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ACTSmart, American Computer Technologies Presents:

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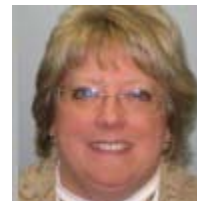
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Dear Pam,

Last Wednesday I attended Roland Lacey's "Lead Generation" Seminar with dozens of other New England businesses and I filled pages of notes to go along with Roland's excellent hand outs.



On my way back to the office, I went through one of his ideas after another and how beneficial they will be to our business. His information, used with some of our other marketing programs, could really bring us "up to the next level." Then, I did what most of us small business owners do; I said "When am I going to get the time?"

After a discussion with David, we decided to set aside one day a week for the next 12 weeks to commit to this program. We've blocked it out of our schedule and, barring any emergencies, will use this time to send out mail campaigns, rework our websites as well as monitor and record our results.

Why not try this commitment with us? Actually, it gives me a sense of relief because I will not be trying to fit the time in here and there, never actually getting things done. It won't be easy, I know. I do feel that the pay off will be worth it!

It only takes a minute to find a new marketing idea ~ Let's Get Business!

"Turning Your Website Into a Lead Generating Machine"



Roland Lacey of [MediaRight Technologies's](#) seminar was so full of good information that I will be writing about it over the next few weeks.

To drive traffic to your website, you must have the right keyword phrases in the text, in your headlines, in the Title and in the URL. (your website's addresses -

www.GoAmerican.com/computer_networking_services.php). How do you know what the "right" keyword phrases are for your business? Avoid

the jargon common to your industry since only you and your competitors know what it means. For example, "Managed Services" is what we call David's side of the business. For clients and potential clients, we offer "remote network management" or we are "IT Consultants." None of these terms are great keyword phrases.

In order to know what words to use as keywords, you first must know why your potential customers are looking for you:

- They have an issue they are trying to solve

- They have a problem or something causing them "pain."
- They are looking for something for "pleasure"
- You need to know their motivational level - EMERGENCY? WANT? NEED?

There are two good places where you can find common keyword phrases. First, **Google Adwords Tool**: <https://adwords.google.com/select/KeywordToolExternal>
The second is one that Roland highly recommends: [Market Samurai](#). We will be testing the program over the next few weeks and let you know if it is easy to work.

Add Your Location!



If you are looking for a plumber and you use "plumber" in a Google search, you get 11,600,000 results! How do you compete with 11,600,000 results? Location, Location, Location! Since it's usually a very specific location, once you add "Marshfield, MA" the results drop to 27,000.

Still seems like too many? Here's where your good keyword phrases used in your text, URL, Title, and all come to good use. By having your location in the phrase, you will move up in the search rankings. I recently suggested this to a client and she added each town that she services to individual service pages. We had only started with "Abington" as an example, uploaded it and she didn't get a chance to add the other towns. Well, she got hits on the "Abington" page!!

If you are a business that sells to or services a specific geographic area, this is a GREAT idea for you!

Another "Location" Benefit



Get your business on the map in Google Local Listings. It's a little time consuming and FREE! It comes up at the top of the first page of a local search so, even if your site's ranking isn't in the top 10, your business listing, including web link can.

Go to www.google.com/local/add
Create or verify your Listing via a Google account
Verify your listing by phone or mail
Optimize your key words with your business title and company name.

Get Reviews. According to Dan Hollings (The Twitter Twenius), you don't have to be #1 in this list - the listing with at least 5-6 reviews is selected more often than a #1 with no reviews. You can even add your own client reviews with their permission.

Take the "12 Week" Marketing Challenge with us. You don't have to set aside a full day, take a few hours on Friday afternoon or any day that is quieter than the others and mark it out on your calendar.

Week 1 - print out your website's home page.

Make a list of 3 key phrases that customers would use to find your business

Rewrite your website's home page to utilize these phrases.

Be sure to keep in mind the 3 points that every visitor is looking for

1. Do you have what I want?
2. Do I trust you? (use testimonials, your BBB logo)
3. How do I get it? Quick link to your shopping cart, phone number big and noticeable)

Send the text off to us in an email and we'll change it out on your site.

It's the first step in what we call our "12 step program to marketing health"

Have a Happy, Healthy, PROSPEROUS week!

Pam Snell

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Pam's Links



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