

# Business Opportunities

## If Customers Can Find You, They Will Come

(NAPSA)—Many successful entrepreneurs say the trick to successful online marketing is improving ways by which your business can be found online by customers.

One of the best ways to do this is through local search advertising, which lets you target potential customers in a desired region using the right keywords and search phrases to pull them to your Web site or storefront. The trick to connecting with these consumers involves a successful local search marketing strategy that helps improve your chances of being found online. Also, with local search, it's about delivering highly relevant search results to consumers looking for specific products and services.

Here are some tips to help you get started:

1) Conduct a search for your business on Local.com and some of the other major local search sites. Does your business appear? Is the information accurate and up-to-date? Many of the major players allow businesses to add and update these free listings. This will help ensure that customers can actually find you and it doesn't cost anything. To get started, go to <http://advertise.local.com>.

2) Determine who your target customers are and what type of products or services they want to purchase.

3) Determine the keywords these potential customers use when trying to find you and your type of business. Add these keywords to your Web site and make them part of your core marketing blueprint.

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**To ensure that customers can actually find them, many businesses make good use of free listings on local business sites.**

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4) Add fresh content to your Web site regularly. This can include news and press releases to keep your customers informed; special discounts or updates on your products and/or services; customer quotes or testimonials that validate your company's business; resources for recommended vendors or affiliate partners; and links to information or companies you support. You could also add blogs, bulletin boards, podcasts or educational discussion forums that may open the lines of communication with potential customers.

5) Make it easy to be found online. Whether you have a Web site or not, you can leverage the marketing tools offered by your search engine provider, including free and paid online listing services that offer flexibility and cost-effective marketing and allow you to:

- Create a personalized landing page, which can be instantly updated as products or services change
- Build "back-links" or links from the local search engine to your site to assist with your search engine marketing efforts
- Cost effectively reach prospective customers already searching for your type of business on the Internet.

To learn more, call (888) 723-9271 or visit [www.local.com](http://www.local.com).