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Dominate Your Local Google Search: A Step-By-Step Guide for Local Businesses; How to Be #1 in Google in Your Local Market (Paperback)

By Ray Riechert, Jerry Riechert, Scott Morris

Freeze Time Media, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Local Businesses can no longer rely on traditional advertising or marketing strategies alone to generate business and compete effectively with other local competitors. This is why Local Business Associates has put together a strategic marketing book for local business owners just like you. Your local business may be a brick and mortar business and you may not think you need to be doing Internet marketing, but that s no longer true. One of the most effective tools for any local business is for your website to have a high Google ranking for keywords that are important for your business niche. When you search for a business (i.e. plumber) on Google, there will be three listings and a map with all the other businesses in your area. This is called the Google 3-Pack. This is prime real estate on Google because it s FREE advertising and nothing is better than free. To achieve one of these coveted spots requires setting up your website so Google can find you. You probably get many calls from solicitors telling you they can do your search...



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