



**Marketing Your Small
Hearth Business Online**

What is Marketing?

Marketing is your strategy for allocating resources (time and money) in order to achieve your objectives (a fair profit for supplying a good product or service).

If business is all about people and money and the art of persuading one to part from the other, then marketing is all about finding the right people to persuade

A Marketing Mistake!

Though it may feel counter-intuitive, marketing doesn't begin with a great idea or a unique product. It begins with customers -- those people who want or need your product and will actually buy it.

It's NOT about YOU

Your website is about your customers and what they are looking for.

Get into the mind of your potential customer...

What are they typing into Google and how will you show up as an option?

2.5 SECONDS!!!!

**YOU LOST A POTENTIAL
CUSTOMER
TO SOMEONE ELSE**

Your Web Presence

You need to show up online in multiple ways:

Your Website

Review Websites

Listing Directory Websites

Google Maps/ Places

Yahoo Local

Get A Website

DIY

GoDaddy.com – Website Tonight (my host)

Hire it Out

bizwebtoday.com

webdesigninaweek.com

Get a better URL (website address)

Marketing online is about being found

**If you type your URL into Google you should come up
#1**

People generally type in what they are looking for

Great URL Example:

A therapist from Boston is looking to have a website made. Her practice specializes in marriage counseling and couples therapy.

Bad URL:

drjenniferotterbeck.com

Great URL:

bostoncouplestherapy.com

Tips for Creating Content

Content on your website should reside on your site, not a link to a product you carry on a manufacturer's website.

Content should be rich in relevant keywords and relative to the page titles, text links, headings, anchors and alt tags.

Narrowcasting

You need a homepage about your business, but...

**It's the service and products that you offer which
make you \$\$**

**After you have the basic website for your
business, consider additional websites that center
around products and service you offer.**

Create A Google Places Account

- **Google places is Free.**
- **You will become Searchable in Google Maps**
 - **Google Maps powers most GPS systems in the iPhone and Android smartphone**
- **You do not need a website for Google Places**

Create Backlinks to Your Website

Create accounts on the internet that point to your business. These are called backlinks.

Merchantcircle.com

Hotfrog.com

Citysearch.com

Local.com

Yellowbook.com

These are only a few examples. I have created 100's for my website.

Add a BLOG

Google is always searching the internet and indexing it. If the googlebot detects a change in content or more relevant content from one visit to the next, it will come back more often. Having a BLOG with updated entries will insure that Google will rank your website much more important than your competition.

Contribute at Hearth.com

**Not only can you establish your company as a
voice in the industry but.....**

You can add your URL in your signature

**Pelletstoveservice.com has over 1000 posts.
That's over 1000 backlinks to my website**

Use Google Analytics

This is a FREE service which will track visitors to your website and measure the effectiveness of all web traffic.

Measure the effectiveness of marketing campaigns.

Use Google AdWords

These are NOT free. You must pay per click

Show up first based upon how much you want to spend in the sponsored links

Track conversions in Google Analytics