

# The Dirty Little Secret No One Wants YOU to Know!

Are YOU looking for MORE customers and MORE Sales?

In this special report, I'm going to tell you a "dirty little secret" about Internet marketing that can **dramatically increase visitors** to your business and **put LOTS more money in your pocket!**

In fact, as you look back many years from now, this opportunity will be as clear as being able to buy ocean front property on Maui in 2011 at 1960 prices.

**It's a "sure-thing!"**



Before I reveal the “dirty little secret”, let’s look at a real life situation that will make it easier to understand how this little known secret can make a HUGE difference in your business...

Suppose you are a Dentist and have a successful dental practice in Miami. You obviously know the **lifblood and future of your business** is a consistent flow of new patients. You also know the Internet will continue to play an increasingly important role in attracting those new patients to your dental practice.

So you had a nice website built to provide information about your business including specialties, testimonials, directions, hours of operation, etc.

The problem is even though you spent lots of money (and time) getting your website “just right”, you still can’t figure out why you’re not getting more visitors.

**You’re NOT alone** – many business owners  
are having the exact same problem!

Here's the thing about the Internet maybe you didn't know...

People use online search engines (instead of yellow pages, newspapers, direct mail, etc.) like Google or Yahoo to find **answers** to their problems or to look for **information** to help them make better decisions.

Just how big are the search engines?

The numbers are staggering. More than 14 billion (yes, BILLION) searches are done each month on the core search engines like Google and Yahoo!

**14,751,000,000**

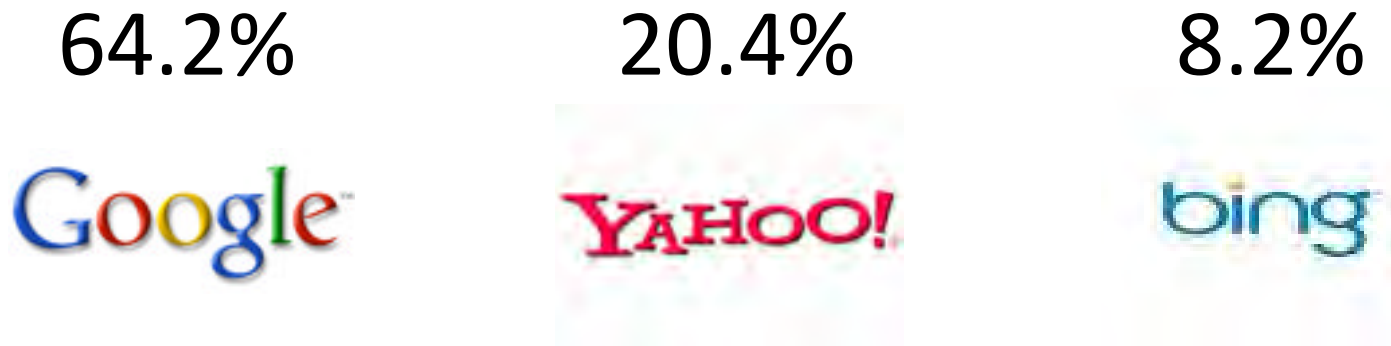
(That's a really big number!)

**Are you getting your fair share of this goldmine of traffic?**

As you can see below, Google gets about 65% of all the U.S. search engine traffic. Yahoo gets about 20% of all the U.S. search engine traffic. Bing (Microsoft) gets about 10% of all the U.S. search engine traffic.

Together Google, Yahoo and Bing get about 95% of all the U.S. search engine traffic. (The remaining 5% is spread out among all the others including AOL, Ask, etc.).

The exact share of search engine traffic for the big 3 in a recent month was:



**The key point here is the number of visitors to the search engines is booming!**

Did you know?

More people now use the Internet to research and find business information than use the Yellow Pages!



Unless they can find YOUR business online, they're buying somewhere else... and you're losing sales!

This is important... **Internet users are NOT searching for** “Bill Jones DDS” or “Smith Realty”.

What **they ARE searching for** is “Tucson Dentist” or “Tucson Plumber” or “Tucson Pest Control”.

And it doesn't matter what business or service you provide, it's the same for small “local” businesses like plumbers, movers, real estate agents, florists, etc. as well as big multi-national companies.

Internet users don't search for “Joes Plumbing”, they search for “Santa Barbara Plumbers”.

I hope you can see where we're going with this... **your business must have some way to get its name (and products or services) in front of people** when they use search engines like Google or Yahoo.



It is no different than if you opened a high-end retail clothing store 20 miles out in a desert with no road to get there.

You would be out of business pretty fast!

As silly as that may sound, that is exactly what you are doing **if you don't have an "Internet Super Highway" that leads directly to your business.**

Bottom line? I said it before but it is critical you understand this:

If no one can find your business online, they are buying somewhere else...

**And YOU are losing the sale!**



There's no denying it: **the old economy is SHATTERED, and Gone FOREVER.** It's never coming back as it was, and in its place a generally tougher, more demanding marketplace is emerging.

Buyers have the POWER... ordinary products and services aren't tolerated... money is spent with caution... and business success is earned, not given.

This is not the economy you once knew.

You can't ignore it. **You can't bury your head in the sand.** It's not going away.

Your future success depends on how well YOU harness the true power of the Internet.



The problem is it is extremely difficult to get your website to show up (rank) on the first 2 or 3 pages of Google or Yahoo when someone searches for phrases like "Miami Real Estate Agent" or "Tucson Pest Control". **Competition is fierce!**

Sure you could pay one of those big Search Engine Optimization (SEO) firms \$50,000 to do it for you.

Or, you could take advantage of **the dirty little secret** those SEO experts don't want you to know about.



Here it is...

It is FAR EASIER to get top search engine rankings for a keyword phrase like "Tucson Mover" when you actually own the **domain name that matches the keywords** in their search - "TucsonMover.com".

Makes perfect sense, right?

This is known as an **Exact Match Domain** (EMD).

It can be as simple as your city name + your product or service. An example would be “BostonPlumber.com”. This works great for local businesses.

**But it can also be the GENERIC name of a product or service.** For example, suppose your business manufactured garage door openers and one of your best sellers was a product you called HD Power 6000. Few people would be searching Google for “HD Power 6000”.

But LOTS of people might be searching for “heavy duty garage door opener”. So you would buy the domain “HeavyDutyGarageDoorOpener.com” and put up a website specifically about your HD Power 6000 garage door opener.

With a little bit of effort and knowledge, getting that exact match domain to rank high on the search engines would be very easy. The leads would soon follow...

**That’s how you make money!**

Let's make sure you understand exactly what a domain name is...

Every website on the Internet has an unique IP address, made up of a series of numbers, that directs the user to the server's unique IP address.

A **domain name** simply takes those numbers and converts them automatically into an address (or name) that is easier for everyone to understand and remember.

For example, instead of seeing an IP address like 72.14.205.100, Internet surfers see "Google.com".

## **Remembering a name like Google.com is far easier than a random string of numbers!**

As a side note, throughout this report I am capitalizing the first letters of domain words to make them easier to read. Just know that capitalization means nothing on the web. Web technology converts all letters to lower case. While the web does not recognize capital letters, capitalizing some letters when you advertise your domain name helps people remember your domain name. So NewYorkYankees.com is the same as newyorkyankees.com.

## Here's where it gets interesting...

To take advantage of the “dirty little secret”, small business owners need to grab hold of as many “Geo-Domains” as they can that relate to their business. The more, the better!

What the heck is a “Geo-Domain”?

A “**Geo-Domain**” is nothing more than a domain name that has some sort of geographical modifier in it (city, town, state, location. etc.).

For example, these are all Geo-Domains:

RedBankPizza.com, NewJerseyHVAC.com, MiamiPestControl.com, IdahoFlorist.com, AnnapolisRealEstateAgent.com, and MaricopaCountyLawyer.com.

Got it?

## Why Exact Match Domains are so important to your business:

The **most important goal for a search engine** (like Google) is to return RELEVANT RESULTS when a user types keywords in a search box.

So, all things being equal, which domain below would Google think is the more relevant response if someone types “annapolis real estate agent” in a search box (even if both companies provide the exact same service)?

HomeTownRealty.com -or- AnnapolisRealEstateAgent.com

All things being equal, of course **AnnapolisRealEstateAgent.com is by far the more relevant answer.**

So, if you are a dentist in Miami, how can you take advantage of this little known secret? Make sure you own “MiamiDentist.com, DentistinMiami.com, etc.”!

But wait, there is a catch to all this...

**Only ONE person can own a domain name like MiamiDentist.com or HeavyDutyGarageDoorOpener.com.** It is very important you understand that once someone else grabs it, that domain name is gone forever (unless they decide to sell it for a big profit later)!

Domain names like these will not only **bring hungry buyers to your website** today, but will **grow in value** year after year.

**Many experts think buying a quality domain name is a better investment than real estate, stocks, or gold.**

**Did you know the big Fortune 500 companies** are grabbing all the domain names they can get? Hundreds of them at a time!

**What should you do now?**

You need to go and buy as many domain names as you can that are relevant to your business. Don't wait as the domain name gold rush is red hot!

## Consider this...

- Yes, you already have a website for your business, but **wouldn't it make sense to own a 2<sup>nd</sup> (or 3<sup>rd</sup>, or 4<sup>th</sup>) website** with an exact match domain name that gets search engine traffic and generates leads for your business?



- Adding another website to your marketing is like having an extra billboard, an extra newspaper ad, or sales team that works for you 24 hours a day. Never takes a day off!

- An Exact Match Domain Name can work wonders for your business. The cool part is it doesn't cost much to get started and once you get going, it doesn't take much to keep your "auto-pilot marketing machine" running full speed!

Here's what we've discussed so far:

- 1. For small "local" businesses, a Geo-Domain Name will bring lots more potential customers to your business and will help you get high rankings in the search engines.**
- 2. For businesses with a national (or international) sales territory, buying keyword rich domain names to match your products and/or services is a great way to generate leads!**

I know you are really busy and the last thing you want to do is mess with this Internet stuff. I hear you loud and clear. But... you must recognize **the Internet is not going away** (and is growing at an astounding pace). The train is leaving the station whether you're on it or not!

That's where we can help – we can put together a comprehensive domain name strategy that will benefit your business for years!

I've saved a seat for you on the train, but you need to hurry!

I hope you now understand how to take advantage of the “Dirty Little Secret” and how owning quality “Exact Match Domain Names” are a great way to generate more leads for your business.

The right domain name might also be one of the best long term investments you ever make.

If you need help implementing a domain name strategy for your business... please contact me at:

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