

Official Quick Start Guide

Hello and welcome to the Official Quick Start Guide... :)

I'm extremely excited to show you various ways that can get your business to explode online. When it comes down to it, I can get you more leads, calls, customers, and money.

Before We Start, Let Me Tell You About Myself...

My name is Andrew Polanski, and I am a young internet entrepreneur and marketer.

At just 18 years old, I have generated massive amounts of money online and learned how to get ranked high on various search engines, and how to market anything online!

Basically – I “*get*” the internet. I *get* what it takes to get your business to the top of search engines (more on this later). I *get* what makes a great site. I *get* how to get you noticed online. I get local marketing.



I am a very down-to-earth guy. I'm way different than others you may have previously worked with. Why? I genuinely care about every client and want them to be completely satisfied.

That's no sales pitch. That is the honest truth. I truly care.

Why You NEED To Get Noticed Online Today!

If you haven't seen the facts and statistics about why you need an online web presence, then I highly encourage you to go to the below URL and read the page. You'll be shocked:

<http://www.getaheadseo.com/facts-and-statistics/>

Do you get it now? Do you understand how important it is to have an online web presence? If you do not have an online web presence, then you're losing potential customers.

But don't worry. I am here to change that for you.

Get Ahead SEO offers a wide range of different services to help you get an online web presence, and get your business and your website on the very front page of Google.

Can you imagine how many customers you could get if you were ranked on the first page of Google for your keywords?

For example, say you own a pool cleaning business. One of the keywords that you'd probably like to show up for on the 1st page of Google when searched is "phoenix pool cleaning".

Now just imagine how many customers you could get if your site was right there on Google in the #1 position. Hundreds!

This service is called [Search Engine Optimization](#). It is just one of the many different services we offer that will help explode your business and bring it to complete new heights.

Below you will find a full list of services that we offer. Below the list of services, you will find a detailed description of what each service can do for you and your business.

Our Internet Marketing Services

We offer the following services...

- Website Design & Creation
- Search Engine Optimization
- Pay Per Click Marketing & Management
- Email Marketing & List Building
- Online Reputation Management
- Social Media Marketing
- Video Marketing & Production

Now for a detailed description of what each service is and how it can grow and expand your business.

Website Design & Website Creation

With our website design and creation service, we will build you your very own website. Complete from the ground up.

We will **design it, create it,** and **get it online** for you. You do nothing but give us any requirements you may have.

Our expert team knows what it takes to make not only an attractive looking website, but also a website that will get you ranked high in search engines for your desired keywords.

We will work on designing and creating your website until you are completely satisfied.

This isn't like your typical web design company where once we're finished we say "here" and that's what you get – whether you like it or not.

We actually take the time to go through everything with you and make sure you are happy with everything. And if you do want something changed, we do that for you free of charge.

Our prices are very affordable and the quality you will get is something that very few companies will offer you.

If you are interested in our website design and website creation services, then [click here for more information](#).

Search Engine Optimization

This service is one of our more popular services that we offer and many local businesses love the results we deliver.

If you are unfamiliar with search engine optimization, then here is a brief definition of what exactly SEO is:

"Search engine optimization is the process of increasing the amount of visitors to a Web site by ranking high in the search results of a search engine, such as Google."

Search engine optimization is so popular because when you rank at the top of search engines for certain terms, you get a boatload of web visitors, which usually turns into customers.

For example, and we used this in the past, but if you rank #1 for the search term "phoenix pool cleaning" then you're going to get a lot of people to your site – for free! You agree?

We use various methods and techniques to get your website to the top of Google for your desired keywords. By desired keywords, we mean the keywords people would type into Google to find your business.

Don't know what keywords people would type in? We got you covered. We'll tell you the highest searched keywords people are typing into search engines about your business.

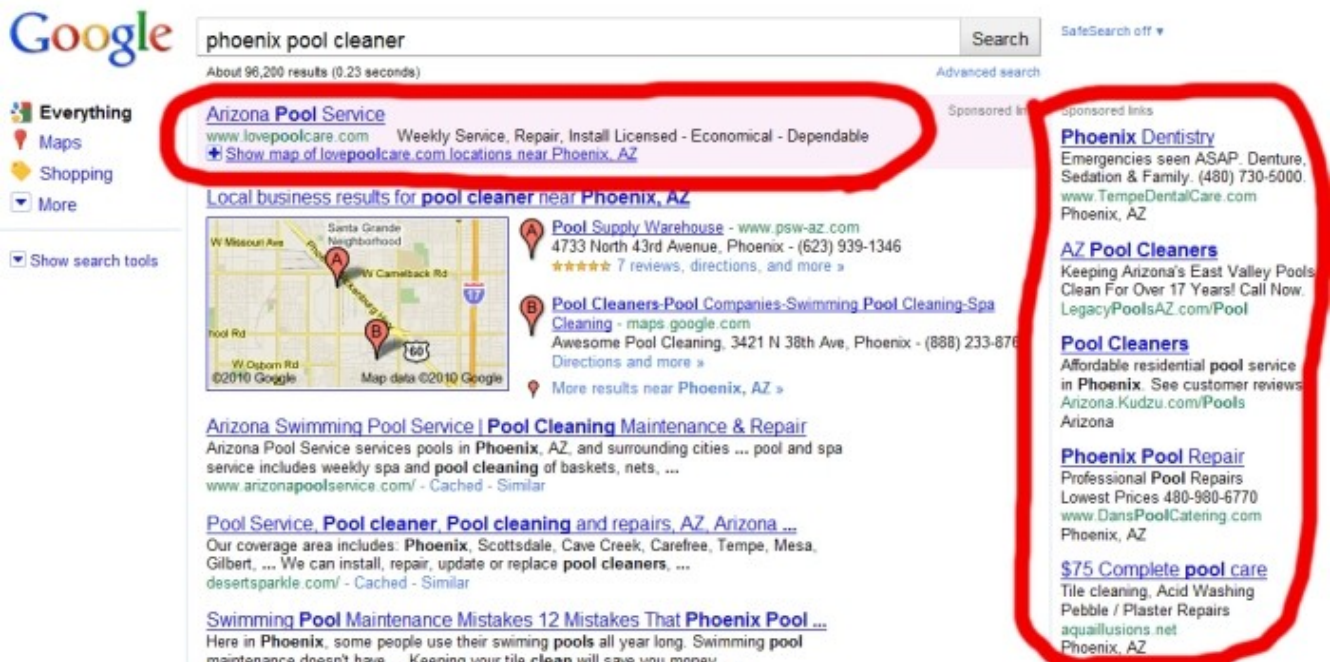
Interested in our SEO service? Just [click here for more info](#).

Pay Per Click Marketing & Management

Another very popular way to bring your business to a new height is through pay per click marketing.

Have you ever done a search on Google or Yahoo and noticed the ads on the right side of the results page, and sometimes right above the “normal” results?

Those are called “pay per click ads”. These businesses are paying every time someone clicks on the ad. Take a look:



Everything circled in red is a pay per click ad. And this is a great way to generate new leads and customers. Why?

You only pay when someone actually clicks your ad!

Now many small businesses that I have worked with have been paying to be featured in an online “Yellow Pages” type site. And it's definitely not cheap!

I've seen some businesses paying over \$300 per month just to be at the top of an online “Yellow Pages” just in one category. Now here's the problem...

You are spending that \$300 per month, just to have your listing “featured” or moved to the top, but the problem is, even if no one goes to your site, it still cost you \$300!

Now with pay per click ads... You get to have your ads appear for whatever keywords you would like, you get to set your own price per click, and you only pay when someone actually clicks on your ad and visits your site!

Now just like in the example above, we used “phoenix pool cleaner” as the search keyword.

So what we would do for you is set you up with a pay per click ad that would only show if someone typed in “phoenix pool cleaner” and then we can set the maximum amount of money that you'd like to pay per click.

We would also only have the ad appear for website users who are in the city of Phoenix. This is perfect so you will not pay for clicks from people in Miami, Florida.

There is so much more to tell about pay per click marketing, so just [click here for more information](#).

Email Marketing & List Building

Email marketing is one of the most cost effective ways to build a relationship with your customers.

One of the biggest regrets that I find with small business owners after working with me is that they wished they would've started building an email list of their customers.

Did you know direct mail costs you 20 times more than email? Email marketing returned \$57.25 for every dollar spent. Now THAT's an amazing return on investment.

Now here's what I can do for you...

I can show you exactly how to start capturing customer's emails and getting them on an email list. We use a cool service that will allow you to send out a mass-email to all your customers with just one click of a button.

When business gets slow, you can send out a 10% off coupon to get customer's coming back in! Or maybe you just want to send out some weekly emails with valuable information. Providing any sort of value is excellent.

There is so much more about email marketing and list building that I would love to share with you. This can do great things for your business, and this is really cheap!

Go ahead, just [click here for more information](#).

Online Reputation Management

Your business may be losing thousands of dollars each year due to negative search engine results.

Do you have a positive online reputation? Do you know what people are saying about you? Here's the thing...

A pissed off customer can be a living nightmare for you. They may go on a blog or a forum and post about how much your business SUCKS! And will you ever know?

In most cases, no. And most of the time, you probably didn't even do anything wrong.

I've worked with many clients that have a strict return policy. For example, no returns on opened computer programs. That makes complete sense.

But when a customer came in and tried to return a opened computer program, my client would not give him a refund. He showed him the big sign.

The customer was pissed and went all over the night lying and making up a big story of how they wouldn't let him return an un-opened computer program.

And that's where the customer is in the wrong. He/she lied. The computer program was open. Luckily, this client was using my service and I alerted him right away.

My client was then able to go on all the sites where this pissed off customer lied, and leave a reply stating that he is the customer was trying to return an opened computer program and the customer knew the return policy.

Now can you imagine what it would be like if my client never saw the postings that the pissed customer made?

Hundreds, maybe even thousands of people would have seen that customer's story and not only believed him, but they wouldn't want to go to your business.

And why? Because they read a pissed off customer's story that was just a big lie. Do you see how this can hurt your business?

Now we can't make negative reviews disappear. But we can alert you as soon as negative reviews about your business appear so you can check it out.

In most cases, you are able to reply to these negative reviews and really state what happened.

Instead of people just seeing the customer's pissed off review, they will also see your post right underneath it saying "Hold on a minute, here's what really happened..."

If your online reputation is important to you, then you definitely should [click here for more information](#).

Social Media Marketing

Here's some interesting facts about social media:

- By 2010, Generation 'Y' will outnumber Baby Boomers... and 96% of them have joined a social network.
- If Facebook was a country, it would be the 4th largest between the United States and Indonesia.
- 78% of consumers trust peer recommendations that are posted, tweeted, and shared on social networks.

If you are not using social media in your business, then I really recommend you start. Social media is not a fad. It is not going away. It's growing more and more every year.

Being an 18 year old, I know all there is to know about social media. Probably better than any other company out there that does what I do.

Yes, I am involved in Twitter, Facebook, YouTube, Myspace, LinkedIn, and just about every other social media platform.

I will set you up with everything you need to start using social media in your business. It can do wonders for you!

Many businesses have already started implementing social media into their business. If you would like to start using social media, then just [click here for more information](#).

Video Marketing & Production

Did you know a video in Google's index is 53 times more likely to appear on the first page search results?

That means by just having a video, you are 53 times more likely to be on the first page of Google. That's amazing.

The thing is that most businesses overlook video. They think they don't need it. But the truth of the matter is, video is great! YouTube has become the #2 search engine.

And I wouldn't even consider that a search engine! You are really just searching for videos! Now if YouTube is the #2 search engine in the world, and you don't use videos in your business, then you're missing out on a lot of people.

People that could be interested in your business. People that will never find your business. Why? Because you don't have any videos online.

Now you don't need some big and impressive video. I've done many videos where I just record someone talking for 45 seconds about their business. Then I put it up on YouTube and it gets hundreds of views.

It doesn't need to be anything fancy. It's just very important that you implement video into your business!

Interested in this service? Just [click here for more info!](#)

Questions? Comments?

Thank you for reading our Quick Start guide. We hope that you now have a better understanding of services we offer.

If you have any questions or comments, you can give me a call at 623-249-9305. Now that's no "voice mail line". You won't reach some secretary that doesn't much.

That's my personal cell phone number... just uhh... don't call after 2AM! :) I am always available to answer your questions.

You can also reach me through email at the below address:

andrew@getaheadseo.com

Again, thanks for checking out this Quick Start guide, and please, don't hesitate to contact me for any reason!

To Your HUGE Success,

Andrew Polanski

CEO, Get Ahead SEO