

PC Repairmen Get The Boot, Expert Says

June 05, 2019

June 05, 2019 - PRESSADVANTAGE -

Google recently stopped allowing ads for businesses in the computer repair industry. This has resulted in a number of legitimate computer repair businesses being unable to post advertisements, bringing about an abrupt change of fortune for all parties concerned. Only time will tell what the impact of the change will be, but in the meantime, a Minneapolis based company known as the Minneapolis Internet Marketing Consultant (MIMC) is offering Google Maps Help to assist companies, that have been affected by the change, to effectively market themselves and thus counteract the effects of the recent ban on ads for computer repair businesses.

One of the positives of the change, according to the Minneapolis Internet Marketing Consultant, is the extra cash that business owners can now make use of to market themselves elsewhere. As MIMC states, "Whatever you were paying for Google Adwords is now available for new opportunities." Where once businesses would invest in Google Ads, they can now invest in other marketing strategies, as advised by MIMC.

The Minneapolis Internet Marketing Consultant strives to help businesses grow and increase their profitability. "The secret to success in business is to get new customers and then get those customers to come back for more and/or at least make a good referral or two," asserts the company. "You can get new customers by knocking on doors, mass media advertising, telemarketing, and many other ways. For most businesses, the most cost effective way of attracting new customers is by getting found when they are actively looking for you." With MIMC's help, it is possible to get found online quite easily by potential clients. Even with the recent ban on computer repair ads, MIMC has found multiple ways to help businesses draw customers.

Once they succeed in getting new clients, MIMC will also help businesses keep their customers. Once a customer chooses to work with a particular business, they are very likely to choose to work with that same business again (assuming they had a positive experience the first time). While the quality of service provided by a business is the business's own responsibility, MIMC can and does help identify online tactics to improve the business's relationship with their customers. "Whenever possible, you want to get existing customers to

not only buy more but to make referrals to help you build your business,? advises the company. This is where Minneapolis Internet Marketing Consultant?s reputation management services come into play. They help businesses build a positive reputation with clients, thereby ensuring that each customer keeps coming back.

The internet marketing company also offers Search Engine Optimization, also known as SEO, which involves both the creation of content and optimization of a website to make it appear more often in relevant keyword searches. ?Frankly, most small business websites still stink,? says MIMC. ?Unfortunately, most are buried on page 17 of the search engine results and never get seen. This is a shame as it is still possible to get many such sites ranked in the search engines when proper on and off page optimization steps are taken.? With Minneapolis Internet Marketing Consultant?s SEO services, it is possible to get any business site to the front page of Google.

Even if Google no longer allows computer repair ads, it is possible to get one?s business noticed through the various services offered by the company. Having a comprehensive marketing strategy that makes use of every resource available can be the difference between surviving the sudden change and having to close down?like many other businesses will most likely have to do in the near future.

Small businesses looking to achieve success can also make use of low cost Website Audits. According to an article titled ?How Can I Improve My Website, So I Get More New Business?, ?Successful companies constantly evaluate their major business assets. Staff are reviewed, budgets checked, and equipment maintained and replaced as needed.? Successful businesses regularly evaluate every aspect of their operations, and this includes their website as it is often the first point of contact for new customers.

Google?s decision to ban computer repair ads need not be a death sentence for computer repair businesses. By creating and implementing effective marketing strategies, it is still possible to grow one?s business without using Google ads. Those who wish to learn more about these strategies may contact Earl Netwal of the Minneapolis Internet Marketing Consultant. They may also visit the company?s website and follow them on their social media platforms.

###

For more information about Minneapolis Internet Marketing Consultant, contact the company here:Minneapolis Internet Marketing ConsultantEarl Netwal6124089924enetwal@gmail.com5344 36th Ave SMinneapolis, MN 55417

Minneapolis Internet Marketing Consultant

Minneapolis Internet Marketing Consultant offers SEO and Google Adwords services to small businesses who serve local markets.

Website: <http://minneapolisinternetmarketingconsultant.com>

Email: enetwal@gmail.com

Phone: 6124089924