25 THINGS YOU CAN DO TO GET BETTER RESULTS FROM YOUR INTERNET MARKETING



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Certainly, there are more than 25 things you can do to improve your internet marketing, get better rankings at Google, get more website inquiries, and close more new sales.

I'm starting with 25 because these are not only the most important, but they deliver the BEST RESULTS FAST AND LONG TERM.

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[1] Perform a SWOT Analysis (Strength, Weakness, Opportunities, Threats)

[2] Very Carefully Integrate Your Online and Offline Advertising & Marketing

[3] Use Responsive Website Design

[4] Get More Testimonials & Reviews

[5] Get More Google Reviews (use a Google review link)

[6] Regularly Monitor Your Online Reviews

[7] Use Your Reviews More Effectively

[8] Email Signatures Can Help Close More Sales (and retain existing customers)

[9] Promote Benefits Before Features

[10] Get an Objective Outsider to Review Your Website & Internet Marketing

[11] Marketing Tools: QR Codes

[12] Review (or optimize) Your Unique Selling Proposition (USP)

[13] Improve Your Calls-to-action

[14] Start Blogging (if you aren't already)

[15] Active Blogging Gives Your Business Competitive Advantage

[16] Create and Post Video to YouTube

[17] Consider Adding Live Chat to Your Website

[18] Give Website Visitors an Option to Text Message You

[19] Claim Your Yelp! Business Listing

[20] Claim & Optimize Your Google Business Profile

[21] Improve Conversion Using "TARP" (testimonials, awards, reviews, professional association memberships)

[22] Optimize Your Website to Get More Inquiries

[23] Create and Offer a "Takeaway"

[24] Consider Using an Autoresponder for Quick Follow-ups to Inquiries

[25] Follow-up Faster on Inquiries

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