THE ULTIMATE MARKETING GUIDE FOR YOUR BUSINESS

A resource provided by

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THE ULTIMATE MARKETING GUIDE FOR YOUR BUSINESS

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INTRODUCTION

If you own a business, you know that adding customers is about as easy as keeping trying to hula-hoop and do jumping jacks at the same time.

But at Causely, *our goal is make it easy to grow your business.*

So to help you out, we took everything we've learned from working *with thousands of business owners* and distilled it down into this free guide we wrote just for you.

We call it The Ultimate Marketing Guide For Your Business.

If you want to take your customer base to the next level, read The Ultimate Marketing Guide For Your Business to learn the following:

1. How to use social media to *generate interest in your business* and get online followers to walk through your front door

2. The step-by-step guide to *running ads on Facebook* (and how to avoid wasting your money)

3. Tips for turning your website into a well-oiled machine that *consistently generates new leads.*

4. Easy ways to *dominate local search* and keep visitors on your website once they get there

I hope you find this guide useful. If you have questions on anything we've written (or just want more information about marketing your business), please send me a note. I'd love to hear what's on your mind.

Happy reading!

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P.S. If you don't find this content helpful, you should know that we selected this paper especially for it's paper-airplane-making properties.

THE BUSINESS OWNER'S GUIDE TO FACEBOOK SUCCESS
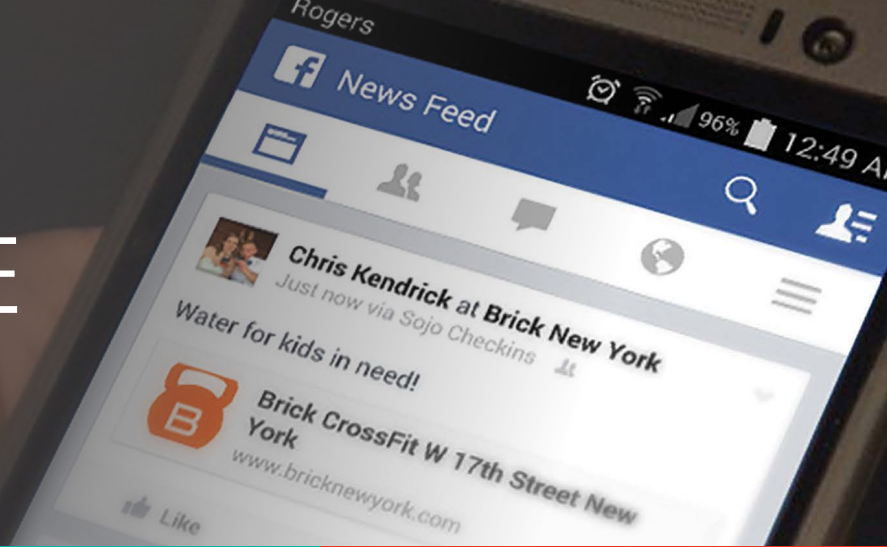
Facebook – it's the single largest social network in the world (by a long shot). It's also where your customers hang out when they aren't buying your product. The most important thing for you, the small business owner, is that Facebook is also where your customers' friends, family and coworkers are, all of which represent potential new customers. The key to tapping into that vast potential customer pool is knowing how to use Facebook effectively as a small business owner.

It's really not that hard. This chapter will walk you through it.

Creating Your Small Business Facebook Page

Convinced that it's time you got your business on Facebook? Good – the first step is easy enough. Go to http://www.Facebook.com. You'll see the large general user sign-up field. That's not what you want. Down near the bottom of the page, under the green "Continue" button, you'll see a link that says "Create a Page." That's your target. Click it.

You'll be prompted to log in with your personal account. Once you've done that, you'll begin filling out your business details.

NOTE: You can create a small business page without going to the main landing page. If you're logged into your personal account, look at the top of the page, to the right of the search bar. At the far right, you'll see a small blue arrow pointing down. Click that and you'll open a drop-down menu. The first option is "Create Page." Click that and you're off and running.

You'll now be taken to the first of several pages during the creation process. Your first task is to choose the type of business you're running. You want the icon that says, "Local Business or Place." Click that and you're prompted to enter a little information, including:

• Your business category

• Your business name (that should be pretty self-explanatory)

• Your street address

• City/state

• Zip code

• Phone

Before clicking the blue "Get Started" button at the bottom, double-check all your information to ensure there aren't any typos or missing details. All good? Great. Click that blue button and let's go.

You're nearly done with the setup process, so keep going. You're now on tab one of four – the About tab. You'll see several blank fields, and they all need to be filled in. For instance, the first field wants to know what categories your business falls into.

Choose what works best for you. Beneath that field, you'll find a section that lets you tell potential followers what your page is all about. Be creative, but try to work in a few keywords here as well, particularly localized ones (Charlotte, North Carolina's top business is a good example).

Under that, you've got space to add your website (you do have one, don't you?), and then the

chance to choose your Facebook "extension." The extension should be your business name, or something similar. It's tagged on to the end of the URL for your account, so it would look something like this: http://www.facebook.com/bobsbusiness.

Finally, you're asked to choose whether your place is real. Check yes and then mouse back to the top of the page and click on tab two (Profile Picture).

This one's pretty simple. You can click on either "Upload From Computer" or "Import From Website." Just choose the one you want, then upload your profile picture. When you've saved that, click on tab three (Add to Favorites). Again, this is simple. Adding your page to your personal account's favorites ensures that it's always front and center when you're logged in as you, rather than your business. Finally, click on tab four (Reach More People). This lets you create ads to reach others. You don't really need to do anything here if you're not ready to start a Facebook campaign.

When you're all filled out and ready to go, click on "Save Info." That button is on the bottom of tab one (About).

NOTE: You can actually skip all of these steps with the handy button at the bottom of the first tab and fill in all of this information later on.

Now that the account is up and running, let's talk a bit about settings.
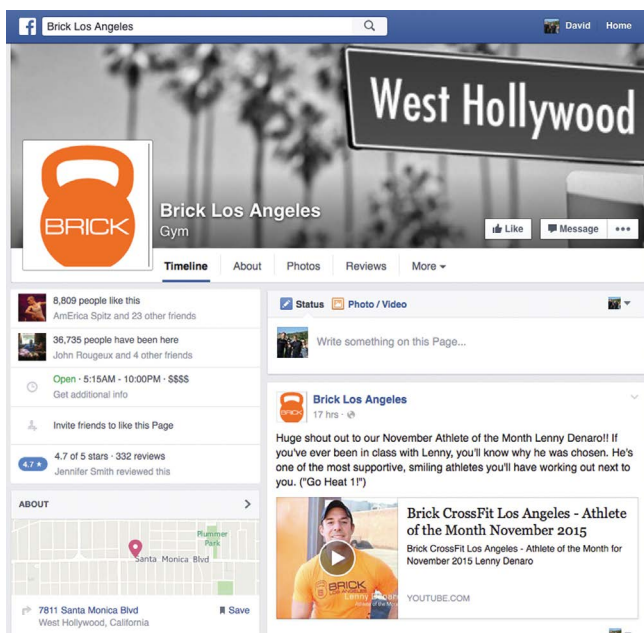
Check Your Settings

A quick glance at the top of your new page shows you three tabs under the search bar. These are "Page," "Activity" and "Settings." Click on "Settings" and you'll be taken to a new page with a lot of confusing looking categories. Don't worry, they're actually pretty simple. Let's break them all down for you.

General: The first category is "general." Here, you'll handle things like page visibility, posting ability, targeting for privacy, messages and more.

Page Visibility: Should say published.

Posting Ability: The default here is to allow anyone to post to your page and add photos or videos. Leave that as is for now.

Targeting and Privacy for Posts: You can choose to make privacy and targeting settings available when posting. This is off by default. Turn it on.

Messages: This is set to allow people to privately message your page by default. Leave it.

Tagging Ability: This lets you determine who can tag photos on your page. Leave it on the default settings (which means just you and those authorized can tag).

Country Restrictions: Leave this one alone – you want to be visible to everyone.

Age Restrictions: Leave this one alone as well, unless you want your content to be seen only by a specific age viewer.

Page Moderation: If there are words you want blocked from your page, add them here (useful for managing spam posts).

Profanity Filter: Want a family-friendly page? Turn this on.

Similar Page Suggestions: Turn this on to ensure your page is recommended to others.

Comment Ranking: Leave this set to "on".

Merge Pages: If you have a duplicate business page, you can merge the two here.

Remove Page: If you decided to delete your page and start over, do it here.

Page Info: You actually need to edit this under the About tab. Click the link and make sure all your business details are correct. There's a lot here. Make sure you fill it all out as completely as possible, including the short and long descriptions of your business.

Post Attribution: Choose how you want your posts attributed (to you personally, or to your business).

Notifications: Choose how you want to receive notifications, and what you want to receive notifications about.

Page Roles: You're currently the admin, but you can add others here as well.

Apps: You can add or remove apps here (things like Notes and Calendar, for instance).

Suggested Edits: If Facebook has any suggested edits, you'll find them here.

Featured: Your page's likes show up here, as do any page owners you've chosen to feature.

Mobile: Install the Facebook mobile app on your smartphone.

Banned Users: Exactly what it sounds like – this is where you manage any users you've banned from posting or interacting on your page.

Cover and Profile Images

Let's talk about your cover image and profile picture for a moment. Both are incredibly important, and you can't afford a misstep with either of them. Your cover photo must be 851 pixels wide by 315 pixels tall. What do you want here? Actually, this is a great place to display a photo of your facility or your customers.

Your profile picture is a little different. You'll find that a square 180 x 180 photo works best. Make sure you choose a clear, relevant photo, as this is what will show up when one of your customers checks in, as well as being shown with each and every post you make. Your profile picture could be your business logo, your business's sign, or anything else you want so long as it's obviously tied to your business, is clear and can be easily made out.

The most important thing to remember with both your cover photo and your profile picture is that they should be engaging and associated with your business, not you personally (unless you are the face of your company, of course).

Content Do's and Don'ts

Now that you've got your page up and running, it's time to talk content. The type of content you post, as well as the frequency with which you share it will have a pretty dramatic effect on your success (or lack thereof as the case may be). What should you post?

If you think that your business's Facebook posts should all be about your business, you've already gotten it wrong. Too many small business owners try social media and fail miserably because they insist on using it like traditional advertising. It's not. Not even remotely.

Follow the 80/20 rule here. 80% of your posts should not be related to your business, except in a tangential way. You might post something about the top 10 foods to avoid to lose weight, or how-to information about a particular workout routine, but you don't want to post too much content that's centered solely on your business. Remember that you're creating a conversation here. If you're a gym, you're not selling directly. With a little imagination, you can come up with plenty of options to share with your audience.

Now, only 20% of your posts should be promotional in nature. What can those be?

- Product discounts

- Weekly/monthly specials

- Customer achievements (a great way to share the spotlight while emphasizing your business)

Those are just the tip of the proverbial iceberg. However, understand that all of your content pales in comparison to the traction offered by customer reviews and check-ins.

Getting Customer Reviews

Reviews have become the yardstick by which business traction is measured. Good reviews are worth their weight in gold. Bad reviews can spell the ruin of a business. Of course, it can be tough to get any reviews, particularly for small, local companies.

How do you encourage your Facebook followers to leave reviews (and help ensure they're positive)?

Offer an Incentive: One of the most common ways to encourage your customers to review your business is by offering an incentive. This can be anything, small or large. Offer a discount discount or reward for a month in exchange for a review. Come up with a perk package for reviewers.

Just Ask: Most of your customers are actually happy to leave a review of your business. They just don't think about it. The single most effective way to get customer reviews is to just ask for it. A post or two on your timeline can do the trick. You can also put a sign on your front desk with your Facebook details and reminding your customers to review and check-in.

A Two-Way Conversation

If you post much at all on Facebook, you're going to get comments on those posts. Don't ignore them. Respond. Reply. Engage. That word, engage, is the golden rule of social media. It's about creating a two-way conversation with your customers, and you can't do that if you don't respond to comments on your posts. Thank them for commenting, answer their question or find another way to involve them in a larger discussion.

Now, chances are good that you'll get a few negative comments in there as well. You can't please everyone, and folks who aren't happy with something are generally pretty vocal. What do you do in the case of a negative comment? Your first instinct might be to delete it from the post (you do have that ability), but don't do it unless the user is engaging in abusive behavior.

The best option would be to calmly ask how you can make the situation better. An unhappy customer can often be turned into a long-term client if you take the time to find out what went wrong and prove that you're actually willing to make things right.

Driving Facebook Check-Ins

When it comes to building success for your business through Facebook, driving check-ins is probably the single most important thing to do. A check-in carries far more weight than any paid advertisement, and even more than your regular posts. Why is that?

When one of your customers checks in to your business through Facebook, it's seen by their followers and friends, giving you immediate amplification. It also comes at no cost to you (time, money or effort). You just need to encourage your customers to do it. How do you drive check-ins, though?

Give them something free in exchange for the check-in. This is a very effective option. You'll need a way to notify your customers while they're in your facility – a poster on the door, flyer on the wall, or a placard at the desk can do the trick. Just offer something of value in exchange for them checking in. It might be an additional day of use per month, or maybe a set of luxury towels for the shower. It could be anything, really, so long as it's something your customers want. It should make checking in a "no brainer." Once your customers check in, they just need to show a member of your staff their device (and the check-in), and they've earned their prize.

Supporting a cause is a great way to get your customers to check in. Social responsibility has become a huge focus for Americans – 83% of the US population wants the companies they support to support great causes. Of course, doing so can be complicated, but Causely can help connect you with causes that resonate with your local audience, and encourage check-ins at the same time.

Other options include offering a discount, a voucher or additional services. You can also just come straight out and ask them to do it. You might be surprised at how many people will do it just for the sake of showing they're at the business.

Finally, make sure you check in yourself. Follow Causelys' best practices to garner more impressions per check-in, though. How do you do that? Simple.

Use a photo. Checking in with a photo ensures that your post draws more eyeballs.

Add a personal message. Personalizing the check-in message results in more engagement.

Tag folks. When you tag friends in your check-in, each of them becomes another check-in. Don't use this superpower for evil, though.

Facebook is constantly tweaking, adjusting and changing things under the hood. Some of those updates are geared for general users, but many are designed to make the network easier for small business owners to use. A few of the features either coming down the pipe or recently debuted that you should know about are highlighted below.

Featured Videos: YouTube might still rule in the world of online video, but not when it comes to Facebook. Native video uploads get more traction here. Facebook has introduced the option for brands to create a featured video.

Promoted Posts: Ok, so this one isn't so new, but it's one that many business owners don't use. In exchange for a small, nominal fee (far less than what you'd spend with Facebook advertising), you can promote a popular post to a massive audience and garner much more traction.

Facebook Offers: You can deliver discounts and coupons to your customers with this tool. It's free to do so, but you can also pay to promote your offer (similar to promoted posts).

Reviews and Ratings: We covered reviews in the previous section, but it bears mentioning again. Reviews and ratings can show up in the newsfeed, and make compelling content to encourage others to check out your business.

Stock Photos: Want to harness the power of stock photos but don't have your own account, or the time to create one? Facebook is partnering with Shutterstock to give you the ability to access, choose and use stock photos right from your posts.

Post End Date: Got a time sensitive offer on Facebook but don't want it showing up after the end of the promotion or contest? Use the post end date feature to pull it from your followers' newsfeeds while keeping it present on your company's page.

Small business owners need to do things right from the get-go on Facebook. This handy list of do's and don'ts for managing your business's presence will help ensure success.

Do: Follow the 80/20 rule for content posting. 80% of your content should be non-promotional and social. 20% can be promotional.

Don't: Use Facebook as a sales medium. Direct selling doesn't work.

Do: Encourage your customers to check in to spread awareness.

Don't: Ignore your followers.

Do: Respond to comments and questions. Ideally, you should respond within an hour, but don't take any longer than 24 hours.

Don't: Write super-long posts that no one wants to read.

Do: Keep your content short, succinct and focused.

Don't: Buy likes. No one likes those people.

Do: Promote popular posts to increase awareness and draw in new likes.

Don't: Over post content. Too much content is as bad as no content.

Do: Ask questions of your followers and provide informative, valuable content.

Don't: Forget to fill out all of your business information when creating your account.

Do: Check for typos, missing information and other errors in your profile.

Don't: Forget to upload an evocative, engaging cover photo and profile picture.

Do: Make sure your business is listed as a "place" in Facebook so your users can check in from their devices.

There are plenty of powerful tools that can help you grow your presence on Facebook and build a more successful business. However, check-ins are the single most important aspect to master. They're free, they provide user-generated content, and they come with no effort required on your part, other than encouraging your customers to check in at your location. It's really that simple.

With that being said, it can be challenging to get your customers to check in. That's where Causely can help. We've grown to become the #1 referral platform for businesses, and we specialize in helping to you get more customers and support great causes.

83% of Americans want the businesses they patronize to support great causes. We combine social responsibility and cause support with check-ins to boost donations and bring in more traffic. We drive results for any type of business.

TURN YOUR WEBSITE INTO A CUSTOMER-GENERATING MACHINE

As a business owner, your focus is on growing your business. So how does a website fit into that equation? You need a website to reach and convert people who are searching for your product online.

If you don't have a website, or the one you have isn't well optimized, you can be pretty certain prospects are not going to find you. If you have a poorly designed website, or one that isn't mobile friendly, your prospects won't convert.

On the other hand, a well built and fully optimized website will help you reach prospects and convince them they need your business. A good website also gives you legitimacy, helps you build a thriving community, captures and nurtures leads, and provides a foundation for customer self-service. In other words, to be successful, you need a first- class website to generate new customers for your business.

Let This Resource Be Your Guide

Now that we've explained why your business needs a website, we're about to show you how to create a website, and what you need to put on it. If you already have a website, don't worry. We're also going to tell you how to make an existing website even better.

We'll walk you through the most important elements of a business website. We'll also talk about the information you need to have on your site, some basic design and usability points, and then provide a very brief look at search engine optimization (SEO). At the end of this guide, we have a reference section with articles and resources so you can dive deeper into these topics.

Your Content

Visitors land on your site to learn more about your business. Since you only have about 15 seconds to give them what they are looking for, you need to present your information in a clear and concise way.[1] If you don't do that, they will close the page and move on to your competitors' websites.

Here is a list of things we recommend you have on your website. You'll probably want to add other things to make your website unique to your business, but these are the minimum topics you should cover.

Homepage

Your homepage is like the cover of a book. It's normally the first page visitors see, so you want it to make a great first impression. Be sure yours provides a very clear statement about your unique selling proposition, or what makes you special. People should be able to tell right away who you are and what is different or great about you.

List of Services and Fees

You want to have at least one page that talks about what you offer. List all services and products provided by your business. Post the associated fees, methods of payment you accept, and any information that would help someone decide to visit your business. Remember, if you don't list it, you can't sell it, so make sure your list is complete.

Your Location with Map

Google makes it easy to add a map to your website, and some design templates will automatically populate one for you. You can place your location map in your footer, 'Contact Us' page, or any other page that makes sense in your layout.

About Us

This is a good place to tell your story and let your website visitors know about the culture and atmosphere of your business. Include plenty of photos to help you tell your story in an engaging and dynamic way. Normally we see this as a single page, but if you need to, you can include this.

[1] http://blog.hubspot.com/marketing/chartbeat-website-engagement-data-nj

Staff Team Bios

Websites with bios bring in more new customers than those without, and it makes intuitive sense. If someone is going to pick between two identical businesses, the site with better information and more complete picture of what to expect will win out every time. This information would make sense on your "About Us" page.

Great Pictures

Pages with pictures get 94% more views than those without. But it's important only to use high-quality images. Doing a basic Google search and using any image you find isn't a good idea. Instead, search for sites with high quality, royalty free images. Many will charge a small fee for each image, but there are some fun new sites with great free images you can use. We've listed some of our favorites in the resource section at the end of this eBook.

Social Icons and Facebook Page plugin

Social media is a great tool for connecting with prospects, building your community, and demonstrating social proof. Leverage that power by inviting web visitors to connect with you through embedded icons and a Facebook Page Plugin. Then post the icons and plugins throughout your website in places that logically make sense to the design.

Contact Us

Many website templates have a contact or inquiry form embedded in them. If yours doesn't, clearly list your preferred method of contact on your website. Even better, make sure you have clickable links for email addresses and phone numbers. We often see the "Contact Us" page as its own page, with a clear link to the page in the navigation bar.

Reviews

Think about what convinces you to choose one business over another when you're searching the Internet for a service provider. You can repeatedly tell potential clients how great your business is, or you can let your customers do it for you. Adding reviews boost visitor conversion more than 35%. You can even add before and after photos beside customer reviews for a more dramatic statement.

CTA Button or Link

What do you want your visitor to do before they leave your website? Some business owners want a prospect to sign up on the website, others want prospects to call for more information or an appointment. You'll need to decide what action you want your visitors to take and use a call to action (CTA) to prompt them to do it.

Studies also show that red CTA buttons convert the best. We'll talk about navigation and design in the next section. But remember that the placement of your CTAs impact the success of your website and the rate of conversion you'll get from visitors.

Blog

A blog is an easy way to keep your community updated and engaged. Any of your team members can write a blog post, and anything you'd normally say in an announcement can be turned into a post. You can write blog posts of any length, and you can even reuse your posts to fill your monthly newsletter if you publish one. Google also loves websites that have regularly updated content, so publishing regular posts will help you rise to the top in search rankings.

So what do we mean by regular? A monthly blog post would be very beneficial for your community and your website. Here are some easy post ideas to get you started:

- Announce new products
- Recap community events
- Customer or staff spotlight
- Discuss topics related to your product
- New product reviews
- Answer common questions in a FAQ blog
- Recommended books, blogs, or podcasts about your industry
- Talk about local events specific to your business
- Feature the monthly Causely cause

As you can see, there are a countless number of easy topics to cover in your blog, and your team can write many of them too. When we get to the SEO section of the book, we'll talk about keywords, but just remember you should include them in your blog posts for better search rankings.

Headlines and titles are a final thing to discuss when we talk about blog posts and other written long-form content on your website. Headlines and titles either keep people reading or cause them to close the page. Some marketing pros say headlines are the single most important piece of any written work. A/B testing shows that traffic can "vary as much as 500% based on a headline," and "80% of readers never make it past the headline." Now, we're telling you this not to scare you, but to let you know that headlines and page titles deserve a little extra care. Use the information in our resource section to learn what makes a headline appealing, and take your time writing your blog post titles and page headings.

FAQs

You know those questions you hear over and over again? Well, you can answer them on an FAQ page and reduce the number of times you have to do it in person. Besides the frequent questions you and your team hear, some other typical things to include are:

- How much do your products cost?
- Do you have to make a reservation (if you're a restaurant)?
- Methods of payment you accept.
- Do you have to be a club member to receive discounts?
- Is there a special newsletter with discounts?
- How to cancel a membership
- Can you purchase items online?
- Is there an online appointment portal?

[2] http://www.jeffbullas.com/2012/05/28/6-powerful-reasons-why-you-should-include-images-in-your-marketing-infographic/

[3] https://blog.kissmetrics.com/100-conversion-optimization-case-studies/

Customer Self-Service Capability

You're busy building your business, so you need to free yourself from the unnecessary day-to-day administrative tasks when you can. Just like an FAQ page on your website, offering customers self-service will save you and your team time. With customer self-service, they can register as a new customer, make appointments, purchase products, make orders online, etc.

To integrate self-service capabilities like these, you need customer management software. It's possible you already have a system, and if so, it should easily embed into your website and provide customer facing features.

We also suggest customer management software in the context of your website because these systems capture the leads you collect with your contact or inquiry form and help you nurture them with automated emails.

Design and Usability

You can have the very best content, but if your website's design is lacking, no one will read your information. Instead, they will be frustrated by the poor design and close out of your website. To explain what we mean, we'll briefly list some key design considerations and provide a list of additional resources in the back of this eBook.

Good Design

Designing good design is tough, but you know it when you see it. Good website designs are clean and not at all cluttered. They are also nicely balanced and have a good mix of text, images, navigation tools, and other elements. Overall, simple is usually better in web design.[7]

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[4] http://conversionxl.com/which-color-converts-the-best/

[5] http://www.quicksprout.com/the-definitive-guide-to-copywriting-chapter-3/

[6] https://moz.com/blog/5-data-insights-into-the-headlines-readers-click

[7] http://swimbi.com/blog/22-principles-of-good-web-navigation-and-maximum-usability/

Navigation

When someone arrives on your website searching for information, they must be able to find what they want quickly and easily. If they can't, they will move on to the next business in the area.

We recently heard a story from a friend that sums up the problem of bad navigation perfectly. Our friend was new to martial arts but thinking about trying out a Jiu Jitsu class at a local school. Like you'd expect, he did a quick Google search and found a couple martial arts schools in his area. He checked out their sites looking for their class schedules. The school that looked the best for him didn't have their schedule posted on their website. He called their number to ask about classes, but the call went to voicemail. In the end, he went to a different school because they made it more convenient for him to try them out.

We tell you this story because our friend later found out it was just a navigation issue that caused him to go to the second martial arts school. Navigation is the structure and order of elements intentionally placed to help visitors move from one page to another. If the navigation of a website is bad, users will get lost and not find what they need. The first martial arts school had their schedule posted on their website, but it's not accessible from the home page. To get to the class schedule, you need to pass through a page that isn't set up as a next logical step in the search for information. This navigation issue is costing the school business..

Mobile Friendly

Do you remember when searching for information on a mobile device meant turning your device to the side and pulling the webpage from left to right to read it? Well, I'm sure you've noticed those days are gone. We can easily read a webpage on a mobile device, and we can even watch full-length movies, read books, and buy things.

Over the last few years there's been a big shift in the way we consume information online. As a rule, we've moved from desktop computers to smart phones and tablets as our main mode of accessing the Internet. With that shift came a need for

businesses to create websites that are compatible on tablets and mobile devices.

Mobile friendly or mobile compatible are terms that describe websites that work on smaller, hand-held devices. A mobile friendly website is responsive to the size of the device it's loaded on, so it ts to the size of that screen and is easy to read and use.

Google recently released an algorithm that rewards mobile friendly sites with a higher placement in search rankings. Conversely, sites that aren't yet compatible for mobile devices and tablets will see a decline in organic traffic. So, clearly, if you want your business to place in the top spots of a search result, you need to make sure your website is mobile compatible.

It's easy to test your site to see if it's mobile-friendly. You just need to go to Google's Mobile Friendly Test page and enter your website's URL. If it is compatible, your site will show up in mobile searches with a mobile-friendly tag. To qualify for the tag, Google says a site must meet the following criteria:[11]

- Avoids software that is not common on mobile devices, like Flash

- Uses text that is readable without zooming

- Sizes content to the screen so users don't have to scroll horizontally or zoom

- Places links far enough apart so that the correct one can be easily tapped
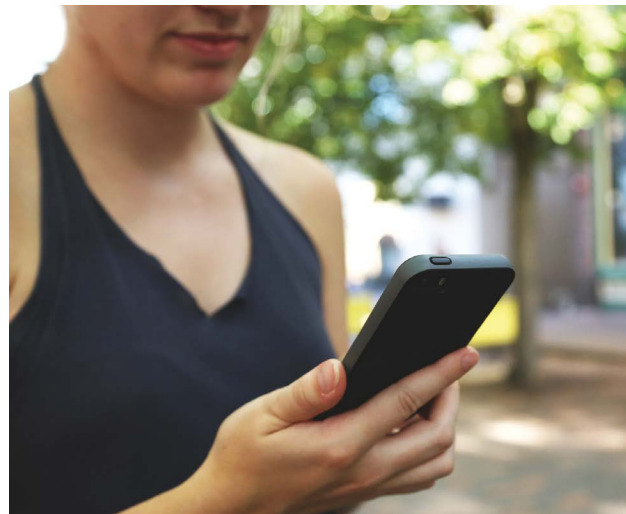
Search Engine Optimization

Once you have your website built and the content written, the next step is to do a little behind the scenes work to rank well in online searches. You'll do that by incorporating basic SEO techniques to help Google (and other search engines) connect you with prospects in your community.

SEO is a topic and area of study that can consume your life, and it does occupy the lives of many marketers around the world. The good news is that it's likely your website will have built-in tools or plugins to help you manage your SEO, so we'll just briefly discuss a few key points here to get you started. You can use our list of additional resources at the end of this eBook if you want to learn more.

Relevant, Helpful, and Regularly Updated Content

Google considers a countless number of factors when ranking sites in a search, and ultimately they all relate to how well the websites match a search query. Since Google's dominance as a search engine depends largely on their ability to deliver the best search results, they work diligently to get it right. Over time, they've noticed that websites with regularly updated content have information searchers want. Because of that, Google rewards websites with frequently updated content by placing them higher in search results.[12]

Remember we mentioned earlier how important it is to have a blog? Well, this should hopefully convince you it's worth the time to create one. Blogs are the easiest way to establish your website presence and make sure you come up ahead of your competitors in an Internet search.

Keywords

When someone does an Internet search for a business in your area, what do they type into the search box? If they're searching for a Chiropractor, the terms will be different than if they're looking for a restaurant, right?

Let's play with this a little. Nearby we have a Chiropractor and a Crossfit gym, so here's a list of all the keywords the two different businesses could use on their websites. (This list of words pertains to these specific businesses, not all Chiropractors or CrossFit businesses.)

CrossFit: CrossFit business, CrossFit box, personal trainer, yoga, kettlebells, WODs, Paleo Challenge, childcare

Chiropractor: Spinal correction, Chiropractor (name of city), back pain, lower back pain, chiropractic adjustment, chiropractors near me, spinal decompression

It's important to think about the terms people use to search for businesses like yours because they will help you connect with search traffic. We suggest you and your team brainstorm a big list of words and use them throughout your website to describe your business.

Page Title Tags

Page titles help Google deliver the best results in a search, so they should be a concise description of what the page displays. Optimally, you will use a keyword in the title tag, as well as your business's name. Keep the title tag under 55 characters in

	A	B	C	D	E
	# Searches	Term	Relevance	Volume	Total Score
	1,025,908	search engine marketing	5	5	15
	70,687	lead generation	5	5	15
	49,309	lead	5	5	15
	21,445	web site marketing	5	5	15
	17,263	internet marketing online	5	5	15
	11,083	sales lead	5	5	15
	10,043	marketing software	5	5	15
	9,942	internet marketing tool	5	5	15
	9,805	internet marketing strategy	5	5	15
	9,329	small business marketing	5	4	14
	9,329	small business marketing	5	4	14
	9,210	business lead	5	4	14
	8,096	small business web design	5	4	14
	7,282	search marketing	5	4	14
	7,140	sales lead management	5	4	14
	7,100	marketing tool	5	4	14
	6,818	web site marketing strategy	5	4	14
	6,477	small business web hosting	5	4	14
	5,940	business opportunity lead	5	4	14
	5,804	search engine marketing firm	5	4	14
	5,426	ppc search engine internet marketing	5	4	14
	5,320	search engine marketing services	5	4	14

Sample of a Keyword list

8 http://www.webdevelopersnotes.com/tips/ webdesign/web_site_navigation.php3

9 http://googlewebmastercentral.blogspot. com/2014/11/helping-users-find-mobile-friendly-pages.html

11 http://googlewebmastercentral. blogspot.com/2014/11/helping-users-find-mobile-friendly-pages.html

10 http://searchengineland.com/mobilegeddon-beginning-not-ending-220512

12 http://www.seoblog.com/2014/09/ google-rewards-sites-regularly-post-great-content/

length. Here's the format you should use for the very best results: Page title with keyword(s) | Your Business Name:[13]

Page title with keyword(s) | Your Business Name

Meta Descriptions

Meta descriptions are short narratives describing the content of a webpage. Search engines display them right under URLs for each page they deliver in a search.

Meta descriptions are important for websites because they help users make the decision to open a website or continue scanning down to the next one. That means good Meta descriptions will bring you more search traffic. Be thoughtful when writing your descriptions because you only have 150-160 characters to describe the contents of your page.[14]

Image Tags

When Google scans a website, it needs help understanding images and the context in which they are being used. That's where image tags come in. Image tags identify images for search engines. When you think about writing your image tags, be very specific. The more specific you're able to be, the better search engines will understand your image.

Local SEO

Another thing to think about is optimizing your website for local search terms. Lately, Google has heavily favored local search, which is such a great thing for business owners like you. We have a blog posts that talks more about how to optimize your website for local search. But one key thing to remember is that you should include long-tail local keywords into your keyword optimization strategy.

Long tail keywords are three to four words in length and very specific to your location and business. They tend to match closely to the words we naturally type into a search engine. For instance, if you were looking for a business, you'd probably include the city, specific neighborhood, and type of business you'd like to find in your search query. Like this:

"Italian Restaurant by Galleria Mall in Dallas"

Now if you were a restaurant by Galleria mall in Dallas and you hadn't used that long tail keyword in your web content, you might not show up in a local search. Since that's not good, we suggest you add long tail keywords to your list of keywords and use them in your website.

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[13] https://moz.com/learn/seo/title-tag   [14] https://moz.com/learn/seo/meta-description
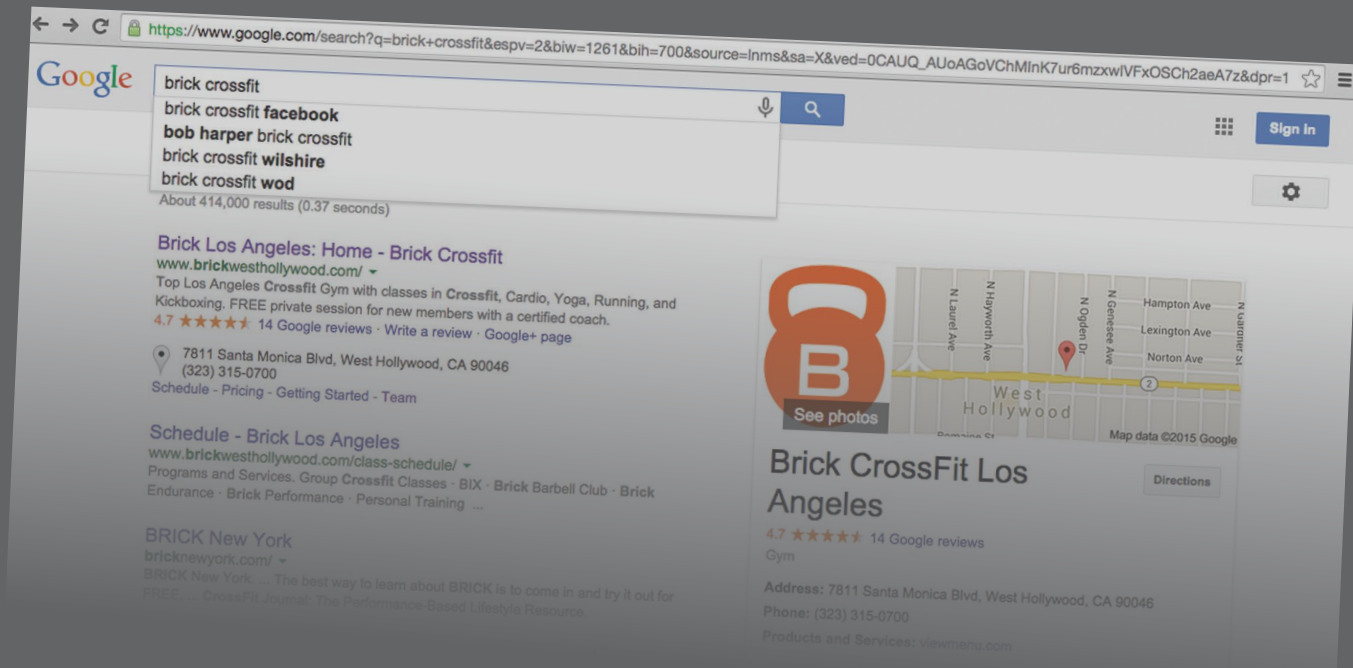
Build Your Own or Hire the Experts?

Phew. Now that you know the key features of a kick-butt, customer-generating website, you've got an important decision to make. How are you going to get there? Will you build it yourself or hire someone to do it for you? We won't suggest one route over the other because it all comes down to your individual situation and goals.

If you're just starting out and need to invest in other areas of your business, you might decide using a builder tool and doing it yourself is the best choice. It's a more cost-effective option, and you'll dive deeper into the things we discussed in the guide.

Conversely, if you have the money to invest, or maybe even less time to spare, hiring a pro might be the way to go. Hiring an expert will save you tons of time and deliver a customized finished product.

In the end, it's a decision you'll need to make, so take your time. Ask around for advice, and evaluate your budget, resources, and goals before deciding. We have a few additional articles on this topic in our resource section.

Tips for Doing It Yourself

You'll find plenty of online website builders, including Weebly, Squarespace, Wix, and WordPress. These tools are designed to be user-friendly and ideal for small businesses. Their templates allow you to pick a design that works for your business and plug your information in to build your site. Most also include some SEO tools and free training to help you succeed.

Tips for Hiring A Web Designer

If you decide to outsource the work, please don't choose a designer because he's your brother's best friend's roommate. We've known some frustrated people who've gone that route and want to warn you to be cautious. Your website is an investment and representation of your business. You want to get it right.

We suggest asking your colleagues for referrals and then choosing several to interview and bid on your job. As you would with any contractor bids, be wary of those that are too good to be true. You'll get different prices, but you should notice a ballpark range that most fall within.

Here are some things to ask for when you interview your candidates.

Skills and credentials. Ask potential designers for a list of tech skills. At the very least, your designer should have a working knowledge of HTML, CSS, and JavaScript. SEO, copy writing, and graphic design are a bonus.

References. Ask for references and contact them to find out what they liked and didn't like about working with the designer. Ask about how responsive the designer was, how willing they were to make edits, and how timely their delivery was.

Samples of work. Ask for a list of websites the designer built, and check them out. Are they visually appealing? Are they easy to navigate? What about mobile responsiveness?

Whether you decide to build a website, hire a professional to do it for you, or edit your existing site, the important thing is that you're taking the right steps for your business.

HOW TO CREATE AD CAMPAIGNS IN FACEBOOK
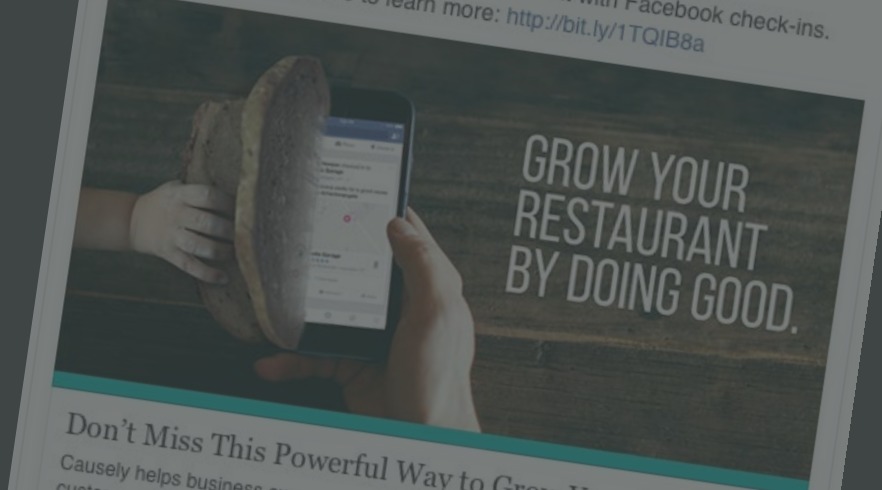
There's a darn good chance that the majority of your ideal target audience is on Facebook. Facebook boasts a customer base of 1.4 billion people, 900 million of which visit the networking site every single day. Through its extremely specific targeting options, you can quickly and easily get your business's name in front of the right people in your surrounding neighborhood through Facebook ads.

We've talked a little bit about Facebook advertising over the past several weeks. If you have never run ads on Facebook, we highly recommend that you begin by boosting posts on your page. This will allow you to better understand how their advertising platform works, the targeting options available and the types of results you can expect to see without spending a ton of money. Once you've promoted some posts, you're ready to fully dive into the world of Facebook advertising by creating your own campaign.

To create your campaign, we recommend using the Ads Manager, which is suited for the majority of advertisers (there's another option, called the Power Editor, which is more appropriate for large companies running multiple campaigns). The Ads Manager makes it easy for novice advertisers to create objective-focused campaigns.

Step 1: Determine Your Campaign's Objective

Every ad campaign that you run, whether it will be on Google AdWords or Facebook, needs to have an objective. We would also argue that every ad needs to initiate a specific action from those who click on the ad. If you need more customers at your business, your ads should be focused on getting users to click

on your product page. You should never run an ad that does not have a call-to-action encouraging users to take a specific action after they've clicked on the ad.

Facebook provides advertisers with a choice of 10 different objectives. If you want to run effective, action-oriented ads (that will likely drive a higher ROI), we highly recommend that you spend your money on the following objectives: increasing conversions on your website, raising attendance at your event or getting people to claim your offer. These objectives will enable you to see tangible results for your business, rather than simply running ads to help increase awareness. You may say that you just want people to hear about your business, but don't you really want them to become a customer?
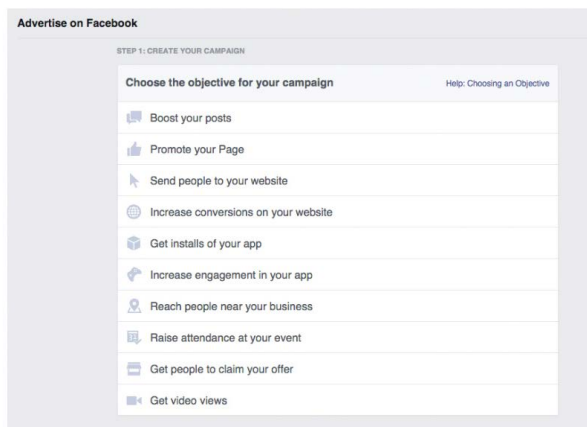
For this example, we'll focus on developing an ad that will increase conversions on your website. This is a great option to choose if you would like to get new prospects to check out your business. You can promote the following types of offers to increase conversions on your site:

- Sign up for a free trial or consultation

- Get a free drink with the purchase of a meal

- Download a free healthy meal plan

- Join an upcoming fitness challenge

To run an ad, you must have an offer to promote. To truly be able to determine the effectiveness of that ad, the offer should "live" behind a form, meaning that the only way a web visitor can get the offer would be to fill out the form. Form submissions (which just means how many people fill out the form and then click on "submit") would be the conversion that you are tracking. This will enable you to determine how many form submissions (i.e. potential new customers) you received from your ad spend.

Step 2: Choose Where You Want to Send Visitors

Once you've selected your objective, you'll need to plug in the URL for the page on your website that you want your ads to drive visitors to. We highly recommend that you add tracking to these URLs so you can see how visitors from these ads are interacting with your site.

To create a tracking URL, we recommend that you use the Raventool's free Google Analytics URL Builder. This tool is extremely easy to use. Simply plug in your destination URL and type in "facebook" as the Campaign Source (where your ads are living). For the Campaign Medium, enter "ad" or "display ad" so you know these visitors are from paid placements. Finally, if you're

running more than one campaign on Facebook, it's beneficial to give the campaign a name. If you're promoting a free class, enter something along the lines of "free intro class" in the Campaign Name section. You can leave the last two fields blank.

After entering information in the first three fields, you will see your new trackable URL listed in the box at the bottom of the page. Note that the "%20" is used to separate words that you've added to your URL and "&utm_" breaks up the different sections of your URL (it separates the Campaign Source, Campaign Medium and Campaign Name).

Step 3: Select Your Audience

As mentioned earlier, Facebook offers amazing targeting options for business owners. You can target based on the following categories:

Location	Ethnic Affinity
Age	Generation
Gender	Parents
Language	Politics (U.S. only)
Relationship	Life Events
Education	Interests
Work	Behaviors
Financial	Connections
Home	

We recommend that you set up very specific location targeting. The best option for location targeting? Enter your business's address, then click on the mileage drop down and click the word "Custom." Analyze your current customers' addresses to determine the length people will likely drive from their house to your business and enter that distance. For more tips on targeting, check out our previous Facebook Advertising blog post.

Step 4: Set Your Budget

Facebook offers two different options for campaign budgeting. You can choose to go with a daily

budget. The daily budget option is ideal if you want your ads to run all day long. Setting this budget will help Facebook pace your spend so the ads will stay live throughout the day. The other option is setting a lifetime budget for your campaign. If you're running a promotion for a limited time, this is the option you want to use. With the lifetime budget option, Facebook will pace your spend over the specific time period you've selected. This is also a good option if you have a limited budget and want to make sure that you do not overspend.

In this section you can also set start and end dates (you can pause ads at any point in time, so setting dates is not required). You can also select settings to only have your ads run during certain times of the day.

The final thing to note in this section is ad delivery. You are given two different options: standard and accelerated. We recommend that you choose standard delivery, which will enable Facebook to deliver your ads throughout the day. Choosing accelerated will cause your campaign to quickly spend through the budget, meaning they'll only be visible for a small portion of the day.

Step 5: Develop Ads

Facebook offers two different ad formats: links and carousels. Link ads display a single image, while carousel ads consist of three to five smaller images.

Link Ad Tips

Link ads display one image, with a headline, body copy, news feed description (optional) and call-to- action button (option). Here's what you need to know about each component:

Image: The recommended size for this image is 1200×628 pixels. You can use stock images or images of your customers in action (as long as they don't look blurry or grainy). Limit the amount of text used in the image as Facebook will disapprove ads with more than 20% text. There are several tools you can use to test your image if you're worried it may contain too much text.

Headline: This is restricted to 25 characters, so it needs to be short and attention grabbing. This is bolded when displayed in the ad.

Body Copy (Text): This section is limited to 90 characters and will appear in full on every different ad placement (news feed, mobile news feed and desktop right column). Try adding a short question here or a quick overview of your offer.
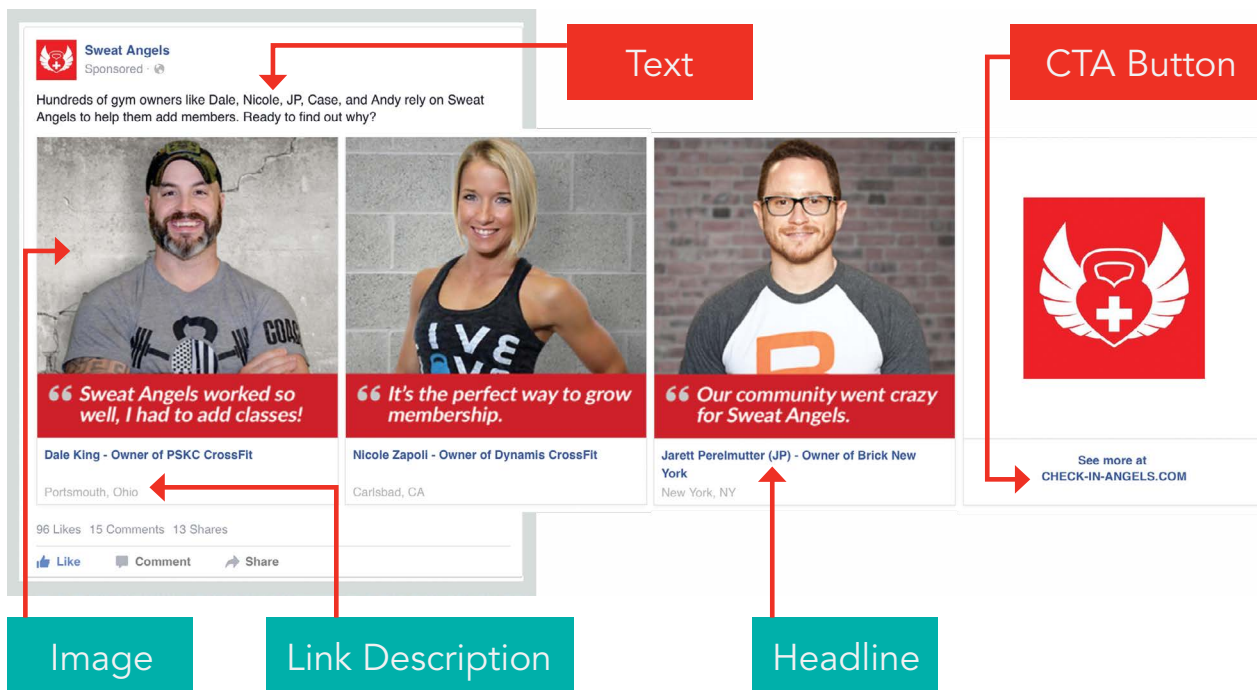

Desktop News Feed

Right Column

Mobile News Feed

News Feed Link Description: This optional section provides you with a lengthy 200-character space to better describe your business and offer. This will appear in full below your image in the news feed placement. Note that this section will be cut off in the other ad placements (mobile news feed and desktop right column).

Call-to-Action Button: This optional button is a great way to draw attention to your ad and to get users to take a specific action after clicking. The options include: Download, Shop Now, Book Now, Learn More, Sign Up and Watch More.

Sweat Angels
Sponsored ·

Hundreds of gym owners like Dale, Nicole, JP, Case, and Andy rely on Sweat Angels to help them add members. Ready to find out why?

Text

CTA Button

66 *Sweat Angels worked so well, I had to add classes!*

66 *It's the perfect way to grow membership.*

66 *Our community went crazy for Sweat Angels.*

Dale King - Owner of PSKC CrossFit

Nicole Zapoli - Owner of Dynamis CrossFit

Jarett Perelmutter (JP) - Owner of Brick New York

Portsmouth, Ohio

Carlsbad, CA

New York, NY

See more at
CHECK-IN-ANGELS.COM

96 Likes 15 Comments 13 Shares

Like   Comment   Share

Image

Link Description

Headline

Carousel Ad Tips

Carousel ads share between three to five images, each with its own short headline using Facebook's carousel ad option. Here's what you need to know about this advertising option:

Images: Include between three to five different images to be displayed in this type of ad. This is a great option to choose if you offer different types of classes as you could feature images of each different class in this ad.

These images should be 600×600 pixels, and again, are limited to 20% text.

Headline: Each image has its own 40 character headline. This should be attention grabbing and relevant to the image used.

Description: This optional feature provides you with 20 additional characters for another short call-out with each image.

End Slide: By checking this box, Facebook will automatically add an end place card that includes your page's profile picture and a link to your site.

Call-to-Action Button: You can add the optional call-to-action button to your carousel ads, however, I recommend against doing this. When you add this button, your short titles and descriptions will be cut off, making them essentially useless.

After you choose your ad type, upload your images and write your headline and descriptions, you'll be given the option to choose where you want your ads to be displayed. The placement options include:

Desktop news feed

Mobile news feed

Desktop right column

Audience network

If you do not make any changes to this section, your ad will run on all four placements. We highly recommend that you don't run on the audience network, as it typically produces the lowest conversion and click rates. Monitor your reports over time to determine which placements tend to result in the highest conversion rates for your ads.

About our Contributors

John Rougeux
Chief Marketing Officer
Causely

John leads marketing efforts at Causely, where he's also a co-founder. He mostly spends his days cultivating a love/hate relationship with Facebook advertising and figuring out ways to outdo Don Draper. When he's not at work, John enjoys teaching his three daughters how to drive their *Dora The Explorer* Power Wheels like Jeff Gordon, at least until his wife tells him to quit. He even wrote this 3rd-person bio all by himself.

Matt Sharp
Owner, CrossFit Maximus/ZONE
Head of Customer Success
Causely

Matt has not only expanded his fitness business to multiple locations and several hundred customers, he even runs a successful business consulting service. Matt's also a co-founder of Causely, where he serves as Head of Customer Success. When he's not swapping notes with other business owners, Matt loves putting those "young bucks" to shame by smoking them in any given CrossFit workout. He's also loves spending time with his wife and two ~~future ninjas~~ daughters.

Shilo Lucyk
Writer
Causely

Shilo began practicing yoga in 2006 and loved it for its power to change lives, both on and off the mat. Shilo's not only a certified yoga teacher, she's even a volunteer teacher with the Wounded Warrior Project. Shilo is also one of the nicest people you'll ever meet, although she'll never admit it. Shilo currently splits her time between teaching yoga classes and writing for Causely.

Tiffany Houkom
Search Engine Marketing Specialist
Zen Planner

Born and raised in Denver, Tiffany is a Colorado girl to her core. From snowboarding and hiking to working out at her neighborhood CrossFit box, Tiffany has a hard time sitting still. Professionally, Tiffany has over five years of digital marketing experience, and currently serves as Zen Planner's Search Engine Marketing Specialist.
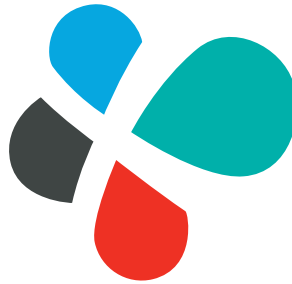

Growing with good

Causely helps business owners generate friend-to-friend referrals on Facebook. Every month, thousands of affiliate businesss, group fitness clubs, yoga studios, and martial arts schools rely on Causely to help them grow. How does Causely work? Every time your customers check in on Facebook, we make a donation to a great cause. Customers love being able to do good, and owners love the results. To see why Causely is the #1 referral program in the fitness industry, watch our 2-minute video at *causely.com/sweatangels*.


Zen Planner's all-in-one software solution gives affiliate business owners everything they need to turn their passion into a successful business. With integrated payment processing, scheduling, customer management, workout tracking, email automation and website templates business owners have what they require to thrive in the fitness community they've worked so hard to build. Customer support, available seven days a week, separates Zen Planner from the competition by delivering a user-friendly platform for business operations. Zen Planner is backed by a team of like-minded fitness fanatics, which is why one out of every two customers refers Zen Planner to a friend making the company's satisfaction rating 99%. For more information, visit *www.zenplanner.com*.

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produced and provided by

Causely™

Growing with good

At Causely, our goal is to help business owners generate new-customer referrals through Facebook check-ins. Join thousands of business owners just like you and start growing your
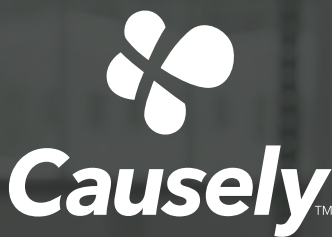
Want more referrals at your

Causely generates personal, friend-to-friend, invitations to your business. We use the power of Facebook check-ins to generate thousands of personal invitations every week. How do we do it? Every time a customer of your business checks in on Facebook, we make a donation to a great charity.

To learn how Causely can help you scale friend-to-friend referrals at your business, schedule a demo with us today:

Click here to schedule your Causely demo now

Or visit *causely.com*