

**25**

**THINGS YOU CAN DO TO  
GET BETTER RESULTS**

FROM YOUR

# **INTERNET MARKETING**



**Chris Jaeger**

# **25 Things You Can Do to Get Better Results from Your Internet Marketing**

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# Introduction

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.

I guarantee that if you use the guidance on the following pages and check off the Action Items one-by-one, you will take your internet marketing to new heights, blow away your competition, and increase your company's profitability.

Chris Jaeger  
(978) 325-2983

# Applause

*"Chris has been a go-to source of trusted internet marketing advice and internet marketing best practices for years. He's a no-nonsense guy that will give you easy-to-understand practical advice that is easy to execute."*

- Chérie Ronning, Owner, Chérie Ronning Consulting

*"Working with Chris gives me the support and confidence I need to create an internet marketing strategy that will work for me and my business in the long-term; from website design and ideas, SEO, traffic building strategies, social media, everything! His knowledge and understanding of what my needs are make it simple to apply all the tools necessary to build my business. Chris Jaeger is a true find!"*

*– Lisa Gianakakis, Owner/Coach, Life Transitions*

*"Chris is the Real Deal and understands internet marketing that actually delivers results. I am 100% dedicated to having the best online marketing for my business and Chris is a trusted "go-to" resource when it comes to internet marketing for my music business."*

*– David Rothstein, Owner, DRS Music*

*"Working with Chris Jaeger has helped us to sharpen and refine our internet marketing strategy. Our website is now working very well! And our presence on the Internet has really increased, as have our sales! That is precisely what we wanted. He is knowledgeable, smart, and creative. We recommend him highly!"*

*– Norma Moutal & Mark Giller, Owners, One Heart Ceremonies*

- [1] Perform a SWOT Analysis (Strength, Weakness, Opportunities, Threats)
- [2] Very Carefully Integrate Your Online and Offline Advertising & Marketing
- [3] Responsive Website Design
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- [5] Get More Google Reviews (use a Google review link)
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- [23] Create and Offer a "Takeaway"
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- [25] Follow-up Faster on Inquiries

# [1] Perform a SWOT Analysis

A SWOT analysis helps businesses evaluate **Strengths, Weaknesses, Opportunities, and Threats**. It provides a structured approach to identify internal capabilities and limitations while assessing external market possibilities and challenges. The benefits include:

1. **Strategic Insight**: Offers a clear understanding of factors impacting success, helping shape focused strategies.
2. **Better Decision-Making**: Informs smarter, data-driven decisions based on comprehensive internal and external evaluations.
3. **Competitive Advantage**: Identifies unique strengths and market opportunities to outperform competitors.
4. **Risk Mitigation**: Uncovers potential threats, allowing businesses to proactively address them.
5. **Resource Optimization**: Helps allocate resources effectively by highlighting areas needing improvement and areas for growth.

Overall, SWOT analysis enables businesses to align goals with realistic market conditions and internal capabilities.

How well is your current internet marketing strategy working?

0 1 2 3 4 5 6 7 8 9 10

How well does it reach your IDEAL CLIENT in your local marketplace?

0 1 2 3 4 5 6 7 8 9 10

Are you just throwing mud on the wall hoping something sticks?

0 1 2 3 4 5 6 7 8 9 10

Have you defined your ideal client?

0 1 2 3 4 5 6 7 8 9 10

Have you identified your target marketplace?

0 1 2 3 4 5 6 7 8 9 10

Are your current internet marketing strategies and tactics working effectively?

0 1 2 3 4 5 6 7 8 9 10

Does your website leave the right first impression?

0 1 2 3 4 5 6 7 8 9 10

Does your website generate inquiries?

0 1 2 3 4 5 6 7 8 9 10

Are you effectively competing online in your targeted category and marketplace? Or are you a runner-up?

0 1 2 3 4 5 6 7 8 9 10

Will someone searching at Google find a competitor before they find your business?

0 1 2 3 4 5 6 7 8 9 10

Is your ideal client likely to find your website when searching at Google, or is it buried on page two or three of a search engine results page (SERP)?

0 1 2 3 4 5 6 7 8 9 10

Action Items

[ ] Perform a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis of your current situation, with a focus on internet marketing.

[ ] Identify the opportunities for improvement, lead generation, and optimizing your sales process – create a plan to fix any weaknesses.

[ ] Learn more about performing a SWOT at this link:

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

Print advertising and direct mail is not dead! But to get the best bang for your buck (ROI) print advertising now requires very careful integration with your internet marketing.

Your website address, special offers used as incentives to visit your website, free downloadable documents, also known as “takeaways,” and even those crazy looking QR codes are now each an important part of any print advertising.

### **Action Items**

[ ] Review and rework all of your print advertising to include an incentive to visit your website.

[ ] Make your website address prominent in your offline advertising and marketing.

[ ] You should no longer need the “www.” before your domain/website address. This saves valuable limited space on business cards and print advertising. Test this,

and if necessary, talk with your webmaster or hosting company to fix this.

[ ] Optimize your website experience to maximize conversion.

## Recommendation

I love rack cards. They give you more working room than a postcard and plenty of room to include key benefits as well as unique value propositions (UVPs). There is also plenty of room for testimonials. They are inexpensive to produce in short runs at places like Vistaprint (<https://vistaprint.com>).

Any print advertising should include a QR code with a link to your website or a special offer.

## **[3] Responsive Website Design**

A responsive website design is a design that “responds” and changes based on the browsing device a website visitor is using.

Properly created, using a responsive design will optimize a visitor’s browsing experience at your website and help you to get more inquiries and increase sales.

Responsive websites deliver the best visitor experience no matter what the browsing device is, including:

- Desktop Computers
- Laptops
- Tablets
- Smartphones

A quick way to test for responsive design is to visit your website on your smartphone. If you don't like what you see, neither will the potential new customers visiting your website from their mobile devices!

It is not unlikely that 45% to 65% of your website visitors are visiting from a mobile device.

There are many benefits to creating a website using responsive design.

[1] Website content presentation changes automatically depending on the device used to browse the website.

[2] Navigation is condensed and easier to use.

[3] Images are optimized for the layout and presentation.

[4] Layout, spacing, and padding is automatically corrected for the device being used to browse the website.

[5] It creates an excellent user / visitor experience at your website.

[6] Google recommends building websites using responsive design as an industry best practice. A responsive design is likely to be viewed more favorably in their ranking algorithm. In other words, responsive websites are an important part of your overall search engine optimization strategy for getting (or keeping) top rankings at Google.

[7] Responsive websites create a better first impression of your business.

[8] Responsive websites increase conversion rates and sales. This should be no big surprise. A better visitor experience at your website leads to more inquiries and more sales.

[9] Your website will load faster on a mobile device if you use responsive design. Slow loading pages are the #1 reason people will leave your website. Poor visiting experience or device-related presentation issues is another reason people leave websites.

[10] Competitive advantage is a huge benefit. When your website is responsive and a competitor's is not, the potential new customer visiting your website has a better and more favorable experience. You win, a competitor loses.

## **[4] Get More Testimonials & Reviews**

After word-of-mouth, testimonials and reviews are probably the most powerful tools in your internet marketing toolbox.

Websites like Yelp! and Amazon have trained everyone to look for and read (and trust) what others have experienced before making a buying decision.

How many times have you gone to Amazon to buy something and looked at the reviews for a product? I'm guessing the answer to this question is almost always! With this in mind, I am going to ask you to focus on getting more testimonials and reviews from your happy customers in the next year.

If you would like to see a 20% to 30% bump in your sales in the next twelve to months, getting and properly using more testimonials is a guaranteed way to achieve that. Yes, guaranteed!

### Action Items

[ ] Create a SYSTEM to follow-up with customers to get testimonials and reviews.

[ ] Don't give up after asking for a review once! This may take a couple or few requests.

[ ] Create a page or blog post at your website describing how to leave you a review.

[ ] Use your testimonials and reviews to create blog posts.

[ ] Use your testimonials and reviews as individual Facebook and Instagram posts.

[ ] Put two of your best reviews on your home page, and link to a sub-page at your website with more reviews.

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

Google reviews have a lot of clout, and they will help you get more inquiries and close more sales. Put another way, if a competitor has lots of good Google reviews and your company doesn't, you are at a competitive disadvantage.

They also have an impact on your company's online visibility at Google. Think SEO (search engine optimization).

Google makes it easy to get reviews if you have claimed and manage your Google Business Profile (GBP). Simply grab a copy of the review link in your GBP and have it ready to send to customers via email.

### **Action Items**

[ ] Set a goal to get 10-12 Google reviews in the next 12 months.

[ ] If you have not claimed your Google Business Profile listing, do it today.

<https://www.google.com/business/>

[ ] Using your Google Business Profile account (dashboard) create a custom direct link for new reviews and copy the link.

[ ] Keep this link readily available in a digital notepad like Evernote (evernote.com).

[ ] Go through your client list for the past 6 months and identify customers who may be willing to leave you an online review but have not given you one yet. Ask them to leave you a 5 Star review at Google with your new Google review link (yes, ask for a 5 Star review, not just the review).

## **[6] Regularly Monitor Your Online Reviews**

Online reviews can make or break a company's reputation overnight!

The best thing to do is to avoid getting a poor online review, if at all possible. But there are some nutty people out there, and a poor review can happen to even the best.

With this in mind, it is a good idea to review your listings at Yelp!, Facebook, and Google monthly or at least quarterly.

Some websites notify you when you have a new review, others may not. I have also found new review notifications in my junk-email folder.

## Action Items

[ ] One of the best ways to deal with a bad review (one that you cannot get removed) is to have many, many good reviews.

[ ] Ask clients to give you reviews at Yelp!, Google, and Facebook – all three places.

[ ] Put a recurring reminder in your calendar to review your online reviews. I recommend you do this at least quarterly, ideally each month.

[ ] Use your best reviews to make blog posts as well as social media posts.

[ ] Copy and paste them into Evernote ([evernote.com](http://evernote.com)) which then makes it easy to copy and paste into a blog post, or social post at Facebook, or Instagram.

[ ] If you haven't already, claim your listing at Yelp! as well as your company's Google Business Profile.

[ ] Google Alerts may help you find out when people are talking about your company online.

## **[7] Use Your Reviews More Effectively**

Reviews and testimonials are “social proof.”

They increase conversion and they will help you close more sales faster and more easily.

Here are 11 ways to use reviews and testimonials more effectively:

- On the homepage of your website (and throughout your website)
- Just before the call-to-action at the bottom of your website pages
- To create blog posts
- As individual social media posts
- In your Facebook page cover image
- In your email newsletter
- On the back of your business cards
- In your sales presentations
- In your email signature
- On your post-inquiry-landing page [PILP]
- Integrate them into your offline marketing (i.e., sales presentations)

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

Your email signature is a powerful way to promote your business and drive traffic to your website.

It is virtually on autopilot and working for you 24/7/365. In my opinion, an email signature is “prime real estate” for marketing.

Used effectively, an email signature can drive traffic to your website, promote a special, or maybe link to your social media touchpoints.

Add a link in your email signature to important pages at your website, like an FAQ or about page, photo galleries, or your blog.

Do not assume that just because someone has already visited your website that they have visited these important pages.

Tools like WiseStamp ([wisestamp.com](http://wisestamp.com)) make it easy to customize an email signature for virtually any email platform (i.e., Gmail, Outlook, etc.).

You probably send thousands of email messages a year, start utilizing them to increase sales with simple modifications to your email signature.

## [9] Promote Benefits Before Features

A common marketing communication mistake I see at many websites is that they first promote features instead of benefits.

In most cases, people buy benefits and then support their buying decision with the features of a product or service.

People choose benefits because of the emotional connection to their particular needs. They then support their emotional decision with logic (i.e., features). One of the most famous quotes in marketing comes from Harvard Business School professor, Theodore Levitt:

*"People don't want to buy a quarter-inch drill; they want to buy a quarter-inch hole."*

In other words, you do not buy a drill for the drill, you buy it for the hole it drills.

What is the outcome most people want when looking for your particular services or products?

An example might be: Engaged couples do not initially care about the top-of-the-line speaker system a wedding DJ is pitching.

They want to be sure that their guests will dance all night long and have such a great time that everyone will rave about it.

Here are some more examples that will help you understand the difference between benefits and features.

Remember, people buy benefits to gain from them. Features are just the icing on the cake.

### Examples of Benefits vs. Features

*Benefit (emotion):* Choosing Greek yogurt makes you healthier and more satisfied.

*Feature (logic):* Greek yogurt is nutritious and packed with protein.

*Benefit (emotion):* These tissues will sooth your nose and make your cold less painful.

*Feature (logic):* These tissues have multiple cushiony layers and are velvety to the touch.

*Benefit (emotion):* One dose of this medicine will relieve your headache and let you enjoy your day.

*Feature (logic):* This medicine has 500mg of acetaminophen.

*Benefit (emotion):* With this case, your phone won't break into a million pieces if you drop it.

*Feature (logic):* This phone case is made with layers of carbon fibers and reinforced plastics.

*Benefit (emotion):* You'll be able to work and play at lightning speed on this computer.

*Feature (logic):* This computer has 16GB of RAM and a 6GHz quad-core processor.

## Action Items & Resources

[ ] Create a worksheet with two columns: The first column should list your benefits. The second will list features.

[ ] This worksheet is the basis for key information that should be used to optimize the marketing message at your website (and across your internet marketing).

[ ] It should also be at the top of your home page.

[ ] Look at your website marketing copy to make sure you are selling benefits *before* features. *Sell the sizzle before you sell the steak.*

[ ] For a great example of a business that sells benefits first (emotion), and then supports a buying decision with features (logic), check out <https://drsmusic.com>

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

It is often just small things that a website designer without internet marketing expertise misses when building a website.

Unfortunately, even little things can *greatly* influence conversion (i.e., getting more inquiries, closing more sales!), particularly in today's highly competitive environment.

Get an outside and objective review of your website as well as your overall internet marketing strategy and tactics. Find someone with marketing and technical / design experience who has a lot of experience and happy clients. This person should also have expertise in search engine optimization (SEO).

Try not to look at this as an expense, rather, *look at it as an investment*, one that will help you get more inquiries, close more sales, and increase your profitability.

## **[11] Marketing Tools: QR Codes**

QR codes are those weird looking little square images that people can “scan” using their smartphone photo app.

Once it has scanned it will automatically launch the mobile web browser on the user's smartphone and load a specific web page, a page programmed into the QR code when it is created.

Most people know they can scan QR codes to get more information. They are very popular in the tourism and restaurant industries.

It's not uncommon to find them used in conjunction with a special offer.

While QR codes won't probably create a tsunami of new traffic to your website, they are a best practices internet marketing tool.

QR codes are easier to scan than remembering and then typing a website address into a browser on a smartphone.

Don't be fooled by people who say no one is using QR codes, this is simply not true. I highly recommend that they are integrated into your overall internet marketing strategy – *because they work!*

### Action Items

[ ] Create a QR code for your website at <https://qrstuff.com>.

[ ] Integrate your new QR code into all of your offline marketing.

[ ] Put your QR code on your business cards, post cards, and rack cards.

[ ] Use the call-to-action: "Scan here for a special offer..."

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

If I visited your website today, would I immediately see your unique selling proposition (USP), also sometimes referred to as a unique value proposition (UVP)?

Often, your USP is weaved into your “What’s in it for me?” message (WIIFM).

This is the message that someone visiting your website should immediately see and, as they read it, say to themselves: “Yes, that is what we want!”

Well-written USPs turn the potential customers who visit your website into inquiries and sales!

You may have multiple unique selling propositions, which is great. And if you do, just make sure the ones that are most likely to resonate with a potential new customer are placed first (i.e., create an emotional response). In other words, prioritize your USPs.

### **Action Items**

[ ] Print out your website's homepage and review it for your company's USP/UVP. It should be found “above the scroll,” the portion of your home page that is initially visible to a visitor without further scrolling or clicking.

[ ] Often, your USP/UVF is the same reason people decide to hire you.

[ ] To help identify or fine-tune your USP/UVF, review the testimonials and reviews from past clients.

[ ] Use a summary of your USP/UVF at the bottom of your website pages and blog posts.

[ ] You might use this same summary statement, or a modified version, in your social media posts.

## **[13] Improve Your Calls-to-action**

Effectively using calls-to-action (CTAs) throughout a website has been shown in study after study to improve conversion and increase inquiries.

Don't make people have to think.

Don't make people have to figure out what to do next or scroll back to the top of your website to look for a contact option.

Review your website, specifically how and where you use CTAs. As a general rule of thumb, I like to see a minimum of 3 CTAs on a page.

Use a combination of suggestive copy with text links and graphics.

Consider creating and using an “ad box” type CTA that is colorful and eye-catching. For added punch, use CTAs just after testimonials or reviews (i.e., social proof).

Be sure there is a CTA at the bottom of every page at your website including at the end of your blog posts. Both of these are places where people naturally look for the next thing to do! Maybe consider a big CTA graphic “bar.”

Again, don’t make your website visitors have to think! Consider tools like Opt-in Monster to launch pop-up boxes, particularly “exit-intent” pop-ups. You may personally hate them like I do, but I can tell you from firsthand experience – they work!

Remember to use CTAs regularly in your social media posts and within your print advertising (*“Visit our website for...”*).

## Recommended Resources

Opt-in Monster – create and install pop-up boxes easily:

<https://optinmonster.com>

Canva – online tool that makes it very easy to create graphics: <https://canva.com>

## **[14] Start Blogging (if you aren’t already)**

If you are not already blogging, I would encourage you to change that as soon as possible.

Blogging has many benefits, but my favorite one is that it promotes you as the expert that you are – *which leads to closing more sales more easily.*

Blogging also builds your brand and helps potential clients become more comfortable choosing your business.

A company that blogs will have a competitive advantage over those who are not blogging. It has huge long-term value and is an important part of an effective search engine optimization (SEO) strategy.

That is correct – blogging will help you get better rankings for your website at Google.

You must have some degree of basic creative writing skills to do this yourself, or, alternatively, you can outsource your blogging. AI tools like ChatGPT or COPY.AI can help those who choose to DIY.

If writing is not your thing or you do not have the time, I recommend that you hire a professional blogger.

## **[15] Active Blogging Gives Your Business Competitive Advantage**

Blogging makes it onto my list of the Top 25 Internet Marketing Best Practices that will help you reach more new customers because it works, often creates competitive advantage, and helps with your rankings at Google.

Like most things that consistently create positive results, blogging takes a bit of time and effort, probably more than most want to invest, unfortunately.

Blogging is a very *important* part of a successful internet marketing strategy, so if you don't have the creative flair, energy, or in-house resources to do it correctly consider outsourcing it to an experienced professional blog writer.

Here are what I believe to be the top 5 reasons blogging is so important to your internet marketing success.

## [1] Search Engine Optimization

Google ranks relevancy and it does that primarily by looking at the words it can read at your website. That's what blogging is, words that are used to create online content, ideally content that is relevant to and matches the search a potential customer in your marketplace just typed into Google.

Based on my experience, after on-page keyword optimization, active blogging is the quickest way to get a website top ranked at Google.

I define active blogging as posting at least one 300-word blog post per month at the website you are trying to get ranked higher. For you over-achievers, I define power blogging as posting two or more blog posts per month.

## [2] Blogging Promotes Your Expertise

Again, this takes a little creative skill, but in all cases blog posts should promote your expertise and authority, even if only done subtly. A prospective customer reading your blog posts should be saying to themselves, “Yes, these people are who I want to do business with because they are clearly experts at <fill-in-the-blank>.”

Combine keyword-rich content that clearly establishes expertise, add appropriately engaging graphics, a highly visible call-to-action at the bottom of the blog post, and you’ve just hit an internet marketing Grand Slam!

## [3] Blogging Shows You Are an Active Business

Blogging shows that you are an active and progressive business. Again, think authority and expertise. Write blog posts about recent events at your business, new employees, new projects or recently completed projects (don’t forget pictures), special product offerings, case-studies, recent testimonials or scan and post thank you notes that you’ve recently received – pretty much anything goes.

The more likely a prospective client can relate to the blog content they are reading (i.e., does it solve a problem they likely have?), the more powerful it becomes and simultaneously increases the likelihood of conversion. Again, make sure there is a call-to-action at the end of every blog post!

#### [4] Blogging Promotes Your Marketplace Authority

This could probably be the #1 reason to blog! Active blogging can help you reach more of your ideal clients and promote marketplace authority. It can help you turn more of the people who find your website and read your blog posts into inquiries and new customers. It can help you crush your competition and reduce price shopping.

#### [5] Blogging Gives Your Company a Competitive Advantage

A company that is actively blogging has a competitive advantage over its competition who is not blogging. What business couldn't use a little competitive advantage?

#### [6] "Leverage" Your Blog Post Content

Blog posts can be re-used as email newsletter content or social media post content. I call this "leveraging" content. Write something once and use it as many times as you can.

### **[16] Create and Post Video to YouTube**

YouTube is often referred to as the second most popular search engine on the internet, because it is! Millions of people use YouTube daily.

Sure, Facebook, Instagram, and TikTok have large audiences, but they really don't come close to YouTube.

Video marketing works! By creating and posting videos, or informational slideshows at YouTube, you will create more online visibility for your company, brand, and website.

When done correctly you will also create a long-term traffic-generating machine that is pretty much on autopilot.

Clearly, this will take considerable effort and will require some basic tools, like a video camera and video software, as well as the resources to put it all together.

The good news is that video works very well, will give you a significant competitive advantage, and will help you get more inquiries from your website and close more sales.

### Action Items and Recommended Resources

[ ] Create a YouTube channel for your business. Tweak it out with a well-written company description and targeted keywords.

[ ] Keep your videos short – under 3 minutes in most cases. I have seen great videos that are less than one minute in length. Videos can be easily repurposed on other social channels.

[ ] End all of your videos with your website URL. Make it last 8 to 12 seconds.

[ ] Embed your videos into blog posts at your website.

[ ] Post your videos to your social media channels.

[ ] Be careful using background music since it could create a copyright issue at YouTube.

## **[17] Consider Adding Chat to Your Website**

Online chat tools that give your website visitors the option of chatting with you online in real time are becoming more and more popular.

You have probably used them yourself for online banking or to get online technical support from your website hosting company.

Here are three of my favorite Chat Tools. I have used them all and currently use LiveChat.

- Live Chat: <https://livechatinc.com>
- Bold360: <https://bold360.com>
- LivePerson: <https://liveperson.com>

### **Action Items**

[ ] Live chat tools are gaining more and more popularity but may not work for some businesses. Do not sign-up for any long-term commitment. If you decide to use a live chat at your website, try it for 90 days first.

[ ] Most chat tools have a mobile app so that you do not have to be in front of your office computer all the time and can still answer chat session requests.

[ ] Configure your chat so that it requires a pre-chat registration. This allows you to get a name, email address, and phone number. Maybe even additional information to prequalify a potential client.

[ ] Try to avoid long back-and-forth messages. Get someone on the phone ASAP.

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

Text-messaging is often more popular than other forms of communication like email or the phone. At least as an initial contact option. Giving your website visitors the option to text message you will very likely help you get more inquiries and close more sales.

Every business is different, and every business has different resources available to it. Try it and see how it works for your business.

### **Action Items**

[ ] Add text messaging to your website as a contact option.

[ ] Try it for 3 to 6 months and see how it works.

[ ] Avoid going back and forth via text messaging and get people on the phone as soon as possible. A handful of back-and-forth messages is all it should take, and then ask to connect with them on the phone.

## **[19] Claim Your Yelp! Business Listing**

Yelp! has a reputation for bogus reviews and hyper-aggressive salespeople. That said, I have consistently seen Yelp! as a good source of website traffic and increased online visibility for many businesses. The “secret” to Yelp! is to get good reviews. Send some of your recent happy customers to Yelp! and ask them to review your business and share their experience.

I recommend that you try and get two Yelp! reviews a month. In just a year you will have 24 reviews. In two years, you'll have 48 reviews!

If you have not already claimed your listing at Yelp!, click on over and do it today at:

<https://biz.yelp.com/support/claiming>

### **Action Items**

[ ] At the time of this writing, Yelp! offered an “upgraded” listing that gives you more control of your business listing and more management options for \$75/month with no long-term contract. It will also remove the competitive listings and advertisements on your Yelp! page when people are viewing it. Yelp! provides pretty good analytics

each month. If you are not happy with the visibility and traffic they deliver, simply cancel your program.

[ ] Don't put up fake reviews. Don't ask friends or colleagues to put up fake reviews at Yelp!

## **[20] Claim & Optimize Your Google Business Profile**

I hope you have already done this, but surprisingly many business owners and managers I talk to have not claimed and/or optimized their Google Business Profile (GBP).

Formerly known as Google My Business, Google Maps, and Google Places, GBP is in many ways the foundation of your visibility at Google.

If you want to show up when people search for your business, or businesses like yours, on a Google search engine results page, local listings, and maps, then you will want to claim, optimize, and then keep your Google Business Profile listing current.

Once claimed, you can manage your listing to offer specials, announce company news, or otherwise give people a reason to visit your website. Your Google Business Profile listing allows people using a smartphone to easily call your business, and many will.

<https://google.com/business/>

## [21] Improve Conversion Using “TARP”

Conversion is defined as getting someone to do something you want them to do at your website, at a social media touchpoint, or maybe from an email broadcast.

Conversion is what it's all about. If you want more inquiries, and you want to close more sales, I highly recommend you optimize how you use TARP.

- Testimonials
- Awards
- Reviews & Ratings
- Professional Credentials

### Testimonials

Testimonials are “social proof” and create an initial trust in the mind of a prospective new customer considering your products or services.

You can have a great-looking website, but that by itself does not always create trust. Unless a prospective new customer has some initial trust in you and your company, they are less likely to make an inquiry.

Everything you do with your internet marketing should be designed to create trust and make it more likely a prospective new customer will make an inquiry and then want to speak with you on the phone.

## Awards

Again, like testimonials, awards are a form of social proof. In most cases, you won't get awards overnight. Awards are a sign of an established business that consistently delivers high-quality products and services.

## Reviews & Ratings

Thanks in part to Amazon, and websites like Angie's List and Yelp!, the entire world is programmed to quickly look for reviews and ratings for the products and services they are interested in buying. I'm sure that most of you have looked at reviews and ratings yourself before you made a buying decision. Reviews and ratings are very powerful marketing tools that will help you get more inquiries and make more sales – that is, if you have good ones!

Obviously, if you have negative reviews, if you have multiple poor online reviews, your business is fighting an uphill battle and will be at a significant competitive disadvantage.

## Professional Credentials

Securing membership in professional associations and adding professional credentials to your marketing and sales programs will help you close more sales. Professional credentials show you are clearly engaged in your industry and, if used properly in your marketing, give your company a solid competitive advantage.

Your ideal client should be the type that wants to hire “the best.” They typically are not just trolling for prices. Professional association memberships and professional credentials will help you attract better clients – not to mention better-paying ones.

### Action Items

[ ] Take a look at your website – specifically, how you use TARP: testimonials, awards, ratings / reviews, and professional credentials throughout your site. Fix any and all weaknesses immediately.

[ ] Look at your social media streams. Are you regularly posting testimonials, awards, ratings and reviews, and professional credentials? Each social post should link back to your website.

[ ] If you only have a few testimonials, awards, ratings and reviews, or professional credentials, create an action plan to get more of them as soon as possible.

## **[22] Why Websites Don't Get Inquiries (or more inquiries)**

There are many reasons most businesses only get a limited number of inquiries from their websites. Based on my experience, here are 7 common “inquiry killers.”

[1] No traffic, weak traffic, or poor-quality traffic.

If you have less than 500 visitor sessions at your website per month, there is definitely something not working correctly with your internet marketing. If your Google Bounce Rate is above 50% you have a problem and you should figure out what it is.

[2] Your inquiry form does not work properly.

It happens all the time. I spoke with someone yesterday and they told me they had not received an inquiry from their website in more than two weeks. I tested the form and found that it did not work properly. Ouch!

[3] Your email does not work properly.

It is shocking how often this is a problem. One client I worked with was receiving inquiries, but, unfortunately, they were all going into a spam-junk folder. Another business owner called me after their inquiries "suddenly dried up."

The first thing I did was test the inquiry form, and guess what, the email address the inquiry information was sent to wasn't working properly.

*Power Tip: I like to send all inquiries to two email addresses, and/or to two people, one as a backup notification, just for this reason.*

[4] There are typos throughout your website.

Typos are unprofessional and can be easily translated into a poor reflection on the quality of your business and the services and products you offer. It may leave a potential new customer thinking less favorably about your business.

[5] The look and feel of your website is too basic.

Maybe your website does not communicate that you can provide the level of service a potential customer seeks.

Amateur, do-it-yourself websites often under-perform when compared to most professionally designed websites. It boggles my mind that business owners think they can create their own websites without any design, programming, or marketing communications expertise – and then still expect it to generate leads.

[6] A poor marketing message kills inquiries.

Ineffective communication of a unique value proposition (UVP) and a strong WII-FM message (i.e., What's in It For Me?) is one of the biggest reasons a prospective new customer will leave a website before making an inquiry.

[7] Lack of social proof.

Potential new customers like to see testimonials, reviews, ratings, awards, and memberships in professional associations as part of your marketing message. It creates

a psychological confidence that is more likely to lead someone to make an inquiry at your website.

## **[23] Create and Offer a “Takeaway”**

A takeaway is something that a prospective new customer visiting your website can “take away” to read later, send to another person in the decision-making process, or maybe just print. It is a downloadable document usually in PDF format.

Takeaways work great for a variety of reasons, but I am going to guess that most of your competition does not use them and that immediately gives you tremendous competitive advantage.

Takeaways improve conversion and increase the likelihood that you turn an inquiry into a sale.

Joe DeWolf, Owner of Valley DJ Service in Bellingham, Massachusetts, created a take-away after he asked me how he could turn more of his website visitors and inquiries into sales. Here is what he said a week after first using his takeaway.

*“Chris, the “takeaway” works! I had a woman inquire about doing her parents’ 50th anniversary party and looking for 50’s and 60’s music. Along with a quote, I sent her a PDF attachment of the top 100 from both decades saying something like “these may be helpful in planning your party.” Well, she booked me today after shopping*

*around and she mentioned the attachment I sent her saying it looks like you know your stuff. Thank you!"*

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

An autoresponder can be a very powerful tool that allows you to automatically and quickly respond to the potential new customers who make an inquiry at your website.

Autoresponders work, but it is very important that your message is very carefully written, or they can backfire and come across as impersonal or disingenuous.

If you are not a very good copywriter, I would probably advise against using an autoresponder. Alternatively, consider hiring a professional writer with experience using autoresponders and digital marketing expertise.

## **[25] Follow-up Faster on Inquiries**

If you want to increase sales follow up faster on the inquiries you receive from your website or social media touchpoints.

Studies show that the first company to follow up on a web-based inquiry has an immediate and significant competitive advantage. Companies that are the first to "help a customer along their buying journey" are 72% more likely to get the sale.

## Action Items

[ ] If you cannot email or call people back on the phone within 20 minutes of receiving their inquiry from your website, consider using an autoresponder such as Aweber.

<http://aweber.com>

[ ] Use a post-inquiry landing page (PILP) to improve conversion.

[ ] For the people who make inquiries at your website, create and offer a “takeaway” PDF with helpful information or frequently asked questions about your business. Put this on your post-inquiry landing page.

[ ] Follow-up on all inquiries within 4 hours, 7 days a week. If you follow-up in less than 20 minutes, I guarantee you are going to leave a very positive impression on your potential new client AND YOU WILL CLOSE MORE SALES!

[ ] Email follow ups can work. I suggest using the phone to follow up on inquiries.

## **More Applause for Chris Jaeger**

"My website was not working. My internet marketing was not working. And it was costing me a fortune. Chris took charge and I saw results immediately. Last year was a record year for website inquiries. I expect this year will be the same. If you are not happy with the results you are getting from your internet marketing – hire Chris." F/V Subdivider (specializing in Giant Bluefin Tuna Charters) – Capt. Johnny Johnson

"We hired Chris to take over our website and internet marketing and we're sure glad we did. He fixed our website, hosting issues, and got our website top ranked at Google. He has also implemented an internet marketing strategy that is delivering real results." – June & Steven Hall, Owners, Riverside Senior Living

"I always enjoy working with Chris. His insight into internet marketing and sales is unique. If you want to grow your business, increase sales, and get better results using from the internet, talk to Chris. You'll be glad you did!" – Dave Bertoni, MarketSpace Consulting

"Working with Chris for a few years now it's clear he understands internet marketing and search optimization. His client list reads like a "Who's Who" of top ranked sites at Google. If you're looking for great results, you can't go wrong hiring Chris." – Christa Terry, Content Copywriter & Producer

# How Can I Help Your Business Grow & Increase Sales?

- Discovery Session (free)

This is designed for those who want better results from their internet marketing but aren't really sure where to start. It all starts with a discussion.

- Mini-SEO Audit (free)

Let's take a look at how your website is currently ranking (or not ranking) at Google and see how well it is optimized to maximize its visibility at the #1 search engine!

- Website/Internet Marketing Audit (starting at \$495)

Let's take a look at EVERYTHING and see where there are strengths, weaknesses, opportunities, and threats. I'll map out a detailed plan to address any and all issues.

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