

Published based on [Small Business Aren't Maintaining Their Online Presence](#)

# **Small Business Aren't Maintaining Their Online Presence**

[youtube:bsqHwor\_jao:[link:Frontdesk SEO];http://www.youtube.com/watch?v=bsqHwor\_jao&feature=related]

Media Research - February 13, 2009: As stated by research out of Webvisible and Nielsen, and reported by Marketing Charts, even though nearly 63% of potential clients and local company owners go to the web to start for guidance about nearby companies and 82% use SERPs, only 44% of small business owners develop a web-site and 1 / 2 invest much less than 10% of their promotional dollars on the internet.

The investigation locates an increasing development toward web software designed for elevating local search rankings. However, the survey unearths huge problem between the way small company owners behave as consumers compared to the way they sell their small businesses online.

The review revealed that search engines like Yahoo are the most well-known reference for finding businesses:

- 82% utilize search engine listings
- 57% utilize Phone Book directories
- 53% utilize community newspapers
- 49% utilize the Internet Directories
- 49% use Television
- 38% utilize direct mail
- 32% employ the White Pages

Of the small businesses surveyed, half claimed SERPs were the very first place they investigated whenever seeking out a area business, while 24% chose the Yellow Pages.

Well over 92% of people exclaim they're pleased with results they obtain when selecting search engines, though many potential buyers report that they're frequently not being able to locate a specific known small business. It signifies, says the report, people may very well decide on a related company having a stronger online position.

The researchers revealed that online search together with email news letters are the only forms of advertising that are expanding among shoppers who would like to identify neighborhood businesses. Compared with two years ago, participants record they employ search engines and news letters much more, while they employ papers, magazines, direct mail and radio stations less:

Irrespective of the increasing use of web-based search engine marketing for local searches, just 41% of small businesses report converting to internet search engines first, and many go to phone book to start off. On top of that, only 44% of small businesses use their own website.

If using search engines to look for a small business they already know, just 19% of survey respondents reported that they never or infrequently encountered trouble locating that organization online. 39% announce they regularly have trouble finding a local business they are attempting to find.

Even if much less than half small businesses do have a website or blog, the ones that do tend to be disappointed with their online advertising and marketing. Among small businesses which already have a internet presence;

- No less than 51% think that both the quality and capacity of their website to be able to procure brand new prospects is just "poor"
- Just 30% of small business owners feel that they typically do a much better job of advertising as compared with a close rival business

- Over 78% think they promote in the identical venues as their competition
- Only 7% of local businesses claim their fundamental marketing intent is to get increased prospects to their web site
- 61% invest fewer than three hrs a week advertising their site
- Almost 99% of small businesses are associated in their advertising and marketing
- Just under 65% believe it's very required to know where their customers come from
- Only 9% tend to be pleased with their own web advertising endeavors
- Just less than 78% of local company owners set aside 10% or even much less of the funds to advertising and marketing

In the previous two years, 43% of small businesses say they have expanded the use of website SEO in their advertising and marketing campaigns. On the flip side, use of old fashioned business marketing sources is on the decline:

- 23% work with Yellow Pages less
- Almost 42% employ the nearest newspapers less

For our purposes, the term "local small business" relates to any kind of retail company in a respondent's regional region, including restaurants, movie theaters, bars etc. and services such as skin clinics, electricians or accountants. The term "Internet Yellow Pages" relates to web based Yellow Page sites like judysbook.com, superpages.com, etc.

So what will we take away from this if you're an entrepreneur?

#### Website SEO + SEM Joins You To Your Customers

Search engine marketing is the quickest sort of selling for a really good reason. It positions your marketing and advertising information right in front of your possible buyers at the minute they're on the lookout for your programs .

Get a free [website SEO](#) report about your own website's search engine rankings and learn more about [SEO software](#) from the leaders in do it yourself SEO + SEM, Frontdesk SEO.

You can also find this article published on [Small Business Aren't Maintaining Their Online Presence](#), and on the tag pages [advice](#), [blog](#), [business](#), [design](#), [ECommerce](#), [finance](#), [internet](#), [it](#), [marketing](#), [Search Engine Marketing](#), [search engine optimization](#), [seo](#), [technology](#), [web](#).