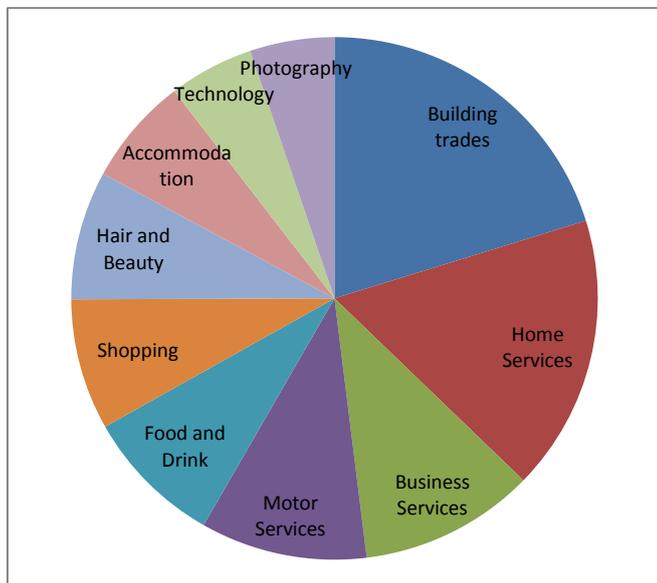


Welcome to our first newsletter where we reveal some secrets about what the Isle of Man public are searching for online. We've also got some hints and tips to help you get your business get found more easily by people searching for local businesses.

At MiQuando, we are passionate about helping local people connect with local businesses online.

To help celebrate the New Year we thought we would share some of our insights and knowledge on how people are searching for local businesses, and also reveal a couple of secrets about how you can help get your business found more easily online.

The most searched for local businesses is fairly consistent with the Top 10 searches generally looking for businesses related to:



It does vary from month to month with **Financial services**, health related business e.g. **Physiotherapists** and **Entertainment** businesses all recently making an appearance in the top 10 searched for businesses.

Hot or Not! Some areas vary more than others, perhaps being seasonal businesses, but there are some surprises such as searches related to **legal services** increasing by almost **70%** in December!

Other December winners were Food & Drink, Hair & Beauty, Travel and Wedding related searches, whilst last month's losers included Estate agents, Home services and Financial Services related businesses.

How do people search?

People tend to search using simple words, terms or phrases that relate to what they are looking for. In most cases

people type a single word with a fairly even split between the singular (hotel) and the plural (hotels).

Getting your business found

Matching the keywords you use for your business to those people search for is essential to ensure your business shows up most frequently in search results.

...up to 10 times more likely to be found...

Think like a Customer

The key to getting this right is to think like your customers would. What will they type as a search term?

Be different

If you have something unique, use it. If you are dealer for or specialise in a specific brand, use that as one of your keywords or phrases e.g. Samsung, Dulux, BMW, Rolex

Use plurals

Always use plurals in your keywords i.e. use "cars" not "car" or "builders" instead of "builder". You kill two birds with one stone that way.

Stay current

As you add new products, services and skills, make sure you update your keywords.

The Benefits are clear

Using the right keywords can mean your business is up to 10 times more likely to be found.

Quick and Easy

It's a quick and simple task that can bring great rewards, so what are you waiting for? Update your keywords now. Simply go to www.miquando.com, sign in with your email address and password and update your keywords in the company details section.

In less than 5 minutes you could be generating more leads and getting contacts from potential customers.

Help is at hand

If you're unsure of what keywords might work for you try using online keyword tools, or give us a call on 0845 564 0000 (it's a local call) or email us - support@miquando.com