

# Take Control Of Your Internet Marketing

*Including how to build and run an amazingly successful website!*



## INTERNET MARKETING SKILLS CHECKLIST

Helping a client build and implement an effective internet marketing strategy requires an initial assessment to see exactly where they need assistance. More often than not, your client will NOT come in asking for internet marketing help. They will say, “Do you have a class in how to set up a Facebook page?” or “Do you have someone who can help me with my website?” or “How do I get on Google?”

By doing this initial evaluation, you can learn about your client’s knowledge and understanding of all aspects of internet marketing. You will be able to determine how best to assist them to achieve the objectives that led them to ask for assistance.

Almost everyone understands that internet marketing is essential. Too many small business owners fail to understand how the most visible components of internet marketing, Facebook, websites, SERPs, review sites etc. work together to create a successful internet marketing strategy.

**Working together with your client to fill out this checklist will help you both to understand where to begin to create that effective, comprehensive internet marketing strategy.**

**1. I have claimed my Google Places Page, following Google’s guidelines and instructions.**

This is important because Google Places gives your client an opportunity to provide Google very specific information that can affect search results both on SERPs and Google Maps.

**2. I know how to update my Google Places Page.**

Google provides several methods for updating a places page with coupons, and current information. Any time an opportunity to update Google is provided, a business should take advantage of it. This will show you if your client understands this.

**3. I have claimed my business on review sites specific to my industry.**

Your client may be concerned about the loss of control of their business marketing message that review sites have created. They are avoiding having anything to do with review sites, feeling that if they ignore them they’ll just go away. The internet has transformed a business’s ability to manage their marketing message. The customer has more control than ever, especially if a business owner doesn’t get into the conversation. A business owner can direct the conversation by claiming their business on review sites, and responding to reviews.

**4. I have googled myself and my business and followed the links to any websites that mention me and my business.**

Mentions on websites and review sites can be years old. By googling themselves, your client will have a better understanding of their current online reputation.



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**5. I have set up Google Alerts for myself, my principle business partners and my business name so that I know immediately when new mentions happen.**

Alerts can give your client immediate feedback for new internet marketing efforts, new reviews and links. It is free reputation management! At a time when anyone is free to say anything about a business or person, Alerts help a business owner to stay in control. It is a simple but profoundly important tool that every business should know about and use.

**6. I know and understand the needs and desires of the 1 to 3 customer types who I rely on to pay my bills. I wish I had a 100 or 1000 more just like them.**

In the past, when traditional spray and pray marketing didn't require the focused targeting that long tail marketing does, the fact that many small business owners couldn't articulate this information wasn't a serious problem. Now, continuing to use old marketing techniques that don't intensely focus on customers can spell the demise of a business. Attraction based internet marketing means being where a customer is searching, using the keyword search phrases she is using and using the techniques necessary to connect with that customer on HER terms. General demographic information won't get your client what he or she needs. He or she is in almost daily contact with his or her customer, so the required detailed, intimate information is at their fingertips. They just need to access it and be ready to integrate that information into their attraction-based internet marketing.

**7. I know the keyword phrases that my customer is likely to be using to find my business online. I have a list of these words that I refer to regularly as I create online advertising, webpage and social media content..**

Turning the business assets that are the foundation of a successful business into a list of keyword phrases customers will use to find a business online is a new marketing housekeeping effort specifically associated with internet marketing. Never before in the history of marketing, has it been easier to succeed and conversely, easier to fail based on missing the mark with the words used in describing online what a business is and does. Part of a comprehensive training must be helping a business owner generate, update and use this list of phrases.

**8. I understand and use Facebook to communicate and interact with friends, family and people with whom I share interests.**

Too many small business owners do not maintain personal Facebook profiles, which means that they do not have a working knowledge of how social media works. Facebook business page owners without this experience tend to use their page as an online advertising tool rather than as a resource for connecting with and interacting with customers and potential customers. Maintaining a personal Facebook presence provides a social media training ground that translates into better use of all social media for business.

**9. I have a website that I can update myself.**



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A static website that is managed by a webmaster who charges for their time means that more often than not, the website is not being regularly updated. Static websites fall out of first page Google search results very quickly as sites with fresh content take over those spaces. With WordPress technology, updating is as easy as word processing. Nobody should have to rely on a web master for day-to-day updates. Period.

## 10. I own my URL and know all the passwords necessary for getting into my website, and my hosting company.

This is a serious problem for many small local business owners who have paid someone to purchase their URL and set up their website. Giving this information away is like having someone else own their business name and hold the keys to their front door.

## 11. I know how to add new content to my own website.

With WordPress, this is a skill that anyone can easily learn. The WordPress visual editor has a palette with symbols familiar to anyone who uses a word processing program. This can be easily taught. In addition, determine if the business owner can update the look of their website. This is an additional set of skills that can save a small business owner big bucks to know.

## 12. I understand what SEO is and how to optimize the pages on my website so that they have the best possible chance of appearing on search page 1 for the keyword phrases I am targeting.

Search Engine Optimization is not the arcane unknowable realm many small local business owners have been lead to believe it is. Understanding and adhering to a few key principals can turn your client into an internet marketing star. Not knowing and following simple SEO procedures can relegate even the most beautiful website to page 2 to page 999, any of which means they won't be seen by potential customers.

## 13. I have a blog on my website and understand how to use it to connect with loyal and potential customers.

Too many small local business owners cringe at the thought of maintaining a blog. Research shows that it is one of the best tools available for building relationships with potential customers and maintaining connection with loyal customers. Learning how to use a blog will demystify the process and help a client turn their vast knowledge of their business sector into a useful marketing tool.

## 14. I use email marketing and maintain an email list through a recognized email marketing service.

Many small local business owners maintain a significant list of customer's emails. They often use their own email service, not realizing that many of the group emails they send may be blocked as a result. They also don't realize the danger to their customers that this process causes. Your client may not know that using an email marketing service such as MailChimp, AWeber or Constant Contact protects the customer as well as giving them, the business owner, flexibility in how and when they send out email messages. Clients who do not use email marketing are missing a far more lucrative opportunity than other social media options offer.



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## 15. I have a social media presence, using the platforms most used by my customers.

When most small business owners think of social media, they think of Facebook. With close to a billion users, in all likelihood, their customers are on Facebook. However, instead of trying to maintain a presence everywhere, your client would be well advised to concentrate on the platforms used most often by their customer.

## 16. I have the skills to effectively use the social media platforms where my customer spends time.

Knowing this will help you determine what type of training your client needs. If their customers primarily use Pinterest and they (the business owner) are primarily skilled at maintaining a Facebook business page, perhaps, a Pinterest training session would be more beneficial.

## 17. I have a plan to help me execute my internet marketing strategy.

“Not enough time!” is the biggest complaint you will hear from a small local business owner faced with maintaining a website, social media, email marketing, and blogging, as well as keeping books, buying for the business and having a private life. For many business owners, the overwhelm leads them to opt do nothing online, the most dangerous option possible in a time when most people are using the internet for everything from research to buying, from socializing to sharing their experiences regarding the products and service they use..

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## After completing this survey with your client, you will have a better understanding of where to provide assistance.

You will be able to quickly refer the client to a training series that you already offer. You might discover needs that can easily be served with new classes and workshops.

You may learn that the needs of many small business owners, far outstrip your organization’s ability to provide the internet marketing training they require.

## We at Take Control of Your Internet Marketing would like to offer a solution for clients whose training needs are more extensive that your training programs can serve.

Every one of the 17 needs outlined in this checklist is covered in our video training program.

By partnering with us, your clients’ needs will be met, and as your partner, we will be able to work together to make certain that your clients’ training will be integrated as part of the services you provide.

They will continue to see you and your organization as the source of their success. Your trainers will have access to the Take Control lessons free of charge, so will be equipped to answer any questions clients bring to you rather than using our services to get help.

## Questions? Contact us or check our “Training Partners” page at [TakeControlOfYourInternetMarketing.com](http://TakeControlOfYourInternetMarketing.com).