

# Offline Seo Pro Video Series

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The offline market is lucrative for an online marketer, because many offline businesses don't know much about how to utilize online techniques to gain prospects. Many are relying on offline marketing techniques that just aren't converting and are dying out! They are using them because of pure ignorance, and spending ten's of thousands and wondering why they are not gaining anything back. Here's your chance not only to save them money, and to help them, but in turn it will help you. This step by step 6 part video series that takes you by the hand and shows you how to perform very simple services for offline businesses that can land you a couple thousand dollars, and help them get more customers! It's a win-win situation!

1. Introduction Remember that this is about you, the online marketer helping offline businesses. Realize that offline businesses don't know a whole lot, so you have to keep things simple in the beginning. In this video, you will learn how to keep things simple for them.

2. What Offline Businesses must need Remember that some Offline Businesses will live in the dinosaur age of marketing, so they do need some convincing. So when explaining to them what they need, it has to be very very simple, yet hit their hot spots, so they realize why it is important. You'll learn the basic tools they need to get started. Once you have these in hand, you can move on to videos 3, 4, 5, and 6.

3. Making SEO Friendly Websites Many offline businesses don't have a website, but some do. Even the ones that do, normally don't have SEO friendly websites. This is why SEO basics can be so important. Yes, they are basic, but to the regular offline business, it's complex. There's onsite optimization and offsite optimization. The last three videos will help with some of the offsite optimization which can lead to ongoing services.

4. Google Local Business Many prospects will go to google to find a business in their area. If the offline business is not located in this directory, then it makes it hard for prospects to find them. Now there are a few tips and tricks that offline businesses must have, because being listed in the directory in itself won't do much good. If the business' competitor has done all that is listed in this video, they will literally take a large amount of the market.

5. Yahoo Business directory Google Local is powerful, but let's not forget Yahoo's business directory. There are millions of people using this directory, because while Google local is powerful, Yahoo business directory can often carry information about a business that Google does not that. Therefore, it's

good to be listed in both directories for maximum exposure. Again, we'll discuss how you can get them listed as well as 6. Craigslist Ads Craigslist is no doubt another powerful source of marketing. While it has its disadvantages, it has a lot of advantages for offline businesses. By now you will have gotten extreme exposure for your offline business customer. What about an ongoing service that you could provide that not only gets more prospects to your customer's website, but more recurring income for you? I'll also show you how to outsource your craigslist ad posting for a small monthly fee. With just two or three customers, you will be able to make this fee up quick, and start bringing in recurring income. So think about that. An extra \$500-1000+ per month on autopilot. So...with that said, grab this video series now and start making even MORE money by helping offline businesses by using simple techniques. Tags: seo

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