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More for less. Part 2

This Succinct Update is the second in a series of internet marketing strategies to help you get more out of your website for less.

Web marketing eBook

Tune your website for Sales Success is our new ebook.

A practical guide for busy business folks who want to get the best out of their website.



Contains no *geek speak!*

Save \$\$\$ by DIY internet marketing, then get more \$\$\$ from your more sales effective web site!

Quite simply, Google Maps puts your business right at the top of Google searches and amazingly there's no costs for this service.



The opportunity

When Google recognises a search has a location within it i.e. a town, state or street address then a Google Map is displayed in search results, along with relevant businesses that are registered in Google Maps.

Google Maps works best when there's a location factor in your business marketing. For example as an internet marketer providing services primarily in Adelaide I've arranged for searches for *internet marketer adelaide* to bring up my Google Map entry.

The screen 'real estate' challenge

Check out a Google search result on your PC. If there's sponsored links and a Google Map, a 1024x768 monitor will display just the very top few SERPs. In the example above we see just one SERP!

Screen real estate is a precious commodity because many people don't scroll, let alone go the next page of search results.

Your top ranking SERP is worthless if its getting displaced off-screen by value-add search results and competitors paid ads, so get your business

Google Map Help

If you'd like assistance commissioning your Google Maps entry then ping me an email or call.

into Google Maps and grab some high profile search exposure for free.

Google Mapping your business

Google's [Local Business Centre](#) allows businesses to register and fine tune their Google Maps entries. Its a relatively straight forward task as [described here](#) in my blog [The Internet Marketer](#).

Google Maps marketing

There's no prize for guessing that Google also provides a range of marketing capabilities within Google Maps:

Coupons

You can add special offer coupons to your Google Map entry to attract more attention.

Reviews

Clients can add reviews of your business. A word of warning: Its easy to spot the real ones :)

AdWords ads

If you've already got an AdWords campaign you can include paid search ads specifically displayed within Google Maps.

Statistics

Your Local Business Centre account shows impressions (searches) and visits (clicks) for your Google Maps entry so you can see how much free traffic you've been getting.

Conclusion

Make sure this high profile, yet no cost option is in your on-line marketing mix.

I hope you find this helpful information to coax your website into becoming a viable sales tool.

If you think the information in this newsletter is useful, I encourage you to forward it to peers, business associates etc.

Previous newsletters; business presentations etc are available from www.succinctideas.com.au and my blog www.theinternetmarketer.com.au

Sincerely,
Peter Cornish