

The New Variable in Choosing Your Business Location

"Yellow Page usage amongst people in their, say below 50, will drop to near zero over the next five years." - Bill Gates

Location, Location, Location

When setting up a brick and mortar shop, one element critical for success is finding the right location. Whether you operate a retail shop, restaurant, law firm, or automotive service center, location selection can boost or break your business.

Often when selecting a specific location, business owners consider a site based upon its proximity to prime demographics, parking parameters, traffic, neighbors, cost per square foot and overall visibility. However, with the expanding capabilities of the Internet, there is the need to buy into the right virtual real estate, too.

Duke Getzinger, co-founder of MileHighSwap.com and a creative marketing mentor, launches his latest business, LocalMapExperts.com. LME.com is an online opportunity to position your brick and mortar business on prime Internet real estate.

The Evolution of Local Advertising

It used to be that shops focused their marketing efforts on local advertising options – the yellow pages, newspapers, radio spots, billboards, etc. – and then came along the big bang of online options. Suddenly the Internet not only allowed businesses to reach out to their local market, but around the world. With this explosion, many people were unaware of either their ability, the necessity or both of building a local presence online.

According to a recent report by comScore, yellow page usage has seen year over year decreases starting in 2006. As a matter of fact, they report that 2008 marks the first year Internet searches eclipsed all forms of the yellow page usage, claiming an impressive 31% of all local business search queries – and trending upward.

Other reporting agencies report similar statistics. Did you know that 90% of online business searches result in offline brick and mortar purchases and that 61% of all local searches result in a transaction? These statistics coupled with those reported by comScore make choosing the right “local” Internet real estate equally as important as selecting real estate for a true brick and mortar building.

Your Online Local Options

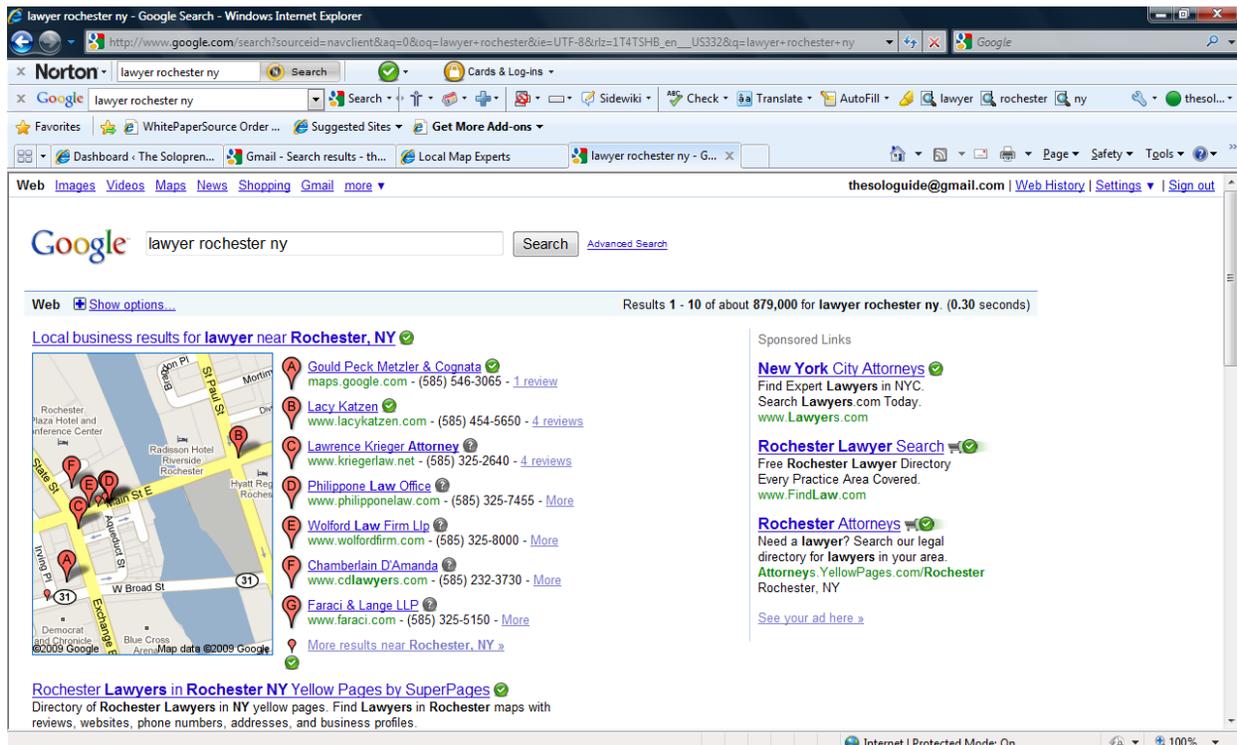
Let's agree that Google is the undisputed leading search engine. According to comScore, Google owned 65.6% of the search engine market share in November '09. Yahoo! Sites had the second largest market share at 17.5% during the same period.

You could go the unpaid, organic growth method. If you do, you better live in a tiny town, service a small niche or plan on waiting a while for your SEO tactics to grow your ranking. Plus, this route takes consistent work to keep you in a top spot. Do you have the time to run your brick and mortar business and manage your online activities?

There is the free option of registering with Google's Local Business Center - a good option, but still no guarantee that Google is going to rank your business high when customers search their area for a local shop.

Another option is to hire an SEO expert. Not a bad choice, but the costs can be high, plus you still have no guarantee to hold a top spot on a search by your keyword / phrase in your area.

How much time and money do you want to spend with no guarantee that you will hold prime Internet real estate? Think the last time you did a search online for a local business. Did you continue to click on pages 2, 3, 4 ... trying to find a business that caught your eye?



Stake Your Claim

LocalMapExperts.com gives you a guarantee of securing one of the top 7 spots on Google Maps when customers search their area for businesses by your selected keywords / phrases. And the Google Map always comes up on page 1 of a Google search (as in the screen capture above), significantly increasing your chances for grabbing customers' attention and taking advantage of the excellent statistics for converting a search into a purchase.

There's another bonus to the LME system – you only pay for guaranteed results. Separate from paying a nominal \$250 set up fee, you don't pay anything else until you secure one of the top 7 spots. Then all you have to pay is a low monthly flat fee to hold onto your spot. There are no long-term contracts to sign; you can give up your spot at any time. However, do you really want to?

There are only 7 spots on the Google Map that comes up on the first page of a search. Once LocalMapExperts.com locks up those spots, they're off the market until one of the companies choose to give them up. So if you want to take advantage of guaranteeing a great virtual location for your brick and mortar business, you better contact LME now while the spots are still available.

Here's how to get a hold of Local Map Experts to get started:

Web: www.LocalMapExperts.com

Phone: (877) 582-3862

Fax: (435) 921-7533

Email: sales@localmapexperts.com