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Take Control of Your Internet Presence Today

Compete Effectively with the Big Boys on the Internet

With free internet tools you can rapidly start your marketing effort on the internet. I can quickly take you through a 5 step process and deliver the beginnings of a strong internet marketing program, with no monthly cost.

- Step 1 - Stop Internet Business Identity Theft and take control of your web presence on sites such as Google, MSN & Yahoo
- Step 2 - Start a blog on Google (blogger.com)
- Step 3 - Get your business / products reviewed on Google, Yahoo, & Yelp
- Step 4 - Use tools to track where your leads are coming from and going to on your blog / website
- Step 5 - Create a customer Data Base - Email information is a must for the next steps of your marketing effort

Local Search Listing Continues to Grow in Importance

You are busy. You are a Real Business with a Store Front. Why should you care about this Internet Stuff? Simply, it is the most effective way in 2009 to bring more customers to your store.

In the U.S. at the end of 2007 there were well over 10 billion unique searches done each month. Of those searches 4 billion have Local intent (42% increase from 2006). **Out of all local business searches, 86% of Internet users follow up their search with a phone call or a visit to the store. Of those, 61% end up making a purchase.**

On top of that data, respected technology experts around the world think the world of mobile search is ready to take off in 2009 and 2010. In some places around the world, like Japan, many of these technologies are already in place. They're in use even in the United States, with more sophisticated devices like the iPhone. Mobile searches are primarily going to pull their results from Local Search Engines.

So what are the pieces to Local Search Listings?

Local online directories such as Google® Maps and YellowPages.com™ are the Internet yellow pages. Profiling your business in these directories is similar to listing your phone number in the traditional yellow pages. Today, customers turn to the Internet to find a pizza store, a beauty parlor or a home improvement contractor in their area. Make sure your business is listed in local online directories where customers are looking for it.



So how do I submit my Business to Local Search Engines, Online Yellow Pages and Local Social Networks? And how do I update or correct wrong entries? - Sometimes this isn't easy to figure out!- For some sites you can do that online, through an online interface, but in other cases you will need to contact the Core Data Provider of the site in question.

Taking control of your business' Local Search Information is the Key to any effective Internet marketing strategy. I can help you to find the right pages on the sites and give guidance to how & where each site (ex. Google, MSN, Yahoo) get their business data from - because only if you know that you can control it.

Blogs vs Websites - Where to start?

Blogs are the way to go! It is a great way to start building a strong online presence without spending a lot of money and hassling with web designers. You can easily add new content. Search engines (like Google & Yahoo) love them. And if done right, customers love to read them.

For those of you who may not know what a blog is, it's short for web log, and is a frequently updated website consisting of blog posts, or entries (more often than not, dated entries) that are arranged in reverse chronological order. So when a reader comes to your blog, they see your most recent article or post first.

The advantage of a blog is that blogs allow you to post written text, audio and video and have it online within minutes, unlike traditional static websites which can take hours to update and cost you each time - unless you're familiar with building or editing web sites.



As you can see, I like blogs as the center of a new marketing effort instead of websites, but it is not just an apples/oranges decision, and it's not just about which is easier to manage. It's about which web you want to invest in:

- the current brochureware web, which gives you a static place to refer people to for information about business; or
- the social web, the thing the web is becoming, which has built in feedback loops and a referral system that can dramatically build awareness for your products and services.

Right now, I am a big fan of using blogger.com from Google. Along with it being a Free blog, using the business tools that Google has in conjunction with your blog can quickly provide you with a strong professional marketing effort on the web for little money.

Email or call me to set up a FREE 20 minute phone interview and find out how to get the internet working for your business!