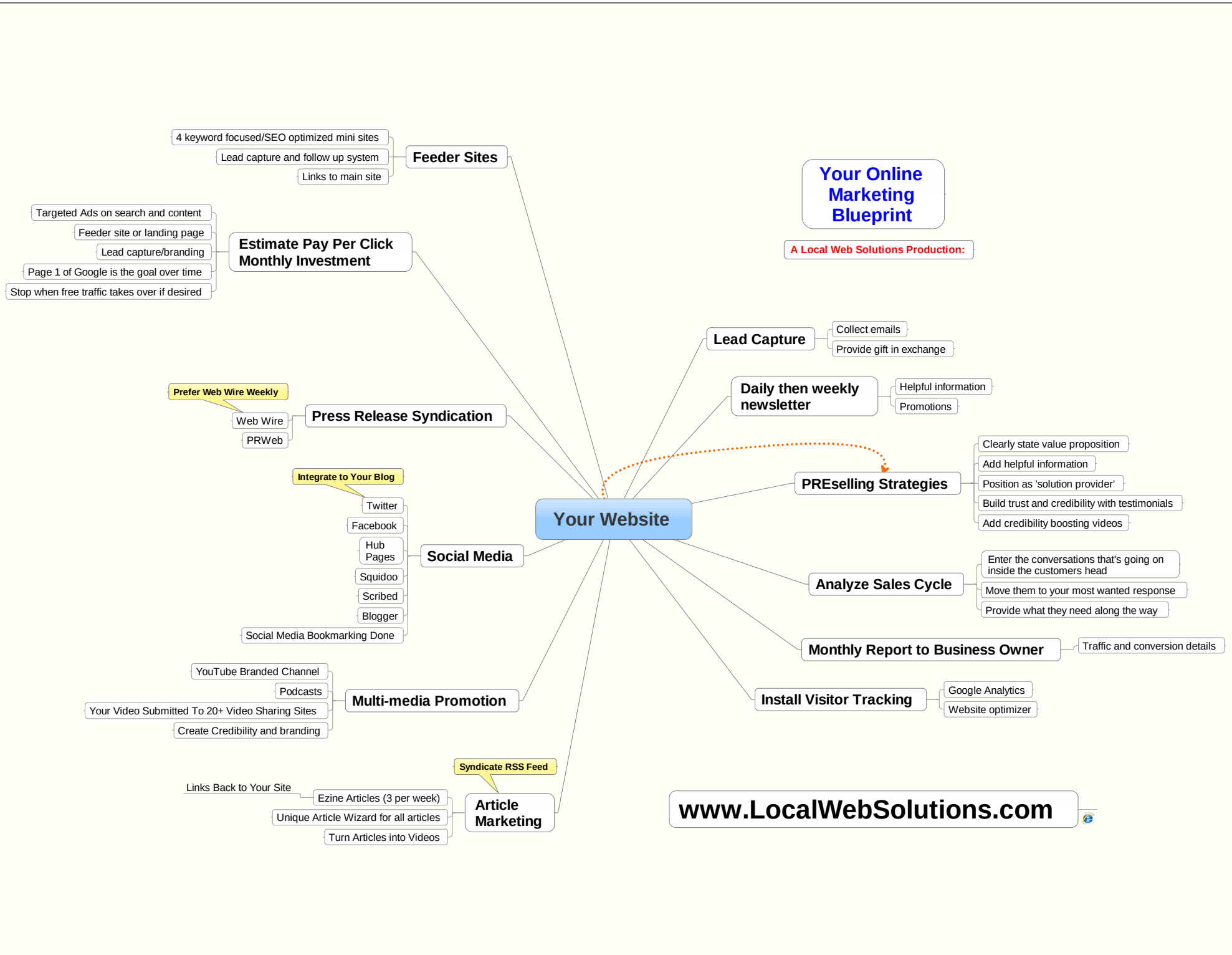
Your Online Marketing Blueprint
A Local Web Solutions Production:
Your Website
Feeder Sites
4 keyword focused/SEO optimized mini sites
Lead capture and follow up system
Links to main site
Estimate Pay Per Click Monthly Investment
Targeted Ads on search and content
Feeder site or landing page
Lead capture/branding
Page 1 of Google is the goal over time
Stop when free traffic takes over if desired
Press Release Syndication
Prefer Web Wire Weekly
Web Wire
PRWeb
Social Media
Integrate to Your Blog
Twitter
Facebook
Hub Pages
Squidoo
Scribed
Blogger
Social Media Bookmarking Done
Multi-media Promotion
YouTube Branded Channel
Podcasts
Your Video Submitted To 20+ Video Sharing Sites
Create Credibility and branding
Article Marketing
Syndicate RSS Feed
Links Back to Your Site
Ezine Articles (3 per week)
Unique Article Wizard for all articles
Turn Articles into Videos
Lead Capture
Collect emails
Provide gift in exchange
Daily then weekly newsletter
Helpful information
Promotions
PREselling Strategies
Clearly state value proposition
Add helpful information
Position as 'solution provider'
Build trust and credibility with testimonials
Add credibility boosting videos
Analyze Sales Cycle
Enter the conversations that's going on inside the customers head
Move them to your most wanted response
Provide what they need along the way
Monthly Report to Business Owner
Traffic and conversion details
Install Visitor Tracking
Google Analytics
Website optimizer
www.LocalWebSolutions.com