

Workshop #2: Traffic Building and Local Web Marketing

With millions of websites created every year, traffic (potential clients!) don't often "accidentally" land on your site. You need to know how to draw them there – the tactics for pulling traffic to your site consistently, and building your online credibility. This course teaches you how to use Local Marketing to pull traffic in your local area through the web (and smart phones), as well as the most important low-cost short and long-term techniques for website traffic building.

- Draw more traffic to your website
- Convert your website traffic into prospects (capture their contact information)
- Turn more prospects into paying clients
- Sell more to your clients, more often
- Find your "right people"
- Support your sales process effectively
- Build your organization's web authority and credibility
- Become known as an expert in your field
- Be found in local and cell phone searches
- Build a mailing list that will be a source of repeat sales and income
- Be positioned to sell new products fast

Training includes:

- Telling your story effectively
- Reviewing your product funnel and upsell opportunities
- Creating synergy with web and off-web promotion
- Building inbound links, in the right places
- Using effective commenting strategies
- Embedding links in comments
- Create content with SEO Copywriting
- Understand Local Marketing essentials
- Create traffic with Directory registrations
- Install and configure your Autoresponder
- Create Social Proof and Testimonials
- Get traffic from Article Marketing
- Use free Classified Ads for more traffic
- Add income from Product marketing
- Additional ways to add revenue streams to your site
- Write Web Press Releases
- Decide if affiliates could support your business
- Discover opportunities for Web P.R.
- ... and much more

This is instructor-led, hands on training. You supply the meeting room and internet connection for on-site programs. Scheduling is flexible and can include evening sessions.

This workshop is part 2 of the [Web-Powered Marketing Program](#)