

MY BUSINESS BLITZ

A GUIDE FOR ESTABLISHED BUSINESSES

The Visibility Channel Roadmap

Where Should You Invest Your Next Marketing Dollar?

INSIDE THE ROADMAP

- 01** Google + AI Search
- 02** Google Ads
- 03** Meta Ads + Social Media
- 04** Amazon / Etsy / Marketplace Search
- 05** Foundation First

Google + AI Search

PRIORITIZE THIS WHEN

People already know they need what you sell and actively search for solutions.

EXAMPLES

Epoxy flooring Orange County

Estate planning attorney near me

Aerosol manufacturer

Commercial photographer

Custom window shutters

Search visibility can be especially valuable when a new customer is worth \$1,000 or more.

CHANNELS TO CONSIDER

SEO

Google Maps

Google Business Profile

AI visibility

Website authority

Service pages

Location pages

Reviews

Case studies

02

Google Ads

PRIORITIZE THIS WHEN

People actively search for what you sell, but you need leads faster than organic visibility can realistically build.

Google Ads can also work alongside SEO while organic visibility grows.

BEST FOR Capturing existing search demand quickly.

03

Meta Ads + Social Media

PRIORITIZE THIS WHEN

People often need to see your product or service before they realize they want it.

This can work especially well for:

Visual products

Lifestyle products

New concepts

Impulse purchases

Products driven by emotion or desire

BEST FOR Creating demand rather than simply capturing existing demand.

04

Amazon / Etsy / Marketplace Search

PRIORITIZE THIS WHEN

Customers primarily search for and purchase your products through Amazon, Etsy, Walmart Marketplace, or another selling platform.

Your biggest SEO opportunity may be inside that platform rather than traditional Google search.

05

Foundation First

PRIORITIZE THIS WHEN

You're still figuring out:

What you're selling

Who you're selling it to

Your pricing

Your positioning

Your sales process

Whether customers consistently buy

Strengthen those pieces first.

Then amplify what is already working.

DON'T ASK

~~Which marketing tactic should I be doing?~~

ASK

Where are my ideal customers looking when they're ready for a solution like mine?

That's where your visibility strategy should begin.

My Business Blitz helps established businesses become easier to find, trust, and choose across Google, AI search, Maps, and the web.

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