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Web Marketing Trends for 2008 Local On-Line Searches

"Testing time is OVER for the Internet. It is here to stay!" says Shawn Riegsecker, CEO of Centro, one of three panelists at the recent State of the Web 2008 address that I attended this week. So if you aren't on the web with some presence; website, articles, blog, press releases, Linked In, Facebook, Flickr, Twitter, you are missing out. A few facts shared:

- 92% of consumers research a location or a purchase ON LINE before making a purchase.
- Yet most of those same consumers DRIVE to the store to make a purchase.

What does that mean for you? If you aren't in the mix of businesses being re-searched on the net – you can't even begin to play the game for attracting those customers to your store.



Not looking for business outside your community? You still need a web presence. The Kelsey Group, the official research gurus for Yellow Pages, offered a 16 page report on the trends which includes LOCAL on line search trends. A picture is worth a 1,000 boring stats – the green arrow tells the whole story. Since the year 2000 the number of searches with a local reference has increased dramatically. Consumers are now adding a zip code, city, county or state to their key word searches.

What should you do?

Even if you don't have a website, make sure your business is listed on all of the local directories. The only cost is the time it takes to register.

Craigslist	Local.com	Ask City	Yellow Pages
True Local	Yahoo	Google	InfoUSA

Also find industry and geographical directories like OhioBiz, to include your business. Most are free services. Include all your business facts and use key words, services, products, and even photos if that makes sense.

If you do have a website, make sure you use local reference words in your Title Tags, Meta Description and your website content.

The panelist commented that although more and more consumers are looking for their information on the net, most businesses only allocate 2-5% of their overall marketing budget with the Internet. It's time to re-evaluate the role online messaging plays in marketing for your business.

Need help getting started? Give me a call.

330-414-8792

Marketing Tips from the Experts

Anita Campbell, Small Biz Trends has invited some of the most recognizable names to share their number one marketing tips for small business owners. Entrepreneurs and marketing experts like Brian Clark, John Jantsch, Seth Godin, Scott Ginsberg just to name, weigh in with their best tip. This great compilation has gained notoriety in just a few short days and already there have been 58 additional tips and comments from readers.

Check out the great tips for attracting and keeping customers – bookmark it for future reference.

Speaking of great compilations...

Drew McLellan of Drew's Marketing Minute is putting together another book similar to the Age of Conversation that was so popular last year.

Drew is asking readers to decide the focus of this next book – you can vote on the topic. Read the details. The topic choices are:

- Marketing Manifesto
- Why Don't People Get It?
- My Marketing Tragedy (and what I learned)

Vote for your favorite at Survey Monkey.

118 W. Streetsboro, Suite 144
Hudson, OH 44236
330-414-8792
www.allwriteink.com
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