A hand is shown holding a business card in front of a computer monitor. The monitor is on a stand and is tilted slightly. The background is white, and the entire scene is framed by a black border. The business card has the following text:

Your Business
Local, CA
555-1011

10 Free Ways to Market Your Business Online

(with or without a website)

by Libby Higgins
CitySitesInc.com

Introduction

We know what it is like to run a small business.
We too, have been frustrated by marketing.

One look at the costs associated with bulk mailings, radio ads and other expensive promotional campaigns and we just throw our arms up in the air. There must be a better, more cost effective way to get your message out...right?

Yes, there is. Fortunately these days, there are new tools...free tools...available for small businesses that level the playing field.

A limited resource often inspires creativity. When your marketing budget is limited, you have to think outside the box. Many companies hide behind their expensive mailings, phonebook advertisements, and brochures. They still depend on large marketing budgets to pay for traditional marketing campaigns. Instead of learning something new, they are putting off using the "newfangled internet stuff". This presents an opportunity for you to get a jump on your 20th Century competitors. Now is the time to learn about and implement the free and often more effective marketing techniques available online.

You have to be a savvy business owner. You can't afford to throw away your money. You have to be smarter, leaner, and faster than the competition. While your competitors hide behind their traditional marketing, you have no choice but to find creative, low-cost, high-impact ways to get visible and attract prospects.

If we had one piece of advice it would be this: Make marketing your top priority. Many business owners get stuck in their day-to-day operations and consider "the job" their top priority. This is a mistake. If you have to pick one priority, choose marketing. Without a good marketing plan, excellent businesses flounder. With one, even mediocre businesses can thrive. Marketing has to be a top priority. It can cost you either time or money. Assuming you want to save money, *time* has to be invested. The following material is worth investing some time to learn.

As CEO of CitySitesInc.com, I have used the techniques I am about to share with you and I know they work. This information can help small business owners gain a competitive edge. We offer this free eBook to entrepreneurs and small businesses in the hope that you will develop a powerful marketing strategy to prosper well into the 21st century.

"Try not. Do... or do not. ***There is no try.***" –Yoda

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The Power of the Written Word

Whether or not you have a website, creating content is the perfect place to start. There are many free marketing options once you have content to share with the public. Creating and distributing your content is one of the best ways to become an authority in your field and increase your credibility.

1. Anyone Can Write a List

Lists are easy. Even if you are not a good writer, you can write a list. Lists are a great tool to tell prospects what you have to offer. Once you have created your lists, you will be able to take on other types of content (ie: articles, eBooks, videos, etc) with more confidence and material. All by themselves, lists can be used in many ways as promotional tools.

Use the lists to:

- Create blog posts
- Starting point to generate articles
- Offer as sales incentives, "Buy Now, Get Our Dog Training Tips List For Free"
- Release each item on the list as one tip at a time in a newsletter
- Provide them for free to site visitors as bonus material.

Here are a few types of Lists to get your creative juices flowing:

- Lists of Resources, Experts, Things You Should Know
- Lists of Mistakes, Don'ts, Things to Avoid
- Lists of Reasons To Do Something
- Lists of Best Practices ("How to Select the Right Contractor")
- Lists of Industry Myths
- Lists of How To or Steps ("How to Make a Sock Puppet in 7 Easy Steps")

2. Writing Articles – Easier Than You Thought

Once you have created your lists, expand them into articles. Try taking one of your "How To" lists and write a paragraph about each step. Or, use one of your "List of Experts" and write an article about each expert, what criteria you use to evaluate them and review their work. As you can see, once you've started with lists, it's much easier to build up your arsenal of articles.

Here are a few article-writing tips:

- Write an insider's perspective on any industry-related news story.
- Write about being local and doing business in your town.
- Write about partnerships you have with other businesses, how you created them, how it's working for you, what you've gained or lost by partnering.
- Write about new technology you are using to do business.
- Write about charity events and how or why your company participated.

3. Be Your Own PR Machine

Another form of writing that you can easily market online is the “Press Release”. This is often the most overlooked form of marketing and, surprisingly enough, the easiest to generate. Press Releases must be short and to the point (typically less than 400 words). Make a list of all of the things you want your customers to know about you and then write up a series of Press Releases.

Here are a few Press Release ideas to get you started:

- Announce the positive results of any survey that your customers have completed.
- Announce any new services, products or specials you are offering.
- Announce landmarks or goals your company has reached (ie: 100th client, 10K subscribers, 1 million in revenue).
- Announce upgrades to your business (“going green”, bigger offices, new executives).
- Announce your involvement with an upcoming charity event.

4. Getting Your Word Out

As I mentioned above, there are a number of ways to market you and your business without having a website. Once you have created content you can post it all over the internet (for free) and gain exposure without ever having a website. Remember to ALWAYS including your business and contact information at the end of every list, article or press release you write. Many distribution sites give you a special place to include all of this information so that users can interact with you (and prospects can contact you).

That said, I HIGHLY recommend that you DO have a website. The bonus to having your own website is that when you write a new piece of content you can post it on your site. By continually updating the content on your website, you are increasing the chances of getting found on Google and other search engines.

It’s all about “Getting Found” online. Lots of good content on the internet will help your business be the first one prospects find when searching for your product or service. Also, of course, **always include a link back to your website** on anything you write and post online. This will help to get that coveted Google first-page ranking.

There are hundreds of sites that allow you to market your content. Below is a very short list of free places to distribute your content online. In addition to article and press release submission sites, I’ve included a list of Social Bookmarking Sites (SBS). Most SBS only allow you to post a link to content already posted elsewhere online; often you cannot upload the list/article/press release directly to their site. Using social bookmarking sites is really for the more advanced internet marketer, but it is good to get familiar with these free tools.

Article Submission Sites:	Press Release Submission Sites:	Social Bookmarking Sites:
<ol style="list-style-type: none"> 1. EzineArticles.com 2. GoArticles.com 3. ArticleCentral.com 4. Amazines.com 5. ArticleToGo.com 	<ol style="list-style-type: none"> 1. 1888PressRelease.com 2. ClickPress.com 3. aFly.com 4. BetaNews.com 5. 24-7PressRelease.com 	<ol style="list-style-type: none"> 1. Digg.com 2. Buzz.Yahoo.com 3. StumbleUpon.com 4. Reddit.com 5. Del.icio.us

There is a lot to know about content marketing. There are tons of ways to make these tools work effectively for you. With so much information out there, and so many tips stored in my head over time, I am in the process of “downloading” it into a series of eBooks to assist people through the internet jungle. In order to keep this eBook to the point, and get you the most information as possible to choose from, I am holding back on a lot of details. If you are interested in learning more about any of the topics so far discussed, go to www.CitySitesInc.com to learn more.

A Video Is Worth 10,000 Words

One of today’s hottest topics is video marketing, or using video to create content online to generate traffic and sales. The power of video is tremendous. An average prospect might spend about 45 seconds on a site without video, whereas, some studies show that they will stay on a website with video nearly 10 times longer!

There is a catch. The user must *like* your video. Having a bad video on your site can do more harm than good. A bad video can leave a prospect with a terrible first impression. The trick is to give them something of value. This does not mean that you have to spend a lot of money on a professionally produced video. Users determine the value of a video based upon the **quality of information or entertainment**. Word of Warning: DO NOT BE BORING.

5. “Your Name Here” – Video Producer

Many business owners are intimidated by the costs associated with video. The truth is you can create a video with the simple software that is probably already on your computer. Most PC’s come with Windows Movie Maker (look for it in your Programs) and most Macs come with iMovie. If you want to learn how to use them, go to YouTube and search for “How to Make a Video” or “Video Tutorials”. You will find lots of simple videos that will teach you, step by step, everything you need to know.

Don’t have a camera? Most phones come with cameras these days, however if your cell phone is camera-less and you don’t want to shell out \$500 for a video camera, you can get a Flip camera for less than \$100 (it’s all you really need). If you don’t want to spend a dime (I did say earlier that all of my tips would be free), just play around with the software already on your computer and you will see how easy it is to create slide shows and add music.

The hardest part of creating a video actually has nothing to do with production. The trick is to come up with a good idea...coming up with something worth watching. To help inspire your inner Spielberg, below is a list of video content ideas that are more likely to retain viewers and get forwarded to friends:

- **Tours** – Take the viewers on a tour of your business location, or through your website, or walk them through the process of doing business with you.
- **How To** – Teach the viewer how to do something. It can be as simple as teaching them to sign up for your services/products. Other ideas: How to Identify a Problem, How to Save Time/Money and so on.
- **Ask Questions** – Film a short interview with the CEO of your company, vendors, clients, an interesting employee or any other champion for your business.
- **Time Lapsed Video** – If your product or service lends itself well to time lapse video, try this: set up a camera and let it record your process. Once you are done, speed up the video in editing and add music or voice over to the video. This is a great technique for people in decorating, designing, beauty, fitness, construction, and repair industries.
- **Tips** – Come up with quirky tips like “10 Ways to Survive a Zombie Attack” (if you are in something mundane, like insurance) or “5 Ways NOT to Feed an Elephant” (if you are a veterinarian). These types of humorous tips could generate tons of visitors and comments and make your video buzzworthy enough to go viral (gets forwarded many times). More exposure is good
- **Use Text & Slides - No Camera Necessary** - If being in front of a camera doesn't sound like your cup of tea, use text slides and still images. Piece them together to make a slide show, add music or voice over and create a promotional video without needing a single pretty face!
- **Sing-A-Long** – Get different people to sing the same song. Cut them together and make a music video for your business. You can write your own song, or have someone attempt to sing a cover.
- **Dancing** – This is only for the extremely talented or extremely brave. Tape your customers doing a “happy dance” when they receive your product or service. Or get a group together (kids, old people and prisoners are great for this) and have them do a choreographed dance. Or have a brave co-worker do a dance every place they go, cut the tape together showing how many places you serve or how far you'll go to serve your clients. If you can convince people to dance for you, you'll have a winner once you get in the editing room.
- **Testimonials - No Camera Necessary** - Have clients email you a still photo of themselves and then leave a testimonial message on your answering machine. Transfer the audio from the answering machine to your computer. Put together a slide show with their happy faces and the audio playing over it.
- **Product/Service Placement – No Camera Necessary:** Take your product or logo everywhere you go. Take a picture of it in various locations and add voice over. At the end of the video, ask the viewers where they would like to see your product/logo next.

Once you've created your first video, ask your friends and clients to review it. LISTEN to their feedback, make your tweaks, and when it's good enough to share with the world, post the video online.

6. Going Viral - Video Distribution

Post your video on your website. If you don't have a website, it can still be distributed all over the internet, on sites like YouTube.com and others, giving you an instant web presence.

YouTube is one of the most popular websites in the world; 13 BILLION videos are watched on YouTube per month. What you might not know is that there are many sites, like YouTube, that allow you to post videos online for free. These sites are called Video Sharing Sites.

Why post your video on multiple sites? The answer is because it's better to be visible in lots of places. You never know where people will find your content, so it's good to be visible in as many places as possible. Another bonus is that most people will use Google to search for products and services. If you've posted your video on 5 different Video Sharing Sites, your video about your business could be listed as the first 5 results on a search about those products or services.

Why should you post a video about how to do something when you want them to hire you to do it? The answer is: you might be the first person they think of for other projects in the future. It's all about exposure. Imagine this scenario:

You are a plumber. You create a video called "How to Fix a Leaky Faucet." Someone finds your video and follows your advice. They do a great job on their faucet. The next plumbing project that comes up is a little too big for them to do themselves, so they call you. Now, imagine their friends mention that they have the same leaky faucet problem, what video do you think they will email to their friends?

Once the video is emailed to friends, it has gone viral, and it's free advertising for the internet savvy Plumbing Guy.

Here are a few Video Sharing Sites (besides YouTube.com):

- www.video.google.com
- www.Blip.tv
- www.Revver.com
- www.Vimeo.com
- www.MetaCafe.com

Below are a few tips to keep in mind when creating and uploading your videos:

- Add "keywords" (words or phrases that describe your service or product) to your video descriptions and titles at the time of submission.
- When adding a title to your video, think like a customer. Use words/phrases that they would use as search terms when looking for your product or service.
- Include a link to your blog/website/page in the video description.
- Display your phone number and/or website URL throughout the video (at the bottom of the screen).
- Always end the video showing your logo and website address (if you do not have a website, display your phone number and email).

- Add a “Call-To-Action” in the video. Tell the viewers exactly what you want them to do next (ie: “Visit My Website to get more information,” or “Call now and mention this video to receive 10% off”).
- Short is better; 30sec – 90sec videos are more likely to get passed on. The longer the video, the longer it takes to upload, and the more likely your viewer will click away.
- Be friendly, funny or REALLY interesting. Boring = bad marketing campaign.
- Once the video is posted online, email the link to your friends, co-workers, clients and associates. Ask them to rate it and make comments.
- Consider making a series of videos (remember, they can be short). Release the videos one at a time over a few months.

Networking 2.0, No Lunch Money Necessary

An important word on social networking, before we dive in: Make sure you are ready to commit some time to a social networking campaign before you start. Decide how much time you can devote and if the social networking venue you are using is right for you. If you are not comfortable posting on Facebook and Twitter, seek out other options such as LinkedIn. I do recommend that you give Facebook and Twitter some attention as they are, by far, the largest social networking sites and being used daily by businesses with considerable success.

Here are just a few other social networking sites:

- LinkedIn.com
- Plaxo.com
- BizNik.com
- MerchantCircle.com
- Ning.com

7. Facebook: For People Over 30

Thousands of business owners are using Facebook. The fastest growing demographic on Facebook is people ages 35-60. Over 75% of the advertising dollars spent on Facebook are by local, small businesses. Facebook is clearly becoming a serious marketing tool for business owners. If you have yet to create your profile, let alone a Business Page on Facebook, you are behind in the online marketing game. The beauty of Facebook is that it helps to create and foster business relationships.

Social Networking is THE Networking venue of the 21st century. Over 200 Million people have accounts on Facebook. Tap into the viral power of social networking to create and maintain business relationships in a way that no longer requires you to sit through long and boring lunches. There is no viable excuse to NOT to get on the Facebook wagon. It's free and you can schedule the amount of time you are willing to invest in your marketing campaign.

The first step to building a Facebook campaign is to set up a Personal Profile. If you want to keep Facebook as a strictly professional tool, then you should also set up a Business Fan Page. If you want to communicate freely with family members and friends, you can keep your personal profile private and steer your business contacts to your Business Page.

For more detailed information on Facebook go to www.CitySitesInc.com and check out my eBook, Facebook for Business. For now, you just need to know the basics which include some vocabulary terms:

A Personal “Profile” is all about you, the individual. It gives you a place to list off your favorite music, books and describe your education and background. Think of your profile as your online resume.

A “Page” on Facebook is different than a “Profile”. A Page is created to promote a business, organization or celebrity. People can become “Friends” of your profile, as opposed to “Fans” of your page. You are limited to about 1000 Friends for your profile, whereas the number of Fans your page can have is unlimited. Clearly, businesses should be promoting themselves with Pages as opposed to Profiles (why limit yourself to 1000 potential customers?).

The image shows the Facebook homepage with the following elements:

- Facebook logo** in the top left corner.
- Remember Me** checkbox and **Forgot your password?** link in the top right.
- Email** and **password** input fields with a **Login** button.
- Facebook helps you connect and share with the people in your life.** with a world map showing connections.
- Sign Up** section with the text "It's free and anyone can join".
- Form fields for: **First Name**, **Last Name**, **Your Email**, **New Password**.
- I am:** dropdown menu for **Select Sex**.
- Birthday:** dropdown menus for **Month**, **Day**, and **Year**.
- Why do I need to provide this?** link.
- Sign Up** button.
- A red box highlights the link: **Create a Page for a celebrity, band or business.**

Above is the Facebook Homepage (www.Facebook.com). It is here that you will be able to sign up for either your personal profile or your Page. (If you already have a Facebook profile, you will automatically be taken to your account. To get to the Facebook homepage, click “Logout” and you will be taken to the page you see above.) If you want to set up a Profile, fill out the information asked of you on this page (ie: first name, last name, your email, etc). If you want to create a Page, skip filling out the form and click on the link highlighted in the red box, where it says, “Create a Page for a celebrity, band or business.”

Once you click on the “Create a Page” link, you will be able to set up a Page that is all about your business.

Use your Business Page to:

- Promote upcoming events
- Engage fans in discussions (think marketing research)
- Post Photos (think logos and products)
- Post Notes (think articles and lists)
- Post “Status Updates”

Status Updates can be thought of as your way of communicating interesting things going on in or around your business. Your status updates should include (but are not limited to):

- Announcements (think Press Releases)
- New Developments (think new technology, new partnerships, new products/services)
- What’s Happening (what meetings you are attending, where you are speaking, when you are presenting)
- Related Information (post links to interesting, related news articles, magazine articles, videos)
- Customer/Client Updates (if you are a web designer, post links to new websites you’ve created, or if you are a contractor post photos of jobs you’ve completed)

If all of this sounds intimidating and time consuming, you don’t have to use all the features that Facebook has to offer. That’s okay. The important thing is that you at least, create a Page, and have it up there for when you are ready to start a marketing campaign. In the meantime, you may collect some Fans and build a following (even without posting anything). They will be there to receive your Facebook Marketing Message when the time comes.

Build a Facebook Business Page. When you build it, they will come. Be sure to include your website URL and links to any of your new online resources (your blog, videos, articles and/or your press releases). These links will help you to establish yourself as an authority in your field. Links, like the ones you will create on your Facebook Page, are very valuable. Each link makes your online materials more relevant in searches. Google determines your relevance based partly upon how many links you have established to those materials.

All of this may sound like gobbledygook; however, it is important to understand that these are the beginning steps to becoming an internet success story. Believe me when I tell you, the first step is to create your Facebook Page even if you never visit or update it again. It’s better to be there than not.

8. Why Twitter Isn’t For Twits

Oh, Twitter. It used to be the bane of my existence. I was just like you, I hated Twitter. I swore I would never join and succumb to the brain-numbing experience that I thought Twitter was. Little did I know...how silly I was.

Finally, after being repeatedly asked how to use Twitter for business, I decided to give it a shot. I wanted to see if there was anyway that Twitter could benefit my business or anyone else’s for that matter.

I went to www.Twitter.com and created my account. I created one that was only about my business. I added my website link, so that at the very least, I would have one more link back to my website to improve my Google ranking.

Then I did a little research. I found other people on Twitter that would be interesting to follow: other SEO gurus, website designers, marketing specialists and decided to see how they used this tool to market their business.

I was not only surprised at how many great tips I received by following other people on Twitter, I was also astonished by what was happening with my own account.

Even though I never posted a “tweet” (a status update on Twitter), people started to find my account and were signing up TO FOLLOW ME! “Follow” is the Twitter equivalent to a “Fan” on Facebook. People were actually signing up to see what I had to say, even though I never said anything!

After a few months of seeing one new person find and “Follow” me per day, I decided to get serious about Twitter. By that time I had a decent Following and I knew I had to take advantage of it. That’s when I started to actually *use* Twitter as a business tool.

I made a point to tweet about the same things I was posting to my Facebook Status Update. I started to see other businesses “re-tweet” my messages (post the same messages on their twitter account and give me credit for the original information). Re-Tweets suddenly made my number of followers increase. The rule of thumb seemed to be that if I posted interesting tweets, other people would help me spread the word.

There is a lot to know about Twitter. There are lots of tools and tricks that make Twitter easier for the busy business person. For now, here’s what you need to know:

- **Create a Twitter account.**
- **Post your website link** on your Twitter account.
- **Create a “tweeting” schedule.** Consider going to twitter first thing in the morning to post a tweet, or do it once a week at the very least.
- **Spend ONE DAY** (just one) and search through Twitter for people you would like to *Follow*. You may be surprised who is on twitter these days. Consider following your competition to see what they are tweeting about, follow industry leaders, follow people in your community, or just follow your favorite celebrities to get ideas on what to twitter about.
- **When you tweet, don’t sell.** Your tweets should be interesting. Twitter is a global conversation, it’s informal. Tweet about what’s interesting to you and your customers, not about why people should buy from you.
- **Advanced Tip:** Search twitter for phrases that indicate someone could use your product or service (ie: “gardening sucks”). When you find tweets of that nature, message that person directly (known as a Direct Message or DM). Give tips to people who are having problems related to your product or services. Soft sell. Good, helpful tips lead to requests for using your service or referrals (or at least another Follower).

If you do nothing but the first two, then you will be on the right track. Like I mentioned earlier, I just created my account and ignored it at first. It wasn't until I was ready to get serious that I spent time on Twitter. In the mean time, you might build a following, so that when you are ready, and have something to say, there will actually be people there waiting to hear it.

Note: I now recommend Twitter to all of my clients. Within one month of using Twitter as a major marketing tool for my business:

1. I had two interviews with reporters about my business in Local Newspapers (one contacted me via Twitter).
2. My website traffic increased by about 20%.
3. I made about 2x as many sales as in the months previous to Twitter.

You can follow me at:

- www.twitter.com/justburbank
- www.twitter.com/justglendale
- www.twitter.com/justpasadena
- www.twitter.com/justnoho

Location, Location, Location

No longer is this mantra just for the real estate community. Broadcasting your location online is vital. Below are two ways to increase your online visibility in local searches (ie: Pasadena Landscaper). As promised by the title of this eBook, you can do these things whether or not you have a website. I saved these last two tips for the end because I feel that they are the easiest and MOST important things you can do (for free) to get found in today's world.

9. The Only Map In Town – Google's Map

Today, Google is THE search engine. If you are not found easily on Google you are missing out. Potential clients, are looking for your product or service and are probably trying to find you on Google right now.

I'll be the first to tell you that it is important to be listed with all the search engines (Yahoo, MSN/Bing, Ask, AOL, etc), but Google is the 800 lb gorilla.

This is usually where most people ask, "but if I don't have a website, how can I be found on Google?" Well, as we described above, there are clearly lots of ways to create content and be found on Google. All of that aside, this is one tip that beats the rest.

In April 2009, Google introduced what they call the "10 Pack". The 10 Pack is a list of the 10 businesses related to your search inquiry that are nearest to your computer's physical location. The 10 Pack always shows up near the top of the Google results pages and often before any other results. It displays a map, showing the user exactly where each of the 10 businesses is located.

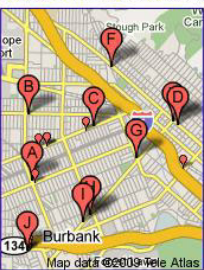
Below is an image of the Google results that came up when I Googled, "Burbank Chiropractor." The large red box surrounds the 10 businesses that Google identified as being the most relevant by location to my search. The highlighted listing ("J") is for a website that we developed. This client took our advice when it came to *Search Engine Optimization* (building and coding of a website for the most optimum ranking in an internet search). We made sure he signed up for Google Maps.

Web Images Videos Maps News Shopping Gmail more ▾

Google Search [Advanced Search](#) [Preferences](#)

Web [Show options...](#) Results 1 - 10 of about 151,000

Local business results for **chiropractors** near **Burbank, CA**



A. **Axis Chiropractic** - www.axischiro.com - (818) 845-7363
 B. **Allen's Chiropractic**-Allen Khachatourian, DC - www.thespinesolutions.com - (818) 846-1919
 C. **Thorburn Chiropractic and Wellness Center** - thorburchiropractic.com - (818) 841-1313
 D. **Holmes Chiropractic** Infoline - www.holmeschiropractic.com - (818) 843-1919
 E. **Varon Chiropractic** - www.varonchiropractic.com - (818) 566-1955
 F. **Wood Family Chiropractic** - www.woodfamilychiropractic.com - (818) 557-1337
 G. **Giuliano Chiropractic** - www.arrowchiropractic.com - (818) 558-4030
 H. **A1 Pilates Massage Chiropractic** - www.a1pilates.com - (818) 445-3639
 I. **Media District Chiropractic** - www.williamschiropractic.org - (818) 842-5990
 J. **Burbank Chiropractor** - www.burbank-chiropractor.com - (818) 845-8500

[More results near Burbank, CA >](#)

Chiropractors in Burbank, California
 Chiropractors in Burbank, California. **Burbank, CA.**
[Cached](#) - [Similar](#) - [Print](#) - [Close](#)

Chiropractor, Burbank, Wasoff Chiropractic, Adjustments, Headache ...
 A trusted member of the **Burbank** Healthcare Community with over 25 years of experience providing **chiropractic** pain relief in a timely and caring manner. ...
www.burbank-chiropractor.com [Cached](#) - [Similar](#) - [Print](#) - [Close](#)

Chiropract
 Dr. Gloin D.C.
 Open Monday
 5553 West Pic
[West LA Ct](#)
 \$50 1st Visit -
 Auto & Sports

Burbank C
 Find Health St
 Get Phone Nu

Chiropract
 Full service, r
 practice.

Burbank-C
 Dr Bruce Varo
 Spinal appts...

As you can see, Burbank-Chiropractor.com is in Google's 10 Pack. His website also comes up in the "Natural Results" (without paid advertising) in second place out of 151,000 websites related to my search term "Burbank Chiropractors". So this is especially good for businesses that want to target local customers!

The main point here is that Google Maps is a free tool that any business (with or without a website) can use to improve their online visibility. All you need to do is:

1. Go to www.Google.com.
2. Click on [Business Solutions](#).
3. Click on Local Business Center.
4. Either Create a Google Account, or enter in your Google Account Information.
5. Follow the steps to creating a Free Business Listing.

At the end of the process, Google will verify your location via a telephone call or a postcard sent to your business address. Once they have verified your business address,

the process is done. Google now knows where your business is located and can show your business in its 10 Pack when users search locally for your services.

With Google's new 10 pack, your business can show up BEFORE all of Google's main results without ever having to create a website. If you do have a website, and have been struggling with search engine optimization, this tip alone might make all the difference in the world when it comes to getting found.

This tip takes only a minute or two to execute, **SO GO DO IT...I'll wait.**

10. Why Directories Are Sooo Important

Online Directories are Gold. The one thing I have learned from years of helping people increase their online visibility is that nothing is simpler or better than getting listed in online directories.

Here's why you should be in directories:

1. Many directories will let you list your business for free.
2. The more places you have a listing, the more places people can find you.
3. The more places you have a listing, the more times Google/Yahoo/MSN can put your listing in their results.
4. If you have a website, links back to your website increase your website's Google Ranking.
5. The more you get found on Google, the less you'll have to spend to market your business.

How Google Works:

Google cares about two main factors to rank a site: **Relevance and Popularity.**

1. **Relevance** has everything to do with content and code. The first 6 Marketing Tips explain lots of ways to create and distribute content. The more content you have that is "keyword" rich (words that describe your product, service, location, like Burbank Chiropractic), the more relevant your business is to people who are searching for those keywords. The code part is a little more complex. I will discuss the code portion of relevance in a different eBook (SEO 101: Basics Every Business Should Know).
2. **Popularity** is determined by number of factors. One factor is something called "link popularity". Link popularity is similar to High School Popularity. Remember High School...and how important it was to have a lot of friends? Google considers any website that links to your website, as a friend of yours. The more websites that link back to your site, the more friends Google thinks you have, and the more popularity points your site gets from Google. Being friends with the "right" people was also important in high school. The "Cheerleaders and Football Players" of the internet world are websites like Facebook, Twitter and YouTube. These popular websites carry more weight with Google than smaller, less-trafficked websites. Having links back to your site from large, popular sites gives you way more points than getting a link from your best friend's MySpace Page.

Directories are large, popular sites. They provide Google and users lots of useful information and are often well trafficked for that reason. It is easy to get listed on directories and often it only takes a few minutes to add your listing. If a directory charges a high fee for a listing, keep looking for free directories or one that fits into your budget. There are three categories of directories that offer listings:

- **Business Related Directories** – These are most often general business directories that list all types of businesses. Some are large sites that have established themselves as an online resource. Examples: DMOZ.org, Alexa.com, bizhwy.com and so on. *Tip: Search Google for “Business Directories”*
- **Industry Related Directories** – Being listed in directories with listings related to your industry lets Google know what type of business you are. Examples: Industry Associations, Organizations, and Guilds like American Medical Association, Directors Guild, SAG, Association of Bridal Consultants). *Tip: Search Google for “[Your Industry] Directories”.*
- **Local Directories** – If you have a storefront or are a service-based business, your location matters. Local directories come up high in Google searches. When someone looks for say, “Glendale Florists”, a listing in a local directory may show up on the first page (whether or not you have a website). Listings in multiple local directories lets Google know where you are located and what areas you serve. Examples: Chambers of Commerce, Local Networking Groups, justBurbank.com, justPasadena.com, just-Glendale.com, justNorthHollywood.com and so on. *Tip: Search Google for “[Your City] Directories”.*

Final Tip for Getting Found Locally: Other Local Websites - Get listed as a resource on other local sites. For example a hotel website should be listed on nearby airport sites, florists should get links on local wedding venue sites, and plumbers should get recommended on local hardware store sites (and vice versa for all these examples).

RECAP: 10 Free Ways to Market Your Business

1. Start by making some lists of tips or resources related to your products or services.
2. Use the lists to expand into articles.
3. Write your own press releases.
4. Distribute your written content everywhere, repeat (write, post; write, post).
5. Create short, entertaining or educational videos.
6. Distribute your videos online and post them on your website/blog/networks.
7. Create a Facebook Page, with a link back to your site, connect with others.
8. Create a Twitter Account, with a link back to your site, connect with others.
9. Get listed on Google Maps...very important.
10. Get listed in local and industry related directories.

If all of this seems like too much...just pick 1 or 2 things in this eBook and start there. Make marketing your top priority, do a little bit everyday. **Start today!**

Don't Fret, There's Help On The Way

Did this eBook cause you to hyperventilate? Well, put the brown bag down, City Sites Inc wouldn't leave you hanging. Click on any of the sections below for more information. Here are some of the ways we can be of assistance:

Workshops – Want some face-time with Libby? We often provide workshops on Internet Marketing throughout the Los Angeles Area. Click here to see our workshop schedule.

eBooks – We have a series of eBooks, like this one, available on our website. We are adding new resources all the time. Be sure to check back regularly for updated and new content!

Local Directories – Shameless Plug Alert! If you are in one of our four locations, be sure to list your business for FREE in our directories. If you want a little help signing up or if you have any questions about how our directories can help your business, call 818-840-8400. Directories currently available:



More locations are coming soon. Go to www.CitySitesInc.com to see if we've added a directory for your community!

Content Marketing - YOU provide the content, WE do the marketing. We will hand-pick the most appropriate sites for your content (written or video) and manually submit it to 15-50 submission sites.

Link Popularity – If getting listed in directories and building links to your website sounds like a lot of trouble, we would be happy to be of service. We do all the submissions manually and will provide you with a report once the work is done. Use our expertise to save time and improve your Google Ranking.

Website Design – Do you need a website or does your website need some updating? www.CityMediaSites.com (CMS), our sister company, offers high quality, reliable services.

Free Website Evaluation – Not sure where to start? CMS will review your site and send you a free website evaluation. Just email info@citymediasites.com with your website address and ask for a free review and recommendations.

BONUS

Congratulations! You made it to the end of the eBook.

If you send me a review of this eBook,

I will email you a discount code to get 10% off our other eBooks!

Be sure to use "10 Free Ways Review" as the subject of your email.

Libby@CitySitesInc.com

Who is Libby Higgins?



To put it plainly, Libby is a big geek who gets a kick out of making local businesses visible online. She has a number of titles and certifications that really just mean that Libby can make your website "Googleable".

Libby's online adventure started as the Marketing Director at City Media Sites, a website design company that has been creating sites since 1997. In 2007, Libby co-founded City Sites Inc and became the company's CEO. City Sites Inc has two goals:

1. Build community directories that encourage local commerce and local activism.
2. Provide education and tools to help small businesses succeed online.

Currently, Libby is running four local business directories (in Burbank, Glendale, Pasadena, and North Hollywood), with plans to launch 21 more by 2011. After a few speaking engagements, Libby realized that she was one of the only internet geeks out there who spoke in clear, jargon-free English. Since then, she has been running workshops and consulting small business owners on how to use the web without getting tangled up in it.

Libby also likes puppies, kittens, Cheetos, pedicures and studying philosophy. She's engaged to an audio-geek, and plans to have a few geeky babies in the future.

Check Out Our Websites:

- CitySitesInc.com
- justBurbank.com
- justPasadena.com
- justNorthHollywood.com
- just-Glendale.com

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