

ONLINE PRESENCE CHECKLIST

THE MORE PEOPLE THAT KNOW ABOUT YOUR BUSINESS, THE MORE BUSINESS YOU WILL HAVE.

Don't hide from your potential customers! Make it easy for them to find your business. According to Google, 97 percent of consumers search for local businesses online. Your customers are online and you should be too.

1 GOOGLE MY BUSINESS

All local businesses should start creating their presence online by creating a GMB account. Claim your business profile to update how your business appears in Google search and gain insights into how people are searching for your business.

2 SOCIAL MEDIA

Think of social media as an extension of your website. A great starting point for most businesses is creating Facebook and Instagram business accounts. If you know your customers use other social media platforms, opt to build a presence on those platforms. Only focus on 2-3 platforms.

3 YOUR BUSINESS WEBSITE

All businesses need a website. Your website is where all your other online business pages link to, & where cold traffic turns into warm traffic. Think of it as your home base for all marketing and advertising efforts. Start thinking of your website as a 24/7 salesperson, always there collecting data!

4 OTHER BUSINESS DIRECTORIES

Most business owners stop at creating a Google My Business account. But they forget the power of submitting their business information on other business directory sites such as Yelp, YellowPages, and the BBB. There are hundreds of other business directories. Find all relevant directories and submit your business information on all relevant directories.