



INTERACTIVE GROUP

The **eBook**
for **eBooks:**
An Essential Guide

**Local SEO for
Small Businesses:**
An eBook

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YOUR AUTHOR PAGE:

By: Bernadette Coleman



Note: Beyond the content, there are many opportunities to promote your writing and yourself as an author within your eBook. The most obvious one is to include an author bio or an About the Author section at the end of your book. Don't forget to link to your social media profiles!

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CHAPTER 1:

Content Writing Tips



An eBook should be written in a language everybody can understand. Technical or industry words should be avoided.

If you can't avoid technical terminology or you think it's important for your readers to know, make sure you give a short explanation of the term the first. Remember, keep things easy.



Stay consistent with your text style, color and formatting.”

Sprinkle author tips into boxes throughout your chapter. You may choose to do the same for related quotes—just make sure they support each chapter's focus.

Don't use multiple fonts in one document. Be consistent. Choose a font that has been professionally designed with its own standardized features for the shape, height, and width of the letters, as well as the spaces between letters. This design is intended to make the font readable to the subconscious eye. Mixing fonts destroys this design and can make your eBook hard on your readers' eyes.

Stick to one font per document as a rule of thumb. The only major exception is for your main title page, where you can use a different font for aesthetic reasons. But don't alternate fonts in the body of your eBook.

People like to see graphs and charts.

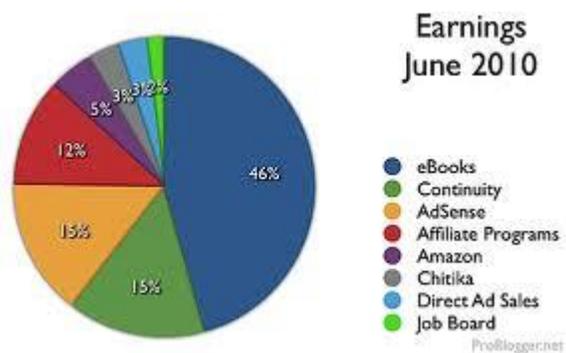
Another way to get your point across in your eBook content is with subtle product mentions and call-outs.

How much of these should you include? The key here is balance. Include visual elements to emphasize or explain certain points. You can use anything from headers, bolded text, and bullet points to screenshots, images, charts, and graphs.

Make sure the educational value of your eBook makes up for your product.

44% of readers with annual household incomes of \$75,000 or more have read an eBook in the past 12 months, up from 34% in 2011.

Source: Pew Internet & American Life Project, 2012



CHAPTER 2:

Using Images in Your eBook



So you've spent some time putting together an eBook that you want to market. But now you have to decide on images that best represent your thoughts. This means finding the right graphic(s) to support your message and enhance the perceived value of your eBook.

If you don't have images of your own, you can download from sites like iStockphoto and use them in your eBooks.

Keep Your eBook Exciting!

Want to make sure you're keeping your eBook exciting? Highlight your page with bullet points. Here are some areas to keep in mind:

- ✓ **Keep your writing punchy.**

Reading on a screen isn't the same as reading a hard piece of paper—it's easier to get distracted. Writing in concise sentences packed full of goodness is a much easier way to keep someone's attention.

- ✓ **Choose a larger font than you'd normally type with.**

Again, you're reading on a screen. Try something in the 14 pt. range, and don't choose a heavy or clever font. Stick to something readable, like Tahoma, Verdana, Georgia, or Baskerville.

- ✓ **Incorporate visuals.**

Graphics, pictures, and (simple) charts are a good way to enhance and emphasize the points you're making in your piece. Don't go overboard, though—one or two carefully chosen images are much better than a mess of irrelevant junk.

CHAPTER 3:

Lead Generation



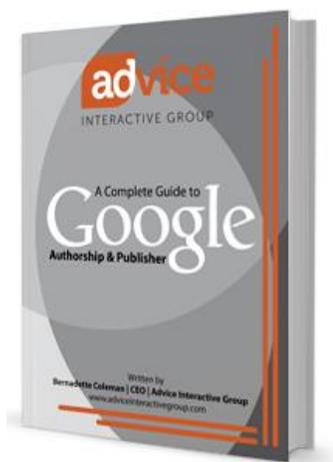
One of the most effective tools we've used online is incorporating eBooks on client sites. Why? Quite simply, it's a powerful branding, lead generation, and thought leadership tool.

Calls-to-Action

When used correctly, an eBook is an extremely beneficial driver for SEO. While you are taking your high quality keyword-driven content and boosting its exposure through any promotions you're running about the piece, don't forget to capture the lead. Make sure your eBook is gated so viewers must enter their information before viewing or downloading your eBook.

Place calls-to-action throughout your eBook. A call-to-action is a link or visual object that entices the visitor to click and arrive on a page that will get them further engaged with your company. For instance, a call-to-action can lead to another offer, your annual conference, or even a product page.

Example:



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Lead Capture with Your eBook

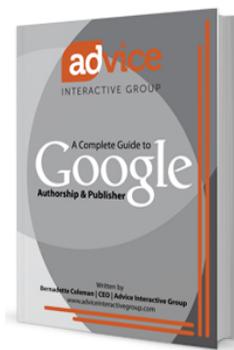
Your eBook should be available on a landing page on your site where visitors need to fill in a form to download your eBook.

But before you throw up a gate for your eBook, take the time to think through what will really make your readers download the piece. Then, extract a few images, paragraphs, or charts from the eBook and put them on the signup page.

Example:



FREE eBook: A Complete Guide to Google Authorship & Publisher



Google's newest algorithm updates have made their two author programs, **Google Authorship** and **Google Publisher**, important aspects of SEO ranking. However, the process of setting these two things up for yourself or your business can be tricky.

In this eBook, authored by **Advice CEO Bernadette Coleman**, you will learn:

- What Google Authorship and Google Publisher are and why they are important to marketing.
- How to set up Google Authorship and Google Publisher for yourself or your business.
- What the future holds for Google rankings in terms of the Authorship factor.

Download your copy for free today!



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Phone Number

Company Name

URL

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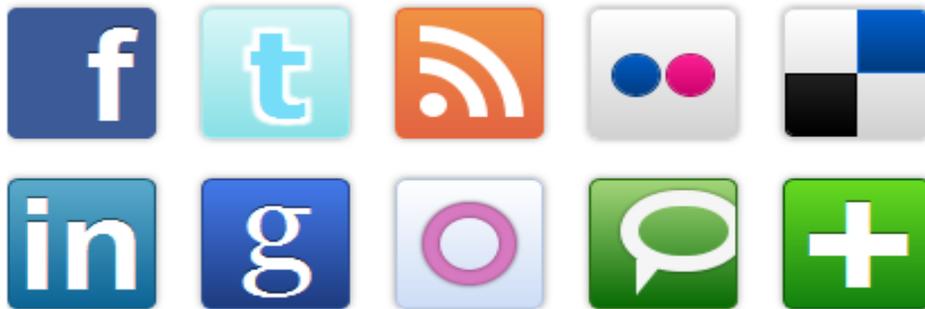
- ✓ Once you publish your eBook, you need to promote it in order to raise awareness and motivate people to read it, share it, and talk about it. You need to spread the word on your branded websites and social networks.
- ✓ Promote your eBooks through your blog.
- ✓ Send an email to your clients and leads.
- ✓ Use Pay per Click, Facebook, and LinkedIn campaigns.
- ✓ Don't forget to publish social media updates with a link to your eBook.



CHAPTER 4:

Tracking Your eBook

Create a unique landing page for your eBook and a unique download URL so you can track interest, visits, and downloads. Make it easy for people to share your eBook by including social sharing buttons on the landing page, and use social media monitoring tools to track mentions and shares.



CALL-TO-ACTION PAGE

Creating valuable content takes a lot of time, effort, and brainpower. But your content must do more than simply inform. It must clarify the next step.

A call-to-action (CTA) is the critical part of your eBook's content marketing. It's the trigger that leads the visitor to engage in a meaningful next step with your organization, whether that step is engaging the audience in the comments, finding more content, or buying your product or service.

- **Be Precise.** Let your visitors know exactly what they will be receiving when they click on your call to action.
- **Be responsive** to what the intended reader is likely interested in buying. This is the link that takes your visitor from the content to the next step in forming a business relationship or making the sale.
- **Be prepared** to collect email addresses through newsletter signups, white paper download forms, and other lead gen tactics.
- **Be ready** to nurture the relationship. For example, you may want to invite the prospects that downloaded your eBook to a site page invites them to a webinar covering similar content.

About Advice:

Internet Marketing Solutions for National and Local Companies

Advice Interactive Group is a digital marketing agency with headquarters in Dallas, Texas. Our team of Internet marketing professionals has the expertise to understand your business and provide a customized Internet marketing strategy aimed at meeting your goals. Whether you are a national, local, or niche business, Advice Interactive Group offers unique and creative solutions designed around your needs to help you grow your business.

Check Your Local SEO Rankings: [Local Search Tool](#)

Own Your Own Internet Marketing Company: [Partner with Us](#)

Try Our Local Reporting Tool: [Local Report Tool](#)

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