How To Get A Steady Flow of New Customers Who Are Searching Online For A Business Like Yours. These Are:
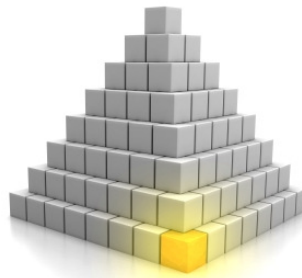
The 3 Cornerstones of A Rock-Solid Online Presence

"Secrets of marketing a small business online in simple language any business owner can understand."

A Rock-Solid Online Presence can change your business and your life. I know...it happened for me!

This is the foolproof recipe for getting results from the internet so you can get more customers & make more money.

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Why Do Most Websites Fail To Become The Customer-Producing Income Stream They Should?

Dear Business Owner;

I want to share this with you because I have a passion for small business owners. We're a different breed. We're also the backbone of the American economy. I'm proud of that. You should be too. **The information in this little booklet will help you.** I'm not selling you anything here. This is from experience and from the heart.
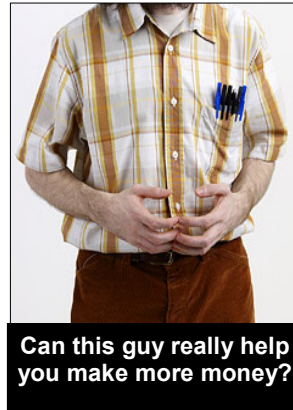
I'm not a computer geek by background. I'm in *this* business because I've taken the mystery out of online marketing for my own company. **I know how this stuff works**. There's a Grand-Canyon-sized gap of between the typical business owner and the idea of online marketing. The bigger problem is, geeks out there making websites for others are a joke. But it's not really funny because it's your money.

It's a classic case of the blind leading the blind and I aim to help you.

Can this guy really help you make more money?

Business owners don't understand it's possible to get a steady stream of new customers online who never would have known you exist. They also don't understand that most of the website developers, while they may know how to make a website, know very little about business in general, *nothing about your business*, and *nothing about marketing*. You count on them for their expertise, yet they're computer geeks with no real-world experience. So your website never produces up to its potential.

I'm about to reveal how online marketing is surprisingly simple. After you read this **You will be able to make sense of these fundamental principles and make better choices. Better choices so you can stop wasting money with the wrong strategy.**

This simple formula works for my business (over 12+ years and going strong) and many others I've helped over the past several years. What I'm about to share with you has changed my business and my life. It can be life-changing for you too. I really believe it.

What Is a
Rock-Solid Online Presence?

It's similar to a strong traditional business presence:

- A sign over top of the front door of your business.
- A sign on a marquise on the road where your business located.
- An ad in the newspaper, the phone book and a coupon mail pack.
- A billboard.
- A radio ad.
- A TV commercial or even multiple locations.

All these things add up to expanding your business presence for greater visibility to the general public. *Some* passers by, viewers, listeners and readers are prospective customers. They're all good ways to get a business noticed. **They also add up to a lot of money.**

However, a Rock-Solid Online Presence is affordable and:
- Has a much wider reach. There aren't the same kind of geographical boundaries.
- The people who find you are **already looking for a business like yours and are <u>in the process of making a decision to buy.</u>**
- Effective marketing online is only pennies or up to a few bucks a day as opposed to the high cost of real-world marketing.

A Rock-Solid Online Presence puts your business in front of people wherever <u>they are</u>, **already looking for what you do, make or sell.** Outside your own website, your business can be present on dozens of other popular, high-traffic websites where people go routinely to search for business information in order to make a buying decision.
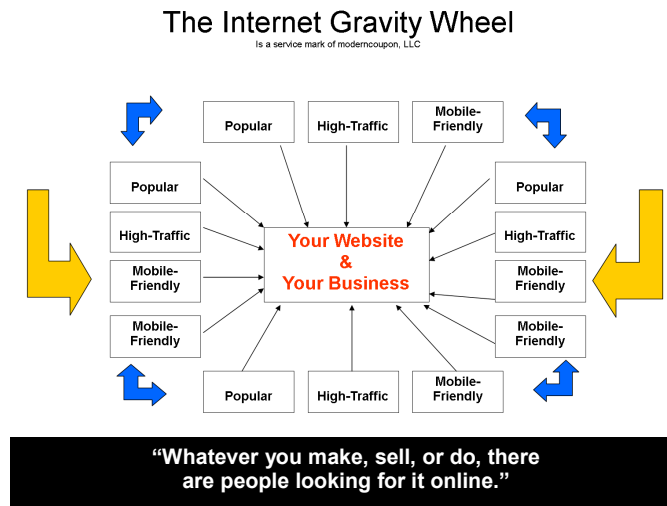
A Rock-Solid Online Presence gets bigger, better and stronger with time and care. It also acts as a 24/7 diplomat and sales representative, helping you sell while you sleep. I know. It happens all the time!

I was once the guy who spent a ton of money on a website and nothing happened. But I was determined to and I learned how to make the web work for me. It's nothing short of amazing when people say, "I found out about you online". In fact, it's beautiful.

"The Web Is The Cheapest, Longest-Lasting & Easiest Way To Get More New Customers and to Increase Sales & Profits"

This Is Powerful (this concept alone changed my business and my life. It can happen for you too.)

You can place detailed information about your business on all these high-traffic, super-popular websites on the Internet Gravity Wheel$_{sm}$. **This makes your business become visible to people who are looking**

The Internet Gravity Wheel
Is a service mark of moderncoupon, LLC

Popular	High-Traffic	Mobile-Friendly
Popular		Popular
High-Traffic	Your Website & Your Business	High-Traffic
Mobile-Friendly		Mobile-Friendly
Mobile-Friendly		Mobile-Friendly
Popular	High-Traffic	Mobile-Friendly

"Whatever you make, sell, or do, there are people looking for it online."

Very Important!

Each place on the Internet Gravity Wheel is different. There are different search engines, websites and directories where your business can have a presence. Many of them may already have your business listed! **But, I've seen many of them make mistakes, report incomplete information and even <u>flat-out wrong information</u>. This can actually hurt your business rather than help it.**

It's really important to find all the places your business is already present and <u>"claim" it as the business owner</u>. Then, correct any errors, add pictures, and all the details about your business as you can.

This is the first major discovery I made on my road to success in getting people to find *my* company online.
I have since helped many businesses leverage these powerful resources and it's really very exciting to see what happens for them.

When your business becomes more visible online, you will get more customers.

1. A Massive Online Footprint

There are dozens of places where your business can be visible online outside of your main website:

- Search Engines
- Directories
- Other Websites

I demonstrate this with the Internet Gravity Wheel_{SM}

The Internet Gravity Wheel

Is a service mark of moderncoupon, LLC

Your business can have <u>a search engine optimized presence</u> on popular, high-traffic, mobile-friendly websites, search engines and directories all over the web <u>where thousands of people are online searching for local business information</u>.

It's like adding a bunch of mini websites all over the web. Most of these websites don't even charge a fee for it!
You just need to know the best way to optimize them.*

This is a very powerful strategy and these online destinations get thousands or even millions of consumers on their websites every month. More than you could ever hope to get!

**It's like having billboards all over the
information super highway! It's powerful. And It works.**

*see my website for details www.AndrewMazer.com

It's really not complicated at all:

Here's a concept anyone can relate to: The Garage Sale

The more you treat online marketing like real-world marketing, the better it works. It doesn't get any more fundamental than marketing your own garage sale.

How do you get people to know about your garage sale?

**Everything Points To
Your Garage Sale**
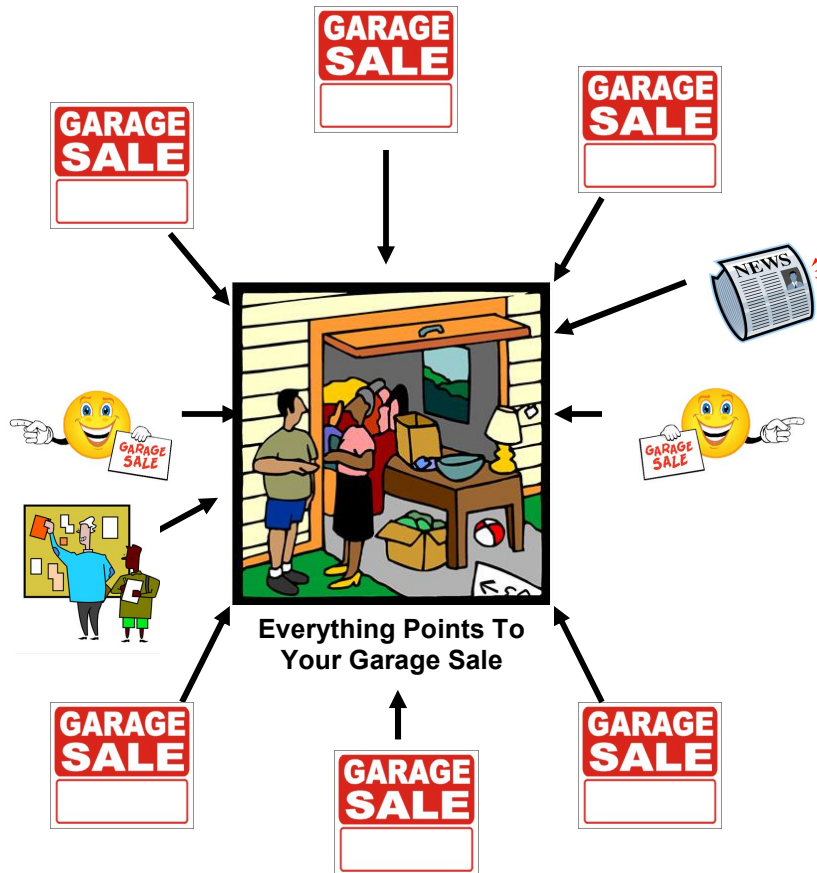
You typically put signs up on all the street corners surrounding your house and your garage sale. Put an ad in the local paper and post some bulletins at the local grocery store bulletin board. You're giving people a better chance to learn about your sale! Simple. Right?

Marketing online is really very similar!

2. A Good Website

Most websites fail to get the attention of search engines. If the search engines don't show your website, it's impossible to attract new customers because they'll never know you exist.

A good website <u>must communicate with both people AND the search engines</u>. Most website developers know how to make a website look good but they don't know how to make it communicate with both people and search engines.

This is the stuff the search engines see. They only see the "code". If only website developers would study their business, they would understand how to create the proper code to make the search engines know they exist. But they don't. The other part of a good website is making the content on the site match the questions going on inside people's minds when they're online looking for a business like yours. It's not very complicated. It's just common sense. <u>When your website has the answers people are searching for, the search engines will show your business and the people will see your website and respond.</u>

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Most people who make up websites don't know how to use keywords and keyword phrases effectively. This is marketing, and they aren't trained in it.

It's not brain surgery! Yet the ideas still escape them.

3. A Conversion Device

What are people supposed to do when they get to your website?

What do you *want* them to do? Have you thought about this? Has your "website person" asked you this question? This is an important piece of the puzzle.

A conversion device creates a reason for a website visitor to take some specific and engaging action NOW.

Continued from last page:

Examples of conversion devices could be

- A call to action like a coupon
- Request free information
- Take advantage of special limited-time offer
- Accept a special invitation
- Try a Free Sample

A conversion device gets someone to take action, to make a purchase or getting them closer to making one. This is called Sales, Marketing and Lead Generation. It's unlikely you've ever heard your web-person use these words. It doesn't matter what business you're in, these things matter and can be accomplished online. The difference between website visitor and customer is conversion.

You don't have to be a "computer-person" or a marketing genius to understand what I've explained here and why it's important.

Now you know the 3 most important fundamental factors in creating a **Rock-Solid Online Presence**. Specific details vary for every individual business. I urge you to study up on this very important 21st Century-Style essential marketing. <u>Doing so can change your business and your life.</u>

I hope this information has been helpful to you. If so, please share it with someone you know in business.

Every business has the chance to leverage the power of the web. It doesn't have to cost a whole lot of money and you don't have to become an expert. You just have to know enough to make good decisions. I'm happy to be your guide.

Get more practical and useful information like this on my website:
www.AndrewMazer.com

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