

The 6 Secrets Of Online Marketing

&

The 5 Must-Know Tips for Successfully Choosing an Online Marketing Company



“This is a complimentary report provided by: *Mike Gurung* and iSolve [Marketing](#).”

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Hi! This is **Mike Gurung**. Thanks very much for requesting my free report. I'm thankful for the opportunity to provide you with information about online marketing and help you choose an online marketing company.

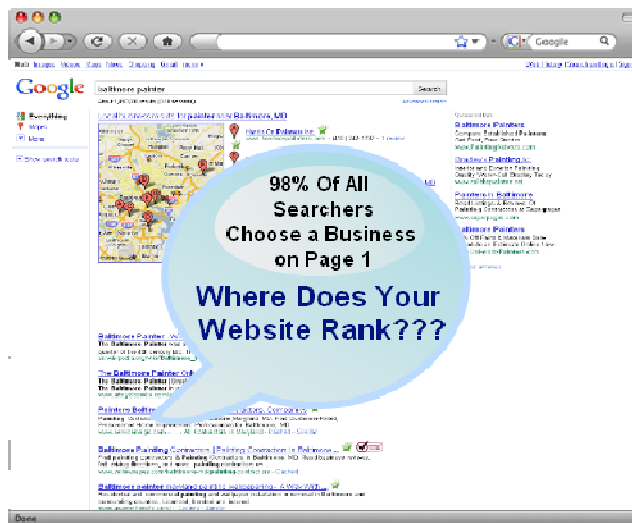
I'm the owner of iSolve Marketing and have been in the online marketing business for over 3 years. And in that time, I've learned that online marketing is the subject of much confusion. In fact, people have so many misconceptions about online marketing that I decided to offer this free report so when you select an online marketing company, you can make an informed smart choice.

In just a second, I'll share with you six costly misconceptions about online marketing. Plus I'll offer four recommendations. And I'll give you seven questions you should ask an online marketer before you choose to use their services.

Misconception #1:

You can put up a website and it will rank high in the search engines (Google, Yahoo, Bing etc...)

No. Anyone can put up a website, but unless you do some SEO (Search Engine Optimization) your website will most likely not show up on the first page, much less the top 3 listings. The longer you wait to do search engine optimization on your website the more time your competition has to outrank you...and the more potential paying customers you lose to your competition as well.



Misconception #2:

The only reason to put up a website is to give people information about your company.

No. As you probably know, if you've done this already, these types of brochure style websites don't have people knocking down your door. Or, you get some visitors and never hear from them and they don't turn into paying customers, thus increasing your profits.

It is very important to track and capture as many of the potential clients as possible, so that you can continue to market to them on a regular basis. It has been said that the highest percentage of sales is after the 7th contact with the potential client.

So in addition to giving people information about your company, another important thing to do is provide value and stay in contact with them. They might not be ready to buy now, but you'll position yourself as the first person they think of when they are ready to buy, instead of going to your competition.

Misconception #3:

One method of online marketing is as good as another.

No. In marketing in general you can choose from two primary methods: Direct response or brand awareness. We choose to adapt our online marketing methods to direct response in which we are able to track and test all of your results. This allows you to know exactly what is and what is not working. With brand awareness to be effective you need a much **(MUCH!!!)** higher marketing budget to reach the masses. Think Coke, McDonalds, Wal-Mart, etc... This method is very costly and very hard to track and see what is working.



Misconception #4:

Having a website is all a company needs to optimize your online marketing properly.

Not true. Many companies have a website – but a large number of owners don't know how to optimize them. You probably know someone who bought the newest computer on the market – but didn't learn how to use it for a year or more. The same is true with websites. The company may have a website, but the owner may not know how to use it correctly. This is why it's important that you choose your online marketing company carefully.

The best online marketing companies are those that know how to rank high in the search engines (Google, Yahoo, Bing etc...). You don't just show up in the search engines automatically. It's almost like a popularity contest online to see who ranks the highest. Google likes popular sites with a lot of incoming backlinks (links on other relevant sites pointing back to your site), and relevant information to what the person is searching for.

98% of searchers choose a business on page 1 of the search engines, this doesn't leave much left if you don't rank high. What would it do for your business if you were the #1 authority online for your local market...and outranked all of your competition?

Misconception #5:

The company that offers the lowest price is the company that you should hire.

Maybe – but not always. Here are two important points to consider.

Point #1: The price you see offered may not be for the services you want performed.

Before you select a company, decide what you want to accomplish. If you want the online marketer to only put up a brochure style website for your business, you can choose from hundreds of companies that use cookie cutter templates or basic ranking methods. Or, you can even buy a course on the internet and do the job yourself.

On the other hand if you want your online marketing thoroughly optimized – if you want to rank high in the search engines, capture potential customers and convert them to sales, and increase your profits –then you need to hire a company that uses a cutting edge strategy including analyzing, optimizing, and ranking together. This is the only way to assure that your company remains high in the search engines above your competitors, gets your more customers, and increases your profits.

So remember that the price you see offered may not be for the services you want performed.

Point #2: The price you see advertised may not be the price you pay.

Many business owners have learned that the low price they saw advertised was not the amount they were charged.

And if you've ever hired a marketing company, you too may have been the victim of false or misleading advertising. You probably learned the hard way that some marketing companies offer a cheap price – and then pressure you into paying a lot more once they start working for you. Some of them may even break the law by using illegal bait and switch tactics.

As in all businesses and professions, the online marketing industry has its share of bad apples. I take no pleasure in telling you this, but some are unethical – and sadly, a few are dishonest. By their misleading advertising and false promises, they cast a dark shadow on our entire community.

Then you'll find other online marketing companies – professionals like me who work hard to earn your trust and respect.

As a way of improving our line of work, I've dedicated my business to teaching the public. The only way you can make an intelligent decision is to have all of the factual information that you need. This is why I've written this report.

Misconception #6:

Any honest online marketing company should be able to give you an exact price quote over the telephone.

I wish this was true, but it isn't. Business owners often think that if they want to rank high in the search engines ahead of their competitors, it's the same for all businesses types. But this isn't always true.

First, honest, reputable online marketing companies usually price online marketing by how much work will be involved to get your website ranking high above your competitors in the search engines (how competitive your market is). So if you'd like me to tell you the exact cost of doing your online marketing, I need to know the exact number of competing businesses in your niche and how optimized their websites already are. To get an accurate measurement, I have a software program I use to calculate the exact competitiveness of their websites.

You'll be glad to know that the local results are not nearly as competitive as most people think. For example, if you want your website to show up on page one locally (ex. "your local city chiropractor), you might only need a small fraction of the work as opposed to rank nationally (ex. "chiropractor"). This is because there is less competition on a local basis. The result is that the actual work to be done locally is usually only about 60% compared to nationally.

So even though I can't give you an exact quote over the telephone, here are things I consider when quoting a price.

First, the type of business. Certain businesses are more competitive than others. So before I can give you a quote, I need to know the type of business that you want to optimize for.

Second, the amount of competition. Businesses with more competition will take more work to rank high than businesses with less competition.

Third, the amount of work to be done. If we are doing a local listing in Google, a website, search engine optimization and e-mail marketing, the bid will be higher. But if you already have one of these done, or you don't wish to use one at this time you'll save money.

To recap, I consider the type of business, the amount of competition, and the amount of work required. So, as you can now imagine, every quotation is different.

If you're thinking about having online marketing done, I offer these four recommendations:

Recommendation #1:

Make a commitment to yourself to do online marketing. The longer you don't, the more time your competition has to outrank you. Plus the longer you have to catch up, create an online presence, and get more customers, and increase your profits.

Recommendation #2:

List your objectives. Do you only want a cookie cutter brochure style website, something you could do online yourself. Or do you want the fully optimized online presence so that you show up in the search engines **ahead of your competition**, in front of more potential clients, to be able to convert more of them into paying clients, which will require a system, like I use. Do you want to work with an honest, reputable company – or are you willing to risk working with the company that offers you the lowest price – knowing that company might not be in business tomorrow.

Recommendation #3:

Ask questions. The way you learn about a company is to ask specific questions and listen carefully to the answers. Here are the questions I suggest you ask:



1. What method of online optimization do you recommend?
2. What type of software/tools do you use to do your online marketing?
3. What does your service do for my business?
4. What training have you had in online marketing?
5. Can you guarantee that I will show up in the #1 position in the search engines?
6. What is SEO?
7. Do you use a system to do your online marketing

Recommendation #4:

Once you're satisfied that you're working with an honest, competent professional, invite them to review your business and ask for a specific quotation in writing. A written quotation gives you the assurance that you know exactly what your job will cost – no surprises.

By following the four recommendations in this report, you have all of the information you need to make an informed, intelligent decision. If you want a quick, cheap online marketing job, many companies online can help you. Or you can go online and do the job yourself.

But if you want your online marketing to be completely and thoroughly optimized – so that you show up in the search engines ahead of your competition, in front of more potential clients to be able to convert more of them into paying clients, and increase your profits – then I invite you to contact me.

I'll be happy to answer your questions – provide you a cost estimate – or give you a free online presence audit – without obligation of any kind. To reach me, call **1800.682.9506**.

Or, if you prefer, just e-mail me at **mike@isolvemarketing.com** and I'll be glad to get back to you.

Thanks very much for reading. I hope you found this report helpful. If you have questions or comments – or if you'd like to schedule a free, website audit, please contact me at **mike@isolvemarketing.com**. I'll get back to you promptly.

From iSolve Marketing – I thank you for your time in reading this report.

Mike Gurung