

How to increase your online visibility and revenues, while shrinking your marketing budget - without a web consultant!

Background

According to eMarketeer, more than 89% of online marketing campaigns that involve search engine optimization (SEO) and paid search engine marketing (SEM) are conducted with the help of Internet and web consultants. This new breed of business planner has rapidly grown into a multi-billion dollar industry which relies on the ongoing complexities and dynamics of the Internet and mobile web, to carve out specialist services that are marketed to increase your online visibility and profitability.

There is definitely a place for such expertise but at what cost? In many cases online marketing strategies require an ongoing relationship with the consultant as they regularly analyze, confer and adjust campaigns to suit budgets, competitive land shifts and customer expectations. Such is the perceived value and mystique of SEO and SEM!

But have you ever found an Internet consultant who is prepared to offer his services for free and only expects to be paid, once he has delivered and continues to deliver?

SEO and SEM Software as a Service

There is now a new, emerging class of web 2.0 companies who have developed online, on-demand software and business models that deliver incredible SEO, SEM and Internet marketing results for pricing that can only be described as disruptive!

SaaS (Software as a Service) is a growing online phenomena that delivers business tools to customers as though they were a utility, like water or gas. You simply pay as you go and you pay only for what you use. SaaS technology is always updated with the current software release and customers have the added benefit of downloading new tools and applications as they become available. Web-based, SaaS solutions can be accessed from any web browser, giving you absolute freedom to log into your personalized, user friendly 'dashboard' from anywhere and at any time, making the management and control of all your web properties, a breeze!

How do these online SaaS solutions work?

Every step in the process of customer interaction and data building, key search phrase validation, content optimization and search engine submission is supported through easy to use online tools.



A dedicated management portal allows you to add or delete locations, modify location data, run analytics, manage promotional campaigns, add video fees, send driving instructions to a friend's cell phone and even apply digital tracking for in bound phone calls. These services are designed to be very user friendly and require no special skills or Internet marketing experience.

Here is a typical localized web page with highlighted tools that help visitor conversions. These pages are automated templates that provide you with final editorial control, ensuring that consistent corporate branding and messaging is maintained across your entire location network.

The image shows a screenshot of a web browser displaying a localized page for "Rhino Linings of Stockton". The page layout includes a header with the company logo and several award medals. Below the header, there is a section for the local store with contact information and a map. The main content area features a promotional banner for a "Spin to Win" contest, a section for "Rhino Shine" conditioner, and a large advertisement for "Rhino Linings - Not Just for Trucks!" which highlights three product lines: "Truck Bed", "Marine Tough", and "Haulin' Tough".

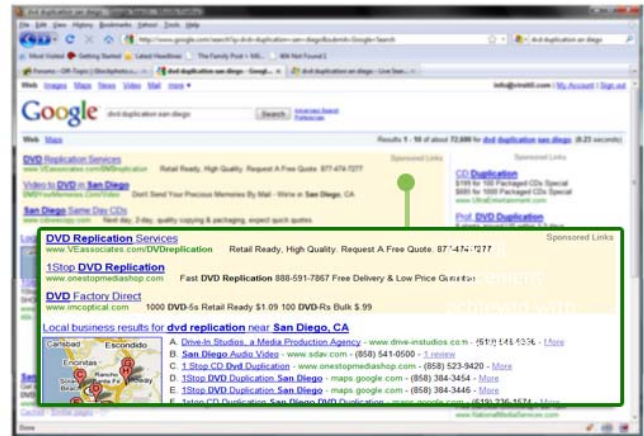
Callouts from green and blue boxes point to specific elements on the page:

- CORPORATE BRANDING:** Points to the main "Rhino Linings" logo.
- LOCAL STORE HOURS AND INFO:** Points to the store name, address, phone number, and hours.
- MAP & DIRECTIONS:** Points to the map showing the store location.
- INTRODUCTION / WELCOME:** Points to the introductory text about the company's history and services.
- CORPORATE PROMOTIONAL:** Points to the "Spin to Win" contest banner.
- CORPORATE MARKETING:** Points to the "Rhino Shine" conditioner advertisement.
- PRODUCT SELECTOR GUIDE:** Points to the "Rhino Linings Product Selector" button.
- CORPORATE MARKETING:** Points to the "Rhino Linings - Not Just for Trucks!" advertisement.

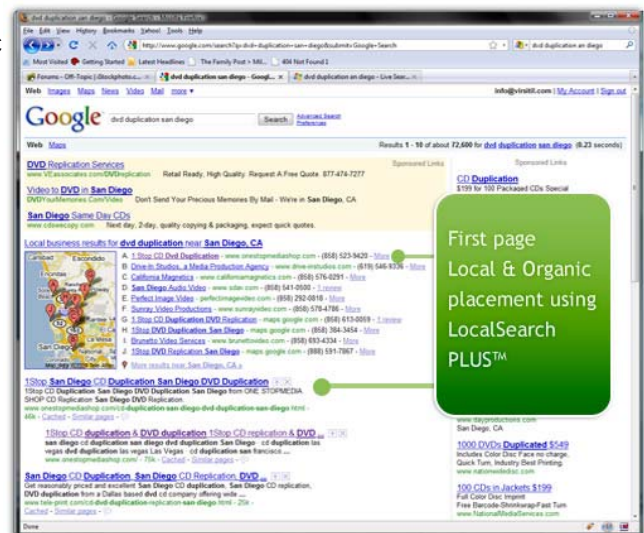
At the bottom of the browser window, a small footer reads: "All dealerships independently owned and operated. ©2009 Rhino Linings Corporation. All rights reserved."

Check out these Results

To the right, is a typical Paid Search result on Google - a pretty good position has been achieved. But remember you are paying for placement so there is no residual benefit when the spending stops, and when there is no budget - your Pay per Click (PPC) placement disappears!



Now compare these results to a typical SaaS solution that is focused only on Local and Organic search placement on Google. As you can see first page placement is dominant, with multiple Organic listings and a great Local (Google Maps) placement. In this example, overall first page visibility is dramatically improved with SaaS Local and Organic Search compared to Paid Search.



“Over 80% of users find what they are looking for by searching online with Google, Yahoo or MSN and clicking on the Organic results and almost 70% of users do not go pass the first page”

How does Pricing and ROI compare to Paid Search?

Online marketing is all about awareness, lead generation and revenue generation and the best way to measure success is to continuously monitor your Return on Investment (ROI).

There are a number of different formulas for calculating your ROI, find one that works for your business model and stick to it, particularly when making comparisons between different service providers and certainly when comparing to existing campaign effectiveness.

A typical ROI calculator for Paid Search (as used by many Internet Yellow Pages directories) would be:

	For Example:
What is your average CPC (Cost per Click)?	\$3 per click
What is your average number of monthly visitors?	1000 visitors
How many of these visitors convert to paying customers?	3% sales conversions
What is your average Gross Profit (GP) per sale?	\$150 per unit sold
ROI Calculation	$\text{Total GP} - \text{Total Cost} / \text{Total Cost}$
Your ROI for this Paid Search campaign is:	50% ROI

This is a great ROI, so how does it compare to a SaaS Search ROI model, such as Top Local Search, Inc?

Check out their live comparison calculator at www.toplocalsearch.com/ROIcalculator and see how their LocalSearch™ solution challenges conventional search wisdom.

LocalSearch™ ROI typically out performs Paid Search by at least 20 or 30 fold!

“For Internet users, Local and Organic search is now more popular and relevant than paid search” (eMarketeer. March, 2009)]

Leverage the power and breadth of your location network

Using an individual web landing page for each of your locations, significantly boosts your search engine ranks.

One of the most powerful features of a LocalSearch™ solution is that the system automatically generates a localized webpage (micro site) for every geographic position - from one to 20,000. Each micro site has embedded technology and content to support search engine relevancy, optimization and

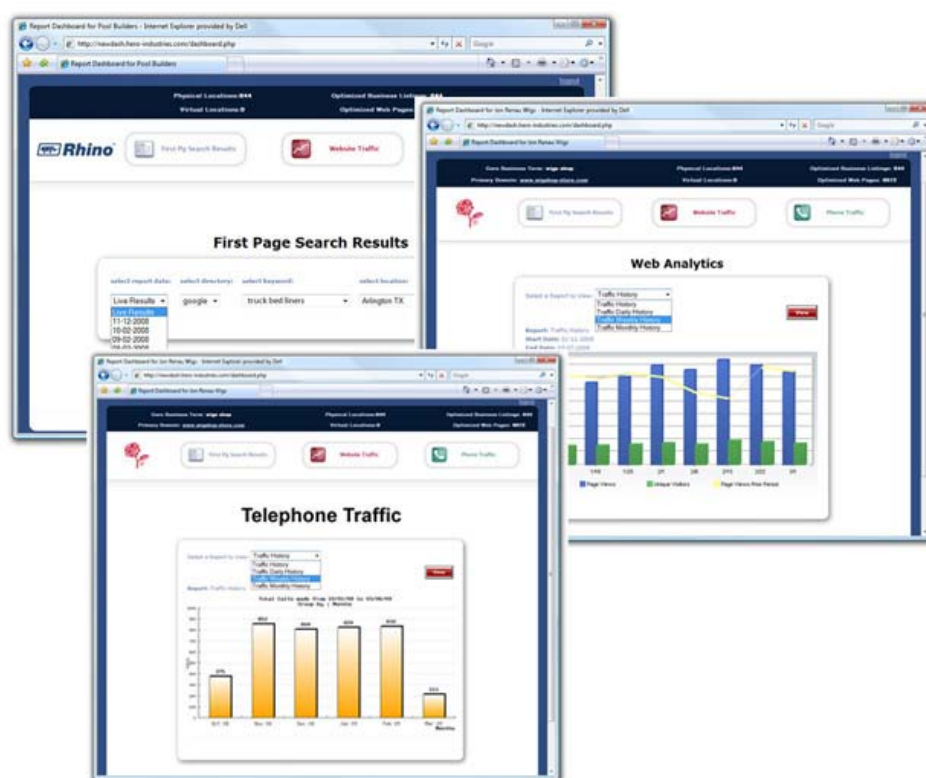
popularity. In particular every location is linked to each other, building ever more relevancy across the network to deliver priority placement for the client, for any State, City or localized search.

As online marketing SaaS is a relatively new phenomena, it is a great time to trial the service with no risk and no commitments. SaaS providers like Top Local Search offer free trial programs and free micro site design with no upfront fees or contract commitments.

For any multi location business, this is a good time to leverage the power of your franchise network and increase visibility and sales for you and your franchisees, dealers or retailers?

Take full control - its easy, no need for any experience

Easy to use management tools are at your fingertips allowing you to check live or historic search results, change key search phrases on the fly, launch online incentive campaigns across your entire location network, plug in new sales conversion tools, assign dedicated phone numbers to every location (great for tracking and training) and much more.



Disruptive business model

Because this SaaS model is online and on-demand it follows a monthly subscription model, similar to how you pay for your web hosting service, Internet Service Provider and even you're Yellow Pages advertising services.

LocalSearch™ has three service bands; LocalSearch Small Business, LocalSearch PLUS™ and LocalSearch PRO™ . You can check out their features and benefits at www.toplocalsearch.com/products

Each offers a guarantee of success or you do not pay and each invites clients to trial first with zero obligations or risk.

Pricing is not dependent upon key search word purchasing or leasing and so your listing achieves immediate residual benefit from day one and only strengthen your ROI over time.

LocalSearch™ pricing is based upon the number of locations you want to list and how many key search phrases you want to host. Pricing can start as low as \$3 per day per location (Retail price for a single location using LocalSearch PRO™).

You will need to call for their multi location, reseller pricing as it is very disruptive!

Maybe it's time to reduce your dependency on Internet consultants and make your marketing dollars go a lot further. With these new SaaS services you are guaranteed to increase your online local visibility, leverage the power of your location network, drive new sales leads and achieve greater market share!