lucky

URL Management

When you launch a new campaign or product make sure you consider the following:

- Name
- Social Address (EX: facebook.com/YourCarService)
- Common Misspelling
- 301 Redirects
- SubDomain vs. Subfolder
- Strategy for URL's Not in Use
- Registration Period
- Site & Page Age
- Contact Info for URL Ownership



The "Perfectly" Optimized Page
(for the example keyword phrase "chocolate donuts")

Page Title: Chocolate Donuts | Mary's Bakery

Meta Description: Mary's Bakery's chocolate donuts are possibly the most delicious, perfectly formed, flawlessly chocolately donuts ever made.

H1 Headline:
Chocolate Donuts from Mary's Bakery

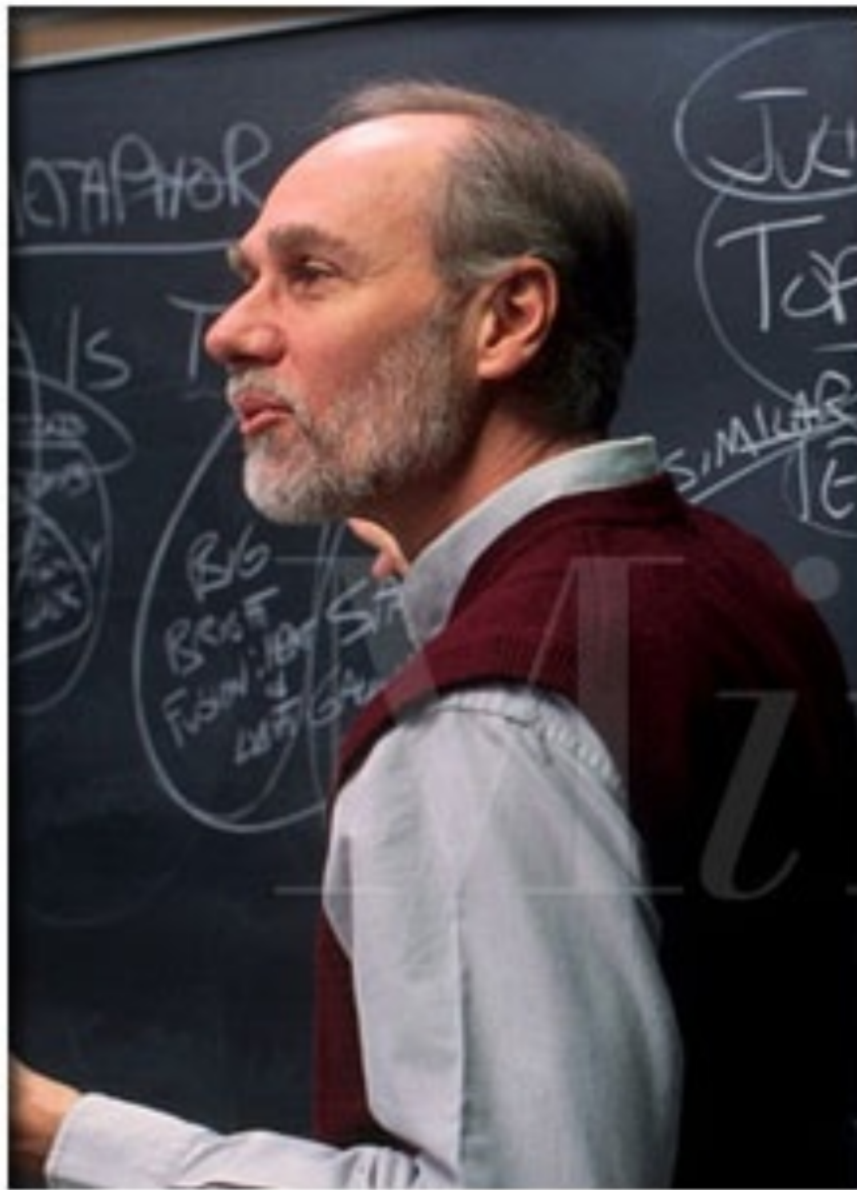
Image Filename:
chocolate-donuts.jpg

Body Text:

Photo of Donuts
(with Alt Attribute):
Chocolate Donuts

chocolate donuts _____
_____ donuts _____
_____ chocolate donuts _____
_____ donuts _____
chocolate _____
_____ chocolate donuts _____
_____ chocolate _____
_____ chocolate donuts _____

Page URL: http://marysbakery.com/chocolate-donuts



VS.



Who Would You Trust

WHOIS search results for:

INFRAGISTICS.COM

(Registered)

The data contained in GoDaddy.com, LLC's WHOIS database, while believed by the company to be reliable, is provided "as is" with no guarantee or warranties regarding its accuracy. This information is provided for the sole purpose of assisting you in obtaining information about domain name registration records. Any use of this data for any other purpose is expressly forbidden without the prior written permission of GoDaddy.com, LLC. By submitting an inquiry, you agree to these terms of usage and limitations of warranty. In particular, you agree not to use this data to allow, enable, or otherwise make possible, dissemination or collection of this data, in part or in its entirety, for any purpose, such as the transmission of unsolicited advertising and solicitations of any kind, including spam. You further agree not to use this data to enable high volume, automated or robotic electronic processes designed to collect or compile this data for any purpose, including mining this data for your own personal or commercial purposes.

Please note: the registrant of the domain name is specified in the "registrant" field. In most cases, GoDaddy.com, LLC is not the registrant of domain names listed in this database.

Registrant:
Infragistics Inc

2 Commerce Drive
Cranbury, New Jersey 08512
United States

Registered through: GoDaddy.com, LLC (<http://www.godaddy.com>)

Domain Name: INFRAGISTICS.COM

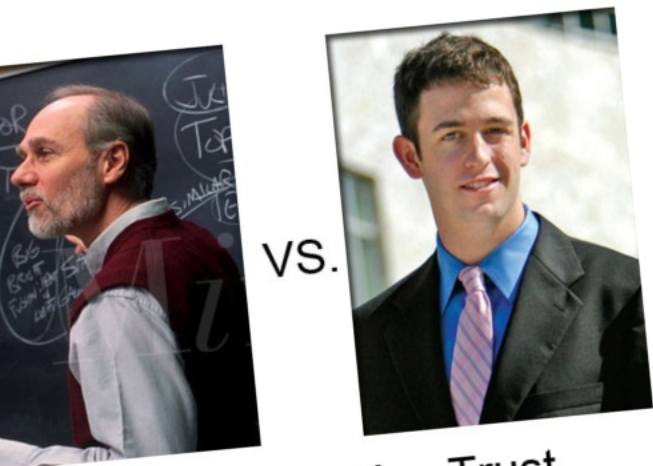
Created on: 18-Oct-00

Expires on: 20-Jan-17

Last Updated on: 09-Aug-11

This is How Search Engines Think





VS.

Who Would You Trust

WHOIS search results for:
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H1 Headline:
Chocolate Donuts from Mary's Bakery

Image Filename:
chocolate-donuts.jpg

Body Text: _____
_____ chocolate donuts _____

_____ donuts _____

_____ chocolate donuts _____

_____ donuts _____

chocolate _____

_____ chocolate donuts _____

_____ chocolate _____

_____ chocolate donuts _____

Photo of Donuts (with Alt Attribute):
Chocolate Donuts

Page URL: <http://marysbakery.com/chocolate-donuts>

Off Page SEO

LINK BUILDING 101

Networking Sites: Not to be confused with Social. Have sites, Networking sites (www.Mash.com, www.Facebook.com, etc) often allow links in their profile pages. While it may not carry much link juice, it's still a link to have some act up for you.

Wiki Sites: Many major sites today have added wiki pages with user-edited content. Some may use nofollow, so do your research before spending a lot of time to get a link on a wiki page.

Comment On Blogs: While not as effective as to some use (there is that "reply nofollow" tag), blog commenting on a regular basis will make some weight. If you want links on ads, and any pages, look for blogs on those type sites (same goes for forums). Surf blogs and comment on a regular basis.

Forum Participation: There's a forum for every niche out there, get involved in discussion and link back to quality content on your site that visitors will find useful. Instead of commenting on a forum (or blog) use something in the niche to add to the discussion. Don't just drop a link and run - in case you don't know, that's called SPAM.

Join Communities Relevant To Your Niche

Social Media/News Sites
Very popular today - getting your content on quality social media sites like MySpace and Twitter. (Some do use the nofollow attribute, make a lot of SM sites that don't use nofollow as of 2/08.)

- www.Digg.com (FROB)
- Technorati Faves (FROB) <http://technorati.com/faves/>
- www.Slashdot.org (FROB)
- www.Furl.net (FROB)
- www.Listable.com (FROB)
- www.Propeller.com (FROB)
- www.Flickr.com (FROB)
- www.Searchie.com (FROB)
- www.Socieloge.com (FROB)
- www.Fluther.com (FROB)
- www.Stir-its.com (FROB)

Other sites that do use nofollow are:
www.Kod4it.com
<http://D4Licious.com>
<http://D4Licious.com>

Content Submissions
Also known as viral marketing, link bait is anything on a site (content, tools, videos, a diagram about link building strategies, etc.) that makes people want to link to it. For ranking purposes, the link bait should have some association with the keyword you want to rank for. An example of link baiting is the "Top 100 SEO.com" list. The list is very targeted, and detailed information on link bait campaigns. Once you have your link bait set up, you can use a lot of these other methods to spread the word about it, posting it on social media sites, tweeting about it, writing an article and submitting it, etc.

Press Releases
Submitting press releases online not only helps build links, it also can keep your website in the news and Google has began showing news results in the SERPs. Write and submit press releases on a regular basis (1 or 2 times a month). Some submissions are free, some you must pay for so do your research.
Check out: www.PR2.com, www.PR2.com, www.PR2.com

Article Writing
Many SEOs are advised on how useful article writing and submission to multiple directories may be for rankings. While not the most effective link building method in terms of link juice, submitting SEO articles per month to several quality directories is a good strategy to add to your link building toolbox. Quality article directories: www.ArticleDirectory.com, www.ArticleDirectory.com, www.ArticleDirectory.com, www.ArticleDirectory.com, www.ArticleDirectory.com

Cherry Picking Links
Such is it, sit down and get ready for some intense research to find relevant sites to get links from. Having high trust, high ranking sites linking to your article gives you a major boost in the SERPs. Here's 3 ways to research highly relevant and trusted links:
1. Search for your keyword on Google and look at the top 100 listings. You want to get as many of those sites to link to you as possible. To find the page or that domain that is NOT relevant to your request, search Google with "site:domain.com keyword".
2. Use a tool like Hub Finder (<http://www.hubfinder.com/hubfinder.php>) to run an analysis of those sites and find ADDITIONAL sites that link back to 2 or more of your top 100 competitors. Getting links from sites that link to your competitor is always a good bet.
3. If you can't get links from your top 100 sites, examine each site's backlinking profile and get some links from those pages. Go to Sitelock and search with "sitelock.com". This will usually list their backlinks in order from most trusted to least. For some of those sites, find the most relevant page for your link (using Google and/or "site:domain.com request" search).
Once you know where you'd like to request a link, bookmark or email (not literally) to get a link from that page. Send them a personal email and be straight forward about what you want. Personalize each email you send, do NOT automate this process. Offer a link to their site from another one of yours, offer a one time payment, a gift certificate, or whatever it takes to get that link.
Jim Boyer of www.Boyer.com has coined the term "Link 101" to refer to those who use the research-intensive method of link building. Go to his site to get even better information on these tactics.

PAID LINKS
Direct paid links, like banner ads, text links in the footer of the page, under a "sponsored" heading category, etc. may get traffic, but probably not rank, since many search engines filter your links. If you're going to buy links for ranking purposes, make sure it's surrounded by content and doesn't look like an obvious paid link advertisement.

Trading Links
Trading or reciprocal linking is pretty much dead, as are gateway trading links pages that have a "link exchange" link to their advertising partners. These may bring in additional traffic, which you request a link from Site A to your Site B in exchange for putting a link to their Site A on your Site C. Sounds confusing, but it's not - just always make sure you're getting links from sites relevant to your niche.

Link Directories
Submit to link directories at your own risk. Submitting your site to hundreds probably isn't do much for your ranking and you run the risk of getting link from bad neighborhoods, but submitting to a few quality directories definitely won't hurt. Some directories are free, some are paid.
Try:
www.Dmoz.org
www.Directories.com
www.Link.com
www.S100.com

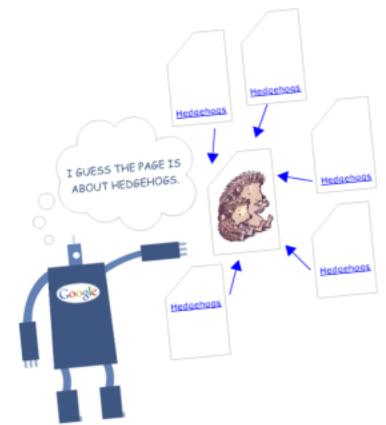
Anchor Texts
I GUESS THE PAGE IS ABOUT HEDGEHOGS.

Anchor Text

Facebook has been in hot water lately. If you've been keeping up with the **latest news**, you know what I'm talking about.

And it doesn't help that **62% of small business** advertisers on Facebook don't find success. More specifically, they "miss their targets."

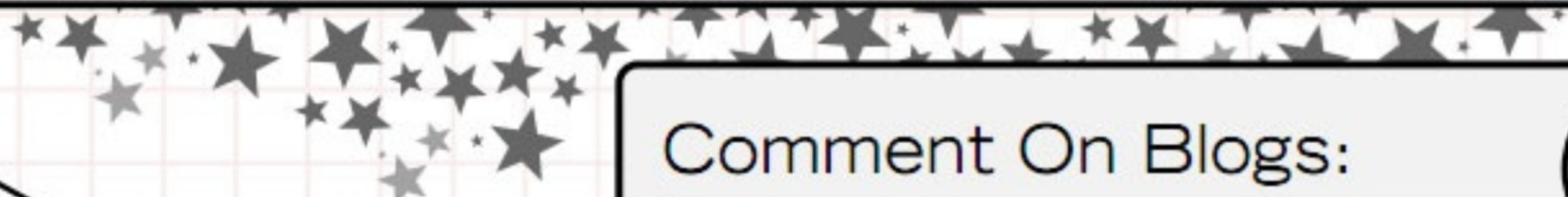
Their audience targeting is flawed, and they can't reach the right users to sell their products and services.





Networking Sites:

Not to be confused with Social News sites, Networking sites (www.Linkedin.com, www.Facebook.com, etc) often allow links in their profile pages. While it may not carry much link juice, it wouldn't hurt to have some set up for your website.



Comment On Blogs:

While not as effective as it once was (thanks to that pesky "nofollow" tag), blog commenting on a regular basis still holds some weight. If you want links on .edu and .org pages, look for blogs on those type sites (same goes for forums). Surf blogs and comment on a regular basis.



Join Communities R

many major sites today have added wiki pages with user edited content. Some may research before spending a lot of time to get a link on a wiki page.

Forum Participation:



There's a forum for every niche out there, get involved in discussions and link back to quality content on your site that visitors will find useful. Whenever commenting on a forum (or blog) have something VALUABLE to add to the discussion. Don't just drop a link and run - in case you didn't know, that's called SPAM!

Relevant To Your Niche



Content Submissions



B



Press Releases

Submitting press releases online not only helps build links, it also can keep your website in the news and Google has begun showing news results in the SERPs. Write and submit press releases at least 1 or 2 times a month. Some submissions are free, some you must pay for, so do your research.

Check out: www.PRElite.com, www.PRZoom.com, www.WebPR.com



Article Writing

Many SEOs are divided on how useful article writing and submission to multiple directories may be for rankings. While not the most effective link building method in terms of link juice, submitting 5-10 articles per month to several quality directories is a good strategy to add to your link building playbook.

Quality article directories: www.EzineArticles.com, www.ArticleCity.com, www.Buzzle.com, www.Articlebiz.com, www.EasyArticles.com

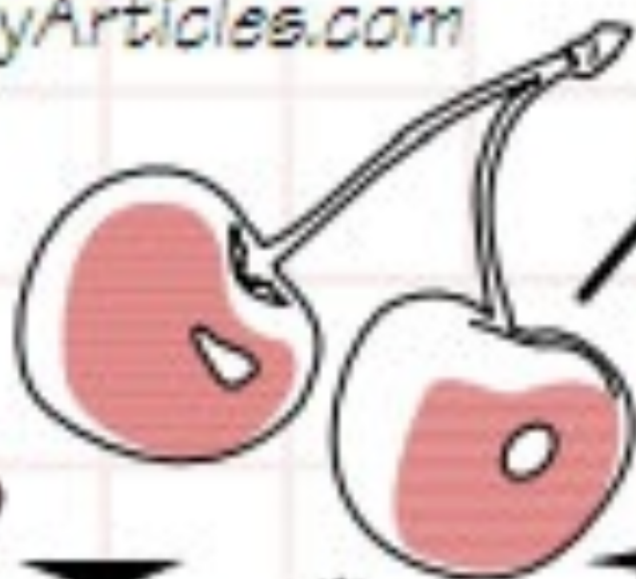
A few things to keep in mind as you begin link building:

1. Make sure you have a site worth linking to! You must have valuable content or provide a useful service to attract links.



Cherry Picking Links

quality articles and content: www.L2net.fr/visiblog/,
www.ArticleCity.com, www.Buzzle.com,
www.Articlebiz.com, www.EasyArticles.com



Cherry Pickin'g Links

Suck it up, sit down and get ready for some intense research to find sites to get links from. Having high trust, high ranking sites link to you give you a major boost in the SERPs. Here's 3 ways to research and targeted links:

PAID LINKS

Obvious paid links, like banner ads, text links in the footer of the page, under a 'sponsored listings' category, etc. may help traffic, but probably not rank, since many search engines frown upon them. If you're going to buy a link for ranking purposes make sure it is surrounded by content and doesn't look like an obvious paid link or advertisement.



Trading Links

Trading or reciprocal linking is pretty much dead, as are spammy-looking link pages that have a "link then description, link then description" pattern. Three way linking is still useful, in which you request a link from Site A to your Site B in exchange for putting a link to their Site A on your Site C. Sounds confusing, but it's not - just always make sure you're getting links from sites relevant to your own niche.



Link Directories

Submit to link directories at your own risk. Submitting your site to hundreds probably won't do much for your ranking and you run the risk of getting links from bad neighborhoods, but submitting to a few quality directories definitely won't hurt. Some directories are free, some are paid.

Try:

- www.DMOZ.org
- www.Business.com
- www.JoeAnt.com
- www.BOTW.org
- www.Yahoo.com



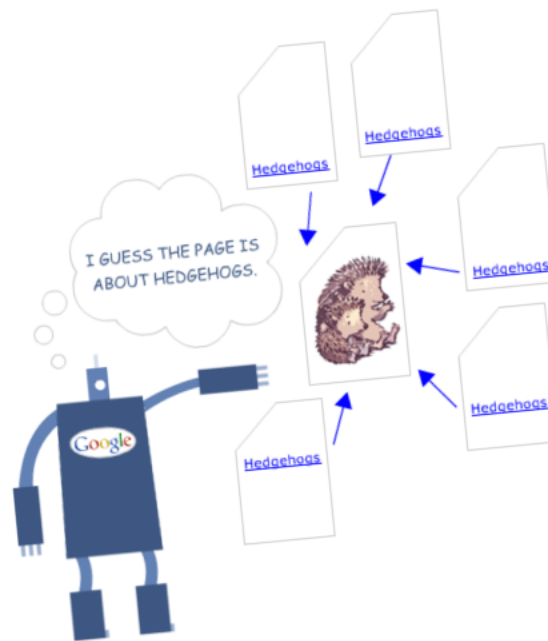
Anchor Text

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And it doesn't help that [62% of small business](#) advertisers on Facebook don't find success. More specifically, they "miss their targets."

Their audience targeting is flawed, and they can't reach the right users to sell their products and services.

Anchor Texts



a/News Sites

content on quality social media sites do use the nofollow attribute). Here's a nofollow as of 2/08:

g.com (PR8)

http://technorati.com/faves/

adot.org (PR8)

rl.net (PR5)

ble.com (PR5)

iller.com (PR7)

kr.com (PR9)

hlee.com (PR6)

oga.com (PR3)

ner.com (PR5)

rt.com (PR5)

do use nofollow are:

eddit.com

/Del.lol.us

mpieupon.com

Links

ks

Link Directories

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Try:

www.DMOZ.org

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www.BOTW.org

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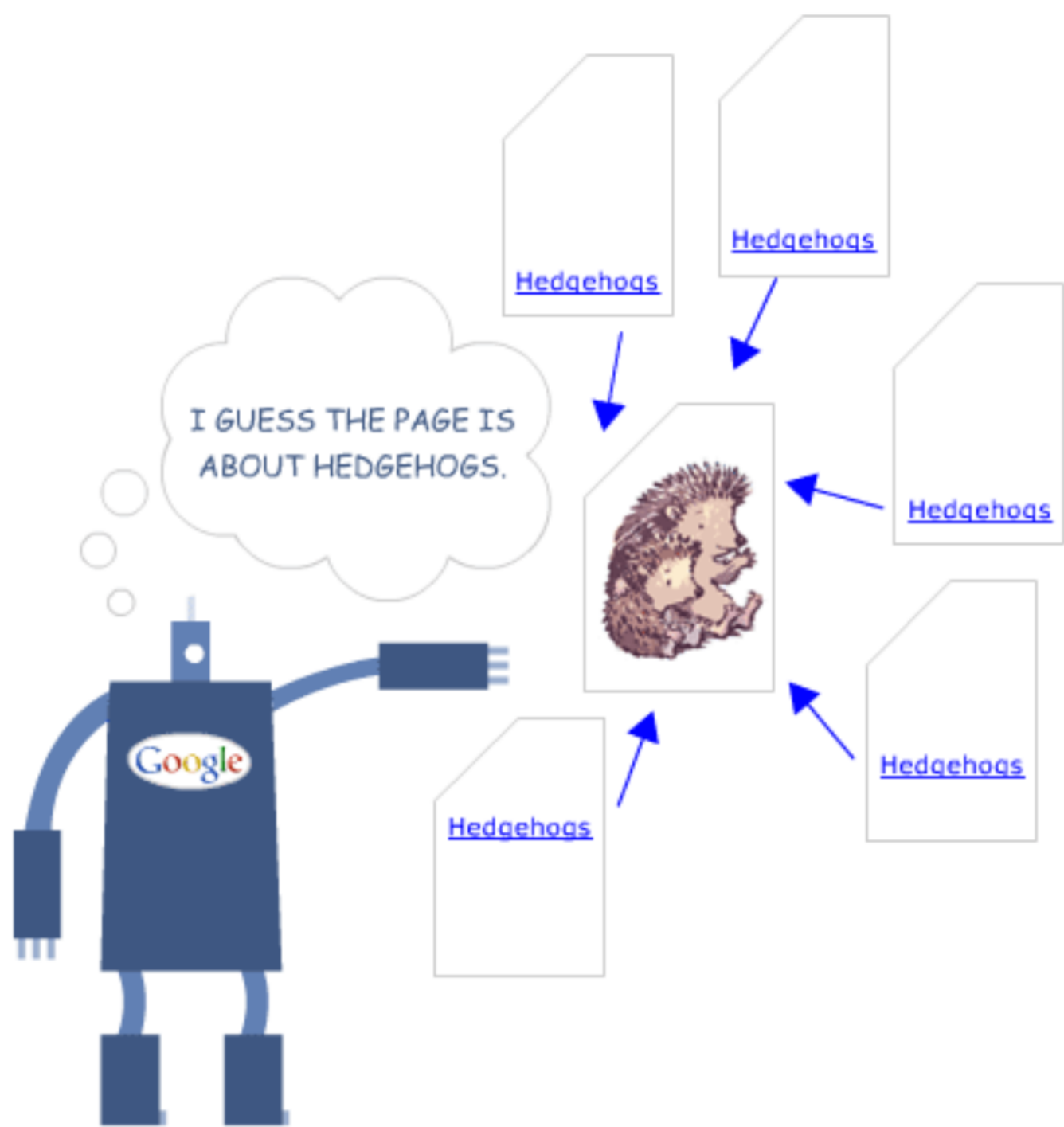
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Anchor Texts

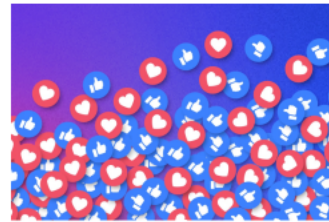


Social Media

You don't need a marketing company to brand you now: you can do it yourself

Your Management Strategy

- Choose the right platform for your business
- Determine your voice
- Use consistent branding
- Stay on track with a content calendar

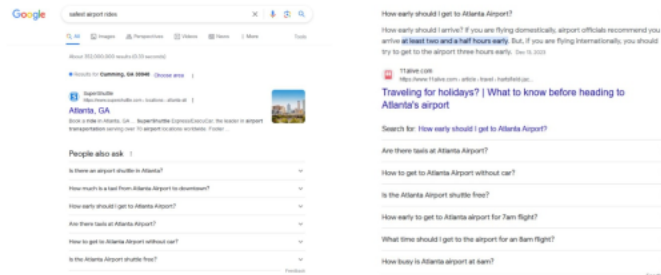


Generating Content

- Content Mix
 - Talk about yourself
 - Talk about others
 - Promote your business
- Templates
- Theme days
- Employee and user-generated content
- Repurposing content



Use Google to Generate Content



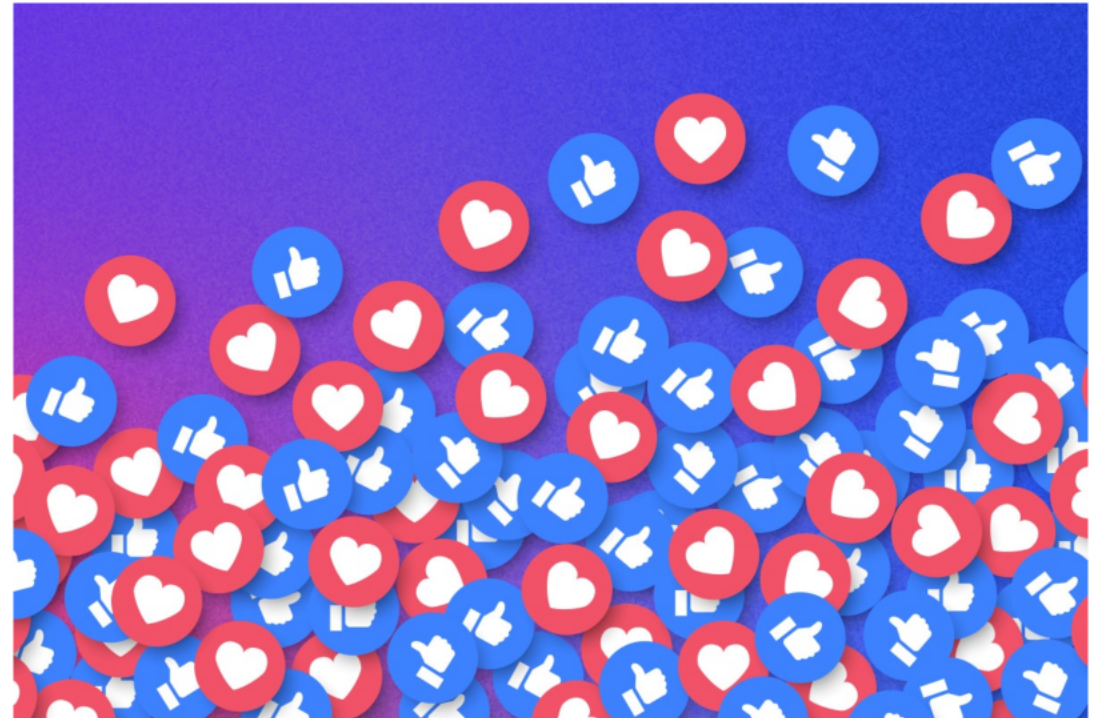
Free and Affordable Resources

- Canva
- Unsplash
- Dupe Photos
- Creative Market
- SocialPilot
- Answer the Public



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- Determine your voice
- Use consistent branding
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 - Talk about yourself
 - Talk about others
 - Promote your business
- Templates
- Theme days
- Employee and user-generated content
- Repurposing content



Use Google to Generate Content


Google

safest airport rides

All Images Perspectives Videos News More Tools


About 352,000,000 results (0.33 seconds)

Results for **Cumming, GA 30040** · Choose area

 SuperShuttle
<https://www.supershuttle.com> · locations · atlanta-atl

Atlanta, GA

Book a ride in Atlanta, GA ... SuperShuttle Express/ExecuCar, the leader in airport transportation serving over 70 airport locations worldwide. Footer ...



People also ask

- Is there an airport shuttle in Atlanta?
- How much is a taxi from Atlanta Airport to downtown?
- How early should I get to Atlanta Airport?
- Are there taxis at Atlanta Airport?
- How to get to Atlanta Airport without car?
- Is the Atlanta Airport shuttle free?

Feedback

How early should I get to Atlanta Airport?

How early should I arrive? If you are flying domestically, airport officials recommend you arrive **at least two and a half hours early**. But, if you are flying internationally, you should try to get to the airport three hours early. Dec 13, 2023

 11alive.com
<https://www.11alive.com> · article · travel · hartsfield-jac...

[Traveling for holidays? | What to know before heading to Atlanta's airport](#)

Search for: [How early should I get to Atlanta Airport?](#)

Are there taxis at Atlanta Airport?

How to get to Atlanta Airport without car?

Is the Atlanta Airport shuttle free?

How early to get to Atlanta airport for 7am flight?

What time should I get to the airport for an 8am flight?

How busy is Atlanta airport at 6am?

Feedback



safest airport rides



All

Images

Perspectives

Videos

News

More

Tools

About 352,000,000 results (0.33 seconds)

Results for **Cumming, GA 30040** · [Choose area](#)



SuperShuttle

<https://www.supershuttle.com/locations/atlanta-atl>

Atlanta, GA

Book a ride in Atlanta, GA ... **SuperShuttle** Express/ExecuCar, the leader in airport transportation serving over 70 airport locations worldwide. Footer ...



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Are there taxis at Atlanta Airport?



How to get to Atlanta Airport without car?



Is the Atlanta Airport shuttle free?



Feedback

How early sho

How early sho

arrive **at least**

try to get to th



11alive.co

<https://www>

Traveling f

Atlanta's a

Search for: Ho

Are there taxis

How to get to

Is the Atlanta A

How early to g

What time sho

How busy is A



Tools

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11alive.com

<https://www.11alive.com> › article › travel › hartsfield-jac...

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Search for: [How early should I get to Atlanta Airport?](#)

Are there taxis at Atlanta Airport? ▼

How to get to Atlanta Airport without car? ▼

Is the Atlanta Airport shuttle free? ▼

How early to get to Atlanta airport for 7am flight? ▼

What time should I get to the airport for an 8am flight? ▼

How busy is Atlanta airport at 6am? ▼

Feedback

Feedback



Public Relations

PR is not about your company's vision, it's about how the world perceives it.

Shield

Identify Possible Crisis Situations Before They Happen

- Build your reputation
 - Reviews
 - Community involvement
 - Charitable donations
- Networking
- Put systems in place to prevent crises
- Have a plan for inevitabilities, such as service failures



Shout

Promote Yourself

- Issue press releases
- Promote positive reviews
- Seek awards and recognition
- Promote new vehicles, new affiliates, new service offerings
- Write for free in community publications



Setback Strategy

Handle Unhappy Clients Effectively

The Ohio State University researched what kinds of apologies work. We've used this exact template on behalf of our PR clients for years.

- Express regret and sympathy
- Explain what went wrong
- Take responsibility
- Offer a second apology
- Make it right
- Request forgiveness



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- Request forgiveness



Thank you for joining us!

Let us know how we did
Scan the QR code to complete a short survey



Audio Visual Sponsor



Education Sponsor



Coffee Sponsor

