

LOCAL AGENCY MARKETING

HOW TO GET TRAFFIC



MARK DWAYNE

You can link your website with all the online social sites as well, and you can target it locally as well. Sites like Facebook, LinkedIn, Twitter, etc. You can create links for each of these social networking sites back to your company website to attract more visitors to your website, and hopefully, your offline store. More visitors can result in more sales.

When targeting the local audience you can take the keywords you've chosen for your site and add your location. So for example, if you're advertising as a dog trainer, you could put Detroit Area Dog Trainer. Something that will focus the searchers on your location.

Whether you're trying to target only local customers or you are targeting the whole planet, the basic techniques you use will be the same. You can rely on many methods of getting traffic to your website: article marketing, SEO, PPC, etc. Once they're at your site you should use an auto-responder to get them to sign up to your mailing list so you can have more than one opportunity to connect with them.



I know it sounds like Mumbo Jumbo but learning what each method is all about is vital to the success of your online marketing tactics. Here is a brief overview:

1. Pay Per Click (PPC) is simply a way of placing an ad on a search engine such as Google, Yahoo, MSN, Bing, etc. When someone clicks on your ad you will pay. The amount you pay will vary greatly depending on the popularity of the keywords you've chosen as well as how well your ad does. If it seems complicated, don't worry, it is. You may want to find someone who is knowledgeable and can help you navigate through this process.

2. Search Engine Optimization (SEO) involves placing certain keywords in some of the code of your website. This may seem complicated too, but it's not really that hard. Have someone explain it to you in more detail and even if you're not very techie you can do it yourself.

INVEST IN MARKETING



3. Auto-responder. This is an automated method for gathering the email addresses of your website visitors. You will need to sign up for an auto-responder service so the whole process is automated but the bottom line is that when someone visits your site they can agree to receive emails from you (when they do this it's called 'opting in') that way you can email them and not worry about spam. This is a great way to keep in contact with them and it's totally automatic, you just set up the auto-responder (which is easy to do) and let it go.

Even if you are just looking for more customers for your brick-and-mortar business, don't think that you have to miss out on the amazing opportunities offered by the internet. You can use local internet marketing to get more customers in the door and more money in your pocket.



THANK YOU

WE WELCOME YOUR
FEEDBACK