

Online Visibility Secrets

**Complimentary Sample Lesson:
How to Leverage Google for Your Visibility**

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Online Visibility Secrets

Complimentary Sample Lesson - How to Leverage Google for More Visibility



Welcome! And thank you for downloading this free sample lesson from [Online Visibility Secrets](#).

The purpose is to give you a taste of what the lessons are like and how they're presented so you can decide if this program is right for you.

[Online Visibility Secrets](#) is a **26 Week Step by Step Action Plan for Creating a Positive, Pervasive Presence on the Web.**

The lessons are delivered in bite-size chunks each week for 26 weeks and designed so you can easily study the concept and then put it into action for your business. The lessons build upon each other, layer by layer, so you boost your visibility on the Web and attract more traffic, more leads, more prospects, more gigs, and more opportunities.

Why is Online Visibility so important for achieving greater success?

1. If your business can't be found on the Web, you don't exist
2. You need to be ubiquitous in order cut through the noise
3. When the right people find you, your business grows

Sooner or later, prospects go online to find out more about your business and your reputation. What do they find when they search for your name, or your company? How visible are you?

It's no secret that successful business owners and professionals can now have a strong Internet presence with little cost and without hiring tech staff.

So what do your potential clients find when they "Google" you? Have you checked lately?

Hopefully they find more than a static brochure-style website full of industry jargon, company kudos, and marketing hype.

Think about it in terms of what prospects really want to find out when they research you and your company... Here's a big clue: what they want to know is: **can they trust you?**

No hype, no fluff, no dry lists of achievements. Your prospects want to learn more about you, and the people who are part of your organization. How else do you think they will begin to trust you?

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Here's what you'll learn:

- Week 1 - Why you need to be **visible** on the Web
- Week 2 - What's required to be **visible everywhere**
- Week 3 - **Visibility = Opportunity**
- Week 4 - Your **blog** is your home base
- Week 5 - **Listen!**
- Week 6 - Overview of **social media for visibility**
- Week 7 - Adding **Twitter** to Your Online Visibility Plan
- Week 8 - Simple **Twitter Tips & Tricks** for online visibility
- Week 9 - Using **Facebook for Visibility**
- Week 10 - Are you **blogging** yet?
- Week 11 - **4 Tips for Using LinkedIn**
- Week 12 - **7 Essential design elements** for an Effective Blog
- Week 13 - Simple **Keyword Research Tips**
- Week 14 - Writing **Effective Content to Market Your Business**
- Week 15 - How to create **powerful blog post titles**
- Week 16 - **Participate in the blogosphere**
- Week 17 - **Mix it up!**
- Week 18 - Get 'em in your funnel (**build your list**)
- Week 19 - Add **video** to your marketing mix
- Week 20 - How to **drive more traffic** to your blog
- Week 21 - How to get **more visibility for your events**
- Week 22 - How to **leverage Google** for more visibility
- Week 23 - **Article marketing**
- Week 24 - How to use **podcasts** to extend your reach
- Week 25 - 7 ways to use **photos** to boost your visibility
- Week 26 - How to use **testimonials** to extend your visibility online

[Learn more about Online Visibility Secrets here.](#)

Your complimentary sample lesson begins on the next page... (and don't miss the secret gift I have for you on the last page)

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Here it is...your 22nd lesson in the Online Visibility Secrets course.

Last week you learned how to use hashtags to get more visibility for your events. Did you create a hashtag for an event or program and then create a Twubs group for it?

If not, please go back to Lesson 21 and complete the Action Steps. Then, return to this lesson.

Lesson #22 - How to leverage Google for your visibility

You can't ignore Google.

In lesson #5, you learned about Google alerts and Google Reader for tracking blogs in your niche. In lesson #20, I urged you to set up a profile on Google. I sincerely hope you've done that.

If not, I'm telling you gain. You really must have an account on Google. From there you will be able to take advantage of the dozens of sites Google owns: Gmail (essential!) YouTube, Feedburner, Google Reader, Picassa, etc.

Today, I want you to focus on getting your Google profile set up and complete and then set up your Local Business site. Both of these Google properties give you an opportunity to showcase your business and links to your sites, along with photos and videos.

Google Local even has a coupon feature you can set up to offer coupons for your products and services.

Here's an 8 minute video with info about profiles and local business:

<http://vimeo.com/10589391>

password: OVS022

ACTION:

1. Watch the video.
2. If you don't have a Google account and/or profile, set one up. If you do have a Google Profile, review it to make sure it's complete and up to date.
 - a. Add photos
 - b. Add links to your blog and website
 - c. Add links to your catalogue/products & services
3. Set up your business profile on Google Local Business

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LINKS:

Google Account: <http://google.com/accounts>

Google Profile: <http://google.com/profiles>

Google Local: <http://google.com/LocalBusinessCenter>

Next week: How to manage your social marketing time

Blog on!

Denise Wakeman
Your Online Marketing Advisor

P.S. Don't forget...3 new blog posts this week...blog about your Google business listing!

Super secret special gift for you!

If you're ready to invest in boosting your business and generating more opportunities as a result of more people finding you, then here's a secret coupon for you:

SAVE \$20 when you use code: **SECRET**

You'll save 12-15% depending on whether you go with the monthly payment plan or pay in full.

Click here to get started >>>> OnlineVisibilitySecrets.com and use code SECRET when you check out.

Blog on!



Denise Wakeman is an online marketing advisor and founder of The Blog Squad. With nearly two decades of business and online marketing experience, she helps authors, speakers, service professionals, and small business owners optimize and leverage great business blogs as well as strategically use social media tools to gain visibility, build credibility and make more money selling their books, products and services. You can learn more about Denise at <http://www.DeniseWakeman.com>.