

With the Power of Digital Marketing





Mortgage Broker Marketing –Internet Marketing & SEO Guide

Introduction

In this guide we will cover:

Chapter 1: Why Internet marketing & SEO is important for Mortgage Companies

Chapter 2: Understanding the search engines (PPC vs. Organic vs. Map Listings)

Chapter 3: How to get your company on the Google map

- a. Step-by-step guide to claiming your Google My Business listings
- b. Google Maps optimization best practices

Chapter 4: How to Setup Your Website

Chapter 5: Website Conversions into Leads

Chapter 6: Social Media Marketing

Chapter 7: Video Marketing

Chapter 8: Email Marketing

Chapter 9: Overview of PPC

Chapter 10: Maximizing PPC

Chapter 11: Most Important Online Directories for Mortgage Companies

Chapter 12: How to Track Measure and Evaluate Your Marketing

Chapter 13: Next Steps

Chapter 14: Does This Really Work

Chapter 15: Top 10 Internet Marketing Scams

Chapter 16: Resource Links

Chapter 17: About The Authors



Introduction

Thanks for downloading our Internet marketing & SEO Guide for Mortgage Companies. In this guide we will walk you step-by-step through the process of claiming your map listing, optimizing your website from an SEO perspective and explain:

- How the search engines work (PPC vs. map listings vs. organic) and what you need to do to handle each for maximum return.
- How the map listings work & how to get your mortgage company listed on the map.
- Our search engine optimization strategy for Mortgage Companies.
- The 38 most frequently searched mortgage keywords. This single insight is invaluable for you as a mortgage company.
- The most important online directories that you MUST be listed on.
- Our social media strategy specifically for the mortgage industry.



CHAPTER 1

Why Internet Marketing & SEO Is Important For Mortgage Companies



Why SEO Is So Important For Mortgage Companies

Most Mortgage Companies already understand that the Internet & search engines are EXTREMELY important to the long term growth and sustainability of their business but occasionally I get the question "Why are search engines and search engine marketing so important to the Mortgage Industry?"

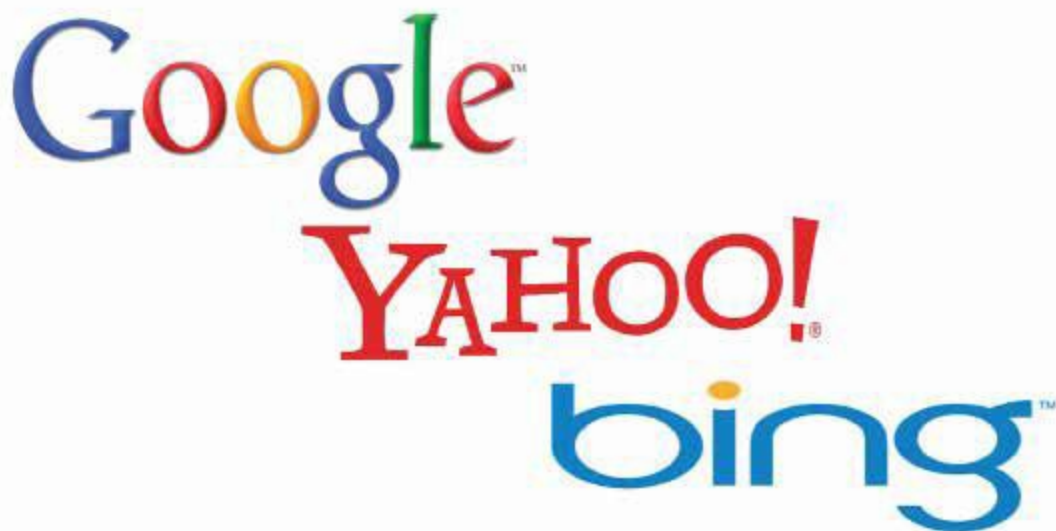
Yellow Pages Are No Longer Effective

It used to be that the #1 place consumers looked when they needed a mortgage was the Yellow Pages. In today's market, very few people still reference the printed Yellow Pages. In fact the new generation has not even been exposed to the Yellow Pages and only know the Internet as a way to search for local businesses.

Where do they go now?

They look on the search engines (Google, Yahoo, Bing & others) and social media sites (Facebook & Twitter) asking for referrals from their friends and family.

- A new survey of 2,000 consumers found that 86 percent of those surveyed used the Internet to find a local business.
- 74 percent of the respondents said they use a search engine when they are looking for a local retail or service business.





If you're not showing up on page one of Google, Yahoo & Bing for the mortgage related keywords in your area, then you are missing a major opportunity! In this guide we will show you how you can ensure that you put your best foot forward and show up in as many local mortgage related searches in your area as possible.



CHAPTER 2

Understanding The Search Engines

(PPC vs. Organic vs. Map Listings)

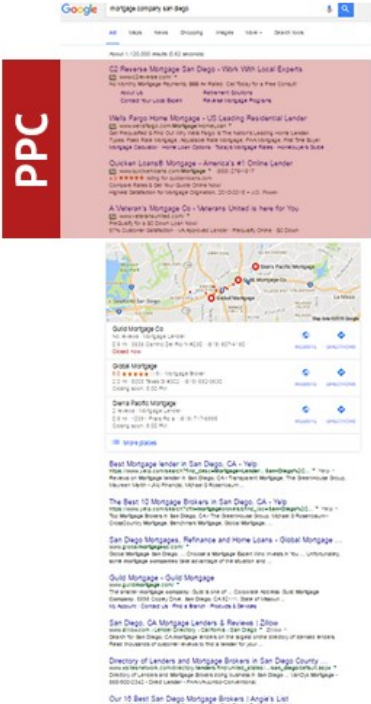





Understanding How The Search Engines Work

Over the past ten years the way the search engines work has changed significantly; especially with the introduction of the Google map listings (Google Plus Local) to the search results for local search. A majority of the mortgage companies we talk with are confused about how the search engines work and the differences between the map listings, organic listings & the paid / Pay-Per-Click listings.

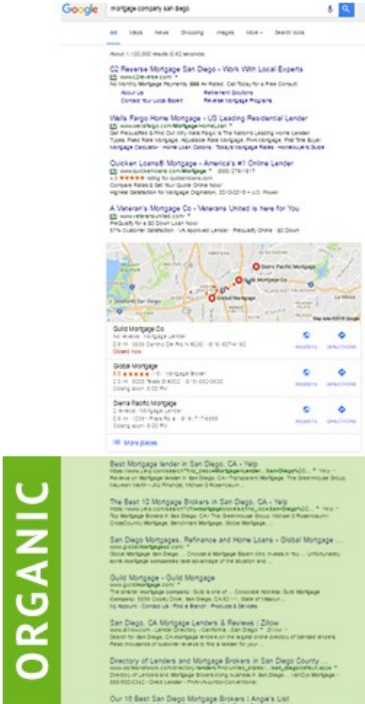
PPC



MAP



ORGANIC





In this section we wanted to take a few minutes to DEMISTIFY the search engines and break down the anatomy of the search engine results page (SERPs). By understanding how each component works, you can formulate a strategy to maximize the results of each.

There are 3 core components of the search engines results page:

- Paid / PPC Listings
- Map Listings
- Organic Listings

Paid / PPC Listings

In the paid section of the search engines you are able to select the keywords that are relevant to you and then pay to be listed in this area. The reason it is referred to PPC or Pay-Per-Click is because rather than paying a flat monthly or daily fee for placement, you simply pay each time someone clicks on the link. The PPC platform is based on a bidding system and the company that bids the highest gets the best placement. PPC is still a good way to market your business online, but should be thought of as a short term marketing solution. PPC can get very expensive very fast, with some keywords costing as much as \$60.00 per click in the mortgage industry.

Map Listings

The map listings have become very important because it is the first thing that comes up in the search results for most locally based searches. If someone searches "Mortgage broker + your city" chances are the map listings will be the first thing they look at. Unlike the paid section of the search engine, you can't buy your way into the map listings you have to earn it, and once you do, there is no per click cost associated with being in this section of the search engine. We will share our Google Places optimization strategy with you later in this guide and show you exactly what needs to be done to obtain page one placement in the map section of the search results.



Organic Listings

The organic / natural section of the search engine results page appears directly beneath the map listings in many local searches, but appears directly beneath the paid listings in the absence of the map listings (the map section only shows up in specific local searches). Similar to the map listings, you can't pay your way into this section of the search engines and there is no per click cost associated with it. We will share our search engine optimization strategy with you in Section 5 of this guide. Now that you understand the 3 major components of the search engine results and the differences between paid listings, map listings & organic listings you might wonder... "What section is most important?" This is a question that we receive from Mortgage Companies every day.

The fact is that all three components are important and each should have a place in your online marketing program because you want to show up as often as possible when someone is searching for your mortgage brokering services in your area. With that said, assuming you are operating on a limited budget and need to make each marketing dollar count; you need to focus your investment on the sections that are going to drive the strongest return on investment. Research indicates that a vast majority of the population look directly at the organic & map listings when searching and their eyes simply glance over the paid listings.

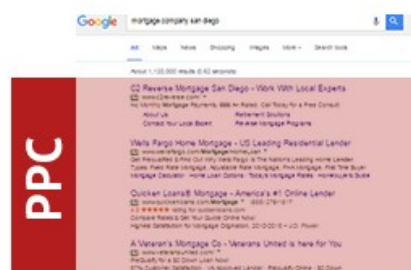
This heat map indicates where the searcher tends to view as they come onto a search engine results page.



Where People Click On The Google Search Engine Results Pages

28%
of the clicks

Pay per click areas:
These results have been paid for by advertisers through Google's Adwords Program



72%
of the clicks

Natural results:
These results are not paid for; they're the product of Google's crawling the web and processing what it finds.



So if you are operating on a limited budget and need to get the best bang for your buck, you should start by focusing your efforts on the area that gets the most clicks at the lowest cost. We have found that placement in the organic and map section on the search engines drive a SIGNIFICANTLY better return on investment than Pay-Per-Click marketing.

So how can you get your mortgage company listed in the organic and map listings?

That is what we are going to be covering in the following chapters.

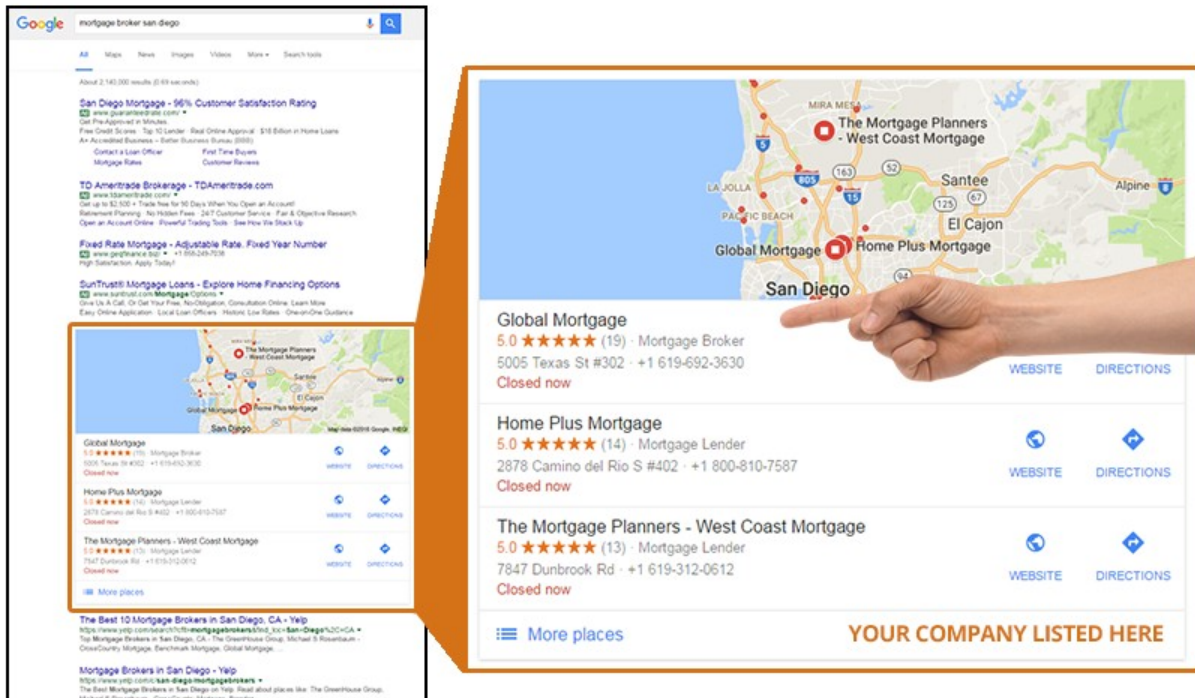


CHAPTER 3

How To Get Your Company On The Google Map

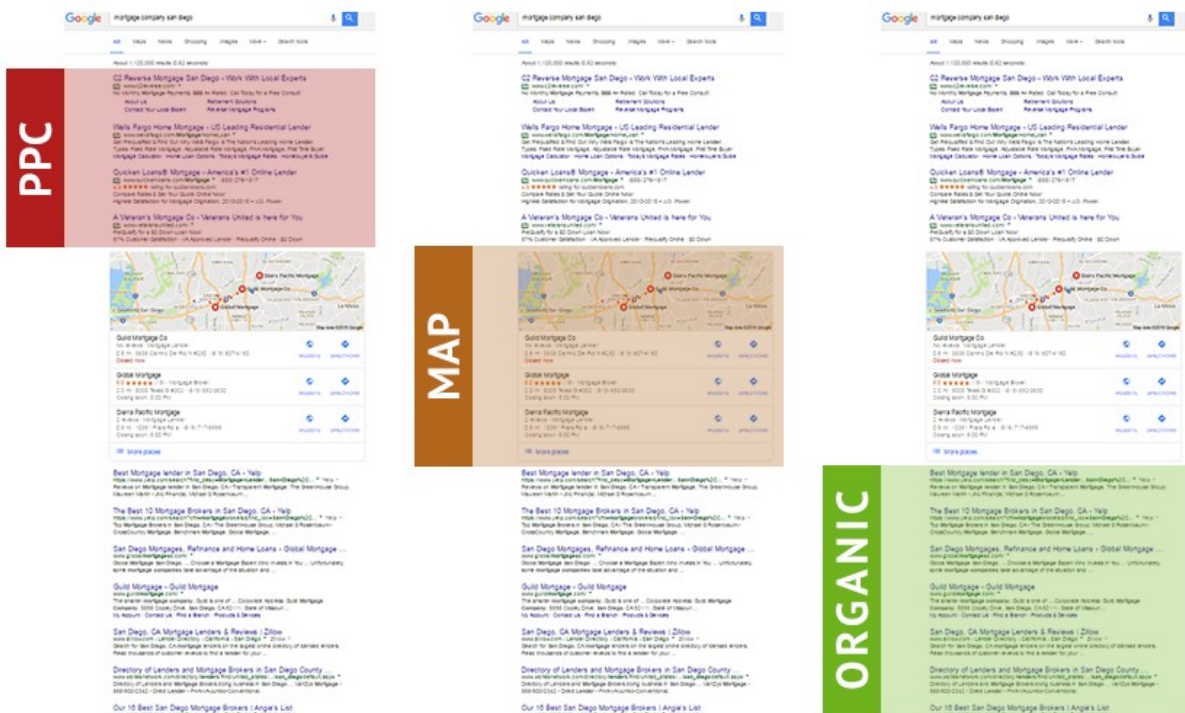


How to get on the Google Map for Mortgage Companies



If you are just getting started in Internet marketing for your mortgage business and are just trying to get an idea of how to get your company listed on the Google Map, this is a great place to start. I am going to cover the core fundamentals of what the Google Map is, how it works, and what you need to do to at least get the ball rolling in the right direction towards getting you placed on the map.





Fundamentally the Google Map or Google+ Local listing is what shows up when you type in your city plus your services on Google. Up along the top, and along the side is the pay per click, and in the center at the very top of the results page is typically the map listings or what we call Google Places or the Google Map listings. Directly below that in local search is what are typically the organic listings. There is a lot of information about search engine optimization, meta tags, meta descriptions and all of the like but really this is a totally different realm of search engine optimization known as Google Places Optimization. So, what do you need to do in order to make sure that you are listed on that map, and more importantly make sure you are showing up on page one over time? There are a number of things you can do, and there are multiple layers of complexity, strategies and things that you can do. The most important thing you can do from the starting point perspective is to go to <https://www.google.com/business/>.



Google has set up this website for business owners to tangibly claim their Google Places listing. If you go there you are going to see two different buttons. On the left side you are going to see one that says, "Consumer / Write Reviews." On the right side it says "Business Owner? Get Started." Obviously you want to click on the one that says, "Business owner? Get Started," and what that will do is take you through the process of claiming your Google Places listing.

The latest statistics indicate that more than 89 percent of users or businesses haven't claimed their Google Places listing. This creates a great opportunity for you to beat your competition to the punch. One of the first things you want to do is go to <https://www.google.com/business/> and claim your listing so you can at least make sure it's got all of your right information. Your phone number, your website address (if you have one) description of what you do, some pictures, maybe some coupons. More than anything else make sure that you have control of your own business listing on Google.com, in the places listings.

Some things to be aware of as you claim your Google Places listing. The process is relatively simple. If you have got a Gmail account or some type of Google account, Google will recognize that and let you use that to claim your Google Places listing. If you don't, you're going to need to go through the process of establishing your Google account. So that you can claim your Google Places listing.

Once you have logged in, you will need to type in your phone number and company name. Then, the system will search the Google Places directory to see if you already exist in the database. In most cases if you have been in business for any period of time for more than a year, you're typically going to show up on the list already. So Google will pull up your existing listing and ask you to confirm it's your and claim your listing. If you don't, there is another process that will let you add yourself to Google Places. So if you're a new business or if for some reason you don't already exist in the Google Places directory, you would press "add new listing." In either event it's going to walk you step by step through the process. You're going to type in your company name, address, and phone number. You're going to make sure all of that information is correct. A couple of things to pay attention to as you do that.



Make sure that you use your actual company name. So if you're, "Joe's Mortgage Brokerage," make sure that you name it, "Joe's Mortgage Brokerage," and not some other facsimile thereof like "Joe's Mortgage Brokerage Services" or "Joe's Mortgage, Your Dallas Mortgage Company." Don't add additional key words in that name. It's against the Google Places rules and policies. Make sure you keep your name, the actual name of your company.

It is important that you establish your NAP (Name, Address, Phone Number Profile) and that it consistently referenced the same way across the web. That it's showing your company name, phone number, and address the same way every time. As a starting point, if you're getting started with Google Places, make sure that you make it very simple. And that you use the same methodology for naming yourself across the board. Same with your address. If you're at 105 SW 10th Street, Suite 105, use that same exact wording.

If you're going to use SW use SW. If you're going to spell out Southwest, spell out Southwest. If you're going to use your suite number, "Suite 105". Make sure you either list it, or you don't list it, and decide whether it's going to be "unit number" or "suite number". List it that same way every single time.

Moving on, once you have added the fundamentals, make sure you add your website address. This is very important. If you don't have a website, I definitely recommend getting a website setup. I've share some ideas on different posts on what the best website formats are, and what pages you want to build to your website from an SEO perspective. Suffice it to say, add your website there. It's obviously going to drive links to your website, but it is also going to make it easier for your customers to get to you when they do find you on the map.

In your description, I always encourage trying to make sure you list your services and your geographic market in the description. E.G. "Your company is your full service Dallas mortgage brokerage. We provide mortgage refinancing & home loans to first time home buyers & investors. Etc" You have only got about 250 characters for the description so really try and maximize that space to its fullest capability.



Directly below that, you have categories. You want to, obviously, choose the categories that most specifically match what your business does. Don't add yourself to categories that aren't relevant. You can add five categories. So, if you're a mortgage broker. You can choose the obvious ones from the drop down, *"mortgage lender, mortgage broker"*. That's really the only 2 default categories that are available.

You may still have the option to create custom categories. You might want to add a custom category for *"refinancing"*. That way you're making sure that you're categorizing yourself as well as possible. But always exercise the already available categories as much as possible, as opposed to creating some unique category name.

Moving down the list, the next thing that you see is the ability to upload photos and videos. I encourage you, you need to upload as much content here as possible because Google is looking for a complete profile. The more information that you have in there the more complete your profile appears. You can upload up to ten pictures & five videos. Try and use real pictures. Always upload first either your logo, or a picture of you in front of your office, or a picture of your office. That way you're putting something up that is a representative of your company and not just some stock photo. Try and upload pictures that are representative of your organization. So your logo, pictures of your team, etc.

I love to get a team shot. If you have got three guys, 19 guys, or 150 guys, get a picture of the whole company standing in front of the building in an order. That helps people quickly look at who you are and get a grasp. *"Wow this is an enterprise that has some bulk to it, and there are people behind it that drive this business."* My preference would be logo first, then photo second, with a picture of everybody standing in front of the office, or standing in front of the building. And then an individual shot of the owner, maybe if you've got loan officers in your company, pictures of your loan processors. If you're members of the local chamber of commerce, members of the BBB these are the types of photos that you want to put in your Google Places profile. Save those images with key words specific naming. So, if your first image is your logo, call it *"your company name –your city service"*. If you're Joe the Mortgage Broker in Dallas, you might want to name that first image *"Joe the Mortgage Broker –your Dallas area Mortgage Lender"*.



Video. You can upload up to five videos, and the videos connect through YouTube. Don't miss out on this opportunity. You should absolutely upload all five videos here. Even if they're not going to be super hi tech. Break out the iPhone, break out the video camera. Shoot a video of yourself / the owner, just explaining who you are and what you do, and what makes you unique. E.G. " Joe the Mortgage Broker is a full service mortgage company, servicing the Dallas market. We do this that and the other, we work with first time home buyers all the way to seasoned real estate investors. Call us anytime seven days a week." Something along those lines. Just a video that is a representative of who you are and what you do. What we find is, having a video, obviously it's going to help build out your Google Places profile which improves your probability of showing up on the map, because information is power in the Google era.

It's also going to help people resonate with your organization. If they can feel like they get to know, like, and trust you before they have to decide whether they are going to call you or not. It improves the probability of getting that call, and getting that piece of business. So, upload five videos to YouTube and then connect them to your Google Places listing. Ideal scenario: ten pictures, five videos.

The last field on the Google Places listing is additional information. Here you will find basically just two fields. One on the left, one on the right, and it basically lets you type in whatever you want. In a lot of cases, people left to their own devices will get to that section and just press submit, then feel like they're done. This is the area where you can really add a lot of valuable content, a lot of specific information about who you are and what you do, and the specific services that you offer. What I like to do within that section is to create the first field which says, "Loan Programs Offered." Right next to it list out all of your loan programs offered. Again, if you're a Mortgage Broker you would say, "Mortgage Loan Programs" – "Conventional Loans, VA Loans, FHA Loans, HARP Loans, Jumbo Loans, and on and on."





Once you have got all of those things filled in. And you feel comfortable that you have got the right images, you have got the right description, you have got the right content listed in the additional information, then, you go to the next step and press "Submit." This is where the verification process takes place. Google gives you two options for verifying your listing. Depending upon if it's a new listing, sometimes they don't offer the phone verification process. Typically, you will have the choice verify via phone, or verify via mail.

I always encourage you, if you do have the option, to verify via phone. Just to go ahead and verify via phone, because it is an instantaneous process. You press verify via phone. You will get a message indicating that Google will be calling that number with your PIN. Whatever your business number is. As soon as you press submit, a call comes into your business line. So make sure you have got someone available to answer that call directly. It will be an automated system that calls with a message like "this is Google, your pin number is 43625" for instance. Then, you type that into your Google Places account online. You have now officially claimed and verified your Google Places listing.

If you don't have that option for whatever reason, and I have seen cases where Google is not making the phone verification process available, then you need to press "Submit" to verify via mail. Then you would receive a post card, via the mail, within typically within three to five business days. It has a pin code just like the other option. It takes a little bit longer this way but at least you get your pin and you are able to log back in and verify your account and be off the ground.

Now once you have verified your Google Places listing, now you have the ability to go in and post status updates.



Fundamentally, that's where you want to start. You want to go to <https://www.google.com/business/>, build out your listing as I have described. And now you have got a placeholder and a higher probability of showing up on the Google map. I wish I could tell you it is just as easy as that and you're going to be on Page One for your City + mortgage broker. Unfortunately, it's not that simple, because there are hundreds of businesses in your area, if not thousands, all doing the same type of thing. A lot of them have claimed their Google Places listing. So, at this point it really doesn't give you a free pass to the front of the line. But it does get you on the list.

Really, the next step in getting placed on Google Places on the map, is obtaining consistent name, address, citation profile across the web, and getting online reviews from legitimate users. When I say establish, consistent name, address, phone number, profile across the web, we talked about the fact when you claimed your Google Places listing, you wanted to use the same name, address, and phone number across the board.

Now what you want to do is make sure that you have got yourself on other important online directories. Because Google looks across the web and it says, "OK, Joe the Mortgage Broker, in Dallas has a Google Places listing, but where else are they listed online?" They look at a lot of different places. They look at Yahoo Local. They look at Bing Local. They look at CitySearch. They look at Angie's List. They look at YP.com. They might look at Dex. They look at MerchantCircle. And the list goes on and on.

They pull data from info providers like InfoUsa, and Axiom. So, in order to improve your probability, you need to make sure you're showing up in all of these different places with a consistent name, address, phone number, and profile. That's another thing Google looks at. Just making sure that you're credible, and that you do exist on other online directories.

The other really important thing you need to do, in order to improve the probability of showing up on the map, is to get reviews from real customers online. You will notice that the companies showing up on spots 1-3 on page one have a tendency to have a large quantity of reviews.





I will point out that you don't want to try and game the system on reviews. It might be easy to think, "I'll just go out there and set up a bunch of accounts and I will write up a bunch of reviews, and I'll have 55 reviews on my account then I should be good to go." It's not that simple.

Google does have algorithms in place to prevent people from gaming the system. Really they are looking at the reviewer's profile. In order to write a review on Google Places, you have to have a Gmail, or a Google account. Google knows the historic profile of those that have Google accounts. They watch their search trends. They have IP information which gives them information about where they are located. A lot of cases, they have entered and volunteered that information. "I'm located at this address, and they have frequented these types of web sites." So Google has a pretty good idea who legitimate users of their Google search engine, one of the most frequented sites in existence. They have data on just about everybody. If you're trying to game the system, Google will catch that.

You want to make sure that you have a process within your business to solicit reviews from legitimate people who have used you. I'd be happy to explain our review acquisition process, and our review acquisition system, which includes sending an email out to the people in your sphere of influence, asking them to write a review. Printing up some review cards and systematically handing them out to your customers after working with you. Telling them, "Hey, if you would, please write us a review on Google Places, CitySearch, or some of these other places."

We also have a tool that we use on our websites that gives you the ability to collect the review right from your office via a mobile app. Then automatically send an email to the customer after working with you saying, "We appreciate your business, please write us a review." We have found that to be the ultimate strategy for getting reviews on a consistent basis.

Again just to cover the fundamentals of what you want to do from a starting point to really get started on Google Places and get the ball rolling in the right direction. First, go to <https://www.google.com/business/>. Claim your Google Places listings with some of the specifications that I defined earlier.



Then, really get aggressive with your name, address, and profile information across the web. Go onto websites like; CitySearch, Angie's List, and Judy's Book, and make sure that you're listed there and that your information is consistent.

Then, launch an aggressive process for getting reviews from authentic customers.

If you start to do these things on a consistent basis you will start to show up on the Google map, in your area when people search "**mortgage broker + your city**".



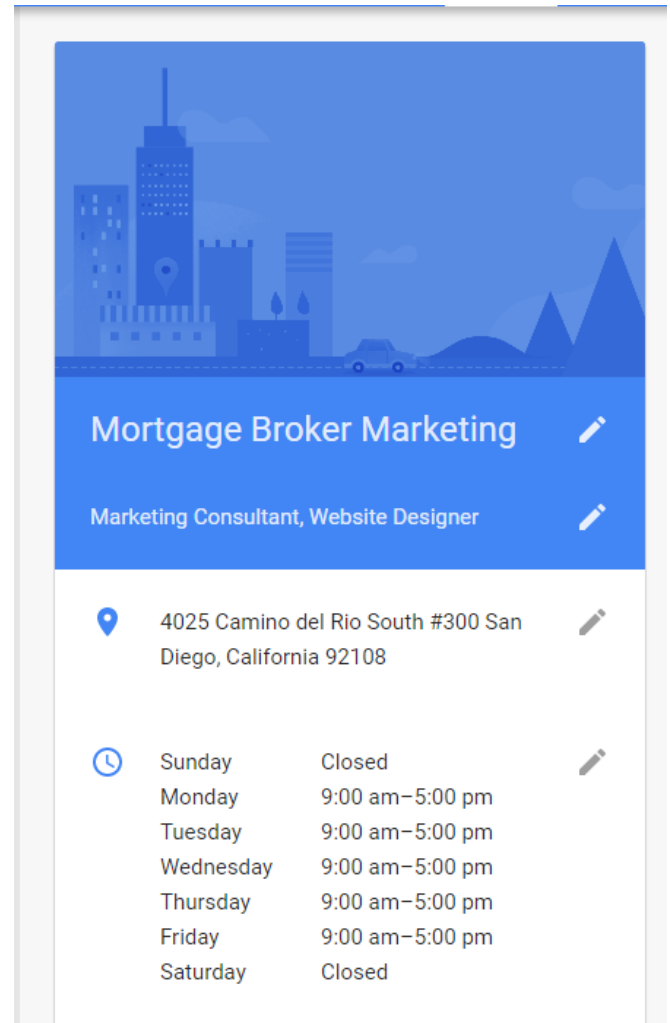
Step-by-step Guide To Claiming Your Google My Business Listings



How To Claim & Optimize Your Google Map Listing

There are a number of best practices that you want to be aware of to properly optimize your Map listing.

- **Company Name** –Always use your legal Company Name –don't stuff additional fields into the Name Field. E.G. If your company name is "Joe's Mortgage Brokerage" don't try to stuff additional keywords like "Joe's Mortgage Brokerage – Dallas". This would be against the Google Places Guidelines and will reduce your probability of ranking.
- **Address**–On the "Address Field" use your EXACT legal address. Be intentional here. You want to ensure that you have the same address listed on your Google Places listing as it is on all the other online directory listings like YellowPages.com, CitySearch.com, Yelp.com, etc. The consistency of your N.A.P (Name, Address, Phone Number Profile) is very important for placement.



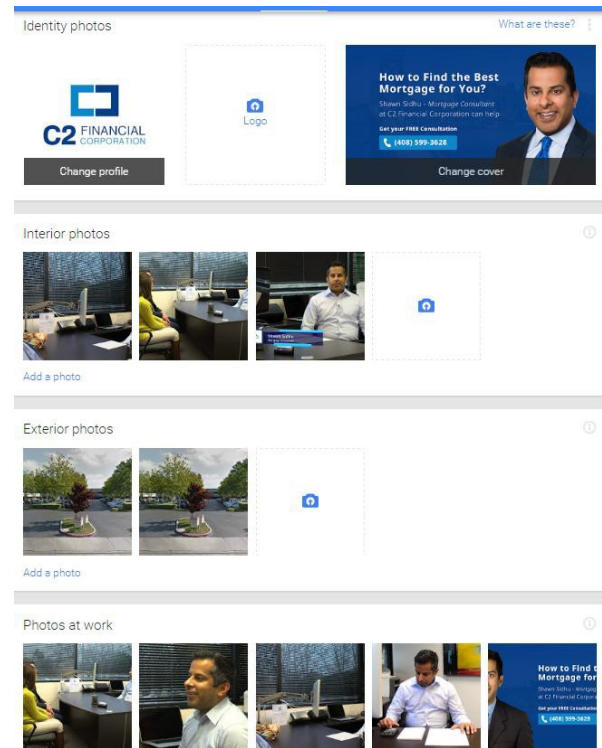


- www.MortgageBrokerMarketing.com

www.MortgageBrokerMarketing.com

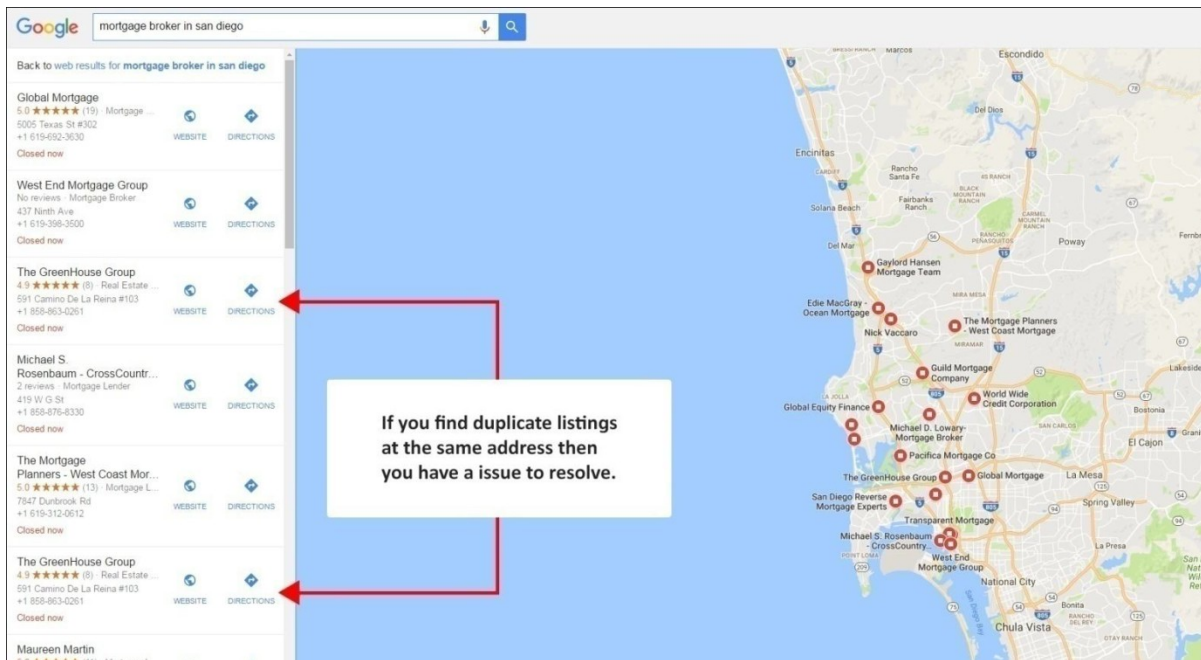


- **Picture & Video Settings** –You can upload up to 10 pictures & 5 videos. Use this opportunity to upload authentic content about your company. It's always best to use real photos of your team, office, equipment rather than Stock Photos.
- **Pictures**–You can get more juice from this section by saving the images to your hard drive with a naming convention like “your city + mortgage broker –your company name” rather than the standard file name. You can also create geo context for the photos by uploading them to a video sharing site like Panoramio.com (a Google Property) that enables you to Geo Tag your photo's to your company location.
- **Videos**–Upload VIDEOS. They don't have to be professionally produced and can help to resonate with your customers. A best practice is to upload the video's to YouTube and then Geo Tag them using advanced settings.





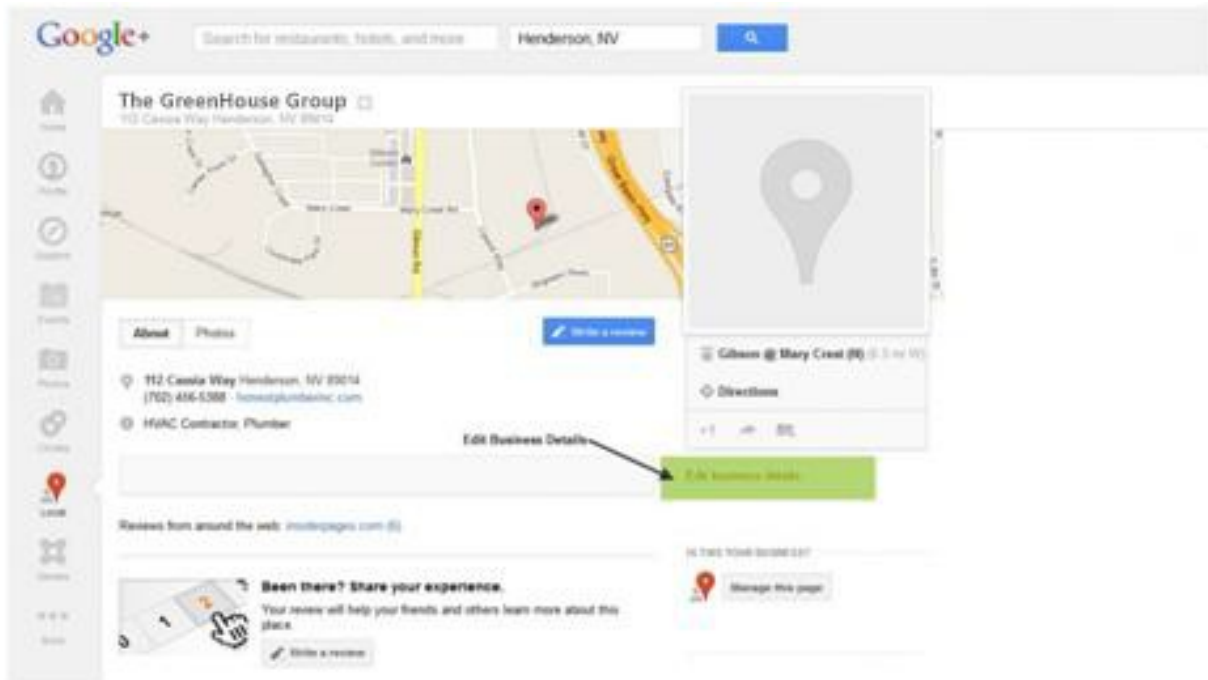
Once you have Optimized your listing using the best practices referenced above, you want to be sure that you don't have any duplicate listings listed on Google Maps. We have found that even just one or two duplicate listings can prevent your listing from ranking on page one. In order to identify and merge duplicate listings run a search on Google for **"Company Name, City"**.



To clean up duplicate listings, click on the listing in question and then click **"edit business details"**



To clean up duplicate listings, click on the listing in question and then click **"edit business details"**





How about the following details?

Click on any detail below to report or correct inaccurate information

- > Place name
- > C2 Financial Corporation – Shawn Sidhu
- > Address
- > 1250 Aviation Ave #200q San Jose, CA 95110
- > Phone number
- > (408) 599-3628
- > Homepage
- > <http://www.c2financialhomeloans.com/>
- > Category
- > Mortgage Broker
- > Hours
- > No Hours listed

Is any of the following true for C2 Financial Corporation – Shawn Sidhu

Pick an option below and leave a comment with additional details

- ☐ Place is permanently closed.
- ☒ This is a duplicate
- ☐ Place does not exist or is private
- ☐ Some photos, reviews, or details belong to a different place.
- ☐ Other
- ☐ Send me email updates about my feedback & contact me if you have questions
This feedback will be associated with or displayed in connection with your profile.

Click "This is a duplicate" and "Send me email updates"

Then click **"This is a duplicate"** and let Google Know that the listing should be merged with your primary listing.

If you follow these best practices you will have a well optimized Google Maps listing for your Mortgage Business. The next step is to Establish your NAP (Name, Address, Phone Number Profile) Across the web.



Google Maps Optimization Best Practices



Google Map Optimization Tips

Now that you have claimed your Local Business Listing on Google, Yahoo & Bing you need to take additional steps to improve your placement on the maps in your area.

- **Establish a Consistent NAP** –You need to establish a consistent NAP(Name Address & Phone Number) across the Internet, on your website, as well as on the major Data Providers (InfoUSA, Super Pages, Yelp, CitySearch, etc).
- **Consistent Name** –Pick the format for your name & stick with it e.g.“Joe’s Mortgage Brokerage” not “Joe’s Mortgage Brokerage Dallas”.
- **Consistent Address** – If your address is 1267 SW 29 St, Suite 10 you want to be sure that it reads that exact way and not 1267 SW 29 St #10.
- **Consistent Phone Number** –You want to use the same number on each of these sites (if you don’t, it will hurt you).
- **Use a LOCAL not a Toll Free Phone Number.**
- **Get Reviews** –Reviews are a key determinant of placement within the Map Listings.
- **The number of reviews of your local listing is a key determinant in placement.**
- **As a practice, you need to request reviews from your customers in order to get them. A strategy that we use takes a three-pronged approach:**
 - Send an initial email to your client database asking them to write a review of your company on Google and provide them with the URL to your Google Places page.
 - Keep an open ear for happy customers and ask them if they would be willing to write a review. If so, get their email at that moment and let them know that you will be sending them an email with the link to write the review.
 - Have a “Review Us” card printed and give it to your customers after service.



- **Build out your Places Page** –You have the option to upload photos, videos and coupons.
- **Fill your Places page with quality content.** Add all 10 photos your office, staff, company logo, coupons / special offers, fleet and equipment
- **Upload a video or two.** These videos don't necessarily need to be high definition or professionally produced. Break out your digital video cam era or even your iPhone and take a few choice shots. Record yourself(the owner or manager) explaining who the company is, what you do, and what your unique selling proposition is.
- **Select the Right Categories** –You have the option to choose up to 5 categories.

It is very important to select the appropriate categories and/or add new custom categories, as needed.

- **Increase your Citations** –All things being equal, citations are a key determinant of placement. Just like in SEO where in-bound links determine placement with local listings, citations determine placement. He who has the most quality citations wins.
- Citations are listings across the web that contain your NAP (Name Address & Phone Number) with or without a link.
- In order to build up your citations:
- Add yourself to the local directory sites where you are not currently listed.
 - InfoUsa
 - Yelp
 - City Search
 - Super Pages
 - Insider Pages
- Search for "your industry, directory"
- Search "your city, directory"
- Look at the listings of the people who have spot A, B & C on the Map for your services and look that their citations. In many cases you can go out and get those same citations!



CHAPTER 4

How to Setup Your Website



This chapter is all about how to setup your website. We are going to cover a lot of details as they relate to SEO, Google Maps Optimization, Pay-Per-Click Marketing, etc.

However, without a properly designed and functioning website, those efforts will be put to waste. Before you can or even should begin exploring those options, you must have your website up and running.

Formats

Let's talk about website formats and the different options available to you when you are ready to start.

1. HTML Site – There are basic HTML pages and/or individual pages that can be incorporated into a website. This is how almost all websites were built several years ago. They had multiple pages hyper-linked together.
2. Template Based Site Builders – Site builders, that you can obtain through providers such as Go Daddy, Website Tonight, and 1&1 are turnkey. You buy your domain and set up your website. I have found this type to be quite a bit less than ideal because you don't have a lot of controller flexibility. But, there are still a lot of sites in this format.
3. CMS Systems – Content Management Systems, like WordPress, Joomla, Drupal. I'm sure there are many others but these are the big ones.

Given my experience with websites, a content management system (CMS) is ideal for a business. I say that because you have scalability. In any of these platforms, you have the ability to change your navigation on the fly, add as many pages as you need and easily scale out your site.

If you have your website built in WebsiteByTonight or in HTML format with graphics behind the website, and you wanted to add a new section, you would have to start from scratch.

You would have to go back to the graphics and modify all of the pages in order to add the new section to your navigational structure. With a CMS,





everything is built behind code allowing the ability to apply easy edits and to add multiple pages.

As you will see in the search engine optimization section of the book, you will have the ability to have a page for each one of your services and each city in which you operate.

A CMS allows you to create your pages in a scalable format without having to mess around with the graphics or do anything that is difficult to control. Also, it is easy to access, modify, and update.

Using formats like WordPress and Joomla, you may access the back-end administrative area at `yourcompany.com/login`.

After entering your username and password, you will find there is a very easy to edit system with pages and posts which function similarly to Microsoft Word.

You can input text, import images and press "save", forcing all new edits to be updated on your live website. It is easier than it looks and is very search engine friendly.

Content Management Systems have intelligently structured linking between pages and content, making it extremely search engine friendly. We have found this method tends to be better than regular HTML or Website Tonight options.

In a lot of cases, a blog is going to be automatically bolted onto a CMS based website providing you with a section where you may feed updates. In the SEO chapter, we cover the importance of creating consistent updates and blogging regularly.

Another benefit of content management systems is being provided with a variety of plugins you can choose to incorporate on your website. You can easily pull in your social media feeds, YouTube Videos and check-ins.

You may also syndicate your website to automatically post any new updates to your social media profiles. You can add map integration where people can click to either get instructions or view a map to find out the areas which are served by your organization. There is a surplus of features available within a CMS that you can't necessarily do with a non-CMS type option.





Whether you are looking to build a website from the ground up, you are just getting started, or you feel like you simply need a redesign, I highly suggest that you do so in CMS, ideally in WordPress.

WordPress is a fantastic platform and very easy to use. It's the most adopted website platform available with many developers using it. It's constantly being updated and improved and I have found it to work very well for different businesses.

You have my stamp of approval to go out and build your website on a WordPress platform.

What Should Your Website Include?



So, what pages should your website have? What navigation structure should you create? Depending on your business, you will need to showcase different things. For most businesses, though, the basics should be:

1. Home
2. About Us
3. Our Services
4. Our Service Area (You will understand what I mean once you read the SEO Chapter)
5. Online Specials or Coupons



6. Reviews and Testimonials
7. Before and After sections or a Work Showcase
8. Buyers Guide
9. Blog
10. Contact Us

These are the core pages. Within "About Us," you might incorporate a drop-down menu for subcategories including "Meet the Team," "Why Choose Our Company," etc. I think that's very powerful.

You want to be able to drive people back to a "Why Choose Us" section, and, in some cases, if you are having issues recruiting and retaining good quality talent, you might want to have a "Careers" page under the "About Us" navigation, where a visitor can go and fill out an application and learn more about your organization.

Within "Loan Options," you want to have the ability to list a drop-down listing the types of loans that you offer. We discuss this to a great extent in the SEO chapter.

You want to have landing pages for each one of your loan types because they are going to be optimized with different keyword combinations.

If you have a business where you make service calls to homes or businesses, a "Service Area" section will give you the ability to show a heat map of all of the locations that your team goes to, as well as a drop down menu that lists the sub-cities in which you operate within your market.

A "Reviews and Testimonials" page will provide a section to showcase what your customers are saying about you in text or video form.

You can also pull in reviews from sites such as Google Maps, Angie's List, and Yelp. Finally, of course, you will need a "Contact Us" page where web visitors have your general contact information.

These are the core things you should have on your website.



A Clear Description of Who You Are

A visitor who stumbles upon your website shouldn't have to do a thorough investigation to figure out who you are and what exactly you do.

This means it's important to clearly mention your business name and sum up your products or services above the fold section of your website. A clear and specific description will attract the visitor's attention immediately – within two to three seconds – and encourage them to spend time on your website.

Your Primary Contact Details

Outside of your navigational structure, what else should your website have? What other elements are going to help with conversion?

Well, you should always provide a primary phone number on every page of your website, in the upper right-hand corner. When somebody visits a page, their eyes are naturally drawn to the top section of the website where they can see the logo and the phone number.

People tend to expect that phone number will be somewhere in this location. It is ideal to have a prominent phone number, telling them to “call you now” for service in that section.

An Obvious Call to Action

I believe business websites should always make a web form available from which a customer can easily request a quote.

Bear in mind that every visitor to your website is in a different situation and frame of mind. You may have someone that's on their phone or just leisurely looking to contact you for your business services and is able to simply pick up the phone and call you.

On the other hand, somebody who's in a work environment may not have the ability to stop what they are doing and make a phone call without drawing attention from his or her coworkers. However, they may be able to browse around online to find out what options are available.





Your potential customers may reach your website and be torn between making a call right at that moment, just scheduling the appointment, or wanting to have someone from your team contact them.

Make it easy for them to enter their information into a web form where they can provide their name, phone number, email address, and a note detailing their requests that they can send through online. It makes it easier and doesn't create any pressure.

Social Media Links

You also want to provide links to your social media profiles. Link to Facebook, Twitter and LinkedIn so customers can easily jump off, engage with you on social media, see what you're doing and be able to press that important "like," "follow" or "subscribe" button. It helps create a sense of authenticity when your customers get to see your social media content.

Customer Testimonials

Have a direct link which drives visitors to your online reviews and testimonials that we discussed previously.

You should also post your credentials either in the sidebar or in the header graphic, proving, for example, that you're BBB-accredited or a member of the local chamber of commerce or industry association.

This allows potential customers to rest assured that you are a credible organization, you're involved in the community and that you're less apt to provide them with poor service. They'll feel more comfortable doing business with you.

You definitely need to have your company name, address and phone number on every page of your website.

It is not critical that you list your address on each page because it will not be a determining factor in whether or not customers call you, but as I will explain in the Google Maps optimization chapter, having name, address and phone number consistency is critical for ranking on Google Maps.





It is a great strategy to have your name, address and phone number referenced on your website, ideally in the footer section. You need to have that contact information on all of your pages including the Contact Us page, of course.

Authentic Images

It's extremely important that you infuse personality into your website. By personality, I'm referring to authentic photos and videos.

Showcase your company, feature yourself, the business owner, and the people who work in the business: the team, the loan officers, etc.

Showcase the office itself. Don't use stock photography, but authentic imagery. This gives the visitor the chance to get to know, like and trust you, before they even pick up the phone. I've seen this tactic prove itself time and time again.

Say a potential customer visited two different mortgage websites for a similar loan types. One of them is generic; here's the same image he or she has seen before of the same dentist with the patient and the weird smile.

The other website highlights a genuine picture of the actual mortgage broker, the team and clients. This authentic page converts 10 to 1. You must let your real personality reflect on the website.

You must also craft messaging that explains why they should choose your company. Why should someone choose you over the competition?

Pull them down a path where they can start to learn more about why you are their best option. Where they can see your online reviews, and if they're kind of on the fence, where they can quickly locate special offers and better rates that will drive action.

This will get them to contact you right away, as opposed to continuing to browse the web for someone else.



Mobile Website

The other major thing you want to think about, from the conversion perspective, is having a mobile-ready version of your website.

More and more people are accessing the Internet via smart phones such as iPhones and Android phones. Make sure the mobile version of your site isn't the same as your regular site.

It should be condensed, fitting their screen and giving them just the information that they need. It should integrate with their phone so all they have to do is press a button to call you.

People who are searching or accessing your website from a mobile device are in a different state of mind than the people that are browsing and finding you on a computer. Make it easy for them to get the information they need and to get in touch with you.





CHAPTER 5

Website Conversion Fundamentals

How to ensure that your website converts visitors into leads in the form of calls and web submissions.





How to ensure that your website converts visitors into leads in the form of calls and web submissions.

This chapter is all about website conversion fundamentals. We talk about how you need to set up your website, the messaging on your website and the navigational flow of your website to ensure maximum conversion and profitability from your entire online marketing effort.

The way I look at it is, you can have the best Pay Per Click campaign, search engine optimization, and be ranked number one on the Google Map. But, if the content and the structure of your website isn't set up in a way that's compelling for users, then it doesn't give them a reason to choose you over the competition, and it doesn't give them the information that they

need to easily say, "You're the company that I am going to call for help." It's just not going to do as well as it could.

I want to talk about how we can take the traffic we're going to get from organic and Pay Per Click strategies, and make sure that the website is illustrating the correct message so we can maximize the profitability and revenue of our online marketing strategies.



Conversion Fundamentals

Be real. I talked about how people resonate with real people. They like to see the company, the people that they are going to be talking with on the phone and that are going to be going out to their home. So, as often as you can, avoid stock photography. Get a picture of the owner, the team, or your office.

These things really draw people in and it gets them to feel that they would be working with real people because that is the kind of business that people want to deal with.

As for the content of your website, write messaging that draws them in and makes them connect. They're looking for a mortgage broker, so when they land on your home page, the first message they see should enforce the fact that they can trust you.

You should write something along the lines of, "Are you looking for a company that you can trust? Then you've come to the right place. We're operating on the same principles for the last 30 years: trust, innovation, and excellence."

Connect with them. Give them reasons to choose you and have a call to action, "Give us a call at this number for immediate assistance," or, "Click here to take advantage of our special rates." Remember, they've browsed around the Internet and have seen that there are hundreds of companies that they can choose from.

Give them some compelling information about who you are and why they would want to choose you. Ask them to call now for an appointment, and then draw them into a section where they can get an offer or a special rate. This is going to incentivize them to choose you and make that call right away.



What to Write

When it comes to the copy on the website, you want to address their specific concerns.

Write that kind of messaging for each one of the pages on your website including a clear call to action after every block of text saying, "Call now to schedule your appointment."

Pull them deeper into your website with "About Us" links, special offers, and links to before and after images, especially for remodel type stuff.

Give them content that makes them think, "These guys know what they're doing," and draw them deeper and deeper into the website so they're more inclined to take the next step. Tell them why they should choose you over the competition. I talked about this in the "Message Market Media" chapter.

You should also, of course, have a web form on each of the pages of your website or, at a minimum, on the "Contact Us" page.

This is so that if they're not in the mood to pick up a phone, they can simply type in their name, email address, and phone number and let you contact them. Again, make sure that you've got your phone number on the top right-hand corner and that you've got a clear call to action telling them what to do next on every page of your website, under every block of text.

Check out our reviews and look at our before and after photos.

Explain why they should choose you. Leverage personality. Be authentic. Integrate your photos into your website. It really, really helps with conversion. Utilize your reviews, testimonials and videos. There's no reason you can't create a simple video for each of the pages on your website, explaining what the service is, and why your business can do it best.





Some people are visual, they can see the content on the website, read it and feel fine. Other people are more audible and would prefer to hear the message.

If you can spend the time to provide both text and video, it really helps with conversion. Give them external proof. Take them out to the review sites where they can preview testimonials on Angie's List, Google Maps, etc.

Show them what other people are saying, and you're going to significantly improve your conversion.

Example of a Mortgage Broker Site that is Built to Convert

Above the Fold Section:



Internet marketing involves a lot of little things that are performed in sequence to get people to call your company when they are in need of your service. At the end of the month, it all comes down to the amount of calls you received and how much business was booked, right?



1. Company logo should always be in the top left hand side of the page. Their logo here is the perfect size. Sometimes clients tell me they want their logo to be triple this size. The reality is that few searchers know you from your company name, so occupying too much space with just your logo is a waste of valuable webpage real estate.
2. Your phone number is VERY IMPORTANT for the credibility of your company. It should be as close to the top right hand corner as possible. Make sure it's large and easy to find. Try not to make people search for it. It's frustrating for searchers and you have just a few seconds for them to find it before they may move on to another website. People always look to the top of the page for that vital piece of info.
3. Professionally shot photos. For a small investment, you could and should have a professional photographer come in and take some photos. You will use them everywhere. DIY photography is ok, but a professional photo is so much better. Here, we placed Ryan Hall, the owner of the company. This is a welcoming photo that immediately gives the company a warm and welcoming look and feel.
4. Personalize your website as much as possible. Your website is a marketing tool and its job is lead capture and to bring down as many buying barriers as possible.
5. Main navigation. Your website's main navigation should be easy to find and the links should be clearly descriptive. Give people the option of moving around your website. One of Google's algorithms is how many pages a person visits and what their visit length was. Guide them down a path without confusing them. In other words, give them all the information they need in as few clicks as possible, but provide them the option of navigating around your site.



6. Some people want a way to contact you without calling. A contact form above the fold (the top half of the page) is great for capturing clients' info. It's also a great tool for building a contact list for email marketing down the road.
7. Get to the point right away without going into too much detail. The first paragraph of your text should give you a brief introduction of who you are and what you do. You can go into further detail on your About Us page.
8. You can't see it here, but this area is a slider graphic. This three-window slider is a nice visual effect that adds movement to the page and delivers on three core services or important messages that you want people to know about.
9. Social media icons are a great tool because it allows potential visitors to see another side of your company. It's a great place to publish more videos and photos. Also, it's a great place to see how your company interacts with its community. From an SEO point of view, it helps build your company's social signal, something Google is paying more attention to. Social media is no longer just sexy "marketing speak", it is a must when it comes to online marketing.
10. Don't forget about going mobile. The mobile web is huge and for the first time ever, mobile searching has passed desktop searching in the local market. It's only going to continue to grow. The important thing with mobile is to make it easy and to get all of the important information front and center. Make sure everything is only a click away and always have your 'call us' button on top.



Website Conversion Factor Analysis

I have summarized the positive and negative points of the website that can affect the User-Friendly Interface of the website and the website conversions.

Homepage Banners

First, "Above the Fold" should be properly optimized. Above the fold areas are the sections of the webpage that are visible without the need for scrolling. This space is critical in regard to the user engagement and as such the most appealing attributes should be showcased in this section. Some of the most important conversion factors that should be present in the above the fold section is the following:

- ✓ Attention grabbing headlines
- ✓ Bullet points
- ✓ Calls to Action

Please check the following Above the Fold banner for a reference



Welcome To Blue Square Mortgage!

We provide free estimates, and Free Pre-Approvals with no obligation. We do not require you to complete an application or to have us run your credit report to provide you with a free estimate. We do not pay for big or fancy office space and we pass that savings on to you. Your personal information is always confidential, secure, never shared and never sold.

We are located in Seattle and serving all of Washington State. With 25 years of experience we provide you with knowledgeable, quick and direct answers to any of your questions. Purchasing or refinancing a house can be a big task. You can trust us to help you locate the loan program that's perfect for you. Our goal is to provide you with superb service and expertise. For hands-on guidance through this process, feel free to call Blue Square Mortgage at (206) 889-5229 to get your questions answered immediately or click the button below to get started now.





Company Profile

The home page needs to have a 60% company focus and 40% product focus.

Company credibility is the key to user engagement and any user needs to feel secure about the company before moving forward with browsing through the product section.

Therefore, it is important to have a brief company profile on your home page to let users know about “who you are”, “why you are different” and “what your business is”.

Ideally the home page should contain a brief overview about the company and a couple of bullets describing the salient features of the business. Please check the following example for a reference:

WHY CHOOSE LIBERTY CAPITAL SERVICES LLC?

Our motto and guiding principal is “We DO What We Say We Will Do.” Pairing great rates with great integrity is what has made us one of the top Columbus mortgage companies since our inception.



Our VIP concierge service guides you through the entire home loan process from application to closing.



We are a locally-based company with local ownership. Our extensive experience means that we are experts on the local housing market.



We have earned consistent high ratings and reviews from customers over our entire span of operation.



We support our local veteran associations and sponsor veteran families with donations & events that support activities for our active military, veterans and their families.



We specialize in loans for physicians as well as self-employed homebuyers. There is no income situation we can't handle.



Offering excellent customer service and clear communication through the entire process is one of our top priorities.

Latest News

There should be an enticing Latest News section on your Home Page in a professional press release format as Search engines give preference to sites that have press releases rather than articles on their home page.

The Press Release section should have at least two latest news, with a couple of lines about the news and a visible Read More button. Please check the following reference.

www.MortgageBrokerMarketing.com





Blog

A blog is useful as it gives the visitors useful information and also gives credibility to the business as the visitor perceives that the business is up to date with the happenings in the industry.

Also in regards to the recent algorithm changes, updating the home page content at regular intervals is critically important in regards to getting higher rankings in SERP's.

This is the reason the website should have a blog section in the home page similar to the following and the blogs should be updated regularly. Please check the following reference:



Latest From The Blog

Relocating to Austin, Texas

Austin Texas has a booming real estate market, with a vast number of people relocating to the city each year. In fact, some reports show 150 people are moving to Austin on a given day. Austin is the capital city and hosts an array of cultural and economic opportunities. Currently, there is a huge tech start-up scene in the area. If you're planning to look at new opportunities...

[Read Blog](#)

Testimonials

Testimonials are important since they earn credibility from your users. The testimonials in your home page should have a "Read More" which will redirect to the testimonial page. Please check the following reference:



See What Our Clients Are Saying About Us!

Stonebriar Mortgage

powered by Google



CB



Stonebriar's interest rate was very competitive. Mike was able to find several ways to minimize closing costs. Customer service was excellent and responsive. The entire process from first contact to closing took 28 days. This was the best financing experience I have had.



Gary Logan



Mike is a hard worker that is very attentive to his clients which is why I was able to save money with a great loan rate that was processed much quicker than I thought possible.



DKD Energy



Mike was easy to work with through the funding process! He took good care of us and kept us informed throughout the process!



Reagan Judd



Stonebriar helped me with a refi on our house in Dallas and I couldn't be happier. We got the rate we wanted and the process was as smooth as it gets. Highly recommend!



Leigh Sendra



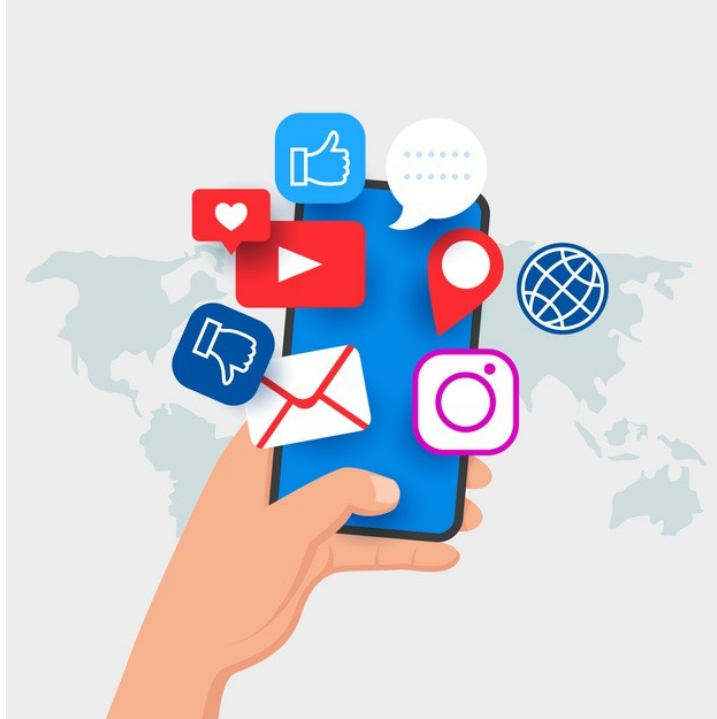
I would highly recommend Mike and his team when needing a purchase loan and/or refinancing an existing loan. Not only does he have over 20 years in the business, he gets things done fast & right! He was able to structure our loan and save us tons of money!



CHAPTER 6

Social Media Marketing

How To Leverage Social Media (Facebook, Twitter, LinkedIn, & Other Social Platforms) For Maximum Effect in Your Business



There is a lot of BUZZ around Social Media (Facebook, Twitter, YouTube, LinkedIn), but how can it be leveraged by a service provider? How can you use social media to grow your business?

In this chapter we are going to cover social media marketing for your business. I hope that by now, you've learned a lot about how to position your company online, how to rank well on the organic listings on Google Maps, and how to rank well in the organic non-paid listings.

Now, we're going to talk about social media marketing, and how you can utilize social media tools like Facebook, Twitter, and LinkedIn to grow your business.

As I talk to business owners throughout the country about Internet marketing and social media, I tend to get a puzzled look. The question is, "How in the world does all of this social media stuff apply to my business? How can I possibly use Facebook in a way that would help me increase my revenues, boost my service calls, and get more repeat business?"



I'd like to try and bridge the gap on where the "lowest-hanging fruit" for social media is in your business by asking, "What's your number one source of business today?"

Just stop and think, where does most of your revenue come from? You'll quickly come to the conclusion that your number one source of revenue is repeated and referral business.

**== More Repeat Business &
More Referrals**

The lifeblood of any service business is your existing customers returning for services over time, and your existing customers referring you to their friends and family. If social media is harnessed correctly, it gives you the ability to take that repeat and referral business, inject it with steroids, and take it to a whole new level.

Let me explain why I feel that it's a great place for you to really connect with your customers and get more repeat and referral business. Just a couple of Facebook stats gleaned from Google:

- Facebook currently has 2.37 billion users
- The average user has 338 friends
- Users check in an average of 14 times per day

If you can get your real customers, current and past (your sphere of influence) to connect with you on social media, such as Facebook and/or Twitter, your business is exposed to their 388 friends as soon as they "like" and follow your page.



It's almost as if they'd sent an email, or they'd sent a text message out to all their friends saying, "I recently received a service from this service provider in our area. The next time you need their services, why don't you think about them?" It's extremely powerful to gain exposure to their sphere of influence.

Another major advantage is that they've given you permission to remain top-of-mind with them. The average user, like I said, checks in 14 times per day. They login to check out the updates on their Facebook wall and to see the updates of all the companies and people they have liked or are friends with. If you're posting updates to your social media profiles, the people who have liked your page are going to see that new content whenever they login.

They are going to see an update and your logo. They're going to see some special offer or promotion, and it's going to pique their interest. Next time they need your services, who do you think they're going to call?

Top of Mind Awareness

There is a higher probability folks who have liked your page are going to use you again, and refer you to their friends, because they remember you and had a good experience with your service offering. They know who you are.

You've remained top-of-mind. If you look at major companies like Coca Cola, Pepsi, and Lay's, they spend billions of dollars a year on advertising and promotions, through TV, radio, and print.

What's the whole thought process behind that? They're developing their brand, so they can maintain what we call "TOMA," top-of-mind awareness. Leveraging social media inside your existing sphere of influence is a great way to tap into that top-of-mind awareness.

Where should you start? Where can you start using social media, with all of the different platforms out there? With so many different social media tools, what should you be using?

In chapter two, we talked about having a blog and putting out consistent updates. Well, blogging ties very nicely to your social media strategy. These are the social media profiles you definitely want to have set up and ready to roll in your business.





- Facebook Business Page
- Twitter
- LinkedIn
- Youtube
- Google Plus
- Blog

Finding Your Followers

Let's talk strategy before we get into the granular details. Talk about high level. How do you leverage social media and how do you gain that initial following? Well, first, you want to utilize email to get initial engagement. Having an active social media profile with daily updates is not worth a hill of beans if you don't have likes or views.

Now, at the same time, if you have thousands of irrelevant people that have pressed like on your website or on your Facebook profile, it's not going to work to your advantage if they're not people in your service area. They're not the target market that we discussed in the marketing fundamentals.

You want to make sure that you have a strategy to get your real customers and your true service area engaged with you in social media. You should leverage email to engage your customers to get to your social media profiles. This takes a multiple step process.

The first thing you want to do is build that list or go into your customer relationship management system, if you have one, and export the name and email addresses of your customers. Include current customers, past customers, sphere of influence of your friends, your business partners, the people that you do business with, and put them into an email.

Queue up a nice little message which says, "Hey, we appreciate your business. We appreciate your relationship over the years. We're getting active in social media and would love to have you engage with us. Please go to Facebook.com and press the Like button." Make sure to give them a direct link to your Facebook page.



There are a couple of things you can do. You can offer them an incentive, something of value like a coupon or a discount. Or, if you feel like you've got an active customer base that knows who you are and likes you, just ask them to do it as a favor.

You'll be able to start building that following. Now, you don't want to stop there. You don't want to just send one email out that says, "We're on social media." You now want to build it as part of your business.

Just Ask!

In the Google Maps Optimization chapter, I talked about having an email go out after service, thanking the customer for their business and asking them to go ahead and write a review for you on one of the various online directory sites.

Well, there's no reason you couldn't send a subsequent email to that contact, maybe a day or two later, which says, "By the way, we're actively involved in social media and would love it if you would engage with us." Then give them a direct link to your social media profiles where they can press like, subscribe, and follow to start engaging with you on social media.

The key is that it needs to be an automated process where you're typing your customer's name and their email address. These emails go out to everybody that you serve without any hiccups, and without any potential for dropping the ball. If you don't do it consistently, you won't get a true following - and you won't get your real customers engaging with you on these social media platforms.

That's step one. Leverage email to build that initial engagement and following of your real customers. Remember, we want authentic customers, not just throwaway links and subscribers.

Once you've got that part squared away, you have got to think about what you are going to post. What information are you going to put up and how frequently? You should post to your social media profiles once a day. If that seems like too much for your business, post once a week at a very minimum.



Once you've got that part squared away, you have got to think about what you are going to post. What information are you going to put up and how frequently? You should post to your social media profiles once a day. If that seems like too much for your business, post once a week at a very minimum.

What to Post (and Why)

These should be informative posts. It should not be a sales pitch. It should not be, "Here's 10-percent off your next service."

You can do that every now and then but more than 80% of the time it should just be social content: "Here's a picture of a kitchen that we remodeled", "This is what's going on in our market", "Here's a picture of us at the latest home show.", etc.

Keep it informational, keep it relevant, keep it social, and then you must engage. Social media isn't a one-way dialogue. You shouldn't be going to your social media profiles and pushing out updates that don't have any engagement. You shouldn't just be posting. You should be trying to get people to reply to your post: "Hey, that was funny", or "That's a beautiful picture", or "Thanks for that great tip," all of which you can reply back to.

Then, listen to what your fans are saying. Once you've got a flow – you've got 50, 70, 100 or a couple of thousand people that have liked you – you are going to be able to hear what they are saying as well. They might post something that's totally irrelevant to you, like "Hey, tomorrow's Billy's birthday." There is no reason that your organization couldn't reach out and say, "Hey, wish Billy a happy birthday for us!", from your company. They will think, "Wow, this is a company that cares. This is a company that's real and authentic."

Engaging in social media is probably a lost art. Most people that use social media just post one-way messages, which is not the idea. It's a social platform, so there should be conversation. There should be dialogue.

Fill in the Business Bio

The next thing you want to do is to develop your brand and make sure that you enhance the bio section on each one of these profiles. Within Facebook, Twitter and LinkedIn, you will have the option to fill in an 'About Us' or bio section. Write some interesting information about your business there.





Take the information from the 'About Us' page on your website where you talk about where you were founded, why you started the business, the service that you offer, etc., and pop that into the bio section on your social media profiles. You also have the ability to put an icon on each one of these social profiles, and you want to make sure that you're using an image that represents your business. It can either be a head shot of the owner or it can be a logo.

Below is an example of a few social media icon options that go from good to bad to a big no-no!



Good
Company Logo,
even better if
you are a well
known brand



Good
Mary Thompson
President
Mr. Rooter



Bad
Glad you like
shaggy, and
maybe it's your
knick name. But
it's not relevant
to your business



Very Bad
Drinking a beer
while giving the
middle finger,
unbelievably
common, but a
poor choice

If your personality represents your brand, then it might be a good idea to use a nice head shot so that people connect and resonate with you. People tend to buy from individuals more than they buy from businesses because a business is an anonymous entity, and a person is someone that they feel they can get to know, like and trust.

Don't be like our bad examples, "Shaggy" or the "drunk contractor." Don't put a picture of yourself in a T-shirt with a beard grown out. Be professional. Represent yourself as an important part of the business. Stick with the examples on the left – the logo and/or the professional head shot, as opposed to Shaggy or a weekend photo of you doing something crude and lascivious.

It's all about branding, so make sure that you're leveraging the header graphic and the image icon. If there is an option for you to customize the background, do it! You want to make sure that your elements marry up with the overall branding of your business.



Make sure everything on your social media profiles is consistent with your website. On your website, you've got a color scheme, a logo, and maybe you have printed brochures. Be sure to keep a consistent flow, look, feel, and color scheme on all your social media profiles, website, and offline materials.

Posting Plans and Pointers

Don't forget to have a plan for social media. How often are you going to post? What types of posts are you going to put out there? Who is going to be responsible for posting them? How are you going to engage your customers? Which social media profiles is your business going to be involved with?

Remember in chapter two we talked about the fundamentals of your marketing plan (market, message and media). Be sure that you have a clear understanding of who your customer is and who your ideal customer is. Then make sure that you are crafting a message that will resonate with that particular customer. It's important to consider all of these things as part of your social media strategy.

Don't just dive in. A common mistake would be to just setup the profile and start posting with no thought process or plan behind it. Think about it. What pages are you going to be on? What message are you going to put out? What color scheme are you going to use? Set all of that up and then get very specific about your target. Is your client the commercial type? Is your client a residential type?

One solid method is to schedule your post types on specific days, such as:

Monday, Wednesday and Friday are the days that you are going to put up tips. For example, DIY tips are a great place to get started and you can dish out expert tips related to your service offerings, etc.

Tuesday and Thursday, you'll post photos, such as pictures of really interesting things relative to your business, pictures that showcase your work effectively, before-and-after pictures of a job well done. Pictures that are interactive are also good choices.

Saturday and Sunday, you post coupons/special offers

I am not saying this is the editorial calendar you must follow. This is only an example. However, the point is to make it easy for yourself so that you know what is going up and when. Your posting process can be streamlined, and it can also be automated.





Leveraging Posts

When we talked about the blog in the SEO chapter, we went over leveraging content. Because content is king, you have to be creating updated information on a consistent basis.

This content can go up in various places. As you post a new piece of content, it can go to your Facebook and Twitter pages automatically. It can go straight out to Pinterest if it has a photo included, and you can take your blog content and syndicate it to recreate great social media content.

Remember, content isn't necessarily just written text. You are an expert in your craft. You know things that the average consumer doesn't, such as what to do in the event of an emergency, why somebody would want to consider a specific service offering versus another, or why somebody would want to consider a new service offering you have recently started.

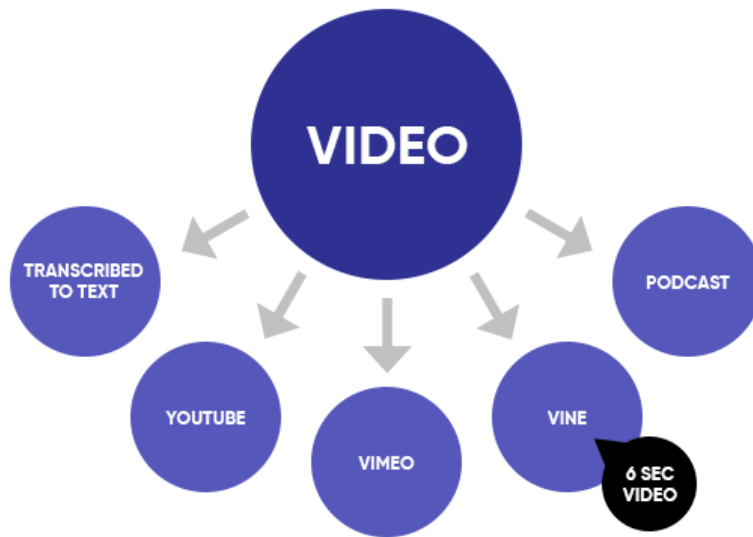
You can either sit down and write about it, you can take an audio recorder and record yourself talking about it, or if you're comfortable on video, you can break out the camera phone and shoot a video talking about an issue your ideal consumer may be facing.

How 1 Equals 5

Once you make a video, you can get a lot more bang for your buck. That one piece of content can serve multiple functions. The first function can be posting videos up on social media or on websites where you can upload interesting clips and videos like YouTube or Vimeo.



One video post can result in several forms of content.



You can also have the video transcribed using a service like castingwords.com. There are various transcription services available.

That video of you talking about the benefits of your service offering can now be transcribed into text, which may then be used as a blog post and be syndicated into your social media profiles. Another step beyond that is using that same audio and turning it into an audio podcast you can have hosted on your website.

There are a lot of things you could do to take your content and work with the modality that you're most comfortable with. Some people like to write. Some people like to talk. Some people like to be on video. Figure out what you are most comfortable with and run with that. This is how you create social media content for your online marketing plan.

Remember, educational content that's published in multiple places gives you industry expert status. By publishing and getting picked up in industry listings, the local newspaper or a reputable blog, you are considered an expert. This is going to drive your credibility, which in turn, will result in more referrals.

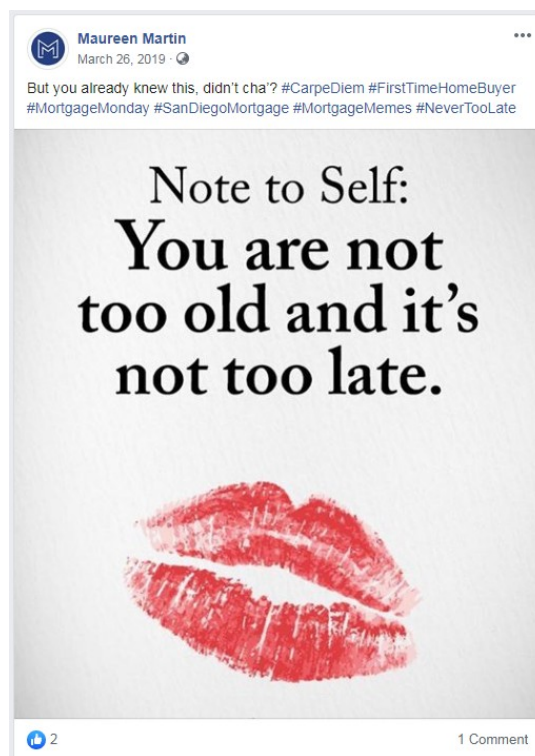
I want to give you some examples of good social media posts.



Then, of course, a shortened link back to the website. The point is to give a quick tip like that once a day, keeping you top-of-mind, and helping you to put out fresh, relevant content.



Here's an example of how you can do something interesting with pictures. In the picture below an interesting quote is being used. It says, "Note to Self: You are not too old and it's not too late." You'd be amazed at the things you can do with pictures. There's 200 percent more engagement with photos on Facebook than there is with text.





It's easy to find an interesting picture like this, post it with a quick little quip, and get some great engagement from your followers on social media.

Another sample, to wish your users a Happy Holidays. Simple, but effective.





Do's and Don'ts of Posting:

1. Use the 80/20 rule for marketing messages. Put out 80% information and 20% marketing.
2. Keep it business related. Your political and religious beliefs are never a good mix with business.
3. Photos of your kids playing tee ball are good, but don't let it dominate your page.
4. Keep your vacation photos on your personal social sites.
5. Keep your business opinions, beliefs, and interests to yourself.

Sometimes knowing what not to post is more important than knowing what to post, because the natural tendency is to go to these social media profiles, and just post promotional material.

So, don't post a coupon every single time you log in. If you do that, everybody who liked or subscribed to your page will start to disappear before you know it. They'll stop subscribing, they'll unlike you, and they'll unfriend you.

You have to use the 80-20 rule for messaging: 80 percent informational and fun stuff, and only 20 percent should be promotional.

Keep it business related. You don't want to get into your political and religious beliefs, because if somebody disagrees with you, you can create a negative atmosphere.

That's not something you want to do on your business profiles. You've got a personal profile for a reason. If you want to put your religious and political beliefs there, knock yourself out. Just keep it off your business pages.

You may not necessarily want to put too many photos of your kids on your page, even if you're a personality brand. Don't let your kids and your family be the dominant positioning behind your business profile page.

Obviously, keep your vacation photos and again, your opinions and beliefs, off your business page. Family photos are another thing that should be kept primarily on your personal profile.



When and How to Engage

We talked about asking your customers to 'like you' on Facebook and asking your customers to write testimonials. We also talked about interaction and responding to your customer's actions. "Hey, thanks so much for the follow. We appreciate it." Or, if they write you a testimonial, make sure you blow that up.

Not only should you say thank you, but you should also share it. "Hey, Jean, thanks so much for the positive testimonial. We appreciate your feedback. We appreciate your business, and this is what keeps us going. This is what we're in this business for."

Then, you could take the testimonial and put it on your website or embed it on your website through the various widgets and short codes that Facebook provides.

For example, you create a post saying, "Seniors should live at a place where they can maintain their normal lifestyles and follow their interests. Let us know how we can help." Then, one of your followers says, "Wonderful caring staff. So lovingly devoted to those they serve." Then you respond: "Thank you for your comment! Our office phone number is [\(877\) 959-7970](tel:8779597970). We look forward to answering any questions you may have! " This is your engagement. You want people to make comments, and then you want to be able to talk back.

This is just a way to put out relevant content, and if you're paying attention to your feed, you can turn it into some great conversation. Again, you want to be active on social media.

It's a great way to get repeat or referral business. You need to be on Facebook, LinkedIn, Twitter and YouTube. You want to utilize email marketing to gain that initial following, and then post updates that are informative and not sales-oriented on a consistent basis and engage.

If you do this regularly and correctly, you're going to grow a nice following of real customers in your true service area. You're going to remain top-of-mind and it's going to help you grow your business in terms of the lifeblood of your organization, which is repeat and referral business.





Top Twitter Abbreviations You Need to Know

Technical Twitter abbreviations:

- CC = Carbon-copy. Works the same way as email
- CX = Correction
- CT = Cuttweet. Another way of saying partial retweet
- DM = Direct message. A direct message is a message only you and the person who sent it can read
- HT = Hat tip. This is a way of attributing a link to another Twitter user
- MT = Modified tweet. This means the tweet you're looking at is a paraphrase of a tweet originally written by someone else
- PRT = Partial retweet. The tweet you're looking at is the truncated version of someone else's tweet.
- PRT = Please retweet, a plea to put at the end of a tweet
- RT = Retweet. The tweet you're looking at was forwarded to you by another user

Industry Twitter Abbreviations:

- EM = Email Marketing
- EZine = Electronic Magazine
- FB = Facebook
- LI = LinkedIn
- SEO = Search Engine Optimization
- SM = Social Media
- SMM = Social Media Marketing
- SMO = Social Media Optimization
- SN = Social Network
- SROI = Social Return on Investment
- UGC = User Generated Content
- YT = YouTube

Common Hashtags and Chats:

- #BrandChat = private chat about branding
- #CMAD = Community Manager Appreciation Day



- #CMGR = Community Manager topic chat
- #FB = The user is sending this post to Facebook
- #FF = Short way of saying Follow Friday, or a recommendation that others follow the user
- #in = the user is sending this post to LinkedIn
- #LI = This user is sending this post to LinkedIn
- #LinkedInChat = For general use questions and questions about marketing/self-promotion on LinkedIn
- #Mmchat = Marketing and social media chat
- #Pinchat = a chat for maximizing Pinterest use
- #SMManners = Social media manners chat
- #SMMeasure = For discussion of analytics and measurement
- #SMOchat = Social Media Optimization chat
- #SocialChat = Social media chat
- #SocialMedia = an all-inclusive chat for subjects big and small in the subject of Social Media

Example of a Customized Facebook Page:





Example of Branded Twitter Profile:



How to Use Facebook for Business

There are so many ways and techniques which if applied with proper sense can change the fate of your business. To get started:

- Fill out your profile completely to earn trust.
- Establish a business account if you don't already have one. It is similar to creating a personal account. The page looks like the following:





- Be sure to read the Facebook rules regarding business accounts.
- Combine Facebook with other social media tools like Twitter. For example, when someone asks a question on Twitter, you can respond in detail in a blog post and link to it from Facebook. However, be careful before integrating your Twitter feed into your Facebook profile, as a stream of tweets can seem overwhelming to your contacts.
- Keep any personal parts of your profile private through Settings.
- Create friends lists such as "Work," "Family" and "Limited Profile" for finer-grained control over your profile privacy.
- Post a professional or business casual photo of yourself to reinforce your brand.
- Limit business contacts' access to personal photos.
- Post your newsletter subscription information and archives somewhere in your profile.
- Obtain a Facebook vanity URL so that people can find you easily.
- Add your Facebook URL to your email signature and any marketing collateral (business cards, etc.) so prospects can learn more about you.
- Post business updates on your wall. Focus on business activities, such as "Working with system technologies on web site redesign."
- Share useful articles and links and valuable resources on your wall that interest customers and prospects to establish credibility.
- Use Facebook Connect to add social networking features to your website.
- Suggest Friends to clients and colleagues. By helping them, you establish trust.
- Buy Facebook ads to target your exact audience.
- Start a group or fan page for products, services, your brand or business. Unless you or your business are already household names, a group is usually the better choice.
- Join a network, industry and alumni groups related to your business.

One of the biggest benefits that social networking platforms like Facebook provide the business community is the ability to get repeat exposure with the people in your network.

Clients, peers, and prospects can make up your network, and you can promote events, sales, special offers and more through your Facebook profile.

These are very common and essential tactics to implement to use Facebook for your business.



How to Avoid Mistakes on Facebook

With more than 500 million users, Facebook has become a must-use marketing platform for businesses of all sizes. While Facebook's staggering membership stats alone are enough to entice small business owners, few actually know how to do so effectively.

Here are 10 of the most common Facebook marketing mistakes business owners make and how you can avoid them.

1. **Not having a clear marketing purpose:** Whether you've created a page for Facebook or are still working on it, now is a good time to evaluate what you want to get out of it. So set clear goals at the very beginning.

For example, suppose you are hoping to attract 500 new fans who could become potential customers in a six-month time period. Be sure to assign someone within your company to maintain the page. It's important to regularly post fresh content on the page. If you've already created your page, but it hasn't been updated in a while, be sure to update.

2. **Not knowing the difference between a personal profile and a business page:** There are so many major differences between personal and business pages on Facebook. You should know what they are so that you stay safely within Facebook's Terms of Service.

A personal profile is the type of account an individual shares with friends and family. But a Facebook business page is used by brands and companies for promotion purposes.

Another important distinction: If you have a Facebook page for your business, you have fans. If you have a personal profile, you've got friends. So, don't ask your potential customers to become your "friend" on Facebook. They need to become a fan.



3. **Not understanding how your customers use Facebook:** Many small business owners don't know how their customers interact with Facebook. When you log into your Facebook account, for instance, the first thing you see is your news feed. You don't see the pages that you've liked.

It's important to understand that marketing your business page is not the same as posting a status update to your friends through your personal Facebook account. If you want to get your fans to view your content, you need to post directly to the Facebook page for your business. Your posts will show up in your news feed and will also show up in theirs.

4. **Not getting the right URL for your Facebook page:** You also need to know how to obtain the proper URL for your business page on Facebook. There are so many business owners who don't understand that if you have 25 fans of your business page, you are eligible to obtain a URL for your page that has your company's name in it.

For example, it could be www.facebook.com/yourcompanyname instead of the former random number URL assigned. You can go directly to www.facebook.com/username and log in to choose your URL.

5. **Not responding to wall posts:** It is a smart idea to remember that Facebook is all about interaction. It's very important you quickly respond to potential customers if they post questions on your wall.

The faster you can answer their question, the higher the likelihood of converting that potential customer into a paying one. You can adjust your Facebook page settings to notify you via e-mail whenever a new post is made on your wall.

6. **Creating fake Facebook user accounts to boost fan count:** It is a long-term process to get potential customers and existing ones to become fans of your business Facebook page. Although you may want to see your fan count increase rapidly, don't give in to the temptation to create fake Facebook accounts and then become a fan of your business page using that particular account. Facebook can often detect fake accounts, which are a violation of their Terms of Service. If you're caught, you will lose your page and the marketing power that comes with it.



7. **Not updating the page regularly:** You should not create a page for your business and let it become inactive. You should update it with fresh content at least two times a week. This will help keep your fans engaged and interested in your brand.
8. **Posting poor quality content:** Nothing irritates a potential customer like poor content. Consumers are always looking for useful information, not hype. Before you post anything, you should ask yourself how your content benefits your fans. If you can't answer that question, revise before you post it.
9. **Not using Facebook's free tools:** One of the great things about Facebook is that it offers several free tools to help businesses gauge how well they are using their page to attract and engage customers. There are many free tools in Facebook that provide business owners with detailed metrics about the effectiveness of their page content, analysis of user growth and demographics, and other concerns. You can find out more about it by logging on to <https://developers.facebook.com/docs/platforminsights/page>.
10. **Not properly promoting your page:** Many business owners aren't aware of the ways in which they can promote their Facebook page and attract potential customers. Facebook offers an advertising option that allows you to purchase relatively inexpensive ads.

You can also purchase a paid sponsorship of your post. For example, if you've written a post about the best strategies for designing a good website, you can promote that post on Facebook through its advertising and sponsorship platform. You can also create a link to your Facebook page on your company website.

How to Set Up a Facebook Business Profile

As one of the top social networking websites, Facebook provides you an opportunity to create a business profile. It is another method for your company to reach its marketing goals.

With a business page, you can create advertisements that appear on targeted Facebook pages and allow you to reach a wider audience. So now with just an email address, you can quickly set up and customize your own business account on Facebook.



Here are a few steps detailing how to create your business profile in Facebook:

1. Access the Facebook website and click the "Create a Page for a celebrity, band or business" link at the bottom of the "Sign Up" section.
2. Choose the "Business or Brand" option.
3. Type in the page name you want to use and select your business category.
4. Add pictures.
5. Create a username for your page. (e.g. the name your customers will use to search for you)
6. Add your business details, such as the "about" section.
7. Add additional keywords that people might use to search for your service offerings.
8. Fill in all details; contact information, location, hours of operation and other information you want visitors to know.
9. Tell your story – e.g. what sets you apart from your competitors, how you got started, how long you've been in business, etc.
10. Create content for your page, before asking your customers to "like" your page.

Top 15 Acronyms Used in Facebook

Acronyms on Facebook are borrowed directly from decades of net culture, developed as easy Internet shorthand on electronic bulletin boards, IRC, IM, and email. Facebook's integration with SMS naturally means that texting lingo is inherently part of the argot.

As we will need to share our messages within a small word count it can be difficult to express our views with just a few words. Sometimes it may be not possible to express within that limit if we use normal language.

Although we can write complete words or sentences, using acronyms can save space. Here are 15 common shortcuts to give complete descriptions. These shortcuts can simplify sharing your views and ideas.

1. 2moro – Tomorrow
2. 2nite – Tonight
3. BTW – By The Way



5. BFF – Best Friends Forever
6. FWIW – For What It's Worth
7. GR8 – Great
8. ILY – I Love You
9. LOL – Laughing Out Loud –or– Lots Of Love
10. OMG – Oh My God
11. THX – Thanks
12. TYVM – Thank You Very Much
13. RTM – Read The Manual
14. NP – No Problem
15. ISO – In Search Of

Because of short message chatting and wall posting, Facebook encourages extensive use of shorthand typing. Most of these acronyms might be familiar to regular Internet users but some are very specific to Facebook.

How to Create Your Following in Facebook

Once the business page is complete, most people are anxious to get lots of followers. The truth is it takes time to build a new fan base from scratch.

Efforts to build your base should begin the day you set up a Facebook page. To create a strong fan base requires an ongoing commitment to brand, monitor, and network with people who find interest in your product. Besides quality service, it's important to build close-knit relationships with visitors.

There are some steps that if successfully applied can increase your following:

1. Be Prepared with Quality Wall Posts and Consistent Engagement

If you want to be liked, be likeable first. A disorganized Facebook page can turn off customers instantly. When reviewing a Facebook page, quality content and active engagements are great first impressions.

Several other factors people look for before joining a page include the brand itself, consistent posting of fresh information, and active engagement from both fans and admin.



2. Reward Your Loyal Supporters

You may have just started your Facebook page, but your business is well-established. Encourage your loyal customers to join your Facebook page as supporters, reward them with customizable badges/tabs (to be placed on their profiles for visibility) and special deals for consistent support. A shout-out from a happy customer is a lot more attractive than a marketing slogan, creating irresistible appeal for that 'Like' button.

3. Leverage Your Existing Social Networks

If you've built a strong Twitter network for your business, utilize it to promote your Facebook page. Some people prefer not to overlap similar social contacts on both accounts, but why diminish your chance to be noticed? Your followers can broadcast your message on both of their social platforms by reaching out to a greater audience about your business.

4. Integrate Facebook Social Plugins to Your Website

It's essential to have a main hub correlating all your social media activities. Your company's website is the only place that gives you full control over content and brand management. Integrate Facebook social plugins to encourage connections such as Facebook's "Like Box", "Like" button, and Comment stream.

5. Remind Your Fans to Like and Share

Facebook has some easy ready-made sharing buttons with which people can promote your tabs and pages to their friends. Place a shout-out or reminder to 'Like' your status updates and instruct fans to click that little 'Share' button right next to your message so their friends will be alerted about the update.

6. Utilize Forum Signatures and Membership Sites

If you're an active participant in a forum or membership site, placing a signature with your fan page link is a plus. No one will care about your information unless you stand out from the crowd.

Be an active helper in a LinkedIn Group or a frequent poster of special tips and tricks. As long as your participation in the niche community is appreciated, there's a higher chance for other members to check you out.



7. Take the Initiative: Request Help From Friends

It's difficult to start a fan page with no engagement whatsoever. Why not initiate messages to your friends and buddies who are supportive of your business?

Ask them to help in some discussions, reward them with publicity or return the favor. It's easier to ask a friend than a stranger if you're worried about spamming people.

Make sure the question is interesting enough to get them talking. If you use your personal account and fan page strategically, you'll discover a huge advantage of getting new friends to be your fans while they're getting to know you better.

8. Use Tagging and Acknowledgments

A great networking tool, status-tagging, can even drive in new connections. Tag an author or a popular Facebook page to draw attention, but only if you have good reason to do so.

For example, selflessly promote a niche-post and how it benefits people who like your page. Be authentic, and the page admin (hopefully the fans as well) will appreciate you for it.

9. Participate Outside Your Page

Use the Facebook Directory and Facebook Search to locate other Facebook pages in your niche and look for public discussions based on search terms related to your business.

Provide value to the popular pages; build credibility and relationships with the admin and members. Get to know them better before asking them to look at your page. They just may reward you publicly.

10. Collaborate with Other Page Admins for a Social Event

You can collaborate with other page admins to create a special event that may benefit both your fans and bring in new connections. I find this to be very successful. There should be a mutual understanding and proper planning to make it work for everyone's professional goals.



11. Embed Widgets on Your Website

Select from a number of the new Facebook Social Plugins and place them on your website and blog. The Fan Box widget is now the Like Box and it works well to display your current fan page stream and a selection of fans.

12. Make a Compelling Welcome Video

Create an attractive landing tab (canvas page) with a video that explains exactly a) what your fan page is about, b) who it's for and c) why they should become members. The result: you'll increase your conversion rate from visitors to fans.

13. Use Facebook Apps

The app adds a tab to your fan page called "Shows" and when you broadcast as your fan page, everyone can view by default. (You can also broadcast as your personal profile and selectively invite friends/friend lists.)

By announcing via Twitter, your personal Facebook profile, your blog and your email list, you can broadcast regular live Internet TV shows from your fan page and create buzz.

14. Integrate the Facebook Comment Feature

You can also post any of your products as well as Like and Comment on any item and choose to have that comment posted to your Facebook profile, as shown in this screenshot:

15. Place Facebook Ads

Even with a nominal weekly/monthly budget, you should be able to boost your fan count using Facebook's own social ad feature. It's the most targeted traffic your money can buy.

To buy an ad, scroll to the foot of any page inside Facebook and click the link at the very bottom that says "Advertising." From there, you can walk through the wizard and get an excellent sense of how many Facebook users are in your exact target market. When you advertise your fan page, Facebook users can become a fan (click the Like button) right from the ad as shown in the screenshot below.



How to Build Your Brand and Market on Facebook

A large portion of web users today are spending their time and attention on Facebook, and this includes business owners. However, most of the marketers lack a comprehensive knowledge about how to implement Facebook for marketing their brand.

It is true that like any other social media platform, Facebook also demands some strategies to be performed to brand your business page.

Facebook offers many tools and apps to build a strong brand. Here are three chief tools to know and understand:

1. **Tools for Guerilla Marketers:** For the guerilla marketers who are very aggressive, Facebook offers a bevy of viral channels to get the word out to your friends and creatively reach your target audience.

There are so many aspects of guerilla marketing tactics, but the best part is that it is totally free. Everyone on Facebook can use these strategies to recruit and evangelize their causes. Some of the best guerilla tools are:

- **Profile Page:** Your profile page is the starting point on Facebook. It is basically the landing page that you design in order to convert your friends to engage with certain parts of your identity.

Your profile page is an opportunity to craft a credible real-world story around the reasons your products or services are so valuable. Take advantage of Personal Info, Work Info, Photos, and applications to tell bits and pieces of your narrative as it relates to your brand.

- **Facebook Groups:** Groups are the oldest and simplest way to build community around your brand or company on Facebook. By starting a group, you create a central place for customers, partners, and friends to participate in conversations around your brand.

Here you can post discussion topics, photos, videos, and links right out of the box.





- **Facebook Pages:** Pages were launched by Facebook as a way for businesses of many types to easily establish a brand presence on Facebook.

Pages are more customizable than groups. You can add HTML, Flash, or even Facebook applications to your pages to extend their functionality and the depth of experience users can have with your brand.

Pages get more prominent "Bumper Stickers" real estate than groups on the profile pages of your fans. Pages are a good option for small or local businesses that want to establish a presence on Facebook. Like groups, they're another free and easy way to market your brand.

- **Facebook Events:** Facebook Events is a free application developed by Facebook that anyone can use to promote marketing events, sponsored parties, or even product launches, transactions, or company milestones.
- **Facebook Notes and Photos:** Notes and Photos are two Facebook applications that allow you to share blog posts and pictures with your friends. You can use these features to post content about your brand but be careful to always do it authentically – don't be spammy.
- **Facebook Messages:** Facebook messages can be a powerful vehicle for targeted marketing on Facebook. Messages are like email, except a lot less fully featured – Facebook offers no way to search, sort, filter, categorize, or star messages.
- **Facebook Marketplace:** Marketplace is Facebook's classifieds listing service. You can post a for sale ad or wanted ad in any of your networks for free. Unlike other Facebook-developed applications, Marketplace does not get heavily used by most members.

However, unlike Craigslist, which is anonymous, all Marketplace responses are tied to real Facebook accounts. When you receive a response to your Marketplace listing, you can see the respondent's profile page even if they're not your friend.



- **Facebook Share / Posted Items:** Facebook Share is a Facebook application that lets you promote any Group, Event, Photo, Link, or Application you come across by giving it real estate in your "Posted Items" list on your profile page.

You can also send it directly to your friends' Inbox.

- **Facebook Networks:** Facebook Networks are like group pages for everyone who's a member of an Educational, Work, or Geographical network. It is another way for users to discover events, posted items, and marketplace listings and discussion forums and walls which any members can post to.
 - **Mini Feed and News Feed:** Facebook's news feed is like a wind that blows your marketing seed in Facebook. While you're not able to publish directly to the feeds, Facebook's Mini Feed and News Feed archive your users' engagement with your brand and syndicate it to their friends, networks, and beyond, amplifying the reach of your campaign by orders of magnitude.
2. **Facebook Tools for Advertisers:** Facebook always offers both integrated and self-serve solutions to reach broader slices of the Facebook audience. But this process needs some bucks to be spent. Depending on your budget, you can get started as an advertiser on Facebook with as little as a few dollars for a short-run flyer or as much as several hundred thousand dollars for a customized "sponsored group" destination inside Facebook.

Some Tools Related to this Field are:

- **Ads:** Facebook offers advertisers several different types of ads. The type you choose will depend on the goal you have for the ad.
 - Brand awareness image ads
 - Local awareness ads
 - Video ads
 - Link click ads
 - Multi-product carousel ads
 - Offer claims
 - Dynamic product ads
 - Canvas ads
 - Collection ads



- **Polls:** Polls offer an easy way for marketers to quickly conduct research within their targeted audience

3. **Tools for Application Developers:** For marketers who can harness technical resources, the Facebook Platform offers the most powerful way to create engaging connections with your target audience on Facebook. There are literally thousands of good apps to build business brand on Facebook. Some of the tools are:

- **Profile Box:** The most common way new users find applications is through application profile boxes on their friends' profile pages. The challenge of profile box design makes it compelling for an existing user to keep it on his/her profile, and appealing enough to a new user to click on and install the application.
- **Invitations:** One of the most powerful viral channels available to Facebook Platform application developers is invitations. The invitations API allow users of your application to invite up to 20 of their friends per day to install your app.
- **Facebook Notifications:** Notifications have been proven to be an effective tool for retaining existing users of your app. However, notifications get less press than feed items and invitations because they're not as effective at spreading your app.
- **Email Notifications:** Email notifications are just like Facebook Notifications except they are delivered directly to your users' email address instead of to their Facebook Notifications inbox.
- **Application Directory:** A surprising number of application installations come directly from the Application Directory. It is a great tool to create your brand on Facebook.

Direct marketers who believe in some creativity can surely shine in their business if they properly use these tools. None of the other ways could be better than these tools to build your own brand market on Facebook.





How to Convert Your Facebook Traffic into Sales

There is no doubt that today Facebook has become the leader in social media platforms. It is also useful for business owners and Internet marketers who use it to take advantage of this social media platform to promote their business.

Facebook helps them to create their own business fan page, build their brand name and also get traffic. Millions of people are today using Facebook, so it is a great marketing tool for you.

However, converting your fan page traffic into potential sales takes time. There are various ways to use your Facebook Fan Page to generate more traffic into sales for your business.

Here are 10 effective tips to use Facebook Fan Page effectively to get sales:

1. Offer Ultimate Communication with Your Audience

Facebook people are very active; they will always check their Facebook accounts often just to update their status. After creating your fan page if you don't provide the same active communication with your audience, then you'll lose their attention very quickly.

You need to update your page often just to remind your audience that you are there and active. You should also answer the questions promptly if your audience asks something. This builds trust between your business and your potential customers. The more you can earn credibility with your customers the more you will get sales.

2. Advertise Your Fan Page with Facebook Ads

If you already built your fan page you can create buzz regarding your business on Facebook. You can get your page noticed by investing a small amount of money to promote your fan page. Without properly promoting your fan page you likely won't get noticed.





When you promote your page using Facebook Ads, it won't sound like you're pitching Facebook users with a blatant sales page. If you use your fan page as your landing page in your Facebook Ads, then more new readers will come to your fan page because they perceive your ad not as a sales page, but as an interesting page that they want to explore. Automatically your traffic will convert into sales.

3. Provide Useful Information, Not Just Product Promotion

You should also balance your fan page with useful information related to your niche. Using your fan page as your prime promotional tool to promote your product will be less effective because most Facebook users aren't ready to buy anything yet.

They came to Facebook for fun, social interaction, and information exchange. They'll love your fan page if you provide them with good information. Instead of solely promotional posts, use your fan page to educate your customers. When they find interest in your information, that will lead to interest in your business which will lead to sales.

4. Don't Hide Any Information

Many fan pages don't show their original company names to their fans. They even don't list their postal address. If your fans can't see your address or know exactly who you are, they will be less inclined to do any kind of business deal with you.

If you are serious about your business, show your visitors that you have nothing to hide. List your full contact information on your page.

5. Show Your Visitors You Are Different

Show your website visitors how you're different and why they should use your products or services instead of your competitors.

Suppose you provide SEO services. You might say something like: "We distinguish ourselves from other SEO software companies by using only ethical search engine optimization methods. Our products do not use any shady tactics that will get your website banned from search engines."





6. Adding a Review Tab to Your Fan Page

Not every Facebook Fan Page has a review tab. By default, certain Fan Pages have the review tab in place.

A review tab is like having a verified testimonial. In order to provide you with a review the user must already be on Facebook, have an account, and cannot be associated with your page as an administrator. Having these reviews provides prospects with a sense of security knowing that others have already used your company's products or services.

7. Promote on Other Sites

You should put your Facebook fan page button on your company blog, websites, and on other social network sites. The more sites that have your links the more people have an opportunity to sign up on your fan page. By getting more visitors you will get more chances to get sales.

8. Maintain Uniqueness

Facebook has 2.45 billion users. It's not possible for all fan pages to attract all users one at a time. If you want to stand apart from the competition you should maintain a unique fan page to your niche.

Look at related pages in your niche just to see what others are doing. Take notes and think about how you can make your fan page better, because this will help build brand recognition.

9. Create Competitions

Another idea to get sales from Facebook is to arrange for some attractive competitions and giveaways. People like to receive free things, and if you offer something of real value, it will create tremendous buzz.

Practicing this continuously will lead to more interest from your traffic which will lead to more sales.



10. Add a Contact Form on Your Fan Page

Facebook fan pages don't provide an easy way to contact you. This means you need to create a contact form on your fan page to easily allow a visitor to reach your business.

If the visitor is genuine, this contact form will bring them to you. But if they see that there is no way to contact you quickly, they may lose interest in your business.

These marketing strategies should allow you to generate more sales for your business. Taking time to implement these strategies will provide you with many more opportunities to reach your target customer.



CHAPTER 7

Video Marketing

How You Can Tap Into The Power Of Youtube and Other Video Sharing Websites to Enhance Your Visibility and Drive Better Conversion.





Did you know that YouTube ranks second in search engines? Yes, it's actually ahead of Bing & Yahoo!

Most businesses are extremely focused on search engine optimization but neglect the opportunities that video and YouTube provide. Implementing a video marketing strategy for your business can get you additional placement in the search results for your targeted keywords, enhance the effectiveness of your SEO efforts and improve visitor conversion.

Why Use Video Marketing?

There are a number of reasons to use Video Marketing for your business.

First, it will increase your exposure on the search engines, giving you more placeholders for the keywords that are most important to you. Video marketing will enhance your SEO effort by driving visitors to your website and creating relevant links to your website, which will improve conversion.





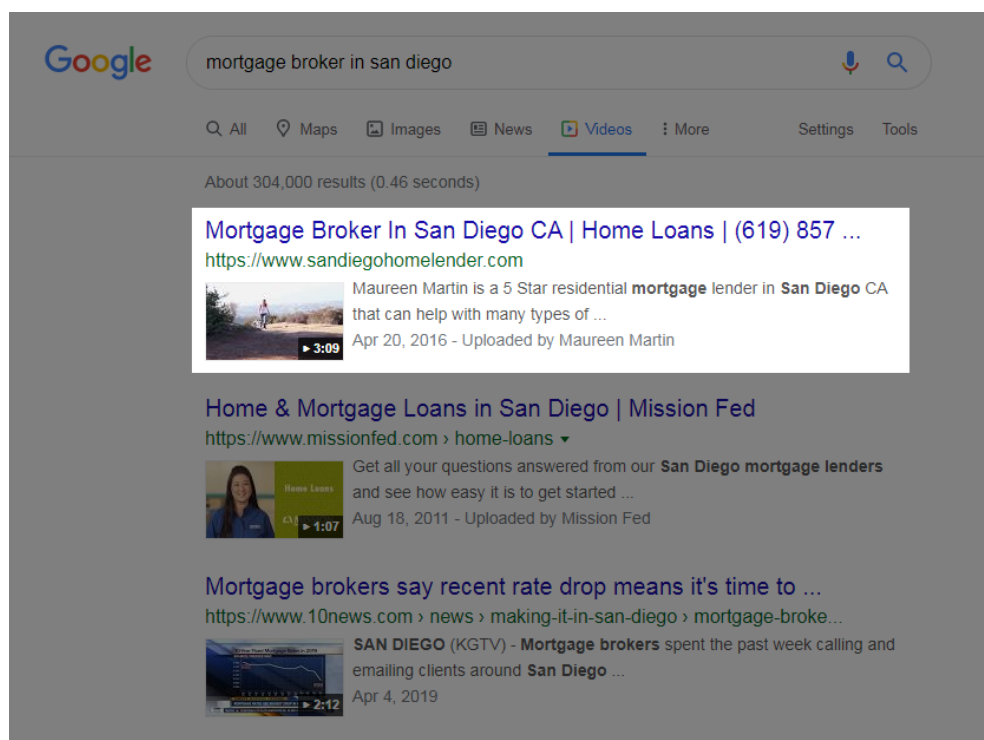
Once somebody gets to your website, if there is good video on the home page and the subpages, it will resonate deeper with your potential customers than a site without video. This helps convert those visitors from just browsing around pages to actually picking up the phone and calling your office.

Again, YouTube is the second most used search engine there is. Obviously, Google is number one. One would think that Bing and Yahoo would be the other major search engines, but that just isn't the case.

There are significantly less videos than there are web pages on the Internet. So creating relevant and quality video content for YouTube and other video sharing sites is a really huge opportunity.

These videos will help you to connect with people and answer their questions when they're looking for information on what you do.

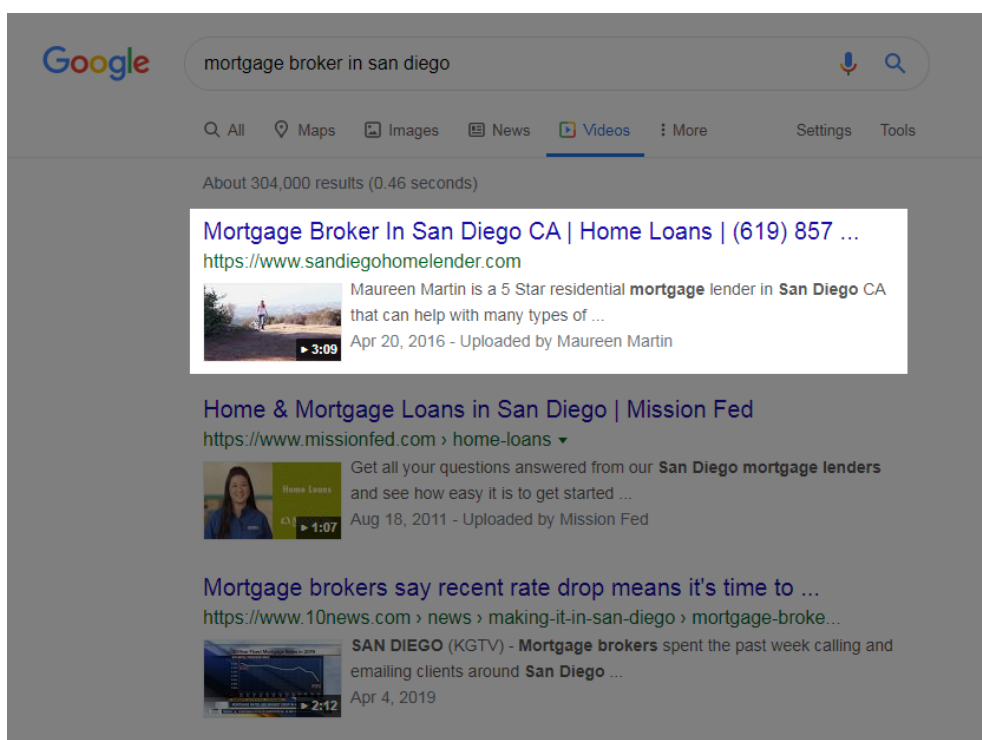
I talked about the fact that you can show up in search engines with an image next to it, and you can obtain multiple place holders on Google for the keywords that are most important to you. Here is a screenshot representing what this means:





This website, www.sandiegohomelender.com, really likes to focus home loans. If we type in a search on Google for "mortgage broker in san diego" you'll see that his video shows up on page one with a few other listings. If you click that link, it takes you straight to a website.

If you do this right and you optimize your videos correctly (I'm going to show you exactly how in this chapter), you can start to have your video show up in the natural search on Google, which is extremely powerful. It also gives you the opportunity to have more placeholders for the various services that you provide.





Video Helps with Your Overall SEO Effort

The other thing that we can accomplish with video is the enhancement of our SEO efforts. As covered in the SEO chapter, links are critical for ranking. By creating good video content, you have the ability to drive inbound links to your website from high level video sites like YouTube and Vimeo.

Again, you don't want to have just the generic Home, About Us, Our Services, Contact Us pages on your website.

You want to have a page for each of your core services and products. Videos that link to those pages is going to help with that SEO effort. Also, you're going to find that video content on your website, and on the pages of your site, actually reduces your bounce rate and increases visitors' time on your site.

These are SEO factors. 'Bounce rate' refers to somebody getting to your page and clicking back immediately or browsing away. Google understands those actions as the page not being relevant to that search.

If the majority of the people that get to your site click off and leave right away, your bounce rate is high, and Google is going to start to show you less prominently in their results. That's part of the Google algorithm. The other factor is the amount of time spent on the site. If somebody gets to your page, stays there for ten seconds, and then moves on, the visit might not get treated like a bounce, but Google is still looking at the length on the site.

If you have a video and a visitor takes the time to watch it in its entirety, that's improving your website visit length statistics. Even if they only watch a couple seconds of the video, you have captured their attention long enough that Google is going to see your site is relevant.

Don't get confused by the notion that having video on your page automatically improves your SEO. That's not necessarily the case. But having people stay on your page longer and not bounce off does impact SEO. Here's an example of how you can drive some links with your videos.





YouTube

Search



Top San Diego Mortgage Lenders - Maureen Martin

1,455 views • Apr 26, 2014

13 0 SHARE SAVE ...



Maureen Martin
66 subscribers

SUBSCRIBE

Maureen Martin is a residential mortgage loan specialist in San Diego, CA.
<https://www.sandiegohomelender.com/>

Visit <https://www.sandiegohomelender.com/lo...> for a free pre-qualification and more information on how Maureen Martin can help make your dreams of home ownership a reality. You can also email Maureen directly at maureen@mylifelender.com

2878 Camino del Rio S #402
San Diego, CA 92108

Phone: 619-857-7191

Find us on Google: <https://www.google.com/maps?cid=16824...>

Subscribe to our channel: <https://www.youtube.com/user/mylifelender...>

Follow Us on Twitter: <http://twitter.com/mylifelender>

Category **Education**

SHOW LESS

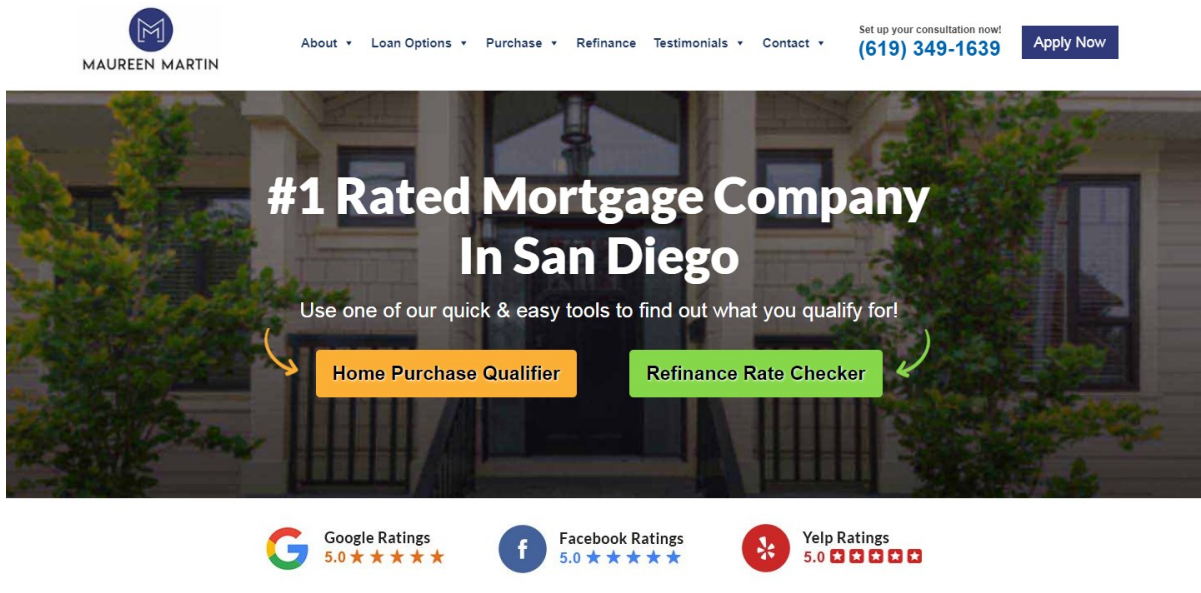
Here's an example of the YouTube channel "Maureen Martin", who is a Mortgage Broker in San Diego. You can see in the description area that they have included their website link: www.sandiegohomelender.com.

This link now connects you from YouTube to their site, and that's a relevant high impact link. You can do the same thing. I would suggest that you do not link to the home page, but rather to the specific subpage related to the video.

www.MortgageBrokerMarketing.com



Here's an example of a website MAUREEN MARTIN. We found her video in surfing for a Mortgage Broker in San Diego.



What makes Maureen Martin so special?



Watch this short video
and find out

If you check the website, you will see a nice video on the website. If you are interested in loan options, you're most likely going to watch that video on the home page. Again, this is how you improve visitor time on your site and decrease the bounce rate.

People like to watch videos. It's very rare that you're going to see a video on subpages, but you'll find that if you do have that video content on the homepage banner or on your loan options page, people will take a couple minutes to watch it. Video is unexpected and it's more interesting than text. People enjoy watching someone explain the topic that they are researching.

www.MortgageBrokerMarketing.com



Above the Fold

Providing an intro video about who you are and what you do. That video, placed correctly above the fold, will improve on-page site time and reduce your bounce rate.

I've mentioned the fact that video gives you more placement in search. It's going to give you better search engine optimization because you get the links from the video sites, you're improving your time on site, and reducing your bounce rate.

But the benefit of video that is probably even more powerful than anything, is that it's going to improve conversion.

You can have the best SEO strategy in the world and drive hundreds of people that are looking for your services to your home page or to your subpage daily. But, if it's not converting and people aren't picking up the phone and calling to hire you for your services after they visit your site, you're missing a major opportunity.

Improving Conversion with Video

Improving conversion is one of the main things having intelligent video on your site will do for you. The fact is that video clips resonate with people. They like video because it gives them the chance to get to know and trust you before they call you, especially if you follow my strategy rather than creating a super corporate video.

If you create an authentic video, the owner or loan originator talking directly to the camera, connecting with you on an emotional level, answering questions and giving a strong call to action, your conversion rate will improve.





Grandview Lending is a family-owned and operated residential mortgage loan broker.

Our goal is to help clients in our communities obtain the best rates and service possible. We are a family-owned business and we pride ourselves on providing exceptional service to our clients. We are a family-owned business and we pride ourselves on providing exceptional service to our clients. We are a family-owned business and we pride ourselves on providing exceptional service to our clients.



BROKER VS BANK



A mortgage broker does 1 thing and does it better than anyone else...
He shops for great deals on mortgages.

We are your personal financial advisor. We give you the best rates and service possible. We are a family-owned business and we pride ourselves on providing exceptional service to our clients. We are a family-owned business and we pride ourselves on providing exceptional service to our clients.



Video also gives you the ability to connect with different modalities. Everybody thinks in a different way. Some people are readers and will read all the content on a page. Some people are listeners, so if there's the opportunity to listen to something rather than read, they'll choose to listen.

Other people like something visual. Motion grabs their eye. By having video on your website, combined with text (I'm not saying to abandon text), you have the opportunity to connect with every type of person. Some people will watch the video and only connect with that, because they wouldn't take the time to read a plain text web page.

Here's a website of a mortgage company that offers many different loan types.



Leveraging Video

How can we leverage video? We understand that it's powerful, it's going to improve your SEO, it's going to help us get better placement on the search engines, and it could potentially help with conversion. How can we expand upon this?

What we want to do is create simple videos about your company, your services, and the most frequently asked questions. You are then going to upload those videos to YouTube and other video-sharing sites, and syndicate them to your website and social media profiles.

What type of video should you create? Like I keep saying, "People resonate with people." Keep it simple, be real and be personable. Put your real face on the camera, or the face of someone that represents your company. Be frank and to the point. It doesn't have to be a 20-minute video. An appropriate length would be 30 seconds to three minutes long, enough to get the message across.

Don't Overthink It!

Don't feel like you have to go all out and hire a high-end production crew or go out and buy an HD camera in order to make this happen. The reality is, you can create video clips using technology that you already have. If you've got a 4g smartphone or a webcam, you have the ability to create video content that will work for your website.

You don't need high-end editing software either. YouTube gives you the ability to upload regular video and edit it right within the system. By edit, I mean cropping and tailoring the video to begin and end where you wish. You can put your phone number down in the bottom area of the video as well as a link to your website. Or you can use a simple editing software like iMovie (free with Macintosh computers) and Movie Maker (free with the PC).

Using the technology that you already have, stand in front of a company sign with your logo or in your office, and talk to the camera; talk with the people that are visiting your website, because that's going to stick with them.





What Kind of Videos Should You Create?

You can create just about anything you want. But the ones that are going to be most relevant are the ones that pertain to your services.

The first video that I recommend you make is an introduction for your website. This can be as simple as, "Thank you so much for visiting the XYZ Company website. We specialize in providing XYZ services to the XYZ area. These are the things that make us unique and why people tend to choose us. We'd love the opportunity to serve you. Give us a call right away at the number below, and we can send somebody to your house to resolve your XYZ issue right away."

A simple video along those lines should be the first step of your plan. It's a necessity.

The other videos that you want to create should be about your primary services. This ties in well with the SEO strategy discussed previously. You want to make sure you have a page on your website for each one of the services that you provide.

If you are a mortgage broker, you don't simply provide general loan types. You offer Home loans, FHA loans, VA loans, Jumbo loans and more. Make a list of the loan types that you want to attract more business for and shoot a brief video about each.

The other very powerful piece of content that you should incorporate, but should be phase two, would be your frequently asked questions, or FAQ. Make a list of the questions that people tend to ask and create a little video about it.

This is common information to you, but the average consumer doesn't know. Creating a little video providing answers to frequently asked questions makes for great video content for your YouTube channel, to be syndicated on your social media profiles, and/or uploaded to your blog on your website.





Sharing Your Message

Now that we know what types of videos we want to create and how to create them, what should we say? Should we have a script? Should we wing it?

You want to be natural, you want to be authentic, and you want to be real. Some people must have a script because they don't feel comfortable doing video outside of a scripted methodology.

But, if there is any way you can get in front of a camera and speak naturally like you would to a customer in person about your services, that's going to work best.

What to Say

Here is a simple script you can follow: "At XYZ Company, we provide a full range of XYZ loan types (to the specific area, whatever area you're in, or whatever service this video is about)." Have a brief description of what you do in that area, and then, "If you're in need of this service in your area, we can help. Call our office today at 555-5555."

A simple video for each one of your services should always include a call to action telling them what to do. Also, if you feel comfortable with it, referencing a special rate could go a long way.

Don't over think this. Think about the core services that you offer. Shoot a quick 30-second to one-and-a-half-minute video about each and you're ready to roll.





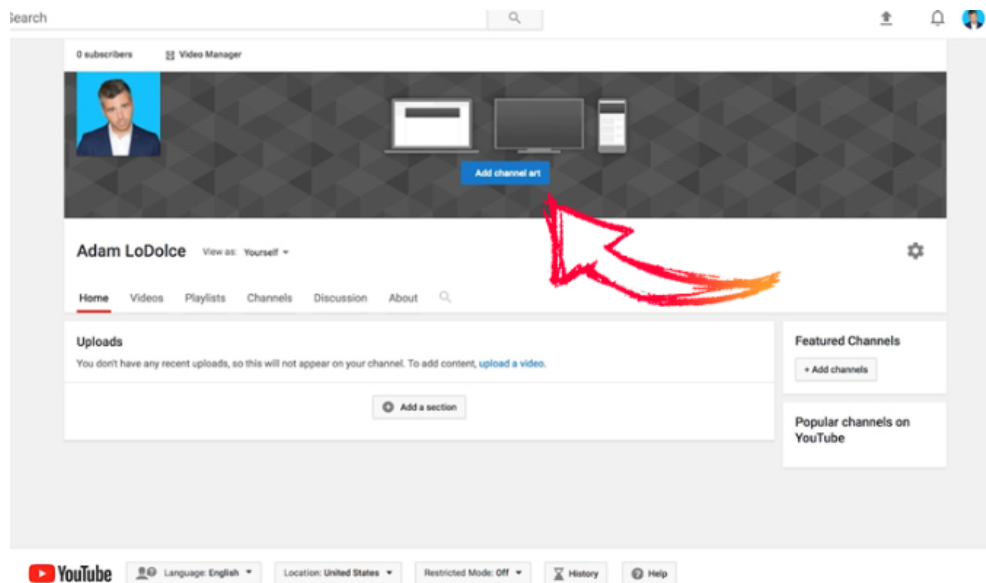
What to Do with Your Video Content

What are you going to do with the videos once you've got them? Now that you have completed shooting your videos, what you want to do is setup a YouTube channel.

You can do this by going to YouTube.com. You want to upload your video, name it correctly and intelligently, putting it in terms that people will use when they're searching. If somebody is looking for a mortgage company, they are going to type in "your city mortgage company." You want to name the video using your keywords.

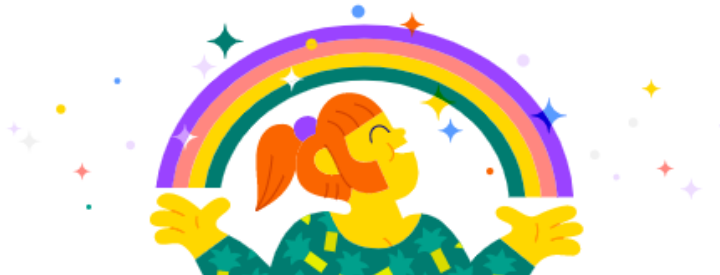
When you upload it to YouTube, you want to title it "San Diego Mortgage Company" and then put a description with a link to your site. "Visit us online at [yourcompany.com/refinance](#)" and then include a description about what you do, briefly outlining what was said in your video.

YouTube Best Practices





When you setup your channel, make sure that you give it a "city plus loan options, name of your company" title, instead of just your company name. You are also going to add tags with keywords to it. Don't just leave the tag area blank.

A colorful illustration of a woman with red hair in a ponytail, wearing a green patterned top, with her arms raised in a celebratory gesture. Above her is a vibrant rainbow with multi-colored bands. The scene is decorated with various colored stars and sparkles.

Create your channel name

You can use your brand's name or another name. A good channel name represents you and your content. You can change your channel name at any time.

Channel name

Add channel name

0/100

☐ I understand that I am creating a new Google Account with its own settings, including YouTube search and watch history. [Learn more](#)

[CANCEL](#) [CREATE](#)



The image shows the YouTube Channel Settings page for a channel named "SamcoPlumbingInc". The left sidebar contains navigation options: DASHBOARD, VIDEO MANAGER, CHANNEL SETTINGS (with sub-options: Features, Defaults, InVideo Programming, and Advanced), ANALYTICS, and INBOX. The "Advanced" option is selected and highlighted in red. The main content area is titled "Advanced" and includes sections for "Channel information", "Country", "Channel keywords", "Advertisements", and "Channel recommendations".

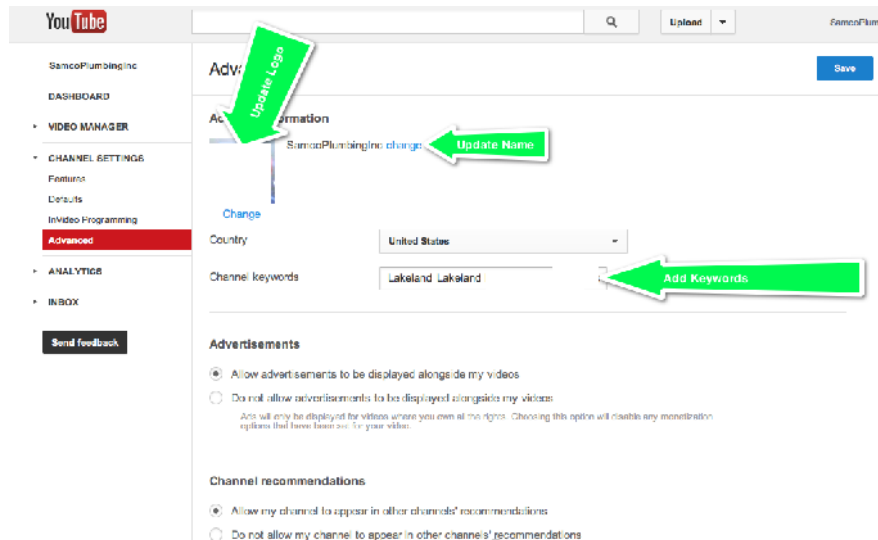
- Channel information:** The channel name "SamcoPlumbingInc" is displayed with a green arrow pointing to it labeled "Update Name". Below it is a "Change" link for the profile picture.
- Country:** A dropdown menu is set to "United States".
- Channel keywords:** The text "Lakeland Plumber, Lakeland Plumbing, Lak" is entered, with a green arrow pointing to it labeled "Add Keywords".
- Advertisements:** Two radio buttons are present: "Allow advertisements to be displayed alongside my videos" (selected) and "Do not allow advertisements to be displayed alongside my videos".
- Channel recommendations:** Two radio buttons are present: "Allow my channel to appear in other channels' recommendations" (selected) and "Do not allow my channel to appear in other channels' recommendations".

Make sure you use your name, address and phone number in every description on your YouTube channel because this is a good citation source.

The image shows the YouTube Channel page for "SamcoPlumbingInc". The left sidebar includes links for "Watch Later", "Watch History", "Playlists", "What to watch", "My subscriptions", and "Social". Below these are "SUBSCRIPTIONS" and a list of categories: Popular on YouTube, Music, Sports, Gaming, Movies, TV Shows, News, and Sports. The main content area features a banner image with a blue "Add channel art" button. Below the banner, the channel name "Lakeland" is shown, followed by tabs for "Videos", "Discussion", and "About". The "About" tab is selected, displaying the channel's name "Samco Plumbing Inc", address "3837 Progress Dr, Lakeland, FL 33811", and a "Links" button. A green arrow points to the "About" section with the text "Add Description with Name, Address & Phone Number (Good Citation)".



As covered in the Google Maps optimization chapter, citation development is critical (having your company name, address and phone number referenced consistently across the web). This is a great place to get citations. Also, make sure that there's an image avatar with your company logo. You can update the default image by putting in your logo or put a picture of the team or office.



Here's some visual representation of this. If you log into YouTube and create your channel, you'll get an email confirmation. Once you're set up, you can go to the "My Channel" settings and make some of the updates I referenced on the previous slide.

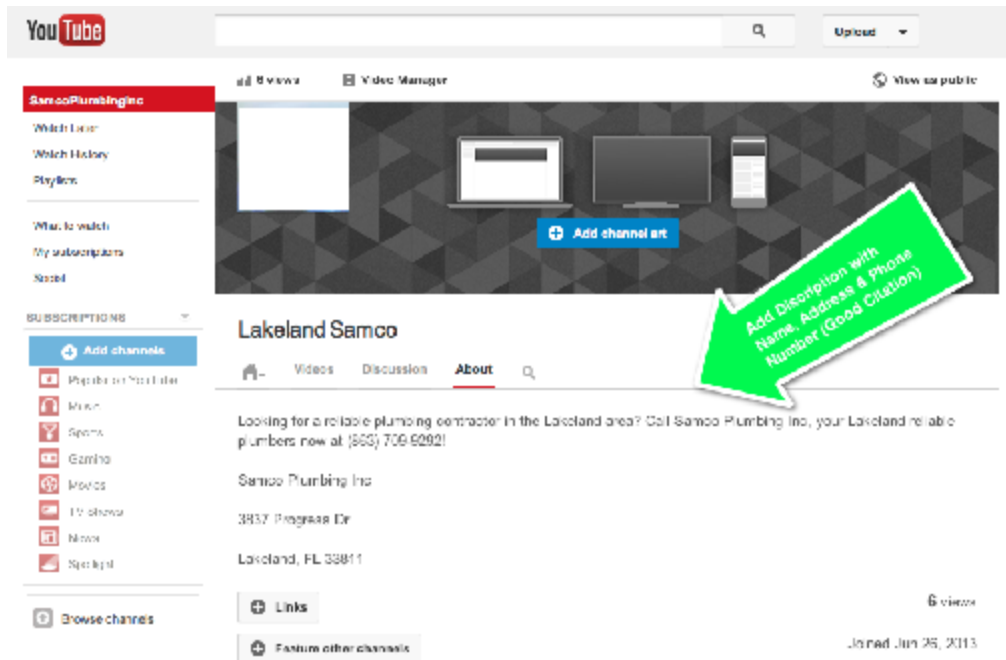
To change your logo, simply click "change" and choose your image—a very simple step.

Where it says "Your company name," it's going to default to something basic such as your email address on Google. You can hit "change" and update it to say "your city mortgage broker" or "your city mortgage company" and then a dash and your company name.

This gives you the chance to get your YouTube channel itself to show up for your keywords in the search engine. You will also have the opportunity to add your channel keywords. That is where you can type in words such as "your city mortgage broker," "your city mortgage company," "your city refinance," and of course your company name.



From there, there's a section where you can click "About your company" and put a description about who you are, what you do, and what areas you serve. You can get as creative with this area as you want, but it is most important to make sure you first put a description of your services, and your city.



If you're in Tampa, you put Tampa. If you're in Lakeland, you put Lakeland. If you're in Los Angeles, you put Los Angeles. Put your phone number and, again, restate your name, address and phone number. Citations are important. Having this in the description area is a powerful citation source.

Always put your name, address and phone number the same way as you did on your Google Map listing, your Angie's List listing, etc. That way, you will be consistent across the web, improving the probability of ranking in the Google Map listings.



Video Tagging Best Practices

Now, let's talk about video tagging best practices. Let's say you created the inventory of videos I recommended: an intro video and clips for each of your services.

How did you tag those videos to maximize the opportunity and to make sure you're going to rank well in search?

The screenshot shows a video tagging interface with three green arrows pointing to specific fields:

- Title:** "City Service - Company Name"
- Description:** "Description with 'Link to site & NAP'"
- Tags:** "TAG with Keywords 'City Service', 'Service City', etc"

The interface also includes a video URL field, a public/private toggle, a custom message field, and suggested tags like "+ Plumbing (Organization Type)" and "+ Plumber (Occupation)".

- Title Video with City Service - Company (always mix this up a little)
- Description should always start with <http://url.com> and then describe the loan options using those same keywords. ALWAYS ADD N.A.P. (Name, Address, Phone) INFO AT THE BOTTOM OF THE DESCRIPTION
- Use your keywords as tags and include the company name
- Choose most appropriate screenshot
- Click "advanced settings" and add address to video

The first thing you want to do is have your primary keywords in the title of the video as well as a description that includes the "http://" before your web address.

In the description area, you can put in "We offer many different loan types XYZ company. We serve this area. This is our name, address and phone number," but at the very top, you should have your website address, including the "http://".



If you just put www.yourcompany.com, YouTube won't understand the link and it will show that it isn't clickable. If you put "http://" the link will be clickable, and visitors will go straight to your page, and they also get the link authority from having that link back to your website.

Choose the screenshot and add video. Whenever you upload your video you are able to control your title and your description, as well as the ability to add tags.

Titles Matter

Again, don't call your videos "your company name." Don't call it "refinance." Don't call it "home loan." Call it "Your city + that loan type," and then your company name. Title your videos the same way that somebody would search.

If it's your intro video, you might want to call it "your city + your primary loan type"

It is really critical that you have the right titles on your video. This is what is going to make it so Google can locate it and include it in search results.

The next thing you want to do in your description is to put the link at the very top. The first thing you want to do is include a link back to the home page or to the specific page that you're discussing in the video.

If it's the refinance page, don't put a link to your home page. Put a link to that loan type page, and again "http://yourcompany.com" -- make sure you've got that "http://".

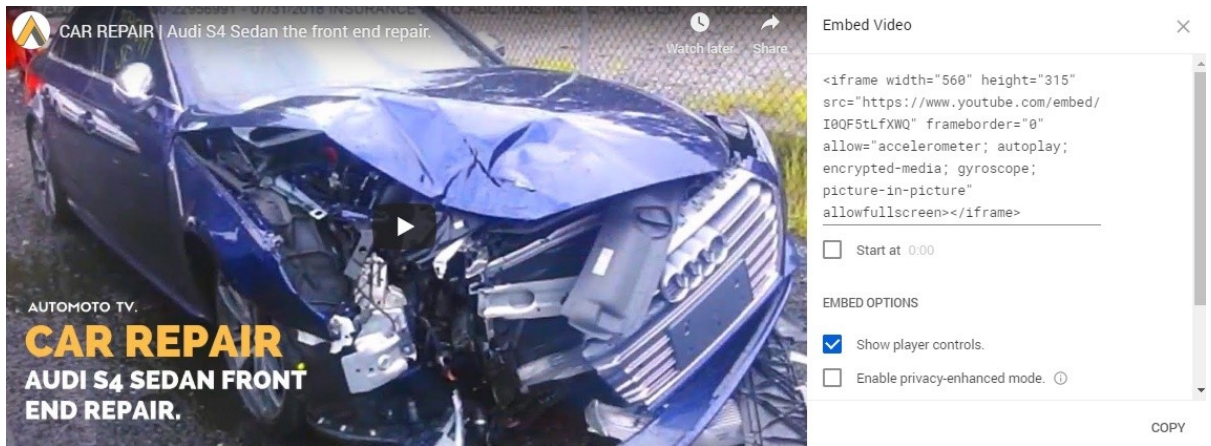
Below, you add your tags. Within those tags you can put in "your city mortgage broker, your city refinance, your city home loan, and everything in between.



What Else Can You Do with Your Videos?

Now that you've updated your video and you've properly optimized it, your title is correct, and your description is posted, how can we use these videos? Where are we going to leverage them? Well, to really get the benefits of that conversion component, we need those videos to be posted on our website and social profiles as well.

The best way to do this is to copy the "embed code" and post the videos right on your site. The intro video should be embedded on the home page and the service-specific videos should be posted on the appropriate subpages. The way we do this is right within our YouTube channel or YouTube account.



Go to the video manager and find the list of all the videos that you have. Choose the video that you want to post on your website and choose the share and embed option.

You will then be provided with this little piece of code, and that's what I have highlighted on the screen. It goes from I-frame to I-frame. This is the specific code for that video. If you are updating your website on your own, copy and paste the code right into your website's HTML. If you have a detached web manager, send the code off to them with details on where you want it posted.

Once the code is embedded in your HTML, it will show up on the page itself. That's what we really want to do with these videos. And, of course we don't have to limit ourselves to YouTube. There are a lot of very well known video sharing sites out there.



CHAPTER 8

E-mail Marketing

Leverage e-mail marketing to connect with your customers on a deeper level, get more reviews, more social media followers and ultimately more repeat and referral business.





Ever since there's been email, there's been email marketing. Email marketing is one of the oldest forms of advertising your business on the Internet.

Although it gets a bad rap because of all the spam going around, it's still one of the most effective forms of marketing.

I am a big believer in email marketing. It's a powerful way to get instant traffic to your website and getting the telephone to ring, but there is a right way and a wrong way to use it.

Did you know the easiest customer to sell to is the customer you already have?

Every self-proclaimed marketing expert will tell you that's nothing new. With that said, many business owners hardly ever market or keep in touch with their existing client base. Companies will spend thousands of dollars trying to get new customers but never think to market to the clients who already buy from them.

Why is that? I have a lot of ideas about this. I suspect business owners think that once a customer buys from them, they will just keep coming back on their own. Or maybe they simply don't want to bother their customers. The



truth is customers want to hear from you and they want to be touched by your business. If you don't, your competition will.

How Do We Start an Email Marketing Campaign?

The first thing you need is an email marketing service. You shouldn't do this yourself for several reasons:

1. Your Internet Service Provider (ISP) will blacklist you for sending bulk mail.
2. You would have no stats for tracking your open emails
3. It would look unprofessional coming from your Microsoft Outlook box

With that said, let's take a look at some of the popular email marketing services, all of which are paid services and are priced based on the amount of emails you send. They all start at around \$15.00 per month to send a couple hundred emails.

Constant Contact

I have used Constant Contact in the past and I like it for several reasons. It has great tracking stats, the ability to post to your social networks and a relatively user-friendly interface.

Constant Contact has many templates available for use. You can also add your own custom templates. I think custom templates are a MUST for any business wanting to promote their brand. You will have to know a bit of HTML but if you don't, you can have a web designer create one for you at a fairly inexpensive cost.

MailChimp

Mailchimp is another service I have personally used and recommend. It's relatively easy to use and offers similar features to Constant Contact. The interface is clean and easy to use. Prices start at \$10.00.





iContact

Personally, I have never used iContact, but after reading about it on their website www.icontact.com, it looks fairly intuitive and similar to both MailChimp and Constant Contact.

I think all of these services are a good solution for any business looking to add email marketing to its Internet marketing strategy.

How to Get Email Addresses

I am asked on a regular basis about how to get email addresses. It's not as easy as sending a letter in the USPS mail to anyone you want to. The reality of it is that just because they are your customer and you have their email address doesn't mean you can send them anything if you don't have their permission.

This certainly is a fine line, because you somehow already have their email address, and they have used your services before, so is it really considered spam? Technically, yes. You didn't ask them if you could send them specials or a newsletter in email form.

The first thing you really want to do is get your clients' permission to add them to your email list. There are a variety of ways to do this, including placing a form on your website, putting a sign-up sheet on your counter or even putting a space on your job ticket that they sign when you complete your service.

Explain that you send out tips about your industry or specials on a monthly basis and would love to have them on your mailing list. You might even offer a special interest rate if they sign up.

Getting that email address is valuable, so if it cost you 5%, go for it. Remember, you want the opportunity to have your company's name in front of your customers every single month. You want to remain top-of-mind if one of their friends is looking for mortgage brokers like yourself.

I had a pest control service provider come to my home several years ago. He did a good job and was very professional.





Four or five years later, I needed the services of the company again. I lost his business card and could not remember the name of the company. I had to find another pest removal service. He lost the business because he never stayed in contact with me. It was a big job that he lost, \$1,500.00 to be exact.

Start building your list today.

What to Send and How Often

First, what do I send? You must use the 80/20 rule, 80 percent good information and 20 percent sales. If all you send is emails about what services you offer, no one will ever read it. It's a great way to kill your list.

Draft up some information about mortgage, give good tips, throw in some DIY tips, and make sure it's information that will help your prospects. For the 20% sales, add a coupon or a special you are having, or offer something for your customers' friends and family.

How often you send your emails is very important. I always go with once per month, around the same time every month.

It is important to commit to a date. More than once a month is too much and annoys people.

I get an email from a company I purchased from in the past and get 3-4 emails a week from them, 100% sales, sometimes several times a day. I HATE IT and it drives me nuts. I removed myself from that list very quickly as I'm sure others have as well.

Get Legal

Make sure you have allowed customers the option to Opt Out of receiving email messages at the bottom of every message.

Make sure that it's easy because nothing is more annoying than receiving emails that you don't want. If someone does not want to receive your messages, then remove them from your list.

They may be getting emails from too many sources and just want to clean



out their email box. It does not mean they will never buy from you again. But I will tell you this, if they want out and you keep sending email to them, it's a sure-fire way to bother them and they will likely never buy from you again.

Again, you want to leverage email marketing as part of your overall Internet marketing strategy. The best way to use it is to be sure you're collecting the email address from all your customers and prospects.

From there, use email marketing to get online reviews, engagement on your social media accounts and remain top-of-mind as a strategy to get more repeat and referral business.

What is the Best Time to Send an Email Campaign?

These general email send time tips are widely accepted by the email marketing community. They are great when you're starting off, but be sure to read on and see why they won't always work.

- **Day-time vs. Night-time.** While this one may be obvious, it's usually better to send out your email campaigns during the daytime. You know, when people are awake. Not asleep.
- **Mad Mondays.** The general consensus is that you should avoid sending out email blasts on Mondays. Why? People are already bummed out about the end of the weekend. They march into the office and are flooded with emails they've collected over the past few days. What's the first thing they do? Delete those emails of course!
- **Weekends.** Historically, weekends are the days when folks are out running errands and going on adventures. Weekends tend to have low open rates, so most marketers avoid them like the plague.
- **Fan Favorites: Tuesday, Wednesday, and Thursday.** Tuesday, Wednesday, and Thursday have traditionally been favorite days to send email campaigns, as email marketers seek to avoid the Monday angst and Friday's itchy feet. MailChimp confirms that Tuesday and Thursday are the two most popular days to send email newsletters.



CHAPTER 9

Overview of Paid Online Advertising Opportunities



If we revisit the Online Marketing Plan referenced in chapter one of this book, you will recall that the foundation of your Internet marketing plan should be focused on the organic, non-paid marketing efforts (Website, SEO, Google Maps, Social Media Marketing, Video Marketing, etc.).

Once you have a strong foundation, you should have the financial resources to invest in other paid online marketing initiatives.

In this next chapter, I want to quickly recap the paid online marketing options you should consider:

- Pay-Per-Click Marketing on Google AdWords and Microsoft Search (Yahoo & Bing)
- Paid online directory listings on sites like MerchantLocal, Yelp.com, YP.com, BBB
- Pay-Per-Lead and Lead Aggregators like Emfluence.com, Fuellead.com, Intellibright.com, etc.

Now, let's talk about the most powerful of these strategies – Pay-Per-Click Marketing.



CHAPTER 10

Maximizing PPC

Pay-Per-Click Marketing (Google Adwords and Bing Search) – How to maximize the profitability of your pay-per-click marketing efforts.



In this chapter, we're going to talk about Pay Per Click Marketing to help you understand how it works, why it should be integrated into your overall strategy, and how you can run a really effective program that can drive a nice, profitable business for you and your company.





Google search results for "san diego mortgage broker".

About 7,410,000 results (0.58 seconds)

Ad - www.consumersadvocate.org/MortgageReviews
10 Best Mortgage Brokers 2020 | Compare Top Mortgage Brokers
 Review 2020's Top Rated Mortgage Brokers. Comparisons Trusted by 45,000,000+ FED Just Adjusted Rates. Rate Comparison. Traditional or Jumbo. Shop Best Rates. 5 Tips for Home Buyers. Reference in 30 Days

Ad - www.uwffunding.com +1 619-739-4130
Home Loan Broker | Mortgage & Real Estate Experts
 UW Funding provides a first-class mortgage and real estate experience for our clients. Apply now or call one of our specialists to see learn more about how we can help your Clients Interest's First. Personalized Experience. Honesty & Transparency. Special Rates. Loan Programs. Mortgage Approval Process. Meet Craig Martin. Contact

PAID AREA

Map showing locations of mortgage brokers in San Diego, CA. Locations include Maureen Martin, Transparent Mortgage, and West End Mortgage Group.

Maureen Martin
 5.0 ★★★★★ (48) Mortgage broker
 2070 Camino del Rio S UNIT 402
 Open - Closes 5PM +1 619-375-0221

Transparent Mortgage
 5.0 ★★★★★ (24) Mortgage broker
 2407 Kettner Blvd
 Open - Closes 5PM +1 619-431-0754

West End Mortgage Group
 No reviews Mortgage broker
 437 Ninth Ave
 Open - Closes 5PM +1 619-398-3500

16 Best San Diego Mortgage Brokers | Expertise
 We looked at 325 Mortgage Brokers serving San Diego and Picked the Top 16. BRK Home Loans. Chock Lending Corp. Girl Mortgage. Global Equity Finance. Grander Home Loans. HomePlus Mortgage. IFC Mortgage. Maureen Martin.

9 Best San Diego Mortgage Lenders of 2020 - NerdWallet
 Feb 11, 2020 - Shopping for San Diego mortgage lenders? Compare our picks for the city's top mortgage companies to get the best loan options. mortgage ...

THE BEST 10 Mortgage Brokers in San Diego, CA - Last ...
 Best Mortgage Brokers in San Diego, CA - The Greenhouse Group, Transparent Mortgage, Maureen Martin - HomePlus Mortgage, Renzo Mariano - MAR ...

Mortgage Broker in San Diego CA | Home Loans | (619) 857 ...
 Maureen Martin is a 5 Star residential mortgage lender in San Diego CA that can help with many types of home loans. Call us today at (619) 857-7191.

San Diego's Best 25 Mortgage Brokers Companies 2020 | 2021
 Apr 6, 2020 - Check out San Diego's Best 25 Mortgage Brokers Companies in 2020 | 2021 including Maureen Martin - JMU Financial, Benchmark Mortgage, Brendan Bracken - Peoples ... HomePlus Mortgage - Different Mortgage

Top 10 Best San Diego CA Mortgage Brokers | Angie's List
 Join for free! Read real reviews and see ratings for San Diego Mortgage Brokers near you to help you pick the right pro Mortgage Broker.

San Diego, CA Mortgage Lenders & Reviews | Zillow
 Search for San Diego, CA mortgage lenders and read thousands of customer reviews on the largest online directory of licensed lenders.

Mortgage Broker near San Diego, CA | Better Business ...
 BBB Directory of Mortgage Broker near San Diego, CA. BBB Start with Trust ®. Your guide to trusted BBB Ratings, customer reviews and BBB Accredited ...

Transparent Mortgage: San Diego Mortgage Brokers
 Transparent Mortgage offers a better home buying and refinancing experience. Contact our San Diego Mortgage Brokers to learn more about our lending ...

12 Best Mortgage Lenders in San Diego, CA
 Mar 20, 2020 - Find out the best mortgage companies in San Diego and what kind of loan is right for you.

Ad - www.veteransunited.com
Getting a Second VA Loan | Calculate Your 2nd VA Mortgage
 Veterans: You Can Use the Same Great VA Loan Benefits Again. Check All Your Options Today! Veterans United Makes it Easy to See if You're Eligible to Buy Another Home with \$0 Down. Fast, Affordable VA Loans - 100,000+ 5-Star Reviews

Ad - www.originatorconnectnetwork.com
Mortgage Origination Community | Mortgage Events
 Attend events across the nation, earn free NMLS renewal. Join the nation's largest coalition of mortgage originators. View Programs. View Events Calendar. Join For Free. Directions. Events. Address

Searches related to san diego mortgage broker

- list of san diego mortgage bro...
- mortgage broker miami
- transparent mortgage
- guild mortgage
- california mortgage brokers list
- mortgage broker salary
- mortgage lenders
- san diego real estate brokers
- community mortgage san diego
- homeplus mortgage
- transparent mortgage lending
- mortgage brokers near me

Googoooooogole 1 2 3 4 5 6 7 8 9 10 Next

Philippines • Devao City - From your internet address - Use precise location - Learn more

Why PPC Should Be Part of Your Overall Online Marketing Strategy

- Start showing up quickly
- Show up as often as possible where your customers are looking
- Show up for non-geo-modified terms that are related to your service offering.

First, PPC gets things happening quickly, unlike an SEO program, setting up your website, building links and having the right on-page optimization. That process takes a little bit of time to materialize. What you do today and tomorrow, will start to pay dividends in three to four months.

With PPC advertising, you set up your campaign and will start to see your ads serve in just a few days. It can drive good traffic, especially during the times when you need to make sure you're visible. We looked at the differences between the paid listings, the organic listings and the map listings.

You want to show up as often as possible when someone's looking for loan options. Having a pay per click ad that shows up somewhere in the top, on the map, and in the organic section is important.



Now you've got the opportunity to show up in multiple places and significantly improve the chances of getting your ad clicked on, as opposed to your competition. A pay per click campaign gives you that additional placeholder on the search engines on page one.

It also gives you the opportunity to show up for words that you're not going to show up for in your organic SEO efforts. This is what I like to call non geo-modified keywords.

SEO and our whole organic strategy give us the ability to show up in search engines when someone types in your city service, for e.g. your city mortgage broker, your city mortgage lender, etc. All of those include some kind of geo modifier (your city). They're going to put their city or their sub-city in that search for you to rank.

With a PPC campaign, you can show up for the non-geo-modified terms (Example: family dentist, accounting, interior painting, exterior painting, caulking, priming, etc.), and put in the settings that you only want to show up for people within a 25-mile radius of your office.

If you're in Miami and somebody searches within that area for "mortgage broker" or "mortgage company," you can set it so that it only shows your ad for the people that are searching within that area. And Google can manage that through IP addresses by isolating where the search took place.

Google can also isolate who ran that search, where they ran that search from, and then place the ads based on the advertisers that are set up for that area. You only pay on a per click basis, but you're able to show up for those keywords in those major markets. Another reason that you want to consider running a pay per click campaign is because you can run mobile PPC campaigns.

With mobile PPC campaigns, when somebody is searching for your services from a mobile device, it's typically because they need immediate service. They're not as apt to browse multiple pages or listings. Now, if somebody runs a search on their mobile device, and you have a pay per click campaign set up, that search will be PPC enabled.





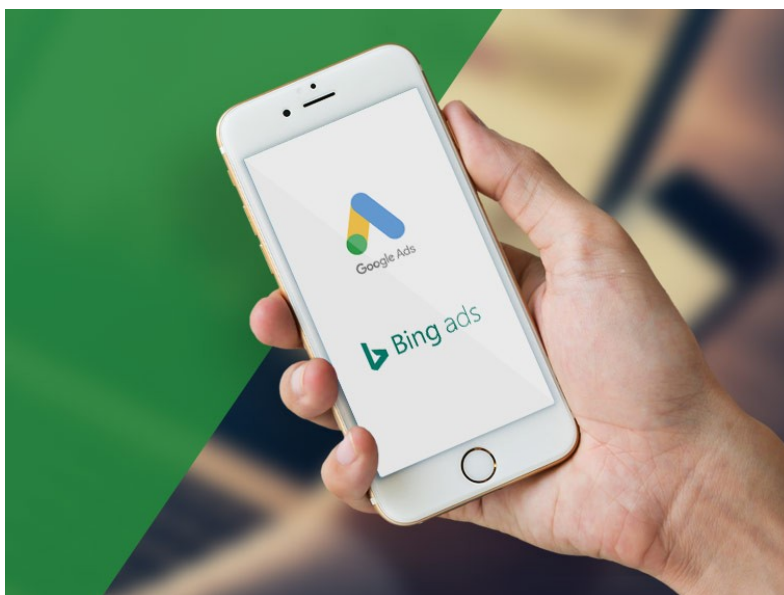
They can simply hit your ad and automatically be calling your company, rather than browsing to your website and researching.

On a pay per click campaign through mobile, you're actually paying per call as opposed to paying per lead. It's very powerful, and these are the reasons you want to have pay per click as part of your overall Internet marketing plan.

The Pay-Per-Click Networks



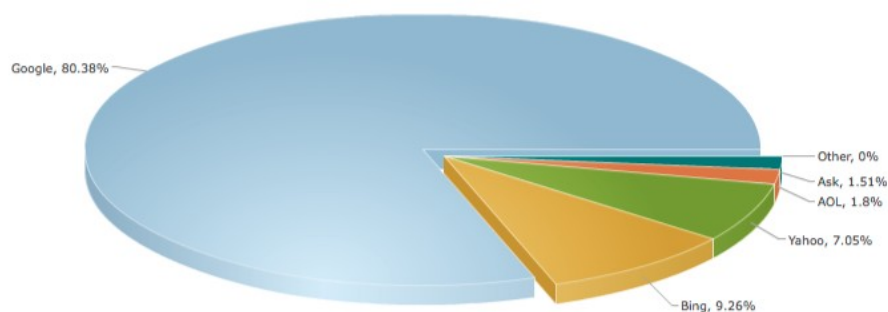
So, what are the pay per click networks? There are two major networks that manage pay per click advertising across almost all the major search engines. There's Google AdWords, which is Google's pay per click program, and then there is Bing, which is through Microsoft Search.



These both have their own network behind them, so when you pay for an ad or pay per click campaign on Google's search network, you're gaining access to AOL, AT&T, USA Today, and Ask.com.

When you get on the Microsoft Bing search network, you're getting access to Yahoo!, Facebook, etc. There are a variety of reasons to consider a Bing Microsoft pay per click strategy.

Search Engines Market Share





You can review the chart above to see where most people search and what's going to give you the most attention. It clearly shows that Google is the dominant player with no serious competition.

More than 80 percent of all searches happen on Google.com. So, if you had to choose, you would obviously want to use Google. However, you do get an additional 20 percent by tapping into Bing and Yahoo!.

There are different networks but those two make up the majority of the search market. Running a pay per click campaign on both Google AdWords and Microsoft Bing search will allow you to show up in the majority of the search engines that somebody might be using.

Understanding the Google AdWords Auction Process

Google

san diego mortgage broker

Sign in

All Maps News Images Videos More Settings Tools

About 7,410,000 results (0.58 seconds)

Ad · www.consumersadvocate.org/Mortgage/Reviews ▾
10 Best Mortgage Brokers 2020 | Compare Top Mortgage Brokers Bid \$2
Review 2020's Top Rated **Mortgage Brokers**. Comparisons Trusted by 45,000,000+. FED Just Adjusted Rates. Rate Comparison. Traditional or Jumbo. Shop Best Rates.
[5 Tips for Home Buyers](#) · [Refinance in 30 Days](#)

Ad · www.uwfunding.com/ ▾ +1 619-739-4130
Home Loan Broker | Mortgage & Real Estate Experts Bid \$1.98
UW Funding provides a first-class **mortgage** and real estate experience for our clients. Apply now or call one of our specialists to see learn more about how we can help you! Clients Interest's First. Personalized Experience. Honesty & Transparency. Special Rates.
[Loan Programs](#) · [Mortgage Approval Process](#) · [Meet Craig Martin](#) · [Contact](#)

Map data ©2020 INEGI

Rating ▾ Hours ▾

Maureen Martin
5.0 ★★★★★ (49) · Mortgage broker
2878 Camino del Rio S UNIT 402





Let's review how Google AdWords works.

In the simplest sense, you're paying on a per click basis and you can choose your keywords (Example: mortgage broker, your city mortgage broker, your city mortgage lender). As you pick those words, you bid, and you pay on a per click basis.

So, let's just say you're bidding on the keywords "San Diego Mortgage Broker," and there are a lot of other mortgage brokers in that city that want to rank for that keyword.

If you say that you'll pay \$2.00/click and your competitor says that they'll pay \$5.00/click, they're going to be at the top. Assuming nobody else has placed a higher bid, \$2.00 is going to be ranked second and \$1.20 is going to follow.

I am about to explain why that isn't 100% of the reality. The fact is that you pay on a per click basis and you are bidding against the competitors to determine how you're going to rank on your keyword.

It's an auction, just like eBay. People are bidding and whoever can offer the most money is going to have the strong position. With that foundational understanding, we can now explain why most pay per click campaigns fail.

What tends to happen is a lot of pay per click campaigns are built on the notion that the highest bid wins. So, advertisers pick their keywords, throw up the highest bid per click and hope that everything turns out the way they want it.

Why Most Pay-Per-Click Campaigns Fail





- Setup only ONE ad group for all services
- Don't use specific text ads and landing pages for groups of keywords
- No strong call to action or OFFER on the landing page

You might be thinking, you just told me that PPC is a great way to get noticed, and now you're saying that most campaigns fail! I'm going to explain what people do wrong and then show you what to do right so that your campaign is successful.

Typically, businesses setup only one ad group for all services, whether it's home loans, FHA loans, VA loans, etc. instead of different ad groups for each type of service.

Also, there's no specific text ads and no landing pages for those ad groups and groups of keywords.

What you wind up with is the same landing page and the same text ad, whether your customer typed in "mortgage broker, home loans, FHA loans, VA loans, etc." in the search engine.

Whatever was typed into the search engine was likely very specific, and should match up to a very specific page, but that doesn't happen. It all goes to the home page. With this strategy, not only is your campaign going to convert poorly, but your cost per click is going to be higher. I will explain why later in this chapter.

The other reason why most pay per click campaigns fail is because there isn't a strong call-to-action on the landing page. So, you were just charged \$5.00 or \$9.00 to get a potential customer to your website and the page isn't even compelling because it does not have a strong call-to-action. It doesn't tell the consumer what to do next.

If you factor these common reasons that pay per click campaigns tend to fail, you can better prepare yourself and set yourself up for success in the way that you execute your pay per click marketing.





Understanding the AdWords Auction Process



Quality Score
(0-10)

$$\text{ACTUAL CPC} = \frac{\text{AD RANK TO BEAT}}{\text{QUALITY SCORE}} + \$0.01$$

Advertiser	Max. Bid	x	Quality Score	=	(Ad Rank)	Actual CPC
Mary	\$2	x	10	=	20 (no. 1)	16/10 + \$0.01 = \$1.61
Tom	\$4	x	4	=	16 (no. 2)	

Let's talk about how the AdWords Auction process works. It's not as simple as the highest bidder winning. It's more complicated than that.

The reality is Google needs to feature the most relevant results because their endgame is to get people to keep using their search engine over the competition. This is how they can keep their traffic up.

Google can keep their usage up and maintain that 80 percent market share but can also run AdWords and make billions of dollars per year. Ultimately it all comes down to relevancy.

The second they sacrifice relevancy for dollars, is the second they start to become less of a player in their market. So, Google had to figure out a way to make their pay per click program grow around relevancy. And so that's why they established the quality score. They need to make sure that the person or company who has more relevance gets a higher quality score and as result, can have a lower cost per click.



The way I like to explain it is, if I go to Google and I type in "BMW," obviously I am looking for a BMW dealer or for information about BMW.

Mercedes could say, "That's our demographic also. If someone types in BMW, they're looking for a high-end vehicle. They are probably in the market to buy. Why don't I bid on the word BMW?" Of course, they can. However, the person that searched BMW isn't looking for Mercedes. So, Mercedes could say, "I'll pay \$25.00 for everybody that clicks on me when they search 'BMW'."

But BMW might say, "That's my brand and I am going to compete for it, but I am not going to spend \$25.00 for every click on my own brand. I'll pay a dollar for every click." Based on quality score, Google may decide to serve BMW because it's in the best interest of the person researching the brand, the consumer. It's also in the best interest of overall relevancy. That's how quality score works. Quality score is really driven by three core components:

- **Click Through Rate**
- **Relevance**
- **Quality of Landing page**

As somebody conducts a search and your website shows up on the page in the pay per click section, Google is tracking what percentage of those people saw your ad and wound up clicking through.

That's one of the primary metrics that they analyze. So, if your ad is relevant, if it speaks to the person's needs, and if it's compelling enough to them that they click through, Google just made more per click.

This will make them willing to give you a higher quality score because you've got better click-through rate.

Also, relevancy is a major factor. How relevant is your text ad to the keyword that was typed?

Example: If they type in "home loans," and your text ad reads: "We're the best mortgage company in the Dallas area," versus "We're the best mortgage company in the Dallas area and we offer home loans in the Dallas area."



Which do you think is more relevant to the customer? Google wants their search results to be as applicable as possible. They're looking at your click-through rate, they are looking at the relevancy of your text ad to your keywords, and they are looking at the quality of your landing page.

If your landing page (the page that you drive people to) doesn't match up with what the person just clicked based on your text ad, or if that landing page doesn't have a strong call-to-action and the person quickly returns to the search engine, that signals to Google that you were not very relevant.

This will result in a quality score reduction.

Better Quality Score = Lower Cost Per Click for Top Positions

By having a higher quality score, you can bid lower and still achieve the top position. This is where you can win in the pay per click marketing game because a better-quality score results in a lower cost-per-click for those who hold the top positions.

Again, if we just look at the reason most pay per click campaigns fail, it's because:

- You only set up one ad group
- You had the opportunity to create a separate ad group for each one of your core services, but you don't use a specific text ad that's going to compel someone to click and improve your click-through rate
- You don't have a strong call-to-action that matches up with what the consumer was looking for
- You're not going to have high click-through rate, relevancy, or an applicable landing page

All of these issues result in a lower quality score.

You're going to wind up paying more per click. PPC marketing is very competitive. If you're paying more per click, you're not going to be able to spend that much because you won't be getting enough calls to generate return on investment.





The visual representation of this would be like setting up one AdWords campaign for each one of these services (mortgage broker, mortgage lender, home loans, FHA loans, VA loans, etc.) and landing people on your home page. That is a recipe for disaster.



That's exactly what you don't want to do.

How to setup your PPC campaign for success

Let's talk about how to position your pay per click campaign for success.

What can you do to ensure the highest probability of success in your pay per click campaign? For starters, set up ad groups based on the specific groups of services that you offer (we're going to map this out using a variety of businesses as an example).

Write compelling text ads that are relevant to your specific keywords or services. Then, link your ads to the specific pages on your site rather than the home page. But, the specific pages on your site that talk about that service should have a strong call-to-action combined with an offer.

What ad groups should you use? What ad groups do you need to set up for your business?



What Ad Groups should you use?

- Home loans
- Reverse Mortgage
- FHA loans
- VA loans
- Jumbo loans
- Refinance

If you are in the mortgage industry, you need to have a standard keyword for the general, "I need a mortgage broker," or "I'm looking for mortgage companies" search. They didn't get very specific. You should have something for that. Have a reverse mortgage available, for the person who types in "reverse mortgage," "reverse mortgage broker," "reverse mortgage company," etc. You want to group those keywords together and have information available for that.

We could go a lot deeper than this, but you should have an idea of what specific types of ad groups you need to set up based on the loan types you offer. From there, you want to write a specific text ad that speaks to that group of keywords.

Then, you will want to drive them to a landing page on your website that has a compelling call-to-action, that provides what they were looking for and mirrors what your text ad said. I've got a template below to review:

AdGroup: Template

Keywords

List of keywords that pertain to that group.

Text Ad

Should match the keyword, Answer the question and offer a special incentive if possible.

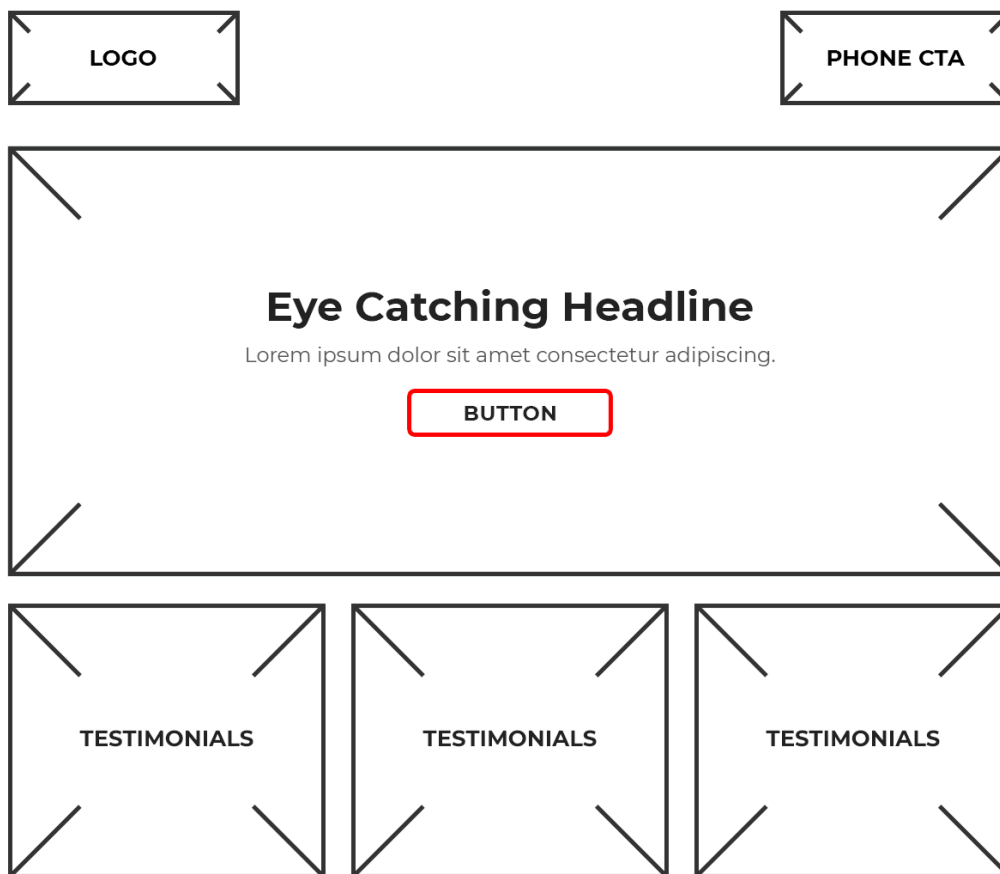
Landing Page

Should be mapped to a specific page on your site that speaks to their specific search or need.





Landing Page Wireframe Sample



- Pick your list of keywords
- Write a specific text ad that matches up with what those people are looking for
- Drive them to a landing page on your website

Make sure that you've got compelling content on that landing page that emphasizes what they were looking for and prompts them into action, ideally with some type of coupon or special offer, so that they don't move beyond your page and keep looking around.





Always Elect to do Exact Match

The reason is because if you choose a broad match, you could very easily find yourself accidentally showing up on the search engines for a lot of keywords that have nothing to do with your specific business.

The other thing you want to do is pay attention to negative keywords – keywords that you don't want to show up for in the search engine.

A great example of this is jobs, employment, marketing, etc.

If someone types in "your city mortgage broker," that's great. If they type in "your city mortgage broker jobs," that's somebody looking for employment in mortgage industry. Unless you are trying to fill a position or if you actually want to use your pay per click budget to get applicants, it's probably not the kind of the person you want to attract.

Setting up negative keywords means, for example, if someone types in "jobs," "employment," or "marketing services" anywhere in their search, it pulls you out of that search.

It pulls you out of that specific bidding process, so you won't be paying for clicks from somebody that's not relevant to you.

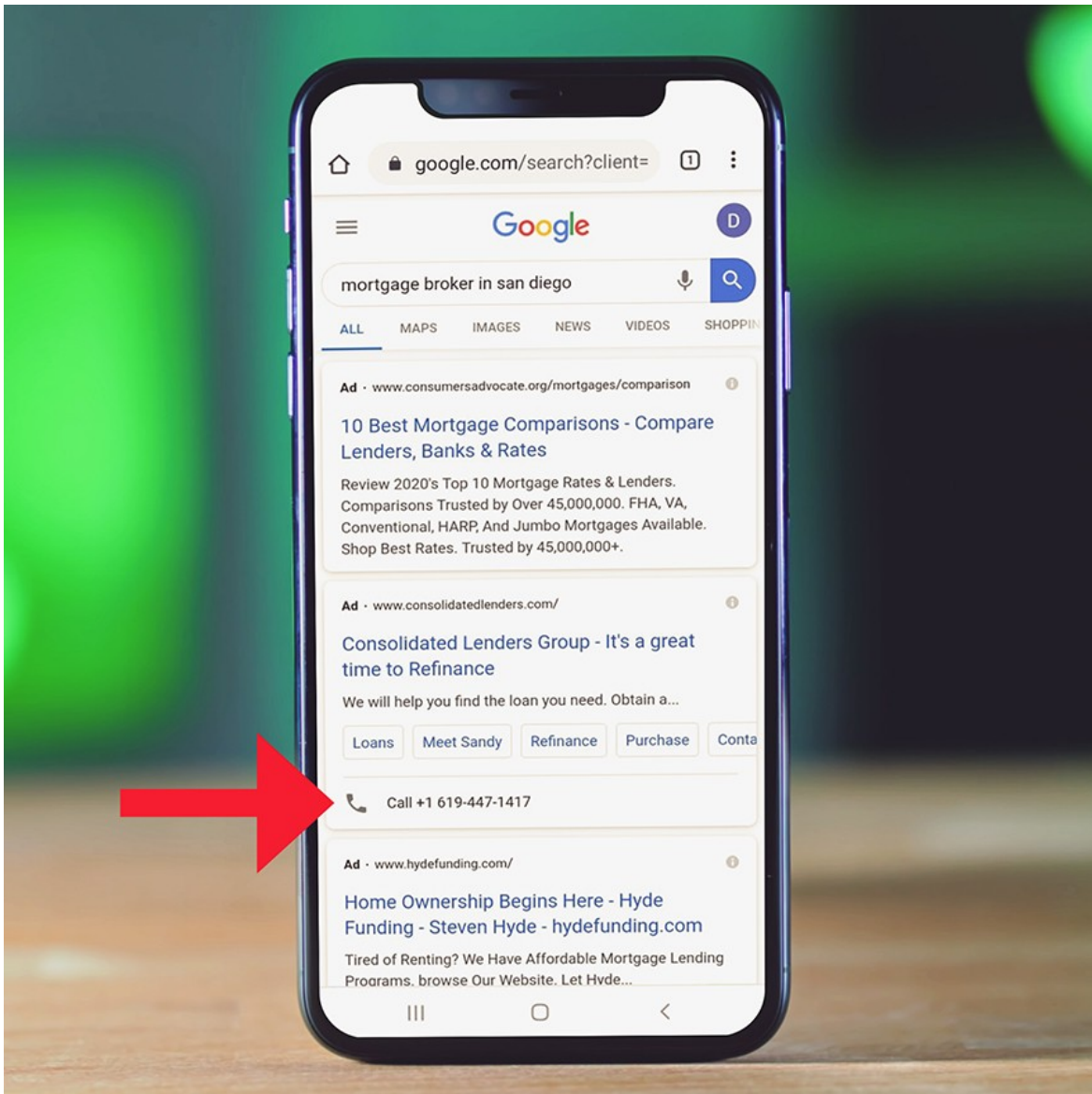
I talked a little bit about making sure that you've set up mobile pay per click campaigns. I've mentioned the major transition of people searching on their mobile device versus people searching on their computer.

Phone Searches versus Computer Searches

More and more people are accessing the Internet via smart devices: their iPhone, Android, and tablets. The searcher is typically in a different mind-frame when they are searching from a phone rather than from the computer.

When you're searching from a phone, you often just want to get the information right away, and/or want your problem solved as soon as possible. You can set up a campaign to have click-to-call built into your mobile campaign.





In the image above there was a search conducted from a mobile device, "Mortgage Broker In San Diego". Do you see the "Call" button towards the bottom? That's what we call a mobile PPC campaign with the click-to-call function turned on.

If somebody hits that "Call" button, they're connected immediately to that business. This is a quick alternative to having to search for the website and the phone number on your own. Plus, you can see on a mobile phone there is not a lot of screen space.



Those pay per click listings become really prominent and they dominate the search results page on mobile. A lot of times, you're going to get the majority of the clicks if you're in those top two positions. It's all about convenience, and the click-to-call function allows that.

It's extremely powerful to connect with these people that are searching from mobile devices. Set up a mobile-specific campaign and choose "Mobile Devices Only." Then you can pick your geolocation. That would be your 30-mile range or 20-mile radius. You then click a button to turn on the click-to-call function.

That's how you wind up with a pay per click campaign that has you in the top positions if you bid correctly, with the options for them to do a click-to-call.

Just to recap, you want to:

- Set up your ad groups correctly.
- Make sure that you pick keywords that group them together
- You write text ads that speak directly to that group of keywords, and
- Ensure your landing page (where you are sending those specific searches) speaks to the text ads and the group of keywords.
- You also want to be sure that you have some type of strong call-to-action that prompts your consumer into calling you as opposed to pressing the "Back" button and looking at four or five other competitors.

As the relevancy of your ad groups campaign and your keywords improve, your cost-per-click will decline and your conversion will improve.

You can spend less and still get better positioning and more traffic to your website. This is how you maximize the profitability of your pay-per-click marketing campaigns and succeed in PPC where others fail.



CHAPTER 11

Most Important Online Directories for Mortgage Companies



Directory Marketing For Mortgage Brokers

Ten years ago, you could place a BIG ad in the Yellow Pages and connect with a large percentage of your local customers when they were in need of your services. Today, people go to a number of places including Google, Yahoo & Bing, but they also go to online directories.

Below are the most important and searched directories that you want to make sure that you are listed in:

- Google Places
- Yahoo Local
- Bing Local
- Judies Book
- YP.com



You can add your company to most of these directly FREE of charge and that will serve its purposes from a citation development perspective (getting your name, address and phone number more visible online, but don't count on these free listings to drive a lot of call volume or traffic.

If you have extra room in your budget, we have seen the Yelp drive a solid ROI:



CHAPTER 12

Track Measure and Quantify

How to Track Your Online Marketing Plan to Ensure That Your Investment is Generating a Strong Return On Investment.



Congratulations! Now That You Have...

- Built and optimized your website
- An ongoing link building strategy in place where you're creating inbound links and moving up in the search engines
- Implemented email marketing and social media marketing initiatives, and
- Possibly implemented a paid online marketing campaign including Pay-Per-Click and Pay-Per-Lead services...

...You need to put some tools in place so that you can track, measure and quantify your data to ensure that you're moving in a positive direction.



www.gshiftlabs.com



www.google.com/analytics



www.callfire.com

www.MortgageBrokerMarketing.com



Analytics Tracking

There are a lot of different tracking mechanisms that you can put in place. I'm going to recommend three core tracking mechanisms:

- Google Analytics
- Keyword Tracking
- Call Tracking

The first is Google Analytics. Google Analytics is a great website data analysis tool and it's completely free. Google Analytics will show you specifically:

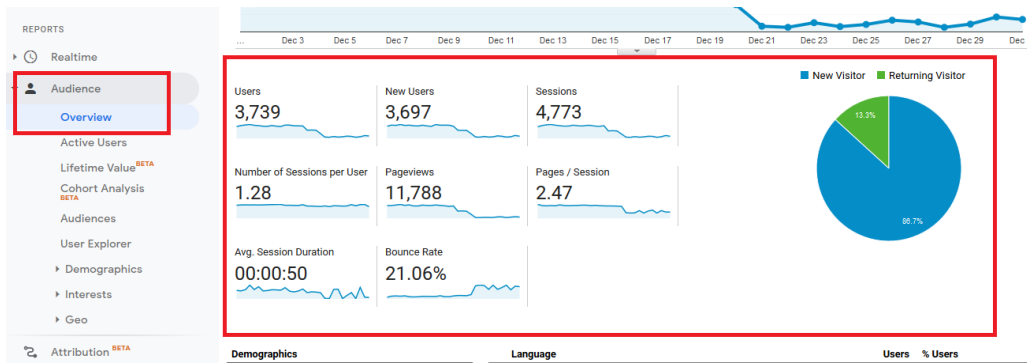
- How many visitors got to your website on a daily, weekly, monthly, and annual basis
- What keywords they typed in to get there
- What pages on your website they visited
- How long they stayed

The main thing you want to see from Google Analytics is where you started and where you are now.

You want to ask yourself: When I started this whole Internet marketing process, how many visitors was I getting to my website? Maybe it was 5, 20, 100, or 500, but it's good to know. Then you can compare to future data on an ongoing basis.

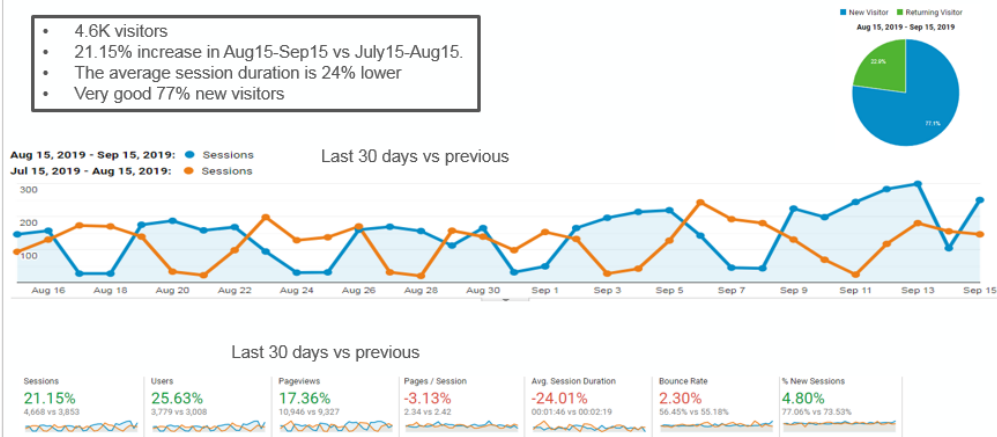
Ultimately, what you are looking for is whether or not the number of visitors to your website is increasing. Is the variety of keywords that they're finding you with increasing? Are you moving in a positive direction?

You can also set up reports within Google Analytics. To get set up on Google Analytics, you just go to [Google.com/analytics](https://www.google.com/analytics). It's a simple process. You verify that you own the website through a variety of different methods, and then install a small piece of code into your website's HTML. After you have done that, you've got the tracking in place and are ready to go.



Overall traffic (30 days)

- 4.6K visitors
- 21.15% increase in Aug15-Sep15 vs July15-Aug15.
- The average session duration is 24% lower
- Very good 77% new visitors



Traffic by Page:

By page

- Inglass-technology is now the 2nd most popular page
- Bundle-whiteboard and products are page on 3rd and 4th number.
- /partners page is not within the top 10

		3,402	% of total 100.00% (3,402)
1.	/	1,052	(30.92%)
2.	/inglass-technology	261	(7.68%)
3.	/bundle-whiteboard	224	(6.58%)
4.	/products	167	(4.91%)
5.	/partners/displays	166	(4.88%)
6.	/how-buy	122	(3.59%)
7.	/videos	98	(2.88%)
8.	/about-flatfrog	97	(2.85%)
9.	/news	60	(1.76%)
10.	/careers	51	(1.50%)

Last 7 days

		10,946	% of total 100.00% (10,946)
1.	/	2,859	(26.12%)
2.	/inglass-technology	2,259	(20.64%)
3.	/bundle-whiteboard	821	(7.50%)
4.	/products	691	(6.31%)
5.	/partners/displays	579	(5.29%)
6.	/about-flatfrog	388	(3.54%)
7.	/how-buy	364	(3.33%)
8.	/management-board	336	(3.07%)
9.	/videos	319	(2.91%)
10.	/contact	193	(1.76%)

Last 30 days

		9,327	% of total 100.00% (9,327)
1.	/	2,145	(23.00%)
2.	/bundle-whiteboard	854	(9.16%)
3.	/inglass-technology	761	(8.16%)
4.	/products	733	(7.84%)
5.	/partners/displays	562	(6.03%)
6.	/how-buy	294	(3.15%)
7.	/videos	279	(2.99%)
8.	/about-flatfrog	247	(2.65%)
9.	/management-board	204	(2.19%)
10.	/news	156	(1.67%)

Previous 30 days



Traffic by Location:

By country (30 days)

United States

1. United States	
DOWN	Sep 15, 2019 1,849 (26.61%)
DOWN	Aug 15, 2019 1,891 (49.08%)
% Change	-2.22%
2. Sweden	
UP	Sep 15, 2019 756 (16.20%)
UP	Aug 15, 2019 324 (8.41%)
% Change	133.33%
3. Germany	
DOWN	Sep 15, 2019 210 (4.30%)
DOWN	Aug 15, 2019 183 (4.75%)
% Change	14.75%
4. Taiwan	
UP	Sep 15, 2019 187 (4.01%)
UP	Aug 15, 2019 149 (3.87%)
% Change	25.50%
5. China	
UP	Sep 15, 2019 177 (3.79%)
UP	Jul 15, 2019 98 (2.54%)

Traffic Flow:

Web flow (30 days)

4 path types

1. Software
2. Hardware
3. Bundle
4. Random





Traffic by Device:

By device

- 81% of the media is desktop
- 59% of desktop is Chrome
- 59% of mobile is iOS

Browser		Acquisition
		Sessions ? ↓
		4,668 % of Total: 100.00% (4,668)
<input type="checkbox"/>	1. Chrome	2,785 (59.68%)
<input type="checkbox"/>	2. Safari	529 (11.33%)
<input type="checkbox"/>	3. Internet Explorer	370 (7.93%)
<input type="checkbox"/>	4. Edge	332 (7.11%)
<input type="checkbox"/>	5. Mozilla Compatible Agent	267 (5.72%)
<input type="checkbox"/>	6. Firefox	220 (4.71%)



Operating System	Sessions
	865 % of Total: 18.53% (4,000)
1. iOS	59.54%
2. Android	33.64%
3. Windows	6.82%

Demographics:

Demographic (30 days)

- Good age mix

Age		Acquisition
		Sessions ? ↓
		1,428 % of Total: 30.59% (4,668)
<input checked="" type="checkbox"/>	1. 25-34	489 (34.24%)
<input checked="" type="checkbox"/>	2. 35-44	444 (31.09%)
<input checked="" type="checkbox"/>	3. 45-54	269 (18.84%)
<input checked="" type="checkbox"/>	4. 55-64	102 (7.14%)
<input checked="" type="checkbox"/>	5. 18-24	87 (6.09%)
<input checked="" type="checkbox"/>	6. 65+	37 (2.59%)

Gender		Acquisition
		Sessions ? ↓
		1,468 % of Total: 31.45% (4,668)
<input checked="" type="checkbox"/>	1. male	1,095 (74.59%)
<input checked="" type="checkbox"/>	2. female	373 (25.41%)



Keyword Tracking

The other tracking mechanism that I recommend is keyword tracking.

At the beginning of this process, we talked about keyword research to determine what keywords people are typing in when they need your services.

We came up with a list and all those keywords were combined with your cities and sub-cities.

There are tools that will tell you how you're ranking on Google, Yahoo, and Bing for those various keywords. A few options include:

- Bright Local
- White Spark
- Raven Tools
- WebCEO

BrightLocal

The keyword tracking tool I recommend is called BrightLocal.

You can learn more about it at www.brightlocal.com. There is a cost associated with this service, but it is great resource for tracking your search engine optimization progress.

You take your keywords, put them into the BrightLocal Keyword Tracker and then set up a weekly and monthly report that shows where you rank on Google, Yahoo and Bing for your most important keywords.



View Report: [Redacted]

Generated on 31st May 2013

[Back to all reports](#)

View report 31st May 2013 at 12:25am (Adhoc) compare with 27th May 2013 at 2:17pm (Schedule) [Update](#)

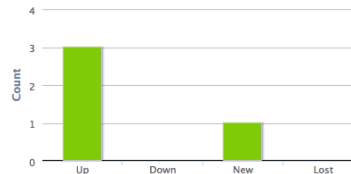
[Re-run Report](#) [Edit Report](#) [Download PDF](#) [Download CSV](#)

SEO Rankings Search Term Tracker Chart Aggregate Ranking Chart

Summary

Search Engine Up Down No Change New Lost

All Search Engines	3	0	7	1	0
Google	3	0	7	0	0
Google Places	0	0	0	1	0



Summary data (e.g. rankings 'Up') only applies to Organic and Places/Local results. We do not display summary data for 3rd Party results.

Full Report

[Publish Report To External URL](#)

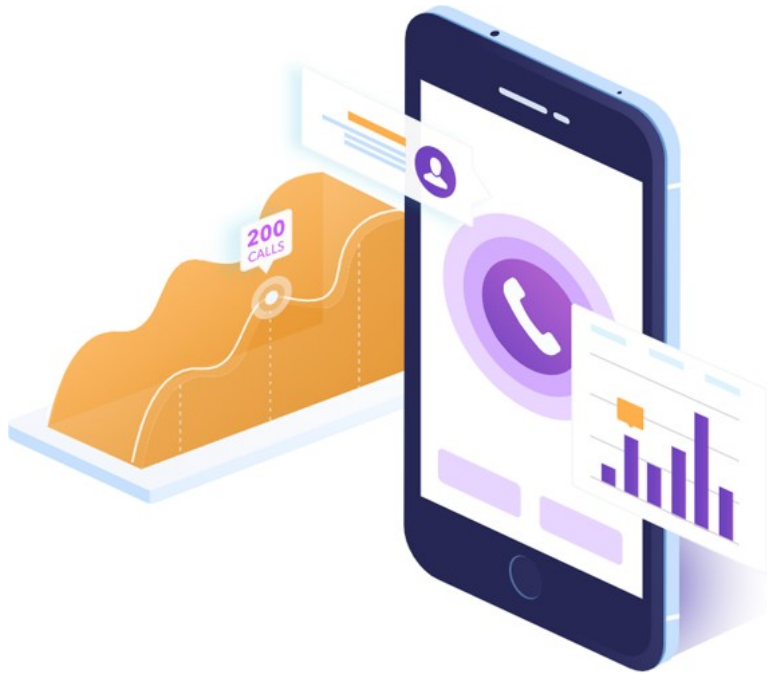
Keywords	Google			Google Places	
	Rank	Last	Type	Rank	Last
[Redacted]	4	4	Organic	11	n/a
[Redacted]	1	1	Organic	-	-
[Redacted]	1	1	Organic	-	-
[Redacted]	1	1	Organic	-	-
[Redacted]	-	-	-	-	-
[Redacted]	23	24	Organic	-	-
[Redacted]	-	-	-	-	-
[Redacted]	19	19	Organic	-	-
[Redacted]	21	22	Organic	-	-

We use cookies to ensure that we give you the best experience on BrightLocal. [Learn more about this](#) [Hide this message](#)

With a report like this, you can easily see how your website is trending in the search engines.

You'll see yourself move up in the results if you've built out the website correctly with the right on-page factors (title tags, H1 tags, meta descriptions, etc.), if you're building links, developing citations and have a proactive review acquisition system in place.

If you see yourself stagnating, you can go back to that keyword, figure out which page is optimized for it, look at your links and link profile, and whatever is necessary to push that keyword to the next level.



Call Tracking

The third really important tracking mechanism that I recommend is call tracking. Having better rankings and more visits to your website is all fine and dandy, but in most businesses, nothing happens until a call is made.

Calls are crucial to your business. You want to have some type of tracking mechanism in place to know how many calls are coming in on a monthly basis and what's happening within those conversations.

Are calls turning into sales? That's where the rubber meets the road. That's why we're doing all of this. Who cares if you're in the number one position if it doesn't result in dollars to the business?

There are several call tracking tools that you can use. Here are a few:

- CallFire
- DialogTech
- CallSource
- Century Interactive



One of the tools I've seen used prevalently is called CallFire. You can learn more about it at www.CallFire.com.

Most of these call tracking services will let you choose a phone number based on your area code. So, you type in the number you want to get. It's a nominal fee on a monthly basis (\$2 - \$5 per month), and you get a tracking number.

Then, you can take that tracking phone number and you can put it on the graphics on your website so that you can track the number of calls and even listen to recordings of the conversation.

That number will be set to ring in your office. It's just a forwarding number. If somebody dials it, it still rings to your office like always, but it is a tracking number.

You can report on the number of calls using the Internet and play back recordings of those conversations. It's extremely powerful to know the number of calls you were getting when you started versus the number after you incorporated your new marketing strategy.

You can go in and listen to those conversations and ascertain how many of those calls turned into booked service while knowing what the revenue associated with that service is. That is how you get a true gauge on the return on investment associated with your online marketing strategy.

These are the types of tracking mechanisms I recommend. There are a lot of different things you can do, but having analytics, keyword tracking, and call tracking really gives you the most important key performance indicators to gauge your progress.





CHAPTER 13

Next Steps



what's next?

Throughout the course of this book, we have covered an abundance of information.

We've mapped out your Internet marketing plan and taken you step-by-step through how to claim and optimize your Google map listing, how to optimize your website for the most commonly searched keywords in your area and how to leverage social media to get more repeat and referral business.

We then covered paid online marketing strategies like pay-per-click and pay-per-lead services. If you have taken action and followed our instructions, you should be well on your way to dominating the search engines for the keywords in your area.

Need More Help?

If you've gotten to this point and feel like you need some extra help to implement these ideas, we are here to support you. As experts in helping online businesses across the nation, we have had tremendous success implementing these strategies.

You can call us directly at [\(877\) 959-7970](tel:8779597970) with any questions that you might have. Our team will review your entire online





marketing effort (Website, Competition, Search Engine Placement, Social Media, etc.) and come back to you with a complete assessment of how you can improve and what you can do to take your online marketing efforts to the next level.

Request A Free Custom Online Marketing Evaluation Now

Your Custom-Tailored Optimization Audit will:

- Identify key issues that could be harming your website without you even knowing it.
- Look at where your website stands compared to your competitors.
- Determine whether SEO is the appropriate route for you to take.
- Uncover hidden revenue that you're leaving on the table.
- Offer recommendations that you can put to use immediately

Schedule your custom audit at

<https://appointment.mortgagebrokermarketing.com/schedule-survey>



Does This Really Work?





Does This Really Work?

You might be thinking to yourself WOW I see the strategy & understand what needs to be done, but does all of this really work? Well I can proudly tell you that it does. We have worked with Mortgage Brokers in some of the most competitive markets across the US and helped them dominate the search results in their areas implementing these exact strategies. Take a look at some of the results below:

First Page Spot on Google

Organic and Map for
Community Mortgage

Google search results for "san diego mortgage broker". The search bar shows the query and the Google logo. Below the search bar, there are tabs for All, Images, Maps, News, Videos, and More. The search results show "About 2,120,000 results (0.80 seconds)".

The map results section shows three locations:

- Global Mortgage**: 5.0 ★★★★★ (19) - Mortgage Broker. 5005 Texas St #302 - +1 619-692-3630. Opens at 9:00 AM. Website and Directions links are present.
- Home Plus Mortgage**: 5.0 ★★★★★ (14) - Mortgage Lender. 2878 Camino del Rio S #402 - +1 800-810-7587. Opens at 8:00 AM. Website and Directions links are present.
- West End Mortgage Group**: No reviews - Mortgage Broker. 437 Ninth Ave - +1 619-398-3500. Opens at 9:00 AM. Website and Directions links are present.

Below the map results, there are organic search results:

- The Best 10 Mortgage Brokers in San Diego, CA - Yelp**: https://www.yelp.com/search?cflt=mortgagebrokers&find_loc=San+Diego%2C+CA. Top Mortgage Brokers in San Diego, CA - The GreenHouse Group, Michael S Rosenbaum - CrossCountry Mortgage, Benchmark Mortgage, Global Mortgage, ...
- Mortgage Brokers in San Diego - Yelp**: <https://www.yelp.com/c/san-diego/mortgagebrokers>. The Best Mortgage Brokers in San Diego on Yelp. Read about places like: The GreenHouse Group, Michael S Rosenbaum - CrossCountry Mortgage, Brendan ...
- San Diego Mortgage Brokers | Global Mortgage**: www.globalmortgagesd.com/san-diego-mortgage-brokers.html. ★★★★★ Rating: 5 - 5 votes. That alone should tell you something about why we are one of the most popular choices in the area for San Diego mortgage brokers. We strive to build strong ...
- San Diego Mortgages, Refinance and Home Loans - Global Mortgage ...**: www.globalmortgagesd.com/. Need Help or Have a Question? Please call (619) 692-3630.
- C2 Financial Corporation**: <https://www.c2financialcorp.com/>. 2nd Largest Mortgage Broker in the United States. Over \$15 Billion Funded ... C2 Financial was included in San Diego Business Journal Book of Lists. Copyright ... You visited this page.



First Page Spot on YAHOO Community Mortgage

[Home](#) [Mail](#) [News](#) [Celebrity](#) [Weather](#) [Answers](#) [Flickr](#) [Mobile](#) [More](#)

YAHOO!

Web
[Images](#)
[Video](#)
[News](#)
[Answers](#)

Anytime
[Past day](#)
[Past week](#)
[Past month](#)

The Web
[Pages from Philippines](#)

Ads related to: mortgage broker san diego

[First Republic - Eagle Community Home Loan - firstrepublic.com](#)
[www.firstrepublic.com/](#) ▼
Rates As Low As 2.61% APR. Personalized Service. Refinance Today.

[Mortgage Brokers San Diego - Bankrate.com](#)
[sandiego.bankrate.com/](#) ▼
Research Rates And Get Valuable Tips & Info On **Mortgages** for Free!
Financial Rate Data · Free rate information · Leading Aggregator · Easy comparison
5/1 ARM Since 1976
Free Credit Report myBankrate

[Lowest rates Since 2012 - NewAmericanFunding.com](#)
[www.newamericanfunding.com/Refinance](#) ▼ (855) 227-5701
Refinance before they shift back up Today's Rate 2.625% APR3.329%
5 star rating 2513 Reviews - Zillow
[Refinance Loan Options](#) · [Refinance](#)
[Get Pre-Approved](#)

[Mortgage Lending San Diego - Lowest Rates & Fees](#)
[www.sanmarcosmortgages.com/](#) ▼ (760) 358-4008
Call Us In **San Diego** County.
No Appraisal Or Bank Fees 19 Years Of Experience
30 Day Closing Period About Shaffer Realty

Ads related to: mortgage

[Mortgage Brokers S](#)
[www.webcrawler.com/](#)
Search multiple engines f

[Top Rated Direct Len](#)
[loandepot.com/Refinan](#)
Lock Into A Low Fixed Ra
Now!
Over \$70 Billion Funded ·
A+ rating with the Better Bu
★★★★★ rating for loan

[Mortgage Brokers S](#)
[www.informationvine.c](#)
Search **Mortgage Broker**
Find Relevant Information

[San Diego Mortgage Brokers | Global Mortgage](#)
[www.globalmortgagesd.com/san-diego-mortgage-brokers.html](#) Cached
That alone should tell you something about why we are one of the most popular choices in
the area for San Diego mortgage brokers. We strive to build strong ...

[San Diego Mortgages, Refinance and Home Loans -...](#)
[www.globalmortgagesd.com/](#) Cached
Global Mortgage San Diego. ... Choose a Mortgage Expert Who Invests in You ...
Unfortunately, some mortgage companies take advantage of the situation and ...

[The Best 10 Mortgage Brokers in San Diego, CA -...](#)
[www.yelp.com/search?cflt=mortgagebrokers&find_loc=San+Diego%2C+CA](#) Cached
Top Mortgage Brokers in San Diego, CA - The GreenHouse Group, Michael S Rosenbaum
- CrossCountry Mortgage, Benchmark Mortgage, Global Mortgage, ...



First Page Spot on BING Community Mortgage



mortgage broker san diego



Web

Images

Videos

News

Explore

4,730,000 RESULTS

Date ▾

Language ▾

Region ▾

Tier25 Info | Tier25.WebCrawler.Com

Ad · Tier25.WebCrawler.Com

Search for Tier25 Info With 100's of Results at WebCrawler

Broker Mortgage - Search **Broker Mortgage**.

Ad · ZapMeta.ws/Broker Mortgage

Get Results from 6 Engines at Once



Related searches

Best Mortgage Rates in California

Mortgage Rates in San Diego

Global Mortgage San Diego

Mortgage Rates Today

San Diego Mortgage

Mortgage Loans San Diego

Direct Lenders Mortgage San D

Current Mortgage Rates

Mortgage Brokers in San Diego - Yelp

<https://www.yelp.com/c/san-diego/mortgagebrokers> ▾

The Best Mortgage Brokers in San Diego on Yelp. Read about places like: The GreenHouse Group, Michael S Rosenbaum - CrossCountry Mortgage, Brendan ...



San Diego Mortgage Brokers | Global Mortgage

www.globalmortgagesd.com/san-diego-mortgage-brokers.html ▾

5/5 ★★★★★ 5 RATINGS (619) 692-3630

Global Mortgage is the best San Diego Mortgage Brokers in all of San Diego County. We offer free personalized consultations. Let us answer your questions.

Our 16 Best **San Diego Mortgage Brokers** | Angie's List

<https://www.angieslist.com/companylist/san-diego/mortgage...> ▾

Find Mortgage Brokers in San Diego. Read Ratings and Reviews on San Diego Mortgage Brokers on Angie's List so you can pick the right Mortgage Broker the ...



San Diego Mortgages, Refinance and Home Loans - Global ...

www.globalmortgagesd.com ▾

San Diego Mortgages, Refinance and Home Loans. Global Mortgage San Diego.

ADDRESS. Need Help or Have a Question? Please call (619) 692-3630. Home; About ...

Mortgage Broker San Diego – Welcome

www.mortgagebroker-sandiego.com ▾

Mortgage Broker San Diego – Express Funding Mortgage – Call Today: (858) 386-7552.

Welcome to Express Funding Mortgage, we are the premier mortgage broker in San ...

Mortgage Brokers Accredited Businesses in San Diego ...

www.bbb.org/sdoc/accredited-business-directory/mortgage-brokers/403 ▾




Find BBB Accredited Mortgage Brokers Businesses in San Diego, Orange and Imperial Counties.






First Page Spot on Google

C2 Financial Corporation –Shawn Sidhu





[All](#) [Maps](#) [News](#) [Images](#) [Videos](#) [More ▾](#) [Search tools](#)

About 862,000 results (0.54 seconds)





Map data ©2016 Google



Arcus Lending
5.0 ★★★★★ (14) · Mortgage Lender
4320 Stevens Creek Blvd #172 · +1 408-615-0655
Closed today



WEBSITE DIRECTIONS

Cedar Mortgage
1 review · Loan Agency
3190 S Bascom Ave #110 · +1 408-879-9011


WEBSITE DIRECTIONS

C2 Financial Corporation - Shawn Sidhu
4.9 ★★★★★ (27) · Mortgage Broker
1250 Aviation Ave #200q · +1 408-599-3628
Closed now


WEBSITE DIRECTIONS

 [More places](#)

The Best 10 Mortgage Brokers in San Jose, CA - Yelp

https://www.yelp.com/search?cflt=mortgagebrokers&find_loc=San+Jose%2C+CA ▾
Best Mortgage Brokers in San Jose, CA - Stephen Wong - Bayone Reic, The ... C2 Financial Corporation - Shawn Sidhu, Facetime Loans, Mortgage Magic, ...

Best Mortgage brokers in San Jose, CA - Yelp

https://www.yelp.com/search?find_desc=Mortgage+Brokers&find_loc=San+Jose%2C+CA ▾
Reviews on Mortgage brokers in San Jose, CA - Stephen Wong - Bayone Reic, ... C2 Financial Corporation - Shawn Sidhu, Facetime Loans, Mortgage Magic, ...

C2 Financial Corporation: San Jose, CA Mortgage Lender

www.c2financialhomeloans.com/ ▾
An advantage working with a mortgage broker involves having multiple funding sources along with a variety of loan options. Get a free quote today.
You visited this page.

San Jose California Mortgage Lender and Broker, Rates, Refinance ...

cedarmortgage.com/ ▾
Apr 21, 2015 - San Jose Mortgage Lender and Broker, Cedar Mortgage, an independently owned mortgage brokerage firm, offering refinance and home ...

Mortgage Jobs, Employment in San Jose, CA | Indeed.com

www.indeed.com/q-q-Mortgage-I-San-Jose,-CA-jobs.html ▾
Jobs 1 - 10 of 544 - 544 Mortgage Jobs available in San Jose, CA on Indeed.com. one search. all jobs. ... Private Real Estate Mortgage Company - San Jose, CA ...



First Page Spot on YAHOO

C2Financial Corporation –Shawn Sidhu

Home Mail News Celebrity Weather Answers Flickr Mobile More ▾

YAHOO! mortgage lender san jose

Web

Images

Video

News

Answers

Anytime

Past day

Past week

Past month

The Best 10 Mortgage Brokers in San Jose, CA - ...
www.yelp.com/search?cflt=mortgagebrokers&find_loc=San+Jose%2C+CA Cached
Best Mortgage Brokers in San Jose, CA - Stephen Wong - Bayone Reic, The Reen Team at American Pacific Mortgage, Arcus Lending, C2 Financial ...

Best Mortgage brokers in San Jose, CA - Yelp
www.yelp.com/search?find_desc=Mortgage+Brokers&find_loc=San+Jose%2C+CA Cached
Reviews on Mortgage brokers in San Jose, CA - Stephen Wong - Bayone Reic, The Reen Team at American Pacific Mortgage, Arcus Lending, C2 Financial ...

Arcus Lending: San Jose, CA Based Mortgage Broker...
www.arcuslending.com/ Cached
San Jose Based Mortgage Broker and Direct Lender offering refinance and purchase loans at great rates. Featured on NBC, FOX, ABC and CBS.

C2 Financial Corporation: San Jose, CA Mortgage...
www.c2financialhomeloans.com/ Cached
An advantage working with a mortgage broker involves having multiple funding sources along with a variety of loan options. Get a free quote today.

San Jose, CA Mortgage Lenders & Reviews | Zillow
www.zillow.com/lender-directory/ca/san-jose/?location=San+Jose%2C+CA Cached
Search for San Jose, CA mortgage lenders on the largest online directory of licensed lenders. Read thousands of customer reviews to find a lender for your ...

Arcus Lending - 16 Photos & 57 Reviews - Mortgage...
en.yelp.com/ph/biz/arcus-lending-san-jose Cached
Photo of Arcus Lending - San Jose, CA, United States ... 1170 Desi Radio and am glad we engaged Shashank for our Mortgage after some research on the web .

Our 2 Best San Jose Mortgage Brokers | Angie's...
www.angieslist.com/companylist/san-jose/mortgage-companies.htm Cached
Find Mortgage Brokers in San Jose. Read Ratings and Reviews on San Jose Mortgage Brokers on Angie's List so you can pick the right Mortgage Broker the ...

Mortgage Loan Officer Jobs, Employment in San Jose...
www.indeed.com/q-Mortgage-Loan-Officer-I-San-Jose,-CA-jobs.html Cached
Jobs 1 - 10 of 130 ... 130 Mortgage Loan Officer Jobs available in San Jose, CA on Indeed.com. one ... FC Lending Officer - San Jose, Morgan Hill, Santa Clara.

Ads related to: mortgage

Private Real Estate L
privatecap.instapage.cc
Private Money Loan - Bric

San Jose Mortgage
www.webcrawler.com/
Search multiple engines fr

Nationwide Mortgage
www.enationwidemortg
Your Resource for Mortga
Types: Refinance, FHA Lc





Top 10 Internet Marketing Scams



1. **"We'll Submit Your Website to Hundreds of Search Engines!"** –Bad idea. This is one of the worst internet marketing scams. First of all, there are 4 primary search engines that handle about 95% of all internet searches, so submitting to anything other than the primary 4 is pretty much useless. Second of all, search engines don't like submissions. There is a lot of documentation to prove this. SE's simply like to find websites on their own through incoming links to the site. In fact, they have gotten so good at it, that it doesn't take weeks or months for a site to get indexed anymore. If there are incoming authority links to the site, it can be indexed in a matter of days. The last issue has to do with the fact that many of these services mention as a selling point that they will re-submit your site weekly or monthly to the search engines. This is definitely a no, and is actually completely pointless. If the search engine already knows you exist, there is no point to telling them over and over.
2. **"Get #1 Ranking in Google!"** –Of course this isn't a bad thing... but wait, read the fine print. Do you get to choose your own keyword? I doubt it. No competent SEO consultant is going to guarantee a #1 ranking for a set price for any keyword you choose. All keywords are not created equal. The likely scam of companies that advertise top ranking on search engines is ranking you for uncompetitive keywords. These are keywords that might look good, but in reality don't get traffic, and are very easy to rank well in based on a lack of competition. Beware of unreasonable guarantees... If it sounds too good to be true, IT IS.
3. **"Get 2,000 Backlinksf or only \$39.95!"** –This is a scary offer. Too many unknowns. The sad thing is that this will probably hurt your search engine ranking, and not help it. The only way someone could offer this many backlinks is through spammy link sites and/or crappy directories. Or, they may happen to own a few large sites that can offer the links. Either way, I guarantee you that #1. the links won't be relevant #2. the pages will be of extremely low quality #3. your ranking will not improve.
4. **"We Will Submit Your Website to Over 1,000 Directories!"** –Wow! Really?! That's amazing! How do you do that? The answer is simple... There really are thousands of free directories out there, but the question is, do you want your site to be included on all of them? The answer is a very resounding: NO. Yes, of course there are plenty of free and paid directories out there that are worth getting listed on like DMOZ and BOTW, and there are even services that you can pay to manually submit your website to legitimate directories like: Best Web Directories Submission Service. But, you have to be very careful. Many of these scams will submit your site to automated link farms that can really hurt your ranking. Make sure you have a full list of directories in your hand before submission.



5. **Link Exchange Programs (reciprocal linking)** –Many of you already know that I have been very vocal in the last few months regarding reciprocal links. Link exchange programs can be considered a scam because the companies that push them are either lying, or are ignorant about what they are selling. Why would you pay for something that doesn't work?
6. **Banner Exchange Programs** –These are all but dead, but they are worth noting because there are many newb's that still waste their time with these. Bottom line: they pull visitors away from your site, you never know what types of sites will be linking to you (this could be potentially dangerous), the conversion rates are horrible, most banner exchange sites have been proven to cheat customers out of links, and finally I submit that banner ads themselves are dead. I mean, who wants to look at a website with banner ads everywhere?
7. **"Send An Email Ad to 10,000 Opt-In Subscribers"** –Can you say illegal? Most of the scams already mentioned probably won't get you or the company advertising them prison time. Since the Can-Spam Act most people have wised up to this scam. It's obvious that spamming people is a dangerous endeavor. Although it is still a huge industry, and there are many that simply beat the system, most would agree that it isn't in line with "best business" practices. The above offer has problems written all over it. Are the emails really opt-in? What if they aren't, are you willing to take full liability?
8. **"We Guarantee Top Search Engine Results Through Professional Meta Tag Optimization!"** –Admittedly, this is an older sales technique that isn't used as much anymore, but it is still pretty common. This sales tactic plays on people's ignorance about search engine optimization. Some poor schmoo may have heard the term "meta tag" in some old poorly written marketing article, and thinks that it is the key to success. Sometimes the cost is outrageous. I've seen offers like this that range from \$200-\$3,000. It's just ridiculous how much someone would charge for 20 minutes of work, and sad that many people have been duped by this scam.



9. **Boosting a Website's Rankings Through Black Hat Techniques** –This is a touchy issue. But the bottom line is that "Black Hat SEO" uses techniques that try to trick search engines into better ranking. There are hundreds of techniques involved, but some of the more well known are doorway, gateway and mirror pages, redirects, cloaking, invisible pages... the list goes on and on. I obviously don't suggest any of the above, or any other "secret" way to trick a search engine into better ranking. And believe it or not, there are actually SEO firms that will perform services like this for you. Just watch out, you could easily get banned.
10. **"Dear Sir, I'm Atumbo Olowimbe. I request your assistance for the sum of \$49,000,000"** –Does this sound familiar? Ok, I know. It doesn't have to do with internet marketing. But it is still a scam that has cost people hundreds of thousands of dollars. In case you're not savvy, this is the beginning of a scam email that has been going around in different forms for years. The only reason I'm mentioning it is because I find



Resources and Links

www.MortgageBrokerMarketing.com



Facebook

<http://www.facebook.com>

Twitter

<http://www.twitter.com>

Foursquare

<http://www.foursquare.com>

AngiesList

<http://www.angieslist.com>

Merchant Circle

<http://www.merchantcircle.com/corporate/>

Kudzu

<http://www.kudzu.com/City>

Search

<http://www.citysearch.com>

Yelp

<http://www.yelp.com>

Google My Business

<http://www.google.com/mybusiness>

Google AdWords

<http://www.google.com/adwords>

Google Analytics

<http://www.google.com/analytics>

Google Webmaster Tools

<http://www.google.com/webmasters>

YouTube

<http://www.youtube.com>



LinkedIn

<http://www.linkedin.com>

Judy's Book

<http://www.judysbook.com>

Yahoo Local

<http://local.yahoo.com/>

Bing Local

<http://www.bing.com/local/>

www.MortgageBrokerMarketing.com



About The Authors





Choosing a firm to handle your internet marketing is a tough job. Making the wrong decision could be a costly mistake for your company. You can rest assured that you have chosen the right team! We have a proven track record of providing phenomenal results to mortgage businesses like yours. You can feel confident that we know your industry and have the skills to take your business to the next level. We are a strong team of creative, passionate individuals who have helped hundreds of businesses across the U.S. grow and thrive.

We're proud to be part of your future success!

Meet John and Brian



Brian Frantz
COO

John Svantner
CEO

www.MortgageBrokerMarketing.com



John

With 16 years of software development and management experience under his belt, John had the vision of creating a one-stop-shop for mortgage companies. John is closely involved with every aspect of MBM's projects; his leadership is the essential guiding star of our organization.

Brian

Brian runs the day-to-day operations at MBM. Five years of customer service and project management experience gives him the experience and the passion to work closely with clients and colleagues. As project manager, he handles the administrative legwork of putting together websites for our clients. Brian coordinates with every member of our team to ensure that every piece falls into place and meets client specifications. Brian is also our certified Google AdWords partner.

You can call us directly at [\(877\) 959-7970](tel:8779597970) or reach us through our website www.MortgageBrokerMarketing.com with any questions that you might have.

Our expert team is ready to perform a customized audit and make personalized recommendations to get your business to the next level!

www.MortgageBrokerMarketing.com





**Mortgage Broker
Marketing .com** 

SEO | PPC | Web Design | Social