MobiTalki News

Online Marketing Guide

5 WAYS FACEBOOK IS BECOMING A THREAT TO GOOGLE IN LOCAL SEARCH

CREATING KILLER BLOG TITLES YOUR READERS CAN'T RESIST

WHAT YOU NEED TO KNOW ABOUT GOOGLE POSTS

PAID ADS NOT PERFORMING? IT'S TIME TO RETHINK YOUR STRATEGY!

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Welcome To *MobiTalki News*

Thanks for checking out MobiTalki News, your online digital marketing resource guide. In each issue we will be covering topics that resonate with business owners just like you.

Our goal is simple. We want to enable you to do big things online, and it all starts by breaking down the complexities of marketing your business online.

It doesn't matter if you're are just starting out, or an established business owner, you can always benefit from increasing your brand's visibility online.

To your Success

Greg Johnson

Publisher

MobiTalki News is published by Greg Johnson, a leading business development and marketing specialist for over 25 years. We help business owners connect with more customers online.

If you want to build your business, you need to market, it's that simple. But you can lose thousands of dollars if you don't know what you are doing. So we urge you to take action with some of the strategies we recommend.

For a more "hands off" approach, we offer affordable solutions and can deliver results. We hope you enjoy this issue of MobiTalki News and feel free to reach out to us anytime.

5 WAYS facebook IS BECOMING A THREAT TO Google+ Local SEARCH

What if we told you that Google might not be as important a resource for local search as you think it is?

You'd probably think were crazy. Nobody can challenge Google when it comes to search supremacy.

Right?
Well, when it comes to local search, that might not be true.

We're not talking about Bing or Yahoo or any traditional search engine. Instead, the search option that might overtake Google in local search isn't a search engine at all.

It's Facebook.

The social media giant is undeniably a powerhouse when it comes to marketing small businesses. And given how likely consumers are to connect with local brands on social media, it should come as no surprise that Facebook searches are making inroads against Google.

Here's what you need to know to take advantage of Facebook search for your business.

FACEBOOK IS USING **LOCATION IN NEW WAYS**

As recently as 2015, Facebook's search function was quite ineffective for local search. People who searched for businesses near them got incomplete (and often inaccurate) results.

Today, in mid-2017, Facebook highlights the locations of businesses at the top of their home pages and on the "About" tab.

Facebook's search function defaults now to local search. Before, if a user searched for a type of business, they might get results from their hometown – or from halfway around the world.

Today, the search returns only businesses located within a couple of miles of the searcher's location. That's a huge improvement.

Another key change is that Facebook now recognizes when to use location – and when to leave it alone.

For example, a search for a type of business or an attraction – such as a restaurant or a park – returns relevant local results showing Places first, and then local businesses as appropriate.

When a user searches for something else, such as a celebrity or book, Facebook disregards locations and returns other results that are relevant to the search.

2 FACEBOOK LOCAL SEARCHES RETURN **HELPFUL INFORMATION**

One of Google's big advantages in local search is their ability to show relevant information – such as hours, distances, and maps – in their search results.

And now Facebook does that too.

In fact, when you search for a business on Facebook, you'll see a ton of pertinent data in your list of search results, including:

» Profile picture and other photos
» The street address of the business
» The distance from you
» Whether the business is open or closed
» The average star rating from Facebook reviews

That's a huge amount of information – and it can make a tremendous difference when it comes to attracting Facebook users to your business.

Everything they need to know is at their fingertips, and that means that you'll get more clicks, calls, and visits as a result of Facebook search.

3 FACEBOOK IS CROWDSOURCING ITS DATABASES

One of Facebook's value propositions for businesses is that it's a social media giant with a huge number of users. As of June 2017, that number has topped two billion!

Two billion people have a ton of collective knowledge, and Facebook is now putting that knowledge to work for local businesses.

When a user checks in at a local business on Facebook, they get a series of questions about the business – questions designed to help other users learn about it.

For example, they might be asked:

» Does this business have parking?
» Does our map show the correct location of this business?

The benefit of this type of crowdsourcing is clear. It ensures that anybody who searches your business on Facebook will have access to accurate and detailed data about your business to help them decide whether to buy from you.

4 FRIEND POSTS AND LOCAL SEARCH ARE INTEGRATED

Would you be more likely to frequent a local business if you knew your friends liked it?

If you're like most people, the answer is yes. That's because social proof is a huge driver of business in digital marketing.

Even reviews from strangers on sites like Yelp carry a lot of weight, with 88% of people saying they read reviews at least some of the time.

Facebook now uses Friend check-ins and posts in combination with local search.

What does that mean? When you search for a local business, you might see an announcement that the business was "visited by friends."

You can click to see which friends have visited. And when you search for a business, you will also get Friend Posts in your search results so you can see what your friends have to say.

5 FACEBOOK HAS CREATED CITY GUIDES

Which would you rather do when you visit a new city: go to a business that caters to tourists, or visit one that the locals love?

If you're like a lot of people, you'd choose the latter option. Now, Facebook local search makes it easy for people to find out what the locals say about your business – and for locals to get to know about your business in a new way.

In addition to displaying business information such as location, hours, and reviews, the city guides also show which friends have visited each business listed.

Make the Most of Your Facebook Profile

Want people to be able to find you on Facebook? Here are some quick steps you can take to make it easy for them.

1. Fill out your profile completely. Make sure that your name, address, and phone number are listed properly and consistent with other online listings.
2. When you put in your address, check to make sure that Facebook displays a map with a pin at the top of your profile. (It should show up automatically, but doesn't always!)
3. Answer as many questions as you can, even if it means simply answering "no" to questions that don't apply to you. This eliminates the need for crowdsourcing and ensures accuracy.
4. Activate Facebook buttons like "Call" and "Make an Appointment" to streamline the interaction process.
5. Add additional business categories if they apply to you. You only need to provide one, but adding additional options can broaden the chances that people will find you.

Providing Facebook with the information needed to help searchers find you is easy – and can have a huge impact on your traffic.

Google Still Matters...

... But Facebook matters too when it comes to local search.

Take a few minutes to optimize your business description and page – and see the difference that local Facebook traffic can make to your business.

You already know that Google is the search king – but now there's a new way for local businesses to use it.

We're talking about Google Posts. You might not be using this feature of Google My Business yet...

But you should.

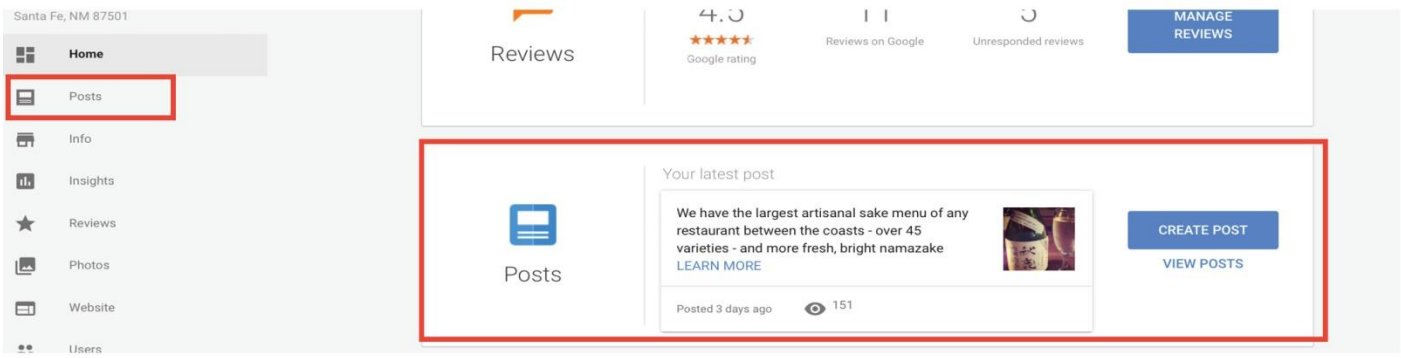
In fact, done properly, Google Posts can help you share vital information about your business – and attract new customers.

What's a Google Post?

In case you don't already know, a Google Post is a short post (300 characters or less) that you can create using GMB. Most businesses use them to:

- ☑ Promote upcoming events
- ☑ Share daily specials and current promotions
- ☑ Showcase your top-selling products
- ☑ Highlight newly arrived products
- ☑ Connect with customers by including a clickable link

The posts last only a week, so this is a marketing tactic that you need to use on an ongoing basis for it to be effective.



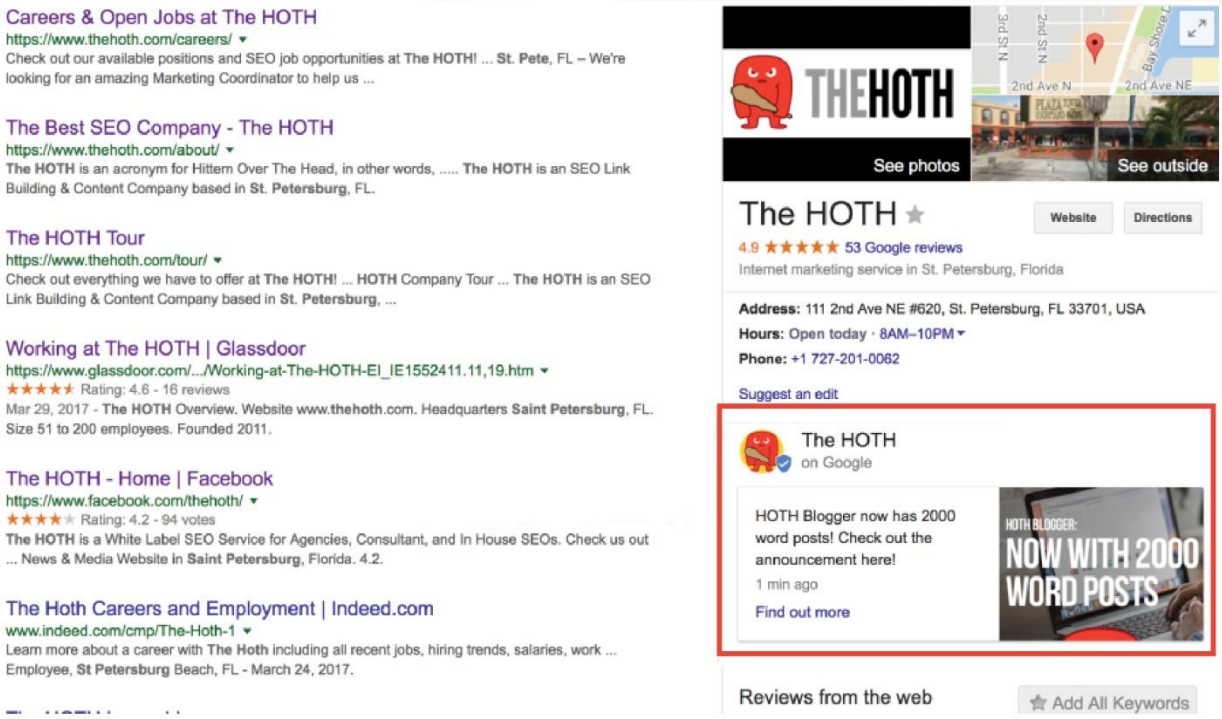
Where Do Customers See Google Posts?

When customers search for your business, they see a box displaying information about your business at the upper right-hand corner of the screen.

That box is Google's Knowledge Panel, and it's where your Google Posts will appear after you create them.

In other words...

Creating a Google Post ensures that anyone who searches for your business will see, highlighted at the top of the screen, a post of your choosing.



Make the Most of Google Posts

Are you ready to start creating your first Google Post? Here are some tips to help you out.

Don't Worry about Keywords

While keywords play a big role in your placement on Google's SERP, they have nothing to do with your Google Posts.

The best use of a Google Post is to highlight a unique selling proposition, announce an event, or get customers to make a reservation or sign up for your list. You only have 300 words to use – so make every word count and focus on getting customers to take the action you want them to take.

Use a Properly -Sized Image

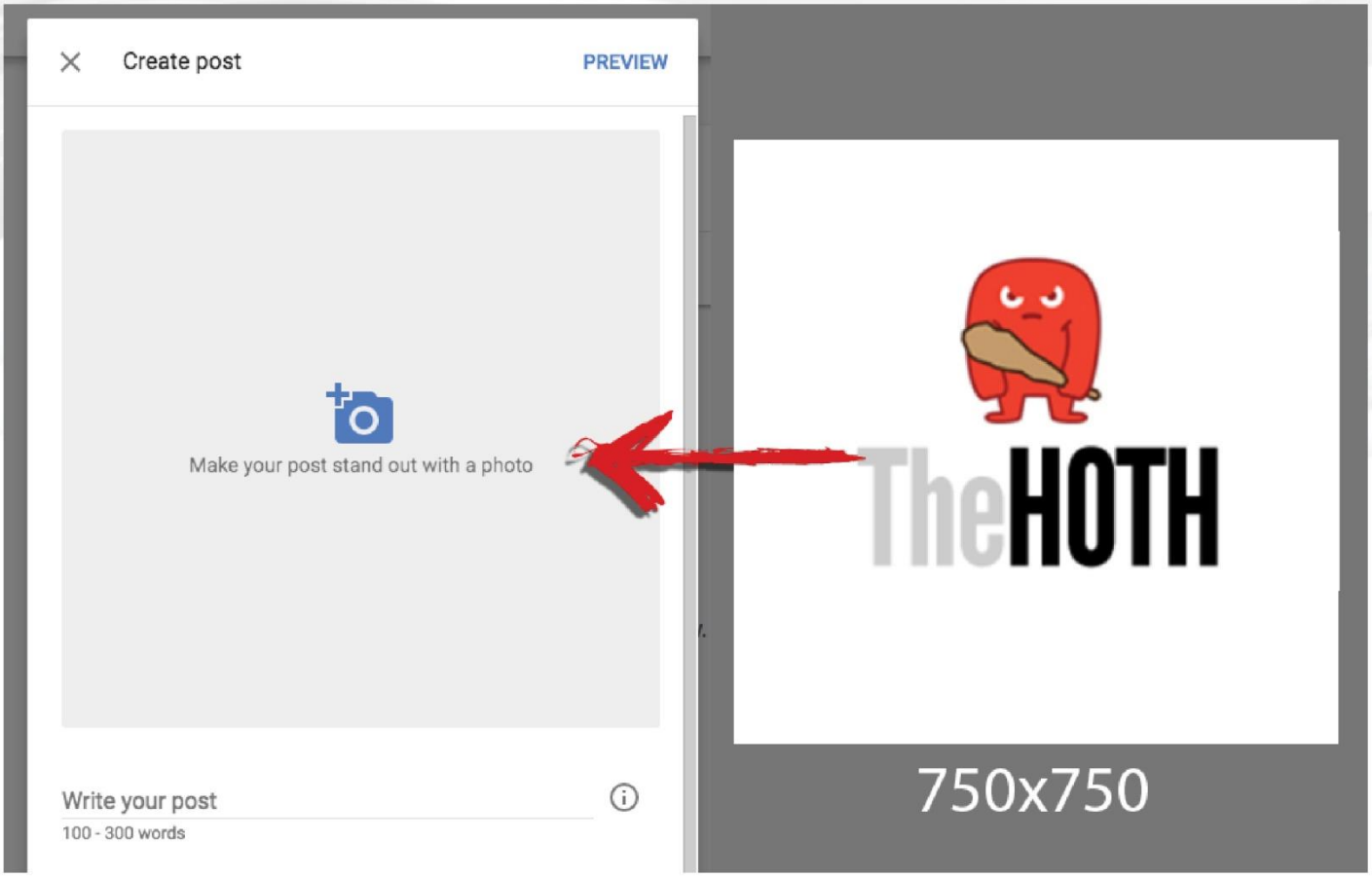
As you might expect, Google Posts have guidelines for images. If your image is too small or too large, Google will reject it.

The ideal image is 750 X 750 pixels. Anything smaller than 250 X 250 will be rejected. Making sure to re-size your image if needed will ensure that it displays the way you want it to.

Center Weight Your Images

The next tip is to make sure you center weight your images. If you don't, you'll run the risk of having the top of your image chopped off.

The last thing you want is to post a picture of yourself with the top of your head missing – so be careful and use this tip to ensure your image looks great.



Create a Unique URL

One of the few downsides of using Google Posts is that Google Analytics doesn't break out their performance so you can track your results. However, there is a way around that.

Instead of sending traffic from your Google Posts to your home page or your usual landing page, create a unique URL.

That way, you can track everything click that comes to you via the Google Post link and get a good idea of which posts are working – and which ones aren't.

Perfect Your First 100 Characters

As we mentioned above, your Google Post may contain up to 300 characters... but they won't all show up in the Knowledge Panel.

Only the first 100 words will appear there, and that means they must be perfect.

To get the results you want, craft the first 100 words so that they're clear and appealing. You should also take care to make sure that you don't get cut off in the middle of a sentence.

That might sound persnickety, but you want to highlight your value proposition clearly so that people know they want to take action as soon as they see it.

Google Posts are Made to be Shared

One of our favorite things about Google Posts is that they're meant to be shared. In fact, each post has a share button on it, and clicking it will give customers the chance to share it on:

- ☑ Facebook
- ☑ Twitter
- ☑ Google+
- ☑ Email

In addition, each post has a unique URL that people can use to share it in other places.

Keep sharing in mind when you conceptualize your posts, particularly when you're highlighting an event or a new product. They're a great way to get the word out on social media.

Post Frequently

How often should you create a new Google Post? The short answer is: frequently.

Here's why. Each Google Post you create will be live for a maximum of 7 days. The exceptions are:

- ☑ Posts highlighting future events stay active until the event is over
- ☑ If you create more than 10 posts per week, only the most recent 10 will display

Multiple posts display in a carousel format with the newest post first. When the knowledge panel displays, people will be able to see the first two posts in their entirety, plus half of the third.

Keeping the overall display in mind while creating Google Posts can help you attract customers.

Have Future Posts Lined Up

Unfortunately, at this point Google doesn't allow businesses to schedule future posts. It's an inconvenience for sure, but you can still prep your posts in advance and then post them manually.

Since frequent posting is a must, it's a good idea to create several posts at once and have them in the queue so you can share them when the time comes.

Know the Exceptions

While most businesses can take advantage of Google Posts, there's one exception. Businesses in the hotel industry cannot currently create Google Posts. However, that may change in the future.

The other exception you need to know about regards the images you post. As of this writing, videos and GIFs are not supported. You'll need to focus on compelling photographs if you want to create Google Posts.

Want to Increase Your Clicks from Google?

Creating Google Posts provides potential customers with valuable information that can help them make the decision to click, reserve, buy – or to visit your business in person.

CREATING KILLER BLOG TITLES YOUR READERS CAN'T RESIST

The one thing you need to know about creating killer blog titles is...

What? What is it? You need to know...

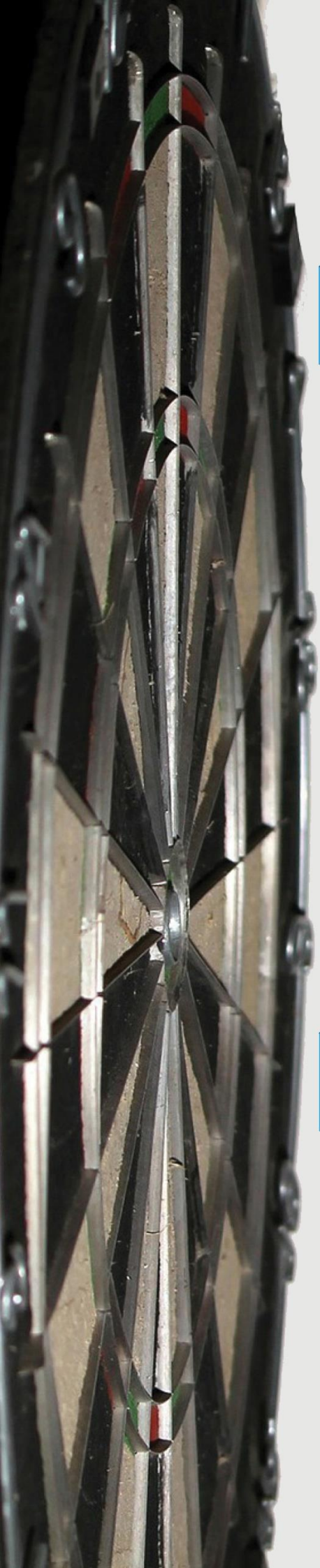
... and that's the point.

The title you put at the top of your blog post can make or break everything that follows. Slap a dull headline there and readers will leave before checking out the first sentence.

But... come up with a compelling headline – the kind that's irresistible to readers – and they'll not only read your post...

They'll share it.
Since virality is a key goal for online content, it shouldn't come as any surprise that writing fantastic blog titles is a skill you need to have in your arsenal.

Here's how to do it.



AIM FOR ACCURACY

Accuracy might seem like a dull bit of advice to start with, but it's hugely important.

Why? Because your title must reflect the content of the post!

If it doesn't, readers may suspect you of pulling a bait and switch – attracting them with a headline that makes promises the rest of the post can't fulfill.

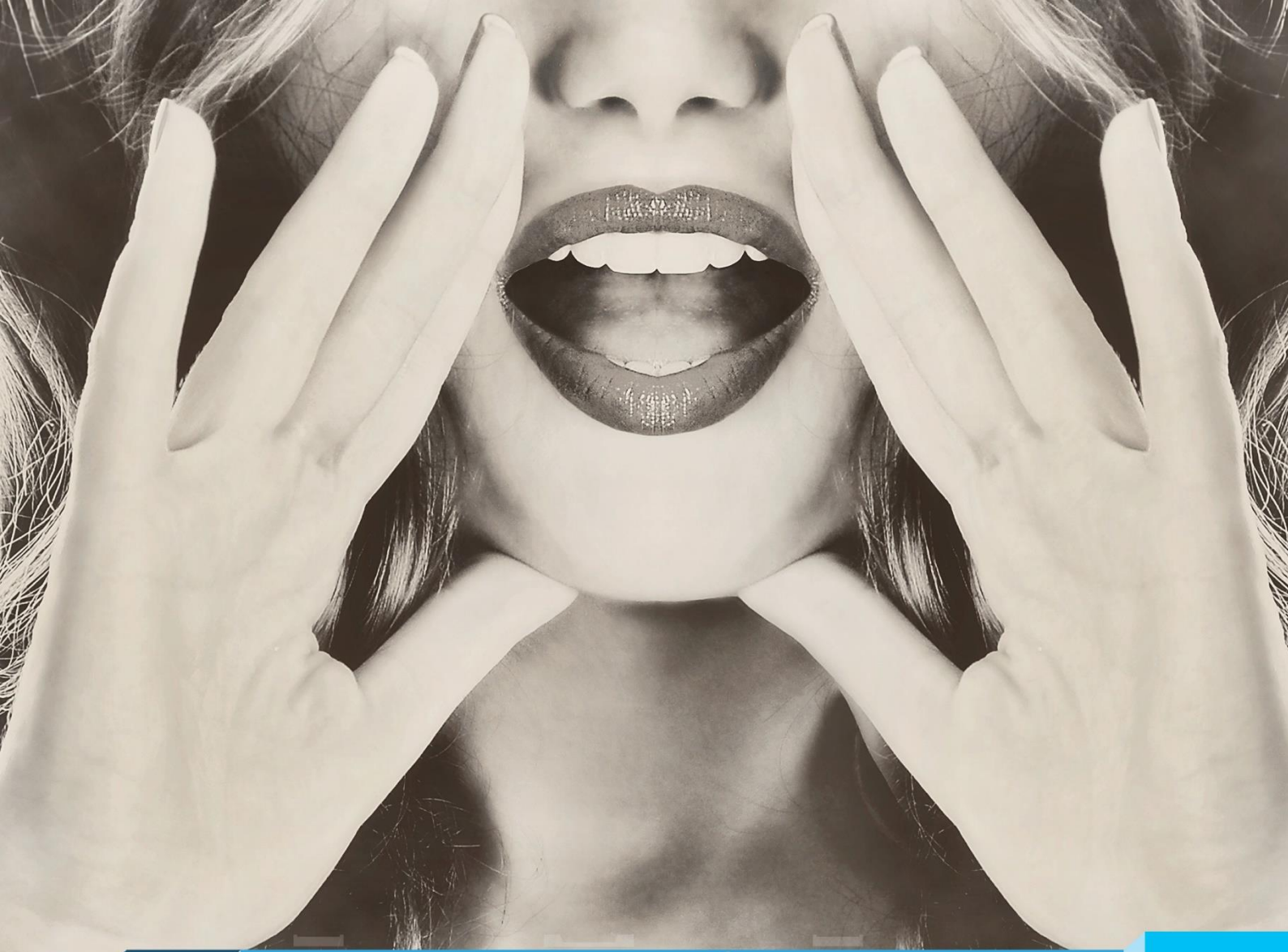
A good way to ensure you achieve this goal is to come up with a working title. It doesn't have to be sexy – we'll get to that later – but it does have to describe the general direction of your piece and what readers can expect to learn.

KEEP YOUR KEYWORDS FRONT AND CENTER

Keywords aren't everything – but they're not nothing, either, especially when it comes to titles.

If you want your blog post to kill it on Google, then you need to make sure that you use your best keyword as close to the beginning of your title as possible.

We'll get into more detail about how to fine-tune your headline later, but identifying keywords is a must. It'll give you the best possible chance of getting a high SERP.



GIVE IT SOME SEXY OOMPH

We're supposed to sell the sizzle and not the steak – so add some sizzle to your blog titles to make sure they're seductive to readers.

Let's look at a few sexy options to try:

Use strong language – selectively. People react to superlatives whether they're positive or negative. In other words, using words like best, worst, brilliant, terrible, love, and hate inspire strong emotions. But... don't overdo it. Everything can't be the best or the worst – so choose wisely.

1. Use a little alliteration. Sometimes, repeating sounds makes titles more appealing. Using two or more words that begin with the same letter can give your title a little something special.
2. Add value to your headline. If you're offering a freebie or giveaway, then bracket it at the end of your headline, like this: Creating Cheat Sheets Customers Crave [TEMPLATE]. The value is clear – and customers will click to get their hands on that enticing template you've promised to give them.
3. Add visuals. Now, you can't make a picture part of your title, but you can let people know that your post includes photos, videos, or an infographic. You have the choice of incorporating a word like "photos" into your title, or bracketing at the end as we did in the example above.
4. Adding just one sexy plus to your title can make a huge difference in the number of clicks you get for your blog post.

USE NUMBERS

How many tips will I get if I read this post?

Readers love numbers. They provide important data about your blog post and help quantify the post's value to your readers. They also provide a sense of certainty in an uncertain world.

A Conductor study found that 36% of readers preferred headlines with numbers – and that more women than men preferred them.

You don't have to use a number in every title, but adding them when it makes sense is smart.

REMEMBER THAT SHORT IS SWEET

A long title might be accurate – but it's also not likely to be very appealing or memorable.

A lot of blog posts have bloated titles that could be made a lot better. Here's an example of a too-long headline that could be improved:

Think You Can Ignore Snapchat for Marketing? Here Are 12 Statistics That Prove You Shouldn't

There's nothing wrong with that title exactly, but it's not exactly bewitching anybody with its elegance or snappiness. We might rewrite it like this:

12 Stats That Show Why Snapchat Should Be in Your Marketing Mix

Not only is the second title better – and more interesting – but it's also shorter. We'll explain more about why that matters in the next tip.

Another thing to keep in mind when shortening blog titles is that the rhythm of your title matters. Even if people are reading it on a screen, they still feel the rhythm as they read it. If your title's clunky, they'll know.

WRITE TITLES FOR SEARCH AND SOCIAL

Do you want your title to show up in full when people search on Google? That means you need less than 70 characters.

Look up above. The first headline – the clunky one – has 92 characters. That means the title will be cut off when it appears on Google.

The second headline has only 63 characters. Readers will be able to see it in its entirety – and that can make a difference when it comes to the number of clicks you get.

Now let's talk about Twitter. You know that the limit for a Tweet is 140 characters – so what does that mean for your blog title?

According to one study, titles shared on Twitter should have between 120 and 130 characters, leaving enough room for the Tweeter to include a brief comment or hashtag.

Of course, Twitter users have the option of shortening a link using bit.ly or another site, but then all the time you put into creating a killer title is wasted because users will have to click to see it.

GET A SECOND OPINION

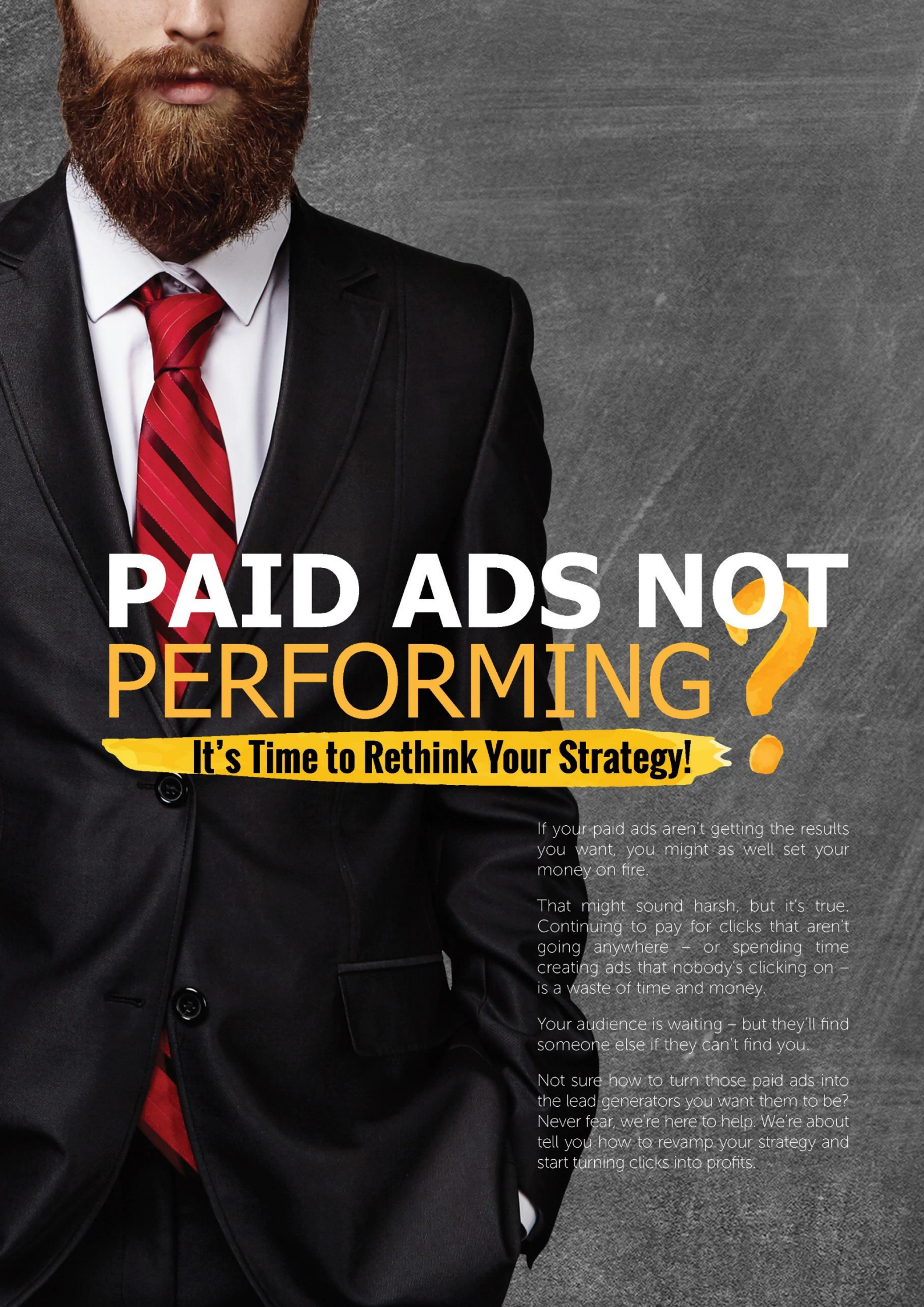
Sometimes, there's no better way to fine-tune a title than to get another pair of eyes on it – particularly if you've been working on it for a while.

Have a trusted friend who's good with words? A marketing buddy who knows what customers want to read? Try sending them your headline and workshopping it a bit.

If you don't have someone to help, then put the headline away and sleep on it. After a day or two, you'll be able to come back to it with fresh eyes – and fresh insight.

Want Your Titles to Slay?

Stop settling for subpar titles and insist on the best. The tips we've shared here will help you craft compelling, killer titles that'll have readers clamoring for your content.



PAID ADS NOT PERFORMING?

It's Time to Rethink Your Strategy!

If your paid ads aren't getting the results you want, you might as well set your money on fire.

That might sound harsh, but it's true. Continuing to pay for clicks that aren't going anywhere – or spending time creating ads that nobody's clicking on – is a waste of time and money.

Your audience is waiting – but they'll find someone else if they can't find you.

Not sure how to turn those paid ads into the lead generators you want them to be? Never fear, we're here to help. We're about tell you how to revamp your strategy and start turning clicks into profits.

STRATEGY? WHAT'S THAT?

Are you mistaking tactics for strategy? A lot of people do – so let's start by defining strategy.

A strategy is the road you take to achieve a goal. It's not specific. It's broad and always has its eyes on the prize.

For example, if you want to increase your sales by 50% with PPC advertising, that's a strategy. Choosing new keywords to target? That's a tactic – one step of many that you use to achieve your goal.

You must know what you want to accomplish with your PPC campaigns before you get started... because knowing helps you map out the road ahead of you.

MOVING THE GOALPOSTS

Before you get excited and start reworking your ads, take a step back. You may have defined a goal – but is it achievable?

Increasing your sales by a certain percent – or generating a chosen number of leads – might be very achievable. Or it might not. If your current campaign is generating ten leads a week, you might not be able to get to a thousand a week in one campaign.

Be realistic. Evaluate your current position and pick a goal that you can reach. It might be a challenge, but it must be within the realm of possibility to be useful.

FIND THE GAPS

You're already running PPC ads... that aren't working... but do you know why they aren't? That's the next step – and proceeding beyond this point without identifying those gaps is a mistake.

Maybe your ads aren't worded persuasively enough. Maybe you're targeting the wrong keywords – or you haven't researched your competition – or you're not retargeting properly.

Whatever they are, those gaps exist. You can't revamp your strategy if you don't acknowledge them.

For many companies and entrepreneurs, that means going back to the drawing board:

- Re-doing (or doing for the first time) keyword research
- Identifying competitors (and the keywords they use)
- Evaluating the wording and images in your ads
- Looking at the rest of your sales funnel and testing it for weaknesses
- Reworking your retargeting strategy

That's a lot – but it's going to be time well spent. You can't hope to get better results from your PPC campaigns if you're not willing to get a little dirty in the process.

Now, let's look at three things you can do to ramp up the clicks you get from your campaigns – and the profits your business earns.

Tip #1:

Double Up on Your Keywords

This first tip is one you can you use if you already have a high SERP placement, and it can help you to dominate the search results if you do it properly.

Let's say you have a page – or a piece of content – that's already ranked near the top on Google. That's great – but you can double down and grab even more PPC traffic for yourself. Here's how.

» Make note of the pages or content with the highest SERP rankings – and the keywords they're ranking for
» Create compelling PPC ads that use the same keywords

Now, your page will appear near the top of the SERP – as it always did. However, you'll also have the advantage of having your ad appear at the top of the page too.

That's a one-two punch that can make your company and content stand out and give you a distinct advantage over your competitors.

Tip #2:

Branch Out and Run Gmail Ads

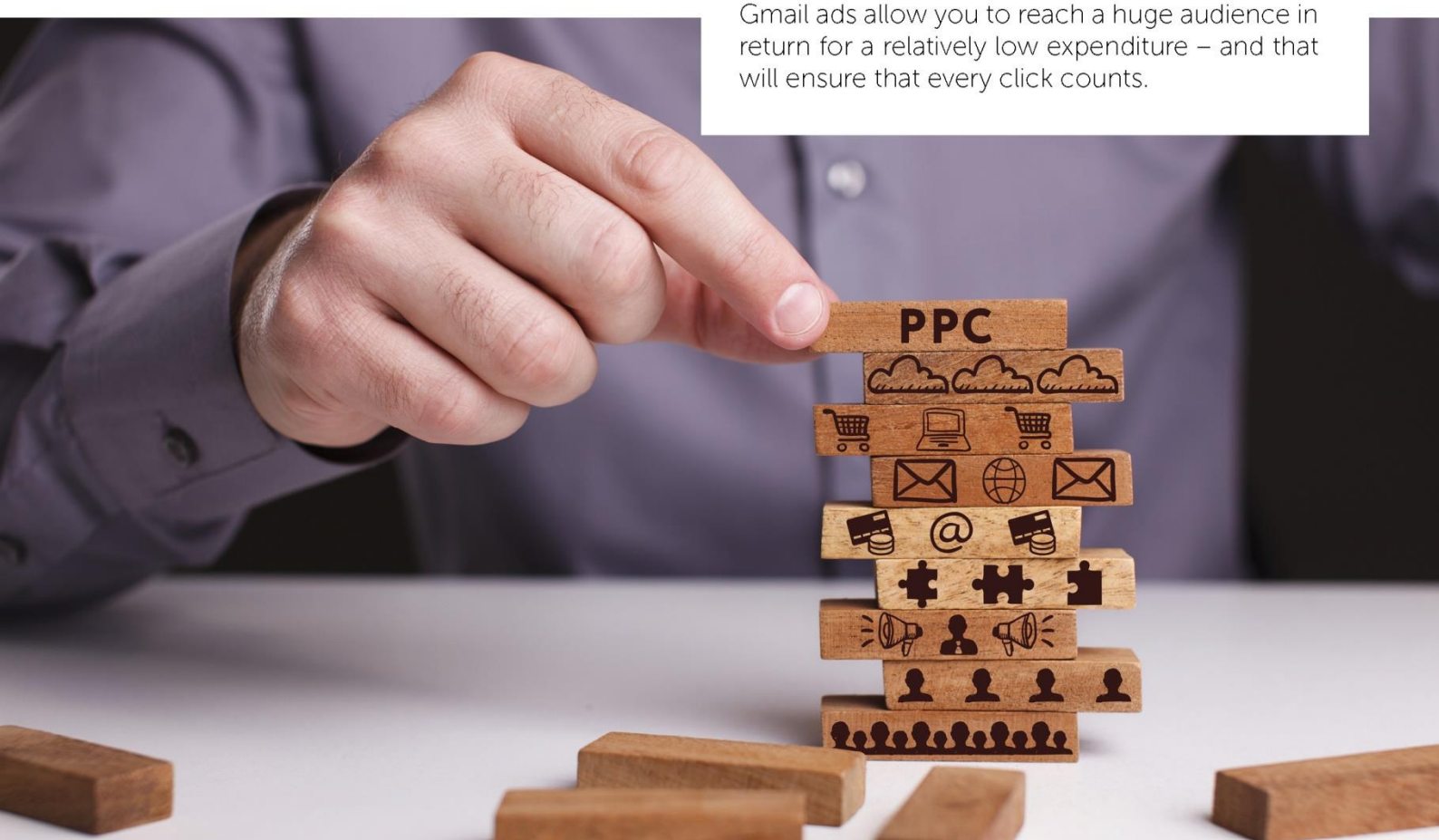
Gmail ads might not be in your marketing mix right now – but they should be. Why? Check out this statistic:

Gmail has 1 billion active monthly users as of 2016! That number's no joke – and that should get your attention..

Gmail ads are affordable and quick to set up – and there are a couple of great ways you can target your competitors' customers. For example:

1. You can target keywords used in emails – and that means you can focus on keywords used by your competitors. Google is ending the practice of mining emails for keywords at the end of the year, but for the next few months you can take advantage of their current targeting methods.
2. Another tactic to try is adding your competitors' URLs to your targeted keywords. This is a sneaky way to reach their customers. However, you do need to keep in mind that Gmail will treat the URL you add as a keyword.

Gmail ads allow you to reach a huge audience in return for a relatively low expenditure – and that will ensure that every click counts.



Tip #3:

Retarget, Retarget, and Retarget Again

You've probably heard the old saying that a customer must be "touched" by a brand between 7 and 10 times before they'll bite and make a purchase.

It would be easy if you could count on customers to visit and revisit your website until they reached their comfort level – but that's not the way it works.

The answer is artful retargeting. By artful, we mean that you need to think about which actions you're going to retarget and how you're going to retarget those customers.

Here are some examples:

1. If people bounce away from your landing page, you might retarget them with an ad with a fresh message and a different value proposition.
2. People who begin to fill out your opt-in form but don't finish might respond to an ad reminding them of the benefits of signing up with you.
3. For those who have opted all the way in but not made a purchase, targeting with a coupon or discount can help close the deal.

Note that all these options use a similar tactic by offering customers something that's the same, but different.

In other words, your ads shouldn't reuse the same copy that's on your website. Users have already seen that and it didn't work, so make sure your retargeting ads offer them something new to think about.

Making Every Click Count...

PPC ads aren't doing you any good if nobody's clicking. If you're going to pay for a click, you want it to mean something – and these ideas can help you get the targeted, pre-qualified traffic you need to succeed.

NEED MORE TARGETED TRAFFIC?

Your business has its own unique needs and challenges when it comes to generating more customers online.

We can help position your business in front of more customers online.Solutions designed to meet your needs and exceed your expectations.

Connect with us today, for free strategy session (valued at $199) no strings attached!

FREE REPORT – CLICK HERE