

Blacknight Launches rankingCoach Online Marketing For Small Business

DIY online marketing for small businesses

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SUMMARY

Blacknight are now offering a comprehensive online marketing suite to help small businesses improve their online marketing. The solution helps SMEs improve their site's SEO as well as their social media marketing.

Blacknight, Ireland's leading domain registrar and hosting company is now a one-stop-shop for small business online marketing needs.

Blacknight are pleased to introduce rankingCoach, an easy to use small business service for online marketing. rankingCoach offers a variety of enhancements such as boosting Google ranking, SEO, daily statistics and weekly reporting as well as competitor analysis.

Getting started with rankingCoach is amazingly simple. Users complete a basic setup and watch their rankings steadily improve through constant optimization as analytic and monitoring tools keep their websites at the top. Anyone, at any skill level can use rankingCoach, just subscribe, set it up and monitor the results.

Programs like rankingCoach are making it increasingly easier for small businesses to compete in the online marketplace and achieve a much greater visibility on the Internet. "If a product as robust and easy to use as rankingCoach had been available when we launched Blacknight, our initial marketing efforts would have been much less of a headache," explains Blacknight CEO Michele Neylon. "We are thrilled to offer this online marketing suite to our SME customers. We understand the pressure for local businesses to compete in broader markets online and are eager to provide our customers with any tools that might make them more successful."

rankingCoach users with no prior SEO experience can use the tool to carry out website optimisation for search engines like Google, Bing, etc. with the aid of hundreds of easy to follow video tutorials. rankingCoach will also automatically insert users businesses into directories like Google Places and Yelp as well as highlight which potential search terms customers are using to find them.

“Having a strong social media presence is an essential part of online marketing,” Neylon continues, “but it can be incredibly time consuming to establish and update all of your accounts, particularly if you are a sole proprietor. Using a service like rankingCoach allows you to compete with businesses and companies that have greater resources.”

There are over 1 billion active users on social networks, and rankingCoach allows users to tap into their potential in order to strengthen an online image and build great customer relations. Daily updated statistics, weekly reporting, competitor analysis and local SEO round out the offerings as rankingCoach analyzes the users website to create a tailored optimisation plan.

Blacknight will be offering rankingCoach packages beginning at €9.99/month for one domain. Please visit <http://blacknight.com/rankingcoach> for a 30-day free trial.

For more information about rankingCoach and Blacknight’s suite of services, please visit <http://blacknight.com>



RELEVANT LINKS

 **RankingCoach**
<https://www.blacknight.com/rankingcoach/>

 **Blacknight Hosting & Domains**
<https://www.blacknight.com/>

QUOTES

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ABOUT BLACKNIGHT

Blacknight (<http://www.blacknight.com/>) are an Irish based, ICANN accredited domain registrar and hosting company. Recipients of several awards for their revolutionary use of social media, Blacknight are one of Europe's most cutting edge Internet companies. Blacknight constantly seek to lead the way by introducing innovative solutions for its client base and provide dedicated servers and co-location as well as a comprehensive range of Microsoft Windows and Linux based hosting plans and domain name registration services to business globally. IP transit services and other solutions for more demanding business and academic customers are offered a la carte.



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