

BUILT TO WIN ONLINE

**THE SMB GUIDE TO DIGITAL
MARKETING SUCCESS**

TONY WHITE

Chapter 1: Set Up Your Business for Online Success

● **Goal:** Establish a professional, consistent, and trustworthy online identity for your business.

Why This Matters

Before any customer finds you, they're going to Google you. What they see (or don't see) determines if they call, click, or keep scrolling. These next few steps will ensure you're not just "online," but *ready*.

Step-by-Step Instructions

● Step 1: Choose a Business Name & Check Availability

What to do:

- Come up with a unique name that reflects what you do.
- Check domain availability on [Namecheap](#) or [GoDaddy](#).
- Search social media platforms for name availability.

Pro Tip: Aim for a matching domain and social handle (e.g., @YakimaCoffeeCo and yakimacoffeeco.com).

● Step 2: Secure Your Domain Name

What to do:

- Buy your domain name as soon as possible, even if you're not ready to build your site yet.
- Keep it short, easy to spell, and avoid hyphens.

Example:

✗ yakima-best-hvac-company247.biz

✓ yakimahvac.com

● Step 3: Set Up a Professional Email Address

What to do:

- Use your new domain to create an email like info@yourdomain.com.
- Use platforms like Google Workspace or Zoho Mail.

Why it matters: Using Gmail or Yahoo can look unprofessional for business inquiries. Example: yourcompanyname@gmail.com. This is not a good practice.

● Step 4: Claim Your Social Media Handles

What to do:

- Sign up for Facebook, Instagram, X (Twitter), LinkedIn, YouTube, and TikTok if they apply.
- Use the same handle across all platforms.
- Upload your logo and a basic business bio.

Checklist:

- ☐ Handle is consistent
- ☐ Profile photo = logo
- ☐ Bio includes service, location, and link

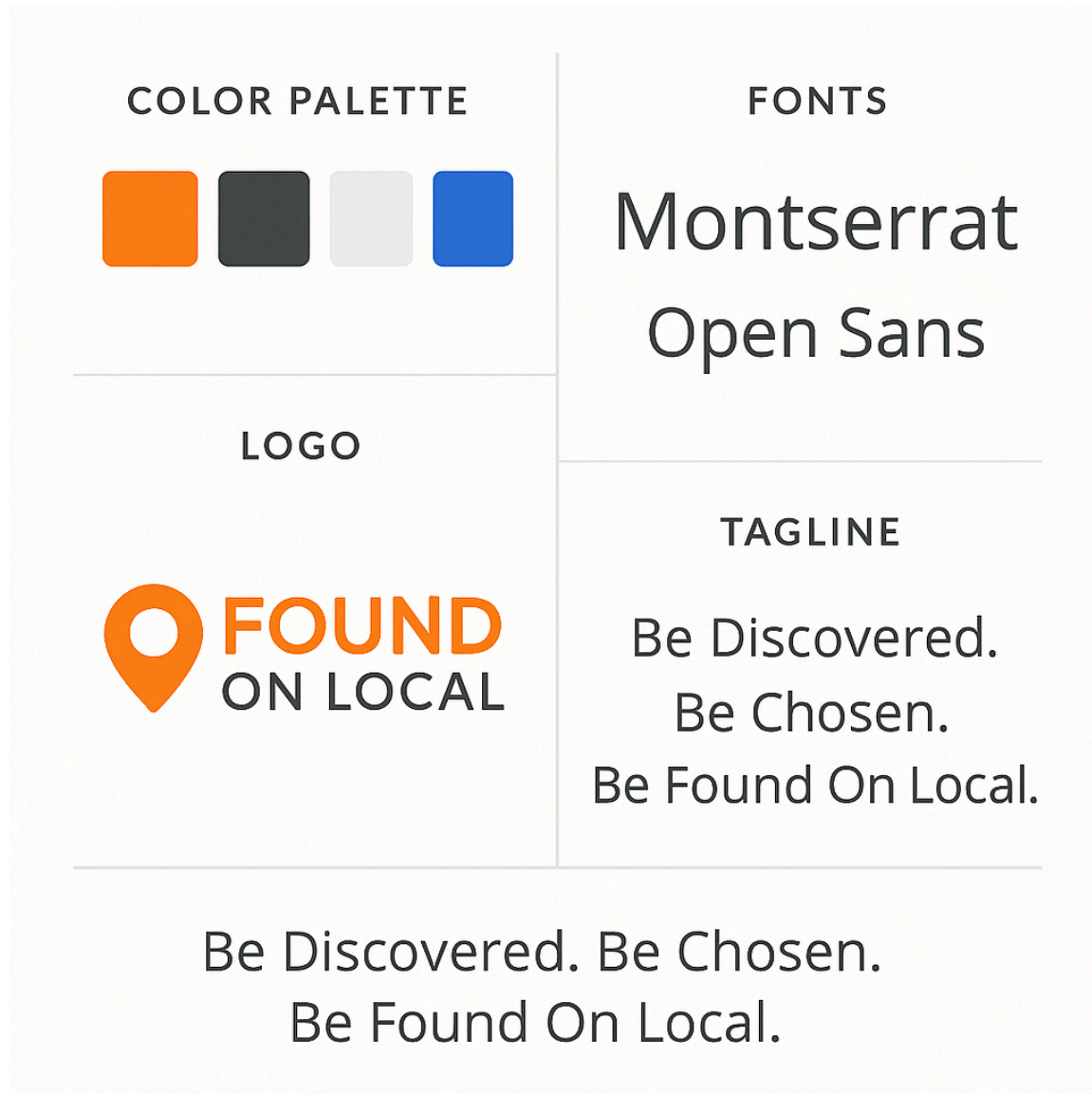
● Step 5: Create Your Brand Identity**What to do:**

- Choose 1-2 brand colors (like your #eb8113 for Found On Local)
- Create or update your logo using Canva or hire a designer
- Write a short mission statement or tagline (keep it under 12 words)

Visual Tip:

Draw out a simple mood board — colors, fonts, logo, tagline. This becomes your brand guide for the rest of the book.

Example:



● What's Next?

Now that your digital presence is taking shape, it's time to build your online home: your website. That's where we're headed next.

DIGITAL STARTUP GUIDE



**CHOOSE A BUSINESS
NAME & CHECK AVAILABILITY**



**SECURE YOUR
DOMAIN NAME**



**SET UP A PROFESSIONAL
EMAIL ADDRESS**



**CLAIM YOUR SOCIAL
MEDIA HANDLES**



**CREATE YOUR BRAND
IDENTITY**

Chapter 2: Build Your Website

● *Your 24/7 online storefront—done right.*

Why This Matters

Think of your website as your business's home base. It's where everything leads—Google search, social media, ads, reviews. If it's slow, sloppy, or confusing, customers won't stay. But if it's clear and convincing? You win.

● Website Ownership Warning: Read This Before You Build

Many small businesses unknowingly build their website on a platform or service that locks them in.

That means:

- You don't **own** the website—you're just renting space
- You can't move it to another host or platform
- You'll have to rebuild your entire website from scratch if you want to leave

! Platforms to be cautious of:

Some “drag-and-drop” builders or marketing services build your site in a way that makes it **non-transferable** (Wix, Squarespace, GoDaddy Builder, some private CMS platforms). These platforms often make it difficult or impossible to migrate your site content elsewhere.

● Why WordPress Is the Best Long-Term Choice

- You own your files and content
- You can host it anywhere

- It's SEO-friendly
- Scales with your business
- Huge global support community

At Found On Local, we use WordPress for client websites because it puts business owners in full control of their site and future.

● Step 1: Choose the Right Platform for YOU

If you're going DIY or hiring a team, ask these questions first:

- Can I move my website to a different host if needed?
- Do I own the content and files?
- Will this platform let me control SEO elements (titles, metadata, alt tags)? Is this mobile-optimized and fast-loading?
-

Found On Local Tip: Even if you're not "techy," having a platform that grows *with* you is a smart move. WordPress gives you full control with no lock-in.

● Step 2: Buy a Domain and Get Hosting

1. Use a domain registrar like Namecheap or GoDaddy
2. Choose a **WordPress-friendly host** like SiteGround, WP Engine, or Bluehost
3. Connect your domain to your host
4. Install WordPress (usually 1-click from your hosting dashboard)

● Step 3: Build Your Core Pages

Start simple. These five pages are the backbone of a good site:

- **Home** – Who you are, what you offer, and your CTA
- **About** – Your story, experience, and why they should trust you
- **Services/Products** – What you sell and how it helps
- **Contact** – Easy ways to reach you
- **Testimonials/Reviews** – Let your happy customers do the talking

Bonus: Blog, FAQ, Portfolio, Pricing, Gallery

● **Step 4: Install These Key Plugins (Tools for Growth)**

- **Yoast SEO or Rank Math** – SEO optimization
- **WPForms** – Easy contact forms
- **Smush** – Image compression for faster loading
- **MonsterInsights** – Google Analytics made simple
- **WP Rocket or W3 Total Cache** – Speed optimization

● **Step 5: Optimize for Speed and User Experience**

- Use a clean, mobile-friendly theme (Astra, Kadence, or GeneratePress)
- Keep your navigation simple
- Use real photos and testimonials
- Test loading speed at PageSpeed Insights
- Add CTAs on every page (“Call Now,” “Get a Quote,” “Book Online”)

● Pro Tip from Found On Local

“A cheap website that locks you in will cost more in the long run. Own your platform. Own your future.”

● What's Next?

You now have a professional-grade site on a flexible, SEO-ready platform. Next up—let's make sure **Google can find you** and start sending traffic your way.

CHOOSE THE RIGHT WEBSITE PLATFORM



Before you build, pick a platform that lets you **OWN** your website.

	WordPress	Other Platform
OWNERSHIP	Own	Rent
SEO CONTROL	Full	Limited
SCALABILITY	Great	Average
FEATURES	Plugins, Blogs, Testimonials	Basic

Chapter 3: Google Business Profile & Local SEO

● *Get found by local customers who are ready to buy.*

Why This Matters

When someone searches “best [your service] near me,” Google pulls from Google Business Profiles. If your listing is optimized, you can show up in the Local 3-Pack and get free, high-converting traffic—even without a full website.

● Step 1: Create or Claim Your Google Business Profile

- Visit google.com/business
- Log in with your Google account
- Search for your business name—if it’s listed, claim it
- If it’s not listed, click “**Add your business to Google**”

Found On Local Tip: Use your exact business name—no keywords, no fluff. Save those for your description.

● Step 2: Fill Out Your Profile Completely

Make sure every section is completed:

- Business Name
- Address (or Service Area)
- Phone Number
- Website
- Hours of Operation
- Business Categories
- Description (Use keywords naturally)
- Opening Date
- Photos/Logo

Use the same name, address, and phone (NAP) across your website and listings for SEO consistency.

● Step 3: Add Photos & Branding

- Upload your **logo**, **cover image**, and **team/product photos**
- Use consistent brand colors and style
- Post a few behind-the-scenes shots or work in progress

*Businesses with photos get **42% more requests for directions** and **35% more click-throughs** to websites.*

● Step 4: Post Weekly Updates

You can post on Google just like on social media. Add:

- Promotions
- Blog snippets
- Events or special hours
- Testimonials

Use a call-to-action: "Book Now," "Call Today," "Visit Us."

● Step 5: Ask for Reviews (and Reply to Every One)

- Send a direct link to your customers to leave a review
(Google will provide it in your GBP dashboard)
- Ask happy customers after a successful sale or service
- Thank them publicly and respond to any concerns professionally

Found On Local Tip: Positive reviews are digital word-of-mouth—treat them like gold.

● Step 6: Track & Improve

- Use your GBP dashboard to track views, calls, direction requests, and clicks
- Look at which search terms people are using to find you
- Update your profile every time something changes

● SEO Bonus: Boost Your Ranking with Local SEO

To strengthen your presence in Google Maps and search:

- Add local keywords to your website (e.g., “Yakima lawn care services”)
- Embed a Google Map on your contact page
- Create location-specific service pages
- Build citations in local directories (we’ll cover this more in Chapter 4)

● Found On Local Pro Tip

“Your Google Business Profile is the most powerful free tool in local marketing. Optimize it like it’s your homepage—because for many customers, it *is*.”

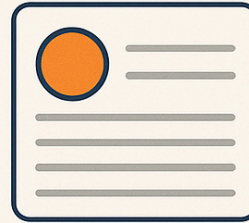
● What’s Next?

With your Google profile optimized and working for you, it’s time to expand your visibility. In **Chapter 4**, we’ll dive into **Local SEO strategies and directory submissions** that support your Google presence and help you rank even higher.

Google Business Profile & Local SEO



- Create or claim your Google Business Profile



- Fill out your profile completely



- Add photos & branding



- Post weekly updates



- Ask for reviews (and reply to every one)



- Track & improve

SEO BONUS:

Boost your ranking with local SEO

Chapter 4: Local SEO & Directory Listings

- *Increase your online presence by getting listed everywhere your customers are searching.*

Why This Matters

When your business info is listed consistently across dozens of trusted sites, search engines view you as more credible. It's called building *citations*, and it's a huge ranking factor for local SEO.

Think of it like this: The more places you're listed correctly, the more "votes" your business gets in Google's eyes.

● Step 1: Understand What a Citation Is

A **citation** is any online mention of your:

- **Business Name**
- **Address**
- **Phone Number**
Often called your **NAP** info.

Found On Local Tip: Your NAP must be identical *everywhere*—down to "St." vs. "Street."

● Step 2: Get Listed on the Top Free Directories

Directory	Link
Google Business	Google.com/business
Yelp	biz.yelp.com
Bing Places	Bingplaces.com
Apple Maps	register.apple.com
Facebook Business	facebook.com/business
Yellow Pages	yellowpages.com
Better Business Bureau	bbb.org
Chamber of Commerce	local.chamberofcommerce.com
Nextdoor	business.nextdoor.com

Pro Tip: Don't rush these. Take your time and fill them out completely.

● Step 3: Use a Citation Management Tool (Optional)

If you don't want to do it manually, you can use tools to submit and manage listings:

- BrightLocal
- Moz Local
- Yext
- Whitespark

BUT—read the fine print. Some of these are “rental” services. If you cancel, your listings could vanish.

At Found On Local, we prefer to manually submit or use trusted tools where the client retains ownership.

● **Step 4: Create Niche and Local Listings**

If you're a local service provider or niche business, also list on:

- Industry-specific directories (e.g., Angi, Houzz, Thumbtack)
- Local news or media directories
- Local chamber of commerce websites
- Vendor or manufacturer directories

***Found On Local Example:** For a local spa, we also submitted listings to wellness-specific directories and spa booking platforms.*

● **Step 5: Monitor & Update Regularly**

- Keep a spreadsheet of where you're listed
- Review quarterly for accuracy
- Update listings when:
 - Your business moves
 - You get a new phone number
 - Your hours change

● Local SEO Boost: Link Your Listings Back to Your Website

Add your website URL to every listing you can. It not only helps with SEO but sends real referral traffic your way.

***Bonus:** Some directories even give you a “follow” link—an extra SEO win.*

● Found On Local Pro Tip:

“Directories might not feel flashy, but they’re silent SEO powerhouses. Clean, consistent listings are the difference between ranking on page 1—or not showing up at all.”

● What’s Next?

Now that your online presence is locked in and spreading across the web, it's time to build **traffic and engagement** with **social media marketing**—that’s where we’re headed in **Chapter 5**.

SET UP YOUR LOCAL SEO & DIRECTORY LISTINGS



Step 1: Understand Citations

Make sure your business info is the same everywhere



Step 2: List on Key Directories

Google • Yelp • Bing • Facebook
Apple Maps • BBB



Step 3: Use a Management Tool

Automate and save time with
BrightLocal, Moz, etc.



Step 4: Build More Listings

Target industry-specific
directories or local websites



Step 5: Update Your Listings

Revisit your listings every 6-12 months



PRO TIP: Add your website link to every listing for better rankings

Chapter 5: Social Media That Works

● *Build brand awareness, connect with customers, and drive traffic—without burning out.*

Why This Matters

Your potential customers are already on social media. They're scrolling, searching, and buying. With the right approach, your brand can show up where they are, build trust, and stay top-of-mind until they're ready to act.

Social media isn't about going viral—it's about being consistent, helpful, and visible.

● Step 1: Choose the Right Platforms for Your Business

Not all platforms are created equal. Start with 1–2 where your audience is active.

Platform	Best For
Facebook	Local visibility, events, ads
Instagram	Visual brands, behind-the-scenes
LinkedIn	B2B, professional services
TikTok	Younger audiences, trends
YouTube	How-to videos, service demos
Pinterest	Products, design, food, DIY

Found On Local Tip: For service-based SMBs, Facebook + Instagram is often the best starting point.

● Step 2: Set Up or Optimize Your Profiles

- Use the same **profile picture** (your logo) on all platforms
- Include a consistent **bio**: who you help, what you do, and a CTA
- Add your **website link** or a link page (like Linktree or your homepage)

Bonus: Use your brand color (#eb8113) in banners, highlight icons, and templates.

● Step 3: Plan Your Content with a 30-Day Calendar

A simple plan will save you time and keep your feed active:

Type of Post	Example
Educational	“3 Ways to boost Local SEO”
Behind the Scenes	Photos of your team in action.
Testimonials	Screenshots or quotes from Happy Clients
Promotions	“\$20 off this week only!”
Engagement	Polls, questions, or fun facts

Tool Tip: Use a free scheduler like *Meta Business Suite* or *Buffer*.

● Step 4: Post Consistently (Not Constantly)

- *2–3 posts per week is enough for most SMBs*
- *Use your calendar to batch content creation*
- *Stay focused: Don’t post just to post—post with purpose*

Found On Local Strategy: “1 value post, 1 proof post, 1 promo post” every week.

● Step 5: Engage with Your Audience

- Reply to all comments and messages
- Like, share, and comment on other local businesses
- Show personality—it's okay to be human!

● Step 6: Track What's Working

- Use platform analytics (Insights, Creator Studio, etc.)
- Watch reach, engagement, and link clicks
- Repurpose top-performing posts into ads, blogs, or emails

Pro Tip: *Save your most engaged posts and recreate them with new photos or captions every few months.*

● Found On Local Pro Tip:

“Social media doesn’t replace your website—it amplifies it. Always lead your audience back to a service, offer, or contact page.”

● What's Next?

*Now that your brand is being seen and shared, it's time to **turn that visibility into leads and customers**. In **Chapter 6**, we'll show you how to **launch simple, effective paid ads** on the same platforms you're already using.*

CHAPTER 5

SOCIAL MEDIA THAT WORKS



- **Pick The Right Platforms**
Focus on platforms your audience engagesost.
- **Use a Business Profile**
Fill out a business bio for a professional presence
- **Post Consistently**
Update feeds regularly with engaging, relevant content
- **Showcase What You Do**
Share photos showcasing works, sor products
- **Respond to Comments**
Reply to messages and comments

Chapter 6: Paid Ads Made Simple

- *Reach the right people at the right time—without wasting money.*

Why This Matters

Organic marketing takes time. Paid ads help you skip the line and appear in front of customers *right now*. Whether you want to get booked, get calls, or grow your email list, ads are a fast track to results.

Even \$5–\$10/day can produce leads when ads are done right.

Step 1: Choose Your Ad Platform

Pick one to start—based on your audience and goals:

Platform	Best For
Google Ads	Local searches, lead forms, phone calls
Facebook & IG	Targeted offers, events, brand awareness
YouTube Ads	Service demos, how-to videos
TikTok Ads	Younger buyers, trends
LinkedIn Ads	B2B, services, recruiting

Found On Local Tip: Most SMBs start with Google or Facebook/Instagram—it's where the action is for local results.

Step 2: Set a Budget You Can Scale

- Start small: \$5–\$10/day
- Run for at least 7 days to get real data

- Increase budget once you're converting affordably

You don't need a huge budget—just a smart strategy.

● **Step 3: Create a High-Converting Offer**

Ads work best when tied to something specific and valuable. Use one of these:

- *A limited-time discount*
- *A free quote or estimate*
- *A downloadable checklist or guide*
- *A booking or consultation link*

Make your offer urgent and benefit-driven:

"Book now to lock in our \$49 spring tune-up special!"

● **Step 4: Write Your Ad Copy**

Use this simple ad formula:

Headline: *Hook attention ("Need a Plumber Fast in Yakima?")*

Body: *Solve a problem and present your offer*

Call-to-Action (CTA): *"Call Now" "Book Online" "Claim Your Deal"*

Keep it short, clear, and benefit-focused.

● **Step 5: Design an Eye-Catching Ad**

- *Use real photos (your team, service, or happy customers)*

- *Avoid stock photos when possible*
- *Add your logo and brand color (#eb8113 for Found On Local)*
- *Use bold text overlays on mobile-friendly designs*

Tool Tip: Canva or Adobe Express makes this super easy—even if you're not a designer.

● **Step 6: Track & Optimize**

- Watch metrics like **click-through rate (CTR)**, **cost per result**, and **conversion rate**
- A/B test different headlines, images, and offers
- Turn off underperforming ads and double down on winners

Found On Local Pro Tip: *Never “set and forget” ads—optimize every few days during a campaign.*

● **What's Next?**

With paid ads generating leads, we're now ready to **convert traffic into long-term customers**. In **Chapter 7**, we'll build out your **Email Marketing & CRM system**—your secret weapon for nurturing leads and closing sales on autopilot.

Paid Ads Made Simple

Reach the right people at the right time – without wasting money.

1 Choose Your Platform

AD PLATFORM	BEST FOR
Google Ads	Local searches
Facebook & instagram	Targeted offers
YouTube Ads	How-to videos
TikTok Ads	B2B & services



2 Set a Budget

- Start at \$5-10 per day
- Run for at least 7 days
- Scale up once successful



3 Create an Offer

- Offer limited-time qualts
- Offer 'free' quote or downloa
- Downipad resources

Offer: →



4 Write Your Ad



Need a plumber fast?

- Solve their problem + your offer

5 Design Your Ad

- Use stock photos
- Avoid stock, brut
- Bold text overlay



6 Track & Optimize

- Monitor metrics
- A/B test recomends

6 Track & Optimize

- Set curts. A/B test and dare



Pro Tip: Even simple ads can get leads for your business

Chapter 7: Email Marketing & CRM

● *Keep your business top-of-mind—and close more sales—on autopilot.*

Why This Matters

Most leads don't convert the first time they visit your site or click your ad. That's why **follow-up** is critical. Email marketing and CRM tools allow you to stay in touch, nurture trust, and win the sale over time—without chasing people down manually.

Remember: *The money is in the follow-up.*

● Step 1: Choose Your Tools

Start with one email marketing tool and one CRM to stay organized.

Tool Type	Examples
Email Marketing	Mailchimp, Brevo, ConvertKit
CRM (Lead Tracker)	HubSpot, GoHighLevel, Zoho CRM

Found On Local Tip: *Look for a platform that lets you do both, or integrates easily.*

● Step 2: Create a Lead Magnet

Give people a reason to join your list. Offer something helpful or valuable:

- *Free checklist or guide*
- *Coupon or discount*

- *Email-only tips or offers*
- *Entry into a giveaway*

Example: “Get 10% off your first service when you join our VIP list!”

● **Step 3: Set Up Your First Email Automation**

Once someone opts in, send a **welcome sequence**:

1. **Welcome Email** – Thank them and deliver the lead magnet
2. **Intro to Your Brand** – Who you are, what you offer
3. **Social Proof** – Share testimonials or case studies
4. **Offer Reminder** – Encourage action with urgency

Bonus: Add a “Book Now” button to every email.

● **Step 4: Send Value-Packed Weekly Emails**

Don’t just sell—serve your audience. Email ideas:

- Tips related to your service
- Client wins or case studies
- Industry news or trends
- Before-and-after stories
- Exclusive offers

Found On Local Formula:

1 helpful tip, 1 proof point, 1 soft CTA per email

● **Step 5: Track Results and Clean Your List**

- Monitor open rates, click rates, and unsubscribes
- A/B test subject lines and calls-to-action
- Remove inactive subscribers every 90 days to keep deliverability high

***Pro Tip:** Keep emails short, mobile-friendly, and conversational.*

● **Step 6: Use Your CRM to Stay Organized**

- Tag leads by interest or source (GMB, Ads, Referral, etc.)
- Set reminders to follow up with hot leads
- Track conversations, notes, and last contact dates

Your CRM is your digital rolodex—don't let leads fall through the cracks.

● **Found On Local Pro Tip:**

“Email builds the relationship, and your CRM helps you close the deal. Together, they're your follow-up machine.”

● **What's Next?**

With systems in place to **capture**, **nurture**, and **convert**, you're now ready to focus on **reviews and social proof**. In **Chapter 8**, we'll show you how to build a 5-star reputation that brings in business—even while you sleep.

Email Marketing & CRM

Keep your business top-of-mind – and close more sales – on autopilot.

Step 1: Choose Your Tools

- ✓ Email Marketing
Mailchimp, Brevo
ConvertKit
- ✓ CRM
HubSpot, GoHighLevel
Zoho CRM



Step 2: Create a Lead Magnet

- ✓ A free tool or guide
- ✓ Coupon or discount
- ✓ Email-only tips or offers

Step 4: Send Up Your First Email Automation

- ✓ Welcome email
- ✓ Social proof
(testimonials and reviews)
- ✓ Introduce yours brand

Step 4: Send Value-Packed Weekly Emails

- ✓ Tips
- ✓ Exclusive offers
- ✓ Client wins
- ✓ Exclusive offers

Step 5: Track Results and Clean Your List

- ✓ Open rates
- ✓ Remove inactive subscribers
- ✓ Click rates

Chapter 8: Build a 5-Star Reputation

● *Let your happy customers do the selling for you.*

Why This Matters

Before customers call or buy, they check reviews. In fact, 87% of consumers read online reviews before choosing a local business. If you're not actively asking for and managing reviews, you're leaving business on the table.

Online reviews are today's word-of-mouth—and they scale.

● Step 1: Claim & Optimize Your Review Platforms

Start with the big three:

- Google (Google Business Profile)
- Facebook Business Page
- Yelp

Others by industry:

- TripAdvisor (hospitality)
- Houzz (home services)
- Healthgrades (medical)

Make sure your business info is consistent across all platforms (NAP: Name, Address, Phone).

● Step 2: Ask for Reviews the Right Way

People won't leave reviews unless you ask. Make it easy:

- Ask after a successful job or happy sale
- Send a follow-up email or text with a direct link
- Post a QR code in your store or office

Found On Local Tip: Automate review requests using your CRM or a tool like NiceJob or Birdeye.

● Step 3: Make It Easy for Customers

- Create a shortlink (e.g., foundonlocal.com/review)
- Print it on receipts, business cards, or invoices
- Use a simple message:
"We'd love your feedback—would you mind leaving us a quick review?"

● Step 4: Respond to Every Review

Positive? Thank them and mention something personal.

Negative? Stay professional. Acknowledge, apologize, and offer to resolve offline.

Your replies aren't just for the reviewer—they're for everyone reading.

● Step 5: Showcase Your Reviews Everywhere

- Embed reviews on your website
- Share standout reviews on social media
- Add Google reviews to your email signature or flyers
- Include “Review Stars” in your service pages for SEO

● **Step 6: Monitor and Improve Your Reputation**

- Use tools like Google Alerts or your CRM to track mentions
- Set goals: e.g., 5 new reviews per month
- Watch trends: if one thing keeps coming up—fix it fast

● **Found On Local Pro Tip:**

“A business with no reviews looks invisible. A business with bad reviews looks risky. A business with great reviews? Unstoppable.”

● **What's Next?**

With your online reputation working for you, it's time to measure your results. In **Chapter 9**, we'll break down how to **track your marketing ROI** using simple tools and dashboards—so you know exactly what's working.

Build a 5-Star Reputation

Let your happy customers do the selling for you.



1. Claim & optimize review platforms



2. Ask for reviews the right way



3. Respond to every review



5. Showcase your reviews



5. Showcase your reviews



6. Monitor and improve

Found On Local Pro Tip: A business with great reviews? Unstoppable.

Chapter 9: Track Your Marketing ROI

● *Measure what matters—so you don't waste time or money.*

Why This Matters

Marketing without tracking is like driving blindfolded. You don't need to be a data scientist, but you *do* need to understand how your efforts are paying off—so you can adjust, grow, and scale smarter.

If you can't measure it, you can't manage it.

● Step 1: Install Your Tracking Tools

Start with free, powerful platforms:

- **Google Analytics** – Tracks website visitors, pages, sources, behavior
- **Google Search Console** – Tracks keyword rankings, indexing issues
- **Facebook Ads Manager** – Tracks ad clicks, reach, leads
- **CRM Reports** – See where leads come from and how they convert

Found On Local Tip: Link your site to Google Analytics & Search Console on Day 1.

● Step 2: Define Your Goals

Don't just track everything—track what aligns with your business goals:

Goal	Metrics to Track
Get more leads	Form submissions, phone calls
Boost sales	Revenue, conversion rates
Grow brand awareness	Website visits, social reach
Improve local presence	GMB actions (clicks, calls, direction requests)

● Step 3: Set Up Conversion Tracking

- Use Google Tag Manager to track button clicks or form submissions
- Set up Goals in Google Analytics (e.g., thank-you page visits)
- Use UTM codes for email, ads, and social links to see what brings traffic

Conversion = someone taking action (form, call, download, etc.)

● Step 4: Review Data Weekly or Monthly

- Don't obsess over daily stats
- Look for trends: What channels perform best? What pages convert?
- Compare month-over-month to spot growth or issues

● Step 5: Focus on ROI, Not Vanity Metrics

Likes and impressions feel good—but **leads, sales, and profit** are what matter.

Ask:

- How much did I spend?
- What did I get back?
- Can I repeat or scale this?

● Step 6: Adjust & Repeat

- Pause underperforming ads or content
- Double down on top-performing campaigns
- Test something new every month

● Found On Local Pro Tip:

“Even \$500 in ad spend is worth it—*if* you can see where it’s going and what it brings back. Track everything.”

● What’s Next?

Now that you’ve built the engine and learned how to measure it, it’s time to **future-proof your marketing**. In **Chapter 10**, we’ll explore **AI & automation tools** that save time and help you scale.

Track your marketing ROI

Measure what matters—so you don't waste time or money.



Install your tracking tools

- Google Analytics
- Google Search Console
- Facebook Ads Manager
- CRM reports



Define your goals

- Track form submissions or calls
- Set up Goals in Google Analytics
- Use UTM codes in links

Goal	Metric to track
Get more leads	Form submissions, calls
Boost sales	Revenue, conversion rate
Grow brand awareness	Website visits, social reach
Improve local presence	GMB actions



Set up conversion tracking

- Track form submissions or calls
- Set up Goals in Google Analytics



Adjust & repeat

- Double down on what's working, test new ideas



Focus on ROI, not vanity metrics

- Likes are nice, but ask:
- What did I spend?
- What did it bring back?

Pro tip: Even \$500 in ad spend is worth it—if you can see where it goes and what it brings back.

Chapter 10: AI & Automation for SMBs

● *Do more, faster—without hiring a full team.*

Why This Matters

Running a small business means wearing a hundred hats. But with the right AI tools and automation in place, you can offload repetitive tasks, scale faster, and free up your time to focus on what matters most—growing your business.

The best part? Most tools are easy to use and budget-friendly.

● Step 1: Use AI for Smarter Content Creation

AI tools can help you:

- Write blog posts, product descriptions, and social media content
- Create ad headlines and marketing emails
- Repurpose existing content across multiple platforms

Top Tools:

- ChatGPT (for content & brainstorming)
- Jasper.ai (for marketing copy)
- Grammarly (for editing)

● **Step 2: Automate Your Email Marketing**

Set up drip campaigns and follow-ups that run while you sleep:

- Welcome sequences
- Abandoned cart reminders (for e-commerce)
- Lead nurturing emails

Tools: Mailchimp, Brevo, ConvertKit

● **Step 3: Use a CRM with Automation**

CRM tools let you track, tag, and follow up with leads automatically:

- Send emails or texts based on behavior
- Move contacts through your sales pipeline
- Set tasks and reminders

Tools: GoHighLevel, HubSpot, Zoho CRM

● **Step 4: Add AI Chatbots to Your Website**

Answer questions, book appointments, or capture leads 24/7:

- Use rule-based bots or AI-powered assistants
- Customize greetings and calls-to-action
- Sync with your CRM or Google Calendar

Tools: Tidio, ManyChat, Drift, Chatbase

● Step 5: Automate Your Social Media

Save hours every week:

- Use schedulers to auto-post
- Repurpose one post into many
- Set up evergreen campaigns

Tools: Buffer, Later, Meta Business Suite

● Step 6: Simplify Repetitive Tasks with Workflow Automation

Connect apps and streamline systems:

- Auto-send leads to your CRM
- Receive a Slack alert when someone fills out a form
- Sync data between tools

Tools: Zapier, Make (Integromat), Pabbly

● Found On Local Pro Tip:

“Think of AI and automation as your digital employees—they work 24/7, never call in sick, and get better with time.”

● What's Next?

In **Chapter 11**, we'll explore **Mini-Guides by Industry**—quick-start examples tailored for spas, contractors, auto shops, and more, showing how to apply everything you've learned in a way that fits your niche.

AI & Automataion for SMBs

Do more, faster—without hiring a full IT team.

1 Use AI for smarter content creation



- Write blog posts, product descriptions, social media content
- Create ad headlines and marketing emails
- ChatGPT (for content & brainstorming)
- Jasper (for marketing copy)
- Grammarly (for editing)

3 Use a CRM with automation



- CRM tools let you track, tag, and follow up with leads automatically
- Tidio, ManyChat, Drift for Contbase
- Answer questions, book appointments, or capture leads 24/7
- Use rule-based bots or AI-powered sales pipeline
 - Set tasks, reminders

2 Automate your email marketing



- Use a CRM with automation
- GoHighLevel, HubSpot, Zoho CRM
- Answer questions, book appointments, or capture leads 24/7
- Use rule-based bots or AI-powered assistants
 - Set personalized greetings and calls-to-action

5 Simplify repetitive tasks with workflow automation



- Connect apps and streamline systems
- Auto-send leads to CRM
- Receive a Slack alert when someone fills out a form
- Sync data between tools



Found On Local Pro Tip: “Think of AI and automation as your digital employees—they work 24/7, never call in sick, and better with time.”

Chapter 11: Mini-Guides by Industry

● *Real examples. Real results. Ready to apply.*

Why This Matters

Every industry is different. A spa won't market like a roofer, and a plumber doesn't need the same social media strategy as a boutique. These mini-guides help you skip the guesswork and focus on what works best for your niche.

These quick-start playbooks show you where to focus and what to skip.

● Industry Mini-Guides Included:

Each mini-guide includes:

- Best platforms to use
- Most important marketing steps
- Sample content ideas
- Lead generation tips
- Bonus automation tips

● 1. Spas, Salons & Wellness

Top Platforms: Google, Instagram, Facebook

Key Moves:

- Showcase before/after photos & client testimonials
- Use booking links in your bio and Google Business Profile

- Run limited-time “first visit” offers
- Collect reviews after each appointment

CTA Idea: “Relax with us. Book your first visit & get 20% off.”

2. Contractors & Home Services

Top Platforms: Google, Google Ads, Facebook

Key Moves:

- Local SEO is your secret weapon—show up on “near me” searches
- Feature real projects with photos and video walkthroughs
- Ask every client for a Google review
- Use form-fill landing pages for estimates

Pro Tip: Set up text-message follow-ups when quotes go unanswered.

3. Auto Shops & Dealers

Top Platforms: Google, Facebook, YouTube

Key Moves:

- Use video to explain repairs, promotions, or showcase inventory
- Link service booking or vehicle listings directly from your profile
- Share reviews, certifications, and “Why Choose Us” content
- Build retargeting audiences with Facebook pixel or Google Ads

Content Idea: “Why Oil Changes Matter: Quick 60-second tip!”

● 4. Restaurants & Food Businesses

Top Platforms: Google, Instagram, Yelp

Key Moves:

- Post daily photos of dishes, drinks, or specials
- Respond to every review (especially the bad ones)
- Use Instagram Stories to promote happy hour, events, or menus
- Set up online ordering or delivery links in bio and Google

Automation Idea: Email your “regulars” with coupons every 30 days.

● 5. Professional Services (Law, Insurance, Real Estate)

Top Platforms: Google, LinkedIn, Facebook

Key Moves:

- Post thought leadership content or short tips weekly
- Use forms and appointment booking on your website
- Offer a free consultation as a lead magnet
- Share case studies or success stories

Pro Tip: Add client testimonials to your LinkedIn and website homepage.

● Found On Local Pro Tip:

“You don’t need to reinvent the wheel—just apply proven strategies built for your industry.”

What's Next?

In **Chapter 12**, we'll tie everything together with your **90-Day Digital Action Plan**—a guided roadmap to implement what you've learned, step-by-step.

MINI-GUIDES BY INDUSTRY

Real examples. Real results, Ready to apply.



SPAS, SALONS & WELLNESS

Top platforms: Google, Instagram

- Showcase photos and testimonials
- Use booking first offers
- Collect reviews after each



CONTRACTORS & HOME SERVICES

Top platforms: Google, Google Ads

- Focus on local SEO, feature projects
- Ask for reviews, share form fills



AUTO SHOPS & DEALERS

Top platforms: Google, Facebook

- Use video, link to services, promotion
- Share reviews, set up online order



RESTAURANTS

Top platforms: Google, Instagram, Yelp

- Post photos of dishes, respond to reviews
- Promote events, set up online ordering

Found On Local
Pro Tip

You don't need to reinvent the wheel—just apply proven strategies built for your industry.

Chapter 12: The 90-Day Digital Action Plan

● *Execute with purpose. Grow with confidence.*

Why This Matters

You've learned the tools, tactics, and strategies. Now it's time to put it all into action. This 90-day plan will help you build your online presence, attract customers, and create consistent momentum—**step-by-step**, week-by-week.

Think of this as your personal roadmap. Just follow the plan and adjust as you grow.

● Month 1: Build Your Digital Foundation

WEEK 1:

- Secure your domain and hosting (WordPress recommended)
- Set up a professional email
- Claim your social handles

WEEK 2:

- Build a basic 5-page website (Home, About, Services, Contact, Reviews)
- Add lead capture forms

WEEK 3:

- Set up Google Business Profile (optimize all sections)

- Upload logo, business photos, and first 3 posts

WEEK 4:

- Claim and submit top directory listings
- Set up Google Analytics and Search Console

Month 2: Drive Traffic & Visibility

WEEK 5:

- Start posting to social media 3x per week (use a simple content calendar)
- Add your booking or quote link to all bios

WEEK 6:

- Write your first blog or service page with local SEO keywords
- Share it on Google Posts and social platforms

WEEK 7:

- Launch your first Google or Facebook ad (start with \$5–\$10/day)
- Promote a limited-time offer or lead magnet

WEEK 8:

- Collect at least 5 new Google reviews
- Post a review graphic and say thanks publicly

● **Month 3: Automate, Optimize & Scale**

WEEK 9:

- Set up an email welcome sequence (3–4 emails)
- Add an opt-in form to your homepage or popup

WEEK 10:

- Create a retargeting audience from website traffic or ad clicks
- Run a reminder ad for your current promo or lead offer

WEEK 11:

- Install a chatbot on your website to capture after-hours leads
- Schedule next month's social media in advance

WEEK 12:

- Review analytics: What worked? What didn't?
- Set new goals based on clicks, leads, reviews, and site visits

● **Found On Local Pro Tip:**

“Marketing works when you stick to it. Don't get overwhelmed—just follow the plan, adjust as needed, and build week by week.”

The 90-Day Digital Action Plan

Execute with purpose. Grow with confidence.

Why This Matters

You've learned the tools, tactics, and strategies. Now it's time to put it all into action. This 90-day plan will help you build your online presence, attract customers, and create consistent momentum—step-by-step, week by week.

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1

Build your Digital Foundation

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- Secure your domain and hosting (WordPress recommended)

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- Claim a professional email

WEEK 3

- Build a basic 5-page website (Home, About, Services, Contact, Reviews)

WEEK 4

- Claim and submit top directory listings
- Set up Google Analytics and Search Console

2

Month 2 Drive Traffic & Visibility

WEEK 5

- Start posting to social media 3x per week (use a simple content calendar)

WEEK 6

- Write your first blog or service page with local SEO keywords
- Share it on Google Posts and social platforms

WEEK 7

- Launch your first Google or Facebook ad campaign (start with \$5–\$10/day)

3

Month 3: Automate, Optimize & Scale

WEEK 8

- Set up a email welcome sequence (2–3 emails)
- Add an opt-in form to your homepage or

WEEK 9

- Create a retargeting audience from website traffic or ad clicks.
- Run a reminder ad for your current promo or lead offer

WEEK 10

- Review analytics: What worked?
- Set new goals (based on clicks, leads, reviews and site visits)

Found On Local Pro Tip

"Marketing works when you stick to the plan. Don't get overwhelmed—just follow the plan, adjust as needed, and build week by week."

Conclusion: You're Now Built to Win Online

You did it. You've just completed one of the most practical digital marketing guides built specifically for small businesses—and more importantly, you now have a **step-by-step blueprint** to grow your business online with confidence.

From building a website to getting found on Google, from mastering social media to automating your follow-up, you've now got the tools, strategy, and action plan to actually make it work.

But here's the truth:

None of this matters if you don't take action.

So here's your next move:

- Revisit the 90-Day Action Plan
- Pick a starting point (Week 1 if you're brand new, or skip ahead if you've got some of this in place)
- Check off progress weekly
- Track your results monthly
- Celebrate wins—big or small

Remember: **Progress beats perfection.** You don't have to be a marketing expert—you just need to stay consistent.

If you ever get stuck, need support, or want fresh ideas, you can always check out the **Found On Local YouTube channel** for walkthroughs, tool tutorials, and business growth tips.

Thanks for reading. Now go build something incredible online.

About the Author

Tony White is the founder of **Found On Local**, a digital marketing agency dedicated to helping small businesses build a strong, visible, and profitable online presence. With over 15 years of hands-on experience in digital advertising, website development, SEO, and local business marketing, Tony has helped countless companies grow from invisible to unstoppable.

He wrote this guide to simplify the overwhelming world of online marketing and give every small business owner the tools they need to succeed—without needing a huge budget or tech expertise.

When he's not creating marketing strategies or working with local businesses, Tony shares tutorials, tips, and growth strategies on the **Found On Local YouTube Channel**, making it even easier for business owners to level up.

Learn more:

- [FoundOnLocal.com](https://foundonlocal.com)
- YouTube: *Found On Local*
- Email: *info@foundonlocal.com*

Bonus Tools & Templates

Get even more support with these free resources:

- **Printable 90-Day Digital Action Checklist**

Download a simple version of the full 90-Day plan to keep at your desk or in your office.

- **Content Calendar Template**

Plan and schedule your social media, blogs, and Google posts easily.

- **Website Starter Kit**

A list of the must-have elements every business website needs to succeed.

- **Review Request Template**

A ready-to-use script you can send to customers to encourage positive reviews.

To Download the printable version of 90-Day Digital Action Checklist, please visit <https://www.foundonlocal.com/90-day-digital-auction-checklist> or see below.

To Download the printable version of the Website Starter Kit, please visit <https://www.foundonlocal.com/website-starter-kit-checklist> or see below.



90-DAY DIGITAL ACTION CHECKLIST

Execute with purpose.
Grow with confidence.



FOUND ON LOCAL
GET YOUR BUSINESS FOUND ONLINE

Printable 90-Day Digital Action Checklist

Month 1: Build Your Digital Foundation

Week 1:

- ☐ ▪ Buy your domain and set up WordPress hosting
- ☐ ▪ Create a professional business email
- ☐ ▪ Claim all your social media handles

Week 2:

- ☐ ▪ Build a 5-page WordPress website (Home, About, Services, Contact, Reviews)
- ☐ ▪ Add lead capture forms to your website

Week 3:

- ☐ ▪ Set up and optimize your Google Business Profile
- ☐ ▪ Upload logo, business photos, and make 3 Google Posts

Week 4:

- ☐ ▪ Claim listings on top local directories
- ☐ ▪ Connect Google Analytics and Search Console to your website

Month 2: Drive Traffic & Visibility

Week 5:

- ☐ ▪ Start posting on social media (3 posts per week minimum)
- ☐ ▪ Add booking or quote links to all profiles

Week 6:

- ☐ ▪ Write and publish your first SEO-optimized blog post or service page
- ☐ ▪ Share it across Google Business Profile and social media

Week 7:

- ☐ ▪ Launch your first paid ad campaign (Google or Facebook)
- ☐ ▪ Promote a limited-time offer or lead magnet

Week 8:

- ☐ ▪ Collect at least 5 new Google reviews
 - ☐ ▪ Post a thank-you graphic highlighting customer feedback
-

Month 3: Automate, Optimize & Scale**Week 9:**

- ☐ ▪ Set up a 3-4 email welcome sequence
- ☐ ▪ Add an opt-in form or popup on your website

Week 10:

- ☐ ▪ Build a retargeting audience from ad clicks and website traffic
- ☐ ▪ Launch a retargeting ad promoting your latest offer

Week 11:

- ☐ ▪ Install a chatbot on your website to capture leads
- ☐ ▪ Pre-schedule next month's social media content

Week 12:

- ☐ ▪ Review website analytics, ad performance, and CRM stats
 - ☐ ▪ Set new goals for the next 90 days based on your results
-

Found On Local Tip: Print this checklist, keep it on your office wall, and check off each task weekly.

Consistency builds momentum. Progress beats perfection! - www.FoundOnLocal.com

WEBSITE STARTER KIT CHECKLIST



MUST-HAVE ELEMENTS
FOR A SUCCESSFUL
BUSINESS SITE

FOUND ON LOCAL

Website Starter Kit Checklist

♦ 1. Domain & Hosting

- ☐ Custom domain name (yourbusiness.com)
 - ☐ Reliable hosting (SiteGround, WP Engine, or similar)
 - ☐ Secure SSL certificate (https://)
-

♦ 2. Core Pages

- ☐ Home – Clear intro, what you offer, and a strong call to action
 - ☐ About – Company story, team photo, mission or values
 - ☐ Services or Products – Detailed offerings with features & benefits
 - ☐ Testimonials – Real customer reviews or success stories
 - ☐ Contact – Clickable phone, email, contact form, map/directions
-

♦ 3. Design Essentials

- ☐ Mobile-friendly (responsive) layout
- ☐ Fast load times
- ☐ Consistent brand colors and fonts
- ☐ Logo in header

- ☐ Clean navigation bar with clear links

♦ 4. Trust-Building Elements

- ☐ Real customer testimonials or reviews
- ☐ Business address or service area
- ☐ Certifications, awards, or trust badges
- ☐ Privacy policy & terms of service

♦ 5. Lead Capture Features

- ☐ Contact form or quote request form
- ☐ Email newsletter sign-up
- ☐ Booking or scheduling tool
- ☐ Chatbot or live chat option

♦ 6. SEO Basics

- ☐ Page titles and meta descriptions
- ☐ Local keywords on service pages
- ☐ Alt text for images
- ☐ Internal links to key pages
- ☐ Google Search Console & Analytics connected

♦ 7. Bonus Features

- ☐ Blog or News section
- ☐ FAQ page
- ☐ Gallery or portfolio
- ☐ Downloadable lead magnet or resource
- ☐ Social media links

Subject: Quick Favor – We'd Love Your Feedback!

Hi [Customer Name],

Thank you again for choosing [Your Business Name]! We hope you had a great experience, and we'd love to hear how we did.

If you have a moment, would you mind leaving us a quick review? It really helps other customers find us—and we truly appreciate your support.

👉 [Insert Your Review Link Here]
(Example: <https://g.page/r/YOURREVIEWLINK>)

If there's anything we could've done better, please let us know directly—we're always looking to improve!

Thanks again,
[Your Name]
[Your Business Name]
[Phone or Email if needed]

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BUILT TO WIN ONLINE



A Step-by-Step How-To Guide
for SMBs

TONY WHITE

A proven digital marketing action plan
to help your small business grow online.

FoundOnLocal.com