JoomConnect

Newsletter
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In This Issue:

Why Is Page Position Essential For Your MSP Marketing?

There is nothing more disconcerting than checking your MSPs website page positioning only to find that while you once were on page one, you find yourself pushed down to page 6. Instead of panicking, here are some steps you can take to regain your standing, and your leads.

Why is Page Position Important for MSP Marketing?
Your MSP website's page position refers to the position of your website as it appears after a business searches for a solution...

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The Best MSP Marketing Starter Guide [2022]

Whether you are just a one or two-person IT shop or you have dozens of technicians and specialists, marketing your MSP isn't necessarily going to come naturally. When we get introduced to new MSPs, we always ask what they've been doing for their marketing up until now, and the answer is almost always the same—word of mouth.

That's always a great sign for us, because that tells us that your clients love what you do. That tells us you were able to grow to where you are today simply by being smart, effective, and having great customer service. But word of mouth isn't always enough. If you want to get your MSP to the next level, you need to do some marketing.

How Should My MSP Market Itself in 2022?
Just having a website isn't going to cut it anymore. MSPs are in a very competitive industry and most geographic locations have multiple IT companies vying for the same audience. On top of that, nationwide MSPs are swooping in and pouring tons of dollars into their marketing to stay on top. If you want to compete, you need stand out. You need to impress at first blush, and that means before the prospect even needs you.

MSP Marketing Lesson: How to Deal with Google Search Console Errors
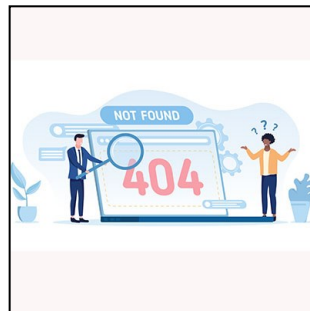
Have you received a notification email from Google telling you that there is something wrong with your website? Instead of panicking, take a moment to ask whether or not you should be concerned. Here are three common issues that may not be as critical as you think.

Google Search Console Errors: Is Your Website Actually Broken?
Have you ever received a notification from Google that your website is experiencing critical issues? Your first instinct is probably to reach out to your web developer and ask them what is wrong. However, in many cases, these notifications are not necessarily as critical as Google seems to make them.

So why is Google bringing your attention to this? Google's primary goal is to ensure that users have a good experience when they access your website. An essential part of this is finding the information they are searching for. If your website has broken links, pages that aren't being shown, or worse, are being used by bad actors to skim your website visitors' information, this is the type of experience that Google wants to prevent.

If you have received a notification from Google about your website, here are three of the most common errors, what they mean and why you shouldn't panic.

1. Noindex and Blocked Errors
One of the most common errors most people see from Google's Search Console are related to indexing. Here are the three usual errors Google will point out:

Social Media 101: Which Social Platforms Should I Use to Market My MSP?

It's no secret at this point that social media is a useful tool for business marketing, effectively without exception. However, determining which of the available platforms is best for you to use to promote your offering as a managed service provider may be a little more challenging.

Let's examine the benefits of utilizing social media as an MSP, before examining how each platform can be most effectively used.

Why Should an MSP Market Themselves on Social Media?
The long and the short of it is that you should be using social media as a managed service provider because the audience you want to reach is using social media. While marketing tools and tactics like search engine optimization and content marketing serve very impactful and useful purposes, putting your business' message in front of your prospects even once more can provide a significant benefit.

In terms of your goals for using social media as a part of your marketing, you need to identify what it is you want to accomplish with it. There are plenty—plenty—of ways that you can use social media to promote your services.

For instance:

• Your business' social media can serve as an addition to your customer service platform. You can therefore use it to collect comments, answer questions, and field complaints from your clients in a public forum, serving their needs while also generating social proof.

• Drawing on your existing audience as a reference, your business' social media can be used to generate new leads amongst those who would be most receptive to your services.
• By running promotions and otherwise sharing your brand out on social media, you can increase the awareness of your brand and its services.
• Social media is a great opportunity to distribute marketing content and collateral to interested prospects.
• You can also take advantage of the social aspect of social media to collect metrics, insight, and direct input from your target audience regarding what they would be most interested in seeing.
• Finally, and most critically, you can use your social media profiles to direct traffic back to the primary hub of your marketing efforts: your website...

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MSP Marketing Lesson: How to Deal with Google Search Console Errors

(Continued from page 1)
• Indexed, though blocked by robots.txt
• Submitted URL blocked by robots.txt
• Submitted URL marked "noindex"

One thing to remember is that noindex and robots.txt are not the same issues. Noindex is used if you want individual pages not to show as a search result. If you want to keep large sections of your site from being crawled, such as a members-only section, you use your robots.txt to set up disallows.

The commonality the errors share is that they prevent Google from showing pages on your website as a search result. Why wouldn't you want Google to access some areas of your website? An example of this could be a page reserved for members only, as we mentioned. Unless the page is set to noindex, then Google would show the page as a search result, exposing the page to the general public. The various types of noindex or blocking are designed to prevent this from happening.

Common types of pages you would actually want Google to ignore:

• Admin login pages
• Terms of Service and Privacy Policy pages
• Superfluous URLs like pages generated by events calendars and blog archives
• Different "views" of the same content (blog tags and category pages for example)

Should you completely ignore the notification? No, you should always look when Google shoots you an email because there could be something amiss with your website.

It's important to understand that Google wants access to the entirety of your website. That's part of the process that comes with working with Google. When you set some pages to noindex, you're preventing Google from seeing parts of your website, which triggers a response from them. When Google sends a notice, they are merely letting you know they can't see parts of your site and asking whether or not this was deliberate. Since the majority of times, setting a page to noindex or blocked by robots are a deliberate action, for specific pages, these notifications from Google are nothing to be concerned about.

2. 404 Errors
Despite the email that Google sends you, 404 errors don't need to be harmful or fill you with fear that your website is broken; in most cases, you don't have to be afraid of the 404 error. When Google's Search Console sends a notification about a 404 error, its goal is to ask, "Do you know this URL is broken"?

In most cases, the answer will be yes, because there will be times when you may decide to remove a page from your website. You should routinely evaluate the content on your website to...

Read the Rest Online!
jmct.io/searcherrors

The Best MSP Marketing Starter Guide [2022]

(Continued from page 1)

Before we get too deep into the weeds, let's break it down based on your MSP's capabilities. Depending on how much time and money you have for marketing, you might have to start small before you can grow into the easier, more impressive stuff. Let's see which group you fall into:

I've Got a Shoestring Marketing Budget!

There's no shame here. You need to start somewhere. Chances are, if you are at this point, you are probably personally ready to put the screwdriver down and start growing your business. Word-of-mouth has gotten you this far, but now you need to do more, but you don't have a huge budget or a full-time position to dedicate to sales and marketing just yet. This group is about the hustle, and it's going to take some leg work and hand shaking to do right.

I've Got Some Limited MDFs!

Okay, great! Lots of vendors provide marketing development funds for their value-added resellers. On top of that, plenty of vendors provide marketing materials, website copy, video, and other sales and marketing tools. Check them all and evaluate what you have to work with. Sometimes, the marketing materials they put together aren't always the greatest, but that doesn't mean they can't be improved upon or adjusted a little to help you grow.

I've Scrimped and Saved, and Now I Want to Dip My Toe into the Water!

We know it's not easy to put together your first marketing budget. Here's the thing—it's going to go fast. When used poorly, a small budget will evaporate in no time, and with very little return, especially when you don't use it wisely. It's best to use this budget to build things that are repeatable, as opposed to spending it on a temporary ad spot or one-and-done...

How to Optimize Your Google Business Profile: Part 4
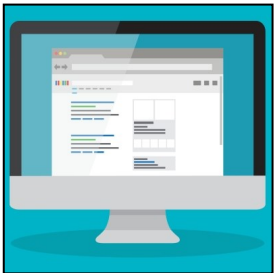
If you've been following our series, you're aware we've been exploring Google Business profiles and the ways you can best optimize your profile to suit your business' needs. Now, we are going to explain how to get started with claiming your business' profile.

How to Claim Your Business and Build Its Initial Profile

The process behind starting your business profile really couldn't be simpler. Log into the Google account you use for your business and find the Business Profile Manager page. Chances are, Google is likely already somewhat aware of your business, so you may be able to find it by just providing its name.

Otherwise, creating a new Business Profile is a straightforward process:

The first step is to provide your business' name. Again, Google may already know about it, and will provide a list of close matches it finds to what you entered. If your business is not identified, click **Add your business to Google** and select the appropriate business category. You can revise this later if needed.

You'll then be prompted to add your business' location. You'll be asked to type in the official address, and potentially also be asked to place a map marker. You'll then need to add your business phone number and website address, and once again verify your business' physical location—most likely through a physical postcard sent to the office. Once you receive the postcard, you can enter the code printed on it to verify the account.

Then the fun part begins—data entry! The next section will cover how to make the most of the details you provide. Once you've finished supplying all the details they ask for (hours of operation, messaging preferences, a description of your business, and any photos you wish to provide) you can continue into your **Business Profile Manager Dashboard**. This dashboard is where you'll create your ads and manage your reviews.

More to our current purposes, however, it is also where you can manage your...

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We would be incredibly grateful if you could take a couple of minutes to write a quick Google review for us. This will allow us to improve our service and let others recognize the value we provide.

Thanks in advance!

jmct.io/googlereview

MSP Marketing: Facebook 101 - Setting Up Your Facebook Page

As part of your MSP Marketing strategy, you need your social media presence to represent your company in a positive manner. By taking the time to properly set up and brand your pages, you can strengthen your brand authority and recognition amongst those who stumble upon any one of your social media channels.

This blog will talk about how to best set up your Facebook Business Page.

Getting Set Up
Before you can create a page for your business, you have to have your own personal Facebook account. Make sure that this is a real account, and not a fake one set up to manage your Facebook page. If you're not a huge fan of Facebook, you can hide your personal profile and use that to manage your page.

When setting up your page, you'll need to give Facebook information about your industry, website, location, hours, company information (which we'll go into in a bit), and the Facebook url that you desire. You definitely want to personalize your Facebook url so it is simplified and professional.

About Your Company
There is a lot of information that you can provide in your Facebook 'About' tab:

- **General**: The information that you can provide under this section includes a Description and the Category or Categories in which your business falls into.

- **Contact Info**: Here, you should provide your company's phone number, email, website address, and social media links.
- **Location**: Under this section, you can provide information on your address, whether or not your business is located inside a larger place, information on parking, and information on public transit.
- **More Info**: In this section, you should include your business hours, can add an Impressum, price range, products, a company overview, when you were founded, awards that you have won, and a link to your privacy policy.

Note that the way this information appears on your page may not be in this order and under that respective category; this is how Facebook organizes the information when you are editing your About Page details.

A slightly newer section that you can choose to add is the **'Our Story'** section. This story appears to the right of this 'About' information in a different font under an image of your choice, and displays to the right of your page's feed. This allows you to add a short blurb about your company. The first 100 characters are the most important, as these are what are displayed in the preview of this section.

Images
Keep the following in mind when it comes to your Facebook Business Page graphics:

- **Profile Picture:** This image should have a 1:1 aspect ratio and be at least 180 x 180px. We recommend using a version of your logo that would be readable in this size...

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jmct.io/fbsetup

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