



## Happy New Year!

We hope you had a fantastic holiday, and are excited about new digital marketing opportunities for 2019. This newsletter is packed with free tips and tools that everyone can use, so please Forward to a Friend that can also benefit.

## Quality SEO Goals: Then and Now

Our 2018 Goal List wasn't completely accomplished. However, we did create more video than originally planned, and kicked social media back into high gear in the last quarter of the year. (A lot happened in between January and December).

Our 2019 Goal is to continue to provide high-quality blog and video content to help small business owners succeed in their online and direct marketing efforts.

We have several video marketing categories, so we **created Playlists** on the [Quality SEO YouTube channel](#) to help visitors and small business owners quickly locate video content, by category.



## Video Marketing Content for Business Owners (B2B and B2C)

We create and share free video marketing content to help small business owners successfully promote their business and increase traffic to their stores and websites.

Click the [RED SUBSCRIBE BUTTON](#) on the Quality SEO YouTube page and get notified when we post new content.

Watch the short videos below and find out how you can apply these marketing concepts to your small business.



[Build Your Website to Increase Quality Traffic and Conversions](#)



[Your Small Business Needs Branded Videos on Social Media](#)



[Essential SEO Tools to Build a New Website](#)

## Google My Business is a FREE Online Directory

Google has many free tools and they have made it very easy to include your small business in their free online directory. If you've been in business for a while, Google may have already set up your business profile, so make sure you **CLAIM IT**.

**Google My Business** allows you to post your business information, hours, services, events, offers, and products. This is a Huge Benefit for local marketing, and they even have an app!

[Check out this post](#) and think about different ways you can promote your company in the Google My Business directory.

You can also post and share new content and videos every day which will put you ahead of competitors, and will help develop credibility and trust with visitors. Google My Business provides Insights such as;

- How customers reach your business (Direct or Discovery)
- Total views by week, month, and quarter
- Interactions: visited website, request directions, phone calls, photo views

**#TIP#** Incorporate photos in your posts because people like visual content!

## Get FREE TOOLS from Think With Google

**Competitive Insights:** See how you stack up against the competition. Find opportunities to differentiate your brand or product.

**Google Trends:** Use real-time data to gauge consumer search interest in your brand, or even a competitors brand.

**Shopping Insights:** See how you stack up against competitors, competing products and more.

**Google Predictive Search:** Learn how people are searching for your brand, or even a competitors brand.

## 5 Things to Expect from Marketing in 2019

According to [Entrepreneur magazine](#), marketing is being shaped by “emerging technologies, methods and patterns.” But what does that mean for small business owners?

1. Content is everything, but you need engagement to build trust
2. Chatbots can fill in for customer service on your website, and then hand off to a live agent when more detail is necessary.
3. According to Search Engine Land, [Voice search sales](#) are expected “to reach \$40 billion by 2022”, and it's important that your website is optimized for voice search.
4. Video must become part of your marketing strategy, and the vertical format is becoming the preferred platform for viewing.
5. Image search allows people to take a photo, and learn more about it, so it's important to optimize photos on your website.

## What Marketing Goals do You Need to Accomplish in 2019?

- Get more traffic to my website
- Grow my email list
- Improve SEO on my website
- Position our brand to be set apart from the competition

[Let us know how we can help](#) you achieve your marketing goals for 2019.

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