

HOW SOME
SEO COMPANIES
DISGUISE LAZINESS
& HIDE POOR STRATEGIES

This is Your Step-by-Step Guide to
WINNING ONLINE



BY
**JOSH
RAMSEY**

WHAT TO LOOK FOR IN A DIGITAL MARKETING COMPANY (SEO)



5 THINGS YOU MUST KNOW
Before Trusting a Marketing Service
with Your Business



Josh Ramsey
Maximize and Optimize

BY JOSH RAMSEY

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CHOOSE CAREFULLY:

Your SEO service is key to getting found by qualified customers.

Search Engine Optimization (SEO) is constantly changing.

The following information is what you should look for to ensure your business can get to the top — and stay there!

ONLINE SUCCESS

Here's What You Need to Know...

Don't trust just anyone with the online performance of your business. This simple guide includes the critical information you must know to make the right decision.

THERE ARE NO GIMMICKS AND NO SECRET SAUCE FOR SEO SUCCESS

There is no magical secret to getting found on search engines like Google. The rules are the same for every digital marketing company. One of the most critical issues is that agencies get stuck in a rut and just focus on current clients and basic strategies. They typically don't have someone researching and testing new strategies to stay fresh and relevant!

As the founder of a digital marketing company I started in 2009, I still continue to learn the newest strategies for my agency and all our clients. However, I now do more writing books, teaching, working as a fractional CMO (or Digital Marketing Manager) and developing new software for companies.

My goal with this eBook is to help consumers become educated on making the right choice when hiring a digital marketing company. I hope it helps!



CLEARLY IDENTIFY MEASURABLE GOALS

and Accurately Report on Success in Reaching Them

Establish goals. Don't let the company create rules for you and dictate what you should be seeing and doing. First, sit with your internal team and identify what you want to achieve from hiring a company. Then allow the agency that you interview to explain what you should be looking for in analytics and other information to meet your goals.

Why do you want to do SEO? Why do you want to rank organically for specific keywords? Which keywords are most important?

Then, figure out how you're going to judge online success versus online failure.

Not all goals are the same. There are some good goals to have and goals that are unrealistic. Trust the agency to help you understand LOGICALLY which goal is which.

Good goals measure specific groups and specific online actions. Don't say, "I want more online traffic." Instead, say, "We need more people between the ages of 45-55 to click on our offer for a free offer."

The goal should act as a measuring stick to show how people are progressing toward buying from you, or buying more often, or giving you referrals, or something else you want them to do.

Do not fall for the false goal of "make it to page 1 on Google." Why? It's not specific. Anyone can be on the front page of Google if you search for some exclusive name or term. **Identify specific, measurable goals that will lead to your success.**

WHY MY AGENCY IS DIFFERENT!

First, we make sure that we ask you, "What is YOUR Goal? What makes US successful?" Once we know that we guide you on content, strategy and Call to Actions that will give us the best chance to achieve those goals. That is our starting point!

2

CHECK THE SEO SERVICE'S REPUTATION

You want to make sure that the SEO service that you are going to trust with your own business has been successful and has proven that they can achieve results for you.

Be sure that the business has a track record of success over a long period of time. Some SEO services can achieve short-term success using "black-hat" tactics such as keyword stuffing, buying links or cloaking, but those strategies end up delivering poor long-term results.

Choose a service that focuses on converting your ideal site visitors into customers - not just delivering high volume, low quality traffic.

Do online research. The best way is to type into Google "Online Reviews for ____". See what comes up and read about them.

Most people don't realize that the average digital marketing agency keeps clients for only 18 months. Ask the interviewing agency, "How long do your clients stay with you and why?" Have them explain.

WHY MY AGENCY IS DIFFERENT!

I have worked hard to keep all clients happy with what I do. While I can't make everyone happy, we do what we say we will do. We don't do long-term contracts and our retention is over 5 years!! These are things we are VERY proud of. We believe in doing our best for every client!

3

MAKE SURE THEY ARE ALWAYS LEARNING

Search Engine Optimization changes every day. To be successful, your seo service provider has to keep up with the latest news, or your business will be left behind.

You wouldn't want a heart or brain surgeon to operate on you if they hadn't kept up on the latest research and technologies.

Your performance online is probably the single most important part of the future of your business marketing. Keeping up with SEO technology and strategies can be a full-time job even for experienced SEO experts.

WHY MY AGENCY IS DIFFERENT!

How do you stay up-to-date on changes in the SEO industry?

Joshua Ramsey (yes, me), the founder of Strategic Point Marketing, does daily research, testing, implementing, and reading/looking for the best strategies.

In addition, I follow all of Google's publications and speak with other experts in the industry about what strategies they are using that are and are not effective.

How does your business make sure that what you learn gets put to work to help my website search results?

Once I learn these strategies and know that they will for sure work, I teach my agency team how to use these strategies for our clients. I continue to answer their questions as they use that strategy.

How do I know that the strategies being used will make my website better?

We only apply strategies to websites where it makes sense. PLUS, we explain all our strategies and work to every client.

4

MAKE SURE THEY LEAD FROM THE FRONT

The majority of digital marketing companies are reactive in their SEO strategies. They wait until other businesses are successful with their clients and then try their best to duplicate whatever the industry is doing. By taking that approach, their clients never find better rankings.

I agree that you need to be careful with your strategies and how/when you use them. You never want to get a penalty from a search engine like Google. However, Google has not changed their 'code of conduct' in many years. The only changes that they have made are to enhance the user experience.

As any eBook gets published about SEO, it is already irrelevant. The reason this eBook is different is that **I am teaching you how to ALWAYS know if you are getting a good deal for your money.** These strategies don't change. It is about human behavior and my way of pulling the curtain back to show you the reality of most agencies. Find out if your company is leading from the front!

Ask them:

How will you create new opportunities and test new online strategies to help my business?

Where do you get your new ideas or innovative strategies?

How often should I expect to see new strategies used?

WHY MY AGENCY IS DIFFERENT!

We have some clients that have agreed to allow us to implement strategies on their website to see if we can improve their rankings drastically. They are a special case in why we take more risky strategies with them. If these strategies work, we apply them with other sites.

There are some strategies that we identify that are 'non-threatening' and not risky to implement. There is a way that we can apply a new feature to a website and if we see an issue with traffic we can easily revert that site (or page) back to the previous version. That allows us to test strategies and still not lose a lot.

5

MAKE SURE THEY MAKE APPROPRIATE DEMANDS FROM YOU

and Hold You Accountable

Search Engine Optimization cannot work in a vacuum. It is an important part of your business, but it must be integrated with the other parts of your business. Your website should work with the way that you answer the phone or follow up with leads. **The way that you run your business will have a direct impact on the success of your business.**

For example, online reviews are critical to your online success. If there is something in your operations that is failing and that results in people giving negative reviews, then your SEO team will have to focus on responding to those negative reviews instead of promoting your services. Likewise, if your site makes a bold statement or an offer, your team must answer the phones and help the customers with a full knowledge of the offer that got them to call.

Your SEO service should make known what they expect from you — and keep you accountable.

Before hiring an SEO service, ask them:

What will you expect from me in order to help us be successful?

How will you work with my business to ensure that we are doing our part in achieving our goals?

Will you be able to know if my business is not meeting our responsibilities, and if so, how will you help me correct the problem?

WHY MY AGENCY IS DIFFERENT!

We know to ask these questions. That is why we are one of the best out there!

TEST BEFORE YOU INVEST

If they have a program that will allow you to test their service for short period of time and see how they work for you, then take advantage of that opportunity.

This will allow you to evaluate the team, the reporting, the strategies they put together for you and more.

Then, once you feel comfortable, you can move forward with confidence, knowing that the team of SEO experts you've chosen are a great fit for you.

I hope this eBook has opened your eyes to some new ideas, things to think about and how to process the information. If you would like to engage my ad agency, feel free to contact me or go directly to www.StrategicPointMarketing.com.

One of the best ways to test an SEO service is to test them for a short time and see if they are a service that you can trust with your business.

If you have specific questions for me or want to have a short chat, shoot me an email to Josh@StrategicPointMarketing.com.

You can also email me and speak about engaging me to review your entire marketing system or just your digital marketing plan. I am always happy to help!



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WHAT EVERY BUSINESS OWNER
MUST KNOW ABOUT

SEO



IN 12 MINUTES OR LESS



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5 Things Every Business Owner MUST Know About SEO In 12 Minutes Or Less

1. What Is Website Optimization?
2. What Are The Advantages Of Website Optimization?
3. What Goals Should You Have For Website Optimization?
4. How To Measure Success - Critical Information For People Who Aren't SEO Experts.
5. How To Tell If You Are Actually Improving Your Website Optimization.

The Challenge Business Leaders Have: Be Involved And Alert Regarding Your SEO Plan

In working with hundreds of business leaders over the years I've found that few of them really have a clear understanding and strategy for their website. Instead of having a clear plan, most business leaders feel uncertain. They haven't had great results from the money they've spent on promoting their website in the past, and they are uneasy about the idea of paying more money on it again. That's all understandable; few business leaders have the knowledge or expertise to learn all about Search Engine Optimization, and since they don't know much about it, they have difficulty being able to identify professionals they can truly trust with their business.

This book is intended to provide information on 5 key factors that you as a business leader should know to get your website on track.

A Basic Definition of Website Optimization For Business Leaders

Search Engine Optimization (SEO) is an ongoing process of making changes to your website so that it will appear higher in search engine results. Search engines evaluate websites and determine what they are about and evaluate their relevance for certain search terms. The greater your relevance for specific words typed into a search, the higher the website ranking.

Of course there are many other factors than just having a lot of keywords and phrases on your website, but this is the start to basic understanding.

When it comes to rankings in search engine results, business leaders must determine which terms are most valuable for their business.

What Are The Advantages of Website Optimization?

For centuries businesses flourished based on their location. Stores, hotels, restaurants, and other businesses would pay a premium for land located on busy roads. Getting the best location was one of the greatest assurances that the business would be successful. Then, the Yellow Pages took over and they sold their listings at high rates - and they were the key to being successful in business.

Just like finding the best physical location or having a full page ad in the Yellow Pages, getting high rankings in search engines is one of the surest ways for your business to succeed. Getting high rankings not only allows you to get found by people looking to buy what you sell, but it allows you to displace your competitors and win over a greater percentage of your market share.

What Goals Should You Have For Website Optimization?

To set goals for your website optimization you need to first get the answers to three things:

Where do we need our search rankings to be?

Getting to the first page of Search Engine Results is critical to business success. As you decide where you need to be, recognize that over 60% of website traffic will never click through to the 2nd page of search engine results. While everyone would like to be the top rated company for all relevant keywords, it's important to understand that you will need to choose your top priorities. Make a list of the words that are most closely related to the things that you sell, and then prioritize those words to identify those terms that are the most valuable for your business.

Where are we showing up in search results now?

It is important to check more than one search term in order to see how you are performing. Think of ten different words or word combinations that people might use to search for and find your business, and then see how you rank in each of the search results. If you want to see how your site performs with a lot of different search terms, then give us a call and we can run an audit and identify how your website is doing based on your most critical keywords.

How are we going to improve our rankings to achieve our goals?

As you gauge your goals, your priorities, and your resources, you can start to put together a plan to achieve your goals. You can use tools to help you identify what you should do for your website. I recommend using www.YourDigitalMarketingPlan.com to perform a test on your website and learn what you can do to help you achieve your goals.

How To Measure Success - Critical Information For People Who Aren't SEO Experts

As a business leader you need to know how to measure success or failure. Identify the most important things for you to gauge success, and then start tracking them. For example, I will usually recommend a business leader track the following:

Current Traffic: How many people come to your website each month?

Traffic Quality: Are the people visiting my site really looking to buy services that I sell, or am I getting traffic from people that are not really my customers?

Conversion Rate: What do I want people to do when they come to my website? (You may want them to call you, to place an order online, or fill out a form). Measure the percentage of site visitors who actually take that action. That number is called your conversion rate.

Improve Traffic Quality: I work with businesses to help them attract the right kind of traffic.

Increase Customer Volume: Once you know that you are attracting people who are wanting to buy what you sell, you want to really open things up and attract more of that qualified traffic. (This is where you will need to develop a strategy.)

Increase Customer Quality And Average Order Size: You can also work to increase the amount of goods and services your site visitors buy from you when they come to your website.

How to tell if you are actually improving your site optimization

As you identify your goals, and then keep tracking where you rank now versus your goal, then you can clearly gauge whether or not you are improving. If you have attempted to improve your rankings in the search results but you have been unsuccessful in improving your rankings, then send me an email (Josh@JRcmo.com) and I can help you identify the reason that you haven't been seeing improvement.

THE SEO GIMMICK



How Digital Marketing Companies
Disguise Laziness
AND KEEP RIPPING YOU OFF



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The SEO GIMMICK: How Digital Marketing Companies Disguise Laziness And Keep Ripping You Off

I am about to talk about the darker side of the SEO world, but I don't want this to make you so suspicious of the industry that you don't trust anyone. That isn't my goal. Rather, I want you to know how to buy SEO services wisely. Just like buying anything - a car, a house, medical care - you need to know if you're getting the value you expect.

An Example Of What I Want For You

Imagine a car salesperson. An honest one likes to sell to informed buyers. They know what they want, they understand how to evaluate cars, and they give good referrals. However, dishonest car salespeople are known for shady sales tactics and manipulations. If someone walks on the lot that doesn't know a lot about cars or financing, they smell blood. Uninformed buyers are easy to manipulate. However, if someone walks on their car lot who knows a lot about cars and also about financing, a dishonest salesperson can't really manipulate the buyer. They have to simply report the facts and answer good questions. Knowing how to buy provides protection for you and your business. I want you to be that kind of informed buyer when it comes to SEO.

Recognize What You Have To Know - Then Get Informed

First know that you don't need to become an SEO expert. However, you need to know some fundamentals so that you can't get manipulated. The nature of the SEO industry makes it easy for bad companies to rip people off. That's because even when SEO is done right, there are a lot of billable hours put into things that most people don't see. Unless you are an SEO expert yourself or you know how to read computer code, you will not be able to tell what has been done, or how much has been accomplished. Unfortunately, this allows some SEO "professionals" to bill you and do nothing. For a significant number of business owners, services let unethical service providers take advantage of trusting, honest business people by hiding behind a veil of ambiguity.

You might ask, "I just paid \$1,500 each month for the last three months. What did we get done?"

If they have done little to nothing, they can usually fool you. They can still answer you by using terms they know you probably won't understand. They might say something like, "We performed a lot of site optimization. Updated alt tags, worked on off-page coding, fixed some broken links, and updated the H-1, H-2, and other texts, and we also worked on increasing backlinks. We also

conducted some keyword research.” They know you are not going to go and check those things. That’s why you hire them - to take care of your SEO.

This scenario is more common than I would like to admit. In fact, I have seen some companies that have been paying for SEO service for years, but when I check their website, it has major, glaring errors and hasn’t been updated in a long time.

The problem is that all of these things need to be done. A great SEO service will do all of them - and you probably won’t immediately see the difference between a great SEO services’ work and one that is ripping you off. Unless you have the right strategy to know how to see through the smoke and mirrors.

To Avoid Getting Ripped Off, Start By Doing Some Homework

5 Ways To Safeguard Your Business Against Ripoff SEO Services

If you want to make sure that your business is getting the best results from your SEO investment, then follow these five steps:

1. Request Goal-Oriented, Fact-Based Reports

Demand a monthly report with specific goals and updates that show what has been done within the month regarding those updates. Requiring a list of tasks completed toward goals - in writing - allows you to measure what is getting done.

2. Study Keywords And Give Input

Your SEO service will work to achieve rankings for specific words or word combinations. Those keywords should be based on what people will type into a search engine when they are trying to buy what you sell. If you are having phone calls or website forms filled out from people that are not your ideal clients, then let your SEO company know. Likewise, if you ARE having solid prospects calling you from your website, then let them know that, too. Understand that your input and feedback regarding who you want visiting your website is crucial to your SEO service. The more information you can give them, the better they can help you.

3. Understand the Difference Between Traffic And Qualified Traffic

Not all internet traffic is of the same value. Imagine you're a chiropractor and someone shows up to get an alignment on their car. What if you're a commercial real estate agent and someone calls you to buy a house? This may sound ridiculous, but the equivalent happens online all the time. I worked with a company that did major concrete repairs on dams and stadiums, and they got a lot of website traffic. When I looked closer, I found that their site visitors were looking for parking information at stadiums they had repaired! Another large part of their traffic was not qualified based on the search term. I was able to identify who the audience was that was landing on the website - thus giving mis-information on true visitors. In a case like this, we sometimes will work on a website to decrease website traffic. The knee-jerk response to that might be, "Wait - I am paying you to improve my website rankings and my website visitor traffic is down? You must not be doing a good job." However, that isn't the case. Let me ask you this: would you rather have 40,000 site visitors and 5 sales, or 400 visitors and 25 sales? The answer is obvious: you'll take the sales every time. You don't want just any visitor. Sometimes the work we do is to position your website to attract the right traffic.

4. Be (Or Assign Someone To Be) A Squeaky Wheel - Without Being A Pain In The ___

Don't sit back and wait for your monthly report. Let the SEO company know that you are involved and that you are paying attention. Ask what they are working on and get updates regarding the status of your progress. The simple five-minute call or email will redirect their focus on your site and your project, and you will get better value that way.

On the flip side of that, be aware that if you call the SEO company 2 or 3 times a week they might actually put you on the back burner based on feeling micromanaged. Then when your website does actually break and you need help ASAP, they may put you off thinking you are the "Boy Who Cried Wolf."

Allow the company to do their job. Just ensure you are getting consistent responses when you do reach out.

5. Occasionally Get An Independent SEO Evaluation

One of the best ways to keep your site moving in the right direction is to have an outside perspective on the site from an unbiased, informed expert. This does not mean that you go and have a salesperson from another company come in and criticize your SEO company. That's rarely helpful. I do mean that you have someone come in and take a look at what's being done - studying your SEO reports and the work completed on the site itself, and give you an assessment and advice for what to do next. Now, this is sometimes difficult to get done. In fact, that is exactly what I do as a fractional CMO. I created this business that's completely focused on keeping a watchful eye on any SEO services provider. To learn more about this service, visit: www.JRcmo.com

The Next Chapter Details:

**Any SEO Campaign Is Only As Effective As Your Success At Converting
Visitors Into Customers**

In the next booklet I am going to transition from SEO and start focusing on website sales conversions. Specifically, I am going to explain how to differentiate your business with a powerful marketing message that can set you apart from your competitors. To learn more, request your copy of "How To Win Against Low Price Competition: Cracking The Reality VS Perception Code."

HOW TO WIN AGAINST LOW PRICE COMPETITION



Cracking the
REALITY VS. PERCEPTION CODE



Josh Ramsey

Maximize and Optimize

BY JOSH RAMSEY

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How To Win Against Low Price Competition: Cracking The Reality VS Perception Code

This is part of my series on effective digital marketing strategies. In previous chapters I have discussed:

1. WHAT TO LOOK FOR IN A DIGITAL MARKETING COMPANY (SEO): Five Things You Must Know Before Trusting A Marketing Service With Your Business
2. What Every Business Owner MUST Know About SEO In 12 Minutes Or Less
3. The SEO GIMMICK: How Digital Marketing Companies Disguise Laziness And Keep Ripping You Off

If you missed any of these, just reach out to me at Josh@JRCmo.com and I will send you your copy so that you can catch up.

The strategies in this chapter will be critical to your success. In previous chapters we have addressed some fundamental SEO issues, but now we shift focus to what it takes to take that traffic that your website is attracting and turn those visitors into customers.

The Key Is To Create Websites With A Message That Works At Every Level

To achieve an elite level of success you have to not just rank well. When I optimize a site, every element of the website works together to win online traffic, and turn that traffic into loyal, lifetime customers. That means you have to focus on identifying who your ideal customer is, what keywords they will use to find you online, and why they choose to buy what you sell.

This might seem easy, but from what I've seen over the years of consulting with C-level decision makers, the process of actually selling effectively is far more challenging than you might realize. That is often because of the common problem that's referred to as "the curse of knowledge." Simply put, it means that you are so immersed in your business that you have difficulty understanding what it is like to be a new prospect or customer.

A Business Owner With A Distorted Perception Of Reality (And What We Can Learn From Him)

There was an owner of a construction business who seemed to not understand that he had to sell to people who were not construction industry experts. In addition, he grew up in the business and he had owned his business his entire professional life. There was never a time that he didn't know a lot about construction. Everyone he knew was familiar with his business. The problem was that he believed that EVERYONE knew about his businesses inter workings as well. From his perspective, he was the McDonalds or Amazon of the construction industry. When asked what percentage of people in his large city knew about his business and what they did, he estimated that 80% of people in his city knew him, his business, and could list what kind of projects they worked on.

I want you - the reader - to pause right now. List 3 contractors that build commercial buildings in your city. Chances are, you can't. You might not be able to name one... unless you're a contractor - and that's my point. The reality is that less than 5% of people in this man's city even knew his business existed (outside of his family). The rest would never know unless they decided to hire a builder and do some research.

Work On Your Business To Create An Online Presence That's Bound To Win Now, And Helps People Understand How To Buy What You Sell

Look closely at your entire online presence and ask, "How do you separate your business from the competition? How do you create confidence that you are the best option for your customers?" Once you have compelling answers to those questions shape a message that will share that message to prospects.

To achieve the best results, you have to be aware of your flaws, your problems and imperfections. Fix what can be fixed and innovate to ensure that avoidable mistakes never happen again. Then explain the fixes you have made and why you made them. This will ensure your customers can buy from you with greater confidence. Create a winning message that's focused on delivering exactly what your customers want.

Next, create an action plan that will take that message to your customers in a powerful way.

Along the way, measure the precise indicators of online success: visibility, traffic, engagement, interaction, and of course, sales. (all explained in a previous chapter)

Become A Better Business That's More Efficient, More Effective, and More Profitable Online

To win online (or anywhere) for a sustained period of time, you have to be superior. If you are a bakery, you need superior products, or you need to be open for longer hours, or you offer goods that are not available elsewhere.

Articulate what matters to them, and what makes you the best option for them. The website needs to anticipate points of resistance, and overcome the objections they have in choosing to buy what you sell.

If you are a painter, you need to offer better service. You need to include superior paint, or offer a finished-by guarantee.

If you're a restaurant you need to offer loyalty rewards, or better service, or throw in free drinks. You have to be unique and different, and you need to communicate that to your prospects so that they will be willing to choose you over your competitors.

Right Now You Might Be Overwhelmed

Or Not Sure How To Do All Of This.

I Will Evaluate Your Strategic Advantage At Your Request.

If you want to have higher conversions and win more customers, but you are just not quite sure how, then I'll extend this special offer to you: set an appointment with me to grade your marketing message. I'll look at what your website says about what you do, and how it articulates your advantages to your customers. Then, I'll give you direction on what you can do to improve your site's performance, and kick your conversions up a notch.

Next Chapter Details:

In my next chapter I'll show you how to create a winning strategy that effectively communicates with prospects so that they will choose to buy from you. To learn more, send your request to Josh@JRcmo.com and I will send your copy of "Two Essential Steps For More Business Profits: How To Know WHAT To Say, And WHERE To Say It."

2 ESSENTIAL STEPS FOR MORE BUSINESS PROFITS



HOW TO KNOW WHAT TO SAY
and WHERE to Say It



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2 Essential Steps For More Business Profits: How To Know WHAT To Say, And WHEN To Say It

Decades ago MBA programs sent graduates into the world with a clear idea how to execute marketing plans for fortune 500 companies. The limited channels where businesses could attract new consumers were a fraction of what they are today. Those of you who have been around since the 80s and 90s know that the way to get ahead was to have a better Yellow Page ad or to buy up television commercial time. That required money - and few businesses could afford to be on television or buy a full page ad.

Not only were there limited ways to reach consumers, but the cost was so high that brands had barely enough time to cram in the name of their business and their phone number. Brands battled it out for their share of the pie, with McDonalds vs. Burger King, Coca-Cola vs. Pepsi, and Xerox vs. Canon, and other big brands having very public competitions for customers.

We May Think Of This As Ancient History - But These Brands Were Revolutionary In Their Time

We can learn significant lessons from these brands. McDonald's famously proved that the assembly line system used by Ford Motors to mass produce affordable vehicles could work for hamburgers. Coca-Cola and Pepsi showed that you can build a cultural phenomenon to support your brand. Usually it is smart to work assembly-line efficiency and cultural, strong followings to your particular brand.

The mistake we often make is to attempt to apply their marketing strategy to your business as well. Let me explain: Coca-Cola couldn't fit much information into a 30 second TV commercials. They came up with slogans and songs and a smart, fast-moving style and focused on celebrity endorsements. Pepsi did the same. It didn't matter that the underlying message was a lie- after all, how many of us believe that Cindy Crawford looked great because she drank Pepsi? Who actually thought that if they cracked open a Coke, they and their friends would burst into song and start dancing? It was all about image - and it was fiction. McDonald's branded their golden arches and short slogans to fit the 30 second time-slot, too. The result is that we had a lot of educated, bright minds taking those lessons into the early age of the internet years.

Today's Business Owners Have Learned From The Past But Many Of Them Learned The Wrong Lesson!

Today we have a lot of small business owners attempting to market like McDonalds or Coca-Cola. They start a company, and they think that the most important thing they can do is to get their name out to the public. They want to establish their brand. They pay a lot of money for a logo (because McDonald's and Coca-Cola's logos are mythical symbols by now) and they put together business cards and even websites based on the same principles that we saw from the marketing titans of the 80s and 90s. You're not McDonalds, and you don't likely have a billion dollar budget to push your logo and slogan out to the masses. So, instead they just put those slogans and expensive logos on their websites, and nothing happens. The result is that we have businesses spending a boatload of money on ads, websites, and messages that don't work.

The First Step To Effective Marketing Is To Know What To Say

Imagine you walk onto the lot of an auto dealership. A salesperson will approach you and say something like, "Hi, what kind of car can we get you into today?" Maybe they won't be that pushy right away, but believe me, they can push you to buy - because you're on an auto dealer's lot. You drove there. You decided to get in your car, and go and look at a bunch of cars. It's entirely appropriate for the salesperson to expect that you're there to buy a car. So, they'll use their savvy sales tactics to build a relationship with you, and you have a pretty good chance of driving off their lot in a new car.

Let's take almost that same scenario - same salesperson, same date and time - except that instead of you going to them, they've come to you. You're not at their auto lot -- they're knocking on your door. They knock, you answer, and they say, "Hi, what kind of car can we get you into today?" Your response will be completely different. You'll be surprised that they're so bold as to knock on your door, and you'll be irritated that they interrupted whatever you were doing. Why would they try and sell you a car when you're not looking to buy a car?

This may sound ridiculous, but that's pretty close to what's going on right now. Turn on your radio and listen through a commercial break and see what the ads are telling you. Chances are, there will be businesses that are trying to sell you all kinds of things that you're not looking to buy right now: cars, houses, loans, vacations, and plastic surgery - and all of them are talking to you as if you're ready to buy right now.

So does that mean that you can't ever advertise for your car dealership (or fill in your business here)?

Of course not. We just have to do it smarter - so that we get more customers and a better return on your investment.

Once You Know What You Want To Say, Then You Must Know When To Say It

The key is to know what to say to them wherever they are in the buying process. What if, instead of trying to sell you a car or a house right now over the radio, they spoke to you with a message that is appropriate for your situation right now? Here's what I mean. Let's take home loans as an example -

First, a typical example of a bad radio ad:

"Hey, this is Rodney King and I'm here to tell you that rates have NEVER BEEN LOWER! Come down to King's Loan Company and we'll lock in the lowest rate right now - don't delay, because these rates or just not going to last. Come and see us so that we can lock in your rate, and of course, we'll do it all with our award-winning service with a smile!"

Now, if you're driving around right now and you need a home loan but you're not sure where to go, you just might drop by and see Rodney. In the Dallas/Fort Worth area there's about 7.5 million people. How many people are doing that right now? Probably none. Zero. It would be a waste of my advertising budget.

Instead, what if we tried something like this:

"Hi - this is Josh Ramsey. You might not be looking to get a home loan right this second - but you or someone you love will probably in the next year to 18 months... and did you know that there are over 15 common mistakes people make when taking out a loan that can cost them hundreds or even thousands of dollars? I've identified and explained how to avoid these most common mistakes, and I've put together a simple report that takes less than 5 minutes to read. Then, when you actually DO need a loan, you'll be ready to get the right loan for you - and save yourself money and frustration. You can get your copy right now at HomeReport.JoshRamseyLoans.com."

Again, how many people in my listening area of roughly 7 million people would go and download that report? The answer is a whole lot more than Zero. It will allow people to feel like they are in control of their buying experience. They won't feel that the ad is asking them to do something that they don't need right now. What about someone who's looking to take out a home loan right now? Do you think they might be interested in downloading that information to avoid making those common mistakes right away? The answer is absolutely - if they or someone they love is thinking about taking out a loan, they're also going to seriously consider downloading that information you're offering.

To be successful, you have to know what to say and when to deliver that message.

It's the content of your message - ensuring that you are always saying the right thing at the right time to the people looking for the information, every single time.

Knowing WHEN to deliver your message is crucial. In the above paragraph I gave an example of a potential radio ad for a loan. It could be an effective and appropriate ad for a general radio audience. Let's take that same message, and apply it to a different time and place. Let's say I'm at my desk at Rodney King's Loan Company and someone walks in the door and approaches my desk. I say, "Excuse me - before you say a word, I want to ask you a question. Did you know that there are over 15 common mistakes people make when taking out a loan that can cost them hundreds or even thousands of dollars? I've identified and explained how to avoid these most common mistakes, and I've put together a simple report that takes less than 5 minutes to read. Then, when you actually DO need a loan, you'll be ready to get the right loan for you - and save yourself money and frustration. You can get your copy right now at Report.RodneyKingLoans.com."

Again, that would be ridiculous. It's the EXACT same message, but totally inappropriate because of the circumstances. If they walk in my door, then I know there's a different set of things the prospect wants to know about. They might want to know about the timeframe for a loan, what we can do to expedite their process, and what rates they can qualify for - all because they are at a different stage in the buying process.

Let Me Help You Identify What You Should Say - And When You Should Say It To Ensure You Attract More Qualified Buyers With Your Marketing Budget

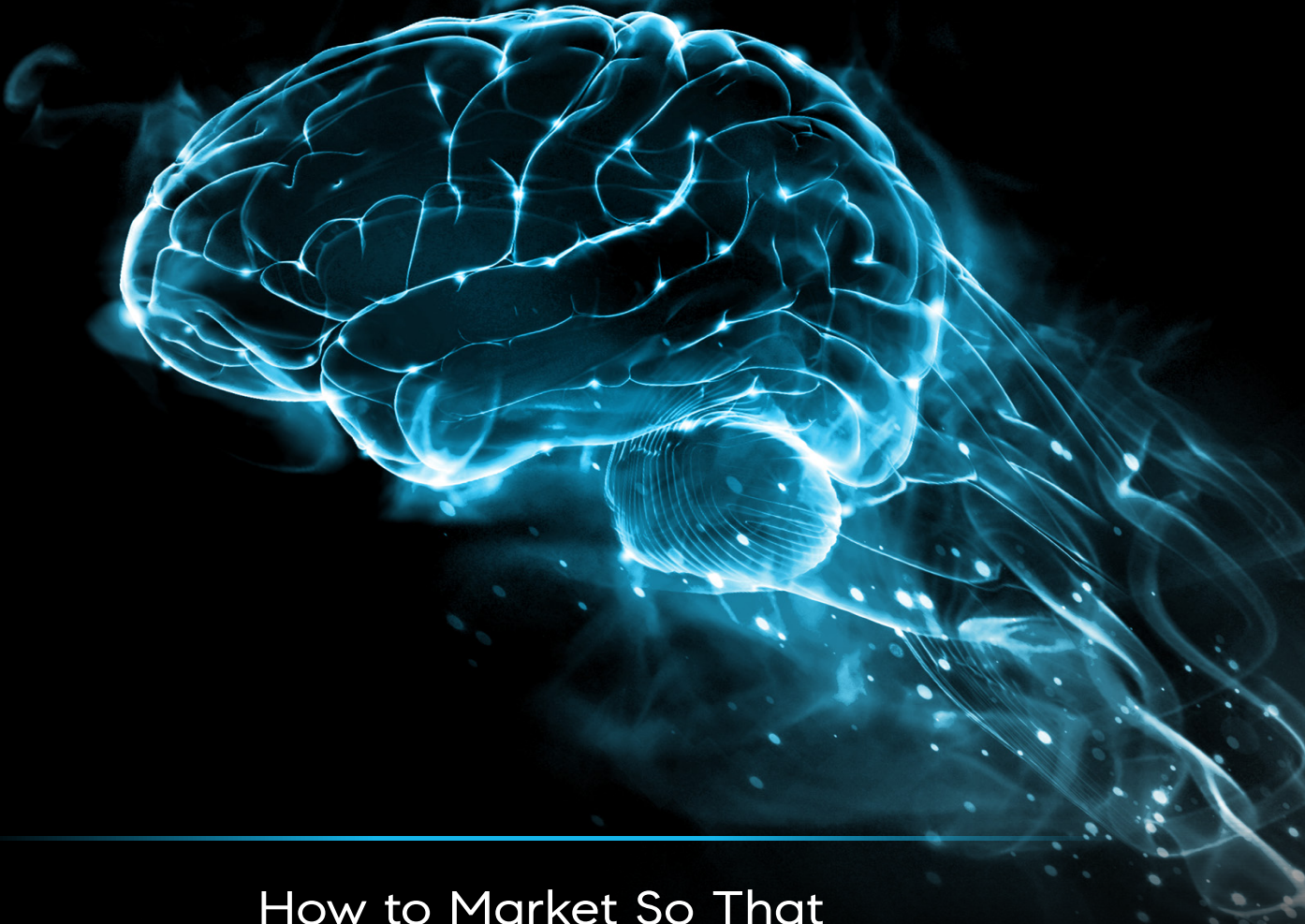
If you are experiencing a lack of steady, qualified prospects coming to your website or your physical location or calling your number -whatever you're trying to get them to do - send me an email and let's discuss what your optimal message could be, and then identify what media or marketing channel would be the best and most effective way for you to reach your customers.

The Next Chapter Details:

Find Out How To Stand Out From The Crowd In Your Industry

Want To Learn More About How To Improve Your Marketing? Request the next booklet in this series entitled, "Brain-Based Marketing: How To Market So That You Get Noticed While Your Competitors Get Ignored."

BRAIN-BASED MARKETING



How to Market So That
YOU GET NOTICED
While Your Competitors Get Ignored



Josh Ramsey

Maximize and Optimize

BY JOSH RAMSEY

JRCMO.com

Brain-Based Marketing: How To Market So That You Get Noticed While Your Competitors Get Ignored

The Two Marketing Types That You Must Understand To Create A Winning Campaign

Some websites generate tons of business, while others in the same industry get no results. Some sites can generate lots of new leads while their competitors' sites can't seem to convert any web traffic. To figure out what the difference is we have to first understand that there are two distinct types of marketing we are going to talk about in this discussion:

1. Strategic Marketing

When we talk about Strategic Marketing we want to look at what your business is saying, and how your business is saying it - and who you're talking to. In modern day marketing, this is sometimes called you "messaging." It has to do with the words you choose to express your message to your target audience.

2. Tactical Marketing

On the other hand, Tactical Marketing is all about the delivery of the Strategic Marketing message. It has to do with where, when, and how often you share your strategic message. Examples of tactical marketing options include placing ads, creating a website, and implementing a follow-up system. It can be AdWords (PPC), social media, radio, tv, landing pages, email, live events, and more.

Simple - But Absolutely Critical

Hopefully this seems simple, but understanding the difference between these two major types of marketing is critical. Many people believe that when we talk about websites, that is tactical marketing - and the Strategic Marketing that is required for the website to be successful gets overlooked.

Sometimes a business will have a great idea for a strategic message, but they are using the wrong tactical channel to deliver that message. Recognize that your Strategic Message can vary based on your target audience - meaning that your message can be different if you are publishing a website, or sending out mailers, or attending trade shows, creating brochures, implementing a follow-up system, or any other medium.

Both Strategic and Tactical marketing are important. Get one or both of them wrong, and you can waste a lot of money on marketing that doesn't work. Get them both right, and you will have found the golden

goose - a way to generate leads with regularity and make money while your competitors get by with the leftovers.

Three Ways Your Marketing Must Be Successful

When your marketing is working, it will accomplish a few key objectives:

First, it will connect with your primary prospects. The ideal customer will recognize that your Strategic Message is speaking to them.

Second, it will teach the prospect what they need to know when they are buying what you sell. In other words, if you sell cars, it will explain the relevant information buyers will need to know about that class of vehicles. If you sell grills, it will explain the difference between the grill they should buy, and other grills that aren't as good.

Third, marketing will make it easy for prospects to take the next step toward buying from you.

How To Create A Successful Strategic Marketing Message

Your Strategic Message clearly and simply states what you do, and why you are better or different than your competitors.

Creating a Strategic Message for your unique business requires us to know your prospective market's needs, wants, and desires. Sometimes it is a good idea to perform a survey to identify what motivates your prospects. Then, armed with their feedback and your own knowledge, you are ready to get started. Once you begin, you may be surprised to learn that this may or may not have to do with the advantage your product has over your competition.

Don't Think These Principles Won't Work In Your Industry

Our examples may not be from your industry, or your product or service. However, these principles are based on how people make decisions, and not on any particular market - so you can be certain that if you apply them properly, they will work.

For example, if you are a company selling windows, you would do well to understand why people want to buy new windows.

This may seem obvious: they want to stay dry. They want to have a warm, comfortable home. But wait a moment; remember, your message needs to state what you do that makes you different and better than your competitors. So, you can't just state what every window will do. You can't expect to beat your competitors with a message that says:

"We Replace Old Windows With New Windows"

Because that would be exactly the same as your competitors.

Now, most businesses at this point look at their product or service and recognize that they are almost exactly the same as their competitors. So, instead of innovating their product or service, they simply get into a price war.

“Buy 2, Get 2 Windows Free”

“4th of July Sale - All Windows 65% Off Through Saturday”

These may be effective for a short term, but they do little to achieve your true goal of building a successful, profitable business. You’re just dropping prices, and you are getting the lowest value for each sale.

Avoid these kinds of gimmicks. They do little to build your business, and they cheapen the value of your brand. Some words that are common but really mean very little. They don’t specify what makes you better or different in a meaningful way that is going to help you build your business.

- Lowest Prices
- Best Service
- Highest Quality
- Most Professional
- Largest Selection
- Biggest In State
- Family Owned
- Most Reliable
- In Business Since 1980

Instead, look at what you can do that is unique and different. Then, capitalize on that to make a truly unique message. Some examples can be based on your product:

Replacement Windows Are 85% Stronger Than Box Store Windows - And 26% More Energy Efficient

Replacement Windows With A 30 Year Materials And Labor Warranty

Or it could be that you focus on your unique service:

“Window Installers That Show Up On Time Or Pay You \$5 for Every Minute We’re Late”

“Window Installation Services - We’ll Come Days, Evenings, Or Weekends - Whatever Is Best For You”

Do you see how these messages focus on something that the prospect values (their time, or convenience of scheduling) and then makes a clear and simple statement that explains a significant advantage?

The key is to utilize the principles of marketing that have always worked and will continue to work and use them within the existing marketing and advertising infrastructure to deliver your message to your decision-making audience.

Use Your Strategic Message To Set Your Business Apart - And Become Your Local Industry Leader Introducing The Marketing Formula

No one sets out to choose the second best car, painter, air conditioner, window, or anything else.

People always want to make the best buying decision. In order to help people make the best decision, as a marketer, you should get the attention of your prospects, help them make a good decision by teaching them how to buy what you sell, and then make an offer that makes it easy for them to get closer to buy from you.

So here is the formula for effective, “human brain-based” marketing:

Capture:

Capture the attention of your target audience by speaking about what they want or need.

Engage:

Show prospects that if they will pay attention to your marketing message, they will learn what they need to know in order to get what they want.

Teach:

Teach your prospects about the things they need to know about, then demonstrate how you offer the best solution to their problems.

Make An Offer:

Make an offer that allows your prospects to take the next step in buying from you.

You Will Find That The Outcome Will Be That You Will Get More Leads And More Customers.

Now That We Have Covered How To Formulate Strategic Marketing Messages, Let's Talk About When And Where To Find Those Clients On The Pathway To Becoming Your Next Loyal Customer.

Read The Next Chapter:

The Sales Spectrum: Why 79% Of Marketing Is A Waste Of Money And The Critical Strategy For Getting Profitable Results

THE SALES SPECTRUM



Why 79% of Marketing is
A WASTE OF MONEY
and the Critical Strategy
for Getting Profitable Results



Josh Ramsey

Maximize and Optimize

BY JOSH RAMSEY

JRCMO.com

The Sales Spectrum:

Why 79% Of Marketing Is A Waste Of Money And The Critical Strategy For Getting Profitable Results

In any marketing situation, your message will reach prospects at various levels of “readiness to buy”. The Buyer’s Journey is a tool to help you understand the broad categories of prospects that exist... and make decisions about what messages should be used in your marketing. You will need to develop a Strategic Message for each unique category of prospects that you identify.

How To Approximate The Population Of Your Target Market

Let me take you through a simple exercise. Let’s say you take the population of your city where you live. How many people in your city need your services, and how often?

How long do people take to make a decision regarding buying what you sell? For example, if they’re thinking of buying a car, they might take 3 months to make a decision (including looking online and going to dealerships), while those who are looking to buy lunch might take 30 seconds.

Next, consider how many of those people actually know the name of your business.

Finally, approximate the percentage of people who know your Strategic Message - in other words, how many people know the name of your business, and what makes your business better and different than your competitors’ businesses.

Let me share a story with you about talking with a home builder and remodeler a few years ago and the experience is a great example of how this can be useful.

Before I tell you this story, it’s important to know that the builder/remodeler was spending a lot of his marketing budget on billboards, and he wasn’t getting much business out of the investment.

I walked him through this simple step by step exercise I listed earlier.

Here’s how it works:

1. Dallas population is approximately 1.5 million people.
2. The average person does not hire a builder for a custom home, so the number of people that need a builder in Dallas is going to be low - so let’s look at remodeling. How many people in Dallas need a remodeler, and how often do they need a remodeler? The average person remodels their home approximately every 8 years. There are about 855,960 homes in Dallas

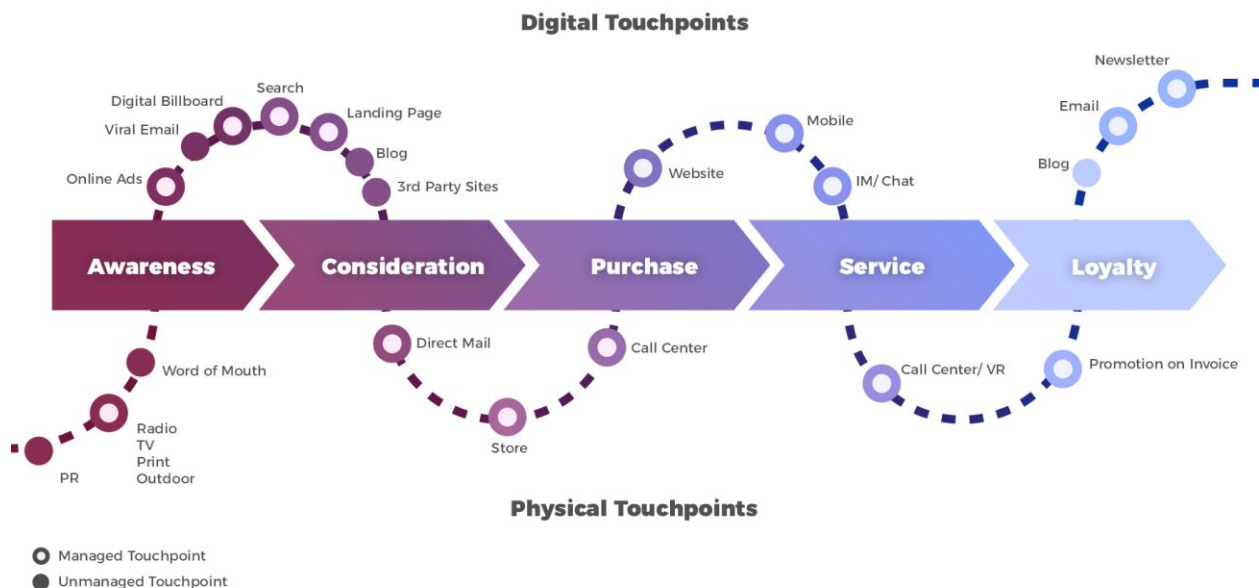
county. Many of those are likely to be apartments - so let's say there are 500,000 actual homes in Dallas. If each of those homeowners decides to have their home remodeled every eight years, you will have 62,500 homeowners calling remodeling contractors around Dallas for estimates each year.

3. People choosing to remodel typically make the decision over a period of years. They don't wake up one day and say, "Yesterday I liked my kitchen, but today I'm hiring a remodeler."
4. Now here's the interesting thing: when I asked this builder how many people in the city knew the name of his business, and what they did, he estimated that it was about 95%. This is when I realized that we needed to correct his perceived brand recognition in the marketplace. He grew up in the building and remodeling business. It's what he knew. It's what he noticed around town - either buildings he'd worked on, or building he knew his competitor's had worked on. He saw his world through the eyes of a builder.

So take a moment - tell me how many businesses can you name in your town that are not in your industry. Can you name eight painting services? Can you list five lawn mowing services? How about five veterinarians?

I think that if we were to survey the people in his town, we would find that less than 5% knew that his company existed, and even fewer knew anything about what made his business different or better than the others in town.

Linear Buyer Journey Map



If your business is not really well known in your city, yet you promote your business almost like you are McDonald's or Apple, buying up billboard space to show people your name and logo, then that will not work. What if you drove down the highway and saw this sign:

James Brubanck
"Always Giving Our Best"
www.JamesBrubanck.com
313.555.5555

This is the kind of marketing that he was using - and it was terrible. He thought that since 95% of people in his town knew what he did, and what made him better, that he would be able to just show people his name and logo and people would respond to him just as if someone would respond to seeing McDonald's golden arches when they are hungry.

Deliver The Right Message To People Based On Where They Are Along The Buyer's Journey

What will cause a prospect to move along the decision making process and choose to buy? Typically a person thinks about a significant purchase before they make a decision.

Realize that usually half of the decisions are made before anyone ever talks to your company. This means that they listen to friends, search online, or just consider their own experiences and determine what's important to them before they ever engage with a company.

This didn't surprise me at all. I'd say the percentage is actually higher in my case, but it should give all of us an appreciation for the task we have in guiding potential customers through the buying process.

The buying process zigs and zags and is anything but linear. There are times of intense study, interruptions by life, online distractions, input from friends, face-to-face appointments, the information we find on social media, reviews, and, of course, all the content we absorb from companies' websites and information they send to us.

Your buyer's journey can be described something like this, but remember, it's rarely in a straight line. Here we've identified which stages are marketing, which are sales, and which are both:

- **Awareness:** You have captured their attention, either offline or online.
- **Investigation:** They are looking at your website and have found something that interests them.
- **Understanding:** They are evaluating how you are different from everyone else and trying to determine if you can deliver what they want.
- **Pursuit:** They are confident enough in what they have seen that they initiate a conversation.
- **Buy:** Your marketing and sales have worked, and they have placed their trust in you to deliver.
- **Repeat:** through ongoing sales and marketing efforts you get customers to keep coming back to you to buy more - including repeat and cross-selling opportunities.
- **5 Star Review:** Not only did they appreciate how you delivered, but they took their time to express their gratitude.

Most People Don't Follow This Process Exactly - But Each Significant Purchase Tends To Touch On Each Of These Stages

We'd all love it if buyers took a nice linear journey when they purchase. They may detour at Understand and come back a month or six months later because no other business helped them understand.

Let's look at some examples of the types of marketing that can help people progress through each of these stages and ultimately buy from you, and give you a great review:

- **Awareness:** lead generation ads, word of mouth referrals, being found in a search engine query.
- **Investigation:** a snippet, introductory information on a web page, or a landing page.
- **Understanding:** create a buyer's guide, decision-maker lists, white papers, explanatory or informative videos, and more.
- **Pursuit:** this is typically the first time you become aware of the individual who's interested in potentially buying from you. They are serious enough that they contact you and give you their information so that you can engage in a conversation.
- **Buy:** your marketing and sales have worked, and they have placed their trust in you to deliver.
- **Repeat:** through ongoing sales and marketing efforts you get customers to keep coming back to you to buy more - including repeat and cross-selling opportunities.
- **5 Star Review:** Not only did they appreciate how you delivered, but they took their time to express their gratitude.

In previous sections I've discussed how to get found (that's where SEO and lead generation come in) and how to get qualified website traffic to convert into investigators and seek to understand what you offer - and will contact you so that you can have a conversation regarding how you can help them, and why you're the best choice among the options they have.

When To Use Incentives, Sales, And Special Offers

When the prospect reaches the point that they are engaged with you, it is important to shift to your Marketing Strategy - and you can use it to continue educating and cultivating prospect's interest in buying, and especially buying from you.

At this stage - when the prospect has decided that they are likely to buy, and they are closing in on making a purchase, you can employ special incentives and offers.

The incentive or offer can also promote the benefits of buying, and provide additional motivation for them to act now. While you can offer price reductions, I prefer making cross-selling a priority. For example, instead of offering 20% off, try including an additional product: if you buy an oil change we will rotate your tires for free. This can often lead to them purchasing more often down the road, and the cost of your employees time to rotate the tires will often cost you less than the 20% price drop.

Next: Now that we have talked about the Buyer's Journey and appropriate ways to educate prospects as they make buying decisions, let's take a closer look at how you can identify exactly who your target audience is going to be so that you can focus your Strategic and Tactical marketing toward them.

The Next Chapter Details:

The Science Of Customers In The Digital Age: Who's Buying From You?

THE SCIENCE OF CUSTOMERS IN THE DIGITAL AGE

WHO'S BUYING FROM YOU?



Josh Ramsey
Maximize and Optimize

BY JOSH RAMSEY

JRCMO.com

The Science Of Identifying Customers In The Digital Age: Who's Buying From You?

In this segment I will discuss how you can identify your ideal customer, and the methods you can use to discover the details you need to focus your marketing efforts and get more value out of your marketing budget.

It's The Best Time In The History Of The World To Own A Business - If You're Up For A Challenge

While marketing is more complex and the market is more competitive than ever before, we also have greater tools that can provide business decision makers with greater clarity and opportunity than any other time in the world's history.

With digital analytics tools and people's behaviors being recorded on phones, tablets, and desktop computers, we have at our fingertips (if you know where to look, or if you are willing to pay for the information) more information to help us effectively sell our goods or services to people - more efficiently and productively than ever.

Not Using Today's Marketing Tools Is Like Flying Blind

There are thousands of tools marketers can use to build a successful campaign - but the majority of business owners don't use them. Many business leaders hear that some businesses are making money on social media - so they have one of their employees or a "friend of a friend" start marketing on social media - without ever going through the steps that I have outlined as critical to marketing success. That's worse than crazy - it's downright irresponsible. When it comes to marketing online, do it right. Take the time and put forth the necessary resources to identify your buyers and then - with a winning strategic and tactical marketing strategy - execute your plan.

Work Your Way Through This Five Stage Process And You'll Be Able To Focus Your Marketing Campaigns Like Never Before

There are five stages to properly identifying your target audience.

Stage One: Know Your Product or Service

First of all, you need a strong understanding of what you offer - particularly how it fits in your marketplace. Know what people like, what they love, and what they dislike about your business. That

doesn't simply mean knowing the intricate details of your financials or having the option to present your site duplicate in your rest. Rather, you need profound learning of your business from your client's perspective.

Get out a scratch pad and pen and scribble down precisely what you offer to your clients. What issues do you think they face? What problems do you fix? When you interact with your customers, how do they describe the difficulties they face? For what reason should individuals purchase from you rather than your rivals? What separates you?

Who really benefits the most from your item or administration? With regards to this question, be straightforward and honest about your answers. If you do this correctly, you're going to find some problems and some ways you fall short. If you don't address your problems and where you are lacking, then your prospects and customers will find them - and then you will lose out on the opportunities of winning new customers and repeat sales.

Stage Two: Identify Measurable, Trackable Goals

When you've taken a gander at your business through your client's eyes and recognized who is at present purchasing from you, it's an ideal opportunity to figure out what your objectives are.

Is it accurate to say that you are content with this present sort of client and, all the more critically, would they say they are content with you? Or on the other hand, do you feel that you're not suitably focusing on the general population who might esteem your business the most? For instance, you've been working with a great deal of startup originators, yet might want to shape organizations with more endeavor level organizations.

Recognize that your present customers or clients may not be your optimal ones. Perhaps you've seen that your retention or referral rates are too low—maybe you would do better shifting your market focus and selling to a different demographic. If people are purchasing once, but not returning, then do some homework. Find those that do provide repeat business or referrals, and identify the characteristics that make them a better prospect - then re-tune your campaign to target those buyers. It is better to shift your focus and change your plan of action than it is to continue working a bad plan.

This is an ideal opportunity to diagram your goals and objectives. Figuring out specific things you need to accomplish and then write out what steps you must take to accomplish those goals.

Stage Three: Analyze Past Customer Engagements and Interactions

Your past associations with clients can uncover a great deal—both great and terrible. Searching through any significant slip-ups and triumphs with past or existing clients will help you in narrowing your core interest.

In the first place, think back on any enormous flubs that made your stomach turn. Did those episodes share anything for all intents and purpose? Maybe they all came about because of miscommunications with customers in absolutely inverse time zones from you. That implies you might need to stick nearer to home and just work with individuals in simpler to-oversee time zones later on.

Likewise set aside some effort to experience any huge successes. Regardless of whether it's perusing your client tributes or paging through old messages to locate those significant achievements, you ought to likewise attempt to distinguish any repeating themes here. Perhaps those clients all had a similar issue you had the option to address with your item or administration. Maybe they were all in precisely the same business.

Sort through your past collaborations and haul out what you can. That data will all be unbelievably profitable as you work to leverage that information to focus your marketing campaigns.

Stage Four: Build a Customer Profile

You've done your homework, put in the effort, and are prepared to plot everything that makes your client tick. This is the point at which you'll construct your client profile, which offers the majority of that "have to-know" data about who precisely you're attempting to target.

This procedure includes responding to some significant inquiries that include everything from essential socioeconomics to what impacts their purchasing choices. List as many details as you can - and be as precise as possible. This is where all your work takes shape, and you identify precisely the characteristics of your client. The more you know, the more successful you'll be.

Stage Five: Use Your New Customer Profile To Guide Your Marketing

Now that you have your specific information that spells out the key characteristics and demographics of your ideal customer, you can use that information to create marketing campaigns that are more focused than ever before. You can use it to identify new keywords and eliminate those that are less applicable. You can zone in on the age and interests of those who buy from you. You can create landing pages that provide more relevant information to your target audience. If you have questions about how to focus your campaign and get the most out of your marketing budget, then let's schedule a time to meet and we can go over your data and see how we can improve your results.

The Next Chapter Details:

When You Have Identified The Characteristics of Your Ideal Customer - You Can Focus Your Advertising To Speak To Them Directly

Now that you know who you are targeting with your marketing you can really focus in on speaking to your future customers in a way that will capture their attention and guide them in to engage with you so that you can assist them in the buyer's journey. The first step in speaking directly to your customers is to create powerful, engaging headlines that will work to drive more traffic to your sales process. To learn more about headlines, read, "Do Your Headlines Destroy Your Business Opportunities?" This will show you why headlines are so important, and some exercises you can use to create powerful headlines.

DO YOUR HEADLINES DESTROY YOUR BUSINESS OPPORTUNITIES?



Josh Ramsey
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BY JOSH RAMSEY

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Do Your Headlines Destroy Your Business Opportunities?

In this segment we will discuss the importance of headlines, why bad headlines can ruin your marketing efforts, and a few methods we use to create powerful, successful headlines.

Why Are Headlines So Important?

Headlines are critical to a successful campaign. Remember, chances are that the vast majority of people in your community do not already know about your business. If they see a logo, they don't automatically know who you are, what you do, and what makes you unique in your industry. As we discuss the importance of headlines, keep those concepts in mind.

Since most people do not already know the name of your business, you can't just show them a logo and expect your phone to ring, or your website forms to get filled out. A strong headline is essential in helping people understand what it is that you can do for them.

A great headline will capture the attention of your target audience, and help people understand that what you offer can help them solve a problem or deliver something that they want. Headlines can even help you win in markets where your competitors are fairly similar or even offer the same things.

Here are some examples:

Let's say you run a travel agency, and you offer travel packages that may not necessarily be exclusive to your business. Too often businesses feel like they have to include their name in the headline and show their logo at the top of their page or ad - because they want to build their brand. The problem is, it doesn't help capture the attention of your target audience. If your audience doesn't already know the name of your business and what you do that's better and different, then the name in the headline is a waste of valuable space.

Here's a standard travel agency headline:

Morris Travel Agency: Making Your Dreams Come True

That is a terrible headline. There's nothing specific, there's nothing unique. If you were to call any of Morris' competitors and ask them, "Can you make my traveling dreams come true?" They're not going

to say, “No, we can’t - you should call Morris.” Yet this is the kind of headline that the majority of businesses use in their advertising.

A Much Better Headline Is Customer-Focused

Now, to create a better headline, let’s consider how to build a strong headline that features the benefits you offer, and your ability to deliver precisely what your target audience wants.

Let’s say your ideal client wants to travel to the Carribean or to Mexico and stay in high end resorts. Let’s try this headline:

Travel To The Carribean, Cancun, Or Cozumel With Everything Included At 5-Star Resorts - We Take Care Of 100% Of The Details

That headline tells people what they can expect, and what they might want to do. You might say, “But what if the person wants to travel to Europe?” The interesting thing is, we’ve found that this kind of headline still works. They read the headline, and it tells them that you offer vacation packages and that you organize all the details - and they know that these places are not the only locations that you can offer vacations. You will still see an influx of calls and appointments because your headline is going to attract your ideal customer: someone that wants a high end travel package.

There Are Three Fundamental Steps We Use To Compose Great Headlines.

The first step is that every headline you write needs to be able to capture your target audience’s attention.

Second, the headline needs to be in plain English, meaning that it should be clear and should not use any terms or lingo that the target audience does not understand.

Third, your headlines need to be based on what people are looking for when they buy what you sell - if you’re selling gas, or roofing, or computer chips, or groceries, it should speak about those things.

Now, this may seem obvious - I hope that it seems basic and simple to you. That’s the intent. However, you would be surprised to see how many headlines out there do not follow these three basic steps.

Let’s examine a few examples of bad headlines:

“Making Human Communication Easier”

Is this a headline for a smartphone, a translation service, or a hearing aid? You have no idea what they're selling from this headline.

"We Deliver Above Your Expectations."

Is this for Uber Eats? Is this a consulting firm?

"Because You Never Want To Miss A Moment"

Is this an outdated line for Kodak, or a dating service, or a cable TV subscription?

Let's look more closely at the types of headlines that you need to use in a powerful marketing program.

To start with, there's composition headlines in plain English. Which means, you simply say what you need to say as simply as you can, and put that message into a headline.

Let's use a Daycare center as an example.

Think about what we discussed in earlier sections regarding what people are looking for. Think about telling parents in plain English what a daycare center would offer (or of course, you can go through these headlines building steps to create some for your own business).

What do parents look for?

- Safety
- Educational focus
- Nutrition
- Active play instead of "watch TV" programs
- Day Trips

So, let's spell out what we do to solve these concerns, and then we can work from there:

- Safety: We have CCTV you can connect to and see your child anytime, and everyone in the day care has passed in-depth background checks.
- Educational focus: Each day is filled with learning activities that help children socialize, empathize, and learn reading, math, and music.
- Nutrition: All organic snacks and nutrition approved meals
- Active play instead of "watch TV" programs: Time is spent engaging in active learning and play activities.

- Day Trips: We go to the museum, the playground, and the park each quarter.

Next, we need to consider how can we connect with a parent who's looking for these things? We simply put them in a plain English headline. Let's try this for starters:

"Watch Your Child On Our Safety Cam Anytime And You'll See Them Eating Nutritionist-Approved Snacks And Involved In Active Play"

Notice, the headline is simply built from the things that we know our target audience is looking for. Think about how amazing this exercise can be in delivering better results to your business. There's a huge opportunity for people to connect with their audience if they are just willing to speak their language and tell them WHAT THEY WANT TO HEAR.

We can create a second strong headline from the same exercise. How about this:

"Your Child Won't Have Time To Watch TV: We're Too Busy With Fun Reading And Math Games"

Notice, that headline is in plain English, speaks directly to the parent who doesn't want the daycare to sit their child in front of a TV for eight hours a day, and it assures the parent that their child will have fun learning to improve reading and math skills. How much better is that than something like these real headlines I've seen:

"More Than Just Daycare"

"Established Daycare Facility"

Or, how about this one: "Educational Philosophy"

Yes, these are real headlines that introduce people's website pages to prospects. And they're terrible, horrible, rotten headlines.

Write Headlines That Tell Your Target Audience Precisely What You Do In Plain English

Go ahead and try this yourself for your business. Make a list of the things that people want when they're buying what you sell. Then, next to each item, write an explanation of the things that you offer in each category. Then, build a powerful headline that corresponds with what people are looking for - and make sure that the headline is simple, straightforward, and easy to understand.

HOW TO CHOOSE THE CORRECT KEYWORDS



This Advice Could
SAVE YOU THOUSANDS
on Marketing This Year



Josh Ramsey

Maximize and Optimize

BY JOSH RAMSEY

JRCMO.com

How To Choose The Correct Keywords: This Advice Could Help You Avoid Wasting Thousands On Marketing This Year

One of the fundamental things that I do when I begin working with a new client is to determine their best keywords.

What's a keyword? A keyword, at least as it relates to search engine optimization, is a specific word or combination of words that describes the contents of a web page. Appropriate keywords function as tools to allow search engines to deliver the best content to their users.

While I could write a book larger than the dictionary surrounding keywords and all items related, I am going to keep this fairly simple to understand. So, let's dive in.

Keywords Are The Foundation Of Your SEO Campaign - Get Them Right, And You Can Succeed; Get Them Wrong And You're In Trouble

The way people shop has changed in the age of search engines. People are increasingly using search engines to help them find the products or services they are looking for. To do this, they type keywords into search engine sites like Google, YouTube, or Bing (and yes, YouTube is a search engine, and it's incredibly important!). The engines then rank sites related to these keywords based on relevance and authority.

Whether you know it or not, your website is already targeting certain keywords. Search engines extract these keywords from your on-page text, headers, page titles, inbound links, and other factors. However, you might not have made a conscious decision to target those keywords. Even if you did, you might not be monitoring your rankings or have a sense of how good your chances are of ranking well for those keywords.

Choosing the right keywords is often the difference between getting found in search and not getting found. As a result, keyword research is the foundation of an effective online marketing strategy. There are several variables that impact keyword selection. These variables can be divided into two groupings -- primary selection variables and prioritization variables.

Primary Selection of Keywords

It is important to understand what aspects of keywords make them important to your business. The different variables or characteristics of a keyword help determine whether the keywords are worth consideration in your SEO strategy.

Only if keywords pass the primary selection tests can they be subjected to the prioritization variable tests.

Considerations for primary keyword selection are:

- Ensuring keyword terms/phrases have sufficient search volumes - check to see how many people are searching for the term or phrase
- Ensuring the chosen keyword terms are relevant
- Assessing levels of relative competition

If a search term doesn't satisfy the criterion of sufficient volume, then it is removed from the list. Likewise, if it does not satisfy the relevancy criterion, it should not be considered.

Prioritization of Keywords

Once a keyword checks out as a primary keyword, it's time to prioritize the keywords to determine what's most important to you.

Two things to consider when prioritizing keywords are:

1. Competitive advantage for the product/services
2. Profitability of the products/services associated with the keywords

Prior to entering the vetting process, generate a keyword opportunity list.

Here's How To Generating the Initial Keyword Opportunity List

The first phase of creating the initial keyword opportunity list involves brainstorming as many keyword ideas as possible.

1. Listing root brands and product/service names (e.g. lawyer)
2. Brainstorming variations of product and brand-related keywords
3. Talking to clients to determine what terms they use in search
4. Studying competitors' sites
5. Adding geographic variations (e.g. Miami lawyers, Dade county lawyers)
6. Adding descriptive variations (e.g. personal injury lawyers, slip and fall lawyers)
7. Taking all the variations and entering them into the Google AdWords Keyword Tool, which will suggest
8. Numerous other variations as appropriate

With this list in hand, you can vet and prioritize your keyword list.

Choosing Relevant Keyword Terms/Phrases

Once you select all keyword possibilities with sufficient search volumes, filter the keywords based on relevancy to what you sell.

You don't just want to pull in traffic; you want to ensure that your traffic is of high quality. Quality traffic helps you convert your visitors into customers at a higher rate.

Let's demonstrate the importance of relevant traffic through an example. If a chiropractor uses the word 'alignment' to achieve a ranking for such a generic term 'lawyers,' they would be inundated with irrelevant visitor visits or calls from people needing car alignment. It would be a tremendous distraction for the staff taking these calls or filtering out the bad leads or visitors from your website along with contact forms. It would eat up the time and resources you need to nurture your more valuable leads searching for your businesses keyword.

Assessing Keyword Competitiveness

People have a tendency to emphasize traffic over relevance. You need to make sure the search terms you're targeting have sufficient traffic, but often you don't want them to have too much either. More traffic usually correlates with high competition.

Let's think about a Dallas law firm. Let's say they want to rank for the term 'lawyer.' This puts them up against almost all law firms in the English-speaking world, including larger and more powerful ones. As I'm writing this, there are 299 million Google results for 'lawyer.' Only 10 are on the first page of Google. When picking keywords to target, you clearly need to choose your battles wisely. So how do you do that?

There are several free tools for assessing keyword competitiveness, including the Google AdWords Keyword Tool I mentioned earlier. This tool classifies keywords as either low, medium, or highly competitive. The higher the competition for a keyword, the more difficult it is to rank for. Generally speaking, terms with a higher difficulty score will require much more than just on-page optimization if you want to rank on the first page of search results.

If you are really interested in getting this right, contact me or a member of my team and we can help you nail down your primary and prioritized lists.

Let's now walk through an example of how to make lists, prioritize them, and start your SEO strategy.

A Step-By-Step Guide To Researching Keywords For Your SEO Campaign

Even though you may not be directly responsible for running your SEO campaign (and if you are the owner of a business, you should be aware of this - but you should NOT handle it yourself) - this information is important for everyone responsible for your website or marketing efforts.

Here is how to identify keywords for your campaign:

Step 1: Make a list of important, relevant words or topics based on what you know about your business.

Think about the words people use when they are thinking about buying what you sell. Think of topics that are important to your business. Chances are, once you get started, you'll have a hard time not listing hundreds of words.

Place the words in topics or different categories. You'll come up with about 5-10 terms you think are important to your business.

For example, if I own an auto shop, I might have these as general topics:

1. Auto maintenance
2. Auto repair
3. Auto mechanic
4. Oil change
5. Alignment

Now that you have a few categories you want to focus on, it's time to identify some keywords that fall into those categories. These are keyword phrases you think are important to rank for in search engine results pages (SERPS) because your ideal, target customer is probably using those exact words or phrases when searching for what you sell.

You can expand this list to be more than 5 items - just make sure that you don't spread your campaigns too broadly. You don't have to come up with a perfect list. SEO is a process, and you can always adjust it later. We will work to sharpen and focus the lists later in the process. Once you have your final list, there are several data-driven tools available to you for finding out which keywords you're most likely to rank well for.

Add Keywords And Phrases Under Each Category

Once you identify what your main categories are, you can then list terms under each category:

1. Auto maintenance
 - a. Auto maintenance center
 - b. Auto maintenance shop
 - c. Auto maintenance near Dallas, TX
 - d. Auto maintenance reviews
2. Auto repair
 - a. Auto repair shop
 - b. Auto repair mechanic
 - c. Best auto repair
 - d. Auto repair reviews
3. Auto mechanic

- a. Auto mechanic open late
 - b. Auto mechanic open weekends
 - c. Auto mechanic reviews
 - d. Auto mechanic engines
 - e. Mechanic engines
 - f. Engine mechanic
 - g. Auto mechanic near Mckinney, TX
4. Oil change
- a. Oil change special
 - b. Oil change fast
 - c. Oil change coupons
 - d. Oil change prices
5. Alignment
- a. Alignment for cars
 - b. Alignment locations
 - c. When do I need an alignment
 - d. Car alignment

As you build out your list of keywords, you will often find that you need to add additional categories. Go ahead and build your list - adding as appropriate.

Prioritize Your Keyword Categories

Consider your ideal client. You might have excellent internal cross-sellers at your auto shop, so it could be that you want to advertise something that is going to draw in a lot of traffic (such as an oil change) because you know that there will be a lot of those oil change customers who end up buying additional services. Or, maybe you don't like messing with oil changes, and you'd rather focus on engine overhauls, or more substantial work. If that is the case, then the term "Oil change" is going to be less of a priority, while "Engine repair" is going to be a high priority.

Think of the words (and the topics) that come up the most in sales conversations. Put yourself in the shoes of your buyers -- what types of topics would your target audience search that you'd want your business to get found for?

- 1. Auto mechanic
 - a. Auto mechanic engines
 - b. Mechanic engines
 - c. Engine mechanic
 - d. Auto mechanic open late
 - e. Auto mechanic open weekends
 - f. Auto mechanic reviews
 - g. Auto mechanic near Mckinney, TX

2. Auto maintenance
 - a. Auto maintenance center
 - b. Auto maintenance shop
 - c. Auto maintenance near Mckinney, TX
 - d. Auto maintenance reviews
3. Auto repair
 - a. Auto repair shop
 - b. Auto repair mechanic
 - c. Best auto repair
 - d. Auto repair reviews

Prioritizing helps you focus your online strategic and tactical marketing so that it aligns with the focus of your business.

Why You Should Use 'Autosuggest' To Increase And Improve Your List Of Keywords

Google makes money in thousands of ways, but the main thing it does is simply delivering the best possible information that people are looking for on any subject.

So, when you go to Google.com and type in a word or phrase, Google's search engine searches all the indexed websites it can find, and organizes them from first to last based on its evaluation of the sites. Then, it displays the results for the users to choose from.

Additional (And Simple) Tools To Help Identify Keywords For Your Business

Type in the term you are searching for and then search. Often times you will see a box that says 'People Also Ask'. Feel free to use those terms in all your content and build your list of keywords from that list. These are popular searches that Google is giving you for free!

Before you leave that search, scroll to the bottom of the page and look for the segment named, "Searches Related To ____". This area will also assist you in building your keyword list.

How To Make A Negative Keywords List

A negative keyword allows you to "opt out" of searches that include a particular keyword or phrase. You may find that you have people calling your business and filling out forms when they are asking for things that you do not sell. Or, maybe you are getting burdened by lots of low-value customers, and you want to hone in on the high priority, high value customers.

For example, in the example we've created regarding the mechanic, we might have enough drive-by oil changes and the owner really wants to spend time on engine overhauls. So, we might add "Oil change" to a negative keyword list. This means that people near his auto shop might type in "mechanic oil change" and he will not show up in the results. I would not recommend this (for any auto mechanics out

there) - but this is an important tool that can be used to help you really focus on the type of customers you want finding your site.

Here's An Example When Negative Keywords Were Critical To An SEO Campaign's Success

Remember to make the critical distinction between essential keywords and what may be extraneous keywords. I previously have used the example of the company that fixes large concrete structures like parking garages, bridges, dams, and stadiums. They actually were brought in to fix the University of Phoenix Stadium in Phoenix, Arizona. They were getting a ton of traffic on the page that talked about that repair job. The problem was, it shouldn't be happening. How many people are actually looking for stadium repair at any given time. Certainly not 100 a day in Phoenix.

When I saw that, I definitely knew we had a keyword problem.

In reality, people were driving to the stadium and they were looking for parking. These were not prospects - they would never buy stadium repair in their lifetime. It was a problem with targeted keywords.

This presented a significant challenge: we had to avoid having website traffic from people attending football games at the stadium who were looking for parking.

Sounds easy enough - just add "parking" to their negative keywords list, right? Absolutely not. That would be a terrible mistake. Remember, this business focuses on repairing large, concrete structures like parking garages. If we were to make the mistake of adding "parking" to their negative keyword search, we might miss out on those searches. A single contract for repair can be in the hundreds of thousands of dollars. That would be a terrible mistake.

As You Identify Keywords, Make Sure You Have The Critical, Correct Terms Prioritized

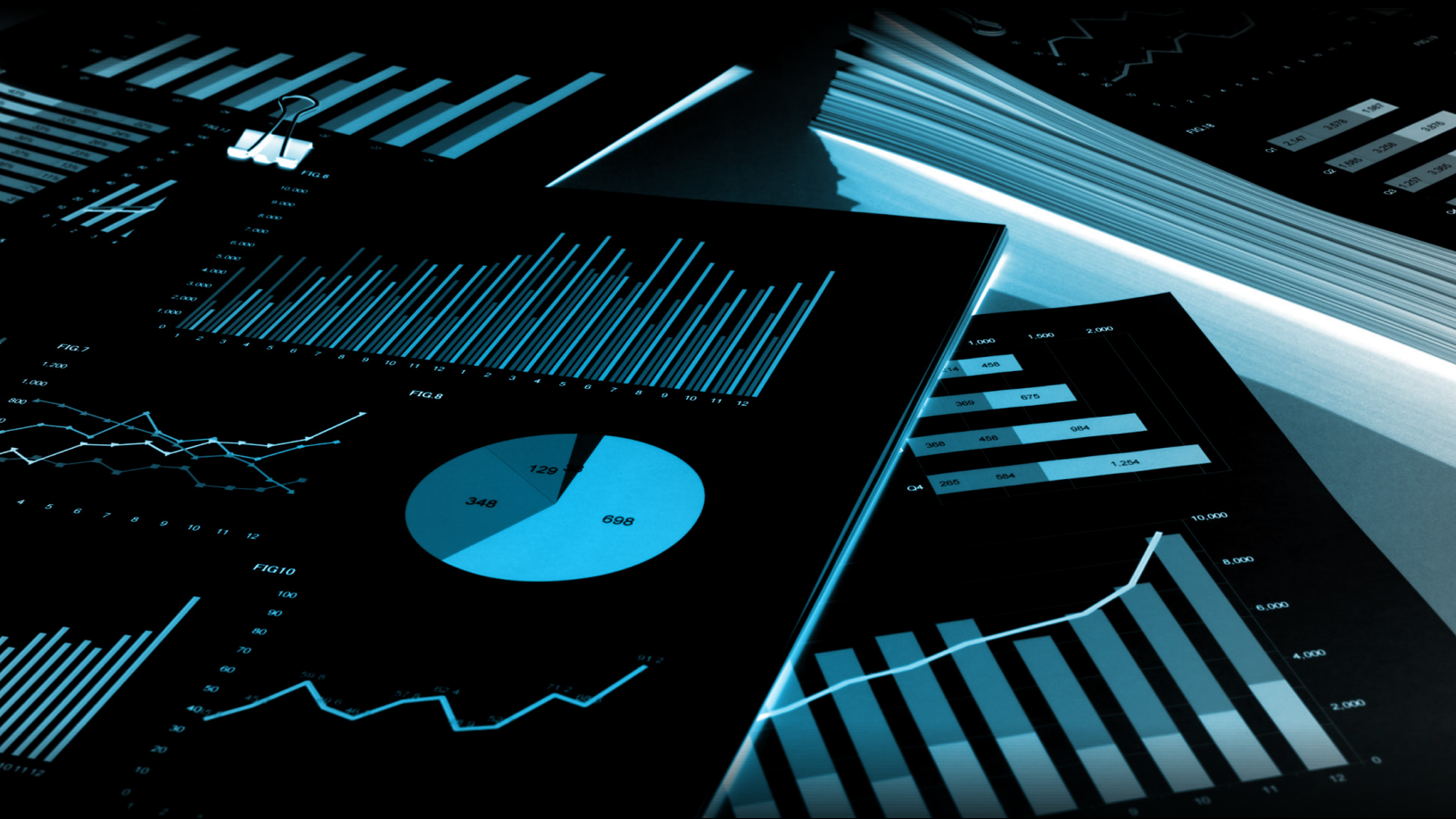
Focus on keywords that these autosuggest tools provide. Then, build those keywords into your content. This is a good idea, since it guarantees that you will never get a "not found" – in any event one of the pages has the word. You can envision that when the search box recommends a word to search for and you get no outcomes, that is a baffling client experience.

The Next Chapter Details:

Now That You Have Focused Your Keyword Strategy, You Can Start Using Analytics To Improve Your Results

Read the next chapter called, “Don’t Be Fooled: How To Read And Understand An SEO Report To Know If You’re Actually Improving (Or Getting Ripped Off).” In this chapter you’ll learn how to use your analytics data to determine whether or not you are getting the desired results.

DON'T BE FOOLED



How to Read and Understand an SEO Report
to Know If You're
ACTUALLY IMPROVING
(or Getting Ripped Off)



Josh Ramsey
Maximize and Optimize

BY JOSH RAMSEY

JRCMO.com

Don't Be Fooled:

How To Read And Understand An SEO Report To Know If You're Actually Improving (Or Getting Ripped Off)

The More Things Change, The More They Stay The Same

If you lived in the 1980s and 90s and were an honest mechanic, you had more business than you could handle. Why? Because 1) everyone had a car, 2) few people knew anything about cars, and 3) a lot of people would get ripped off because they would get overcharged by unscrupulous, dishonest mechanics that were willing to take advantage of people for a buck.

The same could be said for today's SEO professional. Why? Because 1) every business has (or needs) a website, 2) few people know anything about seo or how to diagnose and solve problems, and 3) a lot of businesses are getting ripped off because they are getting overcharged by lazy, sometimes dishonest seo professionals who are willing to take advantage of you for a buck.

My purpose in this chapter is to explain what you need to do, and what you have to know about website analytics reports in order to make sure that you are not getting ripped off. In fact, you can use your analytics reports to tell you more than just how to avoid getting ripped off. You can learn how to use those reports to help you improve your marketing strategy.

A Story That Shows How Reports Can Be Deceiving

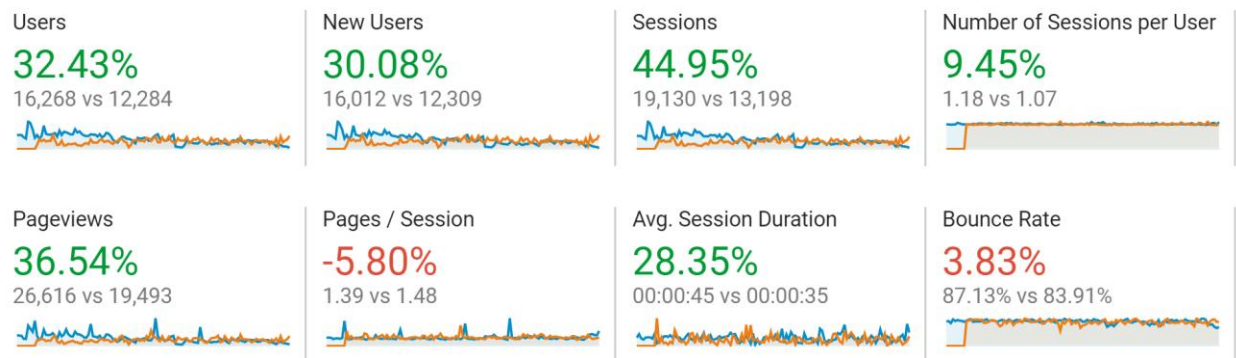
A CEO called me the other day, let's call him Tom. As we spoke Tom told me that he was questioning the current work of his SEO person. Tom had been approached by a reputable 'big box' SEO company asking if he wanted an analysis of his website. After a little back and forth, Tom paid \$2,000 for a breakdown of his website.

The results were not all that shocking. They told him that 50% of his site was 'OK' and the other 50% was horrible. The way this company explained the bad and good aspects of his report still had him confused about what to do.

Tom brought this dilemma to me and asked me my thoughts. The question is, what do I tell Tom to do? Keep the current SEO guy he does not really know too well yet, or hire this new company who he has no history with and no guarantee of success.

I found a solution to Tom’s dilemma. I explained that the best approach to SEO is to be methodical, logical, and planned. To a business owner, this seems like we’re taking it slow and easy. That means **don’t make sudden decisions or take a big jump** into the unknown until you feel you have all the information in hand. Tom asked me to take a look at his site while we were on the phone and give him some honest feedback. As I did that, I found a few things. Here are some examples of my findings (To protect the privacy of this client, I will not share the actual findings).

Tom was getting analytics reports from his SEO company. The report was showing total visitors to his website. He saw that number going up each year. He was happy. Here is a screenshot of what he was getting in his report.



(If you want to completely understand what this report means, contact me anytime)

The information that the new SEO company reported to Tom said that he was getting spammed by different sources. They found his website linked to many toxic websites around the world.

When I took a deeper dive into the results that the current SEO company was giving I found a problem. Take a look at this snap shot and see if you can see what my concern was.

Acquisition			
	Users	New Users	Sessions
	16,268	16,012	19,130
1 ■ Referral	12,883		
2 ■ Organic Search	2,393		
3 ■ Direct	1,056		
4 ■ Social	24		

My concern: More than normal Referral traffic.

Referral traffic comes from other websites that direct traffic to your website. If you are a news organization it is very possible that you have high referral traffic because other companies want to share your articles on social media or their website. This is very common.

However for Tom, this was not the case. He was a business owner in one of the top 5 media cities in the USA, and didn't publish new content or information. The fact was that when we researched the companies that were directing referral traffic we found some of those sites to be:

- 4webmasters.org
- Success-seo.com
- Traffic2money.com
- Best-seo-software.xyz

And more!

In the end Tom decided to end the relationship with his original SEO company. He found a new company that identified and reported to him exactly what I saw. Now Tom contacts me twice a year for an audit on his marketing and website to further see his blindspots before things turn into a dumpster fire.

When consumers go to a search engine they have a definite strategy and purpose ...they enter a word or phrase related to their need/want and then to choose which is the best option to supply them that information.

Two things to consider when you work with keywords:

1. Do not expect overnight success. You must take one small step forward in order to achieve the eventual mile. This means that you must show up in position 100 before you can be in position 1.
2. If you are not on page one for some keywords, then chances are you won't be found! This is because the search results show only the top 10-15 results. When a consumer does a search, there are between 10-15 websites that appear. There is a high probability that the consumer will never go to page 2.

To get more rankings and those rankings higher it takes consistent effort and **time**. In Tom's example, you can see the growth from January of 2014 through Jan of 2019. In the middle of 2016 he hired an ad agency I owned and you can see the growth experience that resulted.

1. Have A Website
2. Determine how you rank for keywords relatable to your industry
3. Make sure the website explains what you do / how / what makes you better than others (not just showing product, but explaining why/how you are superior)
4. Decide which SEO adjustments need to be made in order to increase consumer leads

This is also known as:

1. Identification Of A Need/ Want
2. Overcome Objections to Purchasing
3. Vendor Selection

After analyzing these factors, you can then set goals within realistic timeframes and measure improvement by progressive benchmarks.

Now let's take a look at the information that is available in an SEO analytics report so that you can make informed decisions and keep your SEO expert accountable.

When You Open Your Google Analytics Report You Will See Different Main Categories

From your dashboard you will see a comprehensive overview of your website's performance for a given duration. You can choose to have your report for a specific period of time - in the upper right corner you can adjust the report parameters to be either a one day report, to a multi-year report, depending on how long you've had analytics installed on your website. The default typically is set to a 30-day timeframe.

On the left side of the dashboard you will have the menu, offering greater insight into each of the main categories of the report. Let's take a look at the details included in the report, and the insights you can get from reading them.

The Main Menu Items On The Dashboard Include:

Realtime: this allows you to "watch" what's happening on your site in real time - meaning you can see the data regarding current activity. It breaks down into an overview, locations, traffic sources (this shows where website traffic is coming from), content, events, and conversions (indicating that someone filled out a form or completed a specific action you have defined).

Audience: this segment of the report details who is visiting your website, including demographics and behavior, and the type of device the person used when searching for you.

Discover: this segment offers additional tools and resources you can use to enhance your analytics reporting.

Acquisition: as the segment heading suggests, this area reports how your site visits were acquired - whether from AdWords, channels, referring sites, and more.

Admin: this is the administrative control section of your dashboard where you can provide privileges and access to your analytics account. From the admin panel you can establish rules that allow specific people to only view the analytics reports, or you can allow specific people to review and make changes to the analytics settings.

Now Let's Discuss The Audience and Acquisition Reporting Capabilities.

Click On Audience And You Will See comprehensive information regarding who is accessing your website. They have access to the following data reports:

- **Total sessions** – This quantifies the total number of visitors to your website. This is often called your “reach.” The report is color coded; increases are shown in green while a decrease will show in red.
- **Total users** – While the “sessions” segment above shows the total number of visits, some people probably visited your website more than once. This segment shows you the number of individual users accessing your website.
- **Page views** – This reports the number of page views per visit. Some people may come to your home page and then click off, while others may read through several pages. One of the key data points will be for you to know if users are leaving after spending time on one page. Sometimes this is okay, for example, they may be filling out a form or calling you (which may happen a lot, depending on your industry). However, it can indicate a problem with your strategy, too. If people are leaving your home page without clicking anywhere else, you probably need to review my discussion on strategy - because people are not seeing what they want to see - and that has to be fixed, asap!
- **Average pages per session** – This reports the number of pages that visitors view, on average. While the strategy varies by industry and market, it's generally safe to say that the more page views, the better.
- **Average session duration** – This reports the time viewers spent on your website. Lower times don't necessarily mean that your site is not performing well. Likewise, longer times do not always mean that your website is effective. Shorter times may mean that your website interface is extremely efficient and guides people to the information they want right away. A longer session does not mean that they are enthralled with your website content. It could mean that they were interrupted, or they decided to go and watch their favorite Netflix program. As a side note, if you have pages with lots of content, you may want to measure where people are looking on the page. You can get plugins that measure “scroll depth” - or where people spend time on a longer page filled with rich content.
- **Bounce rate** – A bounce rate measures whether someone leaves your home page without clicking anything else. High bounce rates can point to problems with content, design, or may indicate some other problem. It might mean that you are attracting the wrong kind of traffic,

and need to re-examine your keywords. Long page load times can be another reason for high bounce rate. If you have a video or a lot of images, or if your website is poorly designed, people may be leaving your site out of frustration and impatience.

- **New vs returning** – This reports whether the site visitor has been to your site previously, or if they are returning to your site again. An increase in new traffic usually means that your SEO and/or social media or content campaigns are working.
- **Geo** – This feature shows you visitors geographic details. In other words, it tells you where in the country or the world visitors access your website from.

The information available in these reports can help you:

1. Measure improvements and see if your SEO campaign is building your site traffic and improving your site performance, or not.
2. Show you the “who, how often, and from where” regarding your site traffic.
3. Show you where your website may need improvement in strategy, design, or both.

Next, let’s look at the Acquisition Report to learn what data is available there:

The acquisition section delivers critical information that details where your site visitors are coming from. It helps you understand what advertising and marketing is paying off, and what ads or ventures are not working. It does not necessarily tell you why something is not working - so be careful to not have knee-jerk reactions and pull the plug on a joint venture or an AdWords campaign if it does not immediately deliver great results. Sometimes an ad campaign, or a social media campaign won’t have great results because of the message - not because AdWords or social media doesn’t work at all. To make best use of this reporting capability, use it as a diagnostic tool that can help you measure what is working and what’s not so that you can work to improve your marketing strategy.

The areas of reporting include:

- **Direct Hits**- This tells you the number of people that opened a window of their browser and typed in your website’s name directly. This could mean that it is “word of mouth” or referral traffic, or maybe they saw your billboard or a business card or somewhere. This also reports those who have bookmarked your page for future reference. This is great traffic, and typically these are high-quality prospects.
- **Organic**- This reports people who opened a search engine window, typed in some keywords or phrases, and found you by clicking a link on the Search Results. If your keywords are properly planned and implemented, these people are also the type of site visitors that could lead to a new customer.

- **Referral-** This reports those visitors who click from a link in a blog post or another website. This means that your shared link strategy or link-building efforts are working. Of course, if this number is low, it may mean that this area needs improvement.
- **Social-** This reports the number of site visitors that came to your website by following a link on social media.

Finally, let's look at the Behavior segment of your Google Analytics report.

The Behaviour section of the report provides insights into how site visitors “behave” on your website. In this context, Behavior means how long they are on specific pages, and where they go. It basically tracks visitor’s paths through your website, to see where they go, and for how long. It’s a great tool for helping you know what site content is working and what content should be changed. Here you can see your top performing pages, best performing landing pages and where people tend to leave your website. Remember, exit pages are different (and not related to) the site’s bounce rate. You can’t expect visitors to stay on your website for hours at a time, but it’s important to pay attention to where they are going, and if there is a consistent exit point where visitors are leaving your site. Check the data under “user flow” to see how users navigate through your website. This can help you make informed plans for content or your user interface.

Now That You Know The Details That Are Spelled Out In Your Reports, You Can Hold Your SEO Provider Accountable

Remember the best defense against being ripped off is simply being informed. Use this chapter as a guide to help you identify what is important for your business, and be able to read the report and discover whether or not your SEO team is doing the job.

The Next Chapter Details:

Read the next chapter entitled, “Marketing Tools That Make Your Job Easy: Digital Tools That Show You What’s Really Going On With Your Website” to know what’s working and what’s not working using digital tools that can help you stay informed.

MARKETING TOOLS THAT MAKE YOUR JOB EASY



Digital Tools That Show You
WHAT'S REALLY GOING ON
with Your Website



Josh Ramsey
Maximize and Optimize

BY JOSH RAMSEY

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Marketing Tools That Make Your Job Easy: Digital Tools That Show You What's Really Going On With Your Website

I'm going to use auto mechanics as an example again to make a point. Imagine you have a car that's ten years old that you've taken to a trusted mechanic. You tell your mechanic that you have \$300 and ask them perform a tune-up and make sure that your vehicle is "good to go" on that budget. They perform the service, and you pay the bill and drive away.

Then, you take that same car to a new mechanic and ask them if they could make any recommendations regarding how they can help your car operate better. Do you really think the mechanic is going to look it over and say, "Nah, I can't really see anything here that needs attention."

Rather, the new mechanic will give you a list of things that you can and should do to help your car work better or longer. If they're dishonest, they'll tell you that it needs major work, and that you'd better not risk driving the car at all until you've spent a ton of money in repairs.

Ask Any New SEO Professional To Find Something That Needs Attention, And They'll Be Able To Make A List, Too

SEOers are notorious for picking holes in what the current strategist has been doing. What they often fail to consider is where the company started and how far they've come to date.

From what I've seen, about 40% of SEO companies and digital marketing companies don't have a digital marketing plan. Nearly half of the professionals don't have a clear plan for helping you succeed. You read that right! These are companies that are asking for your SEO business.

Not only do they not have a plan, but a great many of them don't really understand a lot about SEO. I can tell that many of them don't really have a "professional" grasp on seo tactics and strategies after just a few minutes of talking with them.

If they don't have a plan for their own SEO, and some of them don't even have a professional-level understanding of SEO, then how can they have a plan for yours? How could they possibly help you succeed? That is as crazy as a soup sandwich (If you don't think that's crazy, make one and try to eat it).

Trust Those Who Have Proven Results Through Successful Launches Or Turnarounds

This surprising stat should get you to thinking. The entire purpose of an SEO company or digital marketing company is to increase your online visibility. How can they accomplish that if they don't have a plan in place to share with you?

Let's briefly review two 'pain points' and see how they can hurt your company:

The first pain point is that, by not having an SEO strategy in place, there is a breakdown in the process. It is possible to be sold by an SEO sales person's pitch and then, when your account is handed off to the SEO team, they don't know what has been discussed between you and the salesperson who won your business. Therefore, they have no place to start other than... 'jump in and work'. How will they know what you've already tried? More importantly, how will you track the progress/success of the work you're paying them for?

The second pain point is a big part of why I wrote this book. Without a detailed plan, businesses are flying blind. They don't know what to expect, and they don't know where they are going. Sure, your SEO pro might promise the first page of Google (all of them do), but how long are you willing to pay for a "no-plan" strategy? If I were you, I wouldn't pay for it at all. After all, you can fail at SEO without paying someone else do fail for you.

Measure Success Between Where You Are Now, And Where You Want To Be To Ensure You're Making Progress Along The Way

Do not make the mistake of just saying you want to be #1 in the search engine results, and then start blindly paying your SEO professional. That would not just be unwise - it would be irresponsible to do that with your business. Be sure to set both long term and short term goals. Yes, you want to be #1, but what can you accomplish in the first month on your journey in that direction?

How can business owners know what to expect or what SEO benchmarks to look for? As a business owner, you hope to see a significant increase in customer leads within 30-60 days. That is NOT how SEO works. It is a process that requires close monitoring over a period of time, with clearly outlined measures of progress along the way. If you need immediate leads, you could consider AdWords (Pay Per Click).

Although increasing your online visibility doesn't guarantee an automatic surge in lead flow, you should expect that, when the website leads do pick up, you will be paying a lot less for them. You can start to achieve this by **INSISTING** that your SEO company sets benchmarks. These benchmarks should clearly outline their goals for your SEO and the steps they will take to achieve them. They should also be able to show you (the business owner) a before and after "snapshot" of implementation, i.e. where you started, where you are at specified points along the way.

Use The Best Online Tools To Help You Define A Plan - And Gauge Successful Steps Toward Accomplishing Your Goals

There are too many seo tools to list here. There are THOUSANDS, yes THOUSANDS, of online SEO tools. The easy part is finding the tool. The hard part is knowing 1.) Which tool you need, and then, 2.) Knowing which tool is going to give you the most accurate results.

The following segments are my tips to you on what to research and discover before using and trusting any tool.

Be Careful About Using Outdated Tools

Over the years tools have been built and then they are abandoned. What most SEOers (and business owners doing their own SEO) don't realize is that some of the tools built in 2009 have never been updated. So, either it won't work, or it will be inaccurate. Do you see a problem with that?

For those of you who don't understand the problem with using a tool built in 2009...THERE ARE OFTEN NO UPDATES MADE TO THAT TOOL. This makes it ineffective in evaluating/fixing current SEO issues. To further explain why using the proper tool is important here is something that is happening right now with Google:

Google makes daily updates to how they allow consumers to search their site. Most changes are not noticeable to the untrained eye and 90% are never known to even the most experienced SEOer. In September of 2017 Google rolled out a feature (Infinite Scroll) that allows you to "see more" at the bottom of its search results. For example, if you do a search for "BBQ Smokers", when you get to the bottom of the search results, there used to be a button that said "Next Page". Google has done some A/B testing by having a different button that says "See More Results".

How To Know If The Tool Is Giving Accurate Results

This is a hard question to answer. First look for any dates marked on the page or showing updates. Sometimes you can find that information in the footer. These are the best tools to use in most cases. Builders will often continue to make updates on their tools over a long period of time.

If you can't find any dates the best way to know if a tool will work well for you is to run 3 different tools that do the same research. Run each tool twice then compare all the results.

If you have to enter your information before using any tool, be aware that you'll likely receive a call or email telling you all about how they can do better SEO than you can. These companies are also known as 'trollers'.

SEO "experts" can ramble on and on explaining the pros and cons of your website. The thing you should consider is that they seldom look at the inside of your website OR what exactly has changed over time. To accept SEO guidance without thorough research/analysis of your website is a costly mistake. You have to know what to fix before it can be fixed.

Remember, The Quick Process of Evaluating Your Site

1. Determine how you rank for keywords relatable to your industry
2. Make sure the website explains what you do / how / what makes you better than others (not just showing product, but explaining why/how you are superior)
3. Decide which SEO adjustments need to be made in order to increase consumer leads

After analyzing these factors, you can then set goals within realistic timeframes and measure improvement by progressive benchmarks.

After Years Of Getting “Fed Up” Using Outdated Tools

I Created My Own Robust SEO Tool

Believe me when I say I’ve tried many of the tools out there and tried to use them to accomplish my objective - which is to provide clear, measurable reporting on SEO improvements.

After years of trial and error (and a lot of frustration) I decided to create my own. I’m offering the tools for free at first to those who read this book and take me up on the offer. If you use it and you like what it can do for you, you can pay just \$25 per month to maintain your subscription. Of course, the \$25 isn’t going to make me rich, but it does help me absorb the cost of maintaining UPDATED tools that are actually useful to those of us who want a good resource.

This Tool Is To Help You Stay Informed, Confident, And Able To Keep Your SEO Expert Accountable

The concern you can have when making this choice is, “Will the company actually do anything or just take my money.” Or you may wonder, “I know nothing about SEO, so how do I keep up with improvements?”

Another question you should be asking yourself is, “We had a good month in *(fill in the blank of a month that was good)*. How can we make that happen again?” The only way for you to know the answer to these questions is to track your SEO strategy with this tool.

For instance, in order to duplicate your best month of sales from online generation, you first need to go back 2-4 months prior and identify what strategy and steps were taken. The best way to do that is to record notes and snapshots in a systematic order for reference. Whether

you do your own SEO or have a company do it for you...keep track of all the steps that are being taken. This is EXACTLY the type of things YourDigitalMarketingPlan.com does for you.

For a free audit of your website, go to www.yourdigitalmarketingplan.com and click in the upper right of the page where it says, "Yes, Check My Site For Free" and follow the instructions.

Here's Why You Should Take Me Up On This FREE Offer

Most seo performance tools provide limited reporting and have a lot of techno-jargon that can be confusing to those who aren't familiar with the world of seo. The Digital Marketing Plan includes more than 65 elements that get measured and reported that relate to SEO. It is the most robust SEO tool on the market. Period.

The "next best" that I have been able to find offers 24 SEO website checks, and does not explain how to fix the problems it finds. It only reports them. It is also very expensive!

Here's What You'll Get When You Use This Tool Regularly

Let's say you've set aside a budget for SEO each month. You pay your bill religiously. Yet, you don't know if your SEO expert is doing the job you're paying them to do. So, you set aside some time - you remember that you read this book and you learned how to evaluate SEO and you found out how to set goals and measure performance. You decide to check on your website and read through the analytics reports and determine how your SEO professional is doing. It could take you 25 minutes at least, and it could take you as much as 4 to 6 hours or more if you really do your homework.

That would be foolish. Not because SEO isn't important -- it is. However, if you're in any position of influence in your company, you should not be spending your time on things that are beneath your pay grade.

Instead, use the www.yourdigitalmarketingplan.com resource to run some reports. That will take you about five minutes. Look over the reports for another five, and then send it over to your SEO expert to let them know you're keeping an eye on the key measurables that you're highlighting for them - and you're set. This does not mean that you can then ignore SEO and the decisions you need to make along the way, but it does mean that the significant weight of keeping your SEO professional accountable and your website progressing can usually require about 10-15 minutes a month. That's time well spent.

HOW TO START YOUR DIGITAL MARKETING PROGRAM



A STEP-BY-STEP GUIDE



Josh Ramsey
Maximize and Optimize

BY JOSH RAMSEY

JRCMO.com

How To Create And Follow Your Digital Marketing Program:

A Step-by-Step Guide

If you read my last chapter on Marketing Tools That Make Your Job Easier then you should have a full SEO report from www.YourDigitalMarketingPlan.com in front of you (or something comparable) and you're ready to get to work.

In this chapter we'll discuss how to lay out your own digital marketing plan, and then work to execute that plan to keep your website and results progressing each month.

Establish A Pattern: Plan, Assign, Perform, Measure - And Repeat Every Month

Be absolutely determined to plan! You've got to plan for your success. Planning allows you to set goals, identify problems, specify solutions, and define next steps toward achieving your goals. It's time to identify the top weaknesses of your website and SEO strategy, and then resolve to fix those so that your business can grow.

Too often people put off planning (and therefore delay their business achievements) because they want to have their yearly plan all laid out. That would be nice to have - a 365 day plan ironed out on day one. However, that is rarely what actually happens. Instead, people decide that when they have time, they will sit down and put together their plan - and two or three months later, they still haven't been able to squeeze in time to create a digital marketing plan.

I like to suggest that you make an initial monthly plan so that you get things rolling immediately - and then you're actually making progress. Then, as you gain traction, you'll be able to put together a 6-month and annual plan.

Identifying And Shoring Up Weaknesses Is An Important Part Of Putting Together Your Digital Marketing Plan

You'll Pay Dearly If You Don't Include It Every Month

Think this through.

You have a business. You probably have a lot of costs tied up in your business. Office space, employees, utilities, insurance, materials and resources, vehicles, ongoing training, licensing, and more. You've also put a lot into your website - you've paid to have it designed and you've paid to have the site optimized. You're probably paying to improve lead flow. People are seeing your ads, or finding your site (if you've really worked at organic SEO) through the search engines.

Your prospective customer clicks, and is taken to your website. They read through the web page, and...

What they do next will determine your success or failure. If they call you, or fill out a form, or download a PDF you're offering, or take any predefined next step in the buying process, you're on track to win a new customer.

However, if they click off that page and go elsewhere, you're not just losing that customer, but you're losing their repeat business, and the ongoing income that can flow from them and their referrals for a lifetime. That's an expensive breakdown. You need to identify any breakdowns in your digital marketing plan and then focus on fixing them so that you can continue to grow and succeed.

The general idea for the digital marketing plan should follow a basic, logical flow:

- Take inventory of where you need to focus for your specific business.
- Identify biggest breakdowns
- Create and prioritize 6 month action plan - this is an extension of your monthly plan, but specifies precisely where you want to be in 6 months
- Get organized- create a shared digital folder and make sure that those responsible receive input, encouragement, and reminders along the way... don't just leave it alone until the next month's meeting!
- Set a date and time to work ON your SEO - don't just put together a plan without a specific individual plan for when the work will be accomplished

Time To Get Serious - Have Your First Digital Marketing Planning Meeting

Read through your reports and the analytics data, and then start to outline your plan for the upcoming month and beyond. Here are some steps to get you started:

1. Use the digital marketing diagnostic tools (discussed previously) to determine where you are, and what priorities you will focus on in the upcoming month.
2. Define precisely what you will do to solve the issues that you identified in step one, and then assign the individual(s) responsible for doing the work that you've outlined.
3. Go beyond making assignments; schedule when the work will be done during the upcoming week(s); make sure that there is coordination throughout the upcoming month to ensure the items are not left until next month!
4. At the close of the month, use the same diagnostic tools that you used previously to identify the impact of the work completed, and to identify your next set of priorities for the upcoming month.
5. Repeat!

If You Follow This Process, You'll Be Shocked By The Improvements You Can Make

Once you identify your digital marketing plan's weaknesses and focus on fixing them one by one, you will be able to make steady, significant progress. Remember that SEO is a process and a way of doing business rather than task you can just check off on a list.

Now That You've Got Your Immediate, Monthly Plan In Hand, Create Your Six Month Goal - And Then Align Your Monthly Plans To Achieve That Goal

Yes, I've seen it happen more times that I can recall: you keep working at SEO and keep fine-tuning your strategy and your implementation, and then it takes off. Your site starts rapidly climbing in the search engine results. You see improved on-page behaviours and conversions. That's why I say that you'll be shocked at how much you can achieve when SEO breakdowns are systematically eliminated. Please don't misunderstand: this is not a recipe for overnight success. However, if you are determined, organized, and steady, the results will come. Continue to identify and attack your breakdowns, and soon enough, you'll begin to see some wins, which will increase your momentum, which will bring more wins. It's truly a beautiful cycle.

Expand Your Plan To Gain More Momentum And Grow Faster

As you work through the planning process, determine if you have the resources to expand your plan to achieve more for your business. As you consider what additional items to include in your plan, refer to this list of important factors in the planning process:

1. Refer often to your Ideal Target Customer so ensure that your goals and priorities are aligned with the right people in mind.
2. Specify which goals you want to achieve, and prioritize them according to the potential ROI vs. resources needed for achieving each goal.
3. Evaluate your existing digital channels and assets - including your website, landing pages, social media, ad campaigns, etc.
4. Evaluate and plan your "owned" campaigns, such as ongoing marketing to existing clients, emails, newsletters, etc.
5. Evaluate and plan your external media campaigns - meaning those that you pay for outside of your body of contacts, such as AdWords, paid social media campaigns, and other paid advertising channels.

How to Identify And Allocate Your Resources:

Your Monetary Budget For Your Digital Marketing Plan

Here's how to make a wise marketing budget allocation: Look at what has worked before (for example, have you been able to identify which channel delivers the highest quality leads at the lowest acquisition cost?)

Be sure to measure paid promotion channels as well like Adwords or paid social media ads.

Allocate a specific amount of the budget for each digital channel you will use for paid promotions. Remember the information we discussed previously regarding analytics and what we can learn from traffic source reporting. Use analytics to help identify the most cost effective digital channels with the largest reach and conversions and the lowest Cost Per Click.

Evaluating Tactical Marketing Channels: Important Things To Consider

Be willing to change, modify, or eliminate channels if they continue to not deliver the kind of results you want. Allocate your budget toward those channels that deliver the best results, while still using some portion of your resources to continue to test new channels and search for new lead generation sources.

Review your current digital marketing channels and decide which to keep and whether you'd like to test out any new ones. For example, you may have honed in on a great social media strategy that's delivering promising results, and now you want to start expanding to Adwords to see if you can achieve similar or better results using pay-per-click advertising.

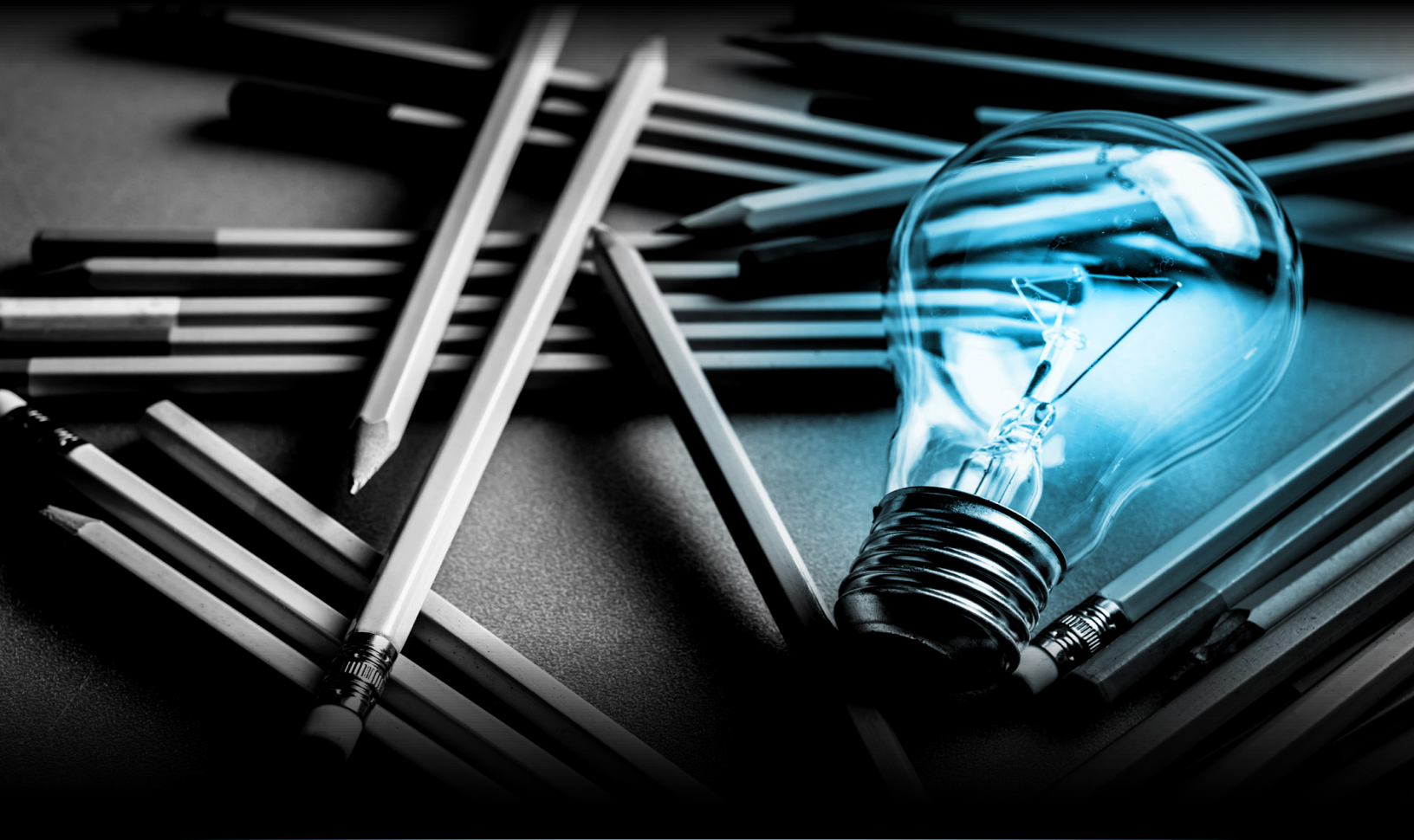
Make sure that you have identified ways to measure success from each channel. Make sure that your team understands what your desired outcome will be by clearly articulating what each digital channel's stated goal is for the upcoming time period.

The Next Chapter Details:

Creating Compelling Copy Is The Next Step In Driving Qualified Traffic

Now that you have a solid digital marketing plan and you're ready to carry out your assignments, it's time to go over ways to create powerful, engaging content and ads that can improve your results from the various digital media channels that you are using. I'll cover that and more in the next section titled, "Writing Effective Content: A Template For Creating Powerful Copy."

WRITING EFFECTIVE CONTENT



A Template for Creating
POWERFUL COPY



Josh Ramsey
Maximize and Optimize

BY JOSH RAMSEY

JRCMO.com

Writing Effective Content: A Template For Creating Powerful Copy

All of the work you have put into creating a more powerful and effective marketing campaign, and this is where we talk about the point of the sword - the actual advertisements. We will discuss what content works, what doesn't, and a little bit about why we create content using the methods we do.

Your Ads Need To Be Intelligently Different - Based On What We Know About The Human Brain And How We Respond To Ads

I don't know how many ads I've seen, evaluated, and rewritten, but it's a lot. Over 20 years of being involved in marketing, I am still amazed by the sheer number of ads from companies of all sizes and industries that are bland, boring, and absolutely forgettable - using cute (dumb) marketing language and poorly selected stock images - and the ads get IGNORED. Every cent of the money that goes into those ads is a waste. Every. Single. Cent.

Why? Because if nobody reads your ad, then your ad may as well NOT EXIST at all. The landing page or website you created as an effective place to guide your site visitors on the journey from mere visitors to prospects and eventually, your customers - all of that is wasted, because you won't have anyone coming to buy from you because your ad is so horrible. In addition, anyone on your sales team and the resources you put into them - that money and time and training is all wasted, too - because your ads don't work. I could go on - but I want to make it crystal clear that your ads MUST generate new business or you're not going to be in business at all.

What's In An Effective Ad, Landing Page, or Website Page?

Let's talk about the ingredients of a powerful ad. The items we will discuss include:

1. The image or visuals
2. The headline
3. The sub-headline
4. The educational content
5. The offer or call to action

Everything Depends On Capturing the Attention Of Your Audience, So Choose IMAGES With "Stopping Power"

Your ad needs to have the power to connect with your ideal prospect and get their attention. Not only does it need to get their attention, but it needs to get their attention based on the problem or need that

you solve. So, if you sell toothbrushes, you want to use an image or visual that relates to a toothbrush. If you sell cars, you want an ad that has to do with cars, or why people need cars.

When you create an ad you want to make someone stop and pay attention with your IMAGE. Not only does the image need to be “about” the item you sell or the thing you’re giving away, but it needs to be an image that is unusual, different, or funny. Get their attention. This is why you often see attractive females, or something weird, in the images you see. Also realize that if you are in a competitive market, you’re likely to draw from the same image resources that your competitors are using. I get a laugh when I see competitors using the same image from the same stock photo site. After a short time, audiences subconsciously tune out when they see those images because they come completely forgettable. Try to choose images that are unique and don’t look like stock photos.

For your customers, it all starts here! Make your #1 priority to select images or copy that will make people stop what they’re doing and pay attention so that you can get them started toward the journey of becoming your customer for life!

Your Headlines Must Capture The Attention Of Your Target Audience Or You Risk Losing That Prospect Forever

Visuals like images may be the top priority when you are creating an ad that is going to sell, but your headline isn’t far behind. We create thousands of ads and test them like crazy and we can tell you with a huge amount of statistically significant data that any one of these elements can swing your ad performance by 20% to 500%.

Pause for a moment and consider what I just told you. Think about that fact: two ads selling the same product or service, placed in the same tactical location, and one ad can outperform another ad by 500% just by changing a headline. Imagine the impact on your business if you are able to articulate your sales proposition with power and capture 500% more prospects. How would that impact your leads? Your sales? Your business’s bottom line? Your eventual retirement account?

The Greatest Headlines Are Usually Revealed Through Steady Testing

Do not expect to come up with the greatest headline of all time overnight. We test different word combinations on a variety of tactical locations (Facebook, Adwords, and others) so that we can understand the impact of a message on one audience versus another, especially when we team a headline with one image versus another image, or test a few headlines with the same image. With today’s digital marketing tools, we can discover the impact of all of these combinations and keep working to improve an ad. It is awesome to see an ad start generating 100% more returns or more because we tried a new headline, or tried a new image with a headline.

Each ad should have a fantastic image and powerful headline. If you ignore either of these ingredients, you do so at your own risk, and your business and all who work there will reap the benefits or pay the consequences of your ad.

Some Ads Don't Have Room For Sub-Headlines, But If You If You Have Room For A Sub-Headline, Make The Most Of The Opportunity

So much is riding on your ads' ability to generate leads that literally everything in an ad is critical. So, don't be surprised when I say that the subheadings in your ads are vital to your success. Here's the reason why: When your ad captures the attention of your target audience with a unique, funny, or unusual image, and your headline and image make that prospect stop and pay attention to your ad, you've won about 2 seconds of their focus and attention. If your sub-headline effectively communicates to your prospect that if they pay attention further to your ad (or click a link), they will be able to solve a problem or reap a benefit that they really want. In short, you've caught their attention, and your sub-headline determines whether or not you can keep it. If your sub-headline doesn't work, then you've caught their attention and then lost them. It's like you're fishing, and you feel a tug on your line, and the fish took your bait (or your money spent on the ad) without getting hooked.

Your Educational Content Needs To Provide The Information That Convinces Prospects That They Would Be Foolish To Buy From Anyone Else But You

When you write the main educational content for your ad or your web page, aim to speak to your audience with copy written at around a 6th or 7th grade level for maximum impact. This helps those whose primary language may not be English and those who may not be the strongest at reading comprehension, and it's simple enough for the human brain to scan and understand quickly with minimal effort.

Even audience members who read at higher levels will respond well when copy is written at a 6th or 7th grade level. As you write, don't make people work harder than they need to. YOUR GOAL is to get the user to understand, and you don't need to confuse them with unfamiliar words.

Read your copy aloud to make sure that it sounds natural and easy. Pay attention to the length of your words and how many syllables they contain. Don't gum things up with unnecessarily long words when a shorter word will do. Shorter words make it easier to scan your copy and save space on printed materials. Short words are snappy and tend to pop off the page.

Make Your Case For Your Business - Don't Hold Anything Back

Remember our earlier discussion about creating a unique selling position that clearly states what makes you better, unique, and different in your specific marketplace? Well, this is where you need to use that message. Your prospect saw your image and headline and paused for a moment to pay conscious attention to your ad. Then, your sub-headline made it clear to them that if they would just read on, they can get a valuable solution or a unique benefit that they are seeking. Now, your core message comes in to really get the job done: your message clearly defines what you do that is better and different, and it explains those benefits and advantages in a clear, easy-to-understand way. The content may be short or long, depending on the space available. The outcome is that your prospect realizes that they WANT what you're selling because it's the best option available. It would be downright stupid to buy from

anyone else - now that they've read your powerful message, and understand the details you've explained to them.

Make sure that your message is written in a way that works to MAKE THEM CARE. There are typically three ways to MAKE PEOPLE CARE - and these are not new. These three have been working since people started measuring ad responses 80 years ago.

1. HOW DOES IT BENEFIT THEM? (what about your product will solve a problem they are facing, improve their life, boost their financial prospects, appearance, relationship status etc?)
2. SOMETHING NEW AND PERTINENT (For the first time ever x is available? This is why we use words like 'New' or 'For The First Time' or 'Finally' or 'Announcing!' a lot in our copy).
3. CREATE A SENSE OF WONDER OR CURIOSITY (few people can resist clicking a link to discover something... this is why lists work so well. People are willing to spend a minute or two to find out 'the 10 most unusual causes of weight gain,' or 'the 5 most common investments that create millionaires.' The danger here is that the concept must have a direct correlation to what you're selling, or you're wasting money.

Now That You've Captured Their Attention, Kept Them Engaged, And Taught Them What They Need To Know To Make An Informed Decision, It's Time To Make Them A Phenomenal Offer

You've got a prospect who's paid attention to your ad long enough to learn what makes you different and better in your marketplace, and now, you need to invite them to take the next step in the process of buying from you.

There are several options to choose from - and getting the right offer is, of course, critical to your success. Types of offers can include options for people who are willing and ready to buy now, or they can include items that provide additional information that will help them as they work through the purchasing process.

For digital offers, you can often use one of the following:

- Join for Free
- Sign up
- Learn More
- Get Started

- Give it a Try
- Send Me X Now
- Claim Your Free X
- Start My Free Trial
- Download Now + Countless More

For people ready to buy now, you can offer things like:

- Sales
- Discounts
- Coupons
- Buy One, Get One Free
- Early Release
- Other Add-ons

For those who are still working through the buyer's process, you can lower their risk in taking the next step by making additional offers appropriate for them, like:

- Attend a free training
- Schedule a time to attend a webinar
- Promise a specific benefit if they schedule a consultation - make sure they understand that they will receive a deliverable that has a high perceived value
- Download a free guide or report that explains what they need to know in more detail

Let's put it all together - here's a template you can use to create a new, powerful ad for your business:

IMAGE AND HEADLINE

Goes Here.

Add A Sub-headline Here To Keep The Prospect Paying Attention

This Headline Should Clarify The Problem and/or Suggest A Solution

This paragraph should serve as a transition between the main headline(s) and the discussion of the pertinent issues below. If you just jump straight into your point, it feels awkward to the reader. So use a little text here to get acquainted before going too far...

Use Sub-headlines That Articulate What Will Be Discussed In Each Paragraph

Point #1: It is important to format each point so that the reader can quickly and easily pick out the important points. If you don't use this format, readers will grow weary and revert back into Alpha mode.

Point #2: Depending on how much room you have, there are two ways to handle these paragraphs. If you have more room, you may want to identify the problem and tell how this business overcomes that problem. On the other hand, if space is limited, you may want to limit your comments to the problem and let An information giveaway like a guide or a report educate them about the details later on in the process.

Point #3: You probably won't have enough room to elaborate on all the important topics you can address in one ad, so you'll have to choose the most important ones—2 to 4 is probably enough. Make sure you don't say "3 Things" in your headline and then only talk about 1; it causes a disconnect with the reader.

This Sub-Headline Should Continue To Tell The Story Introduce Solutions.

After you have the headlines right, you'll be ready to go back and replace this instructional text with real "educate" text that starts building the case for the product/service being marketed. Remember, this is only a template; the actual number of paragraphs and subheadings you should use does not have to match this sheet line for line, paragraph for paragraph.

Info Offer and/or Incentive Offer

An info offer should have a good (title) that readers can quickly pick up and understand

Incentive Offers are even easier. Just say what it is making sure to always include the \$ value

(ex. This Month Get TWO FREE MONTHS Added To Your Annual Subscription (a \$275.00 value)!

Remember to include your contact information, logo, phone number, website, or other URL as appropriate.

YOUR DIGITAL MARKETING PLAN



How to
DOMINATE YOUR MARKETPLACE



Josh Ramsey
Maximize and Optimize

BY JOSH RAMSEY

JRCMO.com

Your Digital Marketing Plan: How To Dominate Your Marketplace

Let's Take A Step Back And Review What We've Covered To This Point

If you've read through each chapter or booklet (I've made this information available in several formats) then we have covered a lot of ground:

1. We've discussed what to look for in a digital marketing company - specifically, what you must know before trusting an agency with your business
2. We had an overview of SEO - one that you can use to either gauge how effective your current SEO provider is at delivering results, or the information can work to help you be personally informed as you make decisions regarding your digital campaigns
3. To help you avoid getting ripped off, we identified ways you can distinguish real SEO professionals who are working to achieve the best results for your investment vs. those who are not doing the job
4. We started the process of marketing discovery to help you begin creating a marketing message that would be superior to those of your competitors - so we started to innovate and build a strong case for WHY people should buy from you (and not your competitors)
5. Once we had a solid foundation regarding why people need to buy from you, we started to transfer that knowledge into strategic and tactical marketing - meaning, knowing what your should say, and where / what media you should use to get your message to your audience
6. To help focus your message so that it will capture your target audience's attention (and not get ignored) we reviewed the natural rules that dictate how and why people pay attention to things, and discussed how you can create a message that grabs attention
7. We needed to know more details regarding when and where to deliver that attention-grabbing message, so we discussed the sales spectrum, and why 79% of marketing is spent on things that don't deliver - and how you can avoid making the same mistake
8. Next, we revealed how you can hone in on your ideal customer by using the tools that are available to you that gauge people's behavior more than any other time
9. Now that you have really nailed down your ideal customer and you've created that unique profile that specifies who they are and what they're looking for, we're prepared to create headlines that speak directly to that target prospect - and we discuss the factors that make effective headlines

10. With a clearly defined target customer and a list of potential headlines, we turn to keyword selection for your search engine optimization campaign. Keywords are the words and phrases that people use to find you online - so getting these right is critical!
11. To help you know how to read and understand an SEO report, we reviewed the details that are available through Google analytics, and what each element of the report means, and what you can do to help diagnose and fix problems with your website and other SEO efforts
12. Since we don't want you having to spend a lot of time reading analytics reports, we introduce some powerful tools that help to make your job easier, and that can keep your SEO expert accountable each month
13. With a solid foundation in what you need in SEO, and a strong case for selling your business, we can start planning in earnest. So, we walked through the elements that go into creating your own Digital Marketing Plan (DMP)
14. With a "DMP" in place, we can work on creating powerful ads that can drive traffic to your website, your landing page, to call you, or to visit your physical location. That requires effective, powerful ads - and we went through the steps to create a successful ad campaign

If you are reading this in separate booklet form and you have not received any of the 14 segments that I have listed above, then contact me and I'll help you get whatever information you've missed.

This Is When It All Comes Together - Kick Your Digital Marketing Plan Into Gear And Start Dominating Your Marketplace

I have explained enough of the details to this point that you know what to look for, why SEO and digital marketing is important, how to avoid getting ripped off or misled, and finally, how to effectively and efficiently create your own ads and content - finishing with an offer that invites your prospect to take the next step toward buying from you and become your lifelong customers.

You should not handle all of these things yourself. If you are a business owner or decision maker, you should be assigning and delegating these tasks to those who can move you forward at the right pace.

Follow This Approach And You Will Be Successful

How can I boldly promise that you will be successful? Because the steps I've discussed are based on scientific facts, and not opinion. I use digital tools to identify interests, behaviors, keywords, measure site and campaign performance, and as you work through these steps, you will succeed. I know because I've done it for myself and my own businesses, and I've done it for hundreds of clients over the last 18

years, and counting. I have all the tools and the materials we need to succeed - and if we just follow the plan, it will work.

We Create And Execute Digital Marketing Plans That Work To Set You Apart And Help You Dominate Your Marketplace – And We’ve Got The “Roll Up Our Sleeves And Get Things Done” Approach To Provide All The Essential Ingredients Necessary To Win Online

If you want to take everything about you and your product or service and your company that’s already working and take your business to the next level - and you want a proven, trusted, results-oriented advisor to help you achieve that goal, then call me. I can do a portion of the Digital Marketing Plan as I’ve outlined in previous discussions, or I can do the whole thing - I can develop everything – from strategy, to your website, your ads, testing and measuring, and ongoing optimization – all that stuff you need to be so effective that you make your dreams come true and actually achieve what you intended to accomplish when you got started in business in the first place, then reach out to me and let’s make it happen. Together, we’ll win.