1ST CLICK CONSULTING

SOPHISTICATED
INTERNET MARKETING
FOR SMALL BUSINESS

2016 Business Owner's Guide to Internet Marketing:

What You Need to Know to Make Good Decisions for Your Company

How Even a Small Business Can Succeed—
AND NOT GET SCAMMED!

Introduction

The Internet has become a marketing minefield for many businesses—even some large corporations—that do not understand and act upon its unique strengths and weaknesses. Here are the three most important "truths" to understand when making online marketing decisions:

1. **The user is in charge.**

    Many businesses make the mistake of thinking that they need to align their Internet marketing efforts with what the search engines want. They see the search engines as their primary "client." That would be like a sub-contractor who only concerned itself with pleasing the General Contractor—but not the needs of their shared client.

    On the Internet, the user decides which keyword phrases best describe what they are looking for. They decide which website(s) among search engine results look most interesting and relevant. They decide when a website that they are visiting no longer interests them. And, they decide whether to take action on anything they see on a website.

    The search engines simply keep improving their ability to provide links to excellent, relevant, websites that will satisfy users and keep them coming back for additional information.

Search engines have obviously become very sophisticated about evaluating websites and delivering results in response to a user's query. Today, search engines can utilize data about a user's location, information about the companies behind websites (which they gather from throughout the Web), and the level of interest that previous users have had in a particular website. Search engines are coming closer and closer to providing a truly personalized search experience that could predict, for example, whether a search for "tigers" is a search for information about wildlife or a search for information about Clemson's team. Yes, the search engines really do know that much about individual users!

Businesses that attempt to "push" their message to potential customers like they could in mass media advertising will fail. With Internet marketing, the goal must be to help potential customers find your website and then to provide the information they need to drive them toward a sale.

2. **Understanding a business's competition is the key to cost-effective online marketing.**

In order to be cost-effective and provide results, online marketing strategies must be customized. Many Internet marketing professionals sell packages, and suggest that the best results will be obtained by an investment in their most expensive package. That is nonsense! That's like suggesting that a local auto repair company can profitably use the same advertising strategy as Toyota.

To get results from online marketing, you need to understand the websites you compete with and how strong they are (based upon the factors search engines evaluate). Only then is it possible to create a plan to drive success.

Whether you are talking about search engine marketing, social media marketing, or other forms of online advertising, the familiar real estate motto "location, location, location" is relevant. The location (ranking) of a website's listing is the single most important factor in success. Every business wants its website to have the #1 search engine ranking, or appear at the top of a social media newsfeed. That position is not now empty, waiting for a new, great, informative website or posting to fill the space. To achieve that position, a business has to compete for it by achieving higher "scores" on the factors that the search engines and social media sites evaluate.

1st **Click Consulting** evaluates the strength of a client's actual online competitors (whether local, national or even international), and develops a customized plan to outpace them online. Our goal is to allow clients to compete successfully—AND profitably. We won't sell you a plan that is either less than or more than you need to drive results.

3. **Guidance from a professional is imperative.**

There are some things that a business owner or staff member can do that are valuable for online marketing. There are a number of ideas for simple improvements that business owners can do themselves in this publication.

But, today the cost of making a mistake is high.

It's not just that you may lose a few dollars. Today, some businesses have abandoned use of a domain that their customers know and that used to rank well—because many of the incoming links that they built to improve rankings were so "spammy" that they are now being hit with a Google ranking penalty.

Other businesses lose rankings because of "duplicate content"—or even because they move their offices to a new location! Search engine rankings involve many facets that are not always obvious.

1st Click Consulting has access to professional databases and specialized software that make search engine marketing more effective. In addition, we use our background and experience in direct response marketing to optimize your Web marketing to capture leads and sales from website visitors.

Even business owners that feel comfortable taking an active role in Internet marketing would be well-served by having ongoing guidance from a certified Internet Marketing professional like 1st Click Consulting.

Search Engine Marketing & SEO

Five Website Improvements That Will Make the Most Impact on Rankings

When it comes to search engine marketing and SEO, it is important to stay ahead of the curve. It is possible to do that if you understand the search engines' goals and the technology that will likely be available soon to enhance those goals.

The search engines generally just want to provide the best service to search engine users and the best possible websites relevant to a particular search phrase. They use a number of data points to determine that. Some of these are difficult to influence. One example of that is the age of your domain name, which is simply based upon when it was first registered.

But there are five things that are becoming more and more important to the search engines that you can definitely change to improve the way that the search engines evaluate the usefulness of your website to search engine users. Some of these are already part of the search engines' algorithms. Some are becoming a more important part of their evaluation of websites. And some are expected to be added to the data points they use soon.

If your website is lacking in any of these five, give **1ˢᵗ Click Consulting** a call and we can provide a quote on making the improvements. Here they are:

1. **Secure Websites.** Online security and identity theft is becoming a bigger and bigger issue for consumers and businesses. The search engines know that, and are beginning to give "extra credit" to websites that are on secure servers and/or have an SSL certificate. (When a website is hosted on a secure server, the website address is displayed as https://…) Even if there are no sales transacted through the website, the search engines consider a secure website to be a plus and will elevate its ranking. If you have a good anti-virus software loaded on your computers, you may be able to use that to evaluate the security of your own website. If your site is not in the "green zone," you may have already been hacked.

2. **Mobile Responsive Websites.** This became a part of the ranking algorithm for Google in March 2015, and it applies when the search engine user is using a mobile device. You may think that that only affects a small percentage of searches, but research indicates that nearly 40% of searches are now made using a mobile phone or tablet. Few businesses can afford to lose 40% of potential new business. Mobile responsive websites use designs that adjust for the small screens of mobile devices, so that the visitor gets the same information in a similar display no matter whether they are browsing using a desktop computer or a mobile phone.

3. **Structured Data.** Also commonly known as "rich snippets," structured data is a way of presenting certain kinds of information in the html code so that a machine like the search engine's indexing computer can understand it. Structured data has been around for years, and it has been helpful in getting some types of information included in a website's search engine listing. These could include reviews, location information, and images. It has not been part of the ranking algorithm. But, SEO professionals in the know suspect that this will change soon.

4. **Page Speed.** The speed at which a page loads for display to a visitor has been a small part of the ranking algorithm for some time. But, it is becoming an even more important factor in creating a user-friendly experience for mobile users. As a result, it is expected to be weighted more heavily in the ranking algorithms in the near future. You can use a tool provided by Google to check the page speed of the pages of your website on both desktop and mobile devices. If you find that the pages are not scoring well, give **1st Click Consulting** a call. In many cases, there are things that can be done to improve page speed without gutting the entire website.

5. **Quality Content.** Most small business websites include content focused almost exclusively on the company that it represents—instead of offering information about the company's products or services. Few include significant amounts of information that would help consumers or potential clients make actual purchasing decisions. For example, bicycle retailers should include information about the brands they sell with reviews from both consumers and professional reviewers. An accountant's website should include information about the types of documentation that should be maintained for tax purposes and ways to reduce the amount of taxes paid. When I started **1ˢᵗ Click Consulting**, nearly all of the websites I created included an FAQ page. Now, I recommend that every website include a blog. A blog makes it easy to add quality content to the website and keep it organized in an archive so that website visitors can access it for years to come.

Quality content has been a part of the ranking algorithm to some extent for many years, but the search engines are becoming more sophisticated about evaluating this. As a result, if your website does not include a blog, I recommend that you add one as soon as possible and begin posting to it regularly. Or hire **1ˢᵗ Click Consulting** to do that for you.

Take the first step towards improving your website now. Give **1st Click Consulting** a call and request an evaluation of the best ways you can invest in improving your online results.

Could Your Rankings Improve with a New Web Host?

When a new client approaches me about taking on the search engine optimization of their website, one of the questions I often ask is about their current website hosting company. This is especially important when the client operates in a relatively competitive online marketplace and must gain every advantage possible to achieve good rankings.

There are several aspects of the hosting environment that can either enhance or suppress search engine rankings. Here is the rundown:

1. **Speed**—The speed that pages on your website download can be affected by the web hosting service. Page download speed is important because that affects the experience of the visitors to your website. If it takes a long time for images to load or to move from one page to the next, visitors won't stick around very long. Which is why Google has made it clear that speed is among the more important factors evaluated to determine rankings.
2. **Canonical Domains**—Every domain can exist in two canonical forms. For example, as www.1stClickConsulting.com and 1stClickConsulting.com. However, one of them should be set as primary. Otherwise, from Google's perspective, you have two websites with duplicate content. A big no-no! So, make sure that your hosting account is set up in such a way that the non-primary version of your domain forwards to the primary version as a "301 permanent redirect."
3. **Security Certificates**—Security certificates certify that the information shared by a user, when they place an order or fill out a form, is encrypted and stored safely on the host server. A website with a security certificate typically displays in the address field as https:// instead of http:// As with speed, Google gives a ranking boost to websites that have a security certificate because it is a plus for the website visitor. This has been true for websites that use shopping carts for some time, but recently was expanded to all websites.
4. **Location**—Most small and mid-sized businesses do not need to concern themselves with this issue. But, at one time I had a client that operated dual manufacturing plants in the US and in Europe. In order for the website representing their European operation to show up in search results, it was important for it to be hosted on servers in Europe. The location of host servers is one of the clues that the search engines use to determine the general location of the business and its service area.
5. **Security**—More and more websites are being hacked or attacked with installed malware. It is important that your web host has installed software to make your website reliably secure. Google does identify malware, and will not display infected websites in search engine results. For clients who subscribe to the **1ˢᵗ Click Consulting** monthly consulting package, we also monitor websites for signs of malware attacks.

6. **Up time**—Obviously, a website that is down can neither be visited by a search engine user or indexed by the search engines. So, it is important that your web host offers guaranteed up time. Although 100% up time is not possible, you should expect up time of 98%+. We offer real-time monitoring of server up time for clients that subscribe to our monthly consulting package.

There is one other hosting issue that can affect the responsiveness of a website in several ways. The vast majority of small businesses host their websites on shared servers. Dedicated servers in a managed hosting space seem unnecessarily expensive for most smaller businesses. But, when you are on a shared server, it is important to know who you are sharing with. Some websites experience bandwidth spikes because they experience visitor spikes. If you share a server with a website with traffic spikes, those spikes could negatively affect the speed that pages load on your website. Also, you don't want to have your website hosted in a "bad neighborhood," because the search engines may associate your website with those with whom you share a server. A bad neighborhood could be made up of porn sites, gambling sites, or a site identified as fraudulent in some way.

To avoid discovering that your site is hosted in a bad neighborhood, you should use a shared and managed hosting service. **1ˢᵗ Click Consulting** can recommend a good one. Give us a call.

Improving Web Engagement & Lead Generation

Simple Ways My Clients Use Their Websites to Increase Sales

Internet marketing is all about generating leads and, ultimately, sales. By using Internet technology, even small businesses can streamline their sales process and provide service that less technology-savvy competitors cannot match. Here are four ways that my clients use web technology to improve their sales process and their competitive position.

Fast Response—**2 Below Zero** is a dinner sleigh ride business out of Frisco, Colorado. When the company launched a new website early this year, it included an inquiry form that forwards reservation inquiries to the owner's cell phone. Potential customers often inquire with competitors, as well. But, the owner reports that the phone alerts with their "click to call" feature makes it so quick and easy to respond to requests for a reservation that he often gets the business simply because he can respond faster than the competition.

Online Quotes—For companies in particularly competitive industries, price may be the most important differentiator. But, sometimes it is difficult to provide a quote—even over the phone. **PARS Paintless Dent Repair** overcame this challenge by building an online quote tool into their website. The tool uses a step-by-step approach combined with illustrations to help consumers get an estimate of what repair of a hail-damaged car might cost. Another client, **Superior Inventory Service**, a California inventory auditing company, has a "Request a Quote" form on their website's home page. This is a very simple form that requests only basic information about the potential client's needs, but it allows the staff to respond with greater professionalism and accuracy.

Virtual Product Demonstration—Sometimes the only way to understand the value of a product is to see how it works. **Colorado Firebreak** is an automated wildfire mitigation system designed to protect homes and commercial buildings in wildfire danger zones. For obvious reasons, it is a difficult product to demonstrate without starting a fire. Colorado Firebreak overcame this challenge by creating and displaying on their website a virtual demonstration of the system. The animated video shows how the wildfire mitigation system provides a protective barrier around a home—even when a wildfire is spreading above ground through a tree canopy.

Service Convenience—**The Tennis Park at Whispering Oaks** is a tennis club in San Antonio that offers individual and group tennis lessons and the opportunity for recreation and competition. It competes with several other tennis clubs in San Antonio, some of which also offer golf. To make the club more attractive than competitors, The Tennis Park's website offers the ability to make court reservations online—a service that no other competitor provides.

Although the PARS online quote tool required development of a custom application, all of the other web tools described are readily available through standard website plug-ins at very little additional cost. Contact **1st Click Consulting** before you build your next website to get advice on how to strengthen and streamline your sales process with web technology.

Digital Advertising

Digital Advertising Options Delivering Big Results to Small Business

Paid advertising within the digital media offers many opportunities for businesses. It is a far more targeted approach than print and electronic media offer. And, online advertising can deliver far greater return on investment because it is so targeted.

The key to successful Internet advertising is understanding the audiences that each type of advertising medium helps you to reach. And which types are appropriate for your business. Here is a run-down of five of the most popular digital advertising media.

Pay-per-Click Advertising with Google and Bing/Yahoo

Google and Bing pay-per-click (PPC) advertising can be used successfully by companies selling products or services. B-to-B and B-to-C businesses alike are appropriate. PPC allows you to target a local, regional or national market. If your customers use the search engines to find you and your competitors, this advertising medium could be very profitable for you. As an advertiser, you only pay if someone clicks on the link in your ad and visits your website.

Among my clients, those who have been successful with pay-per-click include a hair stylist, a wholesaler of mineral-based products, a real estate company specializing in rentals, an inventory counting service, and a tennis club—for just a few examples. In other words, pay-per-click is appropriate for many different kinds of businesses.

Some businesses complain that pay-per-click advertising is too expensive, and there may be some situations in which competitors' profit margins are so significantly greater that they can bid up the most popular keyword search phrases so that this medium is no longer profitable for others. But, usually it is just a matter of using the settings that Google and Bing provide to narrow the audience for the ad enough to ensure that you are targeting the best possible prospects. And, both Google and Bing allow advertisers to set a daily budget, so there should be no surprises with their billing.

Yelp Advertising

Yelp is most appropriate for local consumer service companies whose potential customers are looking for advice from other consumers. Restaurants, entertainment venues, doctors, dentists, some kinds of lawyers, home service providers, automotive repair shops, and other businesses that provide a service are appropriate advertisers on Yelp. In order to be successful, however, you do need to fit into one of Yelp's designated business categories.

If you offer a niche service that can draw in customers from beyond the boundaries of the average local service area, (5-10 miles) Yelp may be a better advertising choice for you than other options.

Yelp's cost structure is a hybrid between cost-per-click and cost-per-impression, with a relatively small additional monthly fee. Generally speaking, you must contract for 1 year, although seasonal businesses may be able to arrange for a 6-month agreement. The contracted monthly cost is based upon Yelp's knowledge of the volume of searches it gets within a particular locality for different categories of business, the number of impressions Yelp can deliver and the anticipated number of click-throughs to the advertiser's Yelp listing page. In other words, Yelp guarantees a particular number of clicks for the agreed upon cost. Advertisers can link their Yelp listing to their website, and they offer a "click-to-call" action button for mobile users.

One word of warning: In order for Yelp to be a good advertising medium, it is necessary for you to have some pretty good reviews on the site. If you do not, it is not possible to delete bad reviews or quickly get better reviews posted because of Yelp's review policies.

LinkedIn Advertising

LinkedIn is appropriate for companies marketing business-to-business—both service providers and those selling business equipment and other kinds of products to businesses. It is possible to target local, regional, national and international markets through LinkedIn. And, it is also easy to target businesses by industry.

Facebook and Twitter Social Media Advertising

Although their capabilities for advertisers are somewhat different, Facebook and Twitter are both most appropriate for companies that offer a product or service to consumers. The market can be local, regional or national—even international.

The specific type of business that can be successful with advertising through these social media sites is somewhat more nuanced.

Facebook and Twitter advertising does require some work. In order to be successful, you will need to maintain active Facebook and Twitter accounts, with frequent postings of both original and non-original (shared) content.

Living Social/Groupon Advertising

Living Social (an Amazon offshoot) and Groupon sell coupons for local products and services at discounted prices to people who have signed up to receive these "deals" via email or mobile app.

These two advertising media are best for consumer businesses willing to provide a discount to a new customer in order to get them to try their product or service. If you know you make the best cranberry muffins in town, but no one comes in to your store to try them, these advertising media may be for you.

Although they are known mostly for local advertising, both of these advertising media also offer bargains on products and travel that are not oriented to a particular local market.

I believe that businesses that offer seasonal products or services also can be especially successful on these sites. In those cases, your ad will serve as a reminder to the consumer that "it's time!" For xample, here in the Denver area, businesses that offer sprinkler system blow-outs, sell snow tires, Christmas decorations, or automotive winterization packages could probably be pretty successful with these ads now.

The businesses who generally find Living Social and Groupon most profitable are those hoping to generate repeat customers by incentivizing them to try their products or services. The one caveat is this: These media tend to attract bargain hunters. Someone who buys a coupon for a 1-hour massage for $45 may be unwilling to pay the regular fee of $75/hr. Just something to think about…

Finally…

Of course, this is not a comprehensive list of online advertising opportunities. Depending upon the nature of your business, there will be numerous other possible advertising mediums—some of which will be specific to your business category.

No matter what you sell, though, online advertising channels need to be a big part of your marketing mix. The Internet has become the single greatest medium for generating sales because it is an "on-demand" medium—people use the Internet to find all kinds of products and services they need, when and where they need them. That gives strategic online advertising a power to compel sales with which no other medium can compare.

When You Really Want a Second (or Third) Chance to Make That Sale

How many times have you wished that you could have a second chance at making a sale to someone who visited your website? Remarketing allows you to do that.

Remarketing is responsible for those almost spooky ads for products and services that you recently viewed on another website when you are just surfing the web. It might be an ad for a specific pair of shoes that you considered buying a couple of days ago. Or an ad displaying a spa package that you thought about buying for your mom. How did they know you were interested in that?

It all comes down to cookies. The most popular remarketing program is an option from Google AdWords. When a business has chosen the remarketing option, Google places a cookie on visitors' computers when they visit your website.

The remarketing program allows participating businesses several options.

You choose who you would like to remarket to. For example, you can remarket only to those who viewed a particular page of your website but didn't complete some action (like making a purchase or submitting an inquiry via a form on the website). Or you can remarket to anyone who visited an interior page of your site (any page other than the Home page). You choose what activity on your website indicates a likely prospect for you.

1. You choose the duration that you would like the remarketing ads to appear following the initial visit to your website. In order for remarketing to be successful, a business needs to have a good understanding of its sales cycle, and how long their best prospects take to make a decision about the product(s) or service(s) offered.
2. You also choose how many times daily your remarketing ad appears for each individual. You can block ads from appearing on specific websites, such as those that are counter to your brand image.

Remarketing is not an appropriate technique for every business. Generally, it will generate the best results when the sales process is rather long and involves significant consideration. If your sales environment is hyper-competitive and prospects often visit many different company websites before making a purchasing decision, remarketing also may be profitable.

Remarketing is a popular advertising technique among ecommerce retailers of particular types of product lines. For example, if the product is either relatively expensive, an indulgence that generally comes out of disposable income, or something chosen on the basis of a personal sense of style, you can expect that few visitors will make an immediate decision to buy when first presented with the product information on a website. In these cases, remarketing allows the retailer a second, third and even fourth chance to make the sale.

Is remarketing right for your business? Give **1ˢᵗ Click Consulting** a call, and we are happy to advise you.

Mobile Marketing

How Can Your Business Reach Mobile Visitors?

Mobile marketing is on the rise—because mobile usage is exploding! One study recently found that among people who have smart phones, the average usage per day is 3 hours! In the most recent report from the US Bureau of Labor Statistics, Americans over the age of 15 spend only 2.8 hours per day watching television. Clearly, smart companies need to find ways to get their marketing messages to prospects through the mobile medium.

Mobile marketing takes place in several environments:
On your website. If your website is not mobile-responsive, that is the place to start your mobile marketing investment.

Mobile responsiveness allows visitors to your site that are using mobile devices to see the same information that someone using a laptop computer would see—but the elements on the page are automatically rearranged to be better displayed and more readable than the format that computer users see.

1. **On your own app.** Many businesses can benefit from creating their own mobile app. You don't have to be a large retailer like Amazon, Target or Zulily. A mobile app provides a one-click way for you to engage with your customers and potentially push notifications of events and special offers to them. If you want to explore what your own app could do for your business, contact 1st Click Consulting for assistance with both a marketing strategy and locating a reliable app developer.
2. **Social media app advertising.** The most popular mobile app in the world is Facebook, followed closely by YouTube. If you look at the apps you have downloaded on your phone, you will probably find a number of social media apps—Yelp, Twitter, Instagram, TripAdvisor, FourSquare, etc. All of these social media sites provide opportunities for in-app advertising.
3. **Other in-app advertising.** Game apps. Search apps. Map and directional apps. News apps. Music apps. It is possible to advertise on all of these and more. In fact, there are a number of apps available that center around personal interests. These include professional sports team apps, apps for hunters, skiers, travelers, bicyclers, runners, hikers, cooking and gourmet food enthusiasts, wine lovers, and craft beer aficionados. And that just scratches the surface. Google AdWords extends its pay-per-click services to many of these apps. And, there are hundreds of other aggregators that offer in-app advertising platforms, so that you can target potential customers on the basis of their location, demographics, interests, etc.

Jupiter Research has estimated that in-app mobile ad expenditures will reach $16.9 billion by 2018, compared to $3.5 billion in 2013. App downloads will also increase exponentially by then, of course. Still, the majority of in-app advertising will be allocated to social mobile giants like Facebook and Twitter, according to the company.

My message to the kind of small and mid-size companies that I typically work with is simple: You don't have to be a large enterprise to have success with mobile marketing. In fact, mobile marketing is new enough that there is still lots of untapped potential for smaller businesses—especially those that serve a local market.

That's because one of the most powerful aspects of mobile marketing is the geo-targeting that it makes possible. For some types of business, the ability to deliver special offers to someone just because they are near the business's location (even temporarily!) makes mobile marketing more effective than any other advertising medium.

If you are interested in pursuing mobile marketing, give us a call at **720-341-6336**. We can help you determine whether it is a good fit for your business.

Do you Pin? Should you be on Pinterest?

Pinterest is an incredible success story among the biggest social media websites. In less than 5 years, it has grown to have 53 million US users monthly according to an Ahalogy survey. It ranks at the top of the list of social media sites based upon the American Consumer Satisfaction Index, and the site drives more traffic to online publishers than Twitter and Reddit combined. Pinterest now features more than 30 billion pins.

Two other facts make Pinterest important to some businesses. About 80 percent of Pinterest users are women, making it a fertile field for those targeting that audience. (Remember, 85 percent of purchasing decisions are made by women.) And, most importantly, a consulting agency has published reports that suggest that Pinterest has a 50% higher conversion rate than any other social media site that directs people to products.

If women are an important target audience for your business, perhaps the best way to determine if Pinterest is worthwhile for you is to review the standard categories that Pinterest covers in its search feature. Here is the complete list:

- **Featured! Holiday gift guide**
- **Home Feed**
- **Popular**
- **Everything**
- **Gifts**
- **Videos**
- **Place Boards**
- **Animals**
- **Architecture**
- **Art**
- **Cars & Motorcycles**
- **Celebrities**
- **Design**
- **DIY & Crafts**
- **Education**
- **Film, Music & Books**
- **Food & Drink**
- **Gardening**
- **Geek**
- **Hair & Beauty**
- **Health & Fitness**

- **History**
- **Holidays & Events**
- **Home Decor**
- **Humor**
- **Illustrations & Posters**
- **Kids**
- **Men's Fashion**
- **Outdoors**
- **Photography**
- **Products**
- **Quotes**
- **Science & Nature**
- **Sports**
- **Tattoos**
- **Technology**
- **Travel**
- **Weddings**
- **Women's Fashion**

If your business fits in these categories—or is even related in some way—Pinterest could be valuable to your marketing mix.

Although **1st Click Consulting** could provide many tips for using Pinterest to generate business, a good way to start to learn is to download Pinterest's Best Practice Guide for Business. You can download it on the Pinterest website. Then, give **1st Click Consulting** a call for further consultation on a winning Pinterest marketing strategy

Optimizing Your Use of LinkedIn Social Media

Your LinkedIn Personal Profile and Company Page

If you have never used LinkedIn before, you must start by setting up a personal profile. There is no cost for a profile, and the more complete your profile is, the more valuable it will be to you. Think of your profile as an online resume. Make sure you include a good, professional-looking photo of yourself.

Start making connections with people you know. Follow some businesses—even competing businesses. And join some relevant industry groups to connect with people you would like to know.

Once you have your personal profile completed, set up a page for your company. Probably the best way to get ideas for your company page is to look at what other companies are doing with their page. Your company page serves several purposes:

- You can use it to post updates about the company.
- It is an important tool for recruitment of new employees—both to allow potential hires to learn more about the company and to list available jobs.

- It can also be used to communicate with your employees who are following the company page.

Social Media Tools on LinkedIn

LinkedIn now has several ways to engage in social media. There are avenues for communicating with people in your network and other methods to engage with people within your industry or an industry you serve or even the general LinkedIn Community. Here are all of the options:

- From your personal profile page, you can post news and advice that is shared with your connections.
- From your company page, you can post news and updates that are shared with employees and anyone who has opted to "follow" your company.
- Groups that you are following are another means of potential engagement. Groups act as forums for discussion. There are all kinds of groups and you use the LinkedIn search feature to find groups that could be beneficial to you. Participate in a discussion that was begun by another member of the group. Or start your own discussion. Either is an opportunity to display specialized knowledge or expertise that might bring new business.
- Slideshare is another LinkedIn social media property, which allows you to post PowerPoint presentations, infographics and other image-based information and share it through your personal profile.
- LinkedIn Pulse is a relatively new social media channel within LinkedIn, which acts as a compilation of commentary from a wide variety of sources within the LinkedIn community. You may be amazed at the diverse topics covered in these posts, and the number of business leaders who contribute to Pulse. The good news is—you can contribute, too. Go to the tab marked "Your News" and click on "Publish a Post." If you have something worthwhile to say, it could result in an unexpected connection with business leaders that could make a major impact on your business.

Digital Marketing Terminology

Terms That Every Business Owner/Decision-Maker Should Know

Even though we at **1ˢᵗ Click Consulting** make a point of trying to speak the language of business—instead of the language of programmers and software engineers—there are still a few terms unique to the digital world that business owners and managers should be familiar with. Here are some of the most important of these:

Bounce Rate
This is one of the most important numbers that professionals use for gauging the first impression that a website makes with visitors. The bounce rate represents the percentage of visitors that leave the site before clicking on a link or visiting a second page. A high bounce rate usually suggests that either (1) visitors see nothing on the website that seems valuable to them or (2) for some reason, the search engines are misinterpreting the intent of the search phrase and are directing the wrong people to the site. This sometimes happens when a company name has a second meaning or the name is shared with other kinds of businesses.

Citations
Online citations are simply mentions of your company on another website. Citations may also include a link to your website. They are important in building search engine rankings for your website. Citations often appear in online news releases, published articles, and directory listings.

Claiming a Business
It is common for some web properties to use information from large business directory services to populate business profiles on their websites. A good example is Yelp. If you own a business that fits within Yelp's categories, it is likely that it appears there—even if you have never provided them with information. Claiming a business allows you to edit the information in the listing, enhance it with additional information and take control of it.

Conversion
Conversion describes whatever you ultimately want visitors to do while visiting your website. It could be an online sale, or just a request for information or a quote. Depending upon the nature of your business, the viewing of a particular page of your website or signing up for email notifications could also represent a conversion for you.

Engagement
Engagement is the term used to describe the way that visitors interact with a website. A highly engaging website is one that compels visitors to do things like view videos, submit forms, complete surveys, and visit multiple pages of the site.

Organic Search
Organic search results are the unpaid website listings that appear for any keyword phrase on a search engine like Google or Bing. Rankings on page one of organic search listings are highly desirable.

Paid or Sponsored Search
These are paid ads that appear either above or beside organic search results. They usually are marked "Sponsored Results." This is also known as pay-per-click (or PPC) advertising.

Page Speed
Also called "page load speed," this designates how fast all of the elements of a page load into a browser. Page speed can be adversely affected by spikes in usage on a shared host server or by the type of device used to view the page (ie. a mobile phone). A common cause of a slow page download is a large, uncompressed image that appears on the page. Page speed is a factor weighted in search engine ranking algorithms.

Responsive Website
A responsive (or mobile-responsive) website is one built around a design that adapts so that it is readable by visitors using any type of computer with any size screen—from a desktop or laptop to a smart phone or tablet. A responsive website allows all visitors to see the same content, but the elements (text and images) are re-ordered and stacked automatically so that they can be easily viewed on even small screen displays.

Our Guarantee

We consider educating our clients and providing total transparency to be an important part of our services. Our clients have full access to their website, AdWords account, Google Analytics, social media accounts, etc.

We work with our clients to help them understand not only "what" we are doing for them, but "why," as well. This allows us to better partner with clients for the best possible results.

We will never use "black hat" techniques, and in the past have been able to anticipate and avoid popular SEO strategies that have resulted in eventual ranking penalties. We also never outsource work to domestic or overseas providers. If we recommend adding another company to a project team in order to gain specialized expertise, the client can contract directly with that company.

1st Click Consulting

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