

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

# What fuels your business

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

# Competition

How do you make a decision to buy?

- Problem -> Urgency -> Information gathering -> Refined problem -> Informed questions/decision -> Buy / DIY / Put on hold

When does price come into it?

- Is it really about the money or are you asking for more information to justify your decision?
- Do you buy from someone you have no affinity with? (Don't trust = Don't buy; Don't like = Don't buy)

Do you still buy if Marketing material is different to actual experience?

# 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?

## Inbound vs. Outbound marketing

Outbound = Interrupt, relies on circulation (Newspaper, Radio, TV, Facebook, Instagram, Pinterest, Linked-In)

Inbound = Person has need, desire and actively looking (Google, Other search engine)

# What is the internet?

1. The internet on its own is the worlds largest library of information (Search: Online in 60 sec or Internet Live stats) 80 new domains registered every minute
2. It is very poorly organised

What do search engines do? (Search: Inside Search How Search Works or How Search Works - YouTube)

Why Google? (Search: Search Engine Market Share Australia)

# 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

Scenario 1: You are planning a weekend escape for the end of this month, What do you do?

Scenario 2: Your hot water system has just stopped working. What do you do?

Scenario 3: Someone close to you has just been arrested. What do you do?

Do it 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

# Time to look at your own site

1. Is your site on https? (Search: Browser Market Share Australia / Google Chrome HTTPS 2018)
2. Is your site mobile friendly? (Search: Mobile Friendly Test Google)
3. Is your page speed score > 90%? (Search: Pagespeed Insights Google)
4. Is the most important information at the top of the page? (Eg. Phone number, Business name) Is it clickable?
5. What language are you using? (Industry or Laymans)
6. What is your URL? (Does it include the search term)
7. Do you have a page Title, Meta description? (Snippets that show on Google search results)
8. Are your photos Geo-tagged, Do they have Alt-Text?
9. Is the text on the page > 500 words, >1,000, >1,500?

# 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 – Appear in local map listing search results. These form the foundation of further rankings.
5. Option: Outsource building your foundation to a trusted provider
6. CPD special for this week expires 6 April 2018 - \$500 (+GST) payable upfront and I will do all of it for you. ~~Normal price \$750 (+GST)~~

# CPD Special inclusions

1. Claiming the listings – Google My Business, Apple Maps, Bing Places
2. Optimising the listings – You complete a short questionnaire, and I modify the map listings accordingly
3. Geo-tag all of the photos to be included in the Map listings (3-Outside; 3-Inside; 3-Showing work; Any others)
4. Website changes – I work with your web developer to update Name, Address and Phone number on your website
5. Photo sharing sites – I submit your photos to upto 50 photo sharing sites

# 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 3<sup>rd</sup> 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

# Contact Information

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