



## ***“Web Marketing Secrets”***

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### **Short Description of the Presentation:**

Web marketing is the “buzz word” of today and guess what...it will be tomorrow as well. Nearly every business has a website and everyone is trying to learn how to be placed first on the Google or Yahoo list. This month’s presentation will provide answers to many of your web marketing questions. Brian will also share some seldom known “secrets” that can move you up the Google/Yahoo list!

### **Key Points:**

There are three general areas of web marketing that every contractor needs to fully understand in order to an “effective” web-marketer.

#### **Local Search Area:**

Local searches are very effective marketing tools and better yet...it’s Free.

- Seventy percent (70%) of consumers are now well informed BEFORE they make a major purchase.
- Knowing how the local consumer finds your site will help you move to the top of the list.
- Find out how Google and others utilize the local data base.

#### **Pay Per Click Advertising:**

This is a very effective local marketing tool...but you have to know how it works!

- Top spots are “bid on”
- Links from other websites moves you up the Google/Yahoo list
- Create a plan (what you want to sell, budget for it and work the system)
- Get a professional to do it for you (They have the time and it gets done.)

#### **Search Engine Optimization:**

Your web developer will tell you your website is optimized for search engines but most are not. You must know what search engines are looking for when it comes to your site.

Three key things search engines are looking for:

1. Lots of links to your site are good
2. The “quality” of the site linking to you makes a huge difference.
3. Type of link is important and how it’s worded – use real links, *not link farms*