



# How To Make Your Business Stand Out Online





**TRI-LAKES**  

---

**CHAMBER OF COMMERCE  
ECONOMIC DEVELOPMENT  
VISITOR CENTER**

**Laura Easley**

**Event Planner Tri-Lakes Chamber**

# Pikes Peak Small Business Development Center

FREE CONSULTING | PRACTICAL TRAINING | BUSINESS RESOURCES

[www.pikespeaksbdc.org](http://www.pikespeaksbdc.org)



*Funded in part through a cooperative agreement with the U.S. Small Business Administration*



# D'Andre Johnson

Business Banker, Ent Business Banking

719.314.9556  
719.550.6713  
DaJohnson@Ent.com

[Visit Ent.Com](http://Ent.Com)





# Tim Fitzpatrick

## Rialto Marketing

Tim is an accomplished entrepreneur with expertise in marketing, business development, sales management and strategic planning. He has 20+ years of successful entrepreneurial experience with a passion for developing and growing businesses. Currently, Tim is a marketing consultant and digital marketer with Rialto Mobile Marketing. He helps small businesses differentiate themselves from the competition, work with more ideal clients, command a premium for their products and services, and makes marketing easier with consistent, repeatable results.

Complete Bio: <https://pikespeaksbdc.org/tim-fitzpatrick/>

# Everything You Need to Know to Create an Amazing Online Presence...

Having a website simply isn't enough anymore!



Presented by:

**Tim Fitzpatrick**  
President  
Rialto Marketing



You May Feel Like This...



# My Goal for You Today



Take away 1 or 2 things  
you can do to improve  
your business.



# Definition of Marketing

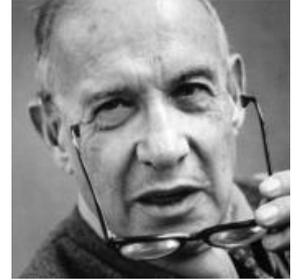


Marketing is getting someone who has a need or problem you can solve, to know, like, and trust you.



## 2 Important Elements About Marketing

"Because the purpose of business is to create a customer, the business enterprise has two--and only two--basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs. Marketing is the distinguishing, unique function of the business." - *Peter Drucker*



"The cost of being wrong is less than the cost of doing nothing."  
- *Seth Godin*



# The Cliff Note Version of Me





**CALIFORNIA**

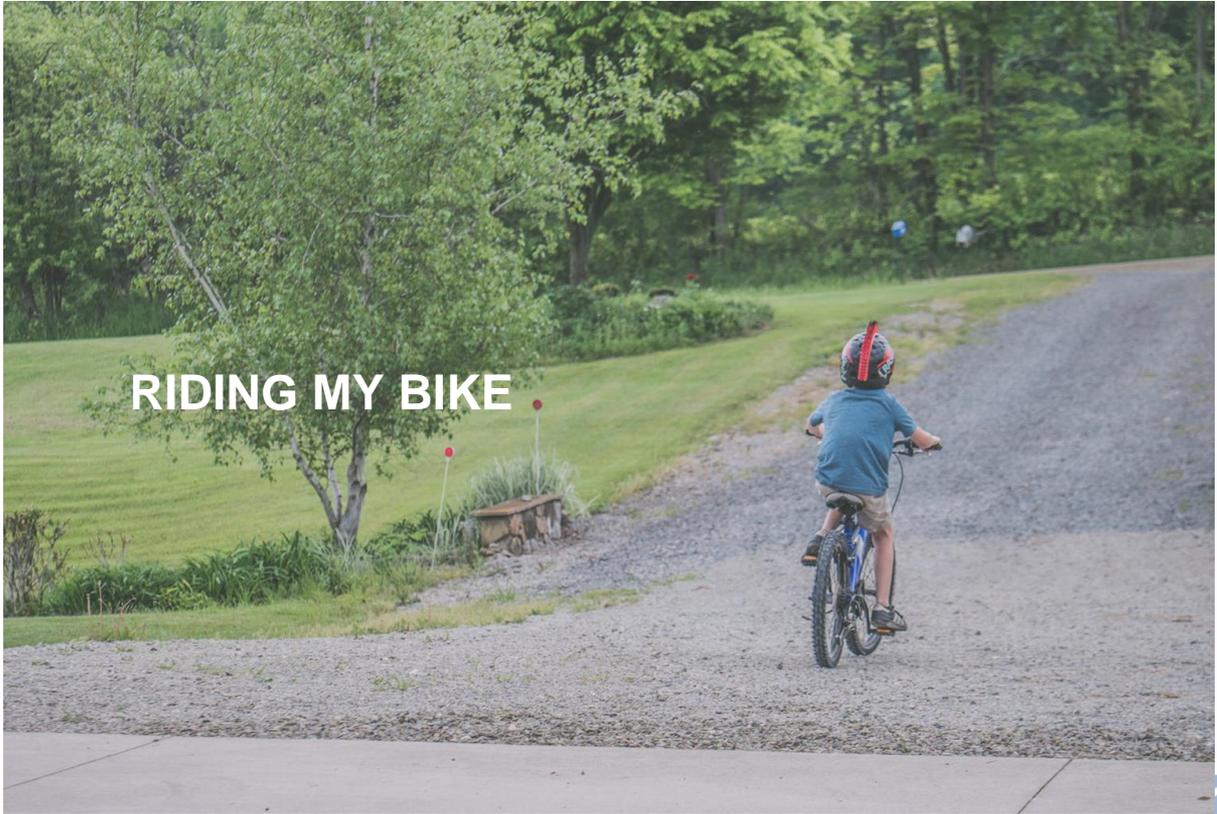




DANVILLE  
CALIFORNIA



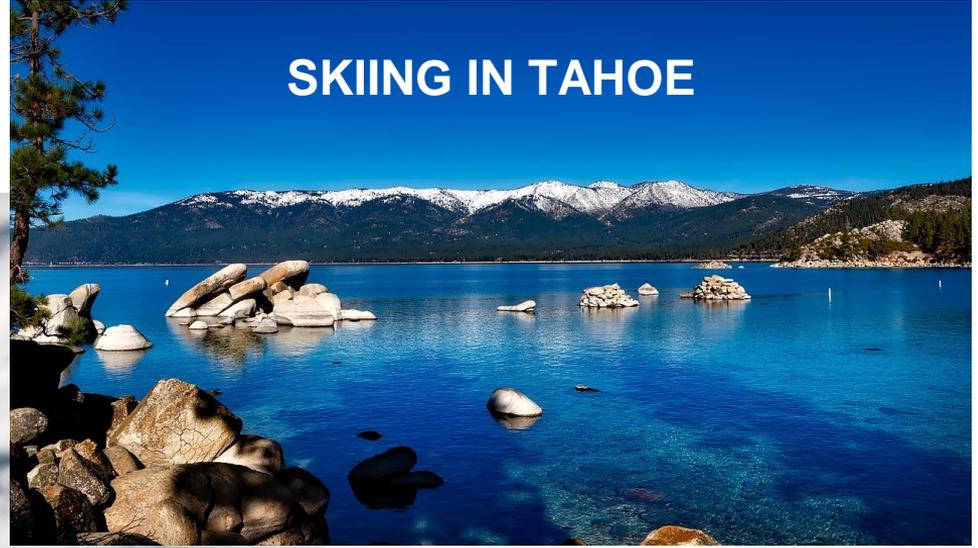




**RIDING MY BIKE**



# SKIING IN TAHOE



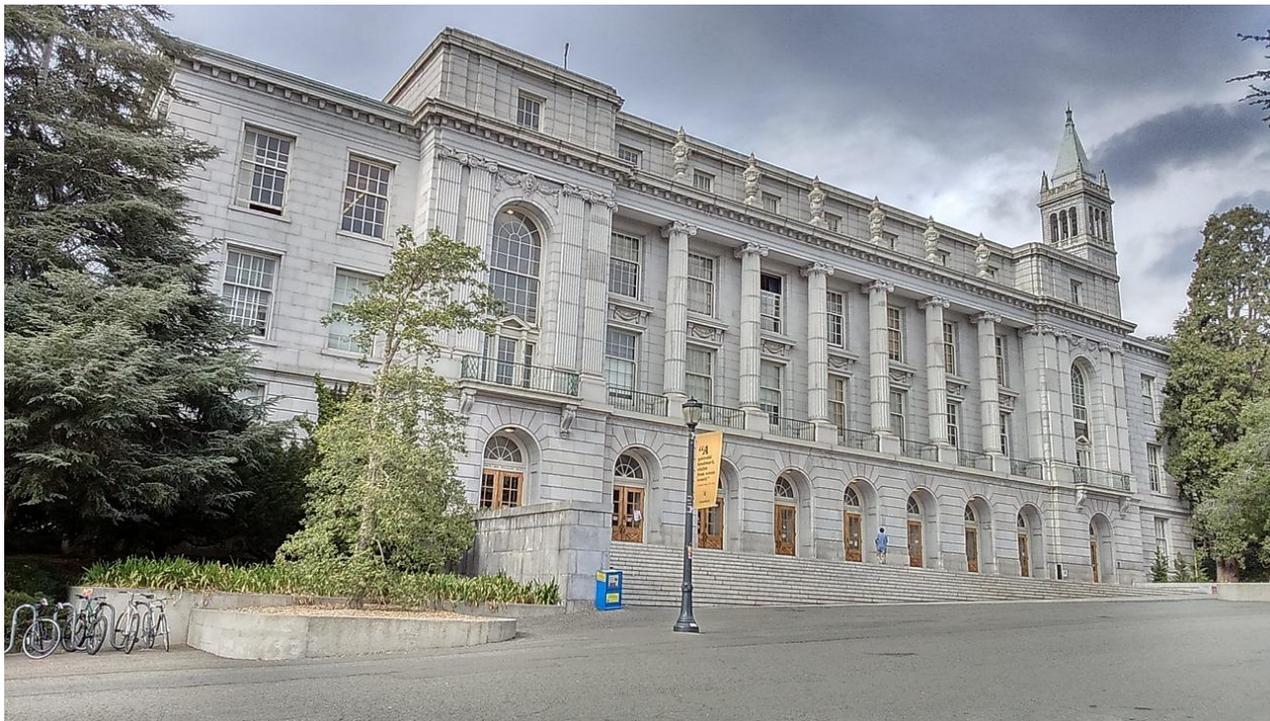




UNIVERSITY of   
**PUGET SOUND**

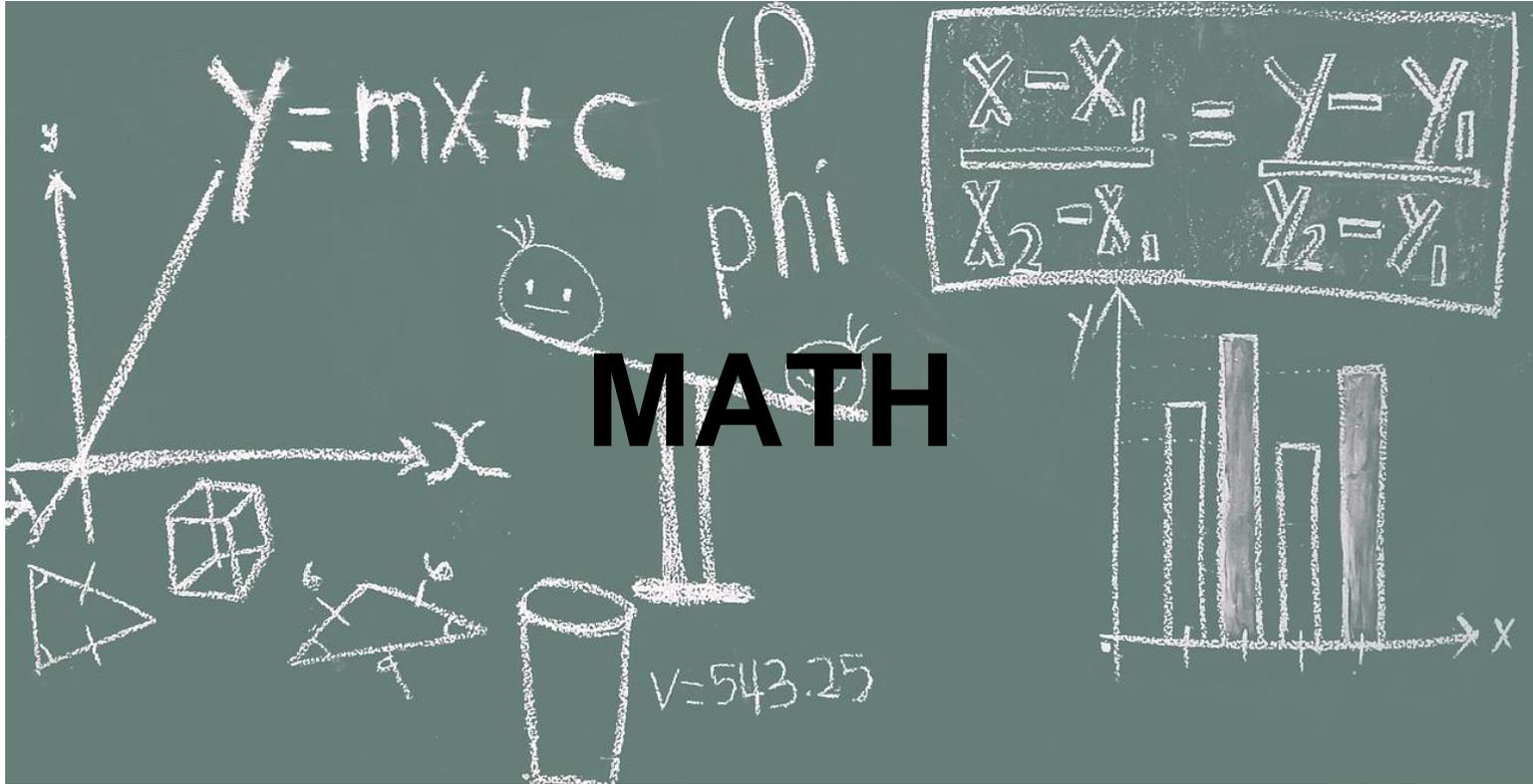






Cal







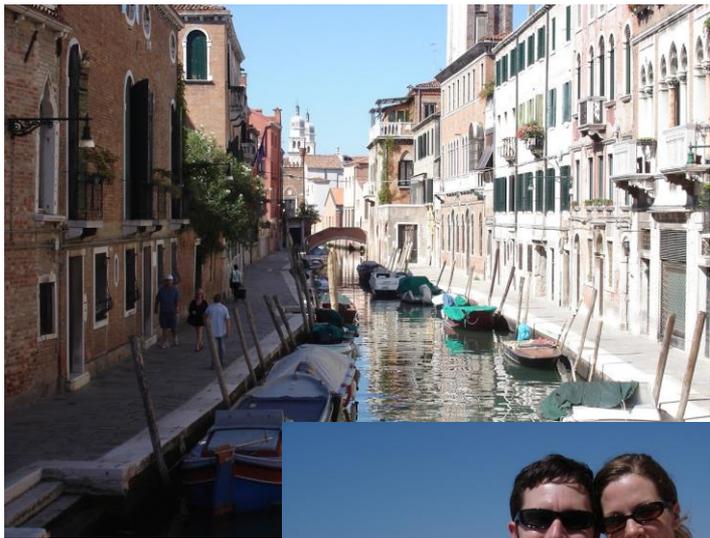




**SOLD**





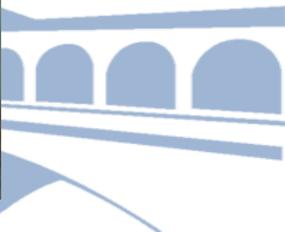


















A stylized icon of a storefront with a green and orange striped awning, a window, and a door.

# **Small Businesses**



GROW





why  
i'm  
here

# Here's What We're Going to Discuss Today

1. What is a Total Online Presence?
2. Websites
3. SEO
4. Content



# What Is a Total Online Presence?

It used to be something like this...



**Find It**

- Product Information
- Customer Support
- Technology & Research
- Developer World
- Groups & Interests
- Resources Online
- About Apple

**Apple Sites Worldwide**

- Switzerland
- Taiwan
- Turkey
- UK & Ireland
- United States

**Go**

**Where to Buy**

**Register to Win**

**Software Updates**

**Home Page Archives**

**July 14**

**Welcome to Apple**

**EMATE 300**  
Mobile, Affordable, & Smart

**Introducing CyberDrive**  
Register today for a free CD-ROM.

**MOVIES FROM MARS**  
QuickTime VR Takes You Out of this World

**What's Hot**

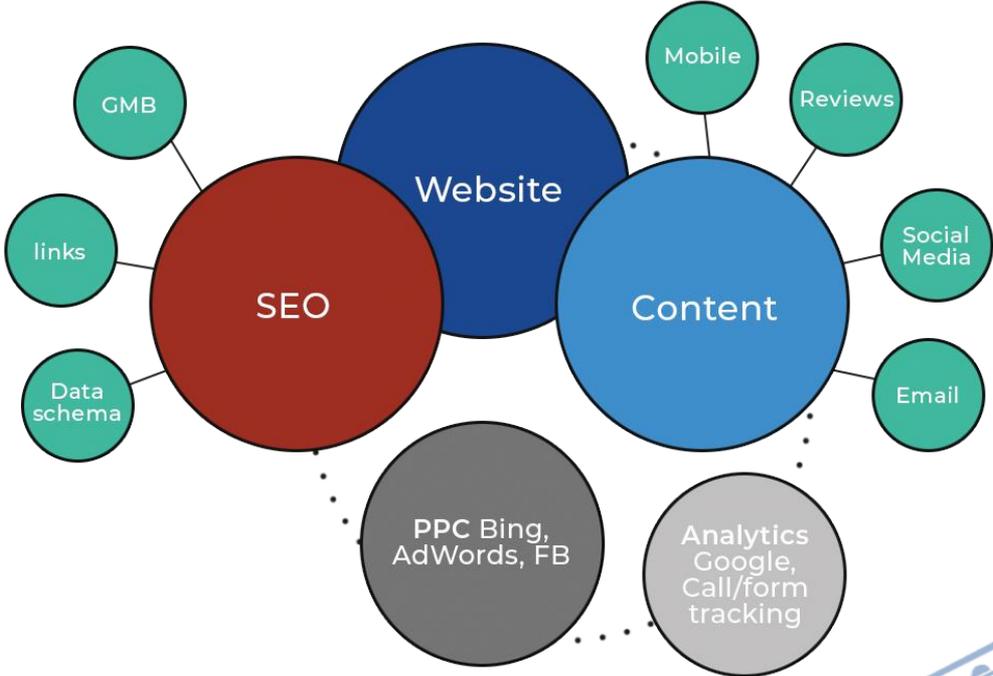
**Preorder Mac OS 8**  
Now you can [preorder Mac OS 8](#), described by Macworld as "the most comprehensive update to the Mac OS in years, sporting a bold new look, a speedier Finder, more shortcuts and integrated Internet functions."

**Want a PowerBook?**  
Qualify to win a [PowerBook 3400/200](#) by [entering](#) this month's Apple Registration Sweepstakes.

**Be the First to Know**  
Learn about new Macintosh software releases the moment they become available. Check [Hot Mac Products](#) to hear about programs like Speed Demon, ReBirth RB-338 and QuickCRC.

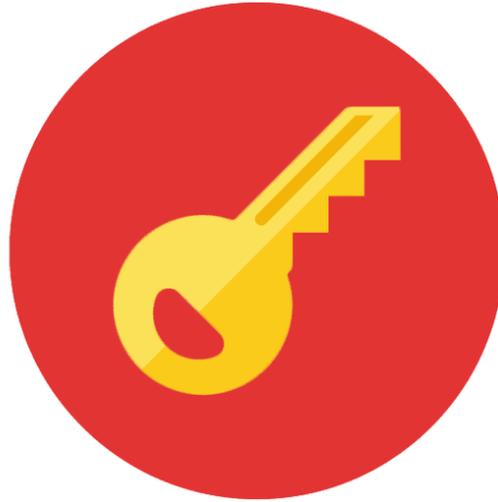
**Newton Connects**  
Newton, Inc., will enhance network connectivity for Newton-based devices this fall via [Newton Internet Enabler 2.0](#). Ethernet capability can connect devices to Local Area

# Now a Total Online Presence Looks Like This...



# 1. Your Website

The one key you always need to keep in mind...



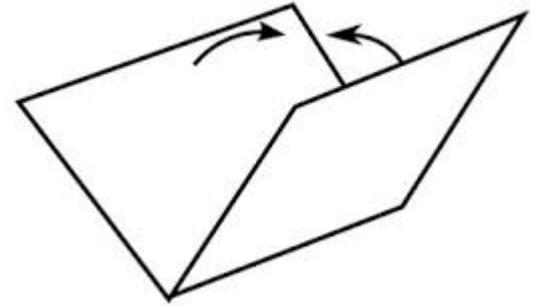
# The Essential Website Ingredients That Convert Visitors To Customers



# Above The Fold

## Must Answer...

- What do you offer?
- How will it make my life better?
- What do I need to do to buy it?



# Example 1



Enter Our 2019 Big Splash Custom Bath Giveaway



We're Hiring

HOME REMODELING SERVICES ▾ OUR PEOPLE ▾ GALLERIES ▾ ABOUT ▾ CONTACT

📞 816-298-8315

You'll love your remodeling experience as much as  
you love your new **kitchen.**

Schedule a consultation

# Example 2

**MEYER'S**  
TAILS UP FARM

A COMPLETE  
RETREAT  
FOR YOUR PET

Services Community Connect

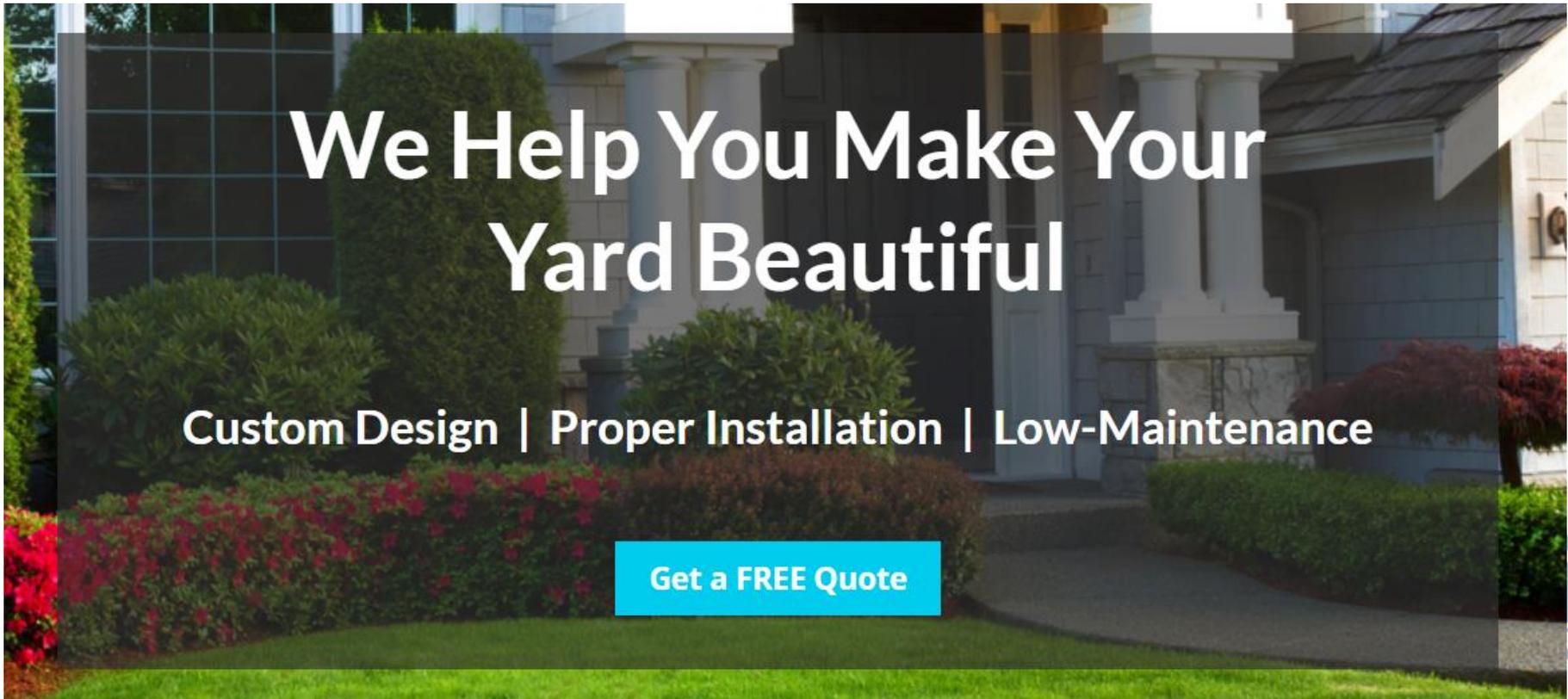
SCHEDULE A TOUR  
BOOK NOW

A Pet Retreat You And Your Dog Will Love.

*Helping you help your dog to live their best life.*

WATCH VIDEO BOOK NOW

## Example 3



**We Help You Make Your  
Yard Beautiful**

**Custom Design | Proper Installation | Low-Maintenance**

**Get a FREE Quote**

# Example 4



Services ▾

Industries ▾

About ▾

Support



802-278-6143

## IT Services That Enable Your Vermont Company To Thrive

*DominionTech Computer Services handles the demands of maintaining your IT infrastructure*

CALL US: 802-278-6143

10 WAYS TO FIND PEACE-OF-MIND

# Example 5

[Shop Now](#)

[Blog](#)

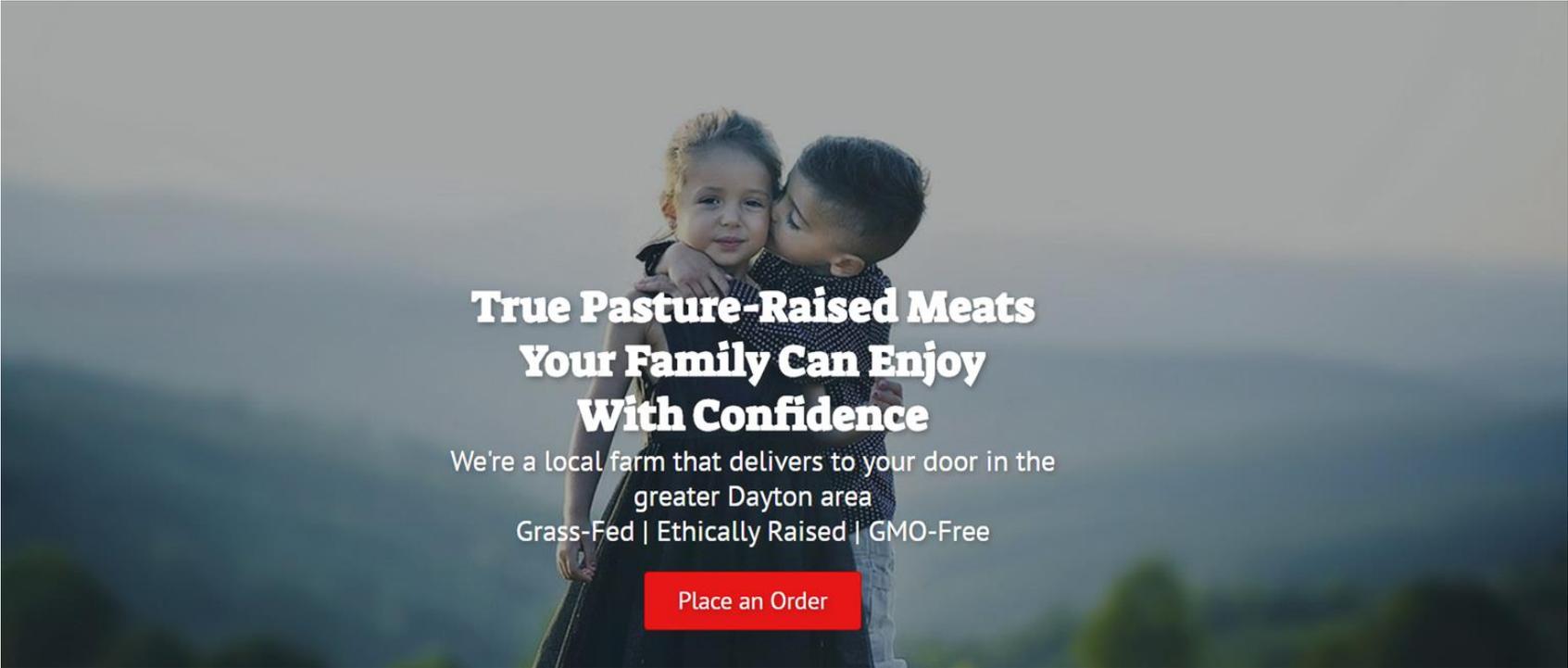
[Recipes](#)

[About Our Farm](#)

[Pickup Locations](#)

[Contact](#)

[Sign In](#) or [Create Account](#)



## **True Pasture-Raised Meats Your Family Can Enjoy With Confidence**

We're a local farm that delivers to your door in the  
greater Dayton area

Grass-Fed | Ethically Raised | GMO-Free

[Place an Order](#)

# The Value Proposition

Answers what's in it  
for the customer!



WILIFM?



# Example 1



*Have confidence in  
your network*



*Save time and  
energy*



*See greater  
productivity*



# Example 2



## WE'RE HERE TO HELP

We've lodged and trained dogs for 30 years and are in it for the long haul to help you be the best pet parent.



## SPEAK THEIR LANGUAGE

We teach you the language that dogs speak so when he sees you, he lights up and your bond is stronger.



## BE YOUR DOG'S HERO

Grow your relationship and give your dog the best life possible because they deserve it and so do you.

[BOOK NOW](#)

# Example 3



HOME

GALLERY

SCHEDULE AN APPOINTMENT

TOGETHER WE WILL MAKE YOUR DREAMS COME TO LIFE!



ENJOY THE PLANNING  
PROCESS

The long overwhelming list won't be your worry, it will be mine, so you can enjoy every step of the process.



TRULY CELEBRATE ON YOUR  
BIG DAY

Small details should never be on your mind while enjoying the biggest celebrations of your life!



YEARS LATER FRIENDS ARE  
STILL TALKING

Fond stories and cherished memories for years to come. We can make that happen!

SCHEDULE AN APPOINTMENT



# Example 4

Your landscaping should look great  
and compliment your home.



**Highlight your home's  
best features.**

An inviting home starts with intentional lighting and thoughtful landscape design.



**Create an enjoyable  
outdoor space.**

Relax or entertain friends and family in your well-designed outdoor living space.



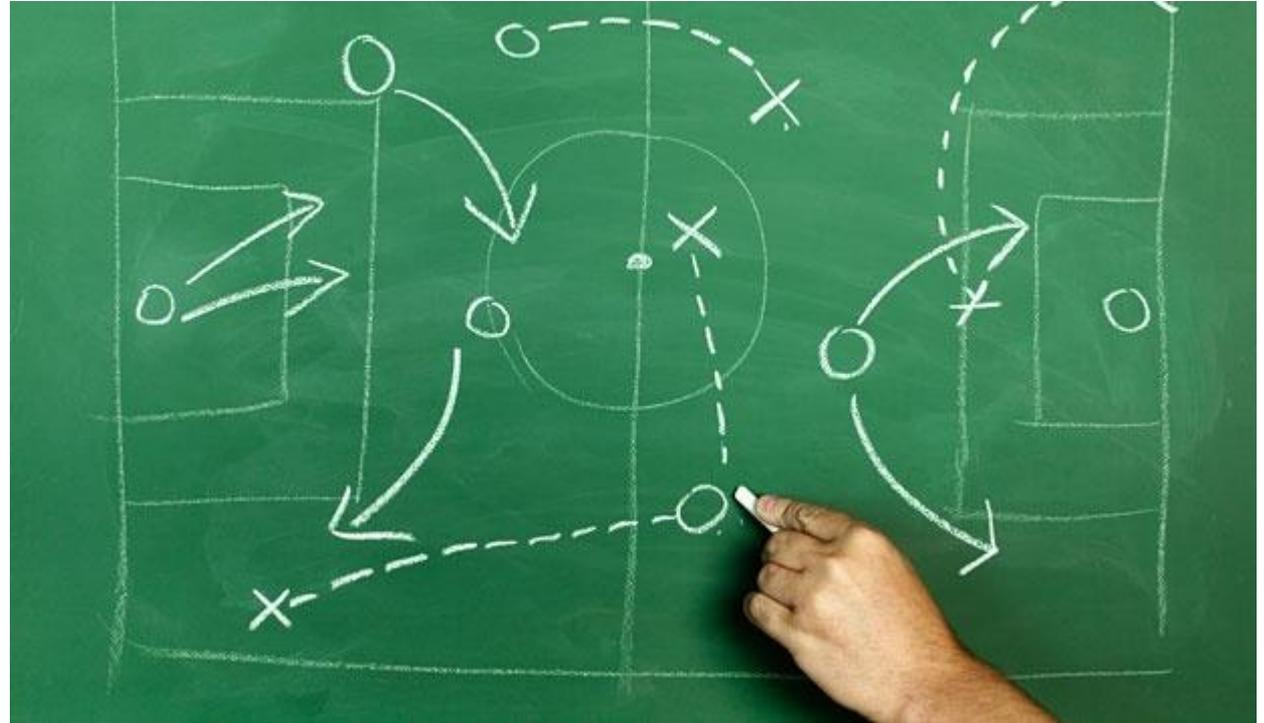
**Spend less time on  
maintenance.**

The perfect combination of resilient plants and natural stone will keep your outdoor space beautiful.

[Get a FREE Quote](#)

# The Plan

Simply spell out how your customers do business with you.



# Example 1

## HOW TO START PLANNING YOUR WORRY-FREE RETIREMENT:

1

### TALK WITH US

Schedule a free strategy session and tell us what you want your future to look like.

2

### GET A PLAN

Align your portfolio with your goals for retirement.

3

### ENJOY YOUR FREEDOM

Transition smoothly into retirement and experience everything on your bucket list.



# Example 2

## How to transform your outdoor space.

1

### CONSULT WITH US

Schedule a free, on-site consultation so we can hear about your landscaping challenges, offer ideas that work, and give you an accurate quote.

2

### DESIGN YOUR LANDSCAPE

We'll find the right plants that will grow well around your home. With proper installation and care instructions, your landscape will look great all year.

3

### ENJOY YOUR OUTDOOR SPACE

Come home to a beautifully landscaped home where you can relax or spend quality time with your family and friends.

[Get a FREE Quote](#)

# Example 3



Step 1:

**Schedule a Free Consultation**

We'll meet with you to fully understand your unique situation and what you want to accomplish.



Step 2:

**Customize Your Plan**

We'll create a plan to effectively and efficiently complete your project.



Step 3:

**Leave it to Us!**

Sit back, relax, and let us handle everything else!



# Example 4

THE PATH TO CREATING AN UNBELIEVABLE EVENT IS EASY!

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## 1. Listen

Your vision is most important. We will meet and start sketching out a plan.



## 2. Collaborate

We will work together to implement your plan. I'll take care of all the nagging details!



## 3. Wow

Your day will be enjoyable and amazing. Your guests will be raving afterwards!

[SCHEDULE AN APPOINTMENT](#)

## Example 5

**Enjoying the benefits of naturally raised meat is easy:**

1.

Place an Order

2

We deliver for FREE

3

You enjoy your meat!

place an order



# Trust & Authority Building Elements

How can you build trust and authority?



# Trust, Proof & Authority Element Examples

## WHAT PEOPLE ARE SAYING

---

SHANA

*Lisa Snapp was an invaluable partner in our wedding day and planning process. She coordinated with all of our vendors to ensure that our months of planning and special day exceeded our expectations! Every detail she planned for us was seamless and I have no doubts that without her insight and experience we would have spent a lot more money. Guests are still talking about our event as one of their favorite weddings ever attended!*



## “I CAN’T SAY ENOUGH ABOUT THIS DOG WONDERLAND”

– Carol Garrett • Meyer’s Customer since 2010

### We’ve Been Honored To Receive These Awards

---



2016 Cape Cod SCORE Build A Better Mousetrap Award Winner



2016 Provincetown Film Society ADP Award winner for community support & service

### Our recent awards tell a lot about our work

#### FEATURED IN

Chicago Tribune

Forbes Inc.



# Calls to Action



Customers do not take action unless they are challenged to take action.



# Two Kinds of Calls to Action

## Direct

- Buy Now
- Get a Free Consultation
- Schedule an Appointment



## Transitional

- Free information
- Samples
- Free trial



# Call to Action Examples

## 10 Ways Your Company Can Find Peace-Of-Mind With The Right Computer Consultant

Choosing the wrong computer consultant to support your network can not only be frustrating and expensive, but could end up costing you in downtime, data loss, and expensive repair bills, not to mention the headaches and frustration!

Luckily, there are ways to ensure your choice will be the right one! We've compiled a list of 10 items that can prepare you for your search. You'll be in good hands with a computer consultant that meets these standards!



Get Your Free Copy Today!

First Name \*

Last Name \*

Email \*

Phone 1

Company

[SUBMIT](#)

[SCHEDULE AN APPOINTMENT](#)

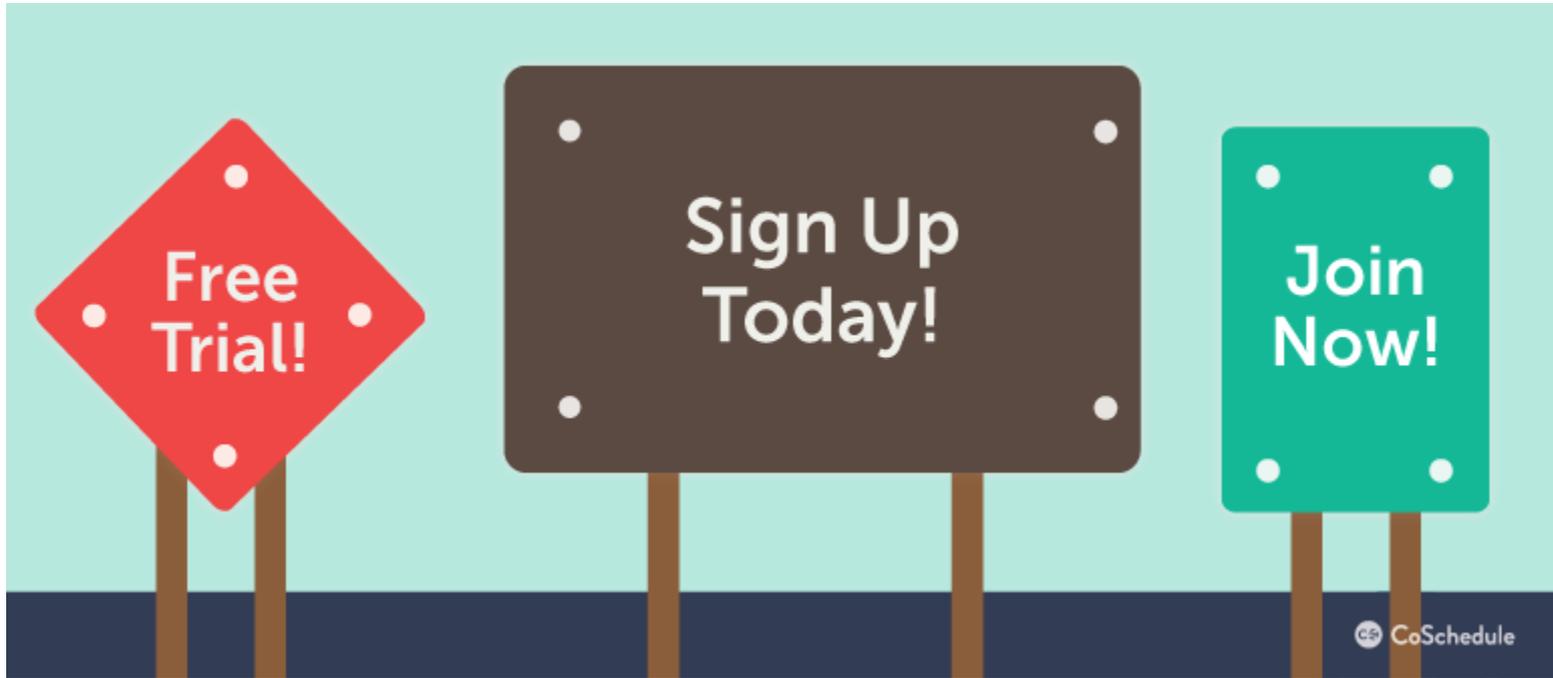
[Place an Order](#)

[Get a FREE Quote](#)

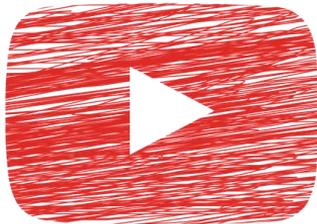
An easy 30 minute Tour Visit takes the worry out doing the right thing for your four legged family member. Come see the farm and we'll show you all the possibilities. You won't regret it.

[SCHEDULE A TOUR](#)

# What Are You Doing For Calls to Action?



# Video



“Humans are incredibly visual and powerful, moving images help us find meaning... [and] video helps capture and contextualize the world around us.” – *Dan Patterson*



# How Can You Use Video?

- Client Testimonials
- Product or Service Videos
- Company Culture
- Sales
- How To & Explainer
- Q&A



# Other Website Elements To Consider

- Core Offerings/Services
- Target Market/Personas
- Social Media Icons/Links
- Proof of Results (Case Studies, etc.)
- NAP (Name, Address, Phone Number in footer)
- The Cost (consequences of not working with you)



# Your Website - Let's Recap...

The Essential Website Ingredients That Convert Visitors To Customers Are:

1. Above the Fold Content
2. The Value Proposition
3. The Plan
4. Trust & Authority Building Elements
5. Calls to Action
6. Video



# Website Questions



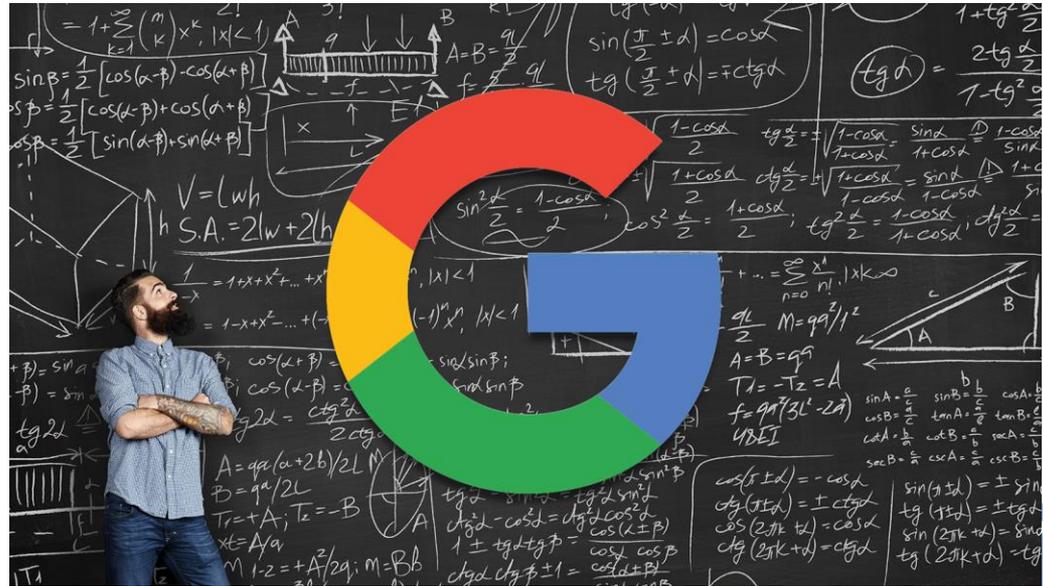
## 2. SEO (Search Engine Optimization)

Help customers find  
your business online.



# Top 7 SEO Ranking Signals

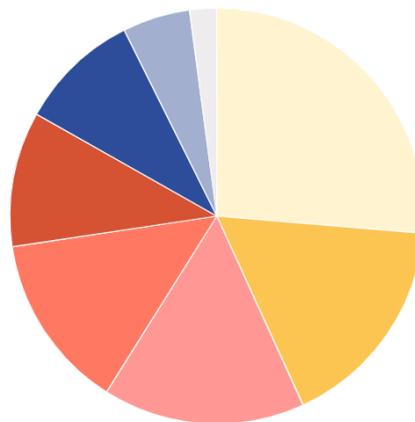
1. High-Quality Content
2. A Mobile Friendly Website
3. A Secure Website (HTTPS)
4. Page Speed
5. User Experience
6. On-Page Optimization
7. Backlinks



# Local SEO Ranking Factors

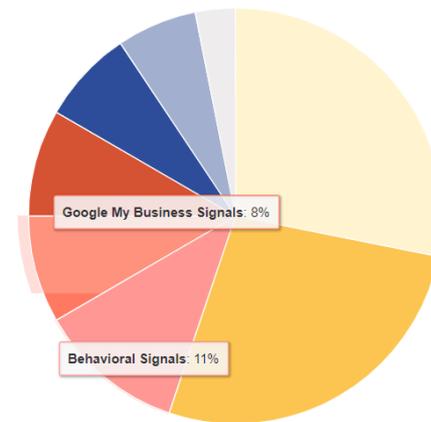
- Google My Business Signals
- Link Signals
- Review Signals
- On-Page Signals
- Citation Signals
- Behavioral Signals
- Personalization
- Social Signals

Local Pack/Finder Ranking Factors



1. **Google My Business Signals** (Proximity, categories, keyword in business title, etc.) **25.12%**
2. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **16.53%**
3. **Review Signals** (Review quantity, review velocity, review diversity, etc.) **15.44%**
4. **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) **13.82%**
5. **Citation Signals** (IYP/aggregator NAP consistency, citation volume, etc.) **10.82%**
6. **Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) **9.56%**
7. **Personalization** **5.88%**
8. **Social Signals** (Google engagement, Facebook engagement, Twitter engagement, etc.) **2.82%**

Localized Organic Ranking Factors



1. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **27.94%**
2. **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) **26.03%**
3. **Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) **11.5%**
4. **Google My Business Signals** (Proximity, categories, keyword in business title, etc.) **8.85%**
5. **Citation Signals** (IYP/aggregator NAP consistency, citation volume, etc.) **8.41%**
6. **Personalization** **7.32%**
7. **Review Signals** (Review quantity, review velocity, review diversity, etc.) **6.47%**
8. **Social Signals** (Google engagement, Facebook engagement, Twitter engagement, etc.) **3.47%**

# On-Page SEO Basics

1. Title Tags
2. Meta Descriptions
3. Heading Tags
4. Content
5. URL Readability



# Title Tags

Denver Plumbers | We Provide Professional Plumbing in Denver

<https://www.brothersplumbing.com/plumbing/> ✓

★★★★★ Rating: 5 - 31 votes

Are you in need of **Denver plumbers**? At Brothers, we have perfected plumbing in Denver to a science. Let us be your source for **Denver plumbers**!



A screenshot of a web browser. The title bar at the top shows the text "Denver Plumbers | We Provide Professional Plumbing in Denver" which is circled in red. Below the title bar, the browser's address bar shows the URL "https://www.brothersplumbing.com/plumbing/". The main content area of the browser displays the website's header, which includes the "Brothers Plumbing • Heating • Electric" logo, a "Come in We're Hiring" sign, a phone number "303.468.2294", and a "Schedule Service" button. At the bottom of the header, there is a navigation menu with links for "Plumbing", "Heating", "Cooling", "Denver Electrical", "Drain Cleaning", "Sprinklers", and "Water Heaters".



# Title Tag Best Practices

- Start title tag w/ keyword if possible.
- Keep to under 60 characters if possible.
- Use your company name at the end.
- Use your city name in the tag (for local businesses).



# More Title Tag Examples

Casa Bonita – Denver Mexican Restaurant | Taste the Magic of Mexico!

[www.casabonitadenver.com/](http://www.casabonitadenver.com/) ✓ ▾

Casa Bonita is a **Mexican restaurant** and family entertainment destination located in **Denver**, Colorado. One of the nation's top ten roadside attractions, Casa ...

Denver Mexican Food Restaurants: 10Best Restaurant Reviews

<https://www.10best.com/destinations/colorado/denver/restaurants/mexican/> ✓ ▾

The Mile High City has no lack of **Mexican restaurants**, but they're not all created equal. Some are downhome traditional, such as Patzcuaro's, while others, ...

Best Mexican in the Denver area - Denver A-List

[denveralist.cityvoter.com/best/mexican/great-meals/denver](http://denveralist.cityvoter.com/best/mexican/great-meals/denver) ✓ ▾

May 2, 2018 - "There are a lot of **Mexican Restaurants** that we like, but at El Jardin there is so much more than the good food. When..." via bobandpamarms ...

La Loma | A Mexican Kitchen

[lalomamexican.com/](http://lalomamexican.com/) ✓ ▾

A **DENVER TRADITION WITH A STORIED HISTORY**. La Loma began as a family-owned **Mexican restaurant** in a small brick house just a block away from what ...



# Meta Descriptions

## Casa Bonita – Denver Mexican Restaurant | Taste the Magic of Mexico!

[www.casabonitadenver.com/](http://www.casabonitadenver.com/) ✓ ▾

Casa Bonita is a **Mexican restaurant** and family entertainment destination located in **Denver**, Colorado. One of the nation's top ten roadside attractions, Casa ...

## Denver Mexican Food Restaurants: 10Best Restaurant Reviews

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The Mile High City has no lack of **Mexican restaurants**, but they're not all created equal. Some are downhome traditional, such as Patzcuaro's, while others, ...

## Best Mexican in the Denver area - Denver A-List

[denveralist.cityvoter.com/best/mexican/great-meals/denver](http://denveralist.cityvoter.com/best/mexican/great-meals/denver) ✓ ▾

May 2, 2018 - "There are a lot of **Mexican Restaurants** that we like, but at El Jardin there is so much more than the good food. When..." via bobandpamarms ...

## La Loma | A Mexican Kitchen

[lalomamexican.com/](http://lalomamexican.com/) ✓ ▾

A **DENVER TRADITION WITH A STORIED HISTORY**. La Loma began as a family-owned **Mexican restaurant** in a small brick house just a block away from what ...

**Meta  
Descriptions**



# Meta Description Best Practices

- Think of them as an ad to entice someone to select you over competitors.
- Keep to under 160 characters if possible.
- Use your company name, city (for local businesses), and keywords.



# Heading Tags

Heading Tags for SEO:

**<h1>** Most important

**<h2>** Second Most Important

**<h3>** Third Most Important

**<h4>** Fourth Most Important

**<h5>** Fifth Most Important

**<h6>** Sixth Most Important

**<h1>How to Make a Cake</h1>**

**<h2>Ingredients</h2>**

**<h3>Ingredients for Sponge</h3>**

**<h3>Ingredients for Toppings</h3>**

**<h2>Instructions</h2>**

**<h3>Preparation</h3>**

**<h3>Process</h3>**

**<h2>Serving the Cake</h2>**



# Heading Tag Example

<H1> We Help Take The Guesswork Out Of Marketing So Your Small Business Can Grow

<H2> IF YOU WANT TO ELIMINATE THE UNCERTAINTY & CONFUSION OF MARKETING YOUR BUSINESS, YOU'VE COME TO THE RIGHT PLACE.

<H2> How We Can Help You

<H2> Are Your Ready To Eliminate The Uncertainty & Confusion Of Marketing Your Business?

<H2> Our Services

<H3> ContentMarketing

<H3> EmailMarketing

<H3> Marketing Consulting& Coaching

<H3> MarketingPackages

<H3> MarketingStrategy

<H3> MobileMarketing

<H3> OnlineAdvertising

<H3> ReputationManagement

<H3> SEO( Search Engine Optimization )

<H3> Social MediaMarketing

<H3> Speaking

<H3> WebsiteDesign

<H2> What Is Your Biggest Struggle With Marketing Right Now?

<H2> What Our Clients Say

<H2> Would You Like to Find Out How We Can Help You?

<H2> Duct Tape Marketing Has Been Seen On

<H2> Marketing Your Business Shouldn't Be A Constant Challenge...

<H2> The Latest From the Rialto Blog

<H2> 7 Steps to Small Business Marketing Success



# Heading Tag Best Practices

- Use headers to provide structure.
- Use headers to break up text.
- Use keywords when appropriate.
- Use only 1 H1 header tag on each page.
- Keep header tags consistent (for readability).



# Content

The actual content on each page of your website.



# Content Best Practices

- Write natural, relevant content.
- Include keywords, but don't keyword stuff.
- Make content easy to scan and read.
- Shoot for 250-300 words minimum per page.



# URL Readability

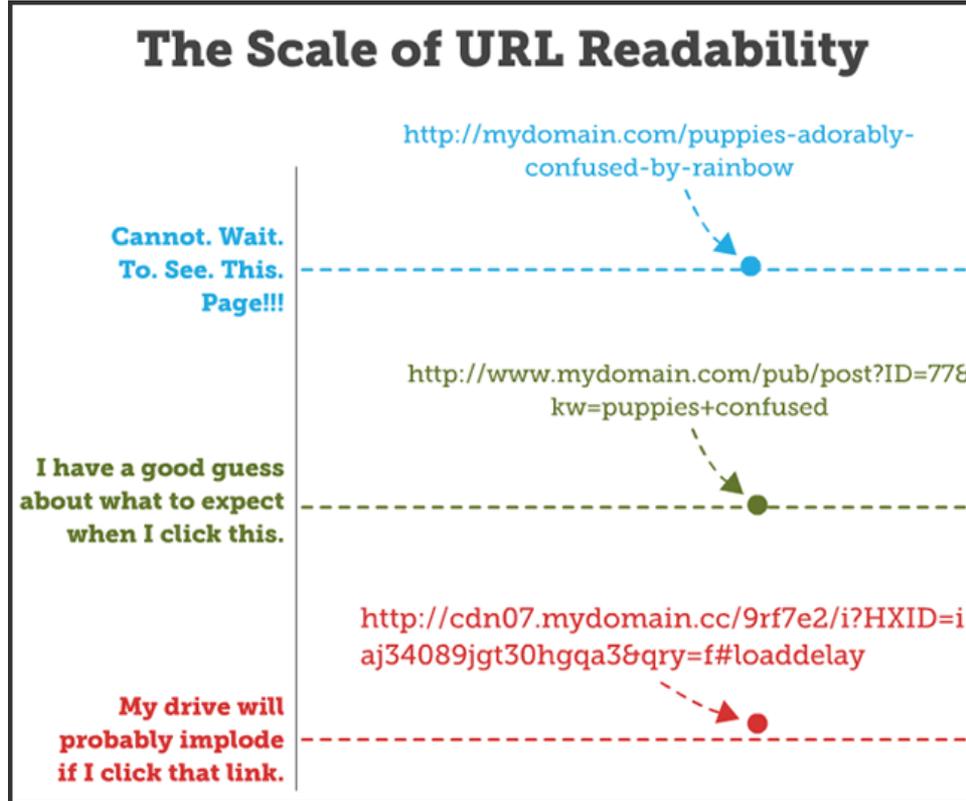
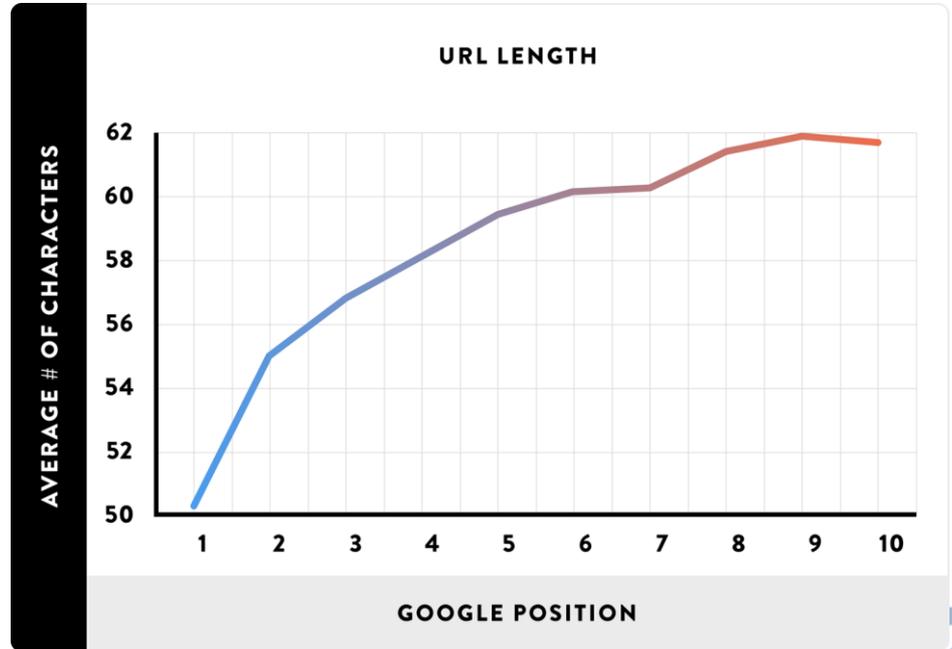


Image from  
<https://moz.com/blog/15-seo-best-practices-for-structuring-urls>



# URL Readability Best Practices

- Include your target keyword.
- Keep them short and descriptive.
- Keep between 50-60 characters if possible.



# On-Page SEO Settings - Where Are They?

1. Wordpress: Pages > Edit
2. Wix: Pages > Settings > Page SEO
3. Squarespace: Pages > Settings > SEO

Bottom line, it will usually be somewhere in the settings for each page on your website.



# On-Page SEO Recap

1. Title Tags
2. Meta Descriptions
3. Heading Tags
4. Content
5. URL Readability



# Google My Business

A must for any  
local business!



Google My Business



# Sample GMB Listing



## Rialto Marketing

Website

Directions

Save

5.0 ★★★★★ 6 Google reviews

Marketing consultant in Highlands Ranch, Colorado

**Address:** 9457 S University Blvd #111, Highlands Ranch, CO 80126

**Hours:** Closed · Opens 8AM Mon ▾

**Phone:** (888) 907-1080

**Appointments:** rialtomobile.com

[Edit your business information](#)

Questions & answers

[See all questions \(2\)](#)

[Ask a question](#)

### Reviews <sup>?</sup>

[Write a review](#)

[Add a photo](#)



"The **service** has been great, and the **pricing** has been fair."



"We had a great **experience** working with Rialto Mobile Marketing."



"It is one of our most frequented and interactive means of **communication**."

[View all Google reviews](#)

### From Rialto Marketing

"We help take the guesswork out of marketing so your small business can grow. Marketing your business shouldn't be a constant challenge. We understand how it feels to be stuck and overwhelmed with marketing your business! If you are ready to...[More](#)



Rialto Marketing  
on Google

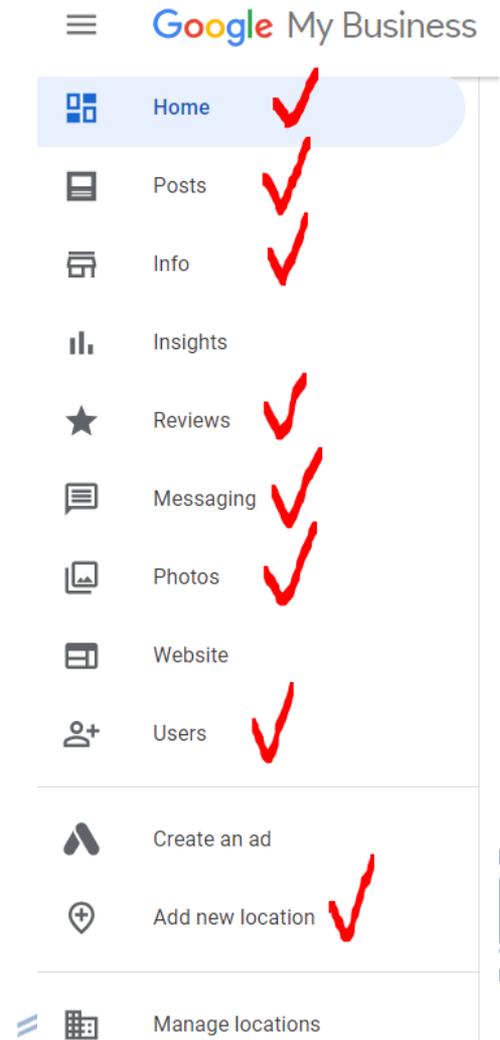


Most talk today about



# Google My Business Checklist

1. Claim & set up your listing (must have one for each location).
2. Verify your GMB listing.
3. Optimize your GMB listing.



# Google My Business Info Section



**Rialto Marketing** 

Marketing consultant   
Marketing agency  
Internet marketing service

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 9457 S. University Blvd. #111 Highlands Ranch, CO 80126 

 *Add service area* 



Sunday	Closed
Monday	8:00 am–5:00 pm
Tuesday	8:00 am–5:00 pm
Wednesday	8:00 am–5:00 pm
Thursday	8:00 am–5:00 pm
Friday	8:00 am–5:00 pm
Saturday	Closed



 *Add special hours* 

 (888) 907-1080 

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 rialtomarketing 

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 <https://www.rialtomobile.com/> 

 **Appointment URL**   
<https://www.rialtomobile.com/free-consultation-request/>

 **Services**  
*Add or edit items*

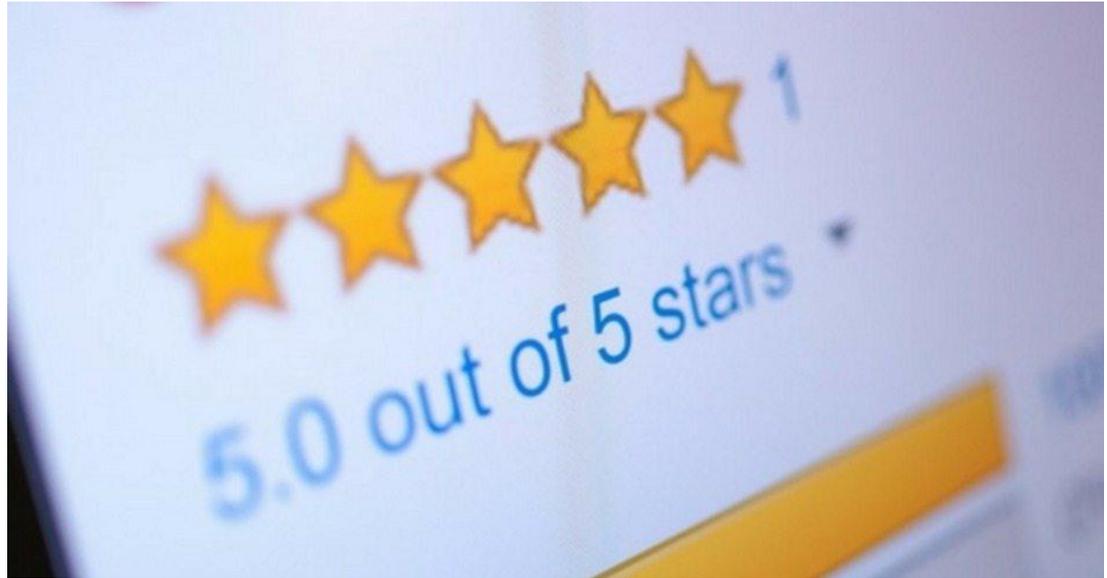
 **Products**  
*Add or edit products*

 **Highlights**   
*Add attributes*



# Online Reviews

Word of Mouth 2.0



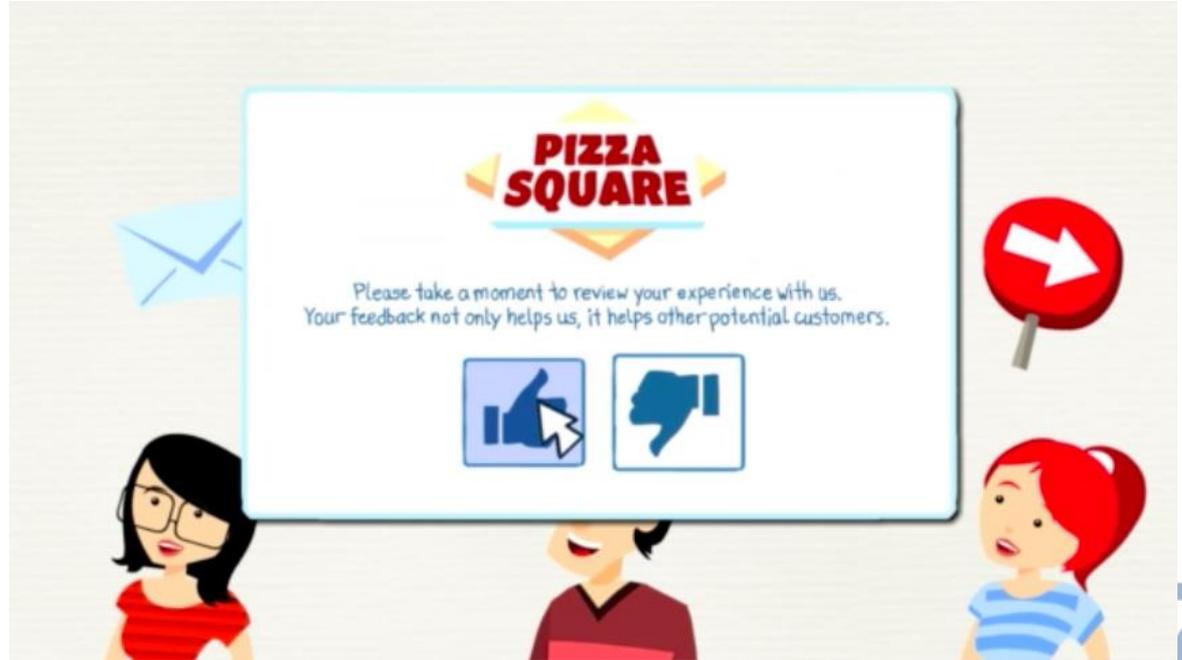
# Online Review Stats

- 95% of buyers read online reviews before making a purchase. (Spiegel Research Center)
- 93% of local consumers use reviews to determine if a local business is good or bad. (BrightLocal)
- 72% of customers don't take action until they have read reviews. (Testimonial Engine)
- 97% of shoppers say reviews influence buying decisions. (Fan & Fuel)



# Online Review Checklist

1. Build a review funnel.
2. Monitor your reviews.
3. Respond to reviews.



# Review Funnel Components

## 1. Landing Page

Like

Follow @VRJunkiesCo

View on Instagram

VR JUNKIES  
8501 W Bowles Ave Suite 1220  
Littleton, CO 80123  
Voice +1 303-209-1400

Help us. Help others. We'd really appreciate your feedback.



**Can you help us out?** Feedback and reviews from our customers not only helps us, it helps other potential customers.

**It only takes a few minutes...**

You've got two options:

**Option 1:** Simply click on one of the review site icons below to write us a review.

**Option 2:** We strive for 100% customer satisfaction, but we're human and do fall short at times. If you've got negative feedback for us and would rather submit a response to us privately you can submit your feedback [HERE](#).

Thank you so much for taking the time to review us and provide feedback. It means the world to us.

You're logged in •

Google

facebook

yelp

Login with

# Review Funnel Components

## 2. Make A Request

- a. Email
- b. Text
- c. In store (displays, printed cards, receipts, point of sale, etc.)



# Monitor Reviews

1. Can be done manually.
2. Can be monitored with software.



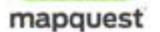
# Respond to Reviews

1. If you can, respond to every review.
2. Take negative reviews offline.
3. Responding shows you are proactive and separates you from the competition.

**RESPOND**



# Directory & Citation Listings



# Directory & Citation Listings Checklist

1. Run a scan report to find out what they look like now. (yext.com or email me at [tim@rialtomarketing.com](mailto:tim@rialtomarketing.com))
2. Correct errors in your scan report.
  - a. Manually update.  
OR
  - b. Use listing management software.  
OR
  - c. Have an expert handle it all for you.
3. Ongoing monitoring (use resources below)

Resources: Yext, Bright Local, Whitespark, Advice Local



# SEO Questions



# 3. Content

We're all in the publishing business!



# Key Elements of Content

1. Content Marketing
2. Email Marketing
3. Social Media Marketing



# Content Marketing

It's a ton of work, but it will build upon itself!



# Why Content Marketing?

- A must-have for any solid SEO plan.
- Increases visibility for your business.
- Builds credibility & authority.
- Generates traffic to your website (over time).
- Helps nurture the customer through the customer journey.



# Types of Content Marketing

- Blogging
- Video (Live Video)
- Podcasting
- Infographics



# Blogging

## PROS

- Boost SEO
- Establishes credibility
- Increases website traffic

## CONS

- Time consuming
- The techie stuff



# Video

## PROS

- Boost SEO
- People love video
- Great at connecting

## CONS

- Time consuming
- The techie stuff



# Podcasting

## PROS

- Easy to consume
- Aren't super technical to produce
- Great way to connect

## CONS

- Time consuming to produce



# Infographics

## PROS

- Boost SEO
- Easy to read
- Eye catching
- Increased sharing

## CONS

- Time consuming to produce
- Not naturally SEO friendly

**5 Tips**  
To Keep Your Chin Up

- 1 Do something impulsive.**  
Do something impulsive that you haven't planned every day. It's better to have no plan so we can seize the opportunities that may arise.
- 2 Have rituals.**  
We are less who we are than what we do. Do 3 things that you love every day. As a result, feeling the gratitude will help you better sleep. Better sleep helps to be in a better mood. A better mood helps to make better decisions.
- 3 Exercise at least 10 minutes a day.**  
Exercising has an influence on your brain, on your mood, on your ability to reflect and on your health.
- 4 Take breaks.**  
Prevent burnouts by stopping what you are doing and do something else. Create a different atmosphere, add some novelties in your daily routine.
- 5 Learn something new.**  
Learning helps to create new connections in your brain and to come up with new ideas and new opportunities.

Source

# You Must Promote Your Content

- Social media
- Email List
- Can you republish your original content on other sites?
- Outreach to people you referenced in your content
- Outreach to people who have shared similar content
- Use your content to answer forum questions



# Content Marketing Suggestions

- Pick one format to start.
- Be consistent!
- Produce content relevant to entire customer journey.
- Have fun with it.



# Email Marketing

Still one of the most effective marketing channels for small businesses!

**EMAIL**  
MARKETING



# How To Get Started

1. Set your goals.
2. Choose a platform.
3. Build your email list.
4. Choose the types of campaigns you will use.
5. Send out your first campaign.
6. Track your results.
7. Do it all over again and again and again...



Resources: ActiveCampaign, Mailerlite, MailChimp, Constant Contact



# Email Marketing Best Practices

- Set clear goals for each campaign.
- Always include calls to action.
- Take advantage of automated email sequences.
- Don't SPAM people.
- Optimize for mobile.
- Nail your subject lines.
- Keep branding consistent.



# Social Media Marketing

Do I have to?



# The Most Popular Platforms

- Facebook (2.2B monthly active users)
- Youtube (1.9B monthly active users)
- Instagram (1B monthly active users)
- Twitter (336M monthly active users)
- Reddit (330M monthly active users)
- Pinterest (200M monthly active users)
- Linkedin (106M monthly active users)



# Tips for Getting Started

- Start small. No more than 2-3 networks.
- Determine which platforms your competitors are on.
- Determine what type of content you want to post.
- What networks do your ideal customers use?
- Outline your strategy including objectives.



# Sample Social Media Posting Plan

1. Curated Content - 25%
2. Your Content - 25%
3. Business Promotions - 25%
4. People, Culture, Funny - 25%



# How is Your Social Media Working?

$$\text{Engagement Rate (\%)} = \left( \frac{\text{Likes + Comments + Shares}}{\text{Total Followers}} \right) \times 100$$



# Social Media Engagement Rates

- Facebook: Average is .163%
- Instagram: Average is 1.776%
- Twitter: Average is .046%

\*Stats from [RivalIQ](#) 2018 Social Media Benchmark Report



# Content Questions



Let Me Ask You A  
Question....



# Free Resources: The Online Presence Checklist

To get your copy, a copy of this slidedeck, & must-have website elements visit this link:



## THE BEGINNER'S ONLINE PRESENCE SET UP CHECKLIST

Use this checklist to complete the beginning stages of the online presence for your business. You will be ahead of most of your competition if you complete everything on this checklist. We hope you find it helpful.

### ***YOUR WEBSITE***

1.  **Essential Website Elements**
  - a.  Above the Fold
    - i. What do you offer?
    - ii. How will it make my life better?
    - iii. What do I need to do to buy it?
  - b.  The Value Proposition

<https://www.rialtomarketing.com/online-presence-workshop/>



Thank you for spending time with me today.

**Tim Fitzpatrick**  
**Rialto Marketing**  
**tim@rialtomarketing**  
**[www.RialtoMarketing.com](http://www.RialtoMarketing.com)**

