

# **Online Marketing Guide**

---

Smart Marketing for Local & Regional  
Businesses

## Contents

Overview .....	2
Start with Your Website.....	2
Example of a Location Page .....	3
Claim Your Business Listings .....	4
Business Databases .....	5
Search Engines .....	5
Business Listings.....	5
Find out Where Competitors are Listed .....	6
Find Local / Regional Directories .....	6
Find Industry Directories.....	6
Think Outside the Box.....	7
Keep Track of Your Listings .....	7
Earn Reviews .....	8
Top Review Websites .....	8
Encourage "Checking In" .....	9
Give Hints to Visitors.....	9
Top Places People Check-in From .....	9
Incentives to Checking In .....	9

## **Overview**

I'm a huge believer in helping others. It's how I earned my Congressional Recognition Award in 2006 and why I was awarded with an Army Achievement Medal in 1996. This year, I have a mission to help as many local and regional businesses as possible. You've received this guide because you were on my list or because you were in my local area and I happened to have a copy on hand.

This guide is a complimentary checklist of actions you can take to improve your web traffic, whether you have a website or not. It includes where to submit your business information and how that information may increase your visibility within search engines such as Google, Bing and Yahoo! and their respective maps search as well.

## **Start with Your Website**

----- *Purchase the Guide to Read On* -----