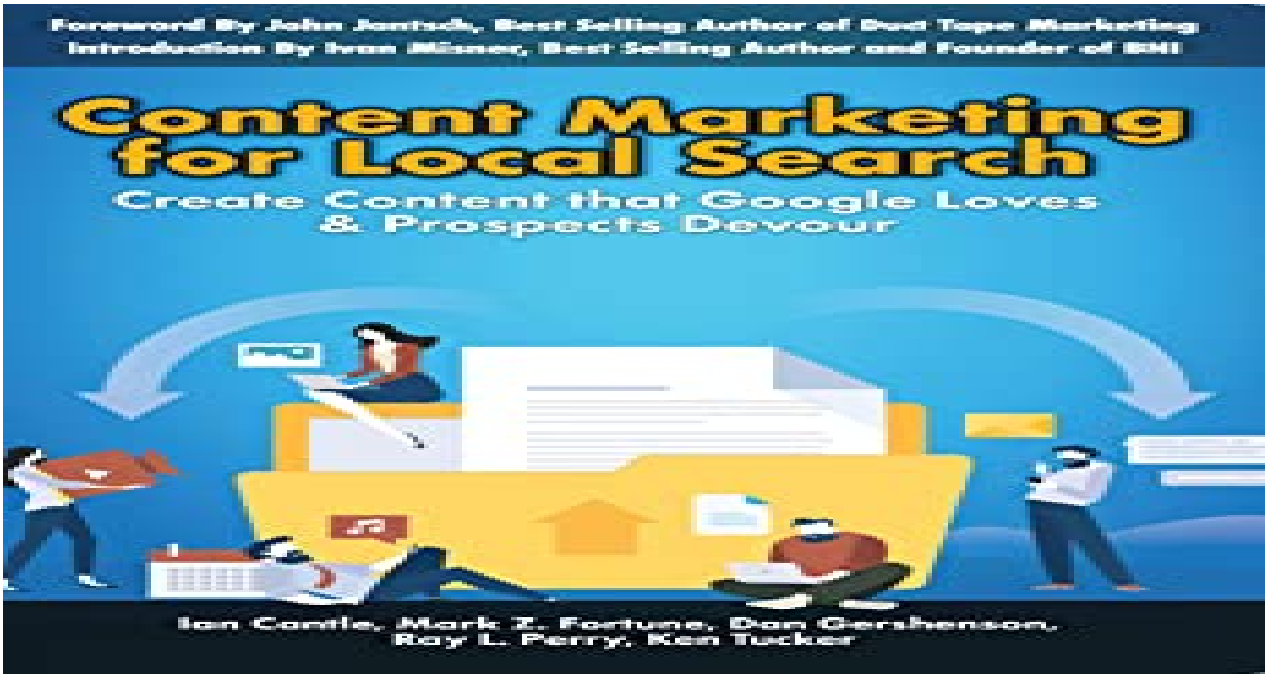


Local Online Marketing Company Founder Appears on Marketer of The Day Podcast

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Ken Tucker, CEO and founder of Changescape Web, appeared on Robert Plank's Marketer of the Day Podcast in January. The topic of his podcast was Content Marketing for Local Search. Ken explains how a small business owner can beat a large national chain by having more flexibility and using local apps instead of local SEO.

In the podcast, Ken explains how a small business owner can beat a large national chain by having more flexibility and using local apps instead of local SEO. Ken and his team specialize in providing 12-month social media campaigns to drive traffic back to websites.

The Book on Local Search Marketing

Ken has co-authored a book titled, Content Marketing for Local Search: Create Content that Google Loves & Prospects Devour, available on Amazon. It focuses on Local Search Engine Marketing for small

businesses. The authors wrote the book to clarify the sometimes confusing and often overwhelming message of search engine optimization (SEO).

Content is still king, according to Ken. The book explains how to use content to increase your online presence and get found on the internet. He stresses the need to concentrate on an overall marketing strategy that emphasizes local SEO in order for small businesses to get found over the big companies.

The key to getting found locally depends on the keywords and keyword phrases that are included on the website. Interesting and relevant content, via blogs and articles, can help a company rank better. Posting that content through social media can further distribute the information and bring the business top of mind.

SEO is constantly changing, what with Google updating their algorithms constantly. So, the need for continuously creating new and fresh content is very important.

Companies should identify their ideal customer and focus on their buying journey in order to create content effectively. Think of the customer's pain points and trying to help resolve them. Give them a reason to need the services or products being offered. Avoid all the "gobbledygook" and technical terms that will just confuse them further. Give them a solution to their problem.

Some content suggestions Ken suggests to enhance online presence and SEO:

Videos are very powerful in attracting attention. Blogging can build a following and inbound links that can help with SEO. Resource pages can identify other reputable sources that increase trust and validity. Pay attention to questions customers are asking and turn them into FAQs or how-to videos or content.

Ken also appeared on the podcast a couple of years ago, discussing the importance of a clear marketing message, focusing on language that converts website visitors to customers, and reputation management.

About Ken and Changescape Web

Ken Tucker is the founder of Changescape Web, a Small Business Marketing and Website Design Agency specializing in comprehensive integrated marketing strategies and campaigns for small and mid-sized businesses. They build websites that generate customers.

Specialties include search engine optimization, website design, reputation management, social media marketing, lead generation, and marketing automation. Ken and his team specialize in providing 12-month

social media campaigns to drive traffic back to websites.

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For more information about Changescape Web, contact the company here:Changescape WebKen Tucker636-947-6200ken@changescapeweb.com119 South Main StreetOffice #3St Charles MO63301

Changescape Web

Changescape Web is a Google Partner, Digital Marketer Certified Partner, Keap Certified Partner, and WP Engine Partner and has developed marketing solutions for Local SEO, Painter SEO, Roofer SEO, and Remodeler SEO. Changescape Web was founded in 2005.

Website: https://changescapeweb.com/

Email: ken@changescapeweb.com

Phone: 636-947-6200