

# Tricks and tips for hyper-local online marketing.

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Some great tips for getting associated with your local area online for free.

Hello fellow business owners.

My name is Kenneth Udut, and my brother and I work together on a business for Animal Trapping in Naples, Florida. It is a service business whose service area doesn't extend beyond 50 miles from where we live.

You, too, might have a service or storefront business that serves a local area.

Question: How do you market your local - nay - HYPER-LOCAL - business on the global Internet? Answer: It's doable, but it's not easy.

Why is it so hard?

The search engines and social networking services are all generally geared to

