



Search Engine Marketing Guide

# 5 Ways to Optimize Your Business Online

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# Introduction

Building a strong online presence includes much more than just getting found at the top of popular search engines like Google®. **It involves SEO, Paid Search Campaigns, Social Media, a Professional Website and more.** That may all seem a bit overwhelming at first, but don't worry, we're going to break it all down for you in this easy-to-follow guide, and in the end you're going to walk away knowing the difference between search engine optimization (SEO) and paid search — two key strategies for improving your visibility on search engines.



## Did you know?

**91%**

of adults online use search engines to find information on the web.

**59%**

of adults use a search engine every day.

**83%**

of search users prefer Google.

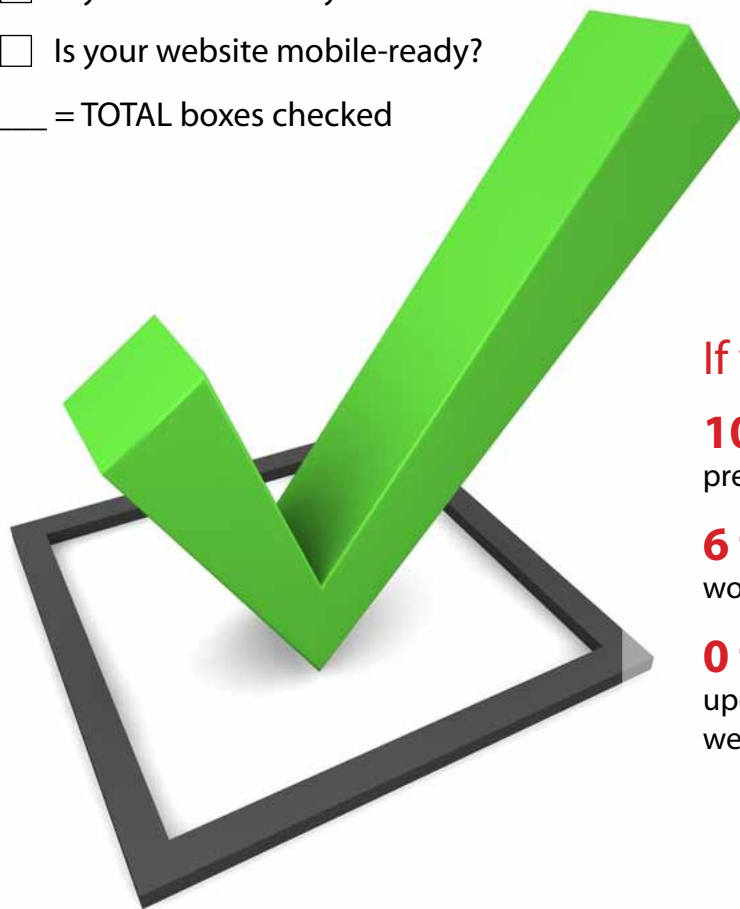
SITE: PEW INTERNET AND AMERICAN LIFE SURVEY, FEBRUARY 2012.

# How Does Your Website Rank?

Take this quick quiz to find out.

- ☐ Does your website appear when someone searches for your company, products or services?
- ☐ Does your web presence generate phone calls or other responses?
- ☐ Do you update your website at least once a month?
- ☐ Is your website easy to update?
- ☐ Do you use website analytics to identify keywords driving traffic to your site?
- ☐ Does the title of your homepage include your most important keywords?
- ☐ Is your business listed in major directories such as Google + Local Listings and Maps?
- ☐ Is your business listed on review sites such as Yelp?
- ☐ Is your website easy to share via social media?
- ☐ Is your website mobile-ready?

\_\_\_ = TOTAL boxes checked



**If your total was ...**

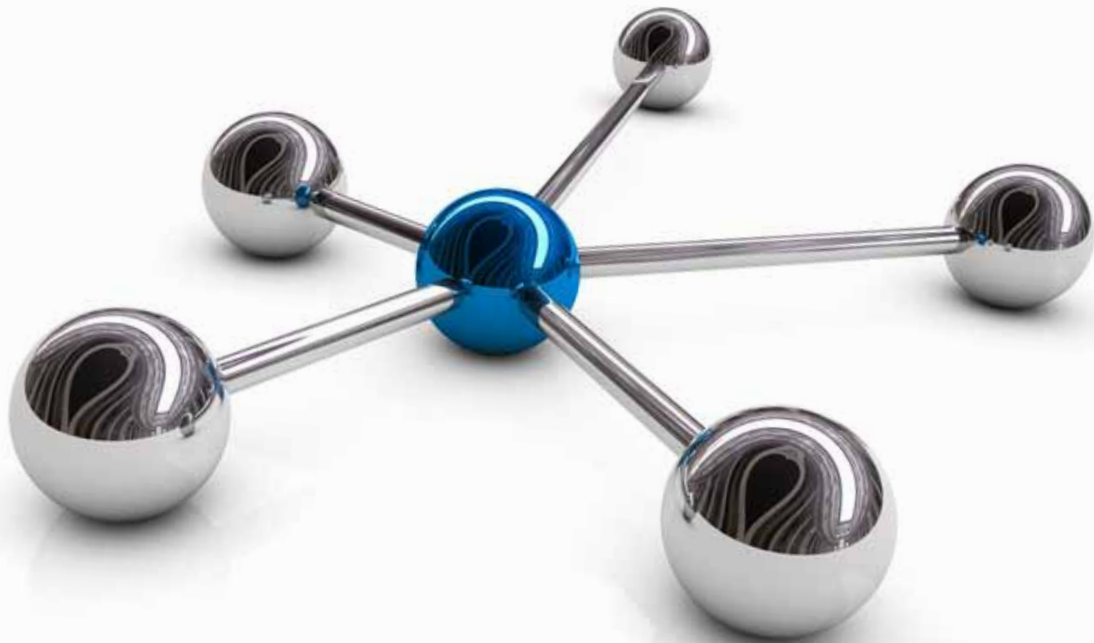
**10:** Wow! You have a strong web presence. Keep up the great work!

**6 to 9:** Great job! Now, consider working on the items you didn't check.

**0 to 5:** It may be time to build/update your website and grow your web presence.

# Improve Your Online Visibility

By increasing your online presence, you increase the chances that you'll get found by more customers and gain new business. There's a wealth of new business just waiting for you — all you need to do is use some of the tips, techniques and solutions we're about to show you.



## Top 5 ways to maximize your online marketing

**1. A Professional Website.** Your website is the basic building block to a strong online presence; not having one makes it pretty difficult for your business to get found.

**2. Social Media.** These days social media is key to small business growth. Sites like Facebook, Twitter and LinkedIn have become huge forums for people to share, discuss and promote businesses.



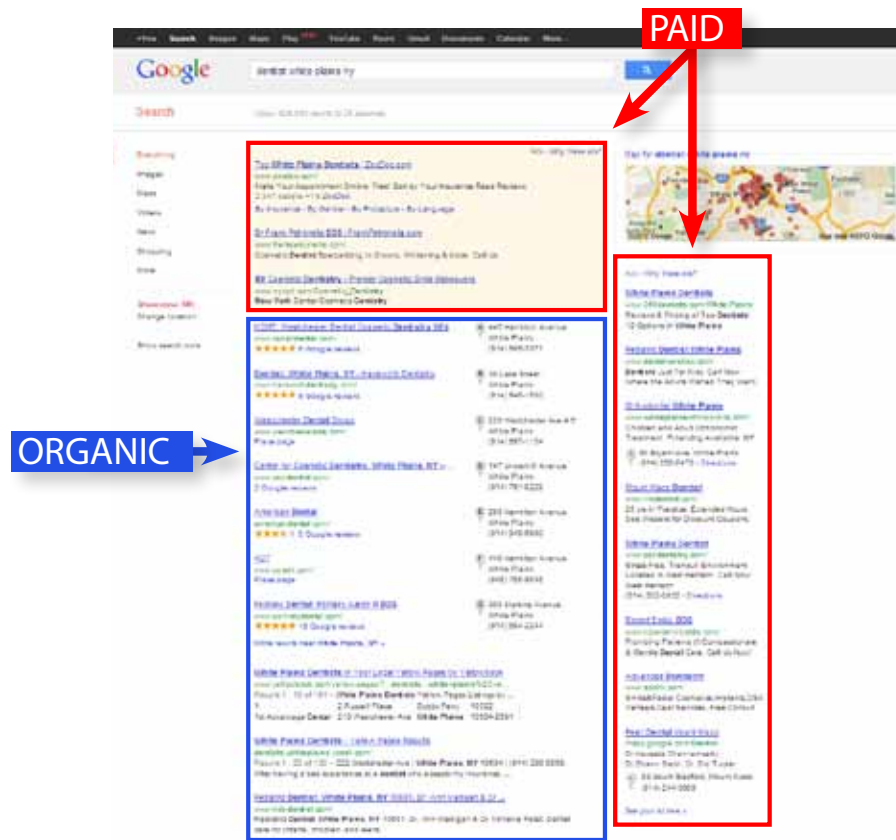
**3. Online Reputation Management.** This is where you can track what's being said about your business (the good and the bad) and have the opportunity to respond.

**4. Search Engine Optimization (SEO).** SEO helps you gain higher rankings in search engines through website improvements, content development and links from other sites, including online directories.

**5. Paid Search.** This is a great way to reach your target market online and quickly boost business. You'll reach the customers that are actively searching for your products and services through major search engines.

# The Difference Between Organic and Paid Search

When someone types a word or phrase into a search engine, such as Google, two main types of results show up: organic and paid.



- **Organic search** results are the natural listings that the search engine has selected as the most relevant websites for the search terms (e.g., “dentist white plains ny”).
- **Paid results** are “sponsored links” or “ads” that advertisers control. As a highly targeted form of advertising, paid results allow advertisers to reach consumers at the time they search. Advertisers pay a fee when someone clicks on their ads.

*Generally, more people click on organic results than on paid results. But, getting to the top of organic search results can take a lot of time and work, especially if you're up against some stiff competition. Advertising in paid results is one way to quickly gain prominence in search results. Paid results can also do better in attracting buyers, especially when an ad campaign has been optimized for keywords that best convert to sales.<sup>1</sup>*

<sup>1</sup> MarketingSherpa, “2012 Search Marketing Benchmark Report”

# The Difference Between SEO and PPC

In general, Search Engine Marketing (SEM) is the practice of increasing a website's visibility in search results through paid advertising or organically. **The two main types of SEM are: Search Engine Optimization (SEO) and Pay-Per-Click (PPC) advertising.** Both use select keywords and phrases to help get your business found online. An SEO campaign is typically a long-term effort, whereas a PPC campaign can provide immediate results.



## Long-term Results

### Your SEO Campaign:

Focuses on “organic” or “natural” search results.

- Invests in a variety of tactics, not just keywords (i.e., site code, content, and link building).
- Sees results in three to six months. Requires long-term attention.
- Can be difficult to compete in a very competitive market.
- May focus on a handful to a few dozen keywords for a basic website.

## Immediate Results

### Your PPC Campaign:

- Focuses on paid or “pay-per-click” (PPC) ads, which appear alongside or above organic results.
- Keywords are bid on and you pay for each click on your ad.
- Begin to see results in days, but takes some time to refine.
- Makes it easier to compete in competitive markets (at a cost).
- You can bid on hundreds to thousands of keywords.



# How SEO Works

Search engines consider many factors in ranking your website. Search engine optimization (SEO) refers to the process of “optimizing” both on-page and off-page factors to achieve high rankings for targeted search terms.



**On-page factors** include your site’s content, coding and use of keywords. Creating compelling content is the single most important thing you can do. You’ll also want to combine keywords into your website coding in the following places:

- **Title tags**
- **Headings**
- **Anchor text**  
(text that links to other websites)
- **Image alt text**  
(descriptive text that appears over an image)
- **Paragraph titles and body text**

**Off-page factors** involve the quantity and quality of links to your site from other websites. Some links are more valuable than others. It’s best to get links from websites that:

- **Are relevant to your business**
- **Have been around a long time**
- **Have other quality sites linking into them**
- **Offer one-way, inbound links**  
(versus merely tit-for-tat, reciprocal links)
- **Are governmental or educational**

## Be Visible with the Perfect SEO Package

### Our SEO package includes:

- Meta Tags, Original Content and Keywords
- Off-page Link-building, and Article and Blog Submissions
- 1st page guarantee.<sup>1</sup> If you don’t rank, we’ll work for free!
- Monthly reporting with measurable results and dedicated Account Manager



<sup>1</sup>If at least one of your keywords has not received first-page ranking after 6 months, you will receive free SEO until one of your keywords is ranked. **For a free quote and to speak with a Deluxe expert call 800.328.0454 today!**



# Why Online Directories Matter

**Consider this: 20 percent of all Google searches are local searches.<sup>1</sup>**

In addition to information about what someone is searching for, a local search contains “where” information (e.g., “plumber hartford ct”). Directory listings are important for local search because they help establish your location (name, address, phone number) and improve your relevancy and position. They also tie information back to your website, which helps generate reviews and builds your credibility.

**One directory where your business absolutely should be listed:** Google+ Local Listings. Not only is Google the dominant search engine (with a greater than 60 percent share of U.S. online searches, according to comScore), but it also gives special play in search results to businesses with a Google+ listing.

You should also get listed in about 20 other popular online directories, such as Citysearch and Yellow Pages. And don't overlook industry-specific or more local directories, such as trade associations or area chamber of commerce websites. To save time, ensure accuracy and simplify updates, call the team of web experts at Deluxe.



## Get Found through Directory Listings

### Deluxe can help you:

- Claim your business listings on Google+ Local, Yahoo! Local and Bing
- Manually claim, complete and optimize your business profile on 20 major directories
- Simplify updates and avoid the hassle of managing different logins and passwords

Learn more! Call a Deluxe web expert today for a **Free Quote at 800.328.0454**  
or visit [deluxeforbusiness.com/solutions](http://deluxeforbusiness.com/solutions)

<sup>1</sup> Marissa Mayer, Google vice president, May 2011.

# The Power of Online Reviews

**Think online reviews don't influence buyers? Think again.**

About 64 percent of U.S. internet users who go online before deciding to make a purchase search for consumer or user reviews.<sup>1</sup> And, one Harvard Business School study showed that a one-star increase (out of five stars) on the review site Yelp.com can result in a 4 to 9 percent revenue boost for non-chain restaurants.



## A few tips for getting reviews

- Send a post-purchase thank-you email with a link to your page on a review site
- Post a sign at your checkout register
- Keep a computer in your lobby for that purpose
- Include a link from your website
- Ask customers on receipts, invoices and other leave-behind materials



<sup>1</sup> Cone's "2011 Online Influence Trend Tracker" report

# How Social Media Strengthens Your Web Presence

In terms of SEO, search engines may not weigh links from social media as much as they weigh links from other websites. But, social “Likes” are factored into search rankings, and they can drive significant traffic to your site. Social media “buzz” also helps reassure buyers they’re making a good decision. In one study, 63 percent of consumers said they were likelier to use a local business if it was visible on a social networking site.<sup>2</sup>



<sup>2</sup> 2012 Local Search Study, 15 Miles, Localeze and comScore.

# How PPC Works

With **pay-per-click (PPC)** advertising, your business can gain higher visibility through online search ads. PPC ads are auction based. You bid on keywords and pay for each click. The idea is to have your ad rank as high as possible within your budget and desired return on investment — bearing in mind that sometimes very high positions may not perform better than lower positions.

## How to get more out of a PPC budget

- **Dayparting**

Set ads to run only at specific times of day or days of the week.

- **Geotargeting**

Show ads only to searchers in designated geographic areas.

- **Negative keywords**

Indicate keywords for which you don't want to show ads (e.g., "used," "free," "wholesale").

### PPC Ad Sample

[Emergency Locksmith](#)

[www.stasafelocksmiths.net](http://www.stasafelocksmiths.net)

Trusted St Paul locksmith. —

Call (952)-314-9309 now!

- **Headline**
- **Display URL**
- **Benefits, Features**
- **Strong call to action**



A PPC vendor will typically manage your entire campaign, including:

- Writing and testing ad copy
- Creating landing pages for ads
- Researching and developing a keyword strategy
- Setting up call tracking numbers for landing pages
- Managing, monitoring and refining the program over time

## Extend Your Online Reach with a PPC Package that Meets Your Business Needs

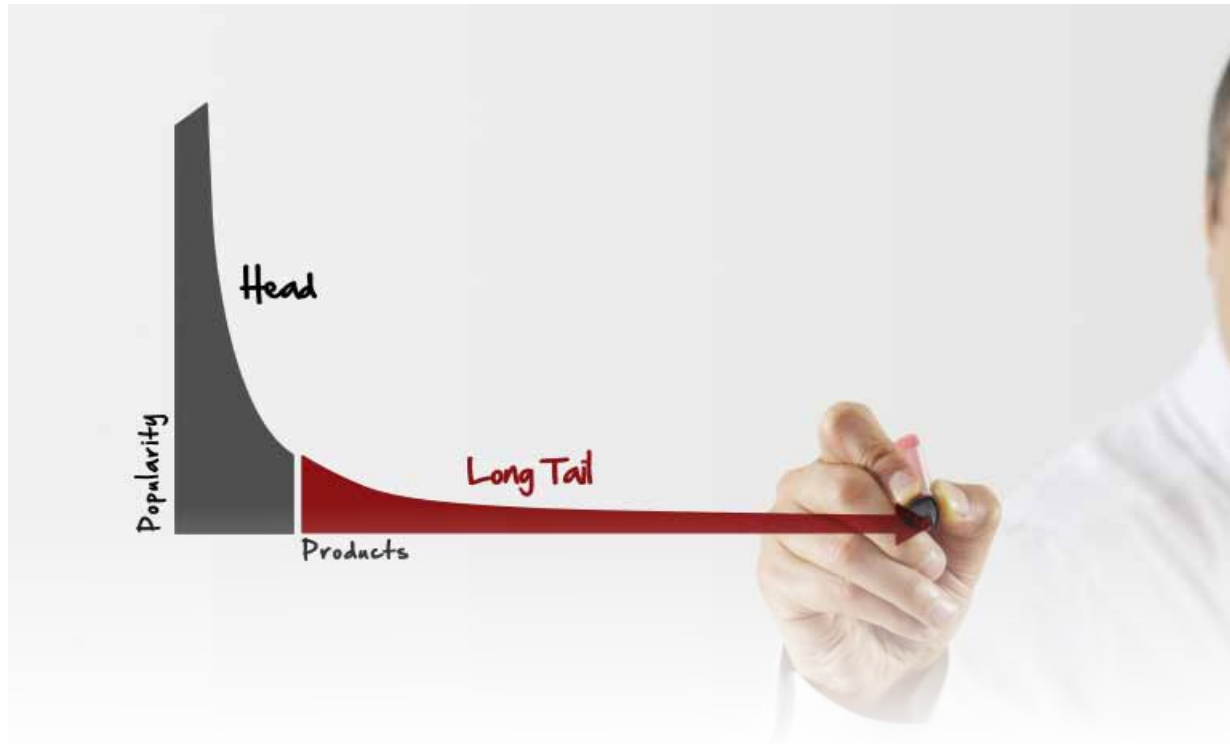
- Keyword research, selection and targeting
- Professionally written PPC ads
- Lead-capture landing pages
- Call-tracking numbers and a campaign-tracking dashboard
- Google-certified campaign analysts to manage your accounts



**Call 800.328.0454 to speak to a Deluxe web expert today for a Free Quote.**

# Get the Right Keywords; Get More Sales

Keywords are central to any search marketing strategy. You can go after “head” keywords — more generic keywords with a lot of search volume — but you’ll have a lot of competition. Or you can use “long-tail” keywords — specific, longer keywords that generate less volume but signal a greater intent to buy. Keywords have variable cost — the most popular keywords generally cost more than the long-tail keywords.



## Tips for Choosing Keywords

- Think like your customer. How do they talk? Do they use certain lingo?
- How would people describe your products or services?
- Ask your sales and other customer-facing employees for ideas
- What are your industry’s trends and issues?
- Which keywords already drive traffic to your site? (Check your web analytics.)
- Which keywords do your competitors use?
- Use tools, such as Google AdWords, MarketSamurai or Wordze, to evaluate the popularity of certain keywords and to get suggestions for related keywords
- Aim for multi-word keywords, balancing competition with as high search traffic as possible

### Keyword Example:

- Short “head” keyword (1 word): “bikes”
- Medium keyword phrase (2 words): “hybrid bikes”
- “Long-tail” keyword phrase (3+ words): “women’s hybrid bikes Omaha”

## Next Steps

**Here's one final checklist to help you strengthen your online ranking and generate more business.**

### Your Online Marketing Checklist:

- ☐ Consider all the elements of your web presence (your website, social media, reviews, directories and links and paid search).
- ☐ Make sure you're listed in Google Places, Bing and Yahoo! directories. Get listed in other online directories, including local and trade group directories.
- ☐ Brainstorm keywords for your business. Aim for "long-tail" keywords.
- ☐ Enhance your on-page SEO (e.g., use keywords in title tags, anchor text, etc.)
- ☐ Provide unique, compelling, high-quality content on your web pages and get people to link to them. Keep your content updated regularly, too.
- ☐ Look for ways to improve your off-page SEO by getting quality links back to your site from customers, related sites, bloggers, social media, etc.
- ☐ Get help from experts in online marketing to implement best practices in website design, SEO, directories, and PPC campaigns for your business.

### Learn more with these FREE webinars:

How to Get Leads from Search Advertising and How to Build a Google Places Page,  
[bizlaunch.com/deluxe](http://bizlaunch.com/deluxe)

### Call a Deluxe web expert for a Free Consultation

- Get higher rankings and visibility on Google, Yahoo! and Bing
- Optimize your on-page and off-page SEO and get listed in online directories
- Secure an easy-to-update website and/or mobile-ready website
- Access affordable, professional copywriting
- Get a custom Facebook page with monthly "do-it-for-me" updates

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