

6 POWERFUL DIGITAL MARKETING

Tips to Double Your Business
Revenue in 30 Days...



Even if you don't know how the internet works

LEE BLACK III

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Even If You Don't Know How the Internet Works

Growing your business is one of the greatest feats you can experience as an entrepreneur. There is simply nothing else like it. That's because when your business's new client acquisition system is on autopilot, you get to enjoy increased income, less stress and more time doing what you've always dreamed of.



However, there are many obstacles you must overcome before you can get there. Not only do you have to get every single growth plan in place – but you also must invest serious amounts of time and money into the best client acquisition system, which can be the most difficult challenge of all. All of this can leave you falling well short of the mark and stop you from ever reaching that dream goal of having your business on autopilot.

Fortunately, though, growing your business doesn't have to be as challenging as you think. Far from it, in fact. Simply by implementing the right tried-and-tested techniques, you can scale your business, grow your revenue, and set it on autopilot all without experiencing any of the common frustrations.

How would we know?

Because, at Antilles Digital Media, we're experts at helping entrepreneurs and business owners do just that. Over the past 4 years, we've helped 100+ clients finally implement the right digital media and marketing strategy to achieve incredible business growth without the years of hard work and trial and error most people usually must suffer through.

We've written this eBook to share some of the powerful industry secrets we've accumulated during our time in the digital media and marketing industry. The information you're about to read will help you scale your business and your revenue while making sure you avoid wasting money, hiring the wrong marketing partner, and spreading you too thin to effectively run your business.

You're about to discover:

6 simple yet powerful marketing tips you can use to double your business revenue in 30 days – even if you don't know how marketing works.

By the time you've finished reading this, you'll have all the information you need to kickstart your journey to success and grow your business faster and more effectively than you ever imagined!

Let's get started!

The 6 Powerful Digital Marketing Tips to Double Your Business Revenue in 30 Days

Some days, growing your business and acquiring new clients might seem like a faraway dream. But, if you implement the right strategies, you can get there far sooner than you think. We'll outlined 6 simple, tried-and-tested techniques you can use to double your business revenue in 30 days.

#1 Ensure Your Website is Optimized for Search Engines

If you're serious about building your online presence, one of the first things you absolutely must do is to make sure your business website is optimized to rank in search engine results.

Website optimization is the process of using knowledge, tools, and strategies to improve the performance of your website and help it rank higher on search engines.



The goal of website optimization is to drive more traffic to a website, increase your number of conversions, and ultimately, increase revenue. All too often, marketers and website owners skip other marketing strategies without ensuring that their company's website is fully optimized. However,

optimizing your website can help you connect with your market effectively and efficiently, without paying for ads.

The technical definition of “optimized” when it relates to websites is to rearrange or rewrite data or graphics to improve the efficiency of retrieval or processing. The first step to having an optimized website is to identify what’s wrong with your website and find any issues. There are plenty of tools available to help you with SEO, page speed, mobile usability, and more.

Your business website is going to generate you more business and exposure than a Facebook post or printed flyer if it is optimized the correct way. This can be the difference between a failing business and a 9-figure corporate giant. The first thing any entrepreneur needs to focus on is getting all the relevant information about his/her business to the masses to start generating interest and awareness. With currently 1.33 billion active websites on the internet and 8.5 billion internet searches a day, the most effective way to achieve brand awareness is to appear on internet search engine results.

To make sure that your website is appearing on internet search results, you need to ensure that your business website is optimized to appear in the results for search terms that are relevant to your business’s products and services. The checklist for these action items covers a considerable number of topics and specialties. The most complete and FREE tool to check the optimization score of your website is a SEO Audit Tool. Antilles Digital Media offers a free SEO Audit for businesses [here](#).

#2 Create individual Service & Product Pages on Your Website



As well as making sure your website is optimized for search engines to pick up your website's content, you also need to create individual pages for each product & service if you're ever going to get sales through your website. This strategy is powerful because it can help you expand your brand,

increase new client acquisition, and grow your business revenue in a MUCH shorter timeframe.

In most industries, you should be able to divide up your offerings into different services or products. Each service or product should have its own page. Service pages should define what services you offer, and they should explain why your business should be the one to perform the service. What your business is and does should never be a mystery.

Business owners include service and product pages on their websites for similar reasons, but how you write them will be different. What's the most significant difference between a product and service? You can't return a service. So, this means there is more hesitancy from potential customers. You must build trust with your audience. There is a more significant impact

on your customers if things don't go well, and they are going to be more reluctant to hire anyone to perform a service.

By ensuring that your website has individual service and product pages, you are signaling to search engines that you have information, education, or products to buy that are easy to navigate, find and are structured.

Search engines know that the ease of use and navigation of a website is important. So, by ensuring that search engines can properly identify the purpose of each specific page, search engines will know that displaying your specific page will match the search intent of the searcher.

#3 Build Your Website's Authority with High-Quality Backlinks

Too few entrepreneurs do this when it comes to increasing their website's visibility. Sadly, the consequences can be disastrous and prevent them from ever reaching their goals. To appear the highest in search engine rankings, you must prove that your website is reputable and authoritative. Search engine algorithms want "proof" that the potential website they show in search results are "authoritative". This "authority" comes from how many backlinks, or links on other websites, that direct a user on their site to your website. This is common on large websites like Wikipedia that have referring links to source materials.



There are many factors that go into calculating domain authority. But to give you an idea, websites like Google, Apple, or Microsoft will have a high Domain Authority, aka "DA" (between 95 and 100). On the other hand, if your website is new, then your DA will be low (possibly between 10 to 20). You should also know that it's easier to improve your site's DA if it's between 20 to 30 than if it's 70 to 80.

Here's a look at what each domain authority score means:

- Below 30 is **poor**
- 30 to 40 is **below average**
- 40 to 50 is **average**
- 50 to 60 is **good**
- 60 to 70 is **very good**
- Above 80 is **excellent**
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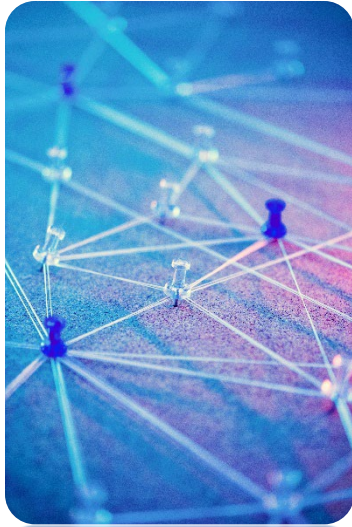
Backlinks in SEO improve your rankings because they view the quality and quantity of the links as authoritativeness and votes of confidence from other websites. Therefore, the more backlinks your website has, the higher it can rank for search terms. While this isn't always the case, it can increase your page rankings for relevant search terms. But of course, there are many other factors to consider, like on-page SEO and page speed. Backlink building also makes it easier to find your website online, improving your visibility. Search engines find content to crawl by viewing pages they've already crawled, revisiting the most popular pages. When you begin backlinking, search engines may discover your content easier. Additionally, backlinking may provide you with more website visitors through referral traffic. Individuals who read a popular website may click on your backlinks, bringing them to a relevant page to find more information about a particular topic.

Backlinks can also boost your domain authority. While domain authority isn't a Google ranking factor, many SEO tools use this metric to help identify ways to improve your strategy by comparing you to the competition. Ultimately, the higher your domain authority, the more likely you will earn

top spots on SERPs. Therefore, even though domain authority isn't a ranking factor, using it to measure your improvement can help you determine if your efforts are improving your rankings. Backlinks also increase brand awareness online. Companies should never stop investing in brand awareness campaigns because they must always attract new customers by highlighting new products and services. By earning backlinks from authoritative websites that get thousands of monthly visitors, you can increase your brand awareness by reaching the other website's visitors.

The old saying in the digital marketing industry is, “content is king”. This reigns true, because the more complete, easy to understand and relatable the content on a website, the more likely it is to be viewed and shared. Having the most robust and engaging content on a website is the #1 way to start generating organic backlinks in your industry. For example, if you own a medical practice for helping people with substance use disorder, you need to ensure you are creating blogs, service pages, and information pages that are hyper-relevant to your industry and interested parties. This would include writing engaging content about “how parents can help identify if their child is suffering from addiction”, or “top 10 signs your child is hiding addiction habits”. By generating engaging, shareable, and relatable content, websites will be able to garner significantly more backlinks.

#4 Ensure Your Website Is Properly Internally Linked



Much like making sure your content is being shared by other websites, you need to make sure that your own content is sharing relevant page links. This helps reinforce search engine algorithms to ensure that your website is properly structured and allows visitors to stay on your website by having easy access to lots of informational and educational content.

An internal link is one that navigates away from the page that the user is currently on to another page in the same domain. Blogs use them all the time to navigate users away from a post and towards related content on your website that they might find useful.

So, for example, if we were to link you to this post featuring our [free SEO Audit](#), that's an example of internal linking unfolding before your very eyes. Internal links are useful for users, helping them to navigate towards relevant content easily and keep moving through your website. And if something improves the User Experience (UX), you can bet search engine crawlers will notice. Internal links encourage users to spend more time on the page and move around more within your website as they move from one relevant page to the next.

The increase in results from the engagement metrics is a clear indicator to search engines of the quality of your content. Not only that, but when a page has a high volume of internal links, it sends a clear signal to search engine crawlers of that page's relative importance. What's more, they're crucial in helping search engines discover new content. Whenever you add a new page to your website, you're likely to link to it somewhere internally, whether it's your homepage, navigation bar, or elsewhere. If you don't, users won't be able to find your webpage – and neither will Google! When new internal links are added, it's a signal to search engines to crawl for new content that spins off from pages they've already indexed.

Hopefully at this point you're sold on the power of internal linking. But like all things SEO, it needs to be implemented strategically. Get it right and you could not only climb rapidly in rankings but you could enjoy a boost in traffic of up to 40%.

#5 Optimize Your Google Business Profile

A lot of people don't know about this one – which is crazy because we think it's an absolute MUST-DO when it comes to increasing your online search visibility to potential clients.

Google My Business is a listings platform provided by Google. Business owners can create or claim a listing of their business. The purpose of a GMB profile is to add business information, have your business show up on Google Maps, provide important information to searchers, and receive business reviews.



Without a Google My Business profile it's unlikely your business will show up on Google Maps and the local pack. This is bad for your business's SEO strategy. If a customer is trying to find your business, there may be no results. Even worse, the information that exists for your business may be wrong. It isn't uncommon for a phone number to be incorrect, a street address to be missing a number, or a past business to not be marked as closed. This is why it's important for you to claim your Google My Business profile and manage it closely.

You can set up a profile by heading to Google.com/business. Once you insert the business's basic details and enter it into the right categories,

you'll begin to see it appear in local search results on Google and Google Maps. It can take around 1-2 weeks for the business to be listed on the local map search but ultimately this listing will help to increase website traffic and improve the customer experience.

Once this is done, you will need to make sure your Google Business Page is optimized. Follow this checklist of items to review:

- Review your NAP information
- Add your business description and category
- Always respond to customer reviews
- Add your products and services
- Upload photos of your business
- Utilize the special attributes features
- Use the posting feature
- Update hours for Covid-19

With a properly optimized Google My Business Profile, you can obtain better rankings and improve your local SEO. With the correct service areas, a good address, all your services and products, and customer reviews, you'll be outranking your competitors in no time. This leads to more customers for your business and a better website and GMB rankings, which helps build your domain's authority. Investing in your Google Profile gives you an edge in the online scene. Local SEO has been a game changer for small businesses. This is a wise move for e-entrepreneurs who want to start an online business. Make sure to add as much information and quality media files as you can.

#6 Hire the Right Digital Marketing Company for Your Specific Needs

A digital marketing agency will work with you to create a marketing strategy tailored to your business goals. Conversions, in the form of new contacts, leads, and purchases, are the goal of your website. A digital marketing agency will thoroughly analyze your website to determine the gaps in your site's content, SEO, and calls to action. They will then add the missing pieces and adjust any elements that aren't working.

Here's what you can expect when you hire a digital marketing agency:

- In-depth analysis of your current marketing strategy and development of a new strategy.
- Creation of a buyer persona to make sure your content is attracting the right audience.
- An SEO audit of your website to detect technical errors hindering Google's ability to crawl your site.
- A content marketing audit.
- Adding lead generation and marketing automation to your content strategy (sales funnels, opt-in content, email marketing).
- Social media strategy to promote your content on the best channels for your ideal customers.
- Search engine optimization of your website and content.



- Analysis and reporting of your website's traffic and visitor behavior.
- If necessary, design or re-design your website, adding site elements that encourage conversions (page navigation, contact forms, calls to action, landing pages).
- Digital advertising audit and strategy.



Digital marketing and internet marketing are terms often used interchangeably, but they are distinct digital marketing strategies. Digital marketing encompasses all digital channels, such as websites, search engines, social media platforms, email, and apps. Internet marketing focuses on online digital channels such as websites and

search engines to optimize visibility and traffic.

Digital marketing is the umbrella term for all digital strategies, from content marketing to digital advertising. It can involve making a website more interactive, optimizing content through SEO, using social media platforms to engage with customers, and utilizing digital marketing tools. Since digital marketing takes place on digital channels such as websites and search engines, digital marketing teams must be skilled in web design and development, as well as digital media.

Hiring a digital marketing agency can be essential to a business's success in reaching potential customers and growing its brand visibility. In today's

digital world, companies must have a strong online presence and utilize the latest tools and strategies to reach their target customers. However, digital marketing can be a complex and time-consuming task for businesses. Hiring an experienced team of professionals can help ensure that your strategy is implemented in the most effective way possible.

With the vast range of digital marketing services available, from SEO and PPC to social media marketing and content creation, working with an agency can help you maximize your reach across multiple channels and provide valuable insight into the latest trends and technology. In addition, a digital marketing agency provides invaluable insights into current trends and best practices to help you stay ahead of the competition. Furthermore, by outsourcing your digital marketing tasks, you free up time to focus on other areas of your business that need attention. Ultimately, a great digital marketing agency can provide various advantages to help your business become more successful and profitable.

Hiring a digital marketing agency can provide numerous benefits for promoting and growing your business. A digital marketing agency provides expertise in a range of areas, such as social media management, search engine optimization (SEO), website design, and copywriting.

Hiring a digital marketing agency can save you time and money. They are experienced professionals who understand what needs to be done to get the most out of your marketing efforts. With their expertise, they can create campaigns that target specific audiences and help you reach your goals faster. Additionally, they have access to the latest tools, tactics, and

technology and can implement more effective strategies than you could do on your own.

Having a digital marketing agency on board gives you an outside perspective on your business. They bring new ideas and insights to the table, which can help drive growth in unexpected ways. Additionally, they have access to analytics tools, which enable them to track what works and what doesn't, giving you valuable feedback on successful strategies.



Finally, a digital agency can help you create a unified brand identity across your marketing channels. They have the expertise to create consistent and engaging content to help your business stand out from the competition. This consistency helps build customer trust, giving them a positive first impression of your business.

When you're ready to work with a digital marketing agency that will help you attract the right customers and reach your target audience online in an authentic way, contact us. We'd love to help you put the power of the internet to work for your business.

**Claim Your FREE No-Obligation 30-Minute
Consultation and We'll Help You Become the Apex
Predator in Your Market**

Thank you for taking the time to read this eBook – we hope you've found the information helpful and can use what you've learned to help double your business revenue in less than 30 days!

If you're truly serious about getting your business on autopilot with the correct digital media strategy, then we have excellent news. For a limited time only, we're offering you a free, no-obligation session with one of our digital media and marketing experts.

During your 30-minute session, we'll discuss your current situation, what your goals are and how we can help you achieve them using our proven system.

We'll also cover a stack of valuable information together, including... How you can double your business revenue in 30 days, what you should never do when interviewing potential digital media partners, and how to avoid all the most common mistakes that entrepreneurs make which sabotages their success.

There's no cost or obligation to move forwards with our service afterwards if you feel like it's not for you. It's simply a free information session designed to educate you and provide value to you in advance.

To claim your free consultation or find out more information about this limited-time offer, all you must do is click the link below.

[Claim Your Free Session Here](#)

Let's Get Scaling!!!

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