

***Does your business have a sales force selling for you?  
Are they selling in the local areas you do business?  
What about locally on Google and yahoo?  
Do you have a sales presence there?***

In 2009 search engine optimization and marketing became even more critical to business. With the economic downturn continuing in 2009, advertising budgets shrunk for most businesses. Yet, the overall market for search engine marketing still grew, indicating that key decision makers felt getting ranked highly on the major search engines may have provided the best ROI for their limited funds.

***What about locally?  
What about small businesses that are bound by geographic locations?***  
Please take the following test. This test will determine whether your business has a locally optimized sales force.

Log out of Google or turn off your web history.

1) Go to Google. [www.google.com](http://www.google.com)  
Type what you sell or do and your city or towns name. **Ex. insurance quote Irmo SC**  
Do you see your business listed? If not, we need to talk. If you do, please go to the next question.

2) ***What about areas your business draws customers from but does not have a physical location?  
What about neighboring towns?***  
Go to Google again. [www.google.com](http://www.google.com)  
Type what you sell or do and a town or city name (I would recommend a wealthy one ☺) where you do not have a physical location. **Ex. home insurance quote Chapin SC**  
***Do you see your business listed?*** If not, you are missing major segments of the market you are competing in, and we need to talk. If you do, good, try it for the multiple towns or cities where you get business from, write down the names of locations where you are not listed and go to the next question.

3) ***What terms do people use to describe what you do or sell?  
Is there more than one term that describes your product or service?  
Do you sell more than one product or service?*** Ex. insurance could be auto insurance or homeowners insurance.  
Let's go to Google again. [www.google.com](http://www.google.com)  
Type another term for what you do or another product, service and the city or town name where you do business. **Ex. business insurance quote Irmo SC**  
***Do you see your business listed?*** If not, your business is missing out on customers searching for what you do or sell, and we need to talk. If you do, wonderful go to question 4.

4) Yep, Google again. [www.google.com](http://www.google.com)

Type the product or service you used in the previous question and a town or city name where you do not have a physical location. **Ex. business insurance quote Chapin SC**

***Do you see your business listed?*** If not, your local optimization sales force strategy needs work because you are still missing major market segments. If you do, try it again with multiple city and town names, write down the names of locations where you are not listed and go to question 5.

5) Google one more time. [www.google.com](http://www.google.com)

Type your professional name and your business name. **Ex. Keir Anderson Garden City Business Solutions**

***Do links to your business, articles you have published, or blog posts about your area of expertise appear on the page?*** If not you are missing the opportunity to give yourself expert status in the eyes of potential customers researching you before making a decision.

“A new survey from consultants Accenture reports that a strong majority of consumers use the Internet to research products or retailers before making a purchase. 69% research product features online, 68% compare prices online before shopping in a physical store and 58% locate items online before going to a store to purchase, reports the survey of 600 U.S. consumers. Only 13% said the Internet has not improved their in-store shopping experience. “  
[internetretailer.com](http://internetretailer.com)

If they do, I hope that I have at least set your mind at ease that you have done a thorough job with your campaign and possibly shown you there may be areas you are missing. This completes the test.

If you were not able to complete the whole test do not feel bad this is a new medium in which to market. It requires a little forward thinking and new knowledge. The good news is that I can help. I can create a local optimized sales force for your business.

***Are more people going to be using the search engines to find you tomorrow?***

***What about 5 years from now?***

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