

THE

5 STEP

GUIDE

**TO TURNING WEBSITES
INTO SALES MACHINE**

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Right now, local business owners like you - dentists, chiropractors, roofers, auto shops to name a few - are having major issues getting new customers despite having the most powerful marketing platform in history: the internet.

97% of the population have used online sources like Google to find local businesses near them (source: Hubspot).

I'm sure you've used Google at some point to find a business that will help you with your needs near you at some point in the past month.

But you may be wondering why you have not been able to produce more customers from online platforms on a consistent basis.

Traditional methods of advertising, such as Yellow Pages, radio ads, and TV ads aren't working as well as they had before.

This means that **thousands of dollars** spent each month on "advertising" have little or no contribution to overall profits.

On top of that, you have a ton of marketing agencies calling/emailing your business about getting you more customers.

You're seeing how things are changing in your industry and how your customers are finding businesses near them, but there's a lot of clutter out there on what actually works.

But despite these setbacks across different industries, some business owners are successfully **growing their business without having to work more hours.**

Imagine what your business would look like...

if you had a consistent stream of new customers on top of what you're doing through word of mouth.

Victor, one of our clients and the owner of an auto shop, had happy customers who were spreading the word about his good service.

They were really pleased about how honest he was with his work, and how he took time to explain their situations in detail before moving forward with any repairs.

Victor still had huge swings in sales, which may be something that you can relate to.

While this marketing didn't completely get rid of the fluctuations in sales, it definitely brought in customers from Google on a consistent basis every single month while helping produce record months for the company.

Did you know that 88% of people who search for a local business either call or visit the location within 24 hours?

Considering this fact...

Wouldn't it be fair to say that we just need to show up consistently to help grow your business?

In this guide, I will be showing you the **5 steps to getting more customers from your website.**

STEP 1: THE PENALTY CHECK

Before doing anything, we **MUST** check to see if your website has been penalized for any reason.

What this basically means is that...

Google has banned you from showing up on their search results for things they didn't like.

Don't panic. Unless you've been doing super shady SEO tactics, this will not be an issue.

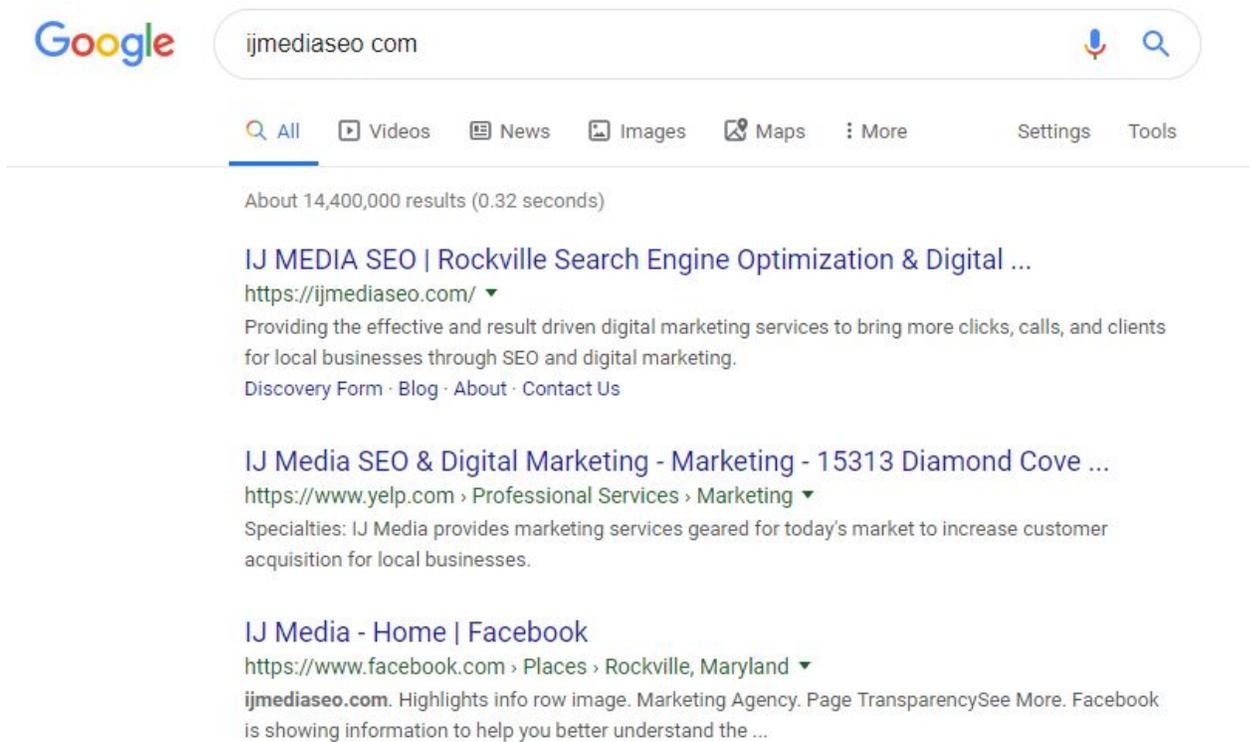
Here are the steps:

- a. Go to google.com
- b. Type in your url. But don't press enter just yet.
Example: ijmediaseo.com
- c. Delete the period and put a space. Example: ijmediaseo com



- d. Press enter.

- e. Look to see if your website is showing up on the first 3 results. If it is, you passed!



- f. Move on to the next section.

In the case, that you didn't pass this test...

Don't panic just yet. Double check to see if you typed your url correctly.

If you started a brand new website domain within the last 2 weeks, it's normal for your site to not show immediately. Google needs time to crawl through millions of websites being created every day.

If you still aren't seeing your website, you can stop here.

You will need to seek additional help to identify why your website has been penalized and see how this can be fixed.

STEP 2: FINDING SEARCH TERMS THAT MAKE \$\$\$

This step outlines how the rest of your journey to optimizing your website to get more customers will play out.

The goal here is to identify search terms that are actually valuable for your business.

These would be ones that people consistently use on Google to find businesses like yours.

Thankfully, there is a plugin tool that you can use on your browser to identify these profitable search terms.

It's called Keywords Everywhere. [Here is the link for it.](#)

Once you've downloaded the plugin...

- a. Go to google.com
- b. Type in your city + your business/industry. Example: rockville dentist



- c. Take a look at the search volume that you see right underneath the search bar. It should state some value like 720/mo. This means about 720 people search for this term every single month!
- d. Scroll down to the very bottom where there are suggested search terms. Take note of the search volumes of the ones that are applicable to your business.

Searches related to rockville dentist

family dentist rockville md	70/mo - \$12.05 - 0.53 ★
dentist rockville pike md	40/mo - \$0.88 - 0.19 ★
rockville dental center	210/mo - \$13.68 - 0.23 ★
rockville dental arts	260/mo - \$8.33 - 0.16 ★
north rockville dental	90/mo - \$10.45 - 0.23 ★
north bethesda dental design	260/mo - \$5.62 - 0.03 ★
rockville smiles	480/mo - \$12.36 - 0.09 ★
emergency dentist rockville md	140/mo - \$15.43 - 0.65 ★



- e. Repeat this process until you feel that you've seen all the search terms most relevant for your local business. I would shoot for at least ten search terms specifically related to your industry and location.

Now that we've identified the total volume for all those terms related to your business, we need to determine if this will be profitable for your business.

Here is a simple equation to help you estimate that profitability.

Total Search Volume X 1.5% (conservative conversion rate) X Average Customer Value = ROI

For example:

900 search volume X 1.5% X \$1000 average value = about \$13,500

This would be an estimation of the monthly revenue that you would be able to produce each month from customers looking for your business on Google.

To be able to achieve this, **you will need to rank at the top of Google for the right terms.**

STEP 3: OPTIMIZING YOUR HOME PAGE

In this step, I won't be going into the design aspect of your website.

But the important thing is...

Your website should be directing your prospects into your sales process.

Meaning, if your sales process starts with a conversation on the phone...

You will want your prospects to call your business.

Make sure it's very easy to locate your number and it's clickable on mobile devices.

The rest of this part will be most beneficial if you watch the video guide I've attached to the email I sent or [you can locate it here](#).

Here are things you need to do to optimize your website so Google will show your business to more people:

- a. Input your keywords are in the title of your website. Based on the keyword research you've done, you need to input those keywords in the title. Example: Rockville Dentist - Dr. Jeong - Rockville Cosmetic Dentist
- b. Input your keywords in the heading tags of your homepage. Same idea as your title tag. Limit to placing keywords only 2 to 3 times.

*****Do not overstuff your homepage with keywords.*****

This will raise red flags for Google.

STEP 4: CREATING BUSINESS LISTINGS

In order for Google to recognize your website as a legitimate business located in a specific area, we need to make sure we make it very clear to Google.

This is done by sending the right signals to them.

By signals, I mean linking other trusted websites (Yelp, Yellowpages, etc.) to your website.

This is where creating business listings come into play.

The more signals we create signifying your specific industry in your specific area, the more Google is willing to give your business a chance by showing it to more people.

So, you can do this one of two ways.

1. Make many business listings manually. This may take several hours to do.
2. Utilize a trusted source in making these business listings for you. A good resource is brightlocal.com. You will have to pay for this service, but it is absolutely worth it since you will be saving a ton of time and headache.
 - a. Start a new campaign under 'Citation Builder'. Fill out your business information.
 - b. Once you get to step 2, it will locate all existing listings and make a list of ones relevant to your business.
 - c. Select the number of listings you would like to create. I recommend doing minimum 50 (\$150).
 - d. Step 3: Fill out the information requested and follow their instructions to complete the order.

When creating these business listings, make sure you are providing information that matches your Google My Business profile and website.

Information like business name, address, phone number, hours of operation, and contact information need to match across these sites.

STEP 5: BUILDING BACKLINK PROFILE

This is the final step and also probably one of the most influential parts as long as the other steps are followed through.

The goal is to send very specific and relevant signals to Google to let them know what your business is about.

This is the same idea as STEP 4, but Google treats links from different sources differently.

Business listings are foundational pieces, and some of them may not provide the power necessary to beat competitors.

Here are some sources of links that will do the job:

1. Blog comments
2. Published articles or blogs
3. Other websites related to your industry

The quickest way to find these types of sources is...

To look at what your competitors have already done.

If Google had placed their website at the top, there must be something they're doing right.

You will be able to identify these links using sites like ahrefs.com. See my video guide for more clarification.

When creating these links, you must make sure...

1. These are **not** spam sources.
2. The sources are relevant to your industry. If you have a dental practice, make sure you get links from sources related to the dental industry.
3. Sources have trust and authority in the eyes of Google. Using sources like ahrefs.com to analyze these sources is the most effective way to approach this step.

This step must be closely monitored and repeated until you've gotten your website to the top of Google for your main keywords.

To monitor the keyword ranking changes, you can use this free tool <https://www.serprobot.com/>. You can manually check the rankings for your target keywords every 3 days or so to track the progress of your efforts.

CLOSING REMARKS

Congratulations!

If you've done all these steps, and you've been consistent with the process you will see your website moving up in rankings on Google.

Realistically, it takes about 6 to 9 months for me to get my clients' sites on top of Google. Patience is a huge part of this game.

I've created this guide to help business owners like you get more educated on this particular form of marketing (SEO) and empower you to make the best decisions for your business.

If you want this done for you and start getting more customers from your website...

Simply call me or text me at 240-283-7331.

Wishing you the best of luck in your business.

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