

SEM Coaching - 14

Introduction To Local Business Marketing

www.imarketing.courses



imarketing.courses
BEST PLACE TO LEARN !

2021

Local Business Marketing

❖ How it works

- Identify potential local offline businesses
- Help them create an online presence
- Help them promote their products or services online via search engine marketing (PPC & SEO)
- Get paid a monthly retainer fee or start your own local service business

Case Study – Dating Agency

The screenshot shows the homepage of the Lunch Actually website. At the top, it says "LUNCH Actually" with a fork and knife icon, followed by "SINGAPORE | MALAYSIA | HONG KONG". Below this is a testimonial from "Josh Director / Partner": "I have found someone special and now dating her exclusively. LA has been doing a great job. Thanks!" To the right, there's a section titled "Let The Experts Help You In Dating - Get Fun & Quality Dates With Lunch Actually, Asia's Premier Dating Agency." It features a red background with a couple having lunch. A call-to-action button says "Want a Free Consultation? Book your FREE consultation now and get a dating e-book "First Dates: What Your Dates Do Not Tell You" (worth US\$25) FREE!". There are input fields for Name, Gender (Male/Female), Email, Phone No., and Age. A question "What attracted you to lunch dating?" is followed by a text area and a "Submit" button. At the bottom, there's a purple banner with the text "SUCCESSFUL AND SINGLE?" and a paragraph about the service. Logos for various media outlets like The Straits Times, Her World, Today, and SCMP are at the very bottom.

Industry: Dating

Client: Lunch Actually

Country: Singapore

Case Study – Spa Franchise

The screenshot shows the homepage of The Woodhouse Day Spa. The header features the logo "THE WOODHOUSE DAY SPA" with a stylized heart symbol, and the tagline "You've gotta do what you love!™". Below the header, there's a navigation menu with links to Home, About Us, and Testimonials. A main section titled "Did You Know The Spa Industry Is A \$10.9 Billion Industry?" contains text about the franchise opportunity and a list of benefits. To the right, there's a form for completing an inquiry, including fields for First Name, Last Name, Day Phone, E-mail, Best Time To Call (Morning), City and State (set to AL - Alabama), How soon do you want to get your business started? (ASAP), and Immediate Questions or Comments. At the bottom of the page is the IFA (International Franchise Association) logo.

Industry: Spa Franchise

Client: Woodhouse Franchises

Country: USA

Case Study – Resume Writing Service

The screenshot shows the homepage of Red Rocket Resume. At the top left is the logo "Red-Rocket-Resume" with the tagline "aim higher." Below the logo is a testimonial from Angela Ashurst-McGee: "Today more than ever, you can't afford a generic, unimpressive resume. Our certified resume writers will custom-craft a resume that sets you apart from the competition." To the right is a "Request A FREE No-Obligation Phone Consultation" form with fields for Name, Phone Number, Email, Subject, and Message, followed by a "Submit" button. Below the testimonial is another testimonial from the same person: "Thanks For Coming! My name is Angela, and I really am pleased you have come. After working with hundreds of clients as a Certified Professional Resume Writer, I created RedRocketResume with a fresh and exciting approach to job searching. A visit to RedRocketResume could be the beginning of your new career!" Further down are sections about client satisfaction, resume personalization, combining professional and personal service, and the founder's philosophy. At the bottom, there's a signature from Angela, her title as Founder and President, and her CPRW certification. Logos for CPRW, 100% Satisfaction Guaranteed, and Unlimited Revisions are also present.

Industry: Resume Writing

Client: Red Rocket Resume

Country: USA

Stats & Facts

Local Business Marketing – Stats & Facts

❖ Stats and Facts – About Small Businesses

- The Office of Advocacy defines a small business as an independent business having fewer than 500 employees
- In 2009, there were 27.5 million businesses in the United States, according to Office of Advocacy estimates
- Small firms accounted for 65 percent (or 9.8 million) of the 15 million net new jobs created between 1993 and 2009
- An estimated 552,600 new employer firms opened for business in 2009, and 660,900 firms closed. This amounts to an annual turnover of about 10 percent. Non-employer firms have turnover rates three times as high, mostly because it is much easier for them to go into business and cease operations.

Source: U.S. Dept. of Commerce, Census Bureau; Administrative Office of the U.S. Courts; U.S. Dept. of Labor, Business Employment Dynamics (BED). Estimates based on Census data and BED trends.

Local Business Marketing – Stats & Facts

❖ Stats and Facts (Source: Google)

- More than 4 million business listings on Google claimed by business owners (using the Local Business Center, now Google Places)
- Nearly 2 million listings have been claimed in the United States
- 20% of searches on Google are related to location
- There are 50 million Place Pages
- These cover all types of places, ranging from businesses like tailors, restaurants, and optometrists to locations like dog parks, transit stations, and baseball fields.
- Place Pages are viewed millions of times each day
- We have mailed out Favorite Places window decals to around 200,000 businesses around the United States

Overview

Local Business Marketing – Overview

❖ Overview

- One of the fastest ways to monetize your SEM knowledge is by offering search engine marketing services to local businesses
- The first step to getting started is to build your SEM portfolio:
 - Demonstrate you can help prospects GET RESULTS by showing your MULTIPLE FIRST PAGE RANKINGS in Google
 - Build at least 4 page one ranked sites if possible
 - Focus on LOCALniches with low competition so you can create an impressive SEM portfolio within minimal time
 - Offer your services for FREE initially, if necessary
- You should also START your own local business service by offering local services or products DIRECTLY to online visitors. Here are some ideas:
 - Flower shop, tuition agency, maid agency, music lesson agency etc.
 - Visit your local YELLOW PAGES website for businesses to target
 - Focus on **Business-To-Consumer (B2C)** businesses

Researching Local Business Service Ideas

Popular Searches - YellowPages.com.sg

Welcome ! Login | Yellow Pages eShopping | Business Hub | Web Express | Trade Enquiry | Related Sites | Help

Do you know this logo?
Win \$100,000
just by telling us where this logo is from. *terms and conditions apply.

Member Log in **Free**
Please login or register
Login Register
Forgot Password?

**Not a member?
Register Now!**

Products & Services **Find A Business** **Find A Person** **Maps & Directions** **My Yellow Pages** **中文**

e.g. caterers location **Search**

[Browse by Categories](#) | [Search Malaysia Listings](#)

Featured Article

Visitors' Guide To Singapore
Not sure what to do this month? Visit us to find exciting events coming your way. [read now!]

Directory Collection and Purchase
Click here to download the Yellow Pages Business request form, or Click here to download the directory purchase form. Early Bird Promotion available!

Top Searches

- ▶ trading companies
- ▶ accounting services
- ▶ restaurants
- ▶ advertising agencies & counsellors
- ▶ cafeterias

e.g. ATM near Siglap **ShowNearby**

Directories may be collected from 29 November 2010, click here for more info.

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Best viewed with IE 7.0/Firefox 3/Safari 4/Google Chrome with 1024 x 768 screen resolution.

Win!
Win a Macbook with just one tweet!
Click here
twitter.com/iknowthislogo

*terms and conditions apply

<http://www.yellowpages.com.sg>

Categories - YellowPages.com.sg

Browse Categories

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

- [ABN Amro ATM](#) [13]
- [Accommodations](#) [9]
- [Accountants &/Or Auditors](#) [247]
- [Accounting Services](#) [71]
- [Acoustical Materials](#) [3]
- [Actuators](#) [3]
- [Adhesives & Glues](#) [28]
- [Adhesives & Gluing Equipment](#) [1]
- [Adjusters-Company](#) [10]
- [Adoption Agencies](#) [5]
- [Advertising](#) [4]
- [Advertising Agencies & Counsellors](#) [1402]
- [Advertising Specialities](#) [63]
- [Advertising-Direct Mail](#) [11]
- [Advertising-Directory & Guide](#) [4]
- [Abrasives](#) [28]
- [Accountancy Body](#) [5]
- [Accounting & Secretarial Services](#) [4]
- [Acoustical Consultants](#) [6]
- [Acrylic Fabricators](#) [2]
- [Acupuncturists](#) [77]
- [Adhesives & Glues-Wall & Floor Tile](#) [1]
- [Adhesives & Sealants](#) [10]
- [Adjusters-Public](#) [1]
- [Adventure Based Learning](#) [9]
- [Advertising Agencies](#) [137]
- [Advertising Displays](#) [1]
- [Advertising-Cinema](#) [1]
- [Advertising-Direct Marketing](#) [9]
- [Advertising-Electronic Media](#) [3]

<http://www.yellowpages.com.sg>

Sub-Category Ideas - Tuition

Welcome ! Login | Yellow Pages eShopping | Business Hub | Web Express | Trade Enquiry | Related Sites | Help

Internet YellowPages®

Products & Services | Find A Business | Find A Person | Maps & Directions | My Yellow Pages | 中文

tuition | location | Search

Browse by Categories | Search Malaysia Listings

Categories 455 matches | **Products & Services/Brands** 1149 matches | **Company Name** 88 matches | **All-Related** 1168 matches | **Commercial / Industrial** 20 matches

Refine Search By:

- Categories**
 - Tuition Centre(389)
 - Tutoring(66)
- Tuition Subjects**
 - Mathematics Lessons(179)
 - English Lessons(167)
 - Science Lessons(131)
 - Chinese Lessons(75)
 - Physics(8)
- Enrichment Classes**
 - Tutoring Services(173)
 - Music&Movement(1)
- Education Levels**
 - Primary(184)
 - Secondary(175)
 - Kindergarten(19)
 - University(4)
- Location**
 - Marine Parade(34)
 - Hougang / Sengkang(30)
 - Tampines(30)
 - Bishan / Thomson(23)
 - Upper Bukit Timah(21)
 - Bukit Batok(19)
 - Jurong East(17)
 - Ann Mo Kio(16)

I want to sort tuition search results by: Location | Company Name A-Z

Do you know this logo? Win \$100,000. just by telling us where this logo is from. *terms and conditions apply

CLICK HERE

Keyword : tuition

Rank	Business Name	Address	Rating	Action
1.	Simply Education Tuition Centre LLP	Blk 18 Jln Membina #04-05 Singapore 164018	★★★★★ 0Review(s) Rate It	Map All Listings Email SMS Website
2.	Simply Mathematics Tuition Centre LLP	Blk 201D Tampines St 21 #03-1153 Singapore 524201	★★★★★ 0Review(s) Rate It	Map All Listings Email SMS Website
3.	Cleverland Tutorial Centre	Blk 201E Tampines St 23 #04-106 Singapore 527201	★★★★★ 1 Review(s) Rate It	Map All Listings Email SMS Website

ELITE TRANSLATIONS
CLARITY CONTEXT

<http://www.yellowpages.com.sg>

Sub-Category Ideas - Restaurant

Categories

- Restaurants(1653)
 - Restaurants- Chinese(114)
 - Restaurants- Western(46)
 - Restaurants- Seafood(46)
 - Restaurants- Japanese(34)
 - Restaurants-Food Courts(26)
 - Restaurants- Thai(23)
 - Restaurants- Indian(22)
 - Restaurants- Vegetarian(16)
 - Linens-Hotel, Restaurant, Institutional, Etc- Whsle & Mfrs(1)
- More ...

Cuisine

- Chinese(189)
- Japanese(102)
- Western(101)
- Italian(46)
- Indian(43)
- Thai(36)
- Cantonese(34)
- Indonesian(18)
- Mexican(9)
- Fusion(7)

More ...

Specialty

- Seafood(135)
- Halal(96)
- Vegetarian(50)
- BBQ(50)
- Steamboat(35)
- Organic(2)

<http://www.yellowpages.com.sg>

Keyword Research for Local Business Service

SEARCH MARKETING SERVICES

Using Google AdWords Keyword Tool

Google AdWords

Send us feedback!

Tools

- Keyword Tool** Selected
- Traffic Estimator

Starred (0) [View](#)

Include terms [?](#) [+](#)

Exclude terms [?](#) [+](#)

All Categories

- Consumer Electronics
- Family & Community
- Finance**
- Food
- Gifts & Occasions
- Health
- Hobbies & Leisure
- Home & Garden
- Law & Government Products
- Media & Events
- Real Estate
- Sports & Fitness
- Travel & Tourism
- Vehicles

Match Types

- Broad
- [Exact]
- "Phrase"

Help

How do I get additional keyword ideas using categories or related terms?

What new features do the updated Keyword and placement tools offer?

Find keywords
Based on one or both of the following:

Word or phrase (one per line) **Website**

Only show ideas containing my search terms [?](#)

[Advanced options](#)

Locations and languages [?](#)

Saudi Arabia	All Languages
Senegal	English
Serbia and Montenegro	Japanese
Seychelles	German
Greece	Portuguese
Singapore	Arabic

Include specific content [?](#)

- Include adult ideas
- Mobile search

Show ideas for [?](#)

Filter keywords [?](#)

Search

Sign in with your AdWords login information to see the full set of ideas for this search. [About this data](#)

Download [View as text](#)

Sorted by Local Monthly Searches [Columns](#)

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
tuition		1,500,000	74,000	
kindergarten		2,740,000	27,100	
mathematics		2,240,000	22,200	
tuition singapore		22,200	22,200	
singapore tuition		22,200	22,200	
tuition in singapore		22,200	22,200	
tutor		1,500,000	18,100	
montessori		1,220,000	12,100	

Go to page: 1 Show rows: 50 [1 - 50 of 100](#)

<http://www.FreeAdWordsTool.com>

Using Google AdWords Keyword Tool

- ❖ AdWords keyword tool will generate MORE SPECIFIC & RELATED search terms

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
tuition		1,500,000	74,000	
kindergarten		2,740,000	27,100	
mathematics		2,240,000	22,200	
tuition singapore		22,200	22,200	
singapore tuition		22,200	22,200	
tuition in singapore		22,200	22,200	
tutor		1,500,000	18,100	
montessori		1,220,000	12,100	
home tuition		27,100	8,100	
tuition agencies		9,900	8,100	
scholarships		2,740,000	6,600	
tuition agency		8,100	6,600	
tuition centre		18,100	6,600	
tuition assignments		6,600	6,600	
singapore teacher		9,900	5,400	
grants		5,000,000	4,400	
kumon		246,000	4,400	
english course		301,000	3,600	

Local Business Marketing – Overview

❖ RELATED Search Terms for 'tuition'

- tutor
- kindergarten
- montessori
- kumon
- learning center

Using Google AdWords Keyword Tool

- ❖ Check the box below to see MORE SPECIFIC search terms

The screenshot shows the 'Find keywords' section of the Google AdWords Keyword Tool. It includes fields for 'Word or phrase (one per line)' containing 'tuition' and 'Website'. A checkbox labeled 'Only show ideas containing my search terms' is checked and highlighted with a red box. Below it is an 'Advanced options' link.

Find keywords
Based on one or both of the following:

Word or phrase (one per line)
tuition

Website

Only show ideas containing my search terms (?)

Advanced options

<http://www.FreeAdWordsTool.com>

Using Google AdWords Keyword Tool

❖ MORE SPECIFIC search terms for ‘tuition’

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
tuition		1,500,000	74,000	
singapore tuition		22,200	22,200	
tuition singapore		22,200	22,200	
tuition in singapore		22,200	22,200	
home tuition		27,100	8,100	
tuition at home		27,100	8,100	
tuition agencies		9,900	8,100	
tuition agency		8,100	6,600	
tuition centre		18,100	6,600	
tuition assignments		6,600	6,600	
tuition fee		201,000	3,600	
home tuition in singapore		3,600	3,600	
singapore home tuition		3,600	3,600	
home tuition singapore		3,600	3,600	
math tuition		5,400	3,600	
chinese tuition		4,400	3,600	
english tuition		12,100	3,600	
tuition english		12,100	3,600	

Local Business Marketing – Overview

❖ MORE SPECIFIC search terms for 'tuition'

- singapore tuition
- tuition singapore
- home tuition
- tuition at home
- tuition agencies
- tuition agency
- home tuition singapore
- singapore home tuition
- math tuition
- chinese tuition
- english tuiton
- etc.....

Using Google AdWords Keyword Tool

❖ MORE SPECIFIC search terms for 'tutor'

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
☆ tutor		1,500,000	18,100	
☆ tutor singapore		4,400	3,600	
☆ singapore tutor		4,400	3,600	
☆ tutor in singapore		4,400	3,600	
☆ home tutor		22,200	3,600	
☆ home tutor singapore		1,600	1,300	
☆ singapore home tutor		1,600	1,300	
☆ chinese tutor singapore		1,300	1,300	
☆ english tutor singapore		1,300	1,000	
☆ chinese tutor		6,600	1,000	
☆ english tutor		40,500	720	
☆ tutor english		40,500	720	
☆ private tutor		27,100	720	
☆ e tutor		12,100	720	
☆ typing tutor		201,000	590	
☆ a tutor		40,500	590	
☆ tutor maths		22,200	590	
☆ tutor on line		90,500	590	

Local Business Marketing – Overview

❖ MORE SPECIFIC search terms for 'tutor'

- tutor singapore
- singapore tutor
- tutor in singapore
- home tutor
- home tutor singapore
- singapore home tutor
- chinese tutor singapore
- english tutor singapore
- chinese tutor
- english tutor
- tutor english
- private tutor
- etc.....

Determining Keyword Competition for Local Business Service

BUSINESS SERVICE



Mozilla Firefox Extension: SEOQuake

- SEOQuake is a free SEO analysis Firefox extension
- It also offers PageRank, link count from Yahoo, age of domain and many other useful SEO information for FREE

[Online Florist Sydney - Flowers Delivery - Wedding Flowers ...](#)

Florists delivering all over **Sydney** from our many shops for over 30 years. The Flower Factory is known for longer lasting stunning flowers **delivered** fast ...

[Oriental lily bouquet - New Baby - Birthday - Romance](#)

[www.florist.com.au/](#) - Cached - Similar

SeoQuake: PR: 4 | I: 331 | L: 5 | Cached: 14 Aug 2009 | I: 0 | L: 807 | LD: 892 | I: 850 | Rank: 1147910 | Age: Aug 19, 2002 | IP: 202

[Pearsons Florist Australia](#)

Pearsons **Florist** Australia specialises in flowers, gifts and weddings. Multi award-winning

Pearsons School of Floristry **Sydney** Australia offers a wide range ...

[www.pearsonsfiorist.com.au/](#) - Cached - Similar

SeoQuake: PR: 5 | I: 1,030 | L: 50 | Cached: 14 Aug 2009 | I: 0 | L: 359 | LD: 588 | I: 2740 | Rank: 1790869 | Age: Mar 03, 2000 | IP:

[Flowers For Everyone Australia - Flower Delivery Australia wide ...](#)

The floral arrangements are **delivered** by our **florist** shops located in **Sydney** City, Brookvale,Balgowlah,Carlingford, North Ryde, Rouse Hill and Wetherill ...

[www.flowersforeveryone.com.au/](#) - Cached - Similar

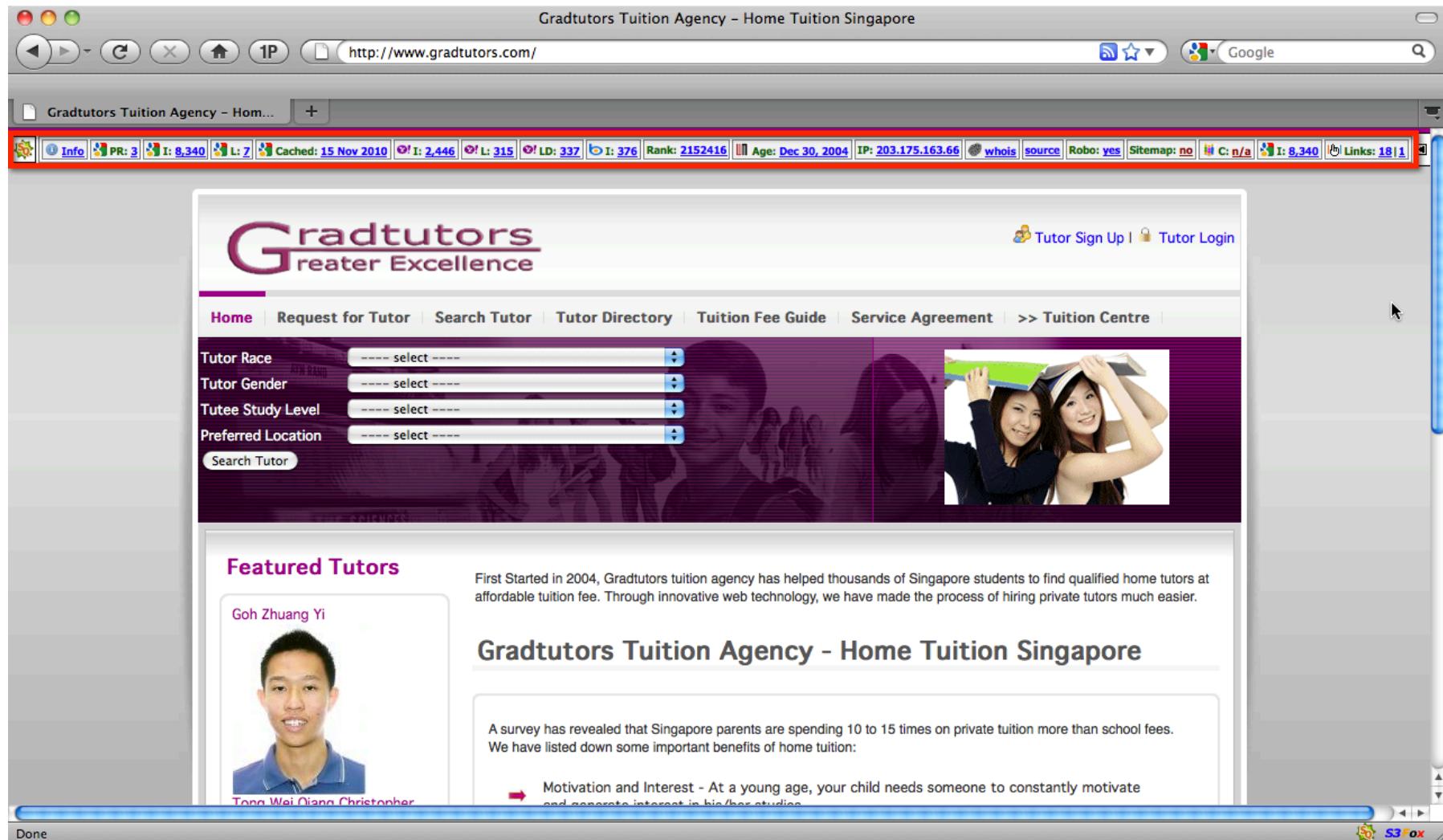
SeoQuake: PR: 4 | I: 492 | L: 41 | Cached: 11 Aug 2009 | I: 0 | L: 2,273 | LD: 6,110 | I: 4200 | Rank: 1039347 | Age: Sep 04, 2004 | I

<http://www.SEOQuake.com>

Analyzing the Top 10 Results

- It is important you analyze the top 10 results in the SERPs to gain an understanding of the level of competitiveness in your niche
- You can use SEOQuake to achieve this goal
- Research your most competitive keywords first, including the PRIMARY KEYWORD
- Web page data to analyze:
 - PageRank
 - Number of backlinks (Yahoo)
 - Age of Domain

SEOQuake in Action



Using Google AllinTitle: to Analyze Your Competition

- ❖ Allintitle refers to the number of competing web pages (not web sites) in the search engine's index, that have the key phrase in the title tag of their web page
- ❖ Used as a quick way of identifying long-tail keywords (i.e. keywords with low search volume and very little competition) for search engine optimization (SEO) purposes
- ❖ To determine the number of web pages containing the keywords in the title tag, simply go to <http://www.google.com> and type in allintitle:keyword in the search bar
- ❖ The lower the allintitle, the lower the volume of competition. Allintitle of zero suggests absence of any SEO competition
- ❖ Allintitle is less useful as a means of identifying long-tail keywords when it is greater than 1,000 – because it is only a QUANTITATIVE and not a QUALITATIVE measure of SEO competition

Creating Your Site Structure

Creating Your Site Structure

<u>Keyword</u>	<u>Category</u>	<u>Volume</u>	<u>AllinTitle</u>	<u>URL</u>
tuition singapore	/	96,200	52,500	http://www.tuitionsingapore.com
home tuition singapore	/	8,100	7,530	/home-tuition.html
tuition agency singapore	/	14,700	7,150	/tuition-agency.html
math tuition singapore	/subject	3,600	5,370	/math-tuition.html
chinese tuition singapore	/subject	3,600	4,770	/chinese-tution.html
english tuition singapore	/subject	3,600	9,350	/english-tution.html

Example URLs (including categories)

tuition singapore:

<http://www.tuitionsingapore.com>

home tuition singapore:

<http://www.tuitionsingapore.com/home-tuition.html>

math tuition singapore

<http://www.tuitionsingapore.com/subject/math-tuition.html>