

LocalDirective Offers Presentation and Guidebook For Tanning Businesses

Lisa Maier, CEO and Founder, of LocalDirective, a Tampa-based search marketing firm, will offer free online advertising advice to hundreds of tanning business leaders at the 2008 Southeast Tanning Expo Orlando, to be held November 8-9 at the Omni Orlando Resort in ChampionsGate, Florida.

Orlando, FL ([PRWeb](#)) November 7, 2008 -- Lisa Maier, CEO and Founder, of LocalDirective, a Tampa-based search marketing firm, will offer free online advertising advice to hundreds of tanning business leaders at the 2008 Southeast Tanning Expo Orlando, to be held November 8-9 at the Omni Orlando Resort in ChampionsGate, Florida.

Maier will present "How To Make Your Tanning Salon Shine Online" to Expo attendees, including tanning salon owners, those planning to start a tanning salon and businesses considering use of tanning beds as an additional revenue source, including day spas, health clubs, beauty parlors, nail salons, video stores and other businesses. Maier's detailed presentation will offer advice on how to build and grow tanning businesses through a variety of online advertising tactics. The presentation, scheduled for 10:00 a.m., Sunday, Nov. 9, will include information on:

- Why you need to reach prospects and customers online.
- Why landing pages are critically important and 11 specific tips that can improve sales or lead conversion.
- How to convince online researchers to buy offline.
- Why just building a web site isn't enough.

LocalDirective has also authored a free, 12-page guidebook, "How Your Tanning Salon Can Shine Online: Ten Tips To Help You Succeed Online." The detailed report includes advice, information and interactive exercises, 32 footnotes and a resources section listing helpful web sites, books and training programs. Topics covered include:

- The three most important steps you can take to improve your online marketing.
- How to reach prospects in your neighborhood using geo-phrases and geo-targeting.
- Four key concepts for finding search marketing keywords that generate leads and sales.
- How to write ads that maximize click through rates.

The free guidebook is available online at <http://localdirective.com/shineonline/>

Registration for the 2008 Southeast Tanning Expo is \$49. For more information or to register, contact (800) 952-6908, or visit http://www.forevertan.us/orlando_training_expo.html to learn more.

LocalDirective offers a complete, low-cost online solution with a variety of search marketing packages, each customized based on business category, geographical location, and business objectives. In addition to search marketing, services include landing page or micro-site development, business profile development, and submission to more than 25 important online databases. For information on LocalDirective, call (866) 925-9524 or visit <http://www.localdirective.com>.

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