

How Your Local Small Business Can
Get More Customers
On the Internet

Finally...

*A practical marketing guide for business owners
who are more comfortable running their business
than marketing it online*

By Merrill R. Clark

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Merrill's easy to follow recommendations and advice quickly increased traffic to my blog site and produced new paying clients for my law practice."

Chris Ratte, Small Business Attorney - www.rattelaw.com

"This book is an excellent resource for small business owners everywhere! It's clear, concise, and packed with practical, user-friendly online marketing information, tips, and techniques. So often business owners are faced with the cold hard truth of knowing what they need to do, but not having a clue as to how to do it or how to do it effectively. Merrill tells you exactly what you need to do to create a web site that effectively drives sales to your company, and escalates your profits."

Dale Little, Business Strategist - www.DaleLittle.com

"This no-nonsense, practical marketing guide will help any small business owner attract more local customers via the web."

**Pam Foster, Web Content Strategist
www.contentclear.com**

*"After I read this book, I realized many of the techniques Merrill shared were the same ones he used to increase my website traffic by more than 4 times. If you're a business professional who wants to get more customers, you should definitely read this book... **before** your competitors do."*

**Greg Dollarhide, Owner, Seacoast Coin & Jewelry
www.seacoastcoin.com**

“From less than 10 visitors a month and zero prospects from our website, to almost 300 visitors per month and regular calls from interested prospects. That’s the difference Merrill’s web and SEO copy made on our new site.”

Tim Burns, D.M Burns Security - www.burns-security.com

“Merrill’s ability to write sales copy that attracts new visitors to my site, then convinces them to call me is already helping me land new paying clients. Because of his attention to detail, knowledge of online marketing techniques, my marketing investment has more than paid for itself.”

Mike Maguire, Health Benefits Consultant

www.maguirehealthbenefits.com

“Google and the Internet have dramatically impacted business -- and nowhere is this change more apparent than in marketing a small local business. To be successful, you must have a Website and then market the hell out of it. But where do you begin? By reading this book! ou’ll find the proven practical strategies you need to implement the on-line marketing strategies that bring in paying customers.”

Dianna Huff, DH, B2B Marketing Consultant

www.dhcommunications.com

“This book is the perfect tool for any entrepreneur who feels lost and without a marketing plan. Take heed in the simple, yet powerful tools in this book. They might just make you a mint!”

Troy White - Responsive Direct Marketing, Inc.

www.responsivedirectmarketing.com

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Introduction

There are over 27 million small businesses in the United States that predominantly serve local markets. Although many have a website, few are able to profit from them.

And the businesses that don't currently have a web presence let's just say they sure aren't getting found online.

There's no question about it. There are plenty of good books about promoting local businesses, and there are many others describing online marketing in general.

But there are *few books* that show small business owners and professionals how to strategically use the Internet to build their local businesses.

How Small & Local Businesses Can Find More Customers on the Internet provides specific, actionable steps small business owners can take to use the Internet to increase their sales and profitability.

None of these techniques are rocket science, nor do I delve into the real technical details of online marketing.

Instead, the goal is to show you in easy-to-understand language, the numerous online marketing tactics you might not even know exist.

So whether you're a jeweler, lawyer, small retail store owner, restaurant owner, an insurance broker, a small manufacturer, or any other local business-to-business and business-to-consumer business, you'll discover some useful online marketing tips and techniques in this book.

Here's to you successfully promoting your local business on the Internet!

Merrill R. Clark

CHAPTER 7

Web copy that sells

If it's written from a visitor's perspective, *compelling web copy is the key* to attracting new visitors, getting them to continue reading, and then to take a specific action.

Copy that's boring, just talks about yourself, your company, and how good you think you are will not be effective at converting the majority of your visitors into leads or sales.

Do your visitors really care?

As I said before, web copy is often started with a "Welcome" headline, and then usually followed by: "We are the greatest, the best, the cheapest, blah, blah, and blah."

But there's a problem with this style of copy:

Not only do people not care about your company name and the fact you think you are the greatest, they're usually bored to tears after the first sentence.

And what happens when people are bored? They leave, usually for good.

So what should you do instead?

As I showed you in the last chapter, start off with a powerful headline.

Make your site all about them...not you

Thení *engage them* by showing them all of the great benefits they will receive when they use your products or services. And how you will solve their specific problem.

People only care about one thing. *Themselves*. Marketers call it *WIIFM*, meaning "What's in it for me."

Don't let your copy be boring. Most web copy sounds like it was written by lawyers in a Fortune 500 corporation. And to be honest with you, after a few seconds of blah, blah, blah, you're bored to tears!

In other words, be interesting. Write your web copy so it sounds like it was written by a real person with a real personality. People will read it if it sounds personal.

Of course, this isn't always as easy as it sounds. You may want to hire a professional web writer to get the best results.

There's an old saying "Copy is King," and it holds true, even for web copy.

Why testimonials work

Think about it if you received a letter from 2 companies selling the same thing, (assuming you needed their service).

Letter 1 talked about themselves and how great they were, and letter 2 included proof in the form of customer testimonials from actual satisfied customers that their service was great.

Which one would you call?

These days, advertisers can say anything, which makes people extra skeptical. But real testimonials are the proof. And many times, that proof is what's needed to convert your prospect to a customer.

What this means is that when you include detailed, real testimonials in your web copy, you'll undoubtedly increase your chances for success.

On the next page, I'll give you a checklist of things that will help you write better and more successful online copy.

Final web copy tips

- ✓ Make sure your copy is clear and concise
- ✓ Talk about how you'll help your prospect, not about you
- ✓ Use the simplest words you can
- ✓ Don't ramble on and on
- ✓ Include proof elements such as testimonials
- ✓ Be believable
- ✓ Overcome possible objections
- ✓ Talk in your prospect's language
- ✓ Write like you're talking to one person

Of course, there are many more copy tips and techniques (enough to fill entire books), but these are the basics, and frankly, if your copy uses these techniques, your site will blow away your competitor's sites.

And if you want your web copy to get your phones ringing off the hook, you'll want to hire a professional copywriter to write it.

Next -- I'm going to talk about two special and *crucial components* of your copy that need extra attention.

To discover the rest of the juicy information in the book, order your own copy today!