How to Use Off-Brand Blog Posts to Generate Leads

You might think all of your blog posts should feature content relevant to your business and services. After all, you want those sweet, sweet SEO rankings and conversions. However, consider using your blog for off-brand topics too, as you might find some of these posts bring a whole lot of traffic to your site. The question then becomes how to leverage this type of content to actually drive quality traffic.
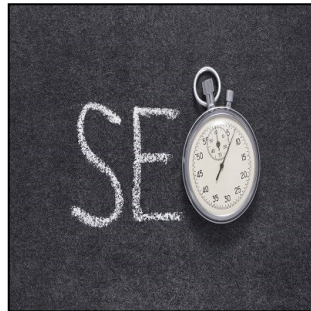
While performing your monthly SEO audit (you are performing SEO audits, right?) you should be watching how...

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How Long Does SEO Take to Show Results?

"How long will it take for an SEO strategy to start showing results?" This is a question that will get you many different answers depending on who you ask. The optimization of your business' website happens on so many levels and has so many different variables, and coupled with the fact that your competitors aren't just resting on their heels and have likely also optimized their website, SEO (Search Engine Optimization) can take as long as six months to show results.

Ignoring cases of outliers, on average, an SEO strategy usually takes between four and six months to show any significant results. Of course, depending on if you've optimized your website before and other factors, you can begin to see results much sooner.

To make it clear, no matter where your business' website is in regard to SEO, or what your competitors are doing, optimizing your website will take time, so don't begin this marketing tactic with the idea that you will see instant results.

Timeline
Search Engine Optimization isn't a simple process and you need to be prepared to dedicate up to a year of your time and resources. Here is a highly plausible timeline for the initial six months it could take to get results from an SEO strategy:

6 Website Deliverables Your MSP Website Should Have
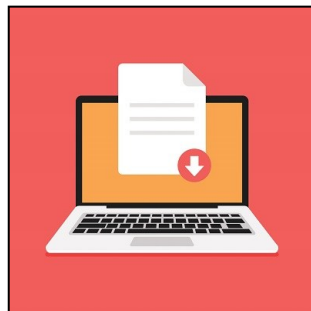
There are six main types of deliverables that any MSP should have at least one of on their website. Here, we go over what those are and where you should be putting them if you want them to be seen by your website visitors.

What Website Deliverables Should an MSP Have on Their Website?

1. Case Studies
Case studies are your customer success stories where you get to tell a story about how you solved a client's problem. These are arguably one of the most powerful types of social proof for managed service providers because they provide real-world examples of how your services are beneficial. When they are industry-specific, they are a great piece of marketing collateral for a campaign targeting that particular industry.

Your MSP's case studies can live on their own Case Studies page (and should if you have multiple). Since case studies are a great vertical marketing piece, we also recommend putting them on the related Industry service page that you have.

2. Brochures
Brochures exist to help your company promote your service offerings, and are a type of marketing collateral that are professional, brandable, affordable, informative, and versatile.

Top Five Marketing Tactics for Your MSP

Ever put a good amount of time into a marketing campaign for your MSP only to have it fizzle out? It can be demoralizing to spend time and money trying to get more sales only to get nothing back. Marketing is a beast, and most of the time, trying to run a successful MSP business while trying to usher in growth and spread the word is very challenging. Let's discuss how you can market your MSP.

What MSP Marketing Isn't

Before we examine what MSP marketing is, let's take a moment to discuss what it isn't. Having a website isn't marketing, at least not on its own. While a website can be part of your MSP marketing plan, a website in and of itself, isn't marketing. Neither is a billboard on the highway or random posts on social media. Unless tied to a cohesive marketing plan, at best we could consider these individual steps as marketing tactics. To successfully market your MSP requires a strategy. The biggest misunderstanding most MSPs have when they try to promote their business is confusing tactics for strategy and sales activities for marketing goals.

What is MSP Marketing

Like all marketing, the goal of marketing your MSP is to inform the public of your services and how you can help them solve their problems. Your audience needs to think about you and find you when they have an issue you can solve. For your marketing to be effective, you must combine individual promotional tactics (website, social media, and yes, even billboards on the highway) into one coherent strategy. The ultimate objective of your marketing strategy is to generate **qualified** leads for your MSP.

Note: Marketing your MSP isn't the same as retail marketing, which often relies on impulse buying. Selling managed IT services is by--its nature--a long term sales pitch. In fact, a significant part of an MSP's sales process requires that you educate potential customers about their technical needs. So as an MSP, you need to be able to translate technical terms and concepts into a language your customers can understand. The final component of your sales process is helping potential clients recognize that you can solve their issues, and this is where your marketing plan...

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6 Website Deliverables Your MSP Website Should Have

(Continued from page 1)
They are great pieces to hand out when at live events, but we recommend adding them to your website too. This enables visitors who are interested in one or more of your service offerings to download or print information about what they're interested in.

You should have an accompanying brochure on each of your service pages. Make these brochures easy to find with a call-to-action graphic.

3. Whitepapers

Whitepapers are high-level, lengthier marketing documents (typically between 3-15 pages) meant to target business decision makers getting ready to make a purchase. They tend to describe a technical solution as a whole using secondary resources to support the overall argument. While they may take a while to put together, they are highly desirable in the B2B space.

Your whitepapers are very valuable; as such, you should be advertising it on multiple places throughout your website. In addition to having its own landing page, we suggest advertising it via ads on your website's homepage, on relevant service pages, and in header/footer/sidebar ads (depending on your overall website design).

4. Newsletters

Newsletters are a frequently used marketing tactic by businesses of all sizes. Whether you choose a print or digital format, monthly newsletters are a great educational touchpoint to have with leads, prospects, and clients.

We suggest having a page on your website that allows your website visitors to access all of your newsletters. On this page, visitors should be able to also sign up to receive your newsletter via a form.

5. How-To Guides

Putting together how-to guides on various technology-related subjects demonstrates your knowledge in all things IT-related. If you have any sort of knowledge center on your website, these guides should live there. They are also great for landing pages and can accompany a related blog quite nicely.

6. Checklists

Checklists are a type of educational deliverable that are easy to put together and can be a simple way to shape the opinion of the reader and/or help them accomplish a task.

Where checklist deliverables fit best on your website is going to depend on the general topic of the document in question. Similar to how-to guides, checklists can work well on landing pages and in related blog articles. You can also put them in a 'My Documents' area.

There are of course other types of deliverables you can add to your website too. You may have presentations you want to share, flyers your target audience can hang up around the office, or other...

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How Long Does SEO Take to Show Results?

Month One: Website Audit
An SEO service will begin by examining your website's current state. Your website will be thoroughly searched for any errors that need to be corrected and assessed for optimization of factors and tactics.

Month Two: Map Out Your SEO Strategy
When it comes to SEO, SWEAT THE DETAILS! With all of the many tactics and factors that go into SEO, it's important to closely consider which will best suit your business' website. The second month of an SEO service will likely be spent researching and coming up with a custom SEO campaign.

Months Three - Four: Content
Expanding the available content on your website will be the focus of the next two months. Adding service pages, company pages, and blogs will provide good end points to drive traffic to. By the end of the fourth month you should be seeing an upkick in traffic to your website, and although it may not be significant, remember SEO takes time, and it will be significant enough for you to know what you're doing is working.

Month Five: Time for Social Media
By this point your website should have a ton of content for you to use in a Social Media Management Service. Incorporating social media will allow you to drive traffic back to the content on your site, creating a flow of potential clients directly to you and your services.

Month Six: Repeat the Cycle
Now that you have set a system of creating content and pushing it out through your business' social media, you should continue this cycle by continuing to create good content to link to. You can outsource content creation, and subscribe to a blog service to supply the content for your site.

Let Us Manage Your SEO
Now that you have an idea of how long SEO will take, you may be feeling a little discouraged. Don't worry, if you don't have the time to manage an SEO or Content Marketing campaign, we will do it for you. Our many marketing experts are available to begin working on your business' website and marketing needs. Contact us or give us a call today!

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Seven Critical Features That Your MSP Website MUST Have

[image]

A website is a key component to any business' marketing these days. For MSPs, there are a lot of options out there for pre-built or templated websites. This includes our Ultimate MSP Website, which comes with over 100 pages of content to choose from, several different designs, and a ton of features. In addition, we can also build custom websites. Let's explore the differences.

The templated approach is often seen as the inferior option. The assumption is often made that templated websites don't perform as well, or that you'll look just like your competitor down the road. Comparatively, a custom website is presumed to be more expensive, and takes longer to build.

There are also concerns--especially in the managed services space--that the marketing professionals who create these templates aren't considering the many services that, if they are offered, can make a company stand out amongst its competition. Other assumptions between custom and templated websites include the level of customization that is possible with each, and how much attention is spent putting the templates together, as compared to developing a completely new website.

Templated Website Concerns and Counterpoints
These assumptions might make the custom website seem like the only reasonable option. However, building a fully-custom website is much more expensive than a smaller MSP may be able to budget, at least initially. The truth is, though, is that starting with a prebuilt MSP website is a fine option for almost any MSP.

Do some templates have issues? Of course. Are some providers more helpful and diligent than others? Absolutely. This doesn't mean that you shouldn't start with a templated website. You just need to find someone who will help you make the most of yours. We offer both custom and templated websites. For custom projects, we typically start with one of the thousands of third-party website templates out there… but this doesn't mean that we short-change our templated websites.

You Don't Have to be One-of-a-Kind
Let's face it, most of what you do isn't a whole lot different than other MSPs out there. Do you offer a backup solution? Is it one of the handful of channel backup vendors out there? Do you have an RMM tool? Are you the only one using that RMM tool?

Most MSPs have pretty similar service stacks. That doesn't mean you can't stand out, but your general everyday offering probably isn't doing the heavy lifting for you. Instead, your expertise, your specializations, and the level to which you satisfy clients is what makes all the difference.

The Ultimate MSP Website can convey that just as easily as a custom website...

[QR code] **Read the Rest Online!**
**jmct.io/7featonsite**

Why Does SEO Take So Long?

Most business owners realize that Search Engine Optimization (SEO) is one of the primary marketing tools to get your MSP noticed. Yet, very few understand that SEO (like most marketing) can often be a slow process. However when done correctly, SEO marketing can provide your business the boost needed to be heads above the competition and on page one of Google.

Why Does SEO Take So Long?

We recently wrote a blog discussing how much value your content becoming a featured snippet brings to your website in terms of traffic. During an internal SEO evaluation for JoomConnect, we noticed the search term, "How do I promote my MSP?" and its variations were a recurring topic, to which we created a blog to answer the question: How do I promote my MSP on a budget?. We mention this because it took eight months for this blog to become a featured snippet. Eight months of marketing, of adding internal links, and cultivating backlinks. It took a lot of time, but we're happy with the results.
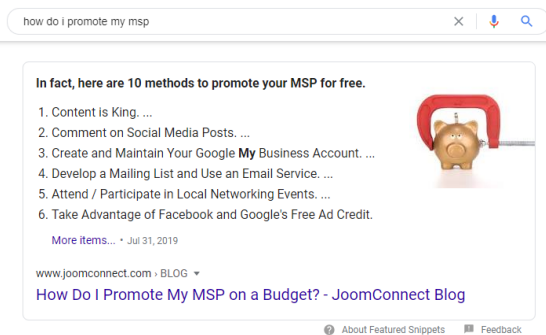
Despite attempts to manage expectations, often a business will pause or stop their SEO efforts after a month or two, because they aren't seeing results as quickly as they think they should. The most common refrain is a variation of "We just weren't getting the results we needed to justify the cost." We get it. If your business needs leads and you're not seeing any, it seems logical to cut what isn't working. However, reducing or even stopping your marketing (SEO is marketing) before it's had time to gain traction is not the way to go. In fact, scaling back your marketing is the worst strategy in a slump.

Unfortunately, SEO and marketing in general isn't like turning on a switch. There is no magic bullet, no place in the code to fill in with keywords, or any other quick tactic that will flood your website with visitors and calls. In order to market your MSP, you need to **actively** market your MSP. Loading up on keywords isn't a marketing strategy, it's a long outdated tactic. You can learn more about that here, because it's time to update how you use keywords.

The reality is your MSP website is just the beginning of your marketing process. Having a website in and of itself, doesn't mean your audience will come to it. You have to give them a reason to visit it. In fact, the terms you want to rank for? Those big hitter terms like "computer support" or "voip" or "data backup?" Those terms are searched so seldomly and usually have such a high amount of competition that they probably aren't even how users are finding you.
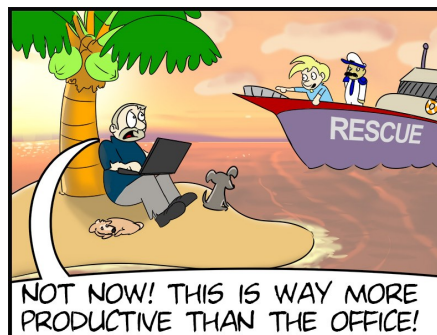
Moreover, your website doesn't exist...

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