

How to Dominate the Internet Marketplace in Your Industry

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If you've ever asked yourself...

“How can I use online tools to grow my business, and really get seen for what I do?”

...then you are not alone.

People ask me that question all the time. This report is designed to answer the question...

“As a business owner and marketer, how can I dominate the internet marketplace in my own industry?”

It doesn't matter if you're a home builder, a remodeler, a plumber, an electrician, a tile guy, a commercial contractor, a handyman, or any other service business...you too can dominate your market online, if you have the proper knowledge and tools.

I'm going to break this subject of “Online Domination” down into three categories: Getting visitors (**Traffic**), making sales and getting new clients (**Conversion**), and connecting with your visitor on a personal level (**Connection**.)

<http://www.DragItHome.com/website-services/>

One Quick Cautionary Note:

Before we dive in, I always ask my new clients the following question:

Do you want to learn how to do it yourself? Or do you want someone to do all this stuff for you?

If your intention is to learn how to do it yourself, then keep reading.

However, if you want someone to do it for you, then make sure your chosen online marketing samurai is aware of the issues you'll read about below.

Because let me warn you: many website designers aren't.

I do this for a living, and I've seen first hand; it's a rare bird in the "website creation" industry who understands how to effectively market a business.

So, please feel free to drop me an email if you have any trouble finding a top notch online marketer to get the job done for you.

You can find me here:

<http://www.DragItHome.com/website-services/>

Otherwise, let's keep going.

OK, let's break it down....

1. Traffic

You know you need people to actually visit your website in order to make your website do what you want it to do, right? This is called traffic.

Without traffic, a website is just an expensive business card. You need to position yourself online in a way that

maximizes traffic.

There are a number of effective ways to get traffic. There's paid search, organic search engine traffic, links from other relevant websites, viral media (such as video,) offline advertising, email marketing, and much more.

Getting found on Google is the Big Kahuna of traffic sources.

The craft of positioning a website to “**get found on Google**” is called Search Engine Optimization, or SEO. Here are a few SEO suggestions to get you started:

1. Build quality links to your website.
2. Make sure your website copy is well optimized for the keywords you're targeting.
3. Post new content often.
4. Make a company video and distribute the video online with a link back to your site.
5. Get a domain name with your keywords in it. Google loves keyword-rich domain names.

These are just a few ideas to get your started. There is a whole world of SEO knowledge out there. Use it on your website, and you can rocket up the search rankings and start getting a ton of traffic.

SEO is one of the main ways I go about getting traffic for my clients, and you should consider SEO for your website. You can find out more about SEO just by browsing around a little on my website at <http://www.DragItHome.com/website-services/>

So, traffic is top priority. Are you with me so far? OK, good. Let's move on to....

2. Conversion

Once you're getting traffic, you know you want to convert those visitors to clients, customers, and sales.

You are probably aware that there are many powerful things you can do to a website to make it much more likely to convert.

You can easily crunch a few numbers and see how this works:

For every 100 visitors to your site, how many sales will you make if your conversion rate is 0%? Ha, ha. Yeah, zero, right? So, what about 1%? Yeah, that's one sale. And that's pretty decent for most websites.

But just imagine if you could get something like a 10%, 20%, or 30% conversion rate. Can you see the value in maximizing your conversion rate?

For example, how much is your average sale worth to you? Multiply that times 30. Now, what about the average *lifetime* value of a new client? See where we're going with this?

As you can see, maximizing conversion can be extremely powerful and profitable.

To convert more visitors on your website, start by adding a valuable offer and a call to action. I've written about this topic in great detail in my free Construction Marketing Report, as well as throughout my blog.

You can find more about ways to increase conversion at <http://www.DragItHome.com/website-services/>

Next, let's talk about the "human" factor....

3. Connection

Online, the biggest obstacle you have to overcome is the lack of human

connection.

The first thought in your visitor's mind is, "OK, who is behind this site? Is it a real person, or a scam? What is this person like, and can I relate to her?"

Keep in mind, all this happens in a split second. Do you know what happens next? 99% of the time, they click away forever.

Unless you can make a connection within that time frame.

Then you have a chance of keeping that visitor around for a while with the intention of converting her into your newest client. Make sense?

One of the quickest and easiest ways to make an instant connection with your visitor is to paste a picture of your mug right up near the top of your website above the fold.

Next, put a caption under your photo and say "Hello, I'm Norm, and this is my website." You might as well answer the question, since you know your visitor is asking it to themselves anyway.

That is one quick way to make a human connection online.

I offer some more great ways to make a connection over on my site at <http://www.DragItHome.com/website-services/>

As you can see, there is real power in dominating the internet marketplace for your industry.

**I offer this free report because this is what I do for a living:
I help business owners dominate their markets.**

If you enjoyed this report, consider referring me to a friend who needs this type of service. You can send them to DragItHome.com to get started.

Feel free to share this report with anyone you'd like. As long as you don't edit or alter it in any way.

If you do that, I will sick a tribe of fierce, relentless, savage lawyers on you so fast you won't remember your email password. Just kidding. But seriously, don't alter it. Or I really will do that stuff.

Kindest Regards,

Seth Holdren

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PS. Here's one more secret: There's more and more evidence lately that **web video** will soon be getting more than **half of all internet traffic**. Don't get left behind on this. **Begin publishing videos online immediately**, and you will see results.

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