

Dan Hollings

INTERNET
MARKETING
STRATEGIST

10

Top Secret

**Internet Assets &
Strategies**

For Anyone in a Local Area Service Business

Dan Hollings

INTERNET
MARKETING
STRATEGIST

AT THE TOP OF HIS GAME...

ABC News - 2006

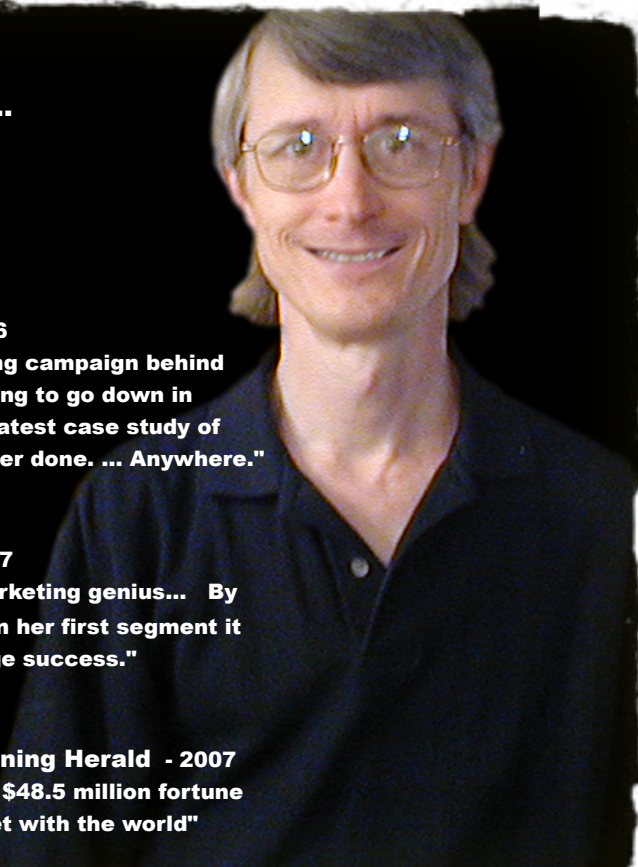
"The marketing campaign behind 'The Secret' is going to go down in history as the greatest case study of viral marketing ever done. ... Anywhere."

Newsweek - 2007

"Stroke of marketing genius... By the time Oprah ran her first segment it was already a huge success."

The Sydney Morning Herald - 2007

"...amassed a \$48.5 million fortune sharing The Secret with the world"



10 Top Secret Internet Assets & Strategies For Anyone in a Local Area Service Business

I Hear You Asking Yourself Already... "What does this guy know about marketing a local business?"

It's a legitimate question and one with perhaps a surprising answer...

Yes, today, I'm an internet marketing guy with quite a few successful campaigns and projects under my belt. However, the short version of my pre-internet

history is dominated by three other areas I've gain expertise in:

1) **MUSIC** - My formal training is in music with over 7 years experience teaching at The University of Illinois and other educational institutions. My instrument? Classical guitar. Today I'm a music lover of jazz, classical, contemporary and world music plus a composer and soundtrack guy. My works are featured at Amazon, iTunes and elsewhere and I consider it my hobby of passion; it's certainly not a wealth generating program! Some of my music is at: www.DanManDo.com

Learn more by attending
one of Dan's trainings:

[GET INFO](#)

Dan Hollings is an experienced entrepreneur, internet marketing consultant, trainer and web developer. Creator of the internet marketing strategy behind big name companies, well known trainers, movies and even little known ordinary folk. Dan offers innovative solutions for almost any key piece of a solid internet marketing strategy. "It's no secret, Dan Hollings is one of the most sought after internet marketers around. An internet strategist to celebrities, talk show hosts, NY Times best selling authors, noted teachers, world renowned entrepreneurs and smash hit movies"

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2) **REAL ESTATE** - After 7 years of trying to make a living as a music teacher I transitioned into real estate. We're talking pre-internet days... yes, it's hard to believe, but waaaaay back then people would come out of their caves and trade rocks and dinosaur bones for a better spot up on the hill...

I transitioned (after much research and study) into real estate. Initially as an investor, picking up 2-flats, 4-flats, duplexes, condos and single family homes using creative financing techniques. I was no Dean Graziosi, mind you, I was more of an Elmer Fudd. Nonetheless, I stumbled through a lot a deals and learned a lot about finding, buying and selling real estate. I also went into real estate sales as a licensed Realtor, later moving on to train real estate agents both as president of a local real estate school and conducting seminars in the region. I learned a lot about being in a sales and service business and loved it, but eventually was attracted to yet another entrepreneurial pursuit...

3) **NETWORK MARKETING** - Encouraged by a friend to explore this entrepreneurial profession, I plunged in; once again I was like Elmer Fudd paddling up a creek where I had no experience. I did rather poorly my first year, but eventually started to get the hang of it. It was very much a service business providing environmental clean air and water systems to residential homeowners. After a few years I had reach the top spot as an independent distributor when I decided to sell my business and kick back a bit.

That's exactly what I did, until I got a wake up call in my mailbox one day: AOL had sent me a "floppy disc" and my curiosity was piqued. Having no computer skills and being a fumbling one finger typer at best, I bought a computer. I locked myself in a room, began observing and studying the internet, and thus started the career where I find myself today. The internet had knocked on my door and I answered.

Today, I'm one of the most sought after internet marketers around. An internet strategist to celebrities, talk show hosts, NY Times best selling authors, noted teachers, world renowned entrepreneurs and smash hit movies, including "THE SECRET." In-between all these "big name" projects, I've also helped thousands of small service oriented business improve their internet strategy because at the end of the day what I still love most is teaching. That's what I hope to do with you!

So, Let's Begin...

My goal is not to teach you what you already know. My focus instead, is on tapping some of the powers and assets of the internet to help you propel your business activities and results toward your ultimate goals. In fact, I'm planning to focus in like a laser on LOCAL internet strategies because these are the strategies that will have the greatest impact on your local business. It's an area of marketing often overlooked in other internet marketing materials - in fact, few other internet marketers even touch the subject.

Yet even though my focus here will be on how the internet can help you in your service business locally (regardless of what that service may be), I encourage you to later expand your knowledge further by joining one of my more advanced training sessions. It's an opportunity to dig deeper into these "internet secrets" and expand into other money making strategies guaranteed to help you in all the various areas of online marketing. Rest assured, this is very cutting edge stuff (that your competition likely doesn't yet know) but the good news is, you do NOT need to be a rocket scientist or a computer nerd to take advantage... rather, you just need the "know-how" - **Yes, it's ELF'in simplistic!**

The 10 Secrets I reveal in this report will take you far enough to get your exploration on the right track, but keep in mind, some of these topics could be complete books or day-long training courses in themselves. Perhaps not every secret will apply or be of interest today, but if even ONE helps move you toward your goals or puts money in your pocket, then we'll both have something to smile about... agree?

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#1 Be Mindful; Be Findable

Half the battle in finding customers or clients in your local area is making yourself “findable” online. Every day, thousands of people seek local services for their homes and businesses, many are actually desperate (or at least eager) for your service and these days, more than you might imagine use the internet to seek a solution.

For better or for worse, it’s amazing how many people think that a business *close* to them is the best choice. The internet, through local search, puts a priority on proximity and thus you need a strategy to make your business appear *close* no matter where in your service area you’re actually located.

Perhaps people are searching for someone to clean their carpets, someone to do landscaping, a handyman, painter or pool service; it really doesn’t matter because the internet can deliver ANYTHING one might be looking for almost as fast as you can say GOOGLE (or YAHOO!)

The interesting thing about online searchers, is that they often want to use the internet like a virtual backyard fence, where they can lean over it a bit and ask a friendly neighbor for recommendations or tips (something you cannot do in The Yellow Pages or from a newspaper ad). Maybe they want to do a little research first, find out what ordinary folks think about this service or that in their local area. What many fear most, is overspending and/ or getting lousy service... they don’t want to MAKE A MISTAKE. You’ve likely been in their shoes, think back... now think forward... BINGO, you have your secret strategy #1.

To do well online, FIRST you need to THINK like a customer (your customer). Think what they would do, think where they might look, think what they most desire to know and who they most want to hear it from. Then PLANT YOURSELF (and your message) in those “FINDABLE” spots. NEXT, don’t think of the internet as an advertisement medium, rather think of it as a relationship building medium - plus a bit of a rumor mill if you like - SO... whenever possible let OTHER people and other sites deliver your message and tell your story. Remember, searchers are leaning over the fence hoping to hear from a neighbor (or one of your existing customers) as to whether you’re any good or not.

While this FIRST SECRET might not seem like an internet strategy, it is. This MINDSET part of your strategy is so important, nothing else should be done, until you’ve thought through this concept. First understand the mindset of WHOM you want to find you, then think from their perspective what person or service THEY HOPE TO FIND. Then think how you can leverage OTHERS (other sites/ other people/ other companies) to help deliver your message. Whether you’re marketing a product, a service, or even playing the dating game, this step or a close variation is critical to your success.

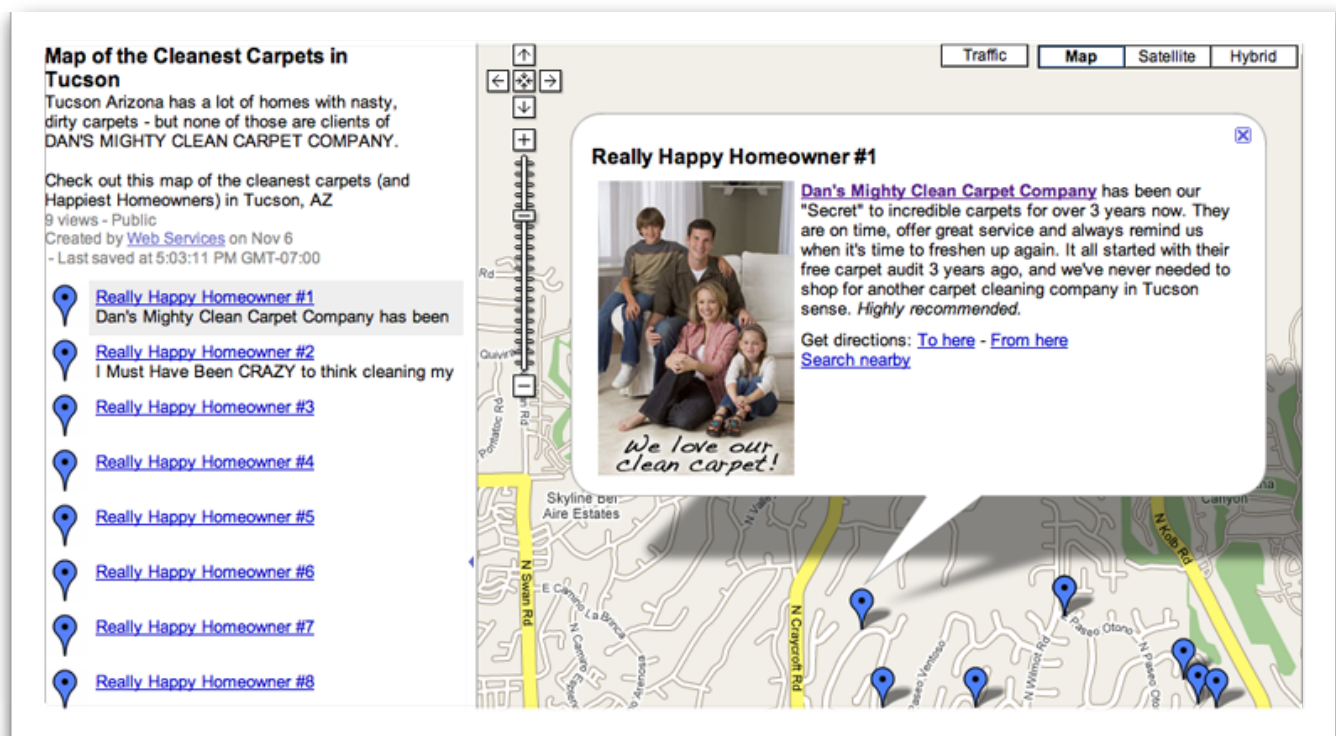
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#2 Think Local

The internet, in the minds of most, is this big global network of people and computers plus a bottomless pit of information and resources so vast no human can really comprehend it. And just when you think you're beginning to grasp the massive breadth of all this, you're dumbfounded to discover it's likely doubled in size, and doubled again from what you last conceived. Often in our fascination with the internet's bigness and scope, we fail to realize how powerful a tool it can be on the small scale - locally. It's almost like thinking, "Hey this might be a great telescope, but lookie here, if I do it this way, it's a great microscope!"

For most service business needs, the internet should be a local microscope, allowing you to focus in on YOUR neck of the woods in ways, only a few years ago, were totally impossible. Imagine this...

What if you could create a publicly searchable map of all your happy customers chocked full of testimonials, photos, links and more. Here's an advanced "to-die-for" strategy I teach in my tele-seminars, and it's just a taste of what you can do if you know the secrets.



How might we do this?

EXPLORE FIRST, THEN PLANT YOURSELF

First, discover LOCAL search. I'll focus for illustration purposes on [Google Local](#), but all the major search engines offer local search results for keyword searches that are deemed "local." Go to [Google.com](#) and type in the address of where you live. Try it with the full address, then just your street name and city/state, then just your zip code. Notice the search results (also called SERPs - search engine results page).

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#2 Think Local (continued)

Any lights going off yet? Something was FOUND, right? Search engines seem to dig up something, no matter what. But were any of the results useful? Could you have been found there?

Now, try clicking on the MAP option that likely appeared when you did a street address search. You'll notice under the search box a TAB called "Find Businesses" - click that. Initially, you'll get something like the image to the right.

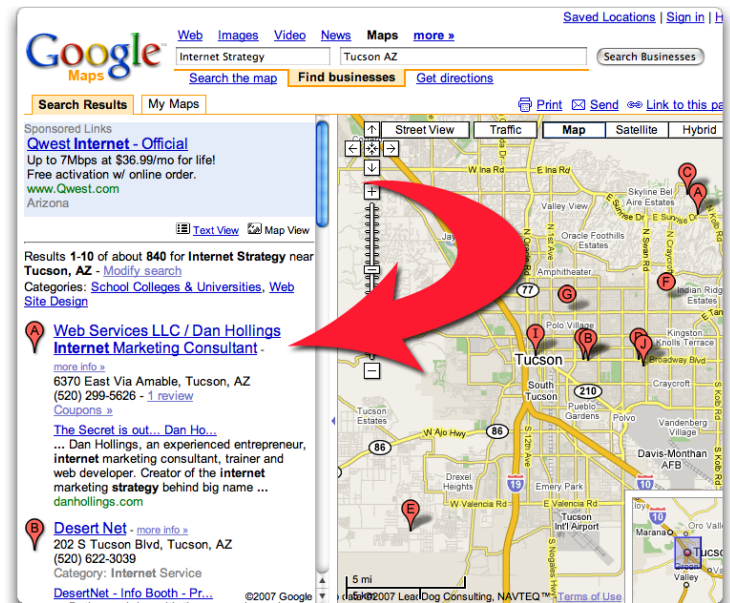
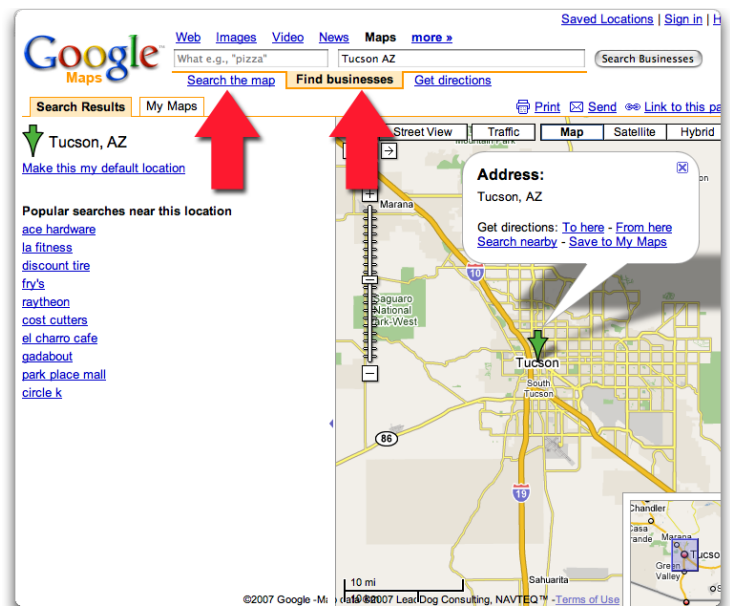
In the search box to the left of your address, type in any business, keyword, or phrase you like. In my example, I'll type in what I do as my business... "Internet Strategist." (next to location "Tucson AZ")

As you can see, local businesses pull up on the left and at the TOP is my business (which I run from my home) called Web Services LLC.

Again, any lights flashing in your head yet?

Even on most other searches in my local area, my listing pulls up typically within the TOP 5 of local results. If anyone searches by the county name where I live, or any neighboring communities... BINGO, they've found me.

If I were in any local service business, I could easily pursue a few simple steps and PLANT myself under keywords and phrases HOMEOWNERS and BUSINESSES might type in when seeking to find the services they need.



And to think, the population of Tucson, AZ is over **518,956**

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#2 Think Local

Out of over a half million residents living in my area, Tucson, I'm thinking a few might be seeking services, and many (if not more) in your local area are desperately trying to find you... but can you be found?

It only gets better... Have you ever inquired what it costs to be in the local yellow pages? Pick a big number and add several ouches afterwards. For most, it's not a great investment. Yet, Google and other search engines will give you a BIG yellow page style ad (with your own COUPON option) for absolutely FREE. You can offer "audits" and free "Consumer Awareness Guides." And not for just one year - we're talking perpetually! FREE!

The image shows a screenshot of a Google Maps search for "Internet Strategy" in Tucson, AZ. The search results list several businesses, with "Web Services LLC / Dan Hollings Internet Marketing Consultant" being the primary focus. A red arrow labeled "AD" points to the business listing. Below the listing, a red arrow labeled "Coupon" points to a "Printable Coupon" for "Internet Marketing Tips". The coupon text reads: "Dan Hollings Internet Consultant Internet Marketing Tips Free consultation if you call - Yes, I'm an expensive internet marketing consultant, and yes, my clientele & track record is impressive but what the heck - if you're a local business or entrepreneur I'll give you my 2 cents for a plug nickel (or maybe a link will do :) JUST CALL WILL-WORK-FOR-LINK". The coupon also includes the Google logo and the ID "7UKGWSAKHCJFOS".

Google Maps search results for "Internet Strategy" in Tucson, AZ. The search results show a list of businesses, including "Web Services LLC / Dan Hollings Internet Marketing Consultant". A red arrow labeled "AD" points to the business listing. Below the listing, a red arrow labeled "Coupon" points to a "Printable Coupon" for "Internet Marketing Tips".

Web Services LLC / Dan Hollings Internet Marketing Consultant
1 review - Write a review
Tucson, AZ 85750
danhollings.com
Get Directions: [To here](#) - [From here](#)
[Add or edit your business](#)

Printable Coupon
Web Services LLC / Dan Hollings Internet Marketing Consultant
6370 E. Via Amable
Tucson, AZ 85750
(520) 299-6626
http://www.danhollings.com

PRINTABLE COUPON Never Expires

Dan Hollings Internet Consultant
Internet Marketing Tips
Free consultation if you call -
Yes, I'm an expensive internet marketing consultant, and yes, my clientele & track record is impressive but what the heck - if you're a local business or entrepreneur I'll give you my 2 cents for a plug nickel (or maybe a link will do :) JUST CALL
WILL-WORK-FOR-LINK

Google 7UKGWSAKHCJFOS

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#2 Think Local (Resource List)

GOOGLE LOCAL

<http://local.google.com/>

ADD YOUR BUSINESS

<http://www.google.com/local/add?hl=en&gl=us>

YAHOO LOCAL

<http://local.yahoo.com/>

ADD YOUR BUSINESS

<http://listings.local.yahoo.com/csubmit/index.php>

MSN LOCAL

<http://local.live.com/>

ADD YOUR BUSINESS

<http://webapp.localeze.com/bizreg/add.aspx>

OTHER LOCAL SEARCH MARKETING OPTIONS

CitySearch

InfoUSA

Local.com

MerchantCircle

TrueLocal

Yelp

<http://www.smallbusinesssem.com/local-search-marketing-guide/other-options/>

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#3 The 'KEYS' To Your Local Success

When a people seeking your service start exploring online, they do so like you, me and everyone else. They rev up their browser, head off to a site or search engine and start searching. Most searches are done by typing in a KEYWORD or PHRASE to a search box, clicking the search button and scanning through the resulting SERPs (Search Engine Results Page).

Since we know this is what people do, all that's left for us to determine is WHAT the heck they are typing into that little search box. If we can make an educated guess about that, then our job becomes more defined. All we must do is PLANT ourselves (our service, our listing, a site, a page or a blog) so we pull up on the SERPs where they are looking.

If you've ever heard anything about "Search Engine Optimization" (SEO), this is basically what we are discussing, but at a very simplified level. You need not have any special talents to do this stuff, just the knowledge of what to do and where to do it. The process once clear in your mind is rather simple. The good news is that doing this stuff on the LOCAL level is far easier than trying to achieve a similar goal on a national or global scale. But for you, and for your business, LOCAL is exactly where we want to be found.

So what do we need to do? We need to figure out what KEYWORDS or PHRASES local folks are typing into those little search boxes!

WOOD WITH GORDS?

Are you good with words? Great, it doesn't really matter. There are many tools online that query actual search databases and tell us exactly what people are typing into those boxes, but I've posted a tool that is like a ONE STOP SHOP for most of your keyword research needs. It's located here:

<http://danhollings.com/woodgords/>

In my advanced training courses I help people maximize their use of such tools, but for most, little explanation is really needed and again, for local search, just a little research with such a powerful tool goes a long, long way. Next we'll cover what you do to discover some of the KEYWORDS and PHRASES local homeowners may be using in their searches, when using such a keyword tool...

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#3 The 'KEYS' To Your Local Success (continued)

How to Find The Keywords and Phrases People Are Typing

Determine who you're after...

- Think of the ONE person most likely to need what your web page or service is about.
- Erase from your mind all inside knowledge about your company, product, service, industry etc.
- Forget all techno-babble terms only known by experts or industry insiders

Jump into the mind of the person (the homeowner in need)...

- You are not a former customer, so you have no history or relationship
- You have a definite need, challenge, desire, question or interest (that's why you are searching)
- You're about to type words into a Google search box in the hope the search results page will guide you to a solution, a service, an answer, a perfect business or site.
- You initially seek information and/or help more so than a product or "expert."

Ask Yourself...

- What words or phrase would you type in whereby when the results came up and you saw the site title listed (and ultimately a linked page)... you'd say "BINGO" this is what I was looking for!
- Sometimes by thinking about the "who, what, when, where, why or how" behind the searcher's motivation, it will spark additional useful keywords and phrases.

You're not done...

- Ask your spouse, your Ex, your neighbor, your kids, your postman, your lawn-keeper, your pet sitter, your cousin Skippy, past customers, your bartender and anyone else you can reach out to.
- Don't prep them with background info, just show them your draft page, a printout, or tell them your basic goals. The less you say, the better results you'll get.
- Remember, people are not always good spellers... misspelled keywords can be gold.

Explore your competition...

- Go to Google, type in the keywords you've discovered and look at the top sites that return on the results page. These sites are competing for a similar audience on a large scale - borrow from them for your local plans.
- Go to sites you already know (from experience) that are seeking to attract the same people. Examine what they are doing and take notes if you think you see a good idea.
- Examine your competition's page title, headlines and meta tags (all browsers allow you to view source code and find keyword meta tags near top).

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#3 The 'KEYS' To Your Local Success (continued)

Plant Your Seeds

Create/brainstorm a short tight list of 5 to 15 "seed" keywords. You might have a short list like:

MY SEED KEYWORDS

carpet cleaning service
carpet cleaner service
best carpet cleaning
home rug cleaning
cleaning berber carpet
carpet cleaning companies
rug cleaning
carpet cleaner
residential carpet cleaning
carpet stain removal

Grow Your Seeds

Now visit the Keyword Tool below and expand your list to a solid 10 to 50 keywords and phrases that have a healthy number of searches actually occurring on a monthly basis. Don't assume the highest search volume keywords are the best, rather pick the best ones that truly seem that they might originate from the TYPE customer you desire. Explore the other tools and links all found on this page as you enter your "SEEDS" one at a time:

<http://danhollings.com/woodgords/>

Keep in mind that because you will be focusing on a LOCAL market, you will most likely want to add your **city, state, county, and/or zip code** to the keyword phrases you compile.

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#4 Prepare For The Big Red 'TAG' Sale

Well, maybe they're not **red**, but we do need to talk a moment about TAGS... that is, the internet or blogosphere variety that have become so BIG in so many ways these days. To make it quick and easy to understand, you might think of a TAG as a **one or two word keyword** used to **CATEGORIZE** what you do or what your site or web page is about. It's another way that people might find your business, page, blog or site.

Just as you need to know (or think about in advance) the keywords that a searcher might type into a search box, you also need to know what CATEGORY or set of TAGS best classify what you do. These TAGS will be used more so to categorize blogs, photo's, and other social media things you do - whereas, your keywords will be associated more with your web pages or sites.

Don't get too hung-up thinking about why this works this way, rather let's just move forward and while we have keywords on our mind, let's pick a small highly focuses set of TAGS so we have them ready for some blog and social media strategies I'll discuss later.

You can likely do this part off the top of your head, if you've just completed your keyword research. Just think of 3 to 10 categories (one word to three words are best) that your service or site fits. Your TAG LIST might resemble the one below (but please, create your own so you can be even more exacting - localize as much as possible)

MY TAGS

carpet cleaning

YOUR CITY carpet cleaner

YOUR CITY rug cleaning

carpet cleaner

carpet steam cleaners

clean carpets

home rug cleaning

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#5 What Are You In The Middle Of?

In other words, where the heck are you? If you expect people to find you in a search engine or online, you have to PLANT the various location names, zips and spots directly into your listings and pages. Only by doing this can the search engines know when and where to deliver your page up on the proper local SERPs (Search Engine Results Pages).

This step is critical and I have a couple of tools that will help make it very, very quick and easy. What I want you to do now is create a list of every city, county, community, and ZIP code that is within a reasonable distance from your location. Naturally, if it's an area that you are NOT interesting in getting calls from you'll exclude it. Use the tools below to create lists of areas you are most interested in (don't stretch yourself too wide - focus in on your prime target areas):

The city and zip code part can be done with this tool:

(You need only enter your ZIP and a radius in this tool - results will show at bottom)

http://www.5minutesite.com/local_keywords.php

To help you with local county names, try this tool:

http://www.naco.org/Content/NavigationMenu/About_Counties/Data_and_Demographics/Data_and_Demographics.htm

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#6 Go Fish

With your localized KEYWORDS, TAGS, and LOCATIONS in hand, you're now ready to set up some web pages. Worry not, this is easy. In fact, it's as fun as a family fishing trip. Unlike the early years of the internet when you needed to either be or find a programmer, a designer, and a pot of money; today, with blogs being so popular and WEB 2.0 in it's early stage of maturity, setting up web pages in various spots is a snap.

The "operative" word in the last sentence was "VARIOUS" and the "missing" word was SITE. Step one is to set up several PAGES here and there (you'll find out WHERE below) and to save setting up a SITE to last. You're going fishing on a big pond called the "Internet" but you're not going deep, you're staying in the shallow local waters. Think of your PAGES as your bait and hook while your SITE will be your boat. You'll use various forms of bait and they'll all have a line back to your boat.

GOOD NEWS

Web 2.0 is many things by definition, but at it's core is the concept that YOU are a content creator and if given the ability to add or create content on someone else's site or system, you will. For our purposes, this is like being handed the keys to the back door of the internet's 'bait and tackle' shop. We can quickly and easily turn that key and create all the bait we want and of the highest quality.

HERE'S THE PLAN

You need to take the localized KEYWORDS, TAGS, and LOCATIONS you compiled earlier and create very focused content that you can place on various pages. The content you create doesn't need to be professionally written or scholarly, rather it needs to be homespun, helpful, brief, in your voice and honest. Testimonials from third party sources and customers are very powerful. Everything needs to be peppered with KEYWORDS and LOCATIONS and if the system where you are posting your content allows you to categorize your content, then you'll use your TAGS.

Your content should be structured to FIT the type site where you are posting it, which means it might be in a format such as: A PARAGRAPH about what you do, an ARTICLE about your service benefits, a LIST of things you do (or areas you cover or things a homeowner might look out for), a REVIEW of your business, a PHOTO of you performing your service, a MAP of areas you cover, an online "Consumer Awareness Guide," a testimonial VIDEO you posted on YouTube. The types of content are limited only by your creativity. The more the better, but even a little will do. Now let's open the back door of the internet's 'bait and tackle' shop and start placing our bait:

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#7 Become a PAGE boy (or girl)

It's time to set-up pages and content in a few key locations. The list below will get you started, but if you discover other prime spots (especially local spots) then merely add to this list. The idea is to adjust or create your content to fit the environment where it will be placed. Look around at each system that you find and add your content in the format, style or flavor of what you see in that system. Search each system for other content that might be like yours (using the keywords you have on your lists); sometimes it'll give you ideas. Pepper everything lightly with KEYWORDS, TAGS, and LOCATIONS. If your keyword list is larger, divide it into GROUPS (or what I call BUCKETS) and create separate content based on the focused/related keywords in each bucket.

The better your content (especially helpful type stuff) the greater impact it will have on your overall strategy. So don't post junk! Post quality, helpful, informative stuff. If appropriate, pepper in testimonials and photos. Each system will have its rules and recommendations; it's worth the effort to skim through tutorials, FAQs, and policy to assure you maximize the potential of your content.

Within your mix of content posts, you'll want to create ONE blog. It will be the only place where it's required to add additional content on a regular basis (this is covered more thoroughly in strategy #8), what we are seeking now are places where we can post ONCE (with perhaps only occasional updating required).

PLACES TO POST YOUR CONTENT OR MEDIA

SQUIDOO

<http://www.squidoo.com/>

An example of a Squidoo LENS page for a Children's Book:

(yours could be about you, your service, or your happy customers in your local area - or a how-to tip)

<http://www.squidoo.com/ladybug-stuff/>

HUBPAGES

<http://hubpages.com/>

An example of a HUB about Children's Poetry:

(yours could be about you, your service, or your happy customers in your local area - or a how-to tip)

http://hubpages.com/hub/ladybug_poems

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#7 Become a PAGE boy (or girl)

MORE PLACES TO POST CONTENT OR MEDIA...

GOOGLE BASE

<http://base.google.com/>

An example of a GOOGLE BASE page - in this example a review of Dean Graziosi's book:

(yours could be about you, your service, or your happy customers in your local area - or a how-to tip)

<http://www.google.com/base/a/2575746/D4701930617138357370>

GOOGLE PROFILE PAGE

<http://maps.google.com/help/maps/profile/index.html>

An example of a GOOGLE PROFILE page - in this example it's me!

(yours could be about you, your service, or your happy customers in your local area - or a how-to tip)

<http://maps.google.com/maps/user?uid=109843529767179534196&hl=en&gl=us>

TUMBLR

<http://www.tumblr.com/>

An example of a TUMBLR for "to-do" list generator:

(yours could be about you, your service, or your happy customers in your local area - or a how-to tip)

<http://to-do-list.tumblr.com/>

SWIKI

<http://www.eurekster.com/>

An example of a SWIKI for real estate:

(yours could be about you and your service in your local area)

<http://real-estate-foreclosures-state-by-state-swiki.eurekster.com/>

FLICKR

A place to post photos with descriptions and tags

<http://flickr.com/>

YOUTUBE

A place to post videos with descriptions and tags

<http://www.youtube.com/>

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#8 Blog

A blog is nothing more than an easy place to post stuff on a recurring basis. Somewhat like keeping a journal, only publicly where others can see it. The first reason they've become so popular and so many people do them is because they are so easy.

The second reason Blogs are so popular is because unlike a web site, a blog "talks" to various other sites and search engines in a way that creates automatic marketing and exposure for you. Every time you make a post to your blog, it will PING (talk) to various other sites and engines thereby creating a "buzz" about what you are posting.

You are likely familiar with Google (as a search engine), but blogs have their own search engines. A great blog search engine is: [Technorati](#) and if you post to your blog, you'll likely show up in numerous such blog related sites. To make sure your blog shows up in the right CATEGORIES, you can add TAGS to every new post you make that clarify what that particular post is about. Instructions for doing TAGS are at: [Technoriti Tags](#)

The key is to set your blog up (it might take you 15 minutes) and then post a little something every week (or at least every other week) - perhaps post testimonials if you like - or free tips. Remember to lightly pepper your posts with KEYWORDS, TAGS, and LOCATIONS.

If I didn't mention it before, rest assured, blogs are FREE! There are several blogging systems you might consider, but the quickest and easiest is the one owned by Google...

SET UP YOUR BLOG AT [BLOGGER.COM](https://www.blogger.com)

<https://www.blogger.com/start>

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#9 Success Is Within Site!

A web site (as I stated earlier) is your “boat” - it’s where all your stuff is: perhaps a healthy mixture of info about you, what you do, where you do it etc. It should have testimonials or reviews and it should have a little resource area (like an article or two and perhaps links to helpful resources). It should be a friendly and informative place that visitors come. It should have your photo, perhaps a family photo and a bio about yourself. It should make you sound professional and knowledgeable, but not a know-it-all or uppity expert. Your site should also have a way for visitors to contact you and if possible, a way to join a newsletter or list that you maintain. If you do not have an online newsletter, [aWeber](#) offers a good solution for building an opt-in newsletter list.

If you do not have a web site, try Google’s free page builder:

http://www.google.com/a/help/intl/en/admins/page_creator.html

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#10 Link It All Together

If in the rush to put your local internet strategy together you've done a bunch of stuff but you have not yet set-up GOOGLE LOCAL (see Tip #1 at the beginning of this report), then make sure you get that set-up now. Our next step on this big fishing endeavor is to weave our net together. This is done with links (hyperlinks) or those clickable text snippets we see all over the internet.

Links serve TWO purposes on the web; one obvious and one not so obvious purpose. The obvious reason we have links is so visitors that come to our various pages can click and travel over to our other pages and/or to our main site. Of course it's even better if they email us, join a subscription list we've set-up, or if they pick up the phone and call us; but sometimes it takes a little more time and encouragement to get them warmed up.

The less obvious reason links are important is because search engines prefer (and rank higher) those web pages that have quality links pointing to them. Additionally, search engines look at the TEXT in the hyperlink (literally the words a person clicks on) and they make the assumption that if another site links to your page using a particular WORD or PHRASE, then your page must be ABOUT that WORD or PHRASE. (Read this again - it's important).

Another quirk about the way search engines "think" about links, is that a ONE WAY link (someone linking to your page without you linking back) is more authoritative than if you "exchange" links with another site. So you want ONE WAY links with guess what... WITH YOUR BEST KEYWORDS used as the hyper-linked (clickable) text. Is this starting to make sense?

START ADDING KEYWORD ENHANCED LINKS

You should now revisit every page you have created (or content you have posted) on every remote system or blog. Add a link back to your main web site (or main page) from every remote page you can. You can also add an occasional link from one remote page to another, but avoid "exchanging" links between any two pages. Always make these TEXT links using your best KEYWORDS or KEYWORD PHRASES.

Most systems have a tool or method for creating a hyper-link within your content. If not, here is the format:

```
<a href="http://www.webaddress.com">Keyword Phrase Here</a>
```

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#10 Link It All Together (continued)

While you're at it, it's important to know that the more quality links (especially ONE WAY links) you have pointing to your main site (or main page), the higher you will rank on the local search engine results pages (SERPs) under your keywords. In most cases, local businesses are not very attentive to this fact (much less, most the other secret strategies you've learned in this report) and thus it makes getting to the top of local search results easier than it is for national or global SERPs.

It's also important to think about how you can reach out by phone or email to other webmasters (and especially to other LOCAL webmasters and site owners or local businesses). They can provide links to your site or page and often will, if you only ask. One way links are best, but if you must exchange links, do so. Better yet, offer to link to them from one of your other pages (like at Squidoo or your Blogger Blog) if they'll link directly to your web site. This is a win-win for all parties.

Posting comments to blogs that are related to the topic of your service can be very valuable in your link building strategy. But only some blogs will pass quality link rank to your site. In my advanced seminars I cover the best strategies for tapping this source of "link power" - and in fact, I've developed a simple tool to make this strategy ELF (Easy, Lucrative and Fun).

Before we leave the topic of linking, one note you should be aware of... not all links are "seen" by Google and the search engines. Some systems "flag" links with a "nofollow" attribute to discourage "spammers" who post junk links on sites at times. This is unfortunate, but a fact of the internet. Rather than worry much about it, just follow the strategies outlined in this report and get as many quality links as you can. If any of your links turn out to be "nofollow" links, it does not count against you and they are still clickable by humans!

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#11 Social Bookmarking

Most people are aware that you can bookmark a web page (or save a page as a favorite) in your favorite web browser (Safari, Firefox, Internet Explorer etc). However, a few years ago, saving bookmarked web pages socially (that is, publicly) became a “hot” thing to do. The logic was that if lots of people started bookmarking any particular page, then others might want to see what all the fuss was about.

Popular bookmarking sites have come on the scene such as Digg.com, Del.icio.us, and Furl.net. There are literally hundreds of these type sites. If you (and your friends) open accounts (free) at a few social bookmark sites, you can quickly bookmark each and every page you create - PLUS - any other favorite site you might enjoy.

Sometimes pages have a bookmark button conveniently located on the actual web page to encourage visitors to bookmark it. Visit the page (below) I created for my new book (look for the Bookmark button):

BEFORE THE BIG BANG

(An Internet Marketing “How-To” Book)

<http://www.beforethebigbang.com/>

Look at the top right of the page for the “BOOKMARK” button.

You can select one or all of these bookmark choices (if you like :-)

An interesting (and often funny) extreme example of bookmarking is to create a page so funny, or so controversial, or so off-the-wall that it becomes LINK BAIT and lots of people start passing it around, bookmarking it, and linking to it. Here is a wild example of a [spoofed CNN news page](#) that merged two unrelated stories into one video (OJ Simpson and Senator Larry Craig) for the express purpose to create bookmarking and links. You’ll see a DIGG bookmark button in the upper right - go ahead... DIGG it.

Well, erase any ideas in your head that your business service page will ever become bookmarked by thousands of people and create a rush of traffic - BUT - there are still great benefits of social bookmarking. What benefits? These bookmarks create LINKS to your various pages - nice, huh?

So, strategy #10 is to bookmark every page you create (and ask your friends to do the same). One tool that makes this easier if you plan to bookmark lots of pages is [ONLYWIRE](#). At OnlyWire.com you set up all your accounts and enter your username/passwords in at a central spot. Then when you bookmark a page through OnlyWire, it replicates that bookmark request at all of your bookmark site accounts.

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#12 Making Things Click

Many of the strategies I've revealed thus far are free, but there are a few things you can do that involve an investment of money. The strategy I'll briefly touch upon now does require a little money, but it shouldn't be much and you only pay when something happens. It's called **PAY PER CLICK** and a good place to explore this is with Google's **AdWords** program.

In a nutshell you can run small "classified-style" ads that appear within the SERPs (Search Engine Results Pages) and if you like, as ads on other people's local web pages. The ads appear at no cost, you only pay as people click your ads thus arriving at your ads "[landing page](#)" web page; thus the term, "Pay Per Click."

The advantage (especially for local ads) is that the cost per click is usually very low (perhaps 5 to 25 cents) and you will not get a high volumes of clicks from most LOCAL AdWord ads. However, your ad will appear under searches people make using your prime keywords and phrases. All this can occur within minutes after your ad is set-up, and if your ad is well written, the quality of visitor traffic you will get can be very good.

The screenshot shows a Google search for "Internet Strategy" in Tucson, AZ. The search results page features several sponsored links. A prominent red arrow points to the first sponsored link, which is an advertisement for "Web Services LLC / Dan Hollings Internet Marketing Consultant". The ad text includes:

- Website:** www.danhollings.com
- Payment Accepted:** American Express, Check, Google Checkout, MasterCard, PayPal, Visa
- Price Type:** Negotiable
- Price:** Average \$1,000 per hour
- Speciality:** Internet Marketing Consultation
- Areas Served:** Local, national, & international
- Provided by the business owner**

Below the ad, there are sections for "Coupons" and "Internet Marketing Tips" (Free consultation if you call -).

The search results also show other local businesses like "Desert Net" and "Canyon Country Originals".

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#12 Making Things Click (continued)

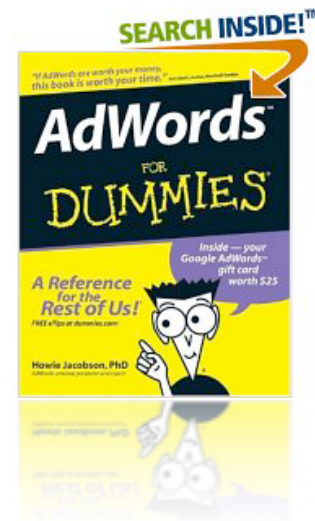
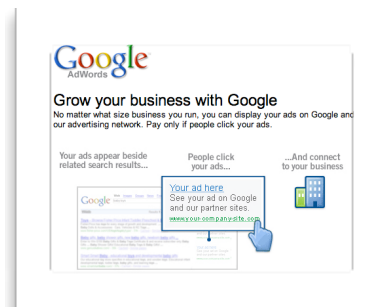
Google Adwords allows you to limit (or set a daily ceiling) on your ad budget, so there is never any risk of spending more than you are agreeable to invest. You can also select the LOCAL area or region you want your online ads to appear in. To open a Google Adwords account, you must start with \$5 and the process takes about 15 minutes.

My recommendations are two-fold:

- First, [sign-up](#) for a Google Adwords account (\$5). Even though you will not run an ad right away, you will need access to an account so you can begin to explore and learn.

As you sign-up you will be asked to enter in an ad. This ad will NOT go live and can be edited or deleted later, so don't worry about how you word your ad during this initial account sign-up. Once you are inside your AdWords account, look around a bit and explore the HELP and TUTORIAL areas.

- Second, before you jump into an AdWords pay per click ad campaign, please invest \$17 and get the new book "[AdWords For Dummies](#)" written by a good friend of mine, Howie Jacobson. This book covers all the basics including special sections on running LOCAL AdWords ads.



You can find shortcut links to both the above here:

<http://www-adwordsfordummies.com/adwords.html>

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And Then Some...

The biggest "secret" I can share with you is one you just experienced. I promised you **10 Top Secrets** and yet, I gave you **TWELVE**. It's something I learned many years ago from the great motivational speaker, Zig Ziglar. Always give people what you've promised AND THEN SOME. Give people what they expect AND THEN SOME. Do your very best at every thing you do, AND THEN SOME.

The strategies, secrets and assets I've shared in this report are *merely the start* of what can greatly assist you in attracting the right kind of customers and clients to your business while helping you leverage the internet in an ELF-like way. But when these opportunities present themselves, it's your job to provide an incredible service and keep in touch with your customers and clients. In effect, it's *your* job to give this everything you've got...

AND THEN SOME!

A Special Invitation

If you would like additional hands-on help on the
topics covered in this report

PLUS numerous other "to-die-for" strategies
(for any service or local businesses)

I offer an in-depth tele-seminar
(with Joe Polish)

[CLICK HERE FOR MORE INFO](#)

<http://www.danhollings.com/secrets/training.html>

Learn more by attending
one of Dan's trainings:

[GET INFO](#)

Dan Hollings is an experienced entrepreneur, internet marketing consultant, trainer and web developer. Creator of the internet marketing strategy behind big name companies, well known trainers, movies and even little known ordinary folk. Dan offers innovative solutions for almost any key piece of a solid internet marketing strategy. "It's no secret, Dan Hollings is one of the most sought after internet marketers around. An internet strategist to celebrities, talk show hosts, NY Times best selling authors, noted teachers, world renowned entrepreneurs and smash hit movies"