

Local Organic Search The NEW Era in Business Advertising

By
Chuck Stewart
SearchEngineRanking.net

Agenda

- Search Term Definitions
- The Advertising Tsunami
- What is Local Search?
- Why is Local Search So Important?
- Road Map for Organic Success: 80/20 Rule
- How This Works for You
- Case Study
- How-To
- Final Thoughts
- What to Do Next

Search Term Definitions

- **PPC – Pay Per Click**

- Systems like Google AdWords where you pay for each visitor to your site who clicks on an advertisement. Advertisements are triggered by keywords and bids for each position on the page. Bidding can be very meticulous and can produce instant and constant traffic to your website.

- **SEM – Search Engine Marketing**

- The term to describe marketing firms that will manage your Pay Per Click account.

- **Organic**

- Natural, free search results. No fee required, higher trust and click-through rates, available 24/7.



cincinnati exterminating

Sign in

Search

About 448,000 results (0.38 seconds)

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Mariemont, OH
Change location

Show search tools

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\$50 Off Orkin® Pest Control & Get A Free Estimate. Call Today!
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For a Limited Time, Free Terminix® Pest Evaluation & Get \$50 Off!
Save \$50 on Pest Control Plans - Save 10% On Termites Treatment Plans

Cincinnati Termite | Cincinnati Pest Control | Northern Kentucky ...

www.aocext.com/
Award Winning Termite and Pest Control Services in the Greater Cincinnati and Northern Kentucky Area. Call 513-458-2910 for a FREE Termite/Pest Control ...
About Us - Fly Control - Termite Control - Specials!

Northern Kentucky Pest Control | Northern ... - Cincinnati Termite

www.aocexterminating.com/service_residential.html
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AZ Exterminating

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2 Google reviews

A 3139 Harrison Avenue
Cincinnati
(513) 502-8190

B 75 Novner Drive
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(866) 713-9979

C 1920 Losantiville
Avenue
Cincinnati
(513) 458-2945

Map for cincinnati exterminating



Ads - Why these ads

Control Pest Cincinnati

www.topzbugs.com/
Eliminate Termites, Ants, Wasps & Bed Bugs. Request A Quote Today.
5164 Kennedy ave, Cincinnati
(513) 208-2588 - Directions

Exterminator

www.selectpestcontrolohio.com/
Call For \$50 Off Pest Control
Serving Cincinnati & N Kentucky.
1020 Arbor Tech Drive, Hebron
(513) 409-0345 - Directions

SkyHigh Termite & Pest Co

plus.google.com/PestControl
Termites, WDI's, Bed Bugs, Spiders,
Ants, Roaches, Rats/Mice, Etc.
724 Millsdale St., Cincinnati, OH
(513) 907-4303 - Directions

Terminix® Cincinnati

www.control-home-pest.com/
Cincinnati Extermination Service.
\$50 Off, Free Evaluation, Call Now!

PPC



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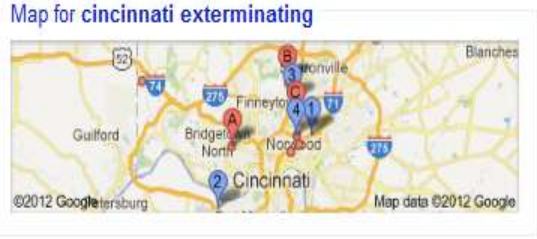
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Cincinnati Exterminator | Terminix.com
www.terminix.com/Exterminator
For a Limited Time, Free Terminix® Pest Evaluation & Get \$50 Off!
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www.selectpestcontrolohio.com/
Call For \$50 Off Pest Control!
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1020 Arbor Tech Drive, Hebron
(513) 409-0345 - Directions
- SkyHigh Termite & Pest Co**
plus.google.com/PestControl
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724 Millsdale St., Cincinnati, OH
(513) 907-4303 - Directions
- Terminix® Cincinnati**
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Cincinnati Extermination Service.
\$50 Off, Free Evaluation, Call Now!

Organic Listing



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Google+1 Maps

The Advertising Tsunami

Fact 1:

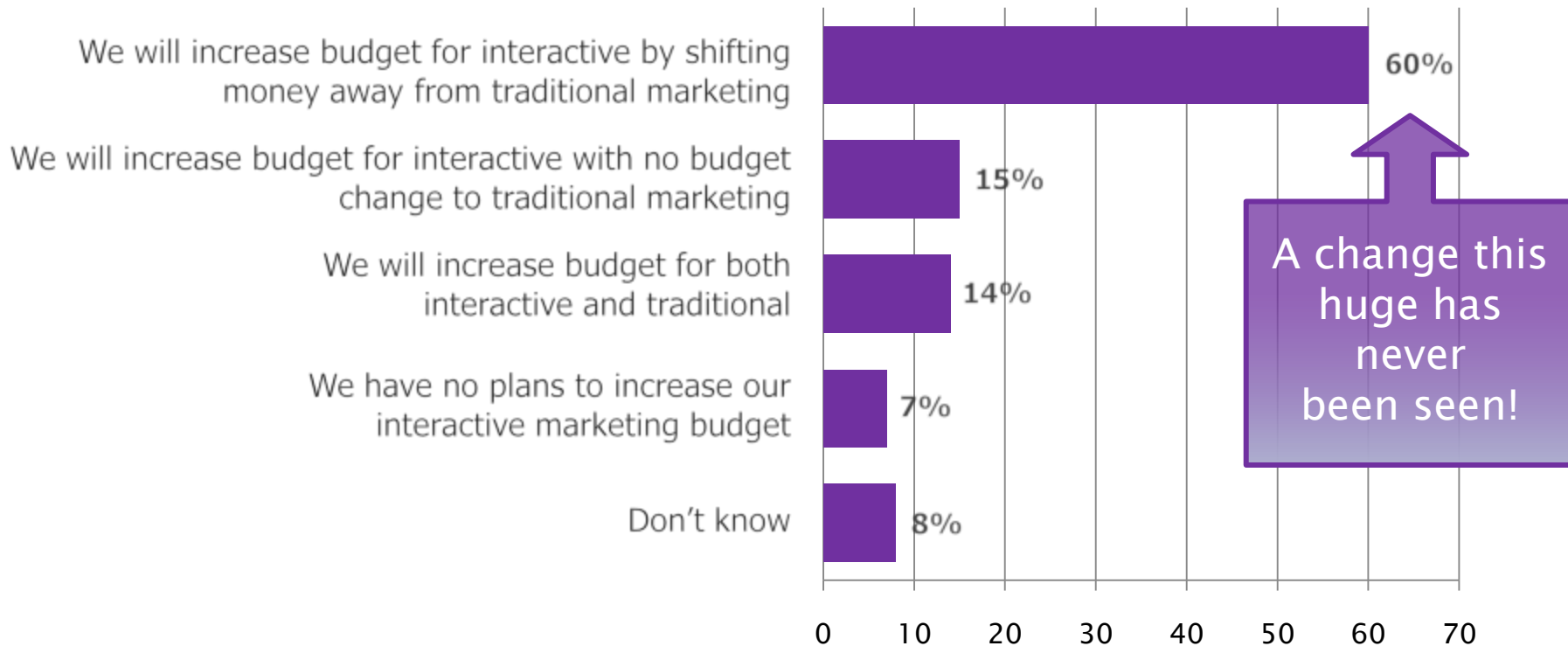
Over the next 5 years, according to Forrester Research:

- *Interactive* marketing investment by businesses will double to \$55 billion annually
- 60% of the increase will be taken from traditional marketing and advertising
- Direct mail and print advertising will suffer the largest loss

The Advertising Tsunami

Interactive budgets will grow from traditional ones

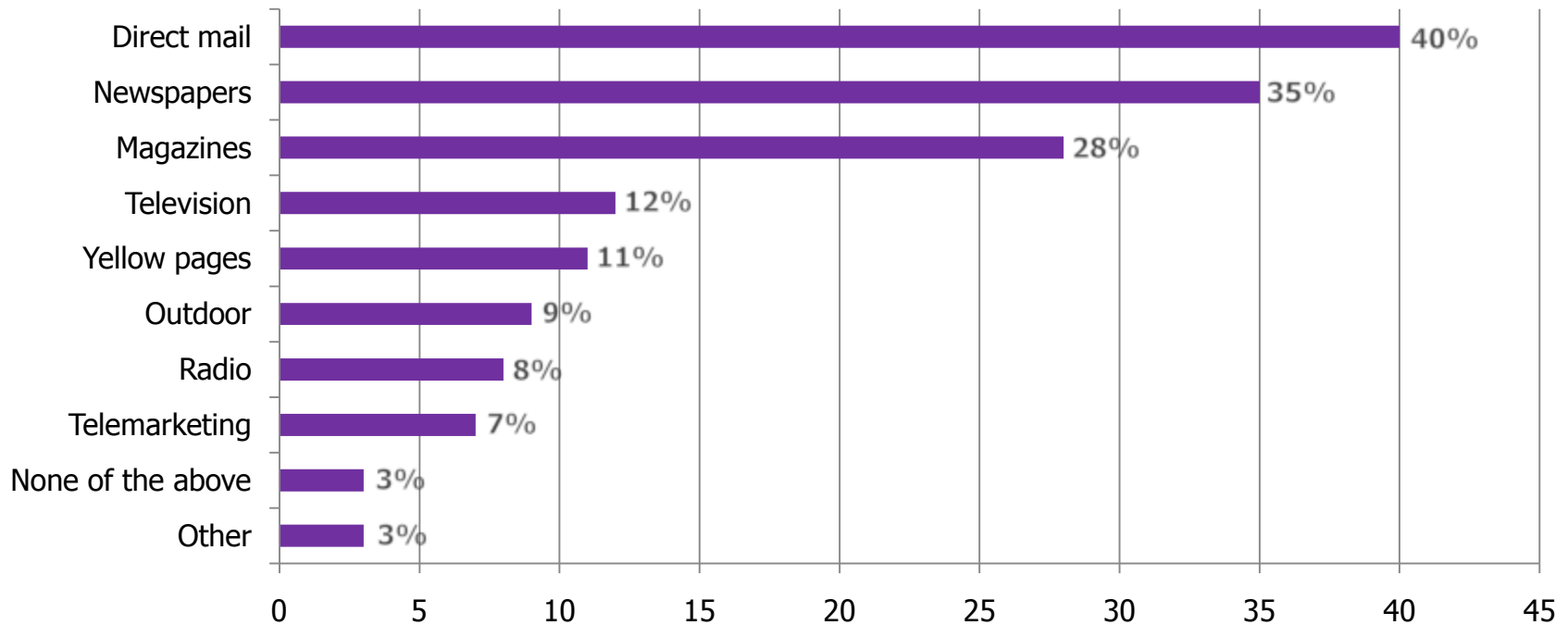
“How will you fund increases in your company’s interactive marketing budget?”



The Advertising Tsunami

Direct mail and print will lose the most share to interactive

“Which of the following traditional marketing budgets will you decrease in order to fund increased interactive marketing?”



Base: 204 marketers

Source: March 2009 US Interactive Marketing Forecast Online Survey



The Advertising Tsunami

- *"The Yellow Pages industry will continue to lose annual revenue over the next 5 years as it shifts its focus to online media, not doing so will amount to a revenue loss of \$5 billion in annually by 2015"*
(Borrell Associates)
- *"54% of Internet users have substituted Internet – Local Search to replace the phone book"* (comScore Networks)
- *"86% of online users will be searching for a local business at some point in time"* (Kelsey Group)
- *"Local search is the second most popular online activity after e-mail"*
(Piper Jaffray)

The Advertising Tsunami

Fact 2:

**Google is zeroing in to totally dominate
*"Local Search."***

- *"70% of online searchers use 'local search' to find offline businesses"* (comScore Networks)
- *"73% of activity online is in one way or another 'related to local content'"* (Google)

The Advertising Tsunami

Fact 3:

You need to do more with less in the area of advertising.

What is Local Search?

- Google "Cincinnati Exterminating"
- Pay Per Click vs. Google Places vs. Organic



cincinnati exterminating



Search

About 432,000 results (0.27 seconds)

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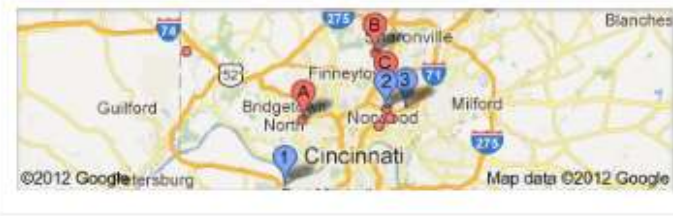
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www.exterminators.com/
Get Free Exterminator Quotes From Trusted & Approved Exterminators.

Map for cincinnati exterminating



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1020 Arbor Tech Drive, Hebron (513) 409-0345 - Directions

Cincinnati Pest Pro's
www.surethingpestcontroloh.com/
Free Estimate & 10% Off Initial Treatment! Call The Pest Experts.

24/7 Pest Control Experts
www.pestallexterminating.com/
Family-Owned Pest Control Bus. In Butler Co. Same Day Appointments!
5005 Montgomery Road, Cincinnati (513) 275-4800 - Directions

Find A Local Exterminator
exterminators.network.com/
Licensed and Insured Exterminators. Get Fast Free Quotes Here.

Control Pest Cincinnati
www.stopzbugs.com/
Eliminate Termites, Ants, Wasps &

Why is Local Search So Important?

- Available 24/7 for no incremental cost
- Clicked on by consumers 3 to 1 over PPC
- Higher conversion rates – more trust
- Statistics show greater efficiencies over Yellow Pages and all other advertising methods

Road Map for Organic Success

- **80/20 Rule**

- 80% of the organic ranking effort is off-page, 20% is on-page
- On-page Factors – keep this simple
 - Keyword alignment in meta title and description
 - Keyword used a couple of times in the body of text
 - If possible, keyword in bold or H1/H2
 - Test keyword density (<3%) and spider result

Road Map for Organic Success

- **80/20 Rule** cont.

- Off-page Factors

- Build third-party references to your site (links) using the primary keywords in anchor text about 50% of the time – this verifies relevance to support on-page factors
- Non-anchor text links do help your site, just not any specific keyword phrase
- Partner sites, blogs, article directories, Web 2.0 (social media), helpful comments left on relevant sites
- Complete Google+1, Yahoo and Bing profiles – 100%
- Third-party reviews (Google, Yelp, Angie's List, etc.)

How This Works For You

- **To get new customers, do the following:**
 - Figure out the best search terms for your market
 - (city) exterminating, (city) exterminators, (city) pest control, (city) termites, (city) termite, (city) termite inspection, (city) termite treatment
 - Get the most real estate possible on the first page of Google, Yahoo and Bing (most important)
 - Have a clean website that has a strong call to action
 - Record activity, measure, adjust accordingly

A Clean Website

The screenshot shows a Windows Internet Explorer browser window displaying the website for Ace Exterminating Co. The browser's address bar shows the URL <http://www.aceext.com/>. The website has a red navigation bar with links for Home, Termite / Pest Solutions, About Us, Specials!, Contact Us, and Request Quote. The main content area features the Ace Exterminating Co. logo, which includes a cartoon cat and the text "Quick As A Cat ACE EXTERMINATING CO.". Below the logo is a list of Pest Control Services: Pest Control, Termite Control, Pest Control Audit Program, Mole Control, Bird Control & Netting, Grease Trap & Drain Line, Fly Control, Bed Bugs, and Rodent Control. There are also buttons for Pay Online and Customer Login. A large banner on the right side of the page features a family photo and the text "Serving Greater Cincinnati & Northern KY - Residential & Commercial 513-458-2910 Solutions to Every Pest Problem Have a pest problem? You're just a click away from help. It's that easy! Request Quote". Below this banner is a section titled "Continually Providing Great Service" with a paragraph of text and an Angie's List Super Service Award logo. The footer of the browser window shows the system tray with various application icons and the time 10:14 AM.

Cincinnati Termite | Cincinnati Pest Control | Northern Kentucky Termite | No. Ky Pest Control - Windows Internet Explorer

http://www.aceext.com/

File Edit View Favorites Tools Help

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Favorites iGoogle

Cincinnati Termite | Ci... iGoogle Open Directory - Business...

Home Termite / Pest Solutions About Us Specials! Contact Us Request Quote

Quick As A Cat
ACE
EXTERMINATING CO.

Serving Greater Cincinnati & Northern KY - Residential & Commercial
513-458-2910

Solutions to Every Pest Problem
Have a pest problem? You're just a click away from help.
It's that easy!

Request Quote

Pest Control Services

- ▶ [Pest Control](#)
- ▶ [Termite Control](#)
- ▶ [Pest Control Audit Program](#)
- ▶ [Mole Control](#)
- ▶ [Bird Control & Netting](#)
- ▶ [Grease Trap & Drain Line](#)
- ▶ [Fly Control](#)
- ▶ [Bed Bugs](#)
- ▶ [Rodent Control](#)

Pay Online ▶

Customer Login ▶

Continually Providing Great Service

Ace Exterminating's Termite and Pest Control Services have once again been honored with the coveted Angie's List Super Service Award. This recognition is based on Ace's ability to achieve and maintain a SUPERIOR service rating from Greater Cincinnati and Northern Kentucky area homeowners. For your Northern Kentucky termite inspection and Greater Cincinnati pest control needs, call us at 513-458-2910 today!

Angie's list
SUPER SERVICE AWARD

Fewer than 5% of the 250,000 companies on Angie's List were eligible and a smaller percentage was actually awarded the honor. Ace has won the award in 2001, 2002, 2005, 2006, 2007, 2008 and 2009.

Internet | Protected Mode: On 100%

Inbox - Windows... Cincinnati Termi... Dow-AO-Meetin... power-point-kee... Microsoft Excel n... ATTHETOP-PC 10:14 AM

Typical Results

- Cost of customer acquisition decreases
- Overall cost of advertising decreases
- Salespeople become more effective – work with highly qualified leads who have searched for your service
- Reduce or replace Yellow Pages advertising with better results
- Negotiate more effectively with Yellow Pages because you have options and real data
- Customer for life

Case Study

- **Ace Exterminating** – Rick Steinau
 - Began to track each incoming lead/call more than 10 years ago
 - Developed a process using unique phone numbers to determine how many calls come from each advertising campaign
 - Quickly determines the total sales pipeline from incoming lead to closed sales with simple metrics in place – always tracking back to a campaign
 - Able to make quick and confident decisions about dollar amounts to spend

Case Study cont.

- Able to reduce the size of the ad in Yellow Pages and reduce annual spend
- Able to negotiate for more directories, optimization, online presence with Yellow Pages
- Able to use savings to explore other lead-generating sources such as social media outlets
- Able to set dollar-driven targets for new customer acquisitions that shape his success criteria

How-To

- Begin to track all activity immediately
- Determine and manage your online presence
- Plan to work for six to nine months to achieve top organic spots and obtain the most traffic
- Develop the sales pipeline funnel and tie all data together (lead/active prospect/won-loss) and provide reasons

How-To cont.

- **Year 1**

- Present the data to Yellow Pages and ask for a significant discount or more coverage to maintain current spend

- **Year 2**

- Reduce size of Yellow Pages ads by one-third and negotiate better rates for that one-third:
- Provide YP the data that you have
- Ask YP to speak with other customers who do better than you to see if you should adjust

- **Year 3**

- Reduce the size of the ads by one-fourth from prior year and negotiate better rates for that size

Results

- Cincinnati Orthodontist – Orthodude.com
 - Reduced Yellow Pages spend by 75% in Year 1 with while doubling incoming leads
- Columbus Bankruptcy Attorney – SRNeedleman.com
 - Dropped Yellow Pages after Year 1 with an increase in leads per day of 75% from online sources
- Las Vegas DUI Attorney – GalloLawOffice.com
 - Eliminated Yellow Pages after Year 1 and has seen a 60% increase in daily leads in 2 years

Final Thoughts

- Realize there is a changing landscape in advertising
- Assess where you are in local search
- Take action to make best use of your advertising dollars
 - it takes time, so start now!

What To Do Next

- Receive a *free analysis* to see if there are opportunities for you to capture more local traffic and convert it into leads who become paying customers.
- Contact:
 - SearchEngineRanking.net
 - Chuck Stewart
 - CRS@SearchEngineRanking.net
 - 877-765-2392