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Operational and Business Management strategies, individually tailored for businesses seeking to expand or diversify their product and/or service, on a Local, International, or Global scale. Regardless if you are a home-based business or a successful business owner, LotCon Biz Solutions provides assistance to further maximize your income through the Internet.

We develop innovative and creative business products. Our turnkey Business Blogs and Blog Services provide total communication, marketing and information solutions for "YOUR" Business. Among a plethora of business services, blog design, blog optimization, reliable hosting, e-commerce blog solutions and customized business applications are a few that we currently offer.

Our business-driven approach separates us from orthodox web design companies. For more than ten years, we have further built a reputation for creating a positive return on investment for our clients. If you are serious about your web success, we can get you there. We manage all your web projects with exceptional quality at an affordable cost.

Business Blogs

LotCon delivers a "turnkey" solution for "YOUR" Business Blog. That include domain registration, professional hosting, personalized theme design, SEO optimization and whole range of business plug-in's and business programs (customer registration and mailing system, e-commerce system and other business and marketing tools. We offer ongoing maintenance, backups and SEO optimization at competitive monthly rates.

Business Branding Products

Branding is about name recognition and how "YOUR" business is different from the competitors. The purpose of a brand is to distinguish yourself from your competitors. Once you make a distinguishing impact then an advertising campaign can be much more effective. Let us help you! We can assist you with business branding and creating traffic to your blog by utilizing Web 2.0 solutions. Not only do we have the marketing products available but you can outsource this tedious work to us.

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Tips to market your local business effectively

I. VIDEO MARKETING TIPS

Importance of Balancing Your Video Content

Are you struggling to figure out how to kick off your video marketing campaign successfully? Wondering what type of videos you should create to generate more leads and sales?

As a small business owner, it's very tempting to think "SELL and PROMOTE" when it comes to creating online videos. While promotional videos are great, an effective video marketing campaign goes a lot further than that.

In fact, there are a lot of different types of videos that you can create to capture new leads and keep your existing audience engaged with your business. For instance, auto repair industries have found a lot of success in creating videos that provide their viewers with vehicle maintenance tips.

Creating online videos that are related to the needs and interests of your target audience are proven to yield the best results.

You can create tips/how-to videos, customer testimonials, behind the scenes sneak peeks, product demonstrations, and more.

Unfortunately, many companies make the mistake of only making videos that promote their products and services. This limits their ability to reach a much wider audience that craves other types of information related to their businesses and industries.

Also...

Think "EVERGREEN" when creating videos. For instance, avoid creating videos that are only focused on the latest headlines and be irrelevant after a short amount of time. Instead, focus on creating videos that will be relevant for years to come and consistently generate more inbound links and interest in your business.

Besides Your Website, Where Should You Post Videos?

Simple... the answer is YouTube. Posting videos on your website is a great idea. But how do you reach the millions of people who have probably never even visited your website?

YouTube is the 2nd largest search engine online. People today LOVE watching online videos and often go to YouTube when searching for information on a variety of topics.

For instance, if someone is having a plumbing problem and want a quick fix, they are likely to find a video on YouTube to help them solve it. If they need additional help, they are likely to contact the company that posted that video if it's in their local area.

So creating a YouTube channel and hosting your videos there is a great way to generate targeted leads who may need your products or services.

But...

The real magic is in how well you optimize your videos for local search; if properly optimized, your videos are likely to get high rankings when local consumers search for information related to your industry.

Optimizing your YouTube videos and channels involves using local keyword terms and information; such as search phrases your target market would use as well as your local address and local phone number.

For instance, you could put your phone number in the video title along with a relevant search term. You should also include a couple of keyword terms in the YouTube description box, along with your physical address and website address.

The good news is that videos that are properly optimized can also show up in regular web searches outside of YouTube, giving you even more exposure.

Taking simple steps like these can help your videos attract more local consumers and ultimately increase leads and sales.

Why Consistent Video Content Equals More Sales

Many small business owners have created a video or two; then, they sit back and wait for those videos to send a load of traffic to their business. Most of the time, they end up terribly disappointed.

Does this describe you?

One problem is that Video Marketing involves more than creating one or two videos. In order to get results, you need to create and publish videos on a consistent basis.

An important part of search engine optimization is “fresh content;” this means that the search engines show more love to sites and YouTube channels that publish new content regularly.

Not only is this good for the search engines, but consistent videos will keep your visitors coming back if the content is good and contains topics they are interested in.

In other words, it helps you build a community of targeted viewers; this exposure will lead to more people establishing a connection with you, which is the ultimate goal.

You may be thinking that it’s too time-consuming or expensive to create videos consistently, but it’s not. Some small business owners think they need to hire expensive studio production-type companies to make flashy videos for them.

While this is not necessarily a bad thing in some cases (depending on the purpose), you can have simple, short videos created without the huge strain on your budget. In fact, simple videos have proven to be very effective for companies – both large and small.

A dynamic video marketing campaign builds trust, credibility, and authority; and as you can imagine, this ultimately leads to more revenue for your business.

Videos That CONVERT: The Beginning and The End

If you're like most business owners who are thinking about online videos, you may be wondering "what can I do to make sure my videos convert"? Besides, that is the point of creating them in the first place.

One critical thing to keep in mind is that you only have a few seconds to capture the attention of your audience; so be sure to give them a reason to keep watching.

Tap into their pain points, needs, or wants right away to let them know that you understand – so they feel more confident that you have the solution. For instance, it's not a good idea to start out your videos talking about your company per se. This doesn't help your viewers establish that emotional connection they need to keep watching.

A massage therapist can keep people watching much longer by starting out with questions like: "Are you experiencing pain and tension in your back,

neck, and shoulders?” ... rather than starting out talking specifically about their products and services.

Once you've connected with them on a mental level, then you move on to tell them more about your solution.

How do you get more people to take action?

At the end of every video, you need a strong, clear call-to-action that tells viewers what you want them to do. Otherwise, most will simply close out and move on to the next video.

Want them to call you, visit your establishment, or email you? Tell them to do it.

Get More Brand Exposure with Online Videos

After creating videos, every business wants to get as many eyes on them as possible; but some of them make the huge mistake of not branding their videos.

Consistent branding in ANY marketing strategy is important for helping consumers recognize who you are, as well as give you authority in your niche.

More importantly, it differentiates you from your competitors.

Let's say someone comes across your video on social media, but the video did not have any branding applied to it (such as your logo at the beginning or end).

The content could've been top-notch. But without branding, you miss the opportunity to build familiarity and trust in your company. With properly branded videos, you will become more recognizable in your industry.

Not only does this automatically add perceived value to your products and services, but it helps you to stand out from the crowd.

One way to put your brand out there even more is by encouraging social media sharing of your videos.

Video is one of the top items shared on social media sites such as Facebook, Twitter, and others. So don't hesitate to ask your fans and followers to share your videos with their social network.

Wherever you have videos posted, make sure there are social sharing buttons next to it to make it quick and easy for viewers to pass it.

II. REPUTATION MANAGEMENT TIPS

Foundation for Avoiding a Negative Online Image

Have you ever thought what would happen if your business were to receive an overall negative online image? Even worse, has this already happened to you?

Any company's worst nightmare is to discover that there are a number of negative mentions about them floating around on the web. Be proactive by setting up a plan that details critical information about how you will deal with this situation if it should occur.

A true crisis involves online content that has the potential to significantly threaten or damage your online image. First, you must identify any vulnerabilities and develop a strategic plan detailing how you will react if things take a turn for the worse.

Define specific roles and responsibilities to different people and groups within your organization so there is no question who is responsible for each action. Also identify a spokesperson or people who will communicate on your company's behalf should the need arise.

Obviously, the best course of action is to prevent any negativity about your brand from escalating to a crisis. This means you should immediately face and address any negative issues that may come up.

Some companies tend to ignore the negativity posted about them online, which is a huge mistake. Not only does that give the impression that they don't care, but it leaves the field wide for the negativity to spiral out of control; causing damage that could take a very long time to repair.

Online reputation management should be a strategic process that involves being proactive, as well as long-term ongoing maintenance.

Two Ways to Prevent Reputation Nightmares

The last thing any business wants is a negative online reputation.

Why?

Because consumers today check the internet to gather information about companies before they do business with them; and they trust most of the information they read online whether it's true or not.

Therefore, every company needs to implement strategies to cut down on any negative mentions, while working to boost the amount of positive information about them online.

One surefire way to cut down on negative customer feedback is to put your customers first. The basis for a great reputation is to have a great business with excellent customer service. If not, you are giving people a reason to post negative content about you on the internet. In fact, most negative content posted online is from "unhappy" customers.

Solid customer service will not only cut down on any negativity, but it will increase your chances of having more positive reviews posted about your company; which is extremely important today.

Also, be sure to monitor what is being said about your company online. The internet is a huge field for people to discuss products, services, and businesses.

Many of your unsatisfied customers may go to social media, review sites, or blogs to air their feelings about your brand. Whenever you see this, respond to them promptly and try to remedy the situation to show that customer service is a top-priority.

Google Alerts is an easy and convenient tool to use for this purpose. Simply to google.com/alerts and fill out the search form with your company's name. Use the filtering options to specific the type of results you want to receive. By doing so, you will be notified every time your brand is mentioned online.

What Can You Do to Build a Positive Online Reputation?

When it comes to having a solid online reputation, many businesses are not sure exactly what to do to make it happen. One important method that is often overlooked is to regularly publishing online content.

Good keyword-optimized content is usually followed by good search engine rankings. Ultimately, this leads to more "positive" search engine exposure;

leaving less room for negative mentions to show up, which are usually out of your control.

However, this is something you CAN control and should implement it as a major part of your overall marketing strategy. Content marketing involves posting articles/blog posts, press releases, images, videos, infographics, etc. on topics related to your business and industry.

When properly optimized, these items can show up high in the search engines results for some of your most targeted keyword terms and phrases. As a result, consumers are more likely to see “positive” content tied to your business when performing online searches. If there is any negative content posted about you already, this will help push it further down the search results as well.

Another powerful tool to help you build positivity around your brand is social media. Yep, it’s much more than just a place for people to connect and engage on a personal level. Companies across the globe are using it to successfully increase their revenue by building customer relationships.

Building a social media community on sites such as Facebook, Twitter, LinkedIn, and Google+ can go a long way in helping your online image. Social followers tend to be loyal and post “positive” feelings about businesses they enjoy. Leverage this fact by getting involved in social media and staying active.

Don't Underestimate the Power of Customer Reviews

At a time where small businesses are fighting for the attention of local consumers, the power of customer reviews should not be underestimated. They can literally help you increase sales; on the flip side, they can cripple your sales as well.

Word of mouth always has been, and still is, the most influential referral marketing tactic for businesses. However, the internet has changed "how" word of mouth marketing comes into play.

As you may have noticed, people are not shy about going online to post their feelings about products, services, and companies. Furthermore, this is the first stop most people make when trying to decide whether or not they want to deal with certain companies.

Because of this, you need to have a plan in place to ensure your company's online image is respectable. One way to do so is to increase the number of positive reviews you have.

How do you do that?

The most simple and easiest way is to ask your satisfied customers for reviews – without bribing or giving incentives. In most cases, if you don't ask, you won't receive. But if you do, you may be surprised at how many of them would be willing to do so.

The next important piece of this puzzle is to make sure your target audience sees your positive reviews. One way to accomplish this is to put your positive reviews on your website and social media profiles.

Your website is your internet “home.” This is where many consumers go to learn more about your company. So having positive reviews and testimonials posted there is a great way to put potential customers at ease when it comes to doing business with you.

Be Careful About What You Say

Some business owners make the mistake of “speaking before they think” when it comes to blog or social media posts. The unfortunate thing is that once you say something on the internet, it’s hard – in some cases, impossible – to make it go away.

Since you want the ability to generate new leads and customers online, it’s critical that you maintain a positive online image. In other words, be careful about what you say.

One way to damage your reputation is by commenting on controversial issues, trash talking, or talking about unprofessional details of your private life.

There is a lot you can say online that is related to your industry and will help your target audience – so stick to these types of posts and comments. Otherwise, people will form an opinion about you, which is not always good if they disagree with your views. Some of these people are your potential

customers; so you could negatively impact their chances of doing business with you.

Not only that, but even your existing customers can be turned-off in this scenario. So to avoid any damage, just try to keep all of your online posts professional, clean, and neutral.

Take immediate steps to address and correct any damaging content that is out there. For instance, if you've already posted something you regret online, you can always delete it to prevent any further setbacks.

However, getting rid of content posted by others is not so easy. You can ask them to delete it, which may or may not work. If there's something out there that is simply false, you may need to get professional help getting it removed.

III. SOCIAL MEDIA TIPS

What's Your Social Media Plan?

Before you get started with social media marketing, it is important to develop a specific, detailed plan, which should be determined by your overall business goals.

It can be very tempting to jump right in without thinking things through. However, businesses that go this route usually end up frustrated because they didn't get the results they had hoped for.

So it's important that you first decide who your true target audience is. Is it young people ages 18-25? Is it women who have children? Is it professionals who work in a specific industry?

Figuring out your target market is important because it will help you decide which platforms would be more beneficial for your business – whether it's Facebook, Twitter, LinkedIn, Google+, or others.

Knowing your target audience will also help you reach them more efficiently. For instance, Facebook's advertising platform has features that allow you to narrow down your ads to many different demographics for ultimate targeting.

Next, decide what type of content you will post on your social media pages, how often you will post, and what times of the day you will post. You

definitely want to keep a nice mixture of content so your audience stays interested and engaged.

When developing your social media plan, don't hesitate to take a peek at your closest competitors' social media profiles. While you don't want to copy exactly what they do, it can help you shape your own plan by seeing what's working for them.

Social Media Posting and Listening

Many businesses struggle with the communication aspect of social media when starting out; specifically, how often they should post content. While it is important to communicate with your fans and followers, you don't want to drive your audience away by posting too often.

To avoid this, figure out a posting schedule that will help you stay active, but not become too overbearing. This could vary depending on the platform in question. For instance, multiple Twitter posts throughout the day is more acceptable than Facebook, where you may want to do only one or two posts per day.

Some business owners think social media is all about posting content; and that's it. What they don't realize is that even more important than "posting" is "listening."

A huge part of social media success is being attentive to your audience and responding quickly and appropriately. In other words, be sure to balance "sharing" and "listening."

People on social media like to be heard. Whether they are asking questions about your products/services, venting about customer service issues, or simply opening up communication with you, it's important that you pay attention and respond.

Social media is a two-way communication tool that is powerful in building trust and credibility. However, if you ignore your audience, people will notice and lose interest in your business along the way.

Social media is a great way to connect with more local consumers and build customer loyalty. However, it can end up being a complete waste of time if not properly handled from the beginning.

Social Media: What to Say?

This is a question that many small business owners ask themselves when it comes to social media marketing. Trying to decide what type of content you will post may seem too complicated, but it's really simple.

Most people on social media who are connected with businesses do so to receive special discounts or to stay updated on information related to the industry.

Depending on the nature of your business, simply make sure you are giving them what they want.

In the case of discounts, promotions, and special offers, this can be tricky.

Be careful not to promote offer after offer to your fans and followers or they will become annoyed. Share various types of content to take away the “salesy” approach, while giving them the discount offers they want from time to time.

In any case, providing valuable tips and information to your social audience is a great way to help them stay connected with you. People appreciate this; not only will it help you boost customer loyalty and sales, but it will help your business build a solid reputation online.

Regardless of the type of content you post, just be sure to keep it short and to the point. Sometimes, it may be tempting to make long posts on topics, but short posts receive higher engagement.

People today have short attention spans; so break your content up and dish it out in small, easy-to-digest pieces. If you have more to say on any given topic, just provide links for them to view it outside of your page – such as your website or blog.

“Sharing” is Social Media’s Most Powerful Feature

Have you ever wondered why social media marketing exploded and quickly became one of the most powerful marketing tools for businesses?

Well... it’s because of the fact that social media content can be easily shared with other people – without any additional effort on your part.

In other words, you can post a piece of content on social media and your network can share it with their friends, family, and associates – exposing your business to even MORE people.

Can you think of any other marketing method that can do that?

It's automatic and doesn't cost you anything to get these extra eyes on your products and services. For instance, let's say you have a special event going that gives people 30% off of one of your products.

Chances are that other people would be interested in that offer too.

Therefore, as a best practice, don't be shy about asking your followers to share your content with others.

Furthermore, always make it EASY for your audience to share your content by using the features and tools available to you. This includes putting social sharing buttons near the content on your website, near your videos, etc. so they can put it out there with one single click.

But don't stop there...

Also make a point to share other people's content with your network. While your audience loves you, they would also appreciate when you share content from other people and businesses. This is a win-win situation because it also cuts down on the amount of content that you have to personally create.

Wondering About Social Media ROI?

Are you procrastinating when it comes to getting started on social media?

Is it because you're not sure about how you will test, track, and measure its ROI? You may be short-changing yourself by focusing on the financial return on a strategy that requires a very small budget to implement.

The real "value" in social media marketing is to develop and strengthen relationships between your brand and your customers. How well you do this will be a direct correlation to how much revenue you can generate from it.

Social media ROI measurements are totally different than the typical advertising methods you may use. The good news is that most social media platforms provide analytics tools that will help you discover and manage key data to help you track performance.

For instance, both Facebook and Twitter have tools to help you monitor the number of people following your business and the level of engagement from your fans and followers. Both of these numbers are important as they can pinpoint potential problems as they happen; as a result, you can implement changes to improve your strategy.

Getting the most out of your content can be tricky; as far as when to publish, what to publish, types of content, and good calls to action. The best way to figure this out is to pay attention and test different methods until you find that perfect combination.

IV. EMAIL MARKETING TIPS

First Steps for a Profitable Email Marketing Campaign

Are you considering setting up an email marketing campaign, but have not created a serious plan of attack?

If so, you may be setting yourself up to be disappointed down the road and dismiss email marketing as something that “just doesn’t work.”

However, email marketing is a powerful method to help businesses build consumer relationships and bring in repeat sales from loyal customers.

So before you start anything, develop a detailed plan and map out your overall goals – including what type of emails you will send, what type of design you will use (if any), and who your target audience is.

Also determine a schedule for sending your emails; for instance, what days and times would your target audience most likely open them?

Figure out which email software you will use - there are many different options such as Aweber, Constant Contact, iContact, Get Response and more.

Once you have your plan down, the next critical step is building a targeted list of subscribers. Email marketing is only as effective as the quality of your list. So when building your list, be sure to target people who are already doing business with your brand – or at least those who have shown interest in what you have to offer.

One of the first steps is to add an email opt-in form to your website. People who visit your site are obviously interested in your product or service, so you definitely want them on your email subscriber list.

Also, make it a goal to get your existing customers and social media fans and followers on your list. Make an exclusive offer to join your “loyalty club” or “sign-up for your newsletter” and many of them will take you up on it.

Two Important Email Marketing Mistakes to Avoid

What are the key ingredients to getting your emails opened and read? Good subject lines and good, relevant content.

As a business owner, email marketing can really help you increase your bottom line. It’s affordable, it’s easy, and it gets better with time when done correctly.

Unfortunately, many businesses have made some critical mistakes in their email marketing campaigns that have caused them to flop.

One of those mistakes is hooking people into opening their email messages with a subject line that is totally irrelevant to their email content.

Of course your email subject lines are important and should be crafted carefully in order to get your subscribers to open it vs. ignoring it; but it should be true in regards to the information contained within that email. If not, many of your subscribers will be turned-off and ultimately opt out of your list.

Some people think that their subject lines need to be “over-the-top” to grab attention. However, some studies have shown that normal subject lines actually perform better in most cases. Why? Because it indicates that the email contains useful information instead of screaming “I’m selling to you.”

Another mistake often made in with email marketing is going “off-topic” with the email content. To keep your subscribers interested, you should only talk about things that are related to your industry; things that your audience wants to hear about.

Quite naturally, you will make promotional offers from time to time, but you will also send some non-promotional emails. This is where you should be careful and only provide content that is beneficial to your readers.

Using Personalization for Better Email Conversions

Have you ever been a “regular” at a restaurant – and when you walk in, the staff greets you by your first name and asks if you want “the usual”? Doesn’t it make you feel all warm, cozy, and welcomed? The same applies to receiving emails.

Personalizing email messages has shown to boost conversions; one way to do so is to include the subscribers’ first names in your subject line and/or email greeting.

Something about seeing their name in an email makes the person feel special; somewhat like a friend. Of course if they’re feeling this way, they’re more likely to continue on to read your content.

Another way to personalize your emails is to use terms such as “you” instead of “you all” or “you guys” in your content. Again, this makes them feel like you’re only talking to them and no one else.

These small personalization steps can make a world of difference in the effectiveness of your email marketing campaigns.

However, no matter how great your emails are, you will never be able to keep all of your subscribers on your list. People will unsubscribe for many different reasons.

Quite honestly, you do not want anyone on your email list who doesn’t want to be there.

This may seem like it defeats the purpose, but make it easy for them to unsubscribe by including an “unsubscribe” link at the bottom of every email. As a result, your list will only include those people who want to hear from you and are most likely to do business with you.

Don’t Fall Victim to These Email Deal-Breakers

If you want to generate profits with your email marketing list, it’s important to effectively build positive relationships with your subscriber-base. But there are a few things that are deal-breakers as far as your subscribers are concerned.

One of them is extremely long and drawn out emails. Of course you want to provide your subscribers with great content, but it needs to be presented in bite-size pieces when sent via email.

Due to low attention spans, most people today aren't inclined to consume a lot of email content in one sitting. Therefore, it's important that you only include the important points in your emails.

If you have more information to share on the topic, direct them to your website or blog post. Email is a great way to summarize longer pieces of content that you want to share; you can simply send them directly to it via a link in your email.

So your content needs to be short, sweet, and to-the-point. Otherwise, most people will close out of your email before even getting to your call to action. Another email deal-breaker is not making your emails mobile-friendly.

Why? Well, as you probably noticed, smartphone usage has sky-rocketed in recent years and will only increase. A large percentage of these users are reading emails on their devices, so it's important that your emails can be read comfortably on them.

Otherwise, you will miss out on a large portion of your audience who may have actually called you or visited your establishment.

- Keep your content and design clean, simple, and concise
- Avoid very small fonts – or font styles that may be difficult to read
- Keep the images to a minimum

Getting the Most Out of Your Email Marketing Efforts

Running an email marketing campaign that is not getting the results you expected can be extremely frustrating and puzzling. Many business owners can't seem to figure out why their campaigns are failing, and in the end, most of them give it up all together.

One big problem is that some businesses only send out promotional emails. The main goal of email marketing is to boost revenue. However, this does not mean that every message you send out should be direct selling of your products and services.

Mix it up by giving your audience great tips, how-to information, or other types of content that they would find value in. Send emails asking for customer feedback and surveys. Give your email subscribers "gifts and freebies" as a way to say "Thank You."

These are just a few ways that can help strengthen your relationship with your subscribers, which is ultimately the way to increase loyalty and sales.

If you're struggling with a low-performing email campaign, implement testing processes to help you pinpoint potential problems.

Do simple split tests with different designs and content-types. This will give you a clear view of exactly which direction you should go moving forward.

Also, always proofread and preview your content before sending. Make sure all links are actively working and going to the right place. Send a “test” email to yourself to make sure everything is intact.

Taking these simple steps can improve your overall email performance and help you generate more sales and profits.

V. EFFECTIVE WEBSITE TIPS

Is Your Website's First Impression Great – or Just "OK"?

Have you ever wondered what your website visitors really think about your site when they see it for the first time?

Are you monitoring how long people stick around?

If not, you may be surprised if you were to check the analytics. There could be some issues that are preventing your website from actually helping you convert visitors into paying customers.

When visiting your website for the first time, visitors will form an opinion about your business based on the look, feel, and usability of your website alone.

Your website is your "digital first impression" to the world; so your design and layout must be presentable in order to reduce abandon rates. Yes, it's true... many people will quickly click the "back" button and leave your website if it is not professional and easy to use – no matter how much they need your products and services.

Your color scheme should not be too bright and overwhelming. You should have ample bullets and spaces in your content to avoid that crowded look. Your font and typography style should be easy on the eyes.

In addition, your navigation structure should make moving around your site effortless. The last thing a visitor wants to do is get lost when trying to find specific information. If this happens, again, most will leave right away.

Make sure your navigation menu is clearly visible and simple to follow. Limit the number of menu items too because the more items you have, the more likely your visitors will become confused.

In most cases, it's not easy to pinpoint potential problem areas with your website; especially this is not your area of expertise.

How Does Your Website's Content Stack Up?

When you look at your website's content from a "visitor's" perspective, what do you see? Would your visitors clearly pick up on what you can do for them? Would they immediately identify how you can help them with their wants and needs?

If not, you may need to do some tweaking.

Content is king in the world of online marketing; without it, every online strategy will fail – including your website. From your sales copy to your blog posts, your content must do its job of helping you convert visitors into customers.

When it comes to talking about "who you are," "how long you've been in business," and any other direct information about your company, put this on your "About Us" page. If they want to see that, they'll go there to check it out.

Your home page or blog is the first place visitors will usually land, so make these pages count by focusing on the “benefits” of what your business can do for them. For instance, talk about their pains, wants, or needs and let them know that you have the solution.

Also make sure that your content is concise and easy to read. Your website visitors are not usually looking to read a book. Use shorter pieces of information to help them consume it faster and easier.

Cut out any unnecessary information and get to the point by using bullets and ample whitespace. Otherwise, you stand to lose a lot of visitors who may have otherwise chosen to do business with you.

Getting the Most Out of Your Website Content

One of the biggest website frustrations for small business owners is trying to figure out how to get more website exposure; followed by how to convert more visitors into buyers.

Are you using keywords and search terms in your content? If not, this is a great place to start. Your home page and blog posts should include keywords (preferably LOCAL keyword terms) so they can be picked up in the search engines.

When local consumers are searching for your type of product or service on sites such as Google, Yahoo, and Bing, you want your website to show up high in the results.

Not only is incorporating keywords good for exposure, it's also a great way to break up longer pieces of content on your pages. Using keyword-rich titles in your content can help viewers quickly go to sections of your content and make it more "skimmable."

Website content today goes much further than regular written text. "Visual" content marketing is taking the web by storm. Have you ever heard the phrase that a picture is worth a thousand words?

Visual content such as images, graphs, infographics, videos, and photos are important for conversions. For instance, if you write an article giving tips on a specific process related to your industry, include a photo or image with it to capture more attention.

Or take it a step further and create an infographic or video with these tips, which are much more intriguing and engaging.

Implement these techniques as a way to support your textual content; they will definitely keep visitors on your site longer than just text alone.

Getting More Action from Your Website

Once a visitor leaves your website, there is a big chance that they will never return. When that happens, it means that you have no chance of actually converting them into a customer.

How can you overcome this?

Having an email capture form is one of the most effective ways to accomplish this. Offering your website visitors something in exchange for their email address, such as a discount coupon or free ebook related to your industry, works very well for getting opt-ins.

Once you have them on your list, you can follow-up with them on a consistent basis via an email marketing campaign.

You can also stay connected with your website visitors by placing a “Join us on social media” call to action and image badges on your site. This way, if your visitors are active social media users and are interested in your company, many of them are likely to join your networks.

As long as you have a lively social media marketing strategy and engage with your audience on a regular basis, you are likely to convert some of them into long-term loyal customers.

Another effective way to help your website convert is to include a clear call to action on every page of your site. Unfortunately, some businesses miss this critical step.

Whether you want your visitors to call you, visit you, or email you, tell them to do it with a short, clear call to action. This is proven to boost conversion rates for different types of websites in a wealth of different industries.

Could Your Website be Sending Customers to Your Competitors?

Nothing is more frustrating for website visitors than actually landing on a site that is not fully-functioning. Today's busy consumers are very impatient and they expect all websites these days to run smoothly and dish out the information they are looking for effortlessly.

However, that is not always the case. Occasionally, they will encounter websites that are more trouble than they're worth. Instead of sticking around trying to figure it out, they quickly move on to a competitor's website.

Could this be happening to you?

If your website loads slowly, has broken links, contains forms that don't work, it most likely is. Not sure? Make a point to periodically check your website for issues like these as they can pop up at any time; but if you're not actively checking, you wouldn't have any idea unless someone took the time to notify you of it.

Another major website problem many companies have is that their websites are not inviting to mobile users. Take a look around... I'm sure you've noticed that most people today are using their mobile devices to surf the web.

Despite this fact, most businesses still do not have a mobile-optimized website, which is literally causing them to lose leads and profits.

Traditional websites are built for viewing on desktop computers – not on mobile devices. So you have to take measures to ensure that your website is comfortably viewable on mobile devices.

Responsive website design is one solution for this. This means that your website will adjust in size according to the device it's being viewed on. You can also have a stand-alone mobile website, which mobile users will be directed to when visiting your site.

Tired of struggling with your online marketing and want to get RESULTS?

Contact me at fred@lotcon.biz if you would like professional assistance or if you have questions about anything discussed in this report.

Success!



Fred Lotgering

LotCon Biz Solutions

Fred Lotgering is a professional Internet Marketing consultant working from multiple locations around the world. He is dedicated to help to grow small and medium sized businesses by offering a variety of Internet Marketing tools! He is the owner of LotCon. ("LotCon" comes from Lotgering Consultancy). LotCon is registered in the Netherlands and in Brazil).

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