

Clicks

The Online Marketing Guide for Small Business

FRESH CONTENT
IDEAS GUARANTEED
TO GET CLICKS!

5 WAYS
YOU CAN LOWER
YOUR CREDIT CARD
FEEES



YOUR BUSINESS NEEDS A
VOICE SEARCH
STRATEGY

HOW TO GET YOUR
Social Media Posts
INDEXED BY GOOGLE

Lloyds Marketing

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Did you know that Google now indexes your social media posts? Google monitors the biggest social media platforms, from Twitter and Facebook to TikTok and Instagram. But what does indexing mean?

How can you use it to get more views, traffic, and engagement? We've cracked the code. Keep reading to find out how to use Google's post indexing to get the most out of your social posts.

Fresh Content Ideas Guaranteed to Get Clicks!

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You've got your website up and running, the design is sweet, your page speed is breaking the Google speedometer, and social media plugins are enabled. You're all set to start creating content but there's

a problem... If you're suffering from writers' block and not sure what to write about - Stop stressing because we're sharing 5 fresh content ideas that your audience is guaranteed to engage with. Read on to learn more!

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Voice search isn't just shaping up to be the next big thing- It is the next big thing, and it is constantly being refined. According to Google, its word recognition accuracy has increased from 80% to 95%. This level

of growth is only possible if the use of voice assistants increases, and devices become easier to use and interact with. So, if you want your business to remain relevant and visible to consumers, it's time to integrate voice search into your marketing strategy.

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of pounds. Thankfully credit card fees can be simple to reduce or even eliminate if you know how the process works. Learn about cutting your credit card fees and common fee structures.

Welcome To Clicks Magazine

Thanks for checking out my 15th issue of Clicks, the online marketing resource guide for small business. Each month I will be covering topics that resonate with local businesses just like yours.

My goal is simple. I want to enable you to do big things online, and it all starts by breaking down the complexities of marketing your business in this digital world.

It doesn't matter if you're just starting out, or an established business owner in your local community, you can always benefit from increasing your brand's visibility online & offline.

To Your Success,

Martin Lloyd

CLICKS IS BROUGHT TO YOU BY
LLOYD'S MARKETING

Lloyd's Marketing is the leading small business online marketing service in Coventry and Warwickshire for over 10 years. I help small businesses connect with more prospects and get more clients/customers online.

If you want to build your business, you need to market it, it's that simple. But you can lose thousands of pounds if you don't know what you are doing. So, I urge you to implement some of the strategies I recommend, and I guarantee you will increase your profits

For a more "hands off" approach, I offer affordable solutions that are guaranteed to deliver results.

I hope you enjoy this issue of Clicks and feel free to reach out to me anytime.



HOW TO GET YOUR SOCIAL MEDIA POST INDEXED BY GOOGLE

If you're in charge of SEO or social media for your business, I hope you're aware that Google now indexes your social media posts. Google monitors the biggest social media platforms, from Twitter and Facebook to TikTok and Instagram.

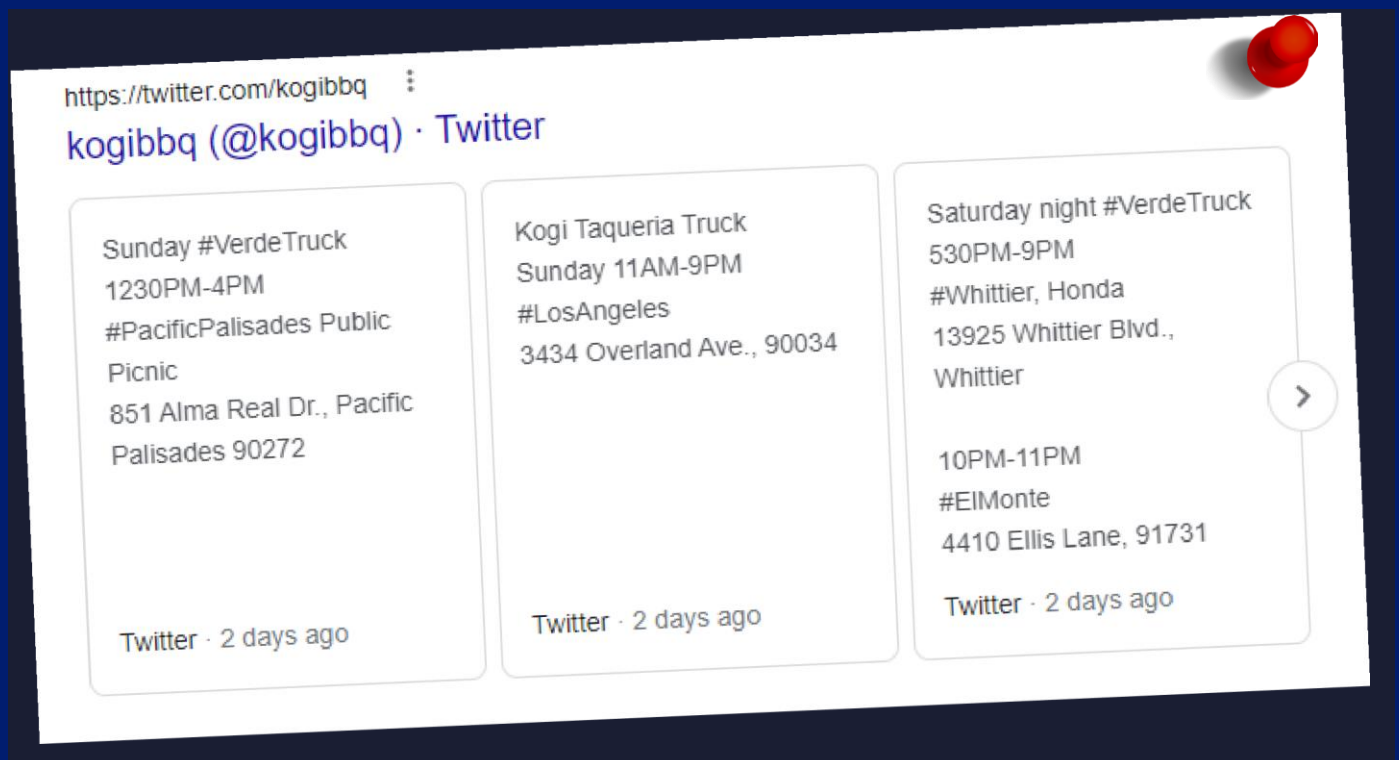
Google indexes social media posts to keep people on its platform and give users information that is useful to them. Now, you can index your social media posts in order to rank higher in Google searches and generate more sales and revenue.

But what does indexing mean? How can you use it to get more views, traffic, and engagement? We've cracked the code. Keep reading to find out how to use Google's post indexing to get the most out of your social posts.



WHAT EXACTLY IS GOOGLE DOING WHEN IT INDEXES SOMETHING?

What is Google crawling? Google will pull results from social media sites like Facebook and Twitter based on what you search for and then show you anything it thinks is relevant to your search, from Facebook pages to tweets themselves.



As Google continues to add social media to its search results, social media will have a huge effect on rankings and visibility.

Google is making changes to how its platform is used and wants its users to see results from Facebook, Twitter, Instagram, TikTok, Pinterest, and other platforms instead of just websites. By indexing social media posts, Google's goal is to remain the best search engine for all generations, even those who use social media for most of their searches.

Indexing social media posts simply means that Google crawls your social media sites (much like your website) for keywords, themes, and content. When people search for something, like "Best BBQ in Los Angeles," their search results will include Yelp reviews that mention best BBQ in Los Angeles, Instagram posts from restaurants that rank for the key phrase "BBQ Restaurant" and a Twitter thread about LA's best places for BBQ.

Even though things don't look exactly like that right now, I'm certain that's where Google is headed as it starts to index posts from TikTok and Instagram.



IT DRIVES TRAFFIC TO YOUR BUSINESS.

What does Google's algorithm have to do with you?

It's easy to act like the changes in Google and social media algorithms don't affect your views, engagement, and bottom line.

Ignoring one or two algorithm updates, isn't going hurt your business too much. Google is also a business, after all. If there were too many changes at once, people would stop using the search platform. And, with increased competition, Google can't afford to annoy its users. But Google is slowly but surely making changes to how its algorithms work.

By integrating social media with Google's platform, it makes it easier for people to find

what they need on Google instead of going "off reservation" to other websites. Google is always improving and coming up with new ways to give its users the best experience possible. In a time when TikTok is trying to be as useful of a search engine as Google, it's time to start integrating social media.

Businesses that that don't take social media serious will eventually drop in rankings or risk losing their online visibility altogether. So the take away for today's article is investing in social media is the smart move if you want to keep those coveted rankings on Google. Start indexing your social media posts to ensure you continue to dominate local search!

HOW TO GET GOOGLE TO INDEX SOCIAL MEDIA POSTS

So, how can you make sure that Google reads your social media posts? The answer is simple: use the same SEO techniques on your site that you already use.

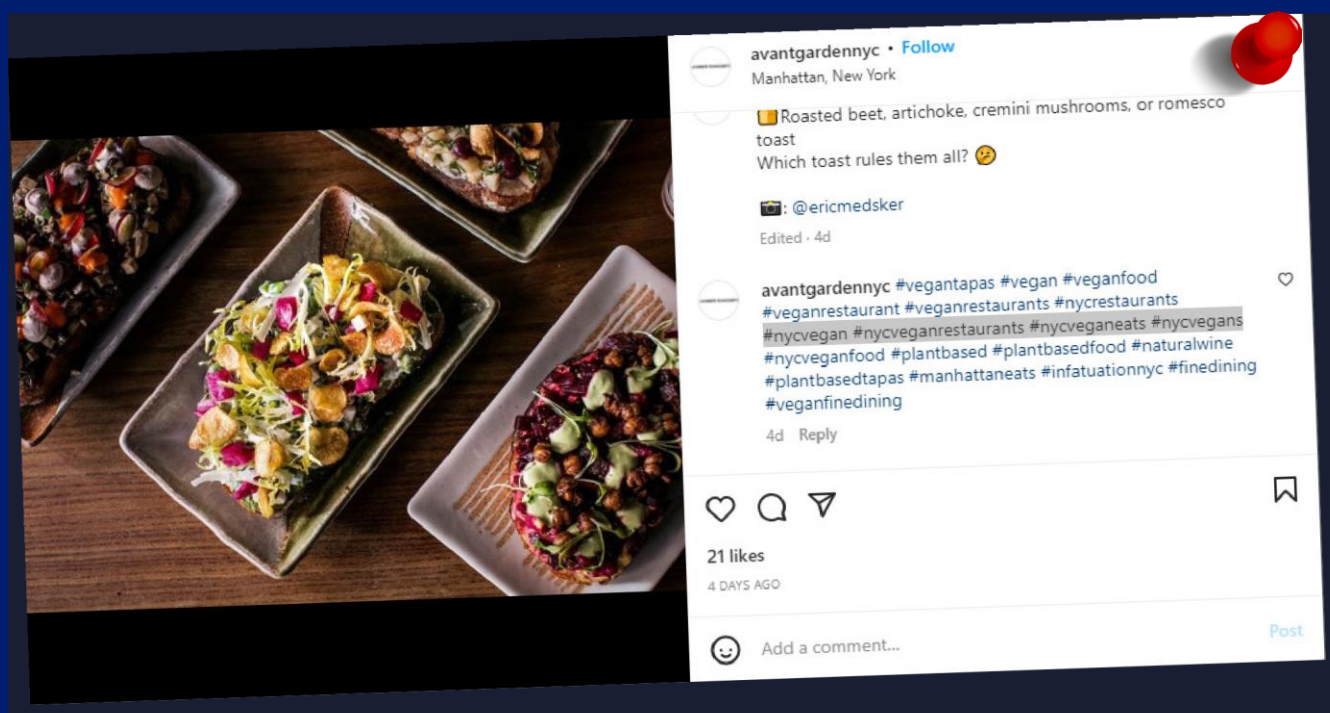
If you already have a plan for local SEO, use the same methods on your social media accounts. Here's what it looks like to have good SEO hygiene on social media:



USE HASHTAGS AND KEYWORDS THAT ARE IMPORTANT TO YOUR BUSINESS.

Relevant keywords and hashtags will depend on where your business is and what it does. There are a lot of tools, including the social media platforms themselves, that can help you find relevant hashtags.

You should focus on keywords and hashtags that describe your business and help Google figure out where it is. A vegan bakery in Birmingham New York City might use the hashtags #birminghameats, #birminghamvegan, and #veganeats, for example.



Use keywords related to your business to find social media posts on Google. Writing captions and posts with lots of keywords will help you rank higher on both Google and the social platform. You can also add keywords and key phrases to the bottom of your post on sites like Instagram. So, you won't sound like your content was written by an AI.

MAKE A BIO WITH IMPORTANT DETAILS.

Fill out your page's "about" page with correct, up-to-date information. Be detailed and informative, because the about section shows how you rank for certain keywords.

LINK TO YOUR OWN WEBSITE.

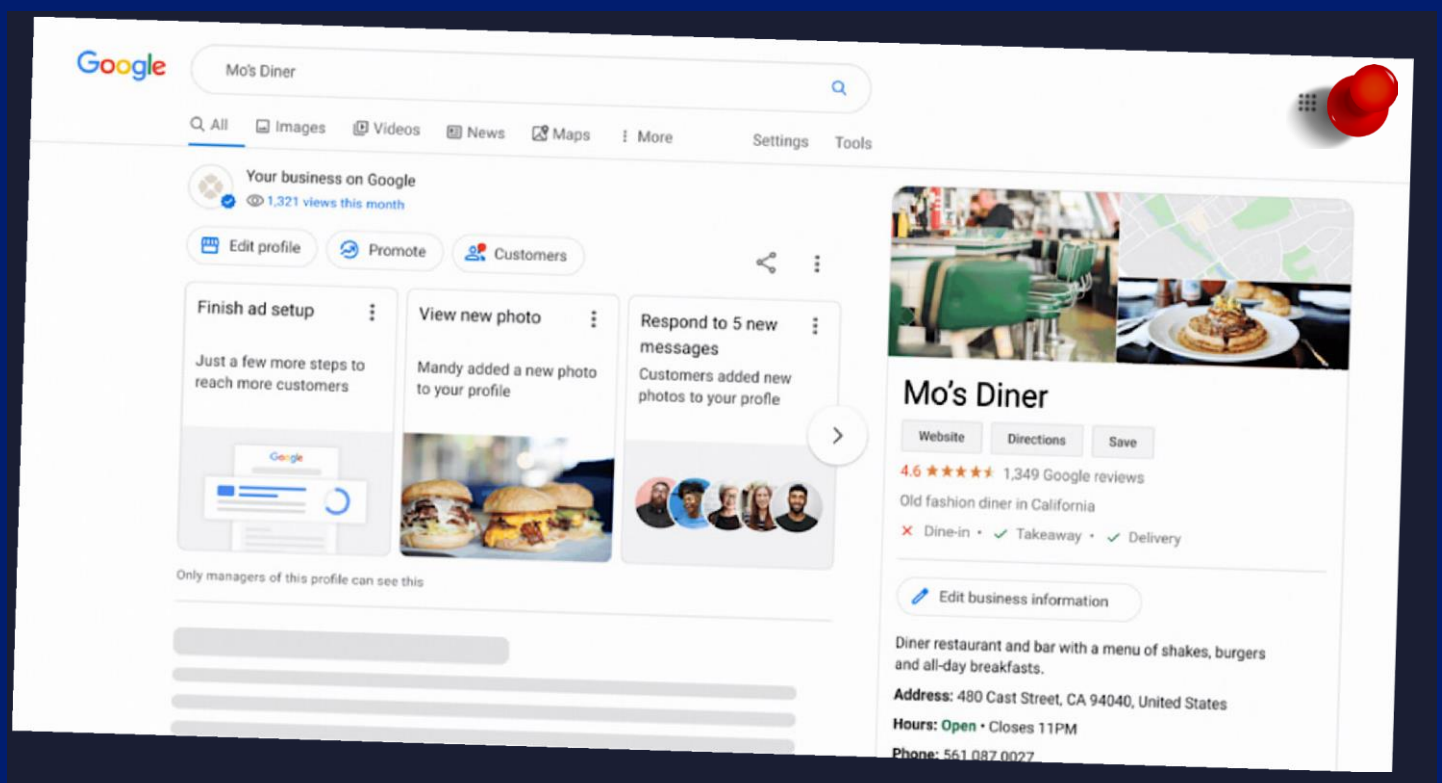
As always, having the same information about your business all over the internet helps Google classify it correctly. Even if you don't want to, you should link to your website in your social media bios. So, customers can easily find their way to your website and come to your store more often. Just make sure your website is responsive and works well on mobiles.



HOW SOCIAL MEDIA AND YOUR GOOGLE BUSINESS PROFILE CAN CHANGE THE CUSTOMER JOURNEY (FORMERLY GOOGLE MY BUSINESS)

Customers are more likely to buy from you if they search for your business and see that you are active on your Google Business Profile and other social media sites. In fact, 53% of consumers say they prefer to buy from brands that are active on social media.

A stronger web presence inspires client confidence and reassures them that their satisfaction is your top priority.





SO WHAT'S THE TAKEAWAY?

In the end, having your social media content indexed by Google will improve your ranking, make your customers happier, and bring in more sales and revenue.

Customers love active, visible companies. And as Google changes its algorithm to include more social media in search results, it will be important to make sure your social media posts are SEO-friendly.

Want to make sure your customers can find you on Google and Social Media? Call me today on 07873 353 575 to arrange your FREE Social Media Content Trial!



FRESH CONTENT IDEAS GUARANTEED **TO GET CLICKS!**

You've got your website up and running, the design is sweet, your page speed is breaking the Google speedometer, and social media plugins are enabled. You're all set to start creating content but there's a problem...

If you're suffering from writer's block and not sure what to write about - Stop stressing because I'm sharing 5 fresh content ideas that your audience is guaranteed to engage with. Read on to learn more!



1. The Mistakes We Make

“The one mistake I made that nearly cost me my business”

No, that did not happen to me. But, if I did and I wrote about it, wouldn't you be interested? Everyone makes mistakes, especially in business; mistakes happen often but you learn something new with every mistake you make.

So, write about your screwups! It's a great opportunity to demonstrate how you've evolved and kept up with the times...

And how you're even better than the competition because they are still making the same mistakes that you've been able to avoid.



2. What is going on around you locally?

Is there a fair coming to your town? How about a trade show? Is Journey performing the following week? Is your town likely to produce the next Voice winner? You don't even have to limit yourself to local issues or debates; feel free to comment on national or global issues, debates, and happenings.

People frequently become stuck on blog ideas that are solely focused on their

industry or, more specifically, their business; this is not how things work in the world of content generation and promotion. Find a way to connect your business to what's happening around you by blogging about it. I'm not saying it's simple, but it's not that difficult either. All you need is a bit of awareness of what is going on around you.

3. Make use of Instagram

The number of businesses that do not use Instagram is shocking. Insta (yeah, that's what the cool kids call it) has a huge following because it's simple to use and easy to create and curate content for. All you need is a compelling image, a couple of relevant hashtags, and a line or two, and you're done! In less than 5 minutes, you have content ready to publish.

Give it a shot; you'll be happy with your results. Put an Insta-spin on your business—

anything goes here: How Jonathon looked great in that suit, the office lunch routine, Joanna's mouth-watering bakes, the latest award your business received, the delivery boy who saved the day (or night!).

Once you get started, you'll find Instagram to be a compelling and easy-to-use content generation tool as well as a social media platform. It will also contribute significantly to humanizing your brand.



4. Secrets and Confessions

Everyone enjoys a good confession now and then. It's perplexing and captures the reader's attention. I'm not saying you need to write a "tell all that reveals every trade secret. You can often write humorous pieces disguised as confessional or secretive posts, but sharing a few little juicy tidbits is always the most appealing.

How many times have you seen a headline that said something like "The #1 secret to shedding weight in 4 weeks now revealed!" You may have wised up to them by now, but you've fallen for them before and those headlines work. Of course, you must back it up with good content that adds real value for your audience.

Pro Tip: I just revealed the most important blogging secret: "Write Epic Headlines." Yes, it's that simple; it's your headline that will entice the reader, and it will be visible across social media and wherever else your link is shared.



5. Lists

Here's why I like lists, also known as Listicles, for content purposes.

1. Lists appeal to a wide range of people.
2. They are one of the most popular types of content - obtaining many views and shares is relatively simple.
3. The formatting is standardised and straightforward.
4. Lists are easy to skim - People can skim your list quickly and read it more thoroughly if they like what they see.
5. Opinions create engagement. People always debate things like how point number two should not be on the list or how another point has been missed altogether. Etc.

So, there you go. 5 fresh content ideas that I believe your audience will appreciate. If you use these suggestions, please let me know how it goes!



WHY YOUR BUSINESS NEEDS A **VOICE SEARCH** **STRATEGY**

Voice search is quickly becoming the norm.

Voice search might seem like it's just getting started, but devices like Amazon Echo and Google Home are the most advanced voice assistants that people have ever used. Voice search isn't just shaping up to be the next big thing.

It is the next big thing.

Conversational AI is the driving force behind voice search, and it is constantly being refined. According to Google, its word recognition accuracy has increased from 80% to 95%.

This level of growth is only possible if the use of voice assistants increases, and devices become easier to use and interact with.

Voice search will continue to be a platform for brand and consumer engagement for as long as smartphones, mobile devices, and social media platforms are mainstays of this digital world. In fact, 48% of consumers now use voice for "general web searches." If you want your brand to remain relevant and visible to consumers, you must incorporate voice search into your marketing strategy.

WHY SHOULD YOU INCLUDE VOICE SEARCH IN YOUR MARKETING STRATEGY?

Today, voice has become the new touchpoint for consumers. Voice search is appealing to customers because it is faster and more convenient than typing a search phrase into a device. Voice search facilitates hands-free multitasking because most customers use multiple devices at once.

On the other hand, since voice is a new technology, its impact is only going to grow. For marketers, this means that voice search will change the way you do search engine optimisation (SEO), drive traffic to your digital profiles and website, show your products to consumers, and communicate with your customers.

SEO AND VOICE SEARCH

Voice searches are becoming increasingly popular, and as a result, search engines like Google are shifting their attention to optimising results for voice searches.

Because voice search and traditional search are not the same, the factors that influence your website's ranking may differ.





TIPS FOR IMPROVING YOUR VOICE SEARCH STRATEGY:

> Since voice searches are typically longer than text searches, you should include longer keyword phrases in your content. Customers may type “Bars in Birmingham” when looking for a bar, but when speaking aloud, they may say “What are some of the best bars in Birmingham?”

> Similarly, voice searches are typically phrased as full questions rather than short phrases or keywords. As a result, include relevant question keyword phrases.

> When people use voice searches, they only see the top result, which is different from text

searches. This means that, while a consumer can choose to move on to the next option via a voice assistant like Siri, the likelihood of your brand being chosen is slim to none if you are not actively pursuing position zero. You should concentrate on optimising your featured snippets.

> Create a FAQ section that answers frequently or frequently asked questions by customers.

> Use structured data markup with rich snippets, breadcrumbs, and site links.



VOICE SEARCH GIVES PRIORITY TO MICRO-MOMENTS

Google has been urging marketers to consider micro-moments. Micro-moments are defined as “intent-driven decision-making and preference-shaping moments that occur throughout the entire consumer journey.” If a customer asks, “What is the best bar in Birmingham?” you won’t be able to give them 100 different answers.

As consumers increasingly use their mobile devices or voice search to find answers, you have an opportunity to be there and deliver that

information. By being available to the consumer, you can give your business a competitive advantage.

As a brand, you must improve your voice strategy for micro-moments because:

- Most consumers are not loyal to a brand. They are unsure of the brand they want to buy from when they look for information online.



Search ...

- Smartphone users are more likely to purchase from a business other than the one they intended to purchase from because the brand was able to provide information when they needed it.
- Being present and visible in mobile searches can increase brand awareness by 46%. Furthermore, 51% of smartphone users discovered a new product through a smartphone search.

SO, WHAT'S NEXT?

Voice search is expected to have a significant impact on how consumers search for information on the Internet. As a result, it is essential for businesses to actively optimise for voice search as part of their marketing strategy in order to rank better, be present for the customer, and increase their visibility on Google.



5 Ways you can
lower your



Credit cards make it convenient for your customers to pay you, but they also cause a minor leak in cash flow. Processing fees may seem negligible and take some time to add up but a 1.5%-3.5% reduction in revenue can quickly add up to thousands of pounds in lost earnings.

Thankfully, credit card fees can be simple to reduce or sometimes eliminate if you know how the process works. Learn about cutting your credit card fees and common fee structures.



How do fees for credit cards work?

To process a credit card payment, most payment processing services charge a fee. This charge, however, does not go to the credit card user; instead, it is deducted from the amount collected by your business. The fee amount is determined by the POS system, the amount of client information collected, the card issuer, and other factors.

The credit card processing fee you pay is made up of three parts: assessment, interchange, and payment processor fees.

Assessment Charges

These fees are standard with card use and fund the card brand (such as Visa or MasterCard). These fees are reasonable, but they are not negotiable. Some brands charge higher assessment fees than others, which is why many smaller businesses refuse to accept American Express payments.



Exchange Fees

These fees are charged by card networks to help cover the costs of purchase risks such as fraudulent purchases. The amount of the interchange fee varies greatly depending on several factors, including the transaction amount, whether the card is swiped, or numbers are manually entered, and even your industry type. These charges are also non-negotiable.

Payment Processor Surcharge

The payment processor's markup is the final component of credit card processing fees. This is how POS systems generate revenue and cover their operating expenses.

You can only negotiate the processor markup fee. The payment processor may also have different charging structures, each with different risks and a total payment amount.

PRICING STRUCTURE

The flat-rate model is one of the most transparent fee structures, but it may be more expensive.

This model makes use of a predetermined percentage (also known as a fixed rate) per transaction. A few pennies are sometimes added to each transaction as well. You could, for example, pay 2.5% plus 25 pennies per transaction. If your small business earns less than \$5,000 per month, a flat rate is often the best option.

PRICING TIERS

Based on criteria such as client information, card issuer, and transaction amount, this method categorises transactions as exempt, partially exempt, or non-exempt. You won't be able to find a pattern by simply looking at your charges, so contact the payment processor to find out. This method is also prone to unexpected charges.

INTERCHANGE PRICING

The interchange-plus fee structure is a more transparent fee structure. A payment processor will send you any interchange and assessment fees directly, followed by their processing fee. As a result, you'll know exactly how much you're paying to accept credit cards, making it much easier to negotiate the right credit cards.

A photograph of a person in an orange shirt handing a credit card to a server in a cafe. The server is holding a wooden tray with a pen and a notepad. A cup of coffee is on the table. The background is slightly blurred, showing a cafe setting.

How to Cut Credit Card Processing Costs

Now that you know what's negotiable and how you're charged for accepting credit card payments, try these five ways to save money and cut your fees.

1. Negotiation Request

Going directly to the source — the payment processor — is one of the simplest ways to reduce your credit card payment fees. Inquire about the fees they charge and whether they can be reduced or waived in the future. You might be surprised at how good a deal you can get just by picking up the phone and asking! However, it is best to enter the call prepared to bargain.

2. Choose the Correct POS Processor

Some POS portals charge more than others. Many small businesses, for example, use Square or Stripe because they are simple to set up. However, the credit card processing fees for these POS methods may be higher than for others. So, do some research and think about getting a low-cost POS processor to help you reduce your fee payments.

3. More Client Information Is Required

Some credit card processing fees are higher when only a card number is used. They are lower, however, when you have a client's name, address, and security code. As a result, you can

request more information at the time of sale to reduce the cost of processing the payment. Swiping the card can also help you save money on credit card processing fees.

4. Forward it on

Some businesses simply pass on the additional cost to their customers, such as a convenience fee. If you accept debit and ACH payments, for example, you can promote them as free while noting that credit card payments incur a 3% surcharge. This gives your customers options, knowing they're paying for the convenience of using a credit card.

5. Instead, use ACH.

Finally, you can avoid using credit cards entirely. The term "ACH" refers to the method of collecting bank account information for a direct bank debit transaction. Many people use this method to pay their electric, Internet, and mortgage bills. This method of transfer can significantly lower your credit card processing fees.



Understand Before You Swipe

It's important to understand the different costs that come with accepting credit cards. Knowing this information ahead of time will help you determine which digital payments make the most sense for your company and where you can find any money that has been left on the table.

Don't miss out on future copies of Clicks by adding your email address to my autoresponder by clicking [here](#)

ATTN: Small Business Owners



WHY HIRE A DIGITAL MARKETING AGENCY?

Online visibility is the name of the game. If your website isn't easily found online, you are missing out on HUGE PROFITS!

I can help you position your business in the places your customers are already searching.

I CAN HELP YOU WITH:



Email Marketing



Social Media Marketing



Content Marketing



Local SEO

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