

# Online Marketing Basics

Over-The-Shoulder Training

Business Training Team

SCORE

Online Marketing



# Step One – Keyword Research

- Google Keyword Planner
  - Global
  - local
- Keyword Search
- Competitors



# Step Two Competitive Analysis

- Citations
  - Whitespark.ca
  - Searching by name of competitors
- Keyword pages
- Majesticseo.com



# Prepare For Search Engine Listings

- Create gmail account
  - Will require phone verification
- Prepare notepad document
  - NAP
  - Website
  - Description
  - Hours of Operation
  - Categories

# Step Three

## Create Search Engine Listings

- GMB
- Bing
- Yahoo
- Yelp

# Step Four - Local Directories

- Google search for local directories
  - Go through first few pages to see where you can add your business
- Add you business to where your competitors are listed
  - Do a few each day

# Places to List Your Business

- YellowPages
- Angies List
- Merchant Circle
- Manta
- City Search
- Local.com
- ShowMeLocal.com

# Questions????

[sue@BusinessTrainingTeam.com](mailto:sue@BusinessTrainingTeam.com)

