

Online Inbound Lead Generation & SEO Marketing

3 simple things you can do right now to start driving RED HOT inquiries from people who are actively looking at this moment for somebody with your skill set to help them



7 phases of business

- | | | |
|--|-----------------------------|---------------------------|
| 1. Idea | No money,
No time, | Most businesses live here |
| 2. First client – roll up sleeves | Draining,
Hard slog, | |
| 3. Fire fighters in Sandpits | Inconsistent | |
| <hr/> | | |
| 4. Systems – Change staff, Ideal world | Beware ideal world thinking | |
| <hr/> | | |
| 5. Profit & Growth | Money,
Time, | |
| 6. World domination | Energising,
Creative, | |
| 7. What's next / CEO and Board | Fun | |



What fuels your business

1. Profit
2. Cashflow
3. New clients
4. Something else?

Competition

1. How do you make a decision to buy?
2. When does price come into it?

As a business owner, where should your focus be?

1. Overall strategic direction of the business
2. Day to day operations
3. Delivery of services to clients
4. New business
5. Profits, Cashflow
6. Staying current in your field
7. Learning new skills
8. DIY
9. Family



What is your ideal type of inquiry?

1. Do they have a current pressing need?
2. Do they have time to talk to you right now?
3. Are they currently motivated to find a solution?

What is the internet?

1. The internet on its own is the worlds largest library of information
2. It is very poorly organised

What do search engines do?

1. They categorise and index all items on the internet
2. They are effectively the internets librarian
3. One major difference from a library: There is no standard searching system. Each individual uses there own system

Accessing the internet?

1. Why do you use Google? Buy, News
2. Why do you use Facebook? News, Buy
3. Which device do you use? Desktop, Laptop, Tablet, Phone
4. What time of day do you access the internet? Office hours, Before work, After work, Weekends, Public holidays
5. Where are you when you access the internet? Home, Office, Kids playground
6. What prompts you to access the internet when you do? Conversation, Sign, Read something, Moment to spare



Why use the internet?

1. Provides a constant stream of RED HOT inquiries to your business from people with the time, desire and need to engage someone with your skillset in this moment or the very near future
2. In most instances, they have already made the decision to buy. Their wallet is open, their credit card is out and they are just looking for the right someone to solve their problem and accept their money



Quick search example

1. Scenario: You are a home owner in a house that is hot in summer and cold in winter, with a child suffering from dust allergies and you suspect the dust is entering your home through the ceiling.
2. Perform a search right now, afterwards I will ask you a few questions

Questions on Search example

1. What search engine did you use?
2. What search term(s) did you use?
3. Industry terminology or your own?
4. Which result did you click on? Why?
5. Was it an Ad, Local map listing, Organic result?
6. Did you go to page 2, page 3, or even to the bottom of page 1?
7. Did you refine your search, based on your initial search?

Questions on Search example

8. Did you visit a page and read it or did you visit a page and close it down before going elsewhere?
9. How long did you spend on the page, before you made up your mind to continue reading or ditch it?
10. If you visited a page and closed it down quickly, Why did you close it down?
11. How easy was it to make contact with them? During the work day versus out of hours
12. Was it important that they were close by?



Questions on Search example

13. Did you notice if they had a star rating or testimonials?

14. Did it influence your choice?

15. Did you read any of the testimonials?

16. Did reading them influence your choice?

Why did you use that particular Search engine

1. Default one loaded onto the device
2. Fast results – Nearly instantaneous
3. Relevant results – I.e. Answered your question
4. Proven over time to provide websites with reliable answers
5. Unlikely to get a virus or identity stolen
6. Websites delivered are readable on your device
7. Results delivered are close by



3 things you can do today

1. Claim and optimise your:
 1. Google My Business listing
 2. Apple Maps listing
 3. Bing places listing
 4. Optimise: Name, Address, Phone number, Email, Website, Office hours, Categories, Description
2. Add photos to each listing
 1. Outside, Inside, People, Type of work
 2. Optimise each photo: Name, Address, Phone number, Website, Geo tag
 3. Use as many photos as you need to provide a potential client a glimpse into what to expect at your office



3 things you can do today

3. Testimonials

1. Create a template on how to leave a 5 star review for your business on either Google, Facebook, or any other industry relevant reputable testimonial website
2. Starting today, Ask every client if they are happy with your service?
3. If they are happy, ask them if they could leave you a 5 star review online
4. If they are unhappy, note down what they said and update your business systems (if relevant), fix the problem with the client and ask if they are now happy with your service, then ask them if they could leave you a 5 star review



Bonus item that you can do today

4. Website changes

1. Find what Google is saying your address is
2. Ensure that the address on your website exactly matches what Google says
3. Ditto for Business name, Phone number, Office hours. The key is consistency across all platforms.
4. Ensure your call to action is above the fold
5. Embed a Google map into the footer of your website
6. Ensure your website reads well on all devices
7. Implement HTTPS protocol on your website



How long will these items take?

1. Claiming the listings – approx. 1 hour
2. Optimising the listings – about a week (provided you have all the information to hand)
3. Website changes – about a week, once you have your Google My Business address details resolved
4. Ranking effect of all of these – Very little, but without them as a foundation, you can not start to rank on Google. These are the basics
5. Option: Outsource building your foundation to a trusted provider
6. CPD special for this week expires 10 November 2017 - \$500 (+GST) payable upfront and I will do all of it for you. ~~Normal price \$750 (+GST)~~



Next steps after the foundation

1. Complete an audit of Name, Address, Phone number for all online assets and correct all discrepancies
2. Claim or create and optimise other key listings on well respected Web 2.0 and Social platforms
3. Share optimised photos on photo sharing sites
4. Modify website to reflect Google My Business site structure
5. Create additional pages on website to support Google Categories, Niche and Location
6. Source niche or location relevant 3rd party links to your website to further support the fact that your website should be in the top 3 results for relevant search terms
7. Time to complete minimum 12 months
8. **Should you qualify, price is available on application**



Questions

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