

The Local Business Owner's Guide to Digital Marketing



Get FOUND Online: The Local Business Owner's Guide to Digital Marketing by Jack Jostes

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In today's digital age, it's more important than ever for local businesses to have a strong online presence. Digital marketing can help you reach more customers, grow your business, and build a lasting brand.

This guide will teach you everything you need to know about digital marketing for local businesses. From creating a website to using social media, you'll learn everything you need to succeed online.

1. Create a Website

Your website is the foundation of your digital marketing efforts. It's where customers will go to learn more about your business, your products, and

your services.

When creating your website, there are a few things you need to keep in mind:

- **Make sure your website is mobile-friendly.** More and more people are using their smartphones and tablets to access the internet, so it's important to make sure your website is easy to navigate on these devices.
- **Use clear and concise language.** Don't use jargon or technical terms that your customers won't understand.
- **Include high-quality photos and videos.** Visual content is more engaging and can help you capture your customers' attention.
- **Make sure your website is easy to navigate.** Your customers should be able to find the information they're looking for quickly and easily.

2. Use Social Media

Social media is a great way to connect with potential customers and build relationships with existing customers.

There are many different social media platforms to choose from, so it's important to choose the ones that are right for your business. Some of the most popular social media platforms for local businesses include:

- Facebook
- Twitter
- Instagram

- LinkedIn
- Google My Business

Once you've chosen the right social media platforms for your business, you need to create a content strategy. Your content should be engaging, informative, and relevant to your target audience.

You should also make sure to interact with your followers on social media. Respond to comments and questions, and share content that they'll find interesting.

3. Optimize Your Website for Local Search

Local search optimization (SEO) is the process of optimizing your website so that it appears higher in search results for local searches.

There are a few things you can do to optimize your website for local search, including:

- **Create a Google My Business listing.** This is a free listing that allows you to manage your business's information on Google Search and Google Maps.
- **Citations:** Get listed on local websites.
- **Optimize your website for local keywords.** Use keywords that are relevant to your business and your location in your website's content and metadata.
- **Build backlinks to your website from other local businesses.** This will help to improve your website's authority and ranking in search results.

4. Use Pay-Per-Click Advertising

Pay-per-click (PPC) advertising is a great way to reach more customers and drive traffic to your website.

With PPC advertising, you pay each time someone clicks on your ad. This can be a cost-effective way to reach a large number of people quickly.

There are a few different PPC advertising platforms to choose from, including:

- Google AdWords
- Bing Ads
- Facebook Ads
- Instagram Ads

When creating your PPC advertising campaigns, you need to choose the right keywords, target the right audience, and set a budget that you're comfortable with.

5. Track Your Results

It's important to track your digital marketing results so that you can see what's working and what's not.

There are a few different ways to track your results, including:

- **Google Analytics**
- **Social media analytics**

- **PPC advertising analytics**

Once you've tracked your results, you can make adjustments to your digital marketing campaigns to improve their performance.

Digital marketing is essential for local businesses in today's digital age. By following the tips in this guide, you can create a strong online presence, reach more customers, and grow your business.

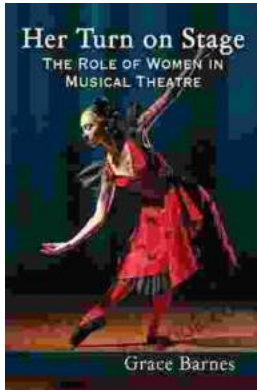


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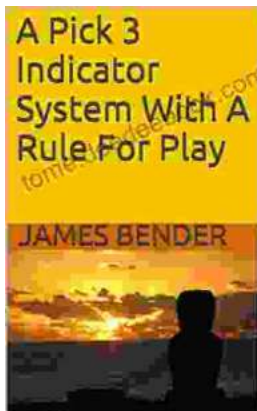
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