

Range Business Services Newsletter

Special points of interest:

- Website Design for Small Businesses
- What is SEO?
- Email Programs
- Traditional Marketing Materials

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Website Design for Small Businesses

The traditional marketing places for small business has definitely changed over the years. Every year, a stronger portion of advertising for small business transfers from print to online media. With that transition comes more options for small business owners.

The first and primary method of online marketing for business is their own website. A company's own website is a chance for business owners to personalize and create an identify for their business for the whole world to see. Also, many other online media...such as Google Places and Yahoo, will link to the website as to help their users with search engines.

The options for a small website are pretty much unlimited. Besides just a general introduction to the company

and the services provided, a website can contain video, pictures, a contact us form, customer feed com-



ments, feedback, links to helpful articles and affiliated websites, links to social media websites, employee information and resources, share events calendars, etc. The main goal of your website is to assure your business is easily found and well represented by third party websites.

Third party websites are the second portion of online marketing that may or may not be controlled by the

small business owner. This includes reviews on Yelp, Facebook posts, Google maps, Bing, ect.

As a result of the dramatic growth in third party websites, your website now also serves as a hub, attracting customers via web searches and coordinating information, links and reviews with popular third party websites that will link to your small business website. When reviewing your marketing plan, you need to keep in mind all the third party websites consumers use to locate small business services and how those websites will link and interact with your website.

What is SEO?

As a small business website owner, you have probably heard about this term before. SEO stands for Search Engine Optimization..in a nutshell it basically means that your website is created and written so the search engines, such as Google,

Bing and Yahoo can find your website. It is the simple activity of ensuring a website can be found in search engines for words and phrases relevant to what the site is offering. In many respects it's simply quality control for websites.

SEO is basically the art of writing website content that contains the words and phrases people will use to find your product.

SEO...cont.

Most website designers, by nature, take SEO into consideration when designing and creating websites. After they become familiar with your business, they typically do "key word" searches utilizing certain tools. This tells them what words or phrases people usually type into search engines when they are searching for business similar to yours. They will also analyze the text on your website to determine how many times key words or phrases are used.

Additionally, keywords will be added to any pictures on your website and keywords will be placed in the title and tags for your website.

SEO is very important to website design. What can you, as the business owner, do to assist the website designer in



determining keywords and phrases? First, make sure the website designer understands the entire scope of your business. You want to make sure that ALL the services and products you provide are listed on your website.

Second, at least annually, you should review all the text on your website to see if anything has changed. Do you offer a new service or product? Are you affiliated or certified to do something new? If your website does not include something, then people searching for your product or services may not call up your website in their searches.

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Email Programs

Email marketing is a great way to reach your customers without spending a lot of money. Thinking about starting a company newsletter? Here are some tips to keep in mind.

Find a good email marketing service provider. There are a lot of options to choose from and it

does not need to be expensive. Most email marketing programs will make it easy to keep and management an email marketing list and they usually have lots of templates to choose from so all you have to do is add the language and send.

Some of our favorites are Mail Chimp, Aweber, iContact and Mad Mimi.

Need Traditional (Paper????) Marketing Materials

Range Business not only specializes in online marketing tools such as websites, social media and email programs but we can also do your traditional, paper marketing materials too. Whether it be business cards, postcards or flyers, we can design them with your custom images and colors, send them off to a printer and have them delivered right to your door!



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