

Clicks

The Online Marketing Guide for Small Business

How to Create a
Email Newsletter
THAT ACTUALLY
GETS OPENED

WHY
 **"NEAR ME"**
SEARCHES
ARE A GOLD MINE
(AND HOW TO MAKE SURE YOU SHOW UP)



Facebook
IS STILL THE #1 PLATFORM
FOR LOCAL BUSINESSES 
Here's How to Use It Right in 2026

YOUR ONLINE
24/7  **&**
SELLING NOTHING?
HERE'S WHAT'S ACTUALLY WRONG.

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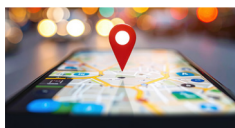
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Your website looks good, loads fast, and works perfectly—but still isn’t generating calls. That’s not a technical issue, it’s a strategy problem. This article uncovers the real reasons your site isn’t converting and the key fixes that turn passive visitors into actual leads and paying customers.

Welcome To Clicks Magazine

Thanks for checking out our 138th issue of Clicks, your online marketing resource guide for small business. Each month we will be covering topics that resonate with local businesses just like yours.

Our goal is simple. We want to enable you to do big things online, and it all starts by breaking down the complexities of marketing your business online.

It doesn’t matter if you’re just starting out, or an established business owner in your local community, you can always benefit from increasing your brand’s visibility online.

To your Success,

Your Name Here
Your Title Here

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(Your Business Name) is the leading small business marketing service in the (insert area) for over (insert years). We help small businesses connect with more customers online.

If you want to build your business, you need to market, it’s that simple. But you can lose thousands of dollars if you don’t know what you are doing. So we urge you to take action with some of the strategies we recommend.

For a more “hands off” approach, we offer affordable solutions that can deliver results. We hope you enjoy this issue of Clicks and feel free to reach out to us anytime.



HOW TO **CREATE A** **EMAIL** **NEWSLETTER** THAT ACTUALLY **GETS** **OPENED**

Let's get one thing straight before we dive in: your email list is the only marketing asset you actually own.

Your Facebook page? Rented. Your Instagram following? Borrowed. Your Google ranking? One algorithm update away from gone. But your email list — that's yours. Nobody can take it away, throttle your reach, or charge you to talk to the people on it.

A simple, personal email newsletter consistently outperforms social media for actual business results. We're talking conversion rates of 5–25% compared to the fraction of a percent you're getting from a social post that 4% of your followers even see. And yet most local businesses either don't have a list at all, or collect emails and do absolutely nothing with them. Here's how to fix that.



Start With Who, Not What

Before you write a single word, get clear on who you're talking to. A fence company's newsletter should sound nothing like a med spa's. The businesses with the highest open rates — 30–40% and above — have one thing in common: their subscribers feel like the newsletter was written specifically for them.

Ask yourself: what does my customer actually worry about, wonder about, and want to know more about? A landscaping company's customers want tips on keeping their yard looking good between visits, not corporate sustainability reports. A personal injury attorney's clients want to know what to do if they get in a fender bender, not a lecture on tort law. Write for that person and you'll never struggle for content again.

Start With Who, Not What

There are exactly zero reasons to pay for email marketing when you're starting out. Here are the two platforms that cover 90% of local businesses perfectly:

mailer **lite**

Free up to 1,000 subscribers, includes automation, landing pages, and clean templates. Easier to use than most tools twice the price. [Start here.](#)

 **mailchimp**

Free up to 500 subscribers. More widely recognized, slightly clunkier interface, but solid. Works great if you're already familiar with it.

Pick one. Set it up this week. Don't spend three days comparing features — both are free and both work. The one you actually use is the right choice.



Build Your List First

Two hundred people who actually know you and chose to hear from you is worth more than ten thousand strangers. Here's how to get your first 100 subscribers without spending a dollar: Add a signup form to your website — not buried in the footer, in the hero section. Offer something specific: "Get our free seasonal maintenance checklist" or "Join 300+ [City] homeowners who get our monthly tips."

Text your past customers directly — "Hey, I'm starting a short monthly email with useful tips. Want me to add you? Just reply yes." You'll be shocked how many people say yes when a real person they already trust asks directly.

Add a QR code to your invoices and business cards linking to your signup page. Every transaction becomes a potential subscriber.



The Only Format You Need

You do not need a fancy newsletter with multiple sections, a banner image, and a sidebar. You need something that looks like it came from a real person — because it did.

Start with a subject line that sounds like a text from a friend. Not “July Newsletter from [Business Name].” Here’s what actually gets opened:

“The one thing most homeowners miss before winter hits” — landscaping or HVAC

“Why your grout looks dirty two weeks after cleaning” — flooring or tile

“3 signs your gutters are about to cause you a really bad week” — roofing or home services

“Quick heads up for [City] pet owners this season” — vet, groomer, or pet supply

“The question I get asked every single week” — works for almost any business

Notice what all of these have in common: specific, useful, and not one of them sounds like marketing. Keep subject lines between 30–50 characters and add the reader’s first name — most platforms do this automatically with a simple merge tag.

Then: one main topic per issue, 300–500 words, and one call to action. Not three. One. “Call us before the end of the month and mention this email for \$50 off.” Get in, deliver value, get out.



How Often to Send

Once a month is the floor. Twice a month is the sweet spot for most local businesses. What kills newsletters faster than anything isn't frequency — it's inconsistency. Sending three emails in a row then going quiet for two months trains your subscribers to forget you exist. Pick a cadence and stick to it like you would a client appointment.

Every 6 months, remove subscribers who haven't opened your last 5–6 emails. A smaller engaged list gets better inbox placement than a bloated dead one. Gmail and Outlook pay close attention to your engagement rates — a clean list keeps you out of the spam folder.

What to Actually Write About

You already know more about your industry than your customers do. That knowledge gap is your content. Make a list of the 10 most common questions you get from customers. Each one is a newsletter topic. Write the honest, useful answer like you'd explain it to a neighbor. That's 10 months of content right there.

Another goldmine most businesses completely overlook: your negative reviews and complaints. Every time a customer was frustrated, confused, or felt something wasn't explained well — that's a newsletter. A customer who didn't know what to expect? Write "Here's exactly what happens on the day of your appointment — start to finish." A customer surprised by the prep work? Write "Before we show up, here's what saves you time and money." Turning friction points into helpful content doesn't just fill your calendar — it quietly handles objections before new customers even have them. That's a newsletter doing two jobs at once.



A mobile detailer can write about the one product that's silently destroying your car's paint.

A collision repair shop can write about what to do in the first 10 minutes after an accident — before you call insurance.

An accountant can write about the one mistake that gets small businesses audited.

Nobody is sharing this kind of specific, useful, local knowledge on social media — which is exactly why it cuts through when it shows up in an inbox.

You don't need a big list, a fancy template, or to be a writer. You need to show up consistently, talk to your customers like a real person, and give them something useful every single time.

The local businesses quietly winning with email right now aren't the ones with the most subscribers. They're the ones whose subscribers actually open the email — because they've learned that something worth reading is always inside. That can be you. Start this week.

WHY **"NEAR ME"** SEARCHES ARE A GOLD MINE (AND HOW TO MAKE SURE YOU SHOW UP)



Someone in your city just grabbed their phone, typed "[your service] near me," and is about to call whoever shows up first. The question is whether that's you — or your competitor.

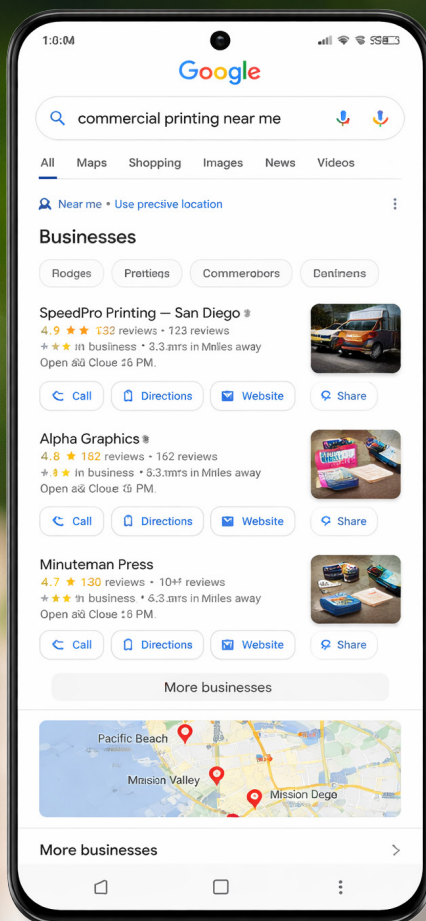
Here's the reality: over 1.5 billion "near me" searches happen every month Rankmax, and local service searches with "near me" have surged by over 400% Loopexdigital in recent years. 80% of U.S. consumers search for local businesses weekly. Wisereview This isn't a trend that's coming — it's already here, and it's only getting bigger. The businesses showing up at the top of those results are quietly cleaning up while everyone else wonders why their phone isn't ringing.

The good news: most of your competitors haven't figured this out yet. Most local business owners think "SEO" means something complicated and expensive that they have to hire someone to handle. Some of it does require work. But the fundamentals that get you showing up in "near me" searches? You can start on those today, for free. Here's exactly what to do.

Understand What You're Actually Competing For

When someone searches "window tinting near me" or "estate attorney near me," Google serves up two things: a map pack (the three businesses with pins on a map at the top of the results) and regular organic results below it. The map pack is the gold. Businesses in the Google Map Pack receive 126% more traffic than those ranked in positions 4–10. Rankmax

Getting into that map pack isn't about being the biggest or oldest business in town. It's about sending the right signals to Google consistently. And the businesses doing it aren't doing anything magical — they're just doing the basics better than everyone else.



YOUR **GOOGLE** BUSINESS PROFILE: YOUR MOST IMPORTANT MARKETING ASSET



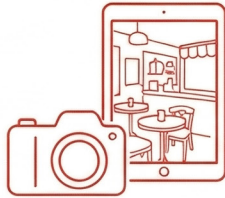
OPTIMIZED PROFILES DRIVE RESULTS!
CUSTOMERS ARE **70%** MORE LIKELY TO VISIT!

1. FILL OUT EVERY
SINGLE FIELD



COMPLETE YOUR
PROFILE

2. UPLOAD PHOTOS
REGULARLY



SHOWCASE YOUR
BUSINESS

3. USE GOOGLE POSTS
EVERY WEEK



ENGAGE WITH
CUSTOMERS

4. KEEP YOUR
INFORMATION ACCURATE



ENSURE CORRECT
DETAILS

RESULTS DRIVE GROWTH!



Say it again for the people in the back: your Google Business Profile (GBP) is not just a listing. It is an active marketing channel and the single most important factor in whether you show up in local searches. Customers are 70% more likely to visit a business with an optimized Google Business Profile. SEO.com

Most businesses claim their profile, fill in their name and phone number, and call it done. That's table stakes. Here's what actually moves the needle:

Fill out every single field. Hours, services, service area, business description, website, attributes (women-owned, wheelchair accessible, free estimates — check everything that applies). Google rewards complete profiles with better visibility. Incomplete profiles get buried.

Upload photos regularly. Not stock photos. Real photos — your team, your work, your location, before and afters. Verified businesses receive over 21,643 views each year in Google searches. SeoProfy, and profiles with fresh photos get a significantly larger share of those views.

Use Google Posts every week. This is the feature almost nobody uses and everybody should. A Google Post is essentially a social media post that lives directly on your listing — an offer, an update, a tip, a seasonal promotion. Posting weekly tells Google your business is active. Active businesses rank higher. It takes five minutes.

Keep your information accurate. This one sounds obvious until you realize 62% of consumers will avoid a local business if they find incorrect information online. Rankmax Wrong hours, old phone number, outdated address — any of these cost you customers daily without you ever knowing it.



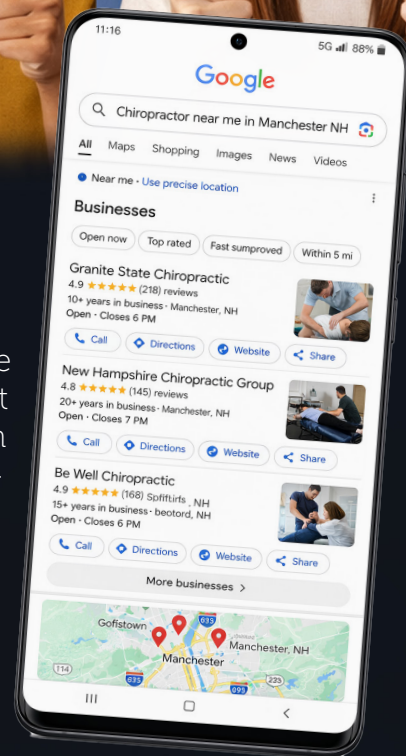
Reviews Are a Ranking Factor, Not Just a Reputation Factor

Here's something most business owners don't realize: your Google reviews directly affect where you rank in local search. It's not just about looking good — it's algorithmic. Reviews can make up as much as 16% of a business's local map pack ranking factors. Local Dominator

More reviews, more recent reviews, and actually responding to them all push you higher. A flooring company with 11 reviews and a 4.6 rating is going to lose to a flooring company with 87 reviews and a 4.4 rating almost every time. Volume wins.

The fastest way to build reviews is the simplest: ask. Right after a job is done, when the customer is happy and the work is fresh in their mind, send a text with your direct Google review link. Not an email — a text. "Hey [Name], so glad you're happy with how it turned out! If you have a minute, a Google review would mean a lot to us: [link]." That one message, sent consistently, will build your review count faster than any other tactic.

And respond to every review — the good ones and the bad ones. Responding to a negative review calmly and professionally does more for your reputation than 10 five-star reviews, because it shows every future customer how you handle problems.



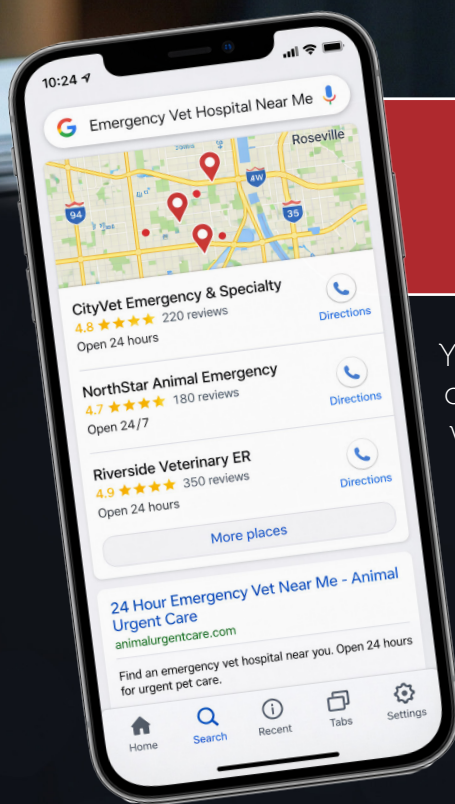


Your Website Still Matters — A Lot

Your Google Business Profile gets you in the door, but Google cross-references it with your website. A weak, slow, or incomplete website undermines everything you've built on your GBP.

The most important thing your website needs for local search is simple: your city and service on every page. Not just in the footer — in the page title, in the H1 heading, in the body copy. "Austin Fence Installation" in your page title beats "Welcome to Our Website" every single time. Add your neighborhood, your service area, and the specific services you offer in plain language. Google needs to know what you do and where you do it before it can send you customers.

Speed matters too. Nearly 87% of smartphone users perform searches at least once per day Wiserreview, and most "near me" searches happen on mobile. If your site takes more than three seconds to load on a phone, you're losing people before they even see what you offer. Run your site through Google's free PageSpeed Insights tool (pagespeed.web.dev) and fix the top issues it flags.



Reviews Are a Ranking Factor, Not Just a Reputation Factor

76% of consumers who search "near me" visit a business within a day. Rankmax Not within a week. Not "eventually." Within 24 hours. These are not people casually browsing. These are people with a problem, a credit card, and a phone in their hand, ready to hire whoever shows up.

The only question is whether you show up. Start with your Google Business Profile today — fill it out completely, add photos, write your first Google Post. Then text your last five happy customers and ask for a review. Those two moves alone will put you ahead of most of your competition by next week.

The gold mine is real. Most businesses are just walking right past it.





FACEBOOK IS STILL THE #1 PLATFORM FOR LOCAL BUSINESSES

HERE'S HOW TO USE IT RIGHT IN 2026

Let's address the elephant in the room first: yes, Facebook is still very much alive. In fact, Facebook has about 3.07 billion monthly active users [Jay Mehta](#) — making it the largest social platform on the planet by a wide margin. Over 90% of small businesses are using Facebook as part of their social media marketing. [LocaliQ](#) So the platform isn't the problem. The problem is that most of those businesses are using it wrong.

Posting a blurry photo of their storefront once a week. Boosting a post occasionally with no real strategy. Ignoring their inbox. Wondering why nothing is happening. Sound familiar? Here's what the businesses that are actually getting customers from Facebook are doing differently.



First, Get Your Page Foundation Right



Before you post a single piece of content, your Facebook Business Page needs to be set up properly — and most aren't. This takes 30 minutes and makes everything else you do more effective.

Your About section, business description, hours, phone number, website, and service area all need to be complete and accurate. Your cover photo should show your work or your team — not a generic stock image. Your profile picture should be your logo, clean and readable even at small size. And your call-to-action button — that little button at the top of your page — should link to something that generates business: a booking page, a contact form, or your phone number.

Check your page category too. Facebook uses it to determine when to show your business to people searching. "Fence Contractor" will get you more relevant eyeballs than "Local Business." Get specific.



Organic Content: Stop Announcing, Start Showing



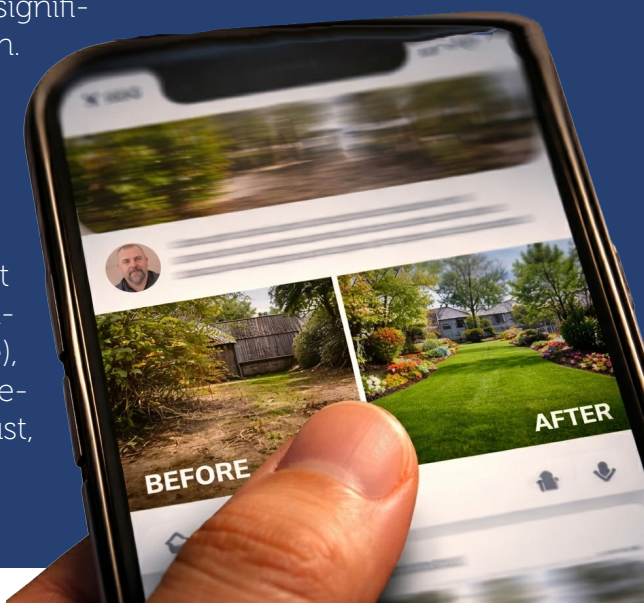
Here's the single biggest mistake local businesses make on Facebook: they use it as a bulletin board. "We're open today!" "Check out our services!" "Happy Monday from [Business Name]!" Nobody cares. Nobody shares it. Nobody calls.

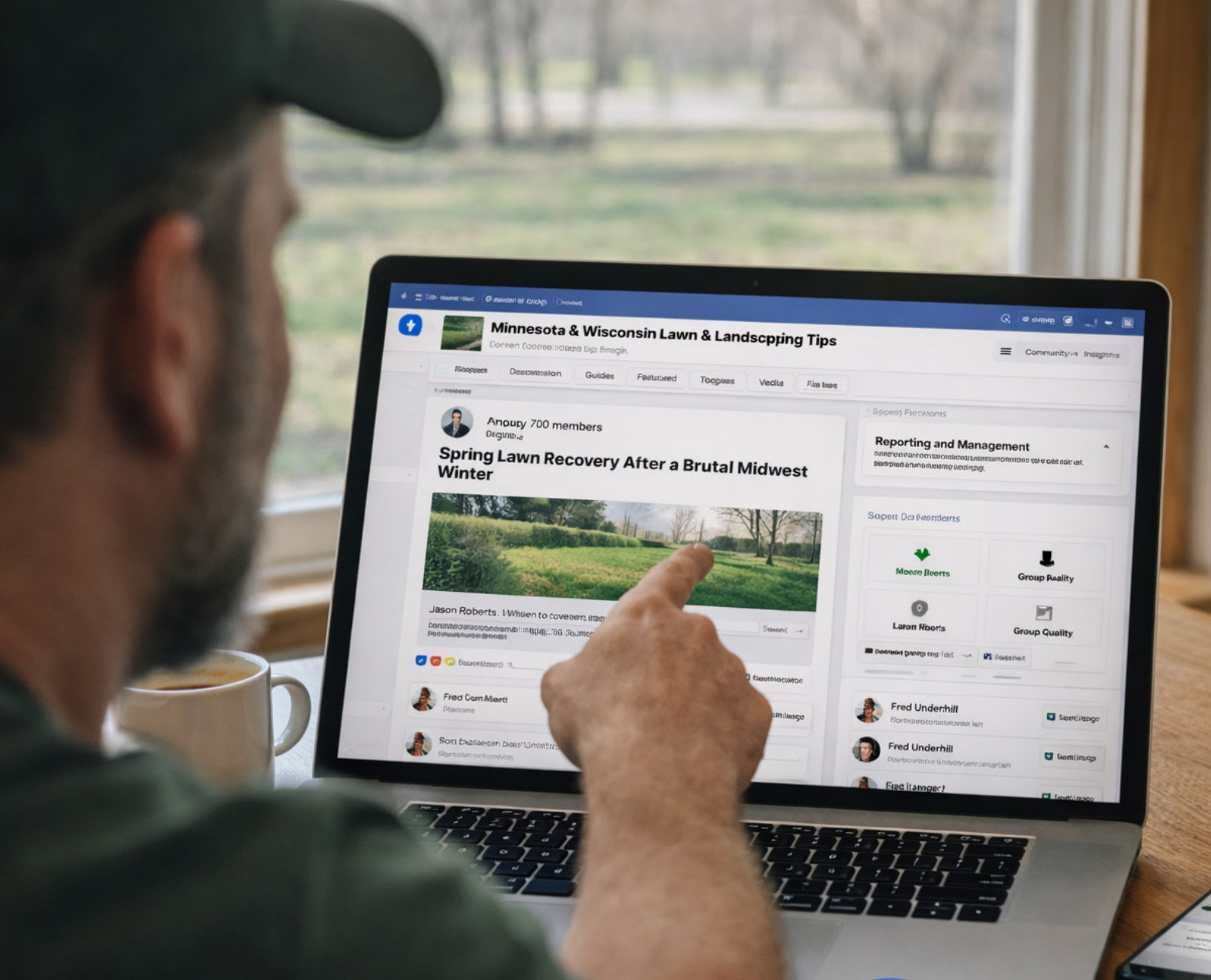
Organic content works best as trust-building. Jay Mehta And the content that builds the most trust for a local business is simple: show the work.

A tree service that posts a 30-second video of a massive oak coming down safely gets more organic reach than a month of promotional graphics. A tile installer who posts a before-and-after of a bathroom transformation gets saved, shared, and commented on by people who are literally planning a renovation. A mobile dog groomer who posts a goofy video of a freshly groomed golden retriever taps into the most share-happy corner of the internet.

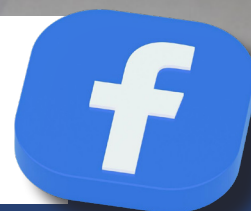
Reels and short video clips can outperform static posts significantly — but the first two seconds have to earn attention. Jay Mehta Don't start your video with your logo. Start with the most interesting part. The dramatic before. The satisfying transformation moment. The thing that makes someone stop scrolling.

Aim for three posts a week: one piece of work content (the job, the transformation, the result), one human content (team member, behind the scenes, day-in-the-life), and one useful content (a tip, a FAQ answer, a myth debunked about your industry). That mix builds visibility, trust, and authority at the same time.





Facebook Groups: The Underused Gold Mine



Here's a tactic most local businesses have never tried: showing up in local Facebook Groups. Every city and neighborhood has them — "Southside Homeowners," "Austin Moms," "[City] Home Improvement & DIY," "[City] Buy Nothing Group." These groups have thousands of engaged local members and almost no competition from other businesses.

You don't advertise in these groups — that gets you kicked out. You show up helpfully. Someone posts "Does anyone have a recommendation for a good fence installer?" You respond naturally, show some examples of your work, and let the community do the selling for you. Do that consistently and you become the go-to recommendation every time someone asks about your trade.

Better yet, create your own local group. A pest control company that runs a "[City] Home & Garden Tips" group becomes the trusted local expert by default. A fitness trainer who runs a "[City] Health & Wellness Community" group builds a warm audience of potential clients without spending a dollar on ads.



Facebook Ads: Even \$5 a Day Works If You're Smart About It



Organic reach on Facebook pages has declined — that's just the reality. Low organic reach means paid advertising is now essential in 2026. Jay Mehta But "paid advertising" doesn't mean burning your budget. It means being strategic with even a small amount.

The most effective ad format for local businesses right now is video — specifically, video that hooks attention in the first three seconds and front-loads value. Clicks Geek Show the transformation. Show the result. Show real customers if you can get them on camera.

The most effective targeting for local businesses is also the simplest: a radius around your location. Five to fifteen miles depending on how far you travel. Layer in the interests and behaviors of your ideal customer and you're reaching exactly the right people in exactly the right area.

Start with a lead generation campaign — Facebook's built-in lead forms let people submit their name, phone number, and email without ever leaving the app. No website needed. The form pre-fills their information so the barrier to entry is almost zero. A window tinting shop running a "\$30 off any vehicle" lead gen ad to a 10-mile radius on a \$10/day budget will generate leads for less than most businesses spend on coffee in a week.



Facebook Messenger: Your 24/7 Sales Assistant



Facebook Messenger can help you provide efficient customer service — use it to respond quickly to customer inquiries and enhance your brand's customer service experience. Business.com But most businesses let messages sit unanswered for hours or days. That's a lead graveyard.

Set up an instant reply in your page settings — a simple automated message that fires the second someone reaches out: "Thanks for messaging us! We'll get back to you within the hour. In the meantime, here's our booking link if you'd like to get scheduled." Takes five minutes to set up and ensures no lead ever feels ignored.

If you want to go further, Meta Business Suite (free) lets you manage your inbox, schedule posts, and view basic analytics all in one place. Use it.

The Bottom Line

Facebook isn't dead. It's just that most businesses are using it like it's 2014. The ones winning in 2026 are treating it like what it actually is — a community platform where trust is built through consistency, real content, and genuine engagement.

Show the work. Show up in local groups. Run smart, targeted ads with even a tiny budget. Answer your messages fast. Do those four things consistently and Facebook stops being a place you post into the void and starts being a machine that generates actual customers.



• YOUR ONLINE •

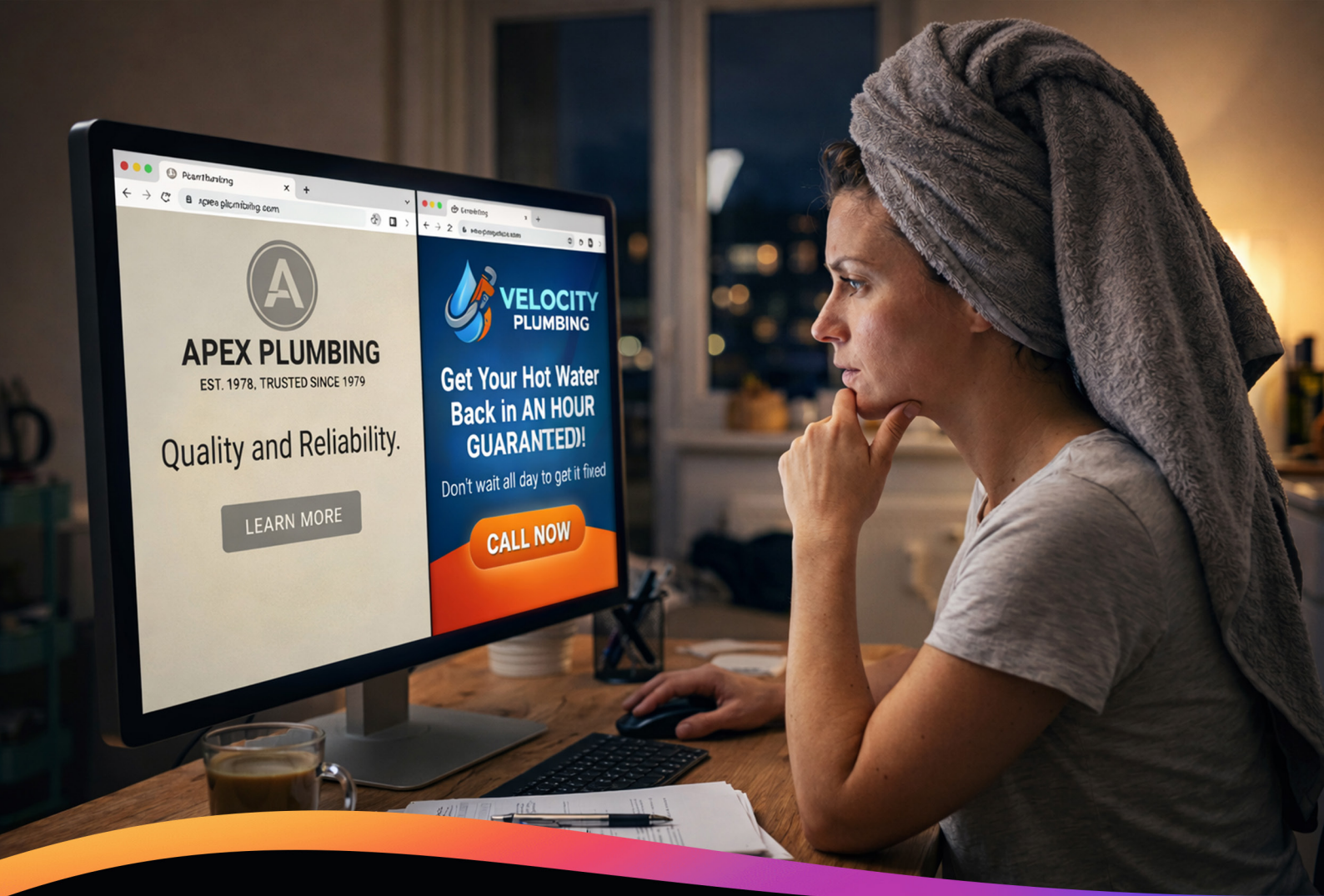
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SELLING NOTHING?

HERE'S WHAT'S ACTUALLY WRONG.

Let's get something out of the way before we dive in. This article isn't about page speed. It's not about making your site mobile responsive. It's not about adding a contact form or putting your phone number in the header. If you're still working on that stuff, bookmark this and come back. This is for the business owner who already did all of that. Your site looks good. It loads fast. It works on a phone. And your phone still isn't ringing the way it should be. That's a different problem — and it's a more interesting one to solve.

Here are the five things your website is probably still getting wrong.



Your Hero Section Is Talking About You Instead of Them

Pull up your website right now and read the first line a visitor sees. If it says anything close to “Welcome to [Business Name]” or “Serving [City] since [year]” or “[Business Name] — Quality You Can Trust” — you have a problem.

Nobody lands on your homepage and thinks “I wonder when this company was founded.” They land there with a problem, a need, or a question. And the first thing your site should do is prove that you understand exactly what that is.

A tree service whose headline reads “Worried About That Tree Before Storm Season Hits?” is speaking directly to the thought already in the visitor’s head. A flooring company whose headline reads “Finally, Floors You’re Not Embarrassed to Show Off” is selling a feeling, not a service. Compare that to “Family Owned Flooring — Serving the Greater Metro Area Since 1987.” One of those makes someone lean in. The other makes them click back.

Your hero section has about three seconds to earn the next thirty. Use it to talk about them — their problem, their desire, their situation — not your history. Rewrite your headline today. It costs nothing and it’s probably the highest-leverage change you can make to your entire site.



You Have No Answer to “Why You Over the Competitor”

Here's what's happening every single time someone lands on your website: they have at least two other tabs open. Maybe four. They found you in a search result alongside your competitors and they're doing a quick comparison before they pick up the phone.

Most local business websites fail this test completely. They describe what they do — services, service area, years in business — but never answer the one question that actually drives the decision: why should I pick you over everyone else?

This isn't about being the cheapest or the biggest. It's about having a clear, specific, believable point of difference that a visitor can grab onto. A pest control company that leads with “We're the only company in [City] that guarantees no re-infestation for 12 months — or we come back for free” has answered the question. A collision repair shop that says “We work directly with all major insurance companies so you never have to make a single call” has answered the question. A music school that says “Every teacher here performs professionally — because we think kids deserve to learn from people who actually love music” has answered the question.

You have something that makes you different. Your website just isn't saying it. Find it, put it above the fold, and say it plainly. That one addition will change how your site converts.



Your Site Has No Mechanism to Capture People Who Aren't Ready Yet

Here's a number worth sitting with: roughly 97% of the people who visit your website today are not going to call you. Not because they don't like what they see — but because they're not ready yet. They're researching. Comparing. Thinking about it. Planning ahead.

If your website has no way to stay in touch with those people, you lose them forever the second they close the tab. No second chance, no follow-up, no reminder when they finally are ready to pull the trigger. They'll just Google it again and call whoever shows up first that day.

An email capture changes this completely. Not a generic "subscribe to our newsletter" box that nobody fills out — something specific and valuable. A pressure washing company offering "The [City] Homeowner's Spring Exterior Checklist" captures emails from people who are clearly thinking about their property. An estate planning attorney offering "5 Questions to Ask Before You Write Your Will" captures emails from people who are clearly in the consideration phase. A strength and conditioning gym offering "The 4-Week Beginner Program We Give Every New Member" captures emails from people who are clearly thinking about joining.

Now you have a way to stay in their world until they're ready. That's not just good marketing — that's the difference between a website that generates leads once and a website that generates leads continuously from the same traffic.



You're Not Using Your Existing Customers to Sell for You

Here's the most underused conversion tool on any local business website: the people who already hired you and loved it.

Not a generic star rating. Not a pulled quote with no context. A real customer — name, photo if possible, specific situation, specific result — telling the story of why they hired you and what happened. That kind of testimonial does something no amount of clever copy can do: it lets a skeptical first-time visitor see themselves in someone else's experience.

A remodeling contractor who features a video testimonial from a homeowner saying "I was nervous because we'd had a bad experience before — but these guys finished on time, on budget, and my wife cried when she saw the kitchen" has just handled every major objection a new visitor has before they even knew they had them.

A pediatric dentist whose website features a testimonial from a parent saying "My son used to cry in the car on the way to any dentist — he now asks when he gets to go back" has communicated something about their practice that no credential or service description ever could.

Reach out to your five best customers this week. Ask if they'd be willing to share a quick testimonial — written, or even a 60-second phone video. Most people say yes when someone they liked working with asks directly. Put those testimonials where visitors can see them without scrolling. Then watch what happens to your conversion rate.



The Bottom Line

Your website being online 24/7 is table stakes. Every competitor you have is online 24/7 too. The question isn't whether you're there — it's whether you're giving people a reason to choose you, a reason to trust you, and a reason to stay connected even when they're not ready to buy yet.

Fix your hero section. Explain why you specifically. Give people a reason to leave their email. Show the actual work. Let your customers do the talking.

Do those five things and your website stops being a digital brochure and starts being your hardest working employee — one that actually shows up every day and does its job.



YOUR CUSTOMERS ARE LOOKING FOR YOU.

ARE YOU SHOWING UP?

*Three years ago, Google was enough.
Not anymore.*

Today your customers are asking Siri, searching TikTok, and querying ChatGPT for local recommendations. They're finding businesses in places most owners don't even know exist.

If you're not showing up there — your competitor is.

The businesses winning right now aren't doing more marketing. They're showing up in the right places at the right moment.

That's what we do.



Google Business Profile

- optimized to rank and convert



AI & Voice Search

- built for the way people search in 2026



Social Discovery

- visible where your customers are scrolling



Reviews & Reputation

- the trust signals that turn browsers into buyers



Targeted Ads

- right message, right people, right moment



Strategy & Consulting

- a real plan built around your business

The way people find businesses has changed. Your marketing should too.

[Agency Name] – [555-555-5555] – [website.com]