

DIGITAL BUGLE

SMALL BUSINESS ONLINE MARKETING

ISSUE 118

10 SMART

**Marketing
Hacks For**

LOCAL BUSINESS

**HOW TO
CREATE**

CONTENT

YOUR AUDIENCE WILL LOVE



THE FUTURE OF LOCAL MARKETING:

TRENDS TO

**WATCH
and
IMPLEMENT**

7

**TECHNICAL
MISTAKES THAT ARE
SABOTAGING**

YOUR WEBSITE'S CONVERSION RATE

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Marketing Bugle stands as the preeminent small business marketing service in the digital landscape, a position we've proudly maintained for over a quarter-century.

Our steadfast commitment is to empower small businesses in establishing meaningful online connections with a broader customer base.

In the world of business, marketing is the cornerstone of growth, a fundamental truth that cannot be understated.

However, the intricate intricacies of online marketing can be a treacherous path for the uninitiated, potentially resulting in substantial financial losses.

That's why we strongly encourage you to seize the opportunity and implement some of the proven strategies we endorse.

For more details, please visit our website at

<https://systemestreamlined.com> and embark on a journey to transform your business through strategic online marketing.

Welcome to the electrifying world of Digital Bugle Magazine!

Thank you for exploring the content on Digital Bugle, your online marketing resource tailored for small businesses. Each month, we delve into topics specifically relevant to local businesses like yours, providing valuable insights and information INCLUDING **systeme io** features.

Our mission is both exhilarating and straightforward: we aim to enhance your online presence and empower you to attain substantial success. Our approach involves unraveling the intricacies of online business marketing, step by step.

Regardless of whether you're a budding entrepreneur or an established local business figure, there's always an opportunity to enhance your brand's online visibility. Get ready for an exciting journey into the digital realm!

To your success,

Martyn Brown - Issue coordinator

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Are your current marketing efforts falling flat? It might be time for a fresh approach! In this article, we reveal 10 clever marketing hacks that can boost your local business. From driving more traffic to converting leads into loyal customers, these strategies are more than just tips—they're game-changers that can help you stand out from the competition.



How to Create Content Your Audience Will Love - Page 10

Struggling to create enough engaging content to hit your marketing goals? You're not alone! Luckily, there are easy tools and strategies that can help you produce content your audience will love. In this article, we'll show you how to create compelling content that not only captures attention but also keeps your business thriving in 2024.



The Future of Local Marketing: Trends to Watch and Implement - Page 16

Curious about the future of local marketing? While platforms like Yelp have been staples for years, there's always something new to learn. This article explores the latest trends and insights to help your business stay ahead of the curve, whether you run a restaurant, salon, or retail store. Discover the key trends that could make a big difference for your business!



7 Technical Mistakes That Are Sabotaging Your Website's Conversion Rate - Page 28

Is your website turning visitors away? A great-looking site isn't enough if it's bogged down by technical issues. In this article, we uncover seven common mistakes that might be costing you customers and explain how to fix them. Learn how to make your website work for you by avoiding these pitfalls and keeping your audience engaged from the start.



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10 Smart

MARKETING

HACKS

For Local Businesses

Are you tired of the same old marketing tactics that don't seem to get the same old results? If you're a local business owner looking to truly stand out in your community, it's time to explore strategies that go beyond the basics. In this article, we dive into 10 smart marketing hacks designed to elevate your business, drive more traffic, and convert more leads into loyal customers.

These aren't just tips; they're proven tactics that will give you the competitive edge you need.

1. Leverage Hyper-Local SEO

Local SEO is essential, but are you optimizing for hyper-local searches? This means targeting specific neighborhoods or even blocks within your service area. Use geo-specific keywords in your content and meta descriptions. Tools like Moz Local can help you ensure your business is listed accurately across all local directories, which boosts your visibility for hyper-local searches.

Advanced Tip: Create localized landing pages for each neighborhood or service area. Include testimonials and case studies from customers in those specific areas to build trust and relevance. Additionally, incorporate Google Maps with embedded locations and detailed descriptions of the services provided in those specific areas. This not only improves your search ranking but also makes it easier for potential customers to find you and understand your localized offerings.

2. Create a Community-Focused Content Calendar

Your content should resonate with the local community. Develop a content calendar that includes local events, holidays, and community news. This positions your business as an integral part of the community and keeps your audience engaged with relevant, timely content.

Advanced Tip: Partner with local influencers or community leaders to co-create content. Their endorsement can significantly increase your reach and credibility within the community. Additionally, use local hashtags and participate in community discussions on social media platforms to further embed your business into the local conversation. Highlight stories of local heroes, and participate in local causes or charity events, and document these activities to show your business's commitment to the community.





3. Utilize Advanced Retargeting Techniques

Retargeting can significantly improve your conversion rates. Use advanced retargeting techniques like dynamic ads that show personalized content based on the user's previous interactions with your site. Platforms like AdRoll can help you manage these campaigns across multiple channels.

Advanced Tip: Segment your retargeting lists based on user behavior and create specific retargeting campaigns for each segment. For example, show different ads to users who abandoned their cart versus those who just browsed your product pages. Additionally, use sequential retargeting to guide users through a funnel, showing them different ads based on their previous interactions to gradually lead them to conversion.

4. Implement a Referral Program with a Twist

Referral programs are powerful, but why not make yours unique? Introduce a referral program that offers exclusive local experiences as rewards—like a dinner at a popular local restaurant or tickets to a local event. This not only incentivizes referrals but also promotes local businesses.

Advanced Tip: Use referral software like ReferralCandy to track and manage referrals seamlessly. Personalize the referral process with custom referral links and messages tailored to each customer. Additionally, create a referral leaderboard where top referrers are recognized and rewarded publicly, adding a competitive element that can boost engagement.

5. Host Exclusive VIP Events

Hosting VIP events for your most loyal customers can create a sense of exclusivity and strengthen customer relationships. These events can be anything from a private sale to a special product launch or appreciation party.

Advanced Tip: Use event management software like Eventbrite to handle invitations, RSVPs, and follow-ups. After the event, create content (blogs, videos, social media posts) to highlight the event and show appreciation to your VIP customers. Additionally, offer sneak peeks or early access to new products or services during these events to make attendees feel valued and appreciated.

6. Optimize for Voice Search

With the rise of smart speakers and voice assistants, optimizing your website for voice search is crucial. Focus on natural language queries and long-tail keywords that people use when speaking.

Advanced Tip: Create an FAQ page addressing common voice search queries related to your business. Use structured data markup to help search engines understand and index your content better for voice search. Additionally, consider creating audio content or podcasts that answer common questions about your business, as these can be indexed and served in voice search results.





7. Invest in Professional Video Marketing

Video content is highly engaging and can significantly boost your marketing efforts. Invest in professional video marketing to showcase your products, share customer testimonials, and provide valuable tips or tutorials.

Advanced Tip: Use live video to engage with your audience in real-time. Platforms like Facebook Live or Instagram Live allow you to interact with viewers, answer questions, and build a personal connection with your audience. Additionally, create a series of video tutorials or behind-the-scenes looks at your business operations to build a deeper connection with your audience and provide valuable insights into your products or services.

8. Offer Subscription Services

If applicable to your business, offering subscription services can create a steady stream of revenue and increase customer loyalty. This can be anything from monthly product deliveries to exclusive membership perks.

Advanced Tip: Use subscription management software like ReCharge to automate billing, handle recurring payments, and manage customer subscriptions efficiently. Additionally, offer tiered subscription plans that provide different levels of benefits or exclusive content, giving customers more reasons to subscribe and stay subscribed.



YOUR LOYALTY PROGRAM

9. Optimize Your Google Business Profile (GBP)

Your Google Business Profile is often the first interaction potential customers have with your business. Make sure it's fully optimized with accurate information, high-quality photos, and regular updates. Encourage satisfied customers to leave positive reviews.

Advanced Tip: Use Google Posts to share updates, offers, and events directly on your GBP. These posts can increase engagement and provide more information to potential customers. Additionally, respond promptly to reviews, both positive and negative, to show that you value customer feedback and are committed to improving their experience.

10. Implement a Loyalty Program with Gamification

Loyalty programs are great, but adding elements of gamification can make them even more effective. Create a point-based system where customers earn rewards for various actions like purchases, social media shares, and referrals.

Advanced Tip: Use gamification software like Bunchball to design and manage your loyalty program. Track customer engagement and adjust the program based on what drives the most participation. Additionally, create challenges or missions that customers can complete to earn extra points or exclusive rewards, adding an element of fun and competition to the program.



Local businesses have a unique opportunity to build deep, personal connections within their communities. By implementing these 10 smart marketing hacks, you can enhance your visibility, foster customer loyalty, and drive significant growth. These strategies provide the tools and insights needed to effectively compete and succeed.

Embrace these hacks to see an increase in traffic, sales, and community trust. By continually exploring innovative approaches, your business will thrive and grow, earning the loyalty and respect of your community.



How to
CREATE
CONTENT
Your Audience
WILL LOVE

Content marketing has evolved significantly over the past few years, but one truth remains: content is still king. For small business owners, creating enough engaging content to hit those marketing goals can feel like a tall order. But don't worry—the tools and strategies to generate valuable content have come a long way, making it easier than ever to craft material that truly resonates with your audience. In this article, you'll learn practical, actionable tips to create content your audience will love, helping your business stand out in an increasingly crowded market.

Let's dive into some fresh and innovative ideas that will keep your business thriving in 2024.



Dive Deep into FAQs

Starting with something you likely already have—your Frequently Asked Questions (FAQ) section—can be a goldmine for content creation. Most companies have a list of FAQs with concise answers, but these can be expanded into more detailed pieces. Imagine transforming a simple question into a comprehensive blog post, a short video, or an informative infographic. This not only provides valuable information to your clients but also establishes your business as an authority in your industry.

Example:

A local dental clinic could take the FAQ “What should I do if I have a dental emergency?” and expand it into a series of posts: a detailed blog explaining different types of dental emergencies, a video demonstrating first aid steps, and an infographic summarizing key points.

Show Behind the Scenes

Consumers love authenticity and transparency, which is why behind-the-scenes content is so effective. Showing the process of how your products are made or introducing your team members can humanize your brand and build trust with your audience. Highlighting unique aspects of your production process or company culture through videos, photo essays, or even Instagram stories can make your business more relatable and engaging.

Example:

A local bakery could document the journey of a loaf of bread from ingredients to finished product, showcasing the care and craftsmanship involved. This could be a video series, a photo diary, or a live stream event.

Master Content Curation

Content curation—sharing relevant content created by others—remains a powerful tool, especially when you add your unique perspective. Instead of simply sharing an article or video, add value by providing commentary, insights, or additional resources. This approach not only shows that you are knowledgeable about your industry but also helps build relationships with other content creators and thought leaders.

Example:

A fitness studio could share a scientific article about the benefits of a new workout trend, followed by their expert opinion on how to incorporate it into a daily routine, complete with a custom workout plan for their followers.

Product Demonstrations with a Twist

Product demos are a staple of content marketing, but in 2024, it's about getting creative with these demonstrations. Instead of just showing how to use a product, explore different and innovative ways to highlight its benefits and versatility. Think about seasonal uses, DIY hacks, or pairing products with complementary items for a more comprehensive demonstration.

Example:

A hardware store could create a video series on creative home improvement projects using common tools and materials. Each video could end with a call-to-action to visit the store for a free workshop or discount on featured items.





Highlight Customer Testimonials and Stories

Happy customers can be your best marketing assets. In 2024, customer testimonials should be more than just written reviews—they should be engaging stories that showcase the customer journey. Video testimonials, case studies, and social media shoutouts can provide a powerful narrative that highlights the benefits of your products or services.

Example:

A home renovation company could create before-and-after videos featuring client testimonials about their experience, the challenges they faced, and how the company helped them achieve their dream home.

Your Brand Story, Reinvented

Your brand story is unique, and sharing it effectively can set you apart from competitors. In today's market, consumers are looking for authenticity and connection. Tell your story through various formats such as blog posts, videos, and social media campaigns. Highlight what makes your business unique, whether it's your founding story, your commitment to sustainability, or the personalized attention you provide to customers.

Example:

A boutique hotel could share stories about its historic building, interviews with long-time staff members, and the personal touches that make each guest's stay special. This could be done through a combination of blog posts, YouTube videos, and Instagram Stories.



Engage and Entertain

Finally, always aim to entertain as well as inform. Engaging content can take many forms: interactive quizzes, fun challenges, or even humorous posts that reflect your brand's personality. The goal is to create a connection with your audience that goes beyond mere transactions.

Example:

A local pet store could run a "Cutest Pet" contest on social media, encouraging followers to submit photos and vote for their favorites. Winners could receive prizes, and the store could feature the pets in their marketing materials.

Creating content that is worth sharing in 2024 requires a blend of creativity, a deep understanding of your audience, and strategic thinking.

The good news is that you don't need a huge budget to produce content that will captivate and entertain your audience. Focus on delivering real value and entertainment, and your audience will naturally be eager to engage with and share your content. Remember, content marketing is about building relationships.

By leveraging these strategies, you're well on your way to creating content that not only grabs attention but also fosters loyalty and drives growth for your local business. With the right approach, you can turn casual visitors into devoted customers who advocate for your brand.

THE **FUTURE** OF LOCAL MARKETING:

TRENDS TO WATCH

and

IMPLEMENT



In the rapidly evolving world of local marketing, staying ahead of the competition requires more than just keeping up with trends; it demands an understanding of advanced strategies and technologies that can provide a significant edge. As consumer behaviors shift and technology advances, local businesses must adapt to remain relevant and effective.

This article explores the cutting-edge trends that are shaping the future of local marketing and how you can implement them to gain a competitive advantage.



1. HYPERLOCAL TARGETING WITH GEOFENCING

We've mentioned this in other recent issues but the fact remains that geofencing technology has revolutionized the way local businesses target customers. By setting up virtual boundaries around specific geographic areas, businesses can send targeted messages to consumers' mobile devices when they enter these zones. This technology has evolved to offer even more precision and integration with other marketing tools.

To leverage geofencing effectively, consider these advanced strategies:

> **Dynamic Geofencing:** Adjust geofences in real-time based on factors such as weather conditions, local events, and consumer behavior patterns. For example, a restaurant could activate a geofence around a stadium during a sports event to attract attendees post-game.

> **Layered Targeting:** Combine geofencing with demographic and behavioral data to create highly specific target segments. This ensures your messages are not only timely but also relevant to the recipient's interests and needs.

> **Integration with CRM Systems:** Use geofencing data to enhance your customer relationship management (CRM) system. By tracking customer visits and interactions within the geofence, you can tailor follow-up communications and offers more effectively.

CASE STUDY:

A retail chain implemented dynamic geofencing during a city-wide festival, sending personalized offers to attendees based on their location within the festival grounds. This resulted in a 25% increase in foot traffic and a 15% boost in sales during the event.



2.

AI AND MACHINE LEARNING IN LOCAL SEO

Artificial intelligence (AI) and machine learning are transforming local SEO by enabling businesses to understand and predict search patterns more accurately. These technologies help optimize content, automate tasks, and enhance user experience, ultimately improving search rankings.

Advanced AI Tools for Local SEO:

- **Content Optimization:** AI-driven tools like Clearscope and MarketMuse analyze top-performing content for specific keywords and provide recommendations for optimizing your content to match. This includes suggestions for keyword placement, content structure, and readability.
- **Predictive Analytics:** Machine learning algorithms analyze historical data to predict future search trends and consumer behavior. This allows businesses to stay ahead of the curve by creating content that aligns with upcoming trends.
- **Voice Search Optimization:** AI helps optimize content for voice search by understanding natural language patterns and identifying commonly used phrases in voice queries.

REAL-WORLD EXAMPLE:

A local fitness center used AI-powered SEO tools to optimize their website for voice search. By incorporating natural language phrases and conversational keywords, they saw a 40% increase in website traffic from voice search queries within three months.



3. VOICE SEARCH OPTIMIZATION

We just can't state this enough. The rise of voice search is reshaping how consumers find local businesses. With smart speakers and voice-activated devices becoming household staples, optimizing for voice search is crucial.

Techniques for Voice Search Optimization:

- > **Natural Language Processing:** Use natural, conversational language in your content. Instead of targeting "best pizza NYC," optimize for "where can I find the best pizza in New York City?"
- > **Featured Snippets:** Aim for position zero by providing clear, concise answers to common questions related to your business. This increases the chances of your content being read aloud by voice assistants.
- > **Local Listings Optimization:** Ensure your Google Business Profile and other local listings are fully optimized with accurate and up-to-date information, including operating hours, address, and contact details.



4. STRATEGIES FOR DATA-DRIVEN PERSONALIZATION

Personalization has moved beyond basic segmentation to a more data-driven approach, offering hyper-personalized experiences that drive engagement and loyalty.

Strategies for Data-Driven Personalization:

> **Behavioral Data Analysis:** Collect and analyze data on customer behavior, preferences, and purchasing history to create personalized offers and recommendations.

> **Predictive Personalization:** Use predictive analytics to anticipate customer needs and present relevant products or services before they even ask.

> **Dynamic Content:** Implement dynamic content on your website and emails that changes based on the visitor's behavior and preferences, providing a tailored experience.

IMPACT EXAMPLE:

A local coffee shop used data-driven personalization to send customized offers based on customers' past purchases and visit frequency. This resulted in a 30% increase in repeat visits and a 25% boost in average transaction value.



5. AUGMENTED REALITY (AR) FOR LOCAL MARKETING

Augmented Reality (AR) is becoming more accessible and offers exciting opportunities for local businesses to engage customers. AR can enhance the shopping experience, provide virtual tours, and create interactive advertisements.

Innovative Uses of AR in Local Marketing:

- > **Virtual Store Tours:** Allow potential customers to explore your store virtually, showcasing products and promotions.
- > **Interactive Ads:** Create AR ads that users can interact with, such as trying on virtual clothing or placing furniture in their home environment.
- > **Product Demos:** Use AR to demonstrate how products work or fit into everyday life, providing a more immersive and informative experience.

CASE STUDY:

A local furniture store implemented AR to allow customers to visualize how different pieces would look in their homes. This not only increased customer engagement but also led to a 20% increase in sales as customers felt more confident in their purchases.



6. COMMUNITY-CENTRIC CONTENT MARKETING

As consumers increasingly seek authenticity and connection, community-centric content marketing has gained traction. This approach focuses on creating content that resonates with local community values and interests.

Creating Community-Centric Content:

> **Local Stories:** Share stories that highlight local events, community members, and collaborations. This fosters a sense of community and positions your business as an integral part of the local area.

> **User-Generated Content:** Encourage customers to share their experiences and feature their content on your platforms. This not only builds trust but also creates a sense of belonging among your audience.

> **Cause Marketing:** Align your business with local causes and charities. Promote your involvement and encourage customers to participate, strengthening your community ties.

EXAMPLES OF SUCCESS:

A local bookstore created a series of video interviews with local authors and community leaders, generating significant engagement and boosting in-store traffic by 20%.



7. CHATBOTS FOR ENHANCED CUSTOMER ENGAGEMENT

Chatbots are transforming customer engagement by providing instant, personalized interactions around the clock. This technology can significantly improve customer satisfaction and streamline business operations.

Leveraging Chatbots for Local Businesses:

- > **24/7 Customer Support:** Chatbots can handle inquiries and provide support at any time, ensuring customers receive timely responses without the need for human intervention.
- > **Personalized Interactions:** AI-powered chatbots can analyze customer data to offer personalized recommendations and solutions, enhancing the customer experience.
- > **Lead Generation and Qualification:** Chatbots can engage visitors on your website, answer initial queries, and qualify leads before passing them to your sales team, improving efficiency and conversion rates.
- > **Booking and Scheduling:** Implement chatbots to manage appointments and reservations, reducing administrative workload and minimizing errors.

CASE STUDY:

A local restaurant implemented a chatbot to handle reservations and answer common customer questions. This not only improved customer satisfaction but also freed up staff to focus on providing better in-person service. The chatbot successfully managed over 60% of incoming inquiries, leading to a 15% increase in overall customer engagement.

Staying ahead in local marketing requires continuous adaptation and the implementation of advanced strategies. By embracing hyperlocal targeting, AI-driven SEO, voice search optimization, AR, data-driven personalization, community-centric content, and chatbots, local businesses can secure a competitive edge and build lasting relationships with their customers. Keep learning, stay innovative, and watch your local business thrive in the ever-evolving marketing landscape.

7 TECHNICAL MISTAKES THAT ARE **SABOTAGING** YOUR WEBSITE'S **CONVERSION RATE**

When it comes to your business website, first impressions matter. Your site might look visually appealing and offer great content, but if it's suffering from technical issues, you could be losing valuable customers before they even have a chance to engage with your business. Technical problems might seem minor, but they can have a significant impact on your website's conversion rate. This article will dive into seven common technical mistakes that could be driving potential customers away, and how you can fix them to boost your site's performance and profitability.





1. SLOW LOAD TIMES

Why It Matters: In today's fast-paced world, users expect websites to load quickly. Studies have shown that 53% of mobile users will leave a site that takes longer than three seconds to load. Slow load times not only frustrate users but also negatively affect your search engine rankings, reducing the chances of potential customers finding your site in the first place.

The Fix: Start by optimizing your images; large image files are often the main culprits

of slow load times. Tools like TinyPNG or ImageOptim can help reduce file sizes without sacrificing quality. Additionally, consider leveraging browser caching, which allows frequently accessed data to be stored locally on the user's device, speeding up subsequent visits. Finally, consider using a Content Delivery Network (CDN) like Cloudflare, which can distribute your content across multiple servers worldwide, ensuring faster load times for users regardless of their location.

2. BROKEN LINKS

Why It Matters: Broken links can severely disrupt the user experience, leading visitors to dead ends instead of valuable information. Not only do they frustrate users, but they also harm your SEO efforts. Search engines view broken links as a sign of poor maintenance and may lower your site's rankings as a result.

The Fix: Regularly audit your website to identify and repair broken links. Tools like Scream-

ing Frog or Ahrefs can help you crawl your site and locate broken links. Once identified, either update the links to point to the correct pages or set up redirects to relevant content. It's also a good practice to create a custom 404 page that guides users back to the main site, offering alternatives or suggesting popular content to keep them engaged.





3. POOR MOBILE OPTIMIZATION

Why It Matters: More than half of all web traffic now comes from mobile devices, making mobile optimization a critical component of your website's success. A site that isn't optimized for mobile can lead to poor user experience, higher bounce rates, and ultimately, lost conversions.

The Fix: Ensure your website is fully responsive, meaning it automatically adjusts to fit the

screen size of any device. This includes not just resizing images and text, but also ensuring that navigation is intuitive and touch-friendly. Use Google's Mobile-Friendly Test to check how well your site performs on mobile devices.

Additionally, consider implementing Accelerated Mobile Pages (AMP) to improve load times and performance for mobile users.



4. LACK OF HTTPS/SSL

Why It Matters: Security is a top concern for online users, especially when it comes to sharing personal information. Websites that lack HTTPS (HyperText Transfer Protocol Secure) are marked as "Not Secure" by most browsers, which can scare away potential customers and reduce trust in your business.

The Fix: To secure your site, you'll need to purchase and install an SSL (Secure Sockets

Layer) certificate. This ensures that data transmitted between your website and your users is encrypted, protecting it from potential threats. Many hosting providers offer SSL certificates as part of their packages, and the process of enabling HTTPS is often straightforward.

Once installed, make sure all pages, particularly those involving transactions or personal data, are served over HTTPS.



5. ACCESSIBILITY COMPLIANCE ISSUES

Why It Matters: Websites that are not accessible to people with disabilities, such as those who are blind or visually impaired, can face legal repercussions and alienate a significant portion of potential customers. Accessibility is not just a legal requirement but also a moral obligation to ensure that everyone can interact with your business online.

The Fix: Implement Web Content Accessibility Guidelines (WCAG) to ensure your website

is compliant. This includes using alt text for images, ensuring keyboard navigability, providing transcripts for video content, and using ARIA (Accessible Rich Internet Applications) labels.

Conduct an accessibility audit using tools like WAVE or Axe to identify and fix issues. Making your website accessible improves user experience for everyone and can also enhance your SEO.



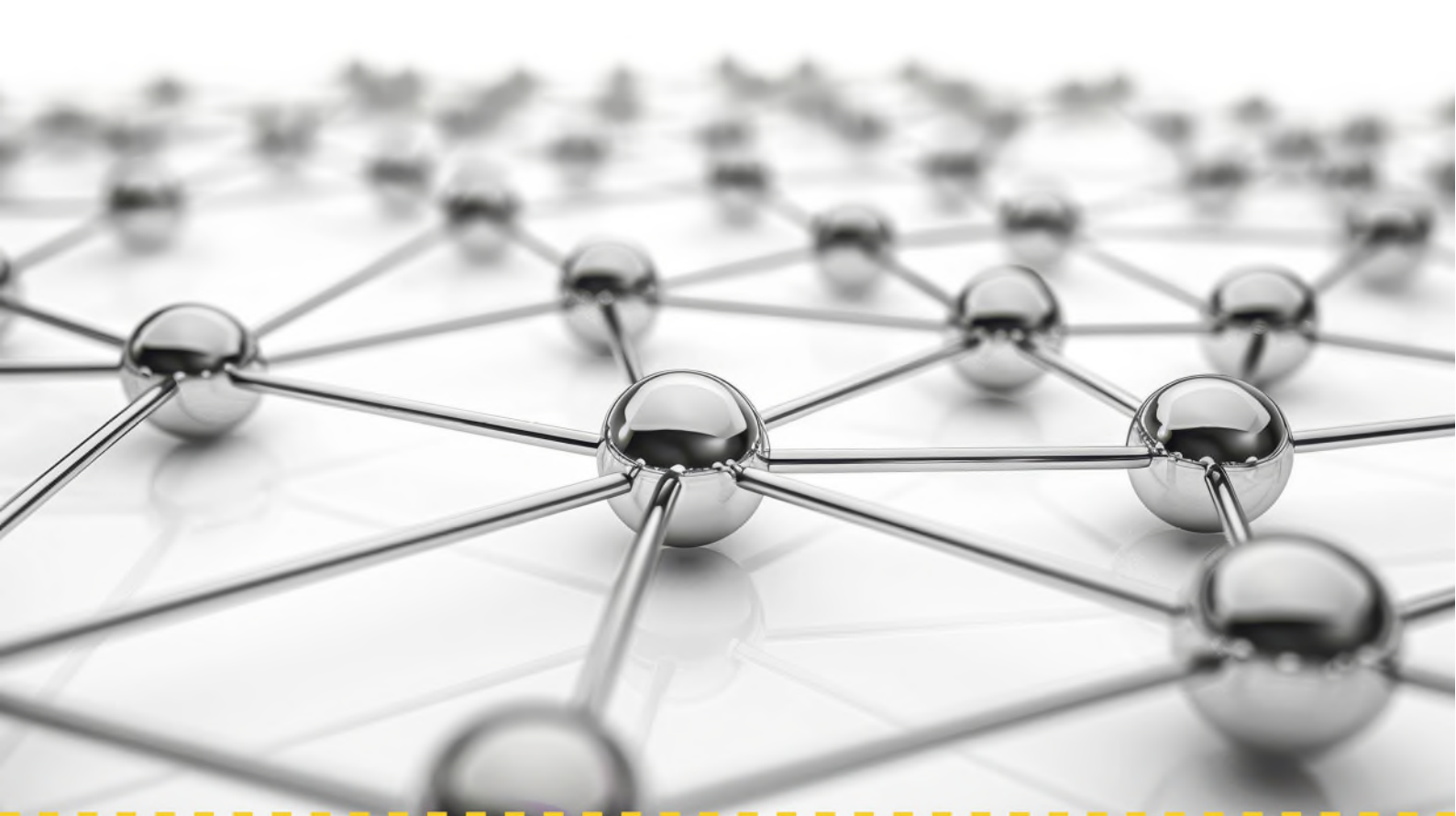
6. POOR SEO PRACTICES

Why It Matters: Search Engine Optimization (SEO) is crucial for getting your website noticed by potential customers. However, poor SEO practices, such as neglecting meta tags, using irrelevant keywords, or having duplicate content, can lead to lower rankings in search engine results pages (SERPs), reducing your site's visibility and traffic.

The Fix: Start by conducting an SEO audit using tools like Yoast SEO for WordPress or SEM-

rush. Ensure that each page on your website has a unique and descriptive title tag, meta description, and header tags. Focus on using relevant keywords that match user intent, and avoid keyword stuffing, which can be penalized by search engines.

Additionally, regularly update your content to avoid duplication and keep it fresh and relevant.



7. LACK OF STRUCTURED DATA

Why It Matters: Structured data, or schema markup, helps search engines understand the content on your website better. Without it, your site may not be presented as effectively in search results, reducing your chances of appearing in rich snippets, which can significantly enhance click-through rates.

The Fix: Implement structured data using schema markup on your website. You can

use Google's Structured Data Markup Helper to generate the necessary code. This markup can be applied to various types of content, including products, reviews, events, and more.

By doing so, you help search engines display your content in a more informative and engaging way, which can lead to higher visibility and increased traffic.

Technical issues on your website may seem small, but they can have a big impact on your conversion rates. By addressing these seven common mistakes—slow load times, broken links, poor mobile optimization, lack of HTTPS, poor SEO practices, accessibility compliance issues, and lack of structured data—you can significantly improve your site's performance and user experience. Regularly auditing and optimizing your website is essential for maintaining a strong online presence and ensuring that your business continues to grow and thrive.

By taking the time to fix these technical issues, you'll not only enhance the user experience but also build trust, increase engagement, and ultimately drive more conversions.

Don't let these easily avoidable mistakes stand in the way of your business success—start optimizing today!

Need More Local Customers?

> We're Here to Help :)

Running a local business isn't easy, and getting more customers can be a challenge. That's where we come in.

We offer simple, effective marketing solutions tailored to your business. No jargon, no fluff—just strategies that work.

Here's How We Can Help:



Get Found Online: We'll help you show up where your customers are looking, whether it's on Google, social media, or beyond.



Build Your Reputation: Positive reviews and a strong online presence can make all the difference. We'll help you get there.



Drive Real Results: Our goal is simple—to get more people through your door and more sales in your pocket.

Ready to See What We Can Do for You? Let's chat! We're offering a FREE strategy session to show you three easy ways to start bringing in more customers right away.

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SYSTEME STREAMLINED

Systeme.io Review

By Martyn Brown



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Aurelian Amacker
Founder



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Is it Worth Your Money?

When it comes to building a business online, there is no escaping the fact that you will need tools. From page builders to email marketing software, these tools often come with a price tag. However, Systeme.io has changed the game by offering a free plan that provides an outstanding set of features.

At first glance, the free plan includes everything you would need to build and grow your online business:

- ✓ Email Autoresponder
- ✓ A/B testing
- ✓ Data & analytics
- ✓ Drag-and-drop page builder
- ✓ Courses
- ✓ Sales funnels
- ✓ Order bumps
- ✓ 1-click upsells
- ✓ Coupon codes
- ✓ Automation rules
- ✓ Workflows & tags
- ✓ Blogging platform
- ✓ Communities
- ✓ Assistant accounts
- ✓ Affiliate management system
- ✓ Membership site builder

All plans include:



Unlimited emailing

Send unlimited emails to all of your contacts



Unlimited file storage space

Add an unlimited number of files to your webpages



Unlimited students

Other platforms limit the number of students you can have



No transaction fees

Accept payments using Stripe or PayPal at no extra cost



Affiliate programs

Set up, manage, and integrate your own affiliate program with your funnels and websites



Online support

Feel at ease knowing there's a real person helping you out

Can you build an online business with \$0?

With Systeme.io, now you can!

With this impressive list of features available for free, it is now possible for beginners to build their online business with zero upfront costs. Unlike most free trials that are time-limited, Systeme.io's free plan is forever free. This means that any competent beginner can leverage the platform to build their online business from scratch without paying anything.

<https://social.imbugle.com/systeme>

The value provided by Systeme.io's free plan is almost unbelievable. You only need to upgrade when you have reached the limits of the free plan. However, by that point, if you have utilized the platform effectively, you should be in profit and easily able to afford a subscription.

Now let's move on to some important factors that experienced marketers consider when purchasing software online: price, alignment with their needs, features/benefits, support, scalability, customization/flexibility, and integrations.

To review Systeme.io fairly and determine if it is worth your money beyond the free plan alone, we will assess it based on these factors.

Price:

Systeme.io offers various pricing plans beyond its generous free option. These plans cater to different business needs and budgets. The pricing is competitive compared to other similar tools in the market, making it a cost-effective choice.

Alignment with Your Needs:

Systeme.io provides a wide range of features that cover various aspects of online business management. From email marketing to sales funnels and membership site building, the platform is designed to meet the needs of entrepreneurs across different industries.

Features/Benefits:

As mentioned earlier, Systeme.io offers an extensive list of features even in its free plan. These features are essential for building and scaling an online business efficiently. The platform's drag-and-drop page builder, automation rules, and analytics provide users with powerful tools to streamline their operations.

Support:

Having reliable support is crucial when using any software. Systeme.io offers prompt customer support through multiple channels, including live chat and email. Users can expect assistance whenever they encounter issues or have questions about the platform.

Scalability:

One key consideration for choosing any software is its ability to grow alongside your business. Systeme.io's paid plans offer increased limits on contacts, emails sent per month, and more advanced features that accommodate businesses at different stages of growth.

Customization/Flexibility:

Systeme.io allows users to customize their sales funnels, pages, and emails according to their brand identity. This flexibility ensures that your online presence reflects your unique style and messaging.

Integrations:

The platform integrates seamlessly with popular third-party tools such as payment gateways, webinar platforms, email verification services, and more. This integration capability enhances the overall functionality of Systeme.io by connecting it with other essential elements of your online business infrastructure.

Taking all these factors into consideration when assessing Systeme.io reveals a platform that offers tremendous value for its users. Whether you are just starting out or looking for a scalable solution for an established business, Systeme.io provides the necessary tools at an affordable price point while prioritizing customer support.

Now let's look at something important...

There are several factors that most experienced marketers consider when purchasing software online. Some of these are:

- Price
- Alignment with your
- Features/benefits
- Support
- Scalability
- Customization/Flexibility
- Integrations

In the following section, we will delve deeper into each aspect of Systeme.io's features and functionalities, providing you with a comprehensive understanding of how this platform can benefit your online business.

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1. Systeme.io's free plan is outstanding!

The image below will show you exactly what you're getting just for signing up. You don't even need a credit card, and as mentioned earlier... it's free forever.

The astute marketer will realize that this benefit alone is enough for them to sign up with Systeme.io because there's nothing to lose.

Get the World's Easiest All-In-One Marketing Platform

Enter your email address

Get My FREE Account

✓ Free forever

✓ No credit card required

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As an aspiring marketer, you're always on the lookout for tools and platforms that can propel your business to new heights. And when it comes to marketing automation and sales funnels, Systeme.io stands out from the crowd. One of the most compelling aspects of this platform is its free plan, which offers a range of features without requiring any financial commitment.

You may be wondering what exactly you get with the free plan. Well, let me break it down for you. Once you sign up with Systeme.io, you gain access to a whole suite of tools that can help streamline your marketing efforts. You don't even need a credit card to get started.

Pricing is always a consideration. Fortunately, with Systeme.io's free plan, price is not an issue at all. It allows you to experience the core functionalities of the platform without any financial burden whatsoever.

However, if you find yourself needing more advanced features and higher usage limits as your business grows, Systeme.io offers various paid plans starting from \$27 per month. Even then, this pricing structure remains significantly more budget-friendly compared to other popular marketing automation tools like ClickFunnels or Kartra.

Speaking of ClickFunnels, it has gained almost cult-like status among marketers who often recommend it blindly. But here's the hard truth: many of these recommendations are driven by affiliate partnerships rather than genuine user experiences.

For beginner marketers who are just starting out and operating on tight budgets, spending \$97 per month on ClickFunnels can be daunting and discouraging—especially when they haven't made their first dollar yet. It takes time for a business to gain traction, and during that period, every penny counts.

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This is where Systeme.io shines. It offers all the necessary tools to build the foundations of a thriving online business, and it does so without putting a strain on your wallet. With its free plan, you can access features like email marketing, sales funnels, membership sites, and more—all crucial components for success in the online space.

You can have everything you need to build an online empire at your fingertips without having to spend a dime. That's precisely what Systeme.io's free plan offers—a valuable opportunity for aspiring marketers to kickstart their businesses without breaking the bank.

Success begins with taking that first step, and with Systeme.io by your side, you're already off to a great start.

2. Systeme.io is User Friendly

Systeme was designed with the beginner in mind. The tool is easy and almost intuitive to use. While there is a learning curve, it's a short one.

The drag-and-drop page builder and pre-made blocks will put your page creation process on steroids.

One of the standout features of Systeme.io is its seamless integration capabilities. Gone are the days of struggling with multiple tools that don't communicate effectively with each other. With Systeme.io's all-in-one platform approach, everything you need is conveniently located in one place.

To help users fully understand how the platform works, Systeme.io offers a free certification course.

If you go through Systeme's [free certification course](#), you'll understand how the platform works.

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In just 2-3 days of dedicated learning, you can gain comprehensive knowledge of all the features and functionalities that Systeme.io has to offer. By investing this short amount of time upfront, you'll save countless hours down the line by maximizing your efficiency when using the platform.

3. Seamless, convenient integrations

The beauty of Systeme is that it's an all-in-one platform.

One of the standout features of Systeme.io is its seamless integration capabilities. Gone are the days of struggling with multiple tools that don't communicate effectively with each other.

With Systeme.io's all-in-one platform approach, everything you need is conveniently located in one place.

The old school way of marketing will be to get a page builder... learn how to use it... build your pages...

Then sign up for an autoresponder... learn how to use that... then tear your hair out figuring how to integrate the two different tools... and so on.

It's a tech nightmare!

The tech setup and struggles are what hold most beginners back.

The good news is that since everything is on Systeme.io, with just a few clicks, you can:

- Integrate your landing pages with your autoresponder.
- Your buy buttons can be integrated with PayPal or Stripe.
- Your files can be delivered to your customers with automation
- And much more!

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It's so easy that you'll be amazed at how fast you set it all up. This will give you more time to focus on your marketing rather than running amok in fiery, tech hellscape.

4. Systeme.io offers essential business features

To build a business online, you'll need to sell products, build a list and so on. The fundamentals must be in place if you want to succeed.

Most beginner and intermediate marketers will realize that Systeme has it all.

In fact, many experienced marketers are ditching the more expensive platforms for Systeme.

Automation is the name of the game when it comes to business efficiency, and Systeme.io delivers in this aspect as well. Delivering files to your customers has never been easier - just set up automation rules within the platform and let Systeme.io handle the rest. This leaves you with more time to focus on what truly matters: growing and marketing your business.

While ease of use and seamless integrations are crucial, a successful online business also requires essential features that help drive growth. Systeme.io understands this need and offers a comprehensive set of features that cater to entrepreneurs at all levels.

Whether you're looking to sell information products, build high-converting sales pages, design sales funnels or boost sales through upsells and order bumps - Systeme.io has got you covered. Their A/B split testing feature ensures that you can optimize every aspect of your marketing strategy for maximum results.

Processing payments is made simple with support for popular payment gateways like PayPal, Stripe, RazorPay, and more. And if discounts are part of your promotional strategy, Systeme.io allows you to easily offer coupons for enticing customers.

For lead generation and nurturing, Systeme.io offers various strategies for cultivating leads effectively. From executing email marketing campaigns to managing an affiliate program that helps expand your reach - everything is built into the platform.

Creating engaging content is also made easy with Systeme.io's blog feature. Use it as a powerful tool for content marketing while driving traffic back to your main offerings.

Recurring income streams are vital for long-term success in any online business. With membership site functionality built into Systeme.io, you can create and manage exclusive content for your subscribers, ensuring a steady stream of revenue.

Here are just some of the things you can do on Systeme.io's free plan:

- Sell information products and online courses
- Build beautiful, high-converting sales pages
 - Design and implement sales funnels
 - Boost sales with upsells and order bumps
 - Conduct A/B split testing for optimization
- Process payments using PayPal, Stripe, RazorPay, etc.
 - Offer coupons to give discounts
- Cultivate leads through various strategies
 - Execute email marketing campaigns
- Establish and manage an affiliate program
 - Build a blog for content marketing
- Operate membership sites for recurring income
 - And much more

It has almost everything you'll need!

5. Systeme.io is budget-friendly

You could pay for individual tools and services such as:

- * OptimizePress or ThriveThemes to build sales pages...
- * Aweber or Mailchimp to send emails...
- * Upfluence for affiliate marketing program...
- * Teachable to host your online courses...
- * MemberPress for your membership sites...

OR... you could use SYSTEME.IO to do it all for you!

Features	Free \$0/month
Contacts	2000
Emails sent	Unlimited
Sales funnels	3
Sales funnel steps	15
Blogs	1
Blog posts	Unlimited
Courses	1
Students	Unlimited
Communities	1
Community members	Unlimited
File storage space	Unlimited
Automation rules	1
Workflows	1
Tags	1
Email campaigns	1
1-click upsells	1
Order bumps	1
A/B tests	1
Coupon codes	1
Deadline funnels	✓
Stripe integration	✓
Paypal integration	✓
Razorpay integration	✓
Flutterwave integration	✓
Assistant accounts	Unlimited
Run your own affiliate program	✓
24/7 email support	✓
Custom domains	1
Evergreen webinars	0
Free migration	✗
1-on-1 kickstart coaching session	✗

Automation is the name of the game when it comes to business efficiency, and Systeme.io delivers in this aspect as well. Delivering files to your customers has never been easier - just set up automation rules within the platform and let Systeme.io handle the rest. This leaves you with more time to focus on what truly matters: growing and marketing your business.

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6. Free file storage

Store your images, downloads, etc. on Systeme without having to pay for external tools such as Amazon S3 or Dropbox.

More cost savings for you and it's highly convenient.

The team at Systeme really thought of everything when they created this platform.

7. Systeme grows with you (scalable)

As your business grows and you're raking in the profits, your list of email subscribers will grow, you may need more funnels than what the free plan gives you an so on.

As entrepreneurs, we're always looking for ways to save money while still achieving our goals. And when it comes to online business, finding cost-effective tools is essential. That's where Systeme.io comes in. Not only does it provide free file storage, but it also offers scalability as your business grows.

Once you're hitting your limit, you can upgrade your plan. This makes Systeme scalable. You won't have to 'move house' just because the tool can't keep up with you.

One of the most significant advantages of Systeme.io is its free file storage feature. Instead of having to pay for external tools like Amazon S3 or Dropbox, you can store your images, downloads, and other files directly on the platform. This not only saves you money but also makes it highly convenient. The team at Systeme.io truly thought of everything when they created this platform.

But what sets Systeme.io apart from other tools is its scalability. As your business grows and your list of email subscribers expands, you may find yourself needing more funnels or additional features that go beyond what the free plan offers. Luckily, Systeme.io has got you covered. With their scalable system, you can easily upgrade your plan without having to switch to a completely different tool. This means that even if you start with \$0 and eventually make six figures, Systeme.io will be there every step of the way.

8. Helps you build your presence online

This feature really impressed us. Systeme's method of blog creation is simple yet organized and efficient – everything you need in one place without having to set up a separate blog elsewhere. Whether you're just starting out or already established in the online world, this feature will undoubtedly be valuable in enhancing your online presence.

Furthermore, one of the most significant concerns when it comes to relying on tools or software is their longevity. All too often, we come across cheap tools sold by fly-by-night vendors that vanish as quickly as they appeared. These tools lack support and eventually break down, leaving us stranded and searching for alternatives.

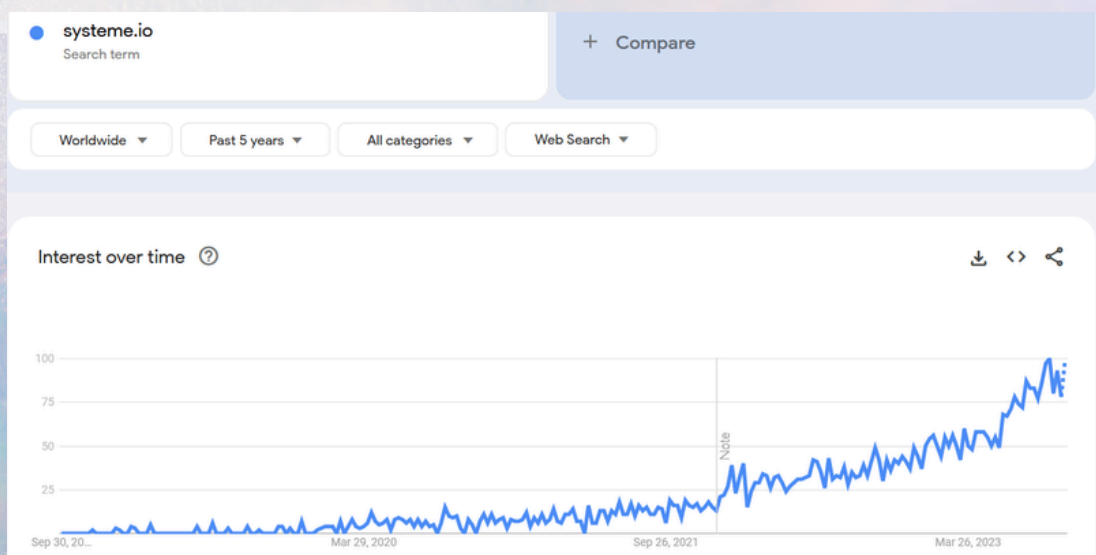
Systeme's method of blog creation is very neat, organized, and simple. So you don't need to set up a separate blog. You can do it all on Systeme.

9. Systeme is here to stay!

There are many cheap tools/software sold by fly-by-night vendors. They're here today and gone tomorrow.

The tools are not supported and break down after a while. Support is non-existent because the vendor has run off to profit from his next short-lived venture... and you'll be left stranded.

Systeme.io is here to stay. A quick glance at Google Trends will show you how this tool is skyrocketing in popularity. With its growing user base and commitment to providing top-notch support, you can trust that Systeme.io will be there for the long haul.



That's all the proof you need that this platform is reputable and delivers what it says on the tin.

10. 24/7 email support & awesome Facebook group

The support team at Systeme is phenomenal. In fact, the founder of Systeme.io even posted this on his Facebook page...



And he's right. They're fast and will do whatever they can to solve any issues you may have with the platform.

There's also a Systeme.io Facebook group that is a thriving community. They're always sharing their wins and tips about how to get the best out of the platform. The group is free to join... so do join it.

Systeme.io is affordable, easy and fast. Period.

· So... what now?

The answer is obvious. With all the benefits and features available on Systeme, you'll definitely want to try it out.

This is a no-brainer because there's zero risk for you.

[Sign up for the free plan](#) and give it a spin. We're betting that you love the platform and never look back.

Never has there been an easier and almost free way to build a business online.

<https://social.imbugle.com/systeme>

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You may wish to pay about \$10 or so to buy your own domain name from Namecheap so you could add it as a custom domain. If you already have a domain with an email address, you could just add that.

Imagine having an opt-in funnel, a list of subscribers, sales pages for your products and much more while paying \$0 a month!

That's exactly what you'll get with Systeme.io. It doesn't get better than this.

Get your free account and start building your online business empire today – quickly, inexpensively and effortlessly.

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Systeme.io offers a range of features and benefits tailored to meet the needs of business professionals looking to streamline their online operations and drive growth. Here are the most compelling features and benefits: Features

Drag-and-Drop Builder:No coding required, simplifying the creation and customization of web pages.

Modern Templates Library:A variety of proven templates that accelerate funnel growth.

Email Marketing:Engage customers and prospects with personalized email campaigns, segmentation, and automated follow-ups.

Online Course Builder:Tools to upload, manage, and sell online courses, including features like drip content, membership sites, and community building.

Affiliate Program Management: Ability to create, manage, and grow an affiliate army to expand reach and sales efforts.

Marketing Automation: Set up automation rules and workflows to manage sales, email marketing, affiliate marketing, and customer engagement efficiently.

A/B Testing: Conduct split tests to optimize different elements of your sales funnels for better conversion rates.

Evergreen Webinars: Capability to run automated webinars that can continually generate leads and sales.

Blogs and SEO Tools: Easy-to-use blogging platform integrated with SEO tools to improve organic traffic and search engine rankings.

Coupon Codes and Promotional Offers: Create and manage discounts and special offers to incentivize purchases and increase customer loyalty.

Benefits

All-in-One Platform: Consolidate multiple tools into one comprehensive platform, thereby reducing costs and complexity.

Cost-Effective Plans: Various pricing tiers, including a free plan for beginners, allowing businesses to scale without significant upfront investment.

Scalability: Supports growth from small startups to large-scale operations with advanced automation and marketing features.

Time Efficiency: Simplified processes and automation save time, allowing business owners to focus on strategic activities rather than operational details.

Better Customer Insights: Integration of marketing and sales tools allows for a holistic view of customer behaviors and preferences, leading to more targeted marketing efforts.

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Improved Conversion Rates: Consistent optimization tools (like A/B testing and automated email campaigns) help in improving conversion rates over time.

Reliable Hosting and Unlimited Storage: Ensures business continuity with reliable hosting and the ability to store unlimited data and resources.

Comprehensive Support and Resources: Access to tutorials, blog posts, and a supportive community for continuous learning and problem-solving.

Enhanced User Experience: User-friendly interfaces and intuitive design make it easy for businesses to create professional-looking pages and manage complex marketing strategies without technical expertise.

Free Migration: Ease of transitioning to systeme.io with free migration support for businesses opting for certain plans, ensuring a smooth and hassle-free switch.

These features and benefits make systeme.io an attractive option for business people looking to efficiently grow their online presence and streamline their digital marketing operations.

>>> [Get Your FREE Systeme.io Account Here!](https://systeme.io) <<<



**ALL The Tools You'll
Need - Perfect
Together**

SYSTEME STREAMLINED

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What can you do with systeme.io?



Build sales funnels



Run your affiliate program



Automate your marketing



Send marketing emails



Sell online courses



Build your blog



Build websites



Host evergreen webinars



Sell physical and digital products

Join Free!

Every feature in systeme.io is **built to work together** seamlessly. Saving you time and effort, so you can focus on what's important — growing your business

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