



The Agency Record - Jumping Into June!

Hi there,

Who knew how much the flood would take out of our fair city? It has been amazing how resilient Nashville and its people are in the wake of this natural disaster. The media has not captured all that is happening here and in the surrounding areas. It's a great story; one of perseverance and volunteerism, and the indomitable spirit of some amazing businesses.

We, along with so many others, are ready to put the flood into a new perspective, and jump into June with a vengeance! There is something about the coming heat of summer that focuses us, and helps us frame our work with a renewed passion.

Here at Harkins Creative we have been prepping for a very busy June with several intense video projects, a slew of creative new websites, the rollout of an affordable SEO Training Series and much more. Our little agency has been simmering along, but lately, that simmer has started to become a full boil!

Condolences...

Taylor's father-in-law passed away suddenly earlier this month. We know it has been a difficult time for him and Marilyn and the rest of their family, and we are thinking and praying for them.



Local Search and You...

Google is doing a great job making it very easy for every business to claim their local business listing. Earlier in May they merged your Local Business Center with your business's Place Page. This simply means you now have a one stop shop to maintain your business listing as well as for your customers to find you.

Though the name has been changed to Google Places, it still has many of the same features as before. Make sure you max out all your options and features, and set a schedule to refresh your local listing from time to time. You will also want to check back often because Google is making real changes and updates to local search with no signs of stopping.

One such new feature that you will want to take advantage of is adding your Twitter and Facebook links on the Additional Details section. Just insert the URL in the appropriate place. You can also add things like menus, links to make reservations, coupons and other services.

(P.S. If this news is making your head hurt, just call us. We'd be happy to handle it for you, and make sure you are getting the exposure your business needs on Google's local search results!)



Client Spotlight: Way Solutions

Over the last few months we have been video taping a series of job candidate modules conducted by Jennifer Way, CEO of Way Solutions. Jennifer has over 15 years of HR and recruiting experience with Fortune 50 Companies and it has been a privilege to help her get her message to job candidates in a format that can reach the masses via the internet.

We were able to turn parts of her seminar into video clips that can help with marketing her modules, as well as marketing her personal and business experience to both sides of the hiring process. Armed with a great strategic marketing plan, we expect to see Jennifer as a leading presence in the field of HR, recruiting and career coaching for candidates.

Marketing Tip # 3 - Traffic or Conversion?

Continuing this practical series, today's tip centers on a variation of the age-old question: Which comes first?

People get frustrated by several things when it comes to their online business; there are not enough people coming to the website and the website is not converting those visitors into customers or clients. So which one is more important?

First of all, they are both important elements for a successful website and each will eventually have to be tweaked to get good results. However, without traffic, conversion is a moot point. This is why traffic always comes first; but not just any traffic. Consider the following;

- Do you want "research traffic" or targeted "buyer traffic" for your product or services? What specific keywords are you aware of that attract each kind of visitor?
- Do you have pages optimized for the type of traffic you want to draw into your website?
- Do you have a specific strategy and plan in place to drive traffic to your website?
- Once traffic comes, where does it go? What is the common "next click" for people, once they've entered your site on a specific page?



Knowing the answers to these questions will help clarify the strategy you put into action to bring the right kind of visitor to your web site, and build higher traffic numbers of those qualified visitors.

While getting traffic is the very first area of concentration after building your website, conversion will be close behind, once you have enough traffic to track.

TIP: If you haven't already, install a traffic statistics program on your web site, to help you better understand what is happening when people visit. We love and recommend Google Analytics for most sites. Our experience with it has proven that it can help diagnose and fix conversion issues, so long as you understand what the numbers are telling you!

[Contact us](#) if you'd like a free content strategy assessment. We stand ready to help you sharpen your marketing!

team@harkinscreative.com | www.harkinscreative.com
1600-B Franklin Ave., Nashville, TN 37206 | 888.316.1715



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