



MODULE 1 video 7

We are in Module 1 “Online Visibility Blueprint”

Here we are in video 7 and this video is to tell you how easy it can be to set up a blog for your business.

If you do not have a website or if you have a website and no blog a cheap no cost solution is

<http://www.wordpress.com>

Yourname.wordpress.com

Some of you may have a website so great, but some of you may want to create your own blog. This is one way of doing this, so if you feel you have absolutely no additional cash for a blog, try that website there and get blogging – you have no excuse with this no cost solution.

Here you can have your contact info and a bit about you, and gives you a presence.

However the much, much, better way because it gives you control of your own site, is to buy your own domain name and hosting just a few pounds per year for a domain name , and a few pounds per month for hosting and there are many sites out there to choose from, and you can install your own Wordpress (which is a free software)blog on your own domain name.

<http://www.wordpress.org>

And with Wordpress there is no complicated coding or designing you simply use a template and various plugins, to improve the functionality depending upon what you want - but that will be covered in greater depth in later modules.

A business blog is hands down the best platform for communicating and building trust. Your blog should be consistent with your brand with the same logos and colours as on your other sites such as Facebook, Twitter etc

It all helps to build that credibility and trust in your company

Don't forget the purpose of this module is to brand your company name everywhere you can so that when people Google your company name there you will be on page 1 and 2 of Google

Now if you have taken all the necessary action your company will be listed on a lot more places on the web , and along with all the positives of this there will always be people who may be - how shall we say it - less than complimentary about you or your products and services.

So it is important to monitor what people say about you and there are some tools you can use to monitor your online reputation and brand and I am going to share just one of them with you now and that is Google alerts.

What Google alerts allows you to do is this:-

You enter in the keywords or keyword phrases that you wish to monitor

For example I would enter in maybe my name and my company name and every time these words were mentioned online Google would send me an email with a link to where I have been mentioned

Really simple and great resource.

You may be looking for ideas for content you can put in the relevant phrase and every time that phrase is mentioned you will get an email.

And you can cancel alerts and make new ones as you wish to.

So this allows you to monitor what people are saying about you or your products online

Before we close this module I would just like to tell you what's in store in module 2

Module 2 is all about Google places – also known as Google local or Google maps

I am going to share with you lots of secret tips and strategies which help you get listed on page 1 - you know in the first 7 listings that appear on the first page right next to the square map.

There are some crucial steps you need to take in order to achieve a position in that coveted top spot.

I'll tell you a little bit about keywords and how important it is to choose the right ones for your business and how you choose those keywords.

A very, very, important module for all local businesses - a high listing in Google places really can make a big difference to your results from the search engines.

And also in this module you will be able to get access to the blueprint for Google places to give you a little taster of what is in store in the next module.

So I look forward to sharing all those secrets and tips for success .

I will see you in the next module