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Business Success Center Marketing Blogs

If you haven't been keeping up with our two marketing blogs on the Business Success Center, be sure to catch up! Here's just a taste of what each blog holds:

From [101 Marketing Ideas](#): *"The best thing you can give people is quick answers, prompt service, expert advice and perhaps a warm word or two."*

From [Everday Marketing](#): *"Take a look at the 3 steps to successful marketing...and make sure you always follow them!"*



4 Easy Ways to Increase Traffic to Your Kudzu Profile

Consumers who search online (and that group grows larger every day) like to get as much information as possible right at their fingertips. That's where reviews, photos, a detailed description of your business, a link to your website and a listing of your credentials can really pay off. People who get most of their questions answered before they even call you are already presold on your business by the time they call. Therefore, you spend less time selling and more time serving paying customers.

Here are four often-overlooked actions you can take today to keep your Kudzu profile up to date:

- Make sure your marketing description is accurate and includes your main selling points and differentiators. Also double check that you have added a web link to your profile and that it works correctly.
- Add captions to your photos. This is a quick and easy addition you can make to your profile that will help appeal to a number of different search engines.
- Add any credentials you have related to your business, such as industry memberships and certifications, community sponsorships and awards, and educational accomplishments. You may even want to throw in personal credential or two - you never know what conversations it could start.
- Be sure your deals are current and include an offer that will be compelling to consumers when they are searching for your services.

By adding as much information as possible about your business, you can be sure that consumers are finding you when they come to Kudzu.

Hot Topics

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- [5 Tricks for Press Release SEO](#)
- [How a Little Bird Can Help You Get More Business](#)
- [How to Get on Oprah, the Today Show, and More to Promote](#)

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My Business MVP



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