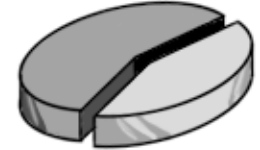


HOW TO HELP YOUR LOCAL BUSINESS POP ONLINE...

HI! I LOVE YOUR BUSINESS! I'D LIKE TO HELP MORE PEOPLE FIND YOU, TOO.

BECAUSE WE'RE FRIENDS I WANTED TO GIVE YOU A HAND...

DID YOU KNOW THAT 40% OF INTERNET SEARCHES ARE LOOKING FOR LOCAL RESULTS?



YOU MIGHT BE MISSING OUT WHEN PEOPLE ARE LOOKING ONLINE FOR PRODUCTS OR SERVICES YOU OFFER.

FIRST:
CLAIM AND PERSONALIZE YOUR BUSINESS LISTING IN THESE MAJOR LISTING SERVICES.

Google YAHOO! bing

THE INTERNET IS GREAT FOR BUSINESS BECAUSE EVERYONE'S THERE AND YOU CAN INTRODUCE YOURSELF FOR LITTLE TO NO COST!

THIS IS A BASIC AND CRITICAL STEP, AND IT'S FREE!

QUICK TIP:
INCLUDE PHOTOS. THEY ATTRACT PEOPLE TO CLICK AND FIND OUT MORE.

SECOND:
GET REVIEWS!
SEARCHERS PAY ATTENTION TO CUSTOMER REVIEWS.

A FEW PLACES TO GET A REVIEW:

YELP

GOOGLE MAPS

FACEBOOK PAGES

HEADS UP!
CHECK YOUR REVIEWS FROM TIME TO TIME. YOU CAN'T PREVENT NEGATIVE REVIEWS, BUT YOU CAN RESPOND TO THEM TO MANAGE YOUR REPUTATION.



THIRD:
GET CITATIONS OR MENTIONS OF YOUR BUSINESS ONLINE. THEY WILL HELP YOUR BUSINESS SHOW UP CLOSER TO THE TOP OF SEARCH RESULTS.

PLACES TO GET CITATIONS:

- CHAMBER OF COMMERCE SITES
- INDEX LOCAL INDUSTRY BLOGS
- SITES LIKE infoUSA, INSIDER PAGES, AND SUPERPAGES

SALLY'S SEAFOOD
THIS PLACE ROCKS!
FIVE STARS!

WANT AN EASIER WAY?
LocalPack™ FROM BRUCE CLAY, INC.
LETS YOU OPTIMIZE YOUR BUSINESS LISTING ACROSS LOCAL SEARCH ENGINES AND DIRECTORIES. JUST VISIT **LOCALPACK.COM** TO CLAIM AND MANAGE YOUR LISTING ACROSS THE WEB FROM ONE EASY PLACE.



I HOPE YOU FOUND THIS USEFUL! I LOVE YOUR BUSINESS, AND I KNOW THESE THINGS CAN HELP OTHERS LOVE YOUR BUSINESS TOO. ALL IT TAKES TO GET STARTED IS A FEW HOURS OF YOUR TIME!

