

THE POWER OF WORDS...



MASTERING SOCIAL MEDIA

By Alyse Mitten, Interlace Communications

About three years ago when I was teaching a class on the importance of blogs for your website, I came across a very powerful video created by Purple Feather Media.

The story begins with a blind man sitting on a step collecting money in a tin can and his sign reads, "I'm blind, please help." An occasional person would walk by and drop a coin or two. It wasn't until the lady in the heels stopped by, grabbed his sign and scribbled a new message on the cardboard box that the money began to flow for him. What were the words? Find out for yourself, go to www.youtube.com/watch?v=Hzgzim5m7oU.

Words!

They are the magic that can make the difference for your site to be found on the tenth page of a Google search or the first page. Blogs are the most powerful tool to building a site found on Google.

About a year ago I had the opportunity to sit in on a two-day training session with Marcus Sheridan, author of "They Ask You Answer." Marcus' story about how he took his failing pool company to riches with just one change in how he marketed his business has changed my way of helping our clients to do the same. He started to answer the questions people asked. Let me repeat that, he started to answer the questions people asked. So, what were the questions he answered? The first one was "How much does it cost for an above ground pool?" Now you are probably thinking to yourself, why would I answer a question like that about my business?

(Continued on page 52)

Power of Words We help your website be found on Google.



PIZZA & FAMILY RESTAURANT FOR SALE

SALE OF BUSINESS ONLY

- Great Business Opportunity in West Montgomery County
- 12,000 Cars Per Day, Growing Area
- End Cap in Established Center with No Vacancies
- Major 800 Unit Housing Development Starting Spring of 2019 Adjacent to Center
- Turnkey Operation, Owner wants to Retire
- Over 10 Years in Business — Great Cash Flow
- Call Bob Kerns for More Information — Confidentiality Agreement Required
- Long-Term Lease at this Location
- Priced Right for Quick Sale

\$110,000

Includes All Furniture, Fixtures & Equipment

Owner Financing Possible



Contact: Robert Kerns
414 W. Main Street
Lansdale, PA 19446
Email: rjkerns@aptcor.com
Office: 215-855-9600
Cell: 215-872-1958

www.aptcor.com

**Interlace
Communications**
& goMAaVA

DESIGN
MARKETING
SOLUTIONS

484-709-6564 | yourteam@gomaava.com

www.iciconnect.com

CELEBRATE Financial Literacy Month



Our commitment to bettering our community starts with financial education. We're empowering people with the knowledge they need to achieve their goals at every age and every stage of life.

**Sign up and register to qualify
to earn \$100!**

Learn more at: VictoryBank.com



610-948-9000 – VictoryBank.com
548 N. Lewis Rd., Limerick, PA 19468



64 S. Washington St.
Boyertown, PA 19512



Enjoy 2-hour expeditions in luxury & splendor aboard our restored train cars.

A unique and elegant option for your corporate parties and events.

Excursions year-round
Dining options available.

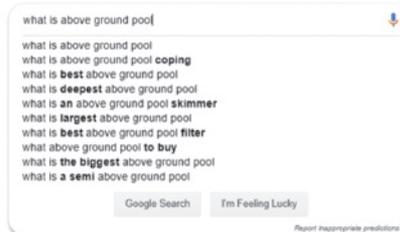
610-367-0200
colebrookdalerrailroad.com

MASTERING SOCIAL MEDIA

(Continued from page 51)

First of all, by asking the same question that is being asked on Google, your website is matching, word-for-word, a person's search. By using the same keywords your website will be found. As for the blog itself, that's where you need to be creative.

So how do you go about discovering what questions to write about? Ask Google. Let's continue with the theme of the pool service company. When you do a search on Google many times you will see suggested searches. These suggested searches are provided by Google because others have done these searches. See the screenshot below for 10 suggestions.



Now what do you do? For the sake of respecting space, let's take the rest of the discussion online to <https://www.ici-connect.com/power-of-words/>. There we will discuss some of the rules you need to know when creating a blog.

Hate to write and want a partner for your business to help with your blog writing? Contact the team at Interlace Communications. We can help you identify the most important questions to answer and write your blogs for your website to help your site move up in ranking for searches on all the major search engines. Contact us at ici-connect.com or give us a call at 484.709.6564.

Make the MOVE

We are ready to help your business prosper in a community positioned for growth.



BusinessInKOP.com



KING OF
PRUSSIA
DISTRICT

ROUTE 422 Business Advisor

Visit us online to view valuable supplemental content – **it's FREE!**



422bizmag.com