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### MSP Blog Topics (Part 6) - Local Technology News



Imagine this: while browsing your Facebook feed, you come across an article posted by your local news station about a hospital in town that just suffered a data breach. While this is a terrible situation for all those involved, this presents a great educational opportunity for your MSP to capitalize on.

You could go the easy route and share that local news article to your company's Facebook page with a short blurb about the importance of network security. Or - even better - you can write about it yourself on your own...



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### How To Use An Old Blog To Generate New Traffic



What do you do when an older blog has suddenly found new life and is driving traffic to your website? One problem is the content is out-of-date, or worse, off-brand. Here are five steps to revitalize and use an older blog to generate new leads.

There are times when an older blog is suddenly 'rediscovered' by your audience (and therefore Google). This is great news because Google rewards content which has proven to be of value, with increased rankings and the increased traffic that comes along with it. If your content is of exceptional value, you

may become a featured snippet or link bait. The not-so-great news might be that it's an older blog; unoptimized for SEO, content marketing, and most importantly, conversions.

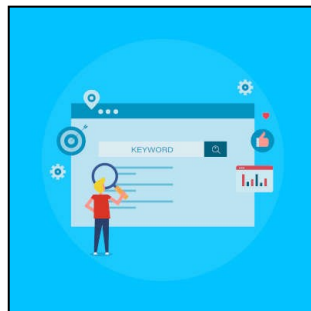
Chances are this blog was originally written as 'stand-alone' and not at all evergreen (meaning the content is a little out of date). As it has no connection to your current MSP marketing or content plan, and it might not be following best practices such as inbound marketing strategies, you probably aren't taking advantage of the traffic this blog post is generating.

As these older blogs are often islands unto themselves, once your audience finishes reading them, they have nothing to do but leave your site. This is something that we want to prevent as the longer you are able to keep visitors on your site, the more likely they are to be converted.

So, while it's great your older blog has caught attention and is driving traffic to your site, you need to have something for them to do once they get there. You need to develop a plan to leverage its popularity into a lead generator for your MSP.

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### How Featured Snippets Can Drive Traffic to Your Website



While page one, #1 position on Google might be a goal for your business, did you know there is a level above #1? Even above the paid ads? Let's talk about Google's Rank Zero and how becoming a featured snippet will drive traffic to your website.

Stop me if you heard this before, "Where should you bury something that you don't want people to find?" **On the second page of Google!** Bada-Bing!

All kidding aside, there's some truth to that joke. In fact, 75% of users never click past the first page of search results. Which is why it is critical that you do all that you can to have some presence on the first page. Before we go further, we want to remind you that no one can guarantee page one, let alone position one on Google. If any MSP marketing agency offers an SEO program that guarantees page one ranking, ask them if they have a bridge in Brooklyn to sell as well.

It's also worth noting that positioning isn't everything. In fact, ranking #1 for any particular keyword doesn't mean you'll get traffic. You might be on top of the search engines for a bunch of terms that you feel are very critical. Terms like computer support, managed IT, VoIP, etc. Don't pat yourself on the back if you are - it's likely that these terms aren't searched very often. In fact, most short-tail keywords are hardly ever searched, in the grand scheme of things.

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## The Pros & Cons of Marketing Automation



Marketing automation allows businesses to maximize the use of the time they set aside for marketing

their business. Careful planning and online software programs will replace a portion of your MSP's marketing effort, allowing you to use the time that would have been used for marketing elsewhere. With marketing automation, an MSP can continue marketing to their website's visitors and prospects long after the initial contact.

Marketing automation will boost a business' social media presence and drive traffic and leads back to the business' website. When properly planned and correctly implemented, there are many benefits of marketing automation. Unfortunately, there are also some negatives when marketing is automated. Learn more about some of the pros and cons of marketing automation.

### Pros:

1. Generate Leads & Grow Social Media Presence
  - a. A steady stream of content will provide chances for engagement as well as keep your company in the minds of your audience and prospects, so whenever they need a service you provide, your business will be the first they think of.
2. Numerous Programs Available
  - a. There are several marketing automation softwares out there that you can choose from. There are also some free, but limited, options out there like HootSuite and Dlv.it.
3. Time Efficient
  - a. Automating some of your marketing efforts will help to save your MSP a lot of time and resources.

### Cons:

1. Customers Want to Interact with A Real Person
  - a. A human element is necessary, if your posts are generic and you do not reply to comments or questions, people will get the sense that the page isn't relatable because of how "fake" the page appears.

### 2. An Added Expense

- a. Marketing automation software is rarely free to use, again however, there are ones like HootSuite and Dlv.it, that offer free, limited plans.
3. Can Cause Your Audience to Feel Overwhelmed
    - a. It is very easy to overwhelm your audience and prospects by communicating too frequently using automation software.

### Automate Anyway!

Despite the cons, automating your MSP's marketing is still one of the best things you can do for your business' marketing effort. Marketing is moving toward social media platforms, it only makes sense to begin automating your MSP's marketing now, you don't want to be the only business at a disadvantage in the future. If you need help keeping your MSP's marketing current and ahead of your competitors, feel free to contact us or give us a call at 888-546-4384.



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## How Featured Snippets Can Drive Traffic to Your Website

(Continued from page 1)

In fact, **96.54% of all search queries in the US have fewer than 50 searches per month.** Those golden-ticket, high-demand terms that you strive to rank for aren't usually going to lead to a flood of traffic, because very few prospects are actually searching for them.

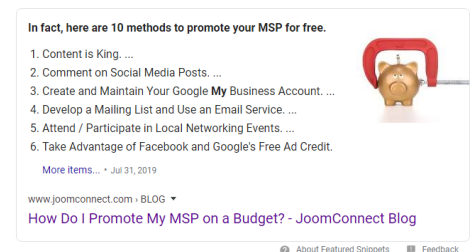
The most important tactic you can use is to create content which provides searchers with solutions to their problems. If you consistently provide content which is of value, eventually you will find your position increase. If you're lucky and your content provides a higher level of value, you may be rewarded as a featured snippet.

### What is a Featured Snippet?

Featured snippets are powerful for SEO marketing because they allow people searching for information the ability to find answers in a way that is easy, quick

and convenient. You don't have to click on a link to find your answer, it's right there, but, and this is key, people are more likely to click through to your website to gain more information. The value of featured snippets is that they are the first answer most people see when they are searching and usually the first website they will visit. **It sets you as the authority on a subject.**

Featured snippets are shown high on the search results page, and nicknamed position #0 because they are shown above the #1 result. As you can imagine, being shown as a featured snippet is a sure-fire way to grab the attention of potential clients away from your competitors, and drive traffic to your site. Here's an example of a JoomConnect blog: How to promote my MSP on a budget which Google has chosen to be a featured snippet.



As you can imagine, this snippet is driving a ton of traffic to the JoomConnect website. Moreover, the side effect of your content being chosen as a featured snippet is that it often becomes linkbait, that is content which is linked by other websites, increasing its authority. This in turn can exponentially increase traffic and conversion opportunities to your site (which is what occurred for JoomConnect and this blog)...



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[jmct.io/snippet](http://jmct.io/snippet)

## How To Use An Old Blog To Generate New Traffic

(Continued from page 1)

### Five Steps To Help An Old Blog Generate New Leads

#### Audit and Update Your Content

While it seems counterintuitive to edit a successful blog, one thing to consider is that while your blog is suddenly popular, it is also older and some of its information may be out-of-date. The goal of your content should be to provide your audience with a great user experience. While the initial search may result in click-throughs, out-of-date content will cause them to bounce. A great user experience translates into visitors staying on your site and returning for more information.

Return visitors are more likely to convert into customers.

Broken links, out of date content, obsolete graphics, or a lack of next steps can reduce user experience, and in turn your authority with your audience and Google. Think about this from a customer's viewpoint, as an MSP you're supposed to be an expert in technology, yet you can't even get your website to work correctly. Not a great impression. To ensure a better user experience, external links (links to other websites) that are broken should be repaired or better yet be replaced by more informative links. Evaluate your content and update it with current information.

Don't be afraid to tweak your old content to emphasize services you wish to focus on and drive traffic to. After all, the purpose of the blog is to develop leads for your MSP, however, it has to be a natural

transition and not have a bunch of unrelated keywords crammed in. This leads us to our next point:

#### Avoid Keyword Stuffing

While it's tempting to stuff as many MSP-related keywords into the blog as possible, resist the temptation as you may end up killing the golden goose. The blog as it is generated leads, all it needs is to be freshened up, not jammed full of irrelevant keywords. Your audience will quickly leave if they find their once-informative blog has turned into an infomercial. Finally, Google has little tolerance these days for black hat SEO such as keyword spamming...



Read the Rest Online!  
[jmct.io/oldblog](http://jmct.io/oldblog)

## Frequently Asked Questions About Pay-Per-Click Advertising



Pay-per-click (PPC) advertising is a great marketing strategy that any business - including a small to

medium-sized MSP - would benefit from taking advantage of. The problem is that PPC is seen as this confusing, overcomplicated method that would be too difficult and expensive for a smaller business to handle.

It's true that a poorly run PPC campaign can end up costing you more money than you intended without the results to show for it. However, armed with a bit of knowledge, you can minimize the chances of this happening.

We work to simplify Pay-Per-Click Advertising by answering some commonly asked questions regarding it.

### What Is Pay-Per-Click Advertising? How Does it Work?

Pay-Per-Click (PPC) is an online advertising method that marketers use to attract quality traffic to a particular webpage. Like

the name sounds, these ads function where the advertiser only has to pay when someone clicks on their ad. If your competition is running pay-per-click ads as well, things can get a little trickier. If you want your ads to get seen, you'll need to be willing to pay a bit more if you're targeting the same keywords/audience.

Essentially, you need to design the most relevant, well-written ad and be willing to pay more than your competition. This ad should point to a well-designed landing page that provides the user a positive experience when they reach it.

### Why Should My MSP Consider Running a PPC Campaign?

Pay-per-click is one of the best ways to improve your search engine ranking both quickly and effectively. Running these campaigns allows you to reach your target audience and - if you're running a remarketing campaign - it reminds them that you exist and can help them with their IT-related needs.

An effectively run PPC Campaign can increase the following for your MSP

- Brand Awareness & Recall
- Leads

- Website Traffic
- Search Engine Ranking
- Conversion Rate
- Sales

Before you get started with your own campaign, we suggest investing in your search engine optimization and your website so you don't end up wasting your investment.

### What Should My MSP Choose to Run a Pay-Per-Click Campaign?

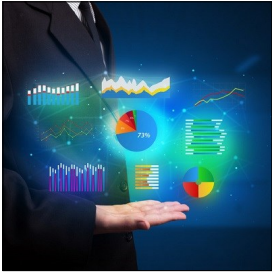
Many people are going to point you straight to Google when you ask this question. It's true that Google is the most popular PPC Advertising Platform used. Google Ads (formerly known as Google AdWords) is one of the best tools out there, and it has a plethora of educational resources that can teach you how to effectively run campaigns... if you have a lot of time on your hands.

In addition to other search engine platforms like Microsoft Bing Ads, another viable option that is a bit simpler to use AND tends to be pretty effective is...



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## The Persuasive Power of Statistics in Marketing



You want your marketing to be persuasive in getting your target audience to do what you want them to do - turning to you for all of their IT needs.

Unfortunately words aren't always enough. Sometimes, you'll need to use some numbers (specifically, statistics) to get your message across - the Statistics Appeal advertising strategy.

The reason it is so powerful and persuasive is because people trust numbers, and they're often a lot easier to digest than paragraphs of text saying the same thing. If you're running a fact-based, thought-provoking marketing campaign, the right statistics can take the persuasive level of your message to the next level. The best part is, you can sprinkle them in to any type of marketing that you do! Use them on your landing and service pages, in your blogs, on social media, in your direct mail pieces - wherever you need a little extra persuasion with your message.

### What is the Statistics Appeal?

The **Statistics Appeal** is an advertising strategy used by marketers to further persuade individuals to do something, whether it's to purchase a product or service, donate to a worthy cause, or buy into an idea.

### Finding the Right Statistics to Use

As a small business, you don't necessarily...



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## Social Media to Market Your MSP! <https://jmct.io/usmr>

No matter what kind of business you do, your business can always benefit from having a functioning and active social media. For a business that is as technologically versed as an MSP not to have any kind of social media doesn't really instill trust about the quality of your business' service within your prospective clients.

Luckily, getting your business' social media up to snuff is easy with our **Ultimate Social Media Rig!**



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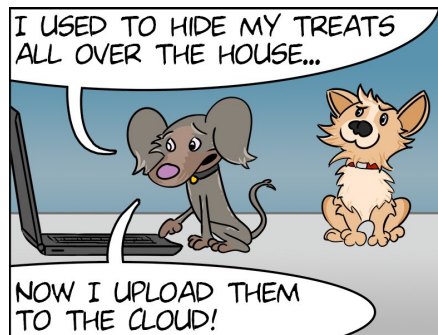
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