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With free & low budget
Online marketing tactics

Agenda

- Google Maps
- Links = Rank = Sales
- Tune your SERP
- Analytics

Google Maps



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Google Maps

- Google Maps in *search results*
- Suits locality based business
- Provides reporting
- High profile free Google exposure

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Creating your Google Map

1. Google Maps Local Business Centre

www.google.com/local/add/businessCenter

2. Login with your Google Account

3. Enter business details

4. Validate (SMS, Phone or postcard)

Links = Rank = Sales

Inbound links: The new media currency

- Links:
 - Bring potential clients
 - Give you PageRank™ = Google ranking
 - Reinforce keywords
- NB *not* outbound links

Get the best links

- High PageRank links (i.e. higher than yours)
- Google Toolbar : Test potential link pages



How do you get links?

- Leverage relationships
Associates, Suppliers, Clients, Industry Organisations
- Treat links as an asset (in negotiations)
- Publish case studies (include links)
- Use Social Media (include links)
- Internet directories (not as effective)
- Be imaginative

SERP: Your free Google ad

- **SERP = Search Engine Result Page**



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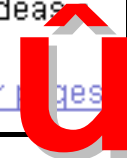
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SERP - Your **most critical** sales copy on the internet



Tuning your SERP

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- **Title** meta tag
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 - Keyword rich
- **Description** meta tag
 - 132 chars
 - Sales pitch

• NB: Tune the SERP for ***every sales page***

Measure Sales performance



- A graphical “Dashboard”
- e-mails reports to you
- Integrates paid & organic
- Continually being enhanced
- Free!



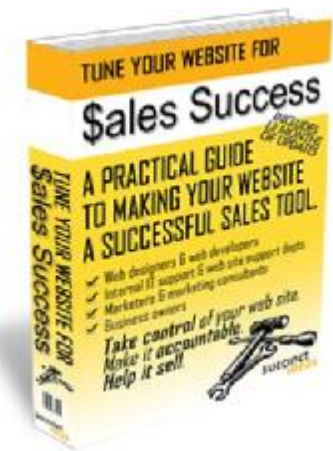
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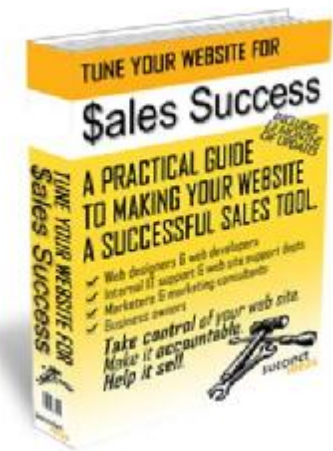
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