

5 Tips to Improve Your Online Marketing

ziplocal



Introduction:

Welcome to “5 Tips to Improve your Online Marketing”, an ebook that will guide you through the process of creating a powerful and effective online presence. In today’s digital age, having a strong presence online is more important than ever. As a small business owner, how you present yourself online can significantly impact your success.

In this ebook, we will explore the various aspects of an online presence, including analyzing your local and organic search, managing your reviews, utilizing digital marketing strategies, building a strong social media presence, and reviewing your Google Analytics to reach your target audience. We will provide practical tips and step-by-step instructions to help you create a compelling online presence showcasing the necessities potential customers are seeking.

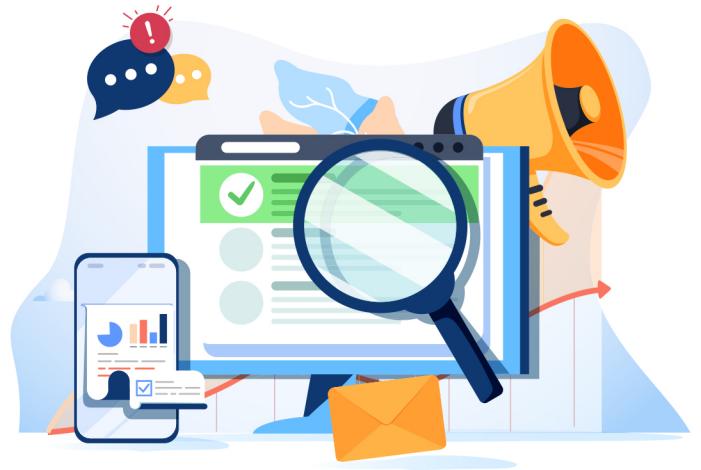
By the end of this ebook, you will have the tools you need to build a powerful online presence that sets you apart from the competition and helps you achieve your goals. So, let’s get started on the journey to maximizing your online presence!

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YOUR ONLINE PRESENCE

In today's digital age, having a strong online presence is critical for any business. A strong online presence can help you establish your brand, connect with your target audience, and drive traffic to your website. It includes a high-performing website, social media involvement, an active Google Business Profile, impressive reviews, and effective Search Engine Optimization (SEO).



Managing all of these elements can be overwhelming, especially for small to medium-sized businesses without a dedicated marketing team. However, one of the simplest ways to identify areas for improvement is by conducting a thorough analysis of your online presence. We will review the best practices and guide you through five steps you can execute to establish a baseline understanding of your business's online performance.



GET STARTED

To evaluate your online business, approach it from the perspective of a potential customer. You could even ask a family member or friend who is less familiar with your business to review it and provide feedback. By putting yourself in the customer's shoes, you can gain insight into their thought process and the buying journey. Consider what they see, what they prioritize, and whether your offerings are compelling enough to encourage them to engage.



There is a lot of power that comes from a simple Google Search. Every time someone enters a search into Google, the search engine uses a complex algorithm to identify the searcher's needs. Many factors are considered, but the searcher's location is one of the most important. Because of this, you will get different results if you search for the same thing in different places. For example, looking for "law firms" in Virginia and Oregon, you will see different suggestions for each location. If you want to know what someone will see when searching for your product or company in a specific location, we suggest using a tool that identifies local search rankings.



roofers near me



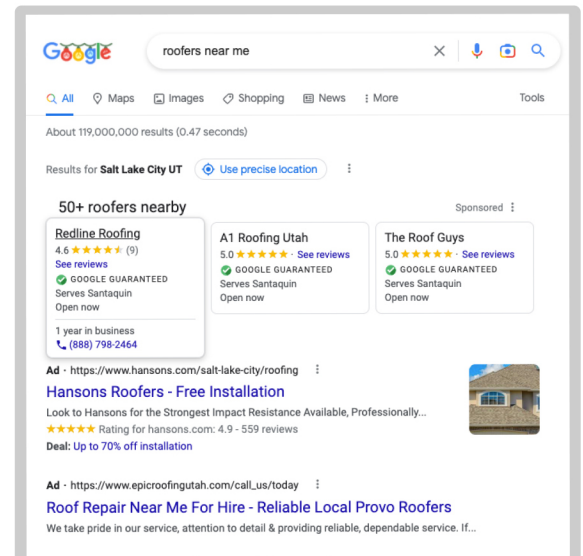
One of the tools we use is **isearchfrom.com**. To use it, you need to enter your country, city, language, search engine, device, and the topic you are searching for. You should look for topics related to your industry and location, like "roofers near me" or "shingle repairs." Sometimes customers search for things related to your industry that you might not expect but are still important. For example, if you are a roofing company, people might search for "What should I do if my shingles are falling off?" This search is a long-tail keyword, and it's important to use because it helps you reach more potential customers. Though it doesn't have the same search volume as a short-tail keyword like "roofing company," it still reaches your prospects. It's important to be visible to customers at all stages of the buying process, so you should try to show up in their searches no matter where they are.



STEP 01

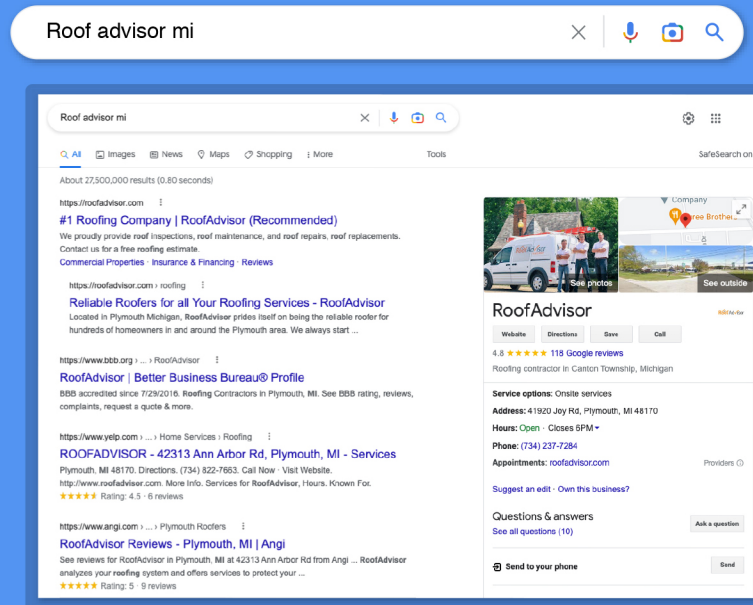
ANALYZE YOUR LOCAL SEARCH

Long before prospective customers call you, they Google you! With the search you have just conducted, analyze your business locally. Local Search incorporates your business rankings geographically and is part of Google Maps. Where are your competitors ranked? Where are you ranked? This can give you an idea of how visible your business is to potential customers searching for your product or service. It is excellent if you are #1 or #2 in the Local Search Rankings. If your ranking is lower, you need to improve it to ensure that your business shows up as the first choice when people search for your offerings.



GOOGLE BUSINESS PROFILE

To rank high in local search, you need to optimize your Google Business Profile (GBP) listing. By claiming and actively managing your GBP listing, you can engage with customers and improve the appearance of your business. Is the information listed correctly? You should check your phone number, address, hours, website, and business biography to make sure they are accurate and up to date. Potential customers rely on this information to decide if they can trust your company, so it's important to be responsive and active on your listing. Customers may wonder if you are trustworthy or responsive if they see outdated or incorrect information or if they can't easily contact you. In that case, they may keep searching for another company.



Example of a Google Business Profile, right side.

Let's recall the customer's buying journey. They will quickly examine the options, reviews, pricing, and location convenience. These factors will determine if they choose your business in the future. To build trust and receive good reviews, provide quick answers to the following questions on your Google profile:

- What are your business hours?
- What is your phone number and email address?
- What payment methods do you accept?
- What are your services and pricing?
- Do you offer any promotions or free quotes?
- Where are you located, and is it easy to find?
- What are the unique benefits of your business?
- Have you responded to customer reviews?

By giving clear and complete information on your Google profile, potential customers can quickly assess if your business suits their needs and increase their chances of choosing your business.

STEP 02

REVIEWS

Online reviews are highly trusted, with 88% of people considering them as reliable as personal recommendations. Reviews can give you the competitive edge you need, and they're a major factor affecting your overall search ranking. If your business has a rating of 4.0 stars or lower, potential customers searching for your product or service are more likely to choose a competitor with higher stars.

The quantity of reviews your business has is important. People need at least forty reviews before they trust the star rating. The more reviews a company has, the more credible it appears. How are your competitor's reviews compared to yours? Since reviews can be a deciding factor for customers, it is important to ensure your reviews are more impressive than your competitors. Are they recent? Are you responding to reviews, particularly the negative ones? Addressing negative reviews can help establish credibility and correct any issues. Consistent and high-star reviews play a big role in the buyer's decision.

We recommend making the process of leaving a review for your customers as easy as possible. When your service is at the top of their minds, ask them to leave a review. Send a text or email with the link included and follow up if needed. Make it a part of your operation! By being more proactive in your review generation, potential customers will consider your business a trustworthy and credible resource.



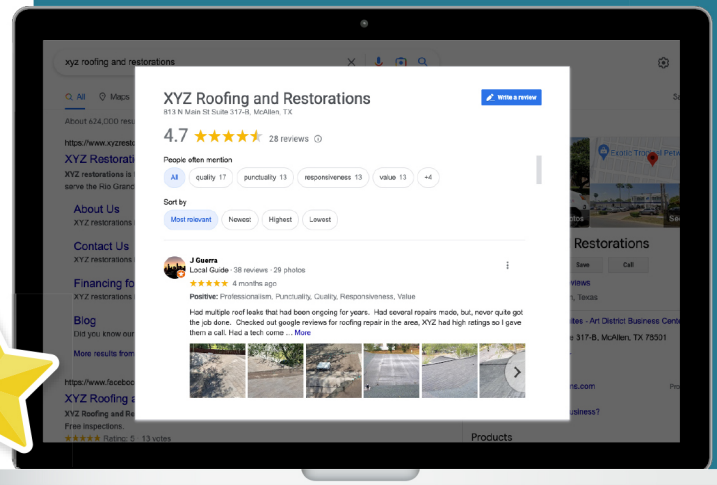
“
This business was amazing!!! They treated us like family.
”
Justin

94%
★★★★

People that would choose a business with a 4 star or greater review rating
(getmorereviews.com)

HERE IS A TABLE TO HELP YOU ASSESS THE PERFORMANCE OF YOUR REVIEWS:

EXCELLENT	4.7-5.0 stars
VERY GOOD	4.3-4.6 stars
GOOD	4.0- 4.2 stars
FAIR	3.6-.3.9 stars
POOR	3.5 stars or below



STEP 03

ORGANIC SEARCH RANKINGS

Another effective way to enhance the reputation of your business is by achieving higher rankings in organic search results. This can increase impressions, clicks, leads, and conversions without relying on paid advertising or your Google Business Profile. While your business may not appear in every service or product search, it is important to be a relevant result for topics related to your business.

Though organic search uses a complex algorithm with many different factors, website content is one factor that can significantly contribute to your rankings. Well-crafted website copy and proper website coding can send positive signals to Google and influence search results. If you can't easily find your business, it's likely that your customers can't either. We recommend focusing on TOPIC-based searches. Research your core topics in your market and look for how your business places in the search results. To know what your target market is looking for, we suggest using tools such as SEMRush, Google Search Console, Google Analytics, or Raven Tools. These tools provide valuable insights into your target customer's search behavior, including the keywords they use and how often they search for your products or services. Ultimately, your goal should be to achieve the highest possible position on the first page of search results.



WEBSITE

Your website's organic search rankings are closely linked to the quality of its design. A well-designed website generates more leads, increases brand awareness, and establishes credibility. However, a website is more than just its appearance. It should accurately convey your brand's message and distinguish your business from competitors.

Effective website design encompasses several key elements, including hosting, mobile friendliness, security, performance, professional copywriting, regular maintenance and revisions, backend optimization, clear call-to-actions, and research into targeting your ideal customer. Each element is vital in creating a high-performing website that accurately represents your brand and engages your target audience. Therefore, investing in good website design is essential to achieve a strong organic search ranking and building a successful online presence for your business.



WEBSITE ANALYSIS TOOL

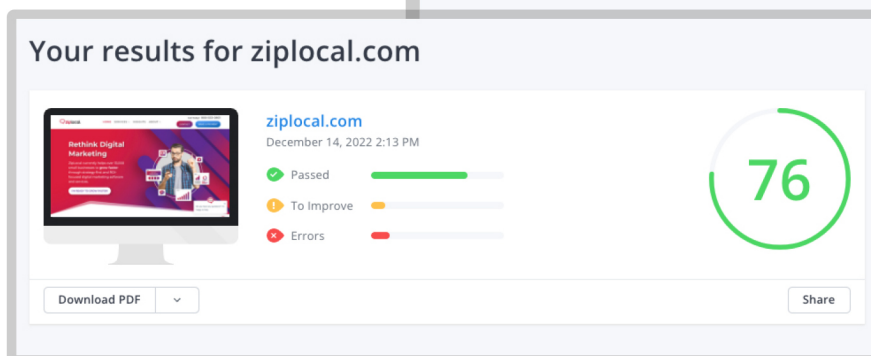
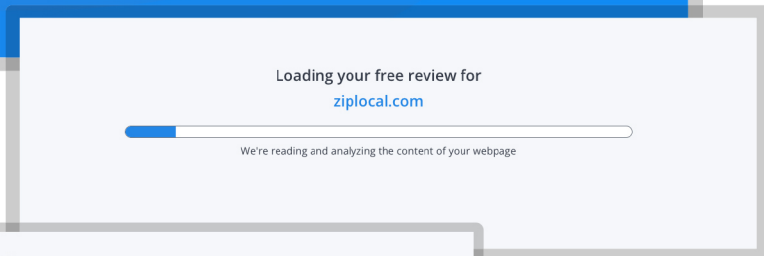
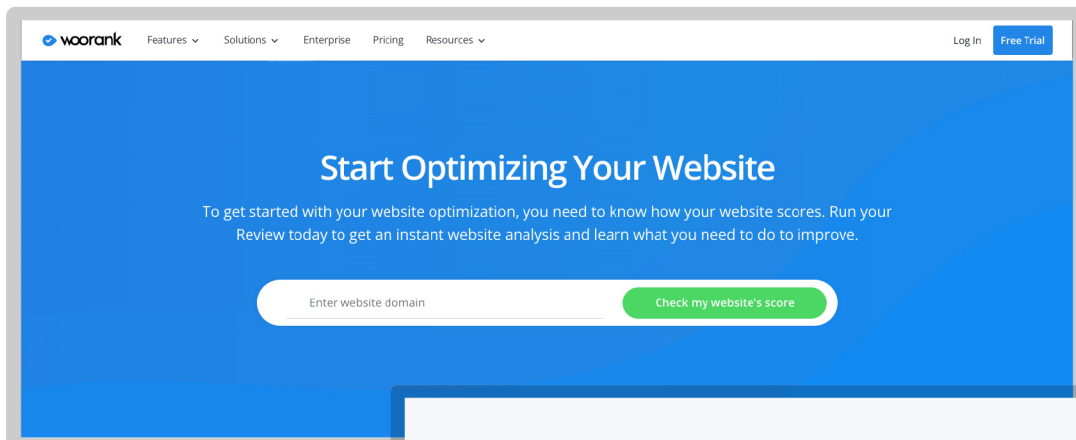
ZipLocal offers a variety of tools to help improve our customer's websites. To assist you in identifying gaps on your website, one of the free tools you could use is called **Woorank.com**. Simply enter your company's URL into the search bar, and the website will provide an analysis of your site, along with an overall ranking out of 100. It will also highlight the areas where your website is performing well, areas that need improvement, and any errors that may be present. A score of 75 or higher indicates that your website is performing well, but there is still room for improvement. A score below 75 requires immediate action to resolve issues and optimize your SEO, ensuring potential customers view your business positively. Please note that the free version of Woorank.com may not provide all the insights available in the paid version. Nonetheless, it is an excellent starting point to identify areas for improvement and set your business on the right path to success. If you want a more in-depth website SEO analysis, ZipLocal would be more than happy to help.



<https://www.woorank.com>

WooRank: Website Optimization and Digital Agency Sales Tools

A complete marketing tool for your website. Save money, time and effort with **WooRank's** all-in-one digital marketing solution. [Learn more ...](#)

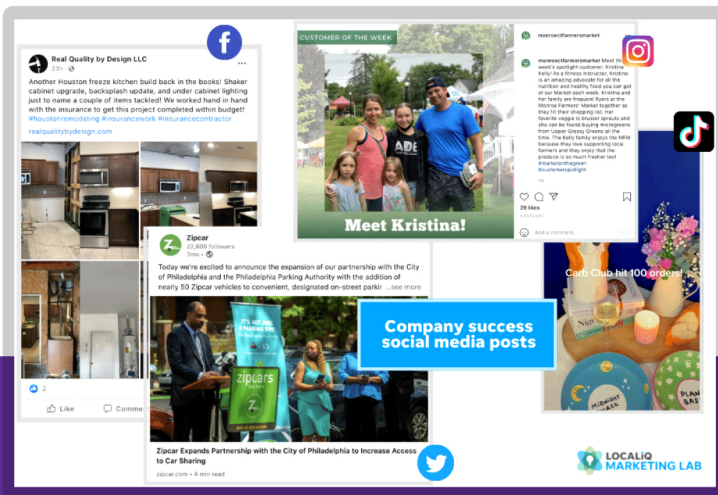


STEP 04

SOCIAL MEDIA

Establishing a social media presence creates an opportunity for consumers to research your product or service. Social media allows you to highlight your business's strengths and differentiate yourself from competitors. You can increase sales and leads by targeting your ideal customers more personally.

It is crucial to understand your ideal customers to determine the right social media platforms for your business. Ask yourself: What platforms are my ideal customers on? At ZipLocal, we often recommend Facebook as a platform for our clients, as it allows for targeted ads, content, and updated information.



Once you have identified the ideal platform, the next step is creating quality content that invokes emotions from your audience. Entertaining, informative, impressive, or funny posts tend to perform well. Examples of great content include before-and-after pictures, case studies, and examples of completed jobs. Posting 2-5 times per week is ideal, and engaging with your customers through comments, stories, or Q&A sessions can help foster relationships and build loyalty. Remember to keep your messaging consistent with your branding.

To achieve an excellent social media presence, we measure two main factors. The first is ensuring your business is active by frequently posting quality content. The second is to see if customers are engaged, which can be evaluated by the number of recommendations, reviews, likes, comments, or shares you receive per post. Tracking engagement can help you gauge whether you successfully reach your potential customers.

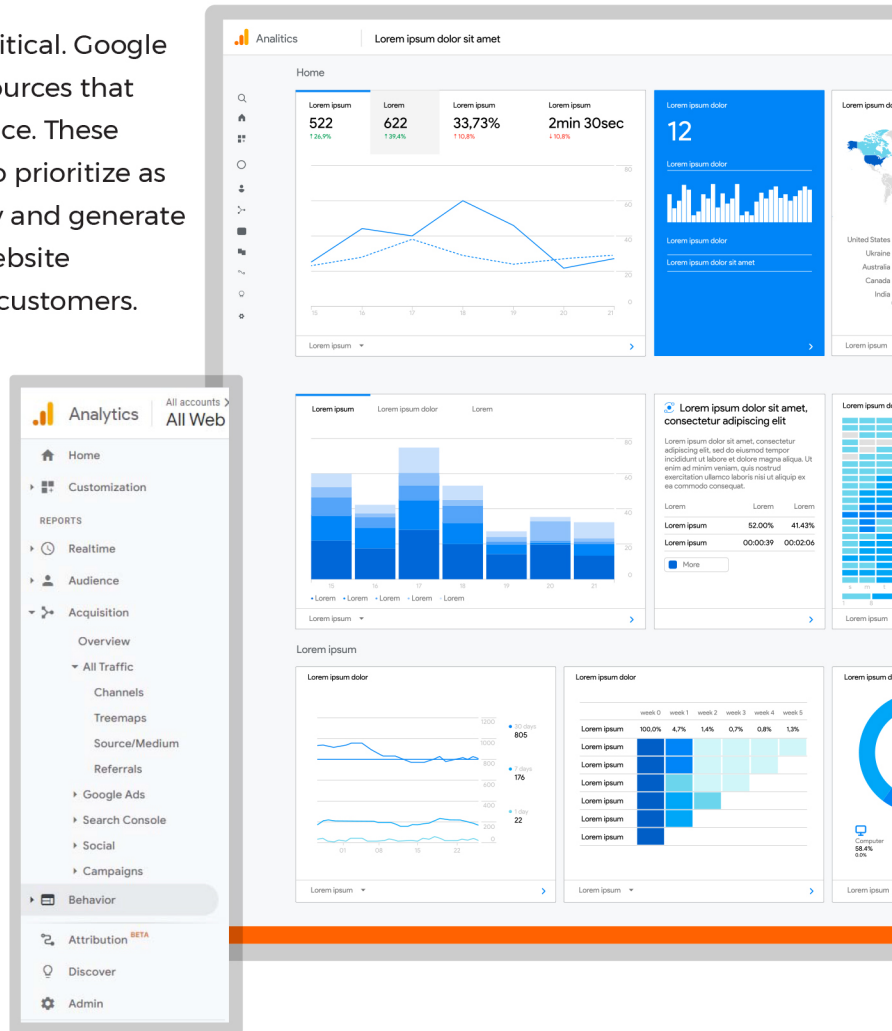


STEP 05

REVIEW YOUR GOOGLE ANALYTICS AND SEARCH CONSOLE.

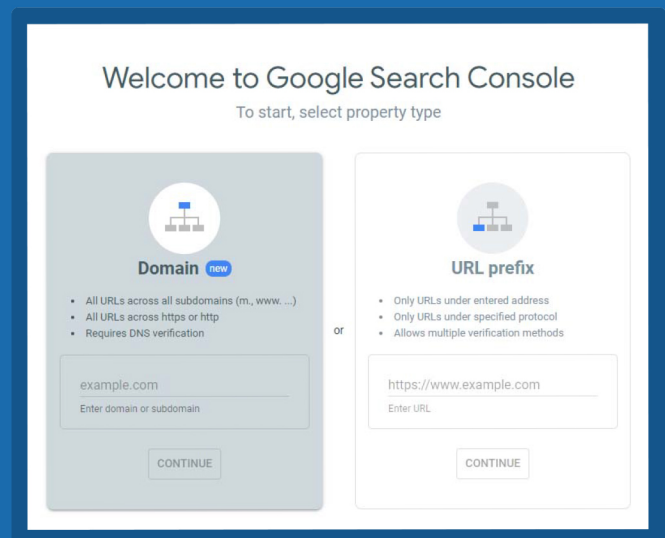
While this is the final step, it is also the most critical. Google Analytics and Search Console are valuable resources that provide in-depth analysis of your online presence. These analytics can help you gain insight into what to prioritize as a business to increase revenue and profitability and generate more leads. They will help determine if your website provides helpful information to your potential customers.

When you log into your Google Analytics account, you will have access to a wealth of information on site traffic, user behavior, and the ability to track conversions. By understanding your website analytics, you can be better informed about your customer's actions and adjust your marketing plans to increase revenue. To access your website analytics, click on the left side of your Google Analytics menu, then click on attribution, then source/medium. This will give you a greater understanding of where website users come from and if they are converting into new business.



Search Console provides you with the tools to monitor, test, and track the overall health of your website. It informs you of broken links or manual actions that can adversely affect your website's ability to stay relevant in Google Search, hindering your ability to convert business.

To sync your website with Search Console, connect the property type, domain, or URL to your current website. Once you have set up the verification with the DNS record and your hosting site, you will be good to go!



CONCLUSION

ZipLocal is committed to helping you succeed!

If you need assistance with any of the steps outlined, ZipLocal is here to help. We can review your findings and work with you to develop an effective marketing strategy.

**CONTACT US TODAY AT
800-553-0801**

