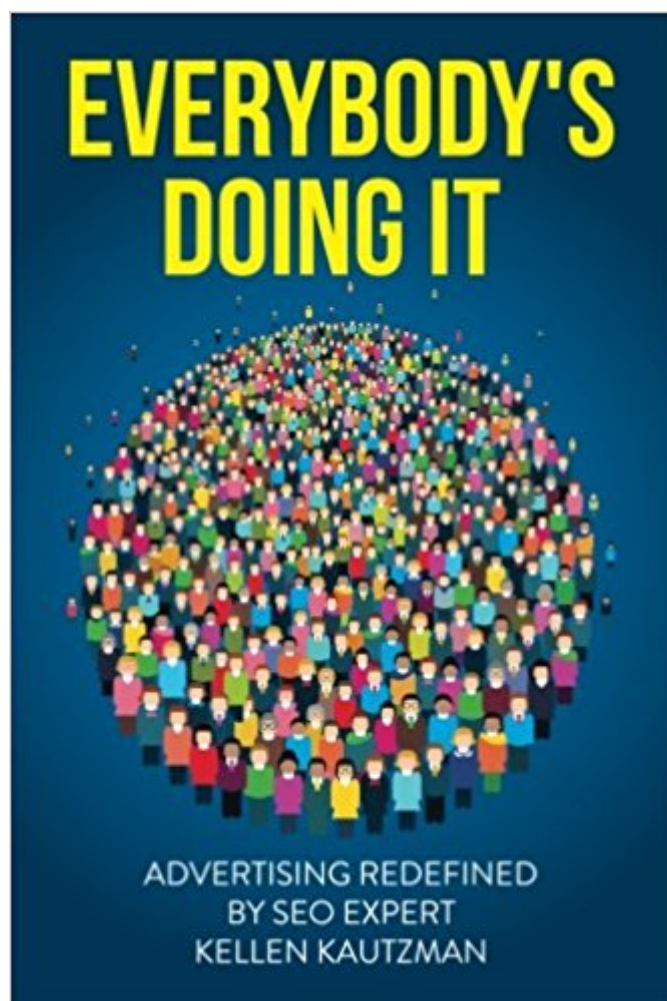


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Everybody's Doing It: Advertising Redefined By An SEO Expert



Synopsis

Do you feel like your marketing is missing something? Are you posting on social media and wondering what else you could do? Do you find SEO (Search Engine Optimization) difficult to implement? In *Everybody's Doing It*, international internet marketing speaker Kellen Kautzman teaches the secrets of online success. *Everybody's Doing It* guides you through the world of internet marketing, getting you up to speed and ready to advertise effectively by applying your inherent advertising abilities to the internet age. Key concepts from *Everybody's Doing It* include:

With the rise of artificial intelligence, we know that evidence online is key. Continue to create content and prove that you are an authority by the consistent production of videos, blogs and photos shared on your site and then through the appropriate social media channels. When looking to rank well in search engines, know that you are entering into a competition with others that are striving for those same high rankings. Treat this endeavor just as you would a tournament. To rank well requires grit, tenacity and determination. This is an ongoing battle. No organization that you hire can do what you can. As the business owner, founder, or entrepreneur your relationships with your clients have a direct impact on the business. Take behind the scenes pictures. Get in front of the camera. Ask your clients for reviews. Pursue media opportunities wherever they may lie. From local TV shows to podcasts, actively pursue authority in your industry through appearances on shows. At the very least, you will get a link to your website from it. Do not, under any circumstances, hire a company to build links for you without your supervision. You need to know what links are pointing to your site and ensure that they are white hat, ethical and authoritative. Getting the most attention isn't always the best move. As in the world of sports, telegraphing, or overtly showing your intention, can work against you. Be conscious of the situations that require subtlety. Growing your own celebrity is entirely feasible within your location and field of expertise. Videos are a simple and effective way to do just that. You may never be world famous, but you can carve out a niche that makes you wealthy within your community. Just like the world's greatest musicians, you are an entertainer. Your social media channels, blogs and videos are all an avenue through which you can hold people's attention and get them excited about your product or service. Don't be afraid to tell a joke, let loose and entertain! Persistence is key. When looking at your advertising budget, keep in mind that one year may be necessary to see the results you are looking for. Many potential customers require multiple touches before they'll consider purchasing from your business. Everyone is going to mind your business. You can turn this to your advantage by encouraging them to do so. Respond to reviews, positive and negative. If someone leaves a nasty comment, thank them for their feedback. The more time they spend interacting with

your brand the better. Seriously consider aligning with a nonprofit for mutual benefit and to make the world a better place. If you are currently on the board of a nonprofit, treat it like a business! Haters aren't going to disappear anytime soon. You'll need a thick skin to play at a high level. Remember that they are helping you advertise for free. Thank them and move on. Everybody's Doing It is the next step in your internet marketing journey, whether you are focused on SEO, social media or pay per click. Available as an e-book and audiobook. Read it today!

Book Information

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Customer Reviews

Kellen owns Send It Rising Internet Marketing and manages a team of over 20 internet marketing professionals. He was the keynote speaker at Planet Hollywood on the Las Vegas strip and has spoken at Roseman University and the Lance Tamashiro podcast. Kellen holds a master's degree in education from the University of Minnesota and taught for five years before transitioning into his career as an internet marketer. Kellen speaks fluent Spanish and has a family with his wife Lonaaja, Daughter Anika and son Phoenix. Kellen has been featured on the following shows: The Entrepreneur Way, Dr. Doug Podcast, Money For Lunch Podcast, The Social Celebrity Podcast, Ed Tyll Show, Capital Media HD 99.3 FM, Barbados, Dr. Briar Mitchel Podcast, Profitability Revolution Show, The Growth Mindset Podcast, Contractor's Secret Weapon, The How Of Business Podcast, Roseman University of Health Sciences, The Guy Dawson Show (T.V.), The Lance Tamashiro Show - Las Vegas Real Estate Expo

Ã¢â¬â Lunch & Learn, Leah Martin Law Ã¢â¬â Something to Chew On Radio Show
Ã¢â¬â American Association of Private Lenders Ã¢â¬â Small Business Digital Marketing
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