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## ACTSmart, American Computer Technologies Presents:

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### In This Issue

No Cost YellowPages.com Changes

Why YellowPages.com?

Making The Most of  
YellowPages.com

Using YellowPages.com

[Join Our Mailing List!](#)

### Quick Links

[Iron Clad Backups](#)

[Face First Boutique](#)

[Act Smart Web Design](#)

[Brevity](#)

[Constant Contact](#)

[Red Sox Nation Gifts](#)

[MarkGreenelaw](#)

[MatthewsElectric](#)

[Make A Referral Week](#)

[Dr. Joseph Santelli, DDS](#)

[McNeil Custom Homes](#)

[US Office Solutions.net](#)

[South Shore Living Magazine](#)

[Twitter](#)

[Business Marketing Success](#)

[Persimmons Gifts](#)

[GemORama](#)

Dear Pam,

Maybe it's because I don't want to leave any marketing avenue unexplored or that I pretend to have an open mind; I took an appointment with John Holleran from AT&T YellowPages.com last week.



I have done lots of Yellow Pages advertising in my days. And advertised in that little book, what ever it's name was, too. Over the years, we went from big ads with color to smaller ads, to boxed listings to bold header to "No, thanks, we don't need anything but the free listing!"

This was not only true for our business, I handled all the marketing for Dr. Brodil's office and went the same way. We found that the majority of those people who called from the Yellow Pages only wanted to have a "tooth yanked" and didn't want to have a relationship with our practice that we wanted with a new patient. Patients who were referred by another patient (the BEST referral source you can get) might use the Yellow Pages to find you and you didn't need a big ad for them to do it.

After a 2 1/2 hour meeting where we talked about the confusion about YellowPages, YellowBook and SuperPages.com as well as Google, Yahoo, AOL ..... we decided to advertise online on YellowPages.com Today's Monday's Marketing Minute is about what we have done since making the decision. It may be one that you want to revisit, too.

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

### No Cost YellowPages.com Changes

There is no charge to update your YellowPages.com listing. If you have a business phone number, your information is most likely in YellowPages.com's free listings and comes at the end of all the paid listings. It also shows up if someone searches for your name on YellowPages.com.

[More Info](#) | [Products & Services](#) | [Brands](#) | [Payment Methods](#)

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769 Plain St

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Click on the "Improve This Listing" and you will be able to add your hours, payment methods and make any other changes; I

added Unit L and changed our name to American Computer Technologies.

These changes are reviewed by AT&T and it is my understanding that these pages are refreshed on Fridays so I'll look next Friday to see if my changes took.

These simple changes will give visitors more information and more likelihood that they will give you a call. If you find that you are not listed on YellowPages.com, go and sign up for your free (3) listings. Every little bit helps!

### Why YellowPages.com?

 David was quick to say that he never uses YellowPages.com; he's been a Google user for as long as he can remember. I, on the other hand, use it when I am looking for a type of business in an area and Google has too many irrelevant searches. Not every business that should have a website does and many websites don't have a shred of search engine magnetism. So, how do you find them? I go to YellowPages.com!

YellowPages.com supplies the information to AOL, AnyWho, MSN LiveSearch, Mapquest Yellow Pages, etc. so it made sense that we would be getting more coverage than just YellowPages.com

Why YellowPages.com? We are looking to broaden our marketing and YellowPages.com can help us. We get great results from our WATD radio advertising and our newsletters, we get good response from our mailings to local businesses. But, what about the rest? We are a service business that covers at least 6 counties in 2 states. How do we attract them?

If you put "computer services" in Google, you will get millions of results. Narrow it down to Marshfield, and we're there at the top. But what about Walpole? What about Norwell? Plymouth? We won't be found there. We don't target those areas on our website; (yet- that's about to change!) we've used the site to support our targeted marketing, not web searches. YellowPages.com gives you the option to have your listing state "Serving the \_\_\_\_\_ area." So, someone looking for computer services in Weymouth will find us and see we are "Servicing the Weymouth area." This works great for us since we come to you!

Some of the research and systems that AT&T offers including the designated phone number and other tracking resources that will allow us to monitor our results makes this decision make sense to us.

I KNOW, I've sat in my office with many of you and bashed YellowPages, SuperPages, or whomever - they all fell into the same bucket and I didn't even care that they were different - they were all worthless. We didn't start with a package costing thousands a month; we took one for several hundred. I'll keep you informed on how this all works out.

### Making The Most of YellowPages.com

At first, I was going to change our GoAmerican.com website to be more geared to "strangers." Currently, our website is more towards someone who knows of us, who heard about us from a friend, or on the radio or from some print or email piece that they received.

Then, it occurred to me - have a website that gives information to "strangers." Someone in Norwood may not have EVER heard of us and is looking on YellowPages.com for a business computer repair company. We'll design this website as an introduction of us to them. So, I bought ACTSmartInc.com.

I know what you are thinking - "That's what she does for a living - it's easy for her!" While it's true - it can be easy for you, too! And, it doesn't have to be more than a few pages. Using the information that we have to provide for YellowPages.com, the home page can have our general information and a list of the products and services that we provide. Add a few testimonials,

(especially an audio or video testimonial), payment methods, hours of service and there you go!

### Using YellowPages.com

I highly recommend our representative John Holleran at 617-320-8906 or [jh976z@att.com](mailto:jh976z@att.com)! He walked me through everything and pointed out ways to make my use of YellowPages.com more successful.

John takes a very educational approach and asks what has worked, what hasn't worked and what your goals are. He then explains how YellowPages.com. can work for you. He may recommend changes to your website to make it more effective with YellowPages.com because, as you get hits from YellowPages.com, you'll increase in standings in the "organic" (non-paid, left side) of Google as well as with other Search Engines.

Don't equate this with the book Yellow pages that is no longer in business. Since it's the web, you can change things and add services as you go.

If you go with YellowPages.com, let me know. We can help you make sure that your website is doing everything to make your program successful. We'll be sure that you have Google Analytics to monitor things from your end. You may also want a "Call to Action" form that visitors can fill out, a "Special Offer" or to put a video on your site.



Take the "12 Week" Marketing Challenge with us. Set aside a few hours to work on your marketing uninterrupted. Last week we developed "talking logos." Mine is "I help small and medium businesses make the most of their internet marketing."

**Week 7: Take a Look at YellowPages.com** Give John a call. You will get an education about how your business and website stand up on the internet. He'll have some great ideas to help you move your business forward.

We're starting the second half of our "12 step program to marketing health." We're feeling the difference. And, we're feeling energized! I look forward to my Friday "Marketing Day." Beside helping our business, I'm always thinking about ways to help my clients with theirs.

How have you been doing? Let me know! We'll feature you in our newsletter and get your business out to more people.

Have a Happy, Healthy, PROSPEROUS week!

### MondaysMarketingMinute.com



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