

POWER HOUSE EDGE

7 Online Marketing Tools

You Probably
Aren't Using

– But Should Be!

Win Back

WEBSITE VISITORS!

Retargeting
101 for Local
Business

DIY
SEO
Audit IN 10 STEPS

How to Leverage
CUSTOMER
REVIEWS
to Get New Business

Contents

03 Win Back Website Visitors! Retargeting 101 for Local Business

Running a local business, you still need to pay attention to your web traffic. In this modern age, it is difficult to rely solely on foot traffic and print advertising. One option that could help you gain back some of your lost traffic is retargeting for local business.

08 7 Online Marketing Tools You Probably Aren't Using – But Should Be!

Online Tools are an absolute necessity when it comes to marketing your business online. But with so many tools out there – How do you decide which tools are worth your time? Whether you need to scope out a competitor, boost your social media presence or find the sources of your web traffic, these are 7 marketing tools you should definitely try for yourself.

12 How to Leverage Customer Reviews to Get New Business

Customer reviews have a major impact on how you attract new customers. Word of mouth marketing has seen a shift towards online channels, placing a bigger value on online customer reviews and discussions involving your business. Every business should be aware of their web presence. Learn how you can leverage online customer reviews in order to bring in more business.

16 DIY SEO Audit in 10 Steps

Whether you manage your own website or you have a webmaster team dedicated to search engine optimization and online marketing, a website audit can be useful. Use these 10 steps to perform your own DIY SEO audit to uncover SEO mistakes and help ensure that proper SEO techniques are being used, throughout your website.

Welcome To The Powerhouse *Edge*

Thanks for checking out this issue of The Powerhouse Edge, the “go-to” marketing resource guide for small business. Each month we will be covering topics that resonate with local businesses just like yours.

Our goal is simple. We want to enable you to do big things online, and it all starts by breaking down the complexities of marketing your business online.

It doesn't matter if you're are just starting out, or an established business owner in your local community, you can always benefit from increasing your brand's visibility online.

To your Success,
Dustin Yoe
Executive Producer

Jeff Yoe
Architect of Design

THE POWERHOUSE *EDGE*

TransMedia Powerhouse is the leading small business marketing service in the Oklahoma area for over 7 years. We help small businesses connect with more customers online.

If you want to build your business, you need to market, it's that simple. But you can lose thousands of dollars if you don't know what you are doing. So we urge you to take action with some of the strategies we recommend.

For a more “hands off” approach, we offer affordable solutions and can deliver results. We hope you enjoy this issue of The Powerhouse *Edge* and feel free to reach out to us anytime.



Win Back **WEBSITE VISITORS!** **Retargeting 101 for Local Business**



Are you losing website visitors or local traffic? If you have started noticing a decline in your overall web stats, both traffic and sales, you might need to make a change to your online marketing strategy.

Running a local business, you still need to pay attention to your web traffic. In this modern age, it is difficult to rely solely on foot traffic and print advertising. One option that could help you gain back some of your lost traffic is retargeting for local business.

Retargeting is a type of online advertising that will ensure your past visitors are regularly reminded, via online advertising, to visit your website or order a new product or service. As a small business owner, you do not want to spend a fortune on internet advertising. Retargeting can help you win back your website visitors and attract more local business.

How Retargeting Works

When you use retargeting, you are trying to get local visitors to come back and buy products or services that they have already looked at. This can help you cut down on your bounce rate while increasing the number of repeat visitors you have. Best of all, it does not cost a lot. Retargeting is often much more cost effective than other forms of marketing and advertising. Retargeting follows these steps:

1. A consumer visits your website
2. They browse your products or services
3. They leave your website without making a purchase
4. These visitors are retargeted with ads on external sources
5. These visitors are then more likely to make a purchase

By keeping track of the visitors that browsed a particular product or service, but did not make a purchase, your targeted advertisements will reach them as they visit other websites or even social media platforms.

Seeing your advertisement will remind them about the product or service, increasing the chance of the consumer visiting your website and finally completing their order.

Why Retargeting Works

Retargeting is based on the idea that a visitor to a website may not always make a purchase the first time that they view a product or service.



Many consumers decide to thoroughly research an item before making a purchase. They may visit your store in person, not make a purchase, and then go home and begin their research.

This can take days, and if they are not reminded, there is always a chance that they will forget about the product or service.

With local retargeting, you are drawing these visitors back in. The focus is here is repetition. Repeating information so that it will stick. This is the same concept behind using billboards and advertisements in the local paper. People will see your ad and remember taking a look at your products or services.

Retargeting Methods

There are a few retargeting methods that are commonly used to get local traffic back to your website. This includes remarketing via online ads, search engine retargeting, CRM retargeting, and email retargeting. Each type of retargeting is performed in a different manner, but with hopes of obtaining the same types of results – repeat customers.

Local Remarketing

Remarketing is the term for retargeting that is performed using online advertisements based on products or service that visitors have previously viewed. A few lines of code are included on your web pages. When a visitor views one of these pages, their web browser stores a cookie that your advertising network uses to remarket ads.


When one of your previous visitors stops by a website that features advertisements from the ad network you use, they are more likely to see ads featuring the product or service they had previously viewed.

If you choose to use local remarketing, then you are going to want to hone in on people located in your area. The remarketing software you use should allow you to ignore IP addresses that are located in other regions.

Search Engine Retargeting

Search engine retargeting works in a very similar manner. When an internet user performs a search,





the search engine stores a cookie with that search term. Ad networks use this to deliver retargeted advertising. To make the most effective use of search engine retargeting for your local business, limit your efforts to search engine users that are located in your city or region.

CRM Retargeting

CRM retargeting is used with an email list that you have already generated through your own leads or email signup list. Using CRM retargeting software, the targeted email users are located and then delivered your advertisements while they visit other websites.

Email Targeting

Email retargeting works by placing code inside your emails. You are then able to target the people that have signed up to your email lists and show them advertisements. To increase local engagement, have visitors include their ZIP code, when opting in to your email list or newsletter.

Finding the Top Local Retargeting Resources

When choosing a type of retargeting, consider using multiple methods. Combining search engine marketing, remarketing, CRM retargeting, and email retargeting can have a much larger impact on your overall website traffic. All of these methods will require some type of software or subscription, in order to deliver ads or emails to website visitors.

For remarketing, CRM retargeting, and search engine marketing, you will need to find an ad delivery network. You want a company that offers a fair price on clicks and one that is able to work with retargeting strategies.

There are many ad delivery networks to choose from, with Yahoo being the largest company to offer ad delivery solutions. To get started with Yahoo retargeting, consider contacting a company that specializes in Yahoo advertising and retargeting.

Recently, the Yellow Pages, or now YP, has begun offering retargeting options for local businesses. In fact, if you have not already done so, you should make sure that you have updated your listing on the YP website.





Google AdWords, one of the most popular pay-per-click options, has also included retargeting options, when you setup a campaign. Take a look at this helpful tutorial, from Google, on [setting up retargeting lists](#) with your Google AdWords campaign.

Compare each of the ad delivery networks that you visit, comparing prices, features, and retargeting options. Look at customer reviews and other information. With an ad delivery network, you will often end up paying per click; though, this is typically less expensive than traditional pay-per-click advertising.

For email marketing, software is needed in order to manage your contact list and place the necessary tracking code inside your emails. When you search for email marketing software, always check the available features and ensure that you have the option to sort your contacts based on their location.

Best Tips for Retargeting for Local Business

Now that you have a good understanding of how retargeting works and what it is used for, take a look at the following tips. These suggestions will help you make better use of your local retargeting efforts.

1. When you are focused on retargeting for local business, you are likely going to want

to target people that search for businesses in your area. Use search engine retargeting to reach more people locally.

2. Include promotional offers, digital coupons, or discounts in your advertisements to give visitors an extra incentive to make a purchase.
3. Make sure that you check your ad delivery network settings and focus on your local region. Do not waste clicks on people that live outside of your area.
4. Divide your target audience into segments. Grouping your audience into segments will make it easier to gear your advertisements towards specific demographics.
5. Use multiple online marketing strategies. You should not rely only on retargeting to draw visitors to your website. Use a diverse selection of online marketing techniques, including blogging, social media strategies, targeted emails, press releases, and more.

When you are able to understand the individual needs of your consumers, you can come up with a better method of getting them to come back and make a purchase. Using local retargeting is just one option and it is extremely effective. Start increasing your sales and bring back website visitors. Learn more about this process and set up your own targeted solutions.

Want to learn more about how retargeting can benefit your business, contact us today for a no obligation consultation.

7

ONLINE MARKETING TOOLS

You Probably Aren't Using – But Should Be!





Discover Engaging Content with **Impactana**

By now, everyone pretty much knows that updating your blog with fresh quality content on a regular basis is critical to maintaining your rankings on Google, but finding good topics to write about isn't always an easy thing to do.

Now you can find and curate content that you know will be liked, and shared by your audience.

[Impactana](#) allows you to find great content based on a number of metrics – backlinks, likes, views, shares, comments, etc. You can use the information from Impactana to drive the content you curate on your social networks and to inspire content you create on your own blog



FollowerWonk

Tweet smarter and take your twitter marketing to the next level. The more we use this tool, the more we love it. It's a clear favorite among social media marketers, but easy enough for the average Joe to find extremely useful.

Released by the folks at SEOmoz this tool will help you connect with the right people on twitter. In a nutshell, [Followerwonk](#) gives you the data you need to tweet more effectively.



Gmail Canned Responses

Let's face it, email follow ups are not always the most exciting task on the daily to-do list, but Gmail's new Canned Responses feature makes it a little easier.

The majority of emails most small businesses receive are the same inquiries over and over. If you find yourself typing the same message time and time again, you are now in luck! You can now setup a variety

of “canned responses” that you can reply back within a couple of clicks. This is a huge time saver and will significantly cut down on your response time because you don’t have to write the same response over and over.

All responses are easily edited, just in case you need to customize your reply before sending it back. You can find Gmail’s new “canned response” feature in the ‘Settings’ menu within the email dashboard.



Link Diagnosis

There are lots and lots of SEO tools and link analyzers out there. They are practically a dime a dozen. But that being said, it’s really important to know as much about your competitor’s online linking strategy as you can – so you can develop a strategy of your own and outrank them. But that’s only the beginning...

This is where [LinkDiagnosis](#) shines. Not only can you discover your competition’s external links, but also locate new opportunities for guest postings, partnerships and pay-per-click advertising opportunities. This free tool has some serious benefits that can save you time, help you allocate where your time and advertising efforts should be spent.



Mention

Ever wanted to know what people are saying about your business, and your competitors?

Mention is a real time monitoring tool that lets you create alerts – similar to Google Alerts. But instead of being limited to news articles and blogs, [Mention](#) ‘listens’ to millions of sources including social networks like Facebook & Twitter.

Easily keep track of key phrases, websites and brand names in real time so you will never miss out on conversation that you should be a part of.





ReferralSnip

ReferralSnip

According to a study from Small Business Trends, over 85% of small businesses acquire customers through word of mouth advertising. Referrals are a huge part of any business's success and if you don't want to miss out on your share, consider creating a referral program with a tool like [Referral Snip](#).

In less than 5 minutes you can setup your own referral program, without the headaches. Just enter a few company details, customize your snippet and your current customers can start referring new customers to your business online.



Picreel

Picreel

Getting visitors to your website is one thing, but converting visitors into customers is an entirely different story.

According to Bounce Exchange. Over 95% of all website visitors will never return, and that is a scary statistic for local business owners.

That's why it's critical to capture as many visitors as you can before they leave, possibly forever. [Picreal](#) helps you capture visitors when they are leaving with customizable exit offers.





How to Leverage **CUSTOMER REVIEWS** to Get New Business

Customer reviews have a major impact on how you attract new customers. Word of mouth marketing has seen a shift towards online channels, placing a bigger value on online customer reviews and discussions involving your business. Every business should be aware of their web presence. Learn how you can leverage online customer reviews in order to bring in more business.



How Customer Reviews Get Posted

There are many different online venues for customers to use to leave reviews of businesses. These sites include websites dedicated to reviews or business listings, such as **Yelp, Google Places, Angie's List, and the Yellow Pages.** Other sites are designed as forums, allowing customers to review any product or service.

Identify which methods are most likely to be used by your customers, when leaving reviews of your product or services. For example, if you operate a restaurant or bar, your customers would be more likely to leave a review on Yelp or Google, but if you offer a service, such as a home renovation

contractor, your clients are more apt to use Angie's List or the Yellow Pages.

How to Use Online Reviews to Attract Customers

Online reviews help explain the benefits or disadvantages to purchasing a product or using a service. Part of the joy in online shopping is having instant access to reviews from other customers. The majority of consumers will look over at least a couple of reviews before making a purchase, even if these reviews are provided by the website they are shopping from.

Depending on the website platform you use, there may be a plug-in or add-on that allows you to display customer reviews from popular review sites, such as Yelp and Google Places, instead of manually entering direct quotes sourced to the original review. If customers can view reviews of the products you are selling, without having to leave your website, you will increase your chances of making a sale.





Share your positive reviews on Facebook and Twitter and thank reviewers publicly. If you visit Yelp, Google Places, and most other review sites, you will find a share button, allowing you to instantly tweet or post your latest review.

Make sure that you create a profile for your business on any major review website that allows businesses to include contact information. They will often ask for the URL to your homepage, and possibly allow additional URLs. This helps generate high-quality backlinks to your website, increasing your search engine optimization and search rankings.

How to Get More Customers to Write Reviews

Before you can have tons of positive reviews, you need customers to write these reviews. There are several methods for enticing a customer to leave a review of your products or services.

You can offer a special offer or the chance to win a digital coupon. This gives the customer incentive to leave a review, without giving them a hard sell

and pushing them into leaving a false review.

Another option for acquiring reviews, for your own feedback, is to ask for reviews of your products or services, as a customer places an order. Include a section in the checkout area asking if the consumer would like to complete a short review of the product. If you create your own review or feedback form, make it as simple as possible, with a minimal amount of fields to fill in.

You could also follow up sales with a targeted email list. If you allow targeted customers to opt-in to an emailing list, to receive promotional offers and newsletters, devote a section of your targeted email campaign to offering insight into new products while asking for reviews of the last product or service that they purchased from your website.

However you go about getting reviews, you should never pay for reviews. Not only is this frowned upon, in many industries and regions it is fraudulent. Instead, you can offer promotions or coupons, request reviews during check out, and target past customers through targeted email lists.

How to Integrate Customer Reviews into Your Social Strategy

Having a solid social strategy is a must in the modern business world. The majority of internet users spend most of their time browsing their favorite social media platform. People share news, reviews, and information with their friends and family all the time. It is another form of word of mouth marketing.

In addition to sharing your reviews on social media platforms, as previously mentioned, there are other ways to integrate customer reviews into your social strategy. Facebook includes a review section for business, where customers can leave comments. Ask for honest feedback from your clients. Always remember to display the good and the bad. This shows that you trust consumers to make the best decision for their own needs, when shopping for a product or service they need.

With most social media platforms, you can set a notification to receive an email any time the name of your profile is mentioned in a post or tweet. Check these notifications, once per day,

and reshare or retweet the positive mentions and reviews.

Make the Most out of Customer Reviews

Start taking advantage of customer reviews in order to get new business. Show customers that you care about their thoughts on your products or services. Display reviews on your website, including the pages where you offer product or service information. Make it easy for customers to find reviews on your website, so that they do not have to search elsewhere.

Integrate customer reviews into your social media strategy. Encourage your customers to leave reviews on review websites, Facebook, and Twitter. Pay attention to bad reviews and make changes to your products or services if necessary. Never respond negatively to a bad review, but feel free showcase positive reviews on your site or social media.

Online reviews are determining factor in search engine rankings and they are new form of word of mouth marketing. Stick with these tips, and continue learning how to make the most out of your customer reviews.



DIY SEO

Audit IN 10 STEPS

Whether you manage your own website or you have a webmaster team dedicated to search engine optimization and online marketing, a website audit can be useful. It will uncover SEO mistakes and help ensure that proper SEO techniques are being used, throughout your website.

The main reasons for using SEO is to make your website easier for search engines to navigate, to increase your search engine rankings, and help boost the amount of traffic your website receives. If you are worried about the SEO on your website, then use these 10 steps to perform your own DIY SEO audit.





#1 SEARCH YOUR BUSINESS

The first step in this DIY SEO audit is to search your own company, using Google Search. If you search specifically for your business, your website should be the first result. Look at what other references come up in the search, including customer reviews and any articles or websites that mention your company.

#2 SETUP A WEBMASTER TOOLS ACCOUNT

If you have not already done so, set up a Google Webmaster Tools account. This will allow you access to a variety of statistics related to your search engine optimization, including security issues.

When you performed your business search, if you noticed any results that include the message “this website may be hacked”, then you may have a security problem. Take a look at the security

issues section in your Webmaster Tools account, for more details.

After you have resolved your security concerns, submit a request for Google to re-evaluate the security of your website, so that the warning messages can be removed from search results for your web pages.

#3 REMOVE DEAD LINKS



Using good link structure on your website helps ensure better navigation for users and for search engine crawlers. Dead links, which are links that are not active anymore, can lower your SEO and your search engine result rankings. A dead link can also cause a visitor to leave your website and go to your competition.

Use a free tool, or online resource, to check your website for dead links. These programs will scan your website, visiting every link on your website, and determining if there are any dead links. Remove any external links that go to a web page that is no longer active.



301 We Have Moved!

when gathering results. Follow the same principles for writing a good title tag, but with a 155 character limit. Do not use special characters and try your best to describe your web page in a unique way.

#7 INCLUDE IMAGE TAGS

Search engines cannot “see” your images, when crawling your website. Every image on your website should include an ALT text tag. This tag will contain a short description of what the content of the image is. Limit yourself to 100 characters and use unique keywords that are relevant to the image and your web page.

```
<img>
```

This tag was originally intended to help people with browsers that cannot load images and blind people that use voice to text for reading web page content. It has now become a major SEO factor, when determining search engine rankings.

#8 CHECK FOR MOBILITY ISSUES



The use of mobile devices has increased dramatically in the past decade. More people are relying on their smart phones and tablets to browse the web. If your website is not mobile-friendly, then you could end up losing a lot of the

#4 ADD REDIRECTS

If you have an internal link that results in a 404 error, then consider adding a redirect. This will help ensure your visitors are still able to reach the pages on your website, when the old URL is linked on another website or comes up in a search engine result. Using a 301 redirect, you are informing search engines that the web page has been permanently moved and not deleted.

#5 CHECK YOUR TITLE TAGS

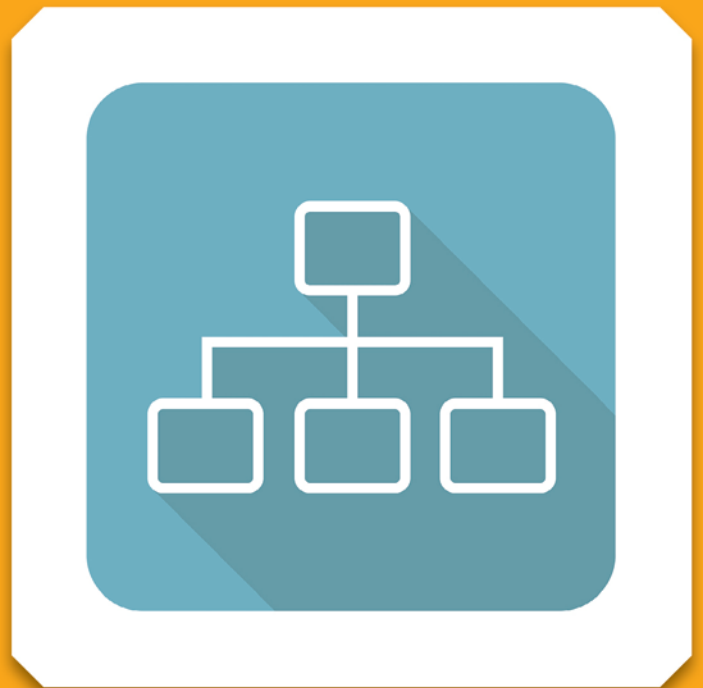
```
<title>
```

Title tags are the default titles that appear in search engine results and at the top of the browser window when a web page is opened. Check your title tags, either using your website editor software, your databases, or whichever option you have for editing your web pages. Try to use your main keyword at the beginning of your tag. Keep your title tag to a limit of 70 characters or less, but do not make them too short.

#6 CHECK META DESCRIPTIONS



After checking your title tags, check your Meta descriptions. These descriptions are also used by search engines



traffic to your website. Also, Google and other search engines have begun using mobility as a factor in creating SEO scores.

Google has their own tool that you can use to check for mobility issues. After checking a web page on your site, this tool will provide you with tips and suggestions for editing your code for better mobility. You can find this tool by going to your Google Webmaster Tools account.

#9 AVOID DUPLICATE CONTENT

While everyone knows that it is a bad idea to copy content from other sources, there may be occasions where you end up duplicating your own content. Whether this is due to the updating of a blog article, the creation of a second page offering similar information, or any other cause, you should let Google know which page is the preferred page.

Add Meta data containing a canonical link to the preferred page. When a search engine comes across this Meta data, they will understand that this is not a duplicate page. You will need to

add this information yourself, using whichever method you normally use for editing Meta data on your website.


#10 UPDATE YOUR SITEMAP

Every website should have a sitemap. This is an xml file that contains links to the pages on your website. You can have separate xml files for different categories of pages on your site or a single sitemap file containing all links. If you do not already have a method of creating a sitemap, there are several free resources available online for building a free sitemap. Whenever you update a page or add a new blog article, your sitemap should be updated and submitted to search engines using Webmaster Tools.

After performing all 10 of these tasks, you should have a much better idea of your current search engine optimization. Your own DIY SEO audit is something that you should perform at least once per month, to monitor changes to your SEO and make sure that you are continuing to do everything that you can to boost traffic and increase your search engine rankings.

FEELING LOST WITH YOUR CURRENT **WEB MARKETING EFFORTS?**

We can help get you back on track with effective solutions that fit your needs and budget.



SEARCH ■
SOCIAL ■
MOBILE ■
DESIGN ■

CONTACT US TODAY FOR A FREE ONLINE STRATEGY SESSION AND GET THE CONVERSATION STARTED.

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