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Using Local Internet Marketing To Increase Website Traffic

The internet has changed our world entirely; even in ways we probably do not even realize. Any more most of us use the internet to find phone numbers, businesses, addresses and much more. We can use the internet while we are out and about; for instance, we can be at the mall and use a cell phone to locate stores that sell shoes. PCs, laptops and other internet accessible devices (such as GPS) are the modern tools of choice for consumers. Local internet marketing has become critical to the success of local businesses that rely on getting information out to the local area.

Business polls show that approximately 54% of consumers questioned state that they use internet searching instead of phone book yellow pages. When looking for local services or products consumers report using the internet over 75% of the time for their searches. Furthermore, a resounding 85% of internet searchers actually do their business with those businesses they find on first pages of internet search engines such as Yahoo, Bing or Google. It is hard to argue with statistics like these that so explicitly point out the importance of internet marketing targeted at the local level.

Attracting traffic to a website can be accomplished in a variety of ways. Video marketing on sites such as YouTube provide great opportunity for businesses to get their message out. Social media sites such as Twitter and Facebook are convenient platforms that allow businesses to create and maintain relationships with customers. The advent of social media created a whole new world of opportunities for web based local marketing.

Search engine optimization (SEO) is a phrase many are familiar with. SEO is one of the most important tools used to direct attention to websites. Essentially SEO consists of specific phrases or words (called keywords) used repetitively within the text of a website. For local marketing it is important to use SEO using words that reflect your business name, products, services, locations and any other important information designed to drive business to your site.

Local marketing can be quite simple, as simple as an email. Establish a list of email addresses in your business area and send out emails to your customers. Email is a great way to advertise for free, to keep customers abreast of the interesting news about your business and to simply remind customers that your business is the best local choice.

Many business people do not have the inclination or the time to develop and maintain their own website. Professional designers specializing in local marketing are the perfect solution for businesses that prefer not to create their own sites. Competition is fierce these days and generally, the best website draws the most business. A professionally designed site targeting the local market will pay for itself in a very short time.

For a very reasonable fee there are many website companies that sell local marketing services. These companies work to drive customers to your website and business. Their goal is to increase your company's visibility with in the community and local area. Most of the sites enable prospective customers to learn what your business offers along with where to locate your business. Many of the sites feature maps highlighting your locations.

The entire world has basically become internet dependant and most of us rely on information gleaned from internet searches to conduct out local business. Thanks to widespread access to the internet via computers and hand-held devices, it is easy to search for whatever we want. Local internet marketing will continue to grow in importance.

Get the low down the importance of local seo and marketing now in our complete [vancouver search engine optimization](#) and [vancouver internet marketing](#) guide.

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