

# Local Business Online Success Checklist

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- Write down your GOAL - Why are you putting your business online?
- BRAINSTORM and write down search queries - What keyphrases might people type into the search engines to look for your company?
- RESEARCH quality keyphrases that can drive targeted traffic
  - FIND more quality keyphrases<sup>1</sup>
  - PRIORITIZE keyphrases to use in your website
- CREATE quality content based on keyphrases
- DRIVE targeted traffic
  - Pay for traffic. Use AdWords first and roll out successful paid search campaigns to other paid channels like Yahoo and Bing
  - Optimize for Free Traffic (SEO). Use other relevant marketing channels - e.g. articles, blogs and video
  - Setup Social Media channels relevant to your business. Use the “listen, engage and measure” model to boost branding and visitors
  - FIND quality link partners and build network of backlinks<sup>2</sup>. Get links from local websites, chamber of commerces, local networking groups, complimentary businesses, etc
  - Register with Google’s Local Business Center<sup>3</sup> and list your business
- SELL - Convert leads to sales via your website copy
- MEASURE
  - SETUP Google Analytics<sup>4</sup> and Google/MSN webmaster tools<sup>5</sup> and generate analytics and keyword ranking reports. Measure your traffic, visitors and conversions.
- REPEAT - Create more quality content and launch more marketing campaigns.

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<sup>1</sup> AdWords Keyword Tool - <http://freadwordstool.com>

<sup>2</sup> Yahoo SiteExplorer - <http://siteexplorer.search.yahoo.com>

<sup>3</sup> Google Local - <http://google.com.sg/local/add/>

<sup>4</sup> Google Analytics - <http://googleanalytics.com>

<sup>5</sup> Webmaster tools - <https://www.google.com/webmasters/tools/> & <http://webmaster.live.com/>

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