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For Immediate Release

Gain deeper online presence with YouTube

Today's small businesses struggle to survive without some sort of online presence. Google and other search engine algorithms use certain criteria for searches. One of these being videos, and EarningCoach Marketing specializes in helping businesses with video.

Most small businesses are concerned with meeting customer expectations, accounting and employee relations in addition to turning a profit. The other details often fall by the wayside, and it is these details that can actually assist in the business' success.

Marvin Drobos and EarningCoach Marketing work with small businesses to create and maintain an active YouTube account. The goal of the consultancy is the same for all small businesses with an online presence – the vaulted first page of SERP.

“SERP means search engine results page. Research points to the fact that 90 percent of search engine users do not go beyond the first page of results. Achieving and more importantly, maintaining a first page result does not happen without effort. Google is constantly changing and updating its algorithm. What worked well a few years ago will certainly bury the site today,” said Drobos.

Drobos refers to some of the original tricks to earn high page rankings in search engines. Stuffing pages with key words was the solution a few years ago, but this process is not actively buried in favor of more detailed techniques.

“Search engines are looking for fresh content, active pages with a regularly updated blog and a video presence. People who are on the go may not be able to read an entire page to learn about a particular business, so a quick and easy to watch video is the perfect solution,” continued Drobos.

The problem with video is they take time to create, upload and keep active. Without a dedicated team to maintain the videos, they quickly become stale and again, buried in the search engine response pages.

This is where EarningCoach Marketing comes in to help. The company creates and maintains the video aspect of the company and actively works to ensure the video is seen across the Internet. This allows companies to grow and prosper without having the extra worry of video maintenance.

EarningCoach Marketing's website is currently under construction. Meanwhile, the consulting service does have an active Facebook page. Visit [www.facebook.com/earningcoachmarketing.com](http://www.facebook.com/earningcoachmarketing.com) to learn more about the business and read reviews.

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