

# Clicks

The Online Marketing Guide for Small Business

**SOCIAL MEDIA**  
**MARKETING TRENDS**  
NOT TO IGNORE

⚙️ TOP 10  
**CONTENT**  
**MARKETING TOOLS**



THE ODDS OF SUCCESS:  
**WHICH SOCIAL MEDIA**  
**PLATFORM**  
HAS THE **BEST ROI?**

 **LOCAL SEO**  
**STRATEGIES**  
that Matter Most **RIGHT NOW**

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It may come as no surprise, but social media is where people like to spend their time online and more importantly, a place where businesses can connect with their audiences. But the way people use social media is changing all the time as technology and behaviors evolve. Businesses that keep up with social consumers will come out on top. This article discusses four of the top social media marketing trends that you cannot ignore.

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One of the of the best ways to raise awareness about your business and grow your customer base is through content marketing. Today, there are plenty of content marketing tools available to help you achieve your goals. With tons of content marketing tools out there, we've done the heavy lifting to help identify the tools worth investing in. Here are the top 10 content marketing tools of 2021 to escalate your content to the next level and help you become the content connoisseur for your business

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No matter what type of business you have, it's no secret that you should want to get the best ROI on your marketing efforts. And right now, there is no better place to get a return on your investment than social media. But which platform will give you the most bang for your buck? Certain platforms will do better than others, and in this article, you will learn which platform reigns supreme for the best ROI.

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Optimizing your website for local SEO is the first step towards generating the traffic that your business needs to thrive. But let's be real, optimizing your website can seem daunting and even worse – never ending! But keep reading because we provide 5 time-saving strategies that will enable you to enhance your online presence while empowering you to continue with the day-to-day tasks as a business owner.

## Welcome To Clicks Magazine

Thanks for checking out our 84th issue of Clicks, your online marketing resource guide for small business. Each month we will be covering topics that resonate with local businesses just like yours.

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

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

To your Success,

Your Name Here  
Your Title Here

### CLICKS IS BROUGHT TO YOU BY

(Your Business Name) is the leading small business marketing service in the (insert area) for over (insert years). We help small businesses connect with more customers online.

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

For a more "hands off" approach, we offer affordable solutions that can deliver results. We hope you enjoy this issue of Clicks and feel free to reach out to us anytime.

# SOCIAL MEDIA **Marketing** TRENDS NOT TO IGNORE

The “*new normal*” brought about by the Covid-19 pandemic requires every company to put extreme importance on everything digital marketing.



Although search optimization and e-mail are still critical components of the marketing strategy, social media is what people like to do online and a place where businesses can connect with their audiences.

However, social media marketing is often one of the most challenging things for a brand to do well. Many still see it as an advertising or promotional channel rather than the perfect show-ground to collaborate with other users, customers, or influencers, forming a relationship funnel for your brand. With [70% of consumers](#) saying

they search for products they need to buy on Facebook or Instagram and an average of [2.5 hours per day per person](#) spent on social media, brands need to get their strategy right.

The way people use social media is changing all the time as technology and behaviours evolve. Businesses that keep up with social consumers will come out on top.

This article discusses four of the top social media marketing trends that you cannot ignore.



## VIDEO HAS KILLED THE THE RADIO STAR



According to a study by Cisco, by 2022, 82% of all online content will be video. If you are not taking advantage of social video now, you absolutely need to be as soon as possible. Brands that use video on social media gain access to powerful data as they take users on a journey. For example, if someone watches an entire video, you can treat them as a hot lead and market accordingly. Meanwhile, those who watch half a video or abandon it even earlier can be sent something different that will resonate better with them.

Video gives brands the opportunity to test different styles and tones on social media, communicate with multiple audiences and zero in on what is most effective for every target market. BuzzFeed utilizes video exceptionally well, and since 2017, "Tasty" has been one of the com-

pany's fastest-growing sources of revenue. The videos take a simple recipe and merge them with shots of the cooking process, in what some describe as creating "food porn."

All popular social media channels such as Instagram and Facebook now offer brands the ability to post live videos. A live video boosts your social authenticity and establishes trust, as well as potentially reaching a vast number of consumers in minutes via likes and shares.

As people scroll through social media feeds, it's difficult to grab attention with long-winded paragraphs of text. Only the compelling content makes them stop and take note. Video allows a brand to be concise and capture interest within a few seconds using more digestible snippets and ideally leave them wanting more.

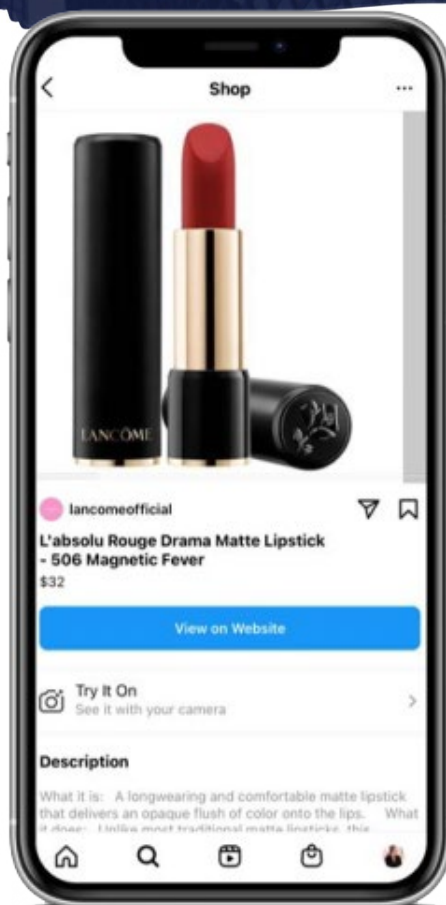
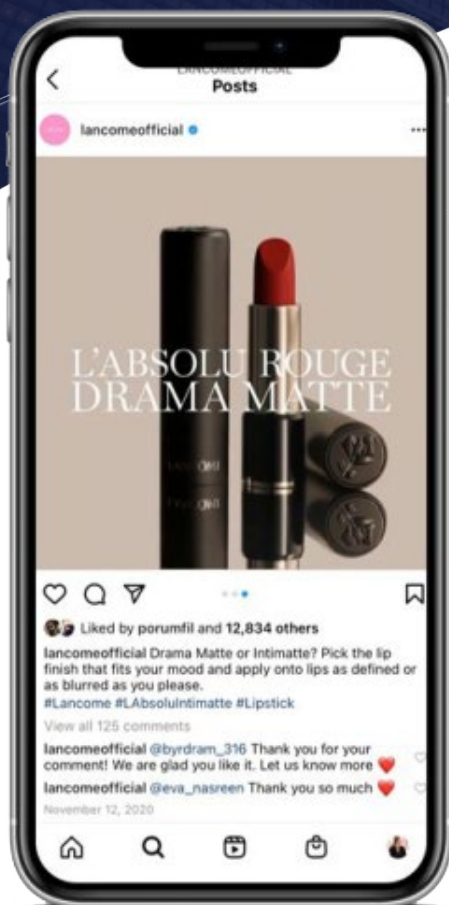
## MERGING THE REAL AND VIRTUAL WORLDS WITH AUGMENTED REALITY (AR)

When you hear about augmented reality, the first thing that comes to mind is probably Pokemon Go. However, the technology has come on leaps and bounds since the game was released in 2016, and there are several ways to use AR to boost social media marketing.

First, brands can use custom filters to promote their products and services. Although it might sound weird, [Taco Bell](#) created a Snapchat filter to turn faces of followers into tacos.







The simple idea has loads of people sharing taco versions of themselves, all with the brand logo in the bottom corner. At its peak, the campaign achieved 224 million views in one day. With the average user playing the filter for 24 seconds before sending it, that's 24 seconds of 100% user attention.

Instagram Shopping now offers AR-powered makeovers.

People can try out different retailers before navigating to their Instagram page, finding the product, trying it on, and buying it. Social commerce is set to make the purchasing process more convenient for consumers, and brands need to be a part of the trend.

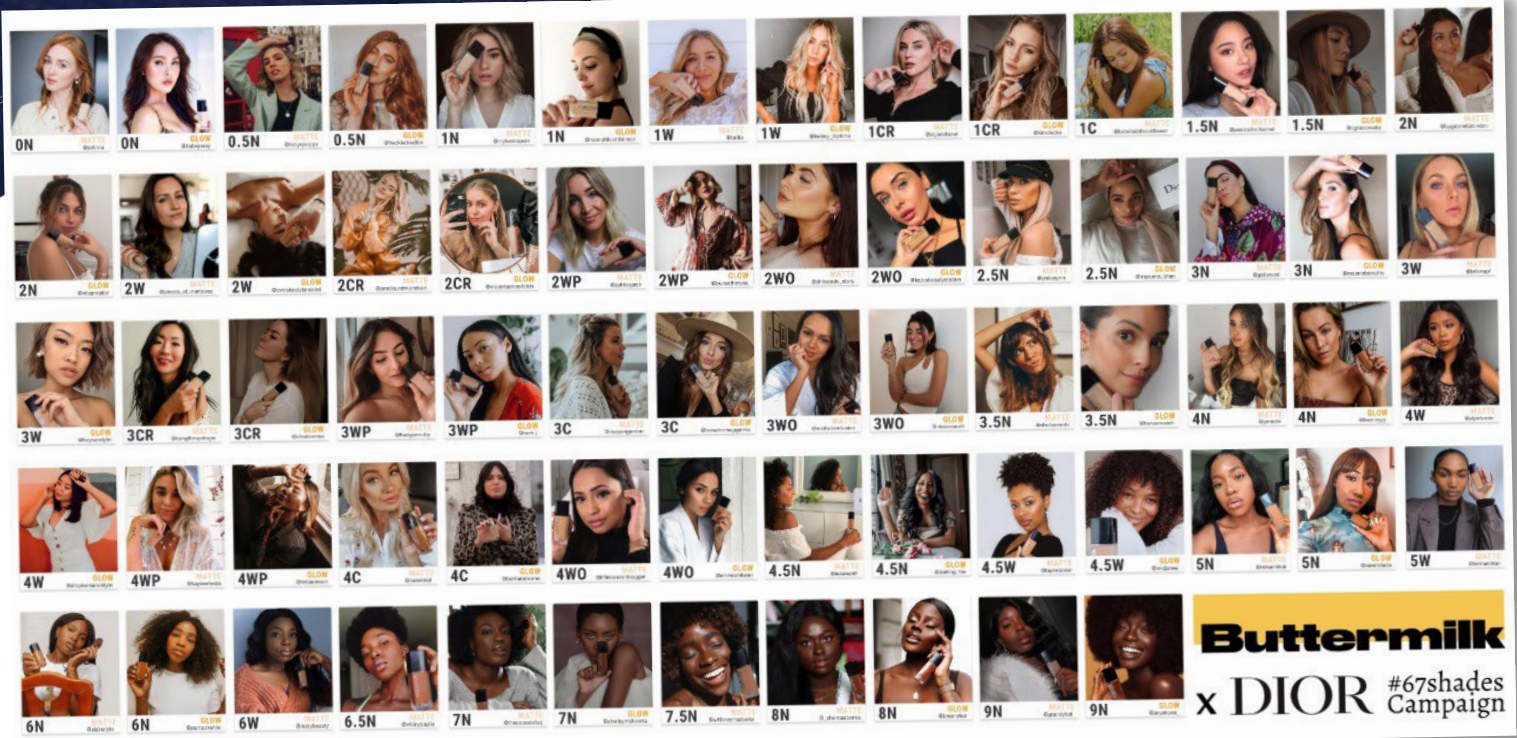
AR campaigns provide a way to offer a similar experience digitally for small businesses that are used to operating brick-and-mortar stores. For example, the video below shows how you can transform a boring business card into an augmented experience.

There are plenty of agencies that can help local and small businesses with AR development. A quick Google search for "augmented reality agencies near me" returns 684,000,000 results.

An AR app typically costs between \$5k and \$10k, but delivers a significant investment return through better customer experiences and retention rates. [Here](#) are some examples of how small businesses use augmented reality to their advantage.







## INFLUENCERS ARE SOARING HIGH

In simple terms, an influencer is someone with the ability to influence others. For social media marketing, influencers collaborate with brands to promote products and services. In 2020, Dior launched the [67 Shades of Skin](#) influencer campaign, working with an influencer agency.

They worked with 67 influencers for the campaign, each of whom matched with one of Di-

or's 67 shades. Every influencer made one post per day for 67 consecutive days with a total audience reach of 2.66 million. The post gained 1.85 million impressions and 592k engagements.

When looking for influencers, you should search for the most popular social content within your niche. Look for the type of people you want to work with and those how can portray the right brand image. It is important not to confuse influencers with celebrities. A [Google study](#) shows that YouTube influencers who may not be well-known are more influential on YouTube than traditional celebrities.

YouTube creators listen to and interact with their fans, resulting in communities that look more like friendships than fanships.



# 70%

of teenage YouTube subscribers say they **relate to YouTube creators more than traditional celebrities.**



# 4 in 10

millennial subscribers say their **favorite creator understands them better than friends.**



Influencer marketing success is about finding relatable support rather than spending big bucks on celebrities who don't understand your brand and audience. For smaller businesses, there are plenty of resources to help you find local influencers. For example, [BuzzSumo](#) provides a database of over 500,000 potential influencers that can make an impact via Twitter, Facebook, or YouTube.

Another quick way to find local influencers is to research Facebook Groups where customers could be discussing your business or related services. Groups can be a goldmine for highly relevant micro-influencers willing to promote your brand.

## PERSONALIZATION IS VITAL

Personalized digital marketing is not new, but it is still reaching maturity regarding social media. However, with a [Forbes study](#) showing that 91% of customers are likely to shop from brands that offer tailored experiences, personalization isn't something you can do without. The days of blasting the same e-mail out to everyone on your contact list are long gone, so why should social media be any different?

As an example, Expedia uses social media retargeting to retain customers that they may have otherwise lost. First, they have an ad campaign with a call to action asking customers to "Book Now."



After a customer searches for hotels in a specific place, they are later retargeted with a new ad on Facebook.



Confectionery giant Cadbury launched a personalized video campaign where followers could send in a name and have a video produced for their loved ones. While it is only a name, it still seems warmer and more relatable than a block video that everyone can see.



### Summary

Social media is critical to any digital marketing trends. Trends such as video, influencers, AR, and personalization are here to change the future of social media marketing, along with new technology, artificial intelligence (AI) and exponential growth in data. Brands must ensure they keep on top of the latest trends and retain a competitive social advantage.



## TOP 10 CONTENT MARKETING TOOLS

As a small business, it can be hard to designate time and energy to creating content for your audience. But the fact is, one of the best ways to raise awareness about your business and grow your customer base is through content marketing.

The good news is you don't need to be an expert in content marketing to produce engaging content. Today, there are plenty of content marketing tools available to help you achieve your goals. Ongoing content marketing will improve traffic on your website and social pages, converting more of your audience into active customers.

With tons of content marketing tools out there, we've done the heavy lifting to help identify the tools worth investing in. Here are the top 10 content marketing tools of 2021 to escalate your content to the next level and help you become the content connoisseur for your business:



# Canva

Free Plan & Paid Plan for \$12.99/month

Let's face it, not all of us are creatives. It can be tough to put together a balanced, good-looking graphic that communicates everything you need. Canva is an excellent tool to help you build anything and everything visual: posters, flyers, banners, instagram posts, and so much more can all be built on Canva. Using the tool, you can choose from tons of templates geared towards your needs that can be easily personalized to your business using their intuitive customization tools.



## CANVA IS BEST FOR:

Social graphics, posters & advertisements

Individuals with little to no graphic design background



# AnswerThePublic

Free Plan & Paid Plan for \$79/month

Have you ever wondered what your customers are searching for? With AnswerThePublic, you no longer have to wonder - it will show you. Depending on your product or service, you can type in keywords and AnswerThePublic will provide a list of common questions consumers have asked around those keywords. Instead of shooting in the dark for content ideas, AnswerThePublic shows you what consumers really want to hear about.

## ANSWERTHEPUBLIC IS BEST FOR:

Businesses that write blog posts and written content

Content ideas that will perform well in searches

A large red circle with a thick black border. Inside the circle, the word "Quora" is written in a white, bold, sans-serif font.

# Quora

## Quora

Free Platform

Quora is another great tool to help you get into the minds' of consumers and understand where their needs lie. Using the platform, people can post questions and answers to nearly any topic. With Quora, you can search specific products and services related to your business to find out the key questions consumers are asking. This will inform your future content and give you an opportunity to market your own business by answering questions through the platform.

## QUORA IS BEST FOR:

Informing content topics for blogs and website content

Learning about consumer interests

# Google Trends

Free Platform

Nailing down the right keywords that pinpoint what your customers are most interested can feel like guesswork. Google Trends shows you how various keywords are performing in terms of consumer interest.

A large white circle with a thick red border. Inside the circle, the Google Trends logo is displayed. The logo consists of the word "Google" in its multi-colored font, followed by the word "Trends" in a grey sans-serif font. Below the text is a stylized line graph with a blue line, a red line, and a green line ending in an upward-pointing arrow.

## Google Trends



Using the platform, you can plug in your keywords and see how many searches involving these keywords occur over time. This helps you to identify the keywords your customers are searching the most, and informs your future searches and content focuses.

## GOOGLE TRENDS IS BEST FOR:

Identifying keywords relevant to your business

Informing keyword searches for content ideas

## Hemingway Editor

Free Platform



**Hemingway**  
*Editor*

Hemingway Editor is your own personal in-house content editor. Using the platform, you can copy and paste your written content, where it will test for usage of passive voice, poor phrasing, and overall readability. Hemingway Editor helps you tighten your content and ensure it is relevant and engaging throughout. The platform ensures you are writing content that can be understood by your audience, and keep them coming back for more.

## HEMINGWAY EDITOR IS BEST FOR:

Assisting in active voice writing

Ensuring content is readable



# grammarly

## Grammarly

Free Plan & Paid Plan for **\$25/month**

We're all bound to make a grammar mistake or two...or ten. No matter what, Grammarly has got your back. The platform will scan your writing for any grammatical errors, helping to fix spelling and other mistakes throughout the piece to make it perfect. What's more, if Grammarly identifies sentences that can be rewritten, it will suggest edits using your voice so it feels authentic to your business.

### GRAMMARLY IS BEST FOR:

Content editing for well-written blog posts

Maintaining strong voice

## SEMRush

Free Plan & Paid Plan for **\$99.95/month**

Search engine optimization (SEO) is one of those topics that feels like both everyone & no one is an expert in. However, using SEMRush, you can become an SEO expert and strategize your content schedule to yield the best search results. The tool will help you focus your content on topics that interest your audience, and use data metrics to determine the best way to release your content for optimal viewership.



### SEMRUSH IS BEST FOR:

SEO for business website and content

Gathering analytics related to performance for future content



# Google Analytics

Free Plan

You should make an account on Google Analytics yesterday. Google Analytics provides you with all the key metrics necessary to understand how your website is performing overall. You can take a look at how many visits you have per day, which web pages are performing the best, and how long consumers stay on your site. What's more, Google Analytics shows you key demographic information of your consumers to help you tailor your marketing efforts to be as effective as possible. It's one of the best ways to gauge your business's online performance, and tailor your future marketing approaches.



## GOOGLE ANALYTICS IS BEST FOR:

Understanding your business's performance online

Learning more about your target audiences

The BuzzSumo logo, which consists of the word "BuzzSumo" in a white sans-serif font, followed by a white icon of a signal tower with three curved lines representing waves. The logo is set against a blue circular background with a black border.

# BuzzSumo

# SEMRush

Free Plan & Paid Plans starting at \$99/month

BuzzSumo is the ultimate end-to-end content marketing tool for your business needs. BuzzSumo helps you with keyword and content topic research, content optimization, and tracking to understand the full-circle performance of your content marketing efforts. Using the platform, you're able to scour the internet in seconds to find what interests your key audiences the most.

## BUZZSUMO IS BEST FOR:

Identifying content focuses & high-performing keywords

Analyzing how your targeted content performs



# Wordtune

There's nothing worse than staring at an empty document, struggling to write the perfect sentence. To help you put the words on the paper, use Wordtune. Wordtune is a plug-in you can add to your browser that uses AI to breathe new life into your content. Using Wordtune, you can rewrite content to match any tone you're looking for, and ensure it's optimized for your audiences.

## WORDTUNE IS BEST FOR:

Optimizing written content

Refocusing content for varied audiences



When it comes to content marketing, leveraging these tools can help you produce optimized and engaging content that will reach your audience. Staying consistent and strategic with your content marketing will help your business stand out and grow exponentially.





THE ODDS OF SUCCESS:

Which Social Media  
**PLATFORM**  
Has the **Best ROI?**

No matter what type of business you have, it's no secret that you should want to get the *best ROI* on your marketing efforts.

And right now, there is no better place to get a return on your investment than social media.

But which platform will give you the most bang for your buck? It's a question that has been plaguing business owners for years.

The answer isn't clear-cut, but certain platforms will do better than others, and in the end we will see which platform reigns supreme for the best ROI.

Here, we will explore what social media platforms generate the best return on investment and how best to use them in order to find success with your business

So let's get into it.





## WHICH SOCIAL MEDIA PLATFORM OFFERS THE HIGHEST RETURN ON INVESTMENT?

Facebook is the social media channel that provides marketers with a high return on investment.

According to HubSpot's 2021 State of Marketing report,



**40%**

of businesses say they've seen an increase in sales because Facebook was their most effective platform.



and **30%**  
specifically cited  
Instagram as well.

In fact, Facebook marketers were best positioned to drive traffic and lead from social media in 2021.

For a time, that was true - but then along came other networks like Instagram which took the lead because of their visual nature and appeal for brands looking to market them-

selves online while attracting new followers/customers!

It's not just about how many people follow you on each platform either; it also matters what they're saying with content sharing (and how engaged your following is - meaning who responds most frequently).

You might be surprised to learn that the top 3 social media sites are not all created equal. Is your business looking for a way to get more attention? You're in luck because we've got three of them right here!



Facebook has been the subject of much controversy in recent years, but it remains one of the most popular social media sites on Earth with 2.8 billion monthly active users as 2021 draws near!

One of the major benefits of Facebook's advertising tools is their ability to target specific demographics and set up conversion tracking.

Facebook has over 70 different ad types, making the possibilities for marketing campaigns incredibly diverse.

From boosting posts or creating a paid advertisement that will be displayed on user's newsfeeds, you can also create lead Ads which are worth exploring if your goal is generating leads!

Without testing various elements of your ads such as images, headlines, calls-to-action, etc, it would be very difficult to know what works best.

With this in mind running two versions of an ad simultaneously is best practice with one serving as a control while the other focuses on variations in these areas so they both have equal exposure but the only one performs better than the other at any given time.





# Instagram

Instagram is a powerful marketing tool that can help you increase your business's reach, engagement, and sales.

With over one billion Instagram users there are many ways to use this platform for maximum ROI!

For example with Shoppable Ads or Stories, audiences will see relevant content in their news feed based on who they follow which might make them curious enough about what else may be offered by advertisers through other avenues such as branded posts or Reels videos respectively.

When it comes to Instagram, creating authentic content is best.

This means that while you may be tempted to include hashtags in your posts, the best way to build a relationship with users on this platform is by delivering exceptional value through highly engaging imagery or videos that are relevant to their interests and needs!





LinkedIn is not only an effective lead and nurturing channel for marketers & B2B, but it's also clear that LinkedIn has the power to change how people network in this day and age.

With over 750 million professionals worldwide using its platform every single month; there isn't much doubt why so many businesses are flocking away from other platforms such as Twitter or Facebook due entirely to them!

One of the best applications for LinkedIn is through its Sponsored Content options.

This means that businesses can engage with potential customers by sharing valuable industry content to their newsfeeds.

Every post has a call-to-action and allows you to include text such as CTA buttons, links, images, or videos so don't miss out on this opportunity!



## WHAT ARE THE MOST SUCCESSFUL SOCIAL MEDIA TACTICS FOR THE BEST ROI?

Social media isn't a one-time effort. Now that we've explored the most popular social channels, it's time to look at how you can use these strategies and best practices for an ROI on all your platform activities!

1. First and foremost, you need to know who your audience is. If not for the sake of wasting time or money on something that won't work with those people in mind then what's really going through their head besides frustration?

2. You know how people love videos, right? In fact, the only thing we're better at than watching them is making our own. It seems like most brands rely on images when advertising their products or services – but that's a mistake because just one good-quality video can attract more traffic to your brand page and drive up sales in the long run!

3. Re-using content across channels is a great way to save time and money. Social teams

should be using the same messages for all their social media spots, whether it's an Instagram post or YouTube video!

4. Setting clear goals and devising a social strategy that works for your brand is difficult without setting specific objectives. It's also essential to have everyone on board with what they need from the campaign, as well as how we're going to accomplish these lofty ambitions!

5. To get the best ROI and increase your sales, you should allow users to purchase products or services on social media platforms. This is best achieved by the integration of your e-commerce platform with social networks. This way, users can purchase products without ever leaving their favorite apps!

6. Don't be afraid to do some experimenting on social media platforms – it's how you'll learn best what works for you or not so much! Don't fall into a rut and give up if your initial social media campaign isn't as successful as you'd hoped.



## BOTTOM LINE

In the end, you'll want to choose a social media platform that best suits your company's needs. Because the best social media platform for you will depend on what you want to do with it. While Facebook has been dominating for years now, it may not be right for every business.

**But according to HubSpot's 2021 State of Marketing report,  
the best ROI will come from Facebook.**

What about you?

Is your business actively promoting on any of these social media platforms?

Whatever your goals are as a small business and whatever type of product or service you are promoting, there is definitely one social media network out there that is perfect for you!


So what are you waiting for? The sooner you get started the sooner you'll start seeing your very own ROI!





# LOCAL SEO STRATEGIES

THAT MATTER MOST *RIGHT NOW*



We all know that small business owners face immense challenges every single day. While many are solved with relative ease, solving the issue of generating traffic – both online and in person is unfortunately looked over time and time again. Optimizing your website for local SEO is the first step towards generating the traffic that you deserve.





## THE BENEFITS OF OPTIMIZED LOCAL SEO FOR SMALL BUSINESSES

Small businesses that have brick & mortar locations and haven't optimized their website for local SEO are missing out on a lot of free exposure to potential customers.

But the businesses that have embraced local SEO will benefit in a variety of ways, including:

1. Improved visibility in search results
2. Higher quality and more relevant traffic
3. Ability to get more repeat customers
4. Foster trust and build a community
5. Overall increase in sales

## 5 TIME-SAVING LOCAL SEO STRATEGIES TO ENHANCE YOUR BUSINESS

Website optimization and local SEO can seem daunting and even worse - time consuming. However, we provide 5 time-saving strategies that will enable you to enhance your online presence while empowering you to continue with the day-to-day tasks as a business owner.





## 1. OPTIMIZE YOUR WEBSITE

Many small businesses handicap themselves right from the start by building a website that is poor quality and not optimized to rank well on the search engines. To avoid missing out on prospective customers you need to pay attention to the overall design and layout of your website. Make sure your website ticks all the boxes below.

- ☒ Easy to navigate
- ☒ Use of local keywords
- ☒ Mobile Responsive
- ☒ A detailed About Us page
- ☒ Consistent theme and message
- ☒ Use of a specific location
- ☒ Ensure all relevant business information is available

These are all vital components that can immediately improve the online presence of your business and its standing on the search engines like Google, Yahoo & Bing.





## 2. CREATE A MY GOOGLE BUSINESS ACCOUNT

As of August 2021, Google was named as the most popular search engine with a total market share of [92.03%](#). This incredible number indicates just how important it is for your business to rank highly in Google's local search results. To get one step closer to improving your local SEO, create a My Google Business account and claim your business.

Like its other services, [My Google Business](#) is easy to set up and manage all the intricacies of your online presence. Take your time and provide correct details and information. This includes:

- Business name, logo, and other identification
- Correct business category
- Contact information
- Business location
- Operating hours
- Other essential information that will help prospective customers find your business

Continue to keep your My Google Business page updated by posting regular articles and other content.





### 3. SIGN UP TO ONLINE BUSINESS DIRECTORIES

Creating a My Google Business account may seem like that's the last thing you need to do, but signing up to relevant, local business directories will improve your local SEO even further. Business directories are readily available regardless of your operating location.

Leading names in the business directory community have been led by [Yellow Pages](#), [Yelp](#), and [TripAdvisor](#). We certainly recommend signing up to each of these directories to further improve local SEO but there's another directory to consider.

[NextDoor](#) is a prime example of a directory that's incredibly relevant to your physical location. A key factor that differentiates NextDoor from its competitors is that when you post any form of content such as an article or image, that content automatically appears in the feed of anyone who is within 2 miles of your business. Such a feature will help connect your business with a relevant, local audience and lay the foundation on which to nurture future relationships.





## **4. ASK FOR REVIEWS – AND RESPOND TO THEM**

The pursuit of building trust and authority is something that all businesses attempt to attain. For a small business however, trust and authority are influential in determining whether that business will achieve long-term success.

Reviews in this instance function as a form of testimonial to your business. So why would you not ask for them? Asking for a review is the first step of engagement post-sale and cements your business in the mind of your customer – making it easier to receive another sale in the future.

Positive or negative, you must always respond to reviews in a professional and friendly manner. Prospective customers can make a buying decision based solely on a positive review. But if you've resolved an issue, it indicates to prospective customers that your business is willing to go above and beyond to rectify any potential issues.





## 5. CONNECT ALL SOCIAL MEDIA PLATFORMS

The popularity of social media platforms has surged each year with millions of people joining platforms from Facebook to Tiktok. Each of these platforms represent another opportunity to build your presence online and improve your local SEO.

Your business and target audience will typically determine your choice of social media platform/s as some offer better chances at connecting with prospective customers. With the choice of platform/s made, ensure that all details and vital information is correct (similar to My Google Business).

Having inserted your details successfully, you can't let your social media platforms lie dormant – it's called social media for a reason! You must post regularly and engage with your audience! Create a posting schedule of stipulated content and maintain it. Your audience will begin to become more familiar with how your business operates and in turn, are more likely to engage with you.

Treat your social media platforms as an extension of your website. Just like your website, they should send a clear message that's closely aligned with your values and how your business may benefit them.

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### Final Thoughts

Traditional SEO strategies have dominated the online landscape with larger corporations trying to establish themselves as the 'go-to' business within their industry. But local SEO has grown in importance and stature to such a point that it can truly elevate the efforts of a small business.

Continue to work on your local SEO and website optimization when you have the time to do so. Regularly update your information and post content that is relevant to your location and community. Local SEO will always remain a marathon, make sure that your business is in it for the long run.





Better Website Rankings

Lower Cost Per Click

Bigger Facebook Audience

Better Website Conversions

More Positive Reviews

“Results Focused” Marketing Strategy

**YEAH - WE CAN HELP YOU WITH THAT!**

Contact us today for a no obligation marketing  
assessment and strategy plan session (valued at \$197)  
These sessions book fast so don't delay!

On the Web @ [www.yourwebsite.com](http://www.yourwebsite.com)  
Call us @ 555-555-5555