

A Simple Strategy to Get Local Business Clients and Build a Lasting Real Business with 6 Figure Potential and More

Lets get the legals out of the way first..

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Just to be clear, I personally run the operation that I am sharing with you below. It is simple, it works and it pays. If you are looking for some really fancy business model, then move on, but if you do, you may have passed by one of the simplest ways to a semi automated online business that can hit 6 figures. I have included some links to resources and some of those links may contain an affiliate link. I use whatever resources I mention in this report.

Getting into the Local Business Marketing Arena is not as hard as many people are making out. In fact it is really just a matter of deciding what service you want to offer first and focussing on that one area until you have either mastered it your self or set up an efficient outsourcing operation. Then add further services as time goes on.

One of the easiest areas to get started in is SEO (Search Engine Optimisation). Although many local businesses get inundated with offers of SEO from several companies with Cold Calling operations set up, there are still many that don't know a thing about SEO or they do know but they do not have the time or the inclination to do it themselves.

Rather than competing directly in the SEO market as someone offering SEO services, there is a much easier and more effective way of getting business from local companies and yet at the same time you are simply providing a backlink service to them. Now don't get concerned thinking you have to do a whole lot of backlinking for each client. I will show you how to get it all done on automatic..and I do not mean spamming.

Back to getting local clients.

What you do is to sell your service as 'Lead generation' because at the end of the day, getting ranked in Google is just to get a click though to a website. That click though is a visitor and visitors can be turned into leads. Every business wants and NEEDS leads...every day. Without leads a business is going nowhere except down. And they know that they NEED leads. But they may not know that getting ranked in Google is one of the best ways of getting those leads.

You have to tell them that.

By positioning your self as a lead generator, you are talking the language of local businesses. They know about leads because that is what they are constantly trying to get more of. Talking SEO, PPC, PPV, On site, OFF site, etc. is not what they want to hear about.

Why Choose to start with lead generation/back linking services?

Recurring income

Recurring income is the best. You get the client, make them happy and keep them happy and they keep paying you every month. You know where you are and you know what you have to do and you know how much you are going to get paid.

A simple service that can be put on auto pilot

If you are starting out, the idea I have for you here couldn't be simpler. If you already provide services to local business, this is a simple and almost

automatic add-on.

By offering a backlinking service that you can easily set up and run on almost automatic, means that your management of a client is minimal. But they are still getting what they want. For most local businesses it should be quite simple to get them onto page one of Google and keep them there with a simple back linking program.

Very low start up cost

Also your upfront cost is minimal, even free if you do it your self and don't count your time.

You are helping local business

It may be something that you have heard a lot of; that you are helping local businesses to survive and profit in these hard times, but that is a fact. It really feels good when you get a call or email from one of your clients saying how well they are doing since they have had you working on their behalf. This has happened to me several times.

Mind set

You may probably have heard the term: "Local Business Consultant" in your travels especially if you frequent the Warrior Forum. You may be a Local Business Consultant already or you may become one, but I suggest you are careful about claiming to be a consultant if you do not really know a lot about local business and their promotion methods. Personally, I see myself as helping local businesses get the leads they need. That's it. No more and no less. I don't claim to be what I am not. I view a consultant as someone who goes through a business, advising them on many ways to enhance their operation. Especially if you are just getting started, keep it simple and don't create headaches where there aren't any!

Selecting a market

The only criteria that I go on when deciding which businesses to target is that they should only need to get one sale or at least one new customer to cover the cost of my service. This way they will be very happy to continue using me. I don't want to be replacing customers every month because they can't afford my service.

Selecting Keywords

To keep it simple just choose your niche and add the city or town after it, e.g.: "dentist Brooklyn", "dentist East London". If you have Market Samurai, use that as it will quickly give you a variety of keywords in the same niche, the number of competing pages and if your interested, the level of difficulty of the competition.

The chances are that most of the local keywords will not have excessive

competition. Aim for less than 30,000 competing pages when you search with your keyword in quotes, e.g.: "dentist east London", but I will consider 50,000 provided they don't expect instant page one results.

In fact even 1 million can be conquered in time. To start with though you want to show them that your service will move their website up in the rankings.

You will find those paying keywords via the Google keyword tool or if you have it use Market Samurai.

paying keywords

Select the keyword terms that are more likely to be paying keywords. Paying keywords are terms such as "solicitor in Leeds", "diamond rings New York", etc. These keywords suggest that the person searching is ready to buy. This means that the searcher is at the end of the sales curve and is ready to buy. For example "dentist east London" will be searched for by someone who needs a dentist. Likewise for "Cosmetic dentist" or "dental implants" all with the place designator on the end, such as "dental implants Leeds"

Getting Clients

Getting clients is actually quite easy. The main thing is to actually do some prospecting. I know a lot of people have fear of cold calling. Me too. Fortunately there are other methods you can use. Eventually you will probably need to speak on the phone to your prospective client but by then they are interested and it is not like a cold call.

Email

Look for sites on page 2 downwards that are in the market that you are interested in approaching. Click on the website listings and either find the email or the onsite contact form and shoot them a simple email, saying "electrician London wanted" or whatever industry or town you are targeting. Include a phone number or email for them to contact you. A phone number is best as it means they are a better prospect simply because people see phoning as much more effort than sending an email.

Flyers

Create a simple flyer offering to get businesses "qualified local leads" with a free trial for 30 days. Keep the flyer simple but also print it with a quality printer. A faded scruffy looking flyer will not say anything very good about you or your service. Hand out a few to local businesses with a website, email address and contact phone number.

Phone calls

Simple but probably the hardest as you have to simply find the phone numbers of businesses that you want to contact and give them a call. Keep a simple script to hand so that you can refer to it while talking to your prospect. The

same temptation applies; that of qualified local leads for their business with a nothing to lose free trial for 30 days.

Referrals

The best source of prospects is from referrals from your existing clients. Obviously this only applies once you have at least one client. Once you get rolling and serve your clients well, they will be only too happy to give referrals. However, they will still need nudging and the temptation of a referral commission for them really helps. Whether you give them a one off 'finders fee' or ongoing affiliate commission or 3 months commission is up to you.

Local directory ads

Like the flyer place simple ads in directories offering your service with the free 30 day trial.

Local directory - contact businesses

Local directories can also be used for sourcing local businesses as prospects. Instead of placing adverts you collect the contact details of local businesses that have business listing there and get in contact with them with your offer.

What do I do when they contact me?

You call or email them back with your offer to get them leads by getting their website ranked on Google with paying keywords. You offer to do the market research for them so you find the best search terms suitable for their business. As already mentioned, the best will be what are called 'paying keywords'.

Offer a 30 day free trial so that you can prove your service to them. At this point you only offer to rank 2 to 3 keywords that:

- a) do not have excessive competition and
- b) are paying keywords. This way you get to show great results inside 30 days plus the paying keywords may well result in them getting a sale too.

Before beginning the linking I insist that they sign up through my Paypal link to a "30 day free trial" that will automatically bill them when the 30 days is up. The last thing you want to do is to start chasing prospects for money once they have completed the 30 days. If they are not willing to sign up for a free trial it means they are not serious and will just take you for a ride. Respect your time and your service and if they are not willing to commit to signing up for the free trial then forget them and move on. There's plenty more fish in the sea.

Once you have a prospect signup for your back linking service, you need to confirm with them exactly what you are doing for them. Send an email setting out which keywords you are targeting, how much the service will cost provided they continue and when billing will begin. Just be totally upfront about

everything.

How much to Charge?

I charge anything from £150 a month to £300 a month depending on the type of business and the level of keyword difficulty. Remember that they will make an awful lot of money by you getting them to page one of Google, so don't under charge yourself. Also do not over charge otherwise you won't keep the client very long. I have had clients paying me £280 a month for over 2 years. That makes it £3360 a year a client. That's not to be sniffed at!

End of the day, it's your call and you need to take into account the region and country that you are working in.

What if the business does not have a website?

If you do not want to get involved in building websites then simply move on. There is plenty of business out there without having to get involved in what you don't want to.

If you are happy about offering website design then you have just got your self a new income stream. Either do it yourself (a simple html site will be fine or use Wordpress) or outsource it. The good thing about building the website for the business is that you can create it with all the relevant on site SEO. That will make your job of getting it ranked a lot easier. Once built, sign them up for your back linking offer. Your pricing structure for offering website design and even hosting is up to you and to keep this report on target I won't go more into that here.

What to do once the prospect has signed up?

You have already done your preliminary keyword research so you know the main keywords that the business is aiming for. Also let them tell you what they want to rank for, but offer advice if you understand that they are not being realistic, eg, they want to rank for "insurance".

Drill down to find a bunch of keywords related to their business and assemble them into sensible categories. For example finding the keywords related to a dentist. You can categorise the main keywords as Dentist, dental implants, teeth whitening, dental hygiene, etc and then find relevant keywords under each category. Keep it simple and don't complicate it.

The next step is to suggest some on site changes...

On site SEO

Don't be alarmed. Keep it simple. To help get fast results I write up a few simple suggestions for the client to follow. Remember that you are going to rank PAGES and not WEBSITES, so each web page needs to be focussing on one main keyword.

In most cases I find that the client has a web-master who is usually very difficult to contact, or their nephew is learning web design and 'looks after' their site, etc. I convey the importance of the changes but insist on one: The title tag must contain the keyword we are targeting

Title tags and meta content.

When you do a search in Google or other search engines, the result in blue is the title tag of the page and the wording underneath is what has been pulled and indexed from that page.

For this reason and that the title tag is the most influential on site SEO factor we need to get it right. Come up with a suggestion of an enticing title tag that includes the keyword. Remember we need people to click on it as well as the search engines to rank the page.

Meta description has little SEO impact but it can make a big difference to the amount of clicks your page gets. For this reason make it interesting and contain the keyword you are targeting. If you don't Google will pull content from anywhere on the page that it thinks is relevant. It often doesn't make much sense.

Call to action

Make sure the client has their call to action clearly displayed on the page, i.e., that visitors easily understand what the web page wants them to do and clearly shows how to do it. So phone number, email and address if necessary should be obvious and not just on the contact page.

In essence I aim for one page, one keyword, but even if that is not possible, at least get the keyword in the title tag. This makes a lot of difference to ranking. I go through each clients site and list the urls, what the title tag should be, recommend adding the keyword a few times onto the relevant page. Suggest getting the keyword into the H1 tags too and when the client adds any more pages, get them to use the keyword in the url, e.g.:

"www.shineytoothdentists.com/dental_implants_leeds.php

So, in essence:

One page, one main keyword

Title tags to contain keyword

Meta desc (so a great call to action shows up in Google)

Proper urls keyword optimised

H1 tags keyword focused

Decent amount of content

Site to have their call to action clearly displayed

phone no

email

fax

address

You can of course charge more for all of this, especially if you are doing it all for them. So far I don't but that's just me.

Off site SEO

This is where our backlinking service comes in. Google ranks sites based on onsite factors and back links. Backlinks that are anchor text, with the keyword in them, from a variety of sources and within content is what they are looking for. The higher Page Rank the PAGE is (not the site) the more power that link has.

The anchor text means that the keyword is hyper linked to the target web page, e.g.: `The BBC` will show up as '**The BBC**' on a web page and will take you to the BBC home page if you click on it.

Or more in line with what we are doing:

`<a href= "www.shineytoothdentists.com/dental_implants_leeds.php"<dental implants Leeds` will show up as 'dental implants Leeds' and click through to the url in the hyper link.

You also want your links not to have the "nofollow" tag on them, that is, the value of the link needs to be credited to the site it is pointing to.

The links need to be pointing to sub pages and not just the home page

There are a number of ways to get links.

Generally a link that is within anchor text and is contextual, that is it is included within or next to relevant content is regarded as more meaningful than a bare link.

You can buy the profile packages that are available from certain vendors and set up lots of profiles with a link pointing back to your site

Blog commenting. You can get software to help you to find blogs that allow commenting, that have some PR and do not use the "no_follow" tag. Then you post a relevant comment on the blog and hope it gets accepted. Some blogs have auto approve comments but they tend to get a lot of spam comments.

Getting Links Using Automation Services

Because the effort of getting backlinks is so laborious and slow by hand several methods of automation have emerged. The two main types are automated tools that blast out your links and anchor text to all sorts of profiles, blog comments, guest books, forums, etc. The other type are those that have their own network of blogs or sites that they allow you to place a link on.

SENUke

SENUke was the first real contender in the art and science of automated link building. It creates user accounts on many blog, web 2.0 and profile platforms that you can then post content too along with your links. With proper training this tool can be quite effective but is mostly good at getting fast rankings that do not need to stay on page one for long. The other purpose of this tool is to build up a network of sites that funnel the link juice through to the target/money site.

I use this, but not for clients very much as it takes me too much involvement to get the results I need. Great for short term affiliate marketing though.

Linkvana

Linkvana is a service that has a large number of its own hosted blogs upon which you can submit posts of at least 100 words. There is one price for the service but you have to write all the posts or outsource that part which of course adds to the over all cost. I have used this service for many months but could not write enough posts to make it worth while. I outsourced that part but it got very expensive. It may be right for you. You can find it here: [Linkvana](#)

Linxboss

This is my favourite. The reason is because it is the most automated. You get 1,000 links that you can apply to 5 domains. Each link is posted along with up to 500 words of content pulled from their content database and submitted with your anchor text link embedded. The posts are put on their own constantly growing network of sites and blogs that range from PR0 to PR7. All are do follow links.

Additionally, the Linxboss program will automatically search the internet to find all backlinks pointing to the domain that has been placed in the system and create more back links to those found backlinks which means that the links already existing on the internet AND the ones you get from Linxboss will become stringer and stronger over time.

It also recommends authority sites that you can go out and get a link on to further help your rankings. These authority links can then be added into the section that further strengthens the links.

You also get regular keyword position data so there is no need to run your own queries regarding the position of your clients site for any keywords. Just download the report and send it to your client. You can choose Google US, UK or Aus.

They are also continually updating the program

The reason I like it the most is because once I set up a client via the control panel and apply whatever keywords we are targeting, it is pretty much on autopilot. No posts to write or outsource. I get great results for my clients.

If you want to buy more positions the price gets progressively cheaper as you purchase more of the service.

By using this service it allows for more time to be spent on sourcing more clients and keeping in contact with existing ones.

You can [find out more about Linxboss Here](#)

One last thing about back linking..

Although the services that I recommend are very good, it is still a good precaution to get some additional links from separate sources. This is because your client's site will then not be having links all from one company's network (even though Linxboss use several separate platforms and networks). It will also increase the 'link diversity' too which can only help. One of the better places to find help with this is the Warrior forum's web services section. There are plenty of Warriors offering back linking services there.

Follow up with your new client

Once you have got a client immediately run a check on their current position for all the keywords that you are going to rank them for. While you're at it, you should also check the position they are at for all the other keywords related to their niche.

Place them in an Excel file or similar and run a check every week. After the first week send them the Excel file with any notes that you may want to include. In almost all cases there is a progressive climb in rankings for the targeted keywords and often a climb in rankings for keywords you are not specifically targeting but that get the benefit of the additional links pointing to the site.

Send the updated file every week. By the end of the 4th week they should be seeing at least a reasonable improvement in their rankings.

You do not have to promise Page 1 in 30 days. You just have to show that your service gets results. Make them understand that getting consistent rankings is not an overnight job and that they need to let it run for a good 3 months to get comprehensive ranking improvement and start seeing some page 1 positions.

Having said that, in my experience a lot of my clients' pages have shot up to page 1 within 30 days, only I don't promise it.

Final Thoughts

Once you have got clients on board with you and you are delivering what you promised you would, then the door is open for you too offer more services such as video marketing, Email marketing, Local Placement Page and many more.

You could build up a large client portfolio and even sell it as an entire going concern for quite a large amount as it would be a going concern with great additional potential.

I hope by now you feel that getting leads for local businesses by providing a backlinking service is a very simple exercise. I have tried many things and still this is what has paid me the most and has in fact been easiest to work with. Another benefit is that some of my clients are more like friends rather than only business relationships.

Resources at a glance:

[The Warrior Forum](#)

Local directories:

U.S.

[Local.com](#)

[City Search](#)

[Insider Pages](#)

[Yellow Pages](#)

U.K.

[Gumtree.co.uk](#)

[Thompsonlocal.co.uk](#)

[Scout UK](#)

[Touch Local UK](#)

[We Love Local UK](#)

Automated Link Building

[SENUke](#)

[Linkvana](#)

[Linxboss](#)