

# Special Report

## 7 Steps to Local Business Marketing Success

The image shows the word "SALES" in large, bold, red 3D block letters. A red arrow points upwards from the top of the letter 'A', passing through the top of the letter 'L'.

**Discover How to Drive More Traffic,  
Convert More Leads and Increase Sales!**

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Published by:  
David Carleton  
Street Smart Sales And Marketing  
P.O. Box 1448  
Poway, CA 92074

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## Introduction

As I'm sure you've already discovered, it now takes more than your typical newspaper ad, radio spot and weekend home show to get the sales you used to get. Why? Because the dynamics of the spa and pool market have changed dramatically. Consumers are more cautious than ever and are doing more research to be sure they are getting the best products and services at the best possible price.

And where are they going to do their research - you guessed it...the Internet. And if you think that just having a website is enough, you are sadly mistaken. You obviously need your website to be found by your prospects.



But, according to some studies, 90% of people searching for products and services on the Internet never search beyond page one. Take a moment to think about how many times you search for something on Google and how many times you actually go past page one during your search. If you're like most, not too many times.

That means that for all practical purposes, if you're not on page one, your prospects will never find you! To make matters worse, take a look at all the time money and resources you've already spent creating that beautiful website that 90% of your potential clients and customers will never see. How frustrating!

You already know how important marketing is the success of your business. But, if you're only using the traditional "offline" marketing and lead generation strategies described above, then you're working twice as hard for half the results. Now it's time to work on your Internet marketing.

When asked why he robbed banks, Willie Sutton a famous bank robber simply replied, "Because that's where the money is." Well guess where the money is for small business owners? The Internet!

## **Here are 7 Steps to Internet Marketing Success for Your Business.**

**Step 1 - Create a website** - It's hard to believe, but yes, some small business owners still don't have their own website. If you are one of those small business owners, I can almost guarantee that no matter how successful you are today, without a website, your days are numbered. Sorry to be so blunt, but that's the reality.



Hire a good website designer and you can have a basic site up in less than a week. And please, don't have your son's high school friend create the site. Hire a professional who knows as much about business as they do about websites. You never get a second chance to make a first impression, so spend a little more and get it done right.

**Click Here to See The Process We Use in Our [Website Makeover Analysis and SEO Audit](#)**

**Step 2 - Use Search Engine Optimization (SEO) and Keyword Research** - There is no point in building a website unless you can attract visitors. The biggest source of traffic for most sites are search engines like Google, Yahoo and MSN (Bing).



SEO or search engine optimization is a strategy used to improve the on-site or on-page content and coding of your website in order to become more relevant to the search engines for your niche and keywords.

Implementing SEO strategies will help increase visitor traffic because your site will rank higher in the Search Engine Results Pages (SERPS).

Ongoing strategic and effective search engine optimization can continually improve your rankings month after month, year after year. SEO help you achieve long lasting search engine ranking status because your listing appears in the “natural” or “organic” listings where 80% of all the clicks take place.

**Click Here to Read More About [Search Engine Optimization](#)**

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**The Importance of Keywords** - Understanding and identifying the keywords that your potential customers “type in” is a major factor to online success. In addition to these keywords, it is important to use a geo-local strategy to include town names near your business. This powerful combination should be the foundation for all your other lead generating traffic strategies as well.



But keywords that appear to be obvious at the outset are not equal in effectiveness. Some are certainly worth ranking for while others will bring you lots of traffic but that will be hard to convert. In the “keyword world”, there are what’s commonly referred to as “research keywords” and “buying keywords”. Different keyword search terms are used at different points of the buying process so you need to be sure you chose wisely.

**Step 3 - Drive Qualified Traffic to Your Website** - There are many ways to drive traffic to your website, some cost you little in terms of actual cash, while others are more sophisticated and complicated and will need to be budgeted. I have listed below what I consider to be the most effective online strategies to drive traffic.



**Video Marketing** - This local business marketing tool has been helping small business owners for years. It’s the secret your competitors don’t want you to know about. Why? Because they know the power of this incredible tool. We have gotten Google page one ranking for some of our clients in under 6 hours!

**Click Here to See Some Samples of [Successful Lead Generation Videos](#)**



**Link Building** - According to Google – “Pages that we believe are important pages receive a higher PageRank and are more likely to appear at the top of the search results. Webmasters can improve the rank of their sites by increasing the number of high-quality sites that link to their pages.”

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For all practical purposes, these ‘backlinks’ are counted as ‘votes’ regarding the quality of your website, and is based on the logic that the more websites that are actually linking too you, the better your website must be.

Due to this, one of the ways to start improving your website’s search engine results is to start building up a reliable base of backlinks. The strategies I use to build backlinks for my clients include: Article Marketing, Press Releases, Document Sharing Sites and Social Bookmarking. When you integrate all four, it can be very powerful.

**Click Here to Read More About [Website Link Building Strategies](#) For Your Website**



**Social Media Marketing** - Over 40% of the most visited websites in the USA are social media sites. These include Facebook, Twitter, YouTube and more. Social media marketing is a method of promoting your brand, product, service or company by making your presence known via a variety of social media networks.

Although joining these websites is free, using them to market your business and drive traffic to your website requires a new set of skills not used in traditional forms of marketing. Using social media marketing does require an investment in time in terms of “tweets and posts”, but for those using it effectively, it can pay off in terms of new customers

**Need a [Social Media Marketing Strategy](#) for Your Company? Click Here to Learn More**



**Pay-Per-Click (PPC) Advertising** - If you have the money to pay for the advertising, you can run ads on Google Adwords, MSN or Yahoo. PPC advertising is all about bidding for the top or leading position on search engine results page and listings.

Advertisers do this by buying or bidding on keyword phrases that are relevant to their products or services – the higher the bid, the higher the spot in the sponsored or advertising section on the search results. These sponsored ads appear on the top and right side Google.

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PPC advertisers then pay their bid price every time a visitor clicks through the website. Setting up a Google Adwords account is free, but not knowing the “in and outs” of setting up effective campaigns, ads, tracking and conversion methods can cost your company a lot of wasted time, money and resources.

On the other hand, a well designed adwords strategy can drive a lot of traffic and significantly increase sales and profits.



**Blogging** – Blogs provide a unique vehicle for any business or business owner to reach out to clients and prospects in a more personal way. Marketing becomes more personal and people get to see a different side of the business. The best part about blogs is that the search engines are always looking for fresh and relevant content so the more you blog relevant keyword rich posts, the more likely it is you’ll be found and read.

**Local Search Engine Directories** - Google and other search engines will often provide a map with 7 – 10 listings of the top businesses related to search terms or keywords that are typed in by the user. Many times this is the first place consumers look at when trying to find a local business.



One of your objectives is to get first page placement in the maps section. This is done by creating and claiming your company maps profile. And although these profiles are free to set up, the process can be very time consuming and cumbersome if not done correctly.

**Click Here to Read More About [Search Engine Directory Marketing](#)**

**Step 4A- Convert Website Visitors into Leads** - Everything you do on your site should have one overriding objective – turning visitors into leads and leads into sales! The only way to verifiably do this is to capture their contact information – at minimum first name and e-mail address.

Website “surfers” behave rather impulsively on the Internet, so much so that many times they easily forget where they were even 10 web pages ago.

That’s why it is so critical to convert as many first time visitors as possible...and quickly!

And the best way to convert a visitor to a lead is by asking for their name and email address through an opt-in form. Offering a Free Report containing information that your visitor would find helpful in making an informed buying decision is a great way to do this.

**Step 4B - Covert Leads into Sales** - Now that you have a lead and have delivered your special report, what strategies do you have in place to close the sale....how do you follow up? Typical follow up methods include e-mail, phone call, newsletters, direct mail or some combination of a few of these.

Some experts say that it takes between 5 and 12 contacts before a prospect begins to trust you and what you are selling. Leaving it to memory to do this follow up is a recipe for failure. You must implement an automated and systemized method to stay in touch.

**[Go Here - We Specialize in Creating Free Reports That Generate Leads](#)**

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Simply enter your name and e-mail address below and click submit. You'll be sent an e-mail with a special download link.

Name

Email



### Google Analytics Overview

Google Analytics is a free, hosted web analytics tool that can help you create more effective sites and increase ROI on marketing campaigns.



## **Step 5 - Track Your Results and Continuing Improve -**

Analyzing your web traffic statistics can be an invaluable tool for a number of different reasons. The aim is to use the web traffic statistics to figure out how well or how poorly your site is working for you and your visitors.

Web traffic stats can help you determine effective and ineffective areas of your website including keywords used to find you, where visitors go once they get to your site and how much time they actually spend on each page.

These statistics will reveal vital information about the effectiveness of individual pages, and visitor habits and motivation. This is essential information to any successful Internet marketing campaign.

## **Step 6A- Create a Follow Up Marketing System** - As was just

mentioned, once you get website visitors to “opt-in” to your mailing list, they want and expect you to send them information and offerings. One of the fastest, easiest and most effective ways to follow up with your prospects and current clients is through e-mail marketing and newsletters. Why? Because all you do is compose an e-mail, customize it to suit your readers and niche and click the broadcast button to reach thousands of people instantly!



The advantages of using e-newsletters to do your follow up marketing is:

- It builds long lasting relationships. Relationships that foster trust and trust that makes you money
- It keeps you top of mind (TOM), so you're the first person your e-mail list members think of next time they want or need what your products and services.

**Check Out Our "Done For You" Online and Offline [Follow-Up Marketing Systems](#)**

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**Step 6B - Test, Track, Refine, Repeat** - Testing what's working and what's not, shouldn't be just a one-time occurrence. This is something you should be doing constantly, always trying to improve your desired results. This could mean a headline, an Adwords, campaign, a direct mail piece and opt-in free report, etc.

When you do decide to test a specific strategy, be sure not to test too many variables at one time. Even though your changes might have given you improved results, testing too many at one time will not tell you which change actually resulted in the improvement.



**Step 7 - Create a Referral Marketing System** - As small business owners, we are so conditioned to closing the next deal, that we forget what a great resource our current customer base is! You know what happens at many small business ownerships after a prospect finally does become a customer, not much! Many times, they are all but ignored in terms of marketing time, money and resources.

Seriously, think about your own business – do you have a referral marketing SYSTEM and budget in place right now? Most don't and that is such a shame and a missed opportunity to increase your sales and profits.

**Want More Referrals for Your Business? Check Out [Referral Marketing Strategies Here](#)**

So there you have it - your 9 steps to Internet marketing success. If you follow these important steps, you are sure to increase your search engine rankings, drive more traffic to website, convert more prospects and of course increase your sales and profits. But you better get going, because your competition is reading this special report too!



## Testimonials

### **Here are Just a Few Testimonials of Satisfied Clients**

*Dave Carleton the owner of Street Smart was hired to create a mini website for our business(Comfort keepers and in home care business). After several conversations the site was created and modified. Within 15 days we are appearing on page 1 of google search. Dave delivered at a fair price.*

**David S. - Rancho Mirage-, CA**

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*David was recommend to me by another Internet marketer. After our initial meeting, I hired David to update and optimize my website and create a few mini-sites for specific keywords in my niche. Days after completing the project we were showing up on page one for many of our targeted keywords and the site is continuing to gain momentum. David also took the time to explain the logic behind the strategies so that I knew “whys” behind what he was doing.*

*Thanks Dave for your help.*

**Ian M. - San Diego, CA**

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*David is an expert in his field of Internet Marketing for local small business owners. Whether it is lead generation and conversion, social media marketing-web 2.0, or traditional website strategy, David brings a refreshing approach to a topic that can easily overwhelm many small business owners. Our organization has contracted David to speak multiple times and the reviews from our members are ALWAYS positive.*

**Matt Hackett, CEO – ABRA**

*I asked David to provide a social media and referral marketing plan for our school. David spent a great deal of time with me getting to know our school and our needs. He asked me very well designed questions which helped us define very attainable and measurable goals. When David presented the final plan, I was impressed by the number of ideas and options he presented, none of which were strategies the school currently utilized.*

*His recommendations were very straight forward while at the same time very thought provoking. His suggestions helped us develop several new approaches to our overall marketing strategy. David has continued to follow up to see if I had any additional questions. I would strongly recommend David to any organization that is seeking to leverage social media but does not know where to begin.*

**Jim P. - San Diego, CA**

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*I have hired David to do a variety of projects over the last few years including Search Engine Optimization, video marketing, other internet marketing strategies that I don't want my competitors to know about. The results have been great.*

*Traffic and sales are up, we rank either #1 or #2 or both on dozens of keywords on Google and we continue to grow our business. I have told David that whenever he develops a new Internet marketing strategy, if he recommends it, then I want to do it. Dave is reasonably priced, honest and over delivers on his commitments.*

*I highly recommend David to any online or "bricks and mortar" business looking to grow their business.*

**Phil S. – Online Merchant**

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*I run a traditional "bricks and mortar" store selling high-end products. With the slumping economy, we were looking for new ways to drive more traffic to our website and ultimately to our store.*

*Dave did a website makeover analysis and we were very impressed with what we learned. Not only did Dave give us some great tools to use, he also showed us what our competition was doing right and wrong and how we could use that to our advantage.*

*He even showed us how to tie in our website to some aspects of our offline prospect follow up program to help close more sales. The website makeover analysis was definitely worth getting!*

**Tae B. – Spa Retailer**

*I Highly Recommend Street Smart Sales and Marketing for Any Web Based Business; It Was Worth the Investment.*

*The website makeover analysis that David did for our company was extremely useful and thorough. It provided us with concise thought-out suggestions that were specific to our particular website. There were many things that I would have never considered had it not been brought to our attention by David.*

*He answered all of our questions, and presented us with an excellent presentation outlining everything. I highly recommend Street Smart Sales and Marketing for any web based business; it was worth the investment.*

**Audrey C. – Bridal Accessories**

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*Thank you so much for the website makeover analysis. The in depth information you provided was excellent. The suggestions you made for on-site search engine optimization were very helpful. In addition, you going over our website stats was very helpful.*

*The great thing is that much of what David suggested, were things we could do ourselves in a very short time. We have already implemented many of the suggestions and are already seeing the results. Even our customers have complimented on the new look and feel of the site.*

*Thanks again and would indeed recommend your makeover to other businesses.*

**David A. – Painter**

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**David Carleton is a Local Business Marketing Expert who specializes in showing small business owners how to spend less and get more from their marketing and advertising using low cost strategies in local business marketing, lead generation and conversion, Internet marketing and social media.**

**We'd love to add your name to our growing list of local business owners who have benefited from our unique marketing services. For a free consultation on how we might be able to help grow your business, simply click here!**

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