How to Market to Local Businesses

By Gary Chappelle
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How to Market to Local Businesses

That's me! Just in case you wanted to put a face with a name.

My name is Gary Chappelle and I own a marketing company in the Atlanta, Georgia area named Comsult Corporation. We have been in Business since 1995.

Comsult Corporation
2180 Satellite Blvd.
Suite 400
Duluth, GA. 30097
(770) 281-8704

We provide services to local businesses to enhance their online presence and drive more targeted traffic to their establishments.

I am also the Affiliate Manager for Tissa Godavitarne, an Internet Marketer located in Herndon, Virginia who owns ACME People Search and **ACME Phone Leads.**

One of the most important things I have learned over the years in marketing is that the “make money online” niche is extremely competitive and saturated by thousands, if not hundreds of thousands of affiliate marketers. This makes it difficult for a “newbie” to make any real money online.

And the most often question that I get asked is this...

“Gary, what do I need to do to be successful online?”

That's a tough one to answer because everyone is different and it often depends on ones particular situation. But I've been able to narrow down why most people have a difficult time succeeding online. They are as follows:

1) Competition – if you are a typical internet marketer then you are competing against thousands, if not hundreds of thousands, of other internet marketers all trying to sell the same product and services. And ALL competing for the same dollars.

2) Time – despite what you might see on some glossy web site or what one of these so-called “gurus” tells you in one of those emails that rolls into your inbox, there is no quick way to make money online. The plain truth is it takes time to develop the skills necessary to be an effective internet marketer.

Talk to most successful marketers and they will tell you it took them months, if not years, to find success. In my case, for example, it was about 18 months in the business before I was convinced I could make it. And most people don't have the persistence or inclination to wait that long to see success.

3) Money – I'm sure you've heard the old adage, “It takes money to make money”. Nothing could be truer than when you try to start your own business online.

One needs some disposable income for a variety of reasons including, but not limited to, software, tools, advertising, and education so one can learn those skills I noted previously. So if you believe you can make money online without investing into your business, then...

FORGET ABOUT IT!

What legitimate business do you know of that doesn't take some investment capital? And, most business owners take some of the money they do make in their first few years and REINVEST it in their business to try to insure success. As an example, Here is an article from “Entrepreneur” Magazine where they list 55 businesses one can start for less than $5,000.

The good thing about internet marketing is that one doesn't need nearly that much disposable income to start their business.

So there you have it...the 3 biggest obstacles most people face when trying to be successful online.

But what if I told you there was a better way?

What if I told you there was a paradigm shift in the internet marketing world that was A GAME CHANGER in the business?

I can sum up this marketing *earthquake* in 2 words...

"GO LOCAL!"

And what those 2 words mean is that you can basically eliminate all the obstacles that face most people trying to be successful in internet marketing.

Competition:
Did you know that a little over 50% of local businesses don't even have a website? And of the remaining businesses that do many are not satisfied with what they have?

That's a massive untapped market. And there is basically little or no competition! Think about it. How many affiliate marketers are trying to market a plumbing business, for example, in your home town? Or an electrician, car dealer, flower shop, CPA, chiropractor...the list goes on and on. Let's make something clear though...when we say local, we aren't referring just to businesses in your home town. We're talking about millions of small businesses located all over the U.S. that you can promote and help GROW.

Time:
Have you ever heard of SEO (Search Engine Optimization)? We'll talk more in-depth about it later, but basically it's a way to get a website ranked on page 1 of Google when someone types in a search term.

In the “make money online” niche, SEO is a very difficult skill to learn and implement. The reason being that again, hundreds of thousands of other marketers are trying to get their websites ranked on Page 1 of Google for the same search terms. So mastering the little tricks and tips one needs to apply to get their websites ranked higher is tedious and time consuming. In many cases, from my own experience, it has taken 6 months or longer to see positive results.

But if you are trying to market a local business and get them ranked on page 1 of Google, it can be accomplished in as little as 24 hours! In other words, SEO just got a whole lot easier to do. And trust me, businesses do pay for SEO services.

Speaking of Google, they are going local in a BIG way!

In fact, they have changed their algorithms over the past year to favor local businesses in their search results. And, they've implemented what they call Google Places, so that local businesses can be prominently displayed on the first page of their search results.

Getting a business verified in Google Places is a fairly easy process, but business owners generally don't have time to figure out what to do to be listed. So, they will pay somebody to get them listed, which is another opportunity for YOU.

What if you told a business you could also provide them phone leads? And, they wouldn't have to pay for the leads unless you delivered them?

Local businesses are used to paying for advertising up front. Whether it's the Yellow Pages, print ads, radio or television ads, businesses are used to paying before seeing any results. And in many cases, they have no way of measuring whether those ads were effective or not.

But you can provide a service where you deliver highly targeted phone leads and the business owner can see exactly where they came from, and how effective they are.

Money:

What if I told you that you could start a legitimate internet marketing firm from home and you could do it by purchasing only 2 tools that would cost you less than $100 a month?

And these 2 tools would allow you to basically eliminate the 3 major problems most internet marketers face when trying to be successful online.

They will allow you to build websites quickly for businesses using Wordpress. You can get these websites on the first page of Google in a few days, if not less. You can help businesses get verified in Google Places. And you can help drive targeted customers to the businesses.

Would you be interested?

This doesn't mean that there isn't hard work on your part required or that you don't have to devote a lot of time and energy to be a success.

Quite the opposite.

In fact, you have to be willing to think outside the box. We call it getting out of your “comfort zone”.

As internet marketers, we are often used to thinking that we can hide behind our computers and make a lot of money.

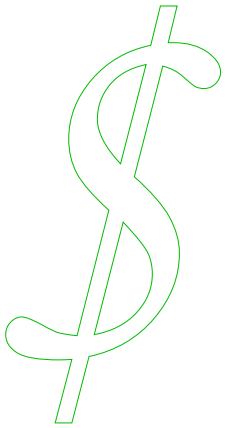
But those days are gone!

It's time to start making money with a legitimate business providing services to local businesses that they need in order to grow themselves.

How You Can Monetize Local Business Marketing

Charge for:

- Google Places Verification
- Website Design
- SEO Optimization
- Web Hosting
- Monthly Maintenance
- Lead Generation



By purchasing **GVO's Titanium Hosting Package** you have all the tools at your disposal to build quality websites in a snap. You are provided unlimited domain hosting with your reseller web hosting account which means you can setup multiple businesses on your one account and charge for web hosting. With their BloggerBuilder you can create a Wordpress blog with the push of a few buttons. Another few clicks and you can add video. They also provide a high quality autoresponder service. Purchased separately, you could end up spending hundreds of dollars for these services. But you get it all for one low price under one roof.

By purchasing **ACME Phone Leads**, you can provide highly targeted phone leads to your customers. This powerful platform allows you to set up a toll-free phone number which forwards to any business you choose, allowing you and the business to track exactly what leads are being provided and how effective they are at becoming clients for the business.

And here's another great feature. If, for some reason, you don't want to approach local businesses with the services you can provide, then you can promote the more than 230 businesses already preloaded into the platform. These offers pay anywhere from $10 to $50 per phone lead you generate.

So let's look at how easily you can use these tools to provide marketing services to local businesses. On the next page you will see a website I created for a local plumber in my city of Duluth, GA.

The first thing I did was registered a domain for the business I wanted to promote after doing some basic keyword research. So I registered the following domain name using **GoDaddy.com**. And then I pointed the DNS servers to my GVO account (GVO has video tutorials to show you how to do this if you are unfamiliar with the process).

I used Wordpress to setup the site. The theme I used (which provides the layout of the site including the cute little plumber in the header image) was downloaded for free off of the internet.

I added some simple basic information about the business that I obtained from **Google Places** off of the internet (Google has created pages for millions of businesses all across the U.S. Which includes the name of the business, their address, phone number, email address and website if available). Now look at the website on the next page.

Example of a Local Business Website Created Using Wordpress (http://duluthgeorgiaplumbing.com)

Home | About

Duluth Georgia Plumbing
Duluth's Finest Plumbing Service – Call Today

Search

Search

Categories

- Uncategorized (1)

Archives

- January 2011

Links:

- Documentation
- Plugins
- Suggest Ideas
- Support Forum
- Themes
- Traffic Launcher Formula
- WordPress Blog
- WordPress Planet

Call Us Today - (404) 982-1950

January 22nd, 2011 | Author: gnc422

We are your local Duluth Georgia plumbing specialist.

No matter your need, whether it's a leaky pipe or a new installation, we can provide the expertise you demand. Located just off of Buford Hwy and just south of Pleasant Hill, we are centrally located in Duluth so that we are in easy driving distance to any locale.

Just give us a call at (404) 982-1950 . We'll be happy to give you a free estimate.

For more information:

A A Halifax Plumbing

Posted in Uncategorized | No Comments »

Log in

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But building a website for a business does not mean they will automatically start getting customers.

People have to know how to find the website online.

An online business is really no different than a “brick and mortar” business like a restaurant. The restaurant could be in the best location, have the best chef, and a have a terrific menu. But if nobody knows the restaurant is there, then it's likely it will close for lack of traffic.

And that is where providing SEO services for businesses comes into play.

What is SEO?

Search Engine Optimization

The methodology of improving the visibility of a website or a web page
In search engines via

the "natural" or free ("organic" or “algorithmic” search results

Goal:

Get web site listing to appear on Page 1 of the search engines

Let's see why it is so much easier to get ranked on Page 1 of the search engines for local businesses.

Global vs. Local Marketing Strategy
Which is easier?

Global Search

Local Search

I think it's pretty obvious that there is little or no competition trying to rank for “duluth georgia plumbing” versus “make money online”.

Think about it.

While there might be hundreds of thousands of marketers globally trying to rank their website for “make money online”, how many are trying to rank for “duluth georgia plumbing”?

Competition is nonexistent.

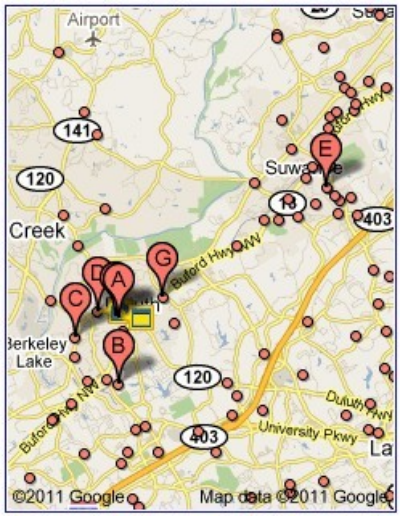
And that means YOU could easily create a website for a business and get them ranked on page 1 of Google for a major keyword in 24 hours or less, and hopefully start driving some highly targeted traffic to their website.

Implementing seo techniques like this does not guarantee that the business will get increased traffic, but the likelihood is much greater if their website is on page 1 of Google than if it is not. So think of it as a first step. There are still other things that you can do to get the website ranked for other keywords which will increase traffic.

So let's examine the benefits of seo for local business marketing:

Benefits of Local Business Marketing

- Less competitive
- SEO success is easier
- Google is going local



Google wants to provide their users with a positive search experience having businesses sell products rather than salesmen selling products. In other words, Google doesn't like affiliate marketers.

The following page will show you the actual search results in Google for “duluth georgia plumbing”.

The search results page is broken out into several different elements as follows:

1) The top 3 ads and the ads down the right hand side are Google Adwords Ads. These are PAID advertising.

2) The search results below the 3 paid Adwords ads are Google Place search results. These are businesses that have been verified with Google. This is another way that you can monetize your business by helping businesses get displayed in Google Places.

3) The search results below the red line are the “organic” or free search results and you will notice that the web site I created earlier is listed there on Page 1.

Local Business Search Results (within 24 hours)
The "organic" or free results show under the red line.

Web Images Videos Maps News Shopping Gmail more ▾ theaffiliateendeavor@gmail.com | Web History | Settings ▾ | Sign out

Google duluth georgia plumbing Search

Instant is on ▾

About 101,000 results (0.24 seconds) Advanced search

Everything
Images
Videos
News
Shopping
Places
More

Duluth, GA
Change location

Show search tools

Ads

Plumbers Duluth
Save Time & Money On Any **Plumbing** Need. Quality Service. 770-422-PLUM
www.superior**plumbing**.com

Duluth Plumbing Services
Ben Franklin **Plumbing**, Leak Repairs Water Heaters,**Plumbing** 678-804-8888
www.benfranklin**plumbing**atlanta.com

"Amazing **Duluth Plumber**"
Consumer Choice Award+Great Reviews A+ Rated (Atlanta BBB) 678-909-0290
affordableatlanta**plumbing**.com

Places for **plumbing** near **Duluth, GA**

A Royal Flush **Plumbing**, Inc of **Duluth** - ★★★★★ 10 reviews - Place page
www.**duluth**-plumber.com - 3580 Hardy Industrial Boulevard, Duluth - (770) 884-6640
Visit our website Ads

B George Ward's **Plumbing** - 3 reviews - Place page
maps.google.com - 3654 Pineview Cir, Duluth - (770) 887-8131

C Sureflow **Plumbing** LLC - 2 reviews - Place page
maps.google.com - 3873 Howell Ferry Road, Duluth - (404) 721-4620

D **Plumbing** & Mechanical Consultants, Inc. - Place page
www.**plumbing**mci.com - 3470 McClure Road, Duluth - (770) 498-8188
View pictures of our business Ads

E ARS Rescue Rooter - 3 reviews - Place page
maps.google.com - Ste C, 360 Sharon Industrial Way, Suwanee - (770) 476-1700

F Colbert **Plumbing** & Home Repairs - 1 review - Place page
maps.google.com - 3225 Dundee Ridge Way, Duluth - (770) 495-3846

G Robinsons **Plumbing** - Place page
www.robinson**plumbing**.net - 2700 Buford Highway, Duluth - (404) 929-2970

More results near **Duluth, GA** »

Plumber near: Alpharetta - Roswell

Duluth Georgia, GA **Plumbers** Repair Estimates - **Plumbing** Networks.com
Find and get quotes from Residential **Plumbers** in **Duluth Georgia**, GA.
www.plumbingnetworks.com › ... › Georgia > - Cached - Similar

Duluth **Plumber** in **Duluth GA** Yellow Pages by SuperPages
Directory of **Duluth Plumber** in **GA** yellow pages. Find **Plumber** in **Duluth** maps with reviews, websites, phone numbers, addresses, and business profiles.
www.superpages.com/yellowpages/C-**Plumber**/...**GA**/T-**Duluth**/ - Cached - Similar

Plumbers Duluth GA | **Plumbing** Contractors, Companies
5 posts - 3 authors - Last post: Nov 17, 2010
Plumbers Directory for **Duluth**,**Georgia** GA. Find Customer-Rated, Prescreened Home Improvement Professionals for **Duluth**, **GA**.
www.servicemagic.com › All Plumbers › All Contractors in Georgia - Cached

Duluth Plumbers | Plumber in **Duluth, GA Plumbing** Services
Plumber Duluth, **GA** - Solve your **plumbing** problems in **Duluth**, **GA**. Contact Aamesplumbing Services, we specialize in preventative **plumbing** maintenance ...
www.aames**plumbing**.com/**plumber**_alpharetta/ - Cached

Duluth GA Plumber 770-882-2760 | Plumbing Contractor Sewer Repair ...
Call on us 24/7, whether you have an emergency or if you have a **plumbing** job that is just too big to handle on your own. Our **plumbers** the serve **Duluth**, **GA** ...
plumbingduluth.com/ - Cached

Duluth Georgia Plumbing
Jan 22, 2011 ... For the finest in your plumbing needs you have found the right place in **Duluth Georgia Plumbing**. Whether it's leaky pipes or new ...
duluthgeorgiaplumbing.com/ - Cached

Plumbers Lawrenceville | **Duluth GA Plumbing** Service | Gwinnett ...

Google Places Search Results

Organic Search Results

Returned on page 1!

Paid Advertising

©2011 Google Map data ©2011 Google

Ads

Senior Discount
For all your **plumbing** needs & Water Line Replacement. (404) 244-5695
Atlanta, GA
www.theaffordable**plumber**.com

Find a **Plumber**
E-Z Search By Zip Code - No Forms. Choose Local Recommended **Plumbers**
Atlanta, GA
find**plumber**.com

Duluth Plumbers
eLocal **Plumbers** Directory
Trusted Source for **Plumber** Listings
Georgia
elocal**plumbers**.com/**Duluth**

Area's Best **Plumbers**
Find 5-Star Rated **Plumbers**, All Backed by Our Service Guarantee!
www.servicemagic.com

Mr. **Plumber** of Atlanta
Home & Business, 24/7 Service
Schedule Online Now & Save!
Atlanta, GA
coolray.com/Mr**Plumber**

BBB Accredited **Plumbers**
Search The Better Business Bureau For A Quality **Plumbing** Company
Duluth, GA
atlanta.bbb.org/**Plumbing**Contractors

Akins **Plumbing**
Your local **plumber**. All **plumbing** problems fixed! 24/7 Service.
www.akins**plumbing**.net

Find A Local **Plumber**
Compare Licensed **Plumbers**. Free **Plumbing** Quotes in Minutes.
Atlanta, GA
www.**plumbing**networks.com

See your ad here »

So how did I get http://duluthgeorgiaplumbing.com ranked on Page 1 of Google so quickly?

The following page is a cheat sheet you can print out and use to help in your local business marketing.

I am holding nothing back here. It is exactly what I did step by step and I think you will be amazed at how easy it really is.

And then we will look at ACME Phone leads and how it works and how you can earn from providing highly targeted customers to businesses.

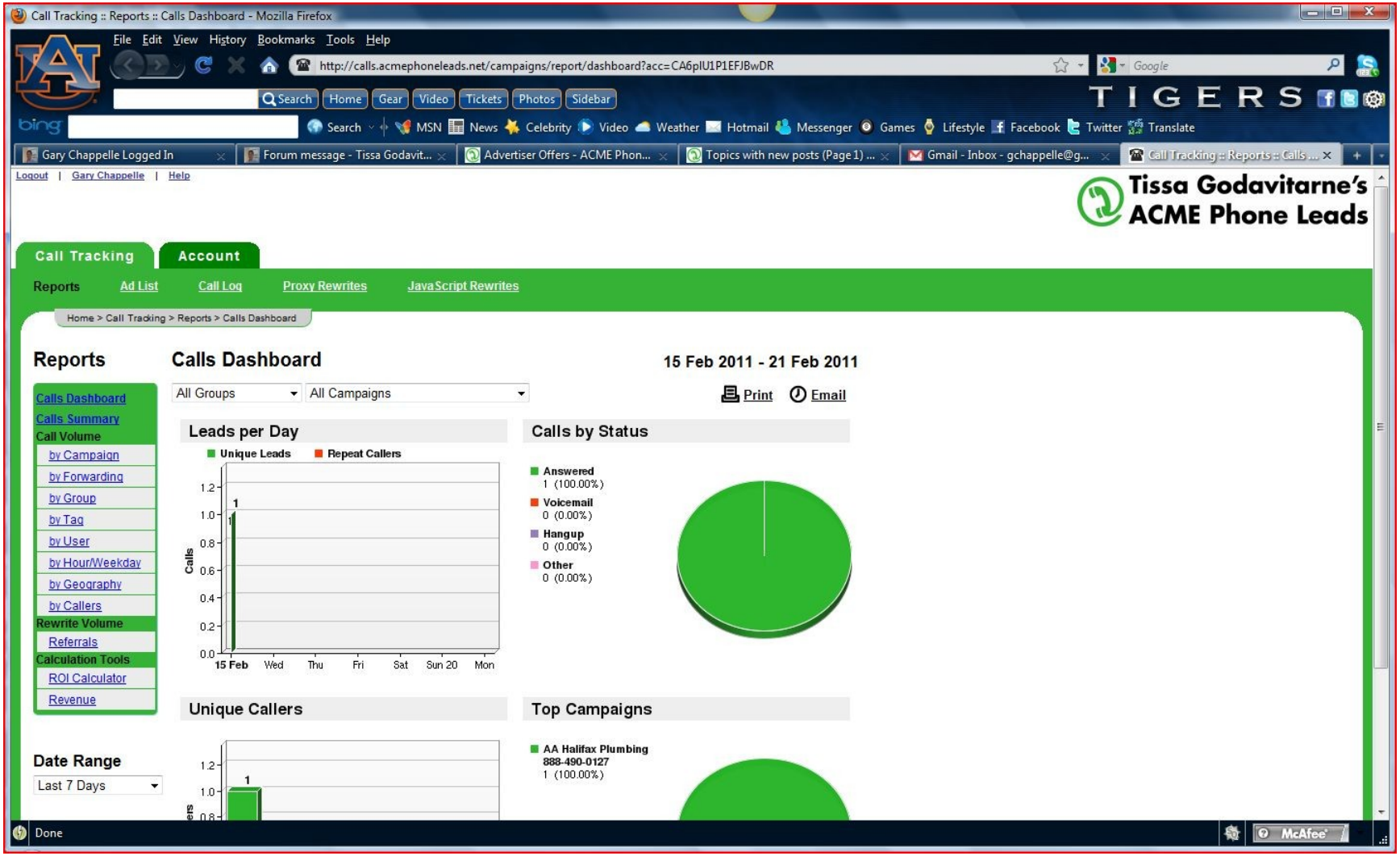
Key to Successful Local SEO

- Use Keyword Research Tools (e.g. Word Tracker or Google's own free tool) to determine high traffic keyword to use in domain name
- Use Keyword for Domain ("duluth georgia plumbing" for example)
- Setup WordPress Blog (as shown on previous page)

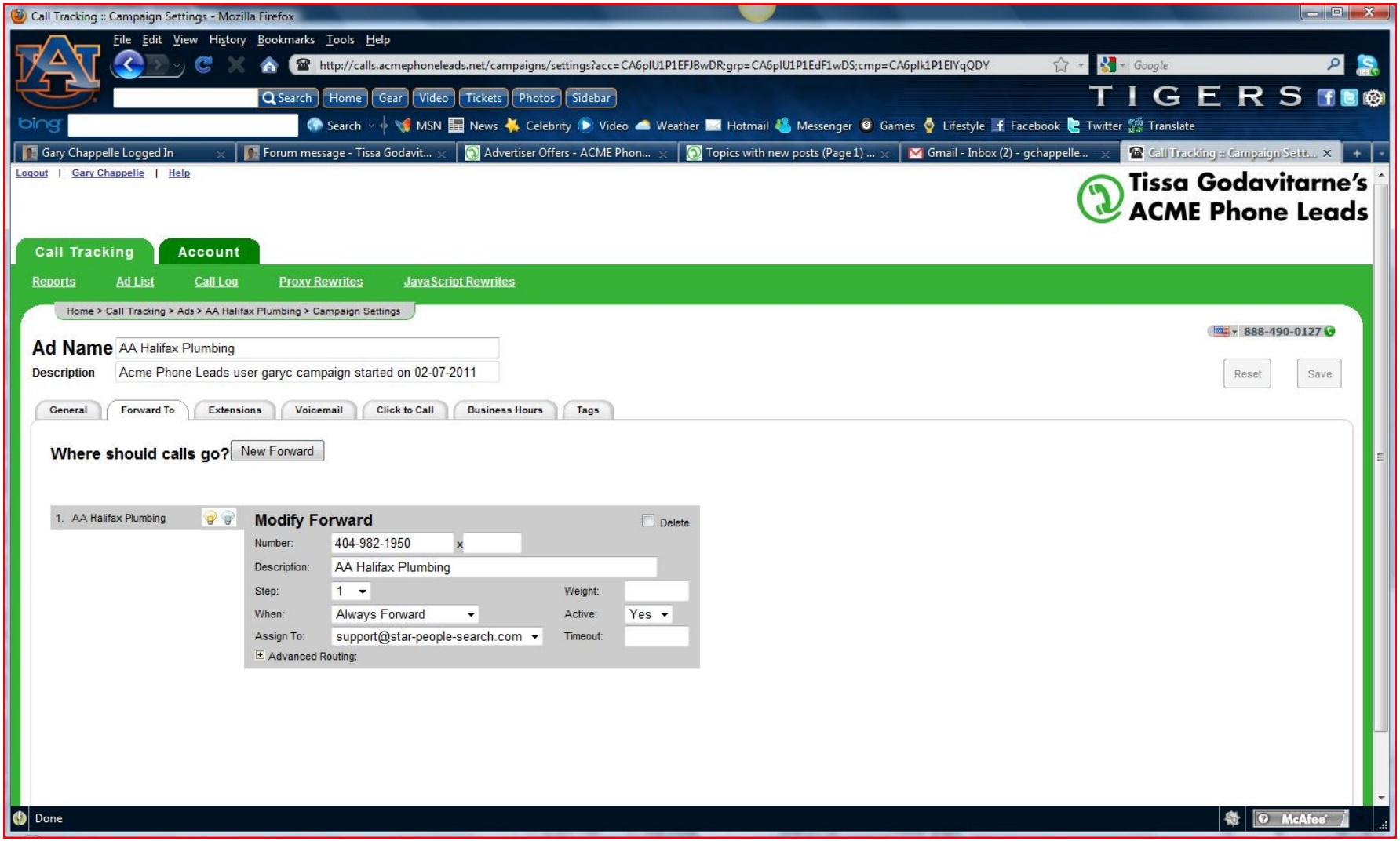
Create a few backlinks:

- Join Forums
  - Add link to the domain in your signature
- Post About Domain
  - Twitter
  - Facebook (or better, Fan Page)
  - Articles with compelling content (on your own blog or in article directories like EzineArticles.com)

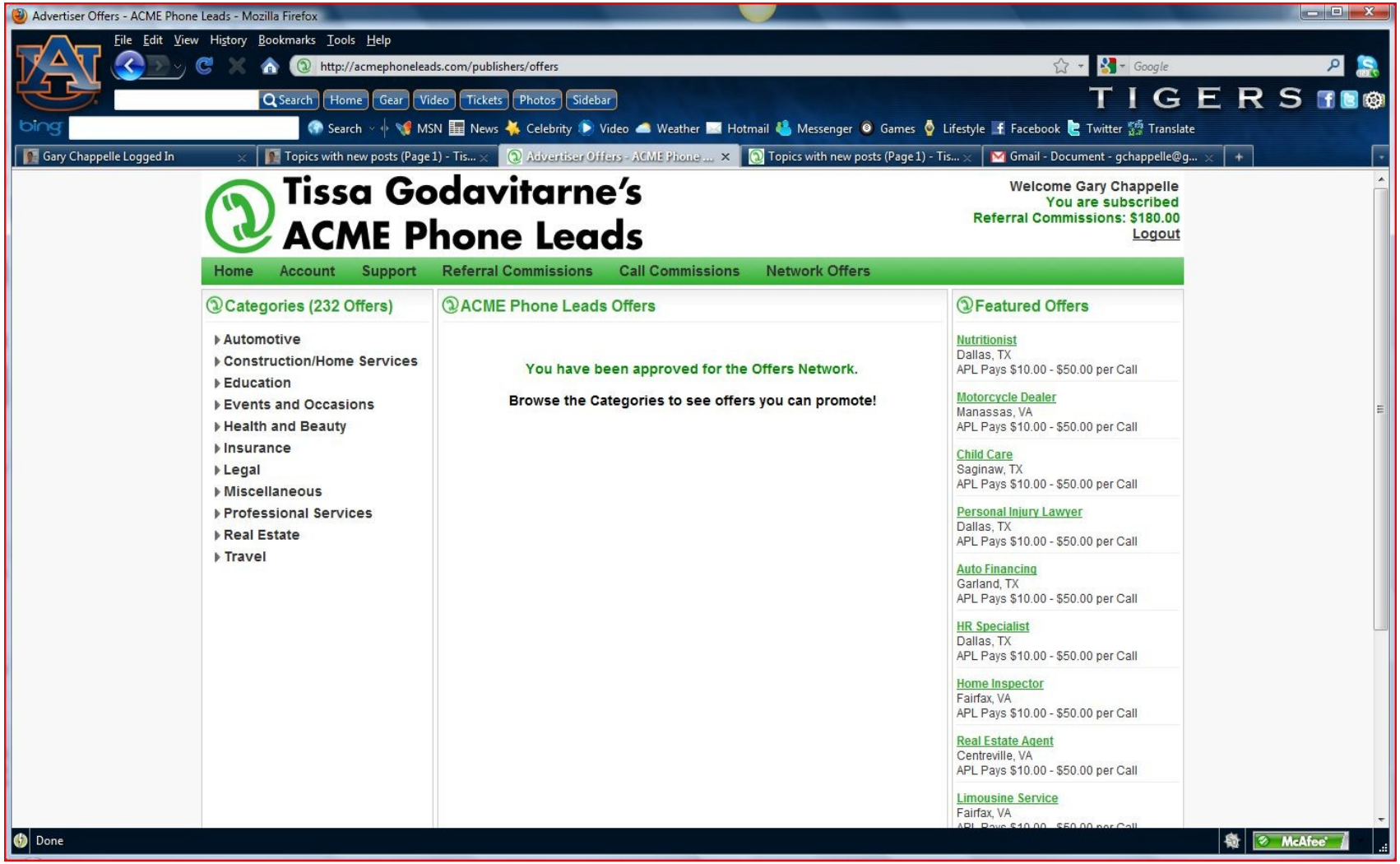
Here's a screen shot of the Campaign Manager in ACME Phone Leads. This is the Control Center where you can set up a local business to receive phone leads, as well as generate reports and invoices.



Here's a screen shot of how easy it is to set up a business and forward your toll free number to the business (you receive your toll free number when you subscribe). Then you promote your toll free number to drive traffic to the business.



Below is a screen shot of the many categories of businesses you can promote within APL and earn from $10 to $50 per phone lead. This is if you should decide you do not want to work with local businesses yourself.



Think outside the box and leave your “comfort zone”.

The next generation of super-affiliates will be those individuals who are willing to leave their “comfort zone” and go LOCAL, by dealing with local business owners who need the internet services that they can provide.

Whether it's website design, web hosting, Google Places Verification, SEO, or providing leads, YOU can help business owners make more money, and that's the bottom line.

Business owners are busy running their business and trying to get new customers. That's where you step in.

You can show them how to get new customers by using the online methods we have discussed and are listed on the next page.

The question is, are you willing to take that first step?

Sign up for **GVO Titanium** and **ACME Phone Leads** and start your own marketing business TODAY!