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Local Business Advertising: 4 Ways To Market Online With Search Engine Optimization

In this article we want to go over [local business](#) advertising and using the search engines to get traffic to your company website. Marketing a small business online does not have to be hard to do if you use a few simple search engine optimization techniques.

1. First of all you need to know what keywords people are searching for your business online with. People are replacing the yellow pages with Internet searches to find specific things that they need.

For example, if you have an air conditioning company in Denver it is reasonable to expect that people will be searching keyword phrases such as "Denver air conditioning company", "buy an air conditioner in Denver, Colorado", "Denver air conditioning service", and so on.

If you are doing any type of pay per click advertising chances are you already know what these words are. The difference now is instead of purchasing it you are going to try to rank on the search engines for free traffic.

2. You want to get backlinks to your website for these targeted keyword [Tadacip](#) phrases. One quick way to do that is to use article marketing.

You write articles offering useful information about things your prospects would be interested in. Then in the resource box of the article you hyperlink your targeted keyword phrase back to your website.

This is known as search engine bait and will help you rank on the organic searches for those targeted phrases. Once you know what keyword phrases people are searching for relating to your business this is very easy to do.

3. Whenever you have something newsworthy send out a press release. Again target your primary keyword phrases in that press release.

The key is to not make this sound like a sales letter. That is why you want to submit a press release when you have something new in your company to announce.

4. Video marketing is an important part of doing local business advertising. With people now using videos as a way to get information you want to show up for your targeted keyword phrases using as many videos as you can.

You Tube is owned by Google so it's important that you have videos on their website. [Article Video Robot](#) is a good way to create videos from articles and place online.

You can also create videos of your own and it doesn't take a real expensive camera to do that. Again provide useful information that people would be searching for using the simple strategy of targeting keyword phrases.

In summary these are 4 ways you can combine search engine optimization with targeted keyword phrases to promote your business online. This is a long term approach to local business advertising. It really can pay off as you start to rank high on search engines for the words people are searching for relating to your small business.

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