

Attracting Customers in the New Economy

"The old way of advertising and marketing are over and they are not coming back" You may have heard this- if not... The Reagan-Clinton-Bush days of easy sales are over! The good ol' days of slapping together an average-quality Ad and you see a flood of new customers, is no more. You need to realize this as we come out of the current recession. You need to know that things are not going back to the way they were.

This "new economy" has already produced a new consumer... A new consumer that is very demanding- because they can be. These consumers know that it is a buyer's market!

The new economy consumer will demand superior customer service and if it is not the absolute best- they will have no problem telling you. They will have no problem telling everyone they know and all it takes is one negative blog or forum post and your reputation is shot! As an online retailer, I know this all too well. If a customer has a problem- I'm on it immediately because I know that it's not worth losing your reputation over one sale.

The New Economy consumer will do their homework, knowing exactly what they want and how much it costs before they leave their house or pick-up the phone. They will demand guarantees. They will also want to feel some type of connection and level of trust with your business.

And how, you might ask, will they be doing their research... How will they do their product or service comparison's... How will they develop a comfort level to doing business with you over your competitors?

Your #1 Source for Leads and Why

The internet, but then, you already knew that because what I just described is exactly your buying behavior!

As marketers of our businesses, we know there are many other ways to bring in new clients. The #1 source is the World Wide Web! If you are not ready to embrace it- you may as well close your doors right now.

This book will concentrate solely on how to setup a website, optimize it for your local market and get your website on page one of the free search engines. No monthly Ad-in-the-box, like most of the famous so-called experts send-out for a monthly recurring membership fee. No- "how-to" write snappy advertising.

Click here for a ton of free marketing resources
<http://www.renegademmagear.com/School-Owners.htm>

I know what works. Learn from my experiences.

This is a step by step guide on how to get a website up and ranking on the major search engines- the right way! I will guide you from choosing the domain name (the website name) to web hosting and I will

show you what content is absolutely required to get your website showing up on the local search results. If you already have a website, you will learn the secrets to getting it ranked #1 on Google. The mistake most business owners make, is believing that if, "they build it, they will come." Well, sorry to have to break the news- that's not the way things work.

If you follow this guide, step-by-step, you will be #1 in your local market!

Before we dive into the nuts and bolts, it's a good idea to cover some of the basics to build your internet development experience on.

Search Engine Basics

Having your business show up on page 1 of the Search Engines has become The MOST IMPORTANT marketing effort for your company. If you don't have a website ranking on page 1, you're wasting your time and missing out on tons of prospects and if you are not in the top 2 or 3 in your local market- you're also missing out.

How Search Engines work

Search engine results are all about Keywords. Remember that word, Keywords. As an internet marketer of your business, keywords are what it's all about.

When you enter a word or phrase into the search box, the main words, keywords, are used by the search engine to present all of the results pages that contain those keywords. These keywords are usually in the title, the description or in the actual website name or all of the above.

Our goal is getting your site into the top 3, even better yet and totally possible, position #1.

When you are in the top 3, your website is perceived as being an "Authority" site, by not only the Search Engines, but by the searchers! When you search for something, do you ever look past page 1?

Many people, me included, rarely look at sites on page 2. I figure - if they don't have the juice to get a decent page rank, they don't deserve my attention. I know- I sound like one of those New Economy people... How about you!

Position #1 is our goal! Fact: Position #1 gets 42% of all clicks

The most important thing is to get your site up and running and on your way to attracting your share (more than your share!) of the traffic for your given niche. A little about me... I have been a martial arts school owner for many years. I have also been working with computers for over 20 years at some of the biggest companies in the world. I know computers. I know website. I know how to get websites ranked in the top 3 of search engine results pages. Just knowing how to build websites and getting them to rank in the search engines is a high-demand skill in itself.

I currently have a martial arts school that is ranked #1, in many categories. Taekwondo, Karate, Kickboxing, Muay Thai, MMA. Google any of them, along with my city, and I will pop-up every time. I also have a Martial Arts Supply Company that ranks in the top 3 for many very difficult search phrases, among millions of competing websites. Getting your school or local business listed with the Local search engine results is "Cake". I have had local rankings within hours! Products, on an international level, is a bit more difficult, but not impossible if you know how!

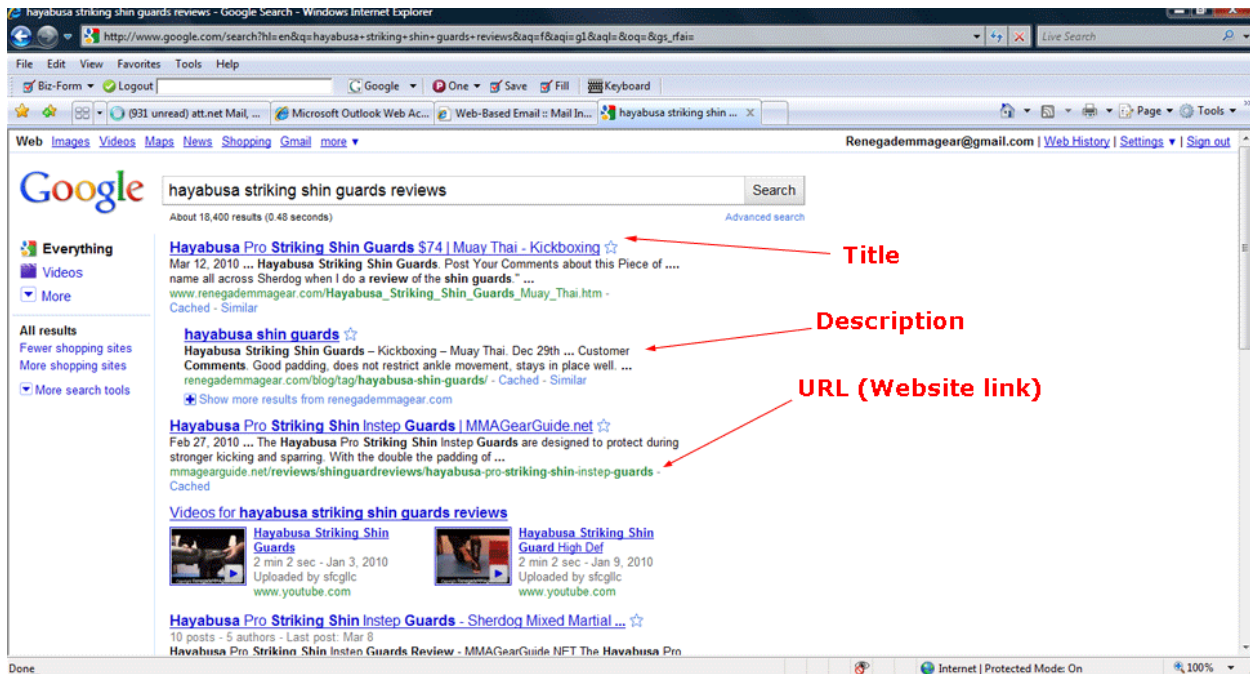
Get ready. I'm going to tell you exactly how to do it...

Domain Names - Choosing a Website Name

By the end of this chapter, you should have a Domain Name picked out, but not purchased.

There are several things to consider when it comes to picking a website name. Remember as we go through these steps- everything we do is with Search Engine Ranking as your ultimate goal. You could choose a name that you think would truly express your product or service or you could think like your target market and choose a name that contains Keywords used in common searches. Ah, there's that "Keyword", word, again.

Remember: you want your keywords in the website title, the description and the website name, the more the better.



If you had a Taekwondo school in Austin Texas and you always thought "TheWayofTheHandandFist.com" would be a great name. It may be a great name and very meaningful to you, but remember, we are creating a website to attract prospective new clients. Your prospects are not going to type in "Way of the Hand and Fist" when they are looking for "KARATE LESSONS IN AUSTIN

TX". Following me here? A name like FreeKarateLessonsAustin.com would be a killer name. It not only has some great keywords in it, it also has the word "free"!

People like Free and they often type "free" in their search phrases.

The main page might offer a 2-week free trial and a video of the instructor giving a school tour... A free uniform, 2 private lessons! Sorry. I sometimes get carried away.

A good domain name should contain words that the searcher or your target market, is searching for. You might say, "I'm a Taekwondo school, not Karate!" That's not the point. Mom or Dad looking for Karate lessons in Austin have no idea what the different styles are. They are searching for a karate school in their immediate area and your job to get in front of them and grab their interest enough for them to click on your website.

Getting a prospect to click on your site is the only thing that matters when it comes to marketing your business online.

Now, if you were to put your SEO (Search Engine Optimization) hat on, you would first write a list of what an average consumer in your market might enter into the search:

1. Karate lessons in Austin TX
2. Karate Austin TX
3. Martial Arts Austin TX
4. Karate 78710 (zip code)
5. Free Karate Austin TX

You get the idea. See a pattern... TheWayofTheHandandFist.com is a really great name, but it is not going to help us. AustinKarate.com or AustinMartialArts.com would help us rank better when your target market is searching for "Karate Lessons". You and I both know that Taekwondo and Karate are very different, but that's not our goal when picking a website name.

I once bought-up all of the domain names that contained "Lake Worth" in the surrounding 20 mile radius. Boyntonbeachkarate, WellingtonKarate, LakeWorthKarate, Lantanamartial arts, etc. then pointed all of them to the same landing page, more on landing pages later.

Action Item:

1. Make a list of several SEO-minded, website names. If you come up with more than one, that's ok. Domain name registrations are not that expensive (\$5-\$10 a year) and as I said, you can point them to the same landing page.
2. Try <http://www.renegademmgear.com/webhosting.htm>. It does not cost anything to research a domain name

Click here for my webhosting service:

<http://www.renegademmgear.com/webhosting.htm>

TIP: DO NOT BUY YOUR DOMAIN NAME YET. With the purchase of just about any Hosting Package- you can get a free or discounted domain name thrown in.

Website Hosting

Everyone needs a web hosting service. Hosting services store all of your website information, making the connection from your domain name to the web pages and also provide lots of extra services like email, blogs and forums. They take care of all of the technical mumbo-jumbo for you.

A web hosting service is absolutely necessary. Yes, you could get a free website, but when you do that, they plaster your "free" site with advertisements and many features that you need are very limited. This is true for even blog websites, like Wordpress. You can get a free Wordpress site but they place lots of restrictions and can even shutdown your site- not good for business!

When you purchase a hosting plan, you can pay monthly or you can purchase yearly or longer plans at a discount.

Recommendation: Purchase the Domain Name and the Hosting Package at the same provider. Why: the same provider managing your domain name and providing your hosting services makes things like email setup, simple. If you have a domain at one provider and web hosting at another, you have to enter many complex address numbers just to get the email and actual domain name synched up. It's a nightmare.

If you want to have your Hosting and Domain Name managed at the same provider, [Click here...](#)

When you use my web services, you also get my support and many years of experience too. Hosting companies are more than happy to sell you these services, and they provide Tech-Support, but they don't know your business inside and out.

Action Item:

Find a web hosting service and also see what kind of package deal you can get with a domain name included.

Now we're getting somewhere. You now have a pretty good handle on Domain names and the need for a web hosting service you can trust. Before we move on to the final piece, getting ranked, we need to discuss how search engines think.

Simple Searches

If you were to Google "Karate in Saratoga Springs NY" (keywords), you would be instantly presented with tons of website results with short descriptions to choose from.

That is the way people shop for things. Say you are looking for a store that sells Mo-Hair shoes in downtown east LA. Google it. I'll bet you get a ton of hits! They may not present actual places to find this rare item, but rather, the websites containing these Keywords would be presented.

Search Optimization Basics

- You need to pick your Keywords
- Find a domain and hosting service
- Then you need to get your website ranked in the search engines

Number 3 is where people have actually gotten rich selling these secrets, I'm presenting right now.

There are many of them too. Over the years I have learned how to rank web pages and I have become pretty good at it.

SEO – Search Engine Optimization

So far we have covered the importance of keywords and why you need to keep them in mind when purchasing your Domain Name. We also discussed why it is a good idea to have your domain name and your web hosting service the same.

Now, we are ready to start "optimizing" our website. Optimizing is just another word for embedding content that talks about and supports the theme of your site. It's also a time to embed your keywords and business location.

I could write a book on website optimization, alone. There are many things to consider all depending on what it is that you are promoting and the level of competition. For our discussion, we're talking about a local business.

Before we get into the actual ranking methods, a little background here - will make the Optimization process make a little more sense.

Search engines send off thousands of small programs called web-bots. These bots search or "crawl", the internet looking for WebPages. When they find one, they crawl through the content of the web's pages evaluating its content and comparing it to its keywords and domain name. The bots report back to the search engines- that have all kinds of complex processes that evaluate the webpage then give it a rank.

This rank is one of the factors that decide where your website shows up, compared to everyone else's in your market.

This is why all of these things are so important to plan out before you even purchase a domain name.

Website Elements to Boost Your Ranking

Domain Name, Keywords and content. These are the key ingredients to getting you on page one.

You can do everything I have described so far- perfectly, but you still need to create demand. Demand being- people showing interest in your site. An optimized website combined with content that is valued, equals high search engine ranking. There are several ways to create interest in your website. One of the main ways that Google values a website in the number of other websites that like to it.

If you had a blog that had a link to your main website, Google's bots we crawl that blog and find the link to your main website and throw some "juice" to your main site for having an external link. Just imagine if you had hundreds, thousands of external links to your main site...

External links, combined with a well defined site, with relevant content, equals high ranking.

There are many ways to get external links. I will cover a few of the easy ways that are excellent for local businesses to blow your competition off the charts.

Getting External links

Blogs

Google loves Wordpress blogs. Wordpress is one of the many popular blog providers. These blog providers are like web hosting services- they house your free blog for you. You just create the content.

Wordpress is one of the best and easiest to use. If you create a blog and follow it up with some of the other methods, you could see a ranking in the search engines in a few hours!

First, go to wordpress.com and you can create a free blog. Just find an available name, remember to have your main keywords in the name (freekarateinaustintx). The domain name's appearance is not important.

Second, write a 300-500 word article about your local business. Be sure that the content is reverent to what we are ranking for.

Now, within the content of the article you have written, create a keyword phrase that you are ranking for "Karate Schools in Austin TX", highlight this phrase and create a link to your main website page.

Publish the article. Bam! You just created an external link to your main website.

In local website marketing, no one knows to do this. Like most people, they think they just create a website and it will magically rank and bring customers... Wrong. Well, it will happen after a long time as long as you don't have any competition and you certainly will never takeover position #1.

Bookmarking

We are making some serious progress now. You should be getting the idea of how to get a website page to rank. Another cool way to get some external links to your website is to bookmark the blog you just created. You may be asking- why not bookmark my main website? If you have a link to a blog, that links to your website, that's what we call a nested link. Google loves these nested links. Don't get me wrong, you can bookmark the main website, but concentrate on the nested sites.

Go to jumptags.com or mixx.com or digg.com, these are bookmarking sites that have tons of raking power with the search engines. And guess what- each time you bookmark a website, like your blog that points to your main website or your main website, that's an external link!

Believe me... you will blow your local competition away. If they have a single external link to their site it would probably be by luck. Plus, your site is active. When the search engines stop by to crawl your site, they want to see some new content, the more activity- the better.

High "PR" sites – the “Mother Load” of all external linking sources

There are website that have what is called a high "PR", page rank. They are assigned a number from 0 through 10, ten being the highest and rarely ever seen.

The strategy is that if you could somehow associate your main website with these high PR site, that some of the Juice would rub-off on you. Read on...

Go to facebook.forum.net and create a user account. When filling in your profile, in the biography section you can add your website. Be sure to enter it in its formal format "http://www.yoursite.com".

You just created an external link from a very high PR site.

Alright- I have given you many secrets that just about every internet marketer on the planet has paid for- free. Including me. I have been using these methods to help get my local and international keywords ranked on the search results. They work.

One final tip: more external links = higher rank... Perform these ranking methods over and over.

Depending on your keyword ranking goals, the more the better!