

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

September 2015

3 Tips To Help You Market Your Business To Local Consumers Online

The 5 basics
of creating
a successful
webinar



15 Features Every E-Commerce Website Needs

Why Smart Companies
are Taking an
Integrated Approach
to Marketing - And
How You Can Too

**Five Ways Your
Website Could
Be Turning
Away Potential
Customers**

**5 Easy Ways
to Increase Blog
Traffic**

**Infographic:
Facebook Tips**

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LOCAL BUSINESS MARKETING

Welcome!

Thank you for reading our September issue. As always, we hope you find this month's issue full of interesting articles, and more importantly, that you are able to immediately apply some of our tips, and that they help you grow your business.

This month, you'll find a good variety of articles covering many topics that are important to business owners including e-commerce sites, integrated marketing and blogs.

New versions of our popular Marketing Calendar and Infographic are also included.

If you're not already receiving this magazine regularly, we suggest you add your email to our subscriber list. We have some exciting articles already in the works for the upcoming issues. Don't miss out!

If you like the magazine, and know other local business owners that could benefit from receiving our magazine each month, please do us (and them) a favor by forwarding a copy to them.

We welcome any comments or questions you might have, as well as the opportunity to explain how we've been able to help businesses just like yours.

To Your Success!

David Akers
President / CEO
LMS Solutions, Inc.

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A Little About Us

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LMS Solutions was developed to give businesses of all sizes the ability to leverage the same cutting-edge marketing platforms that the Fortune 500 organizations use, at extremely affordable rates.

We offer an extensive catalog of cutting-edge Local Online, Mobile, Social, Pay-Per-Click, Video, Web and Direct Marketing Media Programs. Whether you're a small business, large business or an ad agency, our programs can help you find greater success.

If you are a small advertising agency, or an independent marketing consultant, you're a perfect candidate for our LMS Solutions Partner Program. Find out more by visiting our website.

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Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

September

National Guide Dog Month
Hispanic Heritage Month
Baby Safety Month
Little League Month
Self Improvement Month
Better Breakfast Month
International Square Dancing Month

Sep 7 - Labor Day (U.S.)
Sep 11 - Patriot Day (U.S.)
Sep 16 - Mexican Independence Day (Mexico)

4th - Hug Your Boss Day
5th - Cheese Pizza Day
5th - International Bacon Day
6th - Read A Book Day
9th - Teddy Bear Day
10th - TV Dinner Day
11th - Stand Up To Cancer Day
12th - Video Games Day

12th - Chocolate Milkshake Day
13th - Grandparent's Day
13th - Hug Your Hound Day
15th - LGBT Center Awareness Day
18th - Cheeseburger Day
19th - Talk Like A Pirate Day
19th - Big Whopper Liar Day
19th - Puppy Mill Awareness Day
20th - Wife Appreciation Day
21st - World's Alzheimer's Day
21st - International Day of Peace
22nd - Hobbit Day
22nd - Ice Cream Cone Day
23rd - Autumnal Equinox
25th - Comic Book Day
26th - Pancake Day
26th - Family Health and Fitness Day
28th - Good Neighbor Day
29th - Coffee Day
29th - VFW Day
30th - Chewing Gum Day

October

Adopt A Shelter Dog Month
Breast Cancer Awareness Month
Bullying Prevention Month
Blindness Awareness Month
Celiac Disease Awareness Month
Domestic Violence Awareness Month
Down Syndrome Awareness Month
Dyslexia Awareness Month
Emotional Wellness Month
National Dental Hygiene Month
National Pizza Month

Oct 12 - Columbus Day (U.S.)
Oct 31 - Halloween

1st - Homemade Cookies Day
2nd - World Smile Day
3rd - Techies Day
4th - Taco Day
4th - Vodka Day
5th - Do Something Nice Day

5th - Child Health Day
8th - Poetry Day
10th - Motorcycle Ride Day
11th - Coming Out Day
12th - Kick Butt Day
13th - Train Your Brain Day
14th - Stop Bullying Day
15th - Grouch Day
15th - Get to Know Your Customers Day
16th - Boss's Day
16th - World Food Day
18th - National Chocolate Cupcake Day
18th - National No Beard Day
24th - National Food Day
24th - Make A Difference Day
25th - World Pasta Day
25th - Mother-in-Law Day
28th - Chocolate Day
29th - Cat Day
30th - Candy Corn Day
31st - Knock-Knock Jokes Day



Why Smart Companies are Taking an Integrated Approach to Marketing... and How You Can Too

For too many companies, marketing takes place in a bubble. The marketing plan is created and approved by management, the money is distributed and each department fights for its little piece of the pie.

While this approach to marketing is common, it is rarely effective. Your customers do not live in a bubble, and neither should your marketing department.

Encouraging your creative team to look beyond the

four walls of their cubicles and see the big picture could yield better results -- and higher sales.

An Integrated Approach to Marketing Success

Companies are increasingly turning the old-school marketing paradigm on its head and taking an integrated approach to this vital business function.

The integrated approach combines many different parts of the business, from

the traditional marketing department to the web developers and social media experts.

This integrated approach can be remarkably effective, since it provides the most direct track between the company and its consumers.

By reaching out through social media, the marketing department is able to reach the consumer directly.

Integrating the company website with the latest

marketing campaign helps solidify the brand and create a more unified overall impression.

The Importance of Management Buy-In

While an integrated approach to marketing is often the best approach, getting the old guard to give up the traditional approach can be surprisingly difficult.

The growing success of the integrated marketing approach is starting to turn things around, but too many companies remain mired in the old ways.

If you work for one of those old-line companies, it can take some time to win management over to the new way of doing things.

Presenting case studies and success stories related to integrated marketing can help, as can creating your own integrated marketing plan before heading to the corner office.

The more detail you can provide upper management, the easier it will be to convince them that an integrated approach to marketing is the best choice.

Once the decision makers see how effective integrated marketing can be, they will probably be more receptive to your next campaign. As with so many things, the first step is often the hardest one.

Whether you work for a company with thousands of workers or a new startup, marketing will be key to your success. Taking an integrated approach to marketing success is one of the best ways to build your brand, boost your profits and increase your bottom line.

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They will find your
competition**



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3 Tips To Help You Market Your Business To Local Consumers Online

When most business owners think of advertising on the Internet, they think of reaching a regional or national audience.

For businesses that rely on local customers, the idea of reaching out to customers miles away seems like a waste of time and money.

There are millions of people around the world who use the Internet every day and you can rest assured that a large segment of your local target audience is also on the Internet looking for products and services.

Instead of letting a marketing opportunity go to waste, you should embrace Internet marketing and use it to reach your local customers.

Register For Local Online Search Results

Google and the other online search engines are very interested in helping local businesses to succeed and they are doing it without charging a fortune.

If you register your business with the local business directories of the larger online search engines, then

your company will show up at the top of the search results for businesses in your area.

If this seems too good to be true, then know that it has been going on for years and it is a program that Google is expanding.

It is in a business' best interest to start doing a lot of research on the programs Google and other search engines offer for local business and take advantage of those programs to help increase revenue.

Get A Website

You can utilize the search engine local business programs without having a website, but you will need a website if you want to attract local customers to your business.

These days, people reach for their smartphone to look up company information online instead of using a phonebook.

If you do not have a standard website and a fully-functional companion mobile website, then your company is not going to exist to almost 90 percent of the consumers in your local area.

A website will also allow you to tie all of your social networking activities together and give your customers a central place to go for any information about your company.

You can offer printable coupons online and develop promotions that will reach people all throughout your area.

Network With Other Local Businesses

If you own a shoe shop, then you may have struck up a friendly relationship

with the stereo equipment store next door to your retail location. Have you and the stereo shop owner ever thought about combining your marketing to get more exposure at less cost to each of you?

A business with a website can start networking with other local business to share links and banner ads on each other's websites.

Of course, you do not want to network with the competition because that would just be bad business. But you can start connecting to other local business websites and significantly increase your exposure to local customers.

Your local target audience is using the Internet every day and you need to take advantage of that fact to bring in more business.

By developing a standard website and a functional mobile website, you can take advantage of the many ways to successfully market your business locally online.

The advertisement features the ZipRecruiter logo at the top. Below it, a large green banner displays "50+" in white, followed by "job boards with one post" in white text. The bottom section shows a collage of various job board logos, including MyNewJobSearch, flexjobs, ZipRecruiter, TopUSAJobs, twitter, jooble, adzuna, Google+, geebo, jobg8, The Ladders, latpro, JobsRadar, careerJET, jobrapido, JOBDIAGNOSIS.COM, recruit-net, PUREJOBS, trovit, MONSTER, DirectEmployers, jobinventory, Just Jobs, SimplyHired, JobHati, DiversityJobs, and TipT. A prominent orange button with a right-pointing arrow says "Post Free Now".



TOP SIGNS YOU NEED HELP WITH YOUR MARKETING

- *You're Overworked*
- *You're Confused*
- *What You're Doing Isn't Working*
- *You Can't Focus On The "Real Work"*

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THE 5 BASICS OF CREATING A SUCCESSFUL WEBINAR



The webinar can be a powerful marketing tool, but it can also be a tricky tool to master. There are several things to consider when devising a webinar, such as the hosting platform, the content and the overall look. Here are the 5 basics of webinar marketing that you need to consider when planning a new promotional campaign.

Deliver quality content

The key to developing a valuable webinar is remembering that the content must be of value to your intended audience. When devising your content, you need to ask yourself the questions your target market is asking. Therefore, your webinar content may be a 'How To', educating your participants about a particular product or service. However, it is vital to understand that a webinar is not an advertising opportunity for you to push your products down your audience's throat. If you do want to promote your product or service, then keep it to a brief section positioned either at the beginning or the end of the webinar. You

should use a webinar to establish yourself as an authority in your sector.

Add value and share the work

One way of providing valuable content to your audience is to team up with another expert, ideally one whose business complements your own. For example, if you produce a special lens for cameras, your webinar partner could be a professional photographer. His or her presence would establish credibility for your product and suggest it as a tool others can use to solve their photographic issues.

Having a partner work on your webinar also means that the creation of suitable content is shared between the two of you.

Work out which platform to use

There are several webinar hosting platforms you can use. These include Google Hangouts, GoToWebinar and ClickMeeting. Some of these are free to use, but be aware

they may offer only limited functionality or a limit on the number of attendees. Ensure that whatever platform you choose, it is easy for your audience to use. Avoid a webinar hosting platform that requires attendees to set up accounts as not everyone wants to register in this way. Also, choose a hosting platform that offers multiple ways of audience engagement, as some attendees may not want to sit at their desktop computer to participate but rather use their smartphone or tablet. Use a platform that provides analytics on its performance. With data of this kind, you should be able to see what worked for you in the webinar and what did not, encouraging you to refine your performance and content for the next one.

Build interest

Choose a platform that integrates with social media, enabling people to sign up for your webinar via Twitter, Facebook or Google. You will need to announce your webinar early to build up interest and increase your number of signups. A good lead time is a minimum of two weeks. If you find that there is not much interest in your webinar, this time will

allow you to tweak your offering to become more attractive, step up your marketing or postpone until a later date. Acknowledge that the audience for your first webinar may be small, but that this should increase as you build a following.

Offer incentives

To encourage signups, it can be a good idea to offer incentives. These can include a free eBook download or a special offer on a product or service, or supplementary materials, such as a transcript of the webinar for easy reference and the opportunity to watch the recorded webinar at leisure. This last incentive is particularly attractive to attendees, as it may not always be possible to attend a live webinar due to other commitments.

A webinar can be a highly effective marketing tool, helping you to establish your credibility and increase brand awareness, as well as engage with your target market. Follow these 5 steps to deliver a webinar that becomes a worthwhile addition to your other marketing channels.



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15 Features Every E-Commerce Website Needs

Given the enormously competitive marketplace that the modern Web has become, it is no longer enough to provide an adequate e-commerce experience for your online customers. You now need have an exceptional website if you want to have any hope of standing out among the rest. A great e-commerce website engages customers by providing an excellent user experience for everyone.

While there are no universal design styles or website

features that can guarantee success, there are some things that no e-commerce website should be without. You need to take every step available to you to make your online shop sell as well as rank highly in the search engine results and encourage social sharing. The following features are something that almost any online shop should have.

1 - A Mobile-Friendly Version

Long gone are the days when shopping online

meant being at home in front of a hulking desktop computer. If your business cares about e-commerce, then you simply cannot afford to ignore mobile users. Mobile has become an integral part of the digital marketing routine, and if your website doesn't offer an optimal experience for mobile shoppers, you'll be losing out on a significant number of conversions.

Many of the larger e-commerce stores go even further by offering an app in addition to a mobile-friendly

website. An app provides an even faster and more responsive experience for mobile shoppers, making it a useful resource for those with larger product inventories. Mobile is also critical for local businesses, with 78% of mobile searches for local businesses resulting in a purchase, according to Comscore.

2 - On-Site Reviews

According to a survey conducted by Dimensional Research in 2013, no less than 90% of customers base their purchase decisions on online reviews. Given the vast amount of user-generated content on the Internet, companies can no longer afford to ignore the fact that purchase decisions are far more in the hands of consumers than ever before.

Successful e-commerce websites often allow their customers to leave public feedback on their purchases in the form of reviews and recommendations. Amazon.com is a perfect example of how on-site consumer reviews can greatly influence purchase decisions. You might get some negative reviews, but even they can provide some invaluable insights into what your customers want.

3 - Social Integration

Social media recommendations have also proven to be a significant driver of purchase decisions. After all, people are far more likely to trust in recommendations from their friends on Facebook and other networks. Most businesses already recognize the importance of social media as a critical component of digital marketing, but it is also important to integrate it fully with your e-commerce store.

If a customer sees something that interests them, they might want to share it. Adding social sharing buttons allows them to share pages they like with the click of a button, and you'll also be able to track these clicks through your analytics tools. You can take social integration even further by sharing user-generated content on your website, offering a social sign-in feature or using social commenting systems.

4 - Unique Product Descriptions

A lot of e-commerce websites make the mistake of lifting product descriptions straight from the manufacturer's website

and, while this might sound like the obvious thing to do, it can cause problems for your search engine exposure. Google and other search engines don't like duplicate content, regardless of whether or not it is plagiarized, hence the necessity for unique content.

Providing your own unique product descriptions can also be useful for your customers. After all, simply copying and pasting a boring list of specifications on your website isn't likely to make for very engaging content. Instead, consider producing a unique, benefit-driven copy for each product, highlighting its key features and using your own distinct brand voice to better stand apart from the rest.

5 - High-Resolution Images

There's no substitute for actually seeing a product in action, but it's amazing how many e-commerce stores still provide poor quality, low-resolution images that do nothing to bring the product to life. While thumbnail previews are important for conserving bandwidth and increasing performance, high-resolution graphics are a must for consumers who want to take a closer examination of a particular

product.

The best online stores take visual content a step further by including videos. Video is a great format for providing engaging demonstrations of many types of products or even tutorials on how to get the most out of them. Most businesses simply use YouTube for storing their video content before embedding them on their own websites in order to avoid consuming their own bandwidth.

6 - Branded Design

A great e-commerce website effectively markets itself through excellent branding that builds trust and recognition. Your goal is to get consumers to recognize you by your own distinct style, including the colours and typefaces you use. While branding typically starts with a unique logo, it actually goes much further to such an extent that the best brands can humanize themselves to build familiarity.

You might have the best product inventory in your niche, but if you don't strive to create an emotional shopping experience, nothing will set your brand apart from the rest. Your job

is to encourage consumers to relate to you on an emotional level. You'll need to create a unique identity for yourself by having your own style and message, and these should be consistent across all the online platforms you use.

7 - Minimal Form-Filling

People like to shop online because it's easy and saves time but, if they have to spend time filling in forms, they'll quickly lose patience and look elsewhere. Particularly given that many of your customers will be using mobile devices for shopping online, you'll want to offer an efficient and streamlined purchase process that requires minimal form-filling.

Always offer people the opportunity to save payment and contact information if they so wish. However, others won't be so ready to allow you to keep hold of their personal and financial details, in which case you should also provide an option allowing customers to shop on your website without opening an account. Ultimately, it's about providing the options but making the process as simple as possible.

8 - Multiple Payment Options

Successful online stores have long known that offering a large variety of payment options is critical for success and, if people are abandoning their shopping carts right at checkout, then you're probably not offering enough. After all, many people are still anxious about giving their financial details out to companies that they are not familiar with, so you'll need to provide another option.

Support for all of the major credit and debit cards is essential, including American Express, despite their higher charges. However, others would rather not give their payment details to anyone other than a widely known and respected company such as PayPal. By using a third-party payment system like PayPal, you'll be better equipped to accommodate such customers.

9 - Free Delivery Option

Shipping is obviously an inescapable necessity for any e-commerce store, even if you also offer the option for people to pick up the goods at a physical location for free. In fact, according to research conducted by Accent, almost

90% of consumers claimed that they would be more likely to choose a particular shop if they were promised free delivery.

Since many people also shop online to save money, providing a free-shipping option is now a must, as is offering free returns where possible. It might not be practical to simply offer free shipping on every item, but there are other options you may want to consider. For example, you could offer something like Amazon's free but slow Super Saver option or free shipping for minimum purchases over a certain value.

10 - Trustmarks

A trustmark is an important element of many e-commerce websites designed to show that it has passed some sort of security test or other standard. You'll see these widely recognized logos or badges on many online stores, with some of the most common ones being VeriSign, PayPal and McAfee Secure. There are also other trustmarks specific to certain industries.

Many customers want some reassurance when shopping on a particular website for the first time, and according

to a survey conducted by Cybersource in 2010, some 85% of shoppers looked for recognizable trustmarks when shopping online. While many larger retailers do just fine without trustmarks, lesser known brands should consider using one or two of the most widely known.

11 - Contact Information

Even if your business exclusively sells products and services online rather than maintaining any physical online store, you absolutely must provide contact information. In fact, if your website accepts any online payments, providing a street address is typically a legal requirement anyway. However, providing enough contact information also helps to build trust and show people that you're a real business.

Too many companies make the mistake of providing customer support only in the form of a contact form, without even making a phone number or email address public. Needless to say, not providing enough information irritates many customers who may have questions they want answered before making a purchase. Always provide an address, phone number

and email address on your contact page.

12 - Store Finder

If your business maintains multiple bricks-and-mortar premises, including a store finder on your e-commerce website is essential. Studies have repeatedly shown that the vast majority of consumers research products online before making a purchase, even if they don't intend to buy anything online. The best store finders even have their own landing pages featuring unique content aimed towards local audiences.

An excellent store locator should be optimized for mobile usage as well. After all, people often use their mobile devices to look up local businesses in their area. Each store landing page should also be optimized using local keywords, information specific to that store and information on how to get there. For the latter, you can integrate Google Maps quite easily.

13 - On-Site Search

Another essential component of any larger e-commerce website, an on-site search function makes

it easier for your customers to find specific products they might be looking for. According to a study conducted by Econsultancy, consumers were almost twice as likely to buy from an online store that integrated an e-commerce feature, so you'll definitely want one too unless you have a very small inventory.

To maximize your conversion opportunity, your website should provide a powerful search function that is easy to use and does not get confused by things like synonyms, abbreviations or symbols. If no results are found, the search function should also provide related suggestions so your visitors don't end up being lead to a dead end. Another effective solution is to provide user history-based search options.

14 - Recommended Products

Amazon is a fine example of an online store that maximizes its upselling potential by automatically recommending similar products based on the user's browsing history, past purchases and recommendations from other customers. By recommending products, you'll also be able to help your customers decide which

option to go for as well as increasing the chances of them adding more to their shopping cart.

Recommending products in the right way will increase your upselling ability. However, it is important not to be intrusive, since many of your customers will have a specific purchase in mind in which case, they certainly won't want to be interrupted by an intrusive popup. Instead, display recommended products in a small widget on your product pages that people can interact with should they wish.

15 - Transport Layer Security

Any website that handles personal or financial information, such as passwords, payment details or contact information must have the right security credentials. Transport Layer Security (TLS) is the industry-standard cryptographic protocol now used on all respectable websites that deal with any potentially sensitive information. A TLS-protected site will have a padlock icon beside the address in the browser.

To protect your website, you'll need to obtain a TLS certificate signed by a third

party, such as Verisign. Although there are some free options available for obtaining such a certificate, they may not be accepted or recognized by certain web browsers or operating systems. For maximum trust and security, you'll want to purchase a certificate from a widely known and respected Certificate Authority.

When building your e-commerce website, your primarily goal should be to create a safe, secure and user-friendly online shopping environment that will become the go-to resource in your niche. Think about your customers and their needs and desires, and create a website around the experiences that they are looking for when they decide to choose your business.

On a final note, be sure to thoroughly test your online store to make certain it offers an excellent user experience on all Internet-enabled devices. You may also want to try some A/B testing to further optimize your website. If you're thinking about overhauling your website or making any other significant modifications, A/B testing can help enormously to determine the best course of action to take.



Five Ways Your Website Could Be Turning Away Potential Customers

Just because there's a feature you can add to your website, doesn't mean it's something that's going to appeal to customers. In fact, there are some website features that could be the reason for your lack of conversions and website traffic. Put yourself in the place of your potential customers and ask yourself, "Would I be annoyed by any of the following website features?" If the answer is "yes," then it's time to make your site more visitor-friendly.

Making it Difficult to Leave

Those "Are you sure you want to leave?" prompts designed to keep visitors from leaving your site in haste could frustrate casual browsers to the point where they'll never come back. Get around this by offering

subtle incentives for a visitor to stick around, such as placing discount offers prominently on a page or giving a visitor the option of subscribing to your newsletter or blog, rather than questioning their desire to leave your site.

Too Many Ads

There's nothing wrong with allowing ads on your website or partnering with companies offering similar products and doing a little cross promotion. It becomes a problem, however, when every free space on your website is taken over by ads, making it easy for a visitor to accidentally click on an ad when they're trying to find out more about what you have to offer. Do you really want to make it easier for a visitor to be taken away from your site?

Consider spreading out ads across your online platforms instead of letting them fill up your website.

Hard-to-Navigate Lists

Online attention spans are short. Consequently, a list that requires a visitor to click after each item, while being bombarded by related links and prompts to offer an opinion, is more likely to frustrate than fascinate.

Consider presenting your list in its entirety, while including any related links or prompts to give an opinion or share the list with friends, either halfway through the list or at the end. The more difficult you make it to get to the payoff, which is your No. 1 thing, the more likely you are to drive visitors away.

Too Many Distractions

Scrolling images, active links that automatically display a short video, live chat boxes that pop up seconds after landing on a page, loud background music or video clips that start playing without the option to click "play" are just some of the website features that can keep visitors from returning to your website. Think about your desired audience before you start adding all these extras to your site. If you're going after busy working professionals, for instance, odds are they're going to come across your site at work. Loud music or video clips that automatically play are likely to disturb anyone in the vicinity. Think about who is likely to be visiting your site.

Put yourself in their place and determine what would likely annoy you if you were visiting your website.

Requesting Too Much Info Too Soon

People are understandably apprehensive about giving up too much info. While there's nothing wrong with collecting basic info when someone makes a purchase or requests more information, you have to establish some level of trust first. If you know you're going to need credit card information, for example, make sure your site offers encryption options. If you're looking to build an email mailing list, make it clear that you're doing so to avoid

accusations of spamming. The basic rule is to only request personal info when necessary -- and even then you want to keep it to a minimum.

The lesson to be learned here is that bells and whistles are meaningless if you're frustrating potential or returning customers in the process. While conventional rules of advertising and marketing suggest you do whatever possible to grab the attention of a potential customer, the reality in this age of social media is that an annoyed customer is likely to go out of their way to spread the word that going to your website isn't worth the hassle. Are you ready to rethink your website design now?

Is Your Website Mobile Friendly?

Over 50% of all online searches are now performed on a mobile device.

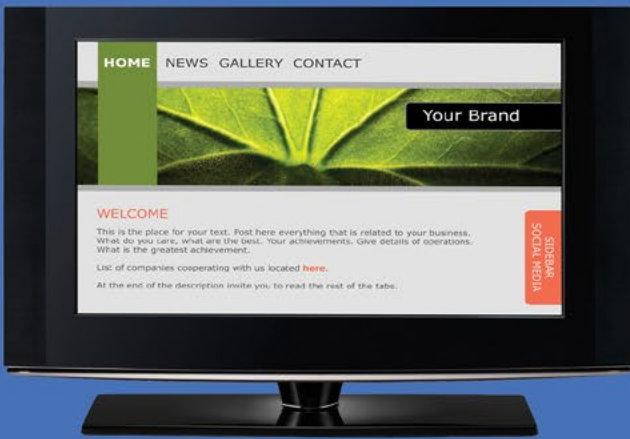


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5 Easy Ways to Increase Blog Traffic

If you've been blogging for any length of time, you understand just how fun and exciting writing for an audience can be. Maybe you have a blog attached to your company website, or perhaps you just blog as a hobby. Either way, one of the most important things any blogger needs to do is work on increasing traffic to the blog itself.

Blog traffic might be the last thing on your mind, but increasing your traffic offers several benefits. When you receive more visitors to your blog, you'll experience an increase in your site's Google Page Rank (PR) and your Alexa score will decrease. Both of

these will make your blog more visible through search engines. Having a good PR and Alexa score will also make your blog more appealing to possible sponsors and advertisers.

When you're ready to start promoting your blog and increasing your traffic, there are a few steps you should take.

1. Post regularly

While blogging can be strenuous, it's important to make sure you post on a regular basis. Many bloggers make the mistake of posting sporadically, which is problematic for two reasons. First off, it allows so much time to lapse between

posts that readers will stop checking back for updates. Secondly, sporadic posting will negatively influence your blog's appearance in search engine results. For the highest increase in traffic, aim to post at least three times per week. Note that if time is a concern, you can schedule your posts ahead of time.

2. Comment on other blogs

You might not want to take the time to post and comment on other blogs; however, this can actually be a great way to direct traffic back to your site. Consider commenting on several blogs with similar topics to your own. Always

leave an informative, valuable comment. Never just say, "Please visit my blog." That is considered poor Internet etiquette and will quickly get you banned from commenting on other websites.

3. Tweet your posts

If you don't already have a Twitter account, now is the time to start one. Make sure you tweet each of your posts. You can use an automatic tweeting website or software to schedule your tweets in advance if you don't have the time to tweet daily. Make sure you include the link to your blog, an interesting link title and a hashtag or two.

Remember that even if someone doesn't follow you on Twitter, they'll be able to

see your tweets when you use appropriate hashtags.

4. Pin your posts

Always include a picture on your blog posts. This can be a picture you took yourself or one you created using image creation software. When you include an image on your blog post, you'll be able to pin your post to Pinterest.

This is valuable since it means thousands of people will be able to see your image and click it. When they do, they'll have a chance to read your blog and all of your posts.

5. Stick to your topic

If you have a specific theme or topic for your blog, try to stay on target. While it might

be tempting to update your mommy blog with a post about politics or your religious blog with a random post about your experience at the grocery store, it's important that you stay as focused as possible.

Remember that your readers come to your site to read specific posts about your theme. If you jump around too much, you're going to lose readers.

Whether your blog is a month old or a year old, make sure you take the time to increase your blog's visibility and traffic. The more work you pour into advertising your blog, the greater revenue and visibility you'll experience.

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News You Should Know

Periscope Passes 10 Million User Threshold

Twitter's popular live video streaming app hit a major milestone this month when it surpassed 10 million active accounts and 2 million users on Android and iOS. The live streaming app achieved the feat within just four months of its launch. Periscope published a post on its official blog to thank its users for making this success possible.

Yahoo! Small Business now Luminat

Yahoo! recently announced that their small business program will soon be "reborn" as Luminat, and become a part of Aabaco Small Business.

Aabaco was formerly a part of Yahoo but will soon be spun off to become its own company, Aabaco Holdings Inc.

While no exact date was given, the anticipated effective date is Oct. 1, 2015.

Google Reduces 1st Page Local Results

On August 6th, 2015, Google made a significant change to how local business listings show in their search results.

As a result, the number of first page Google Results organic local listings on desktop and mobile has shrunk from seven to three. The new three-result Local Pack replaces what was previously a Local 7-Pack.

As a result, local businesses ranked outside the top three have a significantly less chance of being viewed by consumers, making it even more important to have their local listings optimized to capture one of the top three spots.

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12 TIPS FOR YOUR BUSINESS FACEBOOK PAGE

Complete Your Details ▼

Fill in all the details about your business. Provide an overview of your organization, your contact details, mission, date founded, etc.

Embed Your Page ▼

Give visitors to your website the ability to see your Facebook activity by embedding your Facebook page directly into your site.

Post Regularly ▼

Prove that you are actively engaged with your audience by posting on a regular basis. Provide a combination of local and industry related posts.

Create Feeds ▼

Setup news feeds to give you local and industry news you can easily share.

Use Engaging Posts ▼

Don't just tell, ask. When posting, ask for feedback from your audience. Ask questions, run polls, etc. Invite them into the conversation.

Advertise ▼

Grow your audience quickly using Facebook's paid advertising platform, or by boosting important posts.

Keep It Short & Simple ▼

Draw your audience in quickly. Posts with 40 characters receive 86% more engagement than posts with higher character counts.

Share Your Page ▼

Share your business page through all your communication methods, such as your e-mail signature, business cards, blogs, etc.

Add Images To Your Posts ▼

Adding an image that relates to your post content can give a huge boost to your engagement rates.

Schedule Your Posts ▼

Some days are busier than others. Utilize the scheduling tool to setup posts for multiple days, allowing you to look active and engaged.

Entice Sharing ▼

Entice others to share your posts by adding actionable text such as "Please Share If You Agree."

Use Analytics ▼

Find out what your audience likes by evaluating the results of your posts. Learn how to understand and leverage Page Insights.

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