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**Visibility Equates to Higher Profits**

**By Kathleen Gage**

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One of the greatest challenges businesses face is how to market cost effectively while gaining a good return on investment (ROI). Regardless of what industry you are in, the size of your organization and how long you have been in business, you must continually look for ways to gain and maintain your visibility to your market.

Gaining visibility is one of the most important, and yet often most overlooked, aspect of running a business. Perhaps you don't run a company, but you are in sales. Visibility applies to you as well.

Before you begin to aggressively position yourself and gain visibility, think about what the vision for you and your organization is. Gaining a vision of what the organization stands for, the impact you want to have on your customers or clients, the quality of products and services, your contribution to your community, and where you want the organization to be in the future is essential as you move forward.

Your vision is your ideal future state. The statement includes what you desire your organization to be like. Again, it doesn't really matter the size of the organization. Included in the vision are your values. What is really important to you?

Once you have your vision in mind, consider writing it down. This can help you to solidify your thoughts and to stay on track with what is truly important.

Another important aspect of your marketing is your Unique Selling Proposition (USP). It is beneficial to actually write down what makes your product or service different from those of your competitors. Whether you are in financial planning, training, banking, the beauty industry, day spas, or technology, take the time to know what sets you apart. In the consumer's mind, Company A looks the same as Company B in many ways. The same with Salesperson A compared to Salesperson B. To stand apart your job is to help the consumer understand your differences. You can do this in a very positive way without belittling or badmouthing your competition.

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A simple formula to clarify your USP is to write down every reason someone would want to do business with you. Are you an expert in your industry? Do you deliver in record time? Do you have a unique location? What is unique about your business compared to your competitors? What is most important to your prospects and customers about doing business with you? (If you don't know - ASK!) What can only you do that your competitors can't do?

Once you answer these questions, create a short message to include the key information. Many people avoid doing this type of exercise thinking it is a waste of time. Fact is, when you meet with a potential customer and they ask what you do, you want to be able to concisely tell them. This process is also helpful with your current clients in that they are only one call away from utilizing the services of someone else.

Another challenge people have is once they have created a USP they seem to be married to it. Avoid the trap of having a canned USP. Make it spontaneous according to the situation.

Your USP can be used in a number of different ways; conversations, networking opportunities, on your business cards and letterhead (if it is not too long), your yellow page ad, and in your other forms of advertising.

Periodically, it is helpful to revisit your vision and USP. As you change and your customer's needs and wants change, you may find it necessary to adjust to those changes. What should drive any change are your core values more than anything else. When you are congruent with your values, success is assured.

Kathleen Gage is a business advisor, keynote speaker, and trainer that helps others gain market dominance and visibility within their market. Call 801.619.1514 or E-mail

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## **Good Quality Technical Content Is The Only Way To Get High Search Engines Ranking**

**By James Marriot**

Most browsers use search engines and directories to search for information on the Internet. And therefore search engines are an effective way of acquiring visitors to your technical site. But good rankings in search engines, you'll need the help of a technical content writing service to write key word rich quality technical content. And one way to do this is to outsource your Technical Content writing to India. But, if you want to make sure your visitors keep coming back for more, then you need good quality technical content.

The first part of the process is getting more visitors to your technical site through search engine

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promotion and other conventional marketing methods. And the better your technical site content, the higher your chances. For this you've to increase the visibility of your technical site. A common technique that these technical content writing companies in India, often, use to ensure good ranking in search engines is to write articles pertaining to your site's topic. And keeping an archive of such articles on your technical site will help build your knowledge base. And anyone searching for information on the topics that you've written about in your technical site will find your articles listed in their search engine results. And the chances are that they'll probably buy something from you once they visit your technical site.

And with increased visibility, more visitors will come to see at least to see what this hype is all about. The second part is the more difficult one: keeping the visitors interested and making them come back for more. For this to happen, you need to provide quality technical information on your technical site. And for this, the best option is to seek the help of offshore technical content writing services that are easy to access. Quality technical site content will go a long way in increasing a technical site's search engine visibility. It'll also improve the site's conversion rate. Quality technical site content means happy visitors, which in turn means a technical site recognized as an authority and with good ranking in the search engines.

Then, the key here is technical content. So, for good quality technical content, you'll need the help of a good technical content writing service in India. And the best way to decide if the technical content writing service is any good is to take a look at some samples of the kind of work that they've done. One thing that you need to check to see is, if the content is relevant to your technical site. The content should have an apparent pertinence, suitability and purpose, to the topic at hand. Another important thing to keep in mind with regard to technical content writing is that the information provided in your technical site should be reliable, and linked to reputable external resources.

Also, all the information that a visitor to your technical site requires should be easily retrievable via the main body content, "site search" text entry box, site map, site index, or plainly and sensibly categorized archives.

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