

WebFire Presents: Wednesday Marketing Webinars

5 Things Every Business Should Do Today!



Welcome to WebFire's Wednesday Webinars!

Every Wednesday at 2 pm EST, We'll Host a
Live Training and/or Q&A Call for Our
Members



If you're here or registered for the series, you'll get a reminder each week so you don't forget, but if you can't make one, we'll have the recordings in the members area within a day of any of the calls under the "Training" tab on the left side navigation bar.



Travel Announcement...



Free Facebook Group:

GetWebFire.com/fbgroup



Now let's move onto our training for this week on five things all businesses should be doing today...



Overview for Today

- 5 Things All Businesses Should Do Today
- Examples with WebFire
- Any other questions



5 Things Every Business Should Do Today



#1 – Check Your Keywords, Title Tags, and Content

- Do you rank for some / most of the keywords that you think you should rank for?
- If not, most likely you need to look at your title tags and content to make sure that they contain the keywords that you're trying to rank for (what those are and examples) (Extra tip – make the title tags keywords rich AND interesting – examples)
 - Use the SEO Inferno or Tag Makers inside of WebFire to help.
 - Check your Image Alt Tags too if you use images or are an e-commerce site (Tag Maker or SEO Inferno can help – what these are and why they're important)
- Do some additional keyword research (by using WebFire's main Keyword Tool) to find easy opportunities to rank for more keywords or create new content to rank for.
- Brainstorm questions or additional keywords prospects might be searching for, create content or videos for them that are optimized to rank for them, and make sure that you answer all of those common questions / searches to create a giant spider web to grab prospects. (Examples)



#2 – Check For / Add Schemas

- Do you use schemas on your website?
- What a Schema is...
 - Gives more information to places like Google on you.
 - Gives you the chance to get better rankings.
 - Gives you a much higher chance of taking up way more space on Google.
 - Let's you do things like "click to call," show menus, show hours, show reviews, show social media, etc. if you're a local business.
 - Let's you show multiple pages, review stars, show prices, etc. even if you're a non-local business.
- Use WebFire's Schema Maker Tool to add relevant schemas to your site(s).



#3 – Examine Your Funnel

- Do you sell any products / offers behind your main offer?
- If not (and often even if so) you should really examine how you can add additional upsells or backend offers to make more money from day one and beyond.
- You'll want a mix of low-end, high-end, and recurring opportunities in an ideal funnel (examples of some).
- Super easy to create new offers: Extra courses / info products, training webinar(s), interviews with experts, done for you services (even ones you can easily outsource – examples), software, etc.
- Having the right funnel can drastically increase your sales and turn an okay or even bad business model into a great one!
- Free Tool: Go to bizfire.com/survey and take the business survey there. Then at the end of it, you'll see a free sign-up for a free funnel maker tool that lets you play around with potential funnels to see how much you could make with a few easy tweaks!



#4 – Look for Potential Partners / White Label Deals

- Do you only try to sell your offers yourself?
- If so you could be leaving a TON of money on the table!
- Try to identify other business or individuals who might benefit by being able to sell your products or services as their own without them having to do any more work.
- Reach out to them and just ask if they'd ever be interested in such a deal (and make it clear that you'll handle all support, sales pages, etc. if they want while they get a massive cut or a greatly reduced price so they can charge their customers whatever they want).
- A single deal can be a full on business all by itself!
- Some of WebFire's Tools like the Backlink Tool can help identify competitors and their traffic sources for you to instantly reach out to in order to make your proposals!
- Remember, even if you don't have your own offer now, you can literally get one made (or even outsource a service or use WebFire's tools to create a service of your own) within a day or so, so don't let that hold you back!



#5 – Take Time to Proactively Find New Prospects Out There

- Do you just wait for prospects to come to you?
- If so you're probably leaving a ton of money on the table by just waiting for prospects to come to you instead of you going after them!
- If someone is asking a question related to your niche or are even asking a question on where to buy what you're selling, if you're not taking the time to reach out to them online, you're doing a major disservice to yourself.
- People are asking questions all the time online on forums, social media, blog comments, Q&A sites, etc..
- Taking just a couple minutes to reply to some of them WITH VALUABLE replies / posts / comments can not only help land some of those prospects, but dozens, hundreds, thousands, or even tens of thousands of people in the future might see your responses and check out your website, offer, e-mail, video, etc. to reach out to you. (Examples)
- Use some of WebFire's lead tools to help find such leads out there (Real Time Lead Finder, Ranked Lead Finder, Q&A Lead Tool, Tweet Lead Finder, etc.).



More Examples in WebFire



Any other questions???

(Because I'm in the middle of flying and Shawn is on vacation, please e-mail support@webfire.com with any questions or wait to ask them next Wednesday at 2 pm EST when we'll be back on live!



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