



Combat Medic for Retailers: The Secrets of Marketing Cheaper and Smarter Than Your Competition

1. Keywords = Search Terms = Meta Tags = Tags

2. Website Is Action

Here are four things you must know about a website:

- The first are the key words
- Second is the title bar of your home page
- Third is the source code
- Finally, the text on your home page.

3. Social Media (Facebook, Twitter, YouTube, etc) is Intent

WHERE TO SCATTER YOUR BREAD CRUMBS ACROSS THE INTERNET						
	<u><i>Your Website</i></u>	<u><i>Your Blog</i></u>	<u><i>Facebook Fan Pages</i></u>	<u><i>YouTube</i></u>	<u><i>Twitter</i></u>	<u><i>Google Local</i></u>
Upload Photos?	Possible but probably more work than you want to do	Easily	Easily	No	Possible but not in general use	Possible
Post Links?	Yes	Yes	Yes	Yes	Yes	Yes
Post Updates?	No	No	Yes	No	Yes	No
Upload Video	Possible but probably more work than you want to do	No	Yes	Yes	No	Yes
Open to anyone?	Yes	Yes	No	Yes	Yes	Yes
Search word optimized?	Yes	Yes	No	Yes	Yes	Yes
Comments allowed?	No	Yes	Yes	Yes	Yes	No
Stats Available?	Yes, unique visitors	Yes, number of views	Yes, number of fans	Yes, number of views	Yes, number of followers	Yes, number of impressions

Source: **The Retail Doctor's Guide To Growing Your Sales** to be published by Wiley & Sons, *Sales RX*, The Retail Doc's DVD sales training program and **You Can Compete: Double Sales Without Discounting** Available afterwards or at www.retaildoc.com