



How to TRIPLE

Your Profits

With Digital Marketing



by BizcaBOOM, LLC



How to Triple Your Profits with Digital Marketing

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ISBN: 978-0-578-90739-0

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A Special Thanks

I wouldn't be where I'm at today with Mr. Happy House or with BizcaBOOM if it wasn't for my son, Michael. He is the one who really transformed the way we operate.

After trying to find a solution to my digital marketing needs and having an online presence, my son, Michael, decided to take on a new kind of project, which was to get Mr. Happy House to dominate the search engines and attract more customers via the internet, and has been successful in doing so. Nothing is more rewarding than for a father to work with their son. Thank you so much Michael.



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Our Story

If you're a small business owner, a partner in a midsize company, or are starting a new business, you can probably understand that making profits can be challenging at times.

There can be days in which you feel stressed out of your mind because your business isn't making enough money to pay your employees, or times where you're questioning the existence of your company because it's not gaining any online traction.

Or when you've been trying out a lot of different tactics and hiring a lot of different people that promise all kinds of leads from a generic listing (not going to name any names here), or hiring a social media manager that also promises you a bunch of leads, only to end up with a few likes on your Facebook page and bad leads! We understand how you feel because we've been there!

Now before I dive into how exactly you can 3x your profits with digital marketing, allow me to explain our story here at BizcaBOOM to give you a little bit more insight about us:



BizcaBOOM was founded in late 2019 by me, Mike Monyak, and my son, Michael Monyak.

We are a father and son business.

I want to tell you our story because we can tell you from first hand experience what it was like to be ripped off left and right by different web designers and SEO companies and not get anywhere. Our goal was to dominate the search engines in our local area.

Before BizcaBOOM was founded, Mr. Happy House, a roofing and siding company, was our main business.

I founded Mr. Happy House back in 1991 and we've made a name for ourselves in The Woodlands and the North Houston area as the go-to company to make homeowners happy with their home.



Google

siding contractor the woodlands

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Rating Hours

Mr. Happy House of The Woodlands
4.9 ★★★★★ (55) · Siding contractor
30+ years in business · The Woodlands, TX · In Alden Bridge Village Center · (2...
Open · Closes 6PM
✓ Onsite services

The Woodlands Roofing Expert
4.3 ★★★★★ (4) · Siding contractor
3+ years in business · The Woodlands, TX · (281) 612-7402
Open 24 hours

ROOFING THE WOODLANDS TEXAS
2.0 ★★☆☆☆ (1) · Siding contractor
7+ years in business · The Woodlands, TX · (936) 537-5211
Open · Closes 7PM

View all

We do roofing, siding, house painting, and seamless gutters. We rank #1 on Google for “siding company the woodlands”, “siding repair the woodlands” “roofing and gutters the woodlands”, and many other keywords in other regions as well and is the reason why we are getting so many leads coming into our business.



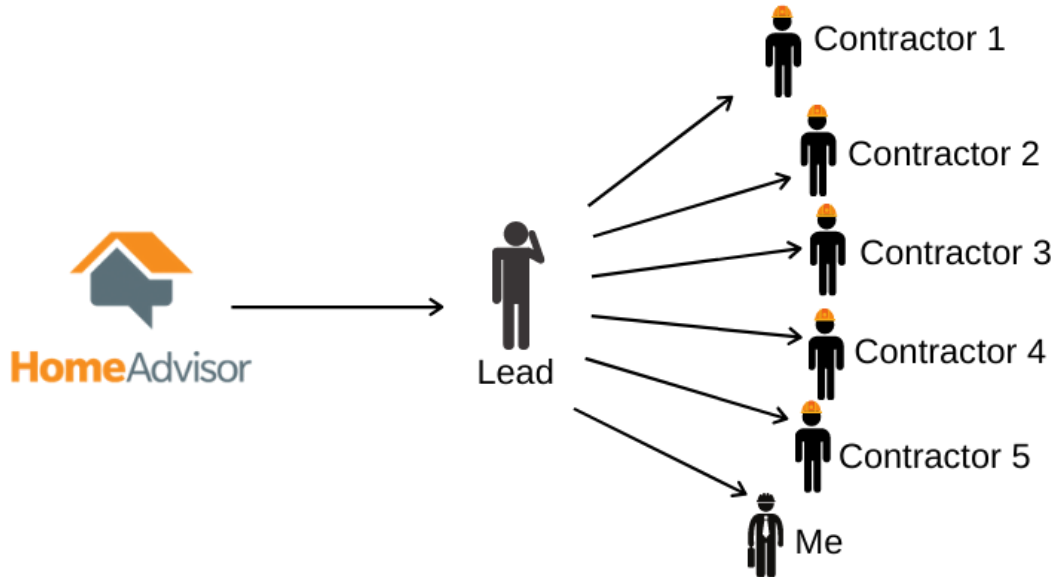
I now have an asset that is MINE, I no longer have to pay a third party vendor like Angie's List (Now Angi) or Yelp for bad leads ever again. (This practice is also known as SEO and is something I will cover later in this EBook).

However, it wasn't always like this.

For over 15 years, I have been dreaming about being where we're at today. I have great customer service, great people, and have over 30 years of experience in roofing and construction. I've completed over 10,000 projects with ZERO complaints. I had a great business model and customer base, but what was not working was the MARKETING.

For over 15 years, I was looking for a good website designer/company that could help me create a great looking website that generates calls. After hiring many web developers and designers over the span of 15 years, it seemed like none of them had any kind of design experience or knowledge on how to make an effective website.

When business started to slow down and traditional mail and signs weren't working anymore, I was hungry to get an internet presence.



After trying out HomeAdvisor, Angies List, paying Yelp and various website designers and SEO companies tens of thousands of dollars to get me more leads for Mr. Happy House, I thought I was going to win, but I didn't. The same leads that I paid Angie's List for were passed around to 5 other contractors and weren't all that good either.

My website wasn't looking right at all and other listing sites were not even getting me any calls. **The final straw was when I paid GoDaddy \$3,800 to build me a website**, and they didn't help me with ANYTHING, they didn't want to design my website the way I wanted it, after hand-drawing exactly what I wanted, they did nothing.



All they did was take a cookie cutter layout and insert some of my own pictures, and they wouldn't even layout the website, because it "wasn't part of their expertise". That's what a web designer is supposed to do, wouldn't you think?

I would call various departments only to end up with someone who couldn't do anything about it and there were times where I would spend hours on the phone with someone didn't even know what SEO was (that's OK if you don't know what SEO is either, later in this E-Book, we'll explain to you what it is, but for an internet company like GoDaddy, that's pretty lousy).

That's when we decided to take things to a whole new level. Me and my son, Michael, decided to do this ourselves and really figure out how to build a highly effective website for Mr. Happy House and rank #1 or at the first page of Google for just about everything we do and let me tell you, this was NOT an easy task.

Long-story short, after 2 years and many trials and errors, Mr. Happy House has become a super success and we have started to do this for others, because we just love to help other businesses succeed by establishing a true online presence.



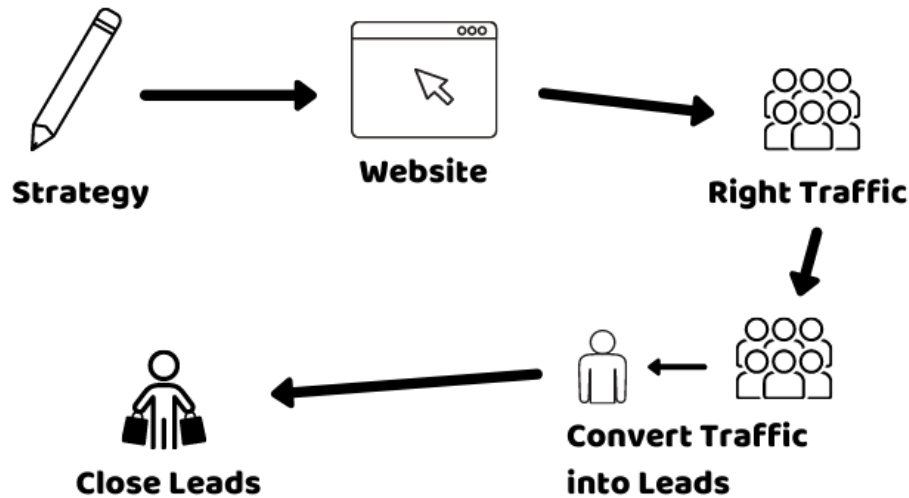
Companies like GoDaddy and various others like to play games with business owners like you and me. They promise the world, and at the end, they take your money and not deliver results. If there's one thing that they did right, it was steering us and YOU into the right direction.

If you're looking to expand and TRIPLE your profits, this is the RIGHT book for you. What we're going to talk about in this EBook is marketing your business on the internet, because let's be honest, the internet is ever expanding, people are still going to search on Google for just about anything, and COVID-19 has indefinitely changed the way we think and operate.

The Internet is a powerful tool for any business. It can be used to grow an existing customer base, new customers, and increase profits. But it can also be difficult and expensive to make the most of your company's time online if it's not done correctly.

In this E-Book you will learn how to triple your profits with effective website design strategies, SEO, inbound marketing, and sales tactics!

Let's Dive In!



Our 5 Step Process to Tripling Your Profits

For you to effectively TRIPLE your profits with digital marketing, it is a must to follow these simple steps:

Step 1) Have a Proper Business Strategy in Place

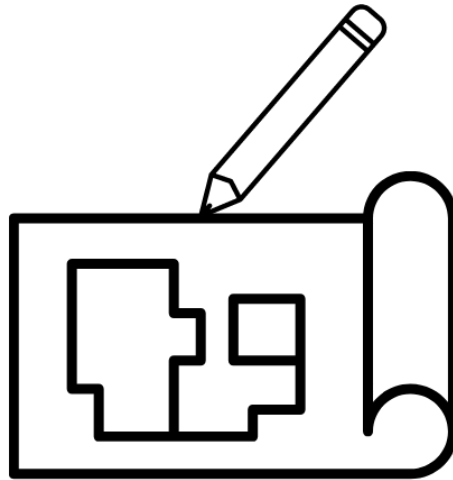
Step 2) Have an Effective Website

Step 3) Attract the Right Traffic into Your Website

Step 4) Convert Traffic into Leads

Step 5) Close those Leads

Now of course, after step 5, you must be able to deliver an amazing product or service which is step 6, but for the purposes of this E-Book, we're going to stick to this 5 step approach.



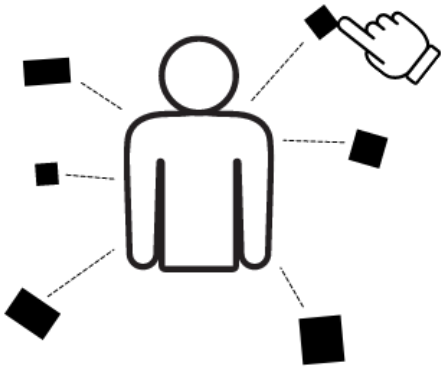
Step Number 1: Have a Proper Marketing Strategy in Place

First and foremost, you need to make sure that your business has a solid strategy in place. If you're not doing anything specifically different from your competitors then it's important to figure out what can set you apart and how that will directly impact your customers' experience with the company.

What services do you specialize in?

What does your business offer that others do not?

How can you stand out from the rest of the businesses in your industry and attract new customers?



Craft Your Ideal Customer:

What do we mean by crafting an ideal customer? You need to understand who your target market is and specifically WHO would buy your product or service, because if you don't know who's buying your product or service, then there's really no chance of you tripling your profits.

You see, most businesses don't really have this concept figured out and this is why they struggle to advance in their marketing and growing their online presence.

For example, with Mr. Happy House, we only specialize in residential, more specifically, with homeowners who want to protect their investment (their home) and want it looking good.

And because we have boiled down on WHO our ideal customer is, we were then able to figure out what they were looking for, the best way to design our website, and what keywords they're searching for on the internet.



Consider what channels your ideal customers are at? Are they on Pinterest, YouTube, or on Instagram?

What keywords are they searching on Google?

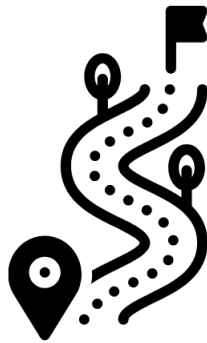
For example if you're a home remodeling company in Houston, a good keyword that people search for is "Home remodeling companies Houston TX" or "room addition contractors houston".

When you acquire a new customer, how can you bring the best experience to your customer?

We all want new business, new leads, more money, etc., but where the REAL growth takes place is when you provide your customers a great experience.

This can lead your company into having an excellent reputation, more referrals, and you'll be able to sell more because of the trust you will build within the community.

But remember, this cycle CANNOT begin if you don't have marketing in place for those initial customers to find YOU.



One final point in laying out your marketing strategy is goals:

Whenever you are laying out your overall marketing strategy, you don't want your goals to be too general, for example:

"I want to make more money"

"I want more leads by next month"

Instead, have goals that are attainable and somewhat unimaginable.

For example, back when we first started to really dial in on marketing Mr. Happy House, I wanted to generate at least 5 good quality leads per working day, 100 leads per month and at the time I was getting around 1-2 new leads every other day.

For some, that doesn't seem like a lot, but to put things into perspective, that's around a 1000% increase! That was way more, almost unimaginable, but I believed it could happen.

You need to be the same way when laying out the goals of your company and your marketing plan.

First, take a hard look at your current marketing and business plan. What are your goals right now?



\$100K?



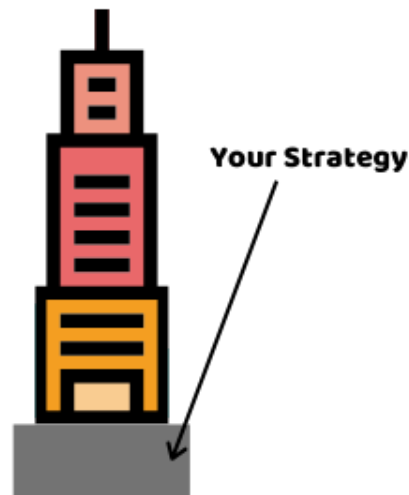
1. _____
2. _____
3. _____
4. _____
5. _____

Do you want to have an extra \$100K in revenue by the end of this year or do you want to be running all the internal operations with one employee instead of two? Whatever it is, write those down! Then ask yourself how I can get there (the best answer is usually not linear).



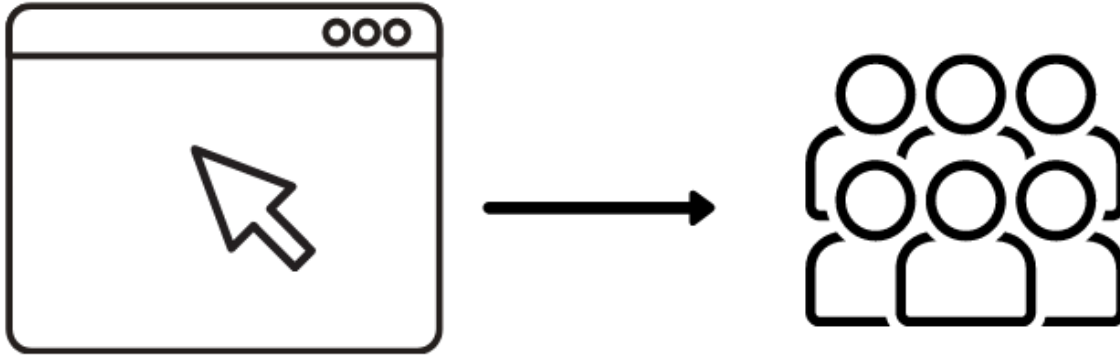
What's your first goal then? Write that down too. You may find that some steps will work better for you than others so don't hesitate to change things up as long as they keep getting you closer towards achieving these desired outcomes.

If you were in the same boat as I was back before we founded BizcaBOOM, it can be very tempting to skip this part and focus on acquiring all sorts of different customers to try to gain traction, but you need to really take the time to make a marketing strategy for your company.



Your strategy is the foundation for the great skyscraper you're going to build.

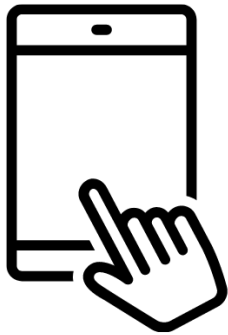
Now let's get into the next step of tripling your profits with digital marketing.



Step Number 2: Have an Effective Website

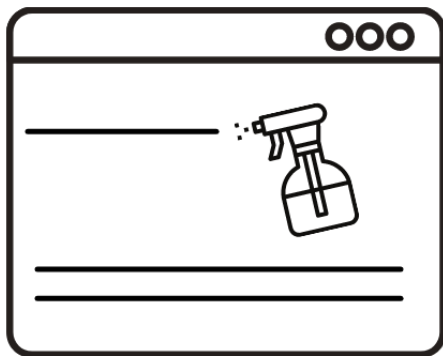
The design is one of those things where it's worth investing money to get something professional looking because if people don't like what they see on the first impression, then there's little to no chance of converting them into clients or loyal followers.

If this happens often enough, it could spell disaster for your company! So without further ado, let's get into our top 3 website design strategies to have an effective website:



1) Make it easy to get around your site.

Don't require people to remember and type in complicated URLs or search for hours on end trying to find something specific. Put categories at the top of the page and a clear path that goes from general use items all the way down to more detailed information about products/services you offer.

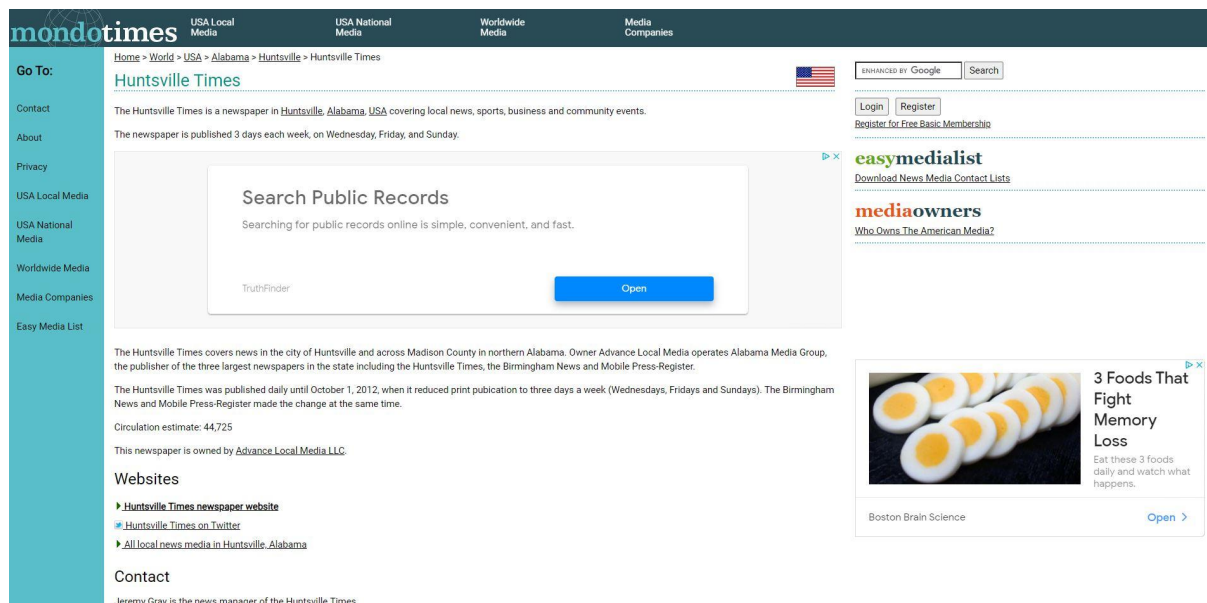


2) Clean up the design of your website.

Clean up your website design by removing links, ads, images, etc., so they don't distract visitors away from their intended purpose. For example if you specialize in kitchen remodeling, it wouldn't make sense to put pictures of a roof installation.



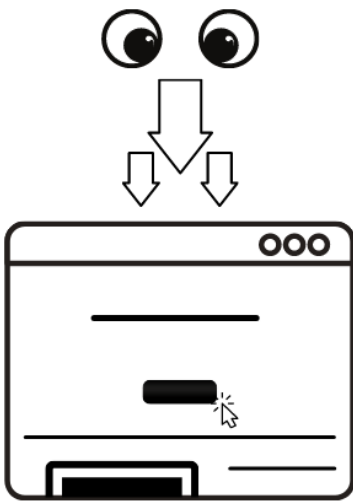
Many times when we land take on a new client with an old website, there is just too much information above the fold (before scrolling down) like in this website down below:



As you can see, this can be very confusing to the reader and may motivate them to click out of your website and hire your competitor, now who wants that?

In general, you should remove anything that doesn't contribute to the site's mission. From there, you can create a better user experience and make your website more SEO (Search Engine Optimization) friendly by eliminating confusing graphics or other images from above the fold.

You'll want to use clean lines with no distractions as well as font sizes that are easy for users to read at any size (so 14px is a good rule of thumb). Remember less clutter = easier reading and faster loading times! Too much clutter can slow your website too.



3) Keep your website visitors engaged

Engagement is key to not only SEO and higher rankings, but it's also necessary in order to generate hot and quality leads into your business.

It's easy to generate leads. You can list your business on directories and buy ads to generate a ton of leads (maybe not good leads), but ultimately, if you can't have them engage on your website, those leads will never convert into high paying customers.

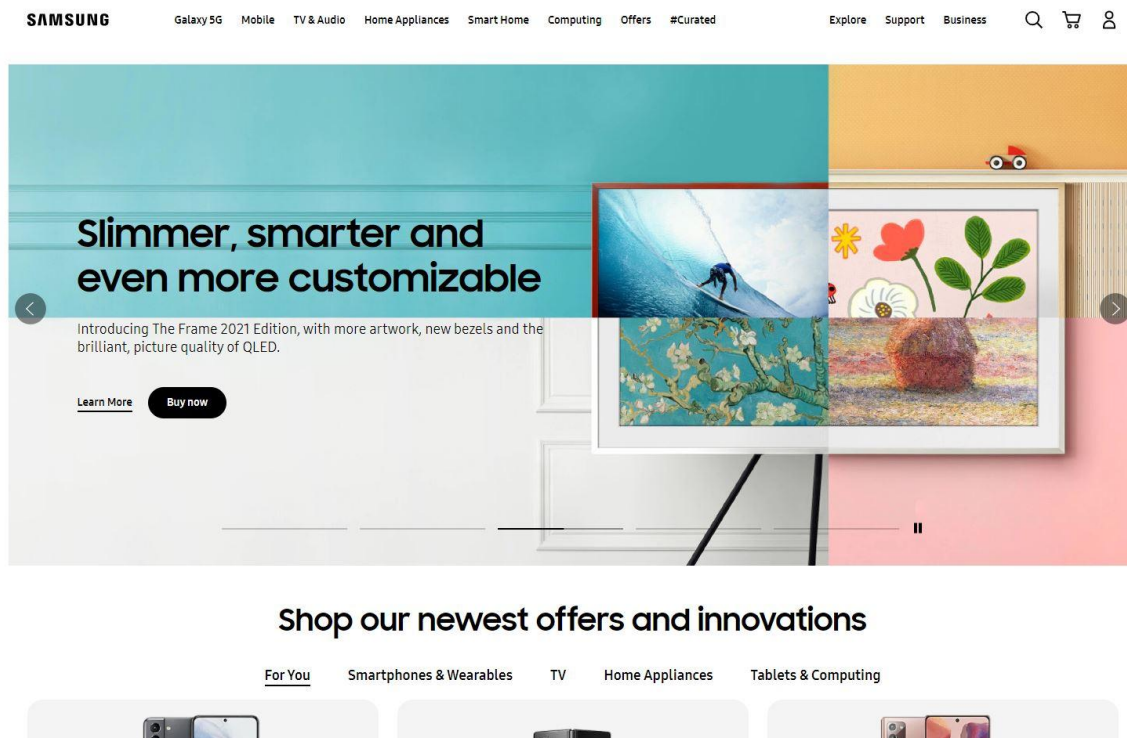


One common mistake we see in most websites that aren't performing well is simply not making it easy for users to take action like in this website down below:

Make it EASY for website visitors to simply click a button and call you.

Or fill out a contact form.

The top performing websites in the world make it easy for users to take action:

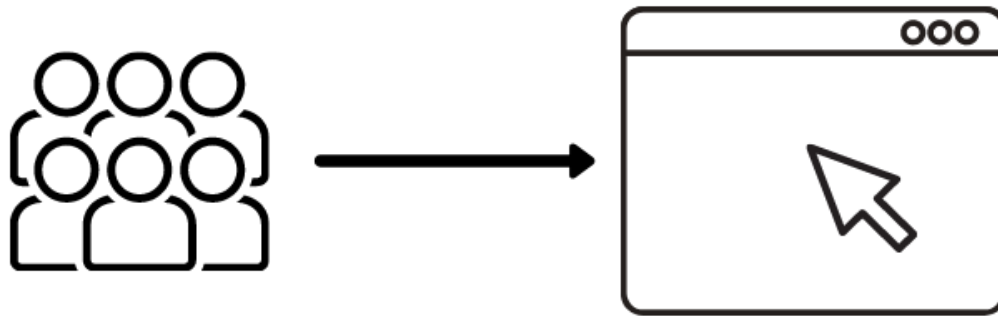




Also, create sections on your page so it's clear where visitors need to go next when they're done browsing content in one area.

If they have read your entire homepage, have links to other pages on your website that get them to learn more about your business.

This not only makes them more interested in buying from you, but also tells Google and other search engines that "hey, users that visit this website are staying a lot longer and interacting more than the other websites, let's rank this website (your website) higher than the others!"



Step Number 3: Attract the Right Traffic into Your Website

Now that we've got the website set up correctly, now it's time to start getting traffic. This is where the magic happens. What's important here is not so much about how much traffic you're getting, but the type of traffic.

The ultimate goal of generating traffic is to generate leads and ultimately generate more sales. That's it. Don't get caught up in trying to generate all kinds of traffic by posting 10x a day on every social media channel or resource on the internet, because once you get caught up in just trying to get traffic, you're really just wasting time.

You can get 10,000 visitors on your website, 10,000 facebook followers and get no leads, now how disappointing is that? It's all about getting the RIGHT traffic. You need to focus on a few traffic sources to get the most results, one of which is Google.



But in order to generate the right traffic into your website, you need to know who your ideal customer is as mentioned in step number 1 of crafting your marketing strategy.

So how do you generate the RIGHT traffic to your website?

It's all about creating relevant content. What common questions do your customers usually have? Does your website touch their pain points?

Does your content resonate with what your customer wants? What keywords are they searching on Google? What does your target audience or ideal customer want?

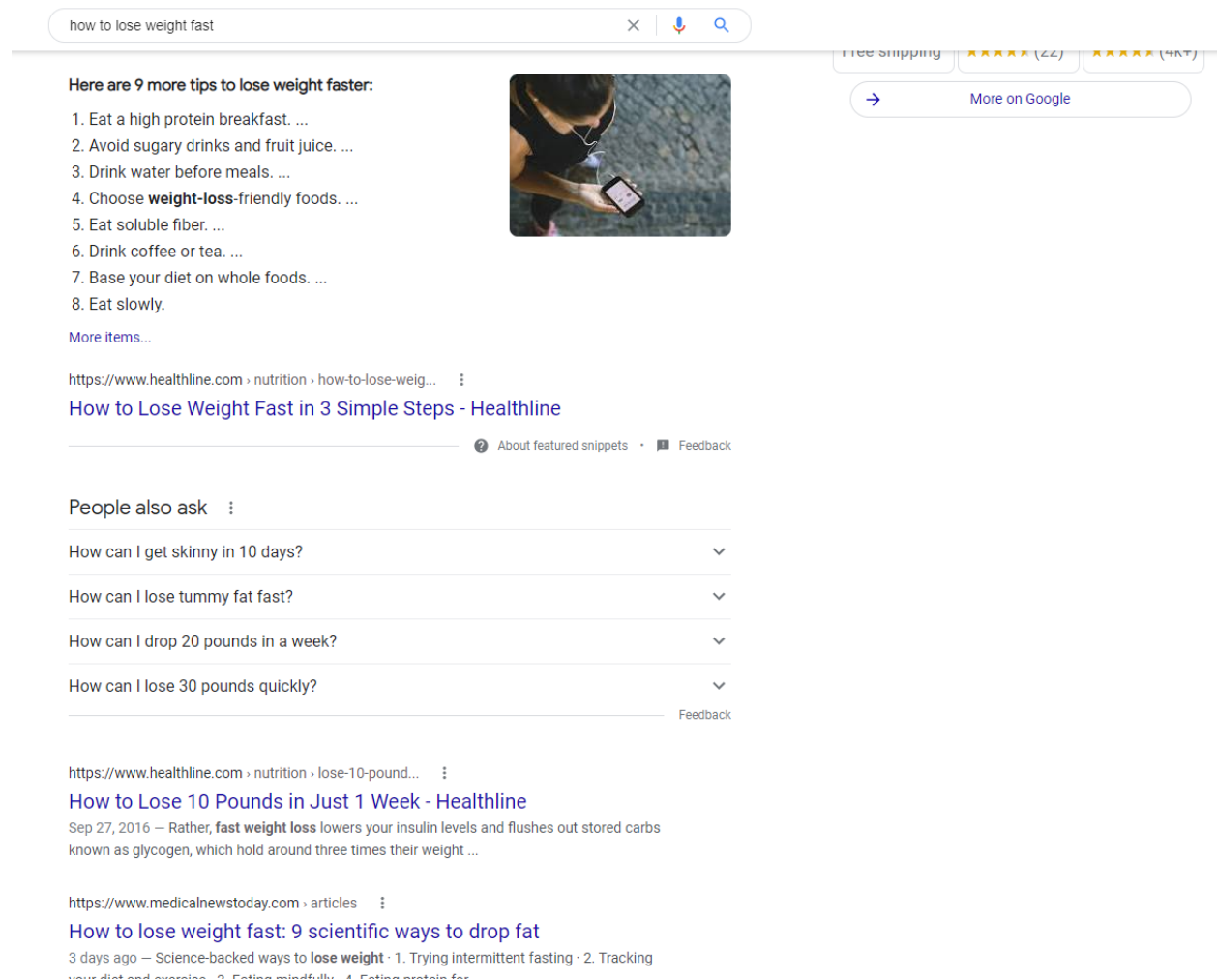
For BizcaBOOM, we don't want everybody to be our customer, we don't want to build relationships with our customers solely based on price.

There are surely many marketers out there that are basically willing to do anything for any given price, but not us, and that's for a reason.

We offer a highly skilled service that can generate LOTS of ROI, but only if our customers have the right thinking, a good sales process, and provide good customer service. Not everybody can do that.



Once you can craft your ideal customer you can then start to attract them into your customer base.



This is where SEO comes in. SEO is a form of digital marketing. It stands for **Search Engine Optimization** which means optimizing your website to rank higher in search engine results pages (SERPs) typically by creating relevant content and building high quality links pointing at your site.



White Hat SEO

- Blog Articles
- On Page SEO
- Getting Rankings Naturally with Content



Black Hat SEO

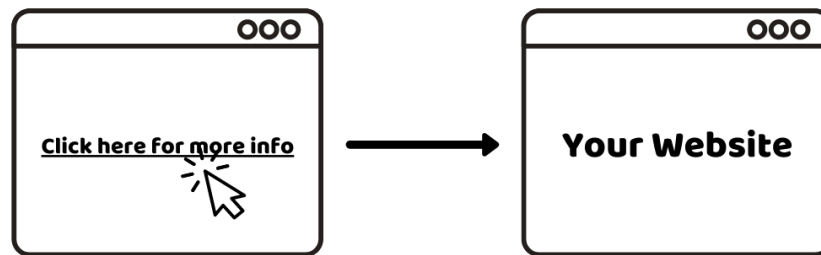
- Keyword Stuffing
- Gaining an unusual amount of backlinks
- Buying backlinks from Private Networks

There are two types of SEO, “white hat” or ethical SEO techniques that are not spammy and produce value for users. One example of White Hat SEO is creating a helpful article.

The article should target keywords that are in the same topic/industry of your business. For pet stores, one idea for an article would be: “Best Dog Breeds for a Busy Family”.

White Hat SEO is ultimately the best method to dominate the search engines. Search engines like Google were founded on the basis of content and it is what drives more traffic.

When you create helpful and relevant content for your website, you are also opening the doors to getting good quality backlinks to your website, further boosting your rankings on Google.



Now what are backlinks?

A backlink is simply when another website links to another. Having backlinks to your website is another key ranking factor when trying to rank high in the search engines.

However you can't just have any kind of backlink to your website. You need to have backlinks from relevant sources. For example if you're a home remodeling company, you would need to have backlinks from home improvement blogs or directories to really see any SEO benefits.

In the early stages of Google, all you had to do to really rank high was to acquire a backlink from a strong website.

This was why listing websites such as Yelp and Homeadvisor were so popular, because they had so many backlinks from strong websites. But now the game has changed. Small businesses like you and me now have a chance to really take over and make something for ourselves.



Backlinks are now just one factor in ranking high on the search engines. There are many other factors that greatly impact how well you're going to rank such as:

- Website experience
- Page speed
- How long users stay on your website
- The quality of your content
- The quality and relevance of the websites that link to you

Creating relevant content takes consistency and hard work and because of this reason, many marketing agencies like to skip past this and use "black hat" methods which skirt around these guidelines to get higher rankings.



Be extra careful when an SEO company guarantees you a top position on Google for a small amount of money, especially if it's a competitive metro area like New York City, Houston, or Miami.



SEO and marketing companies that do this kind of practice typically don't have a good budget to begin with, so in order to "guarantee" you those high rankings they often use **Black Hat** SEO strategies that may boost your rankings in the short term but may fall right back down after a few months.

Black Hat SEO can permanently damage your website's potential to rank in the long run as well. Some Black Hat SEO strategies include:

- Keyword stuffing (inserting too many keywords)
- Copying other websites' content and using it on your own
- Article spinning: taking other people's articles and simply rephrasing it without any credits to the original owner
- Invisible text: this cannot be detected by users, but can be by search engines
- Clickbait headlines: deceptive headlines that doesn't help the user in any way
- Commenting on all kinds of random blogs just for the sake of inserting a link to your website

While **White Hat** SEO takes more time, it ensures long lasting results while black hat SEO does not provide any type of guarantee for sustainable rankings.

White Hat SEO and creating long lasting SEO results all starts with selecting the right keywords and the type of content you need to create.



Keyword Research

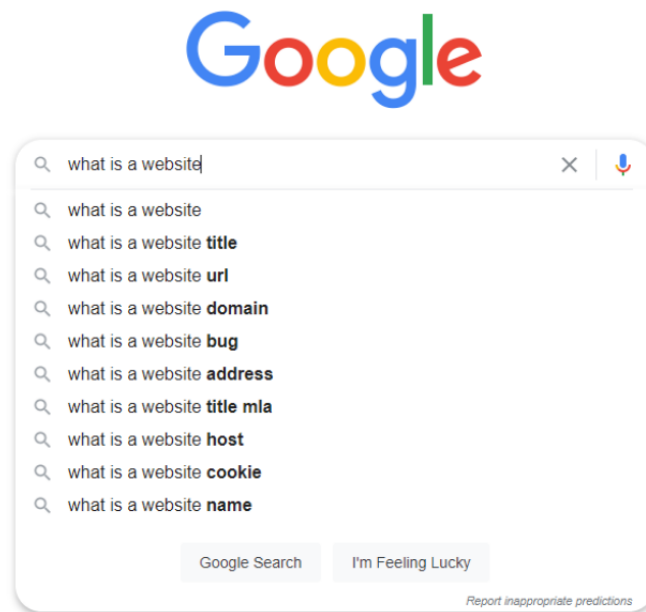
This is the best place to start ranking high on Google and attracting more customers into your business.

Before doing any work, you need to start with keyword research.

Keyword research is as simple as typing into the search tab on Google and finding out what people are looking for.



You can just start typing a phrase and Google will automatically generate something:



When conducting keyword research, there are some questions you need to ask yourself in order for you to make the best use of your time:

- What keywords are my customers typing into Google?
- Why do they type those keywords?
- What is the reasoning behind every keyword that is searched?
- How competitive is the keyword? Are other strong websites ranking for the same keyword you're wanting to rank for?
- How can you make your website stand out from the competition in terms of SEO?



Once you can figure out what keywords your customers are searching for on Google you can then optimize your website for those keywords so that you can start generating leads.

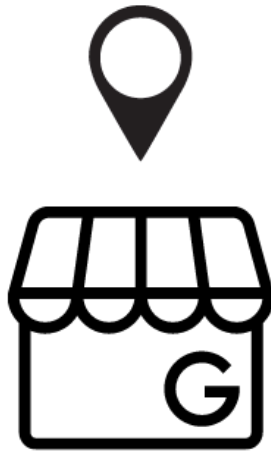
For example if you're a roofer, the target keyword is usually "roofing companies in + your city".

The best way to optimize your website to rank for your target keywords is to first establish yourself as an authority.

That means if you're a local business, start listing your business on local directories.

The point of this is NOT to get leads from these directories but it is to tell Google that your business actually exists.

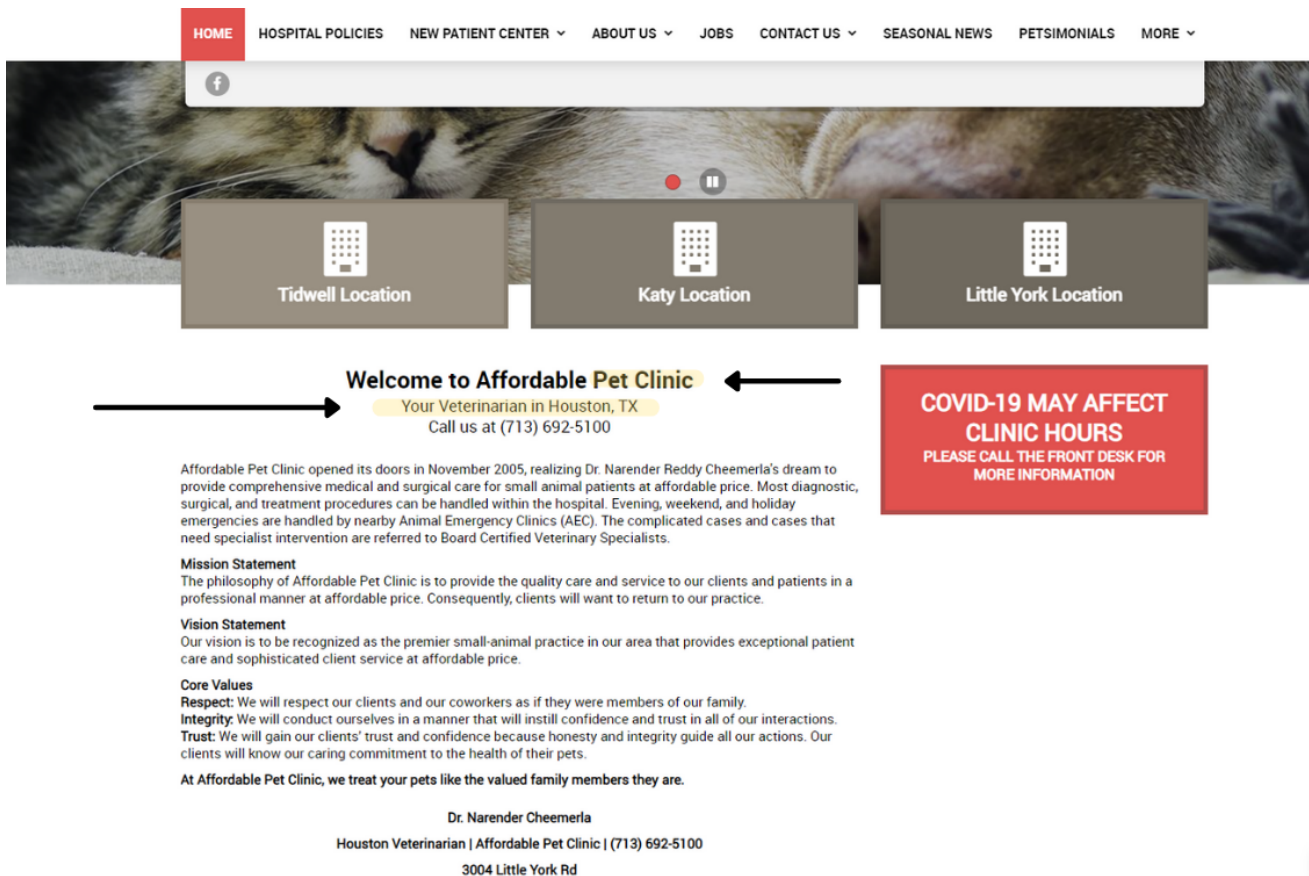
They need proof that you're not just saying you're a "roofing company in + your city", but they need to see that in other high authority websites as well.



One major place to list your business is on Google My Business.. This platform is where you'll be able to post pictures of your business and have customer reviews.

If you don't want to go through the trouble of setting up a Google My Business listing for your company, feel free to visit our this page for more information:

bizcaboom.com/seo/local-seo/google-my-business-services



If you're a Veterinarian and want to rank for "Veterinarian in + your city", you should list those keywords in your titles (H1 and H2 tags) and throughout the content on your website.



Once you have optimized your website and your service/product pages on your target keywords, now is the time to start creating blog content and building backlinks.

When creating blog content, always make sure that each article is relevant to what you're trying to rank for in the search engines.

For example if you're a roofer, create content that is in the roofing category. By creating content in other categories such as kitchen remodeling, this can confuse readers and especially, Google.

By not focusing on optimizing your website on targeting a specific niche or industry, Google's algorithm can get a little bit confused on what your website is really about and therefore might not rank you for either roofing or kitchen remodeling!

It's best to stick to making your website and its pages super relevant to your industry as this will build your website's authority over time.

Once you start doing this, you are basically telling Google at this point that you're becoming more relevant in your niche and will therefore rank your website higher.

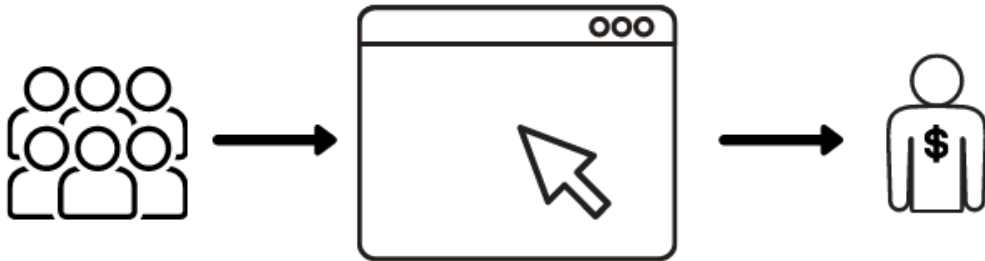
Google wants to show their users the most relevant content possible, they know that if someone is looking for shoes and only sees shirts that they will probably use another search engine.

The same concept applies to creating content for your blog and website, you want your blog posts to be relevant and on topic with your industry and what your customers are looking for. For example if you have a fitness website, it just doesn't make sense to Google or your prospects to put a blog about cats.



By continuing to post relevant content on a consistent basis, you'll start to see your rankings climb and your website will start gaining more traffic.

That brings us to step number 4 of tripling your profits with digital marketing.



Step Number 4: Convert Traffic into Leads

As you see your rankings climb and your traffic increase, you'll need to start converting them into leads.

For service based businesses, this means having a good layout on your website that will get people to take action.

Have pictures of your work, describe what problem you help to solve, why should they go with you, and lastly, have great testimonials or reviews.



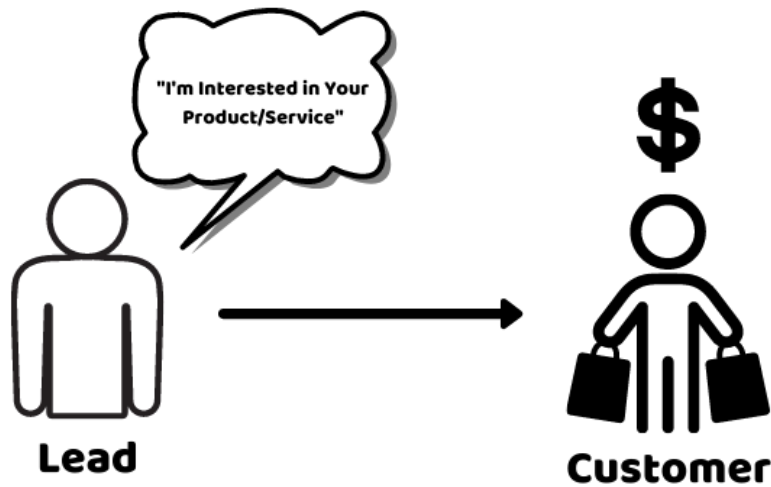
Step 4 is very similar to step 2, but the main takeaway here is that your website and SEO (Search Engine Optimization) come together.



You can't really triple, double or even 1.5x new sales without SEO, because you're not going to get found on the internet and second, if you have some rankings on Google but have a poorly designed website, it's more likely that your users won't convert into leads.

With Google's new Page Experience update in May 2021, websites with a poorly designed layout that doesn't help users at all will be simply bumped down in the search engine results page.

Having a website that is properly designed to grab users' attention is a major ranking factor in Google, making it almost impossible to rank number one on Google if your website isn't top-notch.



Step Number 5: Close those Leads

After laying the foundational work which is the marketing strategy, then creating an effective website, and gaining the right traffic, now it is time to close your leads and essentially triple your profits.

Here are 3 tips for closing leads and generating more profits:

1) Respond as fast as possible

In this day and age, with the era of new technology and an increasing amount of information that can be accessed in a matter of seconds, when you have a new lead contact you through the phone or a website form, you need to respond to them as fast as possible.

According to Qualified.com, you are 21x more likely to convert a lead into a customer when you respond to their request in less than 5 minutes. The longer you wait to contact a lead, the more of a chance they'll find someone else.

As a business owner, it's understandable that it may not be possible to respond to every single lead within 5 minutes, but you shouldn't wait a week either.



2) Following a Structure

This goes back to having a good business model in place. Not every lead that comes in will want to buy, especially when those leads have found you on a Google Search.

That's not to say that leads from Google aren't great, but you need to qualify each lead that comes in and ask qualifying questions.



For example if you're a roofer, here are some qualifying questions to ask for roof replacement leads:

- Has your roof been leaking in the past 30 days?
- How soon are you looking to replace your roof?
- What budget did you have in mind for a new roof?
- Why do you want to replace your roof?

Once you start getting an influx of leads coming into your business, you're going to have to figure out a way to qualify those leads so that you're not wasting your time and instead can focus on current customers and people that actually want your product/service.



3) Providing a Great Experience

Now comes the finish work. Now that you've done the foundation work and have finally built your digital skyscraper, now it's time for the finish work which is providing a great experience for your customers.

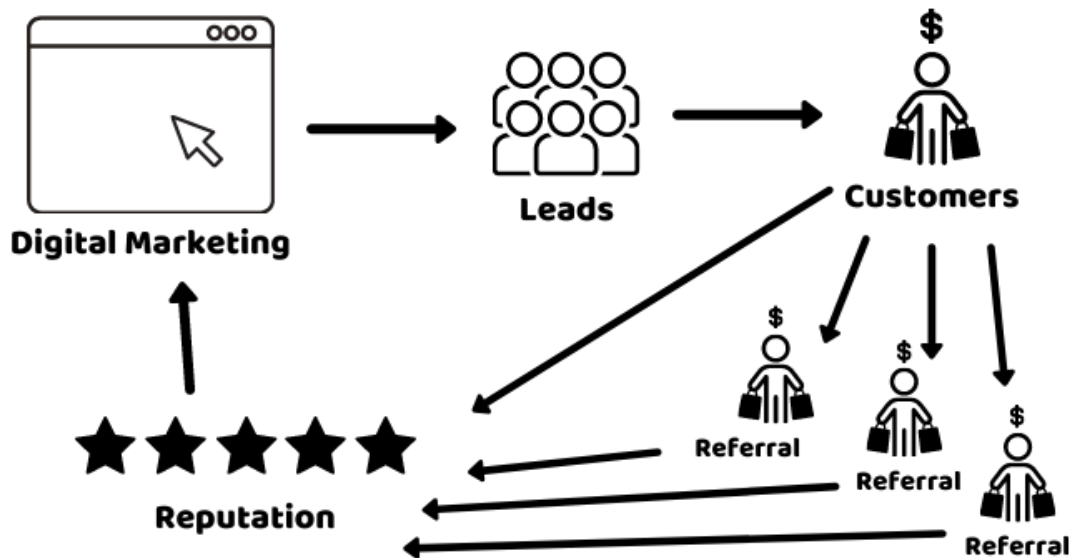
With BizcaBOOM and Mr. Happy House, we do our best to provide an excellent customer experience.

That means that we make the whole process of delivering our service as easy as possible for our customers.



With BizcaBOOM, that would mean sending an update every week for the website design, sharing our thoughts and ideas, implementing the customers design needs into the website, and most importantly, delivering a specialized service right the first time.

Whenever you do this (which I hope you do!), you will start to see a compounding effect in profits, referrals, and reputation.



This compound effect is what can really triple your profits, and all starts with MARKETING and having an online presence.

This is how we transformed Mr. Happy House and decided to do the same for other small to midsize businesses with BizcaBOOM.



Let's summarize what you've learned in this E-Book:

The 5 Step Process to TRIPLE Your Profits with Digital Marketing:

Step 1) Have a Proper Business Strategy in Place

Having a marketing strategy in place will set the foundation for any future marketing endeavors and will help you to attract the kind of customers you want for your business

Step 2) Have an Effective Website

You want to leave a great first impression when people make the first interaction with your business.

Layout your website to best fit your ideal customer base. Make a great experience for them when they land on your website.



Step 3) Attract the Right Traffic into Your Website

When driving traffic to your website and initiating the process of ranking your website on the search engines, focus on finding out what keywords to rank for. What keywords are your customers typing on Google?

Only then can you start creating content on your website based on those keywords.

Step 4) Convert Traffic into Leads

Your website and SEO work together. You can have some rankings on the search engines, but if your website isn't structured properly, there's a very little chance of you converting your website visitors into leads.

Step 5) Close those Leads

- Follow up as fast as possible when you get a new lead
- Qualify your leads by asking questions
- Provide a great experience for your customers



Glossary

SEO: Also known as Search Engine Optimization and is the process of optimizing a website to rank for search engines.

Digital Marketing: promotion of a brand or company to connect with potential customers using the internet and other forms of digital communication.

Backlinks: Are links from one website to a page on another website. A backlink is created when one website links out to another.

Keywords: Words or phrases that people type into the search engines to find what they're looking for.

White-Hat SEO: SEO practices that are in line within the guidelines of the major search engines like Google.

Black-Hat SEO: SEO practices that go against the guidelines of the major search engines in order to rank high on search engines.

Ideal Customer Profile: A person that is most likely going to buy your product or service and continue to be a long term customer. Your product/service should be the best solution for your ideal customer..



I hoped you learned a LOT today with this E-Book on how to triple your profits with digital marketing. This same guide allowed us to triple our revenue with Mr. Happy House! Once you start implementing these ideas into your business, you will indeed start seeing your profits soar, the only downside to this is that it's going to take consistency and effort, this was certainly not an overnight success.

If you're looking to get a professional and effective website for your small to midsize company, feel free to visit bizcaboom.com/website-design.

We also have a digital marketing checklist for startups if you're looking to grow your startup at bizcaboom.com/blog/7-point-digital-marketing-checklist-startup-company.

Thanks for reading!

Mike Monyak

Co-Founder of BizcaBOOM, LLC

BizcaBOOM.com